

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit with exceptions by Marshall Sign to install a new electronic message center readerboard located at 831 S Taylor Drive. SC Zone

REPORT PREPARED BY: Ellise Rose, Associate Planner

REPORT DATE: June 26, 2025

MEETING DATE: July 15, 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:

Marshall Sign is proposing to install a new electronic message center readerboard located at 831 S Taylor Dr. The applicant states:

- Scope: Replace existing sign with a new sign.
- Location: Same as existing. Shown in attachment & highlighted with red circle.
- Reason for Change: Customer has new logo.
- Base: Same. Set new sign onto existing brick base.
- Existing sign has an electronic message center. We propose to replace the existing electronic message center with a new larger electronic message center. Overall sign size will remain the same.

STAFF COMMENTS:

An electronic message center is permitted via a conditional use permit.

The applicant is requesting the following exception:

Minimum setback: 12 feet – applicant is requesting 0 feet.

ACTION REQUESTED:

Staff recommends approval of the conditional use and exception 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. Applicant shall meet Sections 105-969(a) (1) and (3) 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.
4. Sign messages and/or location shall not create any pedestrian/vehicular conflicts.
5. 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.