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Mayor, John Dickert  
Racine City Hall  
730 Washington Ave  
Racine, WI 53403

February 15, 2011

Dear Mayor Dickert,

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 Racine community activities.

We understand the city encourages restricting the number of permanent signs to those most 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 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.

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.

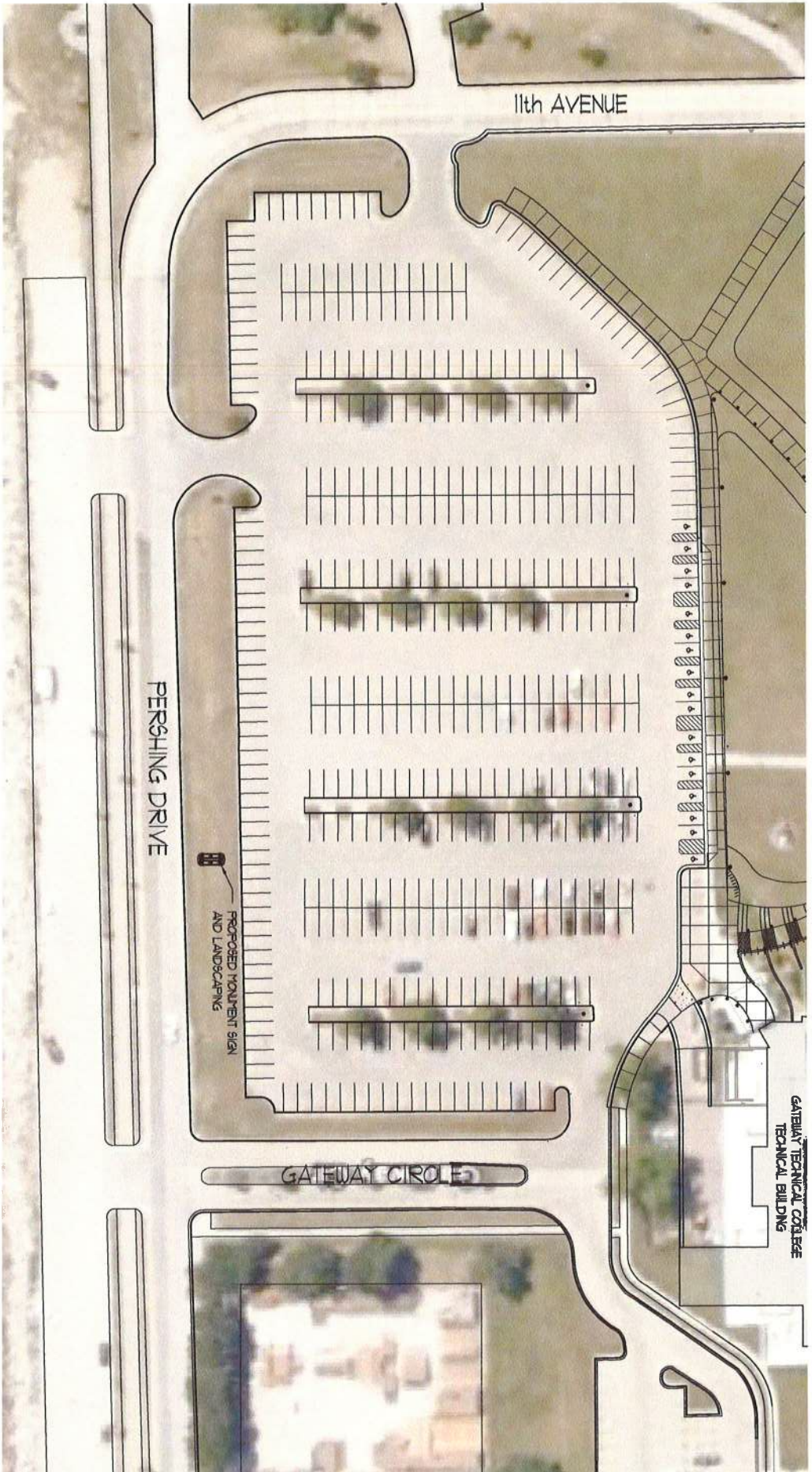
Sincerely,

Ray Koukari,

Dean of Campus Affairs, Racine Campus  
Gateway Technical College

To meet  
stand w/Park





# **PERSHING DRIVE MONUMENT SIGN**

Gateway Technical College - Racine Campus

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Scale: 1" = 50'-0"  
02.17.2011



**Partners in Design**  
**ARCHITECTS**

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Riverwoods, IL

## Sadowski, Matthew

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**From:** 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 2<sup>nd</sup> 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.