

## CITY OF SHEBOYGAN

### REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

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**ITEM DESCRIPTION:** Application for Conditional Use and Sign Permit with exceptions by RLO Sign, Inc. to install a new electronic readerboard monument sign at the new BP Service Station located at 1441 N. 26<sup>th</sup> Street. SC Zone

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**REPORT PREPARED BY:** Steve Sokolowski, Manager of Planning and Zoning

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**REPORT DATE:** April 6, 2023

**MEETING DATE:** April 11, 2023

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#### FISCAL SUMMARY:

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

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#### STATUTORY REFERENCE:

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

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#### BACKGROUND / ANALYSIS:

RLO Sign, Inc. is proposing to install a new electronic readerboard monument sign at the new BP Service Station located at 1441 N. 26<sup>th</sup> Street. The applicant states:

- On behalf of our client, BPB Convenience Store, RLO Sign is requesting a conditional use permit to construct a new monument sign with an electronic message center (EMC) at 1441 N. 26<sup>th</sup> Street. The proposed sign will be located at northwest corner of the property (southeast corner of N. 26<sup>th</sup> Street and Superior Avenue intersection).
- The client would like to incorporate an electronic message center as it attracts attention and adds a stylish appeal. This will also help the store display special discounts on products and services. The electronic message center would be strategically located so as to not impact any of the residential homes in the area.
- The base of the sign will utilize the same brickwork to harmonize with the surrounding architecture of the new building. A decorative cap will also be installed.
- The setback is in compliance with regulations for zoning district which are 26 feet from the face of the curb on Superior Avenue and 12 feet from the property line on N. 26<sup>th</sup> Street. The sign will also be located outside of the 15-foot vision triangle. The location needed to be moved from the original site plan to accommodate for the storm sewer outlet and buried telephone lines.
- The proposed monument sign will be approximately 62sf (7 x 9) and seven (7) feet tall.

- The interior lit cabinet portion of the sign is 36sf - logo approximately 9sf and gas pricers approximately 25sf.
- The electronic readerboard portion of the sign is approximately 5sf (1.8 x 3).

#### **STAFF COMMENTS:**

The proposed sign stone base and decorative cap do match some of the design elements of the main convenience store building which does make the sign more attractive.

#### **ACTION REQUESTED:**

Staff recommends approval of the conditional use, exception and sign permit subject to the following conditions:

1. Applicant shall obtain the necessary sign permits prior to installation.
2. Applicant shall meet Sections 15.804(a) and (c) of the City of Sheboygan Zoning Ordinance relating to signage and pedestrian/traffic safety and sign timing/cycles. No signs containing flashing, intermittent or moving sections or intermittent or flashing lights shall be permitted.
3. 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.
4. The sign shall meet the minimum 12 foot setback to the N. 26<sup>th</sup> Street property line, 24 feet from the face of curb on Superior Avenue and be located outside the 15 foot vision triangle. It is the applicant's responsibility to insure the sign meets the required setbacks.
5. The maximum height of the sign shall be eight (8) feet tall (top of sign to grade).
6. Sign messages and/or location shall not create any pedestrian/vehicular conflicts.
7. Any future wall signage shall be individual letter signs (no flat panel or interior lit cabinet signs).
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 required attachments.