

*****ATTACHMENTS*****

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Conditional Use and variance application by Sheboygan Leadership to install a new electronic readerboard monument sign at 1305 St. Clair Avenue. UC Zone.

REPORT PREPARED BY: Steve Sokolowski, Manager of Planning and Zoning

REPORT DATE: March 6, 2020

MEETING DATE: March 10, 2020

FISCAL SUMMARY:

STATUTORY REFERENCE:

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

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

BACKGROUND / ANALYSIS:

Sheboygan Leadership is proposing to install a new electronic readerboard at 1305 St. Clair Avenue. The applicant states:

- The proposed monument sign will be located at Sheboygan Leadership Academy at 1305 St. Clair Avenue. The sign will be placed on the southeast corner of the intersection of N. 14th Street and St. Clair Avenue (northwest corner of their property).
- The monument sign will be approximately 36sf (4.5 x 8) and 6.5 feet tall. This will be an interior lit doubled sided sign with a led display on both sides to advertise to both north and south bound traffic on 14th Street.
- The Sheboygan Leadership portion of the sign is 14.5sf (2 x 7.3) and the electronic readerboard portion of the sign is 10sf (1.4 x 7.3).
- The new electronic message center will provide better opportunities to advertise activities/events to the public and will be safer for employees who can easily change the message from the office. The monument sign will increase the school's visibility, will promote sharing of the school virtues, may help increase enrollment and will continue to improve the look of our school and neighborhood.
- Sheboygan Leadership Academy is a charter school of the Sheboygan Area School District serving students in grades 4K through 8. Our student population is made up of around 200 students serving approximately 150 families. Our school was founded in 2012 and has continued to make improvements to the Gateway neighborhood since its inception. Sheboygan Leadership Academy is proud to have repainted our building,

added an art garden installation, razed a house and installed a greenspace and playground. Sheboygan leadership Academy plans to operate in this location for many years to come and hopes to complete an expansion project with Abacus Architects to improve our building even more. This project would include a new building facade and a new bus drop off to ensure student safety and improve school traffic flow.

STAFF COMMENTS:

The applicant is requesting a variance to have a five (5) foot sign setback to the sidewalk (14 feet to 14th Street curb and 23 feet to St. Clair curb) – Minimum sign setback permitted is 12 feet from the property line or 24 feet from curb whichever is shorter.

The applicant states the sign is proposed with a five (5) foot setback because this will allow the future construction of a bus turnaround which ensures the safety of our students at drop off and pick up. As shown on the included site plan diagrams the 12 foot requirement would place the sign directly in the path of the bus turnaround. The five (5) foot variance would ensure the bus turnaround be unobstructed without causing any additional traffic or pedestrian concerns or conflicts. The five (5) foot variance would also allow the sign to be much more visible. The school would like their messages to be visible to the community and school families as much as possible.

The applicant has provided drawings that show the five (5) setback measurement from the sidewalk and not the property line (14 feet to N. 14th Street curb and 23 feet to St. Clair curb).

The applicant has provided a drawing showing the sign meets the 15 foot vision triangle requirements at the busy 14th and St. Clair intersection.

The applicant will be removing some of the fencing and trees (arborvitae). It is staff understanding that the school will be relocating the existing fence to the east side of the sign to marinating a small fenced in green space area. Staff also understands that the school will be removing about half of the existing landscaping along 14th in order provide visibility to the new sign. Some of the remaining landscaping may be thinned out to provide a more attractive look to the school and property. The Plan Commission may want to have the applicant explain exactly what they plan on removing and what portions of the fence and landscaping will remain.

ACTION REQUESTED:

Staff recommends approval of the conditional use, variance and sign permit subject to the following conditions:

1. Applicant shall obtain the necessary sign permits prior to installation.
2. Applicant shall meet Sections 15.804(a) and (c) of the City of Sheboygan Zoning Ordinance relating to signage and pedestrian/traffic safety and sign timing/cycles. No signs containing flashing, intermittent or moving sections or intermittent or flashing lights shall be permitted.
3. All new lighting shall be installed per Section 15.707 of the City of Sheboygan Zoning Ordinance. There shall be no spillover light onto adjacent properties or the streets.
4. The sign shall be setback five (5) feet from the sidewalk (14 feet to N. 14th Street curb and 23 feet to St. Clair curb) and shall meet 15 foot vision triangle. It is the applicant's responsibility to insure the sign meets the required setbacks.

5. Sign messages and/or location shall not create any pedestrian/vehicular conflicts.
6. Any future wall signage will be individual letter signs (no flat panel or interior lit cabinet signs).
7. If there are any amendments to the approved sign or location, the applicant will be required to submit a new conditional use application reflecting those amendments.

ATTACHMENTS:

Conditional Use Permit Application and required attachments.

PARCEL NO. 204060
MAP NO. _____
ZONING CLASSIFICATION: UC

Office Use Only

APPLICATION/FILE NO. _____
REVIEW DATE: 3/10/20

FILING FEE: \$250.00 (Payable to City of Sheboygan)

**CITY OF SHEBOYGAN
APPLICATION FOR
CONDITIONAL USE PERMIT**
Requirements Per Section 15.905
Revised May 2018



Completed application is to be filed with the Department of City Development, 828 Center Avenue, Suite 104. To be placed on the agenda of the City Plan Commission, application must be filed two weeks prior to date of meeting. Applications will not be processed if all required attachments and filing fee of \$250 (payable to the City of Sheboygan) is not submitted along with a complete and legible application. Application filing fee is non-refundable.

1. APPLICANT INFORMATION

APPLICANT: Sheboygan Leadership Academy
ADDRESS: 1305 St. Clair Avenue E-MAIL: studee@leadership-academy.us
PHONE: (920)208-5930 FAX NO. (920)208-5932

2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT

NAME OF PROPOSED/EXISTING BUSINESS: Sheboygan Leadership Academy
ADDRESS OF PROPERTY AFFECTED: 1305 St. Clair Avenue
LEGAL DESCRIPTION: 4K-8 Public Charter School

BRIEF DESCRIPTION OF EXISTING OPERATION OR USE: 4K-8 Public Charter School with a population of 205 students currently.

DETAILED DESCRIPTION OF PROPOSED OPERATION OR USE INCLUDING ANY CHANGES TO THE EXISTING USE: No change.

BRIEF DESCRIPTION OF ALL REQUESTED VARIANCES FROM PROVISIONS OF THE ZONING ORDINANCE, WHICH ARE RELATED TO THE PROPOSED OPERATION OR USE: iv. Minimum Permitted sign Setback: 12 feet from the right-of-way line, or 24 feet from the face of the curb whichever is shorter CHANGED to 5 feet from the right-of-way line.

3. JUSTIFICATION OF THE PROPOSED CONDITIONAL USE

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

Sheboygan Leadership Academy requests that a variance will be given for the requirement that the sign being twelve feet from the lot line. This would allow the future construction of a bus turnaround which ensures the safety of our students at drop off and pick up. As shown on the included diagrams the twelve foot requirement would place the sign directly in the path of the bus turnaround.

How is the proposed conditional use (independent of its location) in harmony with the purposes, goals, objectives, policies and standards of the City of Sheboygan Comprehensive Master Plan? The sign will increase the beauty of the neighborhood and feelings of warmth that is provided by having a local school in the Gateway neighborhood. The variance will ensure the safety of our school's future students by allowing the closest possible pickup and drop-off point to our school building.

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? No. The proposed sign and variance will only improve the Gateway neighborhood.

How does the proposed conditional use maintain the desired consistency of land uses in relation to the setting within which the property is located? There will be no change to the use of land.

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. Yes it will be.

4. NAMES AND ADDRESS (Indicate N/A for "Not Applicable" Items)

OWNER OF SITE: Sheboygan Leadership Academy, Inc.

ADDRESS: 1305 St. Clair Avenue **E-MAIL:** studee@leadership-academy.us

ARCHITECT: N/A

ADDRESS: _____ **E-MAIL:** _____

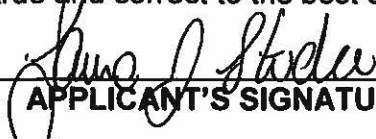
CONTRACTOR: Marshall Sign

ADDRESS: 220 Young St, Glenbeulah, WI 53023

E-MAIL: marshallsignkatie@wi.rr.com

5. CERTIFICATE

I hereby certify that all the above statements and attachments submitted hereto are true and correct to the best of my knowledge and belief.



APPLICANT'S SIGNATURE
LARA STUDEE, PRINCIPAL

2/17/20

DATE



SHEBOYGAN LEADERSHIP ACADEMY

Introduction:

Sheboygan Leadership Academy is a non-instrumentality charter school of the Sheboygan Area School District serving students in grades 4K through 8. Our student population is made up of around 200 students serving approximately 150 families. Our school was founded in 2012 and has continued to make improvements to the Gateway neighborhood since its inception. Sheboygan Leadership Academy is proud to have repainted our building, added an art garden installation, razed a house and installed a greenspace and playground. Sheboygan Leadership Academy plans to operate in this location for many years to come and hopes to complete an expansion project with Abacus Architects to improve our building even more. This project would include a new building façade and a new bus drop off to ensure student safety and improve school traffic flow.

Number and locations of sign(s):

The proposed monument sign will be located at Sheboygan Leadership Academy at 1305 St. Clair Avenue. The sign will be placed on the southeast corner of the intersection of N. 14th Street and St. Clair Avenue. There will only be one sign. This single sign will be double sided with a led display on both sides. Trees will be removed to improve the line of sight and fencing will be adjusted, improving the appearance of the corner.

Types of sign(s):

- Illuminated Monument Sign
- Alum. sign cabinet with Electronic Message Center enclosed
- 78" Tall x 96" Wide
 - Translucent Polycarbonate with Digital Print
 - Interior Lighting: LED
- 2-SIDED LED EMC DISPLAY
 - Technology: Full Color Outdoor LED Display
 - LED Color: Full Color
 - Cabinet Size: 17" tall x 87" wide
 - Matrix: 16x128

Materials and lighting used for sign(s):

The sign will be made of aluminum and the lighting will be LED.

Any information informing the Plan Commission what you are doing and why it makes sense to approve the proposal:

A monument will benefit our school and community in the following ways:

- Increasing school visibility
- Sharing school Virtues
- Increasing enrollment which increases funding
- Making our school and neighborhood a more beautiful place

Language justifying the requested variances to permit sign installation if a variance is required:

We request that a variance will be given for the requirement that the sign being twelve feet from the lot line. This would allow the future construction of a bus turnaround which ensures the safety of our students at drop off and pick up. As shown on the included diagrams the twelve foot requirement would place the sign directly in the path of the bus turnaround. The five foot variance would ensure the bus turnaround be unobstructed without causing any additional traffic or pedestrian concerns or conflicts. The five foot variance would also allow the sign to be much more visible. We would like for our messages to be visible to the community and school families as much as possible. We hope to also showcase messages about the virtues (character traits like respect and understanding) with the community of Sheboygan.

Where students learn to be bright & choose to make a difference.

1305 St. Clair Avenue, Sheboygan, WI 53081

920-208-5930 • Fax 920-208-5932 • education@leadership-academy.us • www.leadership-academy.us

OFFICE USE ONLY

PARCEL NO.: _____

MAP NO.: _____

ZONING CLASSIFICATION: _____

OFFICE USE ONLY

REVIEW DATE: _____

APPROVAL: _____
Steve Sokolowski, City Planner

**CITY OF SHEBOYGAN
DEPARTMENT OF CITY DEVELOPMENT**

828 Center Avenue Suite 104, Sheboygan, WI 53081
Phone: (920) 459-3377 Fax: (920) 459-7302
E-Mail: development@ci.sheboygan.wi.us

SIGN PERMIT APPLICATION

(November, 2009)

Completed application and all required attachments are to be filed with the Department of City Development, 828 Center Avenue, Suite 104 for review by the City Planner.

1. APPLICANT INFORMATION

APPLICANT: Sheboygan Leadership Academy

ADDRESS: 1305 St. Clair Avenue, Sheboygan, WI 53081

E-MAIL ADDRESS: Studee@leadership-academy.us

PHONE: (920)208-5930 FAX NO: (920)208-5932

2. OWNER INFORMATION

OWNER OF SITE: Sheboygan Leadership Academy, Inc.

ADDRESS: 1305 St. Clair Avenue, Sheboygan, WI 53081

PHONE: (920)208-5930 FAX NO: (920)208-5932

3. DESCRIPTION OF THE PROPOSED SIGN AND USE OF THE SUBJECT SITE

NAME OF PROPOSED/EXISTING BUSINESS: Sheboygan Leadership Academy

ADDRESS OF PROPERTY AFFECTED: 1305 St. Clair Avenue, Sheboygan, WI

USE OF PROPERTY: 4K-8 School

TYPE OF SIGN: Monument Sign

- DESCRIPTION OF PROPOSED SIGN: Illuminated Monument Sign, Alum. sign cabinet with Electronic Message Center enclosed, 78" Tall x 96" Wide. Translucent Polycarbonate with Digital Print
- Interior Lighting: LED, 2-SIDED LED EMC DISPLAY, Technology: Full

Color Outdoor LED Display

4. CONFIGURATION OF PROPOSED SIGN:

HEIGHT:78" X WIDTH: 96" = TOTAL SQUARE FOOTAGE:52 square feet

AMOUNT OF PUBLIC STREET FRONTAGE: 60'

AMOUNT OF EXPOSED EXTERIOR WALL LENGTH: None.

SETBACK:5 feet from N. 14th Street property line and 5 feet from St. Clair Avenue property line

METHOD OF ATTACHMENT:None.

METHOD OF ILLUMINATION:LED

SIGN MATERIALS: Aluminum and Polycarbonate


TOTAL SQUARE FOOTAGE OF SIGNS ON SUBJECT PROPERTY:

BEFORE PROPOSED SIGN:64 square feet

AFTER PROPOSED SIGN:116 square feet

5. CERTIFICATE

I hereby certify that all of the above statements and attachments submitted hereto are true and correct to the best of my knowledge and belief.



APPLICANT'S SIGNATURE

2/21/20

DATE

LARA STUDEE

PRINT ABOVE NAME

6. 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

Sheboygan Leadership Academy - 1305 St. Clair Avenue - Sheboygan, WI 53081

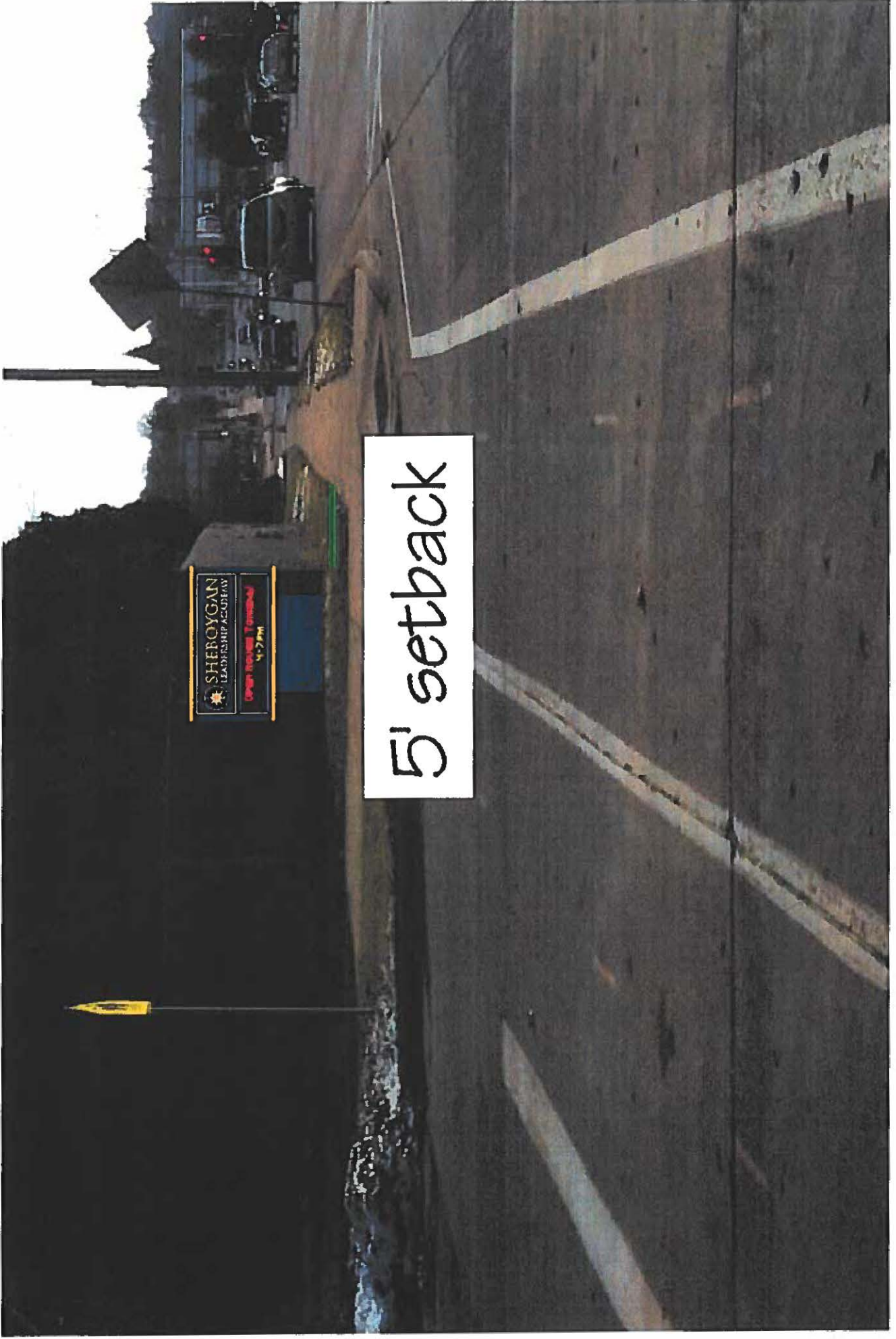


Qty: 1
 Double sided
 LED Illuminated w/ Premium Translucent Graphics
 Qty: 2 Full Color EMC
 Fabricated/Installed

Laura Studee
 920-208-5930

**Marshall
 Sign**
 1305 St. Clair Ave., Sheboygan, WI 53081
 (920) 963-5200 Fax: (920) 963-6463
 www.marshallsign.com

DISCLAIMER
 This layout design is not intended to be a contract. The client is responsible for providing all necessary information and for obtaining all necessary permits. The client is responsible for the design and construction of the sign.



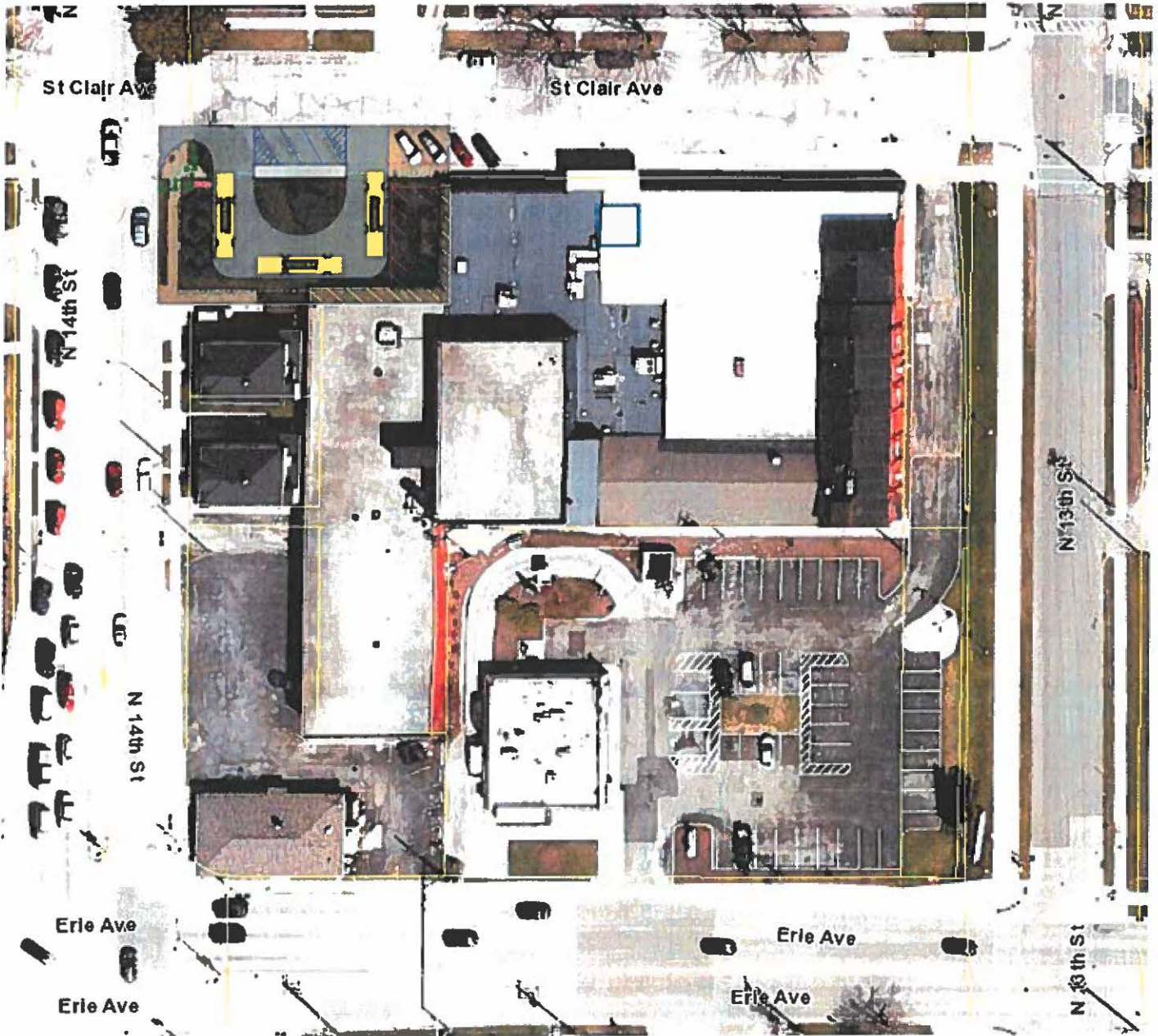
5' setback



SHIBOYGAN
LEADERSHIP ACADEMY

Proposed Sign Placement with a 5' Setback

- ◆ Trees will be removed for line of sight



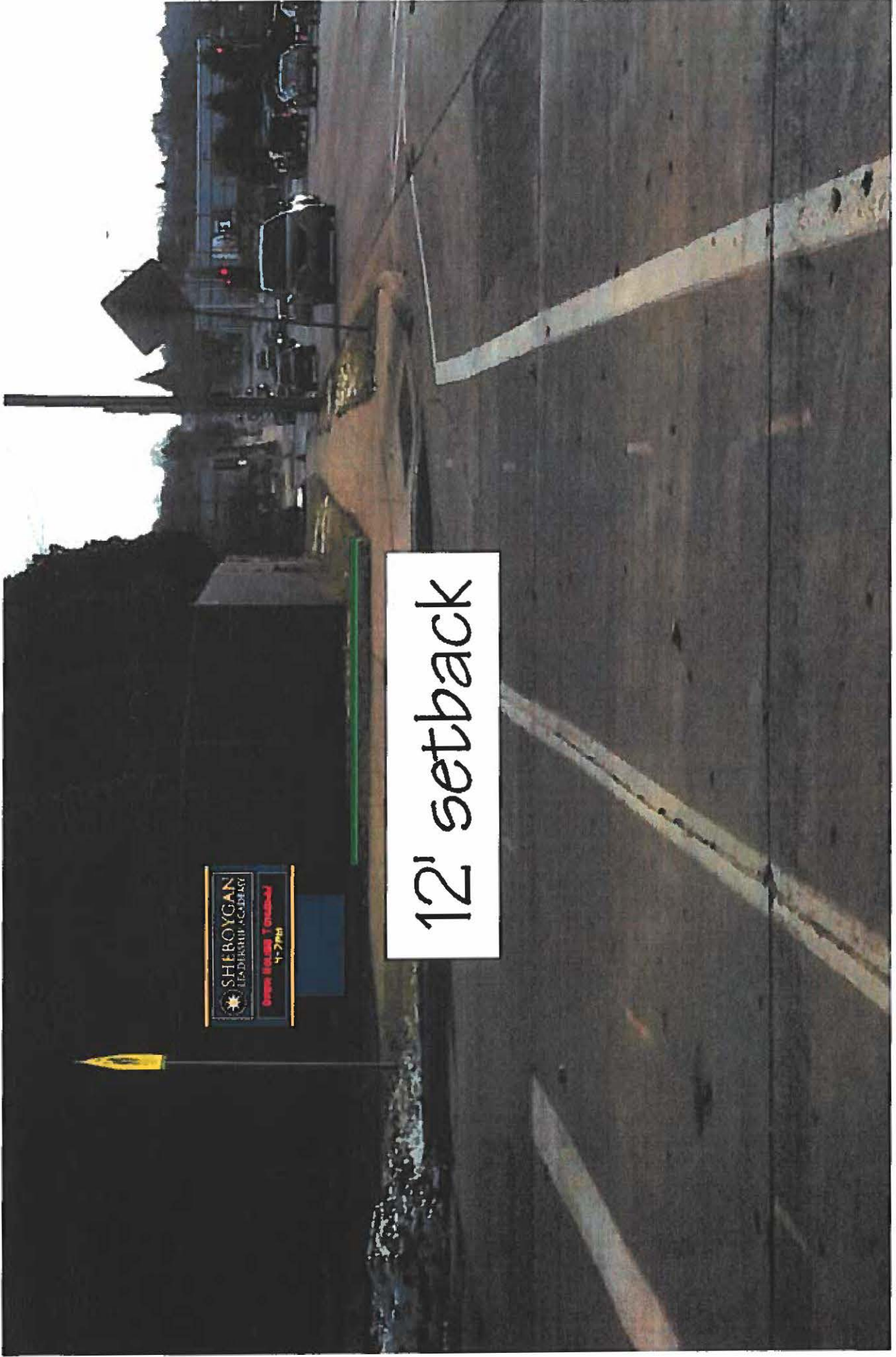
First Scenario: Standard 12' Setbacks

SIGN SETBACKS



Second Scenario: 5' Setbacks w/variance





12' setback

SHEROYGAN
LEADERSHIP ACADEMY
Orange Hills, TN 37054
4-2781

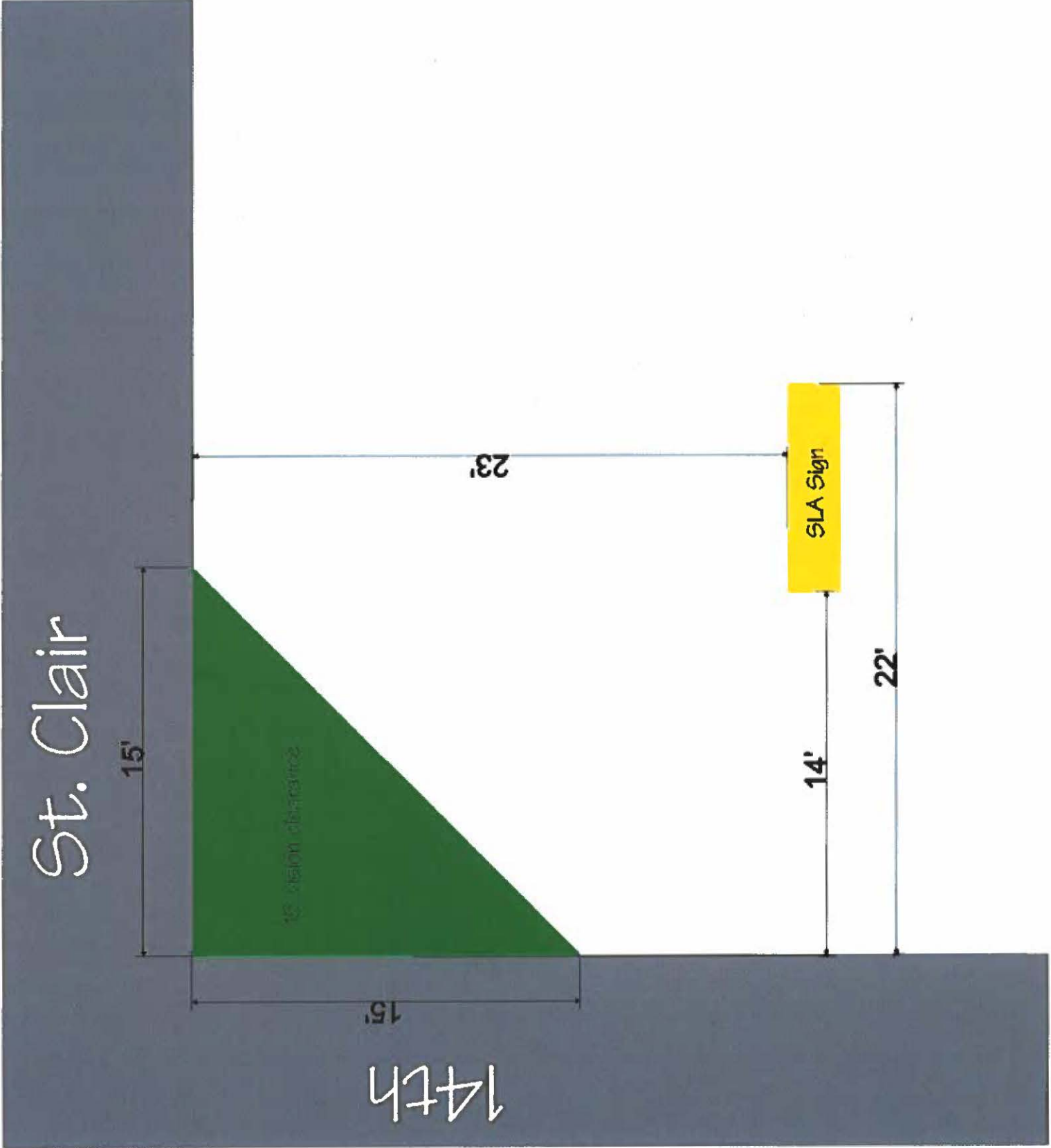


SHI BOYGAN
LEADERSHIP ACADEMY

Proposed Sign Placement with a 12' Setback

- ◆ Trees will be removed for line of sight





St. Clair

14th

15'

15'

23'

SLA Sign

14'

22'







CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Conditional Use Application by Caressa Scott to operate Blessed Child Daycare at 1125 Michigan Avenue. CC zone

REPORT PREPARED BY: Steve Sokolowski, Manager of Planning and Zoning

REPORT DATE: March 6, 2020

MEETING DATE: March 10, 2020

FISCAL SUMMARY:

STATUTORY REFERENCE:

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

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

BACKGROUND / ANALYSIS:

Caressa Scott is proposing to operate Blessed Child Daycare at 1125 Michigan Avenue. The applicant states:

- They plan to use the 2,000sf tenant space of the building as a childcare center to care for children six (6) weeks to 12 years old while their parents and/or guardian are at work, school etc. Teaching children basic colors, shapes, numbers, letters etc. Helping school age children with homework. Reading books teaching math. Fixing puzzles, playing games, arts and crafts, along with playing with toys, making snacks with recipes, singing songs, playing instruments and learning some bible stories.
- The location is convenient and in a great community surrounded by businesses and family households. It is close to downtown and public transportation. The building itself has plenty of room for children to play, learn and grow. I will include daily learning activities for children in care. We will engage in community service helping others such as collecting foods for the hungry, making art projects for the elderly, etc.
- We will have weekly themes such as animal week were the children will learn about different animals and their habitats by watching educational movies, reading, etc. At the end of the week, we will review all we have learned.
- The interior of the building will be painted and carpet and/or area rugs will be added. There will be shelves for toys and books. There will be tables and chairs for activities, eating, etc. There will be baby beds, high chairs, bouncers, coat hooks, and cubbies for children belongings. There will be TV on wall and curtains or blinds to windows. Outside benches for sitting. Doorbell for front door.

- In the evening we also do quiet activities from 7pm to 11pm such as movies, puzzles, coloring, or drawing to be respectful to neighbors and tenants above daycare (there are several apartments located on the 2nd floor of this building).
- Outdoor activities will take place offsite at a local park or playground where the children will be able to run, jump and play with balls, bubbles, jump rope etc.
- The site will be monitored by my staff (approximately 3 employees). Cameras will be used for security purposes.
- Hours of operation will be from 6:00am to 11:00pm Monday through Friday.
- Blessed Child will be licensed to care for eight (8) children.
- I am CPR certified and I have college classes in early childhood education, SIDS, shaken baby, etc. Classes are taken by my staff and I as needed for yearly training hours.

STAFF COMMENTS:

1125 Michigan Avenue was Dos Hermanos grocery store for many years. However, the 1st floor commercial space has been vacant for several years and the applicant would like the ability to operate Blessed Child daycare from this facility (tenant space was most recently used as a painting business that was there for a couple of months).

Applicant will need to submit all the required permits and licenses required to operate the daycare prior to occupancy.

ACTION REQUESTED:

Staff recommends approval of the Conditional Use Permit subject to the following conditions:

1. Prior to operation/occupancy, the applicant shall obtain all licenses and occupancy permits as well as meet all required codes including but not limited to building, plumbing, electrical, HVAC, fire, health, State of Wisconsin etc. An occupancy permit will be granted only at such time as the applicant has met all requirements.
2. Applicant is responsible to insure that the proposed family enrichment and child care center uses are meeting all Federal, State and Local codes and licensing requirements.
3. If using dumpsters, the dumpster(s) shall be screened/enclosed and constructed of like materials and colors of the facility.
4. All ground level and rooftop mechanicals shall be screened and/or enclosed and constructed of like materials and colors of the facility (HVAC equipment, etc.).
5. Outdoor storage of materials, products or equipment shall be prohibited.
6. All new lighting shall be installed per Section 15.707 of the City of Sheboygan Zoning Ordinance. There shall be no spillover light onto adjacent properties or the streets.
7. Applicant shall obtain the necessary sign permits prior to installation. Proposed signage will be individual letter signs (no flat panel or interior lit cabinet signs). 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.

8. If there are any exterior alterations, those alterations will be reviewed by the City of Sheboygan Architectural Review Board.
9. If there are any amendments to the approved use and/or site plan, the applicant will be required to submit a new site plan and/or conditional use application reflecting those amendments.

ATTACHMENTS:

Conditional Use Permit Application and required attachments.

PARCEL NO. 203550
MAP NO. _____
ZONING CLASSIFICATION: CC

Office Use Only

APPLICATION/FILE NO. _____
REVIEW DATE: 3/10/20

FILING FEE: \$250.00 (Payable to City of Sheboygan)

CITY OF SHEBOYGAN
APPLICATION FOR
CONDITIONAL USE PERMIT
Requirements Per Section 15.905
Revised May 2018

pd

Completed 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 two weeks prior to date of meeting. Applications will not be processed if all required attachments and filing fee of \$250 (payable to the City of Sheboygan) is not submitted along with a complete and legible application. Application filing fee is non-refundable.

1. APPLICANT INFORMATION

APPLICANT: Caressa Scott
ADDRESS: 124 Lincoln Ave E-MAIL: Carbreshix5@yahoo.com
PHONE: (414) 306-3877 FAX NO. ()

2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT

NAME OF PROPOSED/EXISTING BUSINESS: Blessed Child
ADDRESS OF PROPERTY AFFECTED: 1125 Michigan Ave
LEGAL DESCRIPTION: _____

BRIEF DESCRIPTION OF EXISTING OPERATION OR USE: Previously Art Gallery

DETAILED DESCRIPTION OF PROPOSED OPERATION OR USE INCLUDING ANY CHANGES TO THE EXISTING USE: See Attached

BRIEF DESCRIPTION OF ALL REQUESTED VARIANCES FROM PROVISIONS OF THE ZONING ORDINANCE, WHICH ARE RELATED TO THE PROPOSED OPERATION OR USE: No

February 13, 2020

Blessed Child
8 children/ license
6am-11pm hrs. of operation
3 employees

The building is located at 1125 Michigan ave. Sheboygan Wi 53081. At this time it is vacant it was previously an art gallery.

I plan to use the building for a childcare center to care for children 6 weeks to 12years old. While parents and or guardian are at work, school etc. Teaching children basic colors, shapes, numbers, letters etc. Helping school age children with homework. Reading books teaching math. Fixing puzzles, playing games, arts and crafts, along with playing with toys, making snacks with recipes, singing songs, playing instruments and learning some bible stories.

The location is convenient and in a great community surrounded by businesses and family households. It is close to downtown and public transportation. The building itself has plenty of room for children to play, learn, and grow. I will include daily learning activities for children in care. We will engage in community service helping others such as collecting foods for the hungry, making art projects for the elderly etc.

We will have weekly themes such as animal week learning about different animal there habitat and babies watching educational movies etc. at the end of the week we will review all we've learn.

The site will be monitored by staff myself and 2 others also use of security cameras. Hours of operation 6 am to 11pm Mon-Fri license for 8 children. Clients are parents / guardian and family members of children in care. I am CPR certified College classes in early childhood education, Sids, shaken baby and classes taken as needed for yearly training hours.

Outdoor activities will be done off site at park or playground a block and a half away. Taking children outside to run, jump and play with balls, bubbles, jump rope etc.

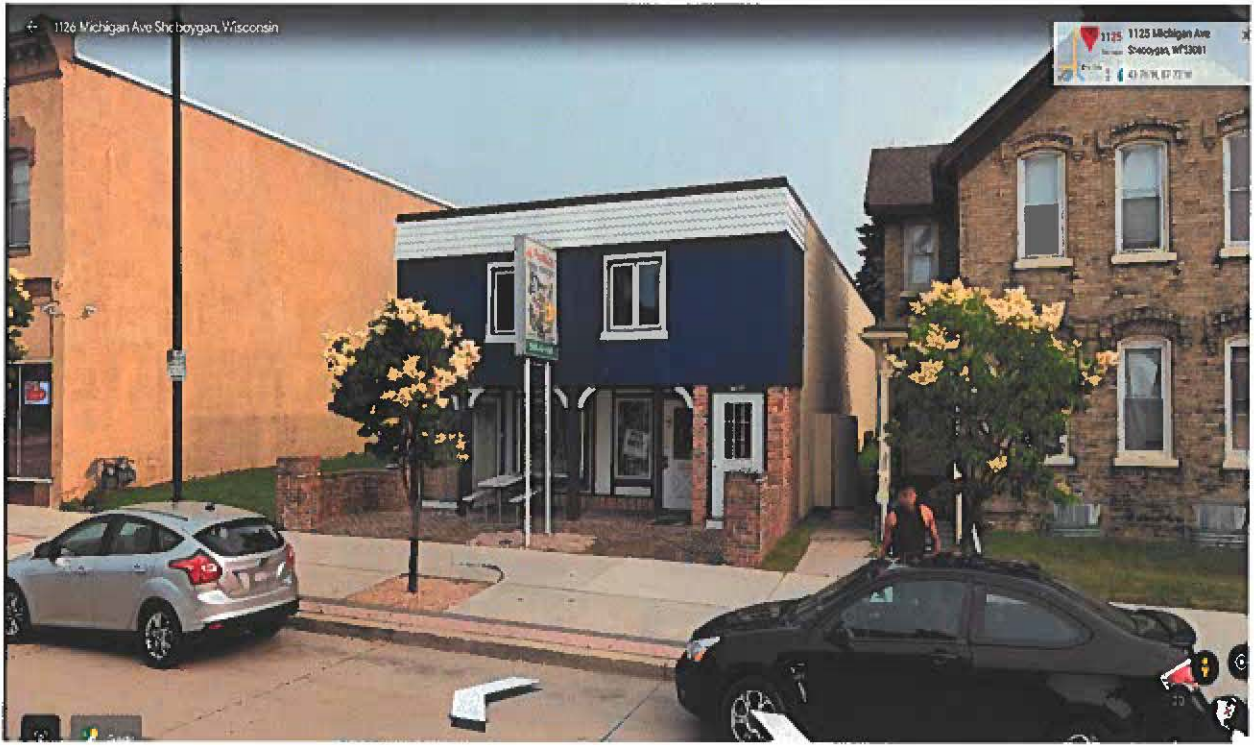
The building will be painted and carpet or area rugs. Shelves for toys and books. Tables and chairs for activities, eating etc. baby beds, high chairs, bouncers, coat hooks, and cubbies for children belongings. TV on wall and curtains or blinds to windows. Outside benches for sitting. Doorbell for front door.

The area is approximately 2000 sq. ft. No fencing or landscaping. In the evening we also do quiet activities 7pm to 11pm such as movies, puzzles, coloring, or drawing to be respectful to neighbors and tenants above daycare. There are no parking spaces on street parking only at the location.

Thank You for your time and consideration
Caressa Scott

Caressa Scott







PARCEL NO. 629007
MAP NO. _____
ZONING CLASSIFICATION UI

Office Use Only
APPLICATION/FILE NO. _____
REVIEW DATE: 3/10/20

FILING FEE: \$250.00 (Payable to City of Sheboygan)

CITY OF SHEBOYGAN
APPLICATION FOR
CONDITIONAL USE PERMIT
Requirements Per Section 15.905
Revised May 2018

Completed 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 two weeks prior to date of meeting. Applications will not be processed if all required attachments and filing fee of \$250 (payable to the City of Sheboygan) is not submitted along with a complete and legible application. Application filing fee is non-refundable.

1. APPLICANT INFORMATION

APPLICANT: Humane Society of Sheboygan County
ADDRESS: 3107 N 20th St E-MAIL: lisam@scadopt.org
PHONE: (920) 458-2012 FAX NO. () N/A

2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT

NAME OF PROPOSED/EXISTING BUSINESS: NEIGHBOFF WE CARE BLOC-
ADDRESS OF PROPERTY AFFECTED: 3115 N 21st St
LEGAL DESCRIPTION: SEC 10 T15N R23E PT OF THE SE SW
DESC AS COM AT A POINT 10' S OF THE CENTER
LINE OF VAC VOLURATH AVE 1 TO NORTH 21st ST TO
THE CENTER LINE OF VAC VOLURATH
BRIEF DESCRIPTION OF EXISTING OPERATION OR USE: Humane

SOCIETY ANNEX BLOC, SEE ATTACHED TENANTS

DETAILED DESCRIPTION OF PROPOSED OPERATION OR USE INCLUDING ANY CHANGES TO THE EXISTING USE: SEE ATTACHED

BRIEF DESCRIPTION OF ALL REQUESTED VARIANCES FROM PROVISIONS OF THE ZONING ORDINANCE, WHICH ARE RELATED TO THE PROPOSED OPERATION OR USE: none, I BELIEVE

Steve:

Below is information on the process and procedure involved in potentially permitting Sheboygan County Humane Society to operate from the multi-tenant facility at 3115 N. 21st Street (kennels and indoor dog park).

CONDITIONAL USE PERMIT PROCESS (variance may be included if necessary):

3115 N. 21st Street is zoned Urban Industrial (UI). The proposed dog park and kennels (indoor facility) are considered a conditional use in the UI zone. Thus, the applicant may apply for a conditional use permit (and variance if needed) to operate a dog park and kennels in this multi-tenant building from this site. The City of Sheboygan Plan Commission will consider such a request. The Conditional Use Permit (Variance?) application will need to include the following:

The conditional use permit and variance application will need to include the following:

1. Fill out conditional use permit application and submit required fee of \$250.00 fee.
2. You will provide written documentation specifically explaining/detailing the proposed use:
 - An explanation of the existing building use/tenants. *SEE ATTACHMENT*
 - An explanation of the proposed indoor kennel and dog park use/tenant and what types of uses/activities are expected: *SEE BELOW*
 - Who is the tenant operating the site? **Humane Society of Sheboygan County**
 - How is the site managed and supervised? **Humane Society of Sheboygan County Staff**
 - How many kennels for what types of animals? **There will be 11 dog kennels of various sizes and 16 cat kennels in a separate room. The dog kennels will be used primarily for dogs being transferred in from high kill shelters. These dogs need to be quarantined before they can be brought into the main shelter to help reduce the spread of contagious diseases. The facility will be used as a ringworm quarantine for both dogs and cats. Kennels will also be used for County Sheriff Department and local police for criminal investigation seizures, which includes species varying from dogs, cats, birds, goats, pigs. The dog kennel space will be inspected and licensed with DATCP as a part of our ACT 90 Dog Seller's Permit.**
 - How will the site and dog park be managed and supervised? **Humane Society of Sheboygan County Staff**
 - How do citizens use this dog park – pay, hours, how to enter. **Citizens would pay a monthly membership (similar to an Anytime Fitness). Citizens would also be required to provide proof of current rabies vaccination. They would be able to pay the membership fee and proof of current rabies vaccination directly at the Humane Society during regular business hours. They would receive an individual code which they would input on the locked entrance door keypad to access the park. The park would be able to be accessed**

twenty four hours a day. Security cameras will be installed, both inside and outside of the facility.

- **What will people/dogs using the facility expect with the dog park? Members can expect an indoor climate controlled facility for play of their pets.**
 - **How will you be handling dog waste? Waste bags, paper towels and sanitizing wipes will be provided on waste clean-up stations. There will be garbage receptacles available for the used waste bags and soiled papers/wipes. The receptacle cans will be emptied daily and a thorough disinfection of the floors and all hard surfaces will be done daily using the cleaning product Rescue.**
 - **Are you proposing any outdoor space? An outdoor fenced in dog park will be attached to the new facility. Groundbreaking for the new Humane Society is expected spring 2020.**
 - **Future plans? There will be a different use for current shelter facility, which is undetermined.**
-
- **A description as to why the proposed multi-tenant professional service use is being proposed from this location and why the plan commission should consider approving the proposal. Please consider approving this request as we want to provide an interactive, safe place for dog owners to exercise and socialize their pets. This space would give dog owners the opportunity to provide their pets with enrichment during outdoor weather elements that could be dangerous to the dog. As the Humane Society of Sheboygan County, we want to work with the community to provide the proper enrichment for their dogs so they are not surrendered to the shelter for a number of different behavioral reasons. Lack of exercise and enrichment are a major reason for negative behaviors in dogs.**
-
- **Why was this site selected, who will use it, when will you begin construction, etc.) This site was selected because it is important to have a separate quarantine area for possible contagious diseases. Humane Society staff and volunteers will use this area to safely quarantine animals as well as provide socialization during their time in this area. The indoor dog park site was selected because the Humane Society has this available space to use to offer a service to the public. Construction will begin in Spring of 2020**
-
- **Description of proposed facilities - Description of proposed building and all new site improvements (square footage of tenant space, any exterior remodeling, storm drainage, landscaping, lighting, traffic, ingress/egress, parking, sidewalk, retaining walls, dumpster enclosure, screening of mechanicals, etc.). Existing Nemschoff We Care building, no changes to the exterior of structure with the exception of the outdoor kennels as shown. No mechanical on the outside of building, or storm water, lighting changes. Fence will have screening material to prevent seeing of animals.**

- What are the days and hours of operation? **The indoor dog park will be open 24 hours a day.**
- How many employees will you have? **Currently the Humane Society has 8 full-time and 2 part-time staff that would be responsible for cleaning the dog park and kennel areas. There are 3 full-time employees to maintain the memberships. We have a full-time Maintenance Supervisor that will be responsible for repairs and updates to both areas.**
- How will site be accessed and where are the proposed access points (people parking and getting into facility)? **The indoor dog park entrance will be through the door #2 labeled on the floor plan. Parking for the dog park will be on the north and east side of the building. The dog and cat quarantine areas will be accessed through door the door #3 labeled on the floor plan. Parking for the quarantine area will be in the north parking lot.**

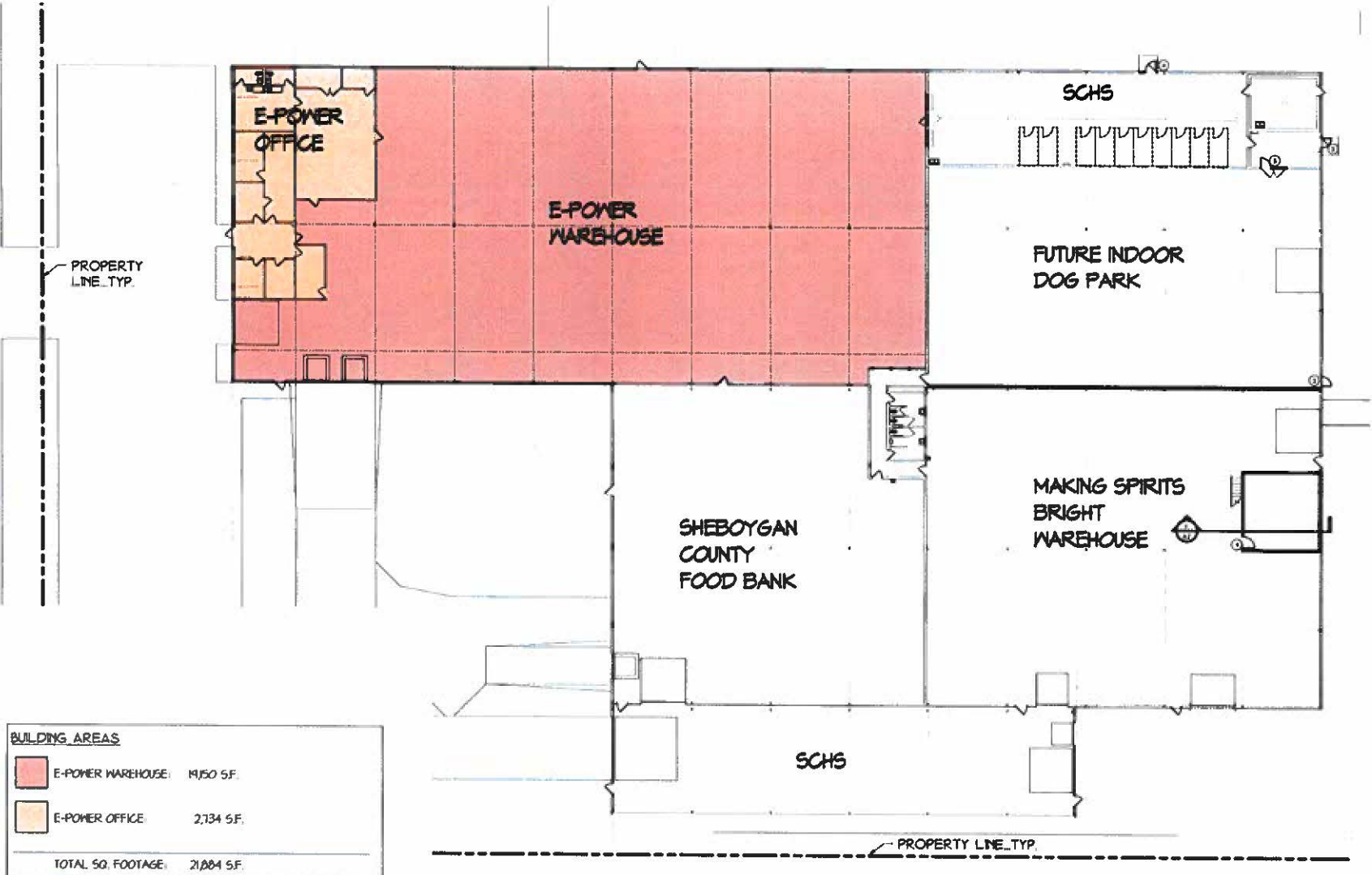
- How will site be serviced with streets and utilities? **Currently serviced by existing utilities.**
- How will you insure that the proposal will not become a nuisance to adjoining property owners (i.e. outdoor storage of materials, vehicles, equipment, lighting, noise, smells, architectural style, etc.)? **Everything is set back off of streets and residents.**



- Are you proposing any fencing and landscaping? **Outdoor screened cyclone fence kennels, do be used only during business hours 9 to 6pm**
- Number of parking spaces you have and the number of parking spaces required - One space per customer station plus one space per employee on the largest work shift, or one space 300 square feet of gross floor area, whichever is greater. **Parking requirements are met.**
- Any other plans with any of the other tenant spaces? **There are not any known plans for the tenant spaces.**
- Any other information that will be useful for the Plan Commission to understand your proposed business.

3. A site plan/floor plan showing the property, existing/proposed buildings, parking lot, storm drainage facilities, etc. These plans will show the following:

- The overall property/site.
- Proposed building location on the property.
- The distance of the parking lot and/or structures to property lines.
- The parking space locations and ingress/egress driveway cuts on the property.
- All site improvements.
- Floor plan showing the facility and how the space in the building is being used.

N. 21ST. STREET



BUILDING AREAS	
	E-POWER WAREHOUSE: 19,150 SF.
	E-POWER OFFICE: 2,734 SF.
TOTAL SQ. FOOTAGE: 21,884 SF.	

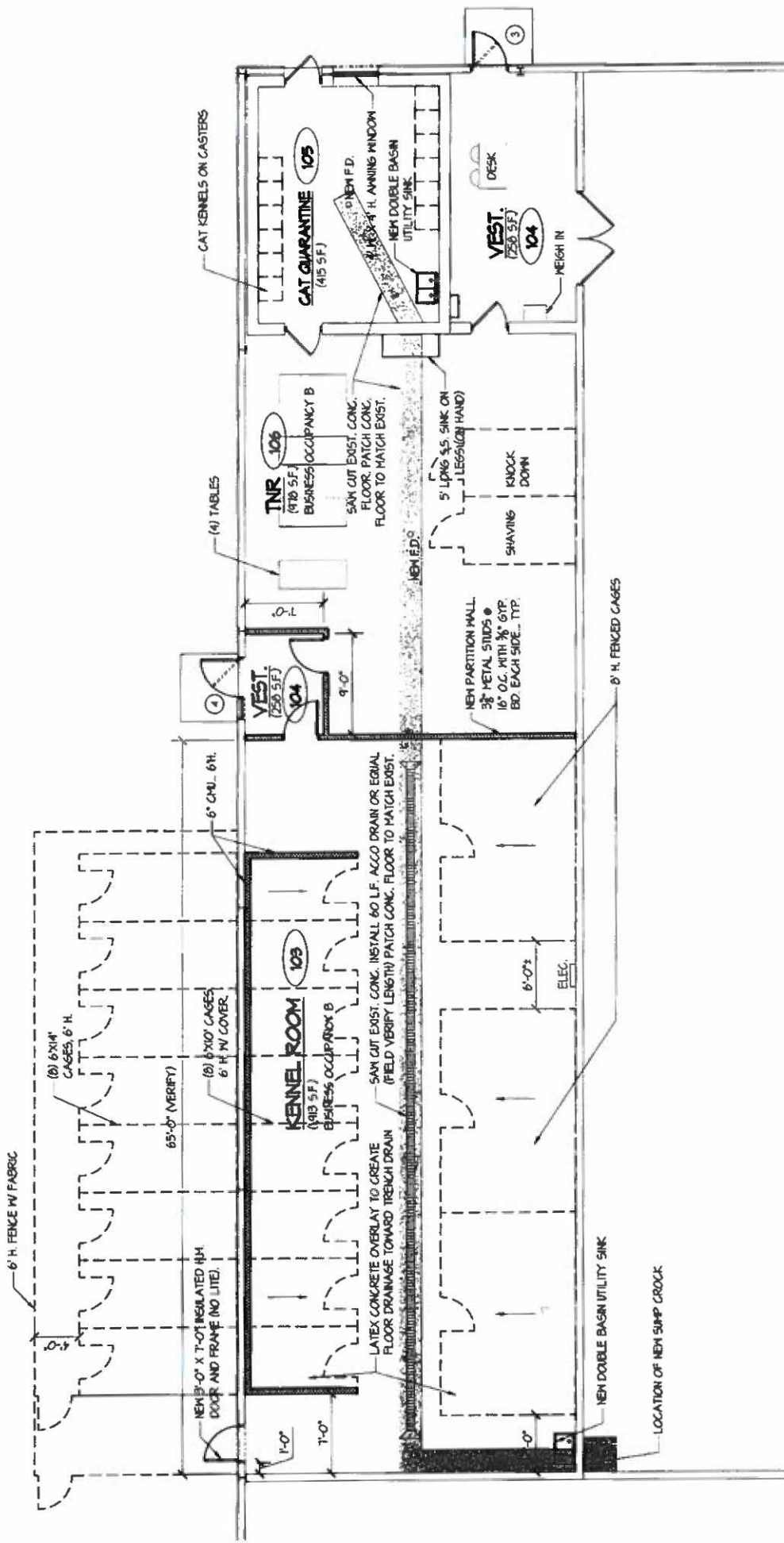
 **FLOOR PLAN**
SCALE 1/16" = 1'-0"

NO.	REVISIONS	DATE



WE CARE BUILDING REMODEL
FORMER NEMTSCHOFF BUILDING
315 N. 21ST STREET
SHEBOYGAN, WI 53083

SHEET TITLE
DRAWN BY SA
CHECKED BY CA
DATE 08-01-10
PROJECT NO. 10-082
SHEET NO. A1



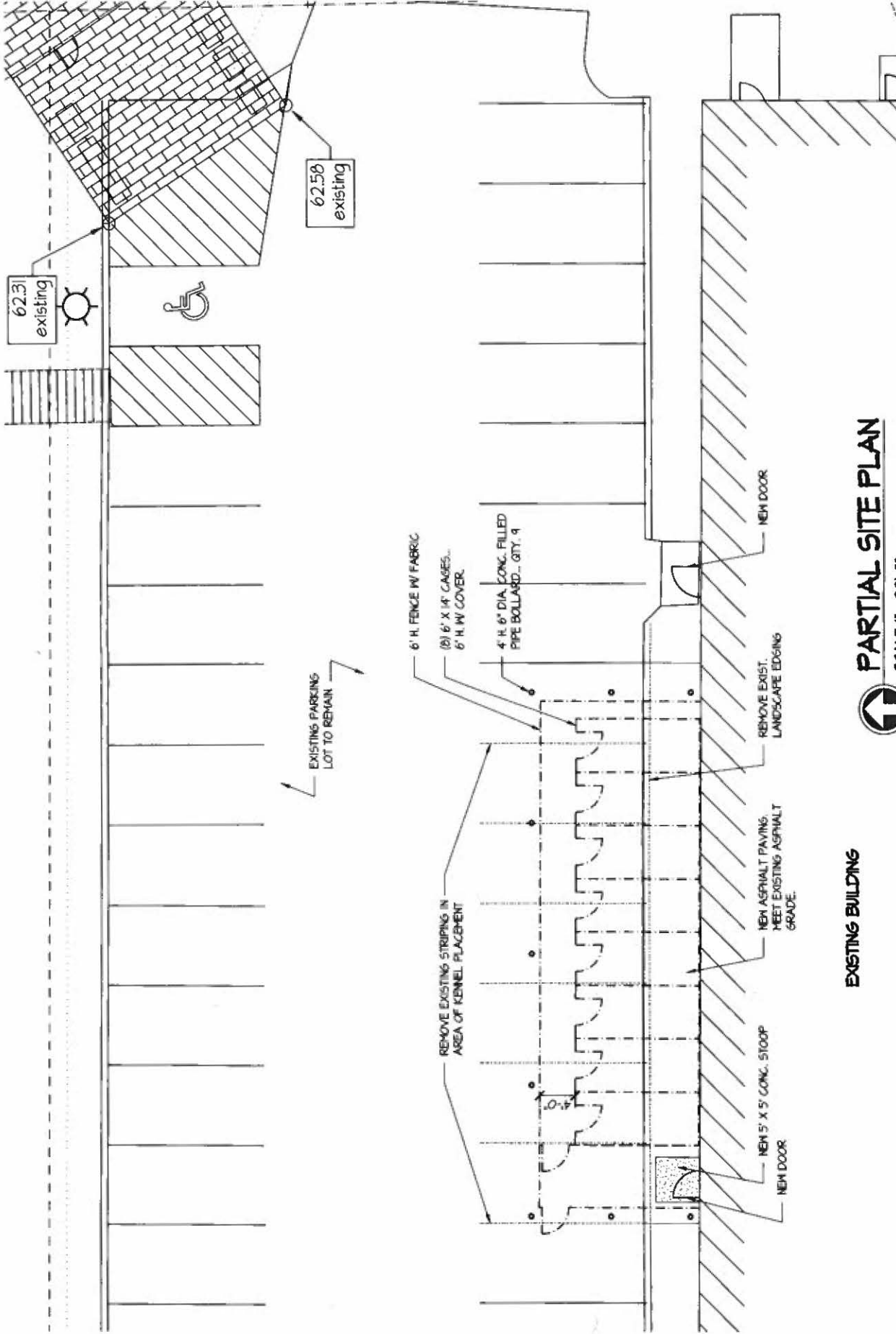
NO.	REVISIONS	DATE

DISTINCTIVE DESIGN
 210 PINE STREET
 SHEBOYGAN FALLS, WI 53083
 (920) 225-1098

WE CARE BUILDING REMODEL
FORMER NEMTSCHOFF BUILDING
315 N. 21ST STREET
SHEBOYGAN, WI 53083

SHEET TITLE
DRAWN BY JVA
CHECKED BY JVA
DATE 02-26-10
PROJECT NO. 19-082
SHEET NO.

C1



PARTIAL SITE PLAN
 SCALE 1" = 20'-0"

EXISTING BUILDING

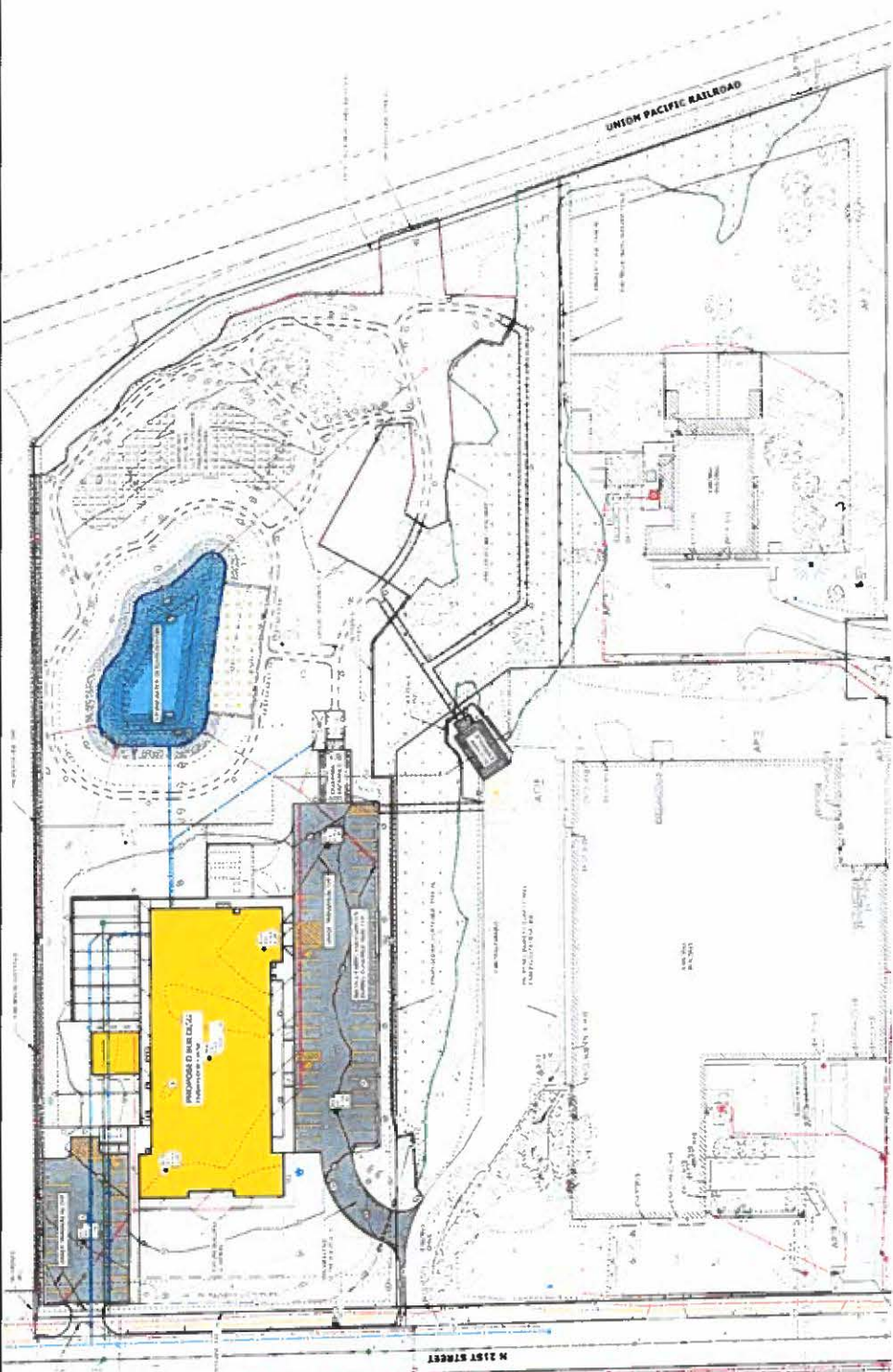
NO.	REVISION	DATE

Wagner
EXCCAVATING

New Building and Dog Park
Humane Society of Sheb Co.
3107 North 20th Street
Sheboygan, Wisconsin

DATE
10/8/19

4



OVERALL CONSTRUCTION GRADING AND EROSION CONTROL PLAN

GRAPHIC SCALE
1" = 30' 11"
1" = 60' 11"

NOTES:

1. ALL CONSTRUCTION SHALL BE IN ACCORDANCE WITH THE SHEBOYGAN COUNTY EROSION CONTROL MANUAL.
2. THE PROPOSED BIOMECH. TREATMENT POND SHALL BE CONSTRUCTED IN ACCORDANCE WITH THE SHEBOYGAN COUNTY BIOMECH. TREATMENT POND DESIGN MANUAL.
3. ALL EROSION CONTROL MEASURES SHALL BE INSTALLED AND MAINTAINED THROUGHOUT CONSTRUCTION.
4. THE PROPOSED BIOMECH. TREATMENT POND SHALL BE CONSTRUCTED AND OPERATED IN ACCORDANCE WITH THE SHEBOYGAN COUNTY BIOMECH. TREATMENT POND DESIGN MANUAL.
5. ALL CONSTRUCTION SHALL BE COMPLETED BY 10/31/2020.

DATE	REVISION	NO.

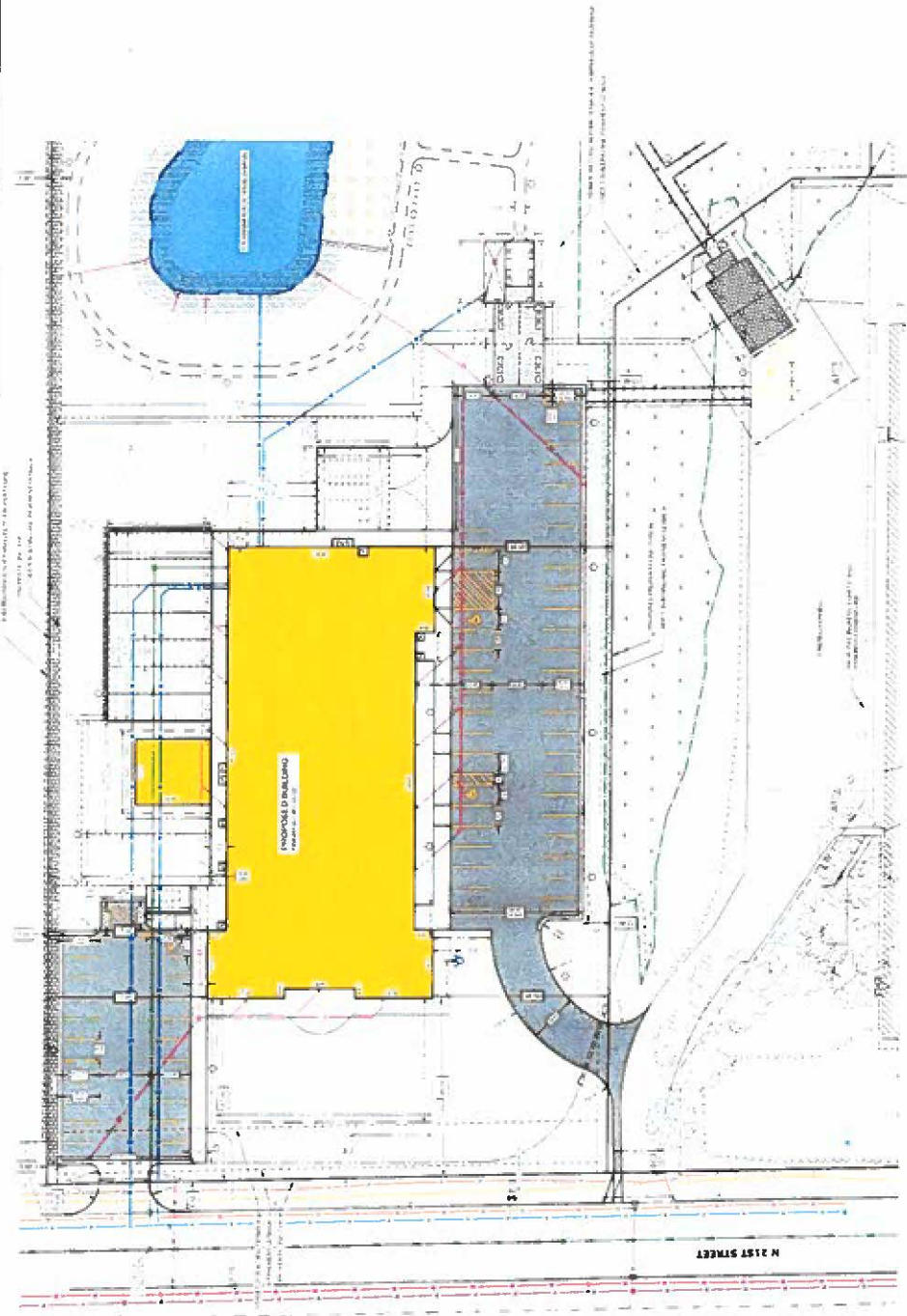


New Building and Dog Park
 Humane Society of Sheb Co.
 3107 North 20th Street
 Sheboygan, Wisconsin

DATE
 10/8/19

5

**GEOMETRY PLAN
 BUILDING AREA**



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NO.	REVISION	DATE

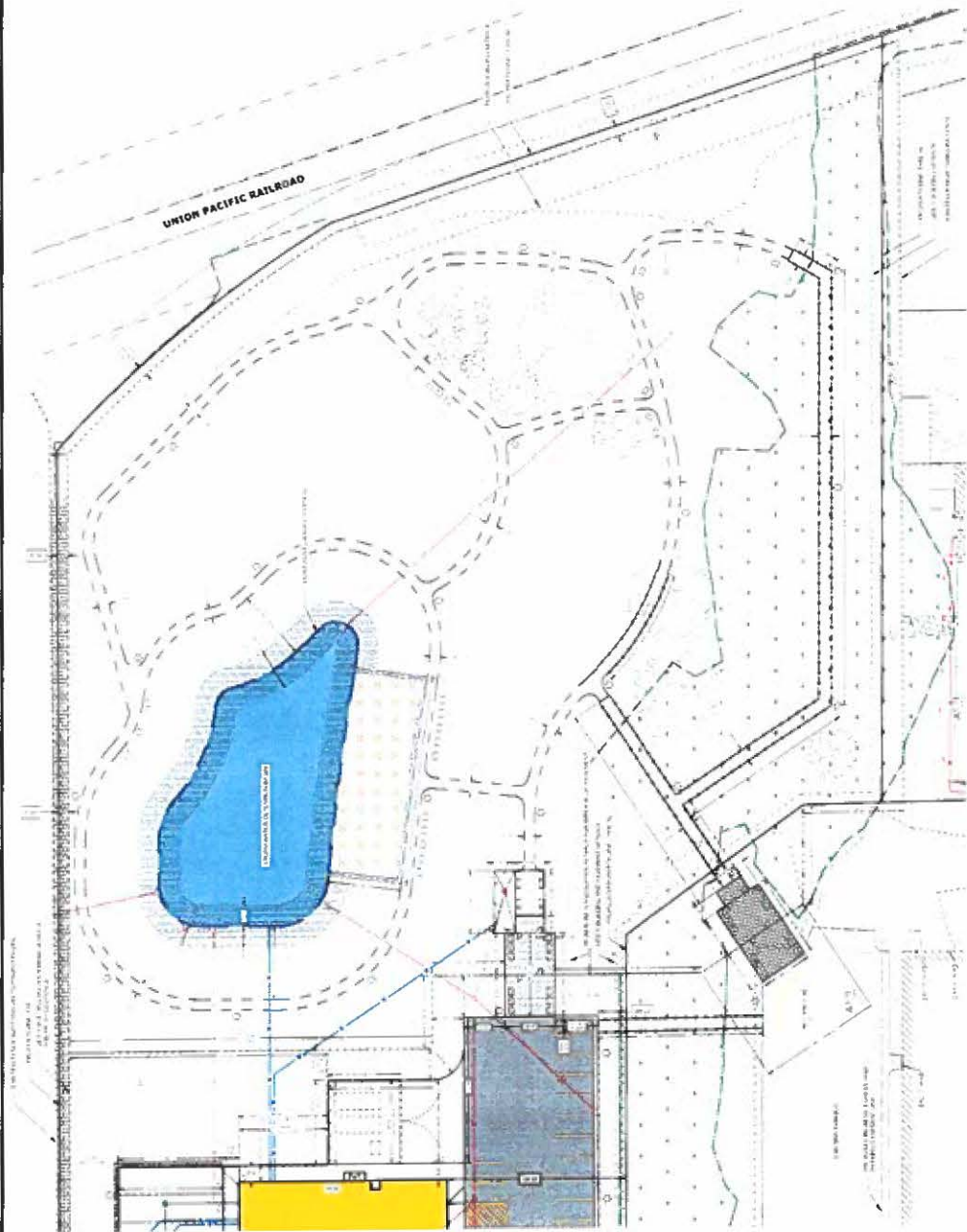
Wagner
EXCAVATING

New Building and Dog Park
Humane Society of Sheb Co.
3107 North 20th Street
Sheboygan, Wisconsin

DATE:
10/8/19

6

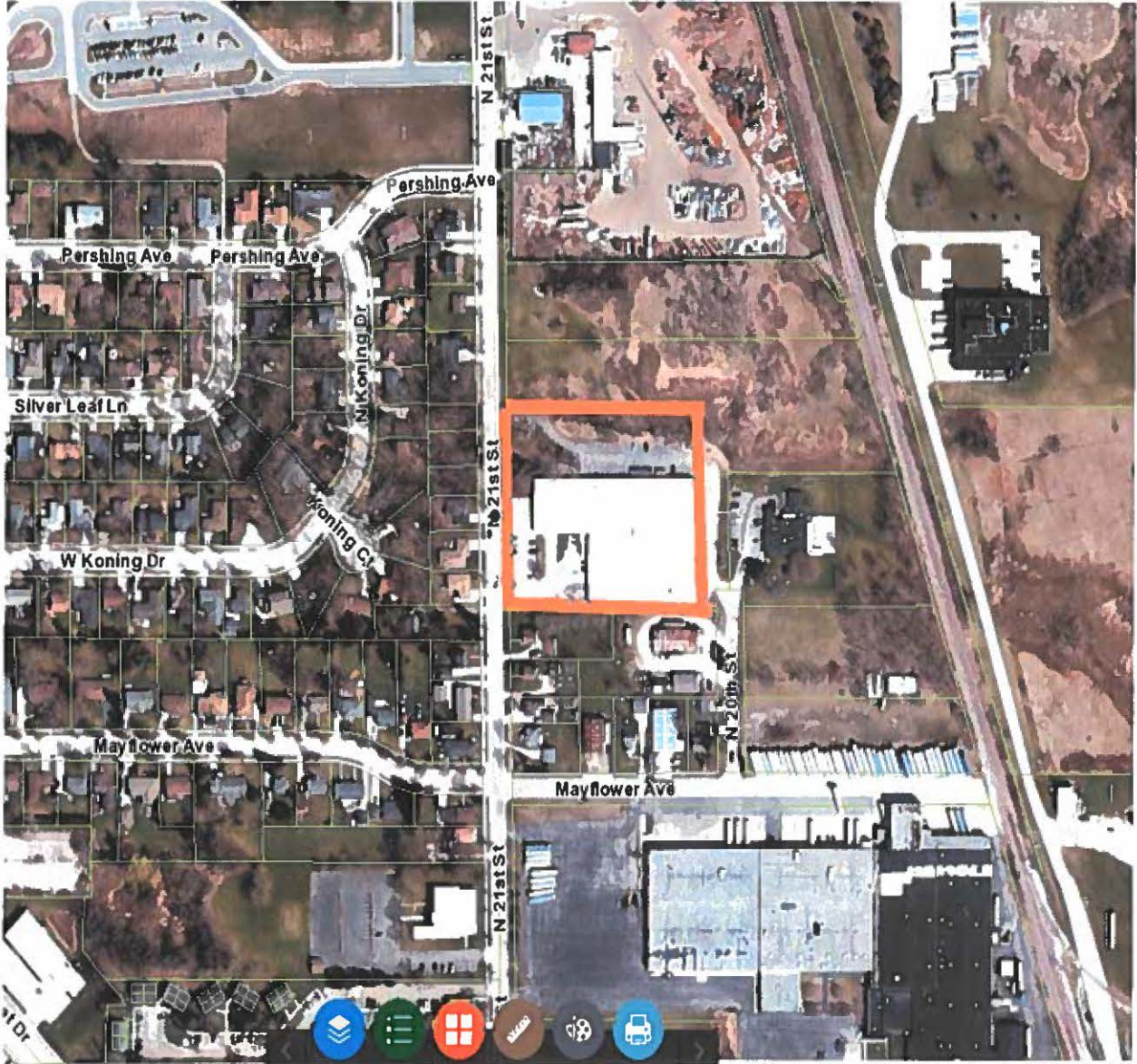
**GEOMETRY PLAN
DOG PARK**



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CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Conditional Use and Variance Application by Humane Society of Sheboygan County to utilize space in the multi-tenant facility for kenneling and an indoor dog park at 3115 N. 21st Street. UI Zone

REPORT PREPARED BY: Steve Sokolowski, Manager of Planning and Zoning

REPORT DATE: March 6, 2020

MEETING DATE: March 10, 2020

FISCAL SUMMARY:

STATUTORY REFERENCE:

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

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

BACKGROUND / ANALYSIS:

The Humane Society purchased this former Nemschoff facility and converted it into a multi-tenant facility in 2016. Tenants include E-Power, Sheboygan County Food Bank and Making Spirits Bright. There is a large tenant space available and the Sheboygan County Humane Society (SCHS) is proposing to use this space for dog and cat kenneling and for a future indoor dog park. The applicant states:

- There will be 11 dog kennels of various sizes and 16 cat kennels in a separate room.
- The dog kennels will be used primarily for dogs being transferred in from high kill shelters. These dogs need to be quarantined before they can be brought into the main shelter to help reduce the spread of contagious diseases. The facility will be used as a ringworm quarantine area for both dogs and cats. Kennels will also be used for County Sheriff Department and local police for criminal investigation seizures, which includes species varying from dogs, cats, birds, goats, pigs. The dog kennel space will be inspected and licensed with DATCP as part of our ACT 90 Dog Sellers Permit.
- This site was selected because it is important to have separate quarantine area for possible contagious diseases. Humane Society staff and volunteers will use this area to safely quarantine animals as well as provide socialization during their time in this area.
- The applicant is also proposing eight (8) outdoor kennels within the existing parking lot on the north side of the building adjacent to the Humane Society tenant space in the facility. Each kennel is proposed to be six (6) feet wide by 14 feet long. The outdoor kennels will

be enclosed by a six (6) foot high cyclone fence to be screened with fabric. The outdoor kennels will only be used during business hours 9am to 6pm. These kennels will remove approximately seven (7) parking spaces on the north side of the building. The kennels will have protective bollards installed to protect the kennels from vehicles.

- SCHS is also proposing an indoor dog park. Citizens would pay a monthly membership (similar to an Anytime Fitness). Citizens would be required to provide proof of current rabies vaccination. They would be able to pay the membership fee and proof of current rabies vaccination directly at SCHS facility during regular business hours. They would receive an individual code which they would input on the locked entrance door keypad to access the park. The park will be accessible 24 hours per day. Security cameras will be installed both inside and outside of the facility.
- Members can expect an indoor climate controlled facility for play of their pets. This will be nice especially during winter or times of inclement weather.
- Waste bags, paper towels and sanitizing wipes will be provided on waste clean-up stations. There will be garbage receptacles available for the used waste bags and soiled papers/wipes. The garbage cans will be emptied daily and a thorough disinfection of the floors and all hard surfaces will be done daily using the cleaning product Rescue.
- We want to provide an interactive, safe place for dog owners to exercise and socialize their pets. This space would give dog owners the opportunity to provide their pets with enrichment during outdoor weather elements that could be dangerous to the dog. As the Humane Society of Sheboygan County, we want to work with the community to provide the proper enrichment for their dogs so they are not surrendered to the shelter for a number of different behavioral reasons. Lack of exercise and enrichment are a major reason for negative behaviors in dogs.
- The indoor dog park site was selected because the Humane Society has space available in this facility to offer such a service to the public. Construction will begin in spring of 2020.
- The indoor dog park entrance will be through the door #2 labeled on the floor plan. Parking for the dog park will be on the north and east side of the building. The dog and cat quarantine areas will be accessed through the door labeled #3 on the floor plan. Parking for the quarantine area will be in the north parking lot.
- Currently the Humane Society has 8 full-time and 2 part-time staff that would be responsible for cleaning the dog park and kennel areas. There are 3 full-time employees to maintain the memberships. We have a full-time Maintenance Supervisor that will be responsible for repairs and updates to both areas.

STAFF COMMENTS:

SCHS is proposing to remove approximately seven parking spaces on the north side of the building in order to construct the outdoor kennels.

The Plan Commission will just want to verify with the applicant what exactly are they proposing for fencing and screening of the outdoor kennels.

ACTION REQUESTED:

Staff recommends approval of the conditional use permit and variances subject to 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, health, water, sewer, health, etc. (Applicant shall be in contact with building inspection, fire, police, etc.). An occupancy permit will be granted only at such time as the applicant has met all requirements.
2. Dumpster(s) shall be screened/enclosed and constructed of like materials and colors of the facility.
3. Outdoor storage of materials, products or equipment shall be prohibited.
4. All ground level and rooftop mechanicals shall be screened and/or enclosed and constructed of like materials and colors of the facility (HVAC equipment, etc.).
5. All new lighting shall be installed per Section 15.707 of the City of Sheboygan Zoning Ordinance. There shall be no spillover light onto adjacent streets and/or properties.
6. Applicant shall obtain the necessary sign permits prior to installation. Applicant shall be permitted to install individual letter signs – no cabinet or flat panel signs. If staff has any concerns with proposed signage design, the matter may be brought back to the Plan Commission for their consideration.
7. Applicant shall be permitted a freestanding monument sign for the site. Minimum setback of a monument sign is 12 feet. Maximum height of the monument sign is 8 feet.
8. Applicant shall work with staff with regards to constructing appropriate and well-designed kennel fence and shall obtain the necessary permits prior to installation. The outdoor kennels will be enclosed with a six (6) foot high fence which shall match or coordinate with the color of the building. Prior to installing the fencing, a layout plan and material samples shall be approved by the Plan Commission and/or City staff. If staff has any concerns with proposed fence design, the matter may be brought back to the Plan Commission for their consideration.
9. Outdoor kennel fencing shall be installed per Section 15.720(3)(c) of the City of Sheboygan Zoning Ordinance.
10. All areas used for parking or maneuvering of vehicles shall be paved including the gravel driveway on the east side of the facility at 3115 N. 21st Street. All paving shall be completed prior to issuance of an occupancy permit for the new SCHS facility.
11. All areas that are not required to be paved shall be landscaped with grass and/or approved landscaping.
12. City Development staff will issue a building permit only if the applicant has adequately satisfied all concerns related to the Sheboygan Fire Department, including but not limited to fire lane access at the site, sprinkler systems, hydrants, water pressures, etc.
13. Operation of the outdoor kennels shall include removal of all animal waste prior to the close of business each day, no overnight boarding within the outdoor area, and abatement of any runoff or any odors from the outdoor play area.
14. Applicant shall not permit animal waste product to end up in the City storm drainage system. The applicant shall be responsible for working with City engineering staff to adequately address animal waste product runoff into storm sewer concern.
15. In no instance shall use of the outdoor kennels create a nuisance for neighboring properties (noise, smells, etc.) and/or the City with regards to waste product entering the

City storm drainage system. If the outdoor kennels creates a nuisance, the Plan Commission will have the authority to again review the conditional use permit.

16. If there are to be any renovation to the exterior of the facility, the applicant will be required to obtain approval from the Architectural Review Board prior to receiving a building permit for such renovation.
17. If there are any amendments to the approved conditional use permit (including but not limited to site plan, architectural design, expanded square footage, indoor/outdoor use, etc.), the applicant will be required to submit a new conditional use application reflecting those amendments.

ATTACHMENTS:

Conditional Use Permit Application and required attachments.

PARCEL NO. 215822
MAP NO. _____
ZONING CLASSIFICATION: UC

Office Use Only
APPLICATION/FILE NO. _____
REVIEW DATE: 3/10/20

FILING FEE: \$250.00 (Payable to City of Sheboygan)

**CITY OF SHEBOYGAN
APPLICATION FOR
CONDITIONAL USE PERMIT**
Requirements Per Section 15.905
Revised May 2018



Completed 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 two weeks prior to date of meeting. Applications will not be processed if all required attachments and filing fee of \$250 (payable to the City of Sheboygan) is not submitted along with a complete and legible application. Application filing fee is non-refundable.

1. APPLICANT INFORMATION

APPLICANT: Transpo Mini Storage, Inc.
ADDRESS: 1209 S. 11th Street E-MAIL: transpomini@hotmail.com
PHONE: (920) 457-1155 FAX NO. (920) 457-0527

2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT

NAME OF PROPOSED/EXISTING BUSINESS: Transpo Mini Storage, Inc.
ADDRESS OF PROPERTY AFFECTED: 3515 Superior Avenue
LEGAL DESCRIPTION: See Attached

BRIEF DESCRIPTION OF **EXISTING** OPERATION OR USE: Self Storage Facility with four buildings on site containing 164 storage units. They range in size from 5'x10' to 10' x 20'. Ten of the units are temperature controlled.

DETAILED DESCRIPTION OF **PROPOSED** OPERATION OR USE INCLUDING ANY CHANGES TO THE EXISTING USE: We propose adding a 20' x 140' building to the north side of the property which will hold fourteen 10'x20' storage units.

BRIEF DESCRIPTION OF ALL REQUESTED VARIANCES FROM PROVISIONS OF THE ZONING ORDINANCE, WHICH ARE RELATED TO THE PROPOSED OPERATION OR USE: Landscaping. We propose planting a row of arborvitae on the north side of the building to help screen the building from Superior Avenue.

3. JUSTIFICATION OF THE PROPOSED CONDITIONAL USE

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

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? With the City's increased need for apartment/housing, this site works well for the much needed additional storage needs for these apartment and future condo renters/ owners. It is easy to get to and attractive.

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? There will not be an adverse impact on any nearby properties, and it will not significantly increase traffic, parking, or impact rights-of-way.

How does the proposed conditional use maintain the desired consistency of land uses in relation to the setting within which the property is located? The use of the property will not change.

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. No additional utility services will be required. There is a water hydrant already in place on the site.

4. NAMES AND ADDRESS (Indicate N/A for "Not Applicable" items)

OWNER OF SITE: Transpo Mini Storage

ADDRESS: 1209 S. 11th Street **E-MAIL:** transpomini@hotmail.com

ARCHITECT: Distinctive Design Studio

ADDRESS: 215 Pine Street, Sheboygan Falls **E-MAIL:** jason@distinctivedesignstudio.com *53085*

CONTRACTOR: Jos. Schmitt Construction

ADDRESS: 2104 Union Avenue **E-MAIL:** sschmitt@jscmitt.cc

5. CERTIFICATE

I hereby certify that all the above statements and attachments submitted hereto are true and correct to the best of my knowledge and belief.

Jason Ahrens
APPLICANT'S SIGNATURE

02/25/2020
DATE

Jason Ahrens (Agent to Owner)
PRINT ABOVE NAME



WRITTEN DESCRIPTION – ARCHITECTURAL REVIEW APPLICATION

Transpo Mini Storage
3515 Superior Avenue
Sheboygan WI 53081

Zoning District

Urban Commercial (UC)

Existing Land Use

The site is currently owned by Transpo Mini Storage and has four buildings containing a total of 164 self-storage units. The units range in size from 5' x 10' to 10' x 20'. Ten of the units are temperature controlled.

Proposed Land Use

No change in use. We propose adding a fifth building (20' x 140') to the north side of the site which will contain fourteen 10' x 20' self-storage units.

Reason for Site Selection

The Superior Avenue facility is near the Village Green apartments and the Mapledale Condos. We currently rent to several residents in those complexes and continue to receive calls for additional units.

Hours of Operation

The facility is open 24/7 and will continue to be so. To the best of our knowledge, that has not been an issue. We anticipate one additional vehicle per day.

We will not have an office on site and will continue using our office located at 1209 S. 11th Street. We will meet with tenants at the site as necessary.

Estimated Employees

We currently have 4 employees and do not anticipate that changing.

Access

Access to the site is currently provided from Superior Avenue and is controlled by an electronically controlled access gate. There will be no change in site access.



Parking

Parking will continue in the current configuration. No additional parking will be needed.

Building Design

The new 20' x 140' building will have metal wall panel siding to match the existing buildings. The north, east, and west elevations will also have areas of faux stone veneer accent panels.

Vertical, tan, metal siding will be provided to match the existing buildings. The north, east, and west elevations will feature faux stone veneer accents panels. Dark brown metal coping, and gutters will trim out the building. A low slope standing seam metal roof will slope to the north.

Landscape Requirements

A landscape plan submittal complying with the City of Sheboygan Zoning Ordinance Subchapter 15-6 will be provided.

Performance Standards / Potential Nuisances

All performance standards shall comply per City of Sheboygan Zoning Ordinance Subchapter 15-7 to ensure the development will not become a nuisance to adjacent property owners.

Access to the site is controlled and is secured with fencing. In addition, the area will be patrolled on a daily basis. We do not allow waste storage or outdoor storage of vehicles or equipment. We anticipate the units to primarily be used for storage of household goods or businesses using them for record storage. Any debris or garbage that is left is picked up daily. No noise should be generated other than from the small number of vehicles that would access the site. We also have cameras to monitor activity.

Transpo Mini Storage was formed in 1995. From that time, we have diligently run attractive, well managed facilities. To the best of our knowledge, we aren't considered a nuisance in any of our locations and will continue to see that this facility is an asset to the area.

Site Lighting

Wall packs will be provided to illuminate to the paved area between the buildings.

Signage Regulations

The current signage is satisfactory. No additional signage is necessary.

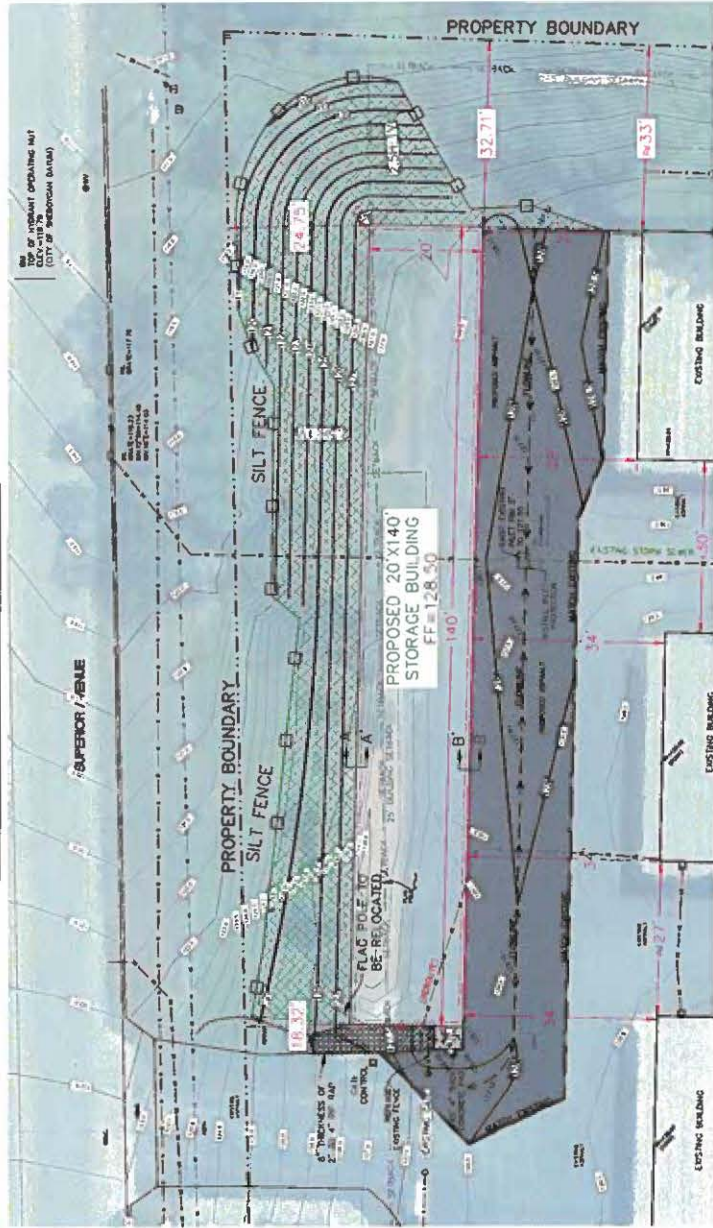


Written Justification

Transpo Mini-Storage was formed in 1995. From that time we have diligently run attractive, well managed facilities. We currently operate 767 storage units at our other four locations. Storage has been in great demand for the past several years. All of our storage unit locations are in close proximity to apartment buildings, upon which we draw heavily from for our business. Most of our clients are city residents in the process of moving between homes or are people that are moving into the area. With the increased demand for new apartments in the city, there will be an increase in the demand for storage units, which this new facility will help provide.

The Superior Avenue facility was purchased in 1999. Units have been added four times since. Upon reviewing the site with the architect, we believe there is adequate room for a fifth building. There will not be an adverse impact on any nearby properties, and it will not significantly increase traffic, parking, or impact rights-of-way. No additional utility services will be required.

GRADING AND EROSION CONTROL PLAN VIEW





215 Pine Street
Sheboygan Falls, WI 53085
Ph: (920)-395-1090

TRANSCO MINI-STORAGE

NEW BUILDING
3515 SUPERIOR AVENUE
SHEBOYGAN, WI 53081

REVISIONS

Date	Description
5/30/18	Elevs. & Bushes
6/7/18	Bushes
7/2/18	Options
7/25/18	City Approval

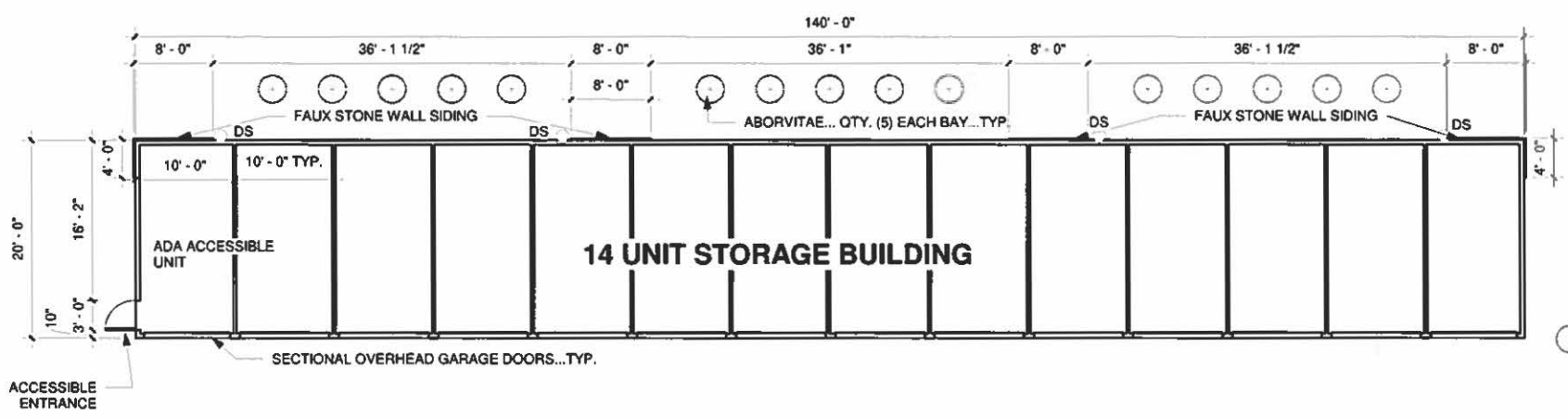
PRELIMINARY PLANS

1ST FLOOR PLAN

ISSUE DATE: 5/18/18
DRAWN BY: JA
CHECKED BY: EJ
PROJECT #: 18-039

A101

SCALE: 3/32" = 1'-0"



1 FLOOR PLAN - FIRST FLOOR PLAN
3/32" = 1'-0"

THESE DOCUMENTS ARE NOT FOR CONSTRUCTION

THESE DOCUMENTS ARE NOT FOR CONSTRUCTION

THIS DRAWING IS PRINTED ON 12 X 18" P. THIS SCALE BAR IS NOT EXACTLY 1". THIS DRAWING IS NOT TO SCALE.



WRITTEN DIMENSIONS ON THESE DOCUMENTS SHALL HAVE PRECEDENCE OVER BOTH PLOTTED DIMENSIONS. CONTRACTORS SHALL VERIFY AND BE RESPONSIBLE FOR ALL DIMENSIONS AND CONDITIONS ON THE JOB.

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215 Pine Street
Sheboygan Falls, WI 53085
Ph. (920)-395-1090

TRANSCO MINI-STORAGE

NEW BUILDING
3515 SUPERIOR AVENUE
SHEBOYGAN, WI 53081

REVISIONS

Date	Description
5/30/18	Elevs. & Bushes
6/7/18	Bushes
7/2/18	Options
7/25/18	City Approval

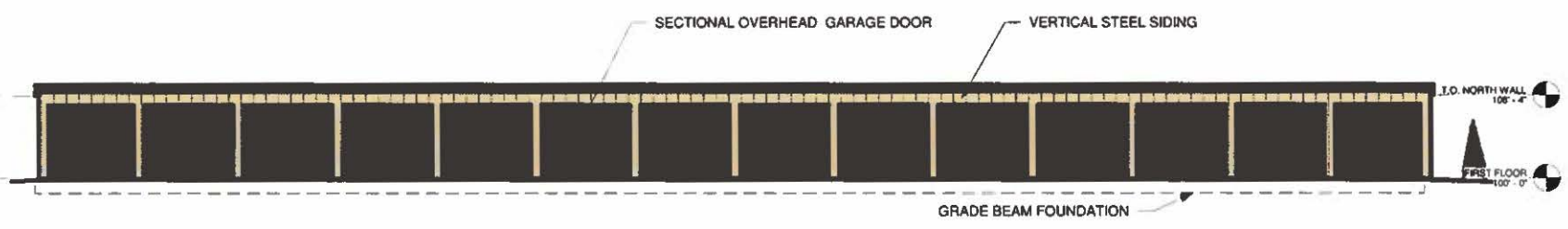
PRELIMINARY PLANS

EXTERIOR ELEVATIONS

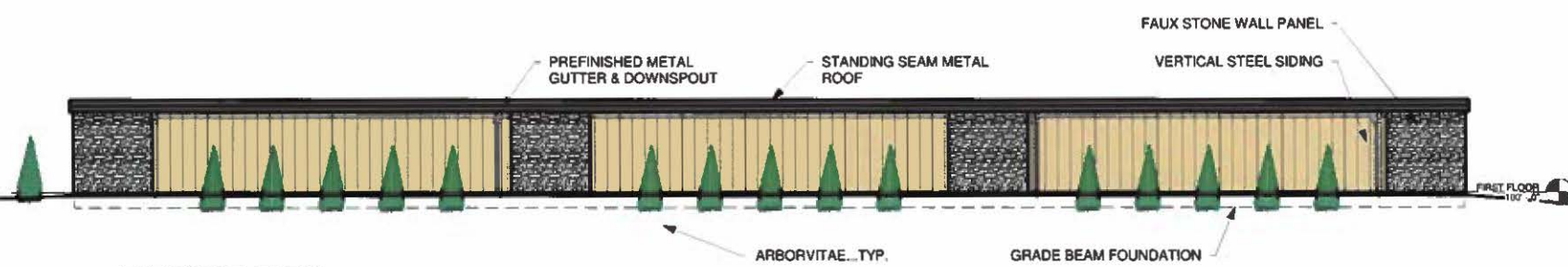
ISSUE DATE: 5/18/18
DRAWN BY: JA
CHECKED BY: EJ
PROJECT #: 18-039

A202

SCALE: 3/32" = 1'-0"



② FLOOR PLAN - SOUTH ELEVATION
3/32" = 1'-0"



① EXTERIOR ELEV. - NORTH ELEVATION
3/32" = 1'-0"

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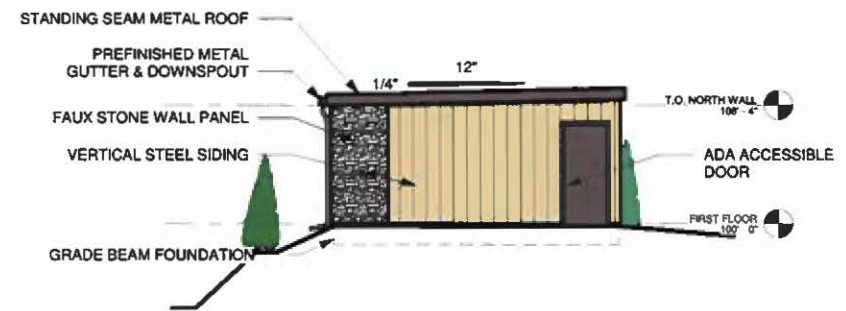
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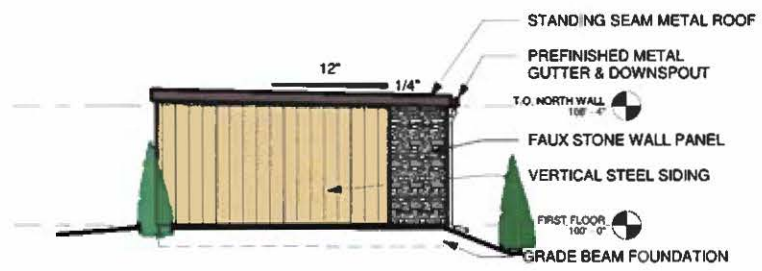


215 Pine Street
Sheboygan Falls, WI 53085
Ph: (920)-395-1090

TRANSCO MINI-STORAGE
NEW BUILDING
3515 SUPERIOR AVENUE
SHEBOYGAN, WI 53081



② EXTERIOR ELEV. - WEST ELEVATION
1/8" = 1'-0"



① EXTERIOR ELEV. - EAST ELEVATION
1/8" = 1'-0"

REVISIONS

Date	Description
5/30/18	Elevs. & Bushes
6/7/18	Bushes
7/2/18	Options
7/25/18	City Approval

PRELIMINARY PLANS

EXTERIOR ELEVATIONS

ISSUE DATE: 5/18/18
DRAWN BY: JA
CHECKED BY: EJ
PROJECT #: 18-039

A201

SCALE: 1/8" = 1'-0"

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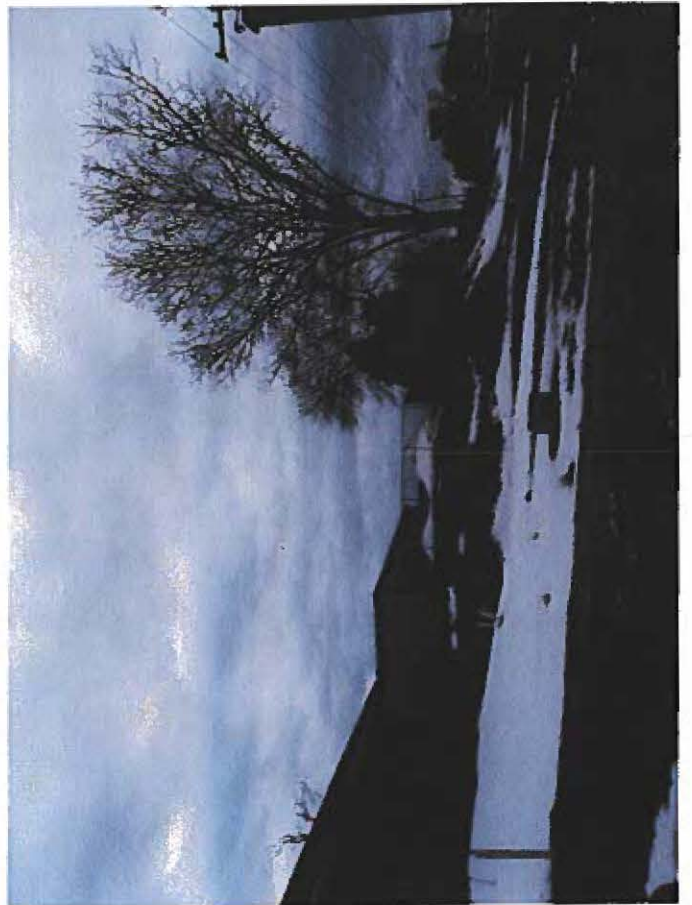
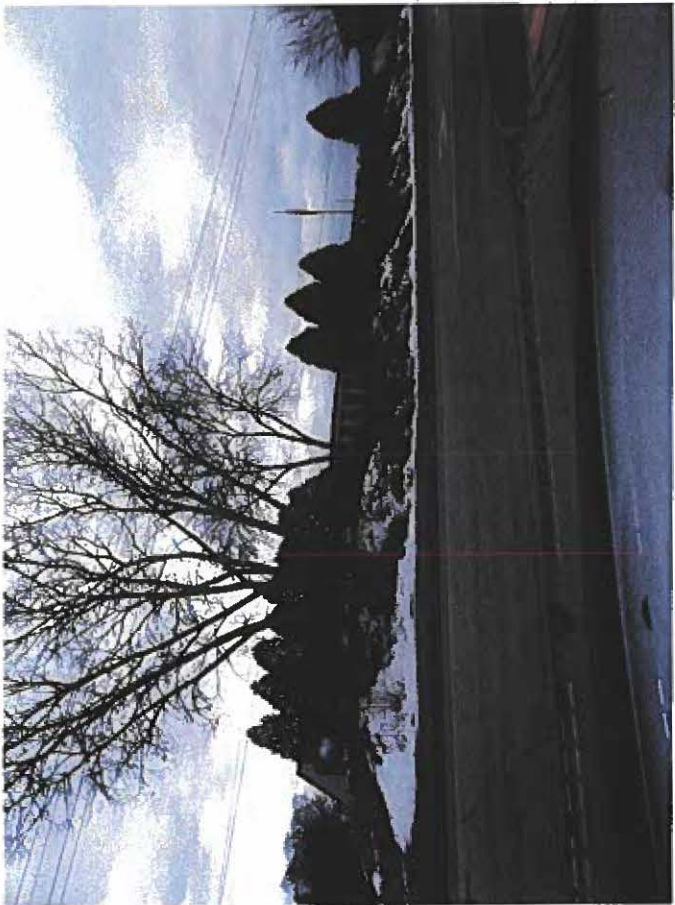
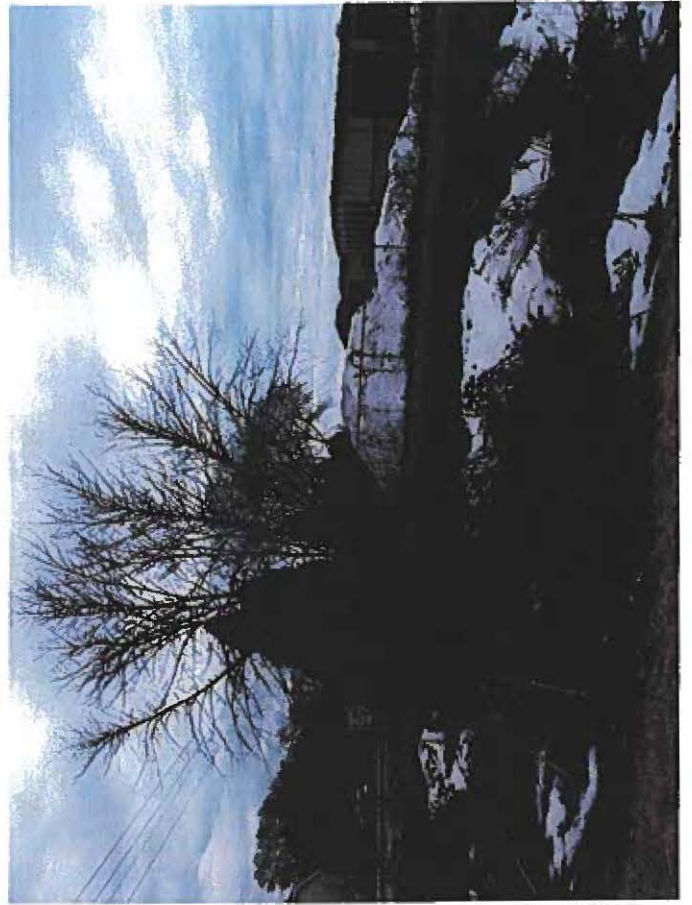
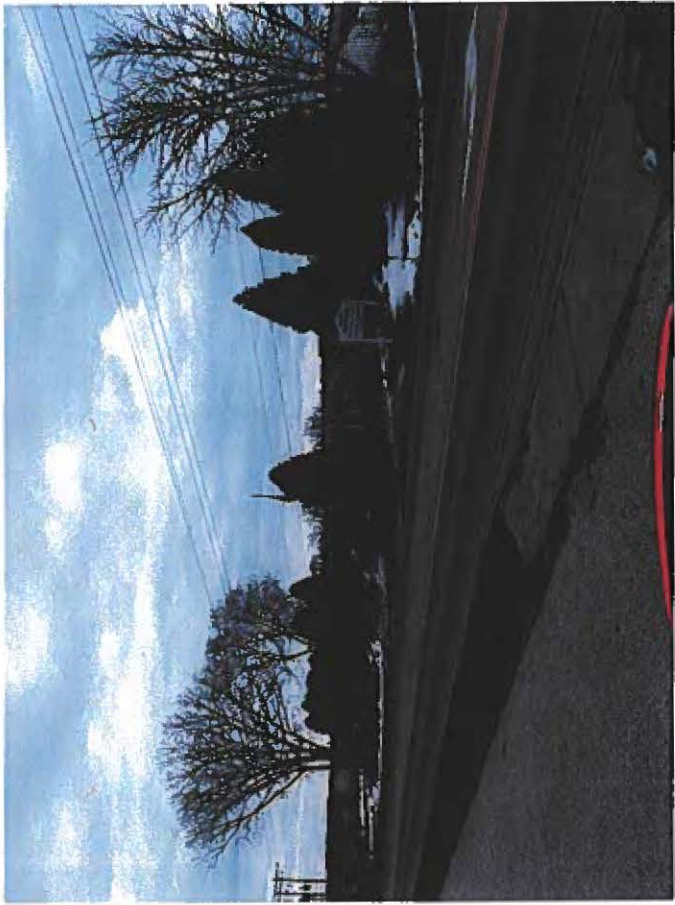
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WALL AND TRIM COLORS



Light Stone now available in R-panel roof.

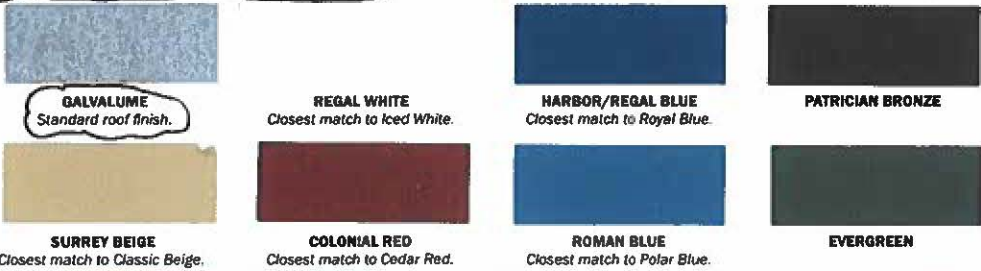
DOOR AND TRIM COLORS

*Not available in trim.



STANDING SEAM ROOF COLORS

Other premium colors are available. Contact Trachte for pricing and availability.



R-PANEL ROOF COLORS



Note: Colors shown are printed samples on paper. Colors vary from actual material. For an accurate color sample, please contact Trachte Building Systems at 800-356-5824.

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Conditional Use and variance application by Ron Becker to construct a new mini-storage building at the existing Transpo Mini-Storage facility located at 3515 Superior Avenue. UC Zone

REPORT PREPARED BY: Steve Sokolowski, Manager of Planning and Zoning

REPORT DATE: March 6, 2020

MEETING DATE: March 10, 2020

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

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

BACKGROUND / ANALYSIS:

In July of 2018, the Plan Commission approved the request by Ron Becker to construct a new mini-storage building at the Transpo Mini-Storage located at 3515 Superior Avenue. The applicant did not construct the project and the conditional use permit expired in July of 2019. The applicant is now proposing to move forward with the project. The Plan Commission is basically looking at the same plan reviewed in 2018 and much of this staff review is from 2018.

Ron Becker is proposing to construct a new 14-unit mini-storage building at the existing Transpo Mini-Storage located at 3515 Superior Avenue. The applicant states:

- Transpo Mini-Storage presently has four (4) buildings on the site holding 164 storage units. They range in size from 50sf (5 x 10) to 200sf (10 x 20). 10 of the units are temperature controlled.
- Transpo is proposing to add a fifth (5) building to be located on the north end of the property adjacent to Superior Avenue. This building will be 2,800sf (20 x 140) and will provide 14, 200sf (10 x 20) storage units.
- The new building will be consistent with the appearance of the existing facility. Vertical, tan, metal siding will be provided to match the existing buildings. The north, east, and west elevations will feature faux stone veneer accents panels. Dark brown metal coping and gutters will trim out the building. A low slope standing seam metal roof will slope to the north.

- Storage continues to be in high demand. The two (2) main reasons are the increase in home sales and the large increase in apartments. We currently draw customers from Village Green and Mapledale in addition to the new developments in and near the downtown area. We have five (5) locations and the Superior Avenue Transpo is almost always full.
- We have cameras for monitoring activity. In addition, we do daily walk-throughs. We don't allow waste or outdoor storage. Likewise, we don't allow outside storage of vehicles or equipment. Any debris or junk that is left will be picked up daily. The storage units are used primarily for household goods. We do have some business clients, but the vast majority store household goods.
- We will meet tenants as necessary, but will continue to use the current Transpo office at 1209 S. 11th Street. Parking will continue in the current configuration. There will not be any additional signage or driveways. We don't anticipate having more than one (1) or two (2) additional vehicles per day entering the facility. The current site is satisfactorily served by utilities or public agencies.
- The facility is open 24 hours, seven (7) days a week.
- We currently have four (4) employees and don't anticipate that changing.
- We will submit a landscaping plan to be approved by the city.

Transpo Mini Storage was formed in 1995. From that time, we have diligently run attractive well managed facilities. We will continue to see that this facility will be an asset to the area.

STAFF COMMENTS:

The applicant is proposing to construct a new 2,800sf (20 x 140) indoor mini-storage facility on the north side of the property. This building will be very visible because most of the existing landscaping will need to be removed in order to construct this structure and because it is proposed to be located on the hill that overlooks Superior Avenue (site is much higher than the road).

As the Plan Commission is aware, this section of Superior Avenue has been redeveloping very nicely from an architectural design and materials perspective. City Staff, the Plan Commission and the Architectural Review Board have been requiring well-designed structures in this area of Superior Avenue. Most of these buildings are brick or have some type of brick component to them. In addition, there are residences across the street that will be looking at this new mini-storage building every day.

Staff's biggest concerns with the Transpo Mini-Storage project are:

- There is a significant amount of landscaping that presently does a nice job screening the existing mini-storage units from Superior Avenue. However, most of the landscaping will need to be removed in order to construct the building as proposed. The proposed building will now be very visible because the existing landscaping will be removed and because it sits on top of a hill that overlooks Superior Avenue. When the Transpo facility

gets approved the applicant will be responsible for installing landscaping that appropriately address the landscaping and bufferyard requirements of the zoning ordinance to minimize this developments impact on these residential neighbors. It does appear that the applicant is proposing quite a bit of landscaping between the building and Superior Avenue in order to visually screen the building from Superior Avenue but this landscaping will take several years to grow to maturity.

- The proposed mini storage structure will be closer to the street then virtually all other buildings located along the south side of Superior Avenue. You will begin to see the structure from Taylor and Superior to the east and just after the roundabout to the west. This will be a very visible structure.

Staff informed the applicant about these landscaping and design concerns on several occasions. Based on those discussions, the applicant has made some modifications to the building. The Plan Commission should be aware that the Architectural Review Board previously approved the proposed building elevation drawings.

What is the applicant doing from a fencing perspective for the gate and the front side yards – presently a black iron fence along Superior Avenue. After understanding the applicant’s intent the Plan Commission may want to include a condition in terms of style, location and height of the fence if it is to be reinstalled.

The applicant is requesting the following variance:

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

ACTION REQUESTED:

If the Plan Commission elects to approve the conditional use permit and variance, staff would recommend the following conditions of approval:

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, health, water, sewer, storm drainage, hazardous materials, etc. An occupancy permit will be granted only at such time as the applicant has met all requirements.
2. Applicant shall obtain all necessary permits for the construction, the storage and the handling of hazardous chemicals and/or fuels (applicant shall be in contact with building inspection, fire department, etc.).
3. Applicant shall meet all zoning requirements including but not limited to noise, vibration, hazardous materials, etc.
4. Submittal/approval of a proposed storm drainage plan prior to building permit issuance.
5. Submittal and approval of a landscape plan prior to building permit issuance. Landscape plan shall include a legend that shows how the four (4) landscape criteria are being met. Landscaping shall be installed prior to issuance of an occupancy permit.
6. The applicant shall install minimum six (6) foot tall arborvitaes.
7. Dumpster(s) shall be screened/enclosed and constructed of like materials and colors of the facility. If using chain link fencing, the applicant shall install Privacy Decorative Slating (PDS) material in order to effectively screen and enclose the dumpster.
8. Outdoor storage of materials, products or equipment shall be prohibited.

9. Any fencing shall be installed per Section 15.720(3)(c) of the City Zoning Ordinance. Applicant is required to submit specific fence details to staff for review/approval. If staff has any concerns with the fence design, the matter may be brought back to the Plan Commission for their consideration.
10. All ground level and rooftop mechanicals shall be screened and/or enclosed and constructed of like materials and colors of the facility (HVAC equipment, etc.).
11. All new lighting shall be installed per Section 15.707 of the City of Sheboygan Zoning Ordinance. There shall be no spillover light onto adjacent streets and/or properties.
12. Applicant shall obtain the necessary sign permits prior to installation. If staff has any concerns with any proposed sign design, the matter may be brought back to the Plan Commission for their consideration.
13. Applicant shall be permitted to install individual letter signs – no cabinet or flat panel signs.
14. Applicant shall be permitted a freestanding monument sign for the site. Minimum setback of a monument sign is 12 feet. Maximum height of the monument sign is 8 feet.
15. All areas used for parking or maneuvering of vehicles shall be paved.
16. All areas used for parking or maneuvering of vehicles shall be paved.
17. All areas that are not required to be paved shall be landscaped with grass and/or approved landscaping.
18. Any new ingress/egress driveway openings and any drives to be closed or modified shall be improved to standard City specifications
19. Any work within City of Sheboygan Public rights-of-way shall be discussed with the City Engineering Department and constructed to standard City specifications (including, but not limited to, new street improvements, new and/or closed ingress/egress driveway openings, curb, gutter, sidewalk, pavement, utilities, retaining walls, street trees, etc.).
20. It will be the applicant's responsibility to work with all private and public utilities in order to provide easements and/or relocate utilities as necessary.
21. Applicant will provide adequate public access along adjacent streets and minimize the time period that these sidewalks/streets will be closed/affected.
22. Applicant shall immediately clean any and all sediments, materials, tracking, etc. that may be spilled off-site on private or public lands and streets.
23. Streets and infrastructure damaged and/or disturbed during construction of all private and/or public improvements shall be promptly repaired by the applicant.
24. All vehicles, equipment, materials, products, etc. shall be located on the applicant's property (no storage on public rights-of-way).
25. Prior to building permit issuance, the City of Sheboygan Architectural Review Board shall review/approve all proposed structures.
26. If there are any amendments to the approved site plan, the applicant will be required to submit a new conditional use application reflecting those amendments.

ATTACHMENTS:

Conditional Use Permit Application and required attachments.

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Conditional Use and variance application by Ron Becker to construct new mini-storage buildings at the existing Transpo Mini-Storage facility located at 1210 S. 10th Street. UI Zone

REPORT PREPARED BY: Steve Sokolowski, Manager of Planning and Zoning

REPORT DATE: March 6, 2020

MEETING DATE: March 10, 2020

FISCAL SUMMARY:

STATUTORY REFERENCE:

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

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

BACKGROUND / ANALYSIS:

Ron Becker is proposing to construct 93-units of new mini-storage in two (2) new buildings at 1210 S. 10th Street. The applicant states:

- Transpo Mini-Storage office is presently located at 1209 S. 11th Street. Inside that office facility Transpo currently has storage units (not sure how many existing units).
- Ron Becker also owns the property to the east at 1210 S. 10th Street which is currently occupied by ABF Freight (truck distribution center). The existing buildings will be razed to make room for two (2) new self-storage buildings.
- Building #1 will be a U-shaped building 20 feet wide and 210-230 feet long at the north and south side of the property connected by a 10 foot wide x 100 foot long building on the east side. This building will have 52 storage units ranging in size from 100sf (10 x 10), to 200sf (10 x 20) and a couple at the corners that will be 400sf (20 x 20).
- Building #1 will have tan vertical metal siding. Faux brick veneer arcade elements with corrugated dark brown accent panels will anchor the corners of the building. Faux brick accent panels, evenly spaced, will be placed on the 10th street and Kentucky Avenue elevations in order to help break up the long horizontal lines of the building. Dark brown metal coping will trim out the building. A low slope standing seam metal roof will slope to the street and alley side. The elevations of building #1 to the inside of the site will consist of dark brown roll-up storage unit doors in tan vertical metal siding.

- Building #2 will be a 45 feet wide x 170 feet long building located in the center of U-shaped building #1. This building will have 41 storage units ranging in size from 50sf (5 X 10), to 200sf (10 x 20) and to 250sf (10 x 25).
- Building #2 will have tan vertical metal siding with dark brown roll-up storage unit doors, dark brown metal coping, and dark brown gutters and downspouts. A low slope standing seam metal roof will slope to the north and south.
- The 10th and Kentucky location is adjacent to the existing office and storage units. The location is close to new condo/ apartment development in and around the downtown area including the Badger State Lofts, High Pointe apartments, as well as the several new apartment/condo projects on South Pier. Transpo Mini Storage continues to receive calls for additional storage units.
- We have cameras for monitoring activity. In addition, we do daily walk-throughs. We don't allow waste or outdoor storage. Likewise, we don't allow outside storage of vehicles or equipment. Any debris or junk that is left will be picked up daily. The storage units are used primarily for household goods. We do have some business clients, but the vast majority are storing household goods.
- The facility is open 24 hours, seven (7) days a week.
- Access to the site will be provided off from Kentucky Avenue and is controlled by an electronically operated access gate.
- Vehicles will park in front of their storage units during loading/ unloading. No additional parking is required.
- We currently have four (4) employees and don't anticipate that changing.
- We will submit a landscaping plan to be approved by the city.

Transpo Mini Storage was formed in 1995. From that time, we have diligently run attractive well managed facilities. To the best of my knowledge, we aren't considered a nuisance in any of our locations. We will continue to see that this facility will be an asset to the area.

STAFF COMMENTS:

Staff biggest concern has to do with the design of the proposed mini-storage buildings. The applicant is requesting some pretty significant building setback variances because they are proposing to locate the building approximately seven (7) feet to the north property line, four (4) feet to the east property line and 3.5 feet to the south property line. The minimum setback in the UI zone is 25 feet to the property line.

One of the criteria for a mini-storage use in the zoning ordinance is that the

“Facility shall be designed so as to minimize adverse visual impacts on nearby developments. The color, exterior materials, and orientation of proposed buildings and structures shall complement surrounding development.”

As the Plan Commission is aware, the City has been very interested in improving the overall look and feel of the neighborhoods in this area (8th to 14th from Indiana Avenue to Georgia). The design of this mini-storage facility will impact the overall feel and look of this neighborhood for decades to come. Thus, it is imperative that if Transpo wants to obtain the variances for their project as presented, that the facility be well designed because the Transpo building is going to be seen every day from the neighboring residential facilities. If well done, people will invest in the neighborhood as we hope they will. If the building is average, then you can expect the neighborhood investment to be average.

With the building setbacks being requested, the building will be very close to the lot lines which leaves limited opportunities for the installation of greenspace and landscaping to soften the look of the building along its street frontages. Often times the Plan Commission approves projects with the understanding that a landscape plan will be reviewed and approved by staff. However, in this case the applicant is requesting significant variances from the landscape requirements. Thus, the Plan Commission may want to see exactly what the applicant is proposing in order to understand exactly what variances are required and how the applicant plans on installing landscaping around the property.

Staff informed the applicant about these landscaping and design concerns on several occasions (meetings, emails, phone conversations). Based on those discussions, the applicant has submitted the plans you have before you today.

The interior drive aisles proposed for the site are 25 to 30 feet wide. Can the driveways be reduced so that additional footage could be provided for building setbacks along all property lines. The Plan Commission should have the applicant explain why so much drive aisle space is required. Is there a way to reduce the aisles to provide additional setback/greenspace?

What is the applicant doing from a fencing perspective for the entrance gates and the fencing/gate along the alley. After understanding the applicant's intent, the Plan Commission may want to include a condition in terms of style, location and height of the fence if it is to be reinstalled.

The applicant is proposing to have no street access to 1210 S. 10th Street property. Thus, all access will be through the existing Transpo parcel located directly to the west at 1209 S. 11th Street. Thus, 1209 S. 11th Street will need to grant 1210 N 10th Street an access agreement that permits clients utilizing the new mini-storage units at 1210 N. 10th Street to be accessed through 1209 S. 11th Street. Although it appears to look like one (1) lot, it is two (2) lots with a common property line that runs north/south from the alley to Kentucky Avenue.

Applicant is amending the existing north south common property line in the middle of the property. Applicant will be required to submit a Certified Survey Map (CSM) showing this proposed lot line change as well as access easement.

The Plan Commission may want to ask the applicants why they are not combining these two (2) parcels into one (1) parcel.

The applicant shows some sign designs – does the commission have any issues with signage as shown?

The applicant is requesting the following variances:

- Requesting a variance to be seven (7) feet to the north property line – minimum building setback is 25 feet.
- Requesting a variance to be four (4) feet to the east property line – minimum building setback is 25 feet.
- Requesting a variance to be three (3) feet to the south property line – minimum building setback is 25 feet.
- Requesting to amend lot lines and create a parcel with no street access – All parcels shall have street access.
- Requesting a paving variance to be zero (0) feet to the west property line – minimum paving setback is five (5) feet.
- Requesting a variance from the locational landscaping and bufferyard requirements - Applicant shall meet the four (4) locational landscaping requirements.

The Plan Commission should be aware that some of the objectives and policies of the Land Use Section of the City of Sheboygan Comprehensive Plan state:

- *Ensure that new development positively impacts the quality of life for existing residents and contributes to making Sheboygan a special and unique place to live and to raise a family.*
- *Ensure better transitions and connections between pre-existing, potentially conflicting neighboring land uses, such as where industrial property abuts residential neighborhoods, through code enforcement, noise and odor controls, and landscaping and fencing for buffering.*
- *Focus neighborhood-oriented business uses in areas that will conveniently serve residential areas, enhance Sheboygan’s traditional character, and provide viable reuse opportunities for older commercial structures nestled in neighborhoods.*

ACTION REQUESTED:

The regulations for a mini-storage use in the zoning ordinance states:

“Facility shall be designed so as to minimize adverse visual impacts on nearby developments. The color, exterior materials, and orientation of proposed buildings and structures shall complement surrounding development.”

“Facility shall provide a bufferyard with a minimum opacity of .60 along all borders of the property abutting residentially zoned property.”

Transpo is requesting significant building and landscaping variances for this project. The question that needs to be addressed is if Transpo is proposing a development that is too dense for this site.

Staff would recommend holding this matter until such time the following occurs:

- The Architectural Review Board reviews and approves the Transpo building designs.
- Transpo submits a final landscape plan so the Plan Commission can understand the specific details of the plan and how the landscaping addresses some of the site and design concerns of the proposed development.

If the Plan Commission elects to approve the conditional use permit and variance, staff would recommend the following conditions of approval:

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, health, water, sewer, storm drainage, hazardous materials, etc. An occupancy permit will be granted only at such time as the applicant has met all requirements.
2. Applicant shall obtain all necessary permits for the construction, the storage and the handling of hazardous chemicals and/or fuels (applicant shall be in contact with building inspection, fire department, etc.).
3. Applicant shall meet all zoning requirements including but not limited to noise, vibration, hazardous materials, etc.
4. Submittal/approval of a proposed storm drainage plan prior to building permit issuance. The project will not cause drainage problems in the alley.
5. Submittal and approval of a landscape plan prior to building permit issuance. Landscape plan shall include a legend that shows how the four (4) landscape criteria are being met. Landscaping shall be installed prior to issuance of an occupancy permit.
6. In addition to the landscape plan, applicant will work with staff with regards to installation of street trees along the properties street frontages (number, type, location, etc.). The street trees will be provided on the landscape plan. The street trees are in addition to the required development landscape plan points (not counted as landscape plan points).
7. Dumpster(s) shall be screened/enclosed and constructed of like materials and colors of the facility. If using chain link fencing, the applicant shall install Privacy Decorative Slating (PDS) material in order to effectively screen and enclose the dumpster.
8. Outdoor storage of materials, products or equipment shall be prohibited.
9. Any fencing shall be installed per Section 15.720(3)(c) of the City Zoning Ordinance. Applicant is required to submit specific fence details to staff for review/approval. If staff has any concerns with the fence design, the matter may be brought back to the Plan Commission for their consideration.
10. All ground level and rooftop mechanicals shall be screened and/or enclosed and constructed of like materials and colors of the facility (HVAC equipment, etc.).
11. All new lighting shall be installed per Section 15.707 of the City of Sheboygan Zoning Ordinance. There shall be no spillover light onto adjacent streets and/or properties.
12. Applicant shall obtain the necessary sign permits prior to installation. If staff has any concerns with any proposed sign design, the matter may be brought back to the Plan Commission for their consideration
13. Applicant shall be permitted to install individual letter signs – no cabinet or flat panel signs.

14. Applicant shall be permitted a freestanding monument sign for the site. Minimum setback of a monument sign is 12 feet. Maximum height of the monument sign is 8 feet.
15. All areas used for parking or maneuvering of vehicles shall be paved.
16. All areas that are not required to be paved shall be landscaped with grass and/or approved landscaping.
17. Any new ingress/egress driveway openings and any drives to be closed or modified shall be improved to standard City specifications (curb, gutter, sidewalk, green boulevard, etc. to match existing).
18. Any work within City of Sheboygan Public rights-of-way shall be discussed with the City Engineering Department and constructed to standard City specifications (including, but not limited to, new street improvements, new and/or closed ingress/egress driveway openings, curb, gutter, sidewalk, pavement, utilities, retaining walls, street trees, etc.).
19. It will be the applicant's responsibility to work with all private and public utilities in order to provide easements and/or relocate utilities as necessary.
20. Applicant will provide adequate public access along adjacent streets and minimize the time period that these sidewalks/streets will be closed/affected.
21. Applicant shall immediately clean any and all sediments, materials, tracking, etc. that may be spilled off-site on private or public lands and streets.
22. Streets and infrastructure damaged and/or disturbed during construction of all private and/or public improvements shall be promptly repaired by the applicant.
23. All vehicles, equipment, materials, products, etc. shall be located on the applicant's property (no storage on public rights-of-way).
24. The Conditional use permit is approved if and only if the City of Sheboygan Department of City Development and/or Planning Commission approve the Certified Survey Map (CSM) reconfiguring lot lines and/or creating the parcels as proposed.
25. City Development staff will sign the proposed CSM only if the proposal exactly matches the approved development plan/property layout. If there are any amendments to the approved site plan and/or parcel configuration, the applicant will have to submit an amended conditional use permit for review by the City of Sheboygan Plan Commission that accurately reflects any and all changes.
26. Prior to building permit issuance, the applicant is responsible for providing all shared agreements/easements between the subject property and adjoining properties including but not limited to ingress/egress, parking, stormwater facilities, utilities, etc. This easement document shall be officially recorded by Sheboygan County.
27. Prior to building permit issuance, the City of Sheboygan Architectural Review Board shall review/approve all proposed structures.
28. If there are any amendments to the approved site plan, the applicant will be required to submit a new conditional use application reflecting those amendments.

ATTACHMENTS:

Conditional Use Permit Application and required attachments.

PARCEL NO. 302000
MAP NO. _____
ZONING CLASSIFICATION: UI

Office Use Only

APPLICATION/FILE NO. _____
REVIEW DATE: 3/10/20

FILING FEE: \$250.00 (Payable to City of Sheboygan)

**CITY OF SHEBOYGAN
APPLICATION FOR
CONDITIONAL USE PERMIT**
Requirements Per Section 15.905
Revised May 2018



Completed 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 two weeks prior to date of meeting. Applications will not be processed if all required attachments and filing fee of \$250 (payable to the City of Sheboygan) is not submitted along with a complete and legible application. Application filing fee is non-refundable.

1. APPLICANT INFORMATION

APPLICANT: Transpo Mini Storage, Inc.
ADDRESS: 1209 S. 11th Street E-MAIL: transpomini@hotmail.com
PHONE: (920) 457-1155 FAX NO. (920) 457-0527

2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT

NAME OF PROPOSED/EXISTING BUSINESS: Transpo Mini Storage, Inc.
ADDRESS OF PROPERTY AFFECTED: 10th Street and Kentucky Avenue
LEGAL DESCRIPTION: See Attached

1210 5.10th ST

BRIEF DESCRIPTION OF **EXISTING** OPERATION OR USE: The site is currently occupied by AB freight.

DETAILED DESCRIPTION OF **PROPOSED** OPERATION OR USE INCLUDING ANY CHANGES TO THE EXISTING USE: We propose building two new buildings that contain storage units of various sizes. The units will have exterior access.

BRIEF DESCRIPTION OF ALL REQUESTED VARIANCES FROM PROVISIONS OF THE ZONING ORDINANCE, WHICH ARE RELATED TO THE PROPOSED OPERATION OR USE: Landscaping and setback requirements

3. JUSTIFICATION OF THE PROPOSED CONDITIONAL USE

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

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? With the City's increased need for apartment/housing, this site works well for the much needed additional storage needs for these apartment and future condo renters/ owners. It is easy to get to and attractive.

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? There will not be an adverse impact on any nearby properties, and it will not significantly increase traffic, parking, or impact rights-of-way.

How does the proposed conditional use maintain the desired consistency of land uses in relation to the setting within which the property is located? The proposed use of the property will be the same use as the adjacent property to the west.

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. No additional utility services will be required.

4. NAMES AND ADDRESS (Indicate N/A for "Not Applicable" items)

OWNER OF SITE: Transpo Mini Storage

ADDRESS: 1209 S. 11th Street E-MAIL: transpomini@hotmail.com

ARCHITECT: Distinctive Design Studio

ADDRESS: 215 Pine Street, Sheboygan Falls ⁵³⁰⁸⁵ E-MAIL: jason@distinctivedesignstudio.com

CONTRACTOR: Jos. Schmitt Construction

ADDRESS: 2104 Union Avenue E-MAIL: sschmitt@jscmitt.cc

5. CERTIFICATE

I hereby certify that all the above statements and attachments submitted hereto are true and correct to the best of my knowledge and belief.

Jason Ahrens
APPLICANT'S SIGNATURE
Jason Ahrens (Agent to Owner)

02/25/2020
DATE

PRINT ABOVE NAME



WRITTEN DESCRIPTION – ARCHITECTURAL REVIEW APPLICATION

Transpo Mini Storage
1209 S. 11th Street
Sheboygan WI 53081

Zoning District

Urban Industrial (UI)

Existing Land Use

The site is currently occupied by AB Freight. The existing buildings will be razed to make room for the new self-storage buildings. The existing Transpo Mini Storage office building on the adjacent property to the east currently has interior self-storage units.

Proposed Land Use

The property will be used for exterior accessed self-storage units.

Reason for Site Selection

The 10th and Kentucky location is adjacent to the existing office and storage units. The location is close to new condo/ apartment development in and around the downtown area including the Coakley building apartments, High Pointe apartments on 8th street, as well as the several new apartment projects on South Pier. Transpo Mini Storage continues to receive calls for additional storage units.

Hours of Operation

The storage facility will be open 24/7. To the best of our knowledge, that has not been an issue at any of our other properties. We anticipate a few vehicles per day at this new storage building location.

Our office is located on the adjacent site located at 1209 S. 11th Street and will meet with tenants as necessary.

Estimated Employees

We currently have 4 employees and do not anticipate that changing.



Access

Access to the site will be provided off from Kentucky Avenue and is controlled by an electronically operated access gate.

Parking

Vehicles will park in front of their storage units during loading/ unloading. No additional parking is required.

Building Design

Two new storage buildings will be placed on the site. Building #1 will be a U-shaped building 20' wide and 210'-230' long at the north and south side of the property connected by a 10' wide x 100' long building on the east side. Building #2 will be a 45' wide x 170' long building located in the center of U-shaped building #1.

Building #1 will have tan vertical metal siding. Faux brick veneer arcade elements with corrugated dark brown accent panels will anchor the corners of the building. Faux brick accent panels, evenly spaced, will be placed on the 10th street and Kentucky Avenue elevations in order to help break up the long horizontal lines of the building. Dark brown metal coping will trim out the building. A low slope standing seam metal roof will slope to the street and alley side. The elevations of building #1 to the inside of the site will consist of dark brown roll-up storage unit doors in tan vertical metal siding.

Building #2 will have tan vertical metal siding with dark brown roll-up storage unit doors, dark brown metal coping, and dark brown gutters and downspouts. A low slope standing seam metal roof will slope to the north and south.

Landscape Requirements

A landscape plan submittal complying with the City of Sheboygan Zoning Ordinance Subchapter 15-6 will be provided.

Performance Standards / Potential Nuisances

All performance standards shall comply per City of Sheboygan Zoning Ordinance Subchapter 15-7 to ensure the development will not become a nuisance to adjacent property owners.

Access to the site is controlled and is secured with fencing. In addition, the area will be patrolled on a daily basis. We do not allow waste storage or outdoor storage of vehicles or equipment. We anticipate the units to primarily be used for storage of household goods or businesses using them for record storage. Any debris or garbage that is left is picked up daily. No noise should be generated other than from the small number of vehicles that would access the site. We also have cameras to monitor activity.



Transpo Mini Storage was formed in 1995. From that time, we have diligently run attractive, well managed facilities. To the best of our knowledge, we aren't considered a nuisance in any of our locations and will continue to see that this facility is an asset to the area.

Site Lighting

Wall packs will be provided to illuminate to the paved area between the buildings.

Signage Regulations

A signage application submittal complying with City of Sheboygan Ordinances will be provided.

Written Justification

Transpo Mini-Storage was formed in 1995. From that time we have diligently run attractive, well managed facilities. We currently operate 767 storage units at our other four locations. Storage has been in great demand for the past several years. All of our storage unit locations are in close proximity to apartment buildings, upon which we draw heavily from for our business. Most of our clients are city residents in the process of moving between homes or are people that are moving into the area. With the increased demand for new apartments in the city, there will be an increase in the demand for storage units, which this new facility will help provide.

There will not be an adverse impact on any nearby properties, and it will not significantly increase traffic, parking, or impact rights-of-way.

TRANPO MINI STORAGE

NEW STORAGE UNITS
10TH STREET AND KENTUCKY AVENUE
SHEBOYGAN, WI 53081

DISTINCTIVE DESIGN
215 Pine Street
Sheboygan, WI 53081
www.distinctivedesign.com

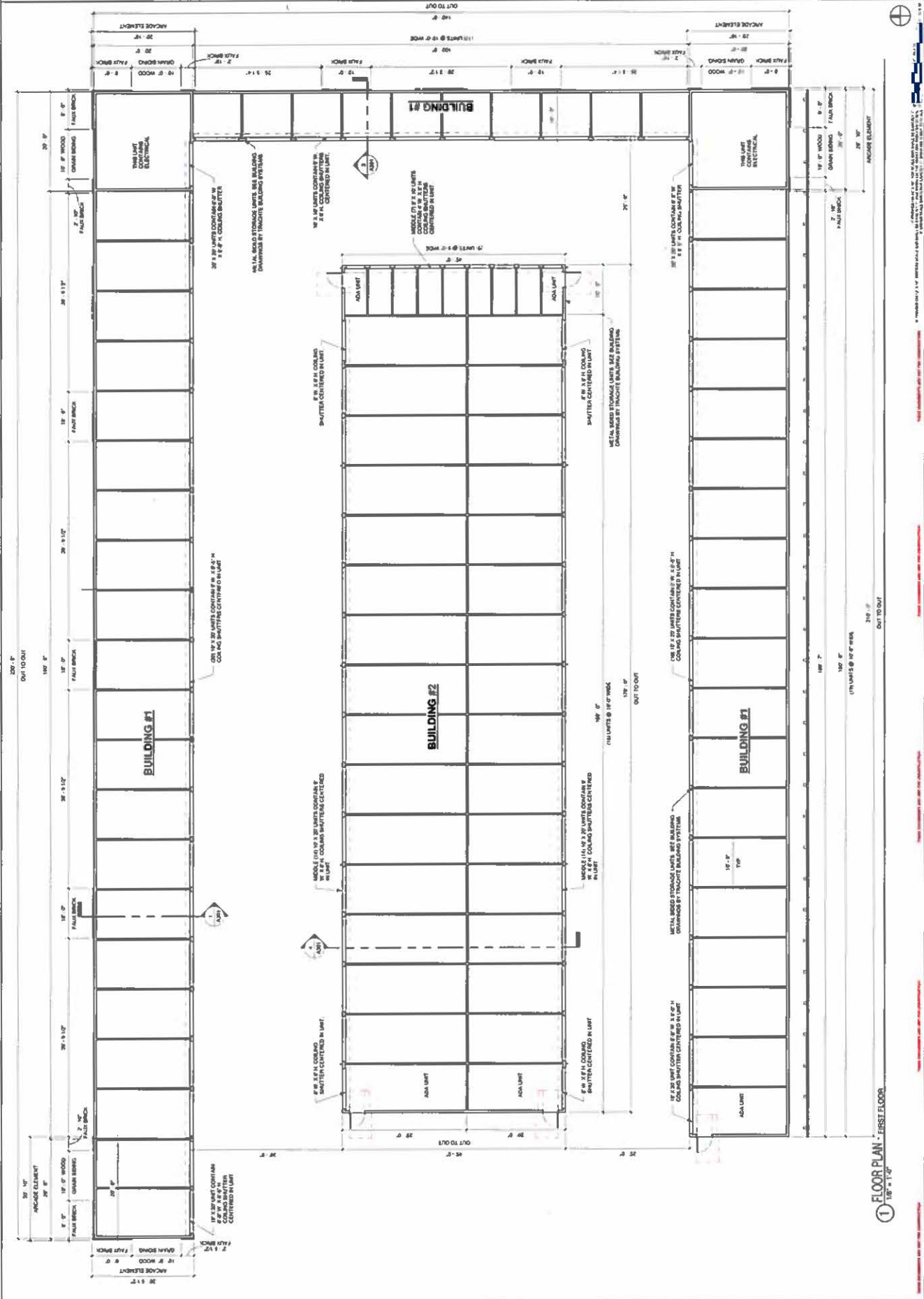
PRELIMINARY
PLANS

1ST FLOOR PLAN

DATE: 01/02/2020
DRAWN BY: JVA
CHECKED BY: JVA
PROJECT #: 19-009

A101

SCALE: 1/8" = 1'-0"
ALL DIMENSIONS ARE IN FEET AND INCHES
UNLESS OTHERWISE NOTED



1 FLOOR PLAN - FIRST FLOOR
1/8" = 1'-0"

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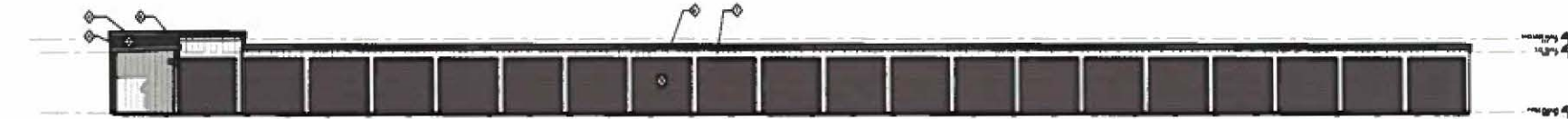


⑥ EXTERIOR ELEV. - OUTER BUILDING EAST INTERIOR
1/8" = 1'-0"

MATERIAL KEYNOTE	
#	MATERIAL
1	METAL PANEL SIDING - DREAM BRIDGE
2	SCALE TON BRICK PANELS BY RAUPANELS - BOREDAK
3	HORIZONTAL METAL SIDING - CONTINENTAL BROWN
4	SHARPO SLAM METAL PICKUP - CALVALINE FINISH
5	SHALING SIDING
6	CONTINUOUS TRIM - CONTINENTAL BROWN
7	GLAZED PAW
8	LIGHT FIXTURES
9	COILING OVERHEAD DOOR - CONTINENTAL BROWN



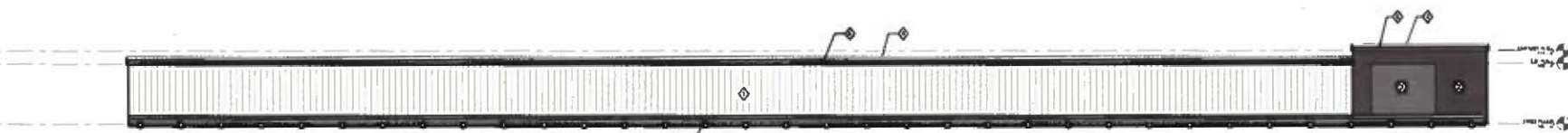
⑤ EXTERIOR ELEV. - OUTER BUILDING NORTH INTERIOR
1/8" = 1'-0"



④ EXTERIOR ELEV. - OUTER BUILDING SOUTH INTERIOR
1/8" = 1'-0"



③ EXTERIOR ELEV. - SOUTH 10TH STREET ELEVATION
1/8" = 1'-0"



② EXTERIOR ELEV. - ALLEY ELEVATION
1/8" = 1'-0"



① EXTERIOR ELEV. - KENTUCKY AVENUE ELEVATION
1/8" = 1'-0"

REVISION	DATE	DESCRIPTION

DISTINCTIVE DESIGN
 115 Park West Street
 Sheboygan, WI 53081
 P: 920.285.1000
 www.distinctivedesign.com

TRANSPO MINI STORAGE
 NEW STORAGE UNITS
 10TH STREET AND KENTUCKY AVENUE
 SHEBOYGAN, WI 53081

PRELIMINARY PLANS

EXTERIOR ELEVATIONS

ISSUE DATE: 01/09/2020
 DRAWN BY: JFA
 CHECKED BY: JFA
 PROJECT #: 19-088

A201

SCALE: 1/8" = 1'-0"
 NOTE:
 1. ALL DIMENSIONS ARE REDUCED BY 50% SCALE DRAWINGS ACCORDINGLY

NOTES: 1. ALL DIMENSIONS ARE REDUCED BY 50% SCALE DRAWINGS ACCORDINGLY. 2. SEE SHEET A202 FOR INTERIOR ELEVATIONS. 3. SEE SHEET A203 FOR SECTION ELEVATIONS. 4. SEE SHEET A204 FOR SECTION ELEVATIONS. 5. SEE SHEET A205 FOR SECTION ELEVATIONS. 6. SEE SHEET A206 FOR SECTION ELEVATIONS. 7. SEE SHEET A207 FOR SECTION ELEVATIONS. 8. SEE SHEET A208 FOR SECTION ELEVATIONS. 9. SEE SHEET A209 FOR SECTION ELEVATIONS. 10. SEE SHEET A210 FOR SECTION ELEVATIONS. 11. SEE SHEET A211 FOR SECTION ELEVATIONS. 12. SEE SHEET A212 FOR SECTION ELEVATIONS. 13. SEE SHEET A213 FOR SECTION ELEVATIONS. 14. SEE SHEET A214 FOR SECTION ELEVATIONS. 15. SEE SHEET A215 FOR SECTION ELEVATIONS. 16. SEE SHEET A216 FOR SECTION ELEVATIONS. 17. SEE SHEET A217 FOR SECTION ELEVATIONS. 18. SEE SHEET A218 FOR SECTION ELEVATIONS. 19. SEE SHEET A219 FOR SECTION ELEVATIONS. 20. SEE SHEET A220 FOR SECTION ELEVATIONS. 21. SEE SHEET A221 FOR SECTION ELEVATIONS. 22. SEE SHEET A222 FOR SECTION ELEVATIONS. 23. SEE SHEET A223 FOR SECTION ELEVATIONS. 24. SEE SHEET A224 FOR SECTION ELEVATIONS. 25. SEE SHEET A225 FOR SECTION ELEVATIONS. 26. SEE SHEET A226 FOR SECTION ELEVATIONS. 27. SEE SHEET A227 FOR SECTION ELEVATIONS. 28. SEE SHEET A228 FOR SECTION ELEVATIONS. 29. SEE SHEET A229 FOR SECTION ELEVATIONS. 30. SEE SHEET A230 FOR SECTION ELEVATIONS. 31. SEE SHEET A231 FOR SECTION ELEVATIONS. 32. SEE SHEET A232 FOR SECTION ELEVATIONS. 33. SEE SHEET A233 FOR SECTION ELEVATIONS. 34. SEE SHEET A234 FOR SECTION ELEVATIONS. 35. SEE SHEET A235 FOR SECTION ELEVATIONS. 36. SEE SHEET A236 FOR SECTION ELEVATIONS. 37. SEE SHEET A237 FOR SECTION ELEVATIONS. 38. SEE SHEET A238 FOR SECTION ELEVATIONS. 39. SEE SHEET A239 FOR SECTION ELEVATIONS. 40. SEE SHEET A240 FOR SECTION ELEVATIONS. 41. SEE SHEET A241 FOR SECTION ELEVATIONS. 42. SEE SHEET A242 FOR SECTION ELEVATIONS. 43. SEE SHEET A243 FOR SECTION ELEVATIONS. 44. SEE SHEET A244 FOR SECTION ELEVATIONS. 45. SEE SHEET A245 FOR SECTION ELEVATIONS. 46. SEE SHEET A246 FOR SECTION ELEVATIONS. 47. SEE SHEET A247 FOR SECTION ELEVATIONS. 48. SEE SHEET A248 FOR SECTION ELEVATIONS. 49. SEE SHEET A249 FOR SECTION ELEVATIONS. 50. SEE SHEET A250 FOR SECTION ELEVATIONS. 51. SEE SHEET A251 FOR SECTION ELEVATIONS. 52. SEE SHEET A252 FOR SECTION ELEVATIONS. 53. SEE SHEET A253 FOR SECTION ELEVATIONS. 54. SEE SHEET A254 FOR SECTION ELEVATIONS. 55. SEE SHEET A255 FOR SECTION ELEVATIONS. 56. SEE SHEET A256 FOR SECTION ELEVATIONS. 57. SEE SHEET A257 FOR SECTION ELEVATIONS. 58. SEE SHEET A258 FOR SECTION ELEVATIONS. 59. SEE SHEET A259 FOR SECTION ELEVATIONS. 60. SEE SHEET A260 FOR SECTION ELEVATIONS. 61. SEE SHEET A261 FOR SECTION ELEVATIONS. 62. SEE SHEET A262 FOR SECTION ELEVATIONS. 63. SEE SHEET A263 FOR SECTION ELEVATIONS. 64. SEE SHEET A264 FOR SECTION ELEVATIONS. 65. SEE SHEET A265 FOR SECTION ELEVATIONS. 66. SEE SHEET A266 FOR SECTION ELEVATIONS. 67. SEE SHEET A267 FOR SECTION ELEVATIONS. 68. SEE SHEET A268 FOR SECTION ELEVATIONS. 69. SEE SHEET A269 FOR SECTION ELEVATIONS. 70. SEE SHEET A270 FOR SECTION ELEVATIONS. 71. SEE SHEET A271 FOR SECTION ELEVATIONS. 72. SEE SHEET A272 FOR SECTION ELEVATIONS. 73. SEE SHEET A273 FOR SECTION ELEVATIONS. 74. SEE SHEET A274 FOR SECTION ELEVATIONS. 75. SEE SHEET A275 FOR SECTION ELEVATIONS. 76. SEE SHEET A276 FOR SECTION ELEVATIONS. 77. SEE SHEET A277 FOR SECTION ELEVATIONS. 78. SEE SHEET A278 FOR SECTION ELEVATIONS. 79. SEE SHEET A279 FOR SECTION ELEVATIONS. 80. SEE SHEET A280 FOR SECTION ELEVATIONS. 81. SEE SHEET A281 FOR SECTION ELEVATIONS. 82. SEE SHEET A282 FOR SECTION ELEVATIONS. 83. SEE SHEET A283 FOR SECTION ELEVATIONS. 84. SEE SHEET A284 FOR SECTION ELEVATIONS. 85. SEE SHEET A285 FOR SECTION ELEVATIONS. 86. SEE SHEET A286 FOR SECTION ELEVATIONS. 87. SEE SHEET A287 FOR SECTION ELEVATIONS. 88. SEE SHEET A288 FOR SECTION ELEVATIONS. 89. SEE SHEET A289 FOR SECTION ELEVATIONS. 90. SEE SHEET A290 FOR SECTION ELEVATIONS. 91. SEE SHEET A291 FOR SECTION ELEVATIONS. 92. SEE SHEET A292 FOR SECTION ELEVATIONS. 93. SEE SHEET A293 FOR SECTION ELEVATIONS. 94. SEE SHEET A294 FOR SECTION ELEVATIONS. 95. SEE SHEET A295 FOR SECTION ELEVATIONS. 96. SEE SHEET A296 FOR SECTION ELEVATIONS. 97. SEE SHEET A297 FOR SECTION ELEVATIONS. 98. SEE SHEET A298 FOR SECTION ELEVATIONS. 99. SEE SHEET A299 FOR SECTION ELEVATIONS. 100. SEE SHEET A300 FOR SECTION ELEVATIONS.

MATERIAL KEYNOTE	
#	MATERIAL
1	METAL PANEL SIDING - CREAM BEIGE
2	CARLTON BRICK PANELS BY PAULSPANELS - BORDO/ALU
3	HORIZONTAL METAL SIDING - CONTINENTAL BROWN
4	CONTINUOUS TRIM - CONTINENTAL BROWN
5	STANDING SEAM METAL ROOF - GALVALUME FINISH
6	WALL DOOR - CONTINENTAL BROWN
7	PREFINISHED METAL BUTTER AND DOWNSPOUT - CONTINENTAL BROWN
8	VELAND MAIL
9	100% HDU OVERHEAD DOOR - CONTINENTAL BROWN

#	DATE	DESCRIPTION

DISTINCTIVE DESIGN
 ARCHITECTS
 215 E. Park Street
 Sheboygan, WI 53081
 PH: (920) 285-1000
 www.distinctivedesign.com

TRANSCO MINI STORAGE
 NEW STORAGE UNITS
 10TH STREET AND KENTUCKY AVENUE
 SHEBOYGAN, WI 53081

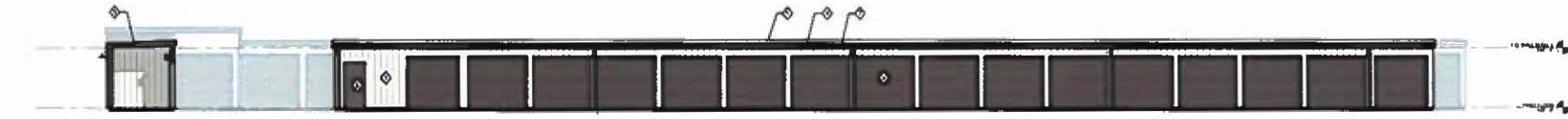
PRELIMINARY PLANS

EXTERIOR ELEVATIONS

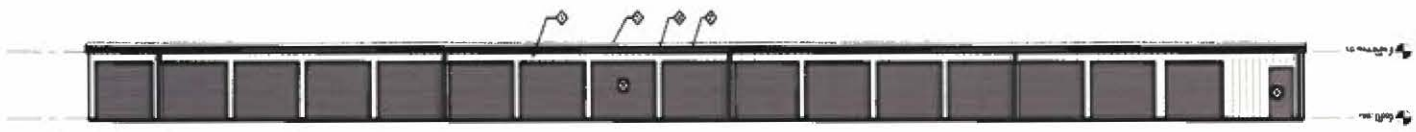
ISSUE DATE: 01/09/2020
 DRAWN BY: JRA
 CHECKED BY: JRA
 PROJECT #: 19-009

A202

SCALE: 1/8" = 1'-0"
 NOTE:
 ALL SHEETS ARE PRODUCED BY
 SPP. SCALE OBSERVES
 ACCORDINGLY



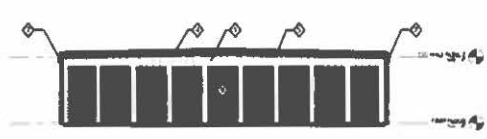
④ EXTERIOR ELEV. - INNER BUILDING NORTH
 1/8" = 1'-0"



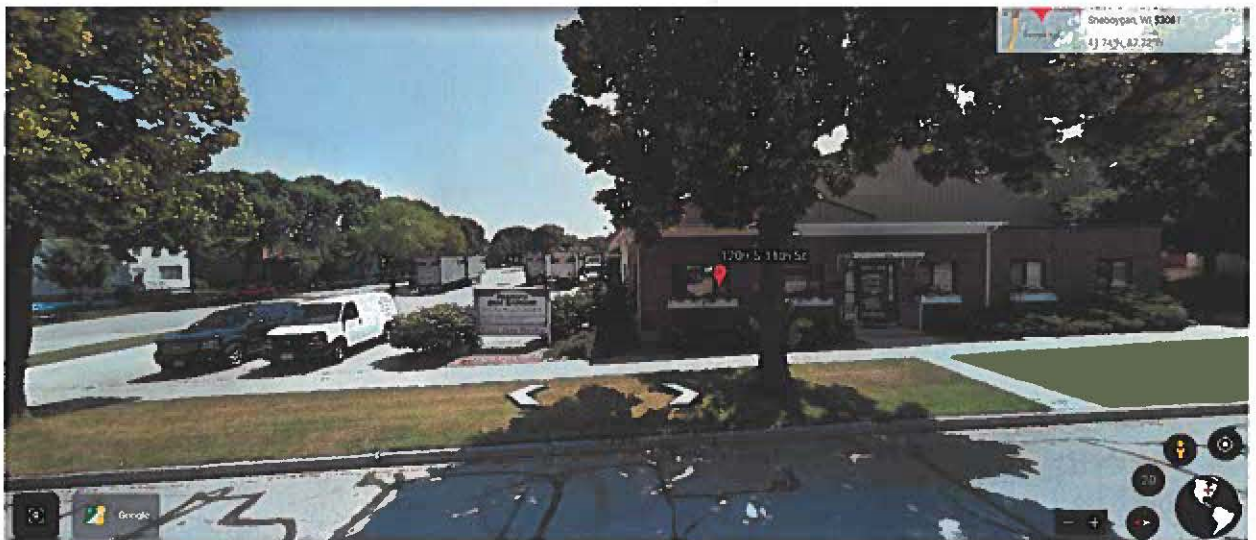
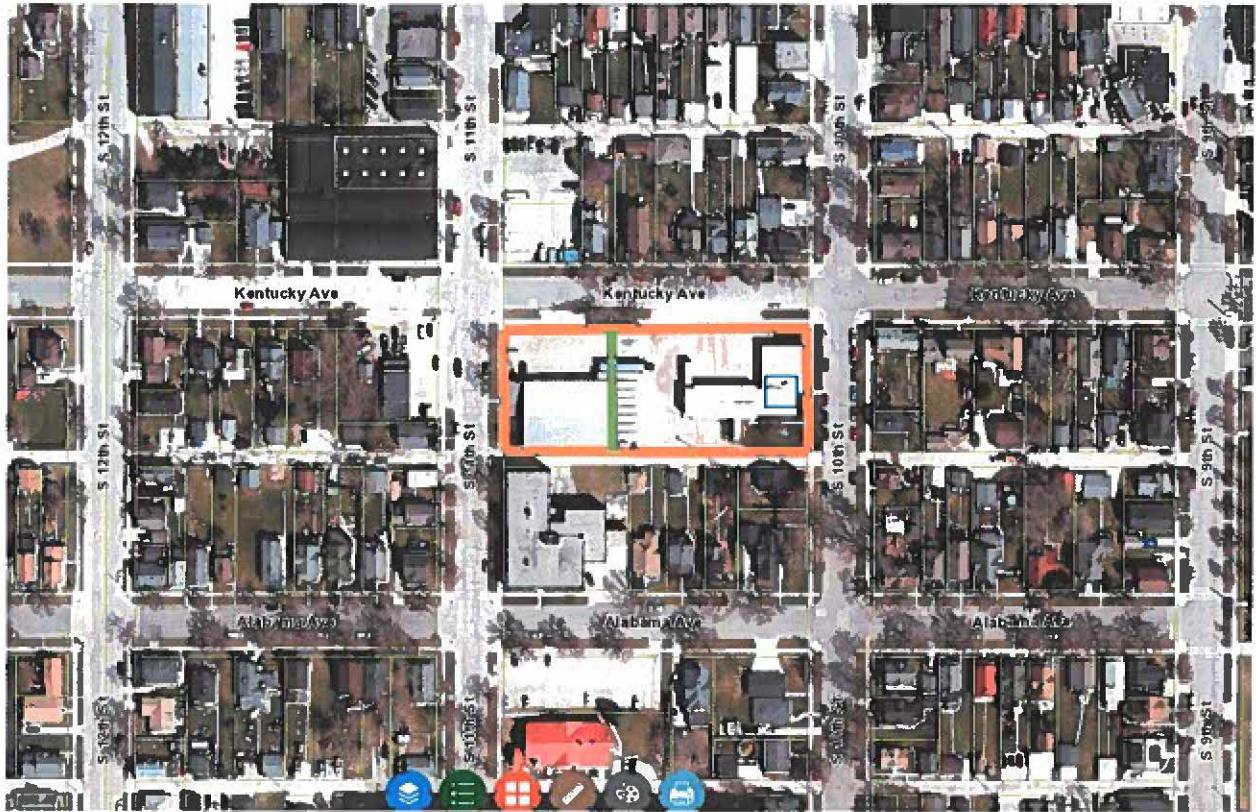
③ EXTERIOR ELEV. - INNER BUILDING SOUTH
 1/8" = 1'-0"



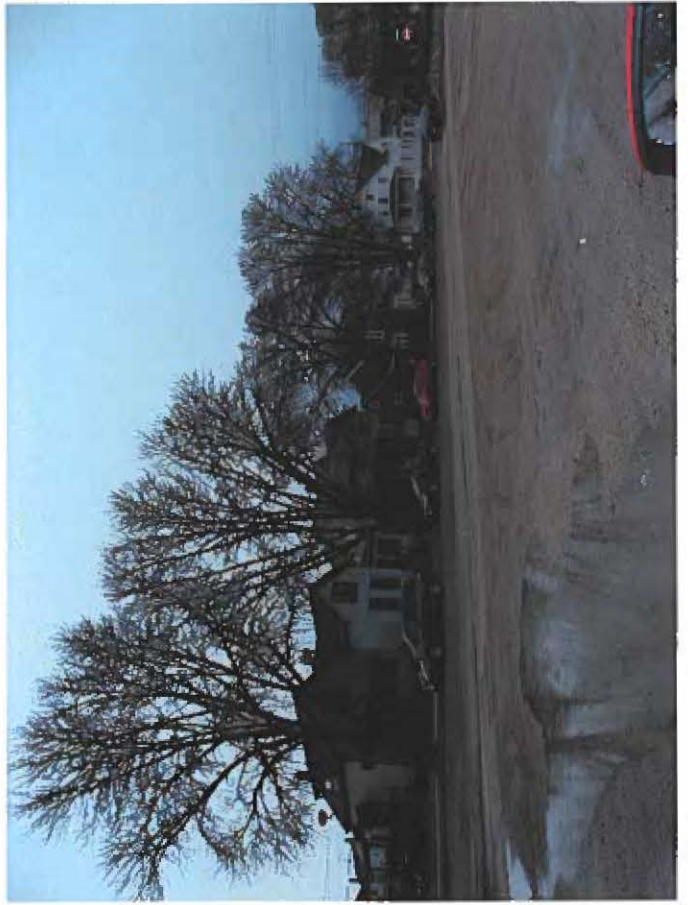
② EXTERIOR ELEV. - WEST ELEVATION OF BUILDINGS
 1/8" = 1'-0"

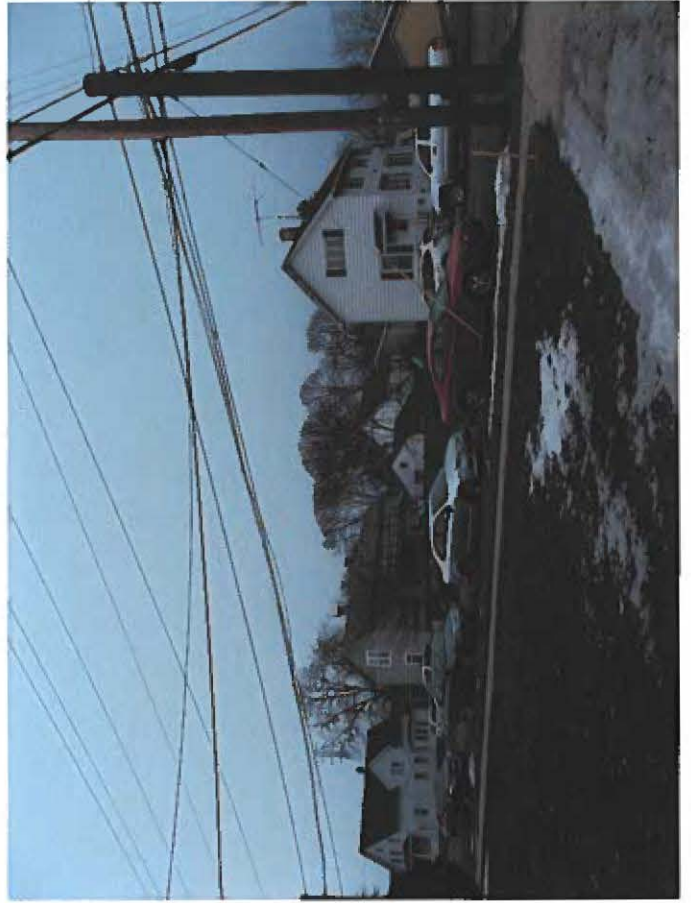
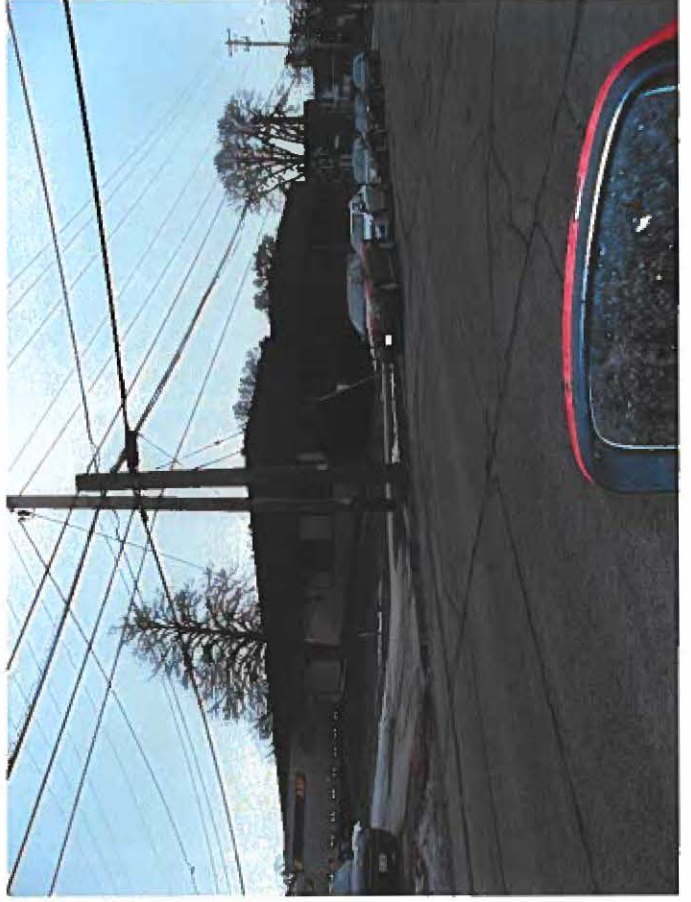


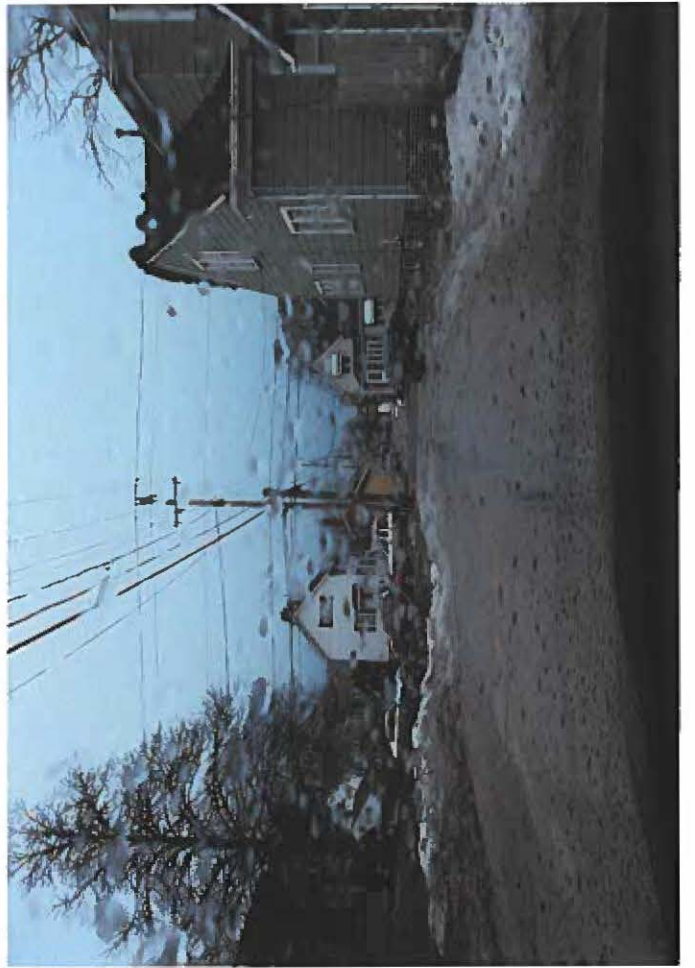
① EXTERIOR ELEV. - INNER BUILDING EAST
 1/8" = 1'-0"











CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION COMMITTEE CONSIDERATION

ITEM DESCRIPTION: R.O. No. 165-19-20 by Director of Planning and Development, submitting the final Downtown Districts Activation and Placemaking Plan for the downtown, uptown, Indiana Avenue and Michigan Avenue districts.

REPORT PREPARED BY: Chad Pelishek, Director of Planning and Development

REPORT DATE: March 5, 2020

MEETING DATE:

March 10, 2020

FISCAL SUMMARY:

STATUTORY REFERENCE:

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

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

BACKGROUND / ANALYSIS:

Development staff worked with GRAEF was completed to build upon the framework of the 2014 downtown master plan and provide additional activation and placemaking suggestions to continue to make Sheboygan’s Downtown Districts including the Downtown, Uptown, Michigan Avenue and Indiana Avenue corridors vibrant. City staff plans to work with representatives from each of the respective districts to complete placemaking projects based on interest and feedback from key stakeholders in each of the districts.

STAFF COMMENTS:

This plan is focused around the following new and updated goals:

- Continue to create placemaking enhancements at key locations to reinforce district identities, celebrate strengths, and address challenges, and provide visual cues to aid in wayfinding throughout the downtown.
- Improve mobility within the downtown districts by promoting alternative modes of transportation.
- Continue to support coordination among local and regional tourism, event, and consumer marketing to leverage investment and establish common messages.
- Preserve downtown property values by encouraging quality renovation, façade improvement and development strategy.

ACTION REQUESTED:

Motion to recommend the Common Council adopt R.C. No. 165-19-20 by Director of Planning and Development, submitting the final Downtown Districts Activation and Placemaking Plan for the downtown, uptown, Indiana Avenue and Michigan Avenue districts.

ATTACHMENTS:

- I. Downtown Districts Activation and Placemaking Plan.



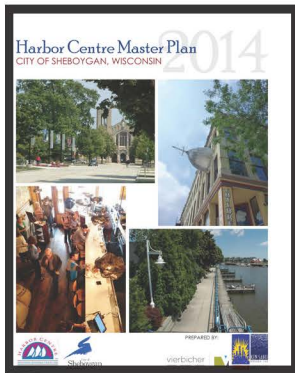
Sheboygan's Downtown Districts

a tactical master plan for urban
design & activation

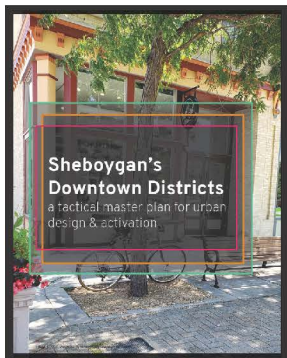
DRAFT // 12.5.2019



Introduction and Purpose



The **2014 Harbor Centre Master Plan** represents the next stage of Sheboygan’s ongoing commitment to revitalize the downtown and waterfront, recognizing that these assets set Sheboygan apart as a destination. The 2014 master planning effort builds on previous initiatives and projects which have transformed portions of the lakeshore and riverfront, creating hospitality, entertainment and shopping destinations as well as quality residential neighborhoods complete with attractive public open space amenities. The 2014 plan unites and connects these diverse assets, while also providing strategies for creating additional activity centers along 8th Street and other key locations throughout Harbor Centre.



The purpose of this plan titled **“Sheboygan’s Downtown Districts, a tactical master plan for urban design and activation”** is to build upon the framework of the 2014 plan and provide additional activation and placemaking suggestions to continue to make Sheboygan’s Downtown Districts including the Downtown, Uptown, Michigan Avenue and Indiana Avenue corridors. The City of Sheboygan staff plans to work with representatives from each of the respective districts to complete placemaking projects based on interest and feedback from key stakeholders in each of these districts. The recommendations in this plan take into account lessons learned from the development that has occurred in the downtown district in recent years.

Acknowledgments

City of Sheboygan

Common Council:

- Aldersperson Todd Wolf, Council President, District 2
- Aldersperson Mary Lynne Donohue, Council Vice President, District 3
- Aldersperson Betty Ackley, District 4
- Aldersperson Jim Bohren, District 10
- Aldersperson Dean Dekker, District 6
- Aldersperson Barbara Felde, District 1
- Aldersperson Trey Mitchell, District 9
- Aldersperson Rose Philips, District 7
- Aldersperson Markus Savaglio, District 5
- Aldersperson, Ryan Sorenson, District 8

Chad Pelishek, Director of Planning & Development, Sustainability Coordinator

Steve Sokolowski, Manager of Planning & Zoning

Nancy Maring, Community and Economic Development Planner

Consultant Team

GRAEF Planning + Urban Design Group:

Kristan Sanchez, AICP; Danya Littlefield; Craig Huebner, AICP; Tanya Fonseca, AICP; Larry Witzling

Business Districts, Inc.:

Diane Williams



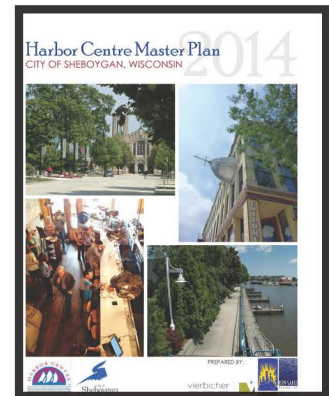
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Looking back: 2014-2019	6
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How To Use This Plan	16
the Study Areas	18
Economic Profiles	28
the Recommendations	42
Next Steps	64

Looking Back: Sheboygan Harbor Centre Plan 2014-2019

This 2019 update picks up five years after the 2014 plan was completed. The following pages summarize the accomplishments and progress over that time.

There have been some amazing strides made by the City, Harbor Centre BID, John Michael Kohler Arts Center (JMKAC), local business owners and developers, and other key community partners in the past years to make Sheboygan more vibrant, walkable, and enjoyable for all residents. **Here is just some of what has been accomplished** in the past five years. Look for the green check marks and text for items that are underway, in-progress, or completed.



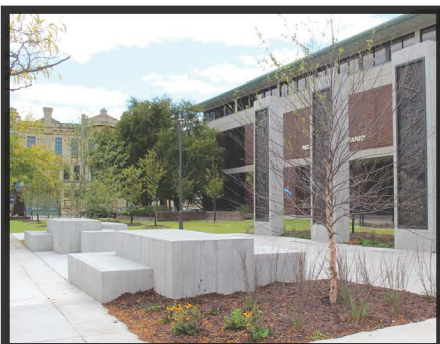
2014 Plan Goal and Actions:

Install streetscape amenities to reinforce the Arts, Culture, and Food District and encourage pedestrian activity throughout downtown.

- ✓ Install arts- and culture-oriented streetscape enhancements, focusing first on key connections, including 8th Street north of the River and Niagara
- ✓ Renovate Halprin fountain to increase utilization of library plaza and create additional event and family-friendly space in the core of downtown



“Living Room” street furniture project, located at a sidewalk bump-out on 8th Street, across from Library Plaza. Photo: GRAEF.



Library Plaza sculptures and seating. Image: City of Sheboygan

Update: The newly-finished “living room” project creates additional sidewalk seating in an inviting conversation circle on the sidewalk along 8th Street, near the Mead Library and City Green.

Focused on adding color to the streetscape, the city introduced the opportunity for non-profit groups to add decorative metal signs to the downtown planters along N. 8th Street. The concept was first tested in 2018, with metal signs celebrating the Sheboygan Symphony Orchestra’s 100th Anniversary, and the program continued in 2019 with the SCIO Farmers market celebrating their 30th anniversary using colorful signs. The colorful metal signs are fabricated by students at Lakeshore Technical College and have been a well-received addition to the downtown.

Library Plaza is under construction, to be completed in 2019. The redesign intends to increase green space and improve pedestrian connectivity. The photo (left) illustrates panels from the clock tower repurposed into sculptures. The iconic 1976 Halprin Fountain will also undergo repairs.



2014 Plan Goals and Action:

Increase awareness and understanding of Sheboygan market opportunities among property owners, investors, and developers.

Preserve downtown property values by improving aesthetics & encouraging quality renovation and development activity.

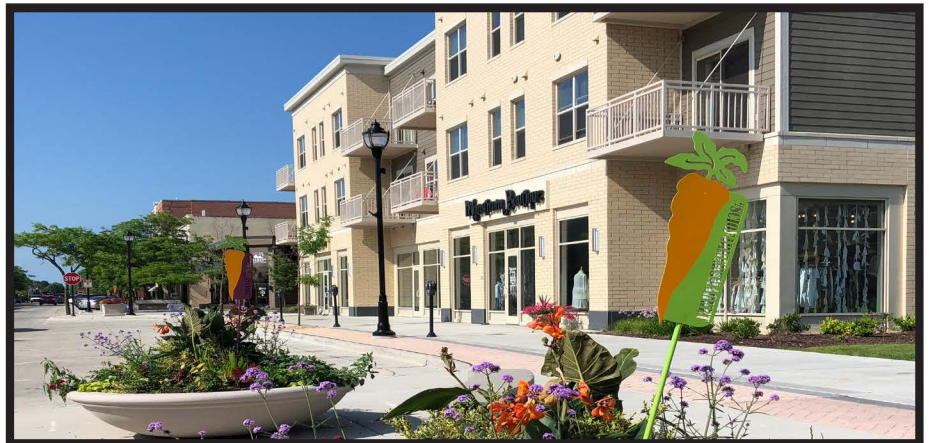
- ✓ Host regional developer summit to provide overview of Sheboygan market, tour available sites, and discuss infill and redevelopment options Provide an additional 50 downtown residential units by 2015

Update: In 2015 and yearly thereafter the City hosted a development summit and invited developers from Wisconsin and around the Midwest to visit the community, hear market information, and tour available sites. Multiple completed developments are a direct result of that outreach and marketing. The summit has become an annual event that has brought hundreds of developers to the community.

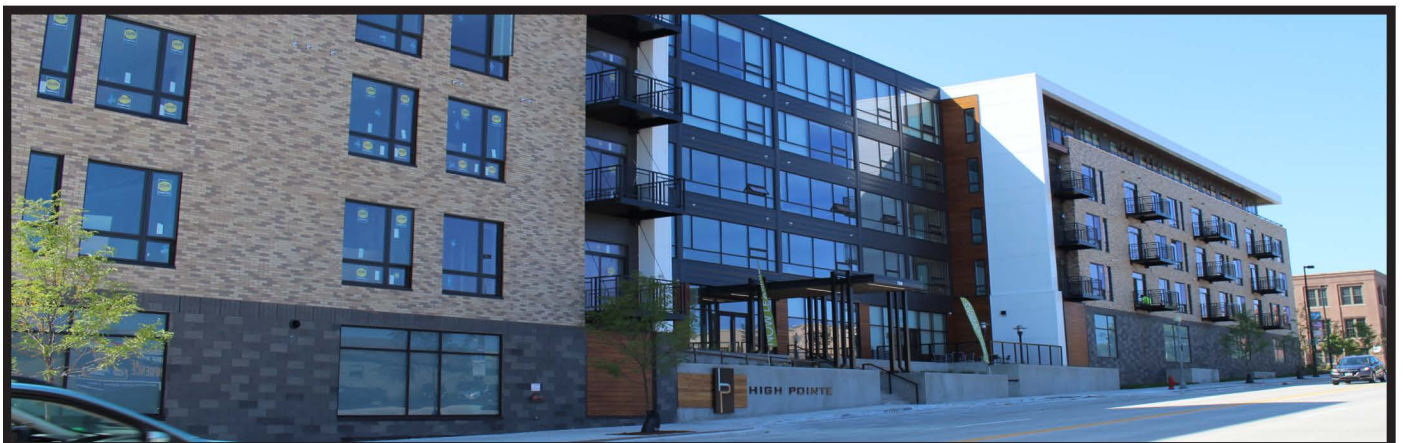
The city has seen an increase in the number of people living in and near the downtown through the addition of 260 units. Such projects include the Encore, High Pointe and Portscape which provide luxury rental apartments. Another 184 units are currently under development.



2015 development summit tour. Photo: City of Sheboygan



The Encore apartments on 8th Street added 81 residential units to downtown upon its opening in 2018. Photo: GRAEF.



High Pointe Apartments on South 8th Street. Photo: City of Sheboygan

2014 Plan Goals and Actions:

Establish an Arts, Culture, and Food District.

- ✓ Increase activity at Library Plaza, continue the concert series and Chalk Art Festival, introduce and expand family friendly events
- ✓ Coordinate with the JMKAC to expand public art within the cultural core

Support coordination among local and regional tourism efforts, events, and consumer marketing to leverage investment and establish common messages.

- ✓ Coordinate local and regional events to maximize attendance and strategically time events to benefit businesses

Update: Since 2014, the City and community organizations have developed spaces, events and public art within a core area of the downtown.

The Levitt AMP summer concert series occurs Thursdays in summer. This event series was made possible through dialog between city stakeholder groups and an effort to activate and program this newly-created civic gathering space. The concerts are funded through a grant program. It has been a success, bringing thousands of visitors per week to the downtown.

As illustrated in the photo, below, the concerts are held at City Green, the central public gathering space downtown. Through city redevelopment efforts, the former Boston Store department store block has been redeveloped into a mixed-use destination of retail stores, apartments, and open space.



A 2019 Levitt AMP concert. Photo credit: City of Sheboygan.

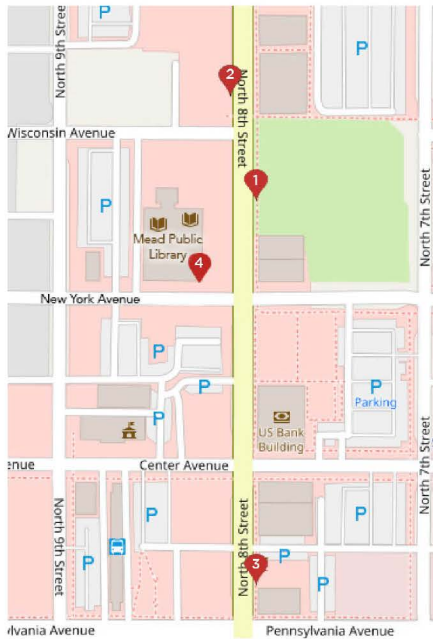


The Levitt AMP concert series occurs Thursdays in summer, currently held at City Green. Photo credit: City of Sheboygan.

ART IN PUBLIC SPACES

Visit these art installations—they are just a short walk away!

- 1 P.E.A.R.L. (Prism. Emitting. Abstracted. Radiant. Light.)**
Located on Sheboygan's City Green
Michael Moore, artist
- 2 Natural Bridge Study/Estudio de Puente Natural**
Located in the alleyway at 826 N. 8th Street
Mary Anne Kluth, artist



- 3 Opening (Walk Through #1)**
Located in the alleyway next to the Korthals Enterprises building in the 500 block of N. 8th Street
Diana Gabriel, artist

- 4 Threading a Dream**
Located on the south wall of the Mead Public Library at 8th and New York
Nancy Saleme and Patricia Cazorla, artists

SNAP & SHARE!
While you're visiting, step inside the installation and snap a picture.





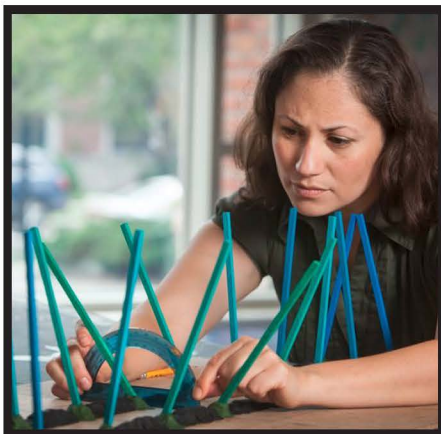
#ccjmkac
@jmkac

JOHN MICHAEL KOHLER ARTS CENTER
608 New York Ave., Sheboygan, WI • 920.458.6144 • www.jmkac.org

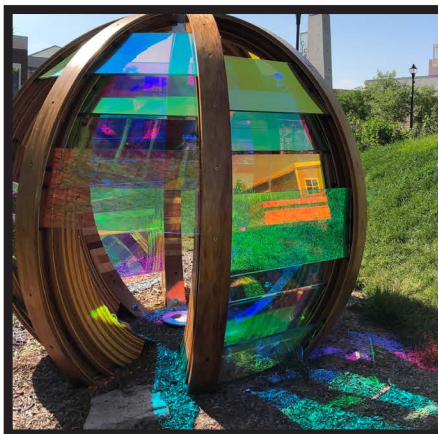
Update: The Art in Public Spaces program includes four public art installations, using underutilized spaces like alleys. Art in Public Spaces is a Connecting Communities collaboration and is supported in part by an award from the National Endowment for the Arts, Bert L. and Patricia S. Steigleder Charitable Trust, Frederic Cornell Kohler Charitable Trust, Kohler Trust for the Arts and Education, Kohler Foundation, Inc., Additional support for Art in Public Space came from The City of Sheboygan, Quasius Construction, Master Gardener Volunteers, and an anonymous donor.



Installation of "Opening (Walk Through #1)" by Diana Gabriel. Photo credit: City of Sheboygan.



Art in Public Spaces artist Diana Gabriel with a mock up of "Opening (Walk Through #1)." Photo courtesy of: City of Sheboygan.



Art in Public Spaces installation titled "P.E.A.R.L." by Mike M. Moore. Photo credit: GRAEF.



Public art at the library. Photo credit: City of Sheboygan.

2014 Plan Goals and Actions:

Improve mobility within the BID by promoting alternative modes of transportation

- ✓ Enhance and connect family-friendly amenities by incorporating bike programs and bike-oriented events
- ✓ Consider locating shared bikes throughout downtown to encourage additional bike trips and facilitate longer connections by visitor groups
- ✓ Explore interim options for seasonal trolley service beyond event days.

Improve wayfinding and navigation within the BID to encourage visitors to explore additional businesses or amenities

- ✓ Install pedestrian wayfinding signage and maps throughout downtown
- ✓ Work with Lakeshore Technical College, UW Milwaukee, or another local source to develop a wayfinding smartphone app which promotes businesses, events, and provides walking, biking, and driving maps
- ✓ Re-establish and enhance street connections at Wisconsin and New York

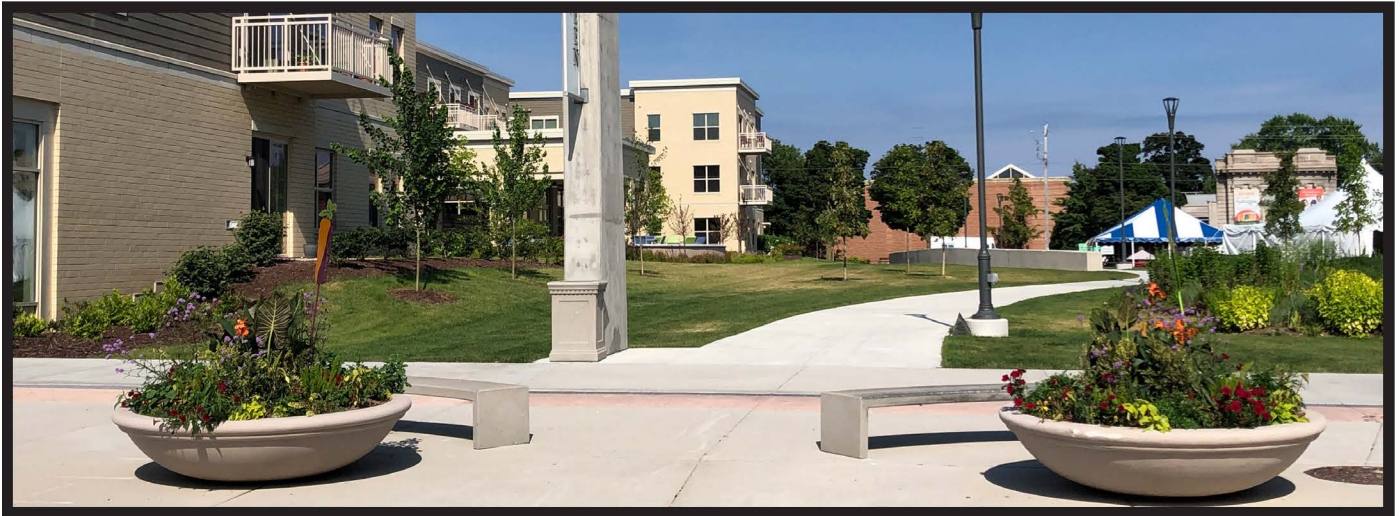
Update: Through the redevelopment of the former Boston Store building, major connections between 7th and 8th Streets were re-established. These connections improve walkability and mobility between downtown cultural assets: JMKAC and the Mead Library.

While significant, multi-million dollar improvements have been made downtown with infrastructure projects that increase physical connectivity, additional work can be done to promote bicycle and pedestrian connections within the study areas and between points of interest and cultural assets. This initiative began with bike racks and wayfinding signs that show multi-modal paths. Since 2017, Shoreline Metro's Route 40 trolley service connects popular destinations in downtown, the riverfront and South Pier during the summer.

A bike share program is in development for the City, with roll out expected in Spring 2020. The program intends to provide three docking stations: downtown, South Pier, and the Harbor Centre marina area.

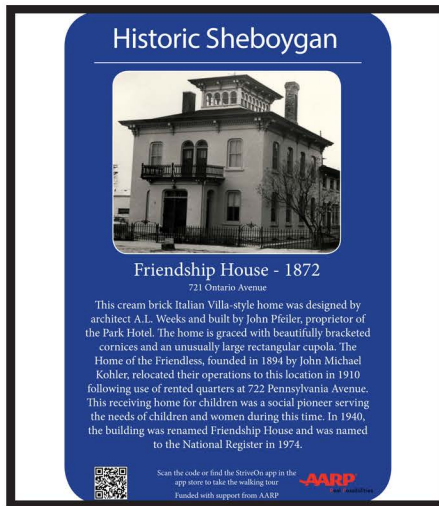


Aerial view of City Green. Three new pedestrian connections—at Wisconsin Avenue, mid-block through City Green, and at New York Avenue—were developed following the demolition of the former Boston Store building and subsequent development of the City Green and Encore apartment projects. Image source: City of Sheboygan.



The construction of City Green created a major pedestrian connection within the heart of the Arts, Culture and Food District from 7th to 8th Streets, and connects JMKAC to the Mead Library. View from 8th Street looking east to the JMKAC beyond; Mead Library is directly behind the viewer. Photo credit: GRAEF.

The City of Sheboygan has participated in the AARP Livable Communities program and is a 2019 Community Challenge grant recipient. The grant is for a program to enhance the city's downtown historical walking tour of historic structures and events with signage, and online app, and paper maps. Development was completed Fall 2019.



Signage identifying historic points of interest along new historical walking tour. Image credit: City of Sheboygan



Shoreline Metro's Route 40 trolley service. Photo credit: City of Sheboygan

2014 Plan Goals and Actions:

Improve economic returns and reduce vacancy for property owners in the downtown district

- ✓ Establish design standards to encourage quality design and support private investment in building improvements
- ✓ Revise/implement parking policy and design guidelines to encourage higher density development in key locations

Preserve downtown property values by improving aesthetics and encouraging quality renovation and development activity

Update: The City has design guidelines that are used as a tool when potential new development projects are reviewed. A downtown parking study was completed in 2017 and a parking app is to be rolled out in 2020 through the Sheboygan Parking Utility (a division of the Transit & Parking Commission).

DWN
TWN
Food

EHRMAN'S
Fine Jewelry Outlet

Engineers
Architects
Planners
Scientists
SEH

SHE
BOY
GAN

DWN
TWN



The 2019 Update

New Approach & Goals

For the 2019 update of the Harbor Centre Master Plan, the City of Sheboygan has expanded the focus of the plan from one downtown district to four study areas: the Downtown (Harbor Centre) district, Michigan Avenue, Uptown, and Indiana Avenue.

The City has also focused this plan update on a just a few overarching goals regarding economic development, market opportunity, and ideas and strategies for placemaking enhancements and urban design solutions that will help each of these four areas thrive.

In addition to the goals from the 2014 plan outlined in the previous pages and the ongoing work that is underway to make these goals into a reality, this plan is focused around the following new & updated goals:



- 1 Continue to create placemaking enhancements at key locations to reinforce district identities, celebrate strengths, and address challenges, and provide visual cues to aid in wayfinding throughout downtown**
- 2 Improve mobility within the downtown districts by promoting alternative modes of transportation**
- 3 Continue to support coordination among local and regional tourism, event and consumer marketing to leverage investment and establish common messages**
- 4 Preserve downtown property values by encouraging quality renovation, façade improvement and development activity**



What is Placemaking?

Placemaking is a collaborative process where community members, business partners, property owners, and municipal governments work together to re-imagine public spaces, including commercial corridors, through urban design, events, and programs. The goal of placemaking projects is to help people feel more connected to places: more excited to walk to lunch, shop locally, and play with their kids in community parks.

We believe that using a placemaking approach in the City's treasured commercial districts will allow Sheboygan to thrive. Residents will feel more connected to their city and business owners will see more foot traffic. Engaging commercial districts with amenities and a sense of place will help employers attract new employees, and help residential building owners fill their units. Most importantly, a placemaking approach will breathe new life into Sheboygan's amazing places, and new public places may emerge.

The photographs on the preceding pages show just a few of the streetscape and urban design elements that help define the sense of place in Sheboygan currently. The recommendations in this plan are meant to build on the successes and accomplishments of the past and complement Sheboygan's current built and programmatic environment.



sidewalk seating



planters and trees



markets & festivals

Image source: Visit Sheboygan



downtown district signs



seating areas

Image source: City of Sheboygan



community events

Image source: City of Sheboygan



How To Use This Plan

These pages contain ideas and strategies for further activating the streets of Sheboygan, a city on Lake Michigan with a thriving marina area and downtown districts on the rise.

WHO?

The plan has been designed so that anyone can contribute to making Sheboygan a more engaging, fun, and creative place - whether you are a business or property owner, you work for the city, or you live in Sheboygan, there are ideas for projects that could use your creativity and energy to help make them a reality.

Throughout the plan, recommendations are labeled like this:



to show which sector would most likely be the primary actor for this type of project. Many projects have more than one way they could be accomplished! In the **HOW TO** section of each recommendation, the specific groups of people who could and should be involved in a particular placemaking project are outlined under the **PEOPLE** heading.

WHERE?

This plan is focused on four districts within Sheboygan: Michigan Avenue, Uptown, Downtown, and Indiana Avenue (see map, page 21). However, many of the strategies and recommendations presented here will be relevant to other districts within the City.

Throughout the plan, recommendations are also labeled like this:



to indicate which recommendations are most applicable to each of the districts. Each district also has priority recommendations, which can be seen on **Pg 20 - 27**.

HOW MUCH?

Each of the recommendations includes a symbolic price range between \$ - \$\$\$\$ to show the **COST** level, and also includes a suggestion about how the recommendation could be funded. The **IMPACT** of each recommendation is also categorized as high, medium, or low to help the City of Sheboygan and partners prioritize which strategies to tackle first.

the Study Areas



MICHIGAN AVE

The gateway to the lakefront, Michigan Avenue boasts a variety of popular and successful neighborhood businesses as well as a thriving local nightlife scene.



PRIORITY RECOMMENDATIONS

for a complete list of all recommendations, see pg 67

- » **Rightsize the Roadway on Michigan Avenue**
with delineated parking lanes and bike lanes – see page 56.
- » **Strategic Nodes of Art Lighting**
see page 52.
- » **District Gateway & Entrance Marker**
at Michigan & 14th Street – see page 44.
- » **Facade Improvement Projects**
throughout the district – see page 58.

ECONOMIC PROFILE, ISSUES, & ACTIONS

Michigan Avenue's linear corridor serves as a nightlife and entertainment center for the City and the region. The business mix is eclectic, including multiple restaurants featuring ethnic cuisines and bars providing nightlife. Michigan Avenue also includes unique shops and services serving diverse customers. As with Indiana Avenue, Michigan Avenue's mix includes successful Latino businesses also serving regional customers. The corridor is also home to one of Sheboygan's legacy (and destination) businesses, Martens Trilling True Value Hardware Store. Some have described Michigan Ave as having a "funk" factor, with cheap rents that enable the growth of new start-up businesses.

Three market-supported opportunities for the future:

- » Small-scale investment by Michigan Avenue businesses and property owners is needed to improve the appearance of buildings
- » Support start-ups and small businesses through development of a comprehensive set of resources
- » Collaboration between the owners of entertainment and late-night venues, the City and the police department, and the neighbors will ensure that businesses can succeed and residential areas are respected.



for more info, see pg 44

for more info, see pg 56

8th Street

11th Street

12th Street

13th Street

Michigan Avenue

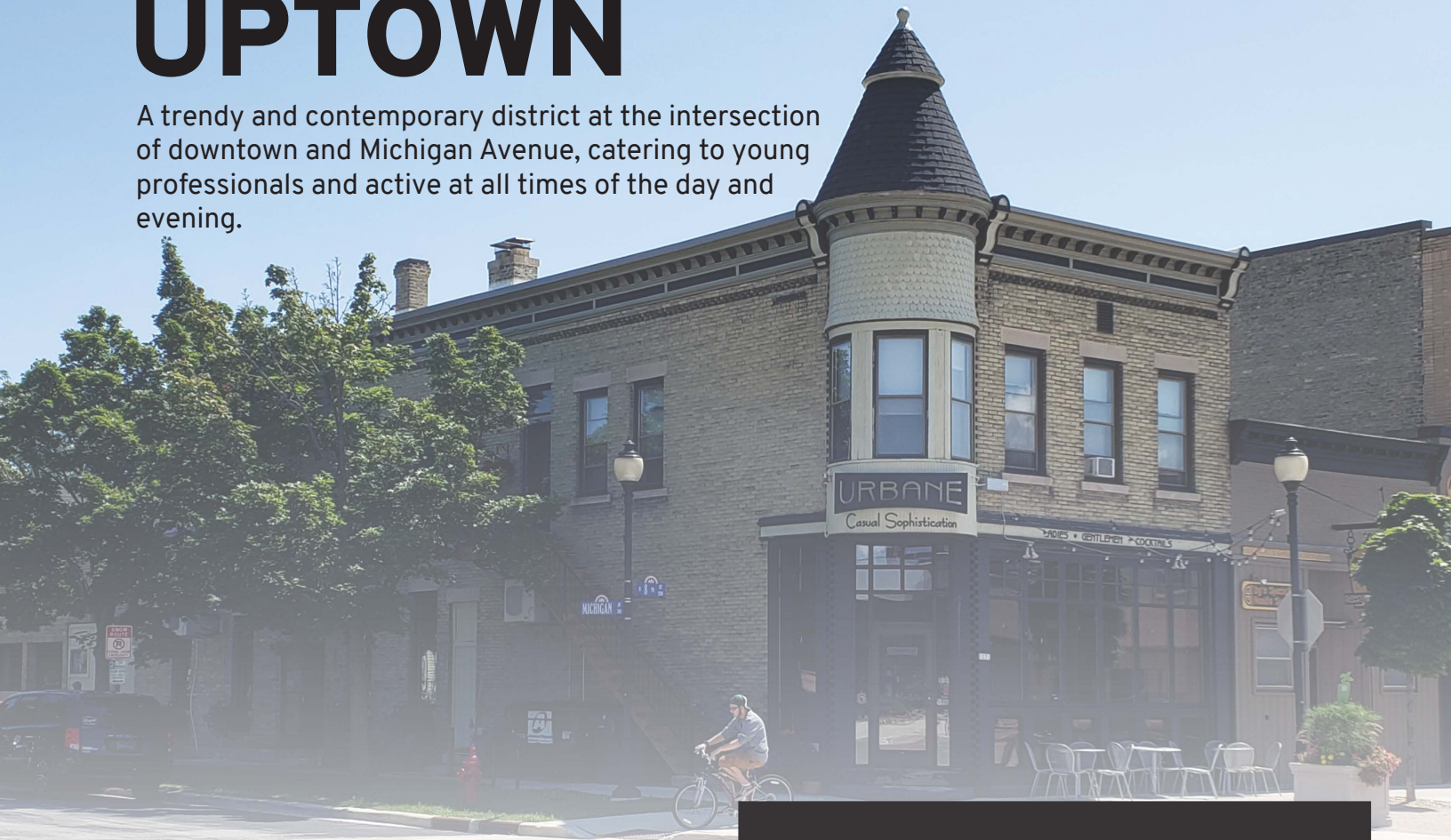
for more info, see pg 52

14th Street

for more info, see pg 58

UPTOWN

A trendy and contemporary district at the intersection of downtown and Michigan Avenue, catering to young professionals and active at all times of the day and evening.



ECONOMIC PROFILE, ISSUES, & ACTIONS

Uptown straddles the identities of Sheboygan's downtown and of the Michigan Avenue corridor. Certain businesses resemble Michigan Avenue businesses more than those in the downtown core. Other businesses in Uptown's south block readily fit with the downtown's northern blocks and appear as an extension of Sheboygan's downtown.

The Uptown business mix includes service, institutional, and automotive uses, in addition to several established food and beverage businesses, such as 8th Street Ale Haus and Paradigm Coffee & Music. Paradigm exemplifies the new way that business is done by small business owners: it's a traditional coffee shop, a music venue, a co-op, a meeting place for progressive thinkers, and a recycler. They have created a community of customers.

Those that were interviewed as a part of this plan expressed varied opinions about what the Uptown area was, its boundaries, and what differentiated Uptown from downtown Sheboygan or Michigan Avenue. Uptown already has attractive buildings and spaces and interesting businesses. The primary market opportunity for the district is to confirm how its businesses, Sheboygan's residents and employees, and area visitors define Uptown. Through this process, the district can begin to solidify its image and market position, tell the area's story, and support any resulting Uptown brand.

PRIORITY RECOMMENDATIONS

for a complete list of recommendations, see pg 67

- » **Strategic Nodes of Art Lighting**
see page 52.
- » **Sidewalk seating**
for restaurants and pedestrians – see page 55.
- » **Facade Improvement Projects**
throughout the district – see page 58.



for more info, see pg 55

N 7th Street

Erie Avenue

N 8th Street

St. Clair Avenue

for more info, see pg 52

for more info, see pg 58

Michigan Avenue

DOWNTOWN

The heart of entertainment and the professional employment base of the City, Downtown Sheboygan welcomes people from outside of the city to work and play on a daily basis.

ECONOMIC PROFILE, ISSUES, & ACTIONS

Sheboygan's traditional downtown includes a diverse range of uses—commercial, residential, and institutional. The downtown core is home to regional cultural institutions, such as Kohler Arts Center, local and county government, and local institutions. Downtown Sheboygan has also experienced both new business growth and residential development in recent years. Sheboygan's downtown core also includes a substantial percentage of women-owned businesses, such as Relish Kitchen Store.

Multiple newer downtown businesses exemplify how entrepreneurs successfully operate in a downtown market context. Downtown Sheboygan's business mix also includes some important clusters, particularly in dining. The owner of Trattoria Stefano has created three (3) destination restaurants and plans to open a specialty grocer downtown. These businesses, combined with downtown's other restaurants and bars, create a cluster functioning as a downtown anchor.

Any local view of the role of the downtown in their community, including Sheboygan, is too often nostalgic. Local residents remember how downtown was. But the function of downtowns, as commercial centers, has changed dramatically. Ultimately, downtown's economic vitality means a focus on the future, sustaining strong business growth, local opportunities for residential and employee growth, and strategic market positioning.

Five actions will help downtown's businesses grow:

- » Focus on downtown employment growth, especially through startups and smaller businesses
- » Support and market Sheboygan's women-owned businesses
- » Develop a comprehensive new business owner resource and support network to fill vacancies and ensure a unique downtown business mix
- » Focus on addressing parking management issues through enforcement and app-based technology
- » Develop strong partnerships between businesses, downtown institutions, and other entities to ensure long-term downtown success

PRIORITY RECOMMENDATIONS

for a complete list of recommendations, see pg 67

- » **Strategic Nodes of Art Lighting**
see page 52.
- » **Sidewalk seating**
for restaurants and pedestrians – see page 55.
- » **Facade Improvement Projects**
throughout the district – see page 58.



INDIANA AVE

The new “Fresh Tech” innovation district built from a strong employment base, cultural diversity in the district, County-wide innovation legacy, and a strong connection between downtown institutions and new development along the corridor.



ECONOMIC PROFILE, ISSUES, & ACTIONS

Sheboygan’s Indiana Avenue serves as the southern gateway to the City’s lakefront, the riverfront, and downtown – both visually and physically. Indiana Avenue includes multiple small businesses serving both residents and visitors. Among these businesses are successful regional Latino businesses, including the grocer La Conquistadora, and iconic local businesses such as Z Spot Coffee House. Understanding the ways that these successful local businesses attract and serve their customers will demonstrate how ground level businesses can succeed along the corridor.

Indiana Avenue’s economic future will depend upon the outcomes of two ongoing catalytic projects: The emerging Fresh Tech district, emphasizing a new and collaborative approach to ‘grow your own’ business success and employment growth through innovation; and the Badger Lofts development, which will provide a new housing type for the City and continued riverfront revitalization. In addition, multiple redevelopment sites exist along Indiana Avenue to support new development over the long-term. The anticipated results of these catalytic projects are new area residents, new employers, and their employees – user groups who will want nearby amenities.

Smaller scale investments will also matter for Indiana Avenue. Appearance and connectivity-related investments are important to the corridor’s future because of its gateway function. Vintage buildings represent opportunities for improving and crafting Indiana Avenue’s unique appearance, expanding the overall business mix, and crafting a unique image – but these buildings require façade and interior improvements. Increased reinvestment by existing owners will indicate visible change along Indiana Avenue to residents, visitors, and potential new businesses. A viable tenant is needed for the former restaurant property at 8th Street. New tenancies that complement existing businesses and serve the area’s shared markets represent another category of opportunities.

Related to gateway improvements, several interviewees suggested major improvements to the roundabout at South 8th Street and Indiana Avenue. These interviewees indicated that the roundabout is confusing for visitors to Sheboygan, inhibits accessibility to corridor businesses, and circulation between Indiana Avenue, the South Pier/ Blue Harbor areas, the downtown core, and the riverfront.

PRIORITY RECOMMENDATIONS

for a complete list of recommendations, see pg 67

- » **District-specific Street Furniture**
celebrating the Fresh Tech district and connecting to community – see page 60.
- » **Strategic Nodes of Art Lighting**
see page 52.
- » **District Gateway & Entrance Marker**
at Indiana Avenue & 14th Street – see page 44.
- » **Facade Improvement Projects**
throughout the district – see page 58.
- » **Bike path signage & landscaping**
along routes– see page 59.

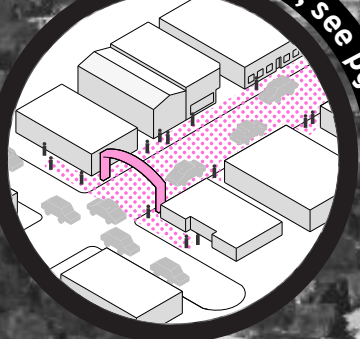
for more info, see pg 52



for more info, see pg 60



for more info, see pg 44



Indiana Avenue

10th Street

11th Street

S Commerce Street

for more info, see pg 59



for more info, see pg 58



S 8th Street



Economic Profiles

As part of this Harbor Centre Master Plan update, economic profiles were developed for the Plan's four study areas – Harbor Centre (Downtown), Uptown, Michigan Avenue, and Indiana Avenue. The profiles were developed based upon demographic data, market analysis, and eight stakeholder interviews with commercial interests in all four areas. In addition to the market data described in the next section, market-based and local opportunities are noted for each area.

It is important to note that the four study areas defined in this plan share a series of overlapping market geographies. A five minute drive separates the Indiana Avenue corridor from the Michigan Avenue corridor, with Uptown and Sheboygan's downtown core located in between. While each commercial area has unique attributes and local businesses, these four defined locales share markets and customers.

These same shared markets and demographics are also affected by broader market trends, which have important implications for local business growth and investment in the four areas. How these shared markets define and differentiate themselves within each individual study area is also described.

The economic profiles detailed on the following pages informed the recommendations for each study area.

SHEBOYGAN'S ECONOMIC PROFILES

Overview

As part of this Harbor Centre Master Plan update, economic profiles were developed for the Plan's four (4) study areas--Harbor Centre (downtown); Uptown, Michigan Avenue, and Indiana Avenue. The profiles were developed based upon demographic data, market analysis, and eight stakeholder interviews with commercial interests in all four areas. In addition to the market data described in the next section, market-based and local opportunities are noted for each area.

Most important, Sheboygan's four (4) study areas share a series of overlapping market geographies. A five (5) minute drive separates the Indiana Avenue corridor from the Michigan Avenue corridor, with Uptown and Sheboygan's downtown core located in between. While each commercial area has unique attributes and local businesses, these four (4) defined locales share markets and customers. These same shared markets and demographics are affected by broader market trends. These trends have important implications for local business growth and investment in the four (4) areas and what their economic vitality will mean in the future. How these shared markets define and differentiate each individual study area is described in the economic profiles that follow.

Markets and Demographics

Table 1 below displays the demographics for each study area and for the City of Sheboygan.

Table 1: Study Area Demographics

Selected Demographics: 4 Study Areas and City

	Downtown/BID	Uptown	Michigan	Indiana	City of Sheboygan
Total Population	441	35	322	290	49,385
Population Density (Pop/Sq Mi)	1,743.87	2,710.35	9,964.13	5,901.04	3,508.31
Total Households (HHs)	251	25	122	127	20,455
Average HH Size	1.8	1.4	2.6	2.3	2.4
					-1.3%
					-1
					-1.3%
Projected Population Growth by 2023	0.8%	1.9%	-5.4%	-3.1%	.3%
Median Age	37.7	40.3	30.3	30.8	37.4
Average HH Income	\$45,885	\$45,850	\$43,017	\$45,686	\$57,572
Median HH Income	\$33,281	\$32,422	\$30,191	\$37,791	\$45,439
Per Capita Income	\$27,707	\$35,483	\$16,279	\$20,099	\$24,061
Employees	2,029	176	103	236	22,867
Jobs/HH	8.1	7.0	0.8	1.9	1.1

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All of the study areas have smaller populations and employee numbers. While nearby residents are always frequent users of any commercial district's businesses and amenities, the study area populations shown are insufficient to ensure either business success or growth in any area. To succeed, businesses in all districts are attracting customers from much wider market geographies. Depending upon the individual business,

their primary market may be a convenience drive time, the City itself, or a larger destination market, including visitors to Blue Harbor Resort, South Pier, and Sheboygan’s riverfront.

In addition to nearby residents, consumers residing within a convenient drive-time, typically a 5-minute drive or 10-minute bike ride, are also more frequent users of their nearby commercial areas. The demographics for each area are shown below followed by an illustration of these overlapping drive times.

Table 2: Convenience Drive Time Demographics

Selected Demographics: 5 Minute Drive Times

	Downtown/BID	Uptown	Michigan	Indiana
Total Population	17,289	18,748	21,666	18,823
Total Households	7,203	7,659	8,959	7,877
Average Household Size	2.4	2.4	2.4	2.4
Projected Population Change by 2023	-2.2%	-2.4%	-2.3%	-2.0%
Population Density (per Sq. Mi.)	4,976.55	5,171.79	5,026.61	4,188.85
Median Age	33.8	33.8	34.5	35.4
Average Household Income	\$47,832	\$52,610	\$53,750	\$47,930
Median Household Income	\$37,647	\$39,227	\$41,071	\$39,183
Per Capita Income	\$20,122	\$21,687	\$22,418	\$20,313
Employees	10,338	10,687	11,687	12,691
Estimated Total Consumer Expenditures	\$243,941,235	\$269,280,391	\$323,383,921	\$273,667,649

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Illustration 1: Convenience Drive Times for Each Study Area



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The demographics for the convenience drive times (Table 2) are similar and encompass much of the City. The four (4) study areas are either proximate or contiguous, and despite natural barriers, driving between districts is convenient. The Indiana Avenue market is less dense, given the vacant land included within that market geography and its access to I-43. This Indiana Avenue market also includes more employees. Michigan Avenue includes some additional residential to the north. The projected 2023 population decrease is similar to the projection for the City of Sheboygan.

In addition to attracting neighborhood and nearby customers, street level businesses also depend upon patrons from a larger destination, or 30-minute drive time, market. The percentages of sales generated from destination customers vary by business type. Sales from this larger market are often critical to operating margins for individual businesses. Given Sheboygan is an established regional destination, the market will be important to all businesses. Adding to the destination market, the advent of online shopping, particularly the use of mobile phones, has significantly changed consumer behaviors. This same destination market also represents the 'Near Me' market. Consumers making purchases online for same day pick-up will typically drive up to 30 minutes to obtain their online purchase. Similar behavior is noted in considering dining options. The demographics for the 30-minute drive times are shown below and followed by a map of the overlapping destination drive times.

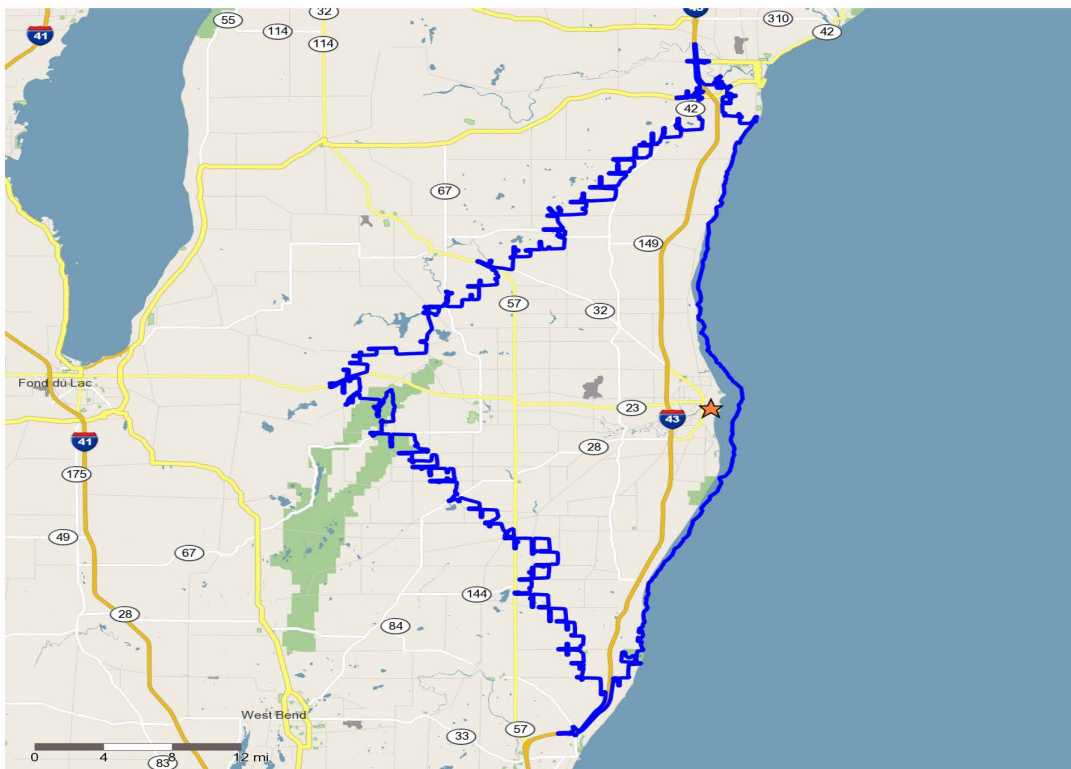
Table 3: Destination Drive Time Demographics

Selected Demographics: 30 Minute Drive Times

	Downtown/BID	Uptown	Michigan	Indiana
Total Population	113,775	119,644	121,378	115,428
Total Households	46,360	48,658	49,461	47,027
Average Household Size	2.5	2.5	2.5	2.5
Projected Population Change by 2023	2.7%	2.7%	2.7%	2.7%
Population Density (per Sq. Mi.)	249.09	237.04	237.09	244.33
Median Age	41.5	41.7	41.8	41.5
Average Household Income	\$70,335	\$70,274	\$70,263	\$70,720
Median Household Income	\$56,477	\$56,450	\$56,412	\$56,788
Per Capita Income	\$28,870	\$28,795	\$28,849	\$29,018
Employees	60,585	64,763	66,157	60,840
Estimated Total Consumer Expenditures	\$2,116,092,186	\$2,220,580,233	\$2,255,780,489	\$2,148,493,204

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Illustration 2: Destination Drive Times for Each Study Area



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There is more significant market overlap among the 30-minute drive times. While each of the four (4) study areas is distinct in its business mix and opportunities, the areas share consumers from this 30-minute drive time as Table 3. (The center points for each area overlap in this market’s geography, as displayed in Illustration 2.) Most important for the future is that the total population within the destination market is projected to increase versus the declines projected for the City and smaller market geographies. The estimated consumer spending is between \$2.1 and \$2.2 billion, with the opportunity to capture additional consumer dollars. For the study areas, capitalizing on their assets to appeal to destination consumers will be key to the future economic success of each area.

Broader Market Trends

When most consumers think of traditional commercial districts, like these four (4) Sheboygan study areas, street level businesses, particularly retailers and restaurants, come to mind. Like all sectors, the retail and restaurant sectors are transforming, primarily the result of major market shifts prompted by technological change. The continued impact of technology will remain as a factor in the market trends affecting all uses.

Three (3) major sector trends reflect how consumers now shop and dine in all markets—large, small, urban, suburban, and rural. These trends are also affecting shopping locales, regardless whether a traditional downtown, a neighborhood commercial district, or a shopping mall. For larger retailers, both national and regional, these altered consumer behaviors translate into smaller stores and fewer locations. Stronger independent retailers are capitalizing on these same changing behaviors through their online presences, serving more distant customers without incurring the cost of opening additional stores. All types of restaurants are applying technologies to support online sales, customer service, and delivery. Restaurants are also developing non-store formats to reduce operating costs, such as specialized kitchens for preparing delivery orders only. The three (3) major trends include:

- ‘The Experience.’ For customer attraction, business sales performance, and image positioning for any commercial district, delivering a unique experience is critical to success. Whether an event, strong business clusters, or physical appearance, residents and visitors want a quality ‘experience’ that creates memories and fosters a personal connection with that commercial area. As an example, distinctive local and historic character often serves as the market differentiator within target geographies for traditional downtowns or neighborhood districts. Satisfying consumer expectations for quality products and efficient and personalized service are additional aspects of this trend.
- ‘Click and Mortar.’ As described above, the advent of online and mobile-enabled shopping, or an ‘omni-channel’ market presence, is forcing the entire sector to adapt. Retailers and restaurants continue to make it easier for customers to make purchases efficiently. Store footprints and location numbers are shrinking, and how and where sales occur continues to evolve. For successful independent retailers, storefronts function as a delivery mechanism for their community of customers via their optimal sales channels. The increasing numbers of ‘internet resilient’ tenants in all types of commercial districts is another aspect of this trend. Wellness, personal services, and increasing restaurant numbers are categories of ‘internet resilient’ businesses occupying available lease space and becoming larger percentages of the business mixes in commercial locales of all types.
- New Ways and Uses. Bringing goods to people versus bringing people to goods is the fundamental basis for new, evolving business categories and formats throughout the broader retail sector. Temporary uses, such as shared space, seasonal retail, and short-term pop-ups, have challenged not only the traditional idea of storefront businesses, but how available space is occupied, leased, and regulated. Major retailers, such as Nordstrom, now open seasonal retail outlets for the holiday shopping season. Independent businesses offer both products and targeted events to provide value to their customer bases. For restaurants, temporary uses, such as food trucks or pop-up dinners, enable owners to test and promote new concepts. Outdoor dining also increases sales and operating margins. These altered ways of doing business have implications for commercial districts of all types. Most important, they present the opportunity to create and cultivate the unique ‘experiences’ described above.

Future Considerations for Sheboygan's Study Areas

In the stakeholder interviews conducted in developing these profiles, five (5) themes emerged for Sheboygan's future economy; all have implications for the four (4) study areas. These themes included:

- The need for population growth. The demographics indicate that the City and most study area markets are projected to lose population by 2023. The City has focused on downtown residential development, attracting new younger residents. Retaining some of those new residents will be important to the City's future and leadership. The City, the Sheboygan County Economic Development Corporation, and major employers worked together in identifying downtown housing options. The next step may be how to retain some of these new residents in Sheboygan.
- Investment considerations. In discussing new development with all interviewees, the potential lease rates do not always support market-rate development within the study areas. A perceived gap exists between required rents, project costs, potential returns, incentives, and tenant attraction for commercial and residential uses. As an example, independent businesses rarely occupy newly built space. National or regional chains will pay for newly built space but are increasingly selective and data driven about their preferred locations. With reduced tenancing options, this results in long-term vacancies or unintended tenancies. Considering how this gap affects the financial viability of future development projects in each study area will enable market confidence.
- Tenancing and vacancies. Related to investment consideration is tenancing and vacancies. While total vacancies appear typical in each study area, the most obvious vacancies are in newer developments. The City, the Harbor Centre BID, and the owners and brokers leasing these vacancies can work together to fill the vacancies. In addition to referring prospective tenant inquiries to the owners and brokers marketing these vacancies, the City and the BID can work to facilitate tenant-related approvals. Ongoing communications about what prospective tenants are seeking in lease space and what they require will provide value to all property owners and brokers and will ensure that investment can continue.
- Study area identities. While each study area is different and locals generally understand these differences, these distinctions are less obvious to visitors, investors, and possibly even some residents, or each area's shared destination customers. Determining what sets each area apart, based upon input from area businesses or institutions and area and City residents, can serve as the basis for each area's identity.
- Capitalizing on study area assets. Each study area, as described in the Economic Profiles, has obvious assets, including access to Lake Michigan, to the river, or to Sheboygan's neighborhoods. The story of each area is also a compelling part of Sheboygan's identity. Each area has a collection of successful small business owners that define the district. Each area has a unique history. Investment in historic and vintage properties is also needed in all areas and can help define and tell these stories.

Sheboygan's Indiana Avenue: Economic Profile

Sheboygan's Indiana Avenue serves as the visual and physical gateway to the City's lakefront, the riverfront, and the downtown and Harbor Centre. Indiana Avenue includes multiple small businesses serving both residents and visitors. Among these businesses are successful, regional Latino businesses, including the grocer, La Conquistadora, and iconic local businesses, such as Z Stop Coffee House. For Indiana Avenue, how these successful local businesses attract and serve their customers will demonstrate how ground level businesses can succeed along the corridor.

Indiana Avenue's economic future will depend upon the outcomes of two (2) ongoing catalytic projects. Fresh Tech emphasizes a new and collaborative approach to 'grow your own' business success, supporting new business and employment growth through innovation. The Badger Lofts development will provide a new housing type for the City and continued riverfront revitalization. In addition, multiple redevelopment sites exist along Indiana Avenue to support new development over the long-term. The anticipated results of both catalytic projects, new area residents and new employers and their employees, will want nearby amenities.

Smaller scale investments will also matter for Indiana Avenue's future. Appearance-related investment will be important to the corridor's future because of its gateway function. Indiana Avenue's vintage buildings represent opportunities for improving Indiana Avenue's appearance, expanding the overall business mix, and crafting a unique image. These vintage commercial buildings, particularly closer to 8th Street, require façade and interior improvements. A viable tenant is needed for the former restaurant property at 8th Street. Increased reinvestment by current or existing owners will indicate visible change along Indiana Avenue to residents, visitors, and potential new businesses. New tenancies, complementing existing businesses and serving the area's shared markets, represent another category of opportunities.

Indiana Avenue's market supported opportunities and gateway improvements will enhance both the corridor, its ability to attract more businesses, and Sheboygan's image and market position, including for visitors and part-time residents at South Pier and Blue Harbor. Related to gateway improvements, several interviewees suggested major improvements to the roundabout at South 8th Street and Indiana Avenue. These interviewees indicated that the roundabout is confusing for visitors to Sheboygan, inhibits accessibility to corridor businesses, and inhibits circulation between Indiana Avenue, the South Pier/Blue Harbor areas, the downtown core, and the riverfront.

Sheboygan's Michigan Avenue: Economic Profile

Michigan Avenue's linear corridor serves as a nightlife and entertainment center for the City and the region. The business mix is eclectic, including multiple restaurants featuring ethnic cuisines and bars providing nightlife. Michigan Avenue also includes unique shops and services serving diverse customers. As with Indiana Avenue, Michigan Avenue's mix includes successful Latino businesses also serving regional customers. The corridor is also home to one of Sheboygan's legacy (and destination) businesses, Martens Trilling True Value Hardware Store. In the stakeholder interviews to prepare these economic profiles, Michigan Avenue was characterized as having a 'funk' factor, with cheap rents enabling the growth of new start-up businesses.

From an economic perspective, Michigan Avenue presents three (3) market-supported opportunities for the future:

- Like the Indiana Avenue corridor, smaller scale investment by Michigan Avenue businesses and property owners is needed to improve the appearance of the area's buildings. Applying local design guidelines would ensure that
- Michigan Avenue's 'funk' factor results from a business start-up culture. Whether organic or formally supported, neighborhood commercial districts with a start-up cluster can be fostered. As with the other study areas, the development and availability of resources to support business owners and their success can be applied to Michigan Avenue's start-ups. This will ensure that growth can continue on the corridor, and that the business mix can continue to differentiate Michigan Avenue.
- Michigan Avenue connects neighborhoods with the corridor's businesses and downtown Sheboygan. Because of this neighborhood connection, collaborations between the owners of entertainment and late night venues, the City and its police department, and neighbors will ensure that businesses succeed and that residential areas are respected.

Sheboygan's Uptown: Economic Profile

The Uptown area has a lower profile and less defined market position than the other three (3) study areas. The Uptown business mix includes services, and institutions, in addition to several established food and beverage businesses, such as Urbane, 8th Street Ale Haus and Paradigm Coffee & Music. As described in the Overview of these Economic Profiles, Paradigm exemplifies the new way that business is done by small business owners. It's a traditional coffee shop, a music venue, a co-op, a meeting place for progressive thinkers, and a recycler. They have created a community of customers.

As a study area, Uptown straddles the identities of Sheboygan's downtown and of the Michigan Avenue corridor. Certain businesses resemble Michigan Avenue businesses more than those in the downtown core. Other businesses in Uptown's south block readily fit with the downtown's northern blocks and appear as an extension of Sheboygan's downtown and the Harbor Centre BID (or Business Improvement District).

In creating these Economic Profiles, stakeholder interviewees expressed varied opinions about what the Uptown area was, its boundaries, and what differentiated Uptown from downtown Sheboygan or Michigan Avenue. Uptown already has attractive buildings and spaces and interesting businesses. Uptown's initial market opportunity is to confirm how its businesses, Sheboygan's residents and employees, and area visitors define Uptown to begin to solidify its image and market position. For the area's future, actions and events to support any resulting Uptown brand and tell the area's story will be important.

Sheboygan's Downtown: Economic Profile

Sheboygan's downtown is managed by the Harbor Centre BID, as one of three (3) commercial areas located within the BID's legally defined boundaries.¹ BIDs generate proceeds from a self-tax on commercial real properties and tenancies located within their boundaries. These tax proceeds, often supplemented by local funding sources, pay for BID programming. The Harbor Centre BID also manages South Pier and River Front. As a BID-funded, managed commercial district, downtown Sheboygan benefits from programming and events to create visibility for BID businesses and beautification and physical improvements to the BID district.

Like most managed districts, Sheboygan's traditional downtown includes a diverse range of uses—commercial, residential, and institutional. The downtown core is home to regional cultural institutions, such as Kohler Arts Center, local and county government, and local institutions. Downtown Sheboygan has also experienced both new business growth and residential development in recent years. Sheboygan's downtown core also includes a substantial percentage of women-owned businesses, such as Relish Kitchen Store. Like Uptown's Paradigm Coffee & Music, multiple newer downtown businesses exemplify how entrepreneurs successfully operate in a downtown market context. Downtown Sheboygan's business mix also includes some important clusters, particularly in dining. The owner of Trattoria Stefano has created three (3) destination restaurants and plans to open a specialty grocer downtown. These businesses, combined with downtown's other restaurants and bars, create a cluster functioning as a downtown anchor.

Any local view of the role of the downtown in their community, including Sheboygan, is too often nostalgic. Local residents remember how downtown was. But the function of downtowns, as commercial centers, has changed dramatically. Downtowns will continue to change, based upon the broader market trends affecting all uses. Downtowns are now gathering places with unique businesses of all types serving local and regional consumers. They can be districts that foster arts and culture, inclusiveness, or entrepreneurship. Downtown anchors are no longer major retailers. Anchors today can include complementary or competitive business clusters, one or more destination businesses, or cultural institutions. Businesses locating downtown, even if multi-location, are typically independently owned. Downtowns also need to look good to compete and to attract customers. Well-maintained buildings, attractive sidewalks and streets, easy access, and cleanliness are important to residents, visitors, and investors in downtowns. Ultimately, downtown's economic vitality means a focus on the future, sustaining strong business growth, local opportunities for residential and employee growth, and strategic market positioning.

For Sheboygan's downtown, five (5) actions will help downtown's businesses grow:

- Residential growth has been important to downtown Sheboygan, but downtown employment growth also represents a future opportunity. Like residents and visitors, downtown employees also spend money downtown. Jake's Café continues to provide local office space for start-ups and gig workers. Employers with less than 50 employees, particularly in knowledge businesses, often select a downtown office location based upon nearby amenities. The FreshTech initiative, while focused on Indiana Avenue, may develop new business tenants suitable for downtown office locations.
- The women-owned businesses, noted above, also present an opportunity for promoting the downtown as a place to do business, regardless of business type, and as a point of market differentiation.
- Developing a new business owner resources and support network is another aspect of the women-owned businesses opportunity. These owners have worked with the SBA, SCORE, WWBIC, and others to formulate their business plans and operating strategies. Putting together this type of comprehensive support network for growth can be important in filling vacancies and ensuring a unique downtown business mix.
- Parking management was noted as a downtown issue. Aspects of this issue included enforcement,

¹ BIDs are established and annually renewed through the municipal legislative process detailed in Wisconsin's enabling legislation, Wisconsin Statutes 66.1109 et al.

parking times not matching the needs of nearby businesses, potential tenant access to parking, and fines less than the daily parking rate. Examining parking time periods by location and technology, such as a parking app, were suggested as possible solutions.

- Partnerships remain critical to the success of any downtown. In communities with the most successful downtowns, collaborations between the public, private, and institutional sectors ensure that downtown revitalization work gets done. Collaboration also extends to downtown businesses working together to increase sales and customer numbers. Each downtown entity is invested in Sheboygan's downtown, and each has a role to play in the future. Identifying how to work together, whether on an ad hoc project or on a long-term initiative, will lead to even greater economic success.

STAKEHOLDERS

Thank you to the stakeholders from the four study areas that engaged with the project team for this effort:

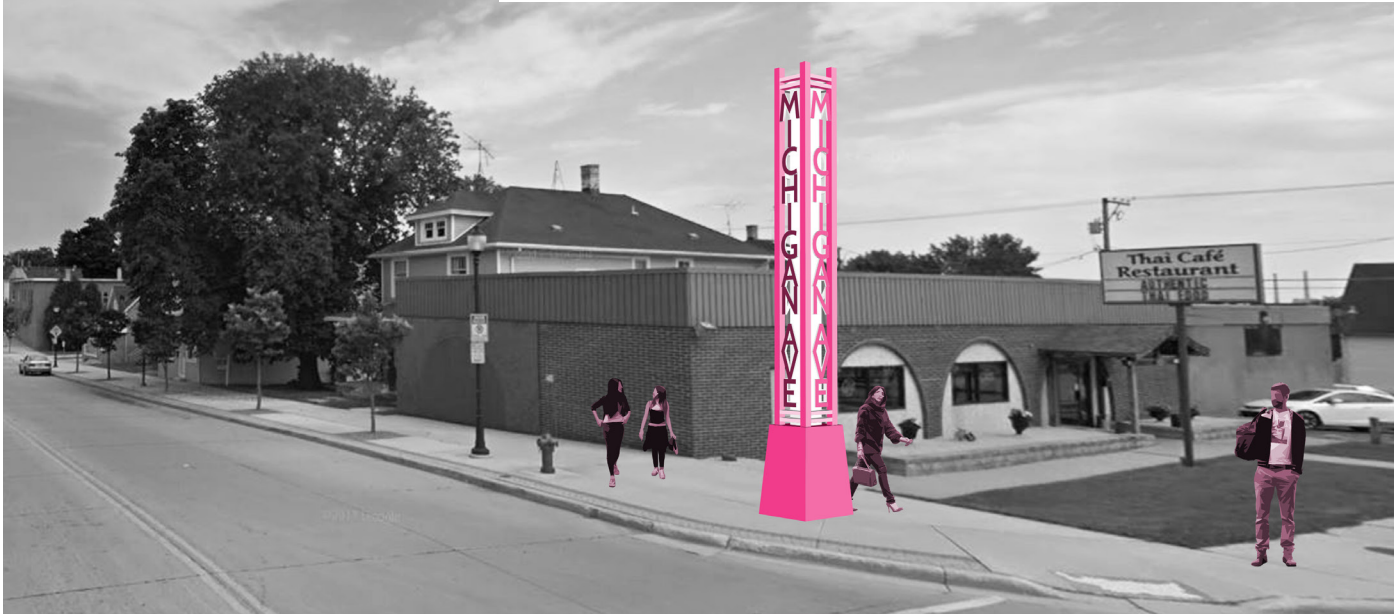
Jeff Zenk, Z Spot Coffee
Jane Davis Wood, Relish Kitchen
Paul Gottsacker, Gottsacker Commercial
Paul Weaver, Developer
Michael Morey, Oak Brook Corporation
Greg Parmley, Trillings Hardware

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the Recommendations



GATEWAY SIGNAGE AT KEY INTERSECTIONS



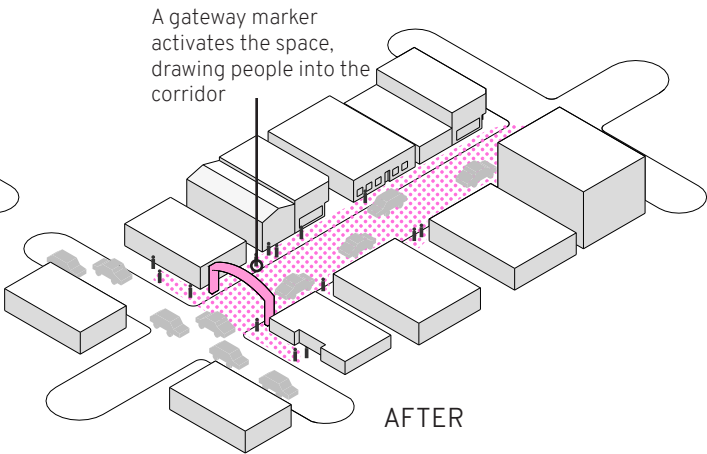
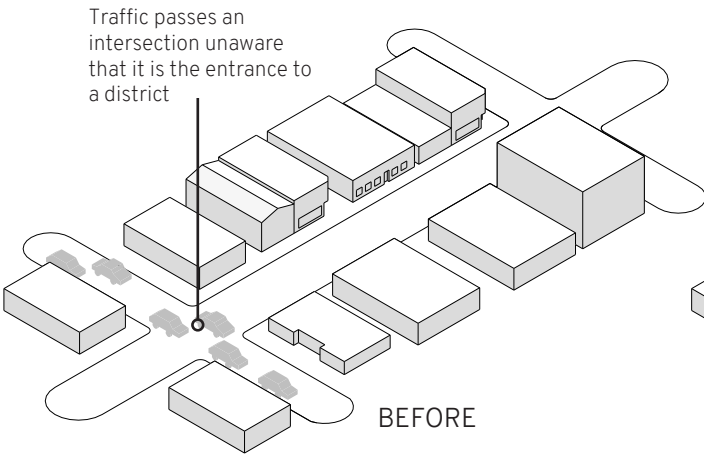
Concept showing an entrance marker at Michigan & N 14th St - a priority area for activation. Currently, many residents and visitors pass this intersection without understanding it as an entrance to the Michigan Ave district and a direct connection to the lakefront.

Each of Sheboygan’s downtown districts that are part of this plan have their own distinct character that makes them special—whether that be beautiful public spaces or beloved neighborhood bakeries. However, as people walk, bike, or drive between these areas, it is often difficult to tell where one starts and another begins. Establishing formal gateway markers for each district is one way to help with wayfinding,

letting people know that they are entering a special area with a distinct identity. Each of the four districts could benefit from gateway signage that would let people know that exciting things await just beyond.

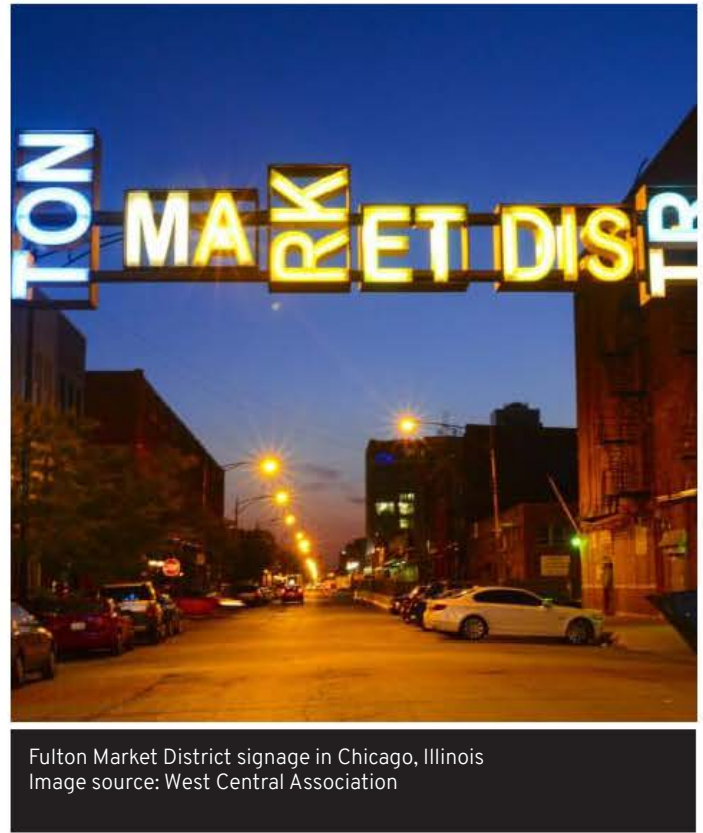
One particular area that the City [and the public] have identified as a priority area for a gateway marker is the intersection of Michigan Avenue and N 14th Street. This intersection

bookends the western end of the Michigan Avenue district, and also serves as an entrance to Uptown, Downtown, and Lake Michigan. A gateway marker at this intersection would help to activate the space and draw traffic from 14th Street through the district.





Downtown wayfinding signage in Littleton, Colorado.
Image source: Littleton, Colorado <https://www.littleton.gov/business-resources/downtown-wayfinding-signage>



Fulton Market District signage in Chicago, Illinois
Image source: West Central Association

HOW TO:

A district gateway marker would likely be constructed within the right-of-way or on public land as a project of the City of Sheboygan. However, this could also be accomplished with strategic business partners, and with input from community members. For example, the City of Sheboygan could work with a local designer to design the gateway or hold a design competition, could partner with a local business to fund a gateway marker, or could have a process for gathering public input on potential gateway marker designs.

COST

\$\$-\$\$\$\$

Price could vary depending on the style & size of the marker and the materials used.

FINANCING

- City funding
- Seek funding through private partnerships with district businesses

MAINTENANCE

Gateway structure would be maintained by the Sheboygan Public Works Department

IMPACT

high

- Permanent installation
- Impacts sense of place, district identity, & economic development

PEOPLE

CITY, BUSINESS OWNERS, DESIGNERS, COMMUNITY MEMBERS

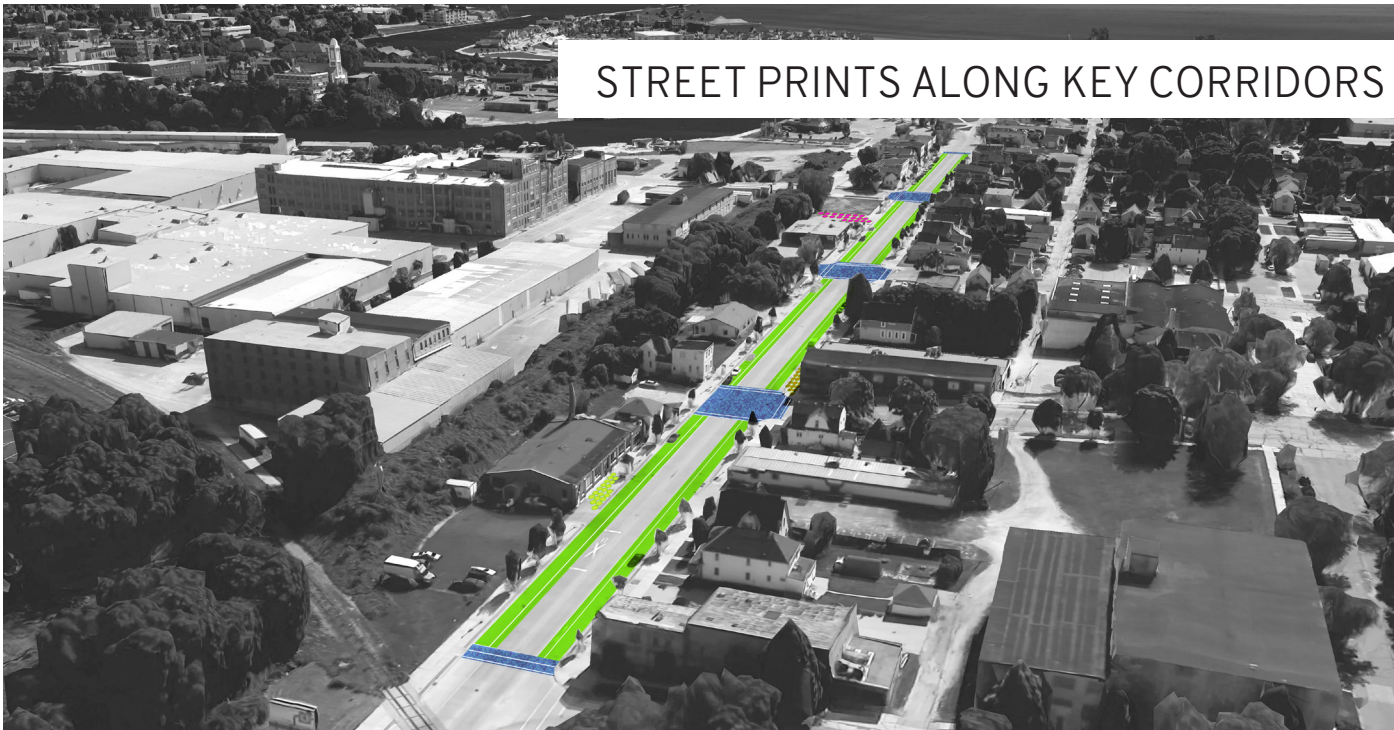
On Michigan Avenue, consider partnerships with long-time businesses such as Trillings Hardware or City Bakery as well as the businesses whose buildings are adjacent to the potential gateway location.

DISCIPLINES

DESIGN: urban designer, landscape architect, or artist; structural engineer

CONSTRUCTION: general contractor, artist, engineer

STREET PRINTS ALONG KEY CORRIDORS



Concept showing a street print approach to the parking and bicycle lanes, intersections, and sidewalks on Indiana Avenue. Colorful artwork along the corridor would serve to slow traffic and unify the existing businesses and neighborhood with the new Fresh Tech development.

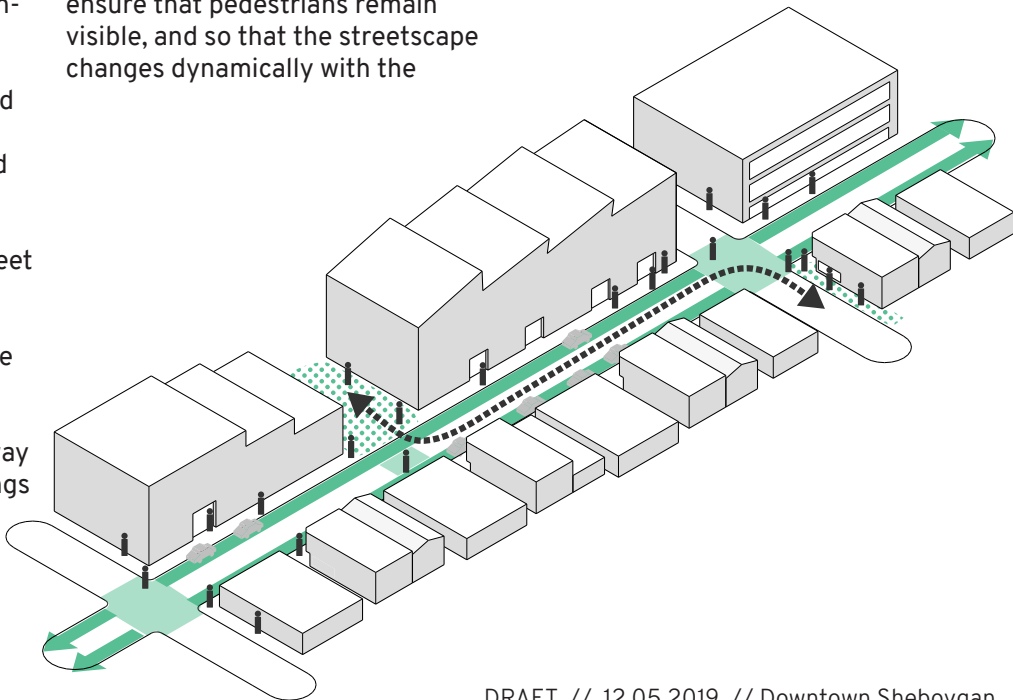
Decorated streets, sidewalks, crosswalks, and intersections are often used to indicate to drivers and pedestrians that they are entering a shared space, where traffic should slow down and drivers should look up and be aware of their surroundings. Though intersection painting can be implemented at a neighborhood scale by community members, high-quality pavement treatments such as the StreetBond line manufactured by Gallagher Asphalt has been used in some urban areas as a semi-permanent way to incorporate bold artwork into the streetscape.

On Indiana Avenue, the idea of Street Prints and decorated asphalt has received support from community members. Large artworks along the street that spill into the sidewalk areas of local businesses and new tech employers would serve as a way to unify the smaller vintage buildings

with new development, drawing new employees and resident to existing businesses and welcoming community members to the Fresh Tech district.

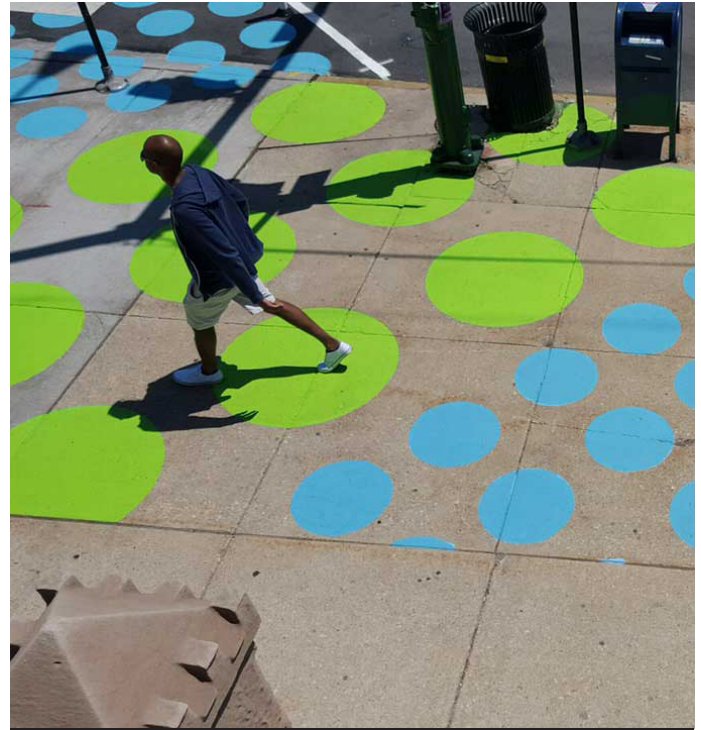
On Michigan Avenue, the Street Print approach could be used at strategic crossing locations to ensure that pedestrians remain visible, and so that the streetscape changes dynamically with the

surrounding context. For example, a Street Print approach could be used in the crosswalk area where the bike path crosses Michigan, or at the intersection closest to Trillings Hardware to indicate that pedestrian and bike activity from surrounding neighborhoods and along the corridor is welcome.





Art paving system installed by DrainPave using StreetPrint in Perth
 Image source: DrainPave, Beaufort Street via Land8 <https://land8.com/streetprint-the-most-innovative-and-decorative-paving-system-on-the-market/>



Sidewalk and intersection decorated with StreetPrint in Chicago, IL
 Image source: Gallagher Asphalt <https://www.gallagherasphalt.com/streetprint/photo-gallery/>

HOW TO:

In a commercial district setting, a durable pavement decoration system should be used. Such installations are longer-lasting than paint, but generally are semi-permanent, meant to last for about three years in Midwest winter conditions. In Sheboygan’s districts, a street print approach would necessitate public funding, but could be bolstered with private funding to extend the design in front of businesses or public parks.

COST

\$\$-\$\$\$\$

Price will vary depending on artwork design and size

FINANCING

- City funding
- Partner with district businesses to extend design into the sidewalk in front of their building

MAINTENANCE

No maintenance required – designed to be semi-permanent for three years. Could be re-applied or changed after three years

IMPACT

high

- Changes the experience of the pedestrian, driver, and bicyclist, drawing attention to the street in a creative way

PEOPLE

CITY, BUSINESS OWNERS, DESIGNERS, ARTISTS

Consider partnership with existing businesses, such as La Conquistadora along Indiana Avenue, as well as new Fresh Tech tenants.

DISCIPLINES

DESIGN: urban designer, landscape architect, or artist; civil engineer

CONSTRUCTION: general contractor, Department of Public Works

DISTRICT ENTRANCE MURAL ON STRATEGIC BUILDINGS



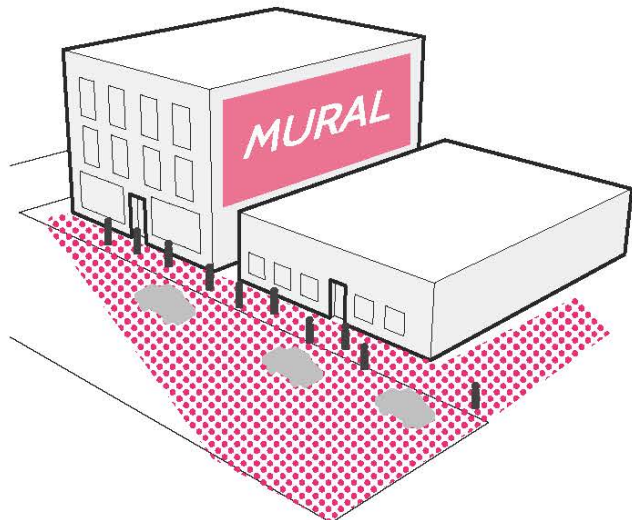
Concept showing a mural on a blank facade at the corner of 8th and Michigan, showing blank facades as a district entrance mural welcoming residents and visitors to Uptown.

Murals can serve as an alternative to a district entrance marker or gateway if located at a strategic location or intersection. Incorporating the district name or iconic Sheboygan imagery into mural artwork would serve as a bold statement and reinforce district identity.

The public feedback received as part of this planning process

indicated that there may be limited locations that murals would work in Sheboygan's commercial districts. When planning murals on a district scale, stakeholder should consider the visual rhythm of murals throughout a corridor - it is best to space murals so that they can be enjoyed and viewed from an appropriate distance, and also to consider prioritizing walls and

surfaces that otherwise do not have visual interest. Initial field study of Sheboygan's districts indicate that there are several walls and surfaces that would be appropriate for a mural project, but further strategizing with private business owners and district stakeholders should be undertaken to determine the best location for new artwork.



project profile: The Sheboygan Project

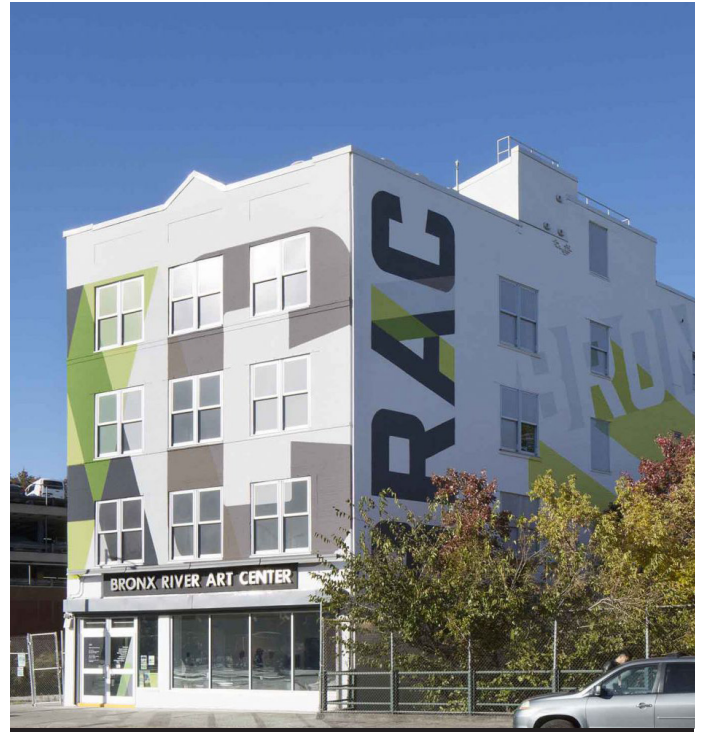
In 2013 the John Michael Kohler Arts Center received grant funding to install 15 murals in Sheboygan. More information about the project and a map of the murals can be found here:

<https://www.jmkac.org/explore-discover/sheboygan-project.html>

Image Source: JMAC. Mural by Chris Stain.



Mural painted on the side of Sheboygan's Above & Beyond Children's Museum from 2018 -19 by local artist Jessica Rassel as part of #TheHappinessProject, led by local high schooler Maddie Green. Image source: Above & Beyond Children's Museum



Graphic mural on the Bronx River Arts Center adds to the sense of place and identity of the area. Image source: Bronx River Arts Center

HOW TO:

Murals are a very visible display of a district or neighborhood identity and culture. As such, their design and placement should be decided with community input. For example, a group of district stakeholders could gather to prioritize a few locations in the district that would be suitable for a mural, and then work with a local artist to install the artwork. An individual business owner could install a mural that responds to the district's name, identity, or character, or incorporate ideas and imagery from community members.

COST

\$\$-\$\$\$

Price will vary depending on the size of the mural and the artist fee

FINANCING

- Financed by the property owner
- Grant funding may be available for mural projects

MAINTENANCE

Murals should be maintained by property owners to ensure that they retain their aesthetic appearance

IMPACT

high

- Permanent installation when properly maintained
- Impacts sense of place, district identity, and community connection

PEOPLE

PROPERTY OWNERS, ARTISTS, COMMUNITY MEMBERS, LOCAL INSTITUTIONS

DISCIPLINES

DESIGN: artists, community members, arts institutions (John Michael Kohler Arts Center)

CONSTRUCTION: artists, community members

PARKLETS FOR TREES AND SEATING



Concept showing parklets installed in Downtown Sheboygan in an area lacking street trees. This concept would take the space of four parking spaces, adding trees, plants, and attractive seating.

Parklets have gained popularity over the past several years as businesses and cities work to retrofit urban contexts dominated by pavement by incorporating green space and seating areas. Trees, plants, and seating areas draw foot traffic and encourages pedestrians to walk through commercial districts.

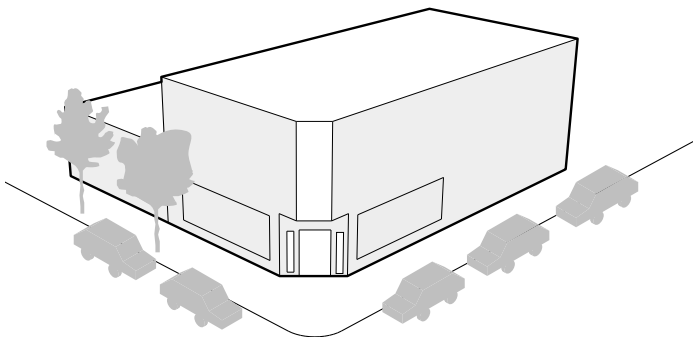
There are many different ways to install a parklet into a streetscape. A small planting and seating area could be installed directly on the street on top of the pavement, or could be built into the street itself on a more permanent basis.

Parking is an important consideration in all commercial districts, in Sheboygan and elsewhere. There may be known areas where a parklet could be accommodated without interrupting business parking. In addition, the program could be set up so that business owners may request permission to install the parklet. In the right locations, the businesses understand the positive impacts of the activity parklets generate. Parklets that are privately funded and maintained could also serve as outdoor seating for restaurants in areas where the sidewalk may not

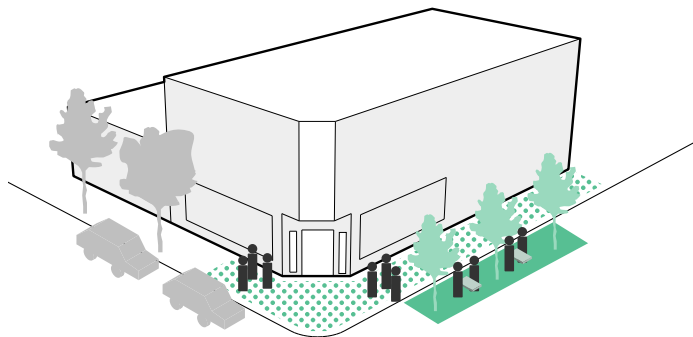
be wide enough to accommodate sidewalk seating.

In order to move forward with parklet projects in the private sector, the City of Sheboygan will need to develop an intuitive permitting process that allows business owners to easily understand the design considerations and constraints of parklets. To move forward with public or partnership-drive parklets, the City will need to identify target areas where more seating or trees are needed in Sheboygan districts. Initial community feedback indicates that this strategy might be most welcome Downtown and along Indiana Avenue.

BEFORE

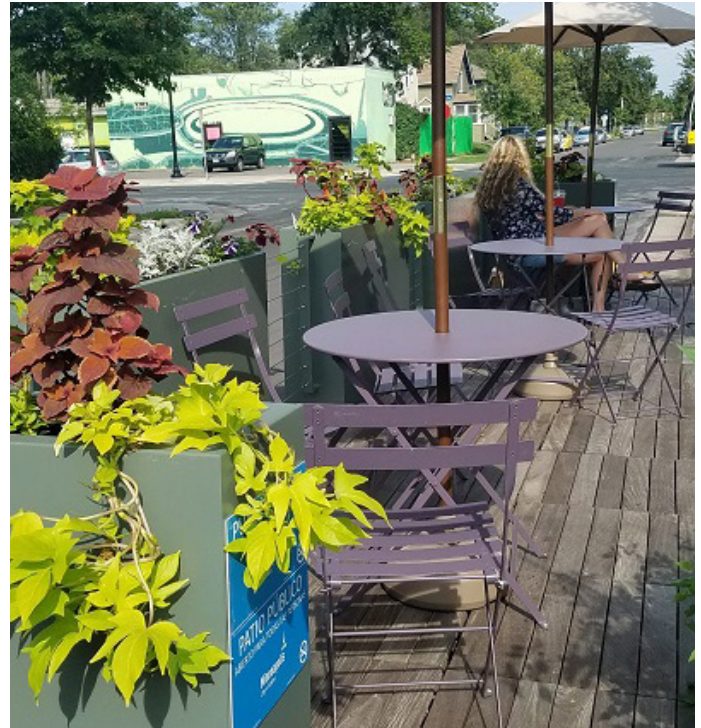


AFTER





Parked Bench portable micro-park in London, designed by WMB studio. Image source: Ed Butler via archello



Parklet incorporating seating and planters in Minneapolis. Image source: City of Minneapolis

HOW TO:

Parklets could be installed in Sheboygan commercial districts using several different models. The parklets could be owned and maintained by either the city or a private business/property owner, or jointly funded, and could be permanent or designed as temporary installations. In areas of Sheboygan with minimal landscaping, trees, or seating, the project team recommends permanent or long-term parklets. In areas with some existing streetscape elements, a temporary parklet installation set the stage for further investment.

COST

\$-\$\$\$

Per-parklet costs to consider include design, permitting, materials, and construction.

FINANCING

- City funded for target areas
- Private funding if privately owned
- Partnership could include shared construction/maintenance costs

MAINTENANCE

Whether parklet is temporary or seasonal maintenance and repairs would be needed. If parklet is temporary, installation and storage would be needed each year

IMPACT

high

- Either semi-permanent or temporary installation
- Adds visual interest, shade and/or native plants, and seating areas to the street

PEOPLE

CITY, BUSINESS OWNERS, DESIGNERS, COMMUNITY MEMBERS

DISCIPLINES

DESIGN: urban designer, landscape architect
CONSTRUCTION: builder, installation crew

STRATEGIC NODES OF ART LIGHTING



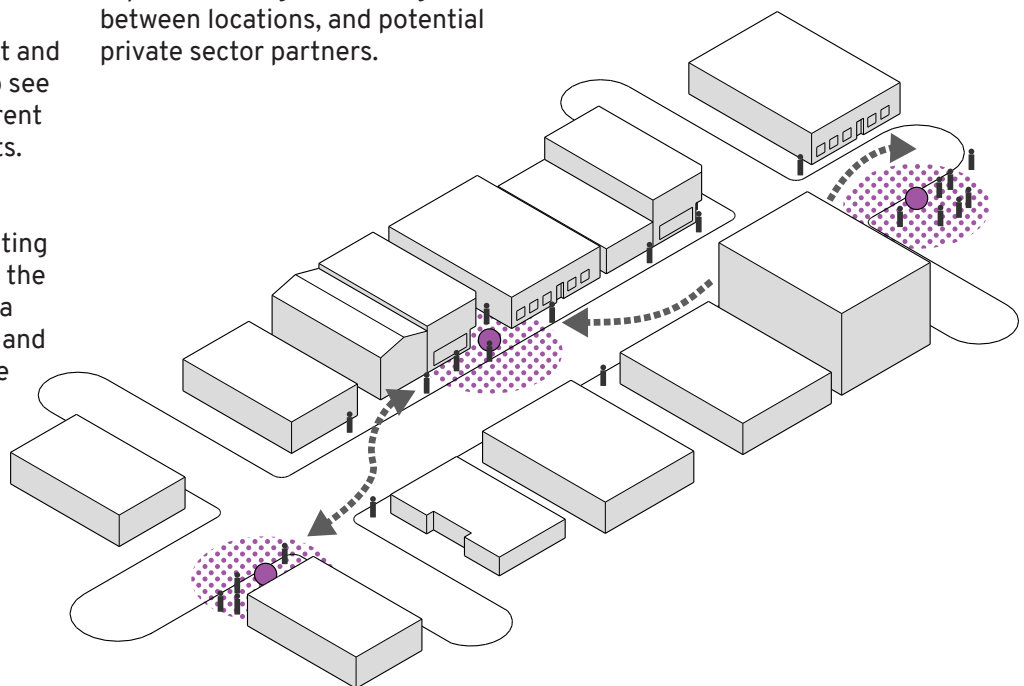
Concept showing nodes of art lighting/sculptures installed in Uptown and Downtown Sheboygan. Art lighting elements should be placed so that they are visible from each other, drawing pedestrians and drivers through Sheboygan's commercial districts.

A placemaking and art-based activation trend that has received support in Sheboygan after initial community engagement is the installation of art lighting elements throughout the district at strategic nodes of activity. These nodes of light art would lead visitors and residents through the district, providing visual interest at night and perhaps even driving tourism to see the installation across the different parts of the City and the districts.

One important consideration in planning for a system of art lighting would be the visual rhythm that the art lighting creates throughout a corridor or district. Pedestrians and drivers should be able to see the

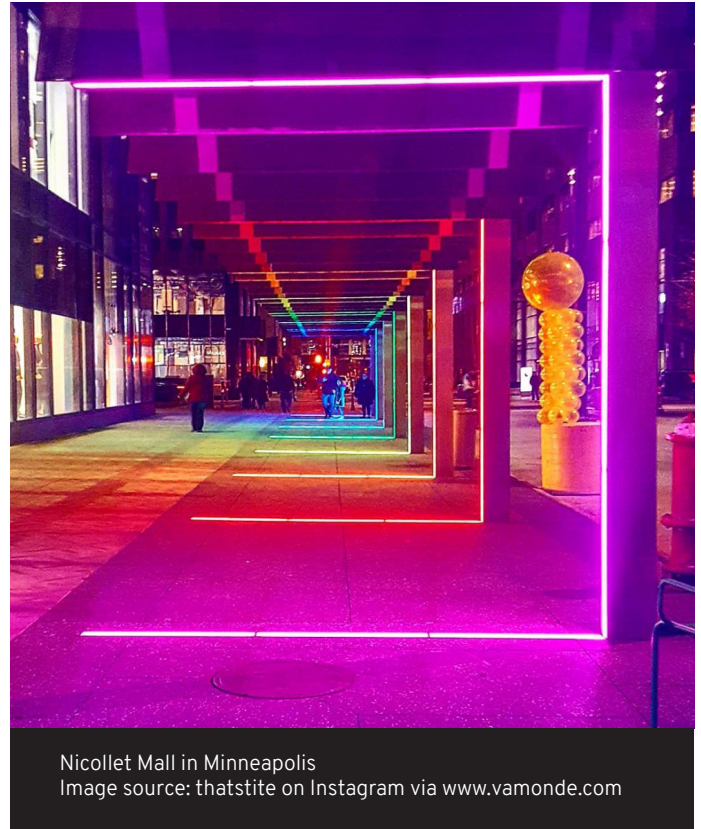
next art lighting installation if they are standing at an individual piece, encouraging movement throughout the City. The project lead for this strategy should create an overall plan for the art lighting locations, taking into consideration both visual rhythm, walking and driving time between locations, and potential private sector partners.

This strategy would work well in any of the four study areas in Sheboygan, but would be especially appropriate downtown in partnership with the John Michael Kohler Arts Center.





Art lighting installation on a tree-lined urban street



Nicollet Mall in Minneapolis
Image source: thatstite on Instagram via www.vamonde.com

HOW TO:

An art lighting project at the district scale could be implemented in a few different ways - either through public funding, or by partnering with local businesses and property owners who might want to sponsor public light art sculptures close to their property. Regardless of the financing and ownership structure, a cohesive plan should be made before installation begins to ensure that lighting elements are well spaced and placed.

COST

\$\$-\$\$\$

Price per light installation could vary depending on design and materials

FINANCING

- City funding
- Seek funding through grant programs

MAINTENANCE

Art lighting would be maintained by the City.

IMPACT

high

- Permanent, semi-permanent, or temporary installation
- Impacts sense of place, discovery, and movement throughout the City

PEOPLE

ARTISTS, CITY, INSTITUTIONAL PARTNERS

Create a call for or artist/designer proposals for art lighting sculptures/nodes throughout Sheboygan. Either one or multiple artists could be selected.

DISCIPLINES

DESIGN: urban designer, landscape architect, or artist; structural engineer

CONSTRUCTION: general contractor, artist, engineer



ACTIVATING VACANT STOREFRONTS



At left: A temporary store in New Haven, CT (Image source: project Storefronts New Haven)

At right: *Eulogy on my Humble Abode* by Hui-Ying Tsai in a San Francisco storefront (Image source: San Francisco Arts Commission)

One persistent issue in commercial districts of various sizes across the country is downtown vacancies and vacant storefronts. While a certain vacancy rate is normal and healthy in a retail district, vacant storefronts detract from the visual vibrancy of a commercial area, and can make commercial areas seem less appealing to potential new tenants or

business owners.

Sheboygan is already addressing this issue in the downtown district through a program called Pop Up Shop, highlighted at right. In the future, the City of Sheboygan should consider expanding this program to other commercial areas in Sheboygan.

Another program could be implemented to fill vacant storefronts with art installations. Even though storefronts with art installations would not be open for business, the art would add visual interest to the street, and send a message to visitors and potential new tenants that the area is alive and being cared for.

The Pop Up Shop Program in Sheboygan is designed to provide low-rent or free commercial space to entrepreneurs and fill vacant storefronts in Sheboygan's downtown district at the same time. The program was piloted in 2019, with potential businesses submitting proposals through an application process. Visit: <https://harborcentre.com/pop-up-shop/>

HOW TO:

COST

\$-\$\$

Costs will vary based on space available and length of temporary lease

FINANCING

- Temporary space may be negotiated with current building owners

MAINTENANCE

Meant to be temporary

IMPACT

med-high

- Decreases the negative effects of empty storefronts, increases foot traffic, allows way for local businesses to grow

PEOPLE

BUSINESS OWNERS, CITY, BUILDING OWNERS

Building owners with potential space available should contact the city.

SIDEWALK & ALLEY SEATING FOR RESTAURANTS



At left: Alley seating and lighting in downtown Sheboygan (Image source: City of Sheboygan)

At right: Sidewalk seating at DRAM in Missoula, MT (Image source: The Dram Shop – www.dramshopmt.com)

The City and its partners have made great strides in updating alleys downtown to include landscaping and lighting in recent years and installing art in some of the unused spaces—notably, the JMKAC Art in Public Spaces program (see pages 8-9). These projects encourage pedestrian movement throughout downtown and improve the City’s aesthetics. The next phase of this approach is to encourage greater activity in the alleys. One

way to encourage activity is to form partnerships with adjacent businesses, allowing them to use alley space as spill-over seating and dining areas. Going forward, alley renovation projects should be coordinated with neighboring businesses to plan for activation of the space. The city could provide design guidance to restaurant owners, encouraging planters, umbrellas, and festive lighting in sidewalk and alley seating areas.

The City of Sheboygan already has a permitting process for restaurant seating on sidewalks. The City should engage with business owners to understand what the barriers to implementing sidewalk seating are for local businesses. For example, the City might put a cap on the annual fee required for sidewalk cafe seating or waive the fee if enhanced design guidelines for sidewalk or alley seating are met.

HOW TO:

COST

\$-\$\$\$

Price could vary depending on the style of seating provided

PEOPLE

BUSINESS OWNERS, DESIGNERS

Business owners should consider working with a designer or landscape architect to design and plan for appealing outdoor seating areas.

FINANCING

- Seating and maintenance would be funded by private business owners, allowed through a permitting process with the City

MAINTENANCE

Outdoor seating associated with restaurants or other private businesses would be maintained by the private business

IMPACT

med-high

- Providing more opportunities to sit and interact with others will draw more visitors

RIGHT-SIZING THE ROADWAY - MICHIGAN AVE



At left: Bumpouts incorporate landscaping and seating on San Juan Island (Image source: San Juan Islander)
At right: Green striped bike lanes on Humbolt Avenue in Milwaukee (Image source: City of Milwaukee)

Michigan Avenue is not only one of Sheboygan’s primary commercial corridors—it is a major connection from 14th Street to the lakefront and downtown. Currently, the roadway is 48 feet wide from curb to curb, with two 17-foot travel lanes and an area for parking alongside either curb. [Note: dimensions are approximate.] While Michigan Avenue currently does include striped stalls for

metered, on-street parking, it does not delineate bike lanes. Given that a standard travel lane is 12 feet (or even sometimes 11 feet is standard), and WisDOT’s standard curb to curb dimension is 36 feet, the roadway could be considered overbuilt by most local standards.

Community members have indicated that parking along Michigan

Avenue is working for the district. Highly designed and landscaped bumpouts are recommended for all intersections from N 13th Street to N 8th Street. Bumpouts can be designed to incorporate seating and landscaping with minimal impact on parking spaces. Michigan Avenue’s width can accommodate bike lanes in addition to driving lanes if the road is re-striped through a “road diet.”

HOW TO:

Right-sizing the roadway is usually a project that is funded by the public sector, but often initiated by community members advocating for safer bicycle and pedestrian experience.

COST

\$\$\$\$

Well-designed bumpouts and landscaping will require design as well as construction costs

FINANCING

- City-funded

MAINTENANCE

Great design requires maintenance to ensure it continues to look good. For roadway rightsizing, this means maintenance to landscape at bumpouts and bike lane painting on the road itself.

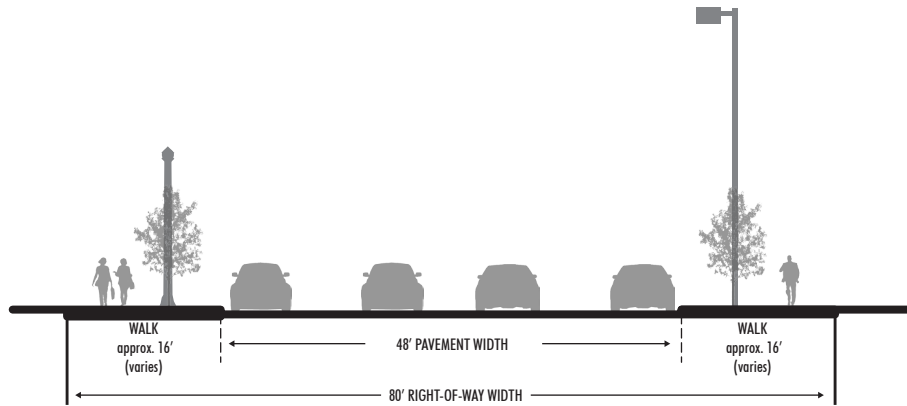
IMPACT

high

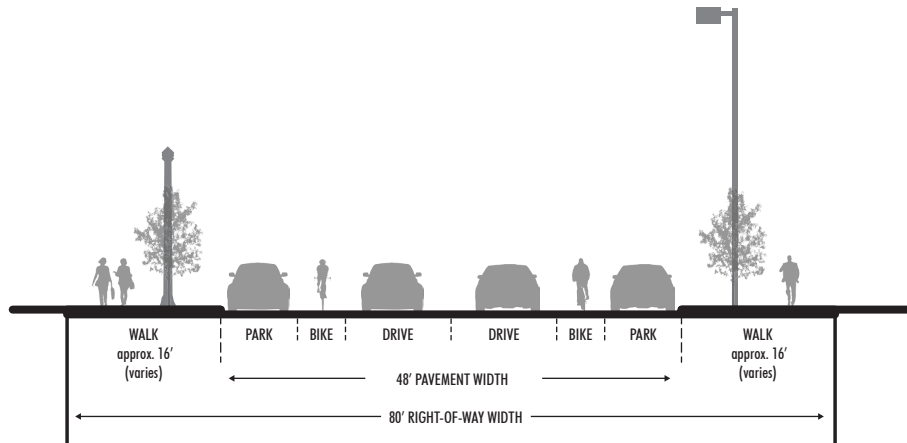
- Permanent change to infrastructure and streetscape
- Encourages active mobility and pedestrian activity by enhancing experience and adding safety features

DISCIPLINES

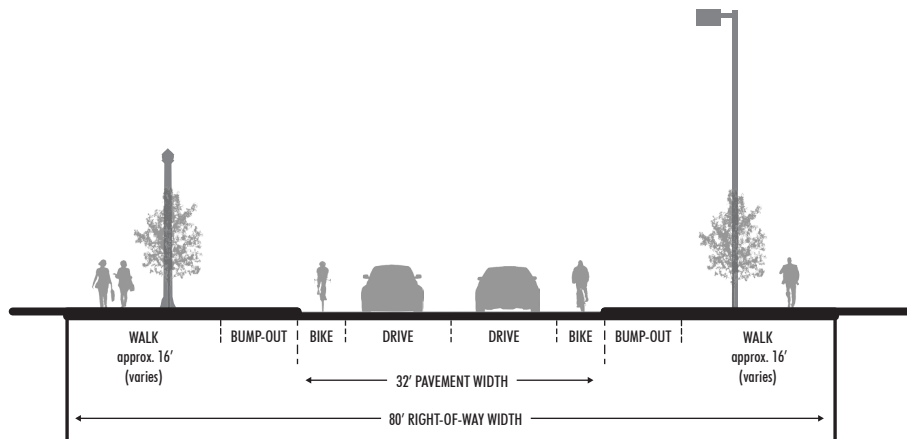
DESIGN: urban designer, landscape architect, transportation/civil engineer
CONSTRUCTION: contractor, Department of Public Works



EXISTING STREET SECTION



PROPOSED STREET SECTION MID-BLOCK WITH BIKE LANES



PROPOSED STREET SECTION AT CORNER BUMP-OUT WITH BIKE LANES

[Note: dimensions are approximate.]



Schematic concept showing possible location of bumpouts and bike lanes along Michigan Avenue

FACADE IMPROVEMENT PROJECTS & SUPPORT



At left: Paradigm Coffee & Music in Sheboygan after their recent facade renovation (Image source: GRAEF)
At right: Renovated storefronts in downtown Sheboygan (Photo source: City of Sheboygan)

The City of Sheboygan’s current facade improvement program is focused on preservation of buildings of historic significance in the Harbor Centre area only. The planning team recommends exploring the expansion of this program to other areas of the city, and/or the adoption of a new program that would help update and improve those facades most in need of rehab, maintenance, or complete redesign in Sheboygan’s

commercial areas. The program currently provides design assistance to re-envision the facade to ensure that a very high standard of design is met, and could perhaps also provide a matching grant up to a certain amount for improvements that match the design developed through the program. Facade improvements that could be explored include restoration of original brick exteriors and windows, paint, awnings,

creative and updated signage, and lighting. Other communities throughout Wisconsin that have established similar programs limit the program to a certain number of facades or a certain amount of money spent per year. Property owners can be recruited directly by city staff to participate in the program or could enter an application process with a set time line each year.

HOW TO:

COST

\$\$-\$\$\$\$

Price could vary depending on the extent of renovation necessary

FINANCING

- Facade projects would be partially city-funded up to a percentage of project cost
- Remainder would be funded by property owners

MAINTENANCE

Maintenance of private building facades is the responsibility of individual property owners. Maintenance of facades would be required as part of the grant program

IMPACT

high

- Improved building facades will have a high impact on district aesthetic and on the marketability of vacant commercial spaces to new tenants

PEOPLE

CITY, PROPERTY OWNERS, DESIGNERS

Business owners should be required to work with a designer to reimagine and redesign their building’s facade.

BIKE PATH SIGNAGE AND LANDSCAPING



At left: Orlando Urban Trail marker, part of a system of maps and signs used throughout the city (Image source: City of Orlando)

At right: Gateway, light installations, and plantings along the 606 bike trail in Chicago, IL (Image source: the 606 <https://www.the606.org>)

The Shoreland 400 Rail Trail runs through the heart of downtown Sheboygan, crossing Michigan Avenue just east of 14th Street. In recent years, bumpouts were installed at the Michigan Avenue crossing to enhance pedestrian and bike safety at the bike trail crossing.

However, this trail crossing does not have a significant visual impact on the Michigan Avenue streetscape.

Enhancing the entrances to this urban bike trail at Michigan Avenue could encourage residents to navigate Sheboygan by bicycle on a more regular basis, and add excitement and interest to Michigan Avenue's streetscape. Bike path entrances and landscaping could incorporate plants, sculpture, informational signage about the trail system.

As part of the upcoming Fresh Tech development along Indiana Avenue, the City of Sheboygan plans to extend the Shoreland 400 Rail Trail bike path into the district along a former right of way, allowing Sheboyganites to more easily bike to work in the new district. The planning team recommends celebrating this trail connection with enhanced landscaping and entrance signage at this location, as well.

HOW TO:

COST

\$-\$\$

Price per crossing could vary based on landscape and sculptural elements

FINANCING

- City funded
- Private donors and sponsors could be sought for sculptural landscape elements

MAINTENANCE

Landscape and sculptural elements would be maintained by the Department of Public Works

IMPACT

medium

- Encourage bicycle transportation within Sheboygan and add visual interest to the Michigan & Indiana Avenue streetscapes

PEOPLE

CITY, LANDSCAPE ARCHITECT, URBAN DESIGNER, ARTIST



TECH DISTRICT-SPECIFIC STREET FURNITURE

At left: Zighizaghi Garden by OFL Architecture in Favara, Italy. (Image source: Giuseppe Guarneri via Land 8)
 At right: Innovation Plaza in the University City District in Philadelphia, PA. (Image source: Project for Public Spaces)

Sheboygan’s new Fresh Tech district along Indiana Avenue aims to provide an innovation-focused hub of activity just south of Downtown. The Fresh Tech district will transform Indiana Avenue, emphasizing a new and collaborative approach to ‘grow your own’ business success and employment growth. As we have noted elsewhere in this plan, the

successful transformation of Indiana Avenue will depend not only on new employment uses, but on successful connection with and support of existing businesses and communities living along Indiana Avenue.

One strategy for encouraging both interaction and cohesive identity along the corridor is tech-focused,

district-specific street furniture along Indiana Avenue. The City of Sheboygan and new employers should work with a designer to develop a network of furniture that can spill from the new tech uses to the existing community uses, contributing to the street’s vibrancy while setting the tone for the district’s new and innovative identity.

HOW TO:

COST

\$-\$\$

Price could vary per piece of furniture depending on size and design

FINANCING

- Tech-focused street furniture could be jointly funded by the City of Sheboygan and new Fresh Tech employers

MAINTENANCE

Street furniture should be maintained by the City of Sheboygan when it is in the public right-of-way, and by private businesses when on private land

IMPACT

med-high

- a cohesive district strategy for street furniture will contribute to new district identity and pedestrian activity

PEOPLE

DESIGNERS, CITY OF SHEBOYGAN, FRESH TECH EMPLOYERS, COMMUNITY MEMBERS

DISCIPLINES

DESIGN: urban designer, landscape architect

WAYFINDING STRATEGY TO ENCOURAGE WALKING AND BIKING



At left: Map kiosk in Waco, TX (Image source: Rod Aydelotte for the Waco Tribune-Herald)

At right: Biking distance signage located at bike share stations in Madison, WI (Image source: GRAEF)

Wayfinding for bike and walkability is already a priority in Sheboygan. As noted earlier in this plan, “you are here” maps have been installed in the Harbor Centre BID on light posts and at key locations.

There are two potential elements that could be combined with existing elements to form a cohesive wayfinding system in Sheboygan’s commercial districts. **Map kiosks** located in prominent places

throughout Sheboygan’s commercial areas would allow visitors and residents to place themselves in the larger context of Sheboygan, and understand the ease with which they could walk or bike from one area to another. Map kiosks are often placed at key intersections or district entrances, serving as both a large visual orientation marker, and also allowing enough space for groups to gather around a map get their bearings.

In addition to map kiosks, smaller **signs that indicate walking or biking distance or time to key locations** in the district or neighborhood can serve as fun visual reminders of the potential for active transportation. A wayfinding system throughout Sheboygan’s commercial district could follow a single graphic identity, or could change slightly to indicate that the pedestrian has entered a new district.

HOW TO:

COST

\$-\$\$\$

Cost depends on design, size, and materials.

PEOPLE

CITY, DESIGNERS (graphic designer, urban designer, landscape architect)

FINANCING

- Public sector funding - individual business owners should not get preferential treatment on maps

MAINTENANCE

Wayfinding elements would be maintained by the City of Sheboygan Department of Public Works

IMPACT

med-high

- Visual markers help orient pedestrians and bicyclists and larger kiosks provide visual interest at key intersections

PUBLIC

PRIVATE

PARTNERSHIP

M U D I



Bicycle repair station downtown Sheboygan
Image source: City of Sheboygan

BIKE CORRALS & REPAIR STATIONS

Bike corrals and repair stations on the sidewalk serve as a strong visual indicator that bicycling is desired and supported. Bicycle corrals are essentially a concentrated area with many bicycle racks, usually placed in walkable commercial area so that cyclists can get off their bikes and walk. They can be placed in the street in a parking space or in a designated area of the sidewalk. Currently there are five bike repair stations in the city, and more can be added.

HOW TO:

COST | \$-\$\$

FINANCING | City or BID funded

MAINTENANCE | City or BID

IMPACT | medium

PEOPLE | CITY, BUSINESS OWNERS

PUBLIC

PRIVATE

PARTNERSHIP

M U D I



Parking adjacent to green infrastructure stormwater management
Image source: GRAEF

PARKING LOT EDGE PROJECTS

Surface parking lots can break up the rhythm of a district if they are located along a commercial corridor. One way to soften the impact of a parking lot in a commercial district is to concentrate on the edge of the lot where it interfaces with the sidewalk. Planting trees, stormwater gardens, and attractive landscaping provides a visual buffer and improved aesthetics for these parking areas. The City of Sheboygan should consider a grant improvement program, similar to a facade improvement program, to work with property owners on landscape improvements to parking lots edges.

HOW TO:

COST | \$\$-\$\$\$

FINANCING | Private property owners; possible city grant funding

MAINTENANCE | Private property owners

IMPACT | medium

PEOPLE | CITY, PROPERTY OWNERS, DESIGNER LAND

DISCIPLINES | landscape architect/designer

PUBLIC

PRIVATE

PARTNERSHIP

M U D I



Permanent metal street flag in Washington, D.C.

DISTRICT-SPECIFIC BANNERS

The downtown district along 8th Street has district-specific banners on the light posts, providing a visual cue that a driver, pedestrian, or cyclist has entered a commercial area. Expanding this approach to each of Sheboygan's districts would provide visual harmony between districts, and allow the individual commercial areas in the City to develop their own brand and style, helping residents and visitors navigate the City.

HOW TO:

COST | \$-\$\$\$

FINANCING | City / public sector

MAINTENANCE | City

IMPACT | medium

PEOPLE | CITY, DESIGNER, COMMUNITY MEMBERS





SLY'S
MIDTOWN
SALOON
GRILL • A/C

Rentals
eos
SURF

PADDLE SURF EXPLORE
SHOES

NO
PARKING
8:00 AM - 5:00 PM

Breakfast
Monday - Friday
7:00 AM - 11:00 AM
Everyday

Next Steps

- 1 Continue to create placemaking enhancements at key locations to reinforce district identities, celebrate strengths, and address challenges, and provide visual cues to aid in wayfinding throughout downtown

Action Items:

- a. Establish additional street connection through Pentair site to provide additional access to South Pier and mitigate event traffic.
- b. **[NEW]** Fund placemaking and activation projects within the City’s Capital Improvement Plan and annual budget.

- 2 Continue to develop the Arts, Culture, and Food District brand recognition downtown through placemaking and programs

Action Items:

- a. Continue to market “buy local” campaigns throughout the City (ongoing examples: Small Business Saturday, Buy Local, and Restaurant Week). Explore options for a “Buy Local, Dine Local” marketing campaign.
- b. Explore potential for arts co-op or arts incubator space in downtown to grow local arts presence.

- 3 Improve mobility within the BID by promoting alternative modes of transportation

Action Items:

- a. **[NEW]** Delineate bike lanes where feasible and provide markings and wayfinding for bike routes.
- b. **[NEW]** Provide signage that connects nodes of activity and places of interest and provides information on time, distance, and routes for multi-modal connections.

- 4 Continue to support coordination among local and regional tourism, event and consumer marketing to leverage investment and establish common messages

Action Items:

- a. Clarify marketing roles and resources within the County, City, BID, and community cultural assets to establish a system of communication and cross marketing among regional and local entities.
- b. Continue to work with local businesses to expand locally demanded consumer goods and local food options.
- c. Investigate the formation of a downtown residential organization to coordinate and communicate with downtown residents

- 5 Preserve downtown property values by encouraging quality renovation, façade improvement and development activity

Action Items:

- a. Continue the work towards the formation of a local investment group or trust which can purchase, restore and operate properties in Harbor Centre.
- b. Partner with an existing foundation, or create a separate 501c3 charitable arm, for the BID to accept private and foundation contributions to support plan implementation.

Implementation Guide

This plan is designed to give all of Sheboygan’s commercial districts ideas about how to thrive and contribute to the wellbeing of the community through placemaking and design. Each of the strategies presented in this plan could be used anywhere in Sheboygan, and are flexible enough to change over time according to resident and business owner interest and available funding.

The table at right lists the recommended strategies for Sheboygan’s commercial districts. Each strategy is then marked as a “possible strategy” or a “priority strategy” in each of the four districts. Each strategy is then categorized as a private, public, or partnership investment. This table can be used as a key to forming a customized and flexible strategy for each of Sheboygan’s districts.

	Michigan Avenue	Uptown	Downtown	Indiana Avenue	Type of Investment
Gateway signage & markers at district entrances	●	●	●	●	PUBLIC PARTNERSHIP
Street prints along key corridors at intersections or crosswalks	●	●	●	●	PUBLIC PARTNERSHIP PRIVATE
Murals on key buildings	●	●	●	●	PUBLIC PRIVATE
Parklets with plants, trees, and seating	●	●	●	●	PUBLIC PARTNERSHIP PRIVATE
Strategic nodes of art lighting	●	●	●	●	PUBLIC PARTNERSHIP PRIVATE
District map kiosks	●	●	●	●	PUBLIC
Incorporate more awnings & umbrellas on the street	●	●	●	●	PUBLIC PRIVATE
District-specific street signs	●	●	●	●	PUBLIC
Parking lot edge planting & landscaping	●	●	●	●	PUBLIC PRIVATE
Bicycle corrals and repair stations	●	●	●	●	PUBLIC
Sidewalk & alley seating for restaurants	●	●	●	●	PRIVATE
Facade improvement projects	●	●	●	●	PARTNERSHIP PRIVATE
Art installations in vacant storefronts	●	●	●	●	PARTNERSHIP PRIVATE
Transit-oriented signs to encourage walking & biking	●	●	●	●	PUBLIC
Bike path signage and landscaping along routes	●	●	●	●	PUBLIC
Right-sizing the roadway through tactical & permanent interventions	●	●	●	●	PUBLIC
District-specific street furniture style	●	●	●	●	PUBLIC PARTNERSHIP PRIVATE
Wayfinding to encourage walking and biking	●	●	●	●	PUBLIC

● = possible strategy ● = high priority strategy