

CITY OF SHEBOYGAN

REQUEST FOR PLANNING COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use and Sign Permit with exceptions by Blair Image to install new Ross Dress for Less wall signage 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	N/A
Statutes:	
Municipal Code:	N/A

BACKGROUND / ANALYSIS:

Blair Image is proposing to install new wall signage for Ross Dress for Less located at 514 S. Taylor Drive (new tenant space address). The applicant states:

- Ross Dress for Less would like the ability to install new signage on their new tenant space in order to better advertise their location. This is a 291sf wall sign advertising "Ross Dress for Less":
 - The "Ross" is 144sf (6 x 24)
 - The "Dress for Less" is 147sf (3.5 x 42)
 - This is an interior lit individual letter sign.
- Ross Dress for Less will be requesting a variance because the maximum square footage for a wall sign in the Suburban Commercial (SC) zone is 1.5sf of signage for each lineal foot of tenant wall space. The tenant wall space is 123 feet.

$$1.5\text{sf} \times 123 \text{ feet} = 185\text{sf}$$

185sf is the maximum amount of wall sign square footage permitted and 291sf of signage is proposed.

Thus, Ross Dress for Less is requesting 106sf more than what is permitted.

- The conversion from the former Shopko building into the newly remodeled Ross Stores will be an aesthetic and economic benefit to the area, bring economic vitality and attracting shoppers to the area.

STAFF COMMENTS:

Applicant is requesting the following exceptions:

- To install a 291sf wall sign - Maximum wall sign square footage permitted is 291sf.

Ross Dress for Less believes the proposed variance request allows for an additional 106 square feet to achieve aesthetic and effective sized lettering along a major thoroughfare in the City of Sheboygan.

The sign appears to fit well with the new front entrance remodel to the Ross Dress for Less tenant space.

If Ross Dress for Less considers additional wall signage in the future it is likely that additional exceptions will be required because the maximum number of wall signs for a facility in the Suburban Commercial (SC) zone is four (4). Ross Dress for Less and Hobby Lobby may propose more than a total of four (4) signs.

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. Any additional signage for this facility/building will be individual letters (no flat panel and/or cabinets) and shall obtain all approval and permits required (exception, sign permits, etc.).

ATTACHMENTS:

Conditional Use Permit Application and required attachments.