



CITY OF MANITOWOC
WISCONSIN, USA
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May 25, 2017

To: Mayor and Common Council

From: Manitowoc City Plan Commission

Subject: **PC 10-2017: Kwik Trip / La Crosse Sign Company: Request for Animated Sign in a B-3 General Business District at 2102 Washington Street**

Dear Mayor and Common Council:

At the May 24, 2017 meeting of the Manitowoc City Plan Commission, the Commission considered all items on its agenda, including the item identified above, and wishes to report and recommend to the Common Council the following action: to approve the Special Use Permit for an animated sign and a waiver to Section 15.450(18)(g)9 of the Manitowoc Municipal Code, subject to the attached conditions.

Respectfully Submitted,
Paul Braun
Plan Commission Secretary

Granicus # 17-0538
Attachments: Conditions

Kwik Trip Inc.
1626 Oak St / PO Box 2107
La Crosse, WI 54602

**ANIMATED SIGN SPECIAL USE PERMIT -
KWIK TRIP 2102 WASHINGTON STREET
MAY 24, 2017
PC 10-2017**

1. Compliance with the terms and conditions of the Special Use Permit shall be reviewed by the Plan Commission and Common Council in January, 2018.
2. The animated sign shall only operate the shorter period of time between store hours or from 6:00 A.M. to 10:00 P.M.
3. The animated sign be limited to static images or text only at all hours of operation in order to reduce potential driver distraction.
4. Due to the reduction in setback to the intersection traffic signal, all messages on the animated sign are to be held for a minimum of eight seconds in order to reduce potential driver distraction.
5. In order to mitigate visual clutter at the intersection, prior to commencing use of the new animated sign, the existing reader board sign (below the price of gas display) shall be removed from the pylon sign.
6. The applicants shall provide a landscape plan meeting the animated sign landscaping requirements to the satisfaction of Community Development staff.