

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit with exceptions by Marshall Sign to install a new electronic message center reader board located at 814 Superior Avenue.

REPORT PREPARED BY: Jeffrey Witte, Planner

REPORT DATE: December 29, 2025

MEETING DATE: January 13, 2026,

FISCAL SUMMARY:

Budget Line Item:	N/A
Budget Summary:	N/A
Budgeted Expenditure:	N/A
Budgeted Revenue:	N/A

STATUTORY REFERENCE:

Wisconsin	N/A
Statutes:	
Municipal Code:	N/A

BACKGROUND / ANALYSIS:

Marshall Sign is proposing to install a new electronic message center reader board located at 814 Superior. The applicant states:

- Scope: Replace existing sign with a new sign that includes an electronic message board.
- Location: Same as existing. Shown in attachment.
- Reason for Change: updating sign
- Existing sign has an existing message board. We propose to replace the existing message board with a new larger electronic message center. Overall sign size will be 6 x 6.5'.

STAFF COMMENTS:

An electronic message center is permitted via a conditional use permit.

ACTION REQUESTED:

Staff recommends approving the conditional use.

1. Applicant shall obtain the necessary sign permits prior to installation.
2. All new 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.
3. Applicant shall meet Sections 105-969(a) (1) and (3) of the City of Sheboygan Zoning Ordinance relating to signage and pedestrian/traffic safety and sign timing/cycles. No signs

containing flashing, intermittent or moving sections or intermittent or flashing lights shall be permitted.

4. Sign messages and/or location shall not create any pedestrian/vehicular conflicts.
5. If there are any amendments to the approved sign or location, the applicant will be required to submit a new conditional use application reflecting those amendments.

ATTACHMENTS:

Conditional Use Permit Application and required attachments.