

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit by Sign Me Up of Wisconsin LLC to install a sign located at 1813 Ashland Avenue Urban Commercial Zone.

REPORT PREPARED BY: Jeffrey Witte, Planner

REPORT DATE: December 29, 2025

MEETING DATE: January 13, 2026

APPLICANT PROPOSAL:

Sign Me Up of Wisconsin LLC wants to install a 400 square foot pylon sign located at 1813 Ashland Avenue. The applicant states the following:

- Sign Me Up of Wisconsin LLC wants to install an off-premises pylon sign for Dollar Loan Center on property located at 1813 Ashland Avenue.

STAFF ANALYSIS:

- The maximum permitted area per sign is 1 1/2 square feet of signage for every linear foot of lot frontage up to a 250 square feet maximum size. Lot frontage is 109 linear feet. $109 \times 1.5 = 163.5$ square feet.
- Applicant is requesting the following exceptions:

To install a pylon, sign greater than the maximum size allowed. The proposed pylon sign is 400 square feet.

ACTION REQUESTED:

Staff does not recommend approval. If Plan Commission approves the sign, we recommend the following conditions.

1. Prior to building permit issuance, the applicant shall obtain all licenses/permits as well as meet all required codes including but not limited to building, plumbing, electrical, HVAC, fire, water, sewer, storm drainage, health, State of Wisconsin, etc. An occupancy permit shall be granted only at such time as the applicant has met all requirements.
2. If dumpsters are used, dumpster(s) shall be screened/enclosed and constructed of like materials and colors of the facility. Applicant will provide plans that show the location of

- any dumpsters and will provide plans that show how the dumpster is to be screened and enclosed (design, materials, colors, location, etc.).
3. Outdoor storage of materials or equipment shall be prohibited.
 4. All 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. Text on sign pole is not allowed. If staff has any concerns with proposed signage design, the matter may be brought back to the Plan Commission for their consideration.
 6. If there are to be any remodel/renovations to the exterior of the facility, the applicant will be required to obtain approval from the Architectural Review approval prior to receiving a building permit for such remodel/renovation.
 7. If there are any amendments to the approved conditional use permit and/or site plan, the applicant will be required to submit a new application reflecting those amendments.

ATTACHMENTS:

Conditional Use Permit application and attachments