

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use with exceptions by Genesis Fernandez to operate Punto Grill located at 1503 N 8th Street. NO Zone.

REPORT PREPARED BY: Ellise Rose, Associate Planner

REPORT DATE: July 30, 2025

MEETING DATE: August 12, 2025

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:

Genesis Fernandez is proposing to operate Punto Grill located at 1503 N 8th Street. The applicant states the following:

- We are requesting approval to operate a small, non-alcoholic beverage bar located at 1503 N 8th Street, Sheboygan, WI, under the legal ownership of Punto Grill.
- The business will serve smoothies, wellness teas, nutritional drinks, and other healthy beverages.
- All licenses, permits, and operations will remain legally under Punto Grill, and a separate DBA may be used strictly for marketing purposes.
- The commercial unit is approximately 576 square feet (36ft x 16ft).
- The space will be used largely as-is, with no structural renovations.
- Some minor improvements have been made to prepare the space for beverage services, including the installation of a small service counter and a handwashing sink. These were minimal and fully compliant with general health and safety guidelines.
- We anticipate 10-30 customers per day, with 2 employees.
- The space includes off-street parking and is accessible to both vehicles and pedestrians.
- We are requesting business hours of 6:00am to 2:00pm, seven days a week.
- The environment will be clean, quiet, and wellness-oriented, with no alcohol or high-impact activity.
- The proposed beverage bar supports the City's goals of promoting small business growth, improving access to wellness-related services, and encouraging revitalization of neighborhood commercial spaces.
- It contributes to the walkability, health, and convenience of the community while maintaining the low-impact, service-oriented nature of the Neighborhood Office District zoning.

- The use will not create undue noise, smells, parking issues, or safety concerns. It is a quiet, non-disruptive operation with a low daily customer volume and no alcohol or late-night entertainment. It respects the neighborhood's existing character and complements surrounding service and retail uses.
- The beverage bar use fits well within the surrounding environment, which includes beauty studios, retail, small offices, and public spaces like a school and a church. It maintains the intended mixed-use feel of the district and adds to the diversity of services available to nearby residents and businesses.
- The property is already connected to all necessary public utilities and city services, including water, sewer, electrical, and waste management. No additional service infrastructure is required.
- No variances are requested at this time. The project complies with existing setback, parking, and landscaping requirements applicable to the site's zoning classification.

STAFF COMMENTS:

No formal sign package has been submitted. Applicant shall work with staff with regards to constructing a well-designed sign package for the site. Staff may bring the proposed signage design back to the Plan Commission if there any concerns.

ACTION REQUESTED:

Staff recommends approval of the conditional use permit and exceptions 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, alcohol, etc.
2. Dumpsters and/or grease receptacles 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.
3. Outdoor storage of materials, products or equipment shall be prohibited.
4. All new lighting shall be installed per Section 105-932 of the City of Sheboygan Zoning Ordinance. There shall be no spillover light onto adjacent properties or the streets.
5. 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. Staff may bring the proposed signage design back to the Plan Commission for review/approval.
6. If there are to be any renovation to the exterior of the facility, the applicant will be required to obtain architectural approval prior to receiving a building permit for such renovation.
7. If there are any amendments to the approved use the applicant may be required to submit a new conditional use application reflecting those amendments

ATTACHMENTS:

Conditional Use Permit Application and Attachments