

## **Conditional Use Permit/Variance Application Summary**

**Project:** Monument Sign Height Request for New Gas Station with Electronic Message Center (EMC)

**Location:** 2206 N. 15th Street, Sheboygan, WI

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### **A. Project Description**

#### **1. Description of Existing Use:**

The property at 2206 N. 15th Street is currently under development for a new gas station and convenience store. The site was previously vacant or underutilized and is being redeveloped to provide modern fueling and convenience services.

#### **2. Description of Proposed Use:**

The proposed use is the development of a full-service gas station with a small convenience retail store. A monument sign with an electronic message center (EMC) is proposed at 10 feet 6 inches in overall height. This site was selected due to its location on a well-traveled commercial corridor, offering strong visibility and access for vehicular traffic.

#### **3. Services/Products Provided:**

The business will offer unleaded, convenience store items including snacks, drinks, lottery tickets, and essential groceries. The EMC sign will be used for fuel pricing, promotions, and occasional community messaging.

#### **4. Projected Number of Residents, Employees, and/or Daily Customers:**

- No residential use
- Estimated employees: 4–6 per shift
- Estimated daily customers: 250–400

#### **5. Site Data (Approximate):**

- Dwelling Units: None
- New building footprint: ~2,500 sq ft
- Landscape area: ~0.12 acres
- Parking area: ~0.30 acres

- Total lot size: ~0.52 acres

## **6. Description of Proposed Building and Site Improvements:**

- New convenience store structure (~2,500 sq ft) with fuel canopy
- New monument sign with integrated EMC at 10' 6" OAH
- Asphalt-paved parking lot with dedicated ingress/egress from N. 15th Street and Geele Avenue
- Curb and gutter, sidewalks, stormwater drainage systems, and site lighting will be installed per code
- Dumpster enclosure and mechanical screening included
- Landscaped buffers and plantings installed to meet city requirements

## **7. General Design/Orientation:**

The proposed building features contemporary commercial design with masonry and metal finishes in neutral colors (gray/black tones). The monument sign includes a brick base and professionally integrated EMC. The overall aesthetic is compatible with recent commercial developments in the area.

## **8. Renovations:**

Not applicable—this is new construction.

## **9. Parking and Access:**

The site design includes adequate off-street parking and safe ingress/egress points for vehicles. Site layout and traffic circulation are designed to meet commercial zoning standards.

## **10. Proposed Signage:**

- Monument sign with electronic message center
- Proposed height: 10 feet 6 inches (variance requested above CUP limit of 8 feet)
- Sign designed to clearly communicate fuel prices and promotions to motorists

## **11. Project Timeline & Estimated Value:**

- Construction underway in 2024; signage installation proposed during final build-out

- Projected completion: [Approximately October of 2025]
- Estimated value of signage: ~\$43,700
- Total project value: TBD

## **12. Compatibility with Surrounding Properties:**

The proposed gas station and sign are consistent with surrounding commercial and mixed-use developments. Other nearby properties include service-based businesses and retail, some with similar signage height and design.

## **13. Mitigation of Potential Nuisance:**

- EMC brightness will comply with city regulations and include dusk-to-dawn dimming
- Hours of operation will be typical of gas station/convenience uses
- Lighting, noise, and access will be designed to minimize impact on adjacent properties

## **14. Additional Information:**

- Project aligns with commercial corridor development goals
- No requests for expansion or change in use are anticipated

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## **C. Required Variances**

- **Variance Requested:**  
Increase in monument sign height from the CUP-allowed 8 feet to a proposed 10 feet 6 inches (as designed). Variance requested to permit the proposed sign to be constructed as part of the overall development project.
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## **D. Written Justification for Conditional Use**

### **a) Harmony with Comprehensive Master Plan:**

This commercial development supports the City's goals of encouraging infill development and revitalization of key commercial corridors. The sign supports effective business operations and visibility, essential for commercial viability.

**b) Impact on Nearby Property:**

The proposed sign and development are compatible with adjacent land uses and are not expected to negatively affect neighboring properties. The project includes appropriate buffers and site design considerations.

**c) Land Use Consistency:**

The development is consistent with zoning and nearby land uses. The monument sign is consistent in style and scale with signage commonly found along similar corridors.

**d) Availability of Public Services:**

The site is fully served by public water, sewer, and electrical services. No additional public infrastructure is required to support the project.