Racine Downtown Design Guidelines

DESIGN GUIDELINES CHECKLIST

Project and Applicant Name: Facade and signage changes - Lakeview Pharmacy

Zoning: B-4 Central Business

Building Use: retail storefront (Pharmacy)

Other :

Submission Date: January 18, 2023

DESIGN GUIDELINES

	Applies Yes	Applies No	Complies Yes	Complies No
1). Racine Character				
• Reinforce Racine's Sense of Place	☑	☐	☑	☐
• Integrate the Environment	☐	☑	☐	☐
• Promote Linkages to Racine's Heritage	☐	☑	☐	☐
• Establish and Strengthen Gateways	☑	☐	☑	☐
• Promote Architectural Compatibility	☑	☐	☑	☐
• Preserve Historic Buildings	☑	☐	☑	☐
• Use Architectural Contrast Wisely	☑	☐	☑	☐
• Integrate Art	☑	☐	☑	☐
2). Pedestrian Emphasis				
• Reinforce and Enhance the Pedestrian System	☑	☐	☑	☐
• Respect Racine's Historic Block Structure	☐	☑	☐	☐
• Define the Pedestrian Environment	☑	☐	☑	☐
• Protect the Pedestrian from the Elements	☐	☑	☐	☐
• Provide Places for Stopping and Viewing	☐	☑	☐	☐
• Create Successful Outdoor Spaces	☑	☐	☑	☐
• Integrate Barrier-free Design	☐	☑	☐	☐
3). Sustainability				
• Green Architecture	☐	☑	☐	☐
4). Architecture				
• Residential Doors	☐	☑	☐	☐
• Residential Windows	☐	☑	☐	☐
• Residential Bay Windows	☐	☑	☐	☐
• Balconies	☐	☑	☐	☐
• Retail and Commercial Doors	☐	☑	☐	☐
• Retail Corner Doors	☐	☑	☐	☐
• Retail Windows	☐	☑	☐	☐
• Building Massing	☐	☑	☐	☐
• Security/Privacy	☐	☑	☐	☐
• Roofs	☐	☑	☐	☐
• Wall Materials	☑	☐	☑	☐
• Wall Structure	☑	☐	☑	☐
5). Lighting				
• Building Lighting	☐	☑	☐	☐
Landscape Lighting	☐	☑	☐	☐
• Parking Lot Lighting	☐	☑	☐	☐
6). Signs				
• Wall Signs	☑	☐	☑	☐
• Hanging Signs	☑	☐	☑	☐

This application contemplates painting of the exterior walls, reconfiguration of the sign band, adding a projecting sign, and wall sign on both the Wisconsin Avenue and Monument Square frontages. The sign band will utilize barn wood material with a waterproofing compound and the building facade will be painted. The signage complies with all zoning and design guideline requirements.