

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit with exceptions by Valley City Sign to install signage at Tommy's Express Car Wash located at 3627 Washington Avenue. SC Zone.

REPORT PREPARED BY: Ellise Rose, Program Assistant

REPORT DATE: June 5, 2023

MEETING DATE: June 27, 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:

Valley City Sign is proposing to install new Signage at Tommy's Express Car Wash located at 3627 Washington Avenue. The applicant states the following:

- Valley City Sign is requesting the Conditional Use for a 7-foot-tall monument sign with an electronic message center and three additional directional wall signs to be placed on the drive-thru canopy for pay lane designation.
- The monument sign will be located along Washington Ave. S. Frontage Rd. which is a highly traveled commercial corridor near the intersection of highway 28 and interstate 43.
- The design elements will be correlative to that of the new Car Wash building, which is consistent with the Tommy's Express Car Wash brand.
- With this, they would like to incorporate a 44.29" x 62.14" (19sf) full-color electronic message center into the proposed monument. This would offer more options to communicate products and services, and would add a more contemporary look to the sign.
- The three wall signs would consist of illuminated channel letters placed on the drive-thru canopy to provide directional information to drivers as they enter the car wash lanes. One sign designating the "Cashier" lane measures 10.57" h x 64.84" w (4.76sf). Two additional signs designating the "App" lanes measure 10" h x 45.25" w (3.14sf each).

The sign package includes:

One (1) monument:

- 87sf (87"x144") internally lit monument sign.
- Sign advertises Tommy's Express Car Wash.
- Includes a 19.1sf (44.29" x 62.14") Electronic Message Center.
- Located approximately 10' from street curb.

Three (3) directional:

- Three (3) 47.75" h x 24" w (2.33sf) internally lit directional signs.
- Signs advertise entrance, exit, and clean car exit/interior cleaning.
- Two (2) directional signs located by entrance/exit along Washington Ave. S. Frontage Rd. One (1) directional sign located at north east corner of the building.

Seven (7) wall:

- Three (3) 58.34" h x 96" w (38.9sf) internally lit wall sign.
 - Signs advertise "Tommy's Express Car Wash".
- One (1) 72.3" h x 120" w (60.25sf) internally lit wall sign.
 - Sign advertises "Tommy's Express Car Wash".
- Two (2) 10" h x 45.25" w (3.14sf) internally lit wall signs.
 - Signs advertise "App" on the canopy above the car wash lanes.
- One (1) 10.75" h x 64.84 w (4.76sf) internally lit wall sign.
 - Sign advertises "Cashier" on the canopy above the car wash lanes.

STAFF COMMENTS:

Applicant is requesting the following exception:

- To install seven (7) wall signs – Maximum permitted number of wall signs is four (4).

Applicant believes the three additional wall signs are justified because they will provide directional information to drivers as they enter the car wash lanes.

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 12 foot setback measured from the Tommy's Express Car Wash curb of the frontage road and the 15 foot vision triangle at the intersection. It is the responsibility of the applicant to insure the sign meets the required sign setbacks.

3. The free standing signs shall be designed so as to not impede or impair vehicular and pedestrian traffic movement, or exacerbate the potential for pedestrian/vehicular conflicts.
4. The maximum height of the monument sign shall be eight (8) feet tall (top of sign to grade).
5. 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.
6. All temporary signage/banners shall be removed prior to sign permit issuance.
7. Any additional signage for this facility shall be individual letters (no flat panel and/or cabinets) and shall obtain all approval and permits required (exception, sign permits, etc.).
8. If there are any amendments to the approved sign or location, the applicant will be required to submit a new conditional use application reflecting those amendments.

ATTACHMENTS:

Conditional Use Permit Application and Attachments