

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit with exceptions by Lata Marketing, LLC. to construct and operate a convenience store with gas station, restaurant, and postal store located at parcel #59281601911. UC Zone

REPORT PREPARED BY: Ellise Rose, Zoning Administrator

REPORT DATE: October 7, 2026

MEETING DATE: October 13, 2026

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:

Lata Marketing, LLC is proposing to construct and operate a convenience store with gas station, restaurant, and postal store located at parcel #59281601911. The applicant states the following:

- BP Gas Station Canopy, Mixed Use Building to include: J-Mart Convenience Store, Small Restaurant & Postal Store
- Estimated Project Cost: \$1,500,000 Total
- The entire lot area 0.61 acres
- Site is currently a vacant lot that formerly housed a Select Auto Shop building.
- Property Size: .61 Acres
- New Canopy Footprint: 1,920 SF (6 Pumping Stations)
 - Canopy to be 80'x24'
 - Canopy to have 15'-6" for vehicle clearance
 - Top of Canopy to be 18'-6"
- New Building Footprint: 4,845 SF
- New Paving: 12.095 SF
- (2) Underground storage tanks
- This property was selected for the development of this new gas station/convenience store/restaurant location due to its appealing location along the 15th Street Corridor.
- The 15th Street corridor was specifically identified as an area to target commercial development and renovation in the City of Sheboygan's Comprehensive Plan.
- This location aligns well with the City of Sheboygan's Comprehensive plan for development & redevelopment of vacant & abandoned sites.

- Constructing a Gas Station & Mixed Use Building in this area would provide a quick, convenient location for residents to stop and satisfy multiple needs at one location.
- The new development would serve as a quick, easily accessible location for residents of the nearby residential communities.
- Strengthens the City of Sheboygan's Comprehensive goal to promote "Complete neighborhoods" with a mix of residences and beneficial service businesses.
- Landscaping plan has been approved on 9-22-2022 and meets City point requirements.
- Proposed project will meet City of Sheboygan's stormwater requirements.
- All performance standards to comply with the City of Sheboygan Zoning Ordinance.
- Noise and odors as a result of the filling stations & restaurant will be minimal and should not be considered a nuisance concern for the nearby community.
- Outdoor storage on this site will be limited to Firewood, LP Storage & and Ice Storage. There will not be any vending machines or dispensers located on the exterior of the building.
- See attached site plan for outdoor storage location.
- Firewood display: A small firewood rack will be displayed on the exterior of the building. Customers are to purchase the firewood at the register and pick up outside.
- LP & Ice Storage: A locked LP Storage cage & Ice box will be located on the South face of the building. Customers are to purchase LP & Ice products inside the convenience store and are to be assisted by a store employee to get access to the products.
- Air/Vacuum equipment will not be present on this site.
- Wall mount light fixtures will be installed on the building as shown on the attached elevations.
- Lights will be used as backlighting for building and to provide lighting for sidewalks along the front of the building.
- Lights to be mounted in a downlit position and will throw off 1200 or less Lumens
- (12) Scottsdale Vertex LED lights will be installed on the underside of the canopy structure.
- Refer to fueling canopy photometrics regarding footprint of lighting on site.
- No flashing or flickering lights will be used on the premises.
- We will not be exceeding .50 footcandles at the property line.
- Helios will be internally lit, specs are attached.
- The building will be constructed using an architecturally pleasing combination of Gray Stone veneer masonry, Cavern Steel LP Horizontal panel siding, light gray EIFS, and black accent bands.
- The masonry veneer will be used as a base wainscot for the building.
- Exterior building materials are shown to closely resemble the recently completed 26th & Superior J-Mart project. The owner is looking to identify this architectural image as his branded image for locations going forward.
- Entrance storefront glass doors are emphasized with complimentary suspended awnings & store signage (signage to be submitted at a later date).
- Building will have rooftop parapet walls to conceal all rooftop mechanical equipment.
- The proposed BP Fueling Canopy will follow the standard BP architectural guidelines outlined in the attached Canopy Renderings. This canopy aligns well with design of other BP fueling stations around the City of Sheboygan and will serve as a recognizable, convenient destination along a heavily traveled corridor.

- The proposed Canopy will include Masonry piers wrapping steel Canopy Columns as requested by the City of Sheboygan. Masonry piers will consist of a gray- tone stone veneer, matching the base material used on the exterior of the J-Mart Convenience Store.
- The stone veneer will wrap the columns up 8'-0", similar to the project recently completed on Superior Avenue. BP standard painting requirements will be followed for the exposed column above the Masonry.
- The Canopy will consist of prefinished metal fascia façade painted to align with the attached BP standard architectural flow.
- (2) Helios will be installed on the fascia of the canopy
- Helios will not extend above the horizontal plane of the canopy
- Helios will be under 20SF ea. as shown in the renderings (7SF each).
- Changes since project was previously approved include the removal of second story office space & C-Store is now located on the West side of the building vs the East side as originally shown. Building footprint has decreased by approximately 1,000sf.
- Restaurant will be ran by the Owner and sell traditional Indian Foods. Restaurant will be a small sit and dine that can accommodate up to twenty four (24) sit-down customers at time.
- Dumpster enclosure to be constructed using Masonry concrete blocks wrapped in thin stone veneer, to match exterior.
- 6'-0" buffer fence is to be installed on North property line. Fence is to be solid composite material to match Gray hardy board color used on exterior of building.
- North buffer yard fence to be pulled back from East property line 20'-0" to allow for better visibility for residential neighbors backing out of driveway, per City feedback in pre-submittal meetings.
- Dumpster pickups will not interfere with sidewalk/traffic as truck will be backing in to dumpster corral from South to North
- Rooftop water will be collected in gutters on North Eve of building and drain to Storm on North side of property
- Owner has committed to using the same/similar architectural flow provided and approved for this 26th & Superior building on future projects throughout the City. This is the architectural flow that was used in the building design for this development.
- Owner is aiming to achieve uniformed, identifiable building design going forward.
- Monument Sign to be submitted by separate contractor at a later date. To be located on SE property corner as indicated on project documents
- OWNER STATEMENT REGARDING SITE MAINTENANCE COMPLAINTS FROM 2021:

As far as maintaining the site is nice and clean, I have a dedicated person these days. He is taking care of things regularly. I have also assigned one of my staff to check all my sites on a weekly basis and report it to me. I would personally like to assure you and our city planning commission that I will be doing my best as soon as possible before issues come up. And based on the city's recommendation in our last meeting we removed 3 soda coolers from outside. Once the building is developed, we don't need any vending machine outside. The air pump is coming out in the next few days. Normally every gas station has a wood stack, propane cage and ice box in front of the store. We can take input from the planning commission what's going to be best for that and we can manage accordingly. The signs from the door and windows were taken out, I will check again and make sure. Landscaping will be taken care of

in a timely manner. Let me know if there are any other issues and love to make things better around my sites.
At the end of the day a nice and clean site is good for all of us.
I would appreciate any recommendation from the city and if you have any thoughts.
Thank you
Dev

STAFF COMMENTS:

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 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 beyond the firewood, LP storage & and ice storage 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.

ATTACHMENTS:

Conditional Use Permit Application and Attachments