

## CITY OF SHEBOYGAN

### REQUEST FOR PLANNING COMMISSION CONSIDERATION

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**ITEM DESCRIPTION:** Application for Conditional Use and Sign Permit with exceptions by Marshall Sign to install new signage at Sheboygan Regency Apartments located at 919 Wisconsin Avenue. UR-12 Zone

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

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**REPORT DATE:** October 7, 2022

**MEETING DATE:** October 11, 2022

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#### **FISCAL SUMMARY:**

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

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#### **STATUTORY REFERENCE:**

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

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#### **BACKGROUND / ANALYSIS:**

Marshall Sign is proposing to install new signage at Sheboygan Regency Apartments located at 919 Wisconsin Avenue. The applicant states:

- Sheboygan Regency Apartments currently have an old post and panel 50sf sign. The old wood sign is rotting and deteriorating and starting to fall over. The sign is located at the northeast corner of the property by their driveway located off of Wisconsin Avenue.
- Sheboygan Regency Apartments is proposing to install a new more attractive monument sign on this property in order to better advertise their location. Our goal is to upgrade this very old sign so everything ties together nicely.
- The applicant states the following about the new sign:
  - This is a 49sf monument sign advertising “Sheboygan Regency Apartments” with address and contact information. The sign is not illuminated.
  - The new sign will be all painted aluminum that will withstand the Wisconsin weather for years to come. The graphics will match the new interior building colors. They would like their signage to attract new tenants.
  - The sign is proposed to be located at the northwest corner of the property in order to get views from the visible intersection of N. 10<sup>th</sup> Street and Wisconsin Avenue.
  - The sign will be setback 25 feet from Wisconsin Ave. and 21 feet from N. 10<sup>th</sup> St.

### **STAFF COMMENTS:**

Applicant is requesting the following exceptions:

- To install a 49sf wall sign - Maximum permitted sign area in a residential zone is 24sf.
- To locate the sign 25 feet from Wisconsin Avenue and 21 feet from N. 10<sup>th</sup> Street – Minimum setback is 12 feet to the property line.

Sheboygan Regency Apartments is applying for the exceptions because the Urban Residential (UR-12) zone only allows 24sf of signage. The 49sf sign will be much more visible and will help advertise and easily identify the location of the apartments.

In addition, the sign is well setback to the intersection/streets and its location will not negatively impact pedestrians and/or vehicles.

### **ACTION REQUESTED:**

Staff recommends approval of the conditional use/sign permit and exceptions 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 15.707 of the City of Sheboygan Zoning Ordinance. There shall be no spillover light onto adjacent properties or the streets.
3. It is the applicant's responsibility to insure the sign is setback 25 feet from Wisconsin Avenue and 21 feet from N. 10<sup>th</sup> Street.
4. The maximum height of the monument sign is eight (8) feet tall (highest point of sign to grade). It is the applicant's responsibility to insure the sign meets this height requirement.
5. Applicant shall remove existing dilapidated sign at the northeast corner of the property.
6. Any additional signage for this facility shall be individual letters (no flat panel and/or cabinets) and shall obtain all approval and permits required (exception, sign permits, etc.).
7. 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.