

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use with exceptions by Adam Hertel to construct a Valvoline Instant Oil Change located at parcel # 59281431139. UC Zone.

REPORT PREPARED BY: Ellise Rose, Zoning Administrator

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

STATUTORY REFERENCE:

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

BACKGROUND / ANALYSIS:

Adam Hertel is proposing to construct a Valvoline Instant Oil Change located at parcel # 59281431139. The applicant states the following:

- Klees & Sulok Oil Company is a Valvoline Instant Oil Change franchisee. Our first store opened on January 27th, 2000 in West Bend, WI. Since that time, we have added four more locations. One additional location in West Bend, one location in Oconomowoc, Muskego and Grafton.
- As operators we strive to bring value to the communities that we serve by providing multiple services that prolongs the life of our customers' vehicles.
- The services we offer include full service oil change, radiator and air conditioning service, air filter replacement, along with other preventative maintenance services that are completed in approximately 15 minutes.
- Our unique drive through model involves customers staying in the comfort of their vehicle while services are completed.
- To date we have 50 employees and many live in the communities of where our stores are located. We anticipate hiring residents from Sheboygan to work at this potential location and serving the community with integrity, professionalism, and by adding beneficial preventative maintenance services.
- The proposed Valvoline Instant Oil Change project located at 3107 S. Business Drive is new construction on a site with an existing parking lot.
- The existing and surrounding properties are part of the commercial district.
- The new building will have a footprint of 1,666 square feet and with a main floor level and a basement level for oil changes.
- The building will be built of load bearing wood stud walls with brick veneer and EIFS for wall materials and sloped trusses with asphalt shingles for a roof.

- The store will have two maintenance bays with large glass overhead doors and a waiting space with aluminum storefront windows.
- Other site features include paved parking areas, driveways, site lighting and landscaping.
- The new parking areas and driveways shall be paved with standard duty asphalt.
- Driveways will have curb and gutter and parking stalls will be appropriately marked with painted lines. Parking is maximized as much as allowed by the site with an effort to get as much parking as possible near the back of the site because very few customers park and enter the store. Parking includes customer and employee parking for the number of employees anticipated.
- The new store will require 5 technicians and at least one store manager to operate the store over the course of a year.
- On a daily basis the store will have 3 employees working from 8am – 6pm for a total of 70 operation hours per week.
- Site lighting will be accomplished with a mix of traditional LED wall packs, which will be located at all exterior door locations.
- Landscaping will be a mix of trees and shrubs planted around the edge of the property and along the building as required.
- The site, including the road easement, is just over 1 acre and mostly impervious surface, therefore minimal stormwater management is required.

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 east 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.
- To have 8 parking spaces – Minimum 33 parking spaces require.

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 Slating (PDS) material in order to effectively screen and enclose the dumpster.
 5. All outdoor storage of materials, products or equipment shall be prohibited.
 6. Any fencing/retaining wall shall be installed per Section 105-945 of the City of Sheboygan Zoning Ordinance.
 7. 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.
 8. 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.
 9. 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).
 10. 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.).
 11. 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.
 12. 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).
 13. 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