

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit by Jakes Liquor to operate a food truck business located at 2019 S Business Drive

REPORT PREPARED BY: Jeffrey Witte, Planner

REPORT DATE: December 1, 2025

MEETING DATE: December 9, 2025

APPLICANT PROPOSAL:

Jakes Liquor is proposing to operate a food truck business located at 2019 S Business Drive. The applicant states the following:

- Punto Grill is a mobile food truck business proposing to operate primarily outdoors. The business offers freshly prepared Latin-American fusion cuisine, inspired by Venezuelan and Latin flavors combined with American-style dishes. The goal is to bring a unique and exciting culinary concept to the Sheboygan community - introducing bold Latin flavors through a modern food truck experience. This site was selected due to its excellent visibility, accessibility, and available parking, allowing safe and convenient service for customers without disrupting nearby properties or traffic flow.
- Food truck size: approximately 12 feet long (about 144 sq. ft.). Parking area: approx. 0.10 acre (4,356 sq. ft.). Customer area: small outdoor space in front of the truck for ordering and waiting. Permanent buildings: none. Ingress/Egress: existing driveways will be used for safe access. Storm Drainage: no modifications to existing systems. Lighting: provided by the truck for safe evening and night operations. Dumpster: enclosed or shared with property owner per city standards. Screening: the setup will be neat, clean, and visually appealing at all times.
- The Punto Grill food truck features a modern, colorful, and professional design that represents its Latin-American fusion identity. Colors: Red, black, and silver. Materials: Metal body with a professional. Vinyl wrap and branded graphics. Orientation: Positioned for visibility, safe vehicle circulation, and easy customer access. The truck's visual presentation is stylish and vibrant, adding a cultural and energetic touch that fits perfectly within the surrounding commercial context.
- The site provides adequate off-street parking for both customers and employees, with sufficient circulation space for vehicles. Operations will not obstruct driveways or interfere with nearby businesses.

- Main truck graphics with Punto Grill branding. Menu board near the service window. Portable sandwich board sign displayed during operating hours. All signage will comply with city regulations.

STAFF ANALYSIS:

It appears that the food truck's location should not have any major impacts on pedestrian or vehicular traffic. The trailer is set back from the sidewalk so as to give ample space for customers to wait in line to order and to receive their food.

Applicant is requesting an exception to operate the food truck permanently from the site – temporary stands are permitted to operate 12 days a year.

ACTION REQUESTED:

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

1. Applicant will be required to meet and/or obtain all codes, requirements, licenses, etc. to operate the food truck including but not limited to building, electrical, plumbing, HVAC, fire, health, food, vendors, etc.
2. Applicant shall obtain all necessary County Health Department licenses/permits to operate the food truck.
3. Food truck shall not obstruct pedestrian or vehicular circulation, including vehicular sight distances (vision triangle requirements of Section 105-928 of the City of Sheboygan Zoning Ordinance).
4. No portion of the operation shall take place upon the City of Sheboygan public right-of-way or on adjacent properties – operation shall remain on the private property.
5. If the applicant wishes to operate from the City public right-of-way or from another private commercial property, they will need to obtain the necessary permits/approvals to do so.
6. Applicant shall adequately monitor/regulate and maintain this property.
7. In no instance shall the food stand create a nuisance for neighboring properties (noise, hours of operation, garbage, etc.). If any issues arise, the Plan Commission may again review the conditional use permit.
8. If there are any amendments to the approved plans, the applicant will be required to submit a new conditional use application reflecting those amendments.

ATTACHMENTS:

Conditional Use Permit application and attachments