



10/8/18

RE: Digital Billboard conversion – 5200 Durand

Dear Mr. Sadowski:

Enclosed you will find an Application for Conditional Use to convert the back to back static billboard located at 5200 Durand into a back to back digital billboard. This request for the digital conversion is associated with the removal of three sign faces from the corner of Douglas and Hamilton that we had been discussing over the summer.

The conversion to digital simply requires swapping out of the static faces with new digital faces. The pole and foundation of this structure will not need to be changed or relocated. The structure of the sign is structurally capable of supporting the new digital faces. Additionally, the digital sign faces will be the same dimensions as the original sign faces so the HAGL and the overall height of the structure will remain the same.

I have included the application along with three copies of site plans, photos and sign specs for review.

Please feel free to contact me with any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Ryon Savatka".

Ryon Savatka  
Rea Estate Manager  
Adams Outdoor Advertising





CITY OF RACINE

APPLICATION FOR CONDITIONAL USE

RECEIVED

OCT 11 2018

DEPT. OF CITY DEVELOPMENT
Department of City Development
CITY OF RACINE
730 Washington Ave., Rm. 102
Racine, WI 53403
Phone: 262-636-9151
Fax: 262-635-5347

NOTE: Incomplete or illegible submittals will not be scheduled for Plan Commission or Common Council Consideration. PLEASE CLEARLY PRINT ALL INFORMATION REQUESTED BELOW. IF NOT APPLICABLE, INDICATE WITH A "N/A" IN THE BLANK:

APPLICANT NAME: Adams Outdoor Advertising
ADDRESS: STREET 102 E Badger Rd CITY: Madison STATE: WI ZIP: 53713
EMAIL ADDRESS: Ryan rsavasta@adamsoutdoor.com
TELEPHONE: (608) 216-9264 CELL PHONE: FAX:

AGENT NAME: Ryan Savasta
ADDRESS: STREET 102 E Badger Rd CITY: Madison STATE: WI ZIP: 53713
EMAIL ADDRESS: rsavasta@adamsoutdoor.com
TELEPHONE: (608) 216-9264 CELL PHONE: FAX:

ADDRESS OF PROPOSED CONDITIONAL USE: 5900 Durand Ave., Racine, WI
CURRENT / MOST RECENT PROPERTY USE: Parking & static Billboard
PROPOSED USE: convert existing billboard to digital billboard (2 faces)
NUMBER OF LEGAL, ON-SITE PARKING SPACES: N/A
NUMBER OF DWELLING UNITS: 0
SQUARE FEET OF BUILDING (PER FLOOR): N/A
SQUARE FEET TO BE USED FOR CONDITIONAL USE (PER FLOOR): N/A
NUMBER OF EMPLOYEES: FULL-TIME N/A PART-TIME: N/A
PROPOSED HOURS/DAYS OF OPERATION: 24 hours
ITEMS AVAILABLE TO CUSTOMERS BEYOND HOURS OF OPERATION (IE: ATM, VACUUM, FUEL PUMP, ETC.): N/A

PLEASE CHECK THE APPROPRIATE BOX REGARDING YOUR INTEREST IN THE PROPERTY:
OWNER [ ] OPTION TO PURCHASE [ ] LEASE [X] LAND CONTRACT [ ] OTHER [ ]

OWNER & APPLICANT AUTHORIZATION

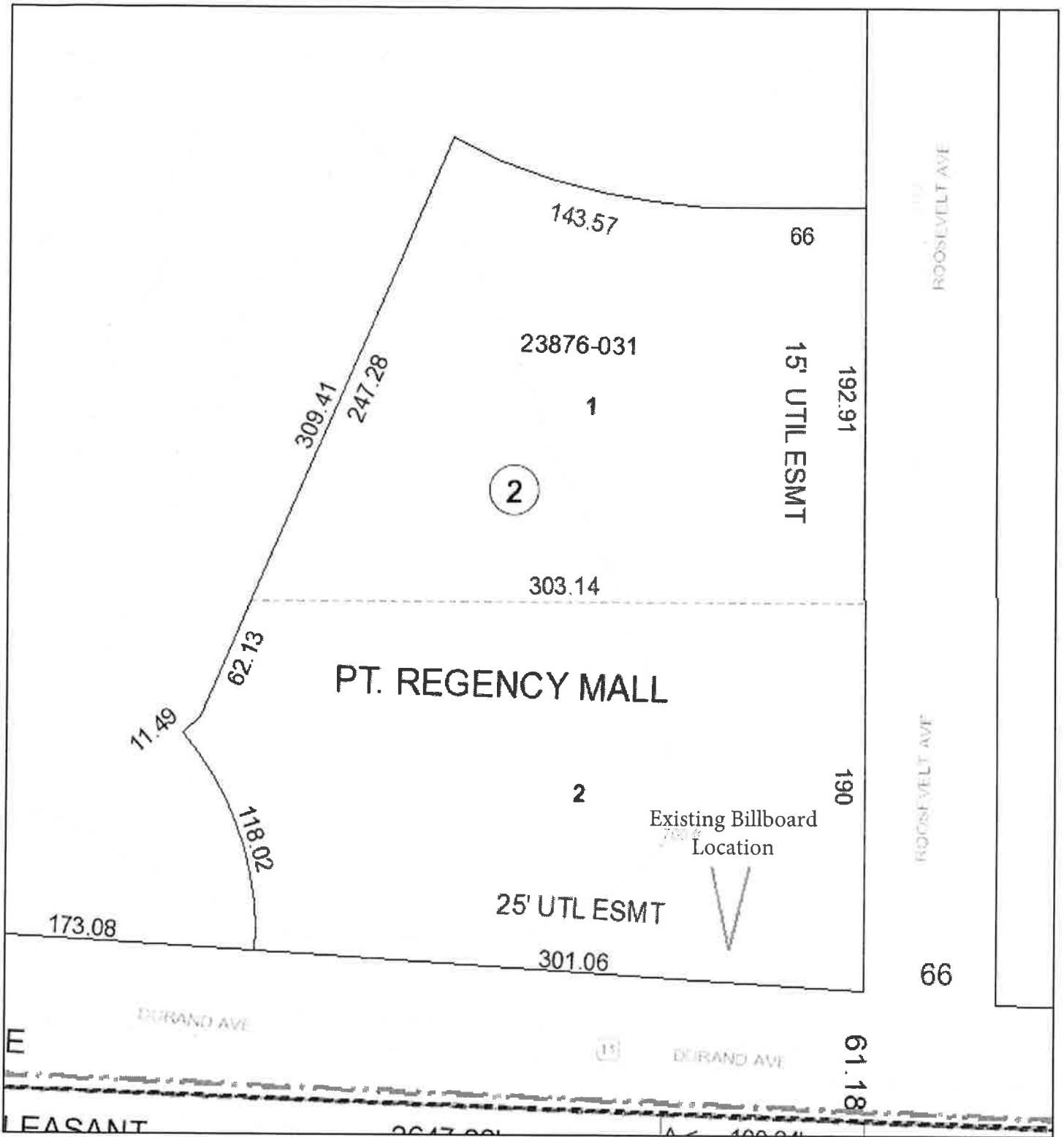
If you currently are not the owner of the property for which the Conditional Use is requested, the owner/s must also sign this form, or provide a separate written, dated, and signed statement that authorizes the applicant to process the request.

Applicant: Date: 9/14/18 Signature: Ryan Savasta
Property Owner's Consent: Date: 9-13-18 Signature: John Hudson
Print Name: Ryan Savasta
Print Name: John Hudson

\*\*Please submit this application and submittal requirements together with a non-refundable fee of \$695.00. If request is submitted with a rezoning request, the combined non-refundable fee is \$1,120.00.






(Go to Page 2 for Submittal Requirements)...

# 5200 Durand Billboard Location

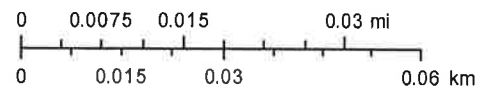


September 20, 2018

1:1,128

-  Quarter Quarter Section
-  Quarter Section
-  Sections
-  Tax Parcels
-  Parcel Tie Lines

Municipal Boundaries



Racine County, SEWRPC  
 Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, © OpenStreetMap contributors, and the GIS User Community

CURRENT SIGN

WEST FACE



CURRENT SIGN

EAST FACE



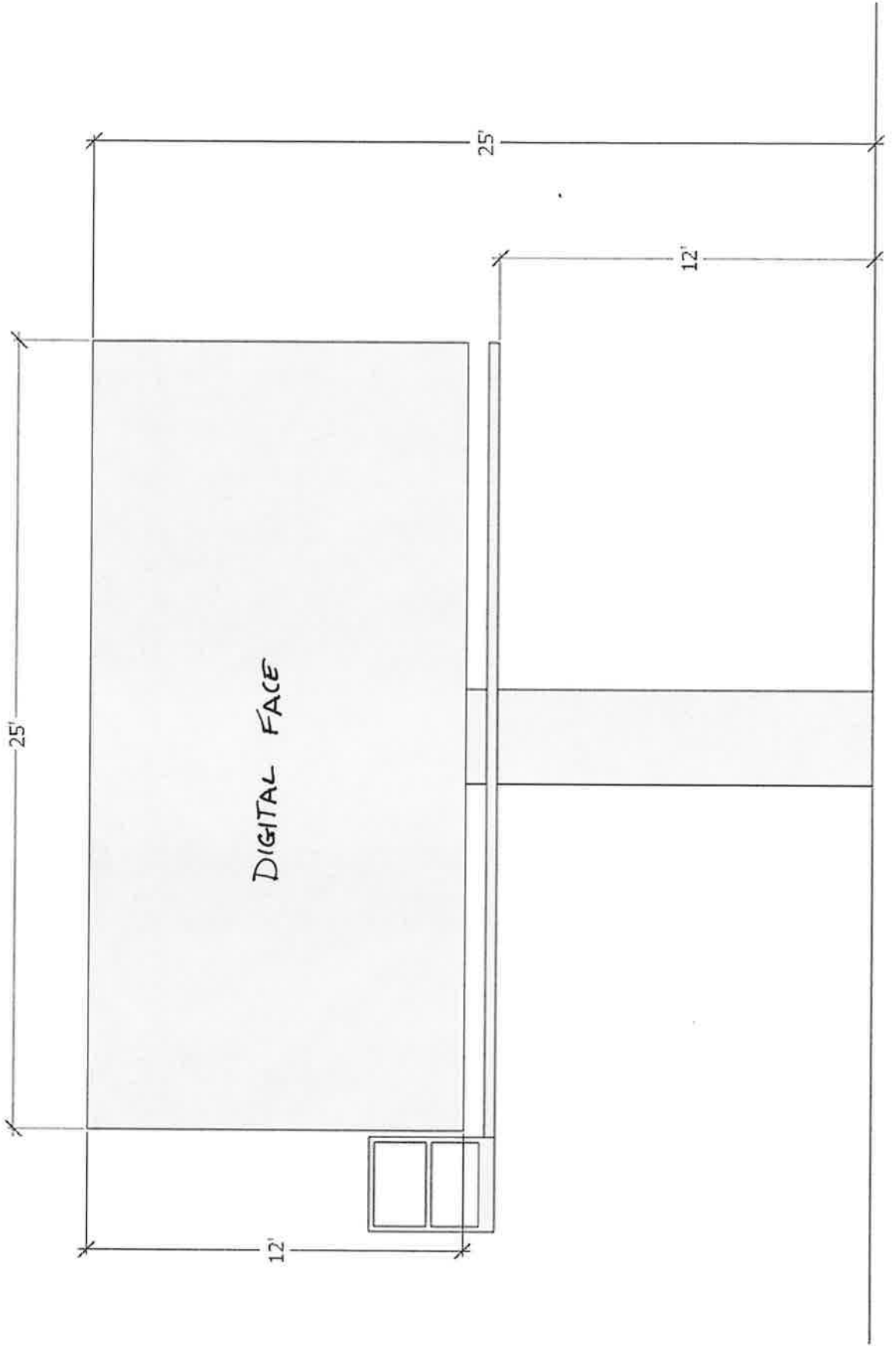
Proposed Digital Face—West Face



Proposed Digital Face—East Face



East Face



West Face

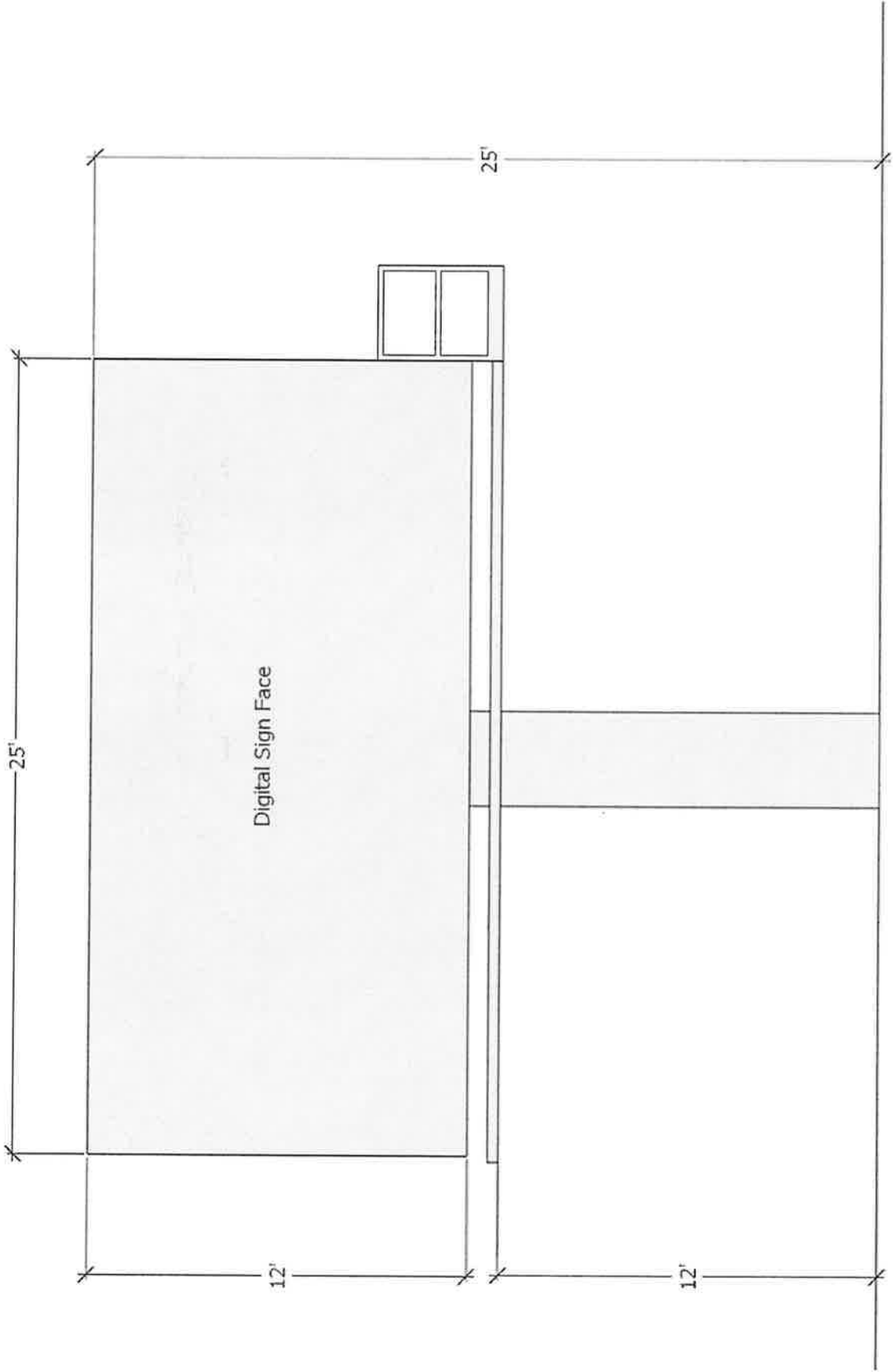
25'

Digital Sign Face

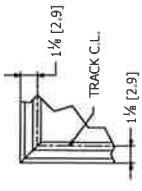
25'

12'

12'



- NOTES:**
- ELEVATION DIMENSIONS ARE TO CENTER LINE OF TRACK.
  - DISCONNECT BOX SIZE MAY VARY DEPENDING ON AMPERAGE REQUIREMENTS.
  - F-BEAM CLAMPS ARE TO BE PLACED ON ALL TRACK LOCATIONS.



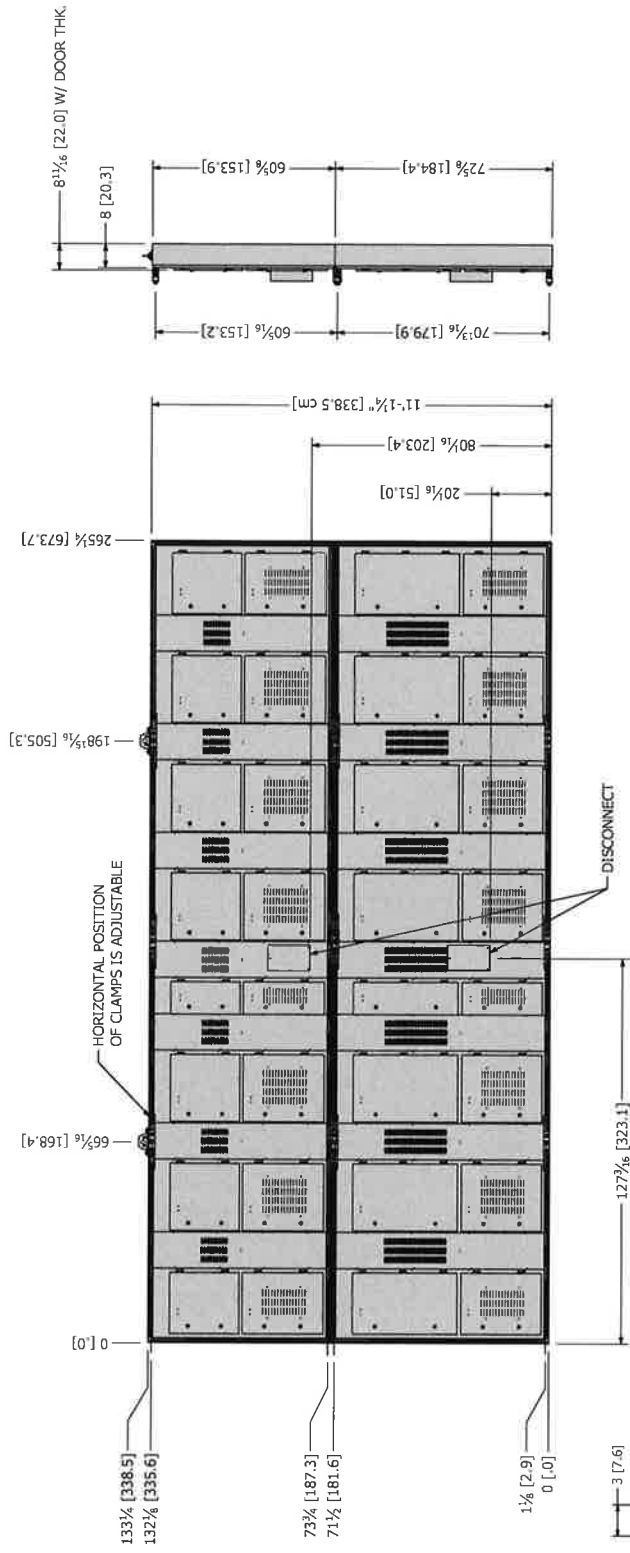
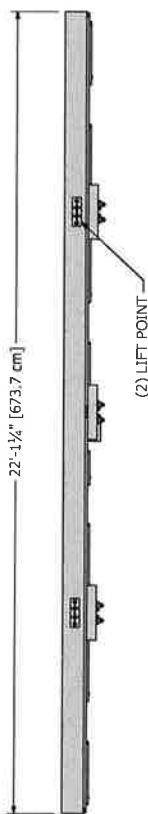
IBC2009 AND ASCE7-05  
 150 MPH 3 SECOND WIND GUST  
 IBC2012 AND ASCE7-10  
 170 MPH 3 SECOND WIND GUST  
 EXPOSURE C  
 OCCUPANCY CATEGORY 1  
 SIGN HEIGHT ABOVE GRADE = 100 FEET MAX

REQUIREMENTS TO MEET THE ABOVE WIND LOAD  
 UPRIGHT QTY: 3 MINIMUM  
 SPACING: 115 3/16 [292.6] MAXIMUM  
 CANTILEVER: 57 5/8 [146.3] MAXIMUM

THESE CALCULATIONS ASSUME THE SUPPORTING  
 STRUCTURE (DESIGNED BY OTHERS) ALSO MEETS  
 APPROPRIATE WIND LOADS AND ANTI-LIFTUP  
 PROTECTED MOUNTING SYSTEM.

SIGN WEIGHT FOR 10mm, 16mm, 19mm, & 25mm MODELS  
 2209 lbs. (2454 lbs. WITH MOUNTING HARDWARE)

SIGN WEIGHT FOR 12mm MODEL  
 2454 lbs. (2700 lbs. WITH MOUNTING HARDWARE)



VIEWABLE AREA = 11 ft. X 22 ft.



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MODEL REV	DATE	DESCRIPTION	DESCRIPTION
1	6/16/2016	REAR SERVICE - 11 X 22 VIEWABLE - DIMENSIONS 133.25" X 220.00"	REAR SERVICE - 11 X 22 VIEWABLE - DIMENSIONS 133.25" X 220.00"
0			

ANGULAR TOLERANCES	ALL DIMENSIONS ARE UNLESS OTHERWISE SPECIFIED
X° ..... = ± 3°	UNLESS OTHERWISE SPECIFIED
X'X" ..... = ± 1"	STANDARD TOLERANCES
X.XX ..... = ± .5°	TOLERANCES FOR ANGLES
X.XXX ..... = ± .0050"	TOLERANCES FOR LENGTHS
X.XXXX ..... = ± .0005"	TOLERANCES FOR POSITIVE LENGTHS

LINEAR TOLERANCES	ANGULAR TOLERANCES
X/X ..... = ± .716"	X° ..... = ± 3°
X.X ..... = ± .0450"	X'X" ..... = ± 1"
X.XX ..... = ± .0300"	X.XX ..... = ± .5°
X.XXX ..... = ± .0150"	X.XXX ..... = ± .0050"
X.XXXX ..... = ± .0050"	X.XXXX ..... = ± .0005"

CNC PROGRAM	CNC PROGRAM
CUT LENGTH	CUT LENGTH
PROGRAMMED BY	PROGRAMMED BY

DATE CREATED	DRAWN BY	PART NUMBER
6/16/2016	T. DI	111.254221.25_C.N_1.1022_R
VULT LOCATION: Design111 Customer Drawing/Track Sign/Rear Service/11.254221.25_C.N_1.1022_R.dwg		

**DIMENSION STYLE:**  
 INCHES (CENTIMETERS)



September 24, 2018

**Subject:** LED Billboard Sign Brightness & History

Watchfire Signs offers the best-looking, most reliable video displays and digital billboards. Headquartered in Danville, Ill., Watchfire has manufactured electric signs since 1932 and LED displays, using meticulously sourced components from around the world, since 1998. The company has more than 60,000 Watchfire LED displays in operation worldwide. For information, go to <http://www.watchfiresigns.com>.

Before led signs, incandescent signs were commonly measured using illuminance measurements, partly because the light bulb is ideally a point source of light illuminating equally in all directions. Illuminance meters are commonly available and inexpensive. The unit of measurement for Illuminance meters is primarily foot-candles. The foot-candle measurements are made at a defined distance from the sign and the magnitude depends on the physical size of the sign, meaning larger signs will emit more foot candles.

LED signs are highly directional however, which is an advantage in an urban setting since the light can be directed more precisely to the intended audience. Luminance measurements have been used to specify LED signs by the industry using the unit of measurement commonly referred to as Nits. The candela per square meter, or NITs, allows a specification that does not depend on size or viewing distance.

Watchfire adopted brightness standards set forth by both the ISA (International sign Association) and OAAA (Outdoor Advertising Association of America). The standards used are based on the studies of Dr. Lewin and the IESNA (Illuminating Engineering Society of North America).

**Equipment used by Watchfire engineers to make lighting measurements:**

Foot-candles/Lux - Minolta Illuminance Meter T-10  
NITs/candela/sq. m – Minolta Luminance Meter LS-100  
Sign Calibration – Minolta CS-1000 Spectra radiometer

**Brightness Levels of Watchfire Digital Displays:** The brightness level of all Watchfire digital billboards is pre-set at the factory not to exceed 7,500 NITS during daytime operation and 300 NITS during nighttime operation. These settings are compliant with standards as established by the Outdoor Advertising Association of America (OAAA). Both day-and-night maximum brightness is capped via software and cannot be brightened in the field.

**Automatic Dimming Capability:** All Watchfire digital billboards automatically adjust their brightness as ambient light levels change. A 100-step photocell automatically and immediately adjusts the signs light levels during storms and at dusk. At night, the LED operates at approximately 4% of its' daytime maximum brightness. The night time percentage varies based on ambient light conditions. A billboard operator can adjust the billboard to run dimmer than the standard established by the factory, but not brighter.

**Hold Time:** The hold time for an advertisement is controlled by the billboard operator and can be

adjusted to standards established by local regulation. Most require an ad to hold for a minimum of 6-8 seconds. Tests run by the OAAA indicate a dwell time between 6-8 seconds is optimum for conveying the information in an advertisement in a safe manner. Watchfire billboards have no animation, flashing, or scintillating capabilities and can only display static messages at the preset dwell times.

**Transition settings:** All Watchfire billboards are designed to change from one ad to the next instantaneously. This cannot be changed by the billboard operator. The boards have no transition capabilities between slides such as slide-ins or slide outs like PowerPoint type presentations.

Thank you,

Ray Digby

[ray.digby@watchfiresigns.com](mailto:ray.digby@watchfiresigns.com)

Phone: (800) 637-2645

Fax: (217) 442-1020 | [watchfiresigns.com](http://watchfiresigns.com)