

## CITY OF SHEBOYGAN

### REQUEST FOR PLANNING COMMISSION CONSIDERATION

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**ITEM DESCRIPTION:** Application for Conditional Use and Sign Permit with exceptions by Marshall Sign to install new Hobby Lobby signage at 518 S. Taylor Drive (former Shopko). SC Zone

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

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**REPORT DATE:** November 11, 2022

**MEETING DATE:** November 15, 2022

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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:**

Marshall Sign is proposing to install new wall signage for Hobby Lobby located at 518 S. Taylor Drive. Hobby Lobby would like the ability to install signage on their new tenant space in order to better advertise their location. The applicant states the following:

##### Main Hobby Lobby Wall Sign:

- 238sf (5 x 55.5) wall sign advertising "Hobby Lobby"
- This is an interior lit individual letter sign.

##### Four (4) Accessory Wall Signs:

Hobby Lobby is proposing to install four (4) nonilluminated, individual letter, accessory signs, totaling 70sf.

- 14sf (1.5 x 8.8) wall sign advertising "Crafts."
- 14sf (1.5 x 8.8) wall sign advertising "Floral."
- 19sf (1.5 x 12.3) wall sign advertising "Seasonal."
- 23sf (1.5 x 15) wall sign advertising "Home Decor."

##### Installation of two (2) tenant signs in the pylon sign:

- 26sf (3.2 x 8) tenant panels in pylon sign.

Installation of a temporary sign:

- 32sf (4 x 8) temporary post and panel sign advertising “Coming Soon” and “Now Open.”

The conversion from the former Shopko building into the newly remodeled Hobby Lobby will be an aesthetic and economic benefit to the area, bring economic vitality and attracting shoppers to the area.

**STAFF COMMENTS:**

Applicant is requesting the following exceptions:

- To install five (5) wall signs - Maximum number of wall signs permitted for this multi-tenant development is four(4).

The maximum number of wall signs for a facility in the Suburban Commercial (SC) zone is four (4). The former Shopko building is being converted into a Hobby Lobby and a Ross Dress for Less. Each tenant is proposing signage they believe best advertises their business to the public from this facility.

The applicant believes the proposed request (size and number of signs) allows Hobby Lobby to best advertise their business to the public along Taylor Drive and Erie Avenue.

Staff does not object to the sign proposal request as the signs appear to fit well with the new front entrance remodel to the Hobby Lobby tenant space.

Plan Commission may want to have the applicant explain where the temporary sign will be located on the property (must be located on the private property and not on City of Sheboygan public street right-of-way and/or on an adjacent private property).

**ACTION REQUESTED:**

Staff recommends approval of the conditional use/sign 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 15.707 of the City of Sheboygan Zoning Ordinance. There shall be no spillover light onto adjacent properties or the streets.
3. Any additional signage for this facility/building will be individual letters (no flat panel and/or cabinets) and shall obtain all approval and permits required (exception, sign permits, etc.).
4. Applicant shall remove all signage on the site/building referencing previous Shopko use.
5. Temporary sign(s) shall be removed 30 days after receiving an “Occupancy Permit.”

**ATTACHMENTS:**

Conditional Use Permit Application and required attachments