

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit by Dollar Loan Center to install a window sign located at 2315 S Business Drive.
Urban Commercial Zone.

REPORT PREPARED BY: Jeffrey Witte, Planner

REPORT DATE: December 29, 2025

MEETING DATE: January 13, 2026

APPLICANT PROPOSAL:

Dollar Loan Center wants to install a 214 square foot wall sign located at 2315 S Business Drive. The applicant states the following:

- Dollar Loan Center wants to install a 214 square foot vinyl wall sign on the north facing window wall.

STAFF ANALYSIS:

The maximum permitted area per sign is 1 1/2 square feet of signage for every linear foot of exposed exterior wall length on that supporting wall. The north facing wall is 28 linear feet. $28 \times 1.5 = 42$ square feet.

Applicant is requesting the following exceptions:

- To install a vinyl wall, sign greater than the maximum size allowed. The proposed sign is 214 square feet.

ACTION REQUESTED:

Staff does not recommend approval. If Plan Commission approves the sign, we recommend the following conditions.

1. Prior to building permit issuance, the applicant shall obtain all licenses/permits as well as meet all required codes including but not limited to building, plumbing, electrical, HVAC, fire, water, sewer, storm drainage, health, State of Wisconsin, etc. An occupancy permit shall be granted only at such time as the applicant has met all requirements.
2. If dumpsters are used, dumpster(s) shall be screened/enclosed and constructed of like materials and colors of the facility. Applicant will provide plans that show the location of

any dumpsters and will provide plans that show how the dumpster is to be screened and enclosed (design, materials, colors, location, etc.).

3. Outdoor storage of materials or equipment shall be prohibited.
4. All lighting shall be installed per Section 105-932 of the City of Sheboygan Zoning Ordinance. There shall be no spillover light onto adjacent properties or the streets.
5. If there are to be any remodel/renovations to the exterior of the facility, the applicant will be required to obtain approval from the Architectural Review approval prior to receiving a building permit for such remodel/renovation.
6. If there are any amendments to the approved conditional use permit and/or site plan, the applicant will be required to submit a new application reflecting those amendments.

ATTACHMENTS:

Conditional Use Permit application and attachments