

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use and Sign Permit with exceptions by RLO Sign, Inc. to install a new electronic readerboard wall sign at Four Season Comfort located at 1444 Pershing Avenue. UC Zone

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

REPORT DATE: May 6, 2022

MEETING DATE: May 10, 2022

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:

RLO Sign, Inc. is proposing to install a new electronic readerboard at Four Seasons Comfort located at 1444 Pershing Avenue. The applicant states:

- Four Seasons would like to replace an existing weathered interior lit cabinet wall sign with a new electronic readerboard. .
- The sign will be located on the west wall facing N. 15th Street.
- The electronic readerboard is approximately 30sf (3 x 10).
- The new electronic message center will provide better opportunities to advertise products, services, specials, etc. to the public and will be safer for employees who can now easily change the message from the office.

STAFF COMMENTS:

In February, the Plan Commission approved a conditional use permit for Four Seasons to occupy and operate from the site.

Per RLO Sign, Inc. the existing pylon sign and the cabinet wall sign on the south elevating facing Pershing Avenue will be removed from the property. The Plan Commission may want to verify that this indeed the case.

ACTION REQUESTED:

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

1. Applicant shall obtain the necessary sign permits prior to installation.
2. 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.
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. Sign messages and/or location shall not create any pedestrian/vehicular conflicts.
5. 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.).
6. If considering future freestanding signage, the applicant shall be permitted a freestanding monument sign meeting the minimum setback of 12 feet from the property line and a maximum height of 8 feet (top of sign to grade).
7. If there are any amendments to the approved sign, the applicant will be required to submit a new conditional use application reflecting those amendments.

ATTACHMENTS:

Conditional Use Permit Application and required attachments.