

**Report to the
Manitowoc Plan Commission**

NOTE: There was not a quorum for the Feb 28th meeting; the item was placed onto the March 28, 2018 Commission agenda for formal action.

Meeting Date: February 28th 2018

Report Print Date: February 23, 2018; 11:55 AM

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

Reason for Request: In 2017 Kwik Trip requested to erect an animated wall sign on the site which is located 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

Report: The first condition of the 2017 CUP required an annual review of the animated sign at the January Plan Commission of 2018.

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. The initial request was denied at the April Plan Commission because of the sign's proximity to the traffic signaled intersection.

After denial of the initial Animated Sign Request, the La Crosse Sign Company submitted a new animated sign proposal at the May 2017 Plan Commission. Instead of a pylon sign, the new submission was a wall sign to be placed on the east facing side of the gas canopy. The new sign design was minimally distracting, however because of the canopy's distance from the nearest signaled intersection it required a waiver from the Plan Commission of section 15.250(18)(g)9, that stats "animated signs should not be within 100' of an existing signaled intersection".

Ultimately, the Plan Commission awarded Kwik Trip the waiver of section 15.250(18)(g)9 and granted the request for a Special Use Permit for placement of an Animated Sign in a B-3 General Business District with 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.

Compliance Analysis: Staff has visited the location of the animated sign and confirmed compliance with most of the conditions related to the approved Special Use Permit. The only exception being condition 6 concerning a submission of a landscape plan to meet landscaping requirements. Because of the location of the animated sign and the layout of the property, further discussion is required to ensure fulfillment of the landscape plan requirements. At the time of this report there have been no complaints received regarding the animated sign.

Recommendation: The Community Development Department recommends approval of the annual review of an animated sign located in a B-3 Business District. Staff also recommends a review of the landscaping plan at the September 2018 Plan Commission.



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