



17-0625

**CITY OF MANITOWOC**  
WISCONSIN, USA  
[www.manitowoc.org](http://www.manitowoc.org)



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 actions: to approve the request for a Special Use Permit for a waiver of 15.450(18)(g)9 "Animated signs should not be within 100' of an existing signaled intersection" subject to the list of conditions.

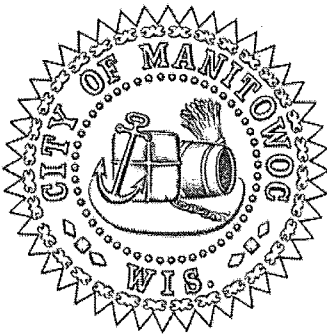
Respectfully Submitted,  
Paul Braun  
Plan Commission Secretary

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 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.



17-0538

**Standing Committee:** Plan Commission

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

**Consent** ☐

**Non-Consent** ☒

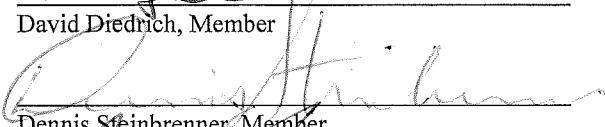
**Recommendation:** Approval of the request for a Special Use Permit for an animated sign and a waiver of 15.450(18)(g)9 "Animated signs should not be within 100' of an existing signaled intersection" as noted on the list of conditions.

~~Recommendation~~

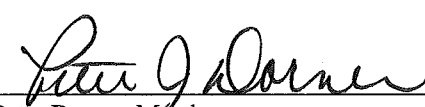
**Attest:**


  
Alderperson Jim Brey


  
David Diedrich, Member


  
Dennis Steinbrenner, Member

  
Jim Muenzenmeyer, Transit/B&G Div Mgr

  
Peter Dorner, Member

  
Daniel Hornung, Member

  
Dan Koski, Director of Public Infrastructure

  
Rick Schwarz, Building Inspector (Alternate)

**Approved:**

Justin M. Nickels  
Mayor

Date