



Legislation Text

File #: Res.0295-18, **Version:** A

Alderman Meekma

Electronic Message Sign at Southwest Corner of 501 Lake Avenue

Resolved, that based on the findings of fact, the request from Michael's Signs, authorized agent for the City of Racine, seeking a conditional use permit to allow an electronic message sign at the southwest corner of the property at 501 Lake Avenue is approved, subject to conditions:

- a. That the plans presented to the Plan Commission on September 12, 2018 be approved subject to the conditions contained herein.
- b. That the EMS be operated in accordance with the following provisions:
 1. That the EMS have a panel installed which will reduce the overall size of each panel to 25 square feet or electronic portions of signage be reduced to be less than 50 square feet in total.
 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 500 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 12 seconds.
 5. The use of scrolling, flashing, blinking, chasing, or traveling lights, videos, or similar animation is prohibited except during message changes.
 6. A maximum of four lines for electronic messages are allowed per sign face. Lettering height shall be no more than four (4) inches in height.
- c. That all codes and ordinances are complied with and required permits acquired.
- d. 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.
- e. That this conditional use permit is subject to Plan Commission review for compliance with the

listed conditions.

Fiscal Note: N/A