

W6415 Oak View Lane
Plymouth, WI 53073-3937
Phone: 920-526-3100

MARSHALL SIGN, LLC

Conditional Use Justification for Mural

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.

Does the conditional use, in its proposed location, result in any substantial or undue adverse impact on nearby property, the character of the neighborhood, environment, traffic, parking, public improvements, public property, or rights-of-way? No.

Sincerely,
Jordan Marshall | Cell: 920-838-4204; Phone: (920) 526-3100
E-Mail: marshallsign@wi.rr.com
