

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use and Sign Permit with exceptions by Creative Sign to install a new multi-tenant pylon sign for Corta Development located at 518 S. Taylor Drive (former Shopko). SC Zone

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

REPORT DATE: July 19, 2022

MEETING DATE: July 26, 2022

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

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

BACKGROUND / ANALYSIS:

Creative Sign is proposing to install a new multi-tenant pylon sign for Corta Development located at 518 S. Taylor Drive (former Shopko). The applicant states:

- Corta Development is very excited to be deep into the re-imagining and re-invention of the former Shopko building from a single retail use to a multi-tenant retail use with multiple storefronts and new and various retail options for the Sheboygan community. The investment into revamping the building and retail box will far exceed \$5 Million and bring a fresh and clean look to the property.
- Signage and overall visibility to customers is a critical aspect to the success of any retail shopping center and as part of this redevelopment revitalizing and re-working the existing pylon sign is a critical component to the redevelopment.
- The current sign is a low elevation and wide and skinny logo for the former Shopko and splitting the sign design into a two (2) user sign will lead to a forced look and no longer match the aesthetic or best in class level of shopping center that we are redeveloping.
- The proposed pylon sign modernizes the signage to match the redeveloped building in terms of colors, materials, etc. but to better match the other signage on Taylor Drive.
- This design meets code maximum of 20 feet tall and gives this redevelopment the presence and the community an aesthetically pleasing sign harmonious to the retail corridor.

- The sign provides ample visibility for the two (2) new tenants – Hobby Lobby and Ross Dress for Less – so that customers recognize their location and can attract customers to their stores.
- Further, the Taco Bell parcel owner will have a new and improved sign panel to enhance its visibility to go along with their recent investment in their restaurant look and feel.
- Finally, the sign allows for a fourth sign panel for additional investment in the community on the newly formed outparcel on S. Taylor Drive. The combination of all of these things are all of strong benefit to the success of the redevelopment and of significant benefit to the Sheboygan community.
- Please note that an amendment to the existing Reciprocal Easement Agreement that is signed by the Taco Bell owner providing for approval and consent/permission to redevelop the new sign on their parcel. The location of the sign has been in this location since the inception of this development given the Taco Bell parcel is located at the busy intersection of Taylor Drive and Erie Ave and is most logically placed here for maximum visibility and impact. The location of the sign will be the same location as the current sign which is 20 feet from the property line which meets code setback requirements. We are seeking permission to simply retain the off-site sign location accepted in the original development and to enhance the sign in its current location to modernize and improve the aesthetic of the sign for the benefit of the community and all business operators within the development.

STAFF COMMENTS:

The Plan Commission approved the Corta Development conditional use permit in November of 2021 to redevelop the vacant Shopko building into a multi-tenant retail facility that would have Hobby Lobby and Ross Dress for Less as tenants. Corta Development had conceptually talked about a new pylon sign at that time.

One of the main concerns with such tall pylon signs is their design especially on one of the most visible and highly travelled commercial corridors in the city. The applicant is proposing a design that relates to some of the new design, materials and colors that are being used in the exterior façade remodeling that is to take place for the new Hobby Lobby and Ross Dress for Less main front entrances to the building. There is a decorative sign cap at the top and there is some split face block on the bottom of the sign's columns.

In addition this sign is designed not only for Hobby Lobby and Ross Dress for Less but also for Taco Bell, Applebee's and the new proposed Jiffy Lube. Thus, instead of each of these businesses having their own free standing sign, this pylon sign at the most visible intersection will provide advertising for all of the business in this shopping center.

The applicant is requesting the following exception:

To locate the new pylon sign on the Taco Bell property (exception for an off-premise sign) – Signs must be located on the owner’s private property.

The applicant states that an amendment to the existing Reciprocal Easement Agreement that is signed by the Taco Bell owner providing for approval and consent/permission to redevelop the new sign on their parcel. The location of the sign has been in this location since the inception of this development given the Taco Bell parcel is located at the busy intersection of Taylor Drive and Erie Ave and is most logically placed here for maximum visibility and impact. The location of the sign will be the same location as the current sign which is 20 feet from the property line which meets code setback requirements. We are seeking permission to simply retain the off-site sign location accepted in the original development and to enhance the sign in its current location to modernize and improve the aesthetic of the sign for the benefit of the community and all business operators within the development.

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 15.707 of the City of Sheboygan Zoning Ordinance. There shall be no spillover light onto adjacent properties or the streets.
3. The sign shall meet the minimum 12 foot setback to all property lines. It is the applicant’s responsibility to insure the sign meets the required setbacks.
4. The maximum height of the sign shall be 20 feet (highest point of sign to grade). It is the applicant’s responsibility to insure the sign meets this height requirement.
5. Any future wall signage for shall be individual letter signs (no flat panel or interior lit cabinet signs).
6. Applicant shall remove all signage on the site/building referencing previous Shopko use.
7. Prior to sign permit issuance, the applicant will provide formal documentation that all required sign easements, agreements, etc. between the property owners have been officially recorded by Sheboygan County.
8. 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.