

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit with exceptions by PSCO Kieffer Inc. to install a monument sign located at 1012 S 22nd St. UI Zone.

REPORT PREPARED BY: Ellise Rose, Associate Planner

REPORT DATE: June 17, 2026

MEETING DATE: June 23, 2026

FISCAL SUMMARY:

STATUTORY REFERENCE:

Budget Line Item: N/A
Budget Summary: N/A
Budgeted Expenditure: N/A
Budgeted Revenue: N/A

Wisconsin Statutes: N/A
Municipal Code: N/A

BACKGROUND / ANALYSIS:

PSCO Kieffer Inc. is proposing to install a monument sign located at 1012 S 22nd St. The applicant states the following:

- 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.
- 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.
- 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.

STAFF COMMENTS:

The applicant is requesting an exception from the maximum sign height. Allowed height is 8 feet high. The applicant is requesting a sign height of 16 feet.

ACTION REQUESTED:

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

1. Applicant shall obtain the necessary sign permits prior to installation.
2. The monument sign shall meet the required 10 foot vision triangle.
3. The free-standing sign shall be designed so as not to impede or impair vehicular and pedestrian traffic movement or exacerbate the potential for pedestrian/vehicular conflicts.
4. 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 or the streets.
5. If there are any amendments to the approved sign or location, the applicant may be required to submit a new conditional use application reflecting those amendments.

ATTACHMENTS:

Conditional Use Permit Application and Attachments