

*****ATTACHMENTS*****

PARCEL NO. 630484
MAP NO. _____
ZONING CLASSIFICATION: UC

Office Use Only

APPLICATION/FILE NO. _____
REVIEW DATE: 2/25/20

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: Signs Unlimited, Inc Durham NC 27705
ADDRESS: 6801-C Mt Hermon Church Rd E-MAIL: desi@signsunlimitedusa.com
PHONE: (919) 552 8689 FAX NO. ()

2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT

NAME OF PROPOSED/EXISTING BUSINESS: Take 5 Oil Change
ADDRESS OF PROPERTY AFFECTED: 2757 Calumet Dr, Sheboygan WI
LEGAL DESCRIPTION: _____

BRIEF DESCRIPTION OF EXISTING OPERATION OR USE: _____
Fast Track Oil Change

DETAILED DESCRIPTION OF PROPOSED OPERATION OR USE INCLUDING ANY CHANGES TO THE EXISTING USE: _____
No changes to use proposed, rebranding only.

BRIEF DESCRIPTION OF ALL REQUESTED VARIANCES FROM PROVISIONS OF THE ZONING ORDINANCE, WHICH ARE RELATED TO THE PROPOSED OPERATION OR USE: Request is made to place a pole cover/skirt over
existing pole sign to make sign more conforming to code.

February 10, 2020

SIGNS:UNLIMITED

communicate your identity

6801 Mount Hermon Church Rd, Building C, Durham, NC 27705

City of Sheboygan
Planning Commission
828 Center Avenue
Sheboygan, WI 53081

To whom it may concern,

This letter is to request approval for a variance by Signs Unlimited, Inc on behalf of Take 5 Oil Change, Jorge Planta for the property referenced above. Signs Unlimited, Inc will represent the tenant with the consent of the property manager, Lighthouse Lube Real Estate, for the scope of the variance to modify the existing ground sign on the property.

A variance is being requested to make changes to the existing pylon in order to make it more compliant with current commercial sign requirements by placing a decorative skirt and cap over the existing pole sign. Due to the recent widening of the street/ROW on Calumet Drive, the traffic needs of the business, and proximity to existing billboards, it is not possible to relocate and replace the ground sign. Because of the rebranding of the business in 2019, the pole sign cannot remain as it is because it no longer identifies the correct business. Removing it entirely will cause negative effects for the visibility of the business.

The proposed conditional use would serve to make a more attractive alternative to the existing pole sign. No adverse effects are anticipated as a result of this variance, and it would allow the continued usage of the existing structure. There will be no other structural changes, adjustments to the gross copy area (71.20 square feet), or new electrical needs to grant this variance.

Thank you for your time,

Desi Varsel
Permit Technician
919-552-8689
desi@signsunlimitedusa.com

Signature _____

Date _____

OFFICE USE ONLY

PARCEL NO.: _____

MAP NO.: _____

ZONING CLASSIFICATION: _____

OFFICE USE ONLY

REVIEW DATE: _____

APPROVAL: _____
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: Signs Unlimited, Inc

ADDRESS: 6801-C Mt Hermon Church Rd, Durham NC 27705

E-MAIL ADDRESS: desi@signsunlimitedusa.com

PHONE: (919) 552 8689 FAX NO: ()

2. OWNER INFORMATION

OWNER OF SITE: Cody Hallebach

ADDRESS: 440 S Church St, Charlotte NC 28202

PHONE: (704) 644 8859 FAX NO: ()

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

NAME OF PROPOSED/EXISTING BUSINESS: Take 5 Oil Change

ADDRESS OF PROPERTY AFFECTED: 2757 Calumet Dr

USE OF PROPERTY: Oil Change

TYPE OF SIGN: Freestanding Sign

DESCRIPTION OF PROPOSED SIGN: _____

Cabinet replacement panels, cap and skirt for existing ground sign.

4. CONFIGURATION OF PROPOSED SIGN:

HEIGHT: 264" X WIDTH: 92, 45" = TOTAL SQUARE FOOTAGE: 71.20

AMOUNT OF PUBLIC STREET FRONTAGE: 60 LF

AMOUNT OF EXPOSED EXTERIOR WALL LENGTH: _____

SETBACK: Existing Ground Sign

METHOD OF ATTACHMENT: Existing pole.

METHOD OF ILLUMINATION: Internal; LED Sticks

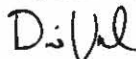
SIGN MATERIALS: Acrylic, Aluminum, LEDs

TOTAL SQUARE FOOTAGE OF SIGNS ON SUBJECT PROPERTY:

BEFORE PROPOSED SIGN: 262.88 AFTER PROPOSED SIGN: 262.88

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.



Digitally signed by Desi Varsel
DN: cn=Desi Varsel, o=Signs Unlimited, Inc.
ou=Permit Technicians,
email=desi@signsunlimitedusa.com, c=US
Date: 2019.11.20 14:07:29 -0500

APPLICANT'S SIGNATURE

11/19/2019

DATE

Desi Varsel

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.

RETROFITTING EXISTING MONUMENT

TAKE 5
OIL CHANGE
 2757 Calumet Dr
 Sheboygan, WI 53083

 Underwriters Laboratories Inc.
 UL File # E225670

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INITIAL LAYOUT:

October 14, 2019

REVISIONS:

- I 11/15/2019
- II 11/18/19
- III 11/19/2019
- IV
- V

**NEW SKIRT AND CAP
 PAINTED TURKISH COFFEE**

EXISTING CABINET PAINTED BLACK

TOP VIEW OF BASE

REMOVABLE COVER



REMOVABLE GUIDE SIDE

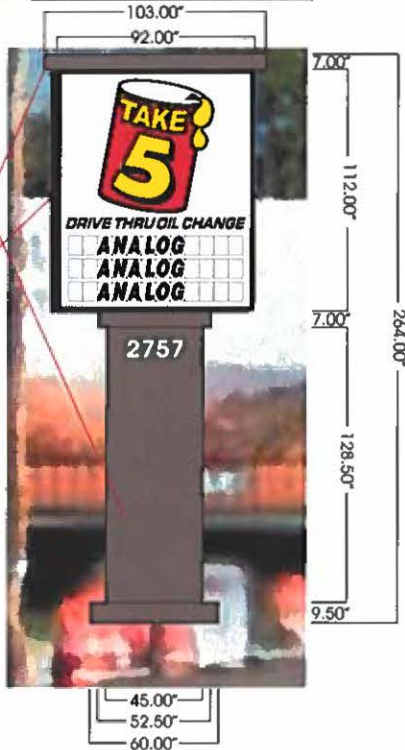
CHANGEABLE COPY CHARACTER COUNT
 EXTRAS TO BE DETERMINED AND ORDERED WITH STANDARD SET
 (CANNOT ORDER INDIVIDUAL LETTERS AT A LATER DATE)

200 Piece Set of 8 ON 9 ADX1 Letters			
E	14	F G H M B C D	6 Each
A I	12 Each	J K V W Y Z	4 Each
O U	10 Each	Q X \$ ¢ 0 1 2 3 4 5 6 7 8 9	2 Each
L N R S T P	8 Each		

NOTES:

- EXISTING CONDITIONS VARY & MAY AFFECT COST DUE TO SIZE, MATERIAL, QUANTITY, INSTALLATION, SCOPE, ETC.
- REPLACE CABINET PANELS (RETROFIT AS NEEDED)
- RETROFIT TO LED BULBS (RETROFIT AS NEEDED)
- PAINT POLES & EXISTING CABINETS BLACK
- SURVEY REQUIRED

IMPOSED IMAGERY



PROOF



SPECIFICATIONS
CABINET
REPLACEMENT PANELS

ESTIMATE ONLY

Quantity: 2
 Size: As in drawing
 Face Color: As in drawing
 Vinyl Colors: As in drawing
 Face: Flat (Retrofit As needed)
 Mounting: Into existing cabinet

SPECIFICATIONS
LED RETROFIT
CABINET

ESTIMATE ONLY

Quantity: 8 Est.
 Material: Est. 108\" LED RetroSticks
 Mounting: Into existing sockets & rewired
 Sq. Ft. Signage: 71.20
 Signage Allowance: N/A - Replacing Existing

Owner/Landlord Approval _____

SIGNS UNLIMITED
 communicate your identity

6801 Mount Hermon Church Rd, Ste C, Durham, NC 27705 • (P) 919-552-8689 • (F) 919-557-1322

SITE PLAN

TAKE 5

OIL CHANGE

2757 Calumet Dr
Sheboygan, WI 53083

INITIAL LAYOUT:
September 11, 2019

REVISIONS:
11/20/2019

I
II
III
IV
V

 Underwriters Laboratories Inc. •
UL File #E225670

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representations hereon are the property
of Signs Unlimited, Inc. and
may not be reproduced, published,
transmitted or used in any way without
written consent.

SITE PLAN



Owner/Landlord Approval _____

SIGNS UNLIMITED
communicate your identity.

6801 Mount Hermon Church Rd, Ste C, Durham, NC 27705 • (P) 919-552-8689 • (F) 919-557-1322





CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Conditional Use and variance application by Signs Unlimited, Inc., to improve the existing legal nonconforming pylon sign at Take 5 Oil Change located at 2757 Calumet Drive. UC Zone

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

REPORT DATE: February 21, 2020

MEETING DATE: February 25, 2020

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

BACKGROUND / ANALYSIS:

Signs Unlimited, Inc. is proposing to improve the existing legal nonconforming pylon sign at Take 5 Oil Change located at 2757 Calumet Drive. The applicant states:

- Driven Brands Inc., franchisor of Meineke Car Care and parent of Take 5 Oil Change, has acquired Super-Lube, a chain of 48 quick lube and automotive service centers in Alabama, Florida, Illinois, Indiana and Wisconsin. The Super-Lube locations will be rebranded **Take 5 Oil Change** over time, Driven Brands said, expanding the Take 5 network to 350-plus locations in the U.S, including the first stores in Wisconsin.
- Because of the rebranding to Take 5 Oil Change in 2019, the pole sign cannot remain as it is because it no longer identifies the correct business.
- A variance is being requested to make changes to the existing pylon in order to make the existing sign more attractive and compliant with current commercial sign requirements by placing a decorative skirt and cap over the existing pole sign. No adverse effects are anticipated as a result of this variance, and it would allow the continued usage of the existing structure. There will be no other structural changes, adjustments to the gross copy area (71.20 square feet), or new electrical needs to grant this variance.
- Due to the recent street widening of Calumet Drive, the traffic needs of the business, and proximity to existing billboards, it is not possible to relocate and replace the ground sign. Removing it entirely will cause negative effects for the visibility of the business.

The signage proposed assures that is aesthetically appealing with the modern compliance that the city is looking for at this location.

STAFF COMMENTS:

The applicant is requesting a variance to modify the existing legal nonconforming pylon sign – legal nonconforming signs are not permitted to be changed/modified.

The applicant states that Take 5 Oil Change is:

- Proposing to utilize the existing pylon sign that has previously used by the various oil change operations.
- Proposing to install a decorative skirt and cap over the existing pole sign.
- Proposing to remove the existing Fast Track sign faces with new sign faces that advertise Take 5 and include a manual readerboard for messages about specials and other public information.
- Proposing a sign that is 22 feet tall and is 71sf (9.3 x 7.6). The pole skirt will be 3.8 feet wide. The applicant states “There will be no other structural changes, adjustments to the gross copy area (71.20 square feet), or new electrical needs to grant this variance.”

The existing pylon sign has a very basic and dated design. This area of Calumet Drive is redeveloping nicely and staff and the Plan Commission have closely reviewed signage proposals in this area. Things the Plan Commission have previously considered include:

- Changing the pylon sign to a lower monument sign.
- Possibly reducing height of existing pylon sign.
- Including a brick base and boxing in the pole portion of the sign (support pole).
- Adding decorative cap or other design improvements to the sign.
- Reducing the size (total square footage) of the large cabinet signs.

Is the Plan Commission ok with the proposed Take 5 sign proposal? The Plan Commission may want to have the applicant address if they can lower the sign, reduce the amount of square footage, improve the sign design, etc.

Staff is recommending that the applicant at a minimum add a decorative cap to the top of the sign.

Take 5 has three (3) sites in the City of Sheboygan and have been rebranding at each of the sites. A couple of comments:

- Take 5 has had a numerous temporary banners during this rebranding. That being said, it appears most of the banners have been removed from each site.
- Take 5 has installed a new monument sign at their 1328 Indiana Avenue site. The sign was to be placed with a 12 foot setback to all property lines. It appears this sign does not meet this minimum 12 foot setback requirement to the N. 14th Street/west property line (not sure about the north property line). Applicant will verify that this monument sign meets the 12 foot setback to all property lines measurement. Only at such time as the applicant verifies the sign meets the 12 foot setback or moves the sign to meet the 12

foot setback (from all property lines), will sign permits be issued for the pylon sign proposal at 2757 Calumet Drive.

ACTION REQUESTED:

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

1. Applicant shall obtain the necessary sign permits prior to installation (pylon, wall, etc.). Proposed wall signage will be individual letter signs (no flat panel or interior lit cabinet signs).
2. Applicant shall resubmit a pylon sign design proposal with a decorative cap. If staff has any concerns with proposed signage design, the matter may be brought back to the Plan Commission for their consideration.
3. Applicant shall remove all signage referring to the former Fast Track operation.
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. Sign permits for the 2757 Calumet Drive pylon sign proposal, shall be issued only at such time as the applicant verifies the Take 5 monument sign at 1328 Indiana Avenue meets the required minimum 12 foot setback to all property lines or moves the sign to meet the required minimum 12 foot setback to all property lines.
6. If there are any amendments to the approved use and/or floor/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. 216 522
MAP NO. _____
ZONING CLASSIFICATION: PUD

Office Use Only
APPLICATION/FILE NO. _____
REVIEW DATE: 2/25/20

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

**CITY OF SHEBOYGAN
APPLICATION FOR
CONDITIONAL USE PERMIT**
Requirements Per Section 15.905
Revised May 2012

pd

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 \$150 (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: Jeremy Morehouse
ADDRESS: W2046 Hannah Lane Sheboygan WI 53083 E-MAIL: jeremy.morehouse@ehm5.com
PHONE: (920) 207 2229 FAX NO. (NA)

2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT

NAME OF PROPOSED/EXISTING BUSINESS: John Michael Koller Arts Center Art Preserve
ADDRESS OF PROPERTY AFFECTED: 3636 Lower Falls Road Sheboygan WI 53081
LEGAL DESCRIPTION: see certified survey map for full description

BRIEF DESCRIPTION OF EXISTING OPERATION OR USE: Art Museum
and Storage

DETAILED DESCRIPTION OF PROPOSED OPERATION OR USE INCLUDING ANY CHANGES TO THE EXISTING USE: Adding a second driveway
in front of the new Art Preserve building.

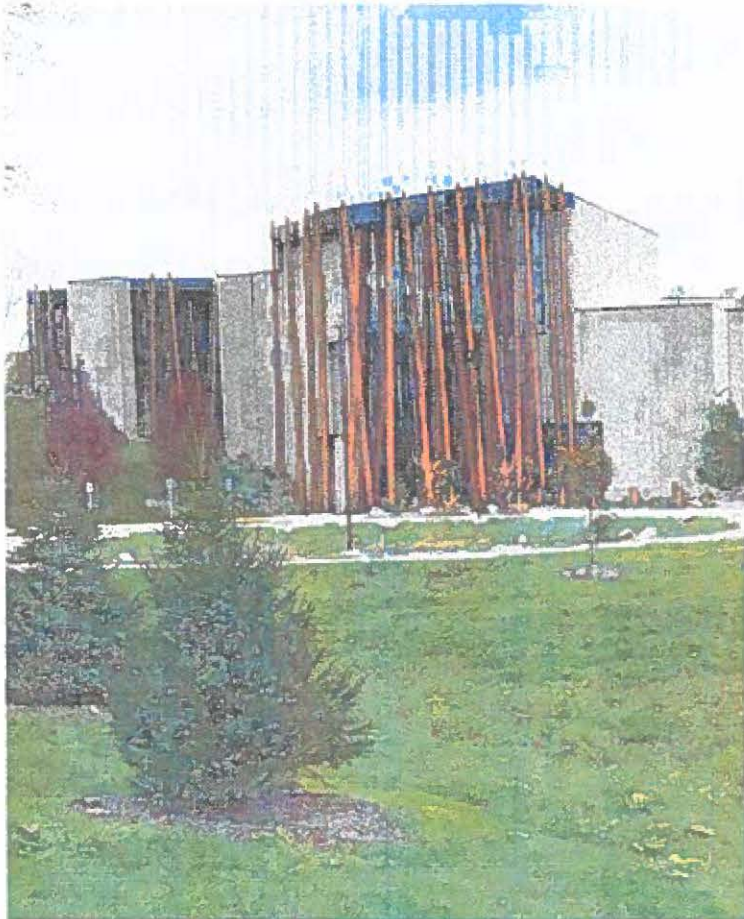
BRIEF DESCRIPTION OF ALL REQUESTED VARIANCES FROM PROVISIONS OF THE ZONING ORDINANCE, WHICH ARE RELATED TO THE PROPOSED OPERATION OR USE: _____
Allow temporary sign to remain until August.



JMKAC Art Preserve
New Driveway
Conditional Use Permit

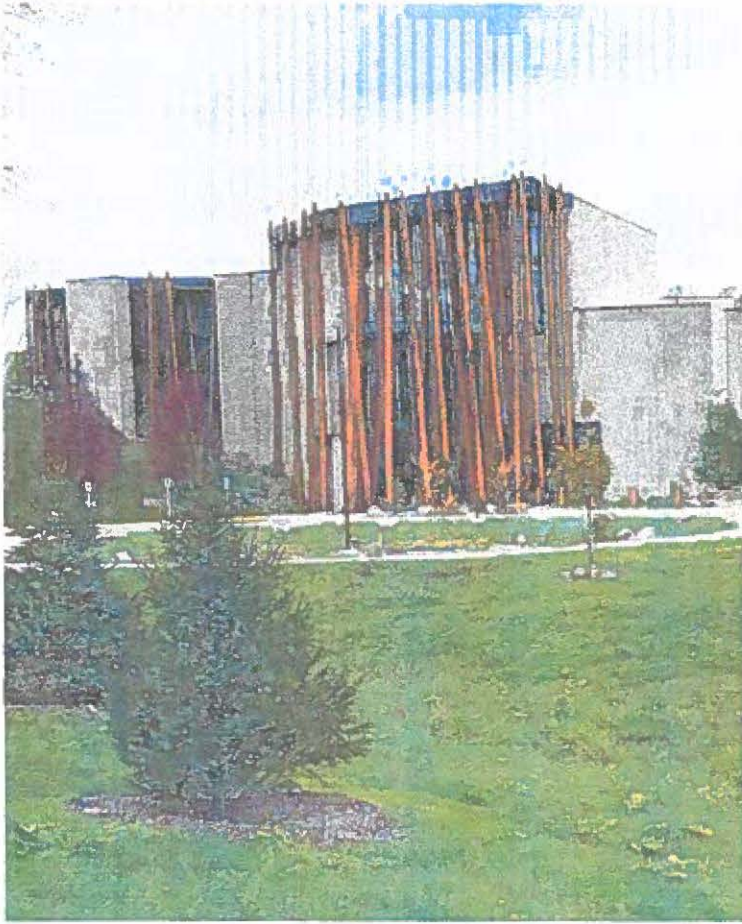
Jeremy Morehouse

February 5, 2020



New Driveway Proposal

- A new driveway at the JMKAC Art Preserve is desired to provide a more luxurious approach for public visitors when the building opens in August.
- The new driveway will connect Lower Falls Road to the circle driveway in front of the new Art Preserve building.
- The existing driveway will remain in place and be used for service vehicles, employees, large events and the Bertshcy residence.
- The new driveway will be installed in Spring of 2020.
- Related, but not part of this process: The house located at 3702 Lower Falls Road will be razed, the property will be annexed, and parcel combined with the Art Preserve property.

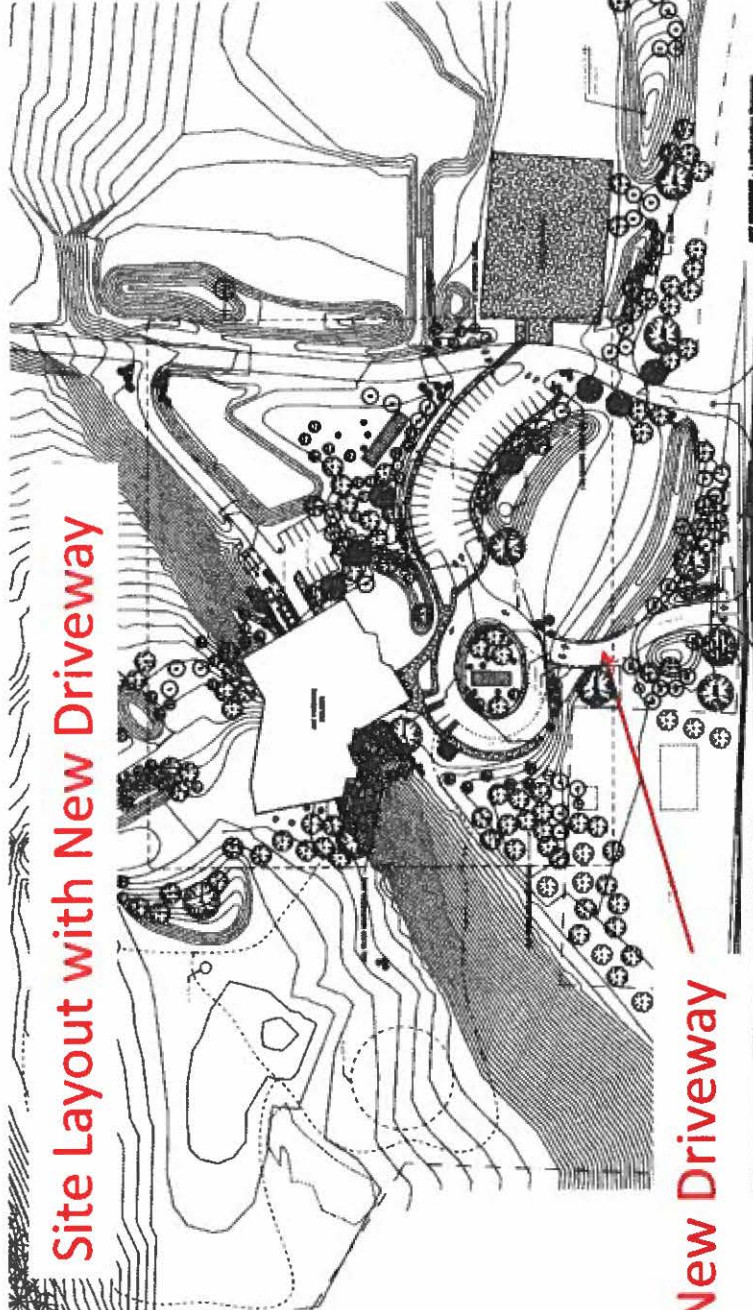


New Driveway Information

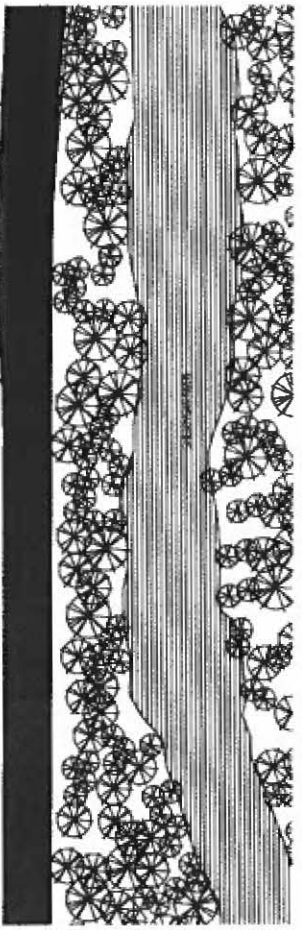
- Detailed site plans will be provided when the building permit application is submitted. Design will match the existing installations in assembly and style.
- Three additional light poles that match the existing light poles will be installed along the new driveway.
- The approved JMKAC Art Preserve sign will be installed at the new driveway entrance instead of the existing driveway entrance. See drawing for location.
- The temporary sign currently in place will remain until August. See drawing for location.
- Existing trees located along the new driveway will be relocated. An additional Ginko Tree (75 pts) will be installed to meet the landscape point requirements (80pts/10,000 sqft paved area) of the new driveway (5,230 sqft).

ARTS CENTER ART PROJECT		CONSTRUCTION DOCUMENTS		PROJECT SCHEDULE	
PROJECT NO. 100 SHEET NO. A-100 DATE 10/15/00		DRAWN BY [Name] CHECKED BY [Name] APPROVED BY [Name]		PROJECT START DATE PROJECT END DATE SHEET DATE	
PROJECT DETAILS PROJECT NO. 100 SHEET NO. A-100 DATE 10/15/00		CONSTRUCTION DOCUMENTS DRAWN BY [Name] CHECKED BY [Name] APPROVED BY [Name]		PROJECT SCHEDULE PROJECT START DATE PROJECT END DATE SHEET DATE	

PROJECT DETAILS		CONSTRUCTION DOCUMENTS		PROJECT SCHEDULE	
PROJECT NO. 100 SHEET NO. A-100 DATE 10/15/00		DRAWN BY [Name] CHECKED BY [Name] APPROVED BY [Name]		PROJECT START DATE PROJECT END DATE SHEET DATE	
PROJECT DETAILS PROJECT NO. 100 SHEET NO. A-100 DATE 10/15/00		CONSTRUCTION DOCUMENTS DRAWN BY [Name] CHECKED BY [Name] APPROVED BY [Name]		PROJECT SCHEDULE PROJECT START DATE PROJECT END DATE SHEET DATE	

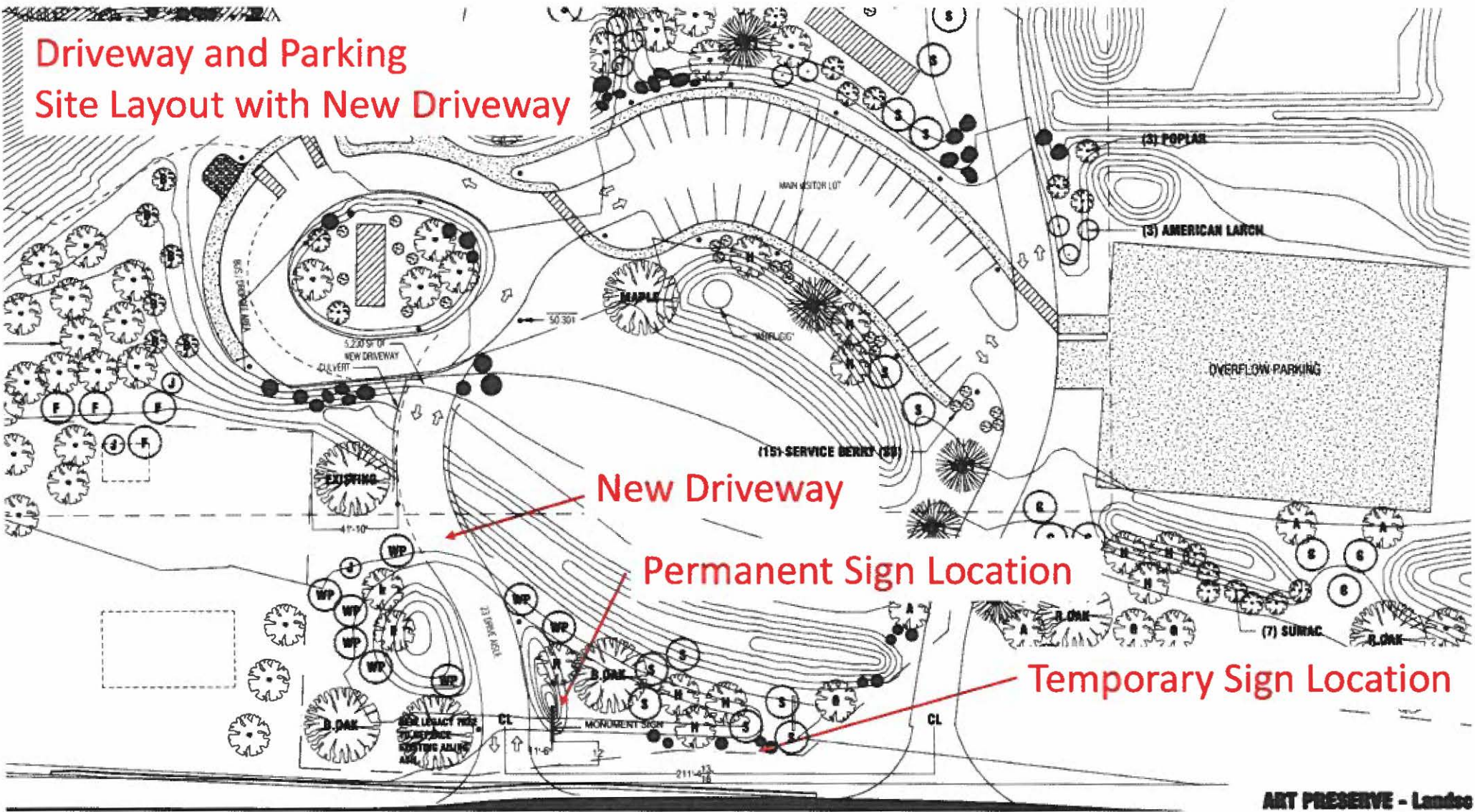


NO.	DESCRIPTION	DATE	BY
1	Issue for Construction	10/15/00	[Name]
2	Issue for Construction	10/15/00	[Name]
3	Issue for Construction	10/15/00	[Name]
4	Issue for Construction	10/15/00	[Name]
5	Issue for Construction	10/15/00	[Name]
6	Issue for Construction	10/15/00	[Name]
7	Issue for Construction	10/15/00	[Name]
8	Issue for Construction	10/15/00	[Name]
9	Issue for Construction	10/15/00	[Name]
10	Issue for Construction	10/15/00	[Name]



A-100

Driveway and Parking Site Layout with New Driveway

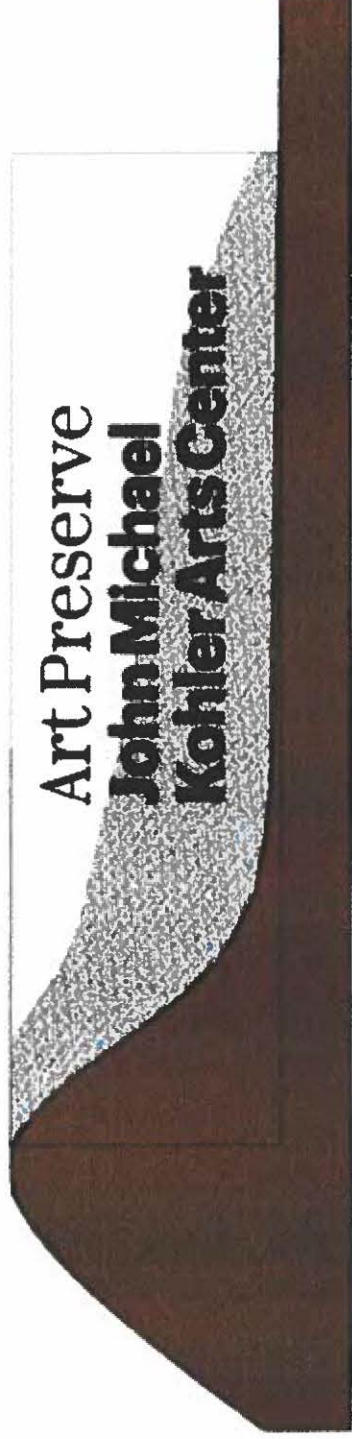


New Driveway

Permanent Sign Location

Temporary Sign Location

Approved Sign Rendering



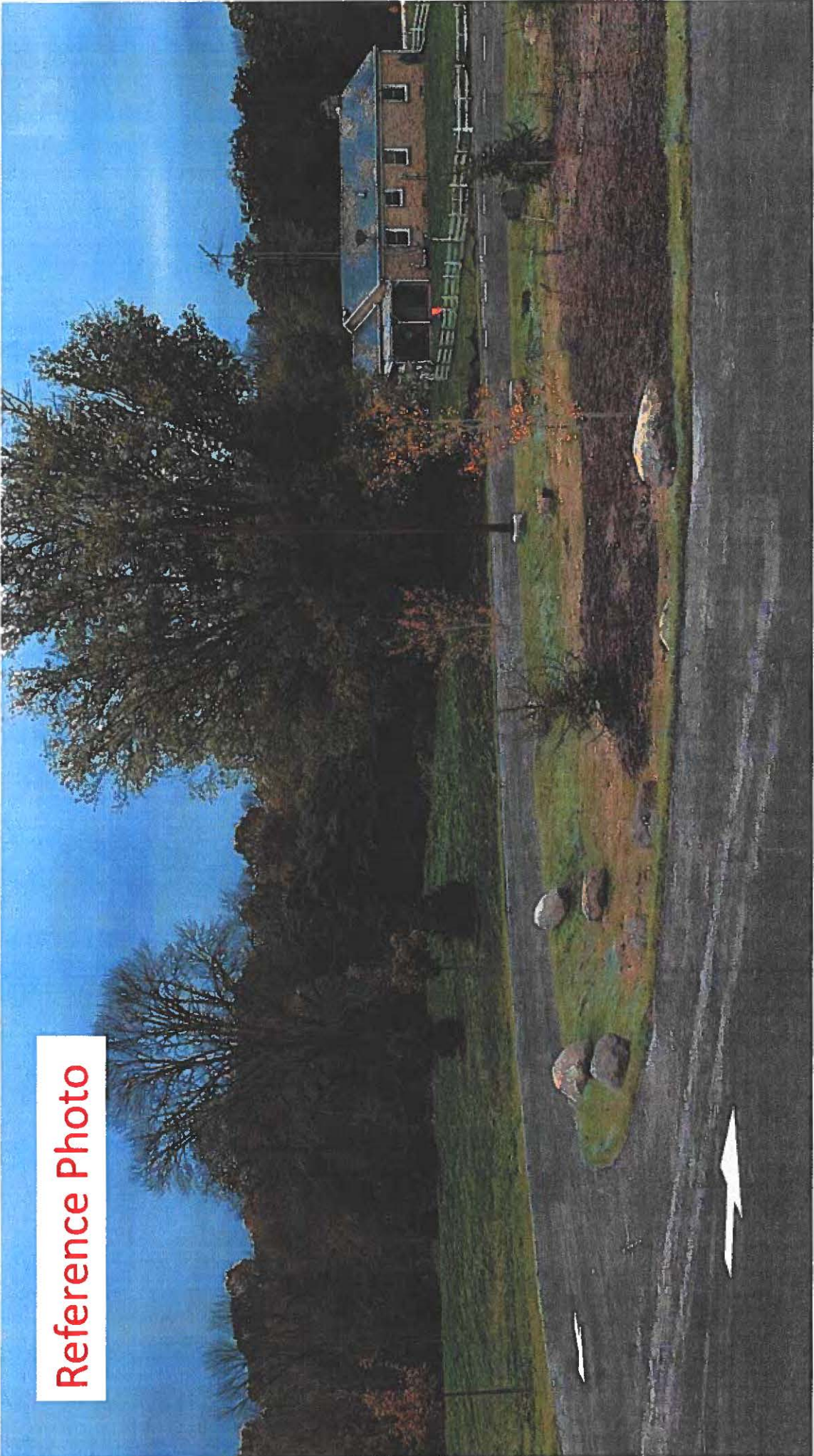
Temporary Sign Currently Installed



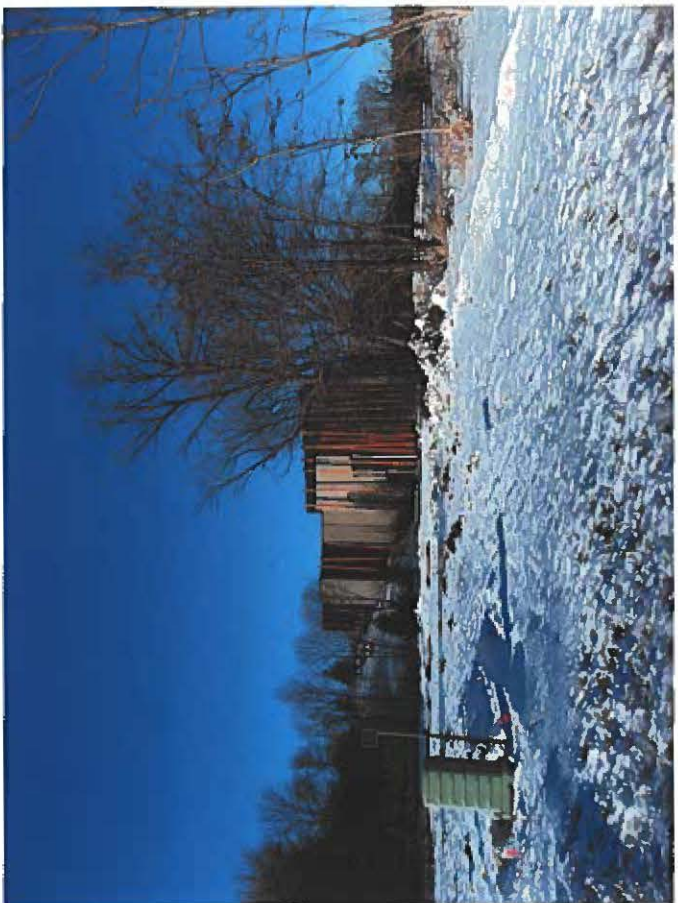
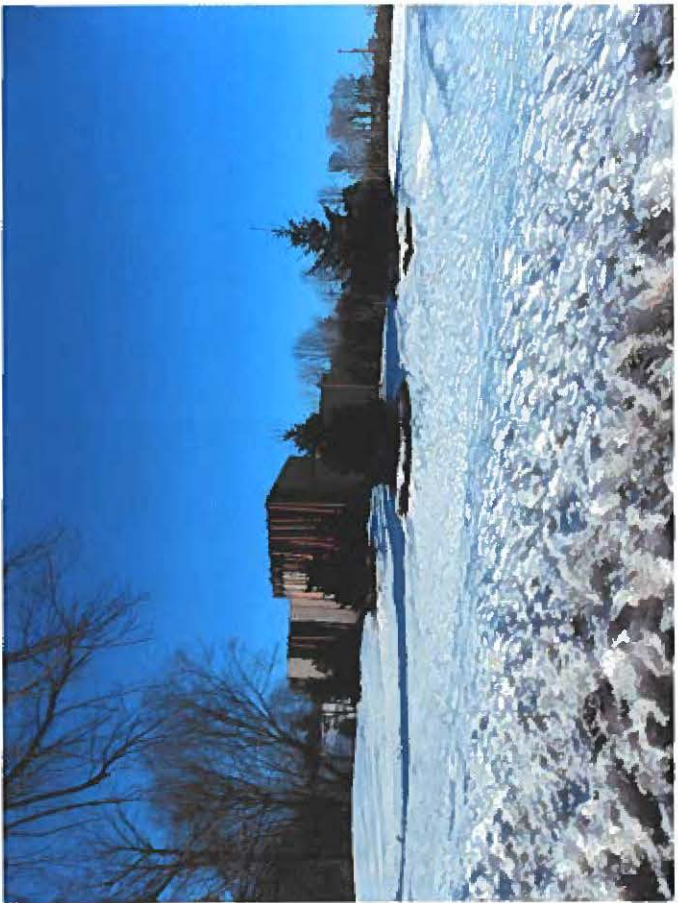
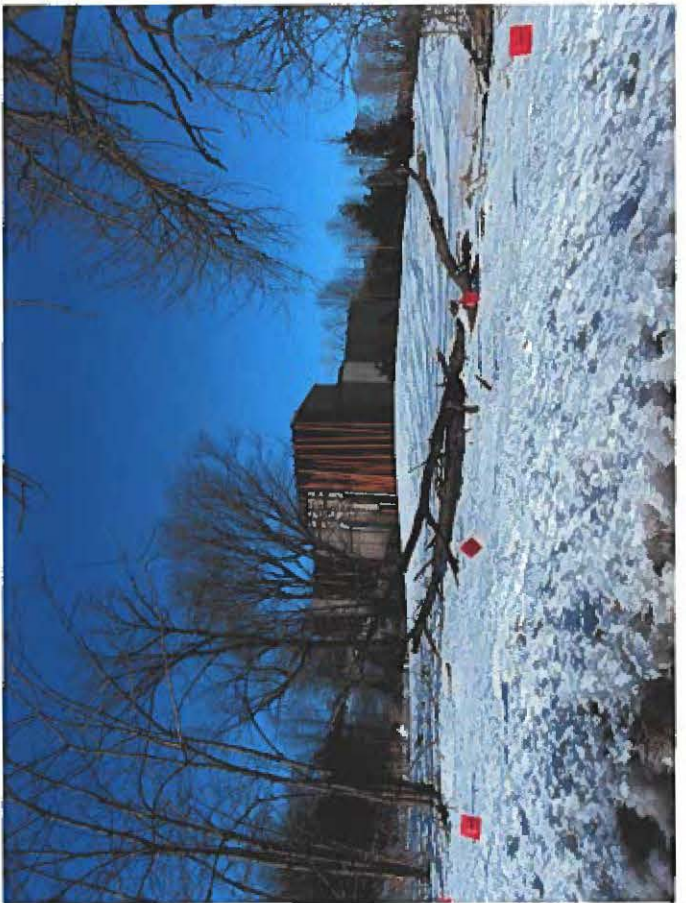
Reference Photo



Reference Photo









Art Preserve
John Michael
Kohler Arts Center
Opening August 2020
jmka.org

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Conditional Use and variance application by JMKAC Art Preserve to construct a new ingress/egress driveway and to install a temporary sign at 3636 Lower Falls Road. PUD Zone

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

REPORT DATE: February 21, 2020

MEETING DATE: February 25, 2020

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

BACKGROUND / ANALYSIS:

JMKAC Art Preserve is proposing to construct a new ingress/egress driveway and install temporary signage at 3636 Lower Falls Road. The applicant states the following the project:

- JMKAC would like to construct a second driveway entrance to serve the new art preserve facility located at 3636 Lower Falls Road. The proposed driveway would be constructed approximately 187 feet west of the existing entrance. The proposed driveway will be approximately 225 feet long and 24 feet wide.
- The new driveway connects Lower Falls Road to the circular driveway in front of the building and will provide visitors with a more luxurious approach as they arrive at the JMKAC Art Preserve. The new driveway will be installed in spring of 2020. The JMKAC Art Preserve opens in August of 2020.
- Three (3) additional light poles that match the existing light poles will be installed along the new driveway. Existing trees located along the new driveway will be relocated. An additional Ginko Tree will be installed to meet the landscape point requirements of the new driveway.
- The existing driveway will remain in place and be used for service vehicles, employees, large events and the Bertshcy residence located at 3618 Lower Falls Road.
- The applicant will also be proposing to locate the permanent monument sign on the east side of the newly proposed driveway and will be relocating the temporary sign to this location. The applicant is requesting the temporary sign until the August opening.

- Related, but not part of this process - the house located at 3702 Lower Falls Road will be razed, the property will be annexed, and parcel combined with the Art Preserve property (a site inspection revealed the house has been razed).

STAFF COMMENTS:

The applicant is requesting a variance to maintain the temporary 32sf sign until August 31, 2020 – Maximum 32sf temporary banner permitted for 30 days.

ACTION REQUESTED:

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

1. Prior to construction, the applicant shall obtain all necessary permits and licenses including but not limited to building, street cut, stormwater, etc.
2. Submittal/approval of a proposed storm drainage plan prior to building permit issuance.
3. Submittal and approval of a proposed landscape plan prior to building permit issuance.
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 areas used for parking or maneuvering of vehicles shall be paved.
6. All areas that are not required to be paved shall be landscaped with grass and/or approved landscaping.
7. 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.).
8. Applicant will provide adequate public access along adjacent streets and minimize the time period that these sidewalks/streets will be closed/affected.
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. A sign permit shall be obtained prior to installing signage on the site. Applicant shall work with staff with regards to appropriate signage. If staff has any concerns with sign design, the matter may be brought back to the Plan Commission for their consideration.
11. Applicant shall be permitted a freestanding monument sign for the site. Minimum setback of a monument sign is 12 feet. Maximum height of the monument sign is 8 feet.
12. Applicant shall be permitted to install individual letter signs – no cabinet/flat panel signs.
13. Applicant shall remove temporary sign by August 28, 2020.
14. 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. 111230
MAP NO. _____
ZONING CLASSIFICATION: CC

Office Use Only

APPLICATION/FILE NO. _____
REVIEW DATE: 2/25/20

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

pd

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: DENNIS & JAMIE EVANS
ADDRESS: 332 WISCONSIN AVE E-MAIL: blastsoftserve@gmail.com
PHONE: (507) 456-7196 FAX NO. ()

2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT

NAME OF PROPOSED/EXISTING BUSINESS: BLAST SOFT SERVE
ADDRESS OF PROPERTY AFFECTED: 406 PENNSYLVANIA AVE
LEGAL DESCRIPTION: ATTACHED

BRIEF DESCRIPTION OF **EXISTING** OPERATION OR USE: _____

(VACANT - NOT IN USE) See ATTACHED DESCRIPTION

DETAILED DESCRIPTION OF **PROPOSED** OPERATION OR USE INCLUDING ANY CHANGES TO THE EXISTING USE: _____

See ATTACHED

BRIEF DESCRIPTION OF ALL REQUESTED VARIANCES FROM PROVISIONS OF THE ZONING ORDINANCE, WHICH ARE RELATED TO THE PROPOSED OPERATION OR USE: NONE

Blast Soft Serve

We intend to open a soft serve ice cream shop at 406 Pennsylvania Ave here in Sheboygan. Our concept is a Seasonal walk up shop with serving windows. Our menu is simple: Soft Serve Ice Cream in many ways, from Cones, to Sundaes, to Flurries, to Shakes, Malts, and Floats. We may also offer coffee. Our typical season is weather related but will be Mid-April through the end of October. Hours of operation are 11am – 10pm.

Growing up in Stevens Point, WI and Mason City, IA we enjoyed businesses just like this. We opened our 1st soft serve shop in Owatonna, MN in 1997. At that time, we had no experience under our belts and hoped the concept that we both grew up with would be successful there. It was! Then due to rental arrangements, we moved to another location using the same formula that worked for the previous location, and ran that until we sold it in 2014. We sold it to move to Charleston, SC to be closer to family. We also intended to find a location there to start another business. After a year there, we moved back to Stevens Point, once again to be closer to family.

In our search for a new business location, we looked at Wausau (already have about 7 soft serve businesses there), Appleton, Oshkosh, and Manitowoc. We were pretty sure about Manitowoc and even looked at houses and business locations with a realtor.

On a whim we decided to drive south along the lake and came to Sheboygan. We immediately knew this was where we want to be. The lakefront and Riverfront areas are well used and look inviting. The pedestrian friendly walkways and sidewalks are abundant and speak to our personal preference. We also noticed the number of projects in the “works”, which had us excited about the continued growth of this area.

The perfect location: 406 Pennsylvania Ave. This property had been vacant and on the market for 3 years. It's close to the Beach and the River walk-way, and connected to neighborhoods by trails and sidewalks making it a pedestrian friendly destination. We purchased this property in the summer of 2018.

We now propose to open our business, Blast Soft Serve, at 406 Pennsylvania Ave here in Sheboygan. We are committed to this community and have purchased a home here. Our son is attending Lakeshore Technical College. Our daughter and son-in-law have moved from Charleston, SC and have also purchased a home here.

Details of the overall look and use of this project will be a walk-up Ice Cream stand. We'll build a 20' x 14' deck to 2 serving windows. The deck will be Trex material in Foggy Wharf color. We would also like to have an overhang over the serving windows. This material will be corrugated steel with stained (to match the Trex decking) wood support. There will be benches and tables for customers to sit at in the large 1/3-acre lot. We want to provide a park-like feel for our customers. This is a family-oriented business that caters to all ages.

We are not new to running a business and we have proven our knowledge and ability in 2 previous locations, which are still open and running in Owatonna, MN. For over 17 years, we've learned recipes, vendors, food safety, and community mindedness. We were often the first job to many teens, that continued to work with us through all 4 years of high school. Blast was an amenity to Owatonna, and became a social meeting place after other events in town. We hope to embrace that same energy here in Sheboygan.

Blast Soft Serve

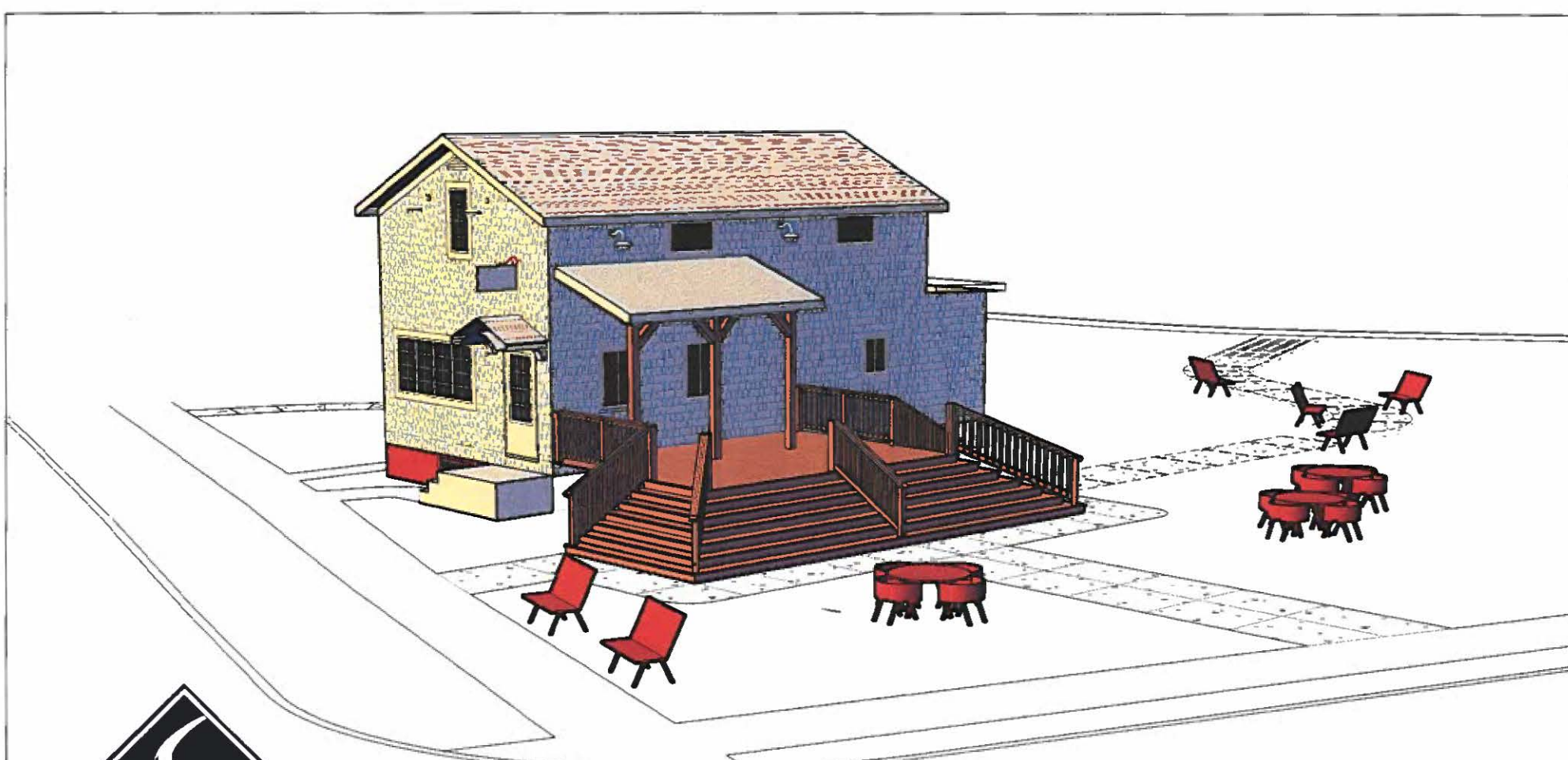
1. Our Intentions:
 - A. Renovate existing property at 406 Pennsylvania Ave.
 - a. Add deck, overhang, and walkways.
 - b. Exterior lighting.
 - B. Open Soft Serve business, Blast Soft Serve.
 - C. Provide a park-like setting for customers. This will include benches and tables.

2. Hours of Operation:
 - A. Seasonal and weather permitting. Expected to be mid-April to the end of October
 - B. 11am to 10pm daily.

3. Customer base:
 - A. Drive up, park. Jump out to grab an Ice Cream to go.
 - B. Destination minded: intentions of going to get an ice cream. Walking, driving, biking traffic is all expected. People out for a walk, Families getting a treat together, groups of classes, clubs, and organizations.
 - C. Call-in orders: Example is XYZ Company is having an event and orders 100 cups of ice cream for pick-up.

4. Future Plans: We'd like to continue to make improvements to this property over time.
 - A. Including a walkway to the North end of the property and steps going up to Franklin St.
 - B. Adding shrubs and planting trees for shade.

5. Effects on neighboring businesses and residents:
 - A. Our hours of operation are 11am – 10pm. These are reasonable time frames for traffic and noise. We realize that we are in an area that already has other businesses in operation before and after these times.
 - B. We will have trash receptacles strategically placed for customers. We also pick up anything that inadvertently blows away.
 - C. Our large garbage bins will be hidden away from view and smell in an existing garage on the North end of the property. We will have garbage pick up once per week and will increase that as business increases. We are conscientious of garbage and odors and are proactive in maintaining a clean, well kept area.



SMIES &
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DECK AND RAMP ADDITION TO:
SOFT SERVE PARLOR
406 PENNSYLVANIA AVE.
SHEBOYGAN, WI 53081

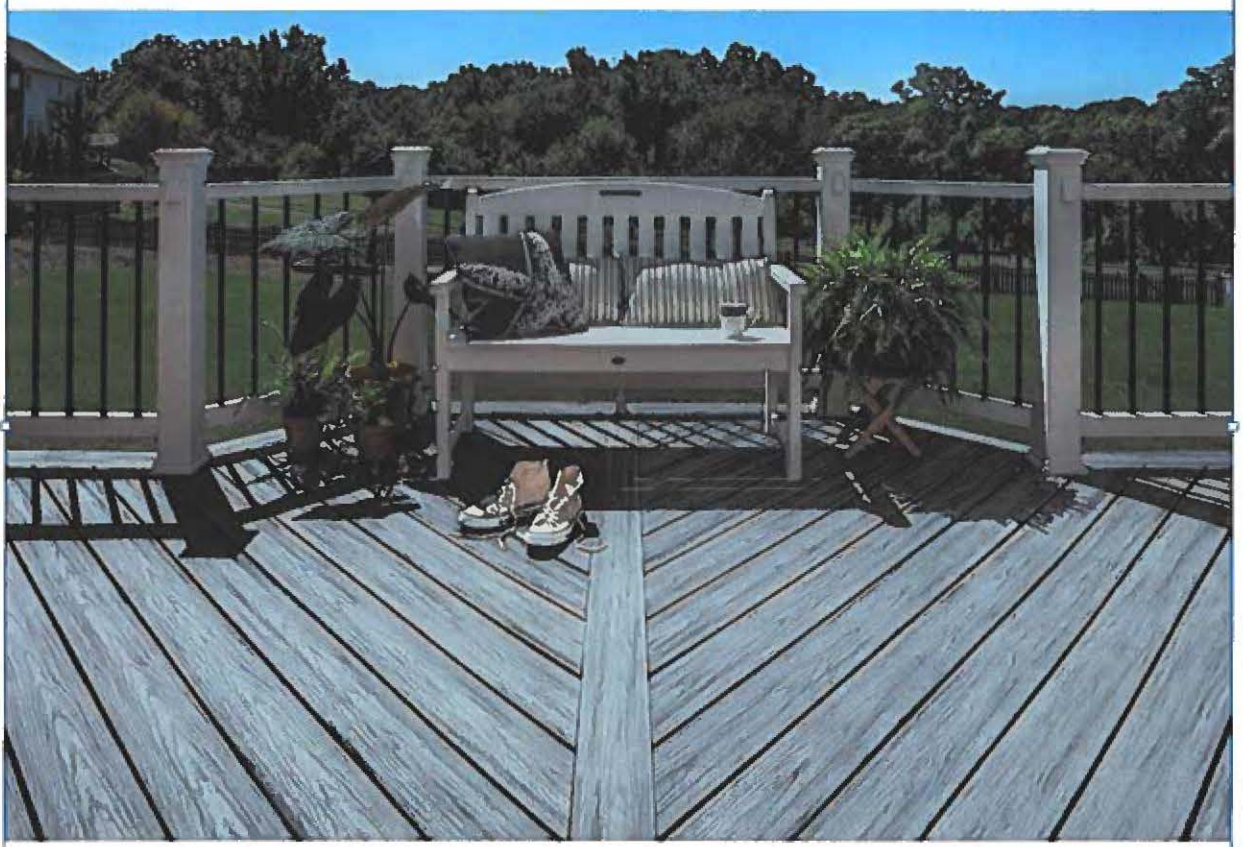
The Trex logo is positioned in the upper left corner of the image. It features the word "Trex" in a bold, white, sans-serif font, with a registered trademark symbol (®) to its upper right. The logo is set against a vertical background of a close-up, textured surface that mimics the grain of wood, rendered in shades of blue and grey.

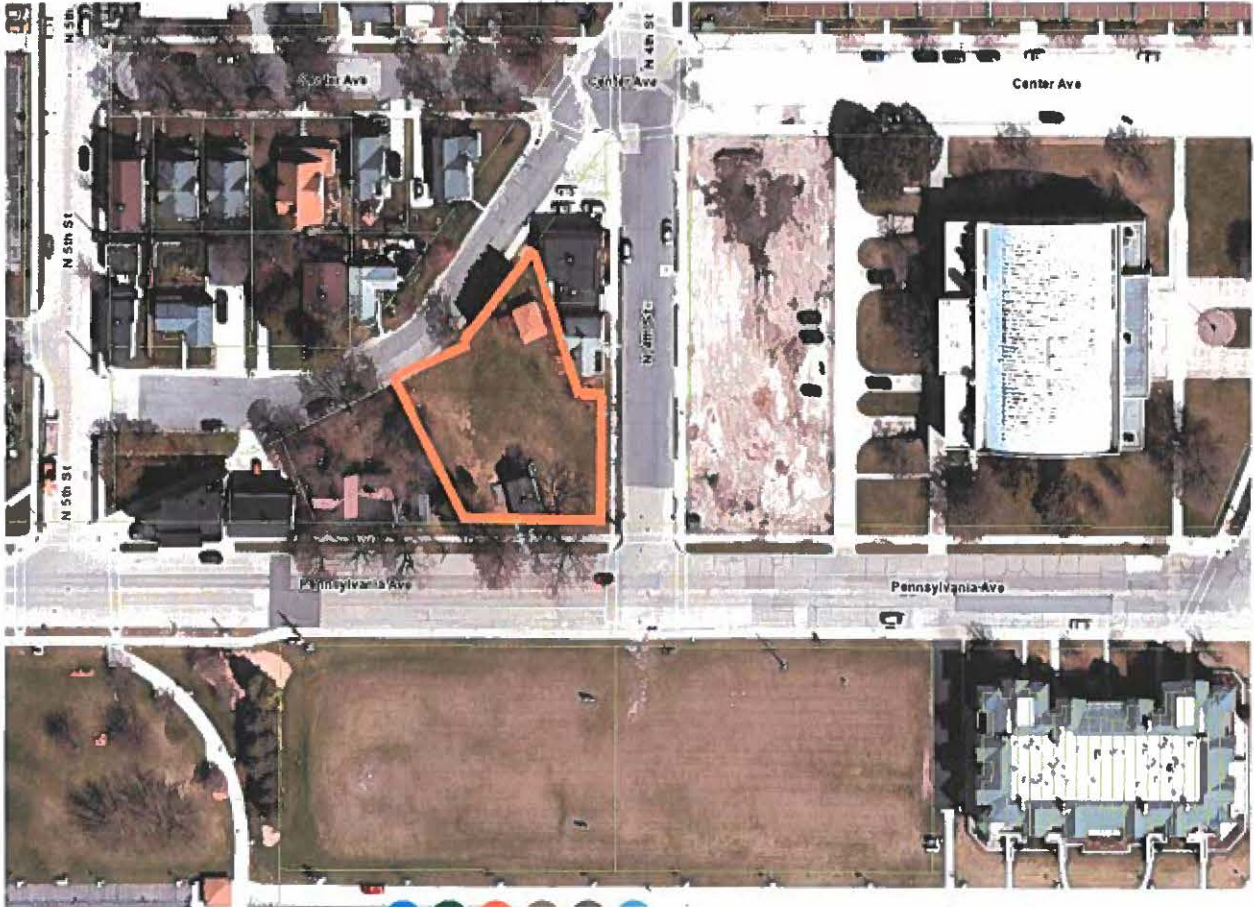
Trex®

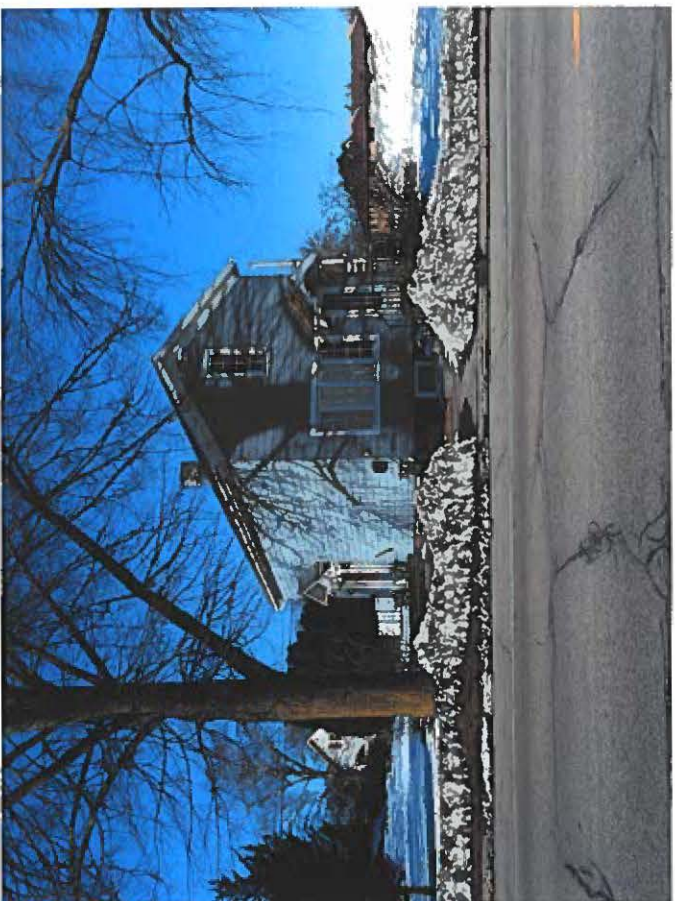
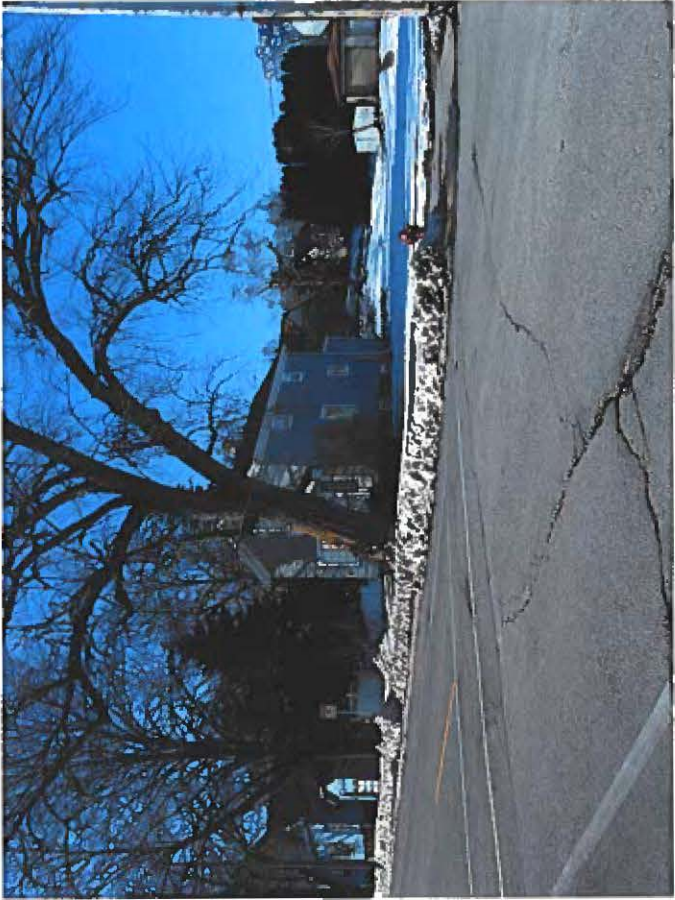
Foggy Wharf

#TrexForAnyDeck



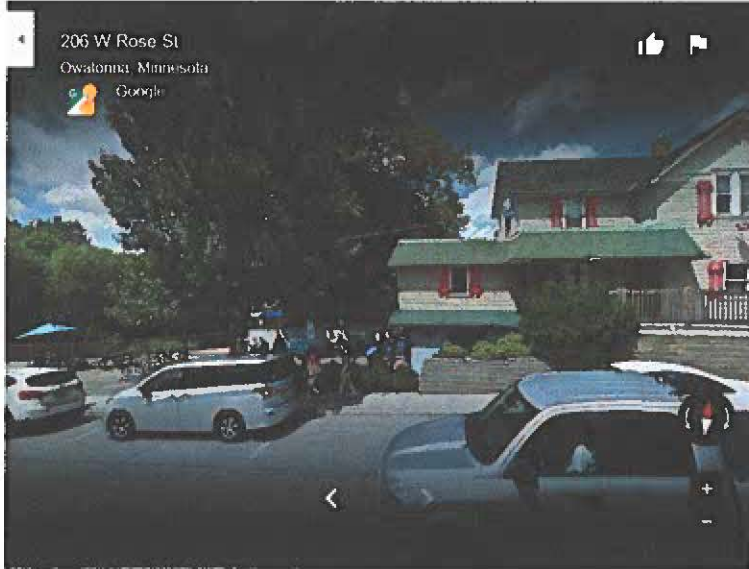








Blast Soft Serve



Blast Soft Serve

All

Food & drink



Blast Soft Serve

All

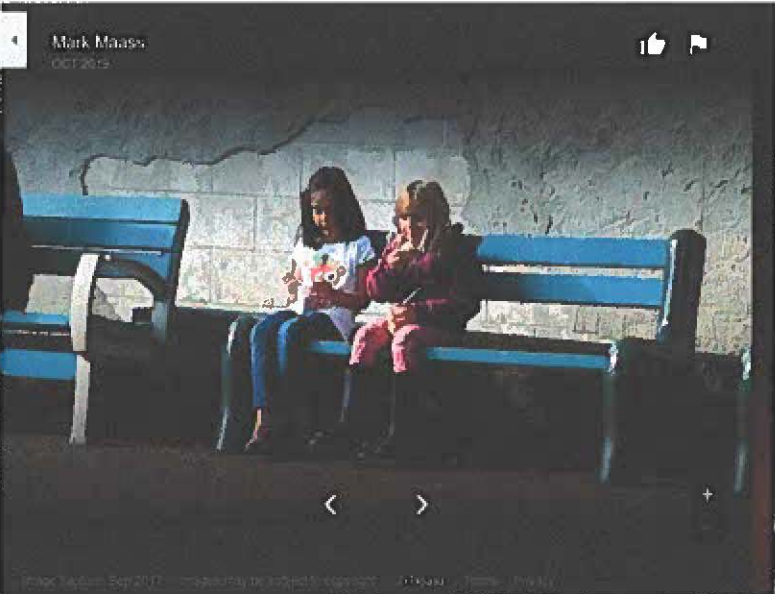
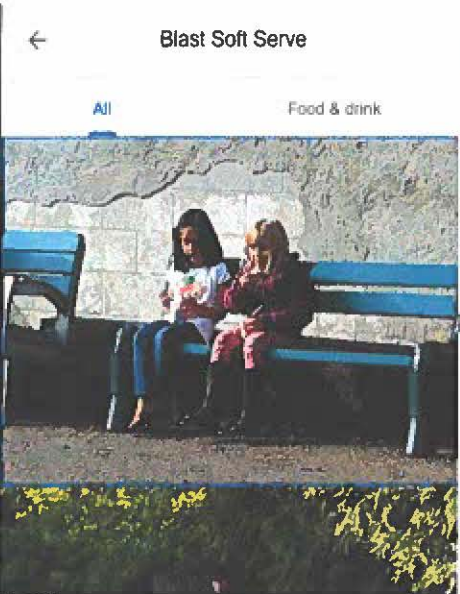
Food & drink



Blast Soft Serve



Blast Soft Serve



CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Conditional Use application by Dennis and Jamie Evans to operate Blast Soft Serve at 406 Pennsylvania Avenue. CC Zone

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

REPORT DATE: February 21, 2020

MEETING DATE: February 25, 2020

FISCAL SUMMARY:

STATUTORY REFERENCE:

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

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

BACKGROUND / ANALYSIS:

Dennis and Jamie Evans are proposing to operate Blast Soft Serve at 406 Pennsylvania Avenue. The applicant states the following about the proposal:

- We intend to open a soft serve ice cream shop at 406 Pennsylvania Avenue. Our concept is a seasonal walk up shop with serving windows. Our menu is simple, soft serve ice cream in many ways from Cones, to Sundaes, to Flurries, to Shakes, Malts, and Floats. We may also offer coffee.
- Our typical season is Mid-April through the end of October (weather permitting). Hours of operation are 11am – 10pm.
- Details of the overall look and use of this project will be a walk-up Ice Cream stand. We'll build a 280sf deck (20 x 14) with two (2) serving windows. The deck will be Trex material in Foggy Wharf color. We would also like to have an overhang over the serving windows. This material will be corrugated steel with stained wood support (stain to match the Trex decking).
- This is a family-oriented business that caters to all ages and we want to provide a park-like feel so there will be benches and tables for customers to sit on our large 1/3-acre lot. The customers will be able to enjoy their ice cream and have beautiful views of Lake Michigan and the Sheboygan River.
- In our search for a new business location, we looked at Wausau, Appleton, Oshkosh, and Manitowoc. We were pretty sure about Manitowoc and even looked at houses and business locations with a realtor.

- On a whim we decided to drive south along the lake and came to Sheboygan. We immediately knew this was where we want to be. The lakefront and riverfront areas are well used and inviting. The pedestrian friendly walkways and sidewalks are abundant and speak to our personal preference. We also noticed the number of development projects which also excited us about the continued growth and opportunity in this area.
- We then found the perfect location at 406 Pennsylvania Avenue. This property had been vacant and on the market for three (3) years. It's close to the beach and the river walk, and is connected to neighborhoods by trails and sidewalks making it a pedestrian friendly destination. We purchased this property in the summer of 2018.
- We opened our 1st soft serve shop in Owatonna, MN in 1997. We now propose to open Blast Soft Serve at 406 Pennsylvania Avenue here in Sheboygan. We are committed to this community and have purchased a home here. Our son is attending Lakeshore Technical College. Our daughter and son-in-law have moved from Charleston, SC and have also purchased a home here.

The applicant states the following about the proposed Blast Soft Serve use:

1. Our Intentions:

- A. Renovate existing property at 406 Pennsylvania Avenue.
 - Add deck, overhang, and walkways.
 - Exterior lighting.
- B. Open Blast Soft Serve business.
- C. Provide a park-like setting for customers. This will include benches and tables.

2. Hours of Operation:

- A. Seasonal and weather permitting. Expected to be mid-April to the end of October
- B. 11am to 10pm daily.

3. Customer base:

- A. Drive up, park. Jump out to grab an Ice Cream to go.
- B. Destination minded: intentions of going to get an ice cream. Walking, driving, biking traffic is all expected. People out for a walk, Families getting a treat together, groups of classes, clubs, and organizations.
- C. Call-in orders: Example is XYZ Company is having an event and orders 100 cups of ice cream for pick-up.

4. Future Plans:

- A. We'd like to continue to make improvements to this property over time.
 - Including a walkway to the North end of the property and steps going up to Franklin St.
 - Adding shrubs and planting trees for shade.

5. Effects on neighboring businesses and residents:

- A. Our hours of operation are 11am – 10pm. These are reasonable time frames for traffic and noise. We realize that we are in an area that already has other businesses in operation before and after these times.

- B. We will have trash receptacles strategically placed for customers. We also pick up anything that inadvertently blows away.
- C. Our large garbage bins will be hidden away from view and smell in an existing garage on the north end of the property. We will have garbage pick up once per week and will increase that as business increases. We are conscientious of garbage and odors and are proactive in maintaining a clean, well kept area.

STAFF COMMENTS:

The applicant has provided a little bit of detail regarding signage. They show a photo of a chalk board menu similar to what they plan on installing on their building by the service windows. The plans also appear to show a projecting sign. Applicant will work with staff regarding signage in this area.

It is staff understanding that the applicant will be placing their garbage in the garage located at the northeast corner of the property that is accessed from N. Franklin Street. If the garbage location ever changes then a dumpster enclosure will be required. It appears the garage door faces south towards the yard and not north towards Franklin. Do not want to see dumpsters located on the street. If this becomes an issue the applicant will be required to install a dumpster.

The conditional use permit before you today allows the Evans to begin operating their business as soon as they obtain the required occupancy permits. It appears that overtime additional improvements may occur. The applicant will want to work with the development department prior to installing future improvements in case there are additional permits and/or approvals required.

The Plan Commission may want to have the applicant address:

- What structures will be constructed (deck/patio, fencing/walls, sidewalks, etc.)?
- Will they be doing any improvements to the shed and/or garage located at the northeast corner of the property (painting, etc.)?
- What types of seating, tables, umbrellas, lighting, etc. will be provided?
- Thoughts on short term and long term improvements to the property (timeframes?).
- How will the site be managed – hours of operation, noise, smells, garbage, lighting, etc.?
- Thoughts on parking and how most customers will get to Blast Soft Serve - no onsite parking, all parking is on the street.
- Thoughts about signage (chalk board menu, projecting sign, etc.).
- Thoughts on additional outdoor activities such as music, events, etc.?
- Their menu and flavors.

406 Pennsylvania Avenue has been vacant for approximately three (3) years and the proposed Blast Soft Serve use appears to fit this neighborhood and section of Pennsylvania Avenue well.

ACTION REQUESTED:

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

1. Prior to operation/occupancy, the applicant shall obtain all licenses and occupancy permits as well as meet all required codes including but not limited to building, plumbing, electrical, HVAC, fire, health, food, etc. An occupancy permit will be granted only at such time as the applicant has met all requirements.
2. If using dumpsters, dumpster(s) shall be screened/enclosed and constructed of like materials and colors of the facility.
3. Outdoor storage of materials, products or equipment shall be prohibited.
4. All ground level and rooftop mechanicals shall be screened/enclosed and constructed of like materials and colors of the facility (HVAC equipment, satellite dishes, etc.).
5. 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.
6. Applicant shall obtain the necessary sign permits prior to installation. Applicant shall work with staff with regards to constructing a well-designed signage for the site that utilizes colors and materials similar to the building. Proposed signage will be individual letter signs (no flat panel or interior lit cabinet signs). Staff may bring the proposed signage design back to the Plan Commission for review/approval.
7. Applicant shall be permitted a freestanding monument sign for the site. Minimum setback of a monument sign is 12 feet. Maximum height of the monument sign is 8 feet.
8. No temporary signage will be permitted at the site (pennants, banners, etc.).
9. Applicant is responsible for working with all private and public utilities in order to adequately service this development proposal (applicant will need to provide the necessary easements and/or relocate utilities as necessary).
10. 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.).
11. Absolutely no portion of the new building and/or site improvements shall cross the property lines including but not limited to buildings, balconies, decks, foundations, walls, gutters, eaves, roof, parking, fencing/retaining walls, signs, landscaping, etc.
12. Applicant will provide adequate public access along all streets and sidewalks and will take all appropriate actions to minimize the time period that adjacent properties and streets/sidewalks are impacted by the development (utilities, streets, etc.).
13. Prior to building permit issuance, the City of Sheboygan Architectural Review Board shall review/approve the proposed building design.
14. If there are any amendments to the approved use and/or floor/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.