

## Report to the Manitowoc Plan Commission

**Meeting Date:** September 26, 2018

**Report Print Date:** September 20, 2018; 11:23 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 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

**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. 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. 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.

**Previous 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 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.

**Annual Review:** Staff has reviewed the Special Use Permit and verified all conditions have been met under the Previous Recommendation, except for Condition #6 – landscape requirements. Staff talked to Kwik Trip and Kwik Trip will meet landscape requirements noted in Condition #6 by November 2018. Staff will follow-up after November 2018 to verify condition has been met. Once follow-up review is complete, staff recommends no further action or annual reviews.

