

**\*\*\*ATTACHMENTS\*\*\***

**CITY OF SHEBOYGAN**

**REQUEST FOR PLANNING COMMISSION CONSIDERATION**

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**ITEM DESCRIPTION:** Conditional Use and variance application by Kieffer & Co. to install a new monument sign at Unity Church located at 2409 N. 8<sup>th</sup> Street. NR Zone

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

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**REPORT DATE:** September 21, 2018

**MEETING DATE:** September 25, 2018

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**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

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

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**BACKGROUND / ANALYSIS:**

Kieffer & Co. is proposing to install a new monument sign at Unity Church located at 2409 N. 8<sup>th</sup> Street. The applicant states:

- The church would like to replace its existing weathered manual readerboard monument sign with a new monument sign. The existing sign is parallel to the street and is hard to read from N. 8<sup>th</sup> Street. The new sign is proposed to be perpendicular to the street so the sign will be much more visible to those traveling north/south on 8<sup>th</sup> Street.
- The sign is presently located approximately 30 feet from the street – 10 foot boulevard/greenspace between the curb and sidewalk, a six (6) foot wide sidewalk and then another 15 feet to the sign.
- The church is requesting to locate the sign seven (7) feet from the sidewalk – so the sign would still be approximately 23 feet from the curb/street.
- The sign is approximately 20sf (4 x 5) and is six (6) feet tall.
- Such a location will provide much better visibility for the sign while not causing any negative impacts from a safety perspective.

**STAFF COMMENTS:**

Applicant is requesting the following variance:

- Requesting to locate the new sign seven (7) feet to the N. 8<sup>th</sup> Street sidewalk - Minimum 12 foot setback to property line required.

**ACTION REQUESTED:**

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

1. Applicant shall obtain the necessary sign permits prior to installation.
2. Maximum height of sign is eight (8) feet (top of sign to grade).
3. Sign shall meet the seven (7) foot setback to the N. 8<sup>th</sup> Street sidewalk (closest edge of sign to sidewalk). It is the applicant's responsibility to insure the sign meets the required setbacks.
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. If there are any amendments to the approved conditional use permit and/or site plan, the applicant will be required to submit a new conditional use application reflecting those amendments.

**ATTACHMENTS:**

Conditional Use Permit Application and required attachments.

PARCEL NO. 004080  
MAP NO. \_\_\_\_\_  
ZONING CLASSIFICATION: NR

Office Use Only  
APPLICATION/FILE NO. \_\_\_\_\_  
REVIEW DATE: 9/25/18

FILING FEE: \$250.00 (Payable to City of Sheboygan)

**CITY OF SHEBOYGAN  
APPLICATION FOR  
CONDITIONAL USE PERMIT**  
Requirements Per Section 15.905  
Revised May 2018

Completed application is to be filed with the Department of City Development, 828 Center Avenue, Suite 104. To be placed on the agenda of the City Plan Commission, application must be filed two weeks prior to date of meeting. Applications will not be processed if all required attachments and filing fee of \$250 (payable to the City of Sheboygan) is not submitted along with a complete and legible application. Application filing fee is non-refundable.

**1. APPLICANT INFORMATION**

APPLICANT: KIEFFER & Co  
ADDRESS: 3322 WASHINGTON SHEBOYGAN, WI E-MAIL: JMCCARTHY@KiefferSigns.com  
PHONE: (847) 533-6131 FAX NO. (847) 520-1543

**2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT**

NAME OF PROPOSED/EXISTING BUSINESS: UNITY CHURCH  
ADDRESS OF PROPERTY AFFECTED: 2909 N. 8th St.  
LEGAL DESCRIPTION: \_\_\_\_\_

BRIEF DESCRIPTION OF EXISTING OPERATION OR USE: CHURCH

DETAILED DESCRIPTION OF PROPOSED OPERATION OR USE INCLUDING ANY CHANGES TO THE EXISTING USE: \_\_\_\_\_

CHURCH / MEETING SPACE

BRIEF DESCRIPTION OF ALL REQUESTED VARIANCES FROM PROVISIONS OF THE ZONING ORDINANCE, WHICH ARE RELATED TO THE PROPOSED OPERATION OR USE: \_\_\_\_\_

12' SETBACK FOR MONUMENT SIGN FROM property line.

### 3. JUSTIFICATION OF THE PROPOSED CONDITIONAL USE

Written justification for the proposed conditional use, indicating reasons why the applicant believes the proposed conditional use is appropriate.

How is the proposed conditional use (independent of its location) in harmony with the purposes, goals, objectives, policies and standards of the City of Sheboygan Comprehensive Master Plan?

*Unity Church is asking for relief of the 12' setback from the property line. The property line is located approximately 3.5' behind the sidewalk. The parkway is 10' wide, the sidewalk is 6' wide and then another 15' to the sign. Maintaining this setback will place the sign behind a tree and over 30' from the street. If a conditional use is allowed the sign will be placed in front of the landscaped area where it can be visible and still not be an obstruction.*

Does the conditional use, in its proposed location, result in any substantial or undue adverse impact on nearby property the character of the neighborhood, environment, traffic, parking, public improvements, public property or rights-of-way?

*We are asking that the sign be placed 7' back from the sidewalk, which would still leave plenty of space so as not to create any visibility hazards to pedestrians or motorists. It is a small sign that is well within the character of the neighborhood and will have no adverse effect to any public properties.*

How does the proposed conditional use maintain the desired consistency of land uses in relation to the setting within which the property is located?

*The sign would still maintain a 23' setback from the street, which would be consistent within the desired land use.*

Is the proposed conditional use located in an area that will be adequately served by utilities, or services provided by public agencies? If not, please explain.

*No. Kieffer placed a utilities check through Digger's Hotline and no utilities were found near the proposed location.*

OFFICE USE ONLY  
PARCEL NO.: 004080  
MAP NO.: \_\_\_\_\_  
ZONING CLASSIFICATION: NR

OFFICE USE ONLY  
REVIEW DATE: 8/2/18  
APPROVAL: [Signature]  
Steve Sokolowski, City Planner

**CITY OF SHEBOYGAN  
DEPARTMENT OF CITY DEVELOPMENT**

828 Center Avenue Suite 104, Sheboygan, WI 53081  
Phone: (920) 459-3377 Fax: (920) 459-7302  
E-Mail: development@ci.sheboygan.wi.us

**SIGN PERMIT APPLICATION**

(November, 2009)

Completed application and all required attachments are to be filed with the Department of City Development, 828 Center Avenue, Suite 104 for review by the City Planner.

**1. APPLICANT INFORMATION**

APPLICANT: Kieffer Sign  
ADDRESS: 3322 Washington Ave.  
E-MAIL ADDRESS: thahermann@Kieffersigns.com  
PHONE: (920) 453-4167 FAX NO: ( )

**2. OWNER INFORMATION**

OWNER OF SITE: Unity Church Contact (Aubry-Lynn)  
ADDRESS: 2409 N 8th Street  
PHONE: (920) 452-5447 FAX NO: ( )

**3. DESCRIPTION OF THE PROPOSED SIGN AND USE OF THE SUBJECT SITE**

NAME OF PROPOSED/EXISTING BUSINESS: Same Unity Church  
ADDRESS OF PROPERTY AFFECTED: 2409 N 8th Street  
USE OF PROPERTY: Church - Religious  
TYPE OF SIGN: Monument  
DESCRIPTION OF PROPOSED SIGN: Non illuminate double  
face monument

4. CONFIGURATION OF PROPOSED SIGN:

HEIGHT: 4 X WIDTH: 5 = TOTAL SQUARE FOOTAGE: 20

AMOUNT OF PUBLIC STREET FRONTAGE: 143.93

AMOUNT OF EXPOSED EXTERIOR WALL LENGTH: N/A

SETBACK: 12' - Variance 7 Feet to Sidewalk

METHOD OF ATTACHMENT: \_\_\_\_\_

METHOD OF ILLUMINATION: N/A

SIGN MATERIALS: Aluminum, Vinyl

TOTAL SQUARE FOOTAGE OF SIGNS ON SUBJECT PROPERTY:

BEFORE PROPOSED SIGN: 24' AFTER PROPOSED SIGN: 20'

5. CERTIFICATE

I hereby certify that all of the above statements and attachments submitted hereto are true and correct to the best of my knowledge and belief.

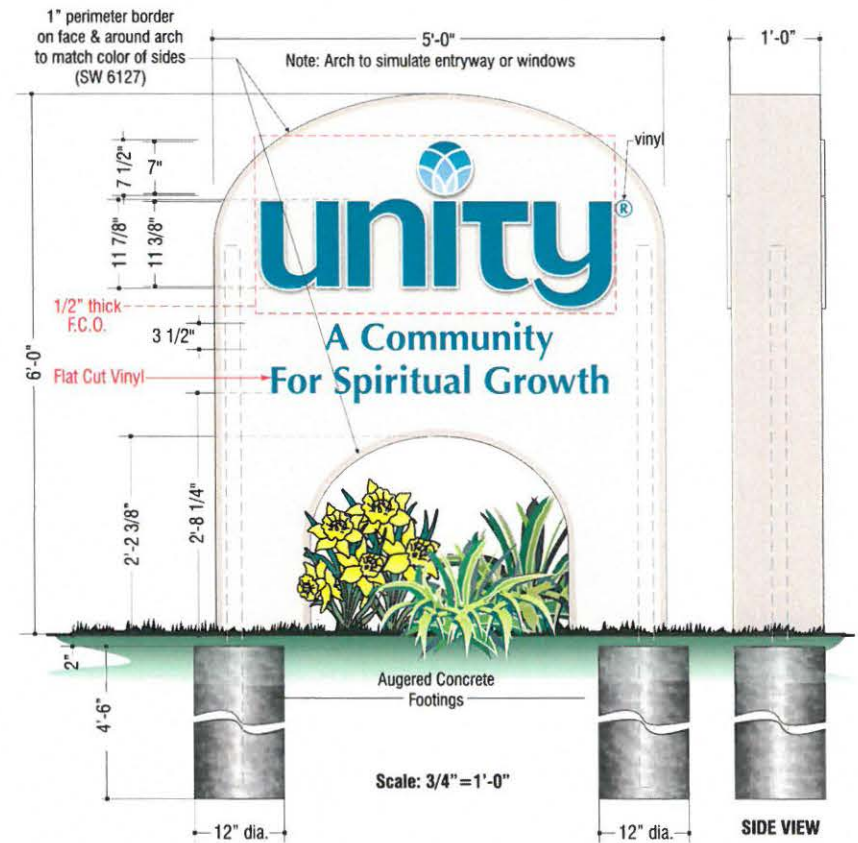
Kieffer Sign / Tom Habermann  
APPLICANT'S SIGNATURE

8/2/18  
DATE

Kieffer Sign / Tom Habermann  
PRINT ABOVE NAME

6. APPLICATION SUBMITTAL REQUIREMENTS

- a. *For new development*, the approved site plan for the subject property, showing the location and dimensions of all buildings, structures, signs on the subject property, property boundaries and dimensions; and the location of the proposed sign.
- b. *For existing development*, a site plan approved by the City Planner & Zoning Manager, showing the location and dimensions of all buildings, structures, signs on the subject property, property boundaries and dimensions; and the location of the proposed sign.
- c. A scale drawing of the proposed sign listing the height, width, total square footage, method of attachment, method of illumination, sign materials, design and appearance.



**GENERAL SPECIFICATIONS**

Fabricated aluminum monument painted to match building columns & brick.  
 1/2" thick F.C.O. aluminum logo painted white w/applied digital print vinyl to first surface.  
 Rest of copy digitally printed flat cut vinyl applied directly to first surface of monument.  
 Faces of monument painted lighter to match columns.  
 Sides and face/arch PERIMETER painted to match building brick.

**COLOR SPECIFICATIONS**

- Vinyl
- Digitally Printed Logo & All Copy
- Paint
- Paint WHITE - F.C.O. logo & 'Unity'
  - Paint to match SW 6119 (Antique White) (monument faces)
  - Paint to match SW 6127 (Ivoire) (monument sides, interior arch, perimeter border)



ACCOUNT: Unity Church

LOCATION: Sheboygan, WI

ACCT. REP: JMc DESIGNER: KB

DATE: 8/21/18

COMPANION FILES

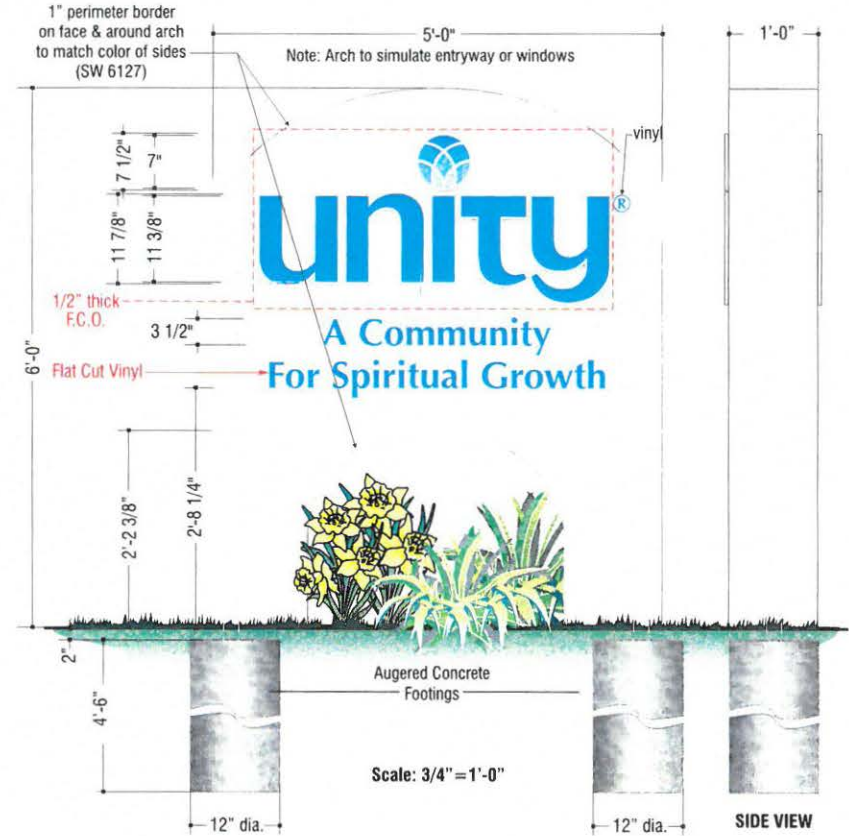


REVISIONS	INITIALS & DATE:
▲ Rev. tagline	KB 6/29/18
▲ Rev. to non-illum.: digital print logo; rev. tagline to orig.; update colors (per JMc)	KB 7/11/18
▲ Add setback note	KB 7/31/18
▲ Revise tagline wording	KB 8/8/18
▲ Add foundation info	DwB 8/9/18
▲ Move mmt. to orig. location; add dimensions in red on rend.	KB 9/11/18
▲ Moved sign to 7'-0" setback	KB 9/12/18

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 PHONE: (877) 543-3337 FAX: (847) 520-1543  
 www.kieffersigns.com

**B75204**



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ACCOUNT: **Unity Church**

LOCATION: **Sheboygan, WI**

ACCT. REP: **JMc** DESIGNER: **KR**

DATE: **6/21/18**

COMPANION FILES

REVISIONS:	INITIALS & DATE:
▲ Rev. tagline	KB 6/29/18
▲ Rev. to non-illum. digital print logo; rev. tagline to orig. update colors(per JMc)	KB 7/11/18
▲ Add setback note	KB 7/31/18
▲ Revise tagline wording	KB 8/8/18
▲ Add foundation info	DwB 8/9/18
▲	-
▲	-
▲	-

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 www.kieffersigns.com

**B75204**



Unity Church

Try Unity

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**CITY OF SHEBOYGAN**

**REQUEST FOR PLANNING COMMISSION CONSIDERATION**

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**ITEM DESCRIPTION:** R.O. 118-18-19 and G.O. 17-18-19 by Alderperson Rindfleisch amending the City of Sheboygan Official Zoning Map of the Sheboygan Zoning Ordinance to change the Use District Classification of property located at 3411 Lakeshore Road (Parcel No. 59281712841) from Class Urban Industrial (UI) to Class Suburban Industrial (SI).

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

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**REPORT DATE:** September 21, 2018

**MEETING DATE:** September 25, 2018

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**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

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

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**BACKGROUND / ANALYSIS:**

Michael Wiltzius is proposing to rezone the Guske Electric property located at 3411 Lakeshore Road (Parcel No. 59281712841) from Class Urban Industrial (UI) to Class Suburban Industrial (SI).

The applicant states the following:

- Wild Chiropractic is being displaced from their current location at 729 Pennsylvania Avenue due to changes being pursued by their landlord and city plans for downtown development.
- A large portion of the Guske Electric building is being underutilized and I would like to pursue a long term lease with Wild Chiropractic. This would address both his need for a new location and my need to find a suitable tenant for the space and surrounding neighborhood.
- Under the current zoning classification this would not be possible but with the change I am requesting it would allow a mixed use of my building for both light commercial and light industrial. From the standpoint of the appearance of our neighborhood and types of surrounding businesses, I feel that a professional service type tenant would be less impactful than an industrial type tenant.
- The exterior of my building would not change in appearance other than replacing all the front windows that are approximately 50 years old with new Low-E windows of same size

in the existing framework. In the past year I have removed approximately 40,000sf of asphalt parking and would replace this with approximately 6,000sf of concrete parking for the tenant and green space for the remainder.

- This chiropractor is a single doctor operation with an assistant and receptionist which would minimally impact traffic in the area.

**STAFF COMMENTS:**

The Urban Industrial (UI) zone does not permit or conditionally permit a professional service use such as a chiropractor. The Suburban Industrial (SI) zone conditionally permits a professional service such as a chiropractor. Thus, if the proposed rezone is approved, the applicant may submit a conditional use permit to create a multi-tenant facility that includes a professional service.

The surrounding neighborhood zoning is:

- The properties to the north are zoned Urban Residential (UR-12)
- The properties to the east are zoned Urban Residential (UR-12) and Mixed Residential (MR-8).
- The properties to the south are zoned Urban Commercial (UC) and Mixed Residential (MR-8).
- The properties to the west are zoned Suburban Industrial (SI).

It is important for the Plan Commission to understand that if the property zoning designation is changed from UI to SI, an applicant could submit an application to use the property for any use that is permitted and/or conditionally permitted in the SI zone.

If the Common Council approves the rezone, the applicant needs to be aware that a conditional use will need to be submitted to and reviewed by the City of Sheboygan Plan Commission prior to creating a new tenant space for a professional service use (chiropractor).

**ACTION REQUESTED:**

Motion to recommend the Common Council approve the proposed rezone to the City of Sheboygan Zoning Map from Urban Industrial (UI) to Suburban Industrial (SI) for property located at 3411 Lakeshore Road (Parcel No. 59281712841).

**ATTACHMENTS:**

Rezone Application and required attachments.

II

3.3

R. O. No. 118 - 18 - 19. By CITY CLERK. September 17, 2018.

Submitting an application from Guske Electric Inc. for a change in the zoning classification of property located at 3411 Lakeshore Road from Class Urban Industrial (UI) to Class Suburban Industrial (SI).

City Place

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City Clerk



6.1

Gen. Ord. No. 17 - 18 - 19. By Alderperson Rindfleisch. September 17, 2018.

AN ORDINANCE amending the City of Sheboygan Official Zoning Map of the Sheboygan Zoning Ordinance to change the Use District Classification of property located at 3411 Lakeshore Road from Class Urban Industrial (UI) to Class Suburban Industrial (SI) Classification.

THE COMMON COUNCIL OF THE CITY OF SHEBOYGAN DO ORDAIN AS FOLLOWS:

Section 1. Appendix A, Chapter 15 of the Sheboygan Zoning Ordinance establishing zoning districts and prescribing zoning standards and regulations is hereby amended by changing the Official Zoning Map thereof and Use District Classification of the following described lands from Class Urban Industrial (UI) to Class Suburban Industrial (SI) Classification:

Property located at 3411 Lakeshore Road (Parcel #59281712841):

LAKE SHORE DIVISION LOTS 13,14,15,16,17,18 & 19 BLK 10, ALSO UNPL LAND BEING PRT OF THE N 1/2 OF SE 1/4, OF SEC 10 T15N R23E DESC AS; COM IN CENTER OF COUNTY HWY "LS", 616.00' SE OF ITS INTERSECTION WITH E-W 1/4 LN OF SD SEC 10, TH SE 129.00' ALG THE CENTER LN OF SD COUNTY HWY "LS", TH E 463.00' ALG THE N LN OF BLK 10 OF LAKE SHORE DIVISION, TH N 122.86', TH W 511.51' TO THE POB, EXC THAT WLY PRT RESERVED AS PERPETUAL ROAD EASEMENT

Section 2. All ordinances or parts thereof in conflict with the provisions of this ordinance are hereby repealed to the extent of such conflict, and this ordinance shall be in effect from and after its passage and publication.

*City Plan*

*Ronald Rindfleisch*  
\_\_\_\_\_

I HEREBY CERTIFY that the foregoing Ordinance was duly passed by the Common Council of the City of Sheboygan, Wisconsin, on the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

Dated \_\_\_\_\_ 20\_\_\_\_, \_\_\_\_\_, City Clerk

Approved \_\_\_\_\_ 20\_\_\_\_, \_\_\_\_\_, Mayor

OFFICE USE ONLY  
APPLICATION NO.: \_\_\_\_\_  
RECEIPT NO.: \_\_\_\_\_  
FILING FEE: \$200.00 (Payable to City of Sheboygan)

**CITY OF SHEBOYGAN  
APPLICATION FOR  
AMENDMENT OF OFFICIAL ZONING MAP**  
(Requirements Per Section 15.903)  
Revised May, 2012

Completed application is to be filed with the Office of the City Clerk, City Hall, 606 North 6<sup>th</sup> Avenue. Application will not be processed if all required attachments and filing fee of \$200 (payable to the City of Sheboygan) is not submitted along with a complete and legible application. Application filing fee is non-refundable.

**1. APPLICANT INFORMATION**

APPLICANT: Michael A Wiltzius PHONE NO.: (920) 377-0895  
ADDRESS: 2004 Waverly Ct E-MAIL: mike@guskedelectric.com  
OWNER OF SITE: Michael A Wiltzius PHONE NO.: (920) 377-0895

**2. DESCRIPTION OF THE SUBJECT SITE**

ADDRESS OF PROPERTY AFFECTED: 3411 Lake Shore Rd  
LEGAL DESCRIPTION: See attachment

PARCEL NO. \_\_\_\_\_ MAP NO. \_\_\_\_\_

EXISTING ZONING DISTRICT CLASSIFICATION: Urban Industrial

PROPOSED ZONING DISTRICT CLASSIFICATION: Suburban Industrial

BRIEF DESCRIPTION OF THE EXISTING OPERATION OR USE: \_\_\_\_\_

See Attached Letter on Guske Electric letterhead

BRIEF DESCRIPTION OF THE PROPOSED OPERATION OR USE: \_\_\_\_\_

See Attached Letter on Guske Electric Letterhead

9-11-2018



Attn: To Whom it may concern

In regards to the property located at 3411 Lakeshore Rd otherwise known as Guske Electric Inc. I am hereby requesting a change in the zoning classification from Urban Industrial to Suburban Industrial. I have a local business that is being displaced from their current location due to changes being pursued by their landlord and city plans for downtown development. A large portion of my building is being underutilized and I would like to pursue a long term lease with Wild Chiropractic. This would address both his need for a new location and my need to find a suitable tenant for the space and surrounding neighborhood. Under the current zoning classification this would not be possible but, with the change I am requesting it would allow a mixed use of my building for both light commercial and light industrial. From the standpoint of the appearance of our neighborhood and types of surrounding businesses, I feel that a professional service type tenant would be less impactful than an industrial type tenant.

The exterior of my building would not change in appearance other than replacing all the front windows that are approx 50 years old with new Low-E windows of same size in the existing framework. In the past year I have removed approx 40,000 sq ft of asphalt parking and would replace this with approx 6,000 sq ft of concrete parking for the tenant and green space for the remainder.

This chiropractor is a single doctor operation with an assistant and receptionist which would minimally impact traffic in the area. Any exterior signage would necessarily need to be pre-approved by the city prior to installing but as the owner of the building I would not allow tenant signage to exceed in size the existing Guske Electric signage (see attached photo).

Thank you for your time and consideration in reviewing my request.

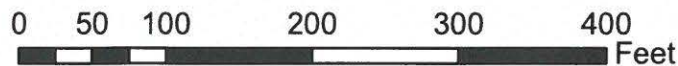
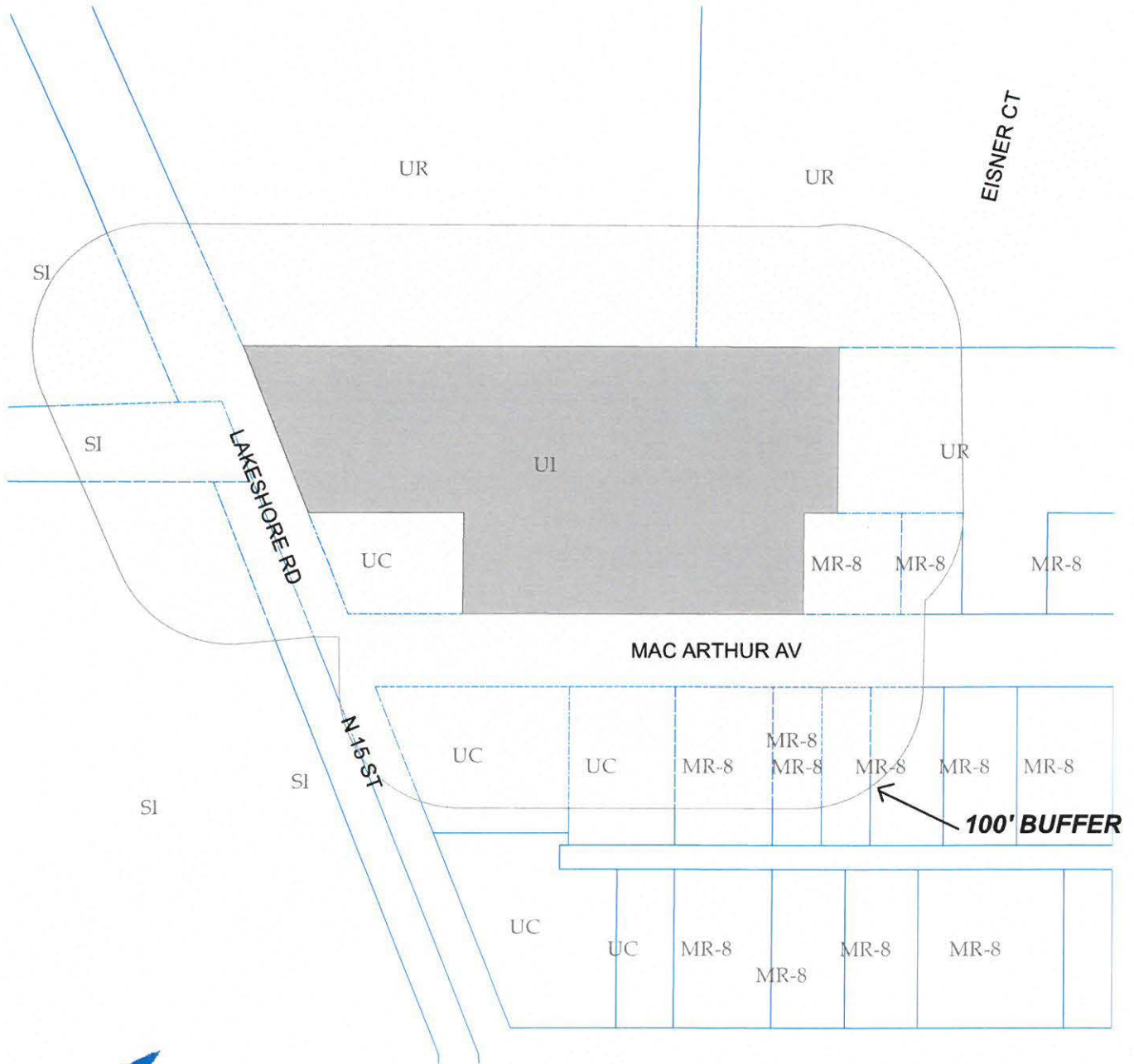
Michael A Wiltzius  
President,  
Guske Electric Inc.

A handwritten signature in black ink that reads 'Michael Wiltzius'.

# PROPOSED ZONING CHANGE FROM URBAN INDUSTRIAL (UI) TO SUBURBAN INDUSTRIAL (SI)

## SECTION 10, T. 15 N, R. 23 E

LAKE SHORE DIVISION LOTS 13,14,15,16,17,18 & 19 BLK 10, ALSO UNPL LAND BEING PRT OF THE N 1/2 OF SE 1/4, OF SEC 10 T15N R23E DESC AS; COM IN CENTER OF COUNTY HWY "LS", 616.00' SE OF ITS INTERSECTION WITH E-W 1/4 LN OF SD SEC 10, TH SE 129.00' ALG THE CENTER LN OF SD COUNTY HWY "LS", TH E 463.00' ALG THE N LN OF BLK 10 OF LAKE SHORE DIVISION, TH N 122.86', TH W 511.51' TO THE POB, EXC THAT WLY PRT RESERVED AS PERPETUAL ROAD EASEMENT













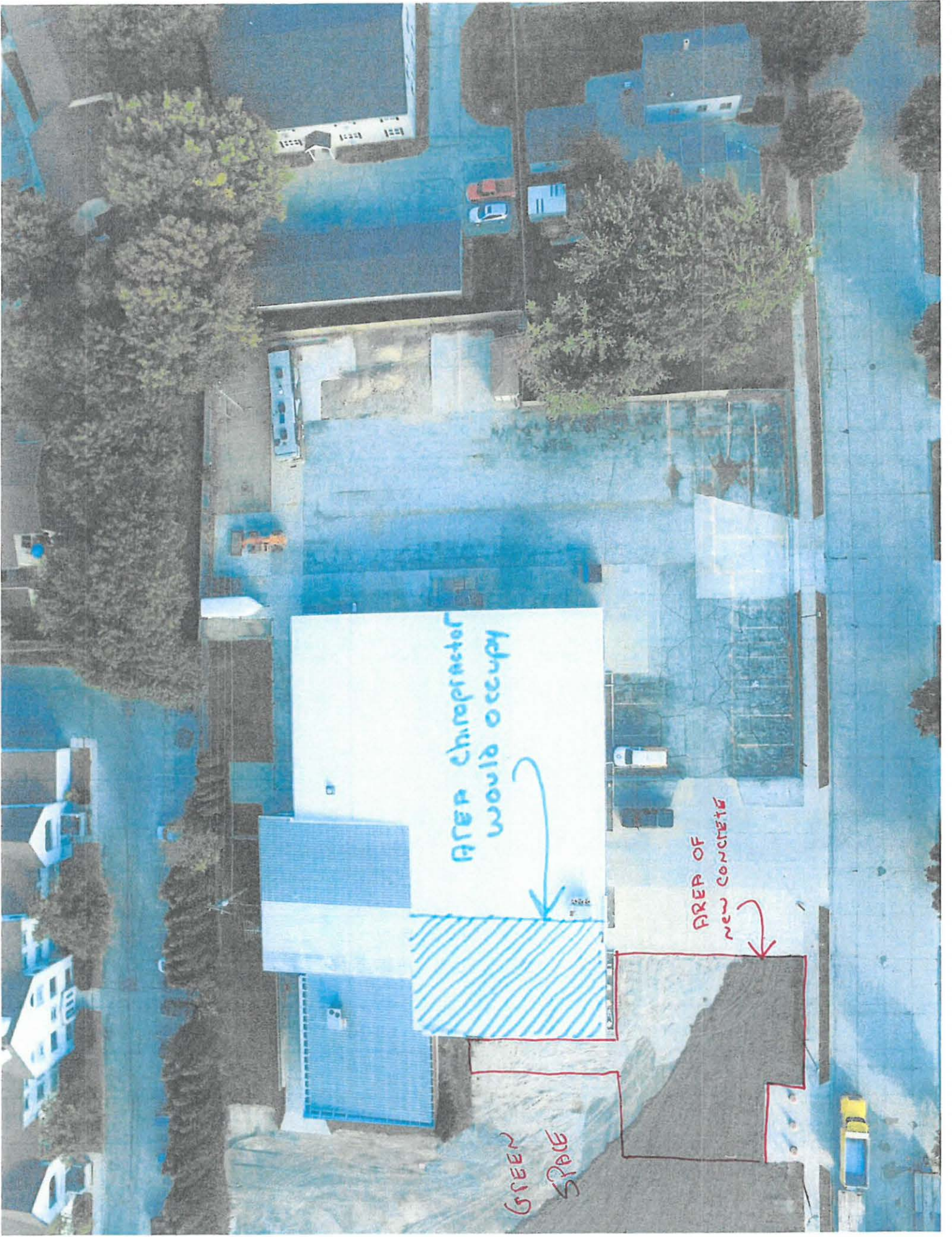












AREA chiropractor  
would occupy



AREA OF  
NEW CONCRETE



GREEN  
SPACE