

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit with exceptions by Marshall Sign to install a mural on the Berkshire Apartments located at 1009 S 10th Street. CC Zone.

REPORT PREPARED BY: Ellise Rose, Associate Planner

REPORT DATE: March 6, 2025

MEETING DATE: March 25, 2025

FISCAL SUMMARY:

STATUTORY REFERENCE:

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

Wisconsin Statutes:
Municipal Code: N/A

BACKGROUND / ANALYSIS:

Marshall Sign is proposing to install a mural on the Berkshire Apartments located at 1009 S 10th Street. The applicant states the following:

- A mural depicting Lake Michigan in Sheboygan would be a powerful addition to the city's cultural and visual landscape, serving as a vibrant tribute to the natural beauty that defines the region. As a waterfront city, Sheboygan's proximity to Lake Michigan is central to its identity, and a mural that highlights the lake's stunning vistas would emphasize the area's connection to nature.
- Such a mural could be a visual reminder of the city's rich history of fishing, recreation, and its status as a gateway to the lake. It would offer locals and visitors alike an immersive experience that brings the natural environment into the heart of the city.
- Furthermore, a mural celebrating Lake Michigan could enhance Sheboygan's tourism appeal, drawing attention to the area's unique location and natural attractions. Murals are known to attract visitors, and a captivating depiction of the lake could become a photo-worthy landmark that encourages exploration and conversation.
- It would be strategically placed on the south side in the high traffic area of 1009 S 10th St. on the west facing side of the multi-tenant building serving as an iconic symbol for the city.
- It will be positioned on a wall that was originally designed to be the home for the mural on the recent construction drawings standing at 23' tall x 36' wide.
- Finally, a Lake Michigan mural would foster a sense of pride and community among Sheboygan residents. Art has the power to unite people, and a mural depicting a shared local treasure like the lake could provide a sense of ownership and connection to the natural world.

- Local artists could be involved in the creation of the mural, further strengthening community ties and offering an opportunity for Sheboygan to showcase its homegrown talent.
- Over time, this mural could become a symbol of Sheboygan's evolving identity as a city that values both its heritage and its vibrant future.

STAFF COMMENTS:

The Plan Commission should consider the following in any mural proposal:

- Is the location appropriate?
- Is the size/scale appropriate?
- Is the mural considered public art (mural is not a billboard or sign used for advertising)?
- Does the mural represent the City's values, culture and people?
- Does mural activate and enhance this private/public space?
- Are the colors complimentary and harmonious with the exterior colors of the building structure, as well as consistent with the chosen theme?

ACTION REQUESTED:

Staff recommends approval of the conditional use permit and exceptions subject to the following conditions:

1. Applicant shall obtain all necessary permits prior to installation of mural.
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 and/or the streets.
3. The mural shall not contain any political, advertising (business name, logos, slogans, messages, etc.), etc.
4. Mural installation must be completed within six (6) months of the start date. A one-time extension for an additional 60 days may be granted if the request is submitted in writing prior to the end of the initial 6-month period. If these dates are not met, the Plan Commission, at its discretion, may revoke the mural permit.
5. Materials shall be long-lasting and graffiti-resistant to the greatest extent possible.
6. The applicant shall properly maintain the mural and any issues of disrepair shall be addressed immediately. If, for whatever reason, the mural falls into disrepair, the building owner will be notified in writing and required to make necessary repairs within 60 days. If the repairs are not made within the specified time, the city reserves the right to repair or remove the mural at the owner's expense.
7. If there are any amendments to the approved plans, the applicant will be required to submit a new conditional use application reflecting those amendments.

ATTACHMENTS:

Conditional Use Permit Application and Attachments