



# **CITY PLAN COMMISSION AGENDA**

**October 11, 2022 at 4:00 PM**

**City Hall, 3rd Floor - Council Chambers, 828 Center Avenue,  
Sheboygan, WI**

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Persons with disabilities who need accommodations to attend this meeting should contact the Department of City Development, (920) 459-3377.

## **OPENING OF MEETING**

1. Roll Call
2. Pledge of Allegiance
3. Identify potential conflict of interest

## **MINUTES**

- [4.](#) Approval of the Plan Commission minutes from September 27, 2022.

## **ITEMS FOR DISCUSSION AND POSSIBLE ACTION**

- [5.](#) Application for Conditional Use and Sign Permit with exceptions by Marshall Sign to install new signage for Sheboygan Regency Apartments located at 919 Wisconsin Avenue.

## **NEXT MEETING**

6. October 25, 2022

## **ADJOURN**

7. Motion to Adjourn

***In compliance with Wisconsin's Open Meetings Law, this agenda was posted in the following locations more than 24 hours prior to the time of the meeting:***

*City Hall • Mead Public Library  
Sheboygan County Administration Building • City's website*

**CITY OF SHEBOYGAN****CITY PLAN COMMISSION MINUTES****Tuesday, September 27, 2022****OPENING OF MEETING**

**MEMBERS PRESENT:** Mayor Sorenson, Jerry Jones, Alderperson Mitchell, Ryan Sazama, Kimberly Meller, Marilyn Montemayor and David Hoffman

**STAFF/OFFICIALS PRESENT:** Planning & Development Director Chad Pelishek and Manager of Planning & Zoning Steve Sokolowski

**OPENING OF MEETING****1. Roll Call**

Mayor Sorenson called the meeting to order.

**2. Pledge of Allegiance**

The Pledge of Allegiance is recited.

**3. Identify potential conflict of interest**

No committee member has a conflict of interest.

**MINUTES****4. Approval of the Plan Commission minutes from September 13, 2022.**

Motion by Jerry Jones, second by Kimberly Meller to approve. Motion carried.

**ITEMS FOR DISCUSSION AND POSSIBLE ACTION****5. Application for Conditional Use Permit with exceptions by Quasius Construction to construct a new addition to the Tidy Store facility and service station located at 810 N. 14th Street.**

Motion by Jerry Jones, second by Dave Hoffman to approve with the following conditions:

1. Prior to building permit issuance, the applicant shall obtain all licenses and permits as well as meet all required codes including but not limited to building, plumbing, electrical, HVAC, fire, water, sewer, storm drainage, health, alcohol, DNR, etc. An occupancy permit will be granted only at such time as the applicant has met all requirements.
2. Building permits will be issued only at such time as plans for both the addition and canopy have been reviewed and approved.
3. Applicant shall obtain all necessary permits for the construction, the storage and the handling of hazardous chemicals and/or fuels (applicant shall be in contact with building inspection, fire department, etc.).
4. The uses shall meet all zoning requirements including but not limited to noise, vibration, hazardous materials, etc.
5. Submittal and approval of a storm drainage plan prior to building permit issuance.
6. Submittal and approval of a landscape plan prior to building permit issuance. Landscape plan shall include a legend that shows how the four (4) landscape criteria are being met. Landscaping shall be installed prior to issuance of an occupancy permit.
7. Dumpster(s) shall be screened/enclosed and constructed of like materials and colors of the facility.

8. Fencing/retaining wall shall be installed per Section 15.720(3)(c) of the City of Sheboygan Zoning Ordinance. Applicant shall work with staff with regards to constructing appropriate and well-designed fence/retaining wall and shall obtain the necessary permits prior to installation. If staff has any concerns with proposed signage design, the matter may be brought back to the Plan Commission for their consideration.
9. Outdoor storage of materials, products or equipment shall be prohibited (no outdoor soda machines are permitted).
10. Outdoor display of ice, propane and firewood is permitted but shall be properly maintained in an orderly fashion at all times (east side of the building). Yearly and/or seasonal outdoor display is not permitted in the street yards and/or in the fueling island under the canopy. Prior to building permit issuance, the applicant shall work with staff and submit an updated site plan detailing exactly where these items will be displayed outdoors on the property (locations, dimensions, type of structures, etc.). If staff has any concerns with the proposed outdoor display/storage, this matter may be brought back to the Plan Commission for review.
11. All ground level and rooftop mechanicals shall be screened and/or enclosed and constructed of like materials and colors of the facility (HVAC equipment, generators, venting, etc.). This includes the new equipment as well as the existing equipment on the south end of the building on the roof of the existing convenience store (facing both south and west). Kitchen hood shall be concealed (kitchen hood shall not be visible).
12. All new lighting shall be installed per Section 15.707 of the City of Sheboygan Zoning Ordinance (site lighting, building lighting, signage, etc.). There shall be no spillover light onto adjacent properties or the streets.
13. Applicant shall work with staff with regards to appropriate signage. Only at such time as the sign package has been reviewed and approved may the applicant obtain sign permits to install the proposed signage. If staff has any concerns with proposed signage design, the matter may be brought back to the Plan Commission for their consideration.
14. Applicant shall install individual letter signs – no cabinet or flat panel signs.
15. Maximum canopy sign square footage permitted is 20sf and no sign shall be located on the roof or the top horizontal plane of the canopy.
16. Applicant shall not be able to have string lights, pennants, inflatables, or other various types of temporary signage.
17. All temporary signage needs to be removed prior to building permit issuance.
18. The total height of any overhead canopy shall not exceed 20 feet as measured to the highest part of the structure (top of canopy to grade).
19. Masonry on canopy support columns shall be eight (8) feet tall. The masonry material/color shall match that of the building. Applicant shall submit final canopy elevations to staff prior to building permit issuance. If staff has any concerns with proposed canopy design, the matter may be brought back to the Plan Commission and/or Architectural Review Board for their consideration.
20. The canopy shall meet the minimum setback of 10 feet to the property line (closest edge of the canopy to the property line).
21. All areas used for parking or maneuvering of vehicles shall be paved. Applicant shall meet the minimum five (5) foot paving setback to all property lines.
22. All areas that are not required to be paved shall be landscaped with grass and/or approved landscaping.
23. Any new ingress/egress driveway openings and any drives to be closed or modified shall be improved to standard City specifications (curb, gutter, sidewalk, green space, etc.).
24. Absolutely no portion of the building and/or site improvements shall cross the property line (buildings, parking, retaining walls, signs, landscaping, etc.).
25. It will be the applicant's responsibility to work with all private and public utilities in order to provide easements and/or relocate utilities as necessary.
26. Any work within City of Sheboygan Public rights-of-way shall be discussed with the City Engineering Department and constructed to standard City specifications (including, but not limited to, new and old ingress/egress driveway openings, curb, gutter, sidewalk, pavement, utilities, street trees, etc.).

27. Applicant will provide adequate public access along the streets and the alley and will take appropriate actions to minimize the time period that these sidewalks/streets will be closed/affected.
28. Applicant shall immediately clean any and all sediments, materials, tracking, etc. that may be spilled off-site on private or public lands and streets.
29. Streets and infrastructure damaged and/or disturbed during construction of all private and/or public improvements shall be promptly repaired by the applicant.
30. Applicant is responsible for working with all private and public utilities in order to adequately service this development (applicant will need to provide the necessary easements and/or relocate utilities as necessary).
31. Applicant shall properly maintain their landscaping at both of their properties located at 810 N. 14<sup>th</sup> Street (convenience store) and 1418 Wisconsin Avenue (single-family dwelling).
32. Prior to building permit issuance, the City of Sheboygan Architectural Review Board shall review/approve the proposed building/canopy design.
33. If there are any amendments to the approved conditional use permit (including but not limited to site plan, architectural design, use, canopy, etc.), the applicant will be required to submit a new conditional use and/or architectural review application reflecting those amendments.

Exceptions granted:

- To have 11 parking spaces
- From the locational landscaping requirements. Landscape Plan still required and required point must be met.

Motion carried.

6. Application for Conditional Use Permit with exceptions by Sheboygan Christian School to install new bleachers and press box at 929 Greenfield Avenue.

Motion by Jerry Jones, second by Alderperson Mitchell to approve with the following conditions:

1. Prior to building permit issuance, the applicant shall obtain all licenses/permits as well as meet all required codes including but not limited to building, plumbing, electrical, HVAC, fire, health, water, sewer, storm drainage, wetlands/DNR, etc.
2. Submittal/approval of a proposed storm drainage plan prior to building permit issuance.
3. Dumpster(s) shall be screened/enclosed and constructed of like materials and colors of the facility.
4. Outdoor storage of materials, products or equipment shall be prohibited.
5. All ground level and rooftop mechanicals shall be screened and/or enclosed and constructed of like materials and colors of the facility (HVAC equipment, etc.).
6. No permanent field lights permitted. Any other new lighting shall be installed per Section 15.707 of the City of Sheboygan Zoning Ordinance. There shall be no spillover light onto adjacent streets and/or properties.
7. Applicant shall work with staff with regards to appropriate signage. Only at such time as the sign package has been reviewed and approved may the applicant obtain sign permits to install the proposed signage. If staff has any concerns with proposed signage design, the matter may be brought back to the Plan Commission for their consideration.
8. Applicant shall install individual letter signs – no cabinet or flat panel signs.
9. It will be the applicant's responsibility to work with all private and public utilities in order to provide easements and/or relocate utilities as necessary.
10. If there are any amendments to the approved conditional use permit (including but not limited to site plan, architectural design, use, etc.), the applicant will be required to submit a new conditional use application reflecting those amendments.

Exceptions granted:

- To have a side yard setback of 27 feet to a residential side yard



Motion carried.

Item 4.

## **NEXT MEETING**

7. October 11, 2022

## **ADJOURN**

8. Motion to Adjourn

Motion by Jerry Jones, second by Ryan Sazama to adjourn. Motion carried.

Being no further business, the meeting was adjourned at 4:10 p.m.

## CITY OF SHEBOYGAN

## REQUEST FOR PLANNING COMMISSION CONSIDERATION

**ITEM DESCRIPTION:** Application for Conditional Use and Sign Permit with exceptions by Marshall Sign to install new signage at Sheboygan Regency Apartments located at 919 Wisconsin Avenue. UR-12 Zone

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

**REPORT DATE:** October 7, 2022

**MEETING DATE:** October 11, 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:**

Marshall Sign is proposing to install new signage at Sheboygan Regency Apartments located at 919 Wisconsin Avenue. The applicant states:

- Sheboygan Regency Apartments currently have an old post and panel 50sf sign. The old wood sign is rotting and deteriorating and starting to fall over. The sign is located at the northeast corner of the property by their driveway located off of Wisconsin Avenue.
- Sheboygan Regency Apartments is proposing to install a new more attractive monument sign on this property in order to better advertise their location. Our goal is to upgrade this very old sign so everything ties together nicely.
- The applicant states the following about the new sign:
  - This is a 49sf monument sign advertising “Sheboygan Regency Apartments” with address and contact information. The sign is not illuminated.
  - The new sign will be all painted aluminum that will withstand the Wisconsin weather for years to come. The graphics will match the new interior building colors. They would like their signage to attract new tenants.
  - The sign is proposed to be located at the northwest corner of the property in order to get views from the visible intersection of N. 10<sup>th</sup> Street and Wisconsin Avenue.
  - The sign will be setback 25 feet from Wisconsin Ave. and 21 feet from N. 10<sup>th</sup> St.

**STAFF COMMENTS:**

Applicant is requesting the following exceptions:

- To install a 49sf wall sign - Maximum permitted sign area in a residential zone is 24sf.
- To locate the sign 25 feet from Wisconsin Avenue and 21 feet from N. 10<sup>th</sup> Street – Minimum setback is 12 feet to the property line.

Sheboygan Regency Apartments is applying for the exceptions because the Urban Residential (UR-12) zone only allows 24sf of signage. The 49sf sign will be much more visible and will help advertise and easily identify the location of the apartments.

In addition, the sign is well setback to the intersection/streets and its location will not negatively impact pedestrians and/or vehicles.


**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. It is the applicant's responsibility to insure the sign is setback 25 feet from Wisconsin Avenue and 21 feet from N. 10<sup>th</sup> Street.
4. The maximum height of the monument sign is eight (8) feet tall (highest point of sign to grade). It is the applicant's responsibility to insure the sign meets this height requirement.
5. Applicant shall remove existing dilapidated sign at the northeast corner of the property.
6. 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.).
7. 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.

	<p align="center"><b>CITY OF SHEBOYGAN</b></p> <p align="center"><b>APPLICATION FOR CONDITIONAL USE</b></p>	<p align="right">Item 5.</p>
		<p>Fee: <u>\$250.00</u></p> <p>Review Date: _____</p>

Read all instructions before completing. If additional space is needed, attach additional pages.

SECTION 1: Applicant/ Permittee Information			
Applicant Name (Ind., Org. or Entity) <b>Marshall Sign</b>	Authorized Representative <b>Katie Scholz</b>	Title <b>Graphic Designer</b>	
Mailing Address <b>220 Young Street</b>	City <b>Sheboygan</b>	State <b>WI</b>	ZIP Code <b>53081</b>
Email Address <b>marshallsignkatie@wi.rr.com</b>	Phone Number (incl. area code) <b>920-980-1170</b>		
SECTION 2: Landowner Information (complete these fields when project site owner is different than applicant)			
Applicant Name (Ind., Org. or Entity) <b>Meridian Group Inc.</b>	Contact Person <b>Keriann Fischer</b>	Title <b>Property Manager</b>	
Mailing Address <b>919 Wisconsin Ave.</b>	City <b>Sheboygan</b>	State <b>WI</b>	ZIP Code <b>53081</b>
Email Address <b>KFischer@zmeridian.com</b>	Phone Number (incl. area code) <b>920-452-2009</b>		
SECTION 3: Project or Site Location			
Project Address/Description <b>919 Wisconsin Ave.</b>		Parcel No.	
SECTION 4: Proposed Conditional Use			
Name of Proposed/Existing Business:	<b>Sheboygan Regency Apts.</b>		
Existing Zoning:	<b>Residential</b>		
Present Use of Parcel:	<b>Apartments</b>		
Proposed Use of Parcel:	<b>Apartments</b>		
Present Use of Adjacent Properties:	<b>Apartments</b>		
SECTION 5: Certification and Permission			
<p><b>Certification:</b> I hereby certify that I am the owner or authorized representative of the owner of the property which is the subject of this Permit Application. I certify that the information contained in this form and attachments is true and accurate. I certify that the project will be in compliance with all permit conditions. I understand that failure to comply with any or all of the provisions of the permit may result in permit revocation and a fine and/or forfeiture under the provisions of applicable laws.</p>			
<p><b>Permission:</b> I hereby give the City permission to enter and inspect the property at reasonable times, to evaluate this notice and application, and to determine compliance with any resulting permit coverage.</p>			
Name of Owner/Authorized Representative (please print) <b>Keriann Fischer</b>	Title <b>Property Manager</b>	Phone Number <b>920.452.2009</b>	
Signature of Applicant <b>Katie Scholz</b>		Date Signed <b>9-20-22</b>	

Complete application is to be filed with the Department of City Development, 828 Center Avenue, Suite 208. To be placed on the agenda of the City Plan Commission, application must be filed three weeks prior to date of meeting – check with City Development on application submittal deadline date. Applications will not be processed if all required attachments and filing fee of \$250 (payable to the City of Sheboygan) are not submitted along with a complete and legible application. Application filing fee is non-refundable.

	<p align="center"><b>CITY OF SHEBOYGAN</b></p> <p align="center"><b>SIGN PERMIT APPLICATION</b></p>	Fee: _____	
		Review Date: <u>10/11/22</u>	

Read all instructions before completing. If additional space is needed, attach additional pages.

### SECTION 1: Applicant/ Permittee Information

Name (Ind., Org. or Entity) Marshall Sign	Authorized Representative Katie Scholz	Title Graphic Designer	
Mailing Address 220 Young Street	City Sheboygan	State WI	ZIP Code 53081
Email Address marshallsignkatie@wi.rr.com	Phone Number (incl. area code) 920-980-1170		

### SECTION 2: Landowner Information (complete these fields when project site owner is different than applicant)

Name (Ind., Org. or Entity) Meridian Group Inc.	Contact Person Kerriann Fischer	Title Property Manager	
Mailing Address 919 Wisconsin Ave.	City Sheboygan	State WI	ZIP Code 53081
Email Address KFischer@zmeridian.com	Phone Number (incl. area code) 920-452-2009		

### SECTION 3: Description of the Proposed Sign and Use of the Subject Site

Name of Proposed/existing business: Sheboygan Regency Apts.	
Address of property affected: 919 Wisconsin Ave.	
Use of property: Apartments	Type of Sign: Monument
Description of sign: Aluminum Monument	

### SECTION 4: Configuration of Proposed Sign

Height: 7'	Width: 7'	Total Square Footage: 49'
Amount of public street frontage: 335'		
Amount of exposed exterior wall length: 208'		Setback: <del>18' from road</del> 25 feet from WI Ave 21 feet from N. 10th St
Method of Attachment: Direct Bury Pole		
Method of Illumination: None		
Sign Materials: Aluminum/Acrylic		
Total square footage of signs on subject property – Before proposed sign:		After proposed sign: 49'

### SECTION 5: Certification and Permission

**Certification:** I hereby certify that I am the owner or authorized representative of the owner of the property which is the subject of this Sign Permit Application. I certify that the information contained in this form and attachments are true and accurate. I certify that the project will be in compliance with all conditions. I understand that failure to comply with any or all of the provisions of the permit may result in permit revocation and a fine and/or forfeiture under the provisions of applicable laws.

**Permission:** I hereby give the City permission to enter and inspect the property at reasonable times, to evaluate this notice and application, and to determine compliance with any resulting permit coverage.

Name of Owner/Authorized Representative (please print) Kerriann Fischer	Title Property Manager	Phone Number 920.452.2009
Signature of Applicant <i>Katie Scholz</i>		Date Signed 9-16-22

Complete application is to be filed with the Department of City Development, 828 Center Avenue, Suite 208. If required to be placed on the agenda of the City Plan Commission or Architectural Review Board, application must be filed three weeks prior to date of meeting – check with City Development on application submittal deadline date. Applications will not be processed if all required attachments and filing fee (payable to the City of Sheboygan) are not submitted along with a complete and legible application. Application filing fee is non-refundable.

**RE: Variance for Sheboygan Regency Apartments**

**919 Wisconsin Ave. Sheboygan, WI 53081**

**9-20-22**

**Dear Mr. Sokolowski,**

**We would like to apply for a variance for Regency Apartments. They are currently zoned residential and are only allowed 1 sign up to 24 Sq. ft.**

**They currently have an old post and panel sign that is 50 sq. ft. They are requesting to install a sign that is 49 sq. ft.**

**The old wood sign is rotting and deteriorating and starting to fall over. Their new sign will be all painted aluminum that will withstand the Wisconsin weather for years to come. The graphics will match the new interior building colors. They would like their signage to attract new tenants.**

**The sign will be setback around 20'. We would like to place the sign at the intersection to get views from both ways.**

**Our goal is to upgrade this very old sign so everything ties together nicely and we hope that the city considers and approves our above requests. Thank you for your time.**

**Sincerely,**

***Katie Scholz***

**Marshall Sign**

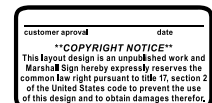
**920-526-3100**

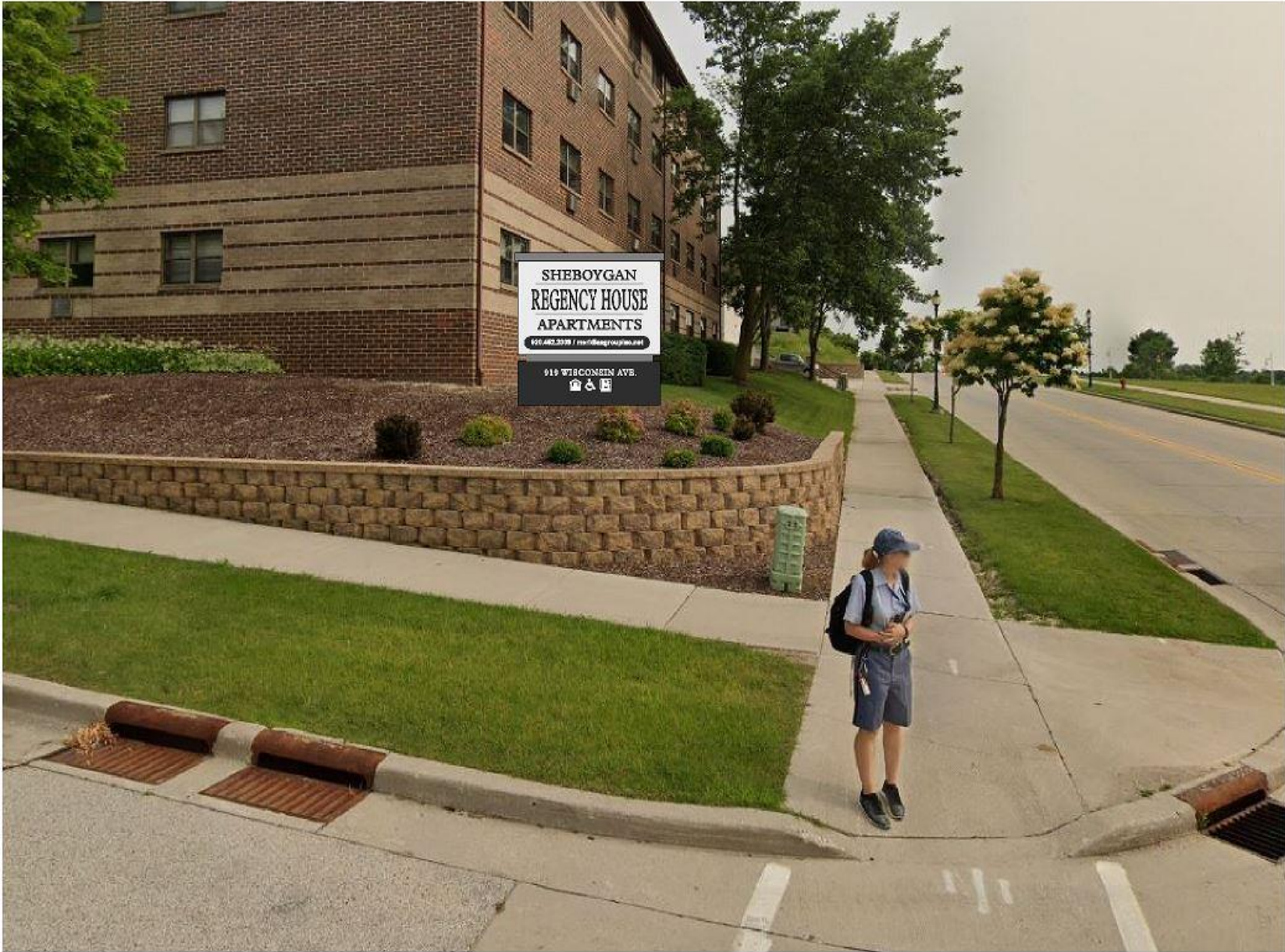
**marshallsignkatie@wi.rr.com**





Qty: 1  
Aluminum Monument Sign  
Non-Illuminated  
Vinyl Graphics Applied







Sheboygan Regency Apts. - 919 Wisconsin Ave.

Item 5.

Sign setback: 25' from Wisconsin Ave., 21' from N. 10 St,  
Sign

