

Bryan D. Albrecht

President

Mayor, John Dickert

ADMINISTRATION CENTER 3520 - 30th Avenue Kenosha, WI 53144-1690

Racine City Hall 730 Washington Ave Racine, WI 53403

262,564,3300 262.564.3301 FAX/262.564,2816 TTY

BURLINGTON CENTERS

380 McCanna Pkwy. 496 McCanna Pkwy. Burlington, WI 53105-3622 262.767.5201 FAX/262.767.5206 TTY

February 15, 2011

262.767.5200 Dear Mayor Dickert,

CENTER FOR ADVANCED TECHNOLOGY & INNOVATION

> Renaissance Business Park 2320 Renaissance Blvd. Sturtevant, WI 53177 262.898.7500 262.898.7501 FAX

CENTER FOR BIOSCIENCE & INFORMATION **TECHNOLOGY**

3520 - 30th Avenue Kenosha, WI 53144-1690 262,564,3600 262.564.3601 FAX

ELKHORN CAMPUS

400 County Road H Elkhorn, WI 53121-2046 262,741,8200 262.741.8201 FAX/262.741.8206 TTY

> HORIZON CENTER FOR TRANSPORTATION

4940 - 88th Avenue Kenosha, WI 53144-7467 262.564.3900 262.564.3901 FAX

3520 - 30th Avenue Kenosha, WI 53144-1690 262.564.2200 262.564.2201 FAX/262.564.2206 TTY

TECHNOLOGY CENTER

9449 - 88th Avenue (Highway H) Pleasant Prairie, WI 53158-2216 262.564.3400 262.564.3401 FAX

1001 South Main Street Racine, WI 53403-1582 262.619.6200 262.619.6201 FAX/262.619.6206 TTY

WGTD-FM/91.1

3520 - 30th Avenue Kenosha, WI 53144-1690 262.564.3800 262.619.6800 262.564.3801 FAX

This letter is to request the city of Racine's permission for Gateway Technical College to install an electronic message board /monument sign east of its campus.

We are proposing that the sign be installed along the right-of-way located between the parking lot and Pershing Drive. This is land owned by the City of Racine and leased by Gateway Technical College. Please see attached drawing for exact location.

As you are aware, Gateway continues to improve the appearance and usability of its lake side of campus to make it a location that students, as well as the public, will enjoy visiting and utilizing.

The new sign would welcome visitors to campus and inform students of important application dates and campus events. Because of the location of the sign in an area where visitors may travel, the sign (if approved at the size the drawing identifies) could also carry 1-2 messages a week promoting TECHNOLOGY Racine community activities.

We understand the city encourages restricting the number of permanent signs to those most KENOSHA CAMPUS necessary and that each business or institution is granted a certain allotment of signs. The City has been generous in the past in understanding the needs of a large college and has increased that allotment to accommodate our needs. Approval of this new monument sign would not increase LAKEVIEW ADVANCED that allotment. During the reconstruction of the lake view side of campus, we have removed two pylon directional signs, which we do not plan to replace, keeping the number of signs, below the number we had a year ago.

RACINE CAMPUS We would also like to point out an advantage of the placement of this sign is that there are no neighbors on the east side of campus, so we need not be concerned about negative impact. This sign would have the ability to carry more complete messages than the Main Street location, which is heavily restricted by size and one screen of information (because of the one screen change per hour restriction)

> Thank you for your consideration of our application to erect a Gateway Technical College monument sign on the property leased by the college.

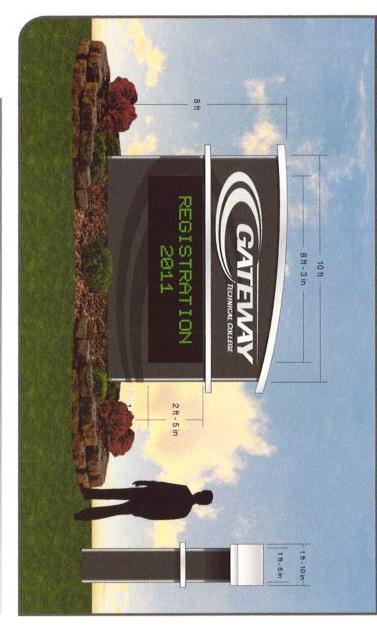
EQUAL OPPORTUNITY/ACCESS/ EMPLOYER AND EDUCATOR

Sincerely

OFRECE IGUALDAD EN OPPORTUNIDADES/ ACCESO/EMPLEO Y EDUCACIÓN

www.gtc.edu Ray

Dean of Campus Affairs, Racine Campus Gateway Technical College

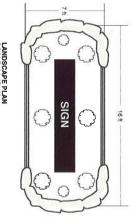


GATEWAY TECHNICAL COLLEGE (RACINE CAMPUS-LAKEFRONT) / MONUMENT S

ONE (1) DOUBLE SIDED, ILLUMINATED MONUMENT SIGN

.125 ROUTED ALUMINUM FACES BACKED W/WHITE LEXAN & 3M BLACK PERFORATED FILM

FABRICATED ALUMINUM ACCENTS & EXTRUDED ALUMINUM RADIUS CORNERS
ELECTRONIC LED MESSAGE CENTER(TIME-O-MATIC / WATCH FIRE, 19MM, GREEN LED, RF WIRELESS MODEM)
TWO (2) 4" X 4" STEEL UPRIGHTS, W/ CONCRETE FOOTINGS
MATTHEWS POLYURETHANE FINISHES
INTERNAL ILLUMINATED WITH T-8 LAMPS & WHITE LED ACCENT LIGHTING



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PH: (262) 554-6066 TOLL FREE: (800) 554-8110

Sales Rep: STEPHEN PROCHASKA City, Sate: KENOSHA, WI

3520 30 TH AVE.

Designer: EB

Colors (Matthews Acrylle Polymer): IRUSHED ALUM.(ACCENTS)	Vinyl Film Colors pu scotchcat; JM BRUSHED ALUM, PERFORATED	Client Signature:	
N 353G2		Signature	Date
N 353H3 (ановтер Logg)			
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Sadowski, Matthew

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Sadowski, Matthew

Sent:

Tuesday, December 14, 2010 4:45 PM

To:

Thielen, John

Cc:

Johanneck, Jill; Loop, Nicole; OConnell, Brian

Subject:

2nd Electronic Sign

John:

We had a chance to discuss with the City Atty's office the 2nd electronic sign proposal for the parking lot on Pershing park Drive.

If Gateway wishes to pursue the electronic sign, submit a letter addressed to the Mayor and Common Council. The letter should be requesting owners consent for Gateway to submit an application to erect an electronic sign on City property in the south parking lot in Pershing Park. The letter should include a scaled site plan showing where the sign is proposed to be installed as well as a scaled drawing of the sign itself. The common council will then forward the letter and enclosures to the appropriate bodies for consideration. City Development staff will be recommending denial based on section 114-1033 of the Zoning Ordinance and others (only one such sign is allowed per site).

If Gateway receives owner's consent, Gateway then needs to file for a conditional use permit application. As owner of the parking lot, the application form requires the signature of the City, or an action indicating consent. The permit request would be processed through the Plan Commission and Common Council. City Development staff will be recommending denial.

If the application is denied by the Common Council, the next course of legal action would be for Gateway to appeal the City's decision to circuit court.

If approved by the Common Council, the a design review application would be forwarded to the Downtown Area Design Review Commission for final review of the design.

Hope this info helps.

Matt.