



CITY PLAN COMMISSION AGENDA

February 10, 2026 at 4:00 PM

City Hall, 3rd Floor - Council Chambers, 828 Center Avenue,
Sheboygan, WI

This meeting may be viewed LIVE on:

**Charter Spectrum Channel 990, AT&T U-Verse Channel 99 and:
www.wscssheboygan.com/vod.**

It is possible that a quorum (or a reverse quorum) of the Sheboygan Common Council or any other City committees/boards/commissions may be in attendance, thus requiring a notice pursuant to State ex rel. Badke v. Greendale Village Board, 173 Wis. 2d 553, 494 N.W.2d 408 (1993).

Persons with disabilities who need accommodations to attend this meeting should contact the Department of City Development, (920) 459-3377. Persons other than commission, committee, and board members who wish to participate remotely shall provide notice to the City Development Department at 920-459-3377 at least 24 hours before the meeting so that the person may be provided a remote link for that purpose. All Commission members may attend the meeting remotely.

OPENING OF MEETING

1. Roll Call
2. Pledge of Allegiance
3. Identify Potential Conflict(s) of Interest

MINUTES

4. Approval of the Plan Commission minutes from January 27, 2026.

PUBLIC HEARINGS

5. Public hearing regarding application for Conditional Use Permit by SEAR'D – Korean & Karaoke to operate a Restaurant at 723 New York Avenue.
6. Public hearing regarding application for Conditional Use Permit with exceptions by Dollar Loan Center of Wisconsin LLC to install an off-premises Pylon sign located 813 Ashland Avenue.
7. Public hearing regarding application for Conditional Use Permit with exceptions by Dollar Loan Center of Wisconsin LLC to install a wall sign located 2315 S Business Drive.

ITEMS FOR DISCUSSION AND POSSIBLE ACTION

8. Application for Conditional Use Permit by SEAR'D – Korean & Karaoke to operate a Restaurant at 723 New York Avenue.

- [9.](#) Application for Conditional Use Permit with exceptions by Dollar Loan Center of Wisconsin LLC to install an off-premises Pylon sign located 813 Ashland Avenue.
- [10.](#) Application for Conditional Use with exceptions by Dollar Loan Center of Wisconsin LLC to install a wall sign located 2315 S Business Drive.

TENTATIVE DATE OF NEXT REGULAR MEETING

11. Tentative next meeting date: February 24, 2026 at 4:00 PM

ADJOURN

12. Motion to Adjourn

In compliance with Wisconsin's Open Meetings Law, this agenda was posted in the following locations more than 24 hours prior to the time of the meeting:

*City Hall • Mead Public Library
Sheboygan County Administration Building • City's website*

CITY OF SHEBOYGAN

CITY PLAN COMMISSION MINUTES

Tuesday, January 27, 2026

MEMBERS PRESENT: Jerry Jones, Kevin Jump, Kimberly Meller, Joe Clarke and Alderperson Michael Close**EXCUSED MEMBERS:** Mayor Ryan Sorenson and Braden Schmidt**STAFF/OFFICIALS PRESENT:** Director of Planning and Development Taylor Zeinert, Planner Jeffrey Witte and Administrative Coordinator Linnae Wierus**OPENING OF MEETING**

1. Roll Call

Vice Chair Jerry Jones called the meeting to order.

2. Pledge of Allegiance

The Pledge of Allegiance is recited.

3. Identify Potential Conflict(s) of Interest

No conflicts identified.

MINUTES

4. Approval of the Plan Commission minutes from January 13, 2026.

MOTION TO APPROVE THE MINUTES OF THE PREVIOUS MEETING HELD ON JANUARY 13, 2026.

Motion made by Joe Clarke, seconded by Kimberly Meller

Voting yea: Jerry Jones, Kevin Jump, Kimberly Meller, Joe Clarke and Alderperson Michael Close

Motion carried.

ITEMS FOR DISCUSSION AND POSSIBLE ACTION

5. Application for Special Use Permit by Vollrath Co., LLC to construct a 110,000 square-foot manufacturing addition located at 1236 N 18th Street.

MOTION TO APPROVE WITH THE FOLLOWING CONDITIONS.

Motion made by Joe Clarke, seconded by Kevin Jump

Voting yea: Jerry Jones, Kevin Jump, Kimberly Meller, Joe Clarke and Alderperson Michael Close

1. Prior to building permit issuance, the applicant shall obtain all licenses/permits as well as meet all required codes including but not limited to building, plumbing, electrical, HVAC, fire, water, sewer, storm drainage, health, State of Wisconsin, etc. An occupancy permit shall be granted only at such time as the applicant has met all requirements.
2. If dumpsters are used, dumpster(s) shall be screened/enclosed and constructed of like materials and colors of the facility. Applicant will provide plans that show the location of any dumpsters and will provide plans that show how the dumpster is to be screened and enclosed (design, materials, colors, location, etc.).

3. Outdoor storage of materials or equipment shall be prohibited.
4. All 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.
5. Applicant shall work with staff with regards to appropriate signage. Only at such time as the sign package has been reviewed and approved may the applicant obtain sign permits to install the proposed signage. If staff has any concerns with proposed signage design, the matter may be brought back to the Plan Commission for their consideration.
6. If there are to be any remodel/renovations to the exterior of the facility, the applicant will be required to obtain Architectural Review approval prior to receiving a building permit for such remodel/renovation.
7. If there are any amendments to the approved special use permit and/or site plan, the applicant will be required to submit a new application reflecting those amendments.

Motion carried.

6. Architectural Review of a new 110,000-square-foot manufacturing facility located at 1236 N 18th Street.

MOTION TO APPROVE AS PRESENTED.

Motion made by Joe Clarke, seconded by Kimberly Meller

Voting yea: Jerry Jones, Kevin Jump, Kimberly Meller, Joe Clarke and Alderperson Michael Close

Motion carried.

TENTATIVE DATE OF NEXT REGULAR MEETING

7. Next scheduled meeting: February 10, 2026 at 4:00 PM

ADJOURN

8. Motion to Adjourn

MOTION TO ADJOURN THE MEETING.

Motion made by Alderperson Close, seconded by Kevin Jump

Voting yea: Jerry Jones, Kevin Jump, Kimberly Meller, Joe Clarke and Alderperson Michael Close

Motion carried.

Meeting is adjourned at 4:07 pm.

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit by SEAR'D – Korean BBQ & Karaoke to operate a Restaurant at 723 New York Avenue.

REPORT PREPARED BY: Jeffrey Witte, Planner

REPORT DATE: January 21, 2026

MEETING DATE: February 10, 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:

SEAR'D – Korean BBQ & Karaoke Restaurant is proposing to operate a restaurant at 723 New York Ave. The applicant states the following:

- The property at 723 New York Avenue, Sheboygan, is a former retail building (previously Art Imig's Clothing Store) currently vacant. The building is structurally sound but requires interior renovation for restaurant and entertainment use.
- The proposed use is a two-story Korean BBQ restaurant with private karaoke rooms and a full-service bar. Indoor seating will include built-in smokeless grill tables, and private karaoke rooms will provide a unique entertainment option for groups. The site was selected for its downtown proximity, high visibility, historical charm, and potential to enhance Sheboygan's dining and nightlife Scene.
- **Services/products to be provided:**
 - Authentic Korean BBQ with tableside grilling
 - Full bar offering cocktails, beer, wine, and Korean spirits such as soju and Makgeolli.
 - Private karaoke rooms for hourly rental
 - Specialty Asian appetizers, desserts, and small plates
 - Occasional live music or special events
- The design will retain the building's historic exterior character while incorporating modern industrial elements with Asian accents inside (brick walls, exposed beams, black and dark wood tones, ambient lighting, and Asian inspired decor).

- **The proposed square footage & parking area:**
 - Building: Approx. 8,542 sq. ft. total (two floors)
 - No dwelling units proposed
 - Parking: Street parking and nearby public parking lots available within walking distance
- The site has direct pedestrian access from New York Avenue with public parking on-street and in nearby city lots.
- Exterior wall-mounted sign with SEAR'D branding, illuminated for evening visibility; window decals for branding.
- The proposed conditional use supports the City of Sheboygan's goals of revitalizing downtown, encouraging adaptive reuse of existing buildings, and diversifying dining and entertainment offerings. SEAR'D will transform a currently vacant, historically significant commercial property into an active business that attracts residents and visitors. The project promotes economic growth, fosters cultural diversity by introducing authentic Korean BBQ and entertainment, and enhances the pedestrian-oriented character of downtown in alignment with the city's vision for a vibrant urban core.

STAFF COMMENTS:

The applicant will need to work with the Sheboygan County Health Department and the City Inspections Department regarding required permits and occupancy.

The applicant mentions possible signage, but no formal sign package has been submitted. Applicant shall work with staff with regards to constructing a well-designed sign package for the site. Staff may bring the proposed signage design back to the Plan Commission if there are any concerns.

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, food, alcohol, etc. An occupancy permit will be granted only at such time as the applicant has met all requirements.
2. Dumpsters and/or grease receptacles 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 the dumpster. Dumpsters shall be screened and enclosed prior to issuance of an occupancy permit.
3. Outdoor storage of materials, products or equipment shall be prohibited.
4. 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.
5. 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.

Item 8.

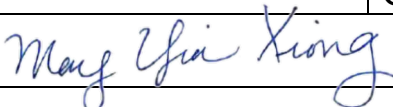
6. If there are to be any renovation to the exterior of the facility, the applicant will be required to obtain architectural approval prior to receiving a building permit for such renovation.
7. If there are any amendments to the approved use and/or floor/site plan, the applicant will be required to submit a new conditional use application reflecting those amendments

ATTACHMENTS:

Conditional Use Permit Application and Attachments

	CITY OF SHEBOYGAN APPLICATION FOR CONDITIONAL USE	Item 8.	
		Fee: \$250.00	
		Review Date: _____ Zoning: _____	

Read all instructions before completing. If additional space is needed, attach additional pages.

SECTION 1: Applicant/ Permittee Information			
Applicant Name (Ind., Org. or Entity) SEAR'D, LLC.		Authorized Representative May Yia Xiong	
Title Owner			
Mailing Address 1130 High Avenue	City Sheboygan	State WI	ZIP Code 53081
Email Address may@seardkbbq.com		Phone Number (incl. area code) 920-277-6699	
SECTION 2: Landowner Information (complete these fields when project site owner is different than applicant)			
Applicant Name (Ind., Org. or Entity)		Contact Person	
Title			
Mailing Address	City	State	ZIP Code
Email Address		Phone Number (incl. area code)	
SECTION 3: Project or Site Location			
Project Address/Description 723 New York Avenue Sheboygan, WI 53081		Parcel No. 59281108100	
SECTION 4: Proposed Conditional Use			
Name of Proposed/Existing Business:		SEAR'D - Korean BBQ & Karaoke	
Existing Zoning:		Commercial	
Present Use of Parcel:		Former dry cleaners, currently a vacant commercial property	
Proposed Use of Parcel:		Korean BBQ restaurant with private karaoke rooms and bar service	
Present Use of Adjacent Properties:		Office building, bakery, parking, retail, library	
SECTION 5: Certification and Permission			
Certification: I hereby certify that I am the owner or authorized representative of the owner of the property which is the subject of this Permit Application. I certify that the information contained in this form and attachments is true and accurate. I certify that the project will be in compliance with all permit conditions. I understand that failure to comply with any or all of the provisions of the permit may result in permit revocation and a fine and/or forfeiture under the provisions of applicable laws.			
Permission: I hereby give the City permission to enter and inspect the property at reasonable times, to evaluate this notice and application, and to determine compliance with any resulting permit coverage.			
Name of Owner/Authorized Representative (please print) May Yia Xiong		Title Owner	Phone Number 920-277-6699
Signature of Applicant 		Date Signed 1/2/26	

Complete application is to be filed with the Department of City Development, 828 Center Avenue, Suite 208. To be placed on the agenda of the City Plan Commission, application must be filed three weeks prior to date of meeting – check with City Development on application submittal deadline date. Applications will not be processed if all required attachments and filing fee of \$250 (payable to the City of Sheboygan) are not submitted along with a complete and legible application. Application filing fee is non-refundable.

CONDITIONAL USE WRITTEN EXPLANATION

A. Name of project/development

SEAR'D - Korean BBQ & Karaoke Restaurant

B. Summary of the Conditional Use and general operation of proposed use

Description of existing use:

The property at 723 New York Avenue, Sheboygan, is a former retail building (previously Art Imig's Clothing Store) currently vacant. The building is structurally sound but requires interior renovation for restaurant and entertainment use.

Description of proposed use:

The proposed use is a two-story Korean BBQ restaurant with private karaoke rooms and a full-service bar. Indoor seating will include built-in smokeless grill tables, and private karaoke rooms will provide a unique entertainment option for groups. The site was selected for its downtown proximity, high visibility, historical charm, and potential to enhance Sheboygan's dining and nightlife scene.

Services/products to be provided:

- Authentic Korean BBQ with tableside grilling
- Full bar offering cocktails, beer, wine, and Korean spirits such as soju and makgeolli
- Private karaoke rooms for hourly rental
- Specialty Asian appetizers, desserts, and small plates
- Occasional live music or special events

Projected number of residents/employees/daily customers:

- Employees: 20-25 (mix of full-time and part-time)
- Daily customers: Estimated 150-250 on weekdays, 200-350 on weekends

Proposed square footage & parking area:

- Building: Approx. 8,542 sq. ft. total (two floors)
- No dwelling units proposed
- Parking: Street parking and nearby public parking lots available within walking distance

Description of proposed building/site improvements:

- Renovation of interior to accommodate restaurant seating, bar, kitchen, and karaoke rooms
- Installation of commercial kitchen equipment, ventilation, and smokeless grill systems
- Updated electrical, plumbing, HVAC, and lighting systems
- ADA-compliant restrooms and entrances
- Exterior updates including new signage, lighting, and façade improvements

General orientation/design compatibility:

The design will retain the building's historic exterior character while incorporating modern industrial elements with Asian accents inside (brick walls,

exposed beams, black and dark wood tones, ambient lighting, and Asian-inspired décor).

Interior/exterior renovations:

- Interior gut and remodel to restaurant and entertainment layout
- Façade cleaning, painting/touch-up, and sign installation
- Possible minor landscaping upgrades at entry points

Access & parking:

The site has direct pedestrian access from New York Avenue with public parking on-street and in nearby city lots.

Proposed signage:

Exterior wall-mounted sign with SEAR'D branding, illuminated for evening visibility; window decals for branding.

Project timeline & estimated value:

- Estimated renovation value: \$400,000–\$450,000
- Start: Upon permit approval
- Target opening: Within 3-6 months of approval

Compatibility with adjacent properties:

The proposed use is compatible with surrounding downtown commercial and retail uses and will help increase evening and weekend foot traffic in the area.

Nuisance prevention:

- Professional ventilation and smokeless grill systems to eliminate food odors outside
- Soundproofing for karaoke rooms to minimize noise impact
- Compliance with city noise ordinances
- Regular trash pickup and enclosed dumpster area to prevent litter/smells

Other information:

SEAR'D will create a new destination dining and entertainment experience, bringing variety to the local economy, creating jobs, and revitalizing a prominent vacant property.

C. Exceptions/variances (if applicable)

At this time, no exceptions or variances are anticipated. The project will comply with city regulations regarding setbacks, parking, landscaping, and signage.

D. Written justification for proposed conditional use

a) How is the proposed conditional use in harmony with the Comprehensive Master Plan?

The proposed conditional use supports the City of Sheboygan's goals of revitalizing downtown, encouraging adaptive reuse of existing buildings, and diversifying dining and entertainment offerings. SEAR'D will transform a currently vacant, historically significant commercial property into an active business that attracts residents and visitors. The project promotes economic growth, fosters cultural diversity by introducing authentic Korean BBQ and

entertainment, and enhances the pedestrian-oriented character of downtown in alignment with the city's vision for a vibrant urban core.

b) Impact on nearby property, neighborhood, and public areas:

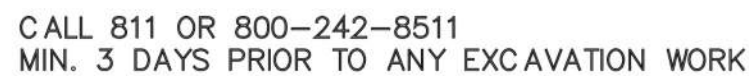
The proposed use is compatible with surrounding commercial and retail businesses in downtown Sheboygan. It will not cause substantial or undue adverse impacts to nearby properties or the neighborhood's character. Noise from karaoke rooms will be mitigated with soundproofing. State-of-the-art smokeless ventilation systems will prevent exterior odors. The site benefits from ample nearby public parking and will not require changes to public property or rights-of-way.

c) Consistency of land uses:

The property is located within a downtown commercial area where restaurant, retail, and entertainment uses are encouraged. SEAR'D will maintain and enhance the mixed-use nature of the district by providing a unique dining and entertainment experience that complements existing businesses. The design and renovations will preserve the building's historic character while modernizing it for current needs, ensuring visual and functional harmony with the surrounding streetscape.

d) Availability of utilities and public services:

The property is already connected to city water, sewer, electrical, and natural gas services, and is within an area well-served by public safety, waste management, and transportation infrastructure. No additional utility extensions or public service expansions are required for the proposed use.



GRAPHICS		VIEW SYMBOLS	MATERIALS
ROOM 111	ROOM NAME NUMBER	VIEW NUMBER TITLE VIEW NAME VIEW SCALE 1/2" = 1'-0"	EARTH / GRADE CMU / BLOCK POURED CONCRETE STONE VENEER GRAVEL BASE BATT INSULATION RIGID INSULATION DIMENSIONAL LUMBER INTERIOR GRADE FINISH LUMBER PLYWOOD / LVL LUMBER GYPSUM BOARD / DRYWALL STEEL COMPONENTS
111	DOOR TAG	Level 0'-0"	
44	WINDOW TAG	SIM 00 A000	
12	WALL TYPES	SIM 00 A000	
		BUILDING SECTIONS	
		OTHER SECTIONS	

1. G.C. AND ALL SUB-CONTRACTORS ARE REQUIRED TO HAVE INSURANCE OF THE TYPES AND LIMITS SPECIFIED BY OWNER, OR AS REQUIRED BY LOCAL AND STATE AGENCIES.
2. G.C. SHALL NOTIFY ENGINEERS OF ANY ERRORS OR INCONSISTENCIES PRIOR TO COMMENCING WORK.
3. DIMENSIONS GOVERN OVER DRAWINGS - DO NOT SCALE DRAWINGS
4. G.C. SHALL CLEAN WORK AREA ON DAILY BASIS AS TO NOT ACCUMULATE DEBRIS. UPON PROJECT COMPLETION CONTRACTOR TO CLEAN WORK AREA THOROUGHLY AND DELIVER BUILDING IN CLEAN CONDITION ALLOWING FOR IMMEDIATE OPERATION.
5. ALL WORK SHALL BE PERFORMED TO THE HIGHEST INDUSTRY STANDARDS FOR QUALITY WORKMANSHIP. ALL MATERIALS SHALL BE INSTALLED IN STRICT ACCORDANCE WITH MANUFACTURERS INSTRUCTIONS AND RECOMMENDATIONS.
6. G.C. SHALL BE RESPONSIBLE FOR JOB SAFETY, AND SHALL TAKE ALL PRECAUTIONS TO SECURE SAFETY OF WORKERS AND OCCUPANTS AT ALL TIMES.
7. G.C. AND SUB-CONTRACTORS SHALL BE RESPONSIBLE FOR AND REPLACE ANY FAULTY, IMPROPER OR INFERIOR MATERIALS OR WORKMANSHIP WHICH SHALL APPEAR WITHIN A SPECIFIC COMPONENT AFTER THE COMPLETION AND ACCEPTANCE OF THE WORK UNDER THE CONTRACT FOR A PERIOD OF NOT LESS THAN 1 YEAR FROM DATE OF SUBSTANTIAL COMPLETION AND ACCEPTANCE OF THE WORK.
8. G.C. SHALL PROVIDE AND INSTALL REQUIRED ROOF OPENING FRAMING FOR SCHEDULED HVAC & EXHAUST UNITS. FOR STRUCTURAL SUPPORT OF EQUIPMENT AND SUPPORT OF ROOF OPENINGS.
9. G.C. AND SUB-CONTRACTORS SHALL CONDUCT A SITE VISIT WITH OWNER AND VERIFY EXISTING CONDITIONS PRIOR TO BID AND COMMENCEMENT OF CONSTRUCTION.
10. CONSTRUCTION MAY NOT COMMENCE UNTIL:
 - PRE-CONSTRUCTION MEETING HAS BEEN ATTENDED
 - STATE APPROVED CONSTRUCTION DOCUMENTS HAVE BEEN OBTAINED
 - LOCAL BUILDING PERMIT(S) OBTAINED
 - ACCEPTABLE CERTIFICATES OF INSURANCE VERIFIED AND OBTAINED
 - ALL OTHER OWNER/CONTRACTOR REQUIREMENTS ARE MET

MAY XIONG
SEAR'D
723 NEW YORK AVE,
SHEBOYGAN, WI 53081
mayvia.xiong@outlook.com
920-277-6699

NICHOLAS S. BANCUK P.E.
MARATHON TECHNICAL SERVICES LLC
1699 SCHOFIELD AVE SUITE 115
SCHOFIELD WI 54476
(715) 843-7292
nick@mtsllc.net

STREET ADDRESS		723 NEW YORK AVENUE			
CITY	SHEBOYGAN	STATE	WI	ZIP CODE	53081
COUNTY	SHEBOYGAN				
BUILDING LOCATED IN MUNICIPALITY THAT PERFORMS INSPECTIONS					
BUILDING SIZE		6,552 SQ. FT.			
LENGTH	SEE PLAN	WIDTH	SEE PLAN	EAVE HT.	30'-0"
ROOF SLOPE		25/12			
COLLATERAL LOAD		N/A EXISTING BUILDING			
DEAD LOAD					
ROOF SNOW LOAD					
UNBAL. SNOW LOAD					
TOTAL LOAD (Pl)					
ROOF INSULATION		R-38	WALL INSULATION		R-13

BUILDING EXEMPT FROM STATE/LOCAL PLAN REVIEW		NO	
BUILDING VOLUME	> 50,000 CU. FT.		
SECTION 302 CLASSIFICATION	A-2		
AREA LIMITATION TABLE 506.2	38,000		
TOTAL ACTUAL AREA	6,852		
HEIGHT LIMITATION TABLES 504.3/504.4	3 STORY ABOVE GRADE PLANE		
TOTAL NUMBER OF FLOORS	2 STORY ABOVE GRADE PLANE		
INCIDENTAL (NON-SEPARATED USES)			
DESCRIPTION	AREA	OCCUPANCY	COMMENTS
MAIN FLOOR	2,650 SF		
2ND FLOOR	2,293 SF		
TOTAL	4,933 SF	4,933 / 15--339	
INCIDENTAL (SEPARATED USES)			
DESCRIPTION	AREA	OCCUPANCY	SEPARATION PROV.
TYPE OF CONSTRUCTION	III B		
FIRE SUPPRESSION PROVIDED		TYPE	
DESCRIPTION		MINIMUM REQD.	ACTUAL PROV.
WATER CLOSETS OR URINALS		1/75 M&F	6 M. & 6 F.
URINAL		NOT REQUIRED	4
LAVATORIES		1/200 M & F	4 M. & 4 F.
BATHTUBS / SHOWERS		NOT REQUIRED	NONE
DRINKING FOUNTAIN		1/500	AVAILABLE FOR PURCHASE
SERVICE SINK		1	1
DESCRIPTION		MINIMUM REQD.	ACTUAL PROV.

SEAR'D RESTAURANT AND BAR



PAGE	TITLE
A000	COVER PAGE
C101	SITE PLAN
A100	LIFE & SAFETY PLAN
A101	FLOOR PLANS
A102	FLOOR PLANS EXISTING
A103	REFLECTED CEILING PLANS
A104	ELEVATIONS EXISTING
A105	ELEVATIONS PROPOSED
A107	BUILDING SECTIONS
A108	ACCESSIBILITY STANDARDS
A109	STAIR SECTIONS
A110	WALL TYPES & THERMAL INFO
A301	SCHEDULES
S101	FOUNDATION PLAN

REVISED PLANS
JANUARY 2, 2025



LEGEND

- ACCESSIBLE ROUTE
- 1 HR RATED FIRE BARRIER WALL
- EXIT SIGN
- SURFACE MOUNT FIRE EXTINGUISHER

OCCUPANCY LOAD

MAIN FLOOR	96
UPPER FLOOR	100
TOTAL	196 PATRONS

EXISTING CONCRETE FLOOR
MINIMUM 1 HR RATING

OCCUPANCY LOAD CHART - 15 SF/PP MAIN FLOOR

Level	TAG	ROOM	Area	Occupancy/15 sf	Designed Occupant Load	Travel Dist.LF
MAIN FLOOR LEVEL	101	TRASH/RECYCLE	87 SF	6	6	75
MAIN FLOOR LEVEL	114	MENS	131 SF	9	3	51
MAIN FLOOR LEVEL	118	WOMENS	133 SF	9	3	45
MAIN FLOOR LEVEL	119	MECH	85 SF	6	2	65
MAIN FLOOR LEVEL	120	STORAGE	42 SF	3	1	75
MAIN FLOOR LEVEL	121	COOLER	39 SF	2	2	70
MAIN FLOOR LEVEL	122	LIFT	29 SF	2	2	65
MAIN FLOOR LEVEL	124	CUST.	41 SF	1	1	34
MAIN FLOOR LEVEL	125	KITCHEN	224 SF	15	5	28
MAIN FLOOR LEVEL	126	BAR / MAIN DINING	1505 SF	104	70	32 OR 27
MAIN FLOOR LEVEL	132	OUTDOOR SEATING	914 SF	N/A	0	N/A
MAIN FLOOR LEVEL	133	OUTDOOR STORAGE	169 SF	N/A	0	N/A
MAIN FLOOR LEVEL	135	BAR STORAGE	140 SF	8	1	57
MAIN FLOOR LEVEL	142	WAIT STATION	37 SF	2	2	20

OCCUPANCY LOAD CHART - 15 SF/PP SECOND FLOOR

Level	Tag	Room	Area	Occupancy/15 sf	Designed Occupant Load	Travel Distance
UPPER LEVEL	202	MECH	65 SF	4	2	32
UPPER LEVEL	203	MENS	128 SF	9	3	37
UPPER LEVEL	204	WOMENS	131 SF	9	3	46
UPPER LEVEL	205	BAR	173 SF	11	9	53
UPPER LEVEL	206	UPPER DINING	1592 SF	124	60	98
UPPER LEVEL	207	KARAOKE	152 SF	10	6	60
UPPER LEVEL	208	KARAOKE	152 SF	10	6	50
UPPER LEVEL	209	KARAOKE	134 SF	9	6	41
UPPER LEVEL	210	WAIT STATION	81 SF	15	2	40
UPPER LEVEL	211	LIFT	33 SF	2	2	15
UPPER LEVEL	212	A.O.R.	14 SF	1	1	4

2 UPPER LEVEL LIFE SAFETY PLAN
3/16" = 1'-0"

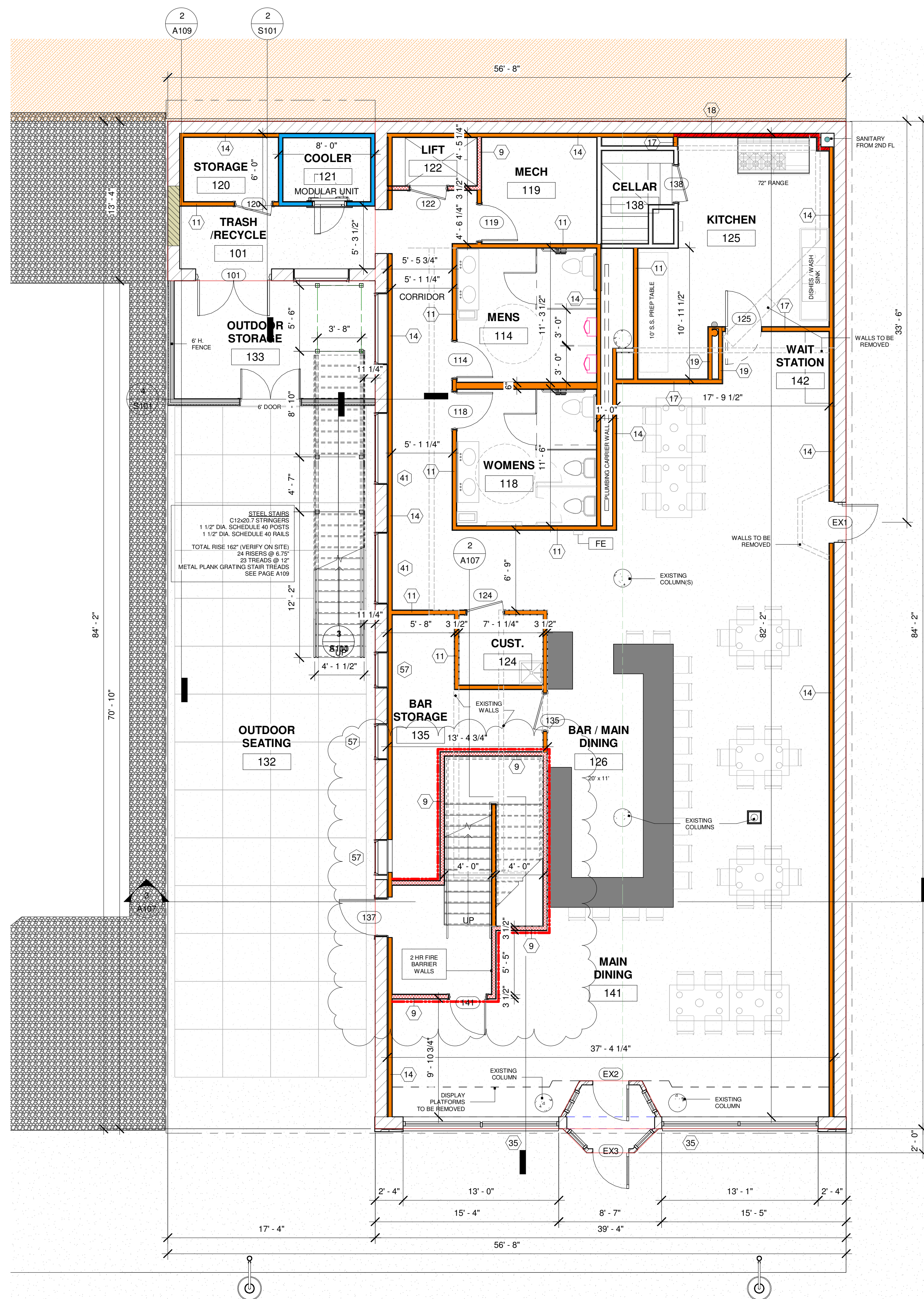
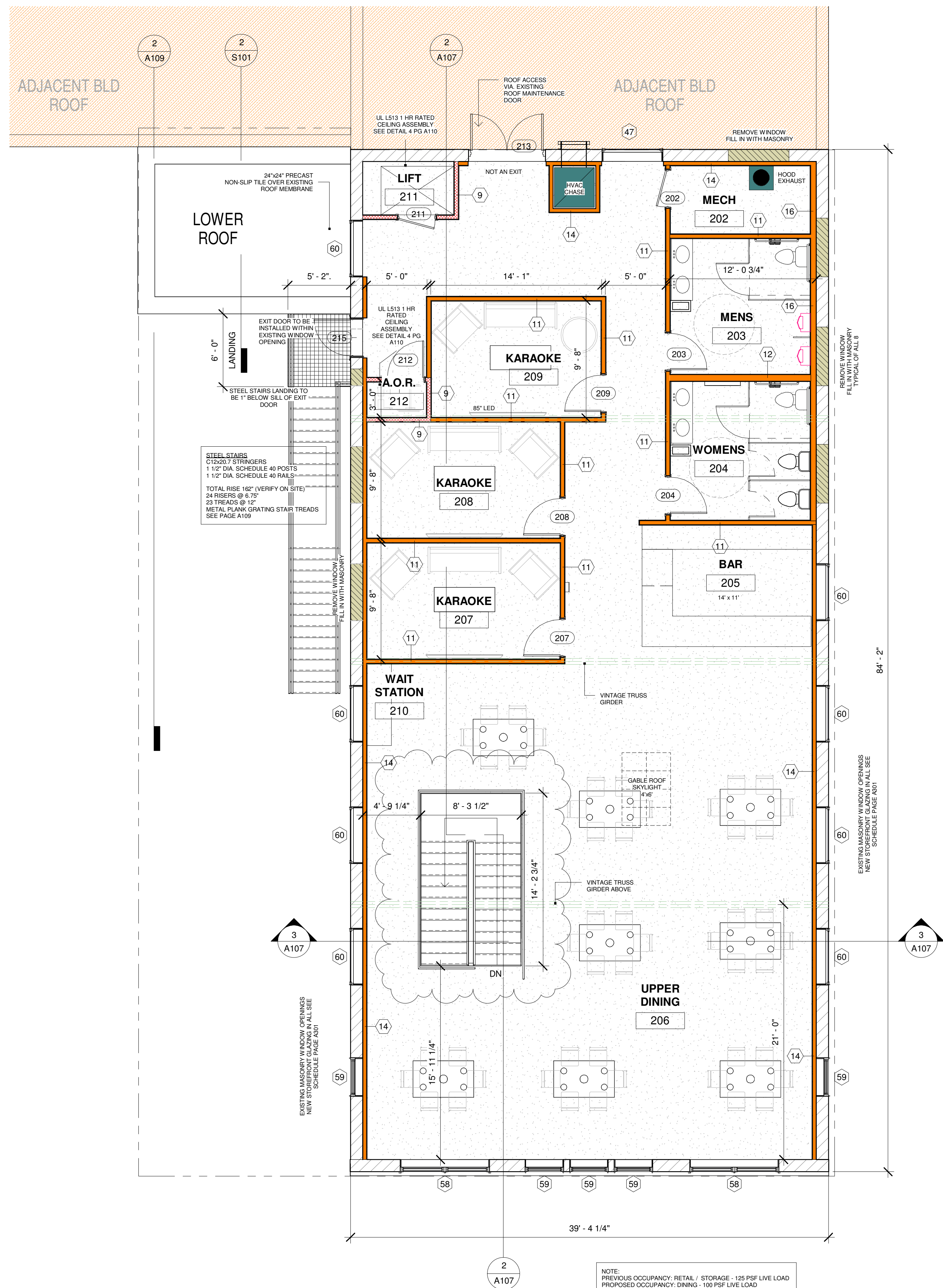
1 MAIN LEVEL LIFE SAFETY PLAN
3/16" = 1'-0"

REVISION DATE
DEC 31, 2025

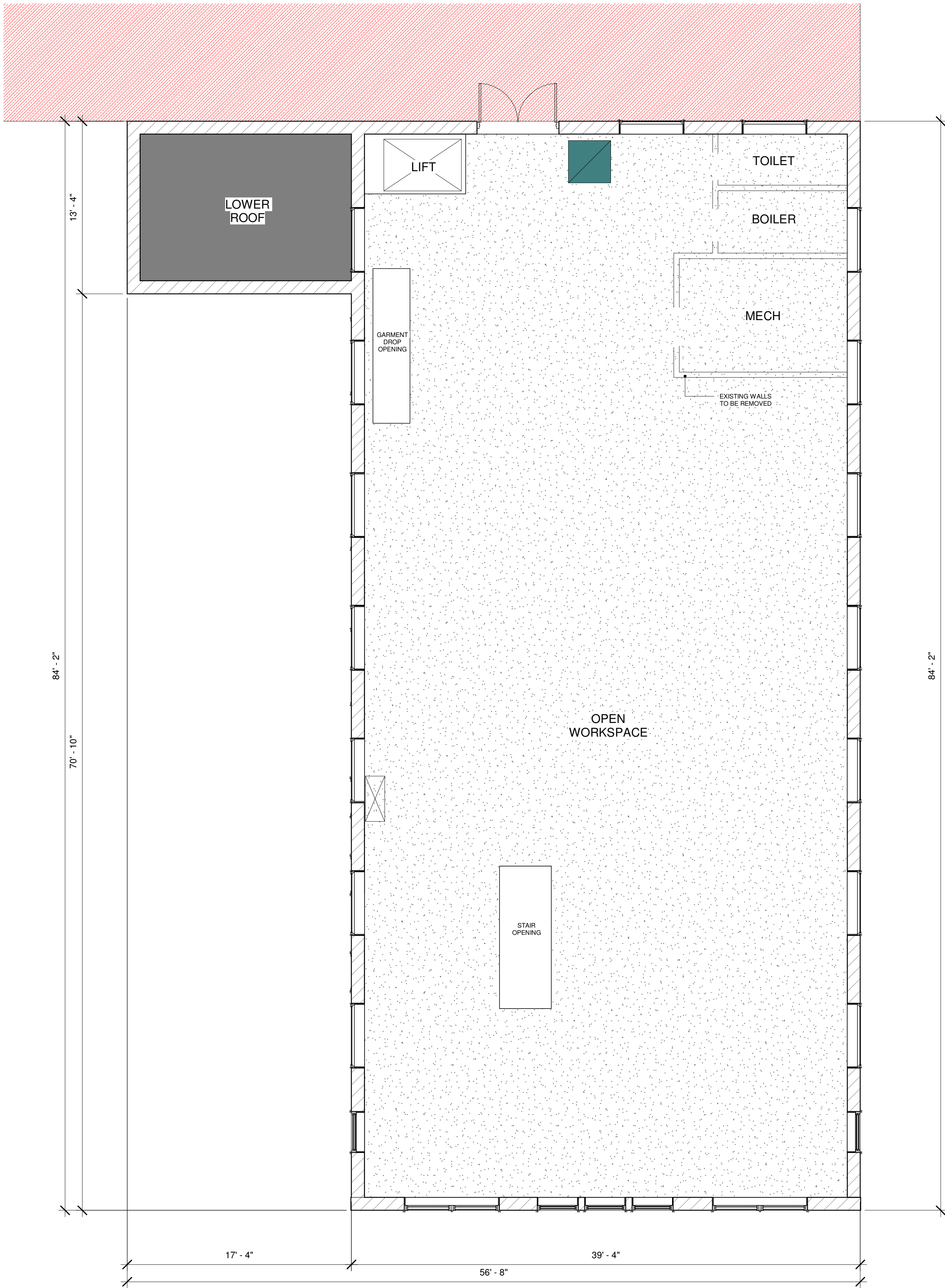
SEARD
723 NEW YORK AVE
SHEBOYAN, WI 53081

A100

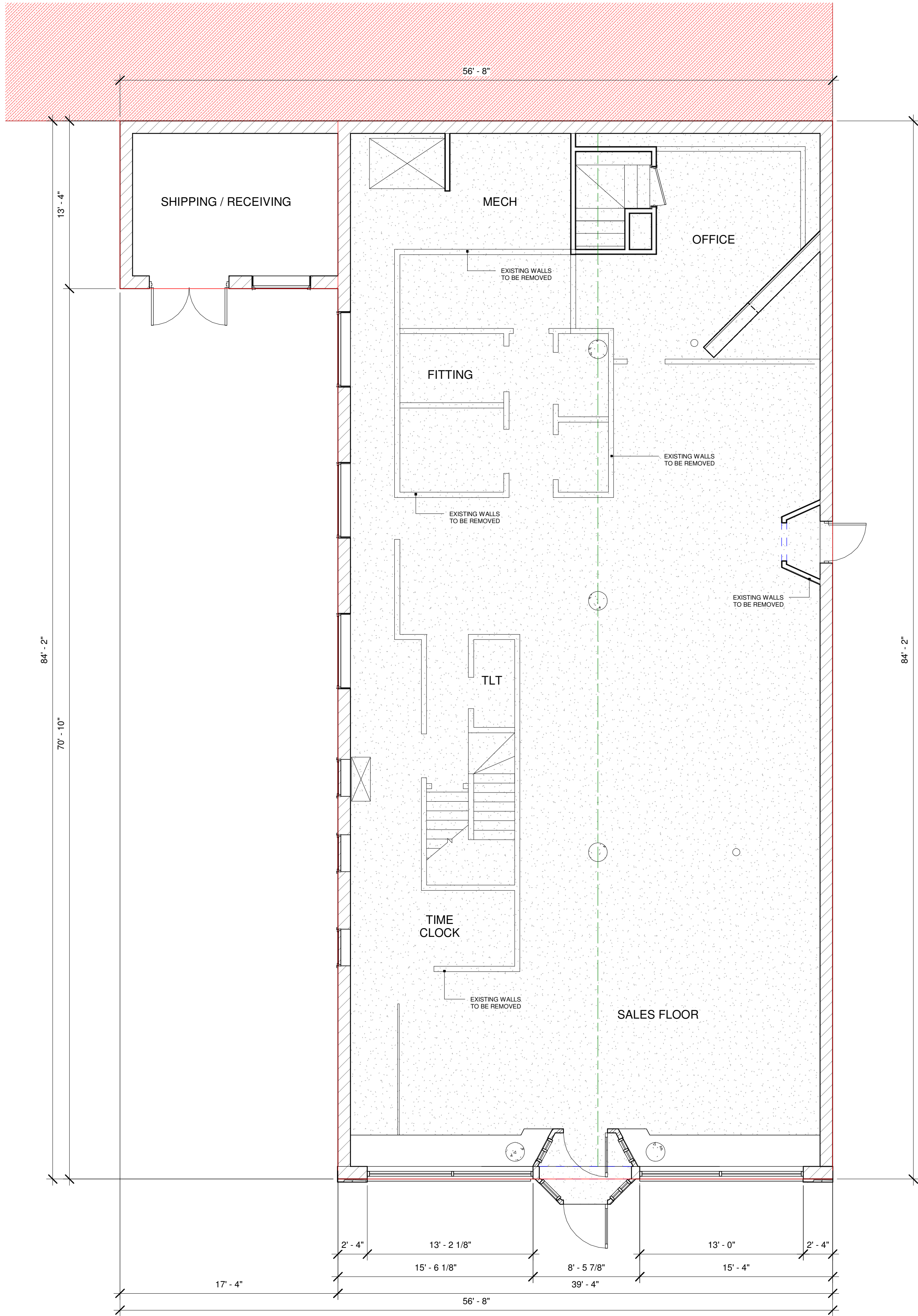
DATE DEC 31, 2025
PROJECT NUMBER
DRAWN BY
CHECKED BY
Copyright 2025



SEE PG A100
FOR FIRE BARRIER
LOCATION

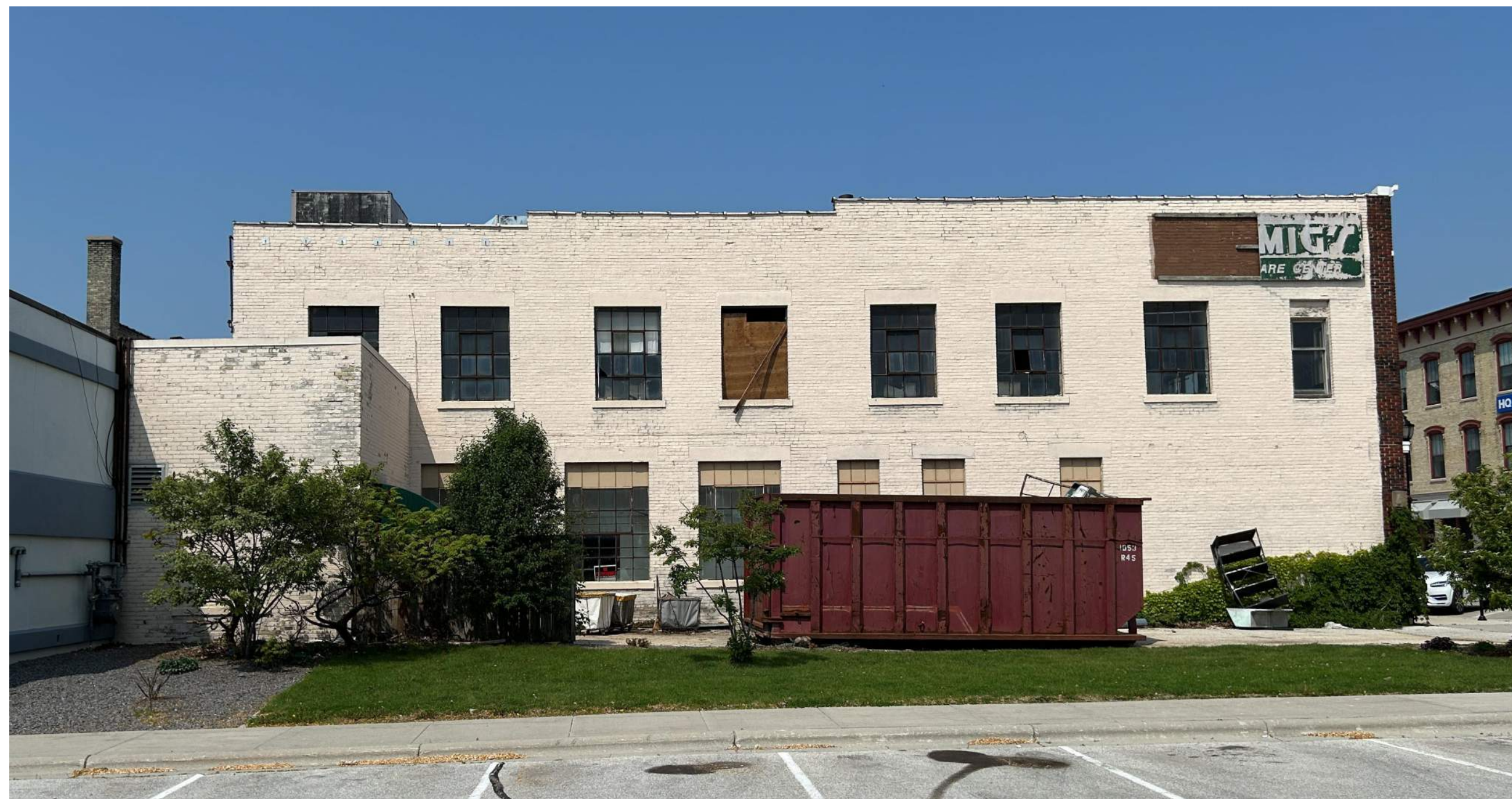


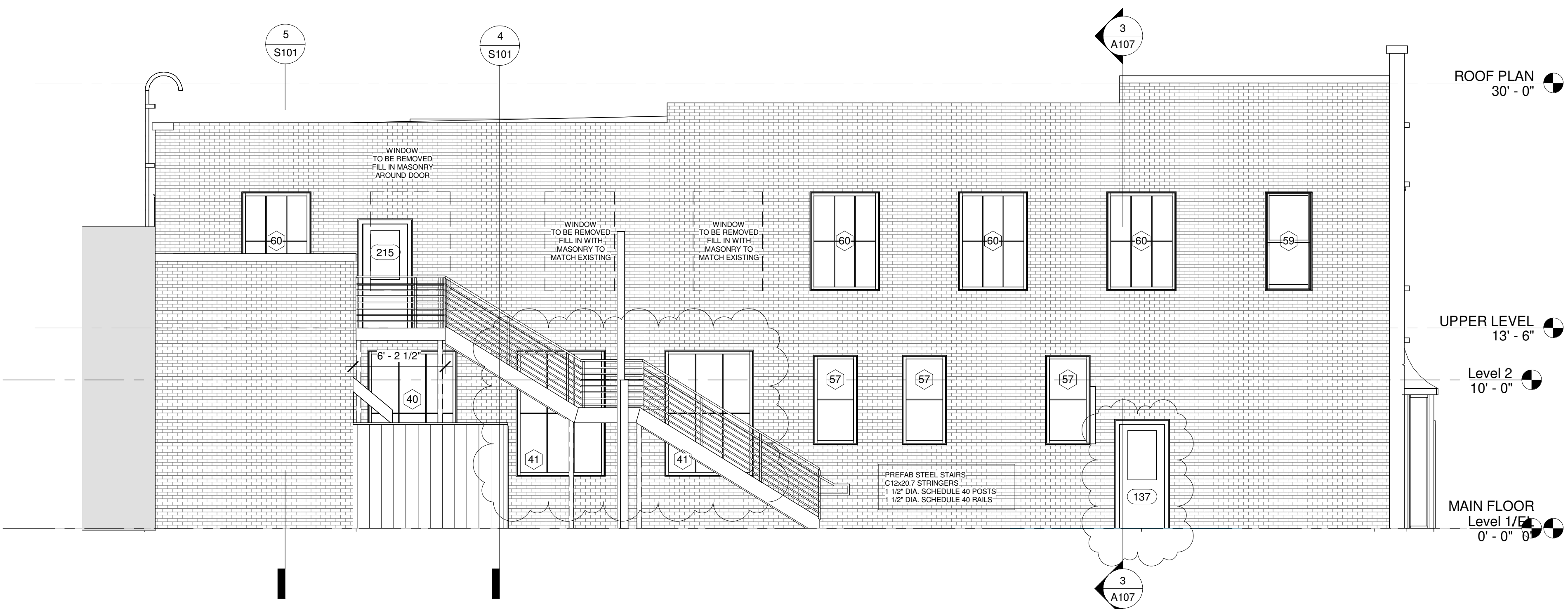
① UPPER LEVEL PLAN - EXISTING
3/16" = 1'-0"



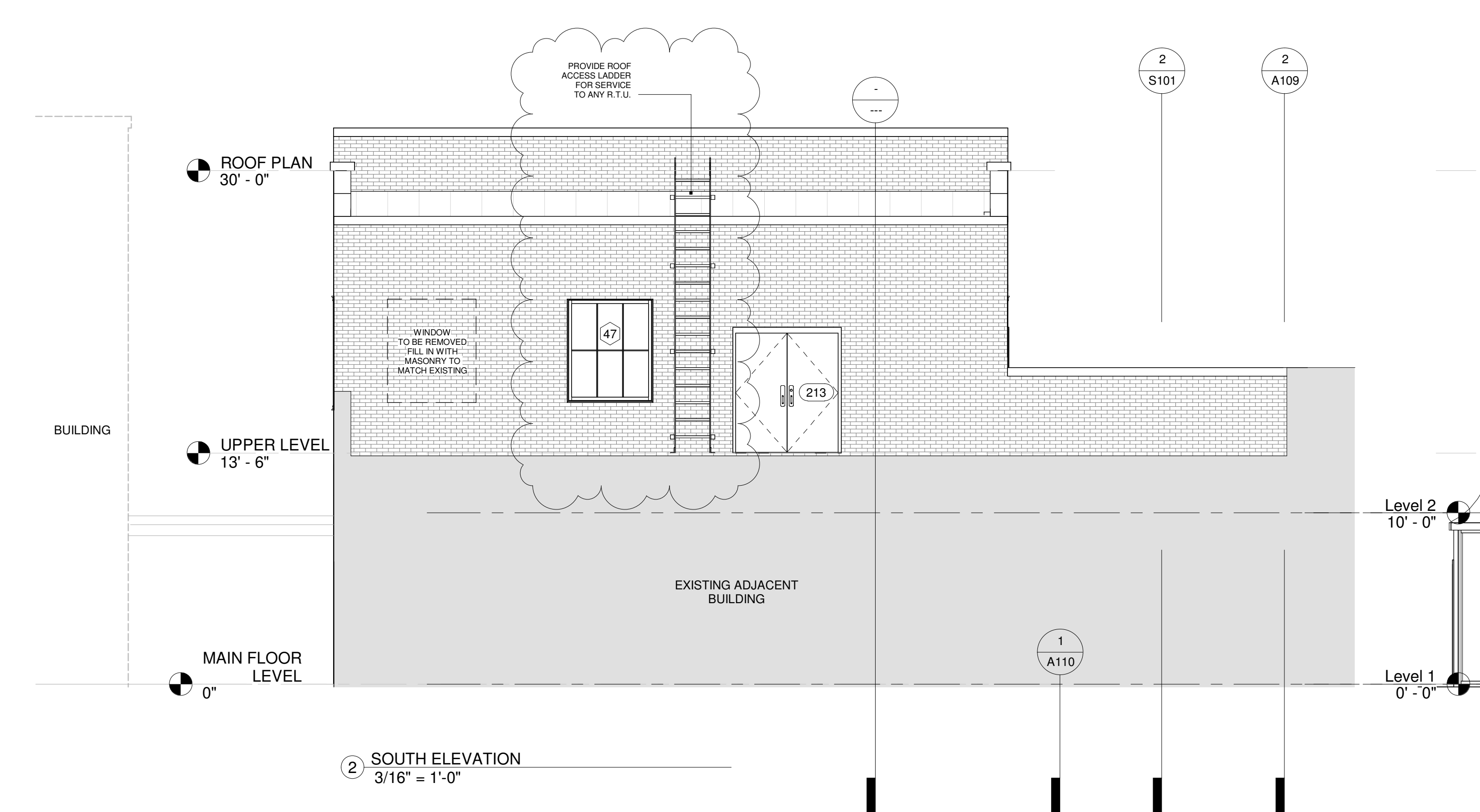
② MAIN LEVEL PLAN - EXISTING
3/16" = 1'-0"







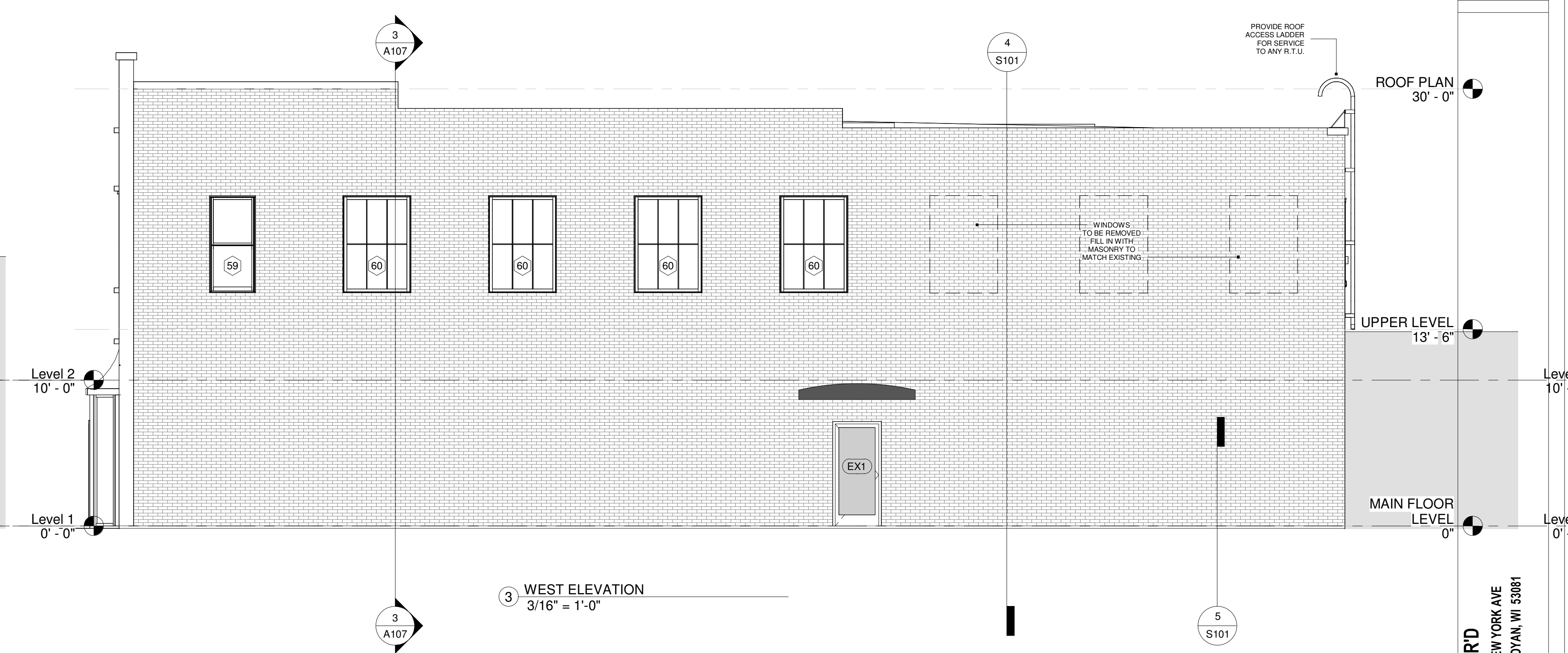
4 EAST ELEVATION
3/16" = 1'-0"



2 SOUTH ELEVATION
3/16" = 1'-0"

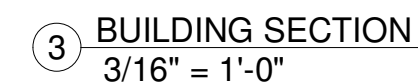
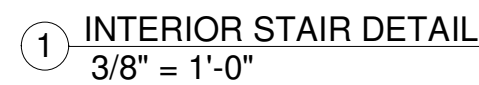


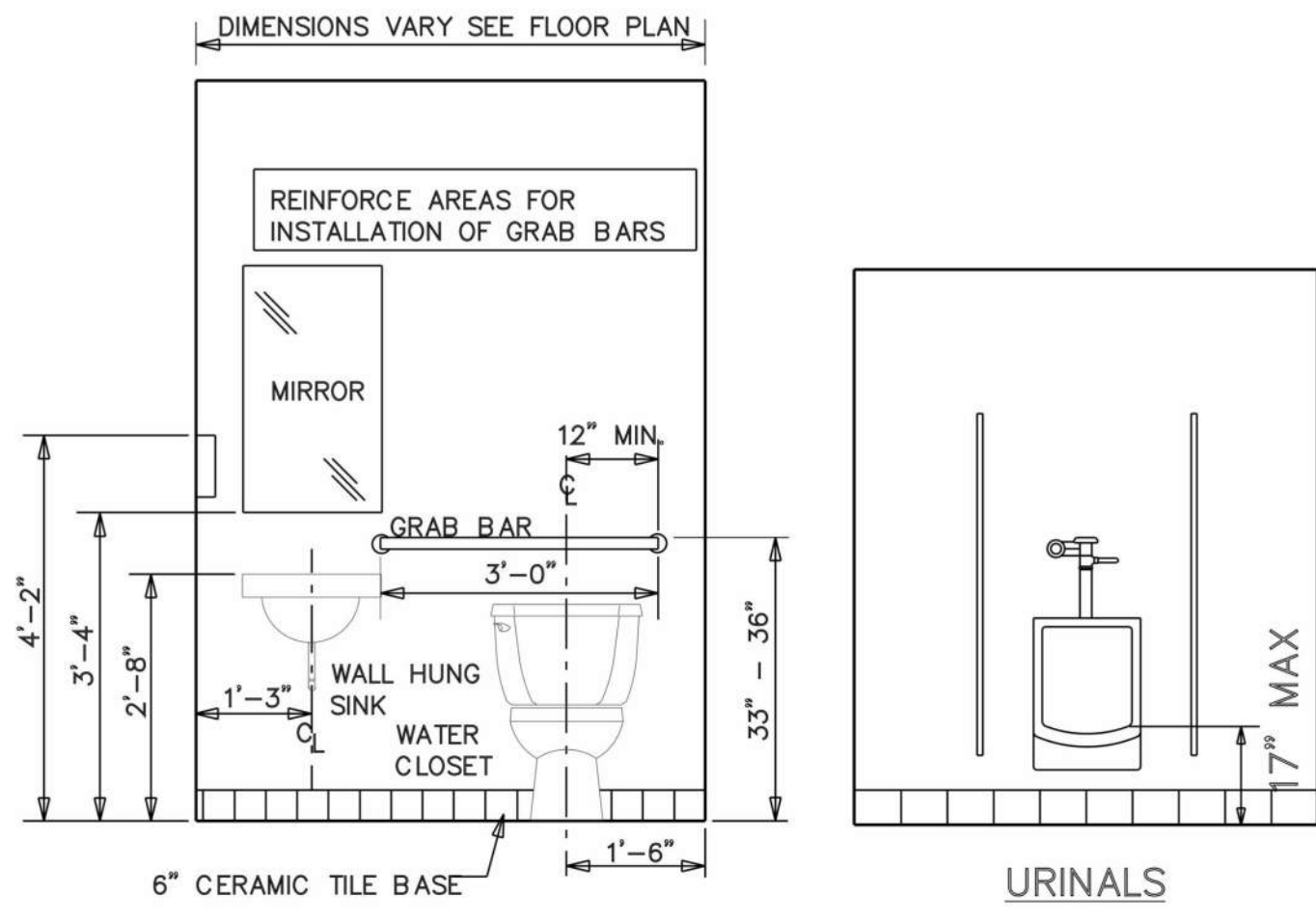
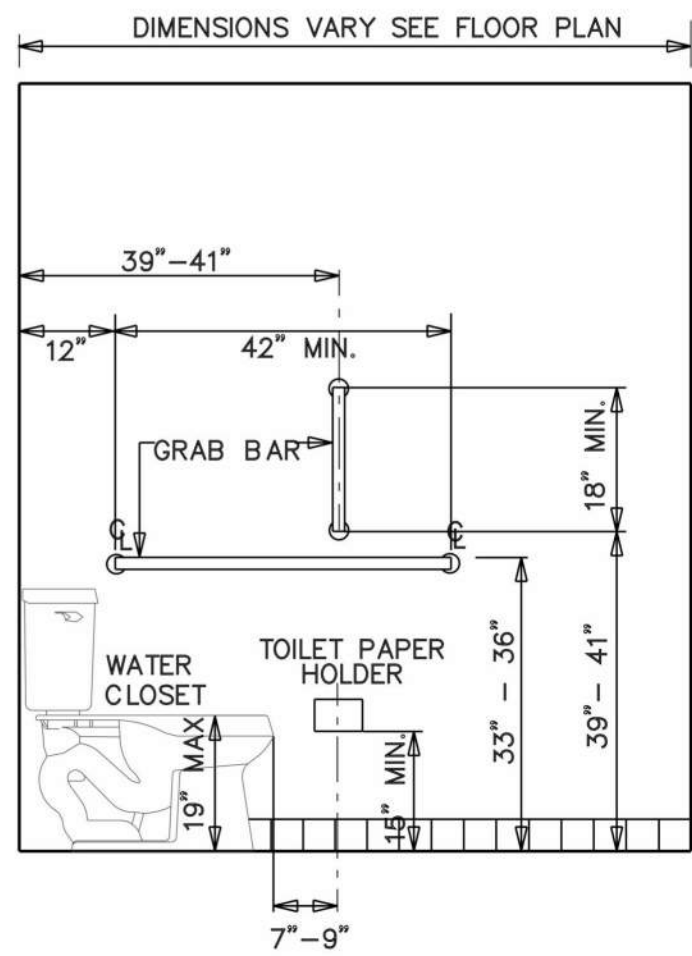
1 NORTH ELEVATION - STREET VIEW
3/16" = 1'-0"



3 WEST ELEVATION
3/16" = 1'-0"

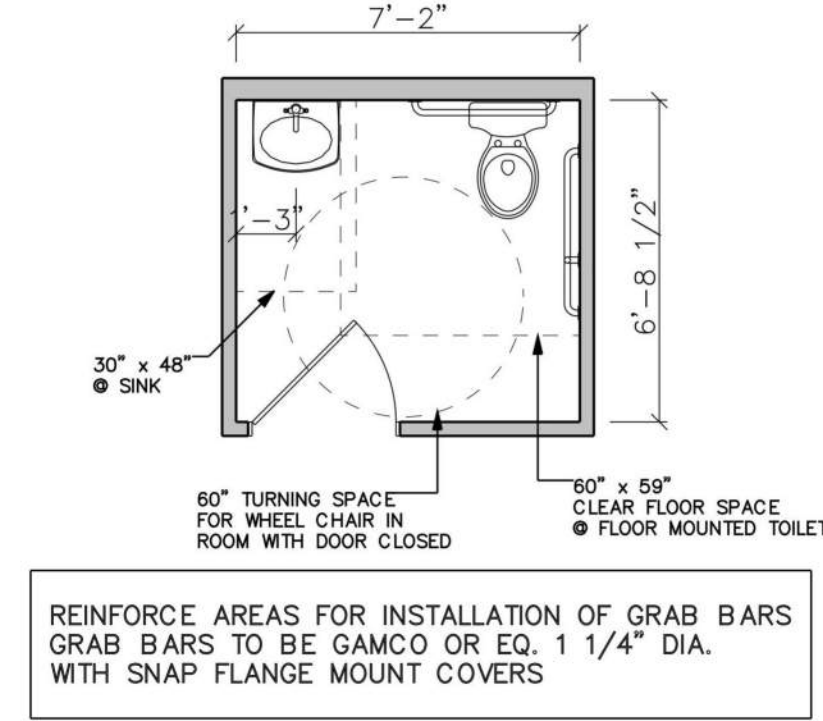
REVISION DATE
DEC 31, 2025





NOTE:
ALL EXPOSED PIPES TO BE
INSULATED TO PREVENT BURNS FOR H.C. USERS
WALLS WITHIN 2'-0" OF URINALS AND WATER CLOSETS
SHALL HAVE A SMOOTH HARD NON ABSORBENT SURFACE
TO A HEIGHT OF 4'-0" ABOVE THE FLOOR.

TYPICAL USABLE RESTROOM PER ANSI A-117.1-2009
SCALE: 1/4" = 1'-0"



REACH RANGES AND MOUNTING HEIGHTS for restroom accessories may vary within a facility depending on the location of individual accessories and the direction of reach required for their use. To allow use by people with limited reach range, it is required that accessories be mounted with their operable parts or dispensing mechanisms, start buttons, coin slots, or dispenser openings located no more than 48 inches (1220mm) above the finish floor (Fig. 1a.). Where accessories are mounted over obstructions such as counters, depending on the nature and depth of the obstruction it is required that they be located between 44 inches and 48 inches (1120 and 1220mm) maximum above the finish floor. The operable portions of any accessory should be mounted no lower than 15 inches (380mm) above the floor. However, the 2003 ICC/ANSI Standards limit the operable portions of dispensers in toilet compartments to no lower than 18 inches (455mm). When determining the mounting location of restroom accessories, make sure to account for side and forward approaches.

Fig. 1 Mounting Heights for Restroom Accessories.

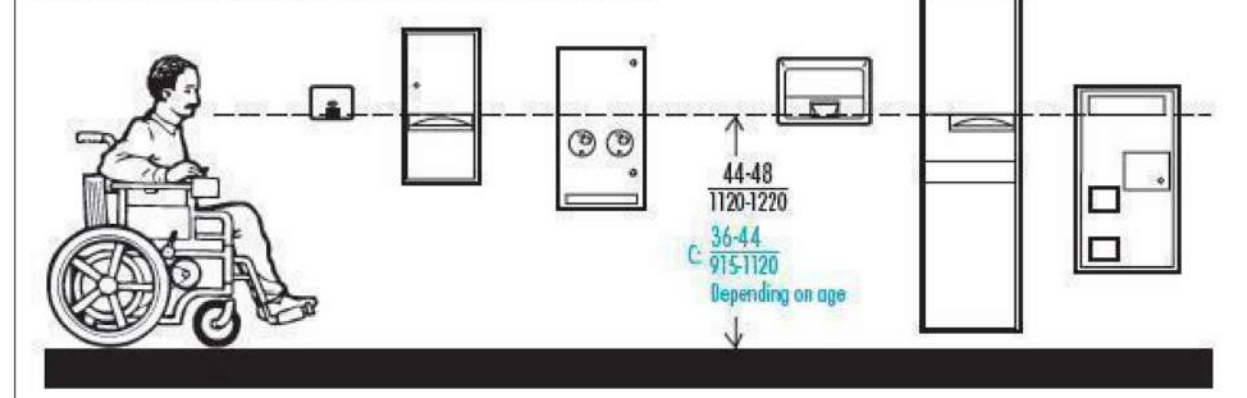
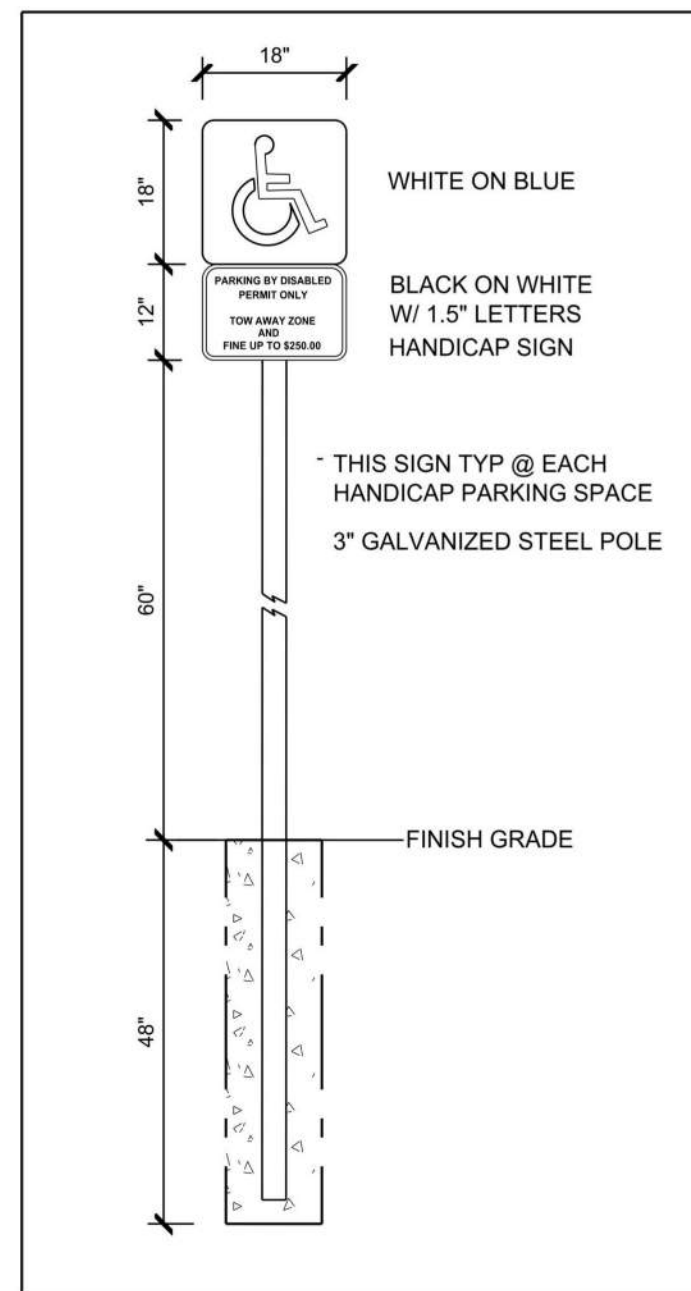


Fig. 1a Upper Range of Mounting Heights for Restroom Accessories with Operable Parts.

- Signage Requirements:
IBC 1111.1 - Required accessible elements shall be identified by the International Symbol of Accessibility at the following locations:
1. Accessible parking spaces req'd by Section 1106.1 N/A for 4 or less parking spaces.
 2. Accessible parking spaces req'd by Section 1106.2
 3. Accessible passenger loading zones
 4. Accessible rooms where multiple single user toilet or bathing rooms are clustered at a single location
 5. Accessible entrances where not all entrances are accessible
 6. Accessible check out aisles where not all aisles are accessible
 7. Family or assisted-use toilet and bathing rooms
 8. Accessible dressing, fitting and locker rooms where not all such rooms are accessible
 9. Accessible areas of refuge in accordance with Section 1009.9
 10. Exterior areas of refuge in accordance with Section 1009.9
 11. In recreational facilities, lockers that are required to be accessible in accordance with Section 1009.9
- where multiple single-user toilet or bathing rooms are clustered at a single location, unisex toilet and bathing rooms, and dressing, fitting, and locker rooms where not all such rooms are accessible. The signage shall be provided and in compliance with ICC/ANSI A117.1.
- Directional signage indicating the route to the nearest like accessible element shall be provided per IBC 1111.2

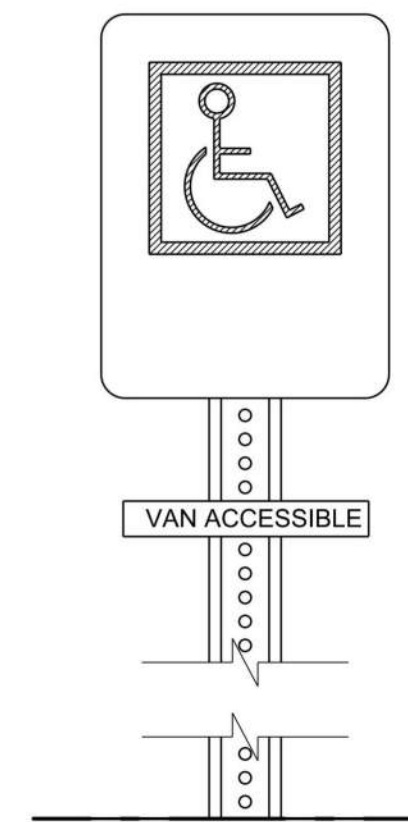
703.3.11 Location. Where a tactile sign is provided at a door, the sign shall be alongside the door at the latch side. Where a tactile sign is provided at double doors with one active leaf, the sign shall be located on the inactive leaf. Where a tactile sign is provided at double doors with two active leaves, the sign shall be to the right of the right-hand door. Where there is no wall space on the latch side of a single door, or to the right side of double doors, signs shall be on the nearest adjacent wall.

Signs containing tactile characters shall be located so that a clear floor area 18 inches (455 mm) minimum by 18 inches (455 mm) minimum, centered on the tactile characters, is provided beyond the arc of any door swing between the closed position and 45 degree open position. EXCEPTION: Signs with tactile characters shall be permitted on the push side of doors with closers and without hold-open devices.



HANDICAP PARKING SIGN

AMERICANS WITH DISABILITIES ACT (ADA) PARKING SIGN



METAL SIGN BLANK WITH 1"-RADIUS CORNERS

INTERNATIONAL SYMBOL OF ACCESSIBILITY (BLUE SYMBOL ON WHITE BACKGROUND)

STANDARD GALVANIZED METAL CHANNEL SIGN POST

(WHERE APPLICABLE)

NOTE:
INSTALL SIGN IN 1'-0" x 1'-6" CONCRETE FOOTING

NOTE:
DETAIL IS MEANT AS A GENERAL GUIDELINE.
REFER TO LOCAL MUNICIPALITY FOR SIGN TYPE, VERBAGE AND DIMENSIONS.

NOTE:
SIGNS SHALL BE LOCATED SO THAT THEY CANNOT BE OBSCURED BY A VEHICLE PARKED IN THE SPACE.

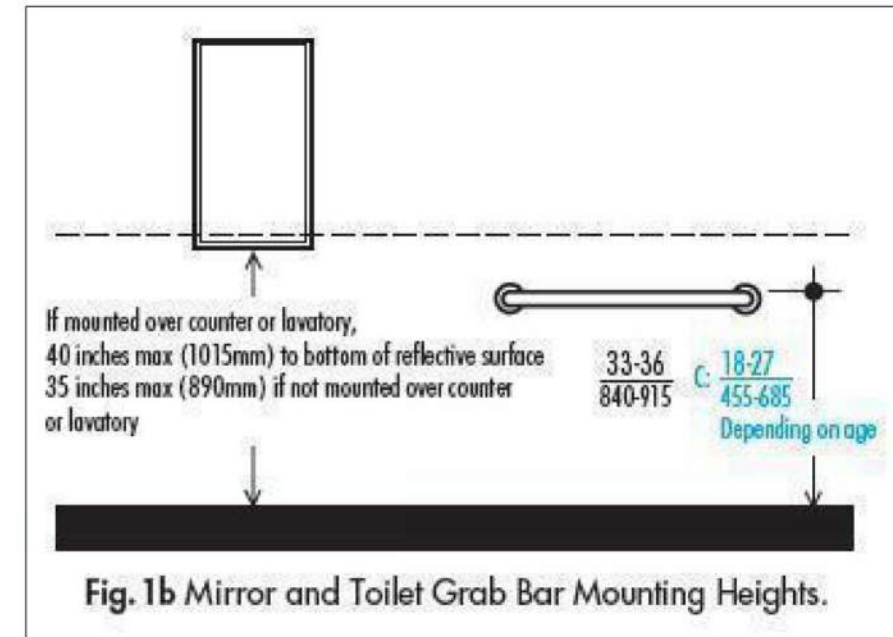


Fig. 1b Mirror and Toilet Grab Bar Mounting Heights.

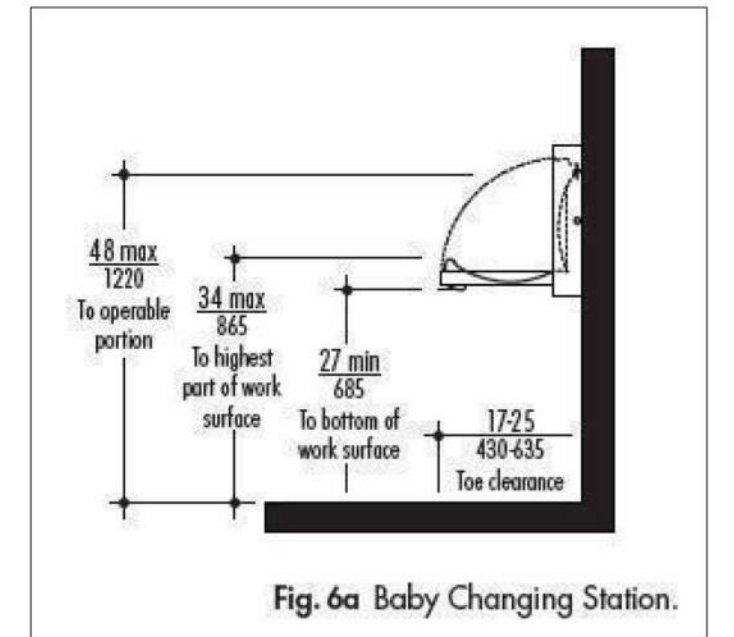
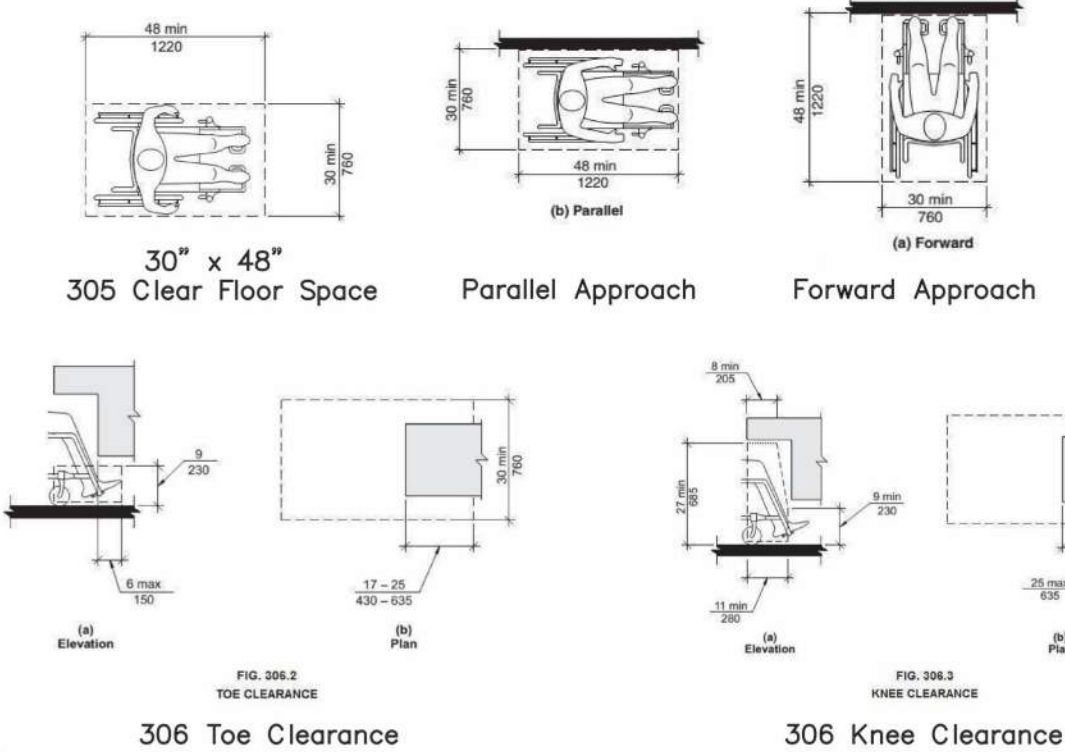


Fig. 6a Baby Changing Station.

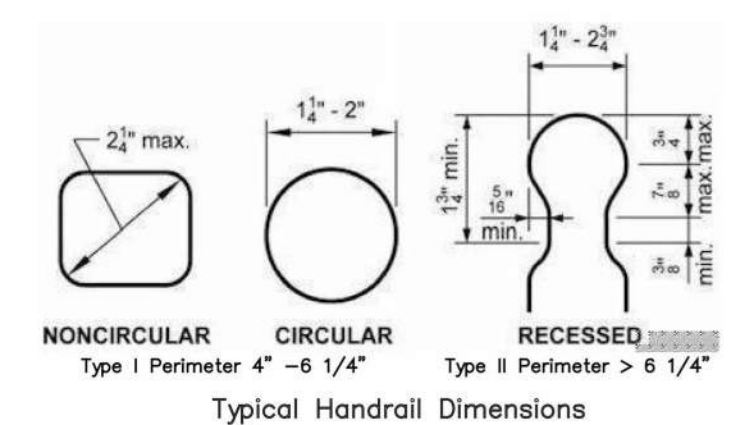
SALES AND SERVICE COUNTERS shall comply with Section 904.3.1 or 904.3.2 of ANSI ICC A117.1-2009. The accessible portion of the counter surface shall extend the same depth as the sales and service counter surface.

PARALLEL APPROACH counter surfaces shall be provided with a portion of the counter surface 36 inches minimum in length and 36 inches maximum in height above the floor. Where the counter is less than 36 inches in length, the entire counter surface shall be 36 inches maximum height above the floor. A clear floor space complying with Section 305 positioned for a parallel approach adjacent to the counter shall be provided.

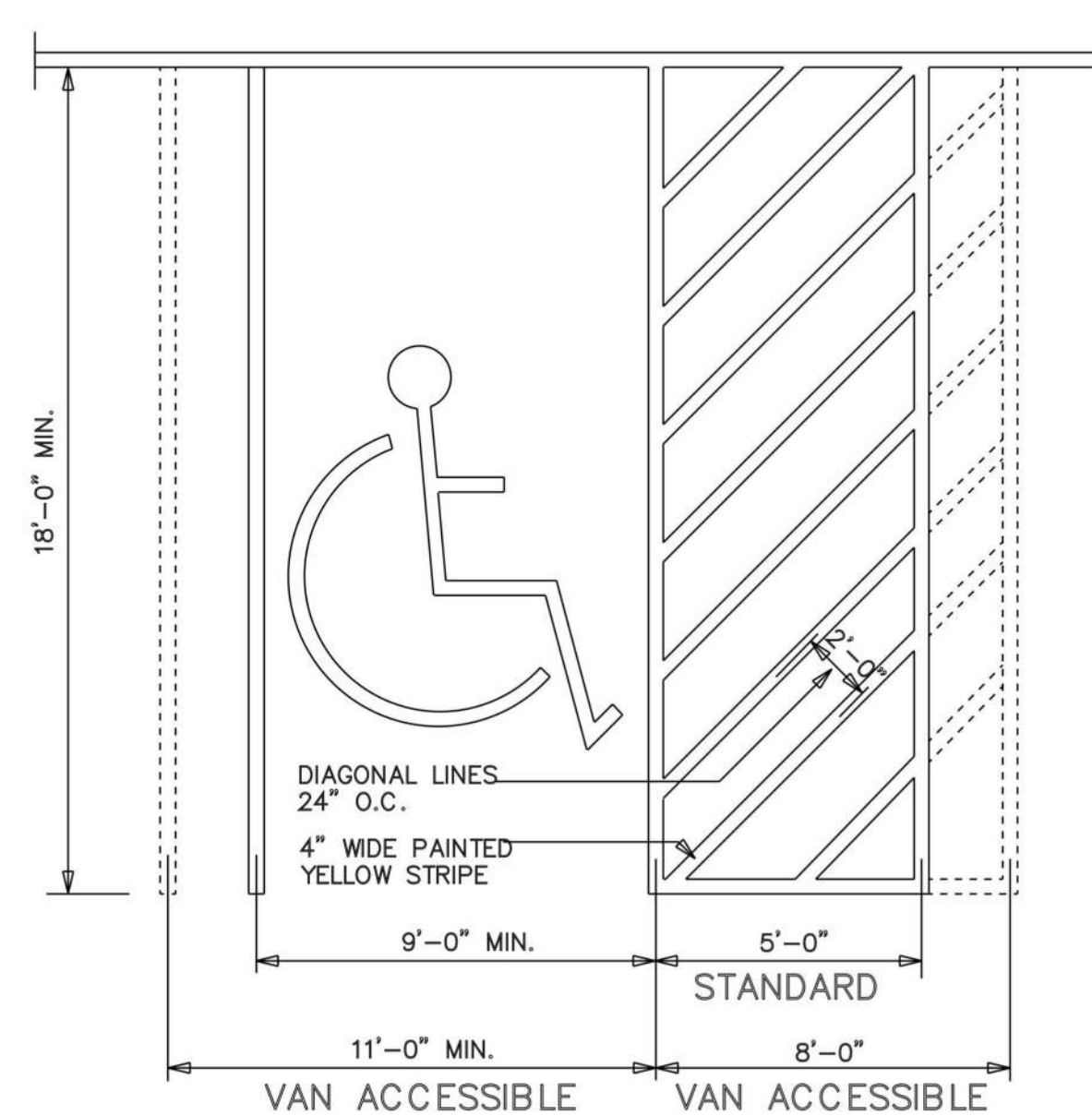
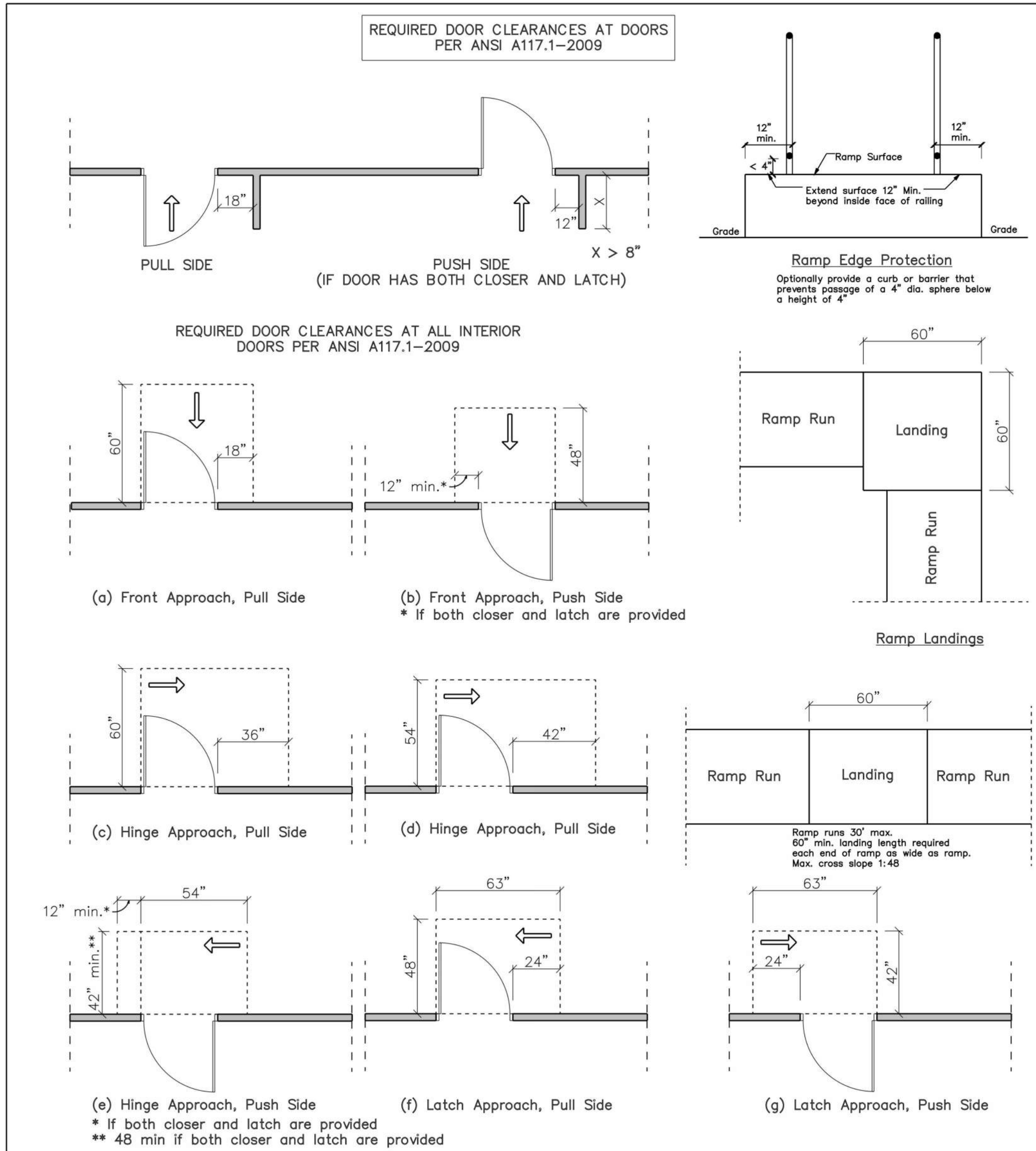
FORWARD APPROACH counter surfaces shall be provided with a portion of the counter surface 30 inches minimum in length and 36 inches maximum height above the floor. A clear floor space complying with Section 305 positioned for a forward approach shall be provided. Knee and toe clearance complying with Section 306 shall be provided under the accessible counter.



306 Toe Clearance 306 Knee Clearance

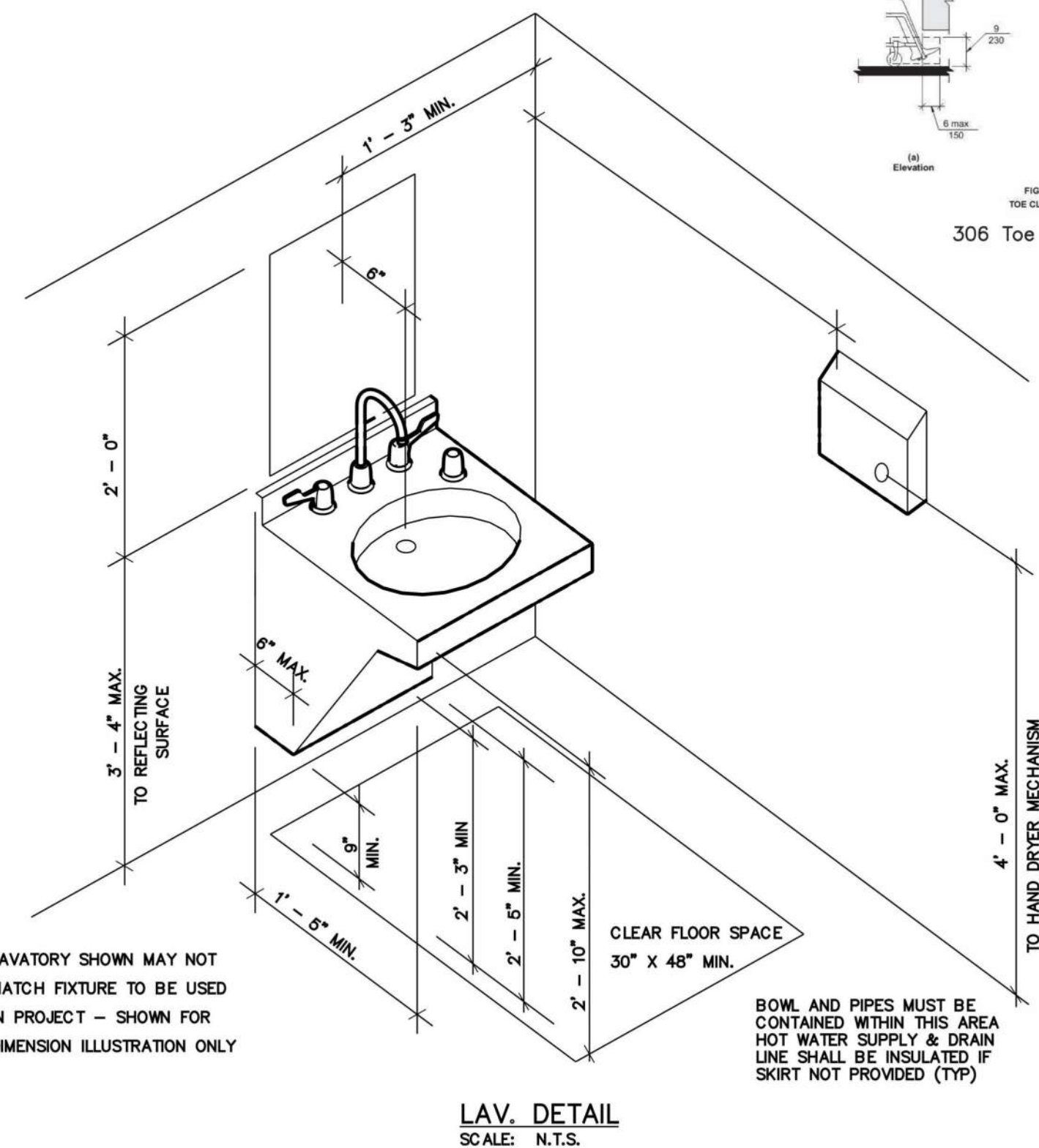


Typical Handrail Dimensions



HANDICAP PARKING & ACCESS AISLES

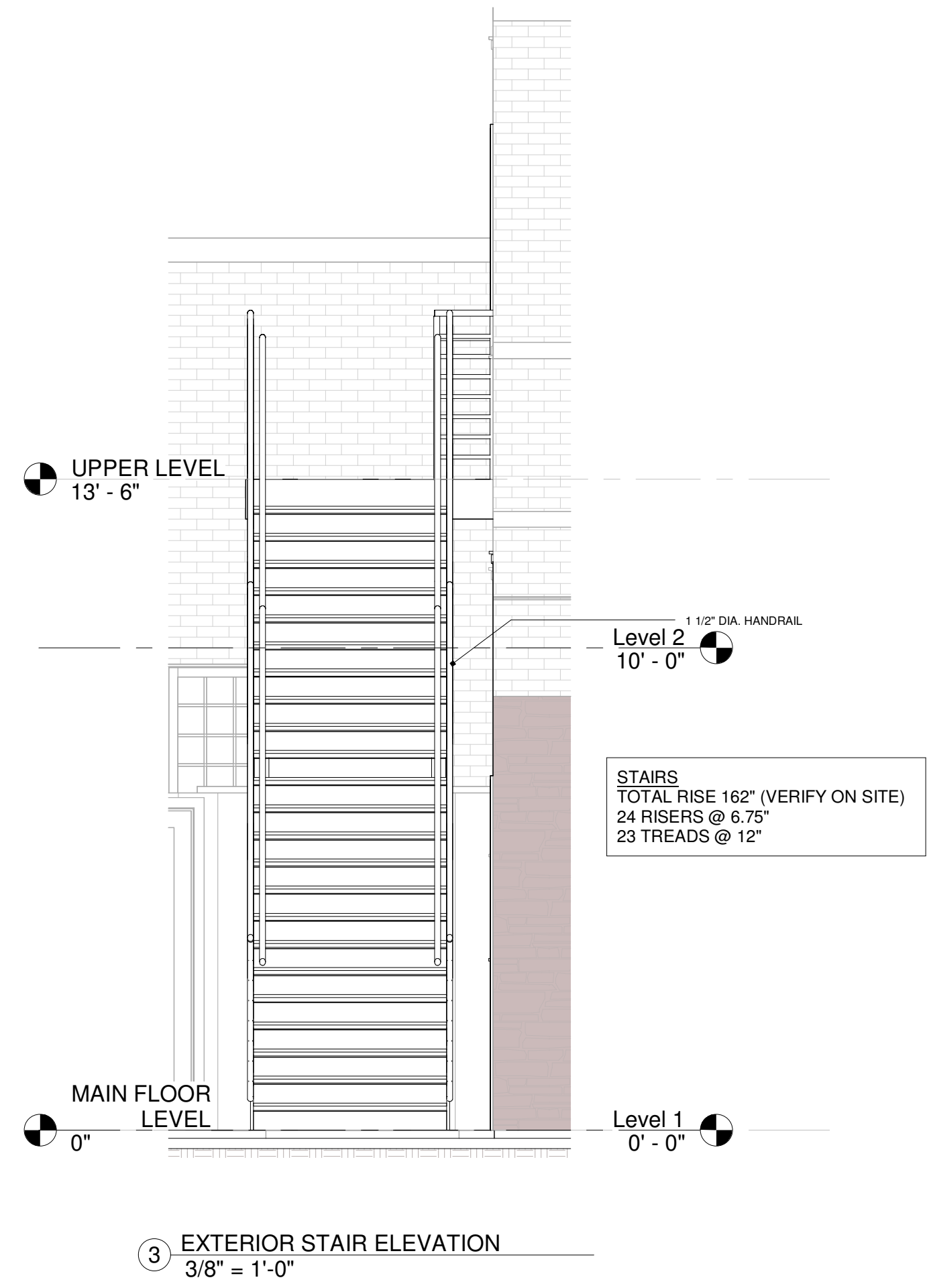
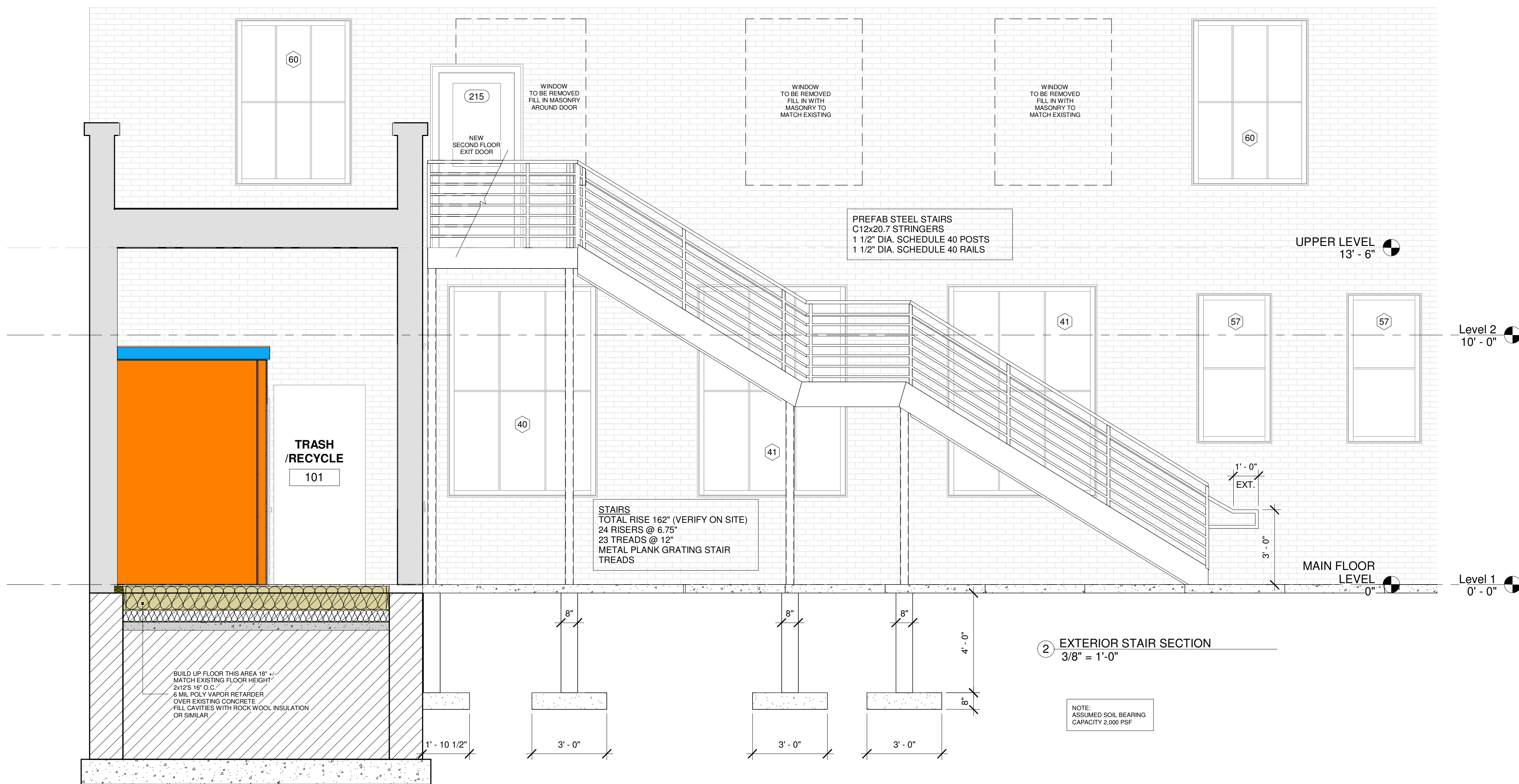
IBC 1104.1 - At least one accessible route within the site shall be provided from public transportation stops, accessible parking, accessible passenger loading zones, and public streets or sidewalks to the accessible building entrance served.



LAV. DETAIL
SCALE: N.T.S.

Marathon Technical Services LLC
1699 Schofield Ave. Suite 115
Schofield, WI 54476
Phone & Fax (715) 843-7292
www.mtsllc.net

ICC/ANSI A117.1 - 2009
ACCESSIBILITY STANDARDS

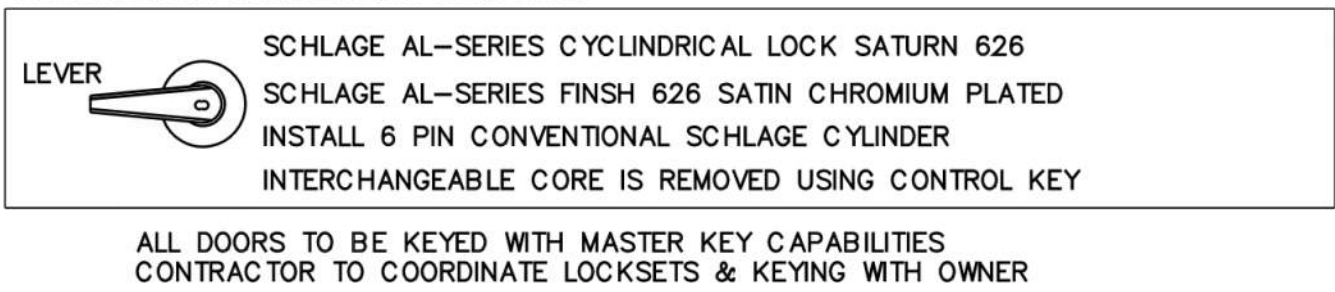


DOOR SCHEDULE										
TAG	WIDTH	HEIGHT	TYPE	SLAB TYPE	DOOR CONSTRUCTION	GLAZING VALUES	ASSEMBLY FIRE RATING	HARDWARE GROUP	HEADER / LINTEL	DESCRIPTION
101	6' - 0"	7' - 0"	EXISTING	FLUSH	STEEL			GROUP 4	EXISTING	EXISTING STEEL INSULATED DOOR IN STEEL FRAME
114	3' - 0"	7' - 0"	NEW	FLUSH	WOOD			GROUP 8	2X8 FRAMING	INTERIOR FLUSH PREHUNG DOOR IN WOOD FRAME
118	3' - 0"	7' - 0"	NEW	FLUSH	WOOD			GROUP 8	2X8 FRAMING	INTERIOR FLUSH PREHUNG DOOR IN WOOD FRAME
119	3' - 0"	7' - 0"	NEW	FLUSH	WOOD			GROUP 3	2X8 FRAMING	INTERIOR FLUSH PREHUNG DOOR IN WOOD FRAME
120	3' - 0"	7' - 0"	NEW	FLUSH	WOOD			GROUP 1	2X8 FRAMING	INTERIOR FLUSH PREHUNG DOOR IN WOOD FRAME
122	3' - 0"	7' - 0"	NEW	FLUSH	WOOD			GROUP 9	2X8 FRAMING	INTERIOR FLUSH PREHUNG DOOR IN WOOD FRAME
124	3' - 0"	7' - 0"	NEW	FLUSH	WOOD			GROUP 1	2X8 FRAMING	INTERIOR FLUSH PREHUNG DOOR IN WOOD FRAME
125	3' - 0"	7' - 0"	NEW	FLUSH	WOOD			GROUP 7	2X8 FRAMING	DOUBLE ACTING INTERIOR DOOR WITH PUSH PULL HARDWARE
135	3' - 0"	7' - 0"	NEW	FLUSH	WOOD		60 MIN.	GROUP 1	2X8 FRAMING	INTERIOR FLUSH PREHUNG DOOR IN WOOD FRAME
137	3' - 0"	7' - 0"	NEW	HALF LT	STEEL	INSULATED		GROUP 6	STEEL LINTEL	PREFINISHED STEEL HALF LITE DOOR WITH CLAD FRAME AND LOW PROFILE SILL
138	3' - 0"	7' - 0"	NEW	FLUSH	WOOD			GROUP 3	2X8 FRAMING	INTERIOR FLUSH PREHUNG DOOR IN WOOD FRAME
141	3' - 0"	7' - 0"	NEW	FLUSH	WOOD		90 MIN.	GROUP 6	2X8 FRAMING	INTERIOR FLUSH PREHUNG DOOR IN WOOD FRAME
202	3' - 0"	7' - 0"	NEW	FLUSH	WOOD			GROUP 2	2X8 FRAMING	INTERIOR FLUSH PREHUNG DOOR IN WOOD FRAME
203	3' - 0"	7' - 0"	NEW	FLUSH	WOOD			GROUP 8	2X8 FRAMING	INTERIOR FLUSH PREHUNG DOOR IN WOOD FRAME
204	3' - 0"	7' - 0"	NEW	FLUSH	WOOD			GROUP 8	2X8 FRAMING	INTERIOR FLUSH PREHUNG DOOR IN WOOD FRAME
207	3' - 0"	7' - 0"	NEW	FLUSH	WOOD			GROUP 8	2X8 FRAMING	INTERIOR FLUSH PREHUNG DOOR IN WOOD FRAME
208	3' - 0"	7' - 0"	NEW	FLUSH	WOOD			GROUP 8	2X8 FRAMING	INTERIOR FLUSH PREHUNG DOOR IN WOOD FRAME
209	3' - 0"	7' - 0"	NEW	FLUSH	WOOD			GROUP 8	2X8 FRAMING	INTERIOR FLUSH PREHUNG DOOR IN WOOD FRAME
211	3' - 0"	7' - 0"	NEW	FLUSH	WOOD			GROUP 9	2X8 FRAMING	INTERIOR FLUSH PREHUNG DOOR IN WOOD FRAME
212	3' - 0"	7' - 0"	NEW	FLUSH	WOOD		20 MIN.	GROUP 3	2X8 FRAMING	INTERIOR FLUSH PREHUNG DOOR IN WOOD FRAME
213	6' - 0"	7' - 0"	EXISTING	FLUSH	STEEL			N/A	EXISTING	EXISTING STEEL INSULATED DOOR IN STEEL FRAME
215	3' - 0"	7' - 0"	NEW	HALF LT	STEEL	INSULATED		GROUP 6	STEEL LINTEL	PREFINISHED STEEL HALF LITE DOOR WITH CLAD FRAME AND LOW PROFILE SILL
EX1	3' - 0"	7' - 0"	EXISTING	FULL LT	ALUMINUM	INSULATED		GROUP 4	EXISTING	EXISTING ALUMINUM STOREFRONT DOOR
EX2	3' - 0"	7' - 0"	EXISTING	FULL LT	ALUMINUM	INSULATED		GROUP 4	EXISTING	EXISTING ALUMINUM STOREFRONT DOOR
EX3	3' - 0"	7' - 0"	EXISTING	FULL LT	ALUMINUM	INSULATED		GROUP 4	EXISTING	EXISTING ALUMINUM STOREFRONT DOOR

HARDWARE GROUPS

GROUP 1 = STORAGE LOCK, B.B. HINGES AND WALL BUMPER WHERE OPENS AGAINST WALL
GROUP 2 = PRIVACY LOCK, B.B. HINGES, WALL BUMPER WHERE OPENS AGAINST WALL
GROUP 3 = PASSAGE LOCK, B.B. HINGES, WALL BUMPER WALL STOP WHERE OPENS AGAINST WALL
GROUP 4 = ENTRANCE LOCK, PUSH/PULL, B.B. HINGES, WALL BUMPER WALL STOP WHERE OPENS AGAINST WALL
GROUP 5 = OFFICE/ENTRANCE LOCK, B.B. HINGES, WALL BUMPER WALL STOP WHERE OPENS AGAINST WALL
GROUP 6 = RIM LATCH PANIC DEVICE, B.B. HINGES, WALL BUMPER WALL STOP WHERE OPENS AGAINST WALL
GROUP 7 = CAFE DOUBLE ACTING SPRING HINGES WITH PUSH PLATE ON BOTH SIDES OF DOOR
GROUP 8 = PUSH/PULL, B.B. HINGES, WALL BUMPER WALL STOP WHERE OPENS AGAINST WALL
GROUP 9 = ELECTRONIC LOCK LEVER HARDWARE BY LIFT MANUFACTURER

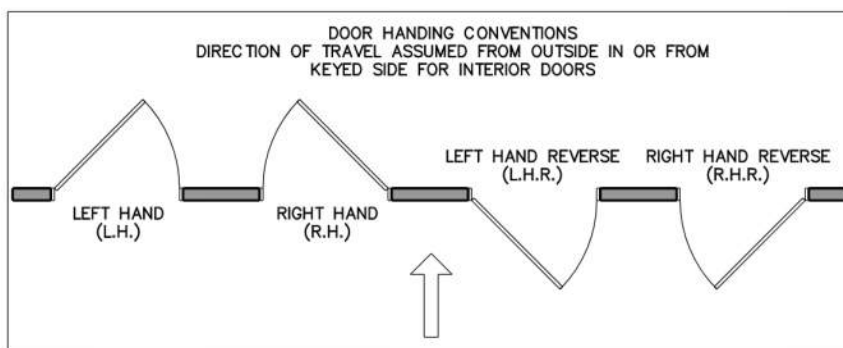
TYPICAL LEVER HANDLE DOOR HARDWARE



ALL DOORS TO BE KEYED WITH MASTER KEY CAPABILITIES
CONTRACTOR TO COORDINATE LOCKSETS & KEYING WITH OWNER

ATTENTION - PLEASE NOTE:

1. ALL ACCESSIBLE LEVEL DOORS REQUIRE ADA LEVER TYPE HARDWARE. ROCKWOOD OR EQUAL PULLS, PLATES & WALL BUMPERS
2. ALL DOOR HINGES TO BE BALL BEARING (B.B.) TYPE
3. ALL FINISHES, TRIM & HARDWARE SELECTED BY OWNER FROM SAMPLES PROVIDED BY CONTIRACTOR
4. ALL DOOR HEADERS IN WOOD BEARING WALLS WHICH SPAN GREATER THAN 72" REQUIRE (2) SHOULDER STUDS
5. ALL EXTERIOR WALL HEADERS TO BE INSULATED
6. ALL DOOR CLOSING DEVICES TO BE NORTON, LCN, KAWNEER OR EQUAL
7. VERIFY UNDERCUT OR AIRFLOW GRILLE REQUIREMENTS FOR RESTROOM DOORS WITH HVAC DESIGN

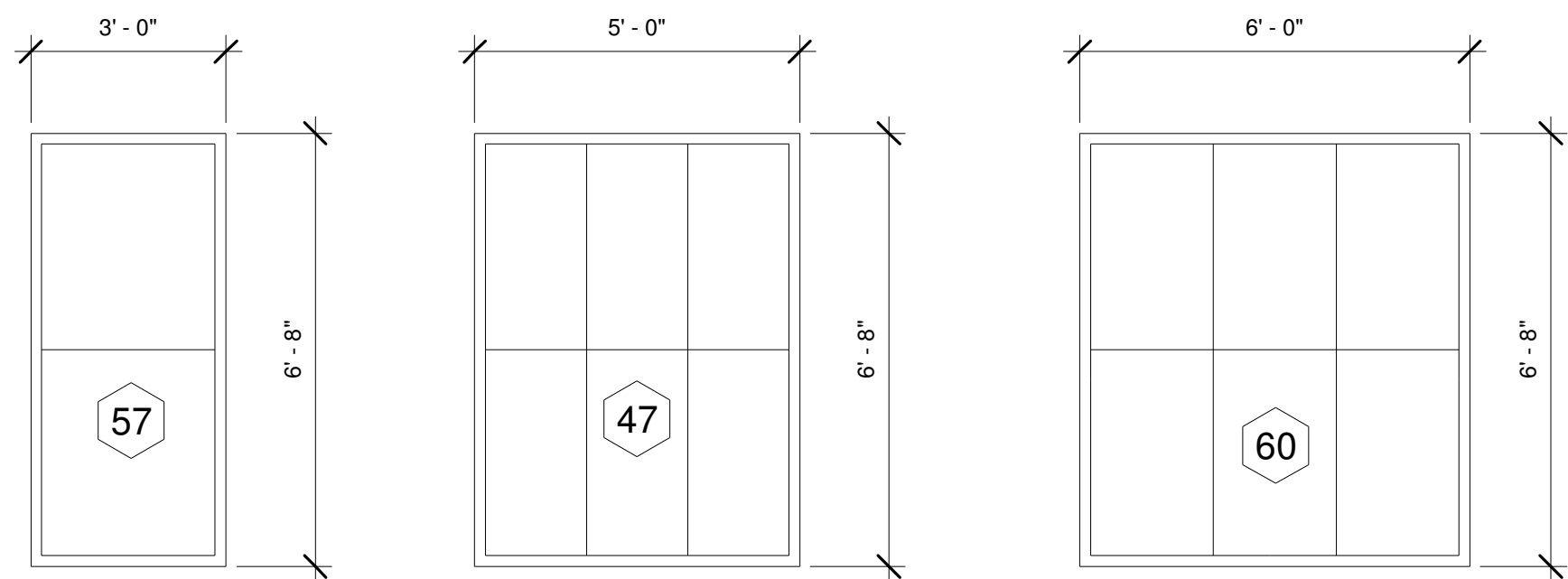
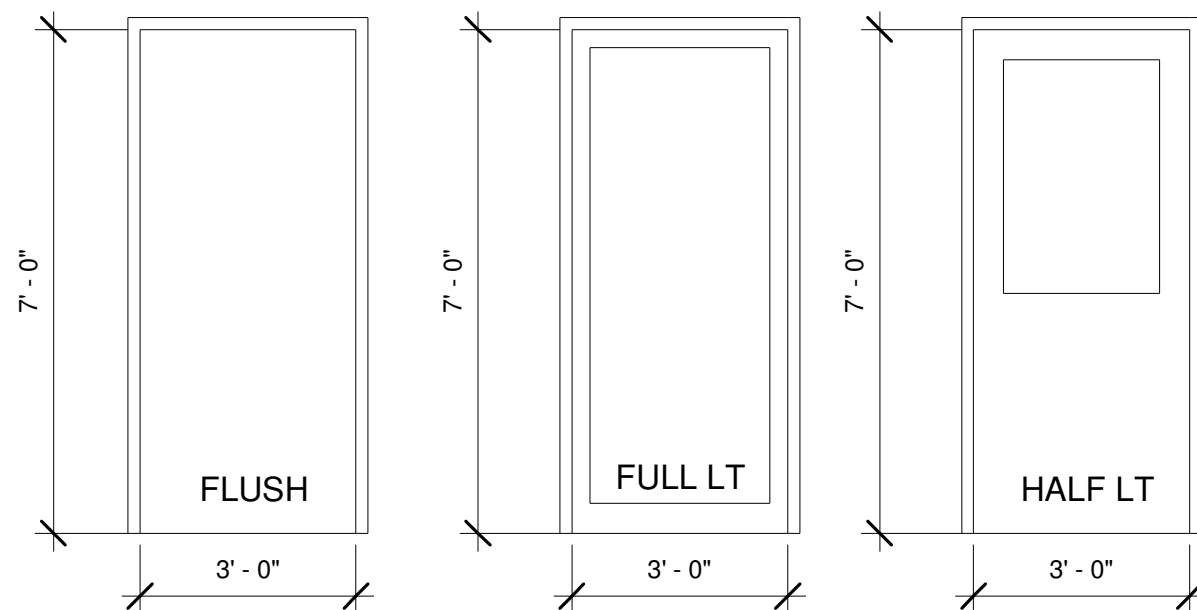


WINDOW SCHEDULE					
TAG	UNIT DIMENSION		Comments	SAFETY GLAZING	GLAZING VALUE
	Width	Height			
40	6'- 0"	8'- 6"	EXISTING WINDOWS TO REMAIN		
41	6'- 0"	8'- 6"	STOREFRONT GLAZING CUSTOM FIT TO MASONRY OPENING	YES	
47	5'- 0"	6'- 0"	STOREFRONT GLAZING CUSTOM FIT TO MASONRY OPENING		
46	4'- 8"	6'- 8"	EXISTING WINDOWS TO REMAIN		
57	3'- 0"	6'- 0"	STOREFRONT GLAZING CUSTOM FIT TO MASONRY OPENING		
58	3'- 4"	6'- 8"	EXISTING WINDOWS TO REMAIN		
59	3'- 2"	6'- 8"	EXISTING WINDOWS TO REMAIN		
60	4'- 8"	6'- 8"	STOREFRONT GLAZING CUSTOM FIT TO MASONRY OPENING		
Grand total: 23					

Grand total: 23

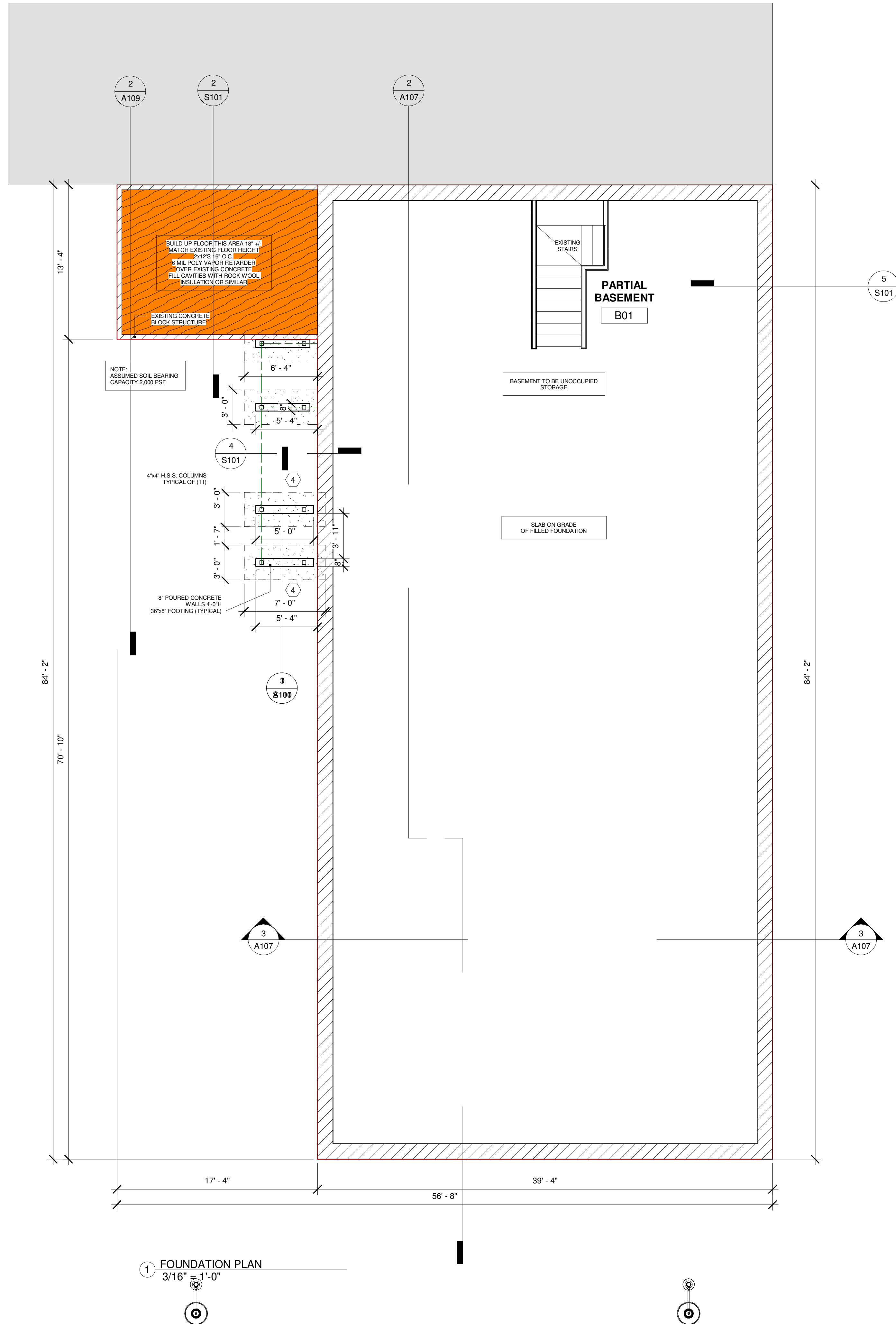
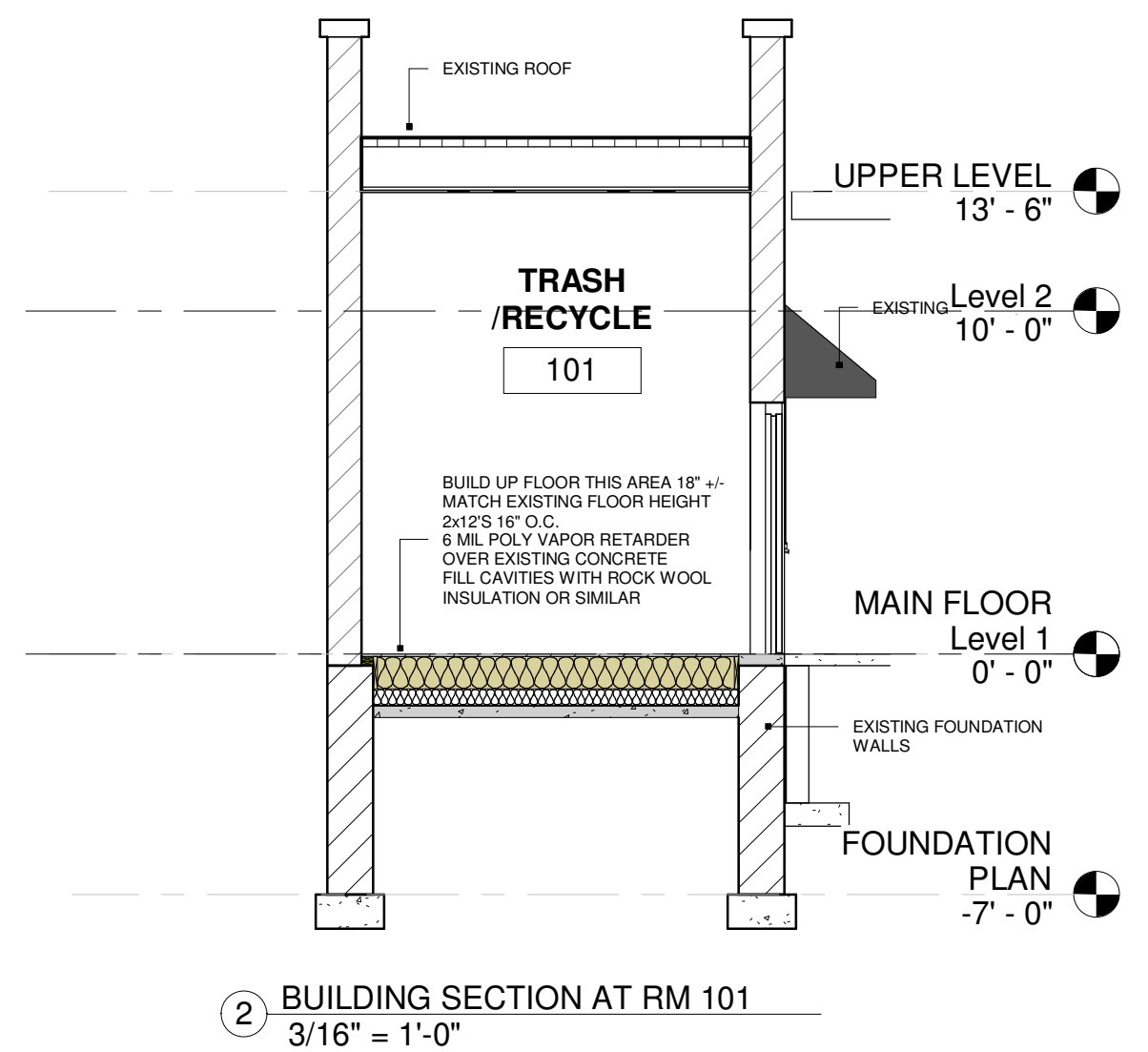
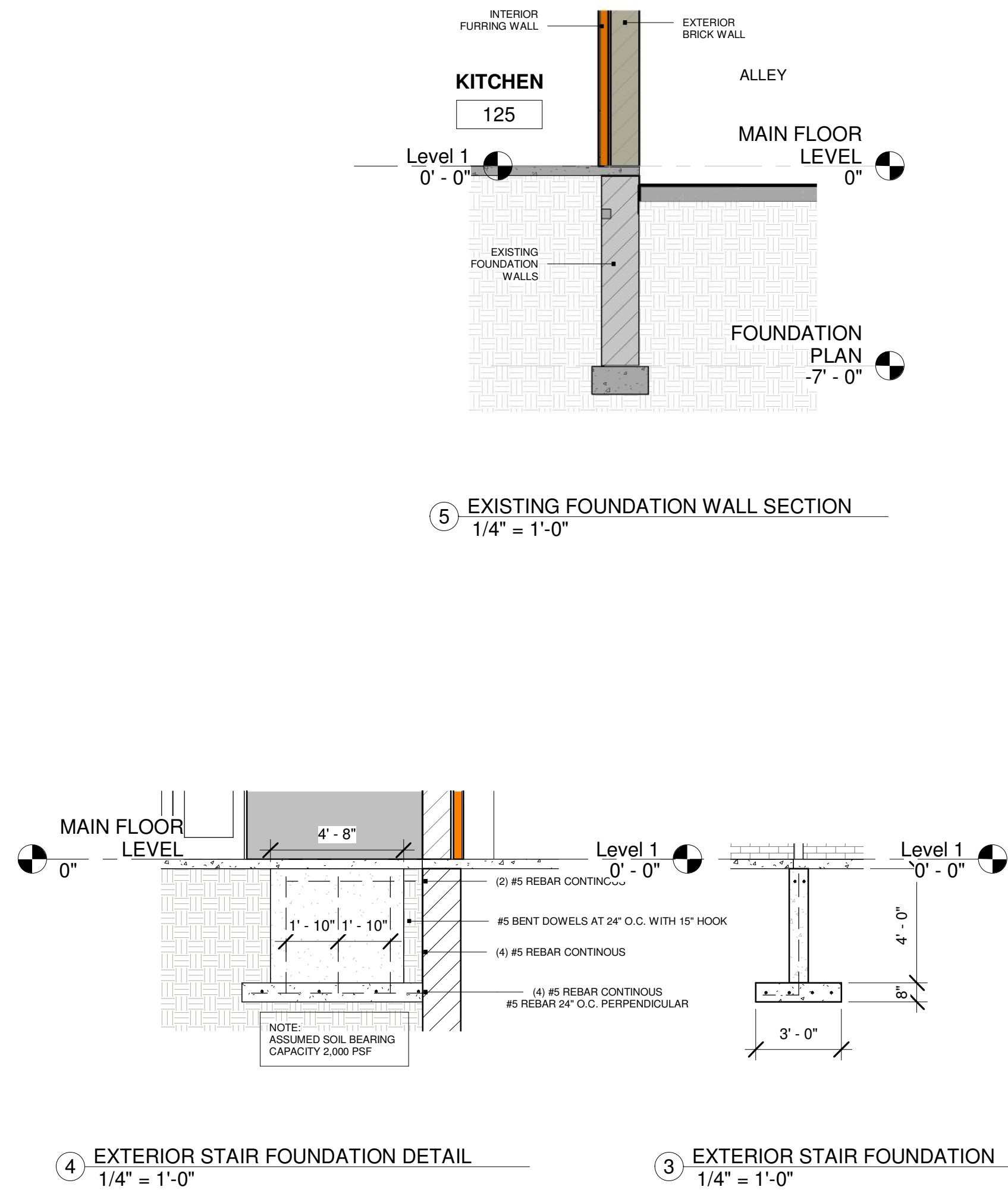
EXISTING GLASS STOREFRONT SCHEDULE								
TAG	Count	Family and Type	Length	Height	Area	Glazing Values	Type Finish Description	Comments
1		Curtain Wall: STOREFRONT CURTAIN WALL D1	13' - 2 3/4"	7' - 0"	91 SF		DARK BRONZE ALUM.	EXISTING
1		Curtain Wall: STOREFRONT CURTAIN WALL D1	13' - 2 3/4"	7' - 0"	91 SF		DARK BRONZE ALUM.	EXISTING
1		Curtain Wall: STOREFRONT CURTAIN WALL AIR LOCK	2' - 0"	9' - 0"	18 SF		DARK BRONZE ALUM.	EXISTING
1		Curtain Wall: STOREFRONT CURTAIN WALL AIR LOCK	2' - 0"	9' - 0"	18 SF		DARK BRONZE ALUM.	EXISTING
1		Curtain Wall: STOREFRONT CURTAIN WALL AIR LOCK	2' - 0"	9' - 0"	18 SF		DARK BRONZE ALUM.	EXISTING
1		Curtain Wall: STOREFRONT CURTAIN WALL AIR LOCK	2' - 0"	9' - 0"	18 SF		DARK BRONZE ALUM.	EXISTING

Grand total: 6



1 WINDOW DETAILS
3/8" = 1'-0"

ROOM FINISH SCHEDULE							
TAG	ROOM	FLOOR FINISH	BASE	WALL FINISH	CEILING TYPE	CEILING HT.	COMMENTS
101	TRASH / RECYCLE	EXISTING CONCRETE SLAB	4" VINYL BASE	EXISTING BRICK EXTERIOR	N/A		6
114	MENS	TILE	4" VINYL BASE	5/8" DRYWALL, TAPED, TEXTURED, PAINTED	2x2' ACT	9' - 0"	3
118	WOMENS	TILE	4" VINYL BASE	5/8" DRYWALL, TAPED, TEXTURED, PAINTED	2x2' ACT	9' - 0"	3
119	MECH	EXISTING CONCRETE SLAB	4" VINYL BASE	5/8" DRYWALL, TAPED, TEXTURED, PAINTED	OPEN	10' - 6"	2
120	STORAGE	EXISTING CONCRETE SLAB	4" VINYL BASE	5/8" DRYWALL, TAPED, TEXTURED, PAINTED	2x2' ACT	9' - 0"	1
121	COOLER	SEALED CONCRETE	4" VINYL BASE	INSULATED MODULAR PANELS	INSULATED MODULAR PANEL ROOF		2
122	LIFT	COMMERCIAL LVP	4" VINYL BASE	5/8" DRYWALL, TAPED, TEXTURED, PAINTED	MATTE BLACK PAINTED CEILING FRAMING		2
124	CUST.	COMMERCIAL LVP	4" VINYL BASE	5/8" DRYWALL, TAPED, TEXTURED, PAINTED	2x2' ACT	9' - 0"	1
125	KITCHEN	SEALED CONCRETE	4" VINYL BASE	FPR PANEL OVER 5/8" DRYWALL, TAPED AND PRIMED	2x2' CLEAN ROOM VINYL FACE CEILING TILE	10' - 0"	5
126	BAR / MAIN DINING	COMMERCIAL LVP	4" VINYL BASE	5/8" DRYWALL, TAPED, TEXTURED, PAINTED	2x2' ACT	10' - 6"	70
132	OUTDOOR SEATING	EXISTING CONCRETE SLAB	N/A	EXISTING BRICK EXTERIOR	N/A		0
133	OUTDOOR STORAGE	EXISTING CONCRETE SLAB	N/A	EXISTING BRICK EXTERIOR	N/A		0
135	BAR STORAGE						1
138	CELLAR	EXISTING CONCRETE SLAB	N/A	N/A	N/A		3
142	WAIT STATION	COMMERCIAL LVP	4" VINYL BASE	5/8" DRYWALL, TAPED, TEXTURED, PAINTED	2x2' ACT	10' - 6"	2
202	MECH	EXISTING CONCRETE SLAB	N/A	5/8" DRYWALL, TAPED, TEXTURED, PAINTED	2x2' ACT	9' - 0"	2
203	MENS	COMMERCIAL LVP	4" VINYL BASE	5/8" DRYWALL, TAPED, TEXTURED, PAINTED	2x2' ACT	9' - 0"	3
204	WOMENS	COMMERCIAL LVP	4" VINYL BASE	5/8" DRYWALL, TAPED, TEXTURED, PAINTED	2x2' ACT	9' - 0"	3
205	BAR	COMMERCIAL LVP	4" VINYL BASE	5/8" DRYWALL, TAPED, TEXTURED, PAINTED	MATTE BLACK PAINTED CEILING FRAMING	12' - 0"	9
206	UPPER DINING	COMMERCIAL LVP	4" VINYL BASE	5/8" DRYWALL, TAPED, TEXTURED, PAINTED	MATTE BLACK PAINTED CEILING FRAMING	12' - 0"	60
207	KARAOKE	CARPET	4" VINYL BASE	5/8" DRYWALL, TAPED, TEXTURED, PAINTED	2x2' ACT	10' - 0"	6
208	KARAOKE	CARPET	4" VINYL BASE	5/8" DRYWALL, TAPED, TEXTURED, PAINTED	2x2' ACT	10' - 0"	6
209	KARAOKE	CARPET	4" VINYL BASE	5/8" DRYWALL, TAPED, TEXTURED, PAINTED	2x2' ACT	10' - 0"	6
210	WAIT STATION	COMMERCIAL LVP	4" VINYL BASE	5/8" DRYWALL, TAPED, TEXTURED, PAINTED	MATTE BLACK PAINTED CEILING FRAMING	12' - 0"	2
211	LIFT	COMMERCIAL LVP	4" VINYL BASE	5/8" DRYWALL, TAPED, TEXTURED, PAINTED	MATTE BLACK PAINTED CEILING FRAMING	12' - 0"	2
212	A.O.R.						1
B01	PARTIAL BASEMENT	EXISTING CONCRETE SLAB	N/A	N/A	N/A		



CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit by Sign Me Up of Wisconsin LLC to install a sign located at 1813 Ashland Avenue Urban Commercial Zone.

REPORT PREPARED BY: Jeffrey Witte, Planner

REPORT DATE: December 29, 2025

MEETING DATE: January 13, 2026

APPLICANT PROPOSAL:

Sign Me Up of Wisconsin LLC wants to install a 400 square foot pylon sign located at 1813 Ashland Avenue. The applicant states the following:

- Sign Me Up of Wisconsin LLC wants to install an off-premises pylon sign for Dollar Loan Center on property located at 1813 Ashland Avenue.

STAFF ANALYSIS:

- The maximum permitted area per sign is 1 1/2 square feet of signage for every linear foot of lot frontage up to a 250 square feet maximum size. Lot frontage is 109 linear feet. $109 \times 1.5 = 163.5$ square feet.
- Applicant is requesting the following exceptions:

To install a pylon, sign greater than the maximum size allowed. The proposed pylon sign is 400 square feet.

ACTION REQUESTED:

Staff does not recommend approval. If Plan Commission approves the sign, we recommend the following conditions.

1. Prior to building permit issuance, the applicant shall obtain all licenses/permits as well as meet all required codes including but not limited to building, plumbing, electrical, HVAC, fire, water, sewer, storm drainage, health, State of Wisconsin, etc. An occupancy permit shall be granted only at such time as the applicant has met all requirements.
2. If dumpsters are used, dumpster(s) shall be screened/enclosed and constructed of like materials and colors of the facility. Applicant will provide plans that show the location of

any dumpsters and will provide plans that show how the dumpster is to be screened and enclosed (design, materials, colors, location, etc.).

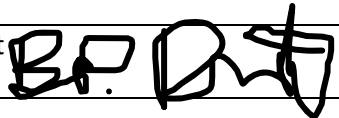
3. Outdoor storage of materials or equipment shall be prohibited.
4. All lighting shall be installed per Section 105-932 of the City of Sheboygan Zoning Ordinance. There shall be no spillover light onto adjacent properties or the streets.
5. Text on sign pole is not allowed. If staff has any concerns with proposed signage design, the matter may be brought back to the Plan Commission for their consideration.
6. If there are to be any remodel/renovations to the exterior of the facility, the applicant will be required to obtain approval from the Architectural Review approval prior to receiving a building permit for such remodel/renovation.
7. If there are any amendments to the approved conditional use permit and/or site plan, the applicant will be required to submit a new application reflecting those amendments.

ATTACHMENTS:

Conditional Use Permit application and attachments

	CITY OF SHEBOYGAN APPLICATION FOR CONDITIONAL USE	Item 9.	
		Fee: \$250.00	
		Review Date: _____ Zoning: _____	

Read all instructions before completing. If additional space is needed, attach additional pages.

SECTION 1: Applicant/ Permittee Information			
Applicant Name (Ind., Org. or Entity) Sign Me Up of Wisconsin LLC		Authorized Representative Brian Dunton	
Title President			
Mailing Address 120 Vision Parkway	City Sheboygan Falls	State WI	ZIP Code 53085
Email Address bdunton@signmeupofwi.com		Phone Number (incl. area code) 920-550-0009	
SECTION 2: Landowner Information (complete these fields when project site owner is different than applicant)			
Applicant Name (Ind., Org. or Entity) Dollar Loan Center		Contact Person Jon Schreiner	
Title Marketing Manager			
Mailing Address 8860 W Sunset Rd	City Las Vegas	State NV	ZIP Code 89148
Email Address Jon.Schreiner@dontbebroke.com		Phone Number (incl. area code) 702-600-4424	
SECTION 3: Project or Site Location			
Project Address/Description 2315 S. Business Drive		Parcel No. 59281416895	
SECTION 4: Proposed Conditional Use			
Name of Proposed/Existing Business:		Dollar Loan Center	
Existing Zoning:		Urban Commercial	
Present Use of Parcel:		Loan Center business	
Proposed Use of Parcel:			
Present Use of Adjacent Properties:			
SECTION 5: Certification and Permission			
Certification: I hereby certify that I am the owner or authorized representative of the owner of the property which is the subject of this Permit Application. I certify that the information contained in this form and attachments is true and accurate. I certify that the project will be in compliance with all permit conditions. I understand that failure to comply with any or all of the provisions of the permit may result in permit revocation and a fine and/or forfeiture under the provisions of applicable laws.			
Permission: I hereby give the City permission to enter and inspect the property at reasonable times, to evaluate this notice and application, and to determine compliance with any resulting permit coverage.			
Name of Owner/Authorized Representative (please print) Brian Dunton		Title President	Phone Number 920-550-0009
Signature of Applicant 		Date Signed 12-3-2025	

Complete application is to be filed with the Department of City Development, 828 Center Avenue, Suite 208. To be placed on the agenda of the City Plan Commission, application must be filed three weeks prior to date of meeting – check with City Development on application submittal deadline date. Applications will not be processed if all required attachments and filing fee of \$250 (payable to the City of Sheboygan) are not submitted along with a complete and legible application. Application filing fee is non-refundable.

CONDITIONAL USE WRITTEN EXPLANATION REQUIREMENTS

Item 9.

A. Name of project/development.

B. Summary of the Conditional Use and general operation of proposed use:

- Description of existing use
- Description of proposed use (indoor, outdoor, etc.), why was this site selected?
- All services, products, etc. to be provided
- Projected number of residents, employees, and/or daily customers
- 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
- 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.)
- A written description of the proposed general orientation, design, arrangement, texture, material and color of the building or structure and how it is compatible with the development and redevelopment in and around the area
- An explanation of any interior and/or exterior renovations
- Is access appropriate and is there sufficient customers/resident off-street parking?
- Proposed signage
- Project timeline and estimated value of project
- Compatibility of the proposed use and design with adjacent and other properties in the area.
- How will you insure that the business will not become a nuisance to adjacent properties (i.e. parking, noise, smells, hours of operations, etc.)
- Other information that would be considered pertinent by the Plan Commission.

C. If applicable, please describe any exceptions/variances that are required for this project (i.e. setbacks, parking, landscaping, etc.)

D. Written justification for the proposed conditional use, indicating reasons why the applicant believes the proposed conditional use is appropriate:

- 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?
- 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?
- 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?
- 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.

CONDITIONAL USE APPLICATION SUBMITTAL REQUIREMENTS

Item 9.

For a home occupation

1. A Site Plan including:
 - ❑ The overall property
 - ❑ The existing location of building(s) on the property
 - ❑ The parking spaces location on the property
2. A Floor Plan including:
 - ❑ The dwelling floor plan showing where the business will take place in the dwelling unit.
 - ❑ All information necessary to understand the proposal

For all other Conditional Use Permits

1. A certified survey map showing existing property boundaries and improvements.
2. A map providing the following information:
 - ❑ The map and all its parts shall be clearly reproducible with a photocopier at a size of 11" X 17" and map scale not less than 1' = 600' with lot dimensions of the subject property provided and a graphic scale and north arrow.
 - ❑ All lands for which the conditional use is proposed.
 - ❑ All other lands within 100 feet of the boundaries of the subject property.
 - ❑ The current zoning of the subject property and its environs (200 feet),
3. A site plan (conforming to the requirements of Section 15.908(3) of the subject property as proposed for development):
 - ❑ Submit TWO (2) hardcopies of the site plan and ONE (1) 11" X 17" reduction of the site plan.
 - ❑ Submit digital plans and drawings of the project by email, flash drive, etc.
 - ❑ Title block that provides all contact information for the petitioner and/or owner, if different
 - ❑ Full name and contact information of petitioner's engineers/surveyors/architects, or other design professionals used in the plan preparation
 - ❑ The date of the original plan and latest date of revision to the plan
 - ❑ A north arrow and graphic scale. Said scale is not to be smaller than one inch equals 100 feet
 - ❑ All property lines & existing/proposed right-of-way lines with bearings & dimensions clearly labeled
 - ❑ Existing/proposed easement lines and dimensions with an explanation of ownership and purpose.
 - ❑ All required building setback lines
 - ❑ Existing and proposed buildings, structures and paved areas, including building entrances, walks, drives, decks, patios, fences, utility poles, drainage facilities and walls.
 - ❑ Location and dimension of all curb cuts and throat widths of all access points onto public streets or alleys.
 - ❑ The location and dimension of all on-site parking including a summary of the number of parking stalls provided versus the requirements of the ordinance
 - ❑ The location and dimension of all loading and service areas on subject property
 - ❑ The location of all outdoor storage areas and the design of all screening devices
 - ❑ Location of all outdoor storage and refuse disposal areas and the design and materials used for construction and operation
 - ❑ The location, type, height, size and lighting of all signage.
 - ❑ Location, height, design, illumination power and orientation of all exterior lighting on the property including a photometrics plan
 - ❑ Location of all exterior mechanical equipment and utilities and elevations of proposed screening devices where applicable (i.e. visible from a public street or residential use or district). Mechanical equipment includes, but is not limited to; HVAC equipment, electrical transformers and boxes, exhaust flues, plumbing vents, gas regulators, generator
 - ❑ Location of all existing and proposed landscape areas, storm water areas, etc.
4. Building elevations and perspectives.

NOTE: A Traffic Impact Study (TIA) may be required with large development proposals.

STEP 1: Initial Meeting with City Planning Office:

An initial meeting is to ensure that both the applicant and the city staff have a proper understanding of what is being requested and to explain the approvals necessary. An engineered drawing is not required for this meeting, but an accurate sketch and any applicable background information may be needed. Additional meetings can be arranged by calling the Department of City Development.

STEP 2: Official Submission:

A conditional use permit application may be filed at the City of Sheboygan Planning and Development office located on the 2nd floor of City Hall or may be submitted electronically via email:

Steve.Sokolowski@SheboyganWI.gov

If submitting electronically, please verify application has been accepted and will be placed on the next Plan Commission agenda.

Payment of the application fee must be received prior to the application filing deadline. Payment may be submitted via postal delivery, in person, or by phone using credit card.

Mailing Address: Department of City Development
828 Center Ave. Suite 208
Sheboygan, WI 53081

NOTE: Applications will not be accepted until complete. A complete application includes all items in the respective checklists above. Applications must be complete before they are scheduled for a meeting before the Plan Commission.

PLAN COMMISSION MEETING

Meeting Date: The Plan Commission meets on the 2nd and 4th Tuesdays of the month at 4:00 p.m. in the Council Chambers of City Hall, 828 Center Ave. The project applicant or a representative must attend the Plan Commission meeting to present the conditional use permit request and answer questions regarding the proposal. Public comment will be invited at the Plan Commission meeting.

Public Notification: Owners of property in the vicinity of the site affected by the conditional use permit proposal are notified via mail. The public hearing notice explains the proposal and provides information about the Plan Commission meeting.

Project Review: The purpose of a conditional use permit is to assure compatibility between land uses. City staff analyzes a proposal and prepares a recommendation for the Plan Commission. The project analysis considers the location of the affected property, surrounding uses, and the operational details of a proposed use.

Plan Commission: The Plan Commission is charged with the authority to approve or deny a conditional use permit request. In the event an applicant wishes to contest the decision of the Plan Commission, the applicant may appeal the decision to the Sheboygan County Circuit Court.

**Plan Commission meeting agendas and minutes may be viewed on the City's website:
www.SheboyganWI.gov**

FOR INFORMATION OR ASSISTANCE CONTACT THE ZONING MANAGER: (920) 459-3382

ACTION BY CITY PLAN COMMISSION

DATE OF MEETING: _____

APPROVED: _____ CONDITIONALLY APPROVED: _____ DENIED: _____

CONDITIONS

SIGNATURE: _____
Chairperson, City Plan Commission or
Representative Dept. of City Development

DATE: _____

NOTES

Permits are valid until such time as the business no longer operates from the side. No yearly renewal is required.

Permit may be revoked without notice if misrepresentation of any of the above information or attachments is found to exist.

Permit shall expire in one (1) year from date of approval unless substantial work has commenced or business has begun operating.

Permit is null and void if issued in error. It is understood that any permit issued on this application will not grant any right or privilege to erect any structure or to use any permits for any purpose that is prohibited by the City Zoning Ordinance or any other State or local laws.

Changes in the plans or specifications submitted in the original application shall not be made without prior written approval of the City Plan Commission.

**CITY OF SHEBOYGAN****SIGN PERMIT
APPLICATION**Fee: _____ Item 9.

Review Date: _____

Zoning: _____

Read all instructions before completing. If additional space is needed, attach additional pages.

SECTION 1: Applicant/ Permittee Information

Name (Ind., Org. or Entity) Sign Me Up of Wisconsin, LLC	Authorized Representative Brian Dunton	Title President	
Mailing Address 120 Vision Parkway	City Sheboygan Falls	State WI	ZIP Code 53085
Email Address BDunton@SignMeUpofWI.com	Phone Number (incl. area code) 920-550-0009		

SECTION 2: Landowner Information (complete these fields when project site owner is different than applicant)

Name (Ind., Org. or Entity) Dollar Loan Center	Contact Person Jon Schreiner	Title Marketing Manager	
Mailing Address 8860 W Sunset Rd	City Las Vegas	State NV	ZIP Code 89148
Email Address Jon.Schreiner@dontbebroke.com	Phone Number (incl. area code) 702-600-4424		

SECTION 3: Description of the Proposed Sign and Use of the Subject Site

Name of Proposed/existing business: used to be BMO Harris Bank.....now it will be Dollar Loan Center	
Address of property affected: 2315 S. Business Drive	
Use of property: Appliance, Loan Store	Type of Sign: Road sign - Pylon
Description of sign: Illuminated sign cabinet on Steel pole	

SECTION 4: Configuration of Proposed Sign – NORTH Elevation

Height: 120"	Width: 240"	Total Square Footage: 200
Amount of public street frontage: 515 feet		
Amount of exposed exterior wall length: road sign	Setback: 12' from right right of way or 24' from curb, whichever is shorter	
Method of Attachment: Saddle mount, sign cabinet welded onto Steel pole		
Method of Illumination: Internally illuminated with White LED bars		
Sign Materials: Translucent vinyl and Polycarbonate		
Total square footage of signs on subject property – Before proposed sign: 0		After proposed sign: 200

Certification: I hereby certify that I am the owner or authorized representative of the owner of the property which is the subject of this Sign Permit Application. I certify that the information contained in this form and attachments are true and accurate. I certify that the project will be in compliance with all conditions. I understand that failure to comply with any or all of the provisions of the permit may result in permit revocation and a fine and/or forfeiture under the provisions of applicable laws.

Permission: I hereby give the City permission to enter and inspect the property at reasonable times, to evaluate this notice and application, and to determine compliance with any resulting permit coverage.

Name of Owner/Authorized Representative (please print) Brian Dunton	Title President	Phone Number 920-550-0009
Signature of Applicant Brian Dunton		Date Signed 11-11-2025

Complete application is to be filed with the Department of City Development, 828 Center Avenue, Suite 208. If required to be placed on the agenda of the City Plan Commission or Architectural Review Board, application must be filed three weeks prior to date of meeting – check with City Development on application submittal deadline date. Applications will not be processed if all required attachments and filing fee (payable to the City of Sheboygan) are not submitted along with a complete and legible application. Application filing fee is non-refundable.

APPLICATION SUBMITTAL REQUIREMENTS

- a. For new development, the approved site plan for the subject property, showing the location and dimensions of all buildings, structures, signs on the subject property, property boundaries and dimensions; and the location of the proposed sign.
- b. For existing development, a site plan approved by the City Planner & Zoning Manager, showing the location and dimensions of all buildings, structures, signs on the subject property, property boundaries and dimensions; and the location of the proposed sign.
- c. A scale drawing of the proposed sign listing the height, width, total square footage, method of attachment, method of illumination, sign materials, design and appearance.
- d. The subject property's zoning classification.
- e. The total area of all signs on the subject property both before and after the installation of the proposed sign.
- f. Provide three 8.5 x 11 color renderings of proposed sign. Attach any superimposed photos, photos or drawings that may help in reviewing sign application.

Notes

Any information submitted on the application will become public record and is not subject to confidentiality.

Applicant is required to obtain a Sign Permit from the Building Inspection Department, Second Floor, City Hall, 828 Center Avenue.

Permit may be revoked without notice if misrepresentation of any of the above information or attachments is found to exist.

Permit shall expire within one (1) year from date of approval unless substantial work has commenced.

Permit is null and void if issued in error. It is understood that any permit issued on this application will not grant any right or privilege to erect any sign or to use any permits for any purpose that is prohibited by the City Zoning Ordinance or any other State or local laws.

Office Use Only

ACTION BY DEPARTMENT OF CITY DEVELOPMENT – SIGN PERMIT APPLICATION

APPROVED: _____ CONDITIONALLY APPROVED: _____ DENIED: _____

CONDITIONS:

SIGNATURE: _____

DATE: _____

City Planner & Zoning Manager

DOLLAR LOAN STORE PYLON SIGN

2315 S. BUSINESS
SHEBOYGAN WI

Item 9.

200 sq ft

SIGN LOCATION



Zoned Urban Commercial
Max size 150 square feet
Max height: 30'
1.5 SF per lineal ft of street frontage, up to 250SF
Setback: 12' from right of way or
24' from curb, whichever is shorter

DESC. DOUBLE SIDED ILLUMINATED PYLON SIGN, MATCH PLATE INSTALLATION, FLEX FACES, WHITE OPAQUE VINYL ON POLE, QTY 1



120 Vision Parkway
Sheboygan Falls
(920) 550-0009

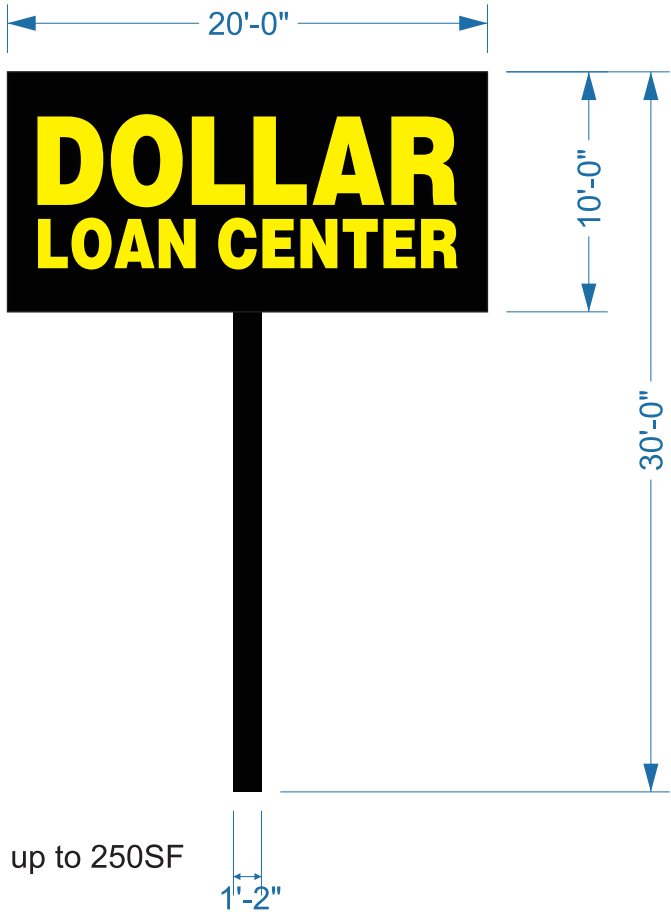
This is an original, unpublished drawing by Sign Me Up. It is for your personal use, in conjunction with a project being planned for you by Sign Me Up. It is not to be shown to anyone outside of your organization nor is it to be used, reproduced, copied or exhibited in any fashion. Use of this design or the salient elements of this design in any sign done by another company, without the expressed written permission of Sign Me Up, is forbidden by law and carries a civil forfeiture of up to 25% of the purchase price of the sign. Sign Me Up will endeavor to closely match colors, including PMS, where specified. We cannot guarantee exact matches due to varying compatibility of surface materials and paints used. All sizes and dimensions are illustrated for clients conception of the project and are not to be understood as being exact size or scale.

DOLLAR LOAN STORE
PYLON SIGN

2315 S. BUSINESS
SHEBOYGAN WI

Item 9.

200 sq ft



NIGHT VIEW

Zoned Urban Commercial
Max size 150 square feet
Max height: 30'
1.5 SF per lineal ft of street frontage, up to 250SF
Setback: 12' from right of way or
24' from curb, whichever is shorter

DESC. DOUBLE SIDED ILLUMINATED PYLON SIGN, MATCH PLATE INSTALLATION, FLEX FACES, WHITE OPAQUE VINYL ON POLE, QTY 1



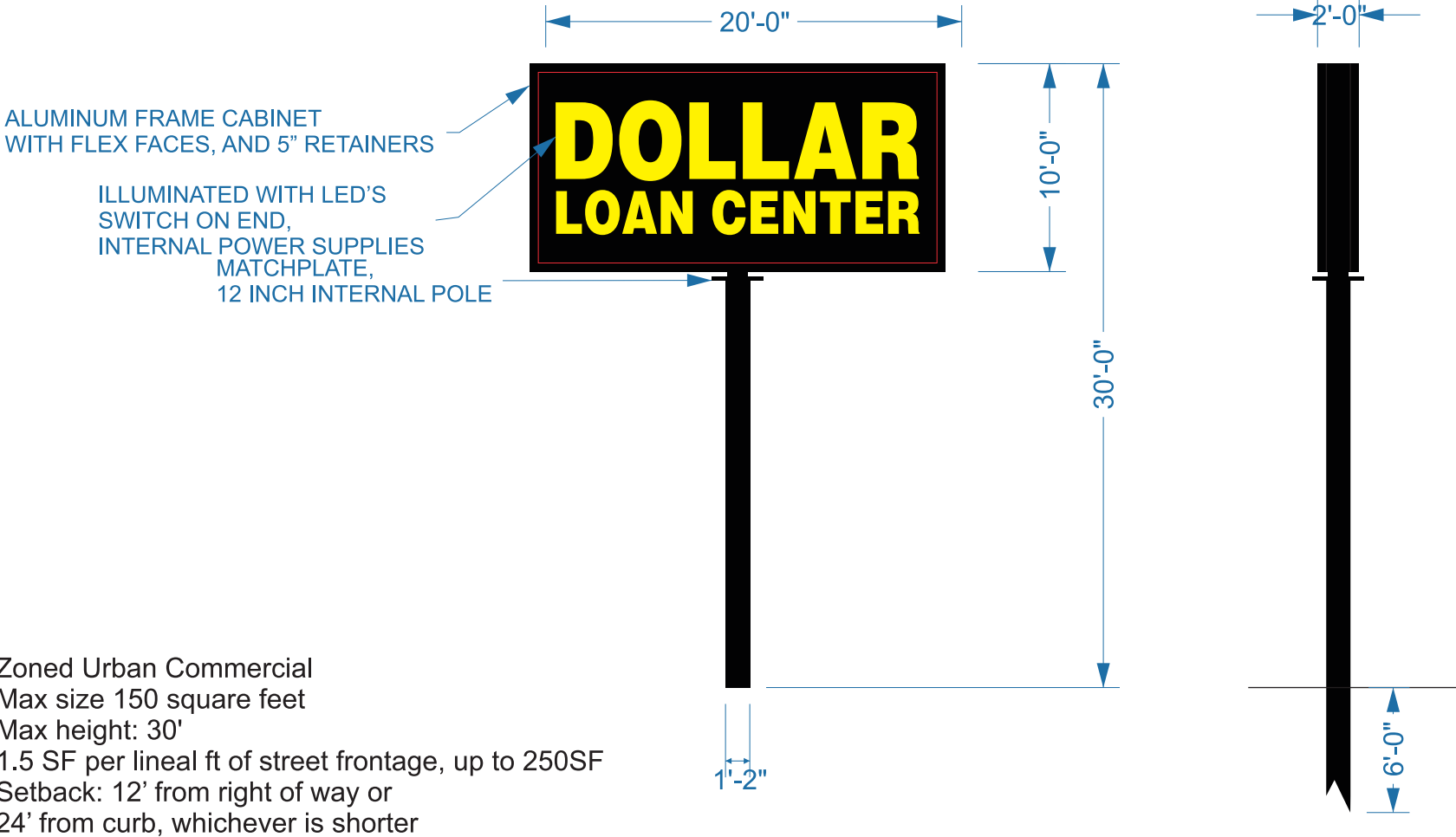
120 Vision Parkway
Sheboygan Falls
(920) 550-0009

This is an original, unpublished drawing by Sign Me Up. It is for your personal use, in conjunction with a project being planned for you by Sign Me Up. It is not to be shown to anyone outside of your organization nor is it to be used, reproduced, copied or exhibited in any fashion. Use of this design or the salient elements of this design in any sign done by another company, without the expressed written permission of Sign Me Up, is forbidden by law and carries a civil forfeiture of up to 25% of the purchase price of the sign. Sign Me Up will endeavor to closely match colors, including PMS, where specified. We cannot guarantee exact matches due to varying compatibility of surface materials and paints used. All sizes and dimensions are illustrated for clients conception of the project and are not to be understood as being exact size or scale.

DOLLAR LOAN STORE
PYLON SIGN

2315 S. BUSINESS
SHEBOYGAN WI
200 sq ft

Item 9.



DESC. DOUBLE SIDED PYLON SIGN, LED ILLUMINATION, FLEX FACES, QTY 1



120 Vision Parkway
Sheboygan Falls
(920) 550-0009

This is an original, unpublished drawing by Sign Me Up. It is for your personal use, in conjunction with a project being planned for you by Sign Me Up. It is not to be shown to anyone outside of your organization nor is it to be used, reproduced, copied or exhibited in any fashion. Use of this design or the salient elements of this design in any sign done by another company, without the expressed written permission of Sign Me Up, is forbidden by law and carries a civil forfeiture of up to 25% of the purchase price of the sign. Sign Me Up will endeavor to closely match colors, including PMS, where specified. We cannot guarantee exact matches due to varying compatibility of surface materials and paints used. All sizes and dimensions are illustrated for clients conception of the project and are not to be understood as being exact size or scale.

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit by Dollar Loan Center to install a window sign located at 2315 S Business Drive.
Urban Commercial Zone.

REPORT PREPARED BY: Jeffrey Witte, Planner

REPORT DATE: December 29, 2025

MEETING DATE: January 13, 2026

APPLICANT PROPOSAL:

Dollar Loan Center wants to install a 214 square foot wall sign located at 2315 S Business Drive. The applicant states the following:

- Dollar Loan Center wants to install a 214 square foot vinyl wall sign on the north facing window wall.

STAFF ANALYSIS:

The maximum permitted area per sign is 1 1/2 square feet of signage for every linear foot of exposed exterior wall length on that supporting wall. The north facing wall is 28 linear feet. $28 \times 1.5 = 42$ square feet.

Applicant is requesting the following exceptions:

- To install a vinyl wall, sign greater than the maximum size allowed. The proposed sign is 214 square feet.

ACTION REQUESTED:

Staff does not recommend approval. If Plan Commission approves the sign, we recommend the following conditions.

1. Prior to building permit issuance, the applicant shall obtain all licenses/permits as well as meet all required codes including but not limited to building, plumbing, electrical, HVAC, fire, water, sewer, storm drainage, health, State of Wisconsin, etc. An occupancy permit shall be granted only at such time as the applicant has met all requirements.
2. If dumpsters are used, dumpster(s) shall be screened/enclosed and constructed of like materials and colors of the facility. Applicant will provide plans that show the location of

any dumpsters and will provide plans that show how the dumpster is to be screened enclosed (design, materials, colors, location, etc.).

3. Outdoor storage of materials or equipment shall be prohibited.
4. All 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.
5. If there are to be any remodel/renovations to the exterior of the facility, the applicant will be required to obtain approval from the Architectural Review approval prior to receiving a building permit for such remodel/renovation.
6. If there are any amendments to the approved conditional use permit and/or site plan, the applicant will be required to submit a new application reflecting those amendments.

ATTACHMENTS:

Conditional Use Permit application and attachments



CITY OF SHEBOYGAN

APPLICATION FOR
CONDITIONAL USE

Fee: \$250.00

Review Date: _____

Zoning: _____

Read all instructions before completing. If additional space is needed, attach additional pages.

SECTION 1: Applicant/ Permittee Information

Applicant Name (Ind., Org. or Entity) Dollar Loan Center Wisconsin, LLC	Authorized Representative Nicole Holland	Title Compliance Manager	
Mailing Address 8860 W Sunset Rd	City Las Vegas	State NV	ZIP Code 89148
Email Address compliance@dontbebroke.com	Phone Number (incl. area code) (725)293-5554		

SECTION 2: Landowner Information (complete these fields when project site owner is different than applicant)

Applicant Name (Ind., Org. or Entity) Dollar Loan Center	Contact Person Jon Schreiner	Title Marketing Manager	
Mailing Address 8860 W Sunset Rd	City Las Vegas	State NV	ZIP Code 89148
Email Address jon.schreiner@dontbebroke.com	Phone Number (incl. area code) (702) 600-4424		

SECTION 3: Project or Site Location

Project Address/Description 2315 S Business Dr	Parcel No. 59281416895
---	---------------------------

SECTION 4: Proposed Conditional Use

Name of Proposed/Existing Business:	Dollar Loan Center
Existing Zoning:	Urban Commercial
Present Use of Parcel:	Loan Center Business
Proposed Use of Parcel:	No change - n/a
Present Use of Adjacent Properties:	

SECTION 5: Certification and Permission

Certification: I hereby certify that I am the owner or authorized representative of the owner of the property which is the subject of this Permit Application. I certify that the information contained in this form and attachments is true and accurate. I certify that the project will be in compliance with all permit conditions. I understand that failure to comply with any or all of the provisions of the permit may result in permit revocation and a fine and/or forfeiture under the provisions of applicable laws.

Permission: I hereby give the City permission to enter and inspect the property at reasonable times, to evaluate this notice and application, and to determine compliance with any resulting permit coverage.

Name of Owner/Authorized Representative (please print) Nicole Holland	Title Compliance Manager	Phone Number (725) 293-5554
Signature of Applicant <i>Nicole Holland</i>		Date Signed 12/15/2025

Complete application is to be filed with the Department of City Development, 828 Center Avenue, Suite 208. To be placed on the agenda of the City Plan Commission, application must be filed three weeks prior to date of meeting – check with City Development on application submittal deadline date. Applications will not be processed if all required attachments and filing fee of \$250 (payable to the City of Sheboygan) are not submitted along with a complete and legible application. Application filing fee is non-refundable.

CONDITIONAL USE WRITTEN EXPLANATION REQUIREMENTS

Item 10.

A. Name of project/development.

B. Summary of the Conditional Use and general operation of proposed use:

- Description of existing use
- Description of proposed use (indoor, outdoor, etc.), why was this site selected?
- All services, products, etc. to be provided
- Projected number of residents, employees, and/or daily customers
- 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
- 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.)
- A written description of the proposed general orientation, design, arrangement, texture, material and color of the building or structure and how it is compatible with the development and redevelopment in and around the area
- An explanation of any interior and/or exterior renovations
- Is access appropriate and is there sufficient customers/resident off-street parking?
- Proposed signage
- Project timeline and estimated value of project
- Compatibility of the proposed use and design with adjacent and other properties in the area.
- How will you insure that the business will not become a nuisance to adjacent properties (i.e. parking, noise, smells, hours of operations, etc.
- Other information that would be considered pertinent by the Plan Commission.

C. If applicable, please describe any exceptions/variances that are required for this project (i.e. setbacks, parking, landscaping, etc.)

D. Written justification for the proposed conditional use, indicating reasons why the applicant believes the proposed conditional use is appropriate:

- 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?
- 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?
- 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?
- 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.

CONDITIONAL USE APPLICATION SUBMITTAL REQUIREMENTS

Item 10.

For a home occupation

1. A Site Plan including:
 - The overall property
 - The existing location of building(s) on the property
 - The parking spaces location on the property
2. A Floor Plan including:
 - The dwelling floor plan showing where the business will take place in the dwelling unit.
 - All information necessary to understand the proposal

For all other Conditional Use Permits

1. A certified survey map showing existing property boundaries and improvements.
2. A map providing the following information:
 - The map and all its parts shall be clearly reproducible with a photocopier at a size of 11" X 17" and map scale not less than 1' = 600' with lot dimensions of the subject property provided and a graphic scale and north arrow.
 - All lands for which the conditional use is proposed.
 - All other lands within 100 feet of the boundaries of the subject property.
 - The current zoning of the subject property and its environs (200 feet),
3. A site plan (conforming to the requirements of Section 15.908(3) of the subject property as proposed for development):
 - Submit TWO (2) hardcopies of the site plan and ONE (1) 11" X 17" reduction of the site plan.
 - Submit digital plans and drawings of the project by email, flash drive, etc.
 - Title block that provides all contact information for the petitioner and/or owner, if different
 - Full name and contact information of petitioner's engineers/surveyors/architects, or other design professionals used in the plan preparation
 - The date of the original plan and latest date of revision to the plan
 - A north arrow and graphic scale. Said scale is not to be smaller than one inch equals 100 feet
 - All property lines & existing/proposed right-of-way lines with bearings & dimensions clearly labeled
 - Existing/proposed easement lines and dimensions with an explanation of ownership and purpose.
 - All required building setback lines
 - Existing and proposed buildings, structures and paved areas, including building entrances, walks, drives, decks, patios, fences, utility poles, drainage facilities and walls.
 - Location and dimension of all curb cuts and throat widths of all access points onto public streets or alleys.
 - The location and dimension of all on-site parking including a summary of the number of parking stalls provided versus the requirements of the ordinance
 - The location and dimension of all loading and service areas on subject property
 - The location of all outdoor storage areas and the design of all screening devices
 - Location of all outdoor storage and refuse disposal areas and the design and materials used for construction and operation
 - The location, type, height, size and lighting of all signage.
 - Location, height, design, illumination power and orientation of all exterior lighting on the property including a photometrics plan
 - Location of all exterior mechanical equipment and utilities and elevations of proposed screening devices where applicable (i.e. visible from a public street or residential use or district). Mechanical equipment includes, but is not limited to; HVAC equipment, electrical transformers and boxes, exhaust flues, plumbing vents, gas regulators, generator
 - Location of all existing and proposed landscape areas, storm water areas, etc.
4. Building elevations and perspectives.

NOTE: A Traffic Impact Study (TIA) may be required with large development proposals.

STEP 1: Initial Meeting with City Planning Office:

An initial meeting is to ensure that both the applicant and the city staff have a proper understanding of what is being requested and to explain the approvals necessary. An engineered drawing is not required for this meeting, but an accurate sketch and any applicable background information may be needed. Additional meetings can be arranged by calling the Department of City Development.

STEP 2: Official Submission:

A conditional use permit application may be filed at the City of Sheboygan Planning and Development office located on the 2nd floor of City Hall or may be submitted electronically via email:

Steve.Sokolowski@SheboyganWI.gov

If submitting electronically, please verify application has been accepted and will be placed on the next Plan Commission agenda.

Payment of the application fee must be received prior to the application filing deadline. Payment may be submitted via postal delivery, in person, or by phone using credit card.

Mailing Address: Department of City Development
828 Center Ave. Suite 208
Sheboygan, WI 53081

NOTE: Applications will not be accepted until complete. A complete application includes all items in the respective checklists above. Applications must be complete before they are scheduled for a meeting before the Plan Commission.

PLAN COMMISSION MEETING

Meeting Date: The Plan Commission meets on the 2nd and 4th Tuesdays of the month at 4:00 p.m. in the Council Chambers of City Hall, 828 Center Ave. The project applicant or a representative must attend the Plan Commission meeting to present the conditional use permit request and answer questions regarding the proposal. Public comment will be invited at the Plan Commission meeting.

Public Notification: Owners of property in the vicinity of the site affected by the conditional use permit proposal are notified via mail. The public hearing notice explains the proposal and provides information about the Plan Commission meeting.

Project Review: The purpose of a conditional use permit is to assure compatibility between land uses. City staff analyzes a proposal and prepares a recommendation for the Plan Commission. The project analysis considers the location of the affected property, surrounding uses, and the operational details of a proposed use.

Plan Commission: The Plan Commission is charged with the authority to approve or deny a conditional use permit request. In the event an applicant wishes to contest the decision of the Plan Commission, the applicant may appeal the decision to the Sheboygan County Circuit Court.

**Plan Commission meeting agendas and minutes may be viewed on the City's website:
www.SheboyganWI.gov**

FOR INFORMATION OR ASSISTANCE CONTACT THE ZONING MANAGER: (920) 459-3382

ACTION BY CITY PLAN COMMISSION

DATE OF MEETING: _____

APPROVED: _____

CONDITIONALLY APPROVED: _____

DENIED: _____

CONDITIONS

SIGNATURE: _____
Chairperson, City Plan Commission or
Representative Dept. of City Development

DATE: _____

NOTES

Permits are valid until such time as the business no longer operates from the side. No yearly renewal is required.

Permit may be revoked without notice if misrepresentation of any of the above information or attachments is found to exist.

Permit shall expire in one (1) year from date of approval unless substantial work has commenced or business has begun operating.

Permit is null and void if issued in error. It is understood that any permit issued on this application will not grant any right or privilege to erect any structure or to use any permits for any purpose that is prohibited by the City Zoning Ordinance or any other State or local laws.

Changes in the plans or specifications submitted in the original application shall not be made without prior written approval of the City Plan Commission.

DOLLAR LOAN CENTER

Item 10.

dontbroke.com

December 2, 2025

City of Sheboygan
Planning & Development Department
828 Center Avenue
Sheboygan, WI 53081

Re: Request for Variance – Window Sticker at 2315 S. Business Drive

Dear Ms. Wierus,

We are writing to respectfully request a variance from the signage requirements outlined in Sheboygan Municipal Code Article 105-IX – Signs, for the window sticker currently displayed at the above-referenced premises.

Section 105-968 details the definitions and requirements for signage including wall or awning signs. Our perforated window sticker meets none of these descriptions and cannot be considered a wall sign as it is only two-dimensional and affixed within a window, not a wall. Furthermore, per Section 105-968, “The term “sign” does not include... pictures or models of products or services incorporated in a window display...” which would be the closest applicable reference in the statute. Based on this language, the current window sticker does not fall under the scope of regulated signage.

Dollar Loan Center has invested substantial resources to enhance the overall appearance of the storefront and business complex, contributing to a more attractive streetscape and improving the quality of life for residents and visitors. These improvements align with the City’s interests in promoting vibrant, visually appealing, and safe commercial areas, and its mission as stated in Section 105-966(a) “to aid in the development and promotion of business and industry.”

Please see the enclosed pictures (Attachment One), which support our assertion that the sticker at this location does not cause a detriment to the general public. We have also included pictures of the premises before and after Dollar Loan Center’s improvements (Attachments Two and Three), which highlight the significant enhancements realized by the City at Dollar Loan Center’s expense.

In the interest of full compliance and partnership with the City, we are requesting a formal variance to confirm that this window display may remain as installed and does not conflict with any interpretation of the ordinance or related zoning provisions. We are hopeful the City will take into consideration the limited amount of space for traditional signs at this location and the significant investment Dollar Loan Center has made in the Sheboygan community.

We are grateful to the City of Sheboygan for this consideration and for our ongoing, mutually beneficial professional relationship.

Thank you,

DocuSigned by:

631925F6A0624CE
Charles C. Brennan
Founder and Chief Executive Officer
Dollar Loan Center Wisconsin, LLC

ATTACHMENT ONE
Daytime and Night-Time Decal Photos



ATTACHMENT TWO
Before Renovation Photos



ATTACHMENT TWO
Before Renovation Photos
(Continued)



ATTACHMENT THREE
During and After Renovation Photos



ATTACHMENT THREE
During and After Renovation Photos
(Continued)



**CITY OF SHEBOYGAN****SIGN PERMIT
APPLICATION**

Fee: _____

Review Date: _____

Item 10.

Read all instructions before completing. If additional space is needed, attach additional pages.

SECTION 1: Applicant/ Permittee Information

Name (Ind., Org. or Entity) Dollar Loan Center	Authorized Representative Nicole Holland	Title Compliance Manager	
Mailing Address 8860 Sunset Rd	City Las Vegas	State NV	ZIP Code 89148
Email Address compliance@dontbebroke.com		Phone Number (incl. area code) (725)293-5554	

SECTION 2: Landowner Information (complete these fields when project site owner is different than applicant)

Name (Ind., Org. or Entity) Dollar Loan Center	Contact Person Jon Schreiner	Title Marketing Manager	
Mailing Address 8860 W Sunset Rd	City Las Vegas	State NV	ZIP Code 89148
Email Address jon.schreiner@dontbebroke.com		Phone Number (incl. area code) (702) 600-4424	

SECTION 3: Description of the Proposed Sign and Use of the Subject Site

Name of Proposed/existing business: Dollar Loan Center	
Address of property affected: 2315 S Business Dr	
Use of property: Loan Center Business	Type of Sign: Window Vinyl
Description of sign: Full coverage perforated window wrap of the north set of windows	

SECTION 4: Configuration of Proposed Sign

Height: 176" at the highest point	Width: 216" at the longest width	Total Square Footage: 214 sq ft
Amount of public street frontage: 60 ft		
Amount of exposed exterior wall length: 50 ft		Setback: 160 ft from road
Method of Attachment: vinyl will be adhered to the window		
Method of Illumination: none		
Sign Materials: perforated window vinyl		
Total square footage of signs on subject property – Before proposed sign: 65 sq ft After proposed sign: 279 sq ft		

SECTION 5: Certification and Permission

Certification: I hereby certify that I am the owner or authorized representative of the owner of the property which is the subject of this Sign Permit Application. I certify that the information contained in this form and attachments are true and accurate. I certify that the project will be in compliance with all conditions. I understand that failure to comply with any or all of the provisions of the permit may result in permit revocation and a fine and/or forfeiture under the provisions of applicable laws.

Permission: I hereby give the City permission to enter and inspect the property at reasonable times, to evaluate this notice and application, and to determine compliance with any resulting permit coverage.

Name of Owner/Authorized Representative (please print) Nicole Holland	Title Compliance Manager	Phone Number (725)293-5554
Signature of Applicant <i>Nicole Holland</i>		Date Signed 12/9/2025

Complete application is to be filed with the Department of City Development, 828 Center Avenue, Suite 208. If required to be placed on the agenda of the City Plan Commission or Architectural Review Board, application must be filed three weeks prior to date of meeting – check with City Development on application submittal deadline date. Applications will not be processed if all required attachments and filing fee (payable to the City of Sheboygan) are not submitted along with a complete and legible application. Application filing fee is non-refundable.

APPLICATION SUBMITTAL REQUIREMENTS

- a. For new development, the approved site plan for the subject property, showing the location and dimensions of all buildings, structures, signs on the subject property, property boundaries and dimensions; and the location of the proposed sign.
- b. For existing development, a site plan approved by the City Planner & Zoning Manager, showing the location and dimensions of all buildings, structures, signs on the subject property, property boundaries and dimensions; and the location of the proposed sign.
- c. A scale drawing of the proposed sign listing the height, width, total square footage, method of attachment, method of illumination, sign materials, design and appearance.
- d. The subject property's zoning classification.
- e. The total area of all signs on the subject property both before and after the installation of the proposed sign.
- f. Provide three 8.5 x 11 color renderings of proposed sign. Attach any superimposed photos, photos or drawings that may help in reviewing sign application.

Notes

Any information submitted on the application will become public record and is not subject to confidentiality.

Applicant is required to obtain a Sign Permit from the Building Inspection Department, Second Floor, City Hall, 828 Center Avenue.

Permit may be revoked without notice if misrepresentation of any of the above information or attachments is found to exist.

Permit shall expire within one (1) year from date of approval unless substantial work has commenced.

Permit is null and void if issued in error. It is understood that any permit issued on this application will not grant any right or privilege to erect any sign or to use any permits for any purpose that is prohibited by the City Zoning Ordinance or any other State or local laws.

Office Use Only

ACTION BY DEPARTMENT OF CITY DEVELOPMENT – SIGN PERMIT APPLICATION

APPROVED: _____ CONDITIONALLY APPROVED: _____ DENIED: _____

CONDITIONS:

SIGNATURE: _____

Steve Sokolowski
City Planner & Zoning Manager

DATE: _____

Figure 1- Color Rendering



Figure 2– Mock-Up

