

CITY OF SHEBOYGAN

REQUEST FOR PLANNING COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use and Sign Permit with exceptions by Graphic House to install new signage at Associated Bank located at 1217 N. Taylor Drive. SO Zone

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

REPORT DATE: March 24, 2023

MEETING DATE: March 28, 2023

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:

Graphic House is proposing to install new signage at Associated Bank located at 1217 N. Taylor Drive. The applicant states:

- Graphic House is looking for permission to update the existing signs at 1217 N. Taylor Drive due to the reimagining/rebranding that Associated Bank is doing at all of their locations.
- The new sign designs will aesthetically look far better than existing and this cleaner more appealing look should enhance the banks property.
- Associated Bank is proposing to increase the height of the three (3) existing directional signs by six (6) inches with the total increase in square footage to be an additional four (4) square feet. The thought is that this small increase in size and height of these directional signs height and size will make it easier and safer for clients to identify the location entrances to the bank at this very busy Taylor Drive and Wilgus Avenue intersection.

The sign replacement package includes:

Two (2) monuments:

- 72sf (7.2 x 10) internally lit monument signs.
- 9.3 feet tall.
- Signs advertise Associated Bank, the drive up ATM and the address.

- Sign at the southwest corner of the site (the intersection) is located approximately 19 feet to the sidewalk and 24 feet to the intersection.
- Sign at the northwest corner of the site appears to be located 21.5 feet to the sidewalk.

Three (3) directional signs:

- 12sf (3.2 x 3.8) directional signs.
- Five (5) feet tall.
- Signs advertise Associated Bank, Drive-Thru, ATM and parking.
- Two (2) directional signs located by entrance/exit drive along Wilgus and one (1) directional sign located at the entrance/exit drive along Taylor Drive.

Two (2) ATM signs:

- 5.6sf (1. X 5.6) face replacement signs to the ATM.
- Signs advertise Associated Bank, Drive-Up ATM.

STAFF COMMENTS:

Applicant is requesting the following exceptions:

- To install two (2), 9.3 foot tall monument signs - Maximum eight (8) foot tall monument sign.
- To install three (3), 12sf directional signs - Maximum nine (9) square foot directional sign.

Wilgus Drive and S. Taylor Drive is a very busy intersection with various turning movements. The applicant's proposal is to update the looks of the signs but also to increase the visibility of the signs to make it easier for their clients to identify the site and the entrances that lead to and from the bank property.

Applicant believes the new sign exceptions are justified because the new signage will provide a fresh new look to the bank but more importantly will provide motorists clearer and safer access to the bank at this very busy intersection.

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. The maximum height of the monument signs is 9.3 feet tall (highest point of sign to grade). It is the applicant's/owner's responsibility to insure the sign meets this height requirement.
3. The monument signs shall meet the required 12 foot setback from all property lines (closest edge of sign to property line) and the 15 foot vision triangle at the intersection. It is the responsibility of the applicant to insure the sign meets the required sign setbacks.

4. The directional signs will be a maximum of 12.2sf. It is the applicant's/owner's responsibility to insure the sign meets this square footage requirement.
5. The free standing signs shall be designed so as to not impede or impair vehicular and pedestrian traffic movement, or exacerbate the potential for pedestrian/vehicular conflicts.
6. 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.
7. Applicant shall remove all existing sign as proposed per the approved plans.
8. All temporary signage/banners shall be removed prior to sign permit issuance.
9. Any additional signage for this facility shall be individual letters (no flat panel and/or cabinets) and shall obtain all approval and permits required (exception, sign permits, etc.).
10. 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.