

## CITY OF SHEBOYGAN

### REQUEST FOR PLANNING COMMISSION CONSIDERATION

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**ITEM DESCRIPTION:** Application for Conditional Use and Sign Permit with exceptions by Marshall Sign to install new signage for George D. Warriner Schools located at 830 Virginia Avenue. UR -12

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

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**REPORT DATE:** July 8, 2022

**MEETING DATE:** July 12, 2022

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#### **FISCAL SUMMARY:**

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

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#### **STATUTORY REFERENCE:**

Wisconsin	N/A
Statutes:	
Municipal Code:	N/A

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#### **BACKGROUND / ANALYSIS:**

Marshall Sign is proposing to install new signage at George D. Warriner Schools located at 830 Virginia Avenue. The applicant states:

- George D. Warriner Schools would like the ability to install new signage on this Sheboygan Area School District (SASD) property in order to better advertise their location. This is a 41sf wall sign advertising “George Warriner Schools” with logo:
  - The panel that the signage is to be installed on is 120sf (8 x 15)
  - The “W” logo is 22sf (3.6 x 5.8)
  - Individual letters advertising “George D. Warriner Schools” is 19sf (2.6 x 7.3)
- George D. Warriner Schools is applying for an exception because the Urban Residential (UR-12) zone only allows 24sf of signage and that size sign is pretty small on this large building. The 41sf sign will be located on the south facing wall to help people/students easily identify the location of the school in this building.
- George D. Warriner Schools currently has no signage at this facility and would like to put up a similar wall sign like Etude High School has in their section of the building to the west.

### **STAFF COMMENTS:**

Applicant is requesting the following exceptions:

- To install a 41sf wall sign (120sf panel) - Maximum permitted sign area for a school in a residential zone is 24sf.
- To have more wall signage than what is permitted - Maximum permitted number of signs is one (1) sign per street frontage.

Applicant believes that the exceptions are justified due to the size of the facility that houses a couple of schools including:

- Central High School – monument and wall signs (west side of building)
- Etude School – two (2) wall signs (north and south sides of the building)
- SASD – one (1) electronic readerboard wall sign (north side of building)
- George Warriner – proposing one (1) wall sign (south side of building)

A couple of comments:

- Is there the need for the large background panel?
- The logo and letters are dimensional so there is a little depth to the sign and not just a flat panel.

### **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. 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.
3. Any additional signage for this facility will be individual letters (no flat panel and/or cabinets) and shall obtain all approval and permits required (exception, sign permits, etc.).

### **ATTACHMENTS:**

Conditional Use Permit Application and required attachments.