

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit with exceptions by Haran, LLC to operate a convenience store and gas station located at 2235 North Ave. UC Zone

REPORT PREPARED BY: Ellise Rose, Zoning Administrator

REPORT DATE: August 3, 2026

MEETING DATE: August 11, 2026

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:

Haran, LLC is proposing to operate a convenience store and gas station located at 2235 North Ave. The applicant states the following:

- The property was previously operated as a convenience store with retail gasoline sales. The business has been closed for more than one year; under City ordinance the prior use is considered discontinued, requiring re-establishment of the conditional use.
- Haran LLC, the owner of the property, proposes to reopen and operate the site for its original and intended purpose: an indoor retail convenience store with associated outdoor motor fuel dispensing.
- The site was selected because it is an existing, purpose-built convenience/fuel facility already improved with fuel infrastructure, canopy, and parking – reactivating it restores a previously established neighborhood service use with no change in character.
- Services/products provided include retail sales of gasoline and diesel motor fuel; packaged convenience goods including beverages, snacks, grocery staples, tobacco, and beer/wine, lottery, and related sundries.
- There will be no residents, 8-10 employees, and approximately 125 estimated daily customers.
- Building floor area is approximately 5,507 sq ft (sales floor approx. 3,900 sq ft). Landscape area is approximately 3,000 sq ft (0.07 acres, est.). Parking area is approximately 20 off-street stalls. The total parcel is approximately 30,900 sq ft (0.71 acres)

- No new structures are proposed. Existing improvements including the 5,507 sq ft store building, fuel canopy with four (4) dispensers, paved drives and parking, existing ingress/egress, sidewalks, drainage, and lighting remain.
- Work is limited to cosmetic interior refresh, equipment modernization, and signage re-facing to Sunoco brand imaging.
- No changes to traffic patterns, curb cuts, or site circulation.
- The existing building's orientation, footprint, and materials are unchanged. Exterior updates are limited to re-facing the fuel canopy and signage with Sunoco brand imaging and repainting. The design remains consistent with the surrounding commercial corridor.
- Access is via the existing curb cut(s) on street(s); no new access points are proposed. The approximate 20 existing off-street stalls meet or exceed ordinance requirements for the use and prior operation.
- The existing pylon/monument sign will be re-faced with Sunoco brand imaging, and building wall signage updated to match. All signage to comply with City sign regulations.
- Reopening anticipated within 30-45 days of approval.
- Estimated project value: approximately \$200,000.
- The surrounding area is mostly commercial, including nearby quick-service restaurants such as McDonald's and Papa John's. A convenience store and fuel station is a compatible, previously established use in this setting and served the neighborhood for years prior to closure.
- Hours of operation: 5:00AM-10:00PM daily.
- The reopened operation will manage parking on-site, maintain lighting directed downward to avoid off-site spillover, control litter and refuse via an enclosed dumpster/refuse enclosure, and operate consistent with the prior use – introducing no new noise, odor, or nuisance beyond what the site historically generated.
- No exceptions/variances anticipated – the site is an existing, conforming convenience/fuel facility with established setbacks, parking, and landscaping.
- The use restores an existing commercial service use on a site already designed and improved for it, supporting the Comprehensive Master Plan's goals of maintaining viable neighborhood commercial services and productive reuse of existing developed sites without new land disturbance.
- No substantial or undue adverse impact is anticipated. The use, traffic, and parking demand match the site's long-standing prior operation. No expansion of footprint, access, or intensity is proposed.
- The convenience/fuel use is consistent with the established commercial character of the corridor and with the property's own prior and intended use.
- The site is fully served by existing municipal water, sewer, electric, and road infrastructure from its prior operation. No new or expanded public services are required.

STAFF COMMENTS:

This location was previously used as a gas station without issue. Reuse of this convenience store and fueling station is a good way to keep this prominent intersection in the city activated.

ACTION REQUESTED:

Staff recommends approval of the conditional use permit 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, state, federal, etc. An occupancy permit will be granted only at such time as the applicant has met all requirements.
2. The facility will meet all zoning requirements including but not limited to noise, smells, vibration, hazardous materials, etc. If any issues arise, this matter may be brought back to the Plan Commission for review.
3. If using dumpsters, 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 and enclose the dumpster.
4. All outdoor storage of materials, products or equipment shall be prohibited.
5. Any fencing/retaining wall shall be installed per Section 105-945 of the City of Sheboygan Zoning Ordinance.
6. 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.
7. Applicant shall obtain the necessary sign permits prior to installation.

ATTACHMENTS:

Conditional Use Permit Application and Attachments