



**CITY OF RACINE**  
**General Application Form**

Department of City Development  
730 Washington Ave., Rm. 102  
Racine, WI 53403  
Phone: 262-636-9151  
Fax: 262-635-5347

**Type of Reviews**

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> 2035 Comprehensive Plan Amendment (\$0 Fee) | <input type="checkbox"/> Certified Survey Map (\$170 + \$50 per lot) | <input checked="" type="checkbox"/> Design Review (\$0 Fee) |
| <input type="checkbox"/> Administrative Review (\$0 Fee)             | <input type="checkbox"/> Conditional Use Permits (\$695 Fee)         | <input type="checkbox"/> Research Request (\$0 Fee)         |
|  |  | <input type="checkbox"/> Rezoning (\$830 Fee)               |

APPLICANT NAME: Michaels Signs Inc.  
ADDRESS: STREET: 3914 S. Memorial Dr CITY: Racine STATE: WI ZIP: 53403  
TELEPHONE: 262-554-6066 CELL PHONE: \_\_\_\_\_  
EMAIL: steve@michaelsigns.com

AGENT NAME (IF APPLICABLE): \_\_\_\_\_  
ADDRESS: STREET \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
TELEPHONE: \_\_\_\_\_ CELL PHONE: \_\_\_\_\_  
EMAIL: \_\_\_\_\_

PROPERTY ADDRESS (ES): 501 Lake Ave  
CURRENT ZONING: B-4 Central Business District  
CURRENT/MOST RECENT PROPERTY USE: Civic Center Venue  
PROPOSED USE: \_\_\_\_\_  
PROPOSED ZONING (only if applicable): \_\_\_\_\_  
LEGAL DESCRIPTION AND TAXKEY (only required for CSM, Rezoning and Comprehensive Plan Amendments): \_\_\_\_\_

CURRENT COMPREHENSIVE PLAN DESIGNATION: (only for comp plan amendments) \_\_\_\_\_  
PROPOSED COMPREHENSIVE PLAN DESIGNATION: (only for comp plan amendments) \_\_\_\_\_

Are you the owner of the property included in the area of the requested zoning?  
☐ Yes ☒ No ☐ Option to Purchase ☐ Lease

\*NOTE: The owner of the property (if different than the applicant) must sign this application.

**OWNER & APPLICANT AUTHORIZATION**

The signature(s) hereby certify that the statements made by myself and constituting part of this application are true and correct. I am fully aware that any misrepresentation of any information on this application may be grounds for denial of this application. I agree that if this request is approved, it is issued on the representations made in this submittal, and any approval or subsequently issued building permit(s) or other type of permit(s) may be revoked without notice if there is a breach of representation or conditions of approval. The applicant/owner by their signature understands and agrees that they are responsible for the completion of all on-site and off-site improvements as shown and approved on the final plan:

Owner (s) Signature: David L. Brown Date 8-07-18  
Print Name: DAVID L. BROWN

Applicant (s) Signature: Rosie Olle Date 8/6/2018  
Print Name: Rosie Olle



## CITY OF RACINE

### CHECK LIST FOR DESIGN REVIEW

Department of City Development  
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Fax: 262-635-5347

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Douglas Avenue        | <input type="checkbox"/> Redevelopment Area | <input type="checkbox"/> West Racine           |
| <input type="checkbox"/> Downtown              | <input type="checkbox"/> State Street       | <input type="checkbox"/> Young Industrial Park |
| <input type="checkbox"/> Olsen Industrial Park | <input type="checkbox"/> Uptown             |  |

**BUSINESS REPRESENTATIVE** Steve Prochaska

**BUSINESS NAME:** Michaels Signs Inc.

**BUSINESS ADDRESS:** 3914 S. Memorial Dr **CITY:** Racine **STATE:** WI **ZIP:** 53403

**TELEPHONE:** 262-554-6066 **CELL PHONE:** \_\_\_\_\_

**EMAIL:** steve@michaelsigns.com

#### **SUBMITTAL REQUIREMENTS**

- ☐ Cover Letter with brief description of project.
- ☐ Plans displaying the following information:
  - Name of development or project
  - Developer's and/or owner's name, address, phone number, facsimile number.
  - Name of person and/or firm preparing plans along with address, phone number, facsimile number.
  - The most current date of preparation/revision

#### **If the project is for a Sign, Submit...**

- ☐ Sign plan drawn to scale showing the design, materials, height, size, location, illumination method, method of installation and number of signs.
- ☐ Perpendicular color photo of your building, the buildings on each side of your building, and the buildings across the street.
- ☐ Dimensioned color rendering or digitally enhanced color photo of the proposed signage as it will appear when installed.
- ☐ Materials samples sign lens, color chips, base materials, anchoring devices (photos or spec. sheets are acceptable).

#### **If your project includes awnings or canopies, Submit...**

- ☐ A plan drawn to scale showing dimensions of projection, drop, valances, height above sidewalk, distance to curb.
- ☐ Perpendicular color photo of your building, the buildings on each side of your building, and the buildings across the street.
- ☐ Dimensioned color rendering or digitally enhanced color photo of the proposed awning as it will appear when installed.
- ☐ Materials samples of awning materials, support structures, anchoring devices (spec. sheets are acceptable), color chips, etc.

#### **If your project is an exterior remodeling or façade restoration, Submit...**

- ☐ Architectural treatment of all building exteriors and include materials samples and color chips.
- ☐ Roof-top equipment descriptions (submit dimensioned brochures, drawings or photos) if applicable.
- ☐ Dimensioned and to-scale building elevations showing materials, textures and colors (include materials samples and color chips).
- ☐ Dimensioned and to-scale color rendering of exterior elevations (include color chips) Roof-top equipment descriptions (submit dimensioned brochures, drawings or photos) if applicable.
- ☐ Dimensioned and to-scale building elevations showing materials, textures and colors (include materials samples and color chips).



- ☐ Dimensioned and to-scale color rendering of exterior elevations (include color chips)
- ☐ Dimensioned sign plan drawn to scale showing design, materials, height, size, location, number of, illumination method, etc.(see sign submittal requirements).
- ☐ Dimensioned and to-scale awning or canopy plan (see sign submittal requirements).

**If your project is a building addition or new construction, Submit...**

- ☐ Dimensioned and to-scale plot plan showing:
  1. North arrow and scale.
  2. Location of structure(s) on lot.
  3. Parking and access drive locations, parking stall dimensions, curbing, tire stops, loading docks, lighting, etc.
  4. Trash and utility areas, including design, materials, size, location, access to, screening, etc (include materials samples).
  5. Landscaping showing type, size and placement, fencing, berming, walls, screening, etc.
  6. Outdoor lighting showing direction of beam, intensity, and height and type of fixtures (include spec. sheets or drawings).
  7. Location of all easements.
  8. Surface treatment of all outside areas (i.e. Grass, asphalt, concrete, paver stones, etc.)
  9. Location of sewer and water lines, gas, electric, telephone, etc.
  10. On-site surface water drainage, grading, building ground elevations, and storm drainage systems.
  11. Parking plans showing number of parking spaces and location.
- ☐ Dimensioned and to-scale sign plan showing design, materials, height, size, location, number of, etc. (see sign submittal reqs).
- ☐ Dimensioned and to-scale awning or canopy design (see awning submittal requirements).
- ☐ Dimensioned and to-scale building plans showing design attributes such as:
  1. Architectural treatment of all building exteriors (provide materials samples).
  2. Roof-top equipment (submit dimensioned brochures, drawings or photos).
  3. Exterior building elevations showing materials, textures and colors (provide materials samples and color chips).
  4. Color rendering of exterior elevations of building (provide color chips).
  5. Floor plans.
  6. Entrances, exits, loading docks, storage areas and building service areas.
- ☐ A schedule of project information such as:
  1. Lot area.
  2. Number, density, size and distribution of dwelling units (if applicable).
  3. Total square feet in building(s) by floor.
  4. Zoning of the project site.

**OTHER REQUIRED INFORMATION (If applicable).**

Number of employees; Hours of operation; Truck traffic and size of truck; Description of business, including machinery used, processes involved, products produced, noise and emissions created; Future expansion.

I certify that all items checked above have been provided. I understand that not providing all of this information may result in an incomplete application and delay the consideration of my project for approval.

SIGNATURE: Rose Oup DATE: 8.6.18

P.O. Box 085179  
Racine, WI 53408-5179



Phone 262•554•6066  
Fax 262•554•0574

Department of City Development  
730 Washington Ave.  
Racine, WI 53403


#### Description


Michael's Signs, Inc. is proposing to replace the manual changeable readerboards on the existing three (3) sided sign structure with Two (2) NEW electronic message located at 501 Lake Ave.

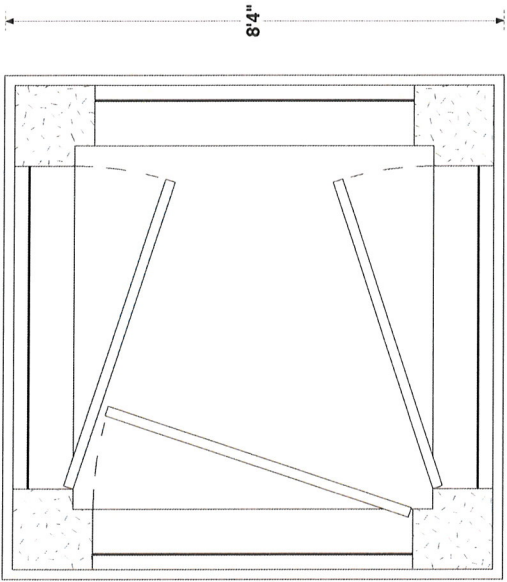
The proposed sign is 31.5 square feet per side. This size will remain the same

The sign will sit in the exact location of the existing sign, no other elements to the sign or structure will be changing.

Thanks  
Rosie Olle

Client <b>CITY OF RACINE</b>		Scales Person <b>SP</b>	
Date <b>6-19-02</b>	Drawing # <b>17(2)</b>		
Rev # <b>1</b> 10-18-02 <b>2</b> 8-3-18		Scale <b>1/2"=1'</b>	
Sign Specifications			
Colors			
Approved by			
<div><p>P.O. Box 085179 Racine, WI 53408-5179 PH: (262) 554-6666 - FAX: (262) 554-0574 NOTICE: The ideas and designs contained in this original and unpublished drawing are the property of Michael's Sign and are to be used only for the project and location specified. They are NOT BE USED OR REPRODUCED in whole or in part without written permission.</p></div>			





**KIOSK SIGNAGE**

QUANTITY: ~~THREE (3)~~ **Two (2)**

**\*INSTALL NEW DAKTRONICS FULL COLOR EMC DISPLAYS IN EXISTING CABINETS (REMOVE READER TRACKS & REPLACE W/ EMC UNITS)**

NOTE: DUE TO THE PHYSICAL LIMITATIONS OF THE PAPER AND INK INVOLVED IN THIS PRINTING PROCESS, THIS CUSTOM ARTWORK IS NOT INTENDED TO PROVIDE AN EXACT MATCH TO THE ACTUAL FINISH PAINTED PRODUCT.





Proposed sign- looking NORTH



Building across the street from sign- West



Proposed sign- NE Corner



Building to the North of sign





Proposed Sign- looking South



Across the street – South ( Southeast Corner)



southwest Corner