

May 5, 2026

CUP & Architectural Review Project Description

PROJECT NAME AND EXISTING SITE ADDRESS:

Milbrew 7 Brew
3715 Washington Avenue
Sheboygan, WI 53081

PARCEL INFORMATION/ZONING CLASSIFICATION/SITE DATA

Parcel: 59281470505
Suburban Commercial District
Total Area: 2.104 acres.

EXISTING SITE CONDITIONS/LAND USE:

- 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:

- Proposed use: In-vehicle sales or service: Drive-through coffee shop with two drive-through lanes and 20 parking spaces.

SITE SELECTION

- 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.

DESCRIPTION OF SITE IMPROVEMENTS:

- 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.

EXPLANATION BUSINESS ACTIVITIES:

- 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 REQUIREMENTS:

- 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.

HOW WILL SITE BE SERVICED WITH STREETS AND UTILITIES:

- 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.

PROPOSED TRAFFIC IMPACTS TO ADJOINING STREETS IN THE NEIGHBORHOOD BASED ON THIS DEVELOPMENT:

- No negative traffic impacts to the neighborhood are anticipated.
- No change to access drives from Greenwing Drive.

PROPOSED SIGNAGE:

- Signage will be on the building and submitted for approval in the future.

DESCRIPTION OF THE GENERAL ORIENTATATION, DESIGN, ARRANGEMENT, TEXTURE, MATERIAL AND COLOR OF THE BUILDING OR STRUCTURE AND HOW IIT IS COMPATIBLE WITH THE DEVELOPMENT IN AND AROUND THE AREA:

- 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.

POTENTIAL NUISANCES TO ADJOINING PROPERTY OWNERS:

- 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.

ESTIMATED VALUE OF PROJECT:

- Approximately \$1,000,000 construction value.

CONSTRUCTION TIMELINE:

- The estimated development timeline is construction starting in late summer of 2026 and ending in early winter of 2027.

VARIANCE REQUESTS

- 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.

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?

- 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.

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?

- 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.

HOW DOES THE PROPOSED CONDITIONAL USE MAINTAIN THE DESIRED CONSISTENCY OF LAND USES IN RELATION TO THE SETTING WITHIN WHICH THE PROPERTY IS LOCATED?

- 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.

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.

- Yes, existing utility services are in place along Greenwing Drive and will be utilized to service the proposed building.