

CITY OF SHEBOYGAN

REQUEST FOR PLANNING COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use and Sign Permit with exceptions by Sheboygan Area School District to install a new video scoreboard at North High School located at 2926 N. 10th Street. SR-5 Zone.

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

REPORT DATE: February 24, 2023

MEETING DATE: February 28, 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:

The Sheboygan Area School District is proposing to install a new video scoreboard at North High School located at 2926 N. 10th Street. The applicant states:

- The school district is proposing to upgrade the North High School outdoor sports field scoreboard. Currently, the scoreboard is solely used for football events.
- The intent is to upgrade the existing scoreboard to one that has video capabilities. With the upgrade of video, North will have the flexibility to use it for multiple sports and other events.
- The district is working to create curriculum for the students to develop multimedia productions which can be displayed on the video board during school events. This experience can then be used to advance future opportunities in their careers. The addition of video would also be used to increase school spirit while attending the sporting events.
- We feel that there will be not be any substantial or undue impact to our neighbors by adding the video board. The new scoreboard will not have sound capabilities. The existing stadium sound system will be utilized as it has been in the past to compliment the video. Due to the large setback of over 1000 feet from the houses to our north on Grand Avenue, the video display should not be a disruption to the neighborhood.
- The existing scoreboard foundation and framework will be utilized so there will be no location or directional viewing changes involved in this project. The board will only be viewed from the spectator stands and from the north end of the grounds.

- The new scoreboard will have an aluminum surface with colors to match the North High School theme. The plan is to begin the scoreboard conversion this summer and have it completed before the first football game in August.
- The proposed scoreboard is approximately the same size and height as the existing scoreboard.
- The new video scoreboard is proposed to be 380sf (15.2 x 25).
 - The Sheboygan north ID Panel on the top of the scoreboard is 50sf (2 x 25)
 - The video display area is 180sf (7.2 x 25)
 - The football scoreboard is 100sf (4 x 25)
 - The sponsor panel below the scoreboard is 50sf (2 x 25)
- The scoreboard will be approximately 27 feet tall.

STAFF COMMENTS:

The Plan Commission should have the applicant address specifically when and how North High School intends on using the video portion of the scoreboard:

- The applicant mentions that the new video scoreboard will provide flexibility to use it for multiple sports and events. The applicant should explain all of the proposed uses of the new video scoreboard.
- Will the new video scoreboard be on during off-nights when there are no sports and/or events? During the off season? At night?
- What will the North High School be advertising? Do they plan on advertising just for the North High? For other events? For businesses?

Applicant is requesting the following exceptions:

- To install a 380sf scoreboard - Maximum permitted sign area for a school in a residential zone is 24sf.

Applicant believes the exception is justified due to the size of their facility/property which should have minimal impact on the adjacent neighborhood.

Applicant also believes that the scoreboard can be utilized to enhance the game day experience with scores, videos and advertising all of which will increase school spirit while attending the sporting events.

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 permits to install the scoreboard/sign.
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. Applicant shall meet Sections 15.804(a) and (c) of the City of Sheboygan Zoning Ordinance relating to signage and pedestrian/traffic safety and sign timing/cycles. No signs containing flashing, intermittent or moving sections or intermittent or flashing lights shall be permitted.
4. The electronic message center shall be for North High School events only (no off-premise business advertising is permitted on the electronic message center).
5. If there are any amendments to the approved site/sign plan, the applicant will be required to submit a new conditional use application reflecting those amendments.

ATTACHMENTS:

Conditional Use Permit Application and required attachments.