

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit with exceptions by Todd and Michelle Patterson to install signage at Thirsty Seagull located at 520 N 4th Street, UR-12 Zone.

REPORT PREPARED BY: Jeffrey Witte, Planner

REPORT DATE: October 21, 2025

MEETING DATE: October 28, 2025

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:

Todd and Michelle Patterson are proposing to install new Signage at the Thirsty Seagull located at 520 N 4th Street. The applicant states the following:

- Todd and Michelle Patterson purchased 4th Street Tap on April 30th, 2025. They are in the process of cleaning up the tavern and rebranding it to Thirsty Seagull.
- "At Thirsty Seagull our mission is to create a vibrant and welcoming gathering spot that celebrates community, camaraderie, and exceptional hospitality. We are dedicated to offering a diverse selection of quality beverages, fostering connections, and providing an unforgettable experience in a lively and inclusive atmosphere."
- In addition to the two Thirsty Seagull signs, would like to keep the bar's iconic Pabst sign currently hanging on the corner of the building, due to the number of customers, local and visitors, who say they had to stop because they saw the sign.
- They are asking to install two aluminum and lexon wall signs 2.5' x 9' (45 sf) LED lit. This would offer more options to communicate their business name.

The sign package includes:

Two (2) walls:

- Two (2) 2.5' h x 9' w (45 sf) LED lit wall signs.
 - Signs advertise “Thirsty Segull” on the front and side walls of the business.

STAFF COMMENTS:

Applicant is requesting the following exceptions:

- To install two (2) wall signs – Maximum permitted number of wall signs is one (1).
- To install two (2) wall signs exceeding the maximum square feet (32) in a UR-12 district.

Applicant believes the two additional wall signs are needed to advertise their business.

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. 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.
3. All temporary signage/banners shall be removed prior to sign permit issuance.
4. 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