

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit by Velstand Commercial Properties, LLC to construct an addition to Edward Jones Investments located at 3019 Superior Ave. SO Suburban Office Zone.

REPORT PREPARED BY: Ellise Rose, Zoning Administrator

REPORT DATE: May 4, 2026

MEETING DATE: May 12, 2026

BACKGROUND / ANALYSIS:

Velstand Commercial Properties, LLC is proposing to construct an addition to Edward Jones Investments located at 3019 Superior Ave. The applicant states the following:

- 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.
- 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.
- 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 towards 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.
- 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.
- 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.
- Estimated project cost: Approximately \$400,000
- Estimated construction timeline: 6 months
- 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.
- 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.
- 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 surround area.

STAFF ANALYSIS:

The use is permitted by right under the Suburban Office (SO) zoning district.

Applicant is requesting the following exception:

- 10' residential rear setback - required setback is 25'
- 10' residential side setback - required setback is 25'

ACTION REQUESTED:

Staff recommends approval of the site plan subject to the following conditions:

1. Prior to building permit issuance, the applicant shall obtain all licenses/permits as well as meet all required codes including but not limited to building, plumbing, electrical, HVAC, fire, water, sewer, storm drainage, health, State of Wisconsin, etc. An occupancy permit shall be granted only at such time as the applicant has met all requirements.
2. If dumpsters are used, dumpster(s) shall be screened/enclosed and constructed of like materials and colors of the facility. Applicant will provide plans that show the location of any dumpsters and will provide plans that show how the dumpster is to be screened and enclosed (design, materials, colors, location, etc.).
3. Outdoor storage of materials or equipment shall be prohibited.
4. All 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.
5. Applicant shall work with staff with regards to appropriate signage. Only at such time as the sign package has been reviewed and approved may the applicant obtain sign permits to install the proposed signage. If staff has any concerns with proposed signage design, the matter may be brought back to the Plan Commission for their consideration.
6. 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.).
7. Applicant will provide adequate public access along all streets and sidewalks and will take all appropriate actions to minimize the time period that adjacent properties and streets/sidewalks are impacted by the development (utilities, streets, etc.).
8. Applicant shall immediately clean any and all sediments, materials, tracking, etc. that may be spilled off-site on private or public lands and streets.
9. Streets and infrastructure damaged and/or disturbed during construction of all private and/or public improvements shall be promptly repaired by the applicant.
10. Applicant is responsible for working with all private and public utilities in order to adequately service this development.
11. If there are to be any remodel/renovations to the exterior of the facility, the applicant will be required to obtain Architectural Review approval prior to receiving a building permit for such remodel/renovation.
12. If there are any amendments to the approved conditional use, the applicant will be required to submit a new application reflecting those amendments.

ATTACHMENTS:

Conditional Use Permit application and attachments