

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use and Sign Permit with exceptions by Sign Effectz, Inc. to install new signage at the new Qdoba located at 3551 Washington Avenue S. Frontage Road. SC Zone

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

REPORT DATE: April 21, 2023

MEETING DATE: April 25, 2023

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:

Sign Effectz, Inc. is proposing to replace and install new signage at the new Qdoba located at 3551 Washington Avenue S. Frontage Road. The applicant states:

- Qdoba is in the process of updating their corporate image in many of their Wisconsin locations. The signs currently at the Sheboygan store were permitted and installed in 2013. At that time, we were allowed (3) three wall signs on the North, South, and East Elevations.
- At that time, the stores were identified as “Qdoba Mexican Grill”. The current store identification is “Qdoba Mexican Eats”.
- The three (3) new signs will be 51sf (3.3 x 15.5) interior lit, individual letter signs.

STAFF COMMENTS:

The applicant is requesting an exception to have three (3) wall signs – The maximum number of wall signs is two (2).

The applicant believes the three (3) wall signs are justified for the following reasons:

The North and East Elevations:

- The South Frontage Road has a “S” curve that wraps around the building. Both the North and East Elevations have a significant exposure to the South Frontage Road.

- When traveling West on the South Frontage Road, the driver is heading directly towards the East Elevation of the building.
- When traveling East on the South Frontage Road, the driver is first exposed to the North Elevation of the building.
- There is a secondary road that goes South off the Frontage Road that leads to the Qdoba parking lot, as well to parking for multiple other businesses in the area.
- The signs on the North and East Elevations are necessary to ensure a safe transition from the South Frontage Road, to the Qdoba parking area, for any individual who wants to go to this Qdoba location.

The South Elevation:

- The South Elevation has significant exposure to the businesses in the surrounding area.
- The South Elevation is the primary side of the building; both the parking lot and the Main Entrance are located on this elevation.
- Not identifying the South Elevation with signage could lead to unnecessary confusion for customers.

To summarize, given the location of the Qdoba Mexican Eats store in relationship to the South Frontage Road and the parking lot entrance, the three (3) signs are necessary to properly identify the store. The fact there have been three (3) signs on this store since 2013 should indicate that these signs have not caused any undue hardship to the public while honoring the spirit of the sign codes for the SO Zone.

Staff does not object to the proposal.

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. Raceway for individual letter signs shall match the color of the building (white/cream).
3. 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.
4. Any additional signage for this facility 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.