

RECOMMENDATION

THAT THE REQUEST TO INSTALL A SECOND ELECTRONIC MESSAGE SIGN AT THE GATEWAY TECHNICAL COLLEGE CAMPUS BE APPROVED, SUBJECT TO THE FOLLOWING CONDITIONS:

- a. That a current site plan, showing all changes made to the Gateway Technical College campus within the last two years, shall be submitted to City Development Staff within 10 days of final approval of this request by the Common Council. This plan shall be drawn to scale, and in addition to showing all other site changes within the last two years, shall provide the following information:
 - Exact location of the sign along 11th Street. The sign must be set back a minimum of 25' from the property boundary line of 11th Street.
 - The sign shall be no taller than six (6) feet in height.
 - The lettering shall not exceed 4" in height on the EMC portion of the sign.
 - The total sign area shall not exceed 60 square feet.
 - Detailed information on the berm, including construction materials, height, and a profile view of the sign on the berm as viewed from the east and west shall be provided.
- b. That the sign design shall be subject to review and approval of the Downtown Design Committee.
- c. That the directional sign existing at the entrance into parking lot C, off of 11th Street, be removed upon the installation of the new EMC sign.
- d. That all messages shall be limited to advertisement of school functions, or municipal notices as requested by the City Engineer.
- e. That the electronic portion of the sign may only be illuminated from 7:00 a.m. – 10:00 p.m.
- f. That the sign message may change every 15 seconds.
- g. That no scrolling, flashing, blinking, or the like shall be permitted on the sign.
- h. That a landscape plan shall be submitted for review and approval by the Director of City Development within 30 days of Common Council approval.
- i. That all improvements as required shall be fully completed by July 1, 2011. If the applicant or owner fails to implement the required improvements by July 1, 2011, a financial security shall be provided to the City in an amount equal in value to the required improvements.

The financial security documents shall be submitted for the review and approval of the Director of City Development, shall be issued in the City's favor, shall be in effect for one year from the date of issuance, shall be extended beyond the expiration date if deemed necessary by the City of Racine, and shall require that the issuer give a 90 day notice to the Department of City Development prior to the expiration of said financial security.

The City is authorized by this conditional use permit to enter the site, implement the plan(s) and draw on the financial security for the cost of implementation if required improvements are not implemented by July 1, 2011. Any costs incurred in excess of the value of the financial security shall be paid by the applicant or owner or shall be imposed as a special charge against the real property in accordance with the applicable statute.

By operating under this conditional use, the applicant and owner give permission to the City to enter upon the property for purpose hereby described.

- j. That all codes and ordinances shall be complied with and required permits acquired.
- k. That no minor changes be made from the conditions of this permit without the approval of the Plan Commission and no major changes be made from the conditions of this permit without the approval of the Common Council.