

**MINUTES**  
**CITY PLAN COMMISSION**

City Plan Commission, Tuesday, February 8, 2011 at 4:00 P.M. in the Third Floor conference room, City Hall, 828 Center Avenue. Vice-Chairperson Jerry Jones presided.

Present: Jerry Jones, Steve Hemsing, Ald. Marilyn Montemayor, Don Cvetan, Ryan Sazama, John Van Der Male

Excused: Mayor Bob Ryan

Staff present: Chad Pelishek and Steve Sokolowski

Others present: Brian Dunton, Michael Queoff, Craig Ostermann and Amy Bizner

Jerry Jones called the meeting to order at 4:00 P.M. and the Pledge of Allegiance was recited.

Approval of minutes of the January 25, 2011 meeting.

Ald. Montemayor moved, Steve Hemsing seconded to approve the minutes of the January 25, 2011 meeting. The motion passed unanimously.

Conditional Use Permit and variance application by Cory Kramer to install new signage at Poseidon's, 434 Pennsylvania Avenue.

Brian Dunton of Sign Me Up was present to represent Mr. Kramer.

On January 11, 2011, the Plan Commission approved Cory Kramer's request to operate Poseidon's restaurant/bar from the former Harbor Lights Tavern located at 434 Pennsylvania Avenue. The applicant is now submitting their sign permit request.

Following due consideration, John Van Der Male moved, Marilyn Montemayor seconded to approve with the following conditions:

1. The necessary sign permit shall be obtained 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.

The motion passed unanimously.

Conditional Use Permit and variance application by RLO Sign, Inc. to install new signage at Super 8 Motel, 3402 Wilgus Avenue.

Craig Ostermann of RLO Sign, Inc. was present.

Staff has consistently attempted to have lower, high quality design monument signage in very visible corridors of the City. Staff has spoken to the applicant about lower monument signage, however, Super 8 elected to submit a new 30 foot high pylon sign.

Staff does have some comments with regards to the pylon sign proposal:

- The proposed Super 8 sign will be seven (7) feet higher than the existing America's Best Value Inn sign (proposed sign to be 30 high, existing sign is 23 feet high). Does the sign need to be this tall?
- Many of the new and reused pylon signs have been approved based on the condition that the applicant-box the pole portion of the sign. It is the position of both staff and the Plan Commission that pylon signs are more aesthetic when the pole portion is boxed in with materials matching the rest of the sign and/or building instead of just a rather unattractive painted pole. It would appear that improving the pole portion of this pylon sign would fit nicely with the overall improvement of the site. Therefore, it is staff's position that the pole portion of the Super 8 pylon sign should be boxed.
- Many of the new and reused pylon signs have been approved based on the condition that the applicant attempt to make two (2) or more signs on an existing pylon be designed so that the new sign appears to look like one (1) sign by reducing the number of cabinets or gaps between cabinets. It is the position of both staff and the Plan Commission that pylon signs are more aesthetic when the new sign is designed so it looks like one (1) sign instead of two (2) or more signs. Therefore, it is staff's position that the pylon sign be redesigned in order to make it look like one (1) new sign (reduce the number of cabinets signs - eliminate the gap between signs and eliminate the number of cabinets).
- Applicant has not provided a site plan or survey that verifies that the sign meets the required 12 foot setback. Applicant will need to verify that the sign complies with the 12-foot setback.

The following are the other issues the City of Sheboygan has with the property:

- The owner has never paid the \$1.00 fee for Hotel Permit to the City Clerk's Office (owner has been noticed a number of times).
- The owner is behind in 3 quarters of Room Taxes for 2010.
- The owner has outstanding citations for electrical and plumbing violations.

- The owner has a number of outstanding building construction issues - the owner never obtained the necessary building permits for the work and did not use licensed contractors.
- The owner was operating the hotel without a working fire alarm system. This has now been corrected and is operational.

Following due consideration, John Van Der Male moved, Ryan Sazama seconded to hold this item until all issues are resolved. The motion passed unanimously.

Site Plan Review application by Keller, Inc. to operate Bullard Children's Dentistry from 3304 Wilgus Avenue.

Michael Queoff and Amy Bizner were present.

The proposed project involves redevelopment of a restaurant (former Pit Stop Pizza) into Bullard's Children's Dentistry. The project will involve construction of a new addition on the north/rear side of the building, significant interior and exterior alterations, removal of portions of existing asphalt/concrete, repaving and installation of new landscaping.

The building will be approximately 5,000sf (including new 980sf addition). The practice currently employs around 20 full and part time workers (typically require 10 – 12 staff working per day). As the business continues to expand, more hiring is expected.

Following due consideration, Marilyn Montemayor moved, Steve Hemsing seconded to approve with the following conditions:

1. Submittal and approval of a proposed landscape plan that provides a legend that shows how the four (4) landscape criteria are being met.
2. Submittal and approval of a proposed storm drainage plan.
3. Dumpster(s) shall be screened/enclosed and constructed of like materials and colors of the facility. If using chain link fencing, the applicant shall install Privacy Decorative Slating (PDS) material in order to effectively screen the dumpster.
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. All ground level and rooftop mechanicals shall be screened and/or enclosed and constructed of like materials and colors of the facility (HVAC equipment, satellite dishes, etc.).
6. All areas used for parking or maneuvering of vehicles shall be paved.
7. All areas that are not required to be paved shall be landscaped with grass and/or approved landscaping.
8. Applicant will be required to obtain a sign permit for each sign to be installed on the property prior to installation.
9. Applicant shall be permitted an 8-foot high freestanding monument sign for the site.
10. The monument sign shall be setback a minimum of 12 feet from the property line (closest part of sign to property line).

The motion passed unanimously.

Resolution of the Plan Commission calling for a public hearing on the proposed Tax Incremental District (TIF) No. 14 Project Plan Amendment and the creation of Tax Incremental District (TIF) No. 15 “K-Mart” Mixed Use Creation in the City of Sheboygan.

Chad Pelishek discussed the project. The TIF No. 14 Project Plan Amendment is to amend the current Project Plan for the redevelopment of the Taylor Heights Shopping Center. The Tax Incremental District No. 15 is to create a Mixed Use District to in an area bordered by Mead Avenue on the north, South Business Drive on the west and Wilson Avenue on the south for redevelopment of properties in the district.

Following due consideration, Marilyn Montemayor moved, Ryan Sazama seconded to approve the amendment to the Project Plan for TIF District No. 14 and the creation of TIF District No. 15. The motion passed unanimously.

Being no further business, the meeting adjourned at 4:28 P.M.

Chad Pelishek  
Recording Secretary