

**CITY OF SHEBOYGAN****APPLICATION FOR  
CONDITIONAL USE**

Fee: \$250.00

Review Date: \_\_\_\_\_

Zoning: \_\_\_\_\_

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

**SECTION 1: Applicant/ Permittee Information**

Applicant Name (Ind., Org. or Entity) Dollar Loan Center Wisconsin, LLC	Authorized Representative Nicole Holland	Title Compliance Manager	
Mailing Address 8860 W Sunset Rd	City Las Vegas	State NV	ZIP Code 89148
Email Address compliance@dontbebroke.com	Phone Number (incl. area code) (725)293-5554		

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

Applicant Name (Ind., Org. or Entity) Dollar Loan Center	Contact Person Jon Schreiner	Title Marketing Manager	
Mailing Address 8860 W Sunset Rd	City Las Vegas	State NV	ZIP Code 89148
Email Address jon.schreiner@dontbebroke.com	Phone Number (incl. area code) (702) 600-4424		

**SECTION 3: Project or Site Location**

Project Address/Description 2315 S Business Dr	Parcel No. 59281416895
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**SECTION 4: Proposed Conditional Use**

Name of Proposed/Existing Business:	Dollar Loan Center
Existing Zoning:	Urban Commercial
Present Use of Parcel:	Loan Center Business
Proposed Use of Parcel:	No change - n/a
Present Use of Adjacent Properties:	

**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 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.

**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) Nicole Holland	Title Compliance Manager	Phone Number (725) 293-5554
Signature of Applicant <i>Nicole Holland</i>		Date Signed 12/15/2025

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.

## CONDITIONAL USE WRITTEN EXPLANATION REQUIREMENTS

A. Name of project/development.

B. Summary of the Conditional Use and general operation of proposed use:

- Description of existing use
- Description of proposed use (indoor, outdoor, etc.), why was this site selected?
- All services, products, etc. to be provided
- Projected number of residents, employees, and/or daily customers
- Proposed number of dwelling units, floor area, landscape area, and parking area expressed in square feet and acreage to the nearest one-hundredth of an acre
- Description of proposed building and all new site improvements (square footage of new and existing structure(s), traffic, ingress/egress, parking, sidewalk, retaining walls, storm drainage, landscaping, lighting, dumpster enclosure, screening of mechanicals, etc.)
- A written description of the proposed general orientation, design, arrangement, texture, material and color of the building or structure and how it is compatible with the development and redevelopment in and around the area
- An explanation of any interior and/or exterior renovations
- Is access appropriate and is there sufficient customers/resident off-street parking?
- Proposed signage
- Project timeline and estimated value of project
- Compatibility of the proposed use and design with adjacent and other properties in the area.
- How will you insure that the business will not become a nuisance to adjacent properties (i.e. parking, noise, smells, hours of operations, etc.
- Other information that would be considered pertinent by the Plan Commission.

C. If applicable, please describe any exceptions/variances that are required for this project (i.e. setbacks, parking, landscaping, etc.)

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

- a) 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?
- b) 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?
- c) How does the proposed conditional use maintain the desired consistency of land uses in relation to the setting within which the property is located?
- d) 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.

## CONDITIONAL USE APPLICATION SUBMITTAL REQUIREMENTS

### For a home occupation

1. A Site Plan including:
  - ❑ The overall property
  - ❑ The existing location of building(s) on the property
  - ❑ The parking spaces location on the property
2. A Floor Plan including:
  - ❑ The dwelling floor plan showing where the business will take place in the dwelling unit.
  - ❑ All information necessary to understand the proposal

### For all other Conditional Use Permits

1. A certified survey map showing existing property boundaries and improvements.
2. A map providing the following information:
  - ❑ The map and all its parts shall be clearly reproducible with a photocopier at a size of 11" X 17" and map scale not less than 1' = 600' with lot dimensions of the subject property provided and a graphic scale and north arrow.
  - ❑ All lands for which the conditional use is proposed.
  - ❑ All other lands within 100 feet of the boundaries of the subject property.
  - ❑ The current zoning of the subject property and its environs (200 feet),
3. A site plan (conforming to the requirements of Section 15.908(3) of the subject property as proposed for development):
  - ❑ Submit TWO (2) hardcopies of the site plan and ONE (1) 11" X 17" reduction of the site plan.
  - ❑ Submit digital plans and drawings of the project by email, flash drive, etc.
  - ❑ Title block that provides all contact information for the petitioner and/or owner, if different
  - ❑ Full name and contact information of petitioner's engineers/surveyors/architects, or other design professionals used in the plan preparation
  - ❑ The date of the original plan and latest date of revision to the plan
  - ❑ A north arrow and graphic scale. Said scale is not to be smaller than one inch equals 100 feet
  - ❑ All property lines & existing/proposed right-of-way lines with bearings & dimensions clearly labeled
  - ❑ Existing/proposed easement lines and dimensions with an explanation of ownership and purpose.
  - ❑ All required building setback lines
  - ❑ Existing and proposed buildings, structures and paved areas, including building entrances, walks, drives, decks, patios, fences, utility poles, drainage facilities and walls.
  - ❑ Location and dimension of all curb cuts and throat widths of all access points onto public streets or alleys.
  - ❑ The location and dimension of all on-site parking including a summary of the number of parking stalls provided versus the requirements of the ordinance
  - ❑ The location and dimension of all loading and service areas on subject property
  - ❑ The location of all outdoor storage areas and the design of all screening devices
  - ❑ Location of all outdoor storage and refuse disposal areas and the design and materials used for construction and operation
  - ❑ The location, type, height, size and lighting of all signage.
  - ❑ Location, height, design, illumination power and orientation of all exterior lighting on the property including a photometrics plan
  - ❑ Location of all exterior mechanical equipment and utilities and elevations of proposed screening devices where applicable (i.e. visible from a public street or residential use or district). Mechanical equipment includes, but is not limited to; HVAC equipment, electrical transformers and boxes, exhaust flues, plumbing vents, gas regulators, generator
  - ❑ Location of all existing and proposed landscape areas, storm water areas, etc.
4. Building elevations and perspectives.

NOTE: A Traffic Impact Study (TIA) may be required with large development proposals.

## APPLICATION SUBMITTAL

### **STEP 1: Initial Meeting with City Planning Office:**

An initial meeting is to ensure that both the applicant and the city staff have a proper understanding of what is being requested and to explain the approvals necessary. An engineered drawing is not required for this meeting, but an accurate sketch and any applicable background information may be needed. Additional meetings can be arranged by calling the Department of City Development.

### **STEP 2: Official Submission:**

A conditional use permit application may be filed at the City of Sheboygan Planning and Development office located on the 2nd floor of City Hall or may be submitted electronically via email:

Steve.Sokolowski@SheboyganWI.gov

If submitting electronically, please verify application has been accepted and will be placed on the next Plan Commission agenda.

Payment of the application fee must be received prior to the application filing deadline. Payment may be submitted via postal delivery, in person, or by phone using credit card.

**Mailing Address:** Department of City Development  
828 Center Ave. Suite 208  
Sheboygan, WI 53081

**NOTE:** Applications will not be accepted until complete. A complete application includes all items in the respective checklists above. Applications must be complete before they are scheduled for a meeting before the Plan Commission.

## PLAN COMMISSION MEETING

**Meeting Date:** The Plan Commission meets on the 2nd and 4th Tuesdays of the month at 4:00 p.m. in the Council Chambers of City Hall, 828 Center Ave. The project applicant or a representative must attend the Plan Commission meeting to present the conditional use permit request and answer questions regarding the proposal. Public comment will be invited at the Plan Commission meeting.

**Public Notification:** Owners of property in the vicinity of the site affected by the conditional use permit proposal are notified via mail. The public hearing notice explains the proposal and provides information about the Plan Commission meeting.

**Project Review:** The purpose of a conditional use permit is to assure compatibility between land uses. City staff analyzes a proposal and prepares a recommendation for the Plan Commission. The project analysis considers the location of the affected property, surrounding uses, and the operational details of a proposed use.

**Plan Commission:** The Plan Commission is charged with the authority to approve or deny a conditional use permit request. In the event an applicant wishes to contest the decision of the Plan Commission, the applicant may appeal the decision to the Sheboygan County Circuit Court.

**Plan Commission meeting agendas and minutes may be viewed on the City's website:  
[www.SheboyganWI.gov](http://www.SheboyganWI.gov)**

**FOR INFORMATION OR ASSISTANCE CONTACT THE ZONING MANAGER: (920) 459-3382**

**ACTION BY CITY PLAN COMMISSION**

DATE OF MEETING: \_\_\_\_\_

APPROVED: \_\_\_\_\_

CONDITIONALLY APPROVED: \_\_\_\_\_

DENIED: \_\_\_\_\_

**CONDITIONS**

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SIGNATURE: \_\_\_\_\_  
Chairperson, City Plan Commission or  
Representative Dept. of City Development

DATE: \_\_\_\_\_

**NOTES**

**Permits are valid** until such time as the business no longer operates from the side. No yearly renewal is required.

**Permit may be revoked** without notice if misrepresentation of any of the above information or attachments is found to exist.

**Permit shall expire** in one (1) year from date of approval unless substantial work has commenced or business has begun operating.

**Permit is null and void** if issued in error. It is understood that any permit issued on this application will not grant any right or privilege to erect any structure or to use any permits for any purpose that is prohibited by the City Zoning Ordinance or any other State or local laws.

**Changes in the plans or specifications** submitted in the original application shall not be made without prior written approval of the City Plan Commission.

# **DOLLAR LOAN CENTER**

***dontbroke.com***

December 2, 2025

City of Sheboygan  
Planning & Development Department  
828 Center Avenue  
Sheboygan, WI 53081

Re: Request for Variance – Window Sticker at 2315 S. Business Drive

Dear Ms. Wierus,

We are writing to respectfully request a variance from the signage requirements outlined in Sheboygan Municipal Code Article 105-IX – Signs, for the window sticker currently displayed at the above-referenced premises.

Section 105-968 details the definitions and requirements for signage including wall or awning signs. Our perforated window sticker meets none of these descriptions and cannot be considered a wall sign as it is only two-dimensional and affixed within a window, not a wall. Furthermore, per Section 105-968, “The term “sign” does not include... pictures or models of products or services incorporated in a window display...” which would be the closest applicable reference in the statute. Based on this language, the current window sticker does not fall under the scope of regulated signage.

Dollar Loan Center has invested substantial resources to enhance the overall appearance of the storefront and business complex, contributing to a more attractive streetscape and improving the quality of life for residents and visitors. These improvements align with the City’s interests in promoting vibrant, visually appealing, and safe commercial areas, and its mission as stated in Section 105-966(a) “to aid in the development and promotion of business and industry.”

Please see the enclosed pictures (Attachment One), which support our assertion that the sticker at this location does not cause a detriment to the general public. We have also included pictures of the premises before and after Dollar Loan Center’s improvements (Attachments Two and Three), which highlight the significant enhancements realized by the City at Dollar Loan Center’s expense.

In the interest of full compliance and partnership with the City, we are requesting a formal variance to confirm that this window display may remain as installed and does not conflict with any interpretation of the ordinance or related zoning provisions. We are hopeful the City will take into consideration the limited amount of space for traditional signs at this location and the significant investment Dollar Loan Center has made in the Sheboygan community.

We are grateful to the City of Sheboygan for this consideration and for our ongoing, mutually beneficial professional relationship.

Thank you,

DocuSigned by:  


Charles C. Brennan

Founder and Chief Executive Officer  
Dollar Loan Center Wisconsin, LLC



**ATTACHMENT ONE**  
**Daytime and Night-Time Decal Photos**





**ATTACHMENT TWO**  
**Before Renovation Photos**





**ATTACHMENT TWO**  
**Before Renovation Photos**  
*(Continued)*





**ATTACHMENT THREE**  
**During and After Renovation Photos**





**ATTACHMENT THREE**  
**During and After Renovation Photos**  
*(Continued)*

