

CITY OF RACINE, WISCONSIN
APPLICATION FOR PROJECT REVIEW

BY A DESIGN OR DEVELOPMENT REVIEW AUTHORITY

Downtown _____ State Street _____ West Racine _____ Uptown _____ Douglas Avenue _____
Olsen Industrial Park _____ Young Industrial Park _____ (Jacobsen/Textron) Redevelopment Area _____ (Racine Steel)
Redevelopment Area _____ Plan Commission _____

(Not a substitute for building or sign permit approval)

Submit Completed Application and Supporting Materials To:

Department of City Development

730 Washington Ave., Room 306, Racine, WI 53403

Phone: (262)636-9151 or Fax: (262)636-9329

IMPORTANT NOTICE: Failure to submit a complete application and required supporting materials may result in an application being rejected, or the review body deferring or denying a proposal.

PROJECT ADDRESS OR LOCATION: 217 6th Street

PROJECT TYPE: Exterior Remodel _____ Addition _____ New Construction _____ Façade Restoration _____ Sign X Other _____
Provide Estimate of Aggregate Project Cost: \$1,800.00

BRIEFLY DESCRIBE PROJECT: _____

We are proposing to remove the existing "Racine Optical Co." blade sign and replace it with a new "MYEYEDR."

non-illuminated blade sign.

Anticipated Start Date: Not available at this time. **Estimated Completion Date:** _____

PROPERTY OWNER: Owner Name: The Rosenberg Rev Trust

(Required Information)

Address: 4908 Indian Hills Drive, Mt. Pleasant State: WI Zip Code: 53406 Phone #: _____

Fax #: _____ E-Mail: _____ Date: _____ Signature: _____

BUSINESS INFO: Business Representative: _____ Business Name: My Eye Dr.

Business Address: 217 6th Street, Racine State: WI Zip Code: 53403 Phone #: _____

Fax #: _____ E-Mail: _____ Date: _____ Signature: _____

AGENT INFO: Firm Name: Sign Effectz, Inc.

and Contact: Eric Rohs

(Architect/Engineer/Designer)

Address: 1827 W. Glendale Avenue, Milwaukee State: WI Zip Code: 53209 Phone #: 262-220-9220

Fax #: _____ E-Mail: ericr@signeffectz.com Date: 4/2/2021 Signature: Eric Rohs

CITY STAFF COMPLETE THIS SECTION

Date received: _____ Date to be reviewed: _____ Action: _____

SUBJECT PROPERTY IS (CHECK ALL THAT APPLY):

In a Historic District _____ Designated Local Landmark _____ State Landmark _____ National Landmark _____ NA _____

ADDITIONAL CITY ACTION THAT MAY BE REQUIRED:

Date of Plan Commission review: _____ Plan Commission action: _____

Date of Common Council review: _____ Common Council action: _____

Other: _____

SEE REVERSE SIDE FOR SUBMITTAL REQUIREMENTS

BS1-1

Proposed Signage = 5.8 SF

Relevant Signage Code

Allowed 70 SF Aggregate Total for all signage onsite
Projection for blade sign NTE 5'
Height above grade needs to be at least 8'

Sign Type

D/F Non-Illuminated Blade Sign
w/ Applied Vinyl

Mounting

Side Mounted to Facade

Color Palette

- Vinyl: Opaque White
- Vinyl: 3M 7725-77 Peacock Blue
- Face: Black
- Black Cabinet and Hardware



▲ **EXISTING**

EXISTING SIGN (EYE): 46.5 (L) x 16.75\" (H) x 3.5\" (D)
EXISTING SIGN (TAGLINE): 46.5 (L) x 11.5\" (H) x 3.5\" (D)
EXISTING MOUNTING BRACKET: 18\" OAH; 10\" SPACE BETWEEN TOP AND BOTTOM BRACKET



▲ **PROPOSED**

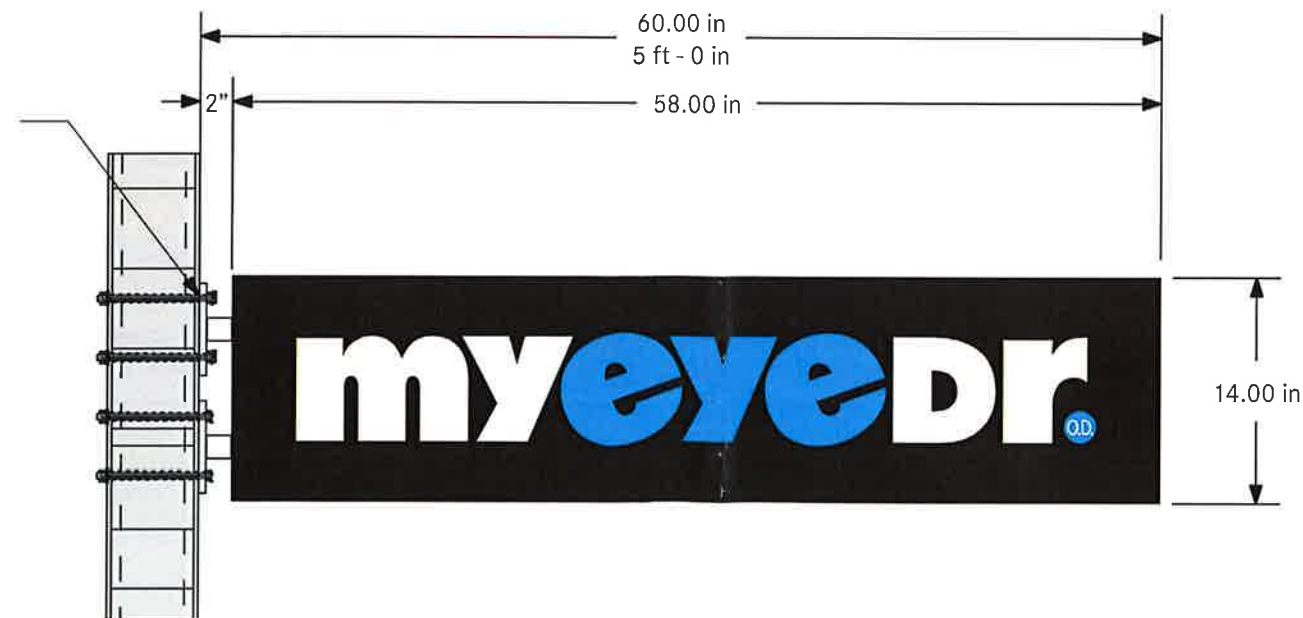
NO POWER AVAILABLE - SIGNAGE TO BE NON-ILLUMINATED

Project No. 00001410
Project MyEyeDr Signage Package
Location 217 6th St
Racine, WI 53403

Orig. Draft 02.24.2021
Project Mgr. Jim Zook
Designer Liz Morgan
Rev. Art N/A
Rev. Date 00.00.00
Page Rev. 000
Rev. Details N/A

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Mounting: Typical:
3/8\" Anchor Bolts
Top mounted w/
1/4\" aluminum strap



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