

**CITY OF SHEBOYGAN**

**REQUEST FOR CITY PLAN COMMISSION CONSIDERATION**

---

**ITEM DESCRIPTION:** Application for Conditional Use Permit with exceptions by Milbrew Holdings to construct and operate a 7 Brew located at 3715 Washington Avenue. SC Zone.

---

**REPORT PREPARED BY:** Ellise Rose, Zoning Administrator

---

**REPORT DATE:** May 18, 2026

**MEETING DATE:** May 26, 2026

**FISCAL SUMMARY:**

**STATUTORY REFERENCE:**

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

Wisconsin Statutes:  
Municipal Code: N/A

---

**BACKGROUND / ANALYSIS:**

Milbrew Holdings is proposing to construct and operate a 7 Brew located at 3715 Washington Avenue. The applicant states the following:

- Site is part of parcel 59281470505, 3715 Washington Avenue and is a vacant parking lot that was used for semi-trailer parking in the southern quadrants of the parcel; a vacant fuel station, convenience store, and vehicular parking lot are in the northern quadrants. The existing parcel will be subdivided into two (2) parcels, and the southern parcel will be redeveloped for the proposed 7 Brew.
- Proposed use: In-vehicle sales or service: Drive-through coffee shop with two drive-through lanes and 20 parking spaces.
- 7 Brew is a national company and is expanding its footprint in Wisconsin. 7 Brew proposes to construct a new facility at 3715 Washington Avenue, Sheboygan, WI 53081.
- Proposed 813 square foot building with two (2) drive-through lanes, raised walkways, 19 vehicle parking spaces, and enclosed refuse container.
- Removal and replacement of existing parking lot concrete with standard and heavy-duty asphalt, restriping for new parking spaces and drive-through lanes, and new interior curbs meeting city regulations.
- Less than one (1) acre of disturbance.
- The small building footprint will allow additional parking for customers, a reduction in impervious surface, and increased landscaping.
- Stormwater runoff will be directed to storm catch basins that discharge to public ROW west of the site.
- Landscaping will be provided in accordance with the City’s Landscaping ordinance in an approach which ensures species resilience and complimentary aesthetics.

- Site lighting will comply with the City’s ordinance in a fashion that provides appropriate light intensity for safety with cut-off fixtures for minimal light trespass.
- The proposed 7 Brew Coffee Shop hours of operation are 5:30 AM – 10:00 PM Sunday-Thursday and 5:30 AM to 11:00 PM on Friday and Saturday.
- No on-site outdoor storage will occur.
- Number of Employees at proposed building will be 4-12 per shift at a given time.
- Parking on the north and south side of the building will be used for employee and guest parking. Currently 19 parking spaces are proposed, one (1) of which will be handicap accessible; these will be repaved and striped.
- Parking requirements include one (1) space per 50 square feet of gross floor area and drive-through stacking length of 100 feet before the service window and 40 feet after the service window.
- Contractor will field verify size, depth and location of existing water main and provide connection to main per city requirements.
- Contractor will field verify size, depth and location of existing sanitary sewer main and provide grease interceptor and connection to main per city requirements.
- Contractor coordinate with electrical service provider prior to construction for final transformer location and line route.
- Contractor will field verify location of proposed gas meter line and route and coordinate final route and location with utility provider prior to construction.
- The existing 8-inch storm lateral will be utilized.
- Access for customers and employees will be directed from S. Taylor Drive onto Greenwing Drive.
- No negative traffic impacts to the neighborhood are anticipated.
- No change to access drives from Greenwing Drive.
- Signage will be on the building and submitted for approval in the future.
- Proposed Development will have a building footprint of 813 square feet comprised of a service area, service area sink, unisex restroom, mechanical access room, and cooler. Service access will be provided on the south portion of the proposed development building.
  - The proposed building will consist of a decorative modular panel and brick façade; metal roof, copings, canopy columns, and soffits will be pre-finished brake metal; and exterior refuse container will be screened to match building exterior. Exterior service area frame and door to be insulated aluminum framed sliding glass doors and insulated hollow metal swing doors. All windows, including drive-through service window to be aluminum storefront with insulated safety glass or insulated tempered glass. All exterior colors to be consistent with surrounding businesses and neighborhood and verified by owner.
- The proposed development will have no negative impact to the neighborhood.
- Site lighting will meet City light intensity requirements and cut-off fixtures will be used for minimal light trespass.
- The architectural style of the building will fit in and compliment surrounding commercial developments.
- Approximately \$1,000,000 construction value.
- The estimated development timeline is construction starting in late summer of 2026 and ending in early winter of 2027.
- Exception to lot size, landscaping, and pavement setback requirements.
  - The existing parcel has a permanent trash enclosure that the Owner requires to remain with the northern parcel when the existing parcel is subdivided. Compliance with the minimum 1-acre lot zoning requirement is not feasible as

the remaining acreage after the subdivision for the proposed 7 Brew is 0.87 acres in size, therefore, a variance from the city is requested.

- A 6.1% increase in landscaping will be provided resulting in a total of 21.3% landscape surface ratio and 6.1% reduction in impervious surface area. Compliance with the minimum 25% landscape surface ratio is not feasible without substantial site reconfiguration, therefore, a variance from the city is requested.
- Compliance with the 5' setback requirement identified in the zoning ordinance is not feasible without substantial site reconfiguration; therefore, a variance from the city is requested.
- The City of Sheboygan Comprehensive Plan Future Land Use Map designates the area of the City that includes this property as “Commercial or Business”. The proposed improvements facilitate the reuse and redevelopment of sites along Taylor Drive. This will help promote development and redevelopment within existing business and neighborhood districts.
- No negative impacts to neighboring properties, environment, traffic, or the public are anticipated from the proposed project. The project will be redeveloping an existing vacant parking lot, reducing impervious surfaces and improving stormwater management. The project will also result in additional employment opportunities within the community.
- The proposed project is requesting a change in use. The requested change in use is for: In-vehicle sales or service; Drive-through coffee shop.
- Yes, existing utility services are in place along Greenwing Drive and will be utilized to service the proposed building.

#### **STAFF COMMENTS:**

Applicant is requesting the following exceptions:

- Parcel size: Minimum parcel size in the Suburban Commercial zoning district is 1 acre. This may be reduced to 4,500 square feet with a conditional use permit– Applicant is requesting a 0.871 acre (37,937 sqft) parcel.
- Minimum landscape surface ratio: The minimum landscape surface ratio is .25 – Applicant is requesting .213.
- Paved Surface setback: Minimum paved surface setback from side or rear is 5 feet – Applicant is requesting 0 feet.

●

#### **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, state, federal, etc. An occupancy permit will be granted only at such time as the applicant has met all requirements.
2. Prior to building permit issuance, applicant must record with the Sheboygan County register of deeds a Certified Survey Map splitting the parcel.

3. 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.
4. 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 Slatting (PDS) material in order to effectively screen and enclose the dumpster.
5. All outdoor storage of materials, products or equipment shall be prohibited.
6. Any fencing/retaining wall shall be installed per Section 105-945 of the City of Sheboygan Zoning Ordinance.
7. 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.
8. 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).
9. 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.).
10. 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.
11. If there are any amendments to the approved use 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 Attachments