
	CITY OF SHEBOYGAN APPLICATION FOR CONDITIONAL USE	Fee: \$250.00 _____ Review Date: _____ Zoning: _____
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Read all instructions before completing. If additional space is needed, attach additional pages.

SECTION 1: Applicant/ Permittee Information			
Applicant Name (Ind., Org. or Entity) Velstand Commercial Properties, LLC	Authorized Representative Gregory Monson	Title Member	
Mailing Address P.O. Box 689	City Sheboygan	State WI	ZIP Code 53082-0689
Email Address greg.monson@edwardjones.com		Phone Number (incl. area code) 920-458-3242	
SECTION 2: Landowner Information (complete these fields when project site owner is different than applicant)			
Applicant Name (Ind., Org. or Entity)	Contact Person	Title	
Mailing Address	City	State	ZIP Code
Email Address		Phone Number (incl. area code)	
SECTION 3: Project or Site Location			
Project Address/Description 3019 Superior Ave, Sheboygan, WI and 3013 Superior Ave, Sheboygan, WI		Parcel No. 59281213212 & 59281211312	
SECTION 4: Proposed Conditional Use			
Name of Proposed/Existing Business:	Edward Jones Investments		
Existing Zoning:	Commercial		
Present Use of Parcel:	Financial Planning & Investment Services		
Proposed Use of Parcel:	Financial Planning & Investment Services		
Present Use of Adjacent Properties:	Dental Office East side- Parking Lot West side- Residential South and Southwest Side.		
SECTION 5: Certification and Permission			
<p>Certification: I hereby certify that I am the owner or authorized representative of the owner of the property which is the subject of this Permit Application. I certify that the information contained in this form and attachments is true and accurate. I certify that the project will be in compliance with all permit conditions. I understand that failure to comply with any or all of the provisions of the permit may result in permit revocation and a fine and/or forfeiture under the provisions of applicable laws.</p>			
<p>Permission: I hereby give the City permission to enter and inspect the property at reasonable times, to evaluate this notice and application, and to determine compliance with any resulting permit coverage.</p>			
Name of Owner/Authorized Representative (please print) Gregory Monson	Title Member	Phone Number 920-918-1858	
Signature of Applicant 		Date Signed 4-21-2026	

Complete application is to be filed with the Department of City Development, 828 Center Avenue, Suite 208. To be placed on the agenda of the City Plan Commission, application must be filed three weeks prior to date of meeting – check with City Development on application submittal deadline date. Applications will not be processed if all required attachments and filing fee of \$250 (payable to the City of Sheboygan) are not submitted along with a complete and legible application. Application filing fee is non-refundable.

Conditional Use Permit Summary

Edward Jones Office – 3019 & 3013 Superior Avenue, Sheboygan, WI 53081

Project Overview

This request is for a Conditional Use Permit to allow the remodel and expansion of an existing structure located at 3019 Superior Avenue in Sheboygan, Wisconsin, for use as a financial advisory office operated under the Edward Jones brand. The proposed project includes both interior renovations and an exterior addition to improve functionality, accessibility, and overall site efficiency.

As part of the development process, the applicant is in the process of filing an Affidavit of Merger to legally combine the properties located at 3019 Superior Avenue and 3013 Superior Avenue into a single parcel. This consolidation will allow for a more cohesive and efficient site design.

Proposed Use

The property will be used as a professional financial advisory office serving clients primarily by appointment. The office is expected to employ approximately 8–10 staff members and serve an average of 10 clients per day. No residential use is proposed.

Hours of operation will generally be Monday through Friday, 8:00 a.m. to 5:00 p.m.

Site & Parking Improvements

The project includes improvements to on-site parking and circulation:

- Approximately 12–15 parking spaces will be provided at the front of the building
- Elimination of the need for rear-yard parking and traffic
- No street parking will be necessary
- Improved traffic flow and safer site access for clients and employees
- Reduced need for winter maintenance (snow removal and plowing) in rear areas

Additionally, the redesigned parking area will improve drainage on the property, addressing current site conditions in a more efficient and environmentally responsible manner.

The proposed building placement has been carefully considered in relation to surrounding properties. The adjacent dental office has historically utilized a portion of the subject property for parking. Locating the building toward the rear of the property would continue this long-standing parking accommodation, not creating a hardship for the neighboring business. The proposed layout maintains functionality for both properties and supports continued shared use patterns in the area.

The owner will be burying all power lines, improving the aesthetics for surrounding owners.

Zoning & Variance Considerations

In conjunction with this request, the applicant is seeking a variance related to setback requirements from the residential properties located to the south and southwest of the site. The variance is necessary to accommodate the most practical and functional placement of the building while balancing site constraints, parking needs, and neighboring property considerations.

Variance Justification

The requested setback variance is justified by unique property limitations, including the configuration of the merged parcels, existing site layout constraints, and the need to maintain functional parking and circulation. Strict enforcement of the setback requirements would prevent practical use of the property and disrupt established shared parking arrangements with the adjacent dental office, resulting in unnecessary hardship.

The proposed variance will not be contrary to the public interest, as the use remains low-impact and consistent with surrounding properties. Additionally, the intent of the zoning ordinance is preserved, as the project maintains compatibility with the neighborhood while allowing reasonable use of the property.

Project Scope & Timeline

- Estimated project cost: Approximately \$400,000
- Estimated construction timeline: 6 months

Community Impact & Compatibility

The proposed use is consistent with a low-impact professional office environment. The nature of the business results in:

- Minimal traffic generation (approximately 10 client visits per day)
- No noise, odor, or environmental impacts
- Primarily daytime operations with no evening or weekend disruption

The improvements will reduce existing site inefficiencies, enhance the appearance of the property, and contribute positively to the surrounding area. The project is designed to be compatible with neighboring properties and consistent with the character of the community.

Economic & Community Benefits

The expansion will support local economic growth by:

- Increasing employment opportunities (growing from 4 employees currently to 8–10 employees, with potential for future growth)
- Attracting additional clients and business activity to the area
- Investing in property improvements that enhance neighborhood aesthetics and infrastructure

Conclusion

The proposed Edward Jones office remodel and expansion represents a thoughtful improvement to the property that prioritizes functionality, safety, and community compatibility. The Affidavit of Merger, coordinated site design, and requested setback variance together allow for a practical and balanced development that considers both the subject property and neighboring uses. With minimal impact on surrounding properties and meaningful site and infrastructure enhancements, the project aligns well with the intent of conditional use standards.

Approval of this permit will support continued economic development, improved site conditions, and long-term compatibility within the surrounding area.