



City of Racine

City Hall
730 Washington Ave.
Racine, WI 53403
www.cityofracine.org

Legislative Report

File Number: Res. 0635-20

Agenda Date: 11/12/2020

File Type: Resolution

2430 Lathrop Avenue

Resolved, that based on the findings of fact, the request from Michael's Signs seeking a conditional use permit to allow an electronic message sign at 2430 Lathrop Avenue is approved, subject to the following conditions:

- a. That the plans presented to the Planning Heritage and Design Commission on September 23, 2020, 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.
- c. That all conditions outlined in Common Council Resolution 14-0058 be met prior to the installation of the electronic signage on the site.
- d. That all codes and ordinances are complied with and required permits acquired.
- e. Submission to and approval by the Department of City Development of a planting list for the base of the signage.
- f. That no minor changes be made from the conditions of this permit without approval of the Planning Heritage and Design Commission, and no major changes be made from the conditions of this permit without the approval of the Common Council.

- g. That this conditional use permit is subject to Planning Heritage and Design Commission review for compliance with the listed conditions.

Fiscal Note: N/A