

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit with exceptions by Above & Beyond Children's Museum to install a mural on Above & Beyond Children's Museum located at 902 N 8th Street. CC Zone.

REPORT PREPARED BY: Ellise Rose, Associate Planner

REPORT DATE: May 28, 2025

MEETING DATE: June 10, 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:

Above & Beyond Children's Museum is proposing to install a mural on Above & Beyond Children's Museum located at 902 N 8th Street. The applicant states the following:

- The Bee Yourself mural by Persika Design Co. will live on the south side wall of the Above & Beyond Children's Museum.
- The playful and whimsical design is inspired by the non-profit museum's buzzing hive of live bees and represents the organization's commitment to positive mental health.
- The mural will be the first part of an onsite installation called the ABC's of Empathy which will explore themes of self-worth for children and families.
- The mural location is an empty brick patch 29'w x 16'h on the South side of the building.
- The mural will tie in with a new exhibit (The ABC's of Empathy) that will be on the inside of the building and planned for install in 2027.
- We believe the mural will bring life and color, adding to the vibrancy of the museum and neighborhood.
- If approved the artist is scheduled to install beginning June 19th and intends to complete by June 25th, 2025.

STAFF COMMENTS:

The Plan Commission should consider the following in any mural proposal:

- Is the location appropriate?
- Is the size/scale appropriate?
- Is the mural considered public art (mural is not a billboard or sign used for advertising)?

- Does the mural represent the City's values, culture and people?
- Does mural activate and enhance this private/public space?
- Are the colors complimentary and harmonious with the exterior colors of the building structure, as well as consistent with the chosen theme?

ACTION REQUESTED:

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

1. Applicant shall obtain all necessary permits prior to installation of mural.
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 and/or the streets.
3. The mural shall not contain any political, advertising (business name, logos, slogans, messages, etc.), etc.
4. Mural installation must be completed within six (6) months of the start date. A one-time extension for an additional 60 days may be granted if the request is submitted in writing prior to the end of the initial 6-month period. If these dates are not met, the Plan Commission, at its discretion, may revoke the mural permit.
5. Materials shall be long-lasting and graffiti-resistant to the greatest extent possible.
6. The applicant shall properly maintain the mural and any issues of disrepair shall be addressed immediately. If, for whatever reason, the mural falls into disrepair, the building owner will be notified in writing and required to make necessary repairs within 60 days. If the repairs are not made within the specified time, the city reserves the right to repair or remove the mural at the owner's expense.
7. If there are any amendments to the approved plans, the applicant will be required to submit a new conditional use application reflecting those amendments.

ATTACHMENTS:

Conditional Use Permit Application and Attachments