

## Report to the Manitowoc Plan Commission

**Meeting Date:** April 26, 2017

**Report Print Date:** April 21, 2017; 9:47 AM

**Request:** PC 10-2017 Kwik Trip Animated Sign 21<sup>st</sup> St. & Washington St.; request for a Special Permit for the placement of an Animated Sign in a B-3 General Business District.

**Reason for Request:** Kwik Trip would like to erect an animated sign on the site and in the B-3 General Business District. Pursuant to section 15.450(18)b(1.)B. the Plan Commission shall be authorized to issue a Special Permit for the placement of an animated sign.

**Existing Land Use for Subject Property:** A Kwik Trip has been operating at the location.

**Existing Zoning for Subject Property:** B-3 General Business

### Surrounding Property Land Uses and Zoning

Direction	Existing Land Use	Existing Zoning
North	Residential	R-4 Single and Two Family
East	State Farm Insurance, Shipbuilders Credit Union, Other Washington Street businesses	B-3 General Business
West	Tony's Pizza, mixed residential	B-1 Office-Residential
South	Boelter's Jewelers, residential further south	B-3 General Business R-4 Single and Two Family

**Comprehensive Plan:** Future Land Use Map indicates the property as General Business.

### Consistency Analysis

Although § 66.1001, Wis. Stats. does not specifically require Special Use Permits to meet the "Consistency Requirement," it is sound planning practice to consider the policies and recommendations of the Comprehensive Plan when reviewing such requests. Although the policies and recommendations of the Comprehensive Plan does not specifically address signage, the current use and animated sign are consistent with the other uses along the Washington Avenue corridor.

**Report:** Kwik Trip has been moving to electronic message centers rather than manual reader-boards to eliminate them from going outside in all weather conditions and the need for ladders to change the messages.

**Case History:** In March of 2017, the La Crosse Sign Company submitted an application on behalf of Kwik Trip #611 (2102 Washington St.) to request for a Special Use Permit to allow for an animated sign. Said animated sign would be placed on the current complying 30' pylon sign directly below the non-animated price sign and comply with ordinance regulations concerning

square footage and height. Kwik Trip would only operate the sign during store hours from 6:00 A.M. to 10:00 P.M.

This is not the first time Kwik Trip has requested permission to erect an animated sign at the location. In 2008, La Crosse Sign Co. submitted a similar application for construction of an animated sign and was unanimously denied by the Plan Commission on staff recommendation because it would “further contribute to the visual clutter and safety concerns at this intersection.” (PC 19-2008)

Site Assessment: The site is a .33 acre corner lot and is home to Kwik Trip #611. Washington Street is to the south and S. 21<sup>st</sup> Street is to the east. As previously mentioned there is currently a 30’ pylon non-animated sign at the location displaying gas prices and advertising products available on site.

The intersection of 21<sup>st</sup> and Washington St. has stop lights and sees a very high traffic count on a daily basis. The proximity of the proposed animated sign to the traffic lights and the intersection produces an imminent concern for driver safety.

Staff consulted with the City’s Building Inspector as well as the Director of Public Infrastructure on the location of the animated sign as it relates to traffic at the nearest intersection, both of whom would not sign off on the project due to the traffic safety concerns and noncompliance with the intersection separation distance requirement.

Compliance Analysis: The site is located in the correct zoning district to allow for an animated sign to be utilized. The following is a list of requirements for an animated sign that must be complied with or otherwise waived by the Plan Commission.

- |    |                 |   |
|----|-----------------|---|
| A. | 15.450(12)(j)   | ● <i>Maximum of one (1) on-premise ground sign per business or activity.</i> Only one animated sign is proposed.  |
| B. | 15.450(14)(f)3. | ● “B-3” district allows for ground sign and animated signs pursuant to 15.450(18). Maximum total combined sf is 500sf. The proposed sign complies with this restriction.                              |
| C. | 15.450(18)(f)7. | ● Animated sign permitted only as ground sign in “B-3”. The proposed sign is a ground sign and is permitted.  |
| D. | 15.450(18)(c)8. | ● Landscape requirement is applicable for this project. Two times the sign area. The approved site plan shows a landscape area that meets this requirement.   |
| F. | 15.450(18)(h)2. | ● Animated sign shall comprise no more than the lesser of 30% of sign’s total allowed sign face, or 30 sf/sign face. Currently the proposed animated sign is 17.44 sf and the static sign is 80.2 sf, |

therefore the animated sign is 22% the size of the static sign.

- G. 15.450(18)(g)9. ● Animated signs should not be within 100' of an existing signaled intersection. The nearest signal is 10' +/- south at the Washington Avenue and 21<sup>st</sup> Street intersection; this does not comply with the code and would require a waiver from the Plan Commission.

**Recommendation:** The Community Development Department recommends denial of the request for a Special Use Permit for an animated sign and a waiver of 15.450(18)(g)9 “Animated signs should not be within 100’ of an existing signaled intersection”. Staff finds that an animated sign at the requested location would cause excessive visual clutter and will be a hazard for drivers at the intersection of 21<sup>st</sup> and Washington Streets due to the proximity to the traffic signal.

Should the Plan Commission find that these issues can be resolved and choose to approve the petitioner’s request for a Special Use Permit and waiver of the requirement for a sign to be located 100’ away from an intersection, staff recommends doing so under the following conditions:

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.
4. All messages on the animated sign are to be held for a minimum of three seconds, double the amount of time required in the sign ordinance under section 15.450(18)(h)15 “For an animated sign, individual letters or messages must hold or be illuminated for a minimum of one and one-half seconds.”

February 6, 2017  
Revised: March 21, 2017

City of Manitowoc  
Building Inspections  
900 Quay Street  
Manitowoc, WI 54220

Re: Fixed Animated Sign Permit Application for Kwik Trip #611 at 2102 Washington Avenue:

Kwik Trip is requesting consideration for the installation of an electronic message unit at their 2102 Washington Avenue location. The unit would be installed within the pylon price sign which complies with ordinance regulations concerning square footage and height. The electronic message unit will be programmed and updated by the Kwik Trip Marketing Department in La Crosse, WI to display messages per the city requirement before moving to the next message. They would have no issues with conditions placed on the sign operation such as no flashing, no scrolling, and static messages only; held for as many seconds as they city would prefer. Kwik Trip would propose to operate the sign only during store hours from 6:00 am to 10:00 pm. It is not Kwik Trip's intention to use the sign in any way to distract the public or interfere with traffic. It will be used to promote products available on site.

The Daktronics message center comes equipped with automatic light sensors that automatically adjust the sign intensity. For example, during a bright sunny afternoon, the display may be running at maximum output level. However, as the sun sets or during rainy/cloudy weather, the light sensor detects the reduction of ambient light and adjusts the display accordingly. Please see the attached letter from the Daktronics manufacturer.

Kwik Trip has moved to electronic message centers rather than manual reader-boards at all allowed locations with the safety of their co-workers in mind as they eliminate them from going outside in all weather conditions and the need for ladders to change the messages.

We appreciate your time and consideration; please feel free to contact me at 608-781-1450.

Encl: \$125 fee

If you have questions or concerns please call Cindy Bluske (see contact information below).

*Thank you,  
Cindy Bluske  
La Crosse Sign Co.  
1450 Oak Forest Drive  
Onalaska, WI 54650  
Ph: 608-781-1450  
Fax: 608-781-1451  
[cindyb@lacrossesign.com](mailto:cindyb@lacrossesign.com)*



**SIGN PERMIT APPLICATION • 15.450** (REVISED 05-May-2011)

BUILDING INSPECTION • CITY HALL • 900 QUAY STREET • MANITOWOC, WI 54220  
(920) 686-6940 Phone • (920) 686-6949 Fax • [www.manitowoc.org](http://www.manitowoc.org)

Owner's Name: Kwik Trip Inc		Address: 1626 Oak St / PO Box 2107 La Crosse WI 54602		Telephone: 608-793-5913	
Tenant's Name:		Address:		Telephone:	
Contractor's Name: La Crosse Sign Co.		Address: 1450 Oak Forest Dr. Onalaska, WI 54650		Telephone: 608-781-1450 or cindyb@lacrossesign.com	
Project Location 2102 Washington St. (Kwik Trip #611)			Sign Cost (\$) <u>15,000</u>	Zoning District B-3	
1) DIMENSIONS OF SIGN Width _____ x Height _____ = Area _____ SF					
2) ELEVATION North _____ South _____ East _____ West _____			3) FACES _____ 2 _____ No. of Faces		
4) ILLUMINATION _x_ Internal _____ External		4-A) ELECTRICAL CONTRACTOR – WI STATE MASTER & MANITOWOC CITY LICENSE Name: _____ Phone: _____			
5) TYPE OF SIGN - existing sign - face changes _x_ Ground Sign _____ Wall Sign _____ Window Sign _____ Awning / Canopy _____ Face Change _____ Projecting Sign / Awning / Canopy _____ Temporary _____ x _____ Animated (Fixed) _____ Animated (Moveable)					
5-A) ANIMATED SIGNS - ATTACHED TO NON-ANIMATED Non-Animated W <u>96.5"</u> x H <u>119.75"</u> = <u>80.2</u> SF ( _____ %) Animated W <u>31"</u> x H <u>81"</u> = <u>17.44</u> SF ( _____ %)			5-B) ANIMATED SIGNS - STAND ALONE Animated W _____ x H _____ = _____ SF		
NOTE: Animated signs are limited to the lesser of 30% of the signs total allowed sign face or 30 square feet maximum.					
5-C) GROUND SIGNS _10' 2 1/4" _____ Clearance between bottom of the sign and the ground _____ 24' _____ Overall sign height _____ existing sign, apprx 12-13' from curb _____ Setback from street Right of Way _____ Setback from edge of nearest driveway					
5-D) PROJECTING SIGNS _____ Distance between bottom of the sign and the grade at the Right of Way _____ Projection from building					
6) EXISTING SIGNAGE – List the size and type of ALL signs currently on the parcel. _____ Width x _____ Height = _____ 107.5 _____ Area SF _____ Pylon _____ Type _____ 75" _____ Width x _____ 42" _____ Height = _____ 21.87 _____ Area SF _____ front wall _____ Type _____ 101.875 _____ Width x _____ 30" _____ Height = _____ 21.2 ea. (x 4) _____ Area SF _____ Vinyl fuel canopy signs _____ Type					
ANIMATED SIGNS. Fixed animated signs shall require a special permit by the Plan Commission. Moveable animated signs shall require a special administrative review permit by the Dir. of Building Inspection & Dir. of Engineering. See attached.			B-4 ZONING / EIGHTH STREET HISTORIC DISTRICT. Shall require a Certificate of Appropriateness issued by the Community Development Authority (See 15.290(8) & 15.650 or contact the Planning Department at (920) 686-6930).		
BILLBOARDS. Shall require Plan Commission approval. See 15.45(14)(f)(3), (14)(g)(3)(F), (14)(h)(3) or contact the Planning Dept. (920) 686-6930.			PROJECTING SIGNS / CANOPIES / AWNINGS. Shall require an annual permit fee if projecting into the City ROW.		
7) ATTACHMENTS _____ Site Plan. Dimensioned and indicating sign location and setbacks of the proposed sign or device. _____ Graphic rendering or drawing of the proposed sign or device indicating sign elevation (North, South, East, West). _____ Certificate of Liability Insurance (sign contractor, unless current copy is on file). _____ Approved Certificate of Appropriateness (signs located in B-4 & Eighth Street Historical District). _____ Animated signs (please refer to attached handout for required attachments).					
ANIMATED (FIXED SIGN) Special Permit \$125 # _____ BBAP _____ Plan Commission # PC _____ <input type="checkbox"/> Approved <input type="checkbox"/> Denied <input type="checkbox"/> Conditions and/or waivers attached Permit # _____ Min. \$35.00 / .35 SF \$ _____		ANIMATED (MOVEABLE SIGN) Admin. Rev. \$70.00 # _____ BBAP _____ Dir Inspection <input type="checkbox"/> Approved <input type="checkbox"/> Denied Dir Engineering <input type="checkbox"/> Approved <input type="checkbox"/> Denied Permit # _____ Annual Fee \$ 195.00		ALL OTHER SIGNS <input type="checkbox"/> Approved <input type="checkbox"/> Denied <input type="checkbox"/> No permit Required <input type="checkbox"/> Annual fee required for projection into City Right of Way Permit # _____ Min. fee \$35.00 / .35 SF \$ _____	

Please visit [www.manitowoc.org](http://www.manitowoc.org) to view Municipal Sign Ordinance Chapter 15.450 in its entirety.  
This handout is intended to provide a simplified view of code provisions for animated signs.

**Fixed Animated Signs – City of Manitowoc**

**Fees for Fixed and Movable Animated Signs.** Fees required for both fixed and movable animated signs shall be established by resolution of the Common Council. All animated signs shall require the issuance, by the Director of Building Inspection, of a separate sign and electrical permit, even if the animated sign is attached to another sign or sign structure.

**Fixed Animated Sign.** A one (1) time fee shall be delivered to the Building Inspection Department upon the filing of a request for a special permit pursuant to Section 15.450(18)(e). Issuance of sign and electrical permits by the Director of Building Inspection for a fixed animated sign, shall first require the approval and issuance of a special permit by the City Plan Commission pursuant to Section 15.450(18)(e).

**Special Permit Application and Approval Process for a Fixed Animated Sign.**

A fixed animated sign shall not be installed or made operational in the City until so authorized pursuant to the



terms and condition of a special permit by the City Plan Commission.

An application for a special permit shall be filed either with the City Planning or Building Inspection Departments, which shall include the following attachments:

- Scaled site plan identifying the location of the proposed sign and sign structure at a property in addition to the location of the following within a radius not less than 100 feet from the proposed sign: property lines, Right-of-way lines, traffic signal lights, driveway entrances and exits, distance to existing signage on the site, and distance from residential land uses;
- Scaled drawing of the sign structure;
- Model and serial numbers of the sign structure;
- Lamp wattage and luminance levels in Nits, footcandles or equivalent measurement acceptable to the Director of Building Inspection;
- Specifications regarding construction, height, placement, color technology, light source/illumination and changeable copy (text and graphics) systems; and
- Total signage calculation for the property including the proposed animated sign.
- Landscaping plan for the fixed animated sign base as required by 15.450(14)(h)(3)(F)(ix)-(xi).

If an animated sign is to be replaced, enlarged or relocated at the same property, it shall require the review and approval by the Director of Building Inspection and City Engineer.

The City Plan Commission may attach conditions to a special permit granted hereunder in order to assure that the requested use will remain in conformity with the purposes of this Section, as well as to assure compliance with regulations of the particular zoning district within which the animated sign would be located. Compliance conditions may include, but shall not be limited to matters of assignability, restrictions upon hours of operation, authorization for the Director of Building Inspection and City Engineer to check sign settings when deemed necessary, revocation and termination, and other conditions deemed applicable by the City Plan Commission.

To secure information upon which to base its determination, the City Plan Commission may require the applicant to furnish information other than that which is specified herein to determine if the proposed use is consistent with the purpose of this ordinance.

Where a special permit is approved, an appropriate record shall be made by the Director of Building Inspection and City Engineer of the land use and structures permitted. A copy of each special permit shall be mailed to the parties in interest.

All special permits issued under this section shall be reviewed by the Plan Commission in June of each calendar year. Non-compliance with the terms of the special permit may result in the modification of the terms and conditions of the special permit, issuance of citations and financial penalties, or immediate revocation of the special permit.

**Fixed Animated Signs (Continued)**

If the circumstances warrant, when the conditions of a special permit under this section are not complied with and a public safety issue is created as a result thereof, the permit may be revoked by the Director of Building Inspection at any time. The City Plan Commission shall first hold a public informational hearing on the proposed revocation, subject to notice procedures under Section 15.370(27)(b). The City Plan Commission, after holding a public informational hearing, shall provide its written recommendation to the Common Council with its determination regarding whether or not the permit holder has, or has not, complied with the provisions of this chapter. The Common Council may, at its sole discretion, hold a public hearing regarding the proposed revocation, after which the Common Council may affirm the action of the City Plan Commission, or take whatever action it deems appropriate. All publication and costs associated with this appeals shall be borne exclusively by the petitioner.

**Movable Animated Signs – City of Manitowoc**

A one (1) time fee shall be delivered to the Director of Building Inspection upon the filing of a request for an administrative review and permit of a movable animated sign pursuant to Section 15.450(13)(f).

An annual sign permit, payable in January of each calendar year, shall be required for each movable animated sign, and shall be paid by the owner of the sign in full prior to issuance of an annual sign permit.

Lessees of a movable animated sign or their representatives shall not be required to pay the annual sign permit fee under (B) to the Director of Building Inspection for a administrative permit authorizing an animated movable sign on lessee’s property.

**Administrative Permit for a Movable Animated Sign.**

A movable animated sign must meet all applicable requirements under Section 15.450, and shall only be permitted when in compliance with all of the following standards:

The Director of Building Inspection and the City Engineer shall review, approve or deny the site location of a movable animated sign, based upon the sign owner or lessee’s submittal of information deemed necessary and acceptable by the City representatives identified herein, including, but not limited to the following:

Scaled site plan identifying the location of the proposed sign and sign structure at a property in addition to the location of the following within a radius not less than 100 feet from the proposed sign: property lines, right-of-way lines, traffic signal lights, driveway entrances and exits, distance to existing signage on the site, and distance from residential land uses;

- Scaled drawing of the sign structure;
- Model and serial numbers of the sign structure;
- Lamp wattage and luminance levels in Nits, footcandles or equivalent measurement;



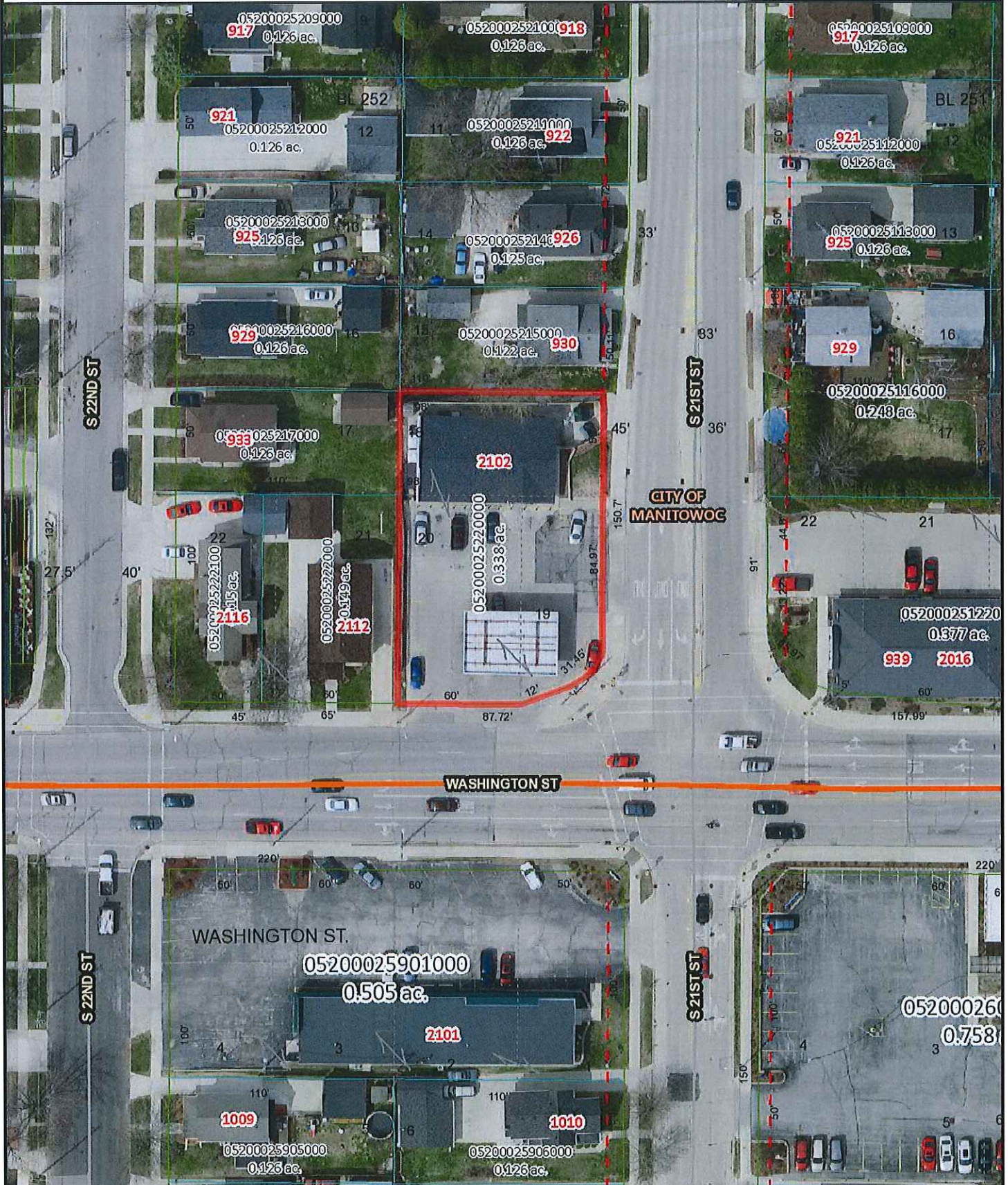
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- Specifications regarding construction, height, placement, color technology, light source/illumination and changeable copy (text and graphics) systems;
- Identification of sign owner (lessor) and renter (lessee);
- Total signage calculation for property including the proposed animated sign; and
- Beginning and ending dates for which sign will be used and on-site at the property.

If the circumstances warrant, when the conditions of a permit for a movable animated sign under this section are not complied with and a public safety issue is created as a result thereof, the permit may be revoked by the Director of Building Inspection at any time. The City Plan Commission shall first hold a public informational hearing on the proposed revocation, subject to notice procedures under Section 15.370(27)(b). The City Plan Commission, after holding a public informational hearing, shall provide its written recommendation to the Common Council with its determination regarding whether or not the permit holder has, or has not, complied with the provisions of this chapter. The Common Council may, at its sole discretion, hold a public hearing regarding the proposed revocation, after which the Common Council may affirm the action of the City Plan Commission, or take whatever action it deems appropriate. All publication and costs associated with this appeals shall be borne exclusively by the petitioner.

# Kwik Trip 2102 Washington St



Author:  
Date Printed: 4/21/2017



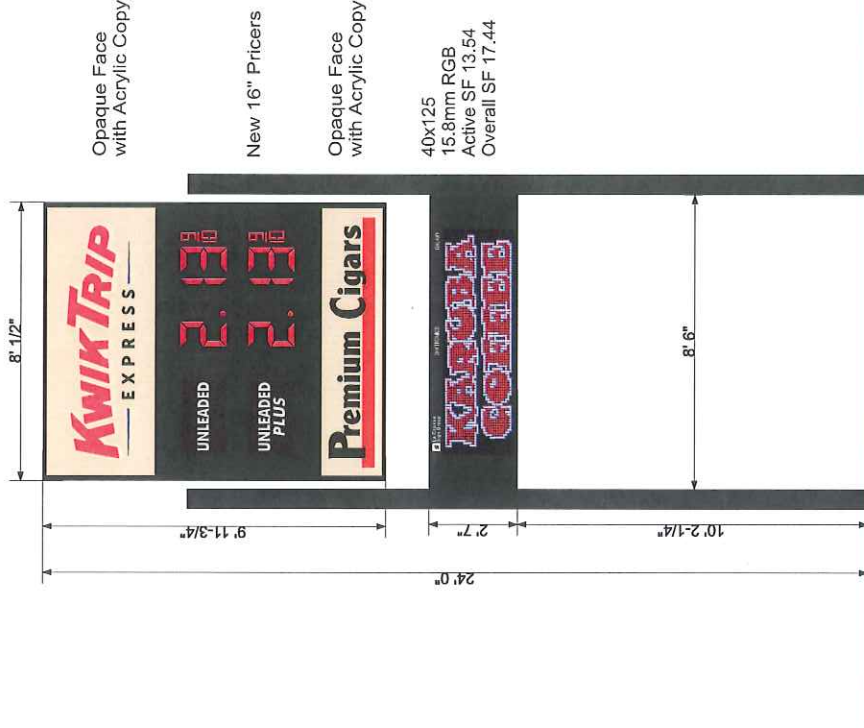
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**PYLON**

**#611 MANITOWOC, WI**

EXISTING



Opaque Face with Acrylic Copy

$119.75 \times 96.5 = 80.2 \text{ sf}$

New 16" Pricers

Opaque Face with Acrylic Copy

40x125  
15.8mm RGB  
Active SF 13.54  
Overall SF 17.44

$31" \times 81" = 17.44 \text{ sf}$

$\text{total sq ft} = 97.64$

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

Landlord: \_\_\_\_\_

Date: \_\_\_\_\_

This artwork, copyright, and/or other marks may not be otherwise used without permission. It is the property of La Crosse Sign Co., Inc. and must be returned to them.

DESIGN		SALES		FILE	
Drawing by: Danielle Hadley	Job Name: Kwik Trip	Revision Number:	1	NA 708350 Gloss Red	
Sign Type: Pylon	Job Address: 2702 Washington St Manitowoc, WI 54220	Job File Location:	2	Black (220-12)	
Date Created: 8/22/2016	Salesperson: Cindy Bluske	#611 Convergys Express	3	Intense Blue (220-47)	
Last Modified: 2/3/2017	Job Number: 91436	2016 Design 11 Manitowoc Art	4	NA 208080 Beige	
Scale: 3/16"=1'		91436 Pylon-2			



1450 Oak Forest Drive • Onalaska, WI 54650 • 608-781-1450  
2242 Mustang Way • Madison, WI 53718 • 608-222-5353  
2502 Melby Street • Eau Claire, WI 54703 • 715-836-6189

#	DETAIL	DESCRIPTION
1	DISPLAY	GL6-401125-1158
2	LED COLOR	RGB
3	ACTIVE AREA	2 1/4" [64] X 6 5/8" [191]
4	OVERALL SIZE	2 7/8" [76] X 6 5/8" [191]
5	CABINET	ALUMINUM & STEEL
6	VENTILATION	FRONT
7	ACCESS	SERVICE FROM FRONT OF DISPLAY
8	WEIGHT	TOTAL: 11.4 LBS [5.1KG] (APPROX)
9	SHIPPING	SHIPPED AS A SINGLE UNIT
10	DIMENSIONS	FEET AND INCHES (MILLIMETERS)
STRUCTURAL RATINGS		
1	DESIGN WIND PRESSURE "P" (CASE A)	P=100 PSF (ASD)
2	STANDARD CODE	IBC 2009/ASCE 7-05, IBC 2014/ASCE 7-10
3	ALL CLIP ANGLES MUST BE USED TO MOUNT DISPLAY.	
POWER RATING PER SINGLE FACE FOR SIZES ELEC SERVICE MAX RED'D SHOWN		
MOD GRID	SECTION	MAX WATTS
		240VAC 1PH 60HZ (2 WIRES + GND) INTERNATIONAL SPECIAL ORDER
		AMPS
		HIGHEST LINE LISTED
		LINE 1
		NA

VENTILATION REQUIREMENTS

DISPLAY RELIES ON VENTILATION TO FUNCTION PROPERLY. INTAKES LOCATED AT THE FRONT OF THE DISPLAY. MUST BE ABLE TO DRAW IN AIR AT A TEMPERATURE NO GREATER THAN 120°F

IN ORDER TO ENSURE AMBIENT TEMPERATURE REMAINS MAINTAINED AT OR BELOW 120°F, THE FRONT OF THE DISPLAY MAY BE COVERED OR OBSTRUCTED IN ANY WAY.

INSTALL NOTES

- WHEN LIFTING USE ALL LIFTEYES AND USE SPREADER BEAM.
- LIFTEYES MAY NOT BE USED FOR PERMANENT INSTALLATION.
- GROUND LUG FOR GROUND CONNECTION.
- SIGNAL INPUT AT QUICK CONNECT. PRIMARY/SINGLE FACE DISPLAY SHOWN. SEE CLEARANCE DIMENSION ON SIDE VIEW.
- SIGNAL OUTPUT QUICK CONNECT FOR MIRROR FACE.
- TWO 7/8" CONDUIT KNOCKOUTS FOR OPTIONAL SIGNAL ENTRANCE.
- DISPLAY WILL BE PAINTED SEMI-GLOSS BLACK.
- MECHANICAL AND SIGNAL CONNECTIONS OCCUR EXTERNAL TO DISPLAY.
- LX9X30" X 3" WIDE ASTM A36 STEEL ANGLE FOR MOUNTING. ANGLES CAN BE ADJUSTED VERTICALLY AS NEEDED DURING INSTALLATION. ANGLES CAN BE WELDED OR BOLTED TO STRINGER. ALL ANGLES MUST BE USED FOR INSTALLATION. SECONDARY BOLTING LOCATION PROVIDED.
- DAKTRONICS IS NOT RESPONSIBLE FOR THE MOUNTING HARDWARE OR THE INTEGRITY OF THE MOUNTING STRUCTURE. DAKTRONICS WILL NOT BE RESPONSIBLE FOR MAIN ELECTRICAL DISCONNECT. SEE POWER RATINGS ABOVE.

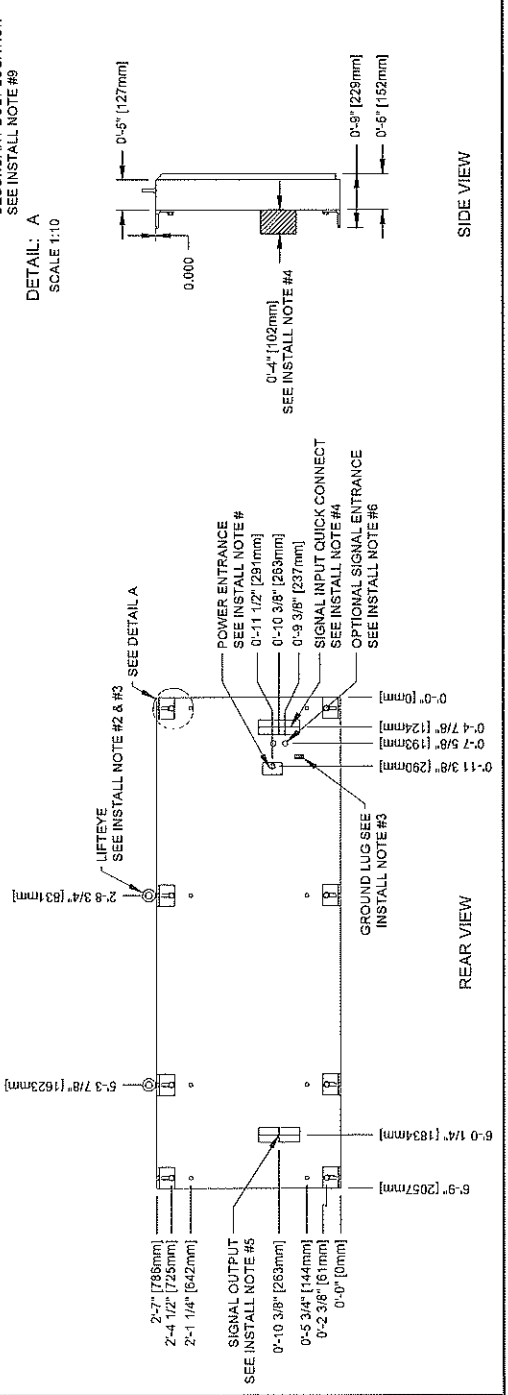
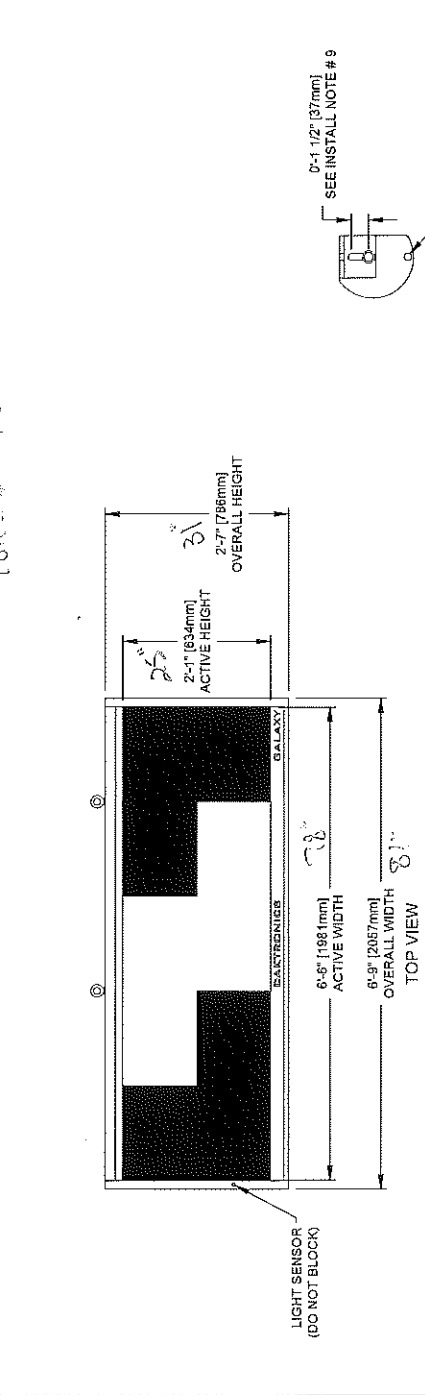
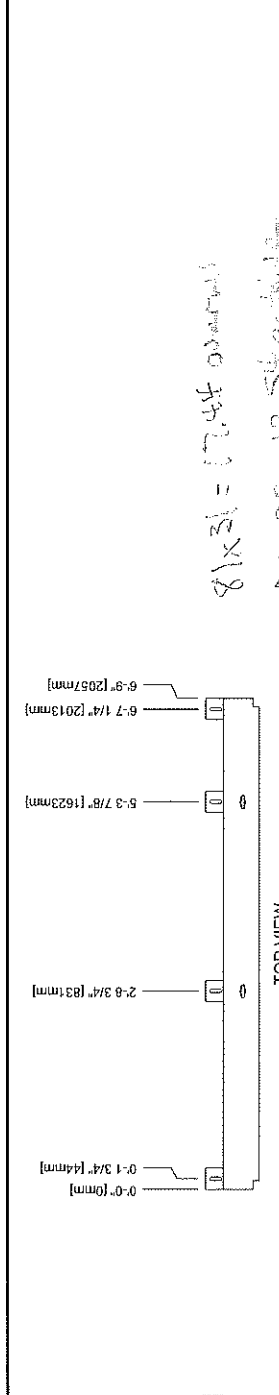
2X5	TOTAL	827	5:23
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11			

**DAKTRONICS, INC.**  
 2000 S. 10TH ST. SUITE 200  
 WILMINGTON, DE 19804  
 TEL: 302.436.1100  
 FAX: 302.436.1101  
 WWW.DAKTRONICS.COM

PROJ: GALAXY GL6 SERIES  
 DESIGN: TWHITEH  
 SCALE: 1" = 20"

REV: 00  
 DATE: 26 FEB 15

SHEET: 1 OF 1  
 P: 1817  
 E-10-B  
 3010665



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**Kwik Trip**  
EXPRESS

UNL 244<sup>9</sup>/<sub>10</sub>

UNL PLUS 264<sup>9</sup>/<sub>10</sub>

Premium Cigars

COMING SOON

BEER CAVE  
NOW OPEN  
STOP IN!

**Coca-Cola**®

689-YTE