

Report to the Manitowoc Plan Commission

Meeting Date: May 24, 2017

Report Print Date: May 19, 2017; 8:59 AM

Request: PC 10-2017 Kwik Trip Animated Sign 21st 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 wall 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 to be located on their existing pylon sign. Ultimately, this request was denied at the April Plan Commission because of the sign's proximity to the traffic signaled intersection.

Kwik Trip has since revised their proposal to request an animated sign that is placed on the north east corner of the existing canopy and facing east.

Kwik Trip had previously requested permission to erect an animated sign at the location in 2008. The 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. 21st 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 21st and Washington St. is a signaled intersection and experiences a high traffic count on a daily basis. The newly proposed location for the animated sign is approximately 40’ away from the nearest signal light and would require a waiver of section 15.450(18)(g)9, referenced below, from the Plan Commission. Staff visited the site in the field and determined the new proposed location does not pose a direct threat to traffic safety at the intersection.

Staff again consulted with the City’s Building Inspector as well as the Director of Public Infrastructure on the newly proposed location of the animated sign as it relates to traffic at the nearest intersection. The Director of Public Infrastructure stated that the new proposal adds less visual clutter to the intersection and is approved by the Engineering Department.

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 21st Street intersection; this does not comply with the code and would require a waiver from the Plan Commission.

Recommendation: The Community Development Department recommends approval 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 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 or 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.

May 9, 2017

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

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 on the existing fuel canopy so would be back farther from the street than the original request to have the message center within the pylon sign. 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. 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.

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

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*



DAKTRONICS.COM

201 Daktronics Drive PO Box 5128
Brookings, South Dakota 57006-5128
T 800-325-8766 605-692-0200 F 605-697-4700

February 6, 2017

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

Re: Electronic Message Center Manufacturer Brightness Information

To Whom It May Concern:

The following information pertains to the Galaxy® electronic message center display provided by Daktronics, Inc. and proposed for Kwik Trip located in Manitowoc.

The proposed sign has the ability to be set not to exceed 5,000 Nits during daytime hours and 500 Nits at night as prescribed by the city's ordinance. In addition, the proposed display is also equipped with automatic dimmer control that detects ambient light levels and adjusts the sign intensity automatically according to ambient light conditions. This intensity level is protected from manipulation by password protected software.

Daktronics, Inc. is the world leader in the design and manufacture of electronic display systems. We are committed to providing LED displays that adhere to the regulatory environment, working closely with our customers for a responsible approach to the market.

Please let me know if you have any questions or concerns.

Sincerely,
DAKTRONICS, INC.

A handwritten signature in cursive script that reads 'Angela Bailey'.

Angela Bailey
Signage Legislation
605-692-0200



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

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 (\$16,000)	Zoning District B-3	
1) DIMENSIONS OF SIGN Width ___ x Height ___ = Area ___ SF					
2) ELEVATION ___ North ___ South ___ x East ___ West			3) FACES ___ 1 ___ 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 ___ Ground Sign ___ Wall Sign ___ Window Sign ___ x ___ 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 ___ x H ___ = ___ SF (___%) Animated W ___ x H ___ = ___ SF (___%)			5-B) ANIMATED SIGNS - STAND ALONE Animated W ___ 81" ___ x H ___ 31" ___ = ___ 17.44 ___ 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 ___ Clearance between bottom of the sign and the ground ___ Overall sign height ___ 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 (would be one less if EMC approved) 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 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(18)(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;



SIGN PERMIT APPLICATION • 15.450 (REVISED 05-May-2011)
BUILDING INSPECTION • CITY HALL • 900 QUAY STREET • MANITOWOC, WI 54220
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- Lamp wattage and luminance levels in Nits, footcandles or equivalent measurement;
- 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.

CANOPY MESSAGE CENTER



Approved by: _____ Date: _____ Landlord: _____ Date: _____

This artwork is copyrighted and may not be otherwise used without permission. It is the property of La Crosse Sign Co., inc. and must be returned to them.

lacrossesign.com

DESIGN

SALES

FILE

COLOR KEY

*COLORS ON SKETCH ARE ONLY A REPRESENTATION. ACTUAL COLOR OF FINISHED PRODUCT MAY DIFFER



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 • 715-835-6189

Drawing by: Danielle Hadley

Sign Type: Canopy MC

Date Created: 5/9/2017

Last Modified:

Scale: 3/16" = 1' 0"

Job Name: Kwik Trip

Job Address:

Manitowoc, WI

Salesperson: Cindy Bluske

Job Number: 95238

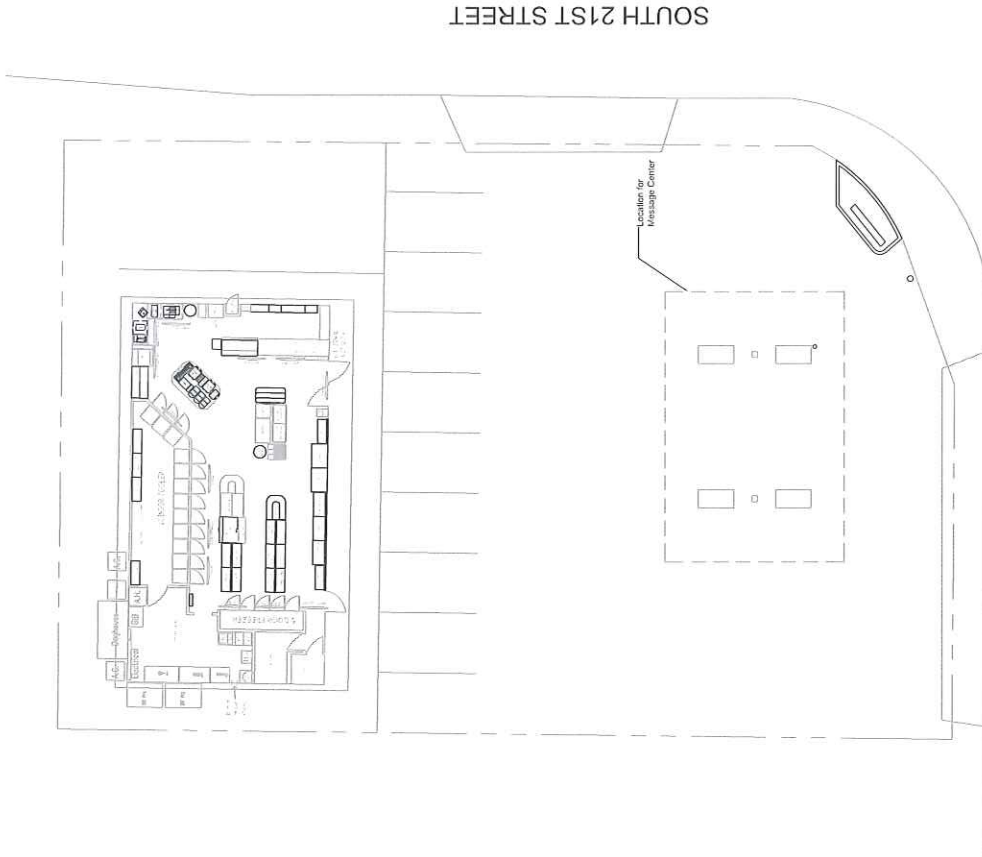
Revision Number:

Job File Location:
S:\1 - Kwik Trip\Manitowoc, WI
#611\95238 Message Center on
Fuel_Canopy\Design\611
Manitowoc Art 95238 Canopy MC



KWIK TRIP, Inc.
 P.O. BOX 2107
 1626 OAK STREET
 LA CROSSE, WI 54602-2107
 PH. (608) 781-4988
 FAX (608) 781-5860

SITE PLAN
 CONVENIENCE STORE #611
 2102 WASHINGTON STREET
 MANITOWOC, WI 54220



WASHINGTON STREET

SOUTH 21ST STREET

SITE PLAN
 1" = 20'-0"

DATE: 2/16/2017
 DESCRIPTION: 2016-2017 REVISIONS
 DRAWN BY: B. BENO
 SCALE: N/A T.P.E.
 PROJ. NO.: 6031
 DATE: 2/16/2017
 SHEET: SP1



05.17.2017 12:10



05.17.2017 12:10



Kwik Trip
EXPRESS

UNL **2.39**
UNL PLUS **2.59**

Premium Cigars

BEER CAVE AND
HUMIDOR NOW
OPEN STOP IN!

Kwik Trip
EXPRESS

Ⓡ
SOUTH
15142

↑

05.17.2017 12:10