

## CITY OF SHEBOYGAN

### REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

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**ITEM DESCRIPTION:** Application for Conditional Use and Sign Permit with exceptions by Sign Me Up of Wisconsin, LLC to install new signage for Third Coast Vascular located at 1441 N. Taylor Drive. SO Zone

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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:

Sign Me Up of Wisconsin, LLC is proposing to install new wall signage for Third Coast Vascular located in the multi-tenant facility located at 1441 N. Taylor Drive. The applicant states:

- Third Coast Vascular is a one of a kind hybrid surgery center that will provide access to superior medical care to our patient population, along with easing the burden of outpatient procedures on the hospitals in the Sheboygan area.
- The surgery center is located in the BMO Harris Bank building. The second floor of this building, previously occupied by the bank, was converted into a state of the art ambulatory surgery center with two (2) surgical suites, six (6) consultation rooms, and five (5) patient recovery bays.
- This building has been occupied by BMO Harris Bank for a substantial amount of time and is known as a bank building within the community. To help our upcoming patient population identify the exact location of the new surgery center, we were advised by consultants to display signage on the building to eliminate confusion.
- Currently, the building displays BMO signs on the outside walls, and we are proposing placing our signage on these walls without obstructing any current signage. This will allow our location to be visible from either direction on N. Taylor Drive and help our patients locate us at the busy Superior Avenue intersection. The colors of our logo are surprisingly similar to the current bank signage colors, and our design scheme is complimentary.

- Third Coast Vascular is very proud and excited to bring our services to the Sheboygan area and look forward to serving the Sheboygan community.

Third Coast Vascular is proposing the following signage:

Wall signage:

- Applicant is proposing to install two (2), 50sf (3 x 16.8) interior lit, individual letters signs and logos advertising “Third Coast Vascular” on the north and south sides of the building.
- These signs shall be attached to raceways.

Monument signage:

- Reface two (2) existing monument signs to include both BMO Harris as well as Third Coast Vascular.
- Applicant shall remove existing BMO Harris blue pan faces, fabricate new faces with both tenants. These will be push thru letters that will illuminate at night.
- The monument signs are 64sf (5 x 12.8)

Directional signage:

- Applicant is proposing a 6sf (2 x 3) directional sign on Superior Avenue near the eastern most driveway. The post of the directional sign will be painted black.

Miscellaneous signage:

- Applicant will be installing parking signs for their customers in the parking lot, door signage with hours of operations and interior building signage.

**STAFF COMMENTS:**

The applicant is requesting a variance to have four (4) wall signs – The maximum number of wall signs is two (2).

There are presently two (2) wall signs installed for BMO Harris Bank and Third Coast Vascular is requesting two (2) signs in order to advertise their locations to the public and their customers.

Staff does not object to the proposal.

One item that the owner of the property will need to address is a new ground mounted generator that has been installed in the northeast corner of the north parking lot that is very visible to Superior Avenue. When the Plan Commission approved the conditional use permit

to convert the BMO Harris single-tenant building into a multi-tenant facility in May of 2018, there was a condition of approval that stated:

“All ground level and rooftop mechanicals shall be screened/enclosed and constructed of like materials and colors of the facility (HVAC equipment, etc.).”

Thus, the owner and/or tenant will be required to appropriately screen this generator from Superior Avenue. Prior to sign permit issuance, the owner/applicant will work with staff to get a landscape plan submitted and installed that will address this screening concern.

#### **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. Raceway for individual letter signs shall match the color of the building (white/cream).
3. 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.
4. 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.).
5. Applicant may change panel faces in the existing monuments signs only (may not change location or base structure of the signs).
6. Maximum height of each monument sign is eight (8) feet tall.
7. Proposed directional sign will be located on the private property (not in the public r-of-w).
8. Prior to sign permit issuance, the owner and/or applicant will work with staff to submit a landscape plan that will screen the new generator in the parking lot from Superior Avenue. If staff has any concerns with the screening proposal, this matter may be brought back to the Plan Commission for their consideration. Landscaping to screen this generator shall be installed by September 16, 2022. No permits for any other projects shall be issued until this generator has been appropriately screened from Superior Avenue.

#### **ATTACHMENTS:**

Conditional Use Permit Application and required attachments.