

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit with exceptions by Dave Herbeck to construct a new Gerber Collision located at parcel no. 59281431757. SC Zone.

REPORT PREPARED BY: Ellise Rose, Associate Planner

REPORT DATE: April 8, 2025

MEETING DATE: April 15, 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:

Dave Herbeck is proposing to construct a new Gerber Collision located at parcel no. 59281431757. The applicant states the following:

- The existing parcel is a vacant lot.
- The proposed use will be a new building for Gerber Collision and Glass. The facility will have a small office / customer area on the south end and the remainder of the building will be a repair shop. A customer parking area located at the south end of the parcel will be adjacent to the customer entrance. The repair shop is surrounded by a screened in vehicle staging area. A landscape buffer will soften the screen fencing at the perimeter of the vehicle staging area.
- The facility will offer major and minor auto-body damage, dent and scratch, fenders, bumpers, paint, hail and frame repair. Also includes windshield repair and replacement.
- The facility is proposed to be open from 8am to 5pm on Monday thru Friday with 12 to 15 employee and 5 to 7 customer trip per day.
- The project is proposing a new 11,825 square foot building with 14 parking stalls (5,834 square feet) for customers (outside the screen fence) and 36 parking stalls (15,100 square feet) for vehicle staging and employee parking (inside the screen fence). The proposal included foundation planting at the customer entrance and buffer plantings at the perimeter of the screen fence area. All traffic will enter the south entrance drive off of South Business Dive II. Sidewalks will be provided at the employee entrance. A dumpster enclosure is proposed at the north end of the side inside the screen fence area.
- The customer entrance to the facility faces south to address the main traffic from Washington Avenue. The façade (south) will address the public entering the facility with timeless materials of brick and decorative block using colors and textures similar to adjacent developments. The entrance will be identified with a cantilevered canopy, signage band and storefront glazing to provide transparency to the customer area. The

remainder of the building will be clad with a vertical metal panel that will be softened to the public by the screen fence and buffer landscaping.

- A monument sign is being proposed near the entrance drive and a building mounted wall sign above the customer entrance.
- The project is proposed to start in early June and be completed by late October with an estimated budget of \$1,750,000.
- The use of a screen fence and buffer landscaping is being provided to eliminate the possibility of the public seeing damaged cars.
- The proposed use is in harmony with the purposes, goals, objectives, policies and standards of the city of Sheboygan Comprehensive Master Plan by providing clean orderly service provider to the community.
- The proposed development, though the use of screen fence and buffer landscaping, is in harmony of the neighboring uses. The location of the building also allows for logical and easy access to this location.
- The proposed use is in harmony with the neighboring uses which include a car wash and vehicle repair facility.

STAFF COMMENTS:

The applicant shows conceptual signage but has not submitted a specific sign package for the site at this time. Applicant shall work with staff with regards to constructing a well-designed sign package for the site that utilizes colors and materials similar to the building.

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. Applicant shall obtain all necessary permits for the construction, the storage and the handling of hazardous chemicals and/or fuels (applicant shall be in contact with building inspection, fire department, etc.).
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. The applicant may store outdoors vehicles waiting to be serviced in the screened and enclosed outdoor storage area (vehicles only) and this vehicular outdoor storage area shall be properly maintained in an orderly fashion at all times. This area may not be used to store inoperable or unlicensed vehicles. If any issues arise concerning outdoor storage, this matter may be brought back to the Plan Commission for review.
5. All other 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 shall obtain the necessary sign permits prior to installation.

9. 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).
10. 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.).
11. 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.
12. All vehicles shall be located on the private property and shall not be located on any City streets, public rights-of-way, other private properties, etc. Vehicles may be parked/stored on paved surfaces (not gravel or landscaped areas).
13. If there are any amendments to the approved use and/or floor/site plan, the applicant will be required to submit a new conditional use application reflecting those amendments.

ATTACHMENTS:

Conditional Use Permit Application and Attachments