

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit with exceptions by American Family Insurance to erect a monument sign located at 605 Center Avenue. SO Zone.

REPORT PREPARED BY: Ellise Rose, Associate Planner

REPORT DATE: March 18, 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: N/A
Municipal Code: N/A

BACKGROUND / ANALYSIS:

American Family Insurance is proposing to erect a monument sign in the setback area located at 605 Center Ave. The applicant states the following:

- We are requesting a conditional use permit for the Abby Wilterdink American Family Office at 601 Center St. Location due to the ability to identify the business from both Center St and North 6th St.
- The required setbacks from the sidewalk to the building on the east prohibit us from putting the sign on that side of the building.
- The only location for the sign is locating it closer to the building on the northeast corner at an angle, so it would be visible from both city streets.
- This sign is located out of the vision triangle and is being installed as close to the building as possible.

STAFF COMMENTS:

The applicant is requesting an exception from the street side minimum setbacks. Allowed setback is 12 feet from the lot line. The applicant is requesting a setback of 5 feet from the street lot lines.

ACTION REQUESTED:

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

1. Applicant shall obtain the necessary sign permits prior to installation.

2. The monument sign shall meet the required 10 foot vision triangle.
3. The free-standing sign shall be designed so as to not impede or impair vehicular and pedestrian traffic movement or exacerbate the potential for pedestrian/vehicular conflicts.
4. The maximum height of the monument sign shall be eight (8) feet tall (top of sign to grade).
5. 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.
6. All temporary signage/banners shall be removed prior to sign permit issuance.
7. 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 Attachments