

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit with exceptions by Apollo Imaging to install a new electronic message center readerboard located at 2206 N. 15th Street. UC Zone

REPORT PREPARED BY: Ellise Rose, Associate Planner

REPORT DATE: May 5, 2025

MEETING DATE: May 13, 2025

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:

Apollo Imaging is proposing to install a new electronic message center readerboard located at 2206 N 15th St. The applicant states:

- The property at 2206 N. 15th Street is currently under development for a new gas station and convenience store. The site was previously vacant or underutilized and is being redeveloped to provide modern fueling and convenience services.
- The proposed use is the development of a full-service gas station with a small convenience retail store. A monument sign with an electronic message center (EMC) is proposed at 10 feet 6 inches in overall height.
- The EMC sign will be used for fuel pricing, promotions, and occasional community messaging.
- The proposed building features contemporary commercial design with masonry and metal finishes in neutral colors (gray/black tones). The monument sign includes a brick base and professionally integrated EMC. The overall aesthetic is compatible with recent commercial developments in the area.
- Proposed height: 10 feet 6 inches (variance requested above CUP limit of 8 feet)
- Sign designed to clearly communicate fuel prices and promotions to motorists.
- Construction underway in 2024; signage installation proposed during final build-out
- Estimated value of signage: ~\$43,700
- The proposed gas station and sign are consistent with surrounding commercial and mixed-use developments. Other nearby properties include service-based businesses and retail, some with similar signage height and design.
- EMC brightness will comply with city regulations and include dusk-to-dawn dimming
- Lighting, noise, and access will be designed to minimize impact on adjacent properties

- Project aligns with commercial corridor development goals
- Variance Requested:
Increase in monument sign height from the CUP-allowed 8 feet to a proposed 10 feet 6 inches (as designed). Variance requested to permit the proposed sign to be constructed as part of the overall development project.
- The proposed sign and development are compatible with adjacent land uses and are not expected to negatively affect neighboring properties. The project includes appropriate buffers and site design considerations.
- The monument sign is consistent in style and scale with signage commonly found along similar corridors.

STAFF COMMENTS:

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

The applicant is requesting the following exception:

Maximum sign height: Maximum height of a monument sign is 8 feet – applicant is requesting a 10ft 6in monument sign.

Minimum setback: 12 feet – applicant is requesting 5 feet.

ACTION REQUESTED:

Staff recommends approval of the conditional use and exception subject to the following conditions:

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. The applicant may only make changes to the readerboard portion of the pylon sign.
6. 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.