

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit with exceptions by Gerald M. Poss Jr. to operate a Coffee Roaster located 1133 Indiana Avenue. Central Commercial Zone.

REPORT PREPARED BY: Ellise Rose, Zoning Administrator

REPORT DATE: April 7, 2026

MEETING DATE: April 14, 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:

Trail Magic Coffee Roaster, LLC is proposing to operate a coffee roaster located 1133 Indiana Avenue. The applicant states the following:

- I am leasing approximately 400 square feet of space in the existing building on the corner of 1133 Indiana Avenue and 12th street in Sheboygan, WI. This location is owned by Niki Reynolds who leases out space within the building to various other small businesses.
- The space I will lease is on the second floor of this building and was originally built out and used as a commercial kitchen. I will build the space out as a commercial kitchen to roast and package coffee and meet State of Wisconsin Health Department guidelines for coffee roasters.
- The space itself is approximately 400 square feet. The walls are covered with a smooth and easily cleanable surface. There is a handwashing sink and a large commercial vent hood installed in the space. All the necessary plumbing is available in the space. The floor is tiled and easy to clean. This building provides ample utilities and other amenities such as men's and women's bathrooms, extra storage space, a janitorial closet for cleaning, plenty of lighting and easy access for unloading and loading of supplies.
- I will contract with a local plumber to install a three-compartment stainless steel sink and a local electrician for my electrical needs. My electrical will be a 240V/30amp plug to power my electric coffee roaster and various 120V/ 20amp plugs for other small appliances. Proper fire suppression equipment will be installed for fire safety.
- The coffee roaster itself roasts three pounds of coffee per batch. I will use the existing vent hood to exhaust smoke created by the roasting process to the outside of the

building. I primarily roast on Mondays and Tuesdays and package, deliver, or sell at farmers markets remaining weekdays.

- The roasting operation will be closed to the general public, and its primary use is for production only. As of now I am the sole employee. I will park my work van in space provided alongside the building on 12th Street.
- As the project progresses, I will be working with the City of Sheboygan building inspector to meet all compliance and safety concerns of the City of Sheboygan. After the completed space is built out and approved by the building inspector, I will have a State of Wisconsin Health Department inspection and ready to roast and package my coffee for sale to the general public.

STAFF COMMENTS:

The applicant 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. Staff may bring the proposed signage design back to the Plan Commission if there any concerns.

ACTION REQUESTED:

Staff recommends approval of the conditional use permit and 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. 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.
3. 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 Slating (PDS) material in order to effectively screen and enclose the dumpster.
4. All outdoor storage of materials, products or equipment shall be prohibited.
5. Any fencing/retaining wall shall be installed per Section 105-945 of the City of Sheboygan Zoning Ordinance.
6. 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.
7. Applicant shall obtain the necessary sign permits prior to installation. Applicant shall work with staff with regards to constructing a well-designed signage for the site that utilizes colors and materials similar to the building. Staff may bring the proposed signage design back to the Plan Commission for review/approval.
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. 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