



# City of Racine

City Hall  
730 Washington Ave.  
Racine, WI 53403  
[www.cityofracine.org](http://www.cityofracine.org)

## Legislative Report

---

**File Number: Res. 1187-18**

**Agenda Date:** November 20, 2018

**File Type:** Resolution

Convert an Existing Billboard to an Electronic Message Sign at 5200 Durand Avenue

Resolved, that, based on the findings of fact, the request from Adams Outdoor Advertising seeking a major amendment to an existing conditional use permit to convert an existing billboard to an electronic message sign at 5200 Durand Avenue is approved subject to the following conditions:

- a. That the plans presented to the Plan Commission on November 14, 2018, are approved subject to the conditions contained herein.
- b. That in the matter of a five year waiting period for the submittal of an application for the conversion of the two sided static billboard at 5200 Durand Avenue to a two sided electronic message center, approved as condition "f. 2." of Common Council Resolution 15-0173, said waiting period is hereby waived.
- c. That in consideration of the waving of the five year waiting period, three billboards and associated infrastructure formerly at 1143 Douglas Avenue shall not be reconstructed.
- d. That the following development standards be complied with prior to sign permit issuance unless otherwise noted:
  1. Site landscaping be trimmed and maintained as required by Sec. 114-735; and
  2. 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.
  3. Maximum brightness levels for electronic, digital display signs shall not exceed 350 nits when measured from the sign's face at its maximum brightness, between sunset and sunrise, as determined by the National Weather Service.
  4. Each message change shall be accomplished in one second or less, and each message shall remain in a fixed position for a minimum of eight seconds.
  5. The use of scrolling, flashing, blinking, chasing, or traveling lights, videos, or similar animation is prohibited except during message changes.

e. That if, prior to the issuance of an Occupancy Permit, required development standards listed in “b” above have not been or cannot be completed, a financial surety shall be provided to the City. The surety shall be in a format as approved by the City Attorney’s office, and subject to all stipulations as identified for financial sureties in the City of Racine. The dollar amount shall be determined at the time of application based upon estimates provided by the applicants for any incomplete work, and shall be valid for no less than one (1) year from the date of issuance. The surety format and content is subject to review and approval by the City Attorney.

f. That all codes and ordinances are complied with and required permits acquired.

g. That the following exceptions are granted with the issuance of this conditional use permit:

1. Sec. 114-1033(b) (2) for size of signage (retain an existing sign dimension by allowing a 300 sq. ft. electronic message center where a 75 sq. ft. electronic message center is permitted); and

2. Sec. 114-1033 (b) (3) and Sec. 114-1078 (1)(c) for height of signage (allow the retention of a 25 ft. high sign whereas 15 ft. height is permitted).

h. That no minor changes be made from the conditions of this permit without approval of the Plan Commission, and no major changes be made from the conditions of this permit without the approval of the Common Council.

i. That this conditional use permit is subject to Plan Commission review for compliance with the listed conditions.

Fiscal Note: N/A