

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit with exceptions by Sign Me Up of Wisconsin to install signage at St. John's United Church of Christ located at 1248 Lincoln Avenue. NR-6 Zone.

REPORT PREPARED BY: Ellise Rose, Program Assistant

REPORT DATE: July 6, 2023

MEETING DATE: July 11, 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:

Sign Me Up of Wisconsin is proposing to install new Signage at St. John's United Church of Christ located at 1248 Lincoln Avenue. The applicant states the following:

- Sign Me Up of Wisconsin is requesting the Conditional Use for a 7-foot-tall monument sign with an electronic message center.
- The monument sign will replace the existing monument sign on the corner of Lincoln Avenue and North 13th Street.
- The current sign is very outdated and requires a labor intense effort to change the letters. Changing the messages on the new sign would be much easier with only a keyboard.
- They would like to incorporate a 4' x 4' (16sf) electronic message center into the proposed monument. This would allow them to put on several messages at one time.

STAFF COMMENTS:

The applicant is requesting an exception to modify this legally nonconforming monument sign – the setback for a monument sign is 12 feet from the property line.

ACTION REQUESTED:

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

1. Applicant shall obtain the necessary sign permits prior to installation.
2. The monument sign shall be designed so as to not impede or impair vehicular and pedestrian traffic movement, or exacerbate the potential for pedestrian/vehicular conflicts.
3. The maximum height of the monument sign shall be eight (8) feet tall (top of sign to grade).
4. 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.
5. Applicant shall meet Sections 15.804(a) and (c) of the City of Sheboygan Zoning Ordinance relating to signage and pedestrian/traffic safety and sign timing/cycles. No signs containing flashing, intermittent or moving sections or intermittent or flashing lights shall be permitted.
6. The applicant may only make changes to the reader board and cabinet portion of the monument sign (no changes to the support structure).
7. 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.).
8. 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