



City of Racine

City Hall
730 Washington Ave.
Racine, WI 53403
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Legislative Report

File Number: Res. 1281-19

Agenda Date: 11/19/2019

File Type: Resolution

251 Luedtke Avenue

Resolved, that, based on the findings of fact, the request from Michael's Signs, agent for Lutheran High School, seeking a conditional use permit for an electronic message center at 251 Luedtke Avenue, is approved, subject to the following conditions:

- a) That the plans presented to the Plan Commission on November 13, 2019, be approved subject to the conditions contained herein.
- b) That the EMS be operated in accordance with the following provisions:
 1. Maximum brightness levels for electronic or digital display signs shall not exceed 5000 nits when measured from the sign's face at its maximum brightness, between sunrise and sunset, as determined by the National Weather Service.
 2. Maximum brightness levels for electronic, digital display signs shall not exceed 500 nits when measured from the sign's face at its maximum brightness, between sunset and sunrise, as determined by the National Weather Service.
 3. Each message change shall be accomplished in one second or less, and each message shall remain in a fixed position for a minimum of 12 seconds.
 4. The use of scrolling, flashing, blinking, chasing, or traveling lights, videos, or similar animation is prohibited except during message changes.
 5. A maximum of four lines for electronic messages are allowed per sign face. Lettering height shall be no more than four inches in height.
 6. The electronic message board be switched off from or programmed to an all-black screen, with no messaging from 10:00 PM to 6:00 AM daily.
- c) That all codes and ordinances are complied with and required permits acquired.
- d) That an exception from Racine Ordinances Sec. 114-1033(a)(1)c.2 be granted to allow a sign within 25 feet of city owned parkland to the east (Brose Park) and 160 feet from Lee Park (north).
- e) That no minor changes be made from the conditions of this permit without approval of the Plan Commission, or successor, and no major changes be made from the conditions of this permit without the approval of the Common council.

That this conditional use permit is subject to Plan Commission, or successor, review for compliance with the listed conditions.

Fiscal Note: N/A