

## CITY OF SHEBOYGAN

### REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

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**ITEM DESCRIPTION:** Application for Conditional Use with exceptions by NORR, LLC to construct Crash Champions located at parcel # 59281431139. UC Zone.

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**REPORT PREPARED BY:** Ellise Rose, Zoning Administrator

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**REPORT DATE:** September 3, 2025

**MEETING DATE:** September 9, 2025

#### FISCAL SUMMARY:

Budget Line Item:	N/A
Budget Summary:	N/A
Budgeted Expenditure:	N/A
Budgeted Revenue:	N/A

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#### STATUTORY REFERENCE:

Wisconsin	N/A
Statutes:	
Municipal Code:	N/A

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#### BACKGROUND / ANALYSIS:

NORR, LLC is proposing to construct Crash Champions located at parcel # 59281431139. The applicant states the following:

- The existing parcel is a vacant lot.
- The project includes the construction of a new 15,000-square-foot Crash Champions facility on a previously undeveloped 2.95 -acre site. The building will feature a customer waiting area, offices, meeting rooms, and support spaces, with the majority of the facility dedicated to the repair shop.
- Customer parking will be located near the western entrance of the lot, adjacent to the front façade.
- The eastern portion of the site will be used as a vehicle staging area, enclosed by a privacy fence.
- Crash Champions is a national automotive collision repair company that provides comprehensive auto body repair services. The company primarily serves individuals and insurance partners by restoring vehicles after accidents, offering services such as: Collision repair, Dent and scratch removal, Paint refinishing, Frame straightening, Auto glass replacement, and Insurance claims assistance.
- The facility is proposed to be open from 8:00am to 5:00pm, Monday – Friday and 9:00am - 12:00pm on Saturday.
- The facility will be staffed with 20 employees with a typical 15-20 customers per day.
- The project involves the construction of a new 15,000-square-foot Crash Champions facility. The building's front façade faces south and features a prominent raised entry clad in Alucobond composite metal panels. The remainder of the front façade is finished with face brick in a running bond pattern, using a black ironspot velour-textured brick for

added visual interest. A canopy extends over the main entrance to provide weather protection. The side and rear façades are finished with gray-painted ribbed metal panels.

- The site will include a total of 74 parking stalls, consisting of 22 customer spaces located near the front entrance and 52 vehicle staging spaces enclosed within a privacy fence at the NORR, LLC rear.
- Customer access is provided via a primary entrance off South Business Drive.
- Dumpsters will be housed within the fenced staging area to maintain a clean site appearance on the east side of the site.
- An accessible sidewalk will connect the customer parking area to the main entrance.
- Stormwater management will be handled through the use of an off-site regional retention pond located to the west of the property.
- The site layout includes clearly defined entry and exit points, facilitating smooth traffic flow for both customers and service vehicles. Internal circulation is designed to minimize congestion, with 22 customer parking spaces located near the front entrance for convenient access. At the rear of the site, a dedicated and privacy-fenced staging area accommodates up to 52 vehicles awaiting repair, ensuring efficient operations while maintaining a clean and organized appearance from the public view.
- A monument sign is being proposed near the front site entrance and a building mounted wall sign will be provided above the customer building entrance.
- The project is proposed to start in early January 2026 and completed by June 2026 with an estimated budget of \$6,500,000.
- A privacy screen fence will be installed to block public views of the staged, damaged vehicles. Photometrics study to be provided to ensure light pollution standards are met.

#### **STAFF COMMENTS:**

The applicant shows conceptual signage but 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.

Applicant is requesting following exceptions:

- Minimum paved surface setback: 5 feet – Applicant is requesting a 0 foot setback

Applicant is requesting a zero foot paved surface setback along the west side of the site in order to create a shared access with the rest of the development. This variance is required in order to create the new shared access driveway that customers from all facilities will use to enter and exit from these properties. The shared access reduces the number of potential traffic conflicts on S. Business Dr.

- Requesting a variance from the locational and bufferyard landscaping requirements - Applicant shall meet the four (4) locational landscaping requirements.

#### **ACTION REQUESTED:**

Staff recommends approval of the conditional use permit and exceptions 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. Applicant shall obtain all necessary permits for the construction, the storage and the handling of hazardous chemicals and/or fuels (applicant shall be in contact with building inspection, fire department, etc.).
3. 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.
4. 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 Slatting (PDS) material in order to effectively screen and enclose the dumpster.
5. The applicant may store outdoors vehicles waiting to be serviced in the screened and enclosed outdoor storage area (vehicles only) and this vehicular outdoor storage area shall be properly maintained in an orderly fashion at all times. If any issues arise concerning outdoor storage, this matter may be brought back to the Plan Commission for review.
6. All other outdoor storage of materials, products or equipment shall be prohibited.
7. Any fencing/retaining wall shall be installed per Section 105-945 of the City of Sheboygan Zoning Ordinance.
8. 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.
9. 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.
10. 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).
11. 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.).
12. Absolutely no portion of the new building and/or site improvements shall cross the property lines including but not limited to buildings, balconies, decks, foundations, walls, gutters, eaves, roof, parking, fencing/retaining walls, signs, landscaping, etc.
13. All vehicles shall be located on the private property and shall not be located on any City streets, public rights-of-way, other private properties, etc. Vehicles may be parked/stored on paved surfaces (not gravel or landscaped areas).
14. 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