	CITY OF SHEBOYGAN APPLICATION FOR CONDITIONAL USE	Fee: \$250.00 _____ Review Date: _____ Zoning: _____
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Read all instructions before completing. If additional space is needed, attach additional pages.

SECTION 1: Applicant/ Permittee Information			
Applicant Name (Ind., Org. or Entity) Sign Effectz, Inc.		Authorized Representative Eric Rohs	
Title Project Coordinator			
Mailing Address 1827 W Glendale Avenue	City Milwaukee	State WI	ZIP Code 53209
Email Address ericr@signeffectz.com	Phone Number (incl. area code) 262 220-9220		
SECTION 2: Landowner Information (complete these fields when project site owner is different than applicant)			
Applicant Name (Ind., Org. or Entity) PH Sheboygan LLC		Contact Person Coral Strakbein	
Title Executive Assistant			
Mailing Address 241 N. Broadway, Suite 501	City Milwaukee	State WI	ZIP Code 53202
Email Address cstrakbein@roaring-fork.com	Phone Number (incl. area code) 414-962-4200 Ext. 141		
SECTION 3: Project or Site Location			
Project Address/Description 3551 Washington Avenue, S Frontage Rd.		Parcel No. 59281479119	
SECTION 4: Proposed Conditional Use			
Name of Proposed/Existing Business:	Qdoba Mexican Eats		
Existing Zoning:	Suburban Office (SO)		
Present Use of Parcel:	Qdoba Mexican Eats restaurant		
Proposed Use of Parcel:	Qdoba Mexican Eats restaurant		
Present Use of Adjacent Properties:	Family Dental Care, Walmart, Dalton Carpet Outlet		
SECTION 5: Certification and Permission			
Certification: I hereby certify that I am the owner or authorized representative of the owner of the property which is the subject of this Permit Application. I certify that the information contained in this form and attachments is true and accurate. I certify that the project will be in compliance with all permit conditions. I understand that failure to comply with any or all of the provisions of the permit may result in permit revocation and a fine and/or forfeiture under the provisions of applicable laws.			
Permission: I hereby give the City permission to enter and inspect the property at reasonable times, to evaluate this notice and application, and to determine compliance with any resulting permit coverage.			
Name of Owner/Authorized Representative (please print) Eric Rohs - Sign Effectz, Inc		Title Project Coordinator	Phone Number 262-220-9220
Signature of Applicant <i>Eric Rohs</i>		Date Signed 3/24/23	

Complete application is to be filed with the Department of City Development, 828 Center Avenue, Suite 208. To be placed on the agenda of the City Plan Commission, application must be filed three weeks prior to date of meeting – check with City Development on application submittal deadline date. Applications will not be processed if all required attachments and filing fee of \$250 (payable to the City of Sheboygan) are not submitted along with a complete and legible application. Application filing fee is non-refundable.



1827 W. Glendale Ave. Milwaukee, WI. 53209

April 3rd, 2023

City of Sheboygan
Planning & Development
828 Center Avenue, Suite 208
Sheboygan, WI 53081

RE: Qdoba Mexican Eats, 3551 Washington Avenue S. Frontage Road Conditional Use

Dear Plan Commission,

Sign Effectz, Inc., acting as an agent for PH Sheboygan, LLC. / Qdoba Mexican Eats is requesting the Plan Commission's consideration of our Application for Conditional Use.

As per Section 15.806(4)(a)(i) of the sign code, the maximum number of On-Building Signs in a SO Zoning District is (2) Two.

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".

We feel the (3) Three On-Building Signs at this location 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 (3) Three signs are necessary to properly identify the store. The fact there have been (3) Three 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.

Thank you for your consideration.

Respectfully,

A handwritten signature in cursive script that reads "Eric Rohs".

Eric Rohs
Project Coordinator
Sign Effectz, Inc
262-220-9220

[15545-01] QDOBA-SHEBOYGAN-CH1:

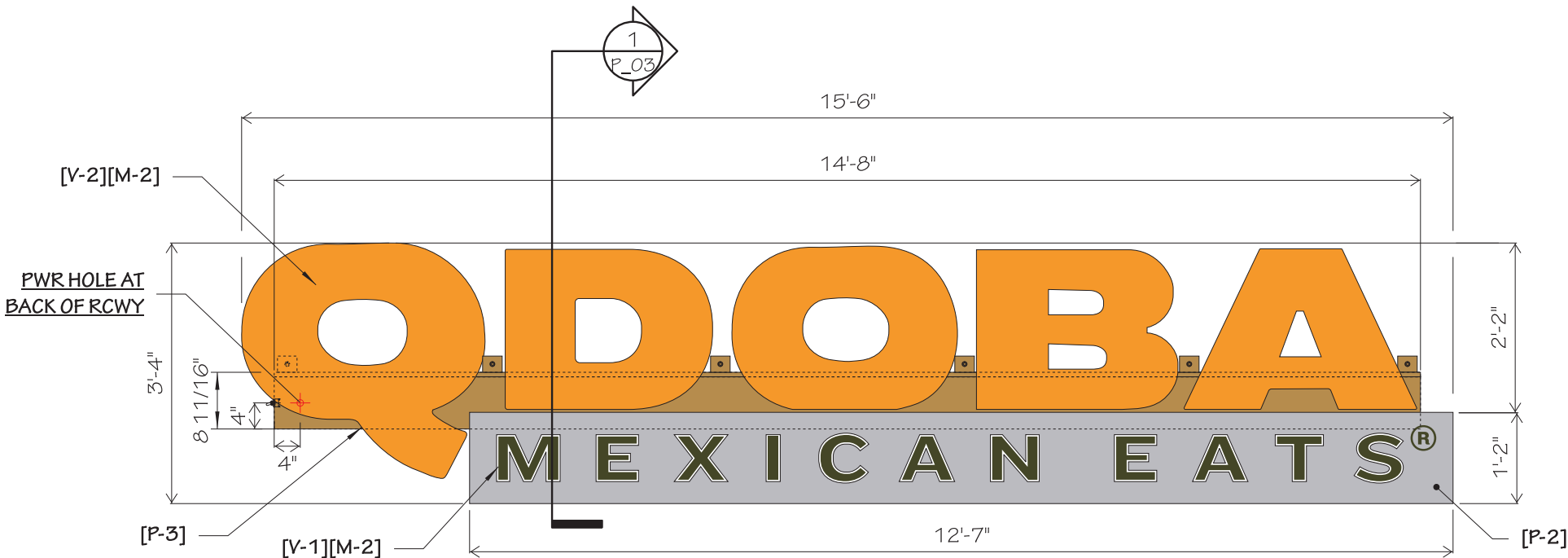
(3) REQ'D

FABRICATE & INSTALL (3) SETS FACE-LIT, RACEWAY-MOUNTED CHANNEL LETTERS.

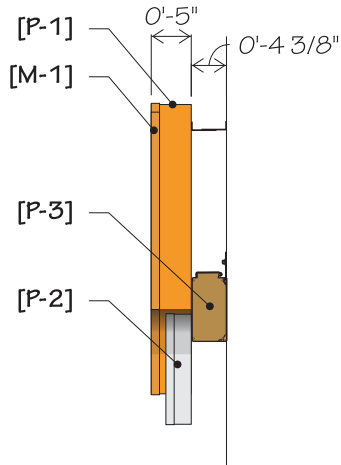
- 3'-4" X 15'-6", (QDOBA = 26" TALL LETTERS).
- "MEXICAN EATS" IS ALUM CABINET, ROUTED FACE BACKED W/ WHITE ACRYLIC. MOUNTS TO LOWER SECTION OF RACEWAY. (INCLUDES REMOVAL OF EXISTING RACEWAY-MOUNTED LETTERS)

COLOR SCHEDULE (CHANNEL LETTERS):

- [P-1]** MAP SATIN FINISH, PTM
3M 3630-144 'POPPY ORANGE' (CH-LET. RETURNS)
- [V-1]** 3M OPAQUE WHITE BLOCKOUT FILM,
MAP SATIN FINISH, PTM PANTONE 5743 C 'DK GREEN'
- [P-2]** MAP SATIN 'BRUSHED ALUM'
PAINTED FINISH (CHANNEL BOX & RETAINERS)
- [V-2]** 3M 3630-144 'POPPY ORANGE'
TRANSLUCENT VINYL FILM (CHANNEL LETTER FACES)
- [P-3]** MAP SATIN PAINTED FINISH , PTM
SW 6131 "CHAMOIS" (RACEWAY/HARDWARE)
- [M-1]** 'MANGO' TRIM CAP (CHANNEL LETTERS)
- [P-4]** MAP SATIN FINISH , PTM BENJAMIN MOORE
#1651 "NEW PROVIDENCE NAVY"
- [M-2]** #7328 WHITE ACRYLIC (CHANNEL LETTER FACES)
- [M-3]** .150" THK WHITE POLYCARBONATE



1 52SF - RACEWAY-MOUNT CHANNEL LETTERS - NORTH. ELEV.
(1) REQ'D 1/2" = 1' - 0" Scale



2 SIDE VIEW
P_01 1/2" = 1' - 0" Scale



1827 W. Glendale Ave. Milwaukee, WI 53209
414.264.5504
414.262.5564
www.signeffectz.com

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Roaring Fork - Qdoba - Sheboygan

[15545-01] QDOBA-SHEBOYGAN-CH1 - Qdoba - Sheboygan - Washington Ave - Channel Letters:
Fabricate & Install (3) sets Face-Lit, Raceway-mounted Channel Letters.
• 3'-4" x 15'-6", (QDOBA = 26" Tall letters)
• "Mexican Eats" is Alum cabinet, routed face backed w/ white acrylic. Mounts to lower section of raceway.
• Includes removal of existing letters

[15545-02] PERMIT PROCUREMENT:

Project Address:
Qdoba
3551 Washington Ave.
Sheboygan, WI 53081
Billing Address:
Roaring Fork! LLC
241 North Broadway Ste 501
Milwaukee, WI 53202

Rev.	Description	Date	Init
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Project Notes:
NEW SIGN OF SIM SQ. FT. TO REPLACE EXISTING.

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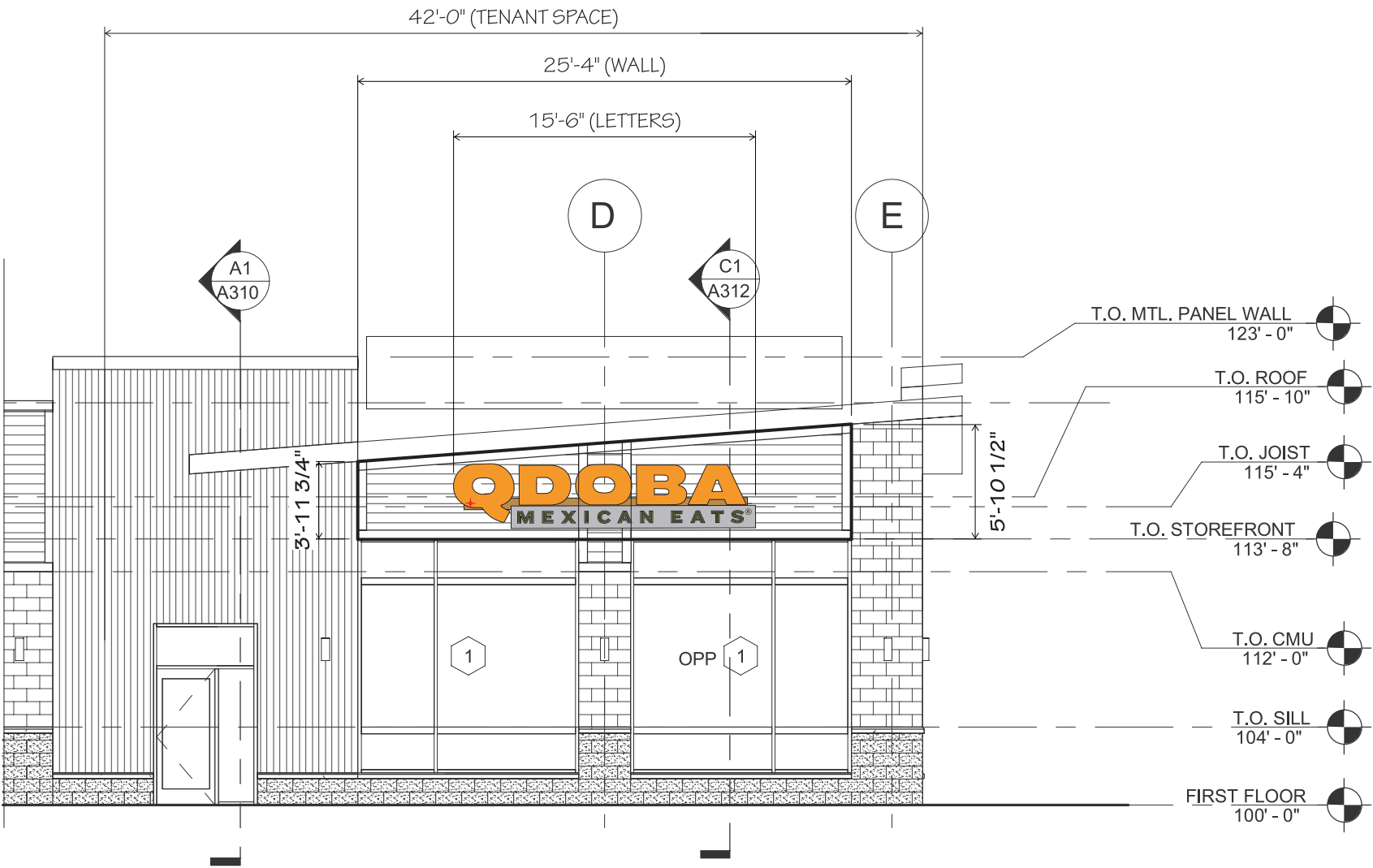
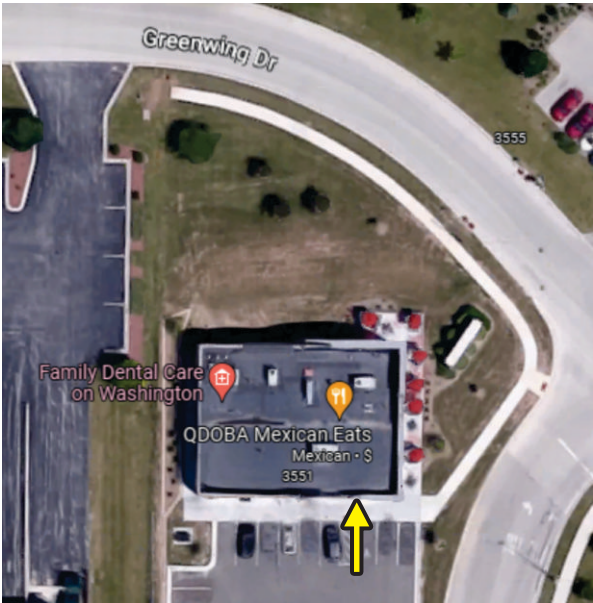
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DRAWN BY:	MGR:	CHK BY:	<input type="checkbox"/> PERMIT	<input type="checkbox"/> SURVEY
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PRODUCTION RELEASE NO:	1	VERSION:	.0	
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ESTIMATE NO:	WORK ORDER NO.		ITEM	

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1 SOUTH ELEV. - RACEWAY CHANNEL LETTERS
P_02 (1) REQ'D 1/8" = 1' - 0" SCALE

SignEffecttz™

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Roaring Fork - Qdoba - Sheboygan

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• Includes removal of existing letters

[15545-02] PERMIT PROCUREMENT:

Project Address:
Qdoba
3551 Washington Ave.
Sheboygan, WI 53081

Billing Address:
Roaring Fork! LLC
241 North Broadway Ste 501
Milwaukee, WI 53202

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Project Notes:
NEW SIGN OF SIM SQ. FT. TO REPLACE EXISTING.

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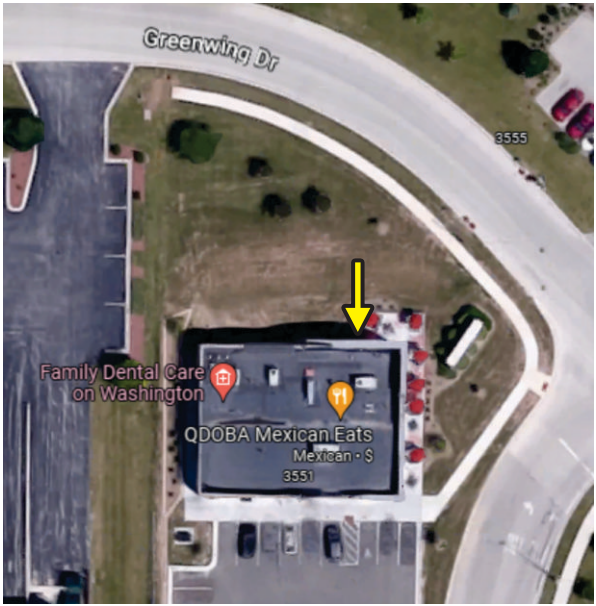
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DRAWN BY:	MGR:	CHK BY:	<input type="checkbox"/> PERMIT	<input type="checkbox"/> SURVEY
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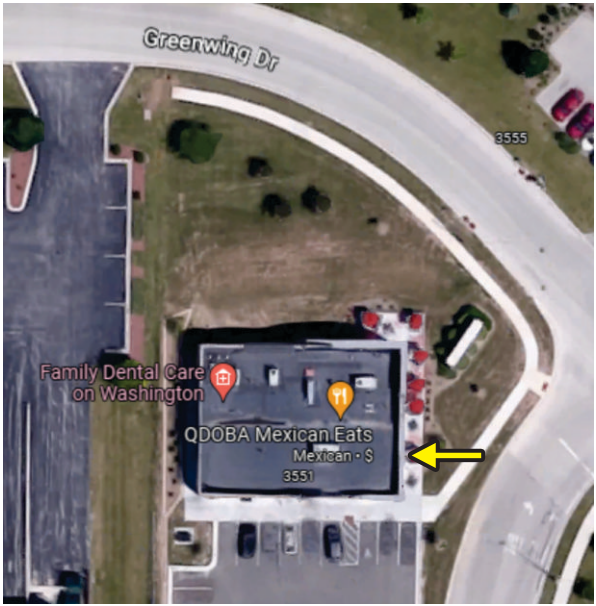
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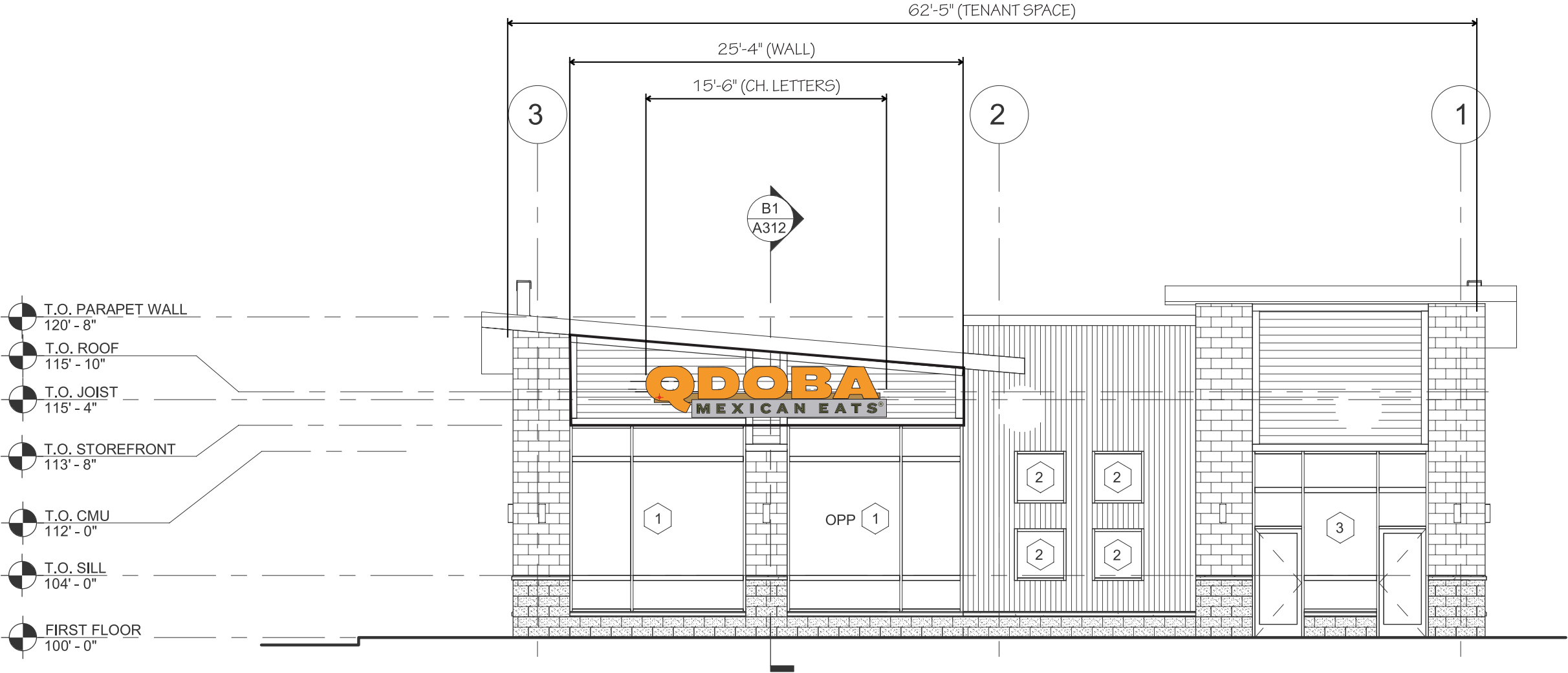
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PRODUCTION RELEASE NO: 1		VERSION: .0	
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1 EAST ELEV. - RACEWAY CHANNEL LETTERS
P_04 (1) REQ'D 1/8" = 1' - 0" SCALE



