

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit with exceptions by Walmart to relocate their pick-up and delivery service and to install new signage at 3711 S Taylor Drive. SI Zone

REPORT PREPARED BY: Steve Sokolowski, Manager of Planning and Zoning

REPORT DATE: June 24, 2022

MEETING DATE: June 28, 2022

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:

Walmart is proposing to relocate their pickup/delivery service, to install new signage and to paint the exterior of the facility at 3711 S Taylor Drive.

The applicant states the following about the relocation of their online grocery pickup area and signage:

- The online grocery pickup (OGP) is a service offered by Walmart where customers can order groceries online and have them delivered to their vehicles once parked in the designated parking stalls on site. The grocery delivery is made by a trained Walmart employee so there is no need for customers to exit their vehicle. Walmart believes this service is an added value for their customers.
- Walmart would like to relocate and utilize part of the existing Garden Center "high rack" area for parking stalls associated with the internal Online Grocery Pickup (OGP). The existing garden center is located at the southwest corner of the building and is presently used for product sales, product storage, racking, fencing, etc.
- A portion of the existing high racks, garden center fencing, and concrete are being removed to install asphalt parking for the Pickup customers. The existing garden center and the existing driveway shall be used to create the new parking stalls and driveway for this OGP service (additional pavement is not being added only asphalt, striping and signage).

- The addition of parking closer to the building for the online grocery pickup further enhances the benefits and convenience of shopping online and brings the reality of minimal contact and touchless shopping to the forefront for a continued positive shopping experience.
- The purpose of this project is to add parking in a location that can easily and efficiently be accessed by customers and Walmart associates for online order Pickup. Walmart tries to not locate Pickup stalls across the main drive-in front of the building due to conflicts and safety concerns with traffic. The existing OGP is located in the middle of the parking lot closest to the main entrance doors.
- 27 new parking stalls will be added in the new OGP pickup area (14 north and 13 south of driveway aisle).
- Two new light poles and fixtures will be added south of the existing curb line to provide an average of 2.0 foot-candles in the Pickup area. The vertical foot-candles were also evaluated along the southern property line at a height of 5 feet. The foot-candles along the property line will be 0.2 or less which is well below .5footcandle requirements at property lines.
- The existing pickup signs and stalls will be removed and returned to normal customer parking stalls.

The applicant states the following about the installation of new online grocery pickup (OGP) signage:

- The applicant is proposing signage adjacent to each OGP parking stall. Signs will be mounted in the pavement in lieu of wall mounted signs. The concrete base shall act as a bumper to protect the building. When a customer arrives for their pickup, the stall sign instructs the customer to call the phone number indicated on the sign to announce their arrival. Each stall is numbered ensuring the customer receives the correct grocery order.
- Since there are 27 parking spaces so there will also be 27 signs designating the number of the parking space a customer will need to park in to pick up their order.
- Each pickup stall will have three (3) signs that act as one sign. The 3 signs are the stall number, store phone number for Pickup, and as sign that reads "Pickup". There will be one of these signs at each stall for a total of 27.
 - Each numbered parking space sign is 2.3sf (1.5 x 1.5).
 - Each numbered parking space also has a 4.5sf (3 x 1.5) "pickup" sign.
 - Each numbered parking space also has a 1sf (1.5 x .6) "for further assistance." sign.
 - Therefore each of the 27 signs is approximately 8sf and 6.2 feet tall.

Note: Why can't these signs be designed as just one (1) sign instead of three (3) separate signs)?

- In addition, the applicant is proposing five (5) directional “Pickup” signs throughout the property to guide people to the OGP pick up area.
 - Each directional “Pickup” sign 4.5sf (3 x 1.5).
 - These five (5) signs are located along the driveway at the perimeter of the site guiding customers to the OGP pick up area (north, south and west).
 - The longest route from a public street to the Pickup area is approximately 2,000 ft and Walmart wants to have a directional sign every 200 feet to help guide customers to the Pickup area.
 - Each of these signs are 8.5 feet tall (7 foot post and 18 inch tall sign).

Note: Staff has a concern with the overall height and look of these directional signs. It also appears that some of the proposed directional arrows do not guide customers signs to the pick-up area (are the directional arrows pointing the wrong direction).

- The “Pickup Exterior Sign Schedule” on the top of the “Pickup Striping and Signage Details plan (sheet SD2) mentions a 10sf (2 x 5) “Pickup Banner and mounting hardware” yet there is no detail about this banner. The Plan Commission should have the applicant explain the purpose, need and location of this sign.

There is reference to such a banner being placed on a light pole but there is no drawing showing this. Is this existing?

Note: Staff has a concern with signage on light poles.

The applicant states the following about the installation of new updated building signage:

- Walmart is also proposing to install updated signage to the building.
- The new signage reduces the overall footprint of signage, and further enhancements include wayward or directional signage to help individuals find the new parking area associated with the online grocery pickup area as well as the Auto Care area.

Front:

1. Replace Walmart Linear Font and Spark 299.04sf with new Walmart "Badge" (22.57sf) and Spark (93.1) totaling 116sf

Reduction in square footage by (183sf). Reference 1/A2.1

2. Replace Pickup/Spark sign (66.76sf) with new Pickup> (40.83sf)

Reduction in square footage by (25.93sf) Reference 9/A2.1

3. Replace Home & Pharmacy (94.9sf) for new Home & Pharmacy (94.9)
(0 sf neutral), Reference 2/A2.1
4. Replace Grocery sign (41.05 sf) for new Grocery sign (41.05 sf)
(0 sf neutral). Reference 3/A2.1
5. Replace Lawn & Garden sign (58.35sf) for Outdoor sign (20.50sf)
Reduction in square footage by (37.85sf). Reference 4/A2.1
6. Replace Auto Center> sign (33.95sf) for Auto Care> sign (16.25sf)
Reduction in square footage by (17.70sf). Reference 6/A2.1
7. Subway Tenant and Guaranty Bank Tenant signage remain
8. Replace Walmart Store address sign with new address sign.
(0 sf neutral) Reference 7/A2.1

Side (Auto Center Signage):

1. Replace Auto Center sign (30.74sf) for new Auto Care sign (24.65sf)
Reduction in square footage by (6.09sf). Reference 5/A2.1
2. Replace (2) Tire signs (5.16sf total) for (3) new Tire signs (6.99sf total)
Increase in square footage by (1 .83sf). Reference 10/A2.1
3. Replace (1) Lube sign (2.98sf) for (2) new Oil Change signs (6.92 each, total 13.84sf)
Increase in square footage by (10.86sf). Reference 1 1/A2.1
4. Add (5) Auto Care Numerals (Numbers 1-5 at 4.12sf each, total 20.60sf total)
Increase in square footage by (20.60sf). Reference 8/A2.1

Summary of Signage Schedule on Sheet A2.1:

Existing Signage:

- Total number of existing building signs is 14 (including 2 tenant) – 10 front and 4 side.

- Total square footage of existing signage is 673sf (634sf front and 39sf side).

Proposed Signage:

- Total of new signage proposed is 19
- Total square footage of existing signage is 395sf (329sf front and 66sf side).

Thus, the total number of additional building signs has increased by five (5) but the overall square footage of signage has been reduced by 278sf

Signage shown on Civil Plans will be mounted on poles:

Total number of pole-mounted directional signs. Reference Sheet SDI and SD2.

14 Pickup stall designation signs to be removed (previous front location of OGP) and

27 Pickup stall designation signs to be installed (proposed new location for OGP)

Three (3) existing Pickup Directional signs to be removed and five (5) total Pickup Directional signs and one (1) Pickup Banner installed on light pole to be added.

Total square footage of pole mounted parking stall/directional signs:

<u>Existing</u>	<u>Proposed</u>	
Pickup signs – 109sf	Pickup signs – 210sf	101sf more
Directional signs – 9sf	Directional Signs – 24sf	13sf more
Banner – 4.5		

The applicant states the following about painting the facility:

- The proposed conditional use is updating the look and feel of the Walmart store by updating the paint colors on the building, both exterior and interior. Walmart is bringing the exterior paintable material colors up to date on the building to make it more appealing to people in a public sense.
- As part of Walmart's Brand Identity Program, Walmart is providing consistency and brand alignment across all store and project types. Their new Brand Identity Program provides a cohesive, unified design to compliment a consistent shopping experience. Moving away from earth tones, Walmart is utilizing a gray color scheme for all stores receiving updated branding and paint, as well as Walmart

blue for their primary brand color for key destinations on the building. Any brick associated with the building will not be painted, but concrete masonry units and exterior insulation finish systems (EIFS) have been updated to receive a color change.

- In the former Garden Center area that is to remain storage, Wal-Mart intends on installing the same style of ornamental fence.

STAFF COMMENTS:

The Plan Commission may want to have the applicant address:

- Why the “Pickup” directional signs cannot be eight (8) feet tall?
- Are the directional signs going to point the direction proposed in the site plan? If so, can the applicant explain why the arrows are pointed in the direction they are (appears incorrect)?
- Why are there so many containers located at the east/rear parking lot adjacent to Greenwing Drive? Are these containers for the construction project and then will all be removed when the project is complete?

The applicant is requesting the following variances:

- Applicant is requesting to install additional wall and directional signage - Maximum of four (4) wall signs and three (3) free standing signs permitted.

ACTION REQUESTED:

Staff recommends approval of the conditional use, variances and sign permits subject to the following conditions:

1. Prior to building permit issuance, the applicant shall obtain all licenses and permits as well as meet all required codes including but not limited to building, plumbing, electrical, HVAC, fire, etc. An occupancy permit will be granted only at such time as the applicant has met all requirements.
2. Submittal/approval of a proposed storm drainage plan prior to building permit issuance.
3. All ground level and rooftop mechanicals shall be screened and/or enclosed and constructed of like materials and colors of the facility (HVAC equipment, etc.).
4. All new lighting shall be installed per Section 15.707 of the City of Sheboygan Zoning Ordinance (site lighting, building lighting, signage, etc.). There shall be no spillover light onto adjacent properties or the streets.
5. Dumpsters shall be screened/enclosed and constructed of like materials/colors of the facility.
6. Outdoor storage of materials, products or equipment shall be prohibited.

7. All containers located at the east/rear side of the property shall be removed once the project is complete (loading dock area west of Greenwing Drive).
8. Any fencing/retaining wall shall be installed per Section 15.720(3)(c) of the City of Sheboygan Zoning Ordinance.
9. Applicant shall install matching ornamental fencing as proposed per plans (design, materials, colors, heights, etc.). The fence shall be a color similar to that of the building. Applicant shall submit proposed fence to staff for review. If staff has any concerns with proposed signage design, the matter may be brought back to the Plan Commission for their consideration. Applicant shall obtain the necessary permits prior to installation.
10. All ground level and rooftop mechanicals shall be screened and/or enclosed and constructed of like materials and colors of the facility (HVAC equipment, etc.).
11. All new lighting shall be installed per Section 15.707 of the City of Sheboygan Zoning Ordinance (site lighting, building lighting, signage, etc.). There shall be no spillover light onto adjacent properties or the streets (except those areas granted an exception).
12. Applicant shall obtain the necessary sign permits for each sign permit to be installed prior to installation. Applicant shall be permitted to install individual letter signs – no cabinet or panel signs.
13. For any wall signage to be removed, the applicant shall patch and repair the wall as needed utilizing finishes that match the existing building (signage to be removed per plan).
14. Future signage at this property/facility shall be individual letter signs (no flat panel or interior lit cabinet signs).
15. Maximum height of directional signs shall be eight (8) feet tall.
16. The parking lot and drive-through facilities shall be designed so as to not impede or impair vehicular and pedestrian traffic movement, or exacerbate the potential for pedestrian/vehicular conflicts.
17. All areas used for parking or maneuvering of vehicles shall be paved.
18. All areas that are not required to be paved shall be landscaped with grass and/or approved landscaping.
19. Applicant is responsible for working with all private and public utilities in order to adequately service this development proposal (applicant will need to provide the necessary easements and/or relocate utilities as necessary).
20. Absolutely no portion of the new building and/or site improvements shall cross the property lines including but not limited to buildings, balconies, decks, foundations, walls, gutters, eaves, roof, parking, fencing/retaining walls, signs, landscaping, etc.
21. Any future/additional uses of the facility/property, additions, site improvements, etc. may require conditional use permit and architectural review.
22. Building shall be painted per plans submitted/approved.
23. If the applicant proposes any type of exterior remodel/renovation to the building, City of Sheboygan Architectural Review Board approval is required prior to construction.
24. If there are any amendments to the approved site plan, the applicant will be required to submit a new conditional use application reflecting those amendments.

ATTACHMENTS:

Conditional Use Permit Application and required attachments.