

August 5, 2025

Crash Champions
RT2025-0306

City of Sheboygan – Conditional Use Permit

Please accept the following Conditional Use written explanation

- A. Name of Project: Crash Champions
- B. Summary
 - a. Description of existing use:
The existing parcel is a vacant lot.
 - b. Description of proposed use (indoor, outdoor, etc.), why was this site selected?
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.
 - c. All services, products, etc. to be provided
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.
 - d. Projected number of residents, employees, and/or daily customers
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.
 - e. Proposed number of dwelling units, floor area, landscape area, and parking area expressed in square feet and acreage to the nearest one-hundredth of an acre
The project proposes a new 18,000-square-foot Crash Champions facility on a previously undeveloped 1.85-acre site.
 - f. Description of proposed building and all new site improvements (square footage of new and existing structure(s), traffic, ingress/egress, parking, sidewalk, retaining walls, storm drainage, landscaping, lighting, dumpster enclosure, screening of mechanicals, etc.)
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

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.

- g. An explanation of any interior and/or exterior renovations
Not applicable for this new building.
 - h. Is access appropriate and is their sufficient customers/resident off-street parking?
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.
 - i. Proposed signage
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.
 - j. Project timeline and estimated value of project
The project is proposed to start in early January 2026 and completed by June 2026 with an estimated budget of \$6,500,000.
 - k. Compatibility of the proposed use and design with adjacent and other properties in the area.
The proposed use is compatible with surrounding land uses, which include a car wash and a vehicle repair facility.
 - l. How will you insure that the business will not become a nuisance to adjacent properties (i.e. parking, noise, smells, hours of operations, etc).
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.
- C. Variances
- a. No variances or exceptions are being proposed for this project.
- D. Justification
- a. How is the proposed conditional use (independent of its location) in harmony with the purposes, goals, objectives, policies and standards of the City of Sheboygan Comprehensive Master Plan?
The proposed use supports the goals and policies of the City of Sheboygan Comprehensive Master Plan by contributing to economic development, promoting compatible land use, and enhancing neighborhood character. By providing a clean, well-organized automotive service facility, the development aligns with the city's objectives for orderly growth, improved site aesthetics, and efficient land utilization. The inclusion of screening and thoughtful site design also supports the plan's emphasis on maintaining visual quality and minimizing impacts on adjacent properties.
 - b. Does the conditional use, in its proposed location, result in any substantial or undue adverse impact on nearby property the character of the neighborhood, environment, traffic, parking, public improvements, public property or rights-of-way?
The proposed development is compatible with neighboring uses, supported by the inclusion of a screening fence that conceals staged vehicles from public view. The building is strategically positioned on the site to allow for logical and convenient access from the main roadway. The site layout includes a clearly defined entry and exit point, facilitating smooth



traffic flow for both customers and service vehicles. Internal circulation is designed to minimize congestion, with separate areas for customer parking near the front entrance and a dedicated, fenced staging area for vehicles awaiting repair at the rear of the site.

- c. How does the proposed conditional use maintain the desired consistency of land uses in relation to the setting within which the property is located?

The proposed use is compatible with surrounding land uses, which include a car wash and a vehicle repair facility.

- d. Is the proposed conditional use located in an area that will be adequately served by utilities, or services provided by public agencies? If not, please explain.

The proposed site is adequately served by existing utility infrastructure.

Sincerely,

A handwritten signature in black ink, appearing to read "Terri Douglas".

Terri Douglas, Project Manager
NORR LLC