

5/28/26

To:

City of Sheboygan Plan Commission
Attn: Ellise Rose, Zoning Administrator - City Hall
828 Center Avenue
Sheboygan, WI 53081

Subject: Written Description and Request for a Conditional Use Permit – Signage Exception

Project Location: 1012 S. 22nd Street, Sheboygan, WI 53081

Applicant: PSCO Kieffer Inc. (on behalf of SACO AEI Polymers)

Dear Members of the Plan Commission,

Please accept this letter and the accompanying application materials as our formal request for a Conditional Use Permit to allow a freestanding sign exception at 1012 S. 22nd Street. Specifically, we are requesting an exception to allow our proposed single-face illuminated monument sign to stand at an overall height of 16 feet from grade, rather than the standard 8-foot limit.

Below is our detailed justification and response to the criteria required for this review.

1. Applicable Zoning Code & Required Exception

The subject property is located within an industrial/commercial business district governed by the **UC, UI, and HI Zoning Districts** standards outlined in **Sec. 105-971 - (c)(1)c** of the Sheboygan Municipal Code.

- **The Ordinance:** Under the city's standard sign classifications, a monument sign is limited to a maximum allowable height of 8 feet. While the ordinance permits freestanding pylon signs in this district to reach up to 30 feet, a strict interpretation classifies our preferred design as a monument sign because its base meets the ground profile continuously.
- **The Request:** We are seeking a Conditional Use Permit to grant a height exception for a 16-foot monument structure. This height is well below the 30-foot maximum height baseline established by the city for standard freestanding pylon signs in this exact zone.

2. Justification for the Exception

We believe this variance is necessary and serves the best interests of both the property and the surrounding area for the following reasons:

- **Visibility from Main Arterial Corridor (New Jersey Ave.):** The subject property requires clear directional visibility from the main arterial road, New Jersey Ave. Due to the property's setback, surrounding topography, and existing landscape conditions, a standard 8-foot monument sign sits too low to provide safe, timely visibility for passing motorists. A height

of 16 feet ensures that drivers can safely identify the facility well before reaching the intersection, improving traffic safety and navigation.

- **Superior Aesthetics and Architectural Harmony:** While a 16-foot pylon sign supported by a bare steel pole is technically allowed by right under the current zoning code, our customer strongly prefers a monument style. The continuous architectural base of the monument design is significantly cleaner and more cohesive than a pylon sign. It eliminates exposed structural poles, matches the premium corporate aesthetic of the facility, and presents a high-quality visual gateway along the corridor.

3. Compliance and Project Details

- **Enclosed Documents:** As required, we have enclosed the completed conditional use permit application, a duplicate copy of our sign permit application, a comprehensive site plan identifying the precise location of the sign, and engineering scaled drawings.
- **Application Fee:** The required application fee of \$250 is attached.
- **Meeting Representation:** A designated representative who is thoroughly familiar with the layout and design of this project will attend the scheduled Plan Commission meeting to answer any additional questions you may have.

Thank you for your time, consideration, and guidance throughout this application process. We look forward to presenting this proposal to the Plan Commission.

Sincerely,

Kyle Crossett

Project Manager | PSCO Kieffer

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