

*****ATTACHMENTS*****

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Conditional Use application by RLO Sign, Inc. to install a new electronic readerboard wall sign at Christ Child Academy School located at 2722 Henry Street. SR-5 Zone

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

REPORT DATE: December 6, 2019

MEETING DATE: December 10, 2019

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:

RLO Sign is proposing to install to install a new electronic readerboard wall sign at Christ Child Academy School located at 2722 Henry Street. The applicant states:

- Christ Child Academy would like to replace its existing weathered manual readerboard wall sign with a new 25sf electronic readerboard.
- The sign will be located in the same location – east/Henry Street side of the building.
- The existing wall sign cabinet is approximately 31sf.
- The new wall sign is approximately 25sf
 - The top cabinet portion of the sign advertises Christ Child Academy and is approximately 10sf (1.3 x 7.3).
 - The electronic readerboard is approximately 15sf (2.1 x 7.1).
- The new electronic message center will provide better opportunities to advertise activities/events to the public and will be safer for employees who can now easily change the message from the office instead of having to physically change the message each time a new event or activity is advertised (especially during winter).

STAFF COMMENTS:

Christ Child Academy often uses temporary signs to advertise for the school and church events. The new electronic readerboard may be used for some of this advertising. The school/church may want to consider installing a free standing monument sign along Wilson Avenue to provide temporary advertising of school/church activities to the public. Otherwise, the school and church may obtain temporary sign permits to advertise for public event and/or activities.

The applicant is requesting a variance to have 25sf wall sign – The maximum size permitted for a school in the SR-5 zone is 24sf.

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. Sign messages and/or location shall not create any pedestrian/vehicular conflicts.
5. Applicant shall remove existing wall sign to be replaced by new wall sign.
6. Applicant may install temporary signage as permitted by the City of Sheboygan Zoning Ordinance.

ATTACHMENTS:

Conditional Use Permit Application and required attachments.

PARCEL NO. 406470
MAP NO. _____
ZONING CLASSIFICATION: SR-5

Office Use Only
APPLICATION/FILE NO. _____
REVIEW DATE: 12/10/19

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: RLO Sign, Inc.
ADDRESS: 1030 Ontario Ave. E-MAIL: patrick@rloesign.com
PHONE: (920) 457-6602 FAX NO. (920) 457-2399

2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT

NAME OF PROPOSED/EXISTING BUSINESS: Christ Child Academy
ADDRESS OF PROPERTY AFFECTED: 2722 Henry St.
LEGAL DESCRIPTION: See Attached

BRIEF DESCRIPTION OF EXISTING OPERATION OR USE: School

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

BRIEF DESCRIPTION OF ALL REQUESTED VARIANCES FROM PROVISIONS OF THE ZONING ORDINANCE, WHICH ARE RELATED TO THE PROPOSED OPERATION OR USE: Outdoor EMC in 25 square feet in area

3. JUSTIFICATION OF THE PROPOSED CONDITIONAL USE



1030 Ontario Ave. Sheboygan, WI 53081
920-457-6602 · 800-479-6602 Fax: 920-457-2399
www.rloesign.com



11/26/2019

Narrative for sign at Christ Child Academy

Plan Commission
City of Sheboygan
828 Center Ave.
Sheboygan, WI 53081

Plan Commission and City Staff:

On behalf of our client Christ Child Academy we are requesting a conditional use permit to replace the old changeable copy sign with an electronic message center (EMC) cabinet. The location of the school is 2722 Henry St., Sheboygan, WI 53081.

The proposed sign cabinet is smaller than the current changeable copy. The intended sign will be 25 square foot in area. The ordinance for this zone only allows for a 24 square foot area. The client would also like to incorporate an electronic message center as it attracts attention and adds a stylish appeal. In order to help students, parents, and the community's ability to read the messages we are requesting an enlarged square foot area. The school would like the ease of changing messages from the office that will create awareness within the community of their upcoming events.

The existing changeable copy sign is outdated and weathered. It is a 31 square foot sign and is six square feet larger than the intended. The proposed sign would be mounted in the same place as the existing.

Thank you,

RLO Sign, Inc. - Patrick Mlinaz
1030 Ontario Ave.
Sheboygan, WI 53081
Phone: 920-457-6602
patrick@rloesign.com
www.RLOSign.com

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: RLO Sign, Inc.

ADDRESS: 1030 Ontario Ave, Sheboygan, WI 53081

E-MAIL ADDRESS: patrick@rloesign.com

PHONE: (920) 457-6602 FAX NO: (920) 457-2399

2. OWNER INFORMATION

OWNER OF SITE: Christ Child Academy/Immaculate Conception Catholic Church

ADDRESS: 2722 Henry St, Sheboygan, WI 53081

PHONE: (920) 459-2660 FAX NO: ()

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

NAME OF PROPOSED/EXISTING BUSINESS: Christ Child Academy

ADDRESS OF PROPERTY AFFECTED: 2722 Henry St, Sheboygan, WI 53081

USE OF PROPERTY: School

TYPE OF SIGN: Exterior Wall Sign

DESCRIPTION OF PROPOSED SIGN: LED Illuminated Cabinet with Vinyl Graphics
and Electronic Message Center

4. CONFIGURATION OF PROPOSED SIGN:

HEIGHT: 3.41' X WIDTH: 7.33' = TOTAL SQUARE FOOTAGE: 25 sf

AMOUNT OF PUBLIC STREET FRONTAGE: 1100'

AMOUNT OF EXPOSED EXTERIOR WALL LENGTH: 550'

SETBACK: N/A

METHOD OF ATTACHMENT: Stud Mounted Directly to Exterior Wall

METHOD OF ILLUMINATION: Internally Lit

SIGN MATERIALS: Aluminum, Polycarbonate and Vinyl

TOTAL SQUARE FOOTAGE OF SIGNS ON SUBJECT PROPERTY:

BEFORE PROPOSED SIGN: 60.2 sf AFTER PROPOSED SIGN: 54.7 sf

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

11/26/2019

DATE

Patrick Mlinaz; RLO Sign, Inc.

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 appearance.

Sign Type: S/F Illuminated Wall Cabinet Sign - (Qty. 1)

Install new LED illuminated cabinet sign with aluminum construction. 3/16" white polycarbonate face with digitally printed vinyl graphics applied.

Note: exact specs TBD.



Site#: **S10248**

Customer: Christ Child Academy
 Street: 2722 Henry St
 City: Sheboygan State: WI
 Site Contact: x
 Tel#: x
 Email: x
 Design: ARG

Revisions:
 x _____
 x _____
 x _____
 x _____

Customer Approval Date
 This layout design is an unpublished work and RLO Sign hereby expressly reserves the common law right pursuant to title 17, section 2 of the United States code to prevent the use of this design and to obtain damages therefore.

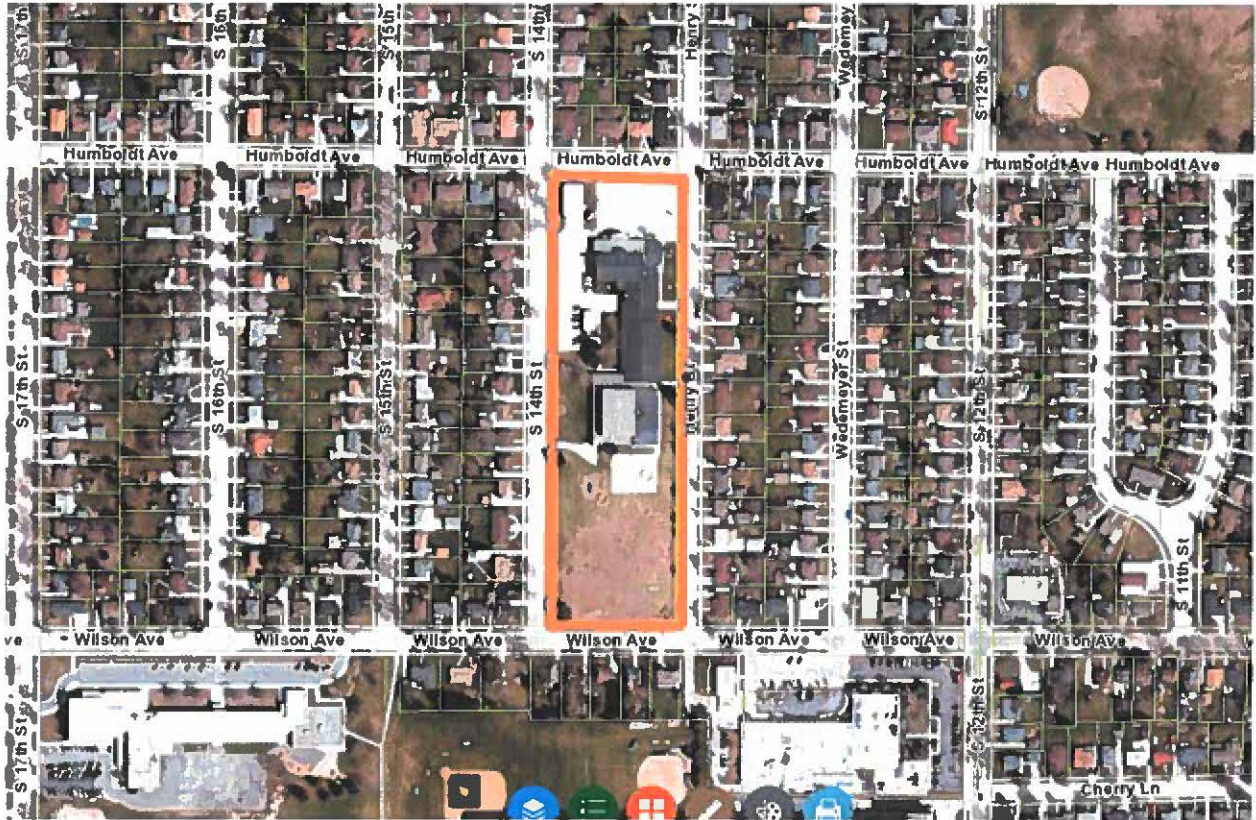


www.RLOSIGN.com
 1030 Ontario Ave
 Sheboygan, WI 53081
 Phone: 920-457-6602
 Fax: 920-457-2399



sf: 24.4

scale: 3/4" = 1'-0"



CHRIST CHILD ACADEMY

NOV 11 CHRISTMAS CONCERT

12 15 BBALL TOURNAMENT

20 EARLY RELEASE

28 CCA BINGO



Sokolowski, Steve

From: Asher Heimermann <aheimermann@irp.us>
Sent: Friday, December 6, 2019 11:03 AM
To: Pelishek, Chad
Cc: Sokolowski, Steve
Subject: Communication for Plan Commission Meeting
Attachments: SidewalkAndSign.PNG

Chad,

Could the below message be shared with the Plan Commission during the meeting on Tuesday, December 10th regarding the Conditional Use and variance application by RLO Sign, Inc. to install a new electronic readerboard wall sign at Christ Child Academy? Also note my question regarding a sidewalk issue along this property.

As Planning & Development staff indicated, Christ Child Academy often uses temporary signs to advertise for school and church events. Regular examples of such temporary signage are large Pepsi banners that are hung on the fence at the corner of Wilson Avenue and Henry Street. Banners have been used for the past several years to promote; a free Thanksgiving meal, a Summer church festival, Bingo, open enrollment, among other events. Another example would be yard signs placed along Wilson Avenue to promote open enrollment.

As a resident that lives across from Christ Child Academy, I also suggest and encourage the church to install a free standing monument sign rather than place banners and yard signs. During winter months, the banners quickly become weathered, rips and tears have appeared due to strong winds. Some banners have been ripped from the fence and other banners have remained on the fence for several weeks after the event. Overall, the banners are unsightly and do not give the school a professional look.

In 2018, two yard signs blew across Wilson Avenue into residential properties which were recycled.

Currently, a wooden sign appearing faded/weathered is promoting Christ Child Academy and Immaculate Conception Catholic Church. Could the church and school consider updating this sign? See attached photo of sign.

On one final matter, can the City of Sheboygan and/or the school work on connecting the sidewalk along South 14th Street near Wilson Avenue? On the east side of 14th Street along the school fence, a sidewalk ends and does not connect with the sidewalk on Wilson Avenue nor the crosswalk. See attached photo of sidewalk issue.

Thank you,

Asher Heimermann



CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Conditional Use and variance application by RLO Sign, Inc. to install a new electronic readerboard monument sign at Shell Global located at 1710 Indiana Avenue (former Clark Station). UC Zone

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

REPORT DATE: December 6, 2019

MEETING DATE: December 10, 2019

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:

RLO Sign is proposing to install a new electronic readerboard monument sign at Shell Global located at 1710 Indiana Avenue (former Clark Station). The applicant states:

- Shell Global would like to replace its existing weathered manual readerboard monument sign with a new 90sf monument sign that would include the Shell logo, electronic gas pricers and an electronic message center.
- The sign is proposed to be installed in the same location – southeast corner of the property facing the intersection of S. 17th Street and Indiana Avenue
- The existing monument sign is approximately 60sf (6 x 10) and eight (8) feet tall.
- The new monument sign is approximately 90sf and 10.8 feet tall:
 - The top cabinet portion of the sign advertising Shell and gas pricers is approximately 45sf (5.4 x 8.4).
 - The electronic readerboard is approximately 26sf (3.1 x 8.4).
 - Overall dimension is approximately 74sf (8.4 x 8.8)
 - This is in addition to the existing two (2) foot base. Base appears to be damaged.
 - The proposed sign will be 10 feet nine (9) inches tall.
- Thus, the new sign will be 30sf larger and will be 2. 8 feet taller.

- The new electronic message center will provide better opportunities to advertise activities, specials, products, etc. to the public and will be safer for employees who can now easily change the message from the office instead of having to physically change the message each time a new event or activity is advertised (especially during winter).

STAFF COMMENTS:

The proposed sign has a fairly basic design although a decorative cap has been added which helps the look of the sign. The sign drawing does not show the existing base but the superimposed photo does show the base. The applicant is proposing to utilize the existing base which appears to be two (2) posts enclosed with concrete block. If you look at the pictures of the existing posts they appear to be damaged so how will the sign be installed and how will the block bases be repaired?

Applicant has a damaged vacuum in this area with exposed wiring. Applicant shall remove this broken vacuum adjacent to the sign from the site.

The applicant continuously installs temporary signage adjacent to the monument sign. Staff would hope that the new readerboard will eliminate the need for unsightly temporary signage in this area.

The following variances are being requested:

- The applicant is requesting a variance to have 10.8 feet tall sign – The maximum height permitted for a monument sign is eight (8) feet tall.

The sign itself is approximately 8.8 feet tall but it is being placed on a base that is approximately two (2) feet tall.

The existing Clarke monument sign is eight (8) feet tall. The 51st Sheboygan Credit Union monument sign located on the south side of Indiana Avenue (across the street) also meets the maximum eight (8) foot height requirement and may be shorter than eight (8) feet.

Staff is not sure the additional 2.8 feet in height is necessary because the existing eight (8) foot tall sign appears to provide plenty of advertising. The Plan Commission may want to have the applicant address why they need a 10.8 foot tall sign in order to determine if such a height variance is justified. If the applicant wants this additional height, the plan commission should require that the applicant to work with staff on a better designed base for this monument sign.

- The applicant is requesting a 15 foot setback from the curb - minimum setback is 12 feet from the right-of-way line, or 24 feet from the face of the curb whichever is shorter.

Applicant is proposing to locate the sign in the same location and the sign will be outside of the required 15 foot vision triangle. Does not appear that there is a lot of room to relocate the sign – travel lanes are located right behind the sign.

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. Sign messages and/or location shall not create any pedestrian/vehicular conflicts.
5. Applicant shall remove existing monument sign to be replaced by new monument sign.
6. The maximum height of the sign shall be ___ feet tall (top of sign to grade).
7. Prior to sign permit issuance, the applicant shall work with staff on a well-designed sign base. Staff may bring the proposed signage design back to the Plan Commission for review/approval.
8. The minimum setback permitted is 15 feet to the face of curb on both Indiana Avenue and S. 17th Street.
9. Prior to sign permit issuance, applicant shall remove broken vacuum adjacent to the sign from the site.
10. Applicant may install temporary signage as permitted by the City of Sheboygan Zoning Ordinance.

ATTACHMENTS:

Conditional Use Permit Application and required attachments.

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

Office Use Only

APPLICATION/FILE NO. _____
REVIEW DATE: 12/10/19

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: RLO Sign, Inc.
ADDRESS: 1030 Ontario Ave. E-MAIL: patrick@rloesign.com
PHONE: (920) 457-6602 FAX NO. (920) 457-2399

2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT

NAME OF PROPOSED/EXISTING BUSINESS: Shell Global
ADDRESS OF PROPERTY AFFECTED: 1710 Indiana Ave
LEGAL DESCRIPTION: See Attached

BRIEF DESCRIPTION OF **EXISTING** OPERATION OR USE: Gas Station/Convenience Store

DETAILED DESCRIPTION OF **PROPOSED** OPERATION OR USE INCLUDING ANY CHANGES TO THE EXISTING USE: No Changes

BRIEF DESCRIPTION OF ALL REQUESTED VARIANCES FROM PROVISIONS OF THE ZONING ORDINANCE, WHICH ARE RELATED TO THE PROPOSED OPERATION OR USE: Outdoor EMC in Monument 10'-9" High and 15' Setback to Face of Curb

3. JUSTIFICATION OF THE PROPOSED CONDITIONAL USE



1030 Ontario Ave. Sheboygan, WI 53081
920-457-6602 · 800-479-6602 · Fax: 920-457-2399
www.rloesign.com



11/26/2019

Narrative for sign at Shell on Indiana

Plan Commission
City of Sheboygan
828 Center Ave.
Sheboygan, WI 53081

Plan Commission and City Staff:

On behalf of our client Title Town Oil/Shell Global on Indiana we are requesting a conditional use permit to construct a new monument sign with an electronic message center (EMC). The location of the business is 1710 Indiana Ave., Sheboygan, WI 53081.

The existing monument is an outdated changeable copy gas pricer sign. The client would like to replace the sign to have a more modern look. The client would also like the sign to be placed in the same location due to the existing landscaping and base. The setback is 15 feet from the face of the curb. The ordinance for this zone requires a 24 foot or 12 foot from right-of-way line. In order to keep the look appealing to the neighborhood we are requesting a reduced setback.

The proposed sign will be located on the corner of 17th and Indiana, which is a highly traveled area. The total height of the sign is 10'-9" tall. The ordinance for this zone only allows for an 8 foot tall sign. The client would also like to incorporate an electronic message center as it attracts attention and adds a stylish appeal. The message center has a display of 17.7 square feet for high visibility. In order to include this the height must exceed the 8 foot tall regulation.

The intended sign will be located outside of the 15 foot vision triangle. The electronic message center would be strategically located so as to not impact any of the residential homes in the area. Additionally, it will meet the requirements for number of freestanding signs per lot and square footage allowed per sign.

Thank you,

RLO Sign, Inc. - Patrick Mlinaz
1030 Ontario Ave.
Sheboygan, WI 53081
Phone: 920-457-6602
patrick@rloesign.com
www.RLOSign.com

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: RLO Sign, Inc.
ADDRESS: 1030 Ontario Ave, Sheboygan, WI 53081
E-MAIL ADDRESS: patrick@rloesign.com
PHONE: (920) 457-6602 FAX NO: (920) 457-2399

2. OWNER INFORMATION

OWNER OF SITE: Dave Adhikari
ADDRESS: 1710 Indiana Ave, Sheboygan, WI 53081
PHONE: (920) 457-8950 FAX NO: ()

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

NAME OF PROPOSED/EXISTING BUSINESS: Shell Global
ADDRESS OF PROPERTY AFFECTED: 1710 Indiana Ave, Sheboygan, WI 53081
USE OF PROPERTY: Convenience Store/Gas Station
TYPE OF SIGN: Monument Sign
DESCRIPTION OF PROPOSED SIGN: Double faced aluminum LED illuminated and lexan with vinyl graphics and EMC monument sign

4. CONFIGURATION OF PROPOSED SIGN:

HEIGHT: 10'-9" X WIDTH: 8'-4" = TOTAL SQUARE FOOTAGE: 89.5 sf

AMOUNT OF PUBLIC STREET FRONTAGE: 90' South & 94' East

AMOUNT OF EXPOSED EXTERIOR WALL LENGTH: N/A

SETBACK: 15'

METHOD OF ATTACHMENT: Mounted to Brick Foundation

METHOD OF ILLUMINATION: LED internally lit

SIGN MATERIALS: Brick, Aluminum, Lexan and Vinyl

TOTAL SQUARE FOOTAGE OF SIGNS ON SUBJECT PROPERTY:

BEFORE PROPOSED SIGN: 0 AFTER PROPOSED SIGN: 89.5 sf

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

11/26/2019

DATE

Patrick Mlinaz; RLO Sign, Inc.

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 appearance.

Sign Type: Monument Sign Addition - (Qty. 1)

New fabricated aluminum topper for monument sign.

exact specs TBD.

topper painted
PMS Cool Gray 2C

Site#: **S10265**

Customer: Title Town
 Street: 1710 Indiana Ave
 City: Sheboygan State: WI
 Site Contact: x
 Tel#: x
 Email: x
 Design: ARG

Revisions:

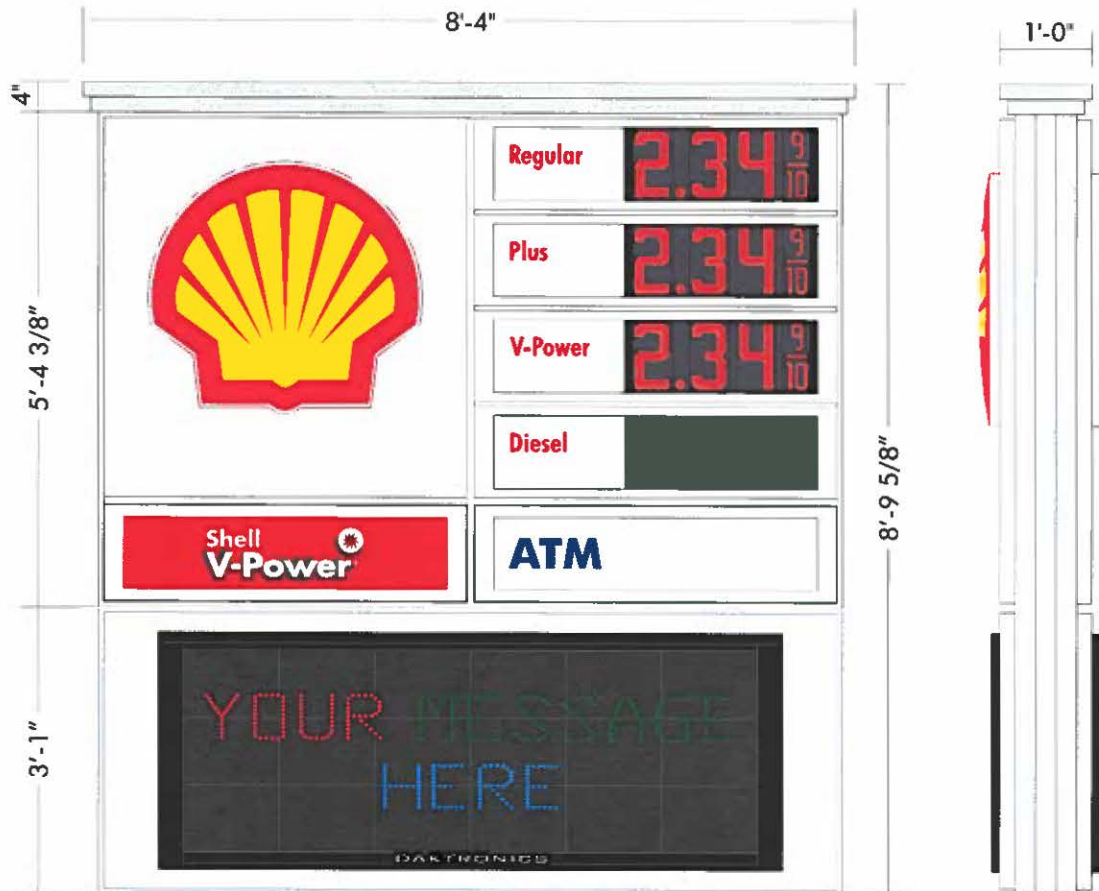
x _____
 x _____
 x _____
 x _____

Customer Approval Date

This layout design is an unpublished work and RLO Sign hereby expressly reserves the common law right pursuant to title 17, section 2 of the United States code to prevent the use of this design and to obtain damages therefore.



www.RLOSIGN.com
 1030 Ontario Ave.
 Sheboygan, WI 53081
 Phone: 920-457-6602
 Fax: 920-457-2399



sf: N/A

scale: 1/2" = 1'-0"

Sign Type: Monument Sign Addition - (Qty. 1)

New fabricated aluminum topper for monument sign.

exact specs TBD.

Site#: **S10265**

Customer: Title Town
 Street: 1710 Indiana Ave
 City: Sheboygan, State: WI
 Site Contact: x
 Tel#: x
 Email: x
 Design: ARG

Revisions:

- _____
- _____
- _____
- _____

Customer Approval Date

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 1030 Ontario Ave.
 Sheboygan, WI 53081
 Phone: 920-457-6602
 Fax: 920-457-2399



sf: N/A

scale: NTS

Sign Type: Monument Sign Addition - (Qty. 1)

New fabricated aluminum topper for monument sign.

exact specs TBD.

Site#: **S10265**

Customer: Title Town
 Street: 1710 Indiana Ave
 City: Sheboygan State: WI
 Site Contact: x
 Tel#: x
 Email: x
 Design: ARG

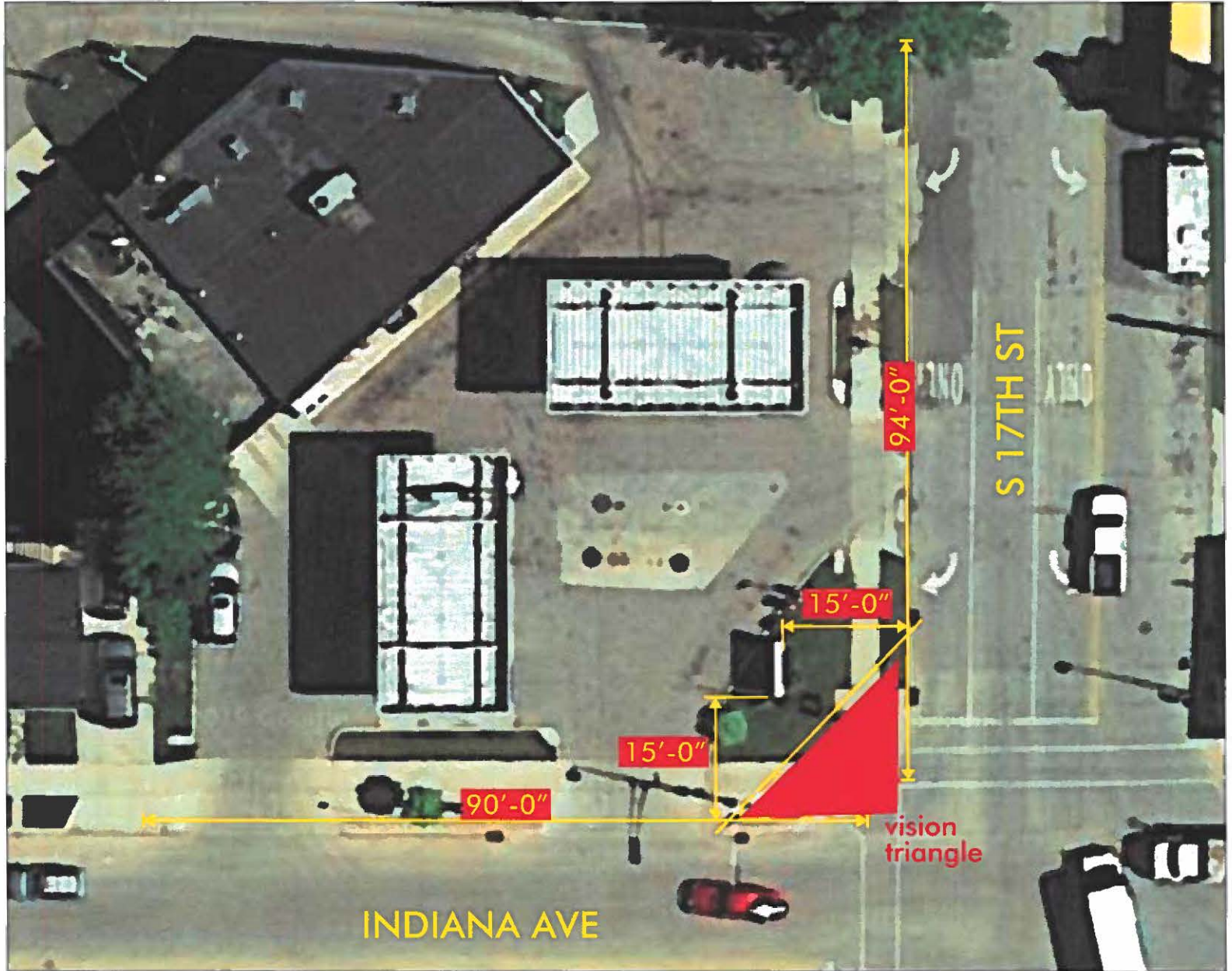
Revisions:
 x
 x
 x
 x

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www.RLOSIGN.com
 1030 Ontario Ave.
 Sheboygan, WI 53081
 Phone: 920-457-6602
 Fax: 920-457-2399



sf: N/A

scale: NTS

Title Town





REG UNLEAD	247
MID UNLEAD	299
SUPER PREM	349
DIESEL	279

OPEN WELCOME

CLARK

2000





CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Conditional Use Permit and variance application by Justin Webb to operate Game On from 2729 Indiana Avenue (former CarQuest facility). SC Zone

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

REPORT DATE: December 6, 2019

MEETING DATE: December 10, 2019

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:

Justin Webb is proposing to operate Game On from 2729 Indiana Avenue (former CarQuest facility). The applicant states the following:

- Game On Sheboygan is a new Esports entertainment complex opening in Sheboygan. Game On's facility will provide gamers with access to modern PC and electronic console gaming for both friendly and competitive play in an exciting, stylized environment. Each playing station will be outfitted with customized gaming chairs for both comfort and aesthetics. Game On's Esports complex will provide a comprehensive list of services that branch from the latest and most trending gaming hardware, software, and culture.
- Game On's goal is to be the premier destination for entertainment, events, and competitions for gamers of all ages and skill levels in Wisconsin. The facility will provide a large space for gamers to gather, socialize, play, and compete. Game On will also serve food, beverages, and accommodate parties.
- Game On's founders have their eyes set on widespread recognition in the industry. Game On will stream Esports competitions online to create awareness and establish a culture within the Sheboygan community that will attract tourism from Esports competitors all over the country. The brand will actively engage users on social media to provide an all-encompassing experience that goes beyond its on premise services. Game On is striving to become a recognized brand that is unique to Sheboygan, Wisconsin.
- E-Sports are now just as important as regular sporting events. The viewership and prize money is always in the millions of dollars.

- Typical E-Sports athletes are practicing more hours a day than traditional athletes.
- Colleges are getting into the mix, with many name colleges offering E-Sports athletes full-ride athletic scholarships, including the University of Utah, University of UC Berkeley, and Robert Morris University, to name a few. With over 100 colleges and universities offering scholarships, E-Sports can no longer be ignored.
- E-Sports teams are now in Sheboygan Area School District and Lakeland University.
- E-Sports athletes can become professionals but it is just as hard as a full time "traditional" e-sports athletes.
- Local Colleges and School Districts struggle to find the budget and resources for a venue to host incredible e-sports tournaments.

General information about game on:

- 2 full time employees
- 24 high end gaming pc's
- 15 gaming consoles
- 2 virtual reality gaming stations
- 2 golf simulators (in 2020)
- Free parent education classes for new video games
- Free "old school" gaming area (...we call it parents corner)
- Elite e-sports teams
- Broadcast online events via twitch and YouTube
- Estimated 8,000 people for 2021 e-sports tournament
- Interest from Milwaukee Bucks wishing to host a tournament (not finalized)
- Excellent tourist attraction and fits the technology initiative
- Wisconsin's largest private e-sports arena
- Serving healthy food options (no grease/fry)
- Serving Mocktails
- Hours of operation will be Wednesday 1pm - 10pm; Thursday 3pm - 11pm; Friday 10am - 2am; Saturday 10am - 2am; and Sunday 11am - 9pm.

STAFF COMMENTS:

This 6,000sf building was originally constructed and operated as a CarQuest Auto Part store. It has been vacant for several years.

There has been discussion about the possibility of serving beer so the applicant will need to obtain the necessary license from the City to serve alcohol. The owner will need to work with the City on the beer license and is responsible for insuring that no minors have access to beer if granted a license.

Applicant states there are approximately 30 off-street parking spaces for this facility.

Applicant is proposing to reface the existing monument sign. No other signage has been presented. Applicant shall work with staff with regards to constructing a well-designed sign package for the site that utilizes colors and materials similar to the building. Staff may bring the proposed signage design back to the Plan Commission if there any concerns.

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, food, alcohol, etc. An occupancy permit will be granted only at such time as the applicant has met all requirements.
2. Applicant may serve liquor/alcohol if and only if all required liquor licenses are obtained.
3. If using dumpsters, the dumpster(s) shall be screened/enclosed and constructed of like materials and colors of the facility. Applicant shall reinstall the dumpster enclosure gate.
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 the owner leases space to additional tenants, the tenants shall obtain all necessary land use and building approvals/permits prior to occupancy.
9. 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.
10. 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. _____
MAP NO. _____
ZONING CLASSIFICATION: _____

Office Use Only

APPLICATION/FILE NO. _____
REVIEW DATE: _____

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: Justin Webb
ADDRESS: 5216 Grote Rd Sheboygan 53083 E-MAIL: justinwebb@wegameon.com
PHONE: (312)515-3017 FAX NO. N/A

2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT

NAME OF PROPOSED/EXISTING BUSINESS: Game On - Sheboygan
ADDRESS OF PROPERTY AFFECTED: 2729 Indiana Avenue – Sheboygan 53081
LEGAL DESCRIPTION: SEC 28 T15N R23E PRT SE1/4 SE1/4 LOT 2 CSM REC IN VOL 13 P 260 AS DOC #1468956 R.O.D. EXC THE S 10' OF SAID LOT, ALSO EXC THE S 119.2' OF E 10' OF LOT 2 1.09 A

BRIEF DESCRIPTION OF **EXISTING** OPERATION OR USE: The building has been unoccupied for 7 years. Was a former Car Quest selling retail auto parts.

DETAILED DESCRIPTION OF **PROPOSED** OPERATION OR USE INCLUDING ANY CHANGES TO THE EXISTING USE: Game On Sheboygan is a new Esports entertainment complex opening in Sheboygan, Wisconsin. Game On's facility will provide gamers with access to modern PC and console gaming for both friendly and competitive play in an exciting, stylized environment. Each playing station will be outfitted with customized gaming chairs for both comfort and aesthetics. Game On's Esports complex will provide a comprehensive list of services that branch from the latest and most trending gaming hardware, software, and culture.

Game On's goal is to be the premier destination for entertainment, events, and competitions for gamers of all ages and skill levels. The facility will provide a large

space for gamers to gather, socialize, play, and compete. Game On will also serve food, beverages, and accommodate parties.

Game On's founders have their eyes set on widespread recognition in the industry. Game On will stream Esports competitions online to create awareness and establish a culture within the Sheboygan community and surrounding areas that will attract tourism from Esports competitors all over the country. The brand will actively engage users on social media to provide an all-encompassing experience that goes beyond its on-premise services. Game On is striving to become a recognized brand that is unique to Sheboygan, Wisconsin.

Game On is Wisconsin's only modern-day gaming and ESports entertainment venue for competitive and casual gamers to experience games and esports together. Our high-end technology brings back family game night in a modern environment.



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

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? E-sports is now an international recognized sporting

event. Colleges across the country started providing sports scholarships for E-Sports athletes in 2017. Local colleges and school have established teams, but lack the destination and resources to host tournaments and practices. In 2018 The Barclay Center sold all 20,000 seats for spectators to watch the "Overwatch Gaming" tournament. In 2019, The "Fortnite" tournament gave out \$10,000,000 in prizes to the best of the 250,000,000 players with the grand prize of \$3,000,000 going to 16 year old Kyle Giersdorf. Arthur Ash stadium sold all 27,000 seats and 2,500,000 people watched via YouTube and Twitch. It estimated that this viewership generated an additional \$1 billion in revenue.

Game On Sheboygan will be a destination for gamers and technology enthusiasts. With regular tournaments and discussions around hosting the 2020 Wisconsin state E-Sports tournament, Game On Sheboygan could be a tourist attraction. The 2018 Wisconsin state E-Sports tournament brought an estimated 4000 people to Fond Du Lac and we expects to double and potentially triple that number in 2020/21 given the higher end nature of our facility.

Secondly, the facility was make use of a long standing unoccupied building and be an additional attraction for the City of Sheboygan. Game On Shebyogan will be an additional venue that will attractive to young families when considering relocating to Sheboygan. It will showcase the city's approach to being recognized as an innovation and serve as a beacon to showcase the city's dedication to technology.

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 facility currently has 30 parking spots and during busy tournaments we plan on shuttling individuals in from nearby parking lots with permission.

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 are no exterior changes.

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, there is currently water, electric and gas at the facility. There will be fiber internet installed as well.

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

OWNER OF SITE – National Retail Parts - LP

ADDRESS: 450 S. Orange Ave, Suit 900, Orlando FL, 32801 E-MAIL: Cathy Crowder <cathy.crowder@advance-auto.com>

ARCHITECT: NA

GAME ON SHEBOYGAN

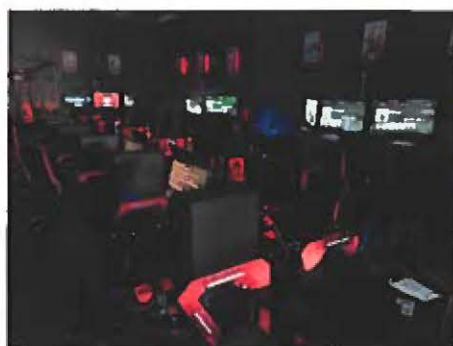
WHAT IS GAME ON?

Game On Sheboygan is a new Esports entertainment complex opening in Sheboygan, Wisconsin. Game On's facility will provide gamers with access to modern PC and electronic console gaming for both friendly and competitive play in an exciting, stylized environment. Each playing station will be outfitted with customized gaming chairs for both comfort and aesthetics. Game On's Esports complex will provide a comprehensive list of services that branch from the latest and most trending gaming hardware, software, and culture.



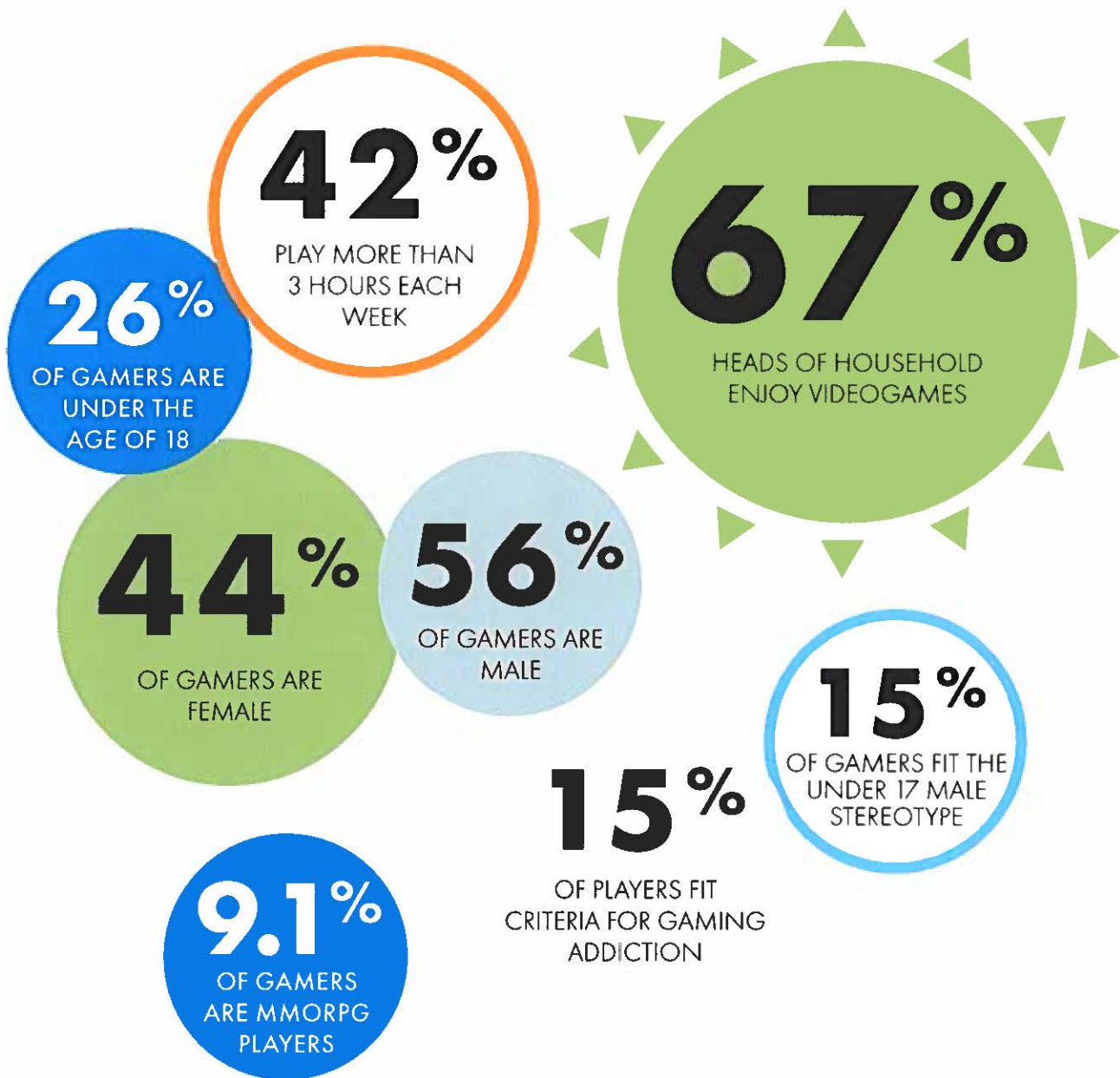
Game On's goal is to be the premier destination for entertainment, events, and competitions for gamers of all ages and skill levels in Wisconsin. The facility will provide a large space for gamers to gather, socialize, play, and compete. Game On will also serve food, beverages, and accommodate parties.

Game On's founders have their eyes set on widespread recognition in the industry. Game On will stream Esports competitions online to create awareness and establish a culture within the Sheboygan community that will attract tourism from Esports competitors all over the country. The brand will actively engage users on social media to provide an all-encompassing experience that goes beyond its on-premise services. Game On is striving to become a recognized brand that is unique to Sheboygan, Wisconsin.



VIDEO GAME OVERVIEW

NATIONAL STATISTICS



SOURCES

<https://geeks-media.com/common-trait-of-gamers/> | <https://www.verywellmind.com/characteristics-of-addicted-gamers-22335>
<https://quantifoundry.com/2016/01/05/personality-correlates/> | <https://www.wepc.com/news/video-game-statistics/#pc-gaming>

ESPORTS BY THE NUMBERS

155,000,000

AMERICANS

PLAY VIDEOGAMES

12,000,000

GAMERS

HAVE ATTENDED LIVE ESPORTS EVENTS

43

YEARS

AVERAGE AGE

OF FEMALE GAMERS

35

YEARS

AVERAGE AGE

OF AMERICAN GAMERS

13

YEARS

AVERAGE TIME

AMERICAN GAMERS HAVE BEEN PLAYING

MOST POPULAR E-SPORTS VIDEO GAMES

1-5

**LEAGUE OF
LEGENDS**

FORTNITE

DOTA2

FREE FIRE

CS:GO

6-10

PUBG

**ARENA OF
VALOR**

OVERWATCH

**APEX
LEGENDS**

HEARTHSTONE

E-SPORTS ARE NOW CAREERS AND NOT JUST FUN



2013 League of Legends Tournament
Sold Out - LA Staples Center - 21,000 Seats
32 Million watched via online service TWITCH
over 3 days.



2019 Fortnite Tournament
Sold Out - Arthur Ashe Stadium - 23,711 Seats
22,708,434 hours watched via TWITCH over 3
days.

- E-Sports are now just as important as regular sporting events. The viewership and prize money is always in the millions of dollars. Typical
- E-Sports athletes are practicing more hours a day than traditional athletes.
- Colleges are getting into the mix, with many name colleges offering E-Sports athletes full-ride athletic scholarships, including the University of Utah, University of UC Berkeley, and Robert Morris University, to name a few. With over 100 colleges and universities offering scholarships, E-Sports can no longer be ignored.
- E-Sports teams are now in Sheboygan Area School District and Lakeland University.
- E-Sports athletes can become pro- but it is just as hard as a full time "traditional" e-sports athletes.
- Local Colleges and School Districts struggle to find the budget and resources for a venue to host incredible e-sports tournaments.

'FORTNITE' 2019 WORLD CUP: BY THE NUMBERS

2 YEARS
SINCE FORTNITE LAUNCHED

3 DAYS
THE WORLD CUP SPANS

10 WEEKS
OF QUALIFYING MATCHES

13 YEARS OLD
THE MINIMUM AGE TO COMPETE

50 DUO TEAMS
WHO COMPETED

80 DOLLARS
THE GOING COST OF SOME JERSEYS

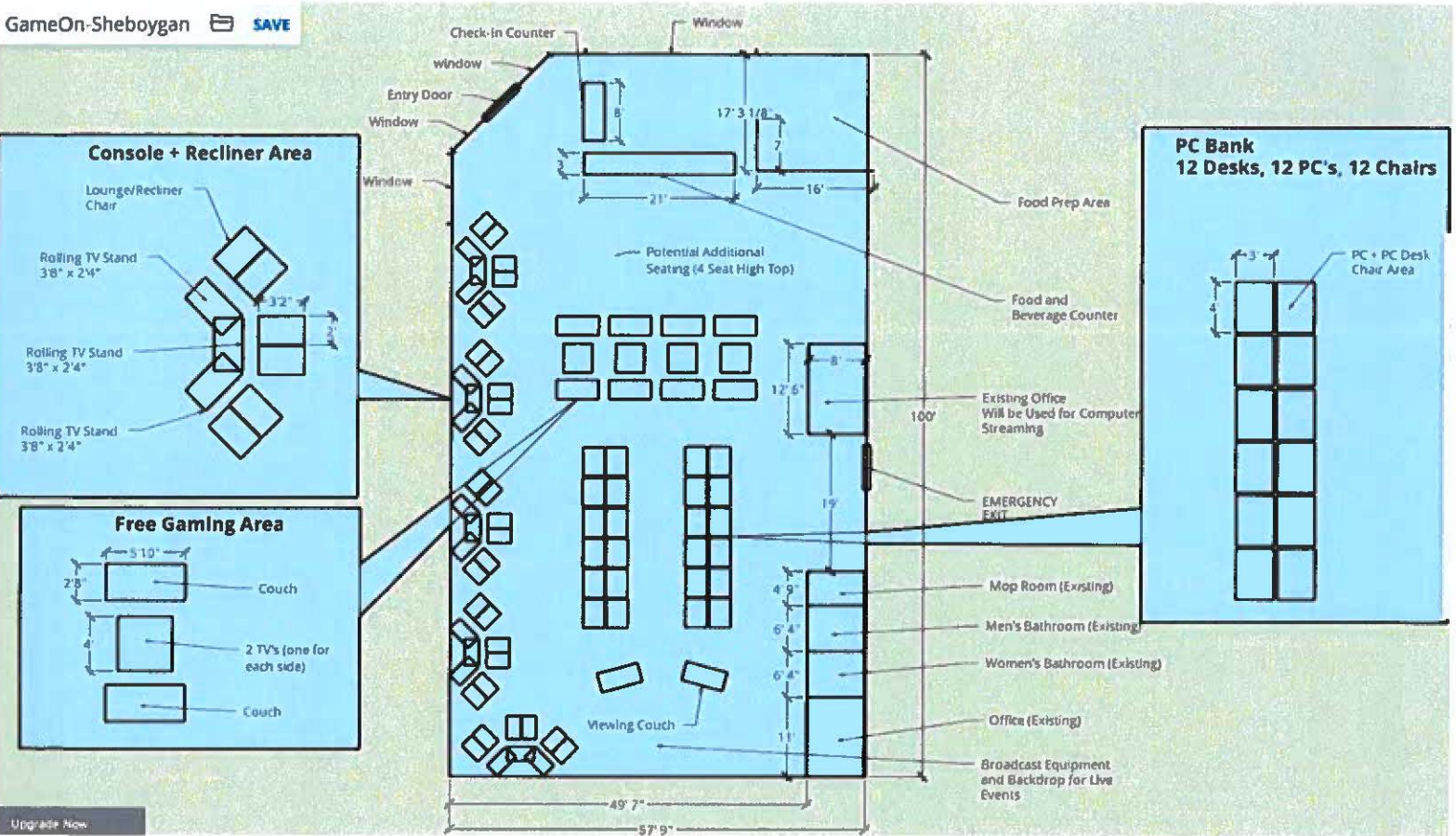
50,000 DOLLARS
GUARANTEED TO EACH QUALIFIER

1,000,000 DOLLARS
AWARDED EACH WEEK TO WINNERS

3,000,000 DOLLARS
THE PRIZE FOR THE FIRST PLACE IN SOLO
AND DUO

250,000,000 FORTNITE PLAYERS
SINCE ITS LAUNCH IN 2017

1,000,000,000 DOLLARS
OF ESTIMATED REVENUE BROUGHT IN BY THE
ESPORTS INDUSTRY IN 2019



THE BIG IDEA

**GAME ON SHEBOYGAN
IS THE ONLY GAMING
DESTINATION THAT
PROVIDES AN ALL-
ENCOMPASSING
EXPERIENCE OF
PREMIER GAMING
ENTERTAINMENT,
EVENTS AND
COMPETITIONS.**

GAME ON BY THE NUMBERS

2 FULL TIME EMPLOYEES

24 HIGH END GAMING PC'S

15 GAMING CONSOLES

2 VIRTUAL REALITY GAMING STATIONS

2 GOLF SIMULATORS (IN 2020)

FREE PARENT EDUCATION CLASSES FOR NEW VIDEO GAMES

FREE "OLD SCHOOL" GAMING AREA (...WE CALL IT PARENTS CORNER)

ELITE E-SPORTS TEAMS

BROADCAST ONLINE EVENTS VIA TWITCH AND YOUTUBE

ESTIMATED 8000 PEOPLE FOR 2021 E-SPORTS TOURNAMENT

INTEREST FROM MILWAUKEE BUCKS WISHING TO HOST A TOURNAMENT
(NOT FINALIZED)

EXCELLENT TOURIST ATTRACTION AND FITS THE TECHNOLOGY INITIATIVE

WISCONSIN'S LARGEST PRIVATE E-SPORTS ARENA

SERVING HEALTHY FOOD OPTIONS (NO GREASE/FRY)

SERVING MOCKTAILS

HOURS

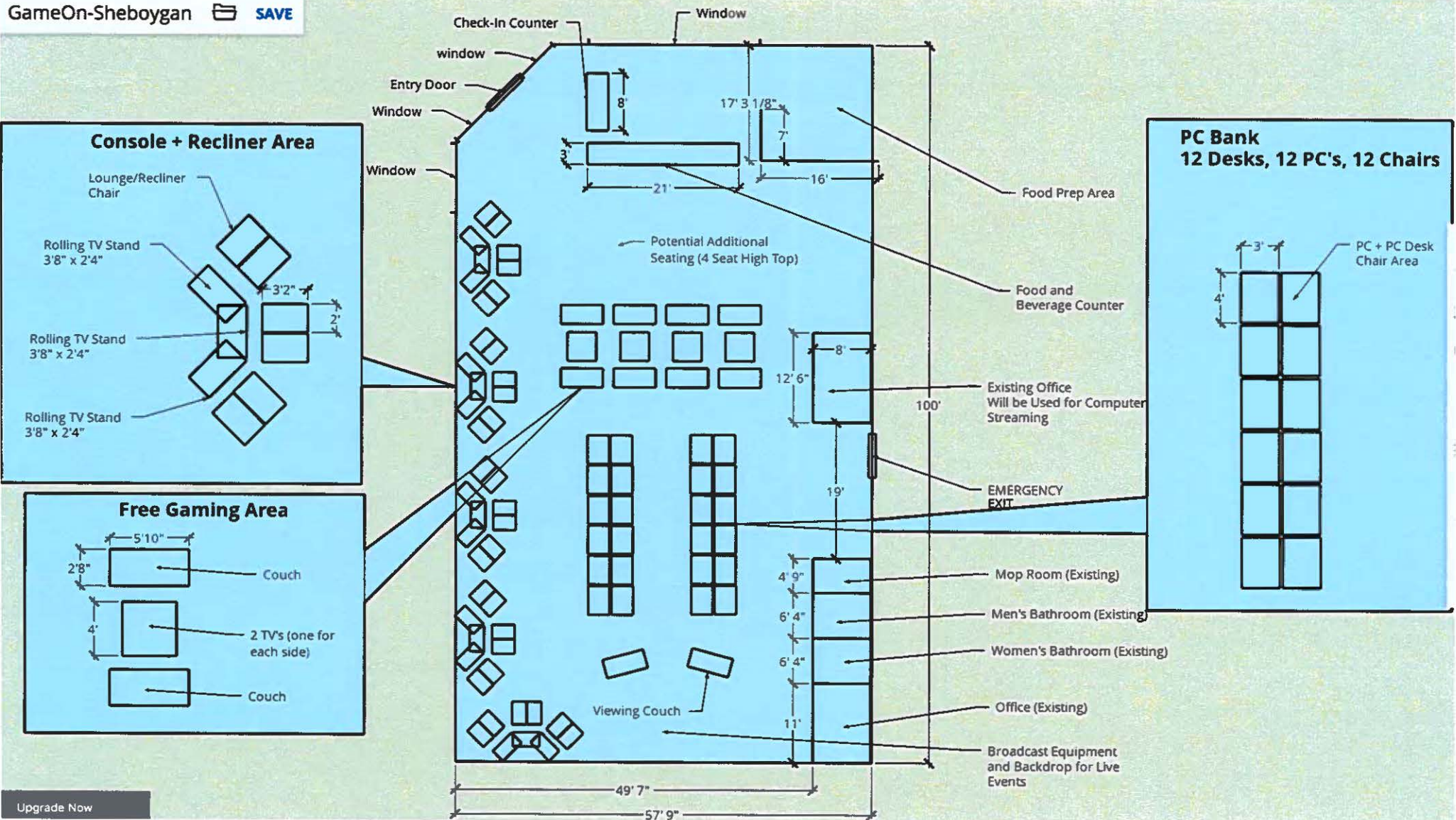
WEDNESDAY 1PM - 10PM

THURSDAY 3PM - 11PM

FRIDAY 10AM - 2AM

SATURDAY 10AM - 2AM

SUNDAY 11AM - 9PM



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: Justin Webb
ADDRESS: 5216 Grote Rd, Sheboygan Wi 53083
E-MAIL ADDRESS: justinwebb@wegameon.com
PHONE: 312-515-3017 FAX NO: NA

2. OWNER INFORMATION

OWNER OF SITE: **National Retail Parts - LP**
ADDRESS: 450 S. Orange Ave, Suit 900, Orlando FL, 32801
PHONE: (540) 561-3476 FAX NO: ()

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

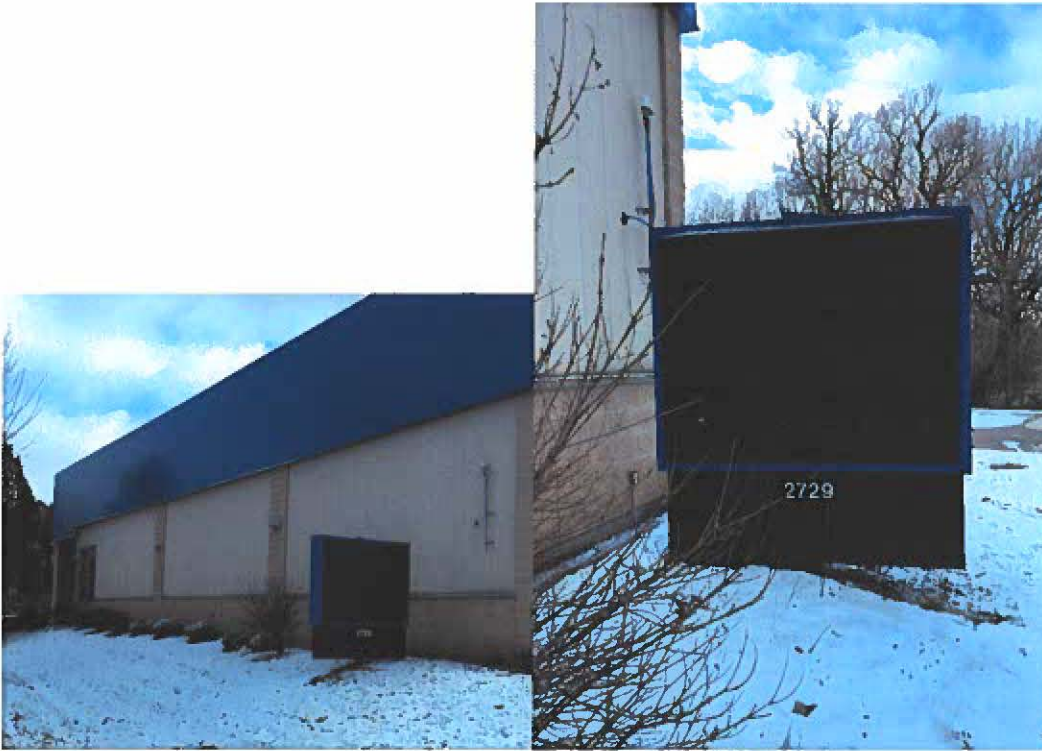
NAME OF PROPOSED/EXISTING BUSINESS – Game On Sheboygan

ADDRESS OF PROPERTY AFFECTED 2729 Indiana Ave, Sheboygan, 53081

USE OF PROPERTY: E-Sports Arena and Gaming Complex

TYPE OF SIGN: Modification of existing exterior sign

DESCRIPTION OF PROPOSED SIGN: It will be an illuminated sign with the existing stand along face plate replaced with the new sign (see images)

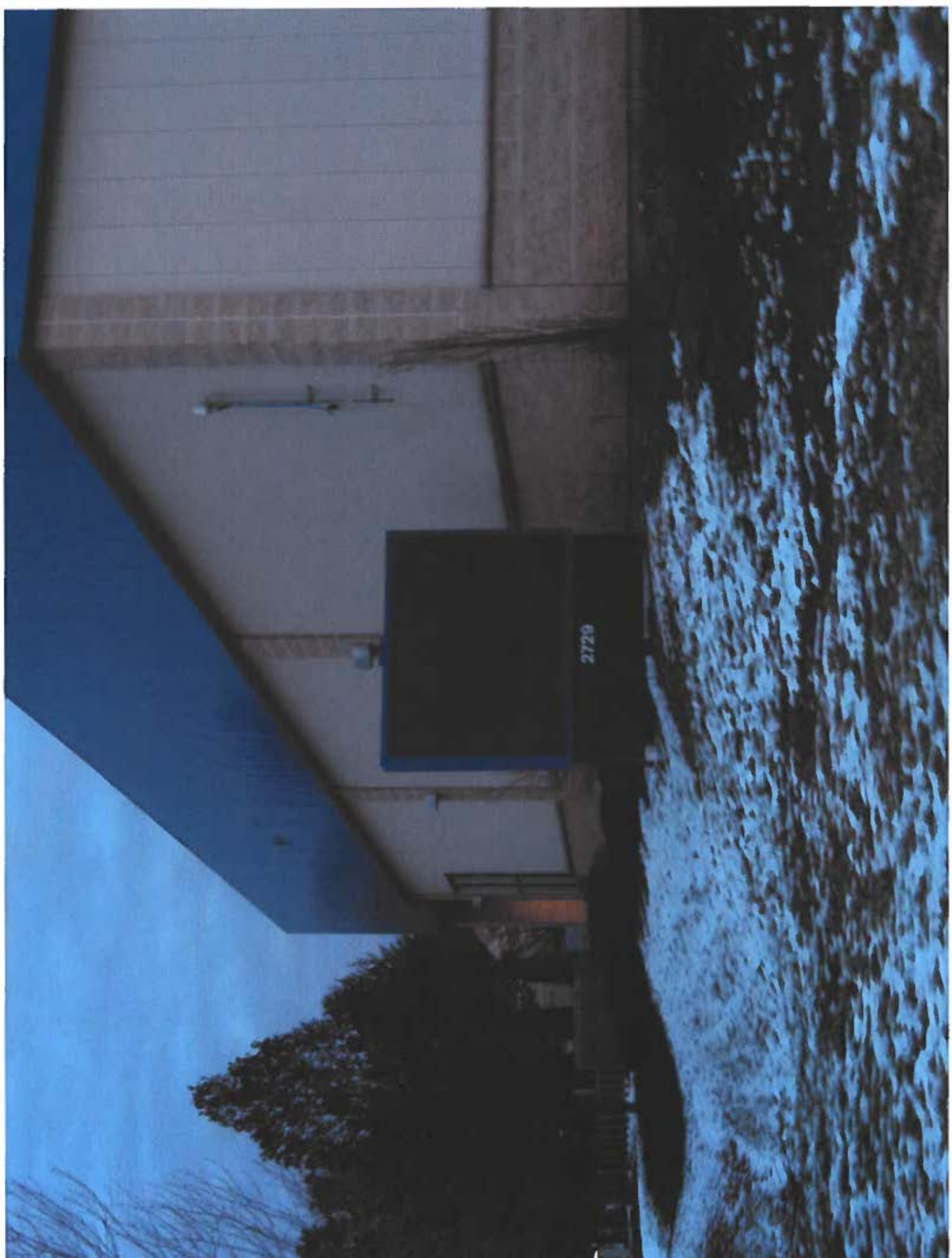


4. CONFIGURATION OF PROPOSED SIGN:

HEIGHT:56.5 Inches X WIDTH:72.5 Inches = TOTAL SQUARE FOOTAGE: _____

AMOUNT OF PUBLIC STREET FRONTAGE:0

AMOUNT OF EXPOSED EXTERIOR WALL LENGTH:0



2120





CITY OF SHEBOYGAN

REQUEST FOR LICENSING, HEARINGS AND PUBLIC SAFETY CONSIDERATION

ITEM DESCRIPTION: Gen. Ord. No. 35-19-20 by Alderpersons Bohren and Wolf repealing and recreating Subsection 15.935(1)(a) of the City of Sheboygan Zoning Ordinance ("SZO") so as to eliminate the residency requirements for membership on the Architectural Review Board.

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

REPORT DATE: December 6, 2019

MEETING DATE: December 10, 2019

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:

Recently, it has proven difficult to find architects to serve on the Architectural Review Board that are city residents posing challenges with obtaining a quorum for meetings and slowing development within the city.

STAFF COMMENTS:

Development staff has been working closely with Mayor Vandersteen who appoints members to the Architectural Review Board and we all agree that we only have so many architects that reside in the city who could serve on the board. Therefore, staff feels it would be easier to encourage architects to serve on the board if there was no residency requirement, thus the request for the ordinance change.

ACTION REQUESTED:

Motion to recommend the Common Council approve Gen. Ord. No. 35-19-20 by Alderpersons Bohren and Wolf, repealing and recreating Subsection 15.935(1)(a) of the City of Sheboygan Zoning Ordinance ("SZO") so as to eliminate the residency requirements for membership on the Architectural Review Board.

ATTACHMENTS:

Gen. Ord. No. 35-19-20

~~X~~

Gen. Ord. No. 35 - 19 - 20. By Alderpersons Bohren and Wolf.
December 2, 2019.

AN ORDINANCE repealing and recreating Subsection 15.935(1)(a) of the City of Sheboygan Zoning Ordinance ("SZO") so as to eliminate the residency requirement for membership on the Architectural Review Board.

WHEREAS, Subsection 15.935(1)(a) of the SZO sets forth the composition of the Architectural Review Board; and

WHEREAS, while the SZO does not address residency requirements for the boards and commissions created therein, the City has interpreted the SZO in conjunction with its Municipal Code, which requires residency for all members of committees, boards, and commissions created in the Code, unless specifically exempted; and

WHEREAS, the City has experienced difficulty filling roles on the Architectural Review Board as many of the people who work for architectural and general contracting firms based in the City live outside city limits; and

WHEREAS, the work done by individual members of the Architectural Review Board is of a technical and professional nature rather than of a policy nature, and non-residents would be equally capable and likely to make proper determinations in the best interest of the City as a whole in matters addressed by the Board; and

WHEREAS, as an amendment to the Sheboygan Zoning Ordinance, this matter must be referred to the Plan Commission and requires publication of a class 2 notice and a public hearing prior to adoption; and

WHEREAS, this Ordinance is adopted to promote the health, safety, and welfare of the people of the City of Sheboygan.

NOW, THEREFORE, THE COMMON COUNCIL OF THE CITY OF SHEBOYGAN DO ORDAIN AS FOLLOWS:

Plan Commission

Section 1. Section 15.935 of the Sheboygan Zoning Ordinance is hereby repealed and recreated in subsection (1)(a) thereof to read as follows:

"Section 15.935 Architectural Review Board

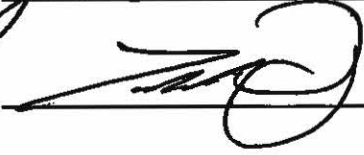
(1) Architectural Review Board

- (a) **Composition:** An Architectural Review Board consisting of seven (7) members shall be appointed by the Mayor subject to confirmation by the City Council. Members of the Architectural Review Board need not be residents of the City of Sheboygan. The members of the Architectural Review Board shall serve a term of three years. At least three members of the Architectural Review Board shall be architects, including landscape architects, licensed to practice by the State of Wisconsin, one member shall be a real estate broker licensed by the State of Wisconsin, one member shall be a general contractor licensed by the City of Sheboygan, and one member shall be a member of the Plan Commission. One of the members of the Architectural Review Board shall be designated by the Mayor as the Chairman, and he shall hold his office as Chairman until his successor is appointed. The Mayor shall have the power to remove any member of the Architectural Review Board for cause upon written charges and after a public hearing. Vacancies upon the Architectural Review Board shall be filled for the unexpired term of the member whose place has become vacant in the manner herein provided for the appointment of such member.

. . ."

Section 2. All ordinances or parts thereof in conflict with the provisions of this ordinance are hereby repealed to the extent of such conflict, and this ordinance shall be in effect from and after its passage and publication.

James A. Bohren



I HEREBY CERTIFY that the foregoing Ordinance was duly passed by the Common Council of the City of Sheboygan, Wisconsin, on the _____ day of _____, 20____.

Dated _____ 20____. _____, City Clerk

Approved _____ 20____. _____, Mayor

CITY OF SHEBOYGAN

REQUEST FOR LICENSING, HEARINGS AND PUBLIC SAFETY CONSIDERATION

ITEM DESCRIPTION: Gen. Ord. No. 36-19-20 by Alderpersons Bohren and Wolf creating Subsection 15.936(1)(L) of the City of Sheboygan Zoning Ordinance ("SZO") so as to add an architectural review fee.

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

REPORT DATE: December 6, 2019

MEETING DATE: December 10, 2019

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:

When the zoning ordinance was adopted in 1996, there was the creation of the Architectural Review Board who has the authority to review applications for approval of the exterior architectural features and design of buildings and other structures. When the ordinance was adopted, there was no architectural review application fee requirement. The ordinance amendment before you today is proposing a \$100 application fee.

STAFF COMMENTS:

There is a significant amount of planning staff time required to work with the applicants, to review applications, to complete staff reports and agendas, to work with board members, etc. Based upon the amount of staff time required to accomplish these tasks, staff is recommending a minimum review fee of \$100. The proposed \$100 review fee is similar to the site plan review fee for permitted uses that require plan commission approval.

ACTION REQUESTED:

Motion to recommend the Common Council approve Gen. Ord. No. 36-19-20 by Alderpersons Bohren and Wolf creating Subsection 15.936(1)(L) of the City of Sheboygan Zoning Ordinance ("SZO") so as to add an architectural review fee.

ATTACHMENTS:

Gen. Ord. No. 36-19-20

X

Gen. Ord. No. 360 - 19 - 20. By Alderpersons Bohren and Wolf.
December 2, 2019.

AN ORDINANCE creating Subsection 15.936(1)(L) of the City of Sheboygan Zoning Ordinance ("SZO") so as to add an architectural review fee.

WHEREAS, Subsection 15.936(1) of the SZO creates and governs fees for zoning procedures requested by a private party; and

WHEREAS, as an amendment to the Sheboygan Zoning Ordinance, this matter must be referred to the Plan Commission and requires publication of a class 2 notice and a public hearing prior to adoption; and

WHEREAS, this Ordinance is adopted to promote the health, safety, and welfare of the people of the City of Sheboygan;

NOW, THEREFORE, THE COMMON COUNCIL OF THE CITY OF SHEBOYGAN DO ORDAIN AS FOLLOWS:

Section 1. Subsection (1)(L) of Section 15.936 of the Sheboygan Zoning Ordinance, is hereby created to read as follows:

"Section 15.936 Fees

(1) Fees for Procedures Requested by a Private Party:

. . . .

(L) Architectural Review \$100.00*

. . . ."

*all
Commission*

Section 2. All ordinances or parts thereof in conflict with the provisions of this ordinance are hereby repealed to the extent of such conflict, and this ordinance shall be in effect from and after its passage and publication.

James A. Bohrer

[Signature]

I HEREBY CERTIFY that the foregoing Ordinance was duly passed by the Common Council of the City of Sheboygan, Wisconsin, on the _____ day of _____, 20____.

Dated _____ 20____. _____, City Clerk

Approved _____ 20____. _____, Mayor



RIVER BEND NEIGHBORHOOD PLAN

CITY OF SHEBOYGAN



Executive Summary.....4

Neighborhood Goals.....5

Introduction and Context.....7

Community Feedback..... 19

Recommendations 23

 Infrastructure Investments 23

 Redevelopment Opportunities 33

 Housing and Community Resources 47

EXECUTIVE SUMMARY

The River Bend Neighborhood Plan compiles an action plan of 12 recommendations related to the future growth and stability of the mixed-use neighborhood as the land use of several key sites transitions from industrial uses to commercial and residential. Upon approval by the Common Council, these recommendations may be used by the Council, city staff and departments or key community organizations to guide redevelopment opportunities in the neighborhood.

INFRASTRUCTURE

1. Provide streetscape amenities along N. 14th Street.
2. Improve pedestrian crossings on N. 14th Street.
3. Reconstruct N. Commerce Street.
4. Secure public access to and alongside Sheboygan River.
5. Support river activities inclusive of soft boat launches, non-motorized recreation, and cross-river connections.

REDEVELOPMENT

1. As opportunities present themselves, consider amending zoning and future land use maps for River Bend neighborhood.
2. Support development opportunities at catalytic sites within neighborhood.



HOUSING POLICY & PROGRAMS

1. Encourage rehabilitation of River Bend's one- and two-family housing stock to boost curb appeal, property values, property maintenance, and neighborhood confidence.
2. Support the ongoing rehabilitation of the commercial properties in River Bend.
3. Facilitate historic rehabilitation and adaptive retrofits of the existing structures - residential and commercial in River Bend.
4. Identify and capitalize on opportunities to create coworking, start-up incubator and/or live-work spaces.



▲ Historic aerial image of the neighborhood.

NEIGHBORHOOD GOALS

1

SUPPORT REDEVELOPMENT OPPORTUNITIES

- A. Invest in infrastructure to support catalytic projects
- B. Establish appropriate areas for mixed-use and higher density land uses

2

CREATE SAFE AND ATTRACTIVE NEIGHBORHOOD CONNECTIVITY

- A. Provide streetscape amenities
- B. Implement traffic calming measures
- C. Expand existing pedestrian and bicycle network with connections across Sheboygan River

3

ATTRACT INVESTMENT AND SENSE OF PRIDE IN THE NEIGHBORHOOD

- A. Provide programs and resources for property owners
- B. Promote homeownership

4

ESTABLISH A NEIGHBORHOOD IDENTITY

- A. Combine the existing natural and built environment character with future redevelopment and infrastructure improvements to create a unique neighborhood look and feel



CHAPTER 1

INTRODUCTION AND CONTEXT

INTRODUCTION

The River Bend neighborhood has undergone changes of late, seeing the decline of industrial uses along the Sheboygan River and an interest in redevelopment. The City of Sheboygan commissioned this master plan to provide a tool to guide the changes underway, provide support for the residential neighborhood, provide guidance on regulations to support the future vision, unlock riverfront opportunities, and re-imagine the riverfront.

The River Bend neighborhood is defined as the area south of the Sheboygan River and north of Pennsylvania Avenue for the purposes of this report. N. 14th Street runs north-south and carries over 16,000 vehicles per day on average, and is one of the most highly-trafficked corridors in the city. This gives the area high visibility but also creates a condition where a major four-lane arterial bisects a single-family residential neighborhood. From a multi-modal standpoint this neighborhood is one of the most connected in the city, boasting a multi-purpose trail that connects to the regional Interurban Trail just across the river, connected by a trestle bridge. The Shoreline Metro bus system provides bus service to amenities with Route 10 North, and it is a short 5-minute walk across the Pennsylvania Avenue bridge to be in the heart of downtown.

The area that is undergoing significant change is the industrial edge of the river along N. Commerce

Street. The former Mayline plant recently ceased operations. This facility creates a major impression as it dominates almost 800 feet of river frontage. The City of Sheboygan Redevelopment Authority recently acquired three parcels along the river adjacent to the plant, creating a redevelopment opportunity site of 4.5 acres. In addition, there are several vacant or underutilized properties in proximity to this site. The N. Commerce Street corridor has a turn-of-the-century industrial feel, with its brick roadway, industrial brick buildings, arch-topped windows, and faded painted signs on the sides of buildings.

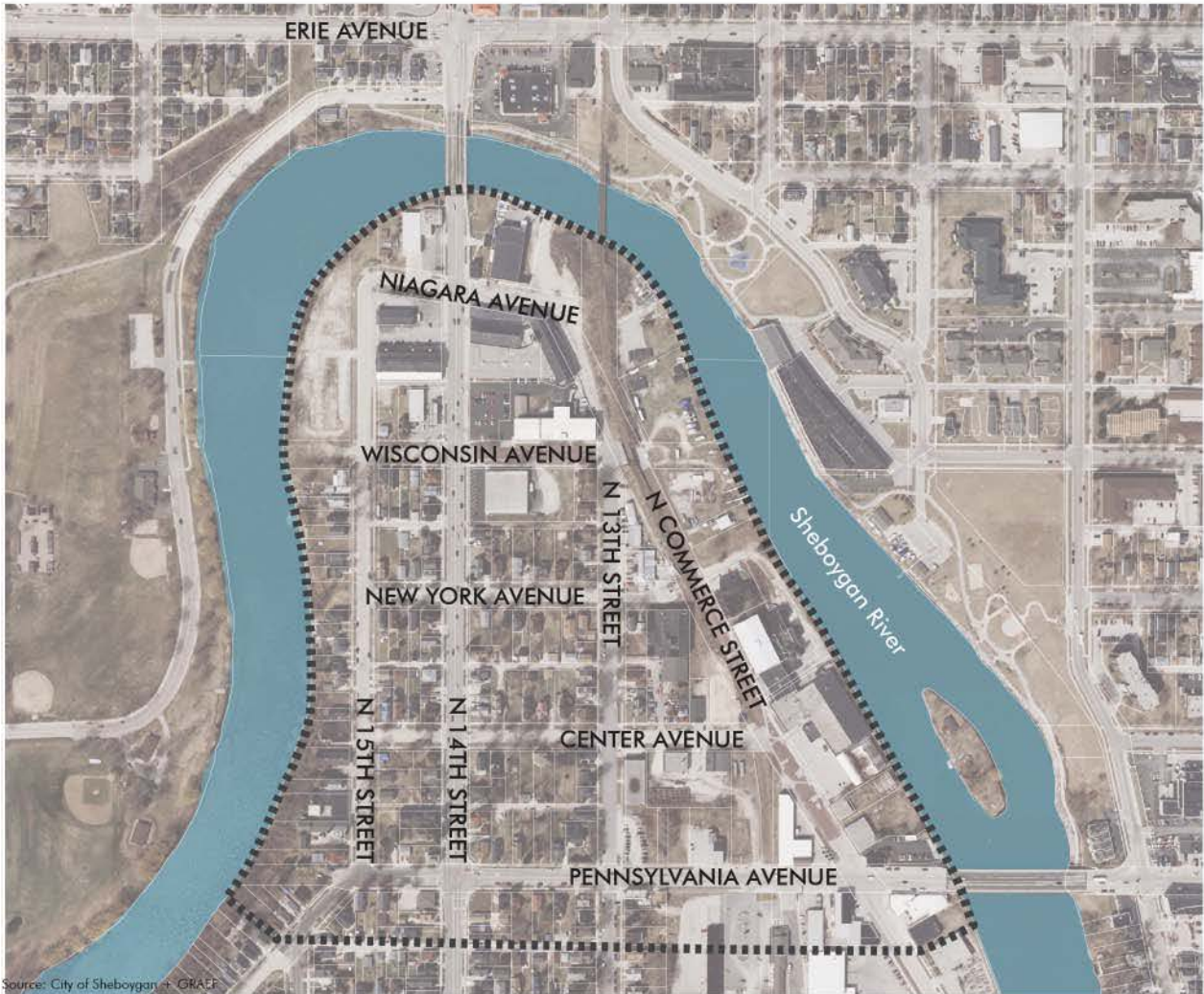
The process involved two public meetings to listen and share ideas with the neighborhood residents, property owners and business owners. The information generated at the meetings are contained within the Community Feedback section and have been integrated into the vision and goals of this plan. Additional data collection and technical support came from the City of Sheboygan.

Following a brief discussion of the context, this plan includes background and details on each of the 12 recommendations in infrastructure, redevelopment and housing. Together, it creates a new vision for a dynamic riverfront community with a neighborhood commercial mix and a variety of housing types to welcome home a diversity of residents.

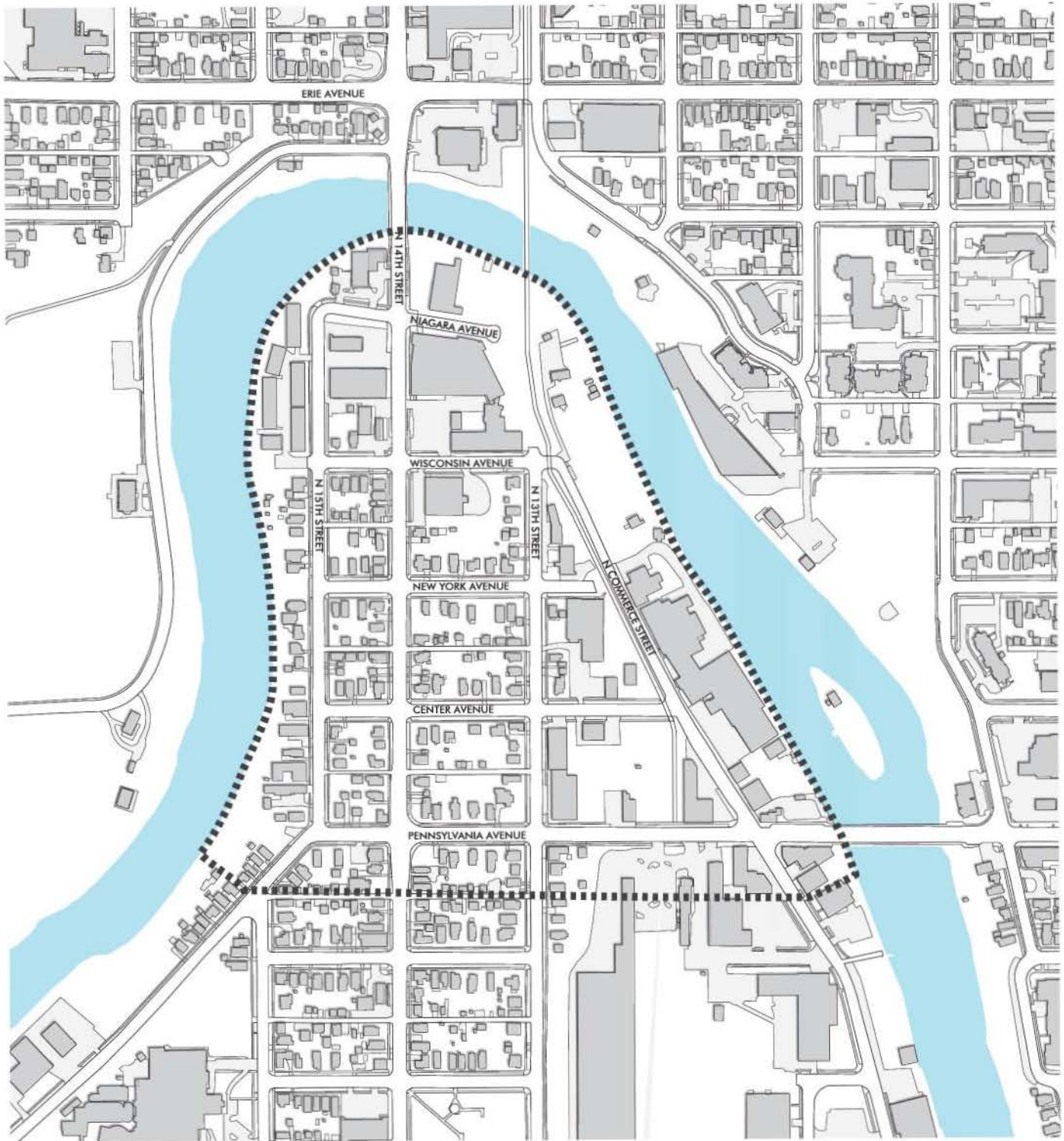


Source: GRAFF

Neighborhood Map



Neighborhood Map: Existing Streets, Buildings, and Parking



Source: City of Sheboygan + GRAEF

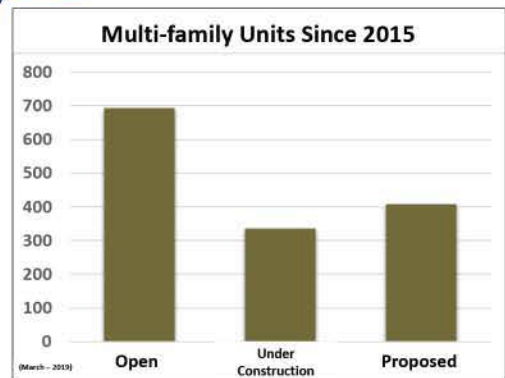
Sheboygan and Surrounding Community Amenities



LEGEND

- Housing
- Retail / Commercial
- Medical
- Employment

Source: Sheboygan County Economic Development Corporation



Demographic Trends

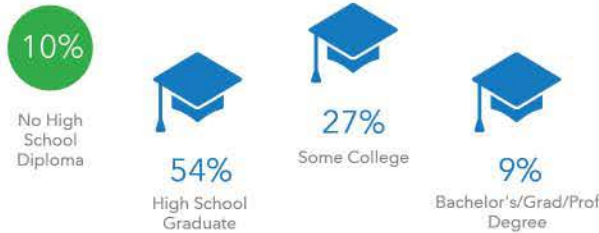


	River Bend Neighborhood				Race and Ethnicity	City of Sheboygan			
	Census 2010		2019			Census 2010		2019	
Race & Ethnicity	Number	Percent	Number	Percent	Number	Percent	Number	Percent	
White Alone	220	65.9%	190	58.6%	40,897	82.6%	38,490	77.7%	
Black Alone	12	3.6%	16	4.9%	887	1.8%	1,335	2.7%	
American Indian Alone	7	2.1%	9	2.8%	246	0.5%	295	0.6%	
Asian Alone	58	17.4%	66	20.4%	4,447	9.0%	5,493	11.1%	
Pacific Islander Alone	0	0.0%	0	0.0%	12	0.0%	17	0.0%	
Some Other Race Alone	28	8.4%	32	9.9%	1,770	3.6%	2,197	4.4%	
Two or More Races	9	2.7%	11	3.4%	1,259	2.5%	1,724	3.5%	
Hispanic Origin (Any Race)	64	19.2%	73	22.5%	4,870	9.8%	5,978	12.1%	

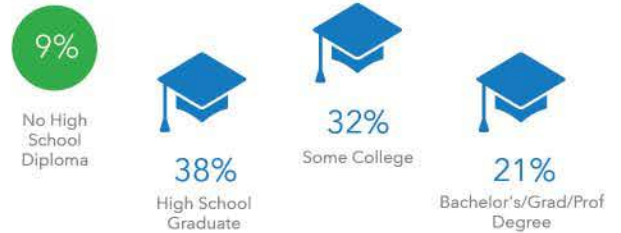
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019

Education

River Bend Neighborhood



City of Sheboygan



Employment



Households by Income

Households By Income

The largest group: \$25,000 - \$34,999 (35.0%)
The smallest group: \$150,000 - \$199,999 (0.0%)

Indicator	Value	Difference
<\$15,000	14.2%	+7.3%
\$15,000 - \$24,999	9.2%	+0.2%
\$25,000 - \$34,999	35.0%	+23.2%
\$35,000 - \$49,999	22.5%	+8.9%
\$50,000 - \$74,999	13.3%	-8.5%
\$75,000 - \$99,999	4.2%	-11.9%
\$100,000 - \$149,999	2.5%	-10.8%
\$150,000 - \$199,999	0.0%	-4.4%
\$200,000+	0.0%	-3.1%

Bars show deviation from Sheboygan County

Households By Income

The largest group: \$50,000 - \$74,999 (22.3%)
The smallest group: \$200,000+ (1.3%)

Indicator	Value	Difference
<\$15,000	9.5%	+2.6%
\$15,000 - \$24,999	11.9%	+2.9%
\$25,000 - \$34,999	14.3%	+2.5%
\$35,000 - \$49,999	15.9%	+2.3%
\$50,000 - \$74,999	22.3%	+0.5%
\$75,000 - \$99,999	13.2%	-2.9%
\$100,000 - \$149,999	9.5%	-3.8%
\$150,000 - \$199,999	2.1%	-2.3%
\$200,000+	1.3%	-1.8%

Bars show deviation from Sheboygan County

Source: This infographic contains data provided by Esri, Esri and Infogroup. The vintage of the data is 2019.

Housing Tenure & Status

River Bend Neighborhood

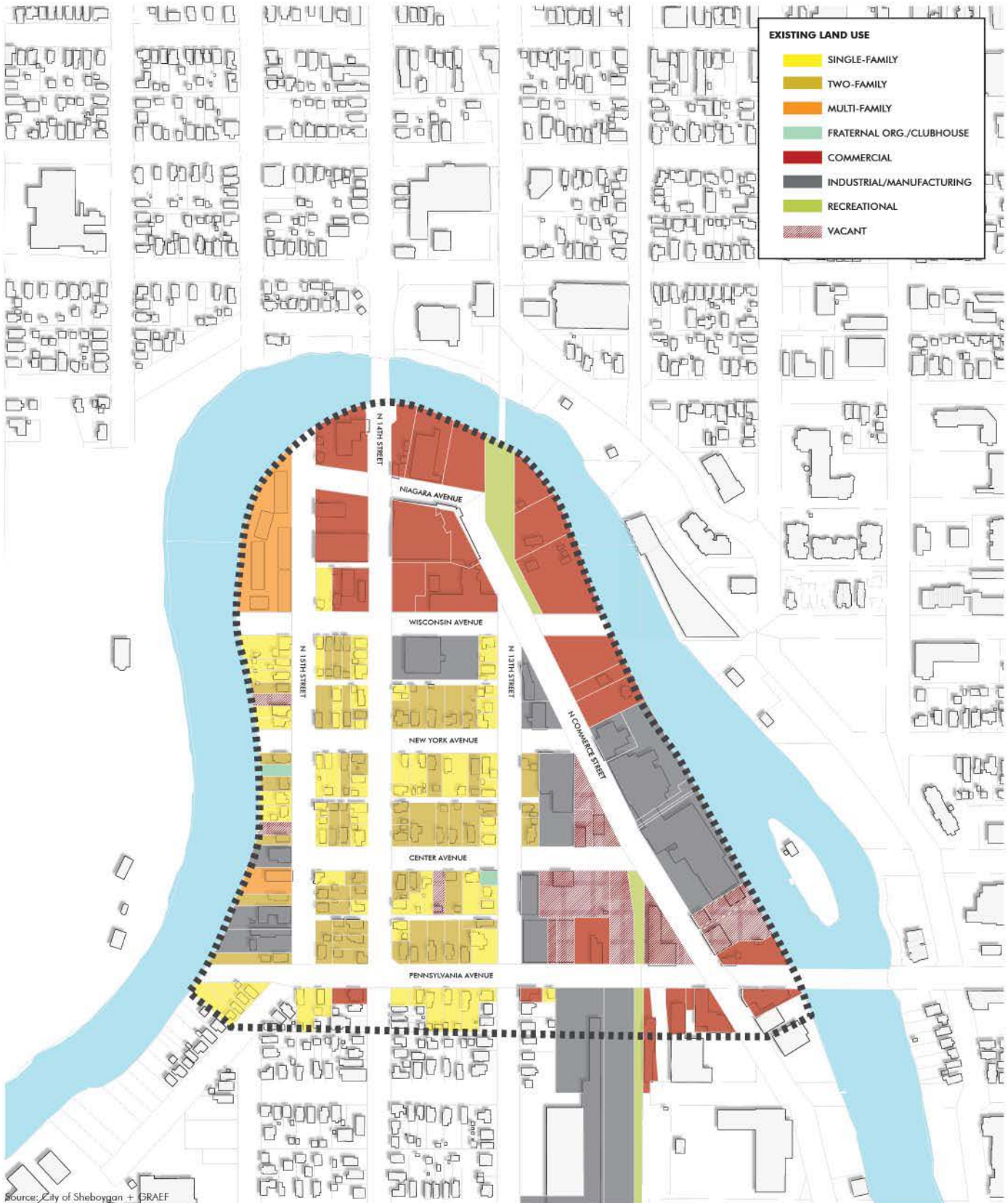
Census 2010		2019		Housing Units by Occupancy
Number	Percent	Number	Percent	
142	100.0%	142	100.0%	Total Housing Units
122	85.9%	120	84.5%	Occupied
50	35.2%	45	31.7%	Owner
72	50.7%	75	52.8%	Renter
20	14.1%	22	15.5%	Vacant

City of Sheboygan

Census 2010		2019	
Number	Percent	Number	Percent
142	100.0%	142	100.0%
122	85.9%	120	84.5%
50	35.2%	45	31.7%
72	50.7%	75	52.8%
20	14.1%	22	15.5%

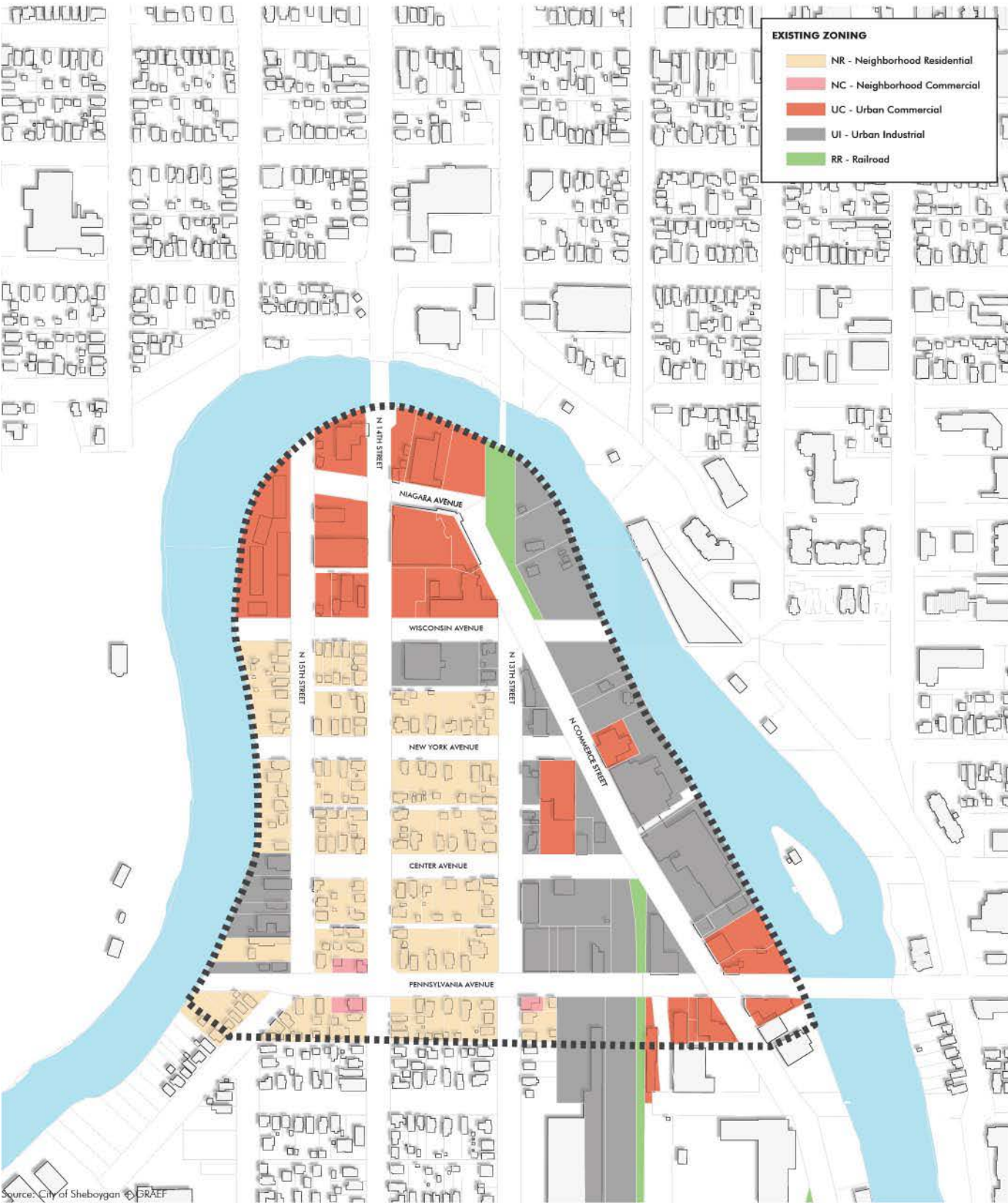
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019

Neighborhood Existing Land Use



Source: City of Sheboygan + GRAEF

Neighborhood Existing Zoning

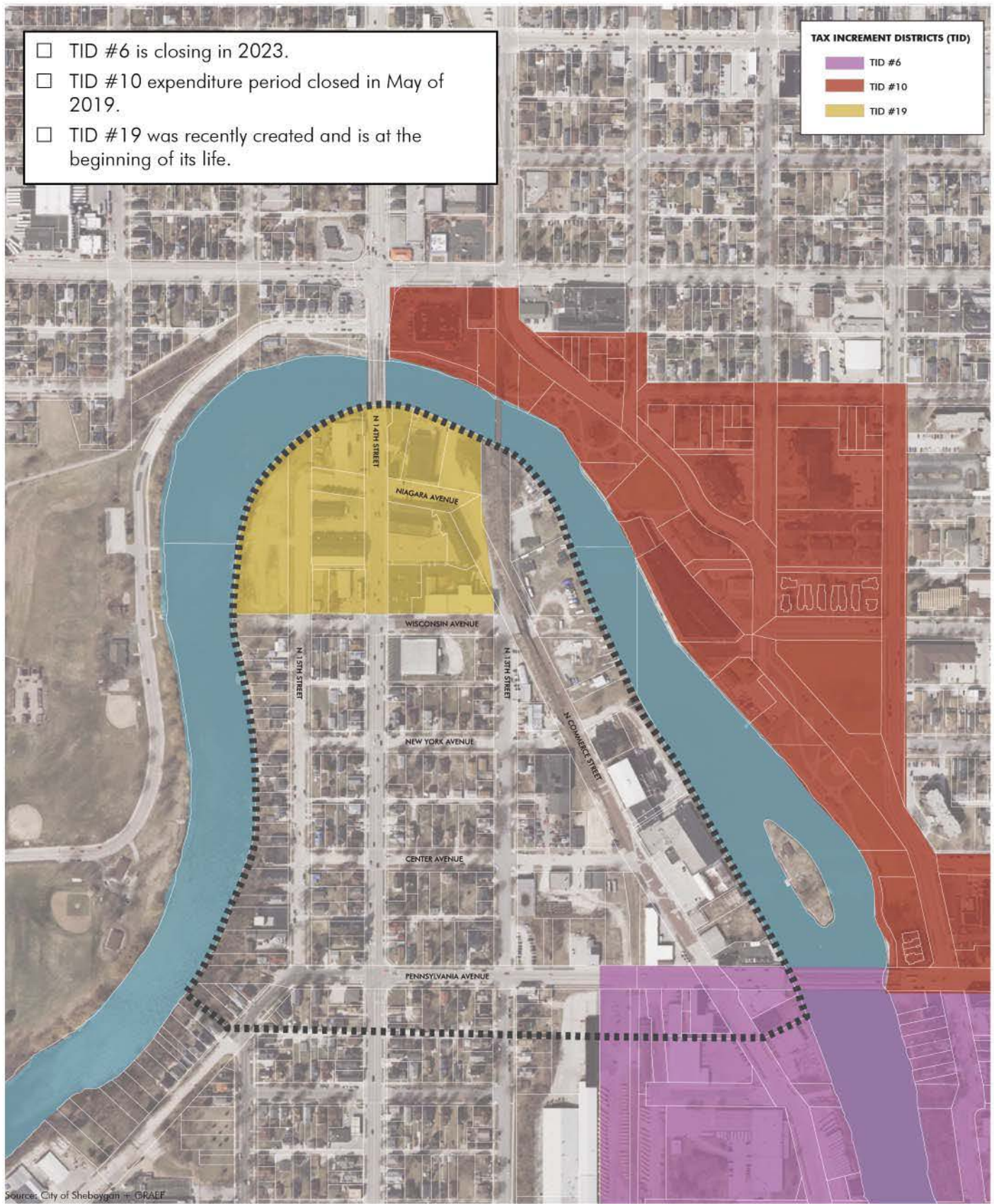


Current Tax Incremental Districts

- TID #6 is closing in 2023.
- TID #10 expenditure period closed in May of 2019.
- TID #19 was recently created and is at the beginning of its life.

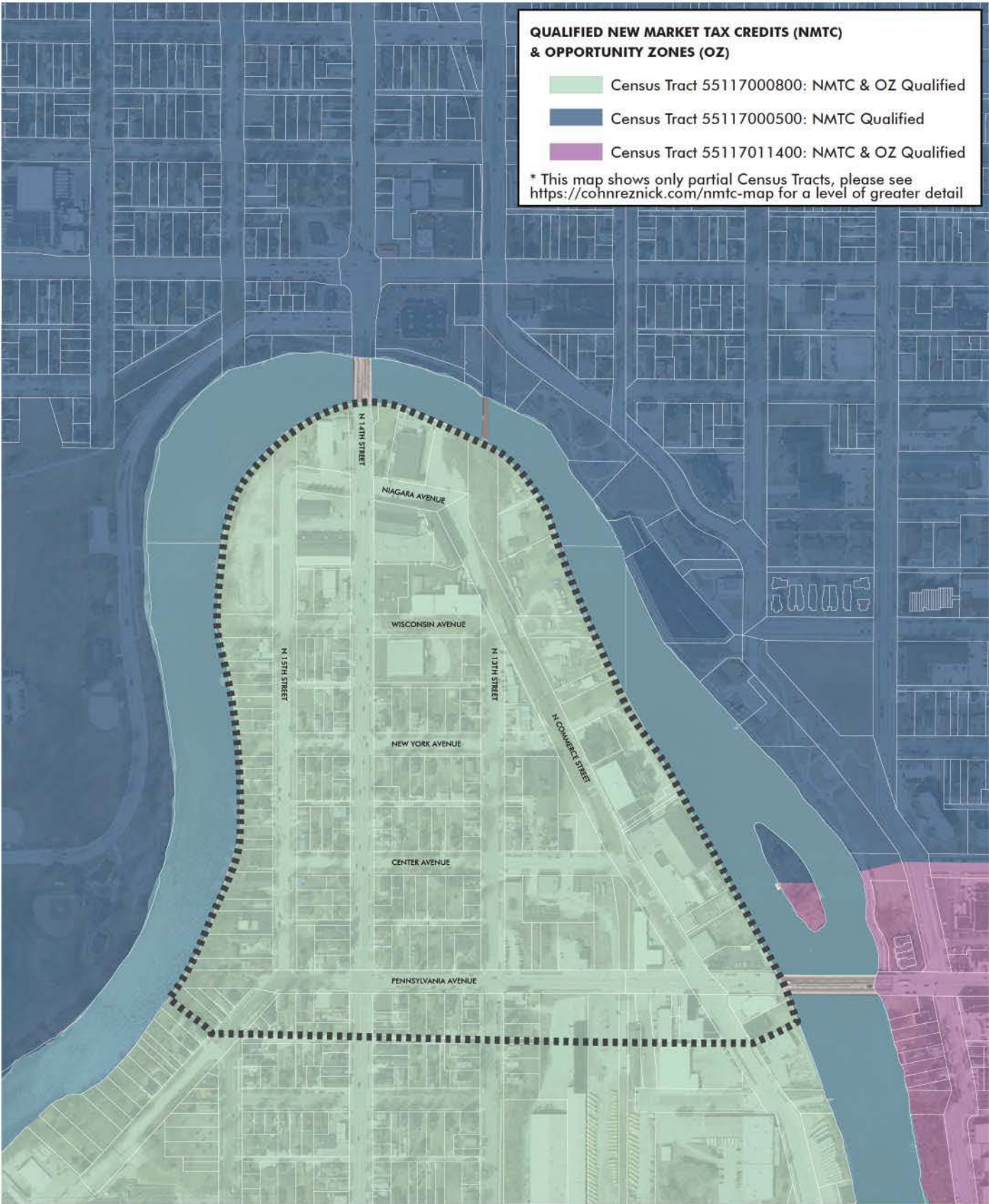
TAX INCREMENTAL DISTRICTS (TID)

- TID #6
- TID #10
- TID #19



Source: City of Sheboygan + GRAEF

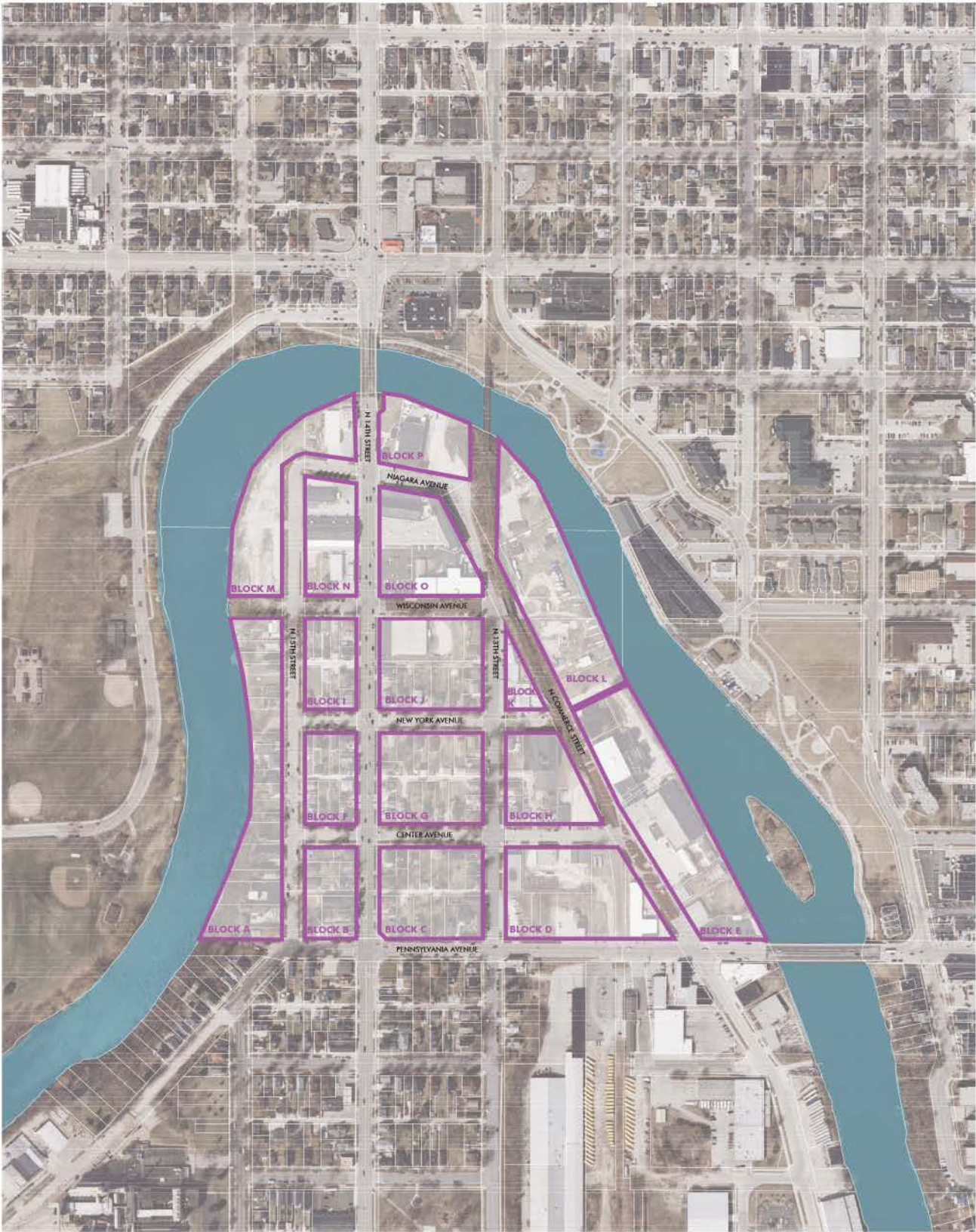
New Market Tax Credit & Opportunity Zone Qualified Census Tracts





CHAPTER 2

COMMUNITY FEEDBACK



BLOCK IDENTIFICATION
RIVER BEND NEIGHBORHOOD REDEVELOPMENT PLAN



05.29.2019



COMMUNITY FEEDBACK

The planning process for the River Bend Neighborhood Plan included a public process to receive feedback and share potential ideas for the future of the River Bend neighborhood. This included two community meetings on June 20, 2019 where 22 local residents and property owners attended. The final draft plan was shared with the community on August 22, 2019 where 12 neighborhood stakeholders attended. The following pages include a summary of comments received from neighborhood stakeholders. This feedback has been integrated into the recommendations for the River Bend neighborhood in this Plan.



▲ Community members gather in Kiwanis Park on August 22, 2019 to review the draft Plan and share feedback

General

- Invest in infrastructure first
- Provide rowing and kayaking infrastructure (soft launch and river trail amenities)
- Provide residential units for working class, low income families/individuals (meet growing needs for rental housing)
- Provide streetscaping amenities and traffic calming measures to bring more identity to N. 14th Street and improve connectivity and walkability
- Slow traffic through the neighborhood in general
- Consider dedicating a percentage of affordable units
- Small pocket park needed (perhaps a riverwalk / linear park on the east side could serve this role)

North End (Blocks M, N, O, P)

- Pedestrian crosswalk enhancements at Niagara Avenue and N. 14th Street – issues with the intersection at peak times (and with the technical campus moving in, there will be increased interest in crossing N. 14th Street to get to the coffee shop)
- Niagara Avenue is narrow with parked cars – sometimes congested when trying to travel eastbound and turn left
- Shared parking between coffee shop and property south of Niagara Avenue – eliminate street parking on Niagara Avenue?

- Enhance artist and small business space in underutilized buildings

East Side / N. Commerce Street (Blocks K, L, H, D, E)

- Opportunity for higher density multifamily housing along the river (all sites) with some experiential retail / commercial if appropriate. (Note: experiential retail is a retail space that offers amenities beyond a typical shopping experience such as a cafe, music, or demonstrations.)
- Make the east side walkable to open access to the river and connect to the pedestrian bridge off of N. Commerce Street and further south to continue to Riverwalk
- Consider the historical value in block E (suitable for redevelopment or floors forgone and ceilings too low?)
- Contamination on Block D
- Island off of Block E – what can be done here in coordination with the existing club that manages the island
- Housing accessible to all communities – poor, working-class, undocumented, youth
- Create a riverwalk/linear park area

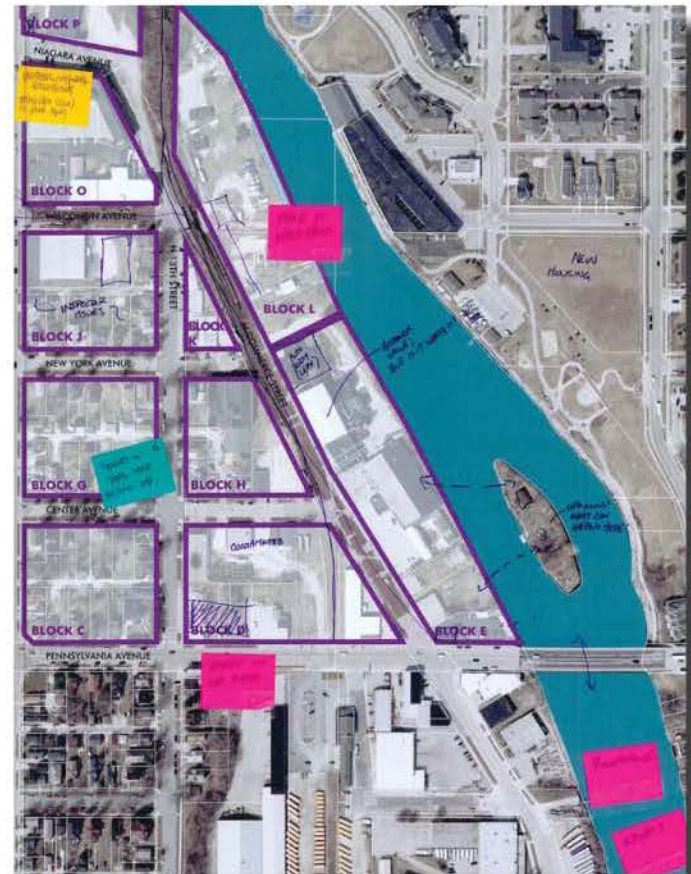
Center Core of River Bend (Blocks I, J, F, G, B, C)

- Physical improvements desired for houses and yards
- Market existing resources to property owners to make improvements
- Code enforcement to bring up quality of housing stock
- Consider an exterior home improvement program for the neighborhood
- Center Avenue needs improvement
- Traffic calming on N. 14th Street to aid with street crossing and slow traffic for commercial

West Side / N. 15th Street (Blocks M & A)

- Traffic calming on N. 15th Street to slow traffic
- Enhance intersection of N. 15th Street and Pennsylvania Avenue to improve safety
- Create a raised intersection along N. 15th Street to calm traffic that cuts through the neighborhood here

▼ Feedback by community stakeholders are detailed in the summary of this section.





CHAPTER 3

INFRASTRUCTURE INVESTMENTS



CHAPTER 3: INFRASTRUCTURE INVESTMENTS

RECOMMENDATIONS

3.1 Streetscaping

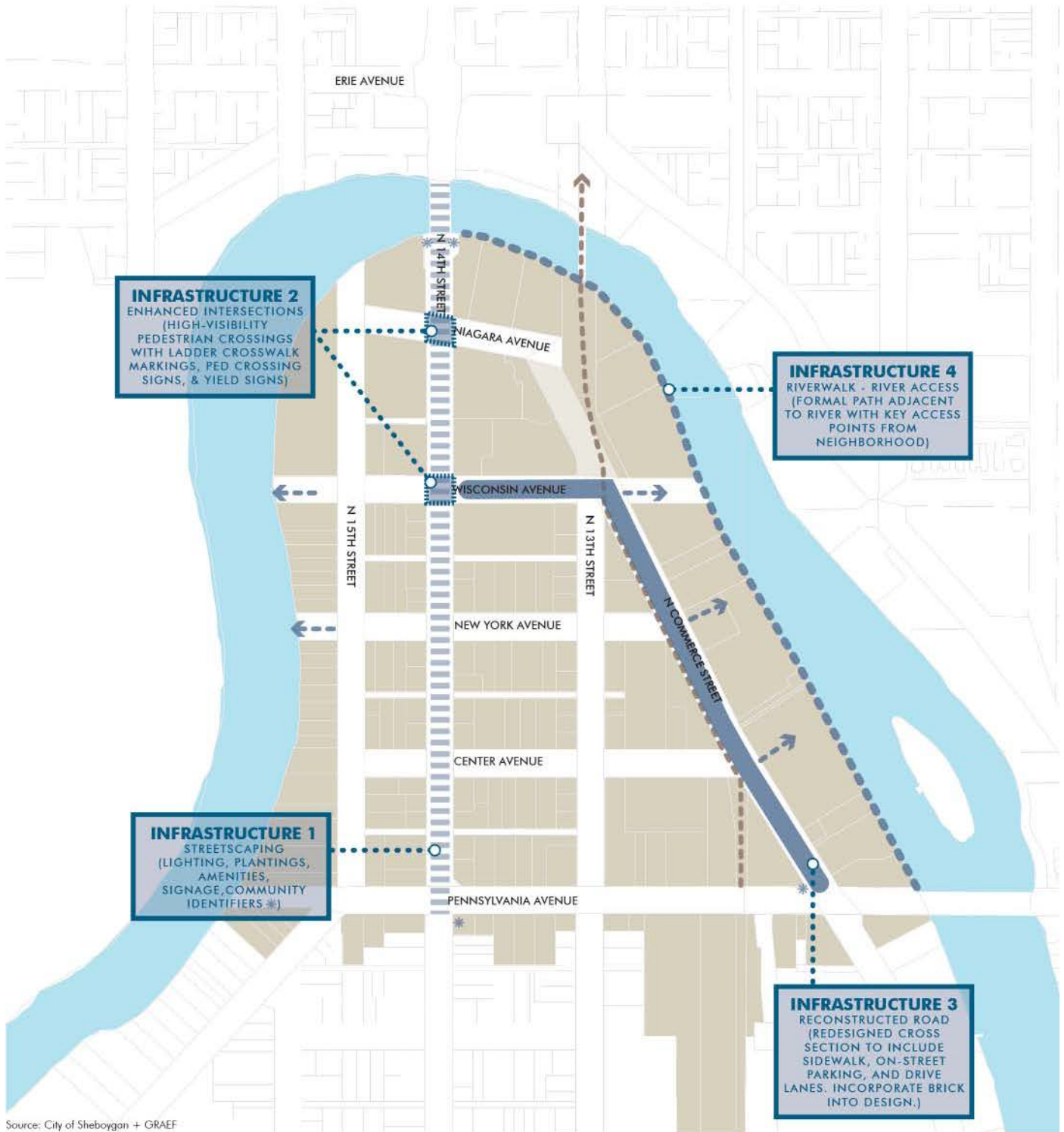
3.2 Crossing Enhancements on N. 14th Street

3.3 N. Commerce Street

3.4 River Access & Riverwalk on East Side

3.5 River Activities

INFRASTRUCTURE INVESTMENTS



Source: City of Sheboygan + GRAEF

Project 3.1

Streetscaping

Streetscape design is a critical tool that can be used to improve the overall appearance of a neighborhood. Implementation of streetscape elements along N. 14th Street would create the largest impact because of its high visibility. Streetscape elements such as decorative LED lighting and poles, banners, planters, seating, kiosks, litter receptacles, and other amenities should be explored for possible placement along N. 14th Street.

Additionally, community identifiers should be explored for the neighborhood. These are sculptural elements within a streetscape that seek to bring a unique identity to an area or corridor. Community identifiers can come in a variety of scales from large, gateway markers to smaller elements such as pole banners. In an effort to mark the key entrances into the River Bend Neighborhood, gateway markers could be located at the north and south ends of N. 14th Street. Gateway markers may also serve as gathering places for pedestrians. An example of this could be at the southeast corner of N. 14th Street and Pennsylvania Avenue. A small, city-owned space exists that could house a gateway marker, seating elements, and plantings.



- ▶ Community identifier examples that combine gateway signage with landscape and seating elements (top two images); Streetscape amenities can be focused at each intersection along N. 14th Street that could include plantings, specialty paving, benches, and litter receptacles (bottom image example).

Project 3.2

Crossing Enhancements on N. 14th Street

N. 14th Street is the prominent infrastructure element within the River Bend neighborhood. The roadway is a principal arterial, a designated state highway (STH 28), and sees an average daily traffic count of over 16,000 vehicles (2017 AADT). The roadway runs north-south through the entire neighborhood and acts as a physical barrier between the east and west sides. The highway is a 4-lane configuration with no on-street parking. While the posted speed limit is 25 MPH, community feedback identified speeding as a commonality along the roadway.

The state highway designation makes physical traffic calming interventions such as curb bump outs, raised intersections, or intersection medians unlikely. The city should implement high-visibility pedestrian crossings at the intersections of Niagara Avenue and Wisconsin Avenue. The images included on this page identify ladder crosswalk markings combined with Manual on Uniform Traffic Control Devices (MUTCD) recommended signage for pedestrian crossings.

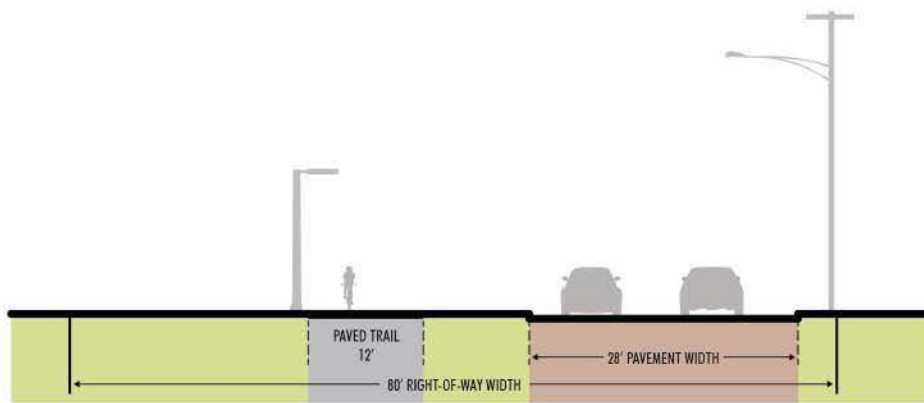


- ▲ Signage to locate at Wisconsin Avenue and Niagara Avenue along with ladder crosswalk markings as shown in the aerial map to the right.

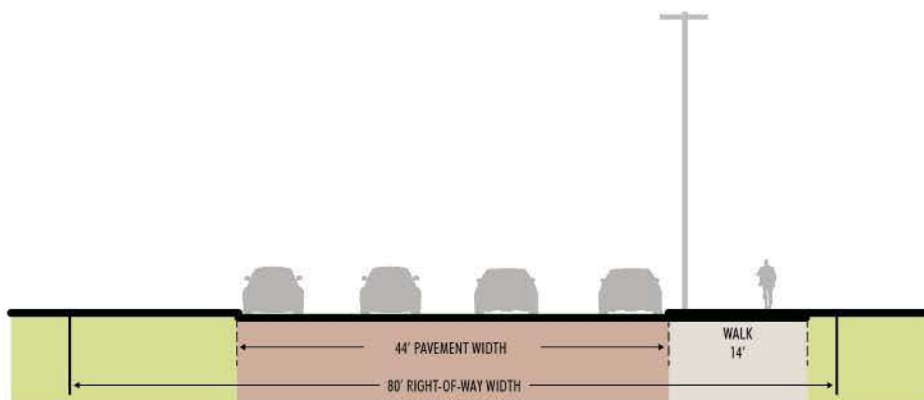
Project 3.3

N. Commerce Street

The images included on this page show the existing configuration of N. Commerce Street. The existing cross section varies along the entire stretch of the roadway, with portions of the paved area wider than others, sidewalks/walking paths in some areas and not others, and sporadic lighting placement. The road itself includes remnants of brick pavers, but the entire roadway surface is in dire need for a complete reconstruction. With the proposed land use changes identified in this plan surrounding N. Commerce Street, investment should be made to reconstruct the roadway as a complete street with clear delineation of pedestrian, bicycle, and vehicular elements. The city should explore the existing overhead utility lines and the possibility of burying the lines as part of the roadway reconstruction. The following pages show proposed cross-sections and possible brick paver solutions for the redesigned roadway.



▲ Existing cross section of N. Commerce Street (AA)

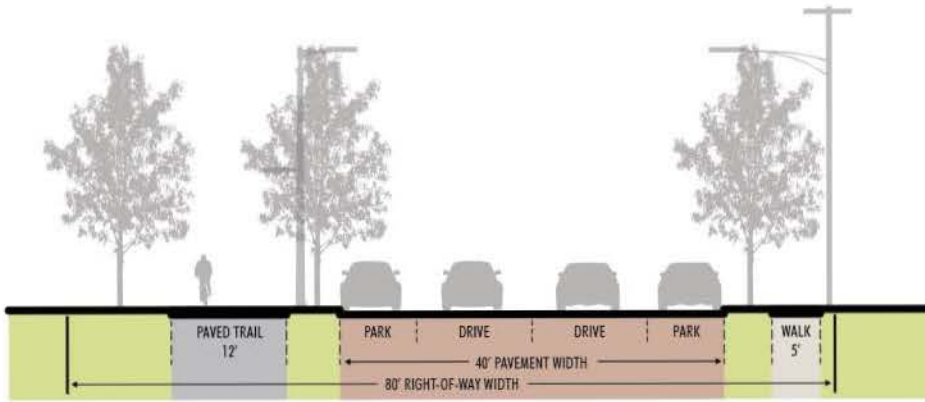


▲ Existing cross section of N. Commerce Street (BB)

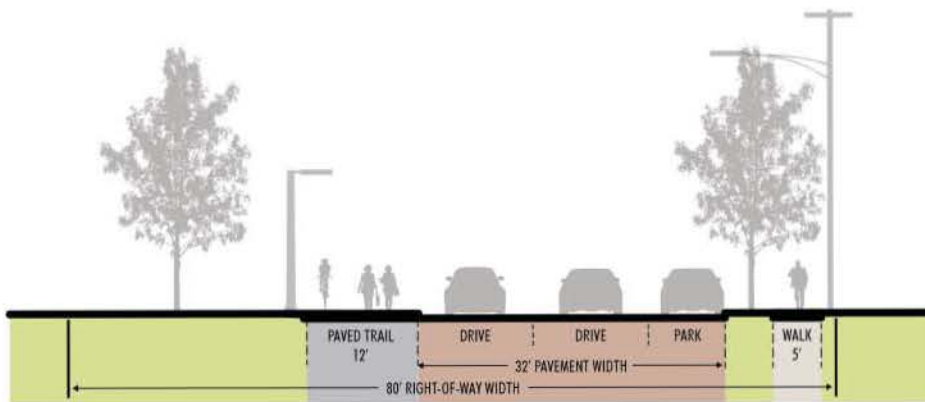
Source: GRAEF



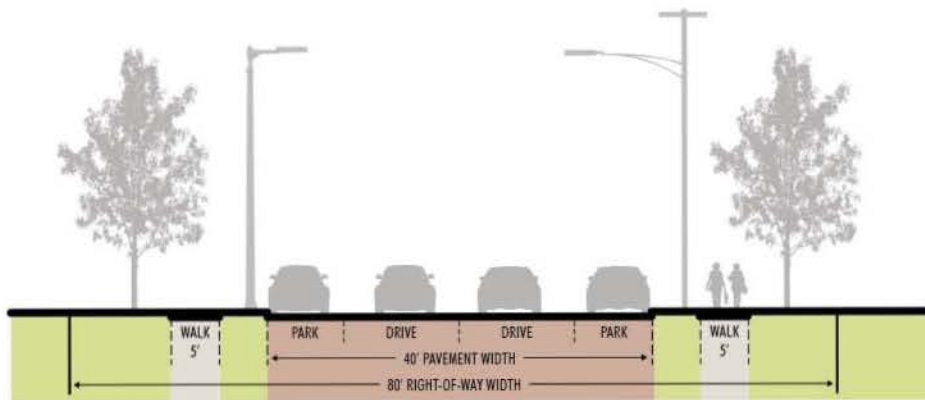
Source: Sheboygan County GIS



▲ Proposed cross section of N. Commerce Street (AA)
 Alternate 1: Shift trail west to accommodate on-street parking lane



▲ Proposed cross section of N. Commerce Street (AA)
 Alternate 2: Retain trail in existing location



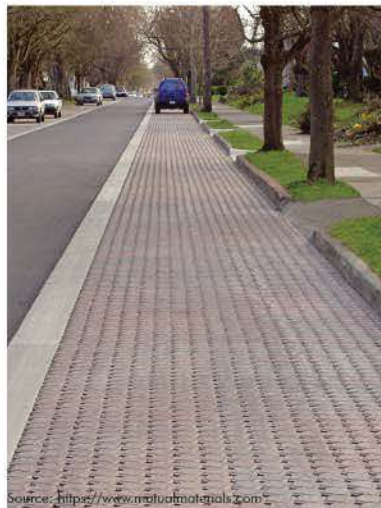
▲ Proposed cross section of N. Commerce Street (BB)



▲ Proposed design of N. Commerce Street

Source: GRAEF

- ▶ Brick paver sidewalk solution. Existing brick from N. Commerce Street could be re-used for new sidewalks.



- ◀ Brick paver on-street parking lane solution. Existing brick from N. Commerce Street could be re-used within the roadway parking areas.

- ▶ Brick paver intersection solution. Existing brick from N. Commerce Street could be re-used for new intersections including crosswalks or pedestrian landings.



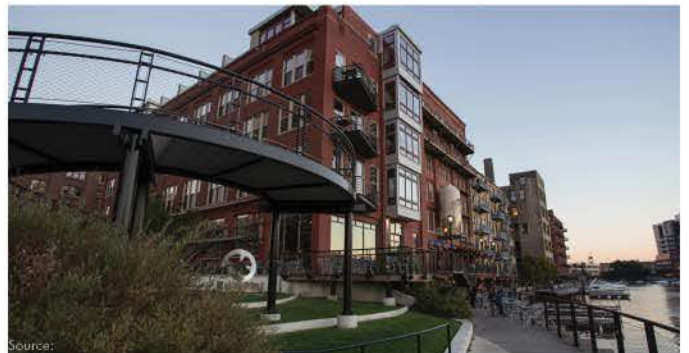
Project 3.4

River Access & Riverwalk on East Side

The River Bend neighborhood is positioned with ample riverfront opportunities along the Sheboygan River. Connections within the city, and along a larger multi-jurisdictional trail, exist with the Shoreland 400 Rail Trail and the Interurban Trail, both former rail corridors. In addition, the riverfront along the catalytic sites provides an opportunity to create a riverfront loop from Pennsylvania Avenue to the trestle bridge. This new riverwalk would have a more urbanized design language creating a more formal experience. This is in contrast to other more park-like riverfront experiences in other parts of the city. This new riverwalk would create an amenity space, connect the new residential neighborhood into the downtown, and have a unique design aesthetic in keeping with this new, vibrant neighborhood.

The Shoreland 400 Rail Trail runs through the River Bend neighborhood along N. Commerce Street. The trail is a 12' wide multi-purpose trail constructed on a former rail corridor that runs from Pennsylvania Avenue and crosses the Sheboygan River on a rail trestle bridge. From there it continues as far north as North Avenue. This link connects neighborhoods, employers and entertainment destinations, and a southern expansion is planned.

The Sheboygan Interurban Trail lies across the Sheboygan River from the neighborhood. The trail runs along the lakefront, through downtown, and along the river across from River Bend in segments of on-road and off-road facilities. The trail spans from the Ozaukee-Sheboygan County line, and connects Kohler, Sheboygan Falls, and Plymouth.



Project 3.5

River Activities

Non-motorized river recreation is a growing activity in urban environments. Residents and tourists are interested in exploring cities via river transportation. Outdoor companies are capitalizing on this demand through kayak, canoe, paddleboard, and paddle boat rental opportunities in different cities. The River Bend neighborhood should look to support non-motorized river activities at multiple public access points in the neighborhood. This should include the provision of a soft boat launch on the east side of the neighborhood, possibly within the Wisconsin Avenue publicly-owned right-of-way (ROW) east of N. Commerce Street.

Additionally, the River Bend neighborhood is in close proximity to city parks, but is physically separated from them by the Sheboygan River. Non-motorized boats such as kayaks and paddleboards could serve as a way for residents to access parks from the neighborhood. Another solution to explore is a chain ferry.



Source: waterfrontsolutions.net



Source: regionalwater.com



Source: <https://saugatuck.com>

- ▲ Non-motorized chain ferry example



Source: rowingdecks.com

- ▲ Non-motorized recreation activities including soft boat launch, kayaking, and paddleboarding.



CHAPTER 4

REDEVELOPMENT OPPORTUNITIES

CHAPTER 4: REDEVELOPMENT OPPORTUNITIES

RECOMMENDATIONS

4.1 Zoning & Future Land Use Map

4.2 Catalytic Project: Riverfront Residential

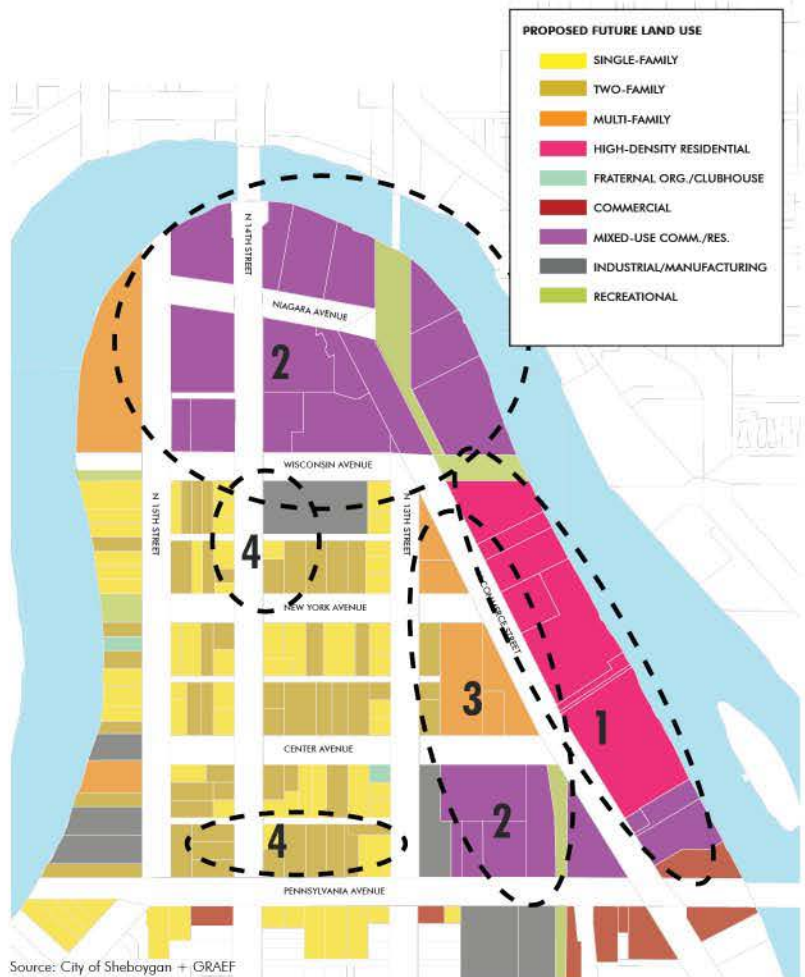
4.3 Catalytic Project: Mixed-Use Infill

Recommendation 4.1

Possible Land Use and Zoning Amendments

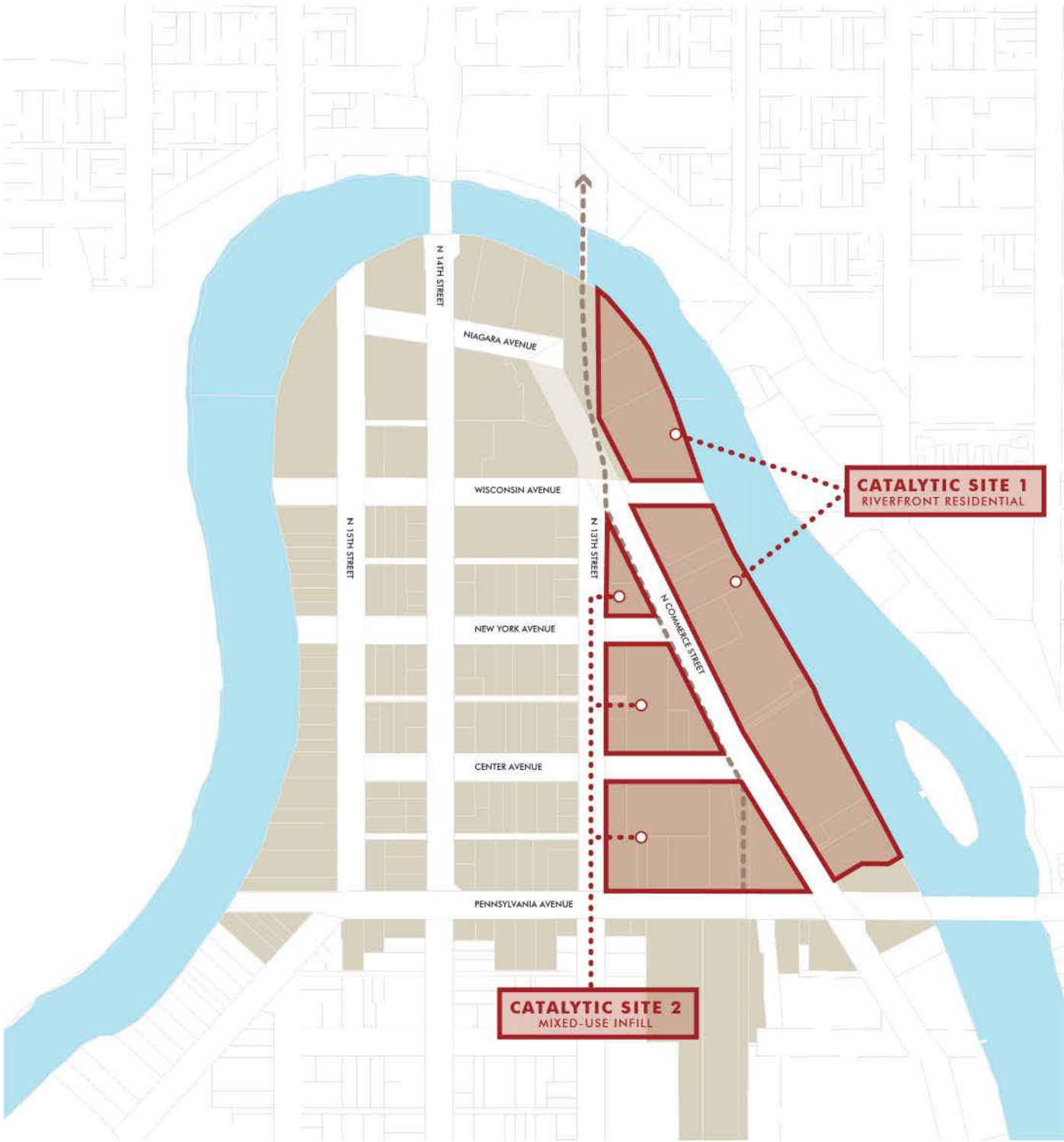
The map below should serve as the guiding tool to justify future land use and possible zoning amendments within the neighborhood. Possible revisions to the future land use map include the following:

1. High Density Residential along the river east of N. Commerce Street.
2. Mixed-use Commercial/Residential north of Wisconsin Avenue and along Pennsylvania Avenue.
3. Multi-Family Residential between N. 13th Street and N. Commerce Street.
4. Commercial uses along Pennsylvania Avenue and N. 14th Street.



Source: City of Sheboygan + GRAEF

CATALYTIC PROJECTS



Source: City of Sheboygan + GRAEF

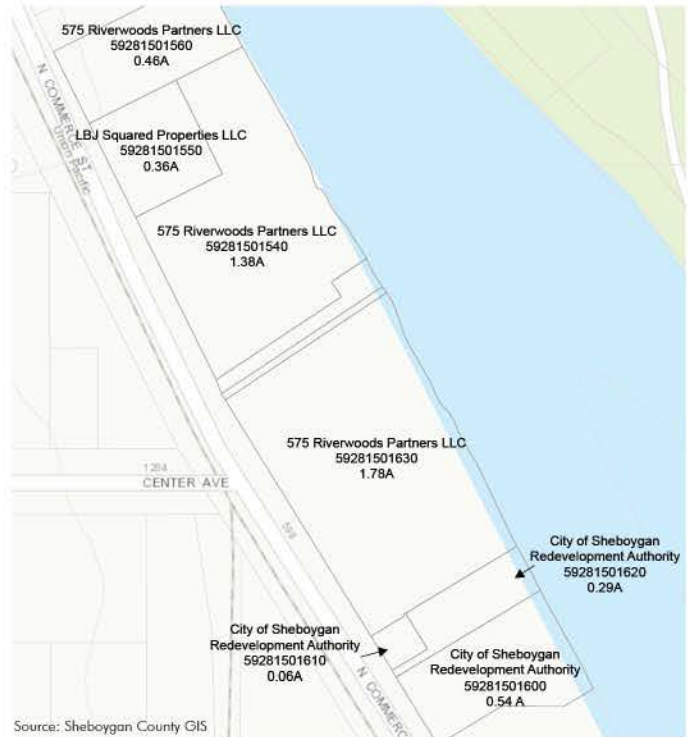
Recommendation 4.2 Riverfront Residential

Over 1,800 linear feet of riverfront development opportunity exists within the River Bend Neighborhood.

This area has great development opportunity (river access, market attractability, planned infrastructure improvements, publicly-owned parcels, economic incentives, etc.)

The Sheboygan River does create some limitations in regards to floodways along the east side of the neighborhood. Buildings will require a minimum of 30' setback from the river edge.

The following pages include two site designs inclusive of different development scenarios for the former Mayline building and adjacent properties along the river.



Source: Sheboygan County GIS

▲ River front property ownership (Aug. 2019)



Source: Sheboygan County GIS

▲ Floodway and floodplain locations within neighborhood.

Riverfront Residential

HOUSING STOCK

A variety of residential building types are not only possible for the riverfront area, but a mix of densities should be pursued. Diverse residential densities will create visual interest and blend in with existing neighborhood mixture of large commercial/industrial buildings and smaller house structures. The following includes different residential densities possible for the River Bend Neighborhood.



◀ Rowhouse

Housing units that are joined by common sidewalls. Typically, rowhouses will be 2-3 stories in height, with each unit occupying all levels. Each unit has an individual entry. In-unit garages are typical along with individual front and back yard areas.

▶ Multi-Family Walk-Up

Similar to the rowhouse, walk-ups have individual entrances for each unit. Walk-ups units however are typically 1-level, meaning that half the building residents have ground level units, and half have an individual stair to their second level unit. Combination of in-unit garages and detached garages are typical along with shared outdoor space and a clubhouse.



◀ Traditional Multi-Family Apartment

Buildings typically contain a double-loaded corridor with a shared, single entrance with elevators. Underground parking is typical along with shared outdoor space and indoor common amenities.

▶ Senior Independent Living (Apartment)

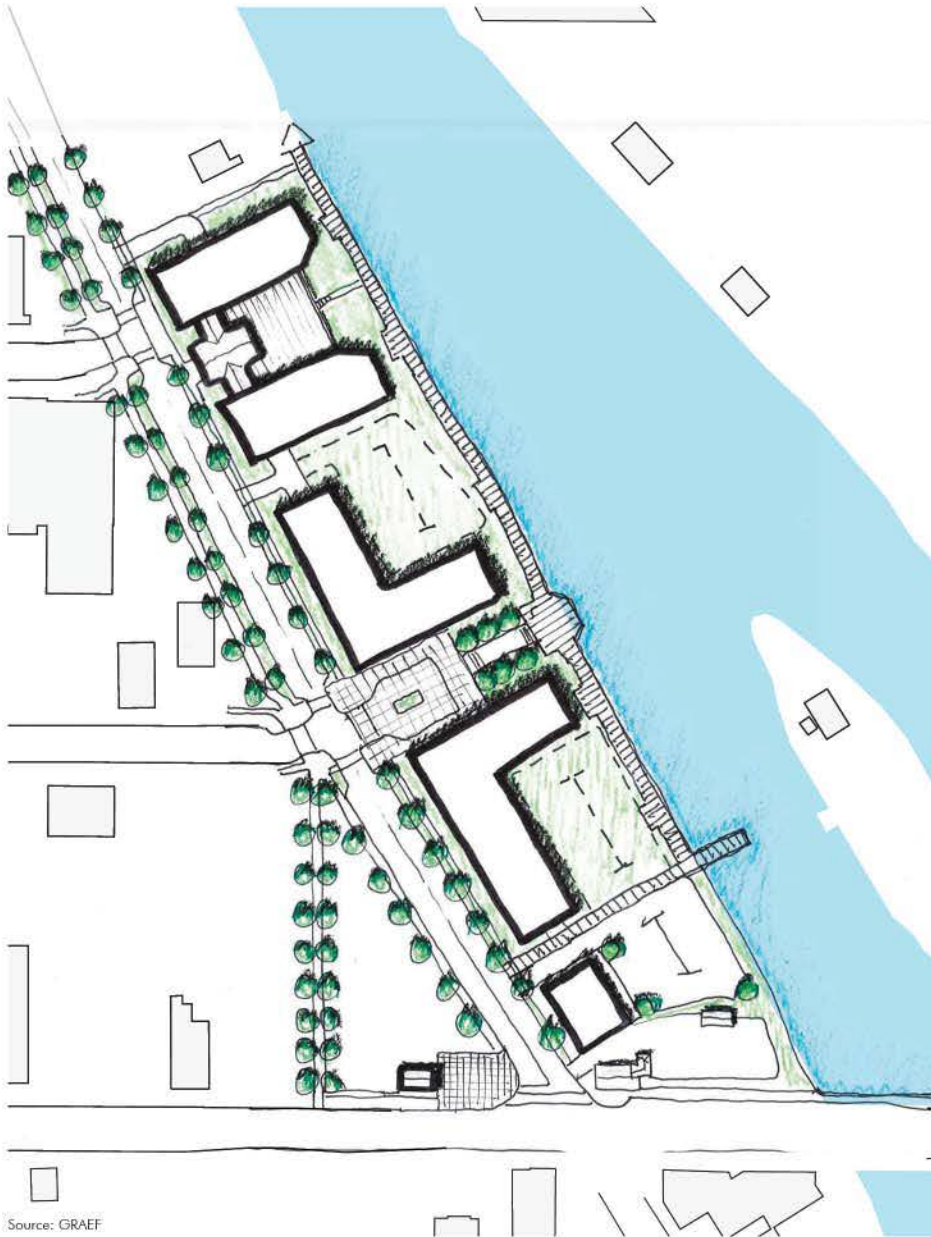
Buildings are similar to traditional apartments. Often include weather-protected drop-off area, underground parking, and visitor parking. Outdoor space is shared.



Riverfront Residential: Mayline Site

Preferred Site Design: Urban Riverfront Apartments

- 68 UNITS PER FLOOR (3-STORY=204 UNITS; 4-STORY=272 UNITS)
- 4.89 ACRES (41-55 UNITS/ACRE)
- 210 UNDERGROUND PARKING (HALF-LEVEL DOWN)
- 135 SURFACE PARKING STALLS
- ADAPTIVE REUSE OF EXISTING CITY-OWNED BUILDING



Riverfront Residential: Mayline Site



Source: <https://www.hwallerenterprises.com/citydeck-landing/>



Source: <https://www.kylemphotography.com/>



▲ Project examples showing how building design and orientation maximizes river views.



Source: GRAEF



Source: GRAEF

▲ city-owned building that could be a candidate for adaptive re-use into either a clubhouse for new residential development, or retail space.

Riverfront Residential: Mayline Site

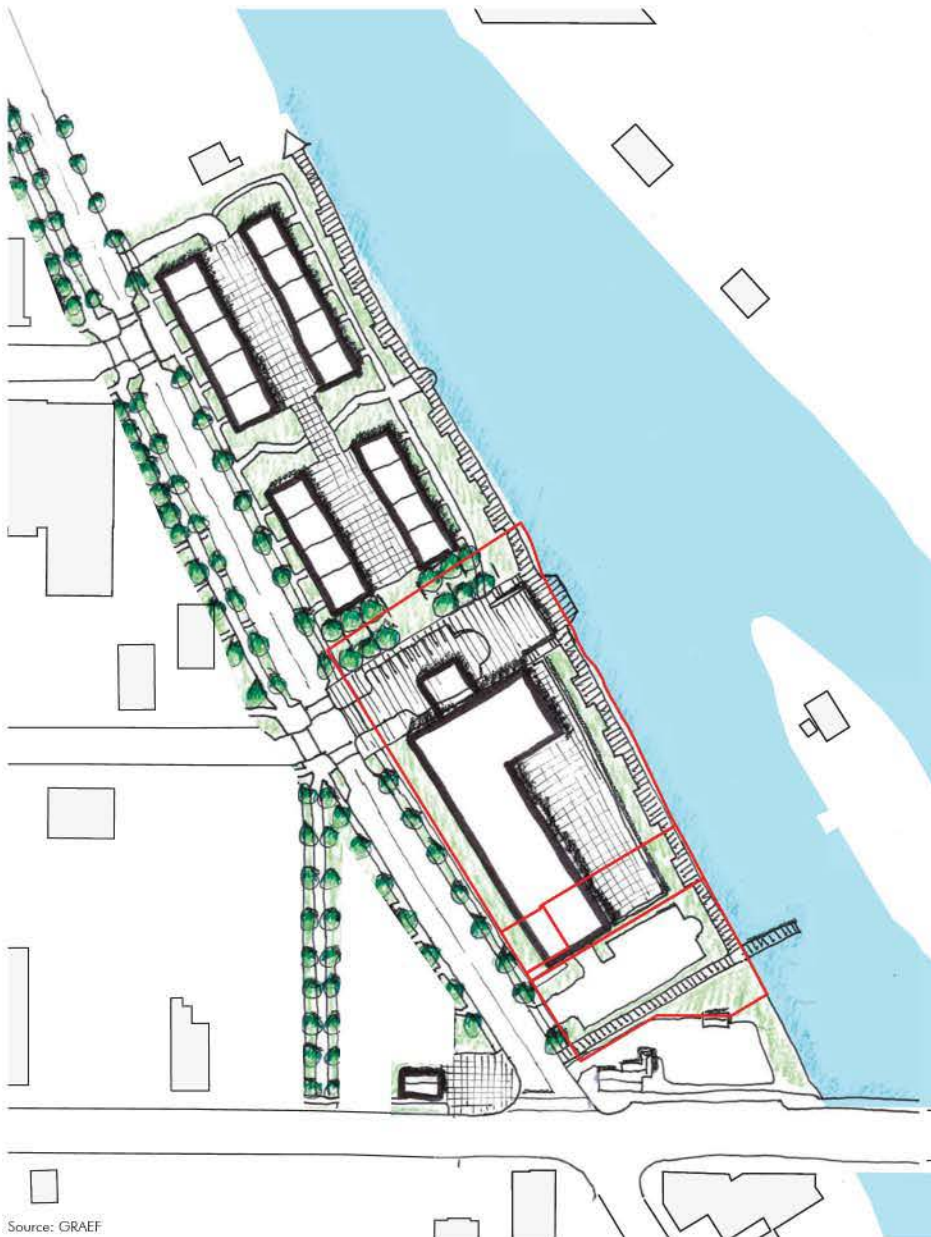
Alternate Site Design: Independent Senior Apartments and Townhomes

SITE 1: Senior Apartments

- 25 UNITS PER FLOOR (4-STORY=100 UNITS)
- 2.64 ACRES (37 UNITS/ACRE)
- 120 UNDERGROUND PARKING (HALF-LEVEL DOWN)
- 35 SURFACE PARKING STALLS
- ELEVATED PRIVATE TERRACE OVERLOOKING RIVER

SITE 2: Townhomes

- 2-3 STORY TOWNHOMES
- 18-36 UNITS
- 2.25 ACRES (8-16 UNITS/ACRE)
- 2-CAR GARAGE PARKING WITHIN EACH UNIT



Riverfront Residential: Mayline Site



▲ Townhouse project examples.

◀ Project examples showing senior and traditional apartments with shared green space and riverwalks along rivers.

Recommendation 4.3

Mixed-Use Infill

The area north of Pennsylvania Avenue between N. 13th Street and N. Commerce Street is a critical area of future development opportunity. The land lies between existing low density residential single-family and duplex houses to the west and future higher density residential riverfront development along the riverfront. This middle area provides opportunities for adaptive reuse of existing structures as well as multiple infill development sites.

Similar to the riverfront development area, this area has great development opportunity (visibility from Pennsylvania Avenue, market attractability, planned infrastructure improvements, publicly-owned parcels, economic incentives, etc.).

As redevelopment opportunities arise, integrating additional park space east of N. 14th Street will be a key neighborhood amenity. The character of the area will lend itself to attracting active residents and incorporating a pocket park or an activated green space will be highly desired.

The following pages show site development scenarios for the three blocks identified as Catalytic Site 2.



Source: GRAEF

Mixed-Use Infill



▲ Existing view looking east along Pennsylvania Avenue



▲ Existing view looking north along N. 13th Street



▲ (Middle image) Existing warehouse building along N. Commerce Street. (Bottom image) Adaptive reuse project example into residential lofts.



▲ (Middle image) Existing structure at the corner of Pennsylvania Avenue and N. Commerce Street. (Bottom image) Adaptive reuse project example into restaurant, coffee shop, or other retail space.

Mixed-Use Infill

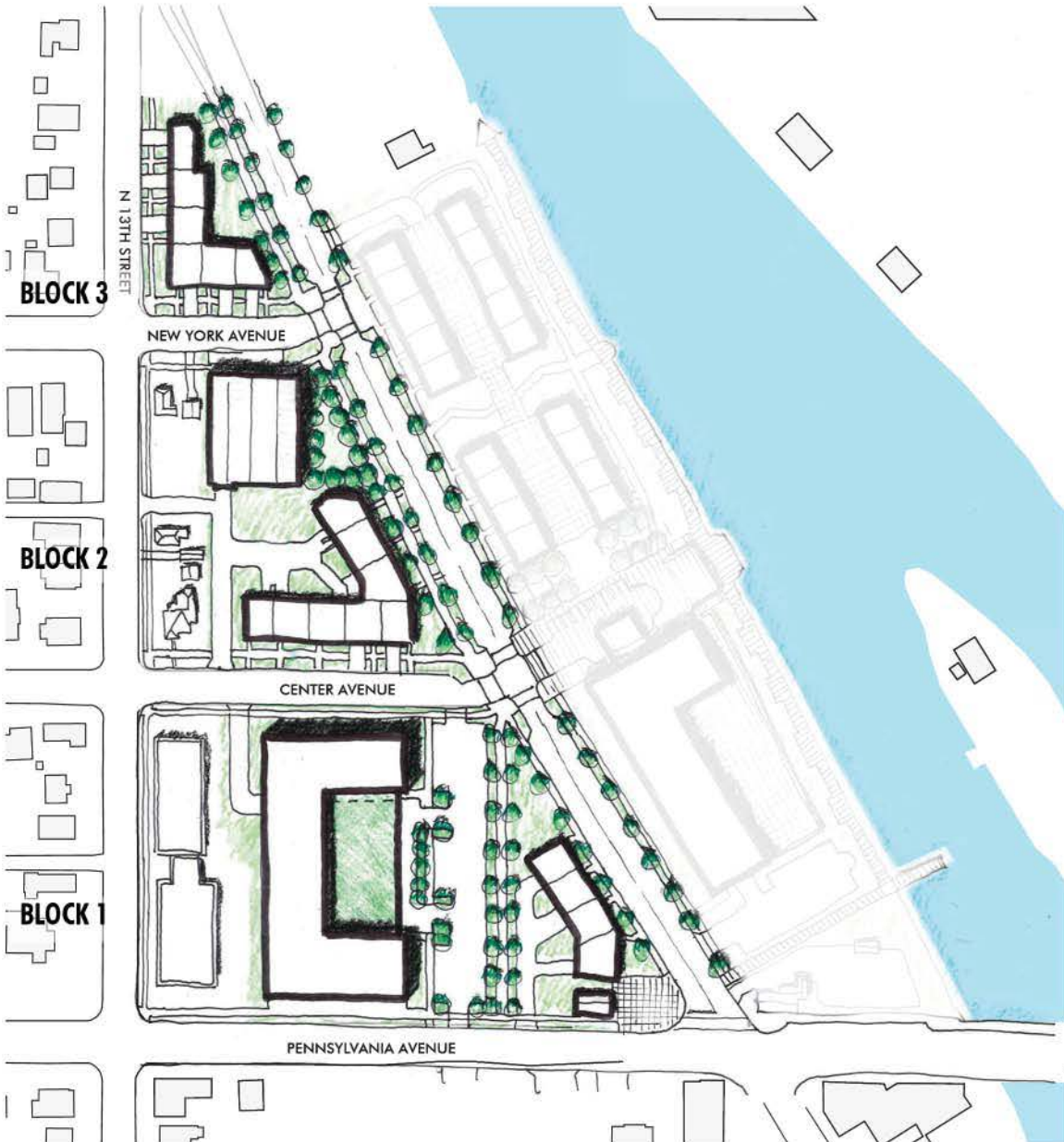
Mixed-Use Retail/Residential Apartments, Adaptive Re-use, Townhomes

BLOCK 1: Mixed-Use Commercial/Residential

- 32 UNITS PER FLOOR (4-STORY= 128 UNITS)
- 2.73 ACRES (46 UNITS/ACRE)
- 10-12K COMMERCIAL SPACE
- 132 COVERED PARKING; 60 SURFACE PARKING
- 4-8 TOWNHOMES & 1,250 SF COMMERCIAL (adaptive)

BLOCK 2 & 3: Townhomes & Adaptive Reuse Apartment

- 14-28 TOWNHOMES; 50 APARTMENTS (adaptive)
- 1.92 ACRES (33-40 UNITS/ACRE)
- 2-CAR GARAGE FOR EACH TOWNHOUSE; 1 STALL/APT. UNIT



Source: GRAEF

Mixed-Use Infill

◀ Project example showing ground level parking for commercial space with residential apartments above. Similar project type could be located at Block 1.



▲ Project examples showing rowhouse designs that could be located at Block 1, 2 or 3.





CHAPTER 5

HOUSING AND COMMUNITY RESOURCES

CHAPTER 5: HOUSING & COMMUNITY RESOURCES

RECOMMENDATIONS

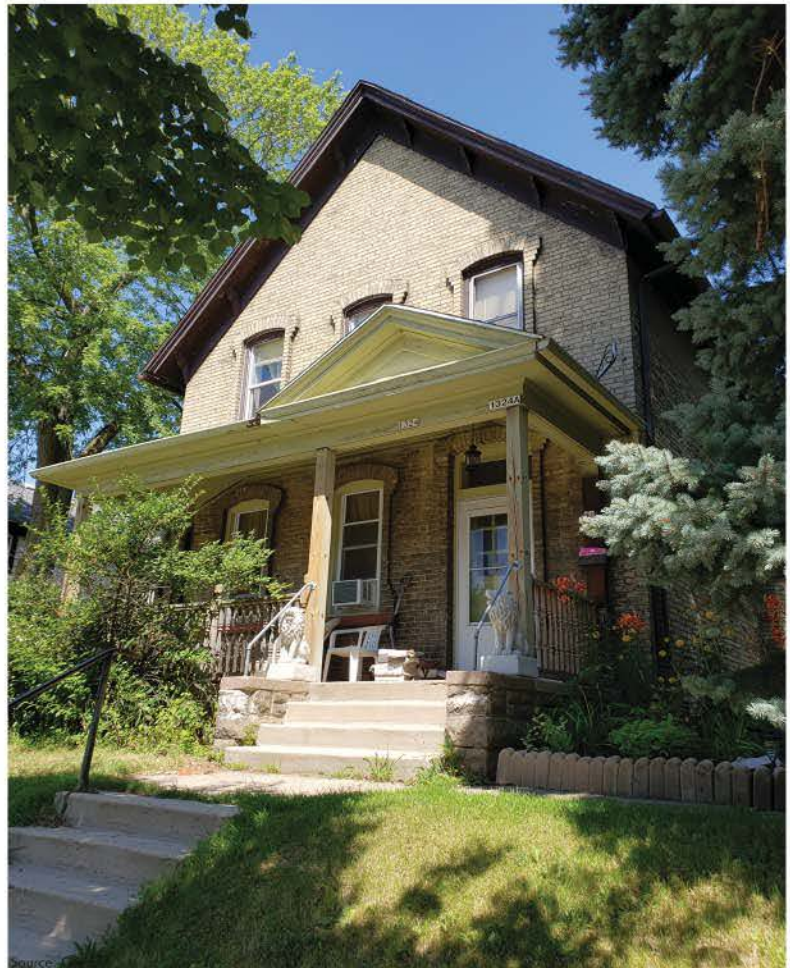
5.1 Rehabilitation of One- and Two-Family Housing Stock

5.2 Ongoing Rehabilitation of Commercial Properties

5.3 Encourage Historic Rehabilitation & Adaptive Retrofits

5.4 Identity Opportunities for Start-Up Incubators and Live-Work Space

The River Bend neighborhood is seeing a renaissance in neighborhood investment – residential, commercial, and recreational. Current economic dynamics in the neighborhood have resulted in a varying level of investment. Currently, the north end of the neighborhood is seeing significant investment, with more on the west side along N. Commerce Street soon to come. Now is a critical time for the city and partners to work closely with the residents and businesses in the neighborhood to restore confidence in the neighborhood and increase the level of maintenance and property values that have languished since the housing crisis. Finding opportunities to share resources, showcase ongoing investment, and increase opportunities for quality residential rehabilitation will be significant in the renaissance of River Bend.



Recommendation 5.1

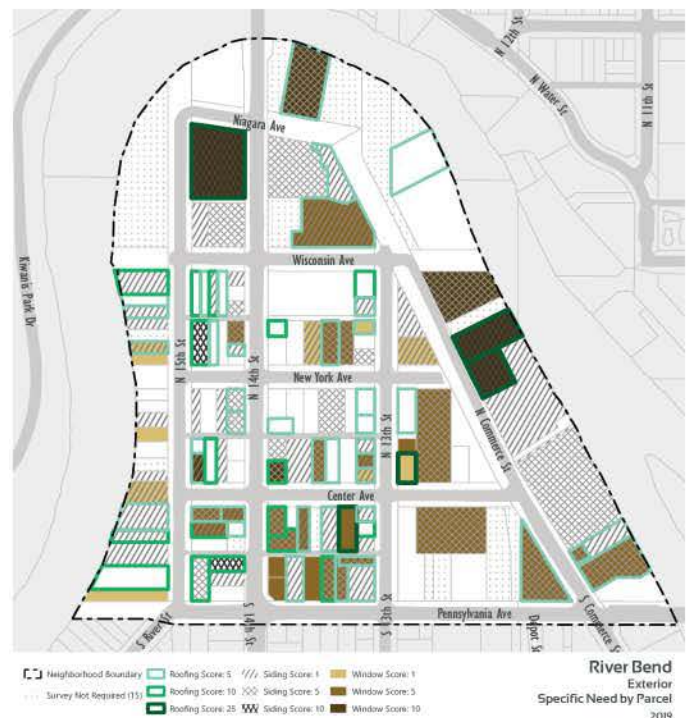
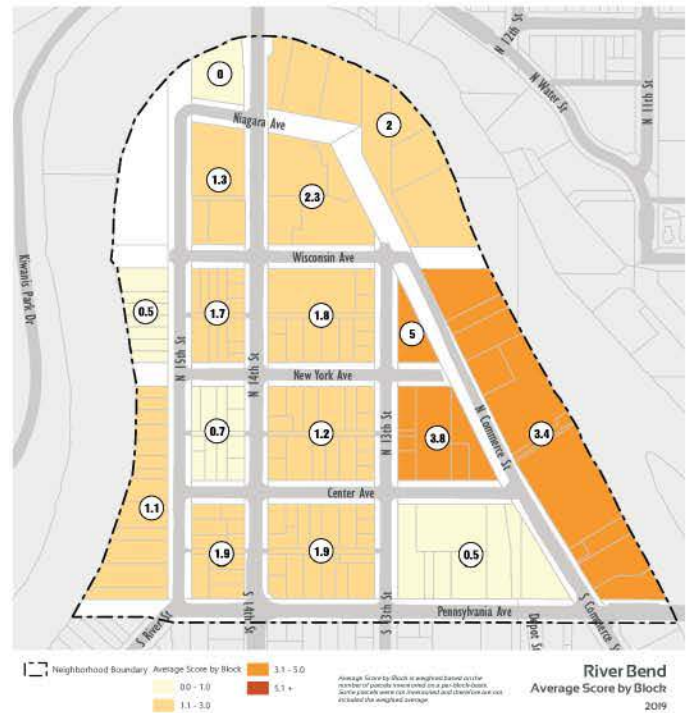
Encourage rehabilitation of River Bend’s one- and two-family housing stock to boost curb appeal, property values, property maintenance, and neighborhood confidence.

Market the city’s Community Development Block Grant (CDBG) program for owner-occupied and investor-owned properties to all properties in the neighborhood to encourage reinvestment.

The investment in curb appeal and higher quality residential units will increase confidence in the neighborhood, and enhancement and strengthened neighborhood leadership will follow. For properties that are ineligible or incompatible with CDBG requirements, examine creating an internal fund to facilitate grants and loans.

Conduct Outreach to Property Owners with Delayed Maintenance

Now that the neighborhood conditions have been explored by evaluating the roofing, siding, windows, debris, and exterior lighting throughout the neighborhood, following up with the community on the city’s plan for assistance and enforcement is needed.



▲ Maps from the 2019 Baseline Survey of Existing Conditions (Source: City of Sheboygan)



Host Neighborhood Meetings to Share Resources

The city and other local partners have many home improvement resources that can be shared with the community to nurture the revitalization of the neighborhood. Consideration can be given to highlighting an example of curb appeal and rehabilitation in River Bend, or perhaps some design assistance to provide guidance to property owners on how to rehabilitate and strengthen the quality of housing and the value of River Bend's property values. This meeting could be hosted in a commercial property in the neighborhood on the north end. These resources can also be shared with residents by mail.

Host Homeownership & Financial Wellness Workshops

The city could partner with a local organization to provide resources for renters in the community to learn about homeownership, and when relevant, focus on financial wellness to build up to homeownership. Consideration could be given to working with residential property investors who may be willing to sell their properties to their tenants or other neighborhood residents.



Source: CRAI



▲ In general, the housing stock is slightly outdated in appearance, however much of this is cosmetic and material choices in prior exterior maintenance. The housing stock in general is built well with high quality materials and are attractive to current and future residents interested in a traditional neighborhood with proximity to the river and other amenities, including recreation and many prominent commercial corridors.

Source: GRAEF

**CITY OF SHEBOYGAN
COMMUNITY DEVELOPMENT BLOCK GRANT
OWNER-OCCUPIED
REHABILITATION LOAN PROGRAM
GUIDELINES AND APPLICATION**
January 2015

- 1 You must be the owner-occupant of the property to be rehabilitated.
- 2 The property must be located in the City of Sheboygan. Priority is given to any property located in the central part of the City.
- 3 Total debt on the property (including our loan) cannot exceed 30% of the property's after-rehabilitation market value. The City will place a mortgage on the property to secure the loan.
- 4 Applicants must meet the income guidelines (January 2015) shown below:

FAMILY SIZE	MEDIAN INCOME OF 50%	MEDIAN INCOME OF 80%
1	\$24,150	\$38,600
2	\$27,600	\$44,100
3	\$31,050	\$49,600
4	\$34,450	\$55,100
5	\$37,250	\$59,550
6	\$40,000	\$63,950
7	\$42,750	\$68,350
8+	\$45,500	\$72,750

For applicants whose income is below **50%** of the median income, the loan is deferred (no monthly payments) with no interest charges. The loan is repaid (without interest) when you sell the property or move out of the property.

For applicants whose income is **above 50%** of the median income, but **below 80%** of the median income, monthly payments of principal and interest are required. The interest rate will vary from **0% to 4%** depending on income for a period of **10 years**.

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT

Department of City Development
828 Center Avenue, Suite 104
Sheboygan, WI 53081
(920)459-3377
E-Mail: Development@ci.sheboygan.wi.us

▲ Available here: <http://sheboyganwi.wpengine.com/wp-content/uploads/2011/05/Rehab-Loan-Program-2015-Owner-Occupied-Application3.pdf>

**CITY OF SHEBOYGAN
COMMUNITY DEVELOPMENT BLOCK GRANT
OWNER-INVESTOR
REHABILITATION LOAN PROGRAM
GUIDELINES AND APPLICATION**
January 2015

- 1 You must be the owner of the property to be rehabilitated.
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2	\$44,100
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4	\$55,100
5	\$59,550
6	\$63,950
7	\$68,350
8	\$72,750

At the time of loan closing, you will be required to deposit **25%** of the project cost into the City's escrow account. The City will loan the remaining **75%** of the project cost at **4%** for fifteen (15) years.

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT

Housing Rehabilitation Program
Department of City Development
828 Center Avenue, Suite 104
Sheboygan, WI 53081
(920)459-3377
E-Mail: Development@ci.sheboygan.wi.us

▲ Available here: <http://sheboyganwi.wpengine.com/wp-content/uploads/2015/04/Rehab-Loan-Owner-Investor-and-Tenant-Application.pdf>

Recommendation 5.2

Support the ongoing rehabilitation of the commercial properties in River Bend.



▲ A view of the rehabilitation of 822 N. 14th Street into a commercial space.

Market the city's Commercial Facade Loan Program, the Signage grant, and the Business Development Revolving Loan Program to all neighborhood businesses to boost the curb appeal and job opportunities in the neighborhood.

The north end of River Bend is experiencing a renaissance of vision, new uses, and reinvestment. This is setting a strong tone for future investment in existing and new commercial properties in the neighborhood. Opportunities to highlight new investment by working with new businesses on open houses that are marketed to neighboring community residents and businesses will help strengthen the neighborhood identity and inspire additional transformation.

- Commercial Facade Loan Program: <http://sheboyganwi.wpengine.com/wp-content/uploads/2011/05/RDA-CFLP-FINAL.pdf>
- Commercial Signage Program <http://sheboyganwi.wpengine.com/wp-content/uploads/2011/05/Sign-Grant-11-2008.doc>
- Inquire with the City of Sheboygan's Planning & Development team about the Business Development Revolving Loan Program.



▲ A view of the ongoing historic rehabilitation efforts of 1320 Niagara Avenue. This building will feature 2-3 new mixed-use tenants.

Recommendation 5.3

Facilitate the historic rehabilitation and adaptive retrofits of the existing structures – residential and commercial in River Bend.

How to Qualify for Tax Credits

1. Own a Historic Building
2. Use the Building for Income-Producing Purposes
3. Formally Apply to the Wisconsin Historical Society
4. Rehabilitate the Building Following Program Standards
5. Spend the Minimum Amount Required on Rehabilitation
6. Claim the Credit for Eligible Expenses Only
7. Maintain Ownership of the Building and the Building's Historic Character for Five Years



- ▲ The John Allen Seed Company building at 1223 New York Avenue, built in 1920.
Source: Wisconsin Historical Society: <https://www.wisconsinhistory.org/Records/Property/HI122513>

Share resources with the property owners of eligible historic properties in River Bend.

- Sheboygan's Historic Preservation Research and Construction Grant programs
- National Register and State Register of Historic Places
- State and Federal Tax Credits

National Register & State Register of Historic Places

Both registers include buildings, sites, and districts that are significant in local, state and national history. Today, there are approximately 2,400 listings in Wisconsin. Properties that are interested in pursuing Historic Tax Credits need to be listed on the State and National Registries.

- <https://www.wisconsinhistory.org/pdfs/hp/consultants/HPR-Nomination-Questionnaire-2016.pdf>
- <https://www.wisconsinhistory.org/Records/Article/CS2836>

State & Federal Tax Credits for Historic Income-Producing Buildings

The Federal program returns 20 percent of the cost of rehabilitating historic buildings to owners as a federal income tax credit. The Wisconsin Historic Preservation Tax Credit Program returns 20 percent of the cost of rehabilitating historic buildings, up to \$3.5 million per parcel, to owners as a Wisconsin income tax credit.

- <https://www.wisconsinhistory.org/Records/Article/CS3215#forms>

Historic Preservation Grant Program – Facade Grant for Research Work

Available in other parts of the city, the city is considering expanding the program into the River Bend neighborhood.

- <http://sheboyganwi.wpengine.com/wp-content/uploads/2014/08/Historic-Preser.-Grant-Research-8-6-14-2.pdf>
- Inquire with the City of Sheboygan's Planning & Development team about the Historic Preservation Construction grant program

Structures to Consider for Eligibility for the Registers & Tax Credits

- 1134 Pennsylvania Avenue (original structures on the east side of the parcel)
- 511 N. Commerce Street
- 1223 New York Avenue (see photo, previous page)
- 619 N. Commerce Street



Source: GRAEF

▲ 1134 Pennsylvania Avenue.



Source: GRAEF

▲ 511 N. Commerce Street

Recommendation 5.4

Identify and capitalize on opportunities to create live-work spaces.

Historically River Bend thrived as a live-work neighborhood, where residents walked to local manufacturing jobs. While some residents are still able to do this, the changing economic landscape has shifted this somewhat. Given the unique mix of uses in River Bend, and the proximity to other prominent commercial areas—including downtown—River Bend is positioned to welcome new and innovative work and live-work spaces to regain its positioning as a live-work neighborhood.

Live-Work Spaces

This can and should include opportunities to diversify the working and housing types in River Bend, and in Sheboygan generally. The neighborhood currently contains existing structures and potential sites for development that could incorporate these uses into the redevelopment plans. Live-work redevelopment can help preserve the historic landscape of the neighborhood while also increasing density of jobs and residents that can support and contribute to the urban amenities within the neighborhood and in the surrounding commercial corridors and districts.



▲ A view of two parcels along N. Commerce Street that are ripe with potential for live-work spaces.

LIVE/WORK



Source: <http://kronbergwall.com/the-importance-of-livework/>

CITY OF SHEBOYGAN

REQUEST FOR LICENSING, HEARINGS AND PUBLIC SAFETY CONSIDERATION

ITEM DESCRIPTION: R.O. 118-19-20 by Alderperson Wolf and Donohue adopting the River Bend Neighborhood Master Plan.

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

REPORT DATE: December 6, 2019

MEETING DATE: December 10, 2019

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:

The River Bend neighborhood has undergone changes of late, seeing the decline of industrial uses along the Sheboygan River and an interest in redevelopment. The City of Sheboygan commissioned this master plan to provide a tool to guide the changes underway, provide support for the residential neighborhood, provide guidance on regulations to support the future vision, unlock riverfront opportunities, and re-imagine the riverfront.



The River Bend neighborhood is defined as the area south of the Sheboygan River and north of Pennsylvania Avenue for the purposes of this report.



The River Bend Neighborhood Plan compiles an action plan of recommendations related to the future growth and stability of the mixed-use neighborhood as the land use of several key sites transitions from industrial uses to commercial and residential. Upon approval by the Common Council, these recommendations may be used by the Council, city staff and departments or key community organizations to guide redevelopment opportunities in the neighborhood. The recommendations include:

Infrastructure

- 1. Provide streetscape amenities along N. 14th Street.
- 2. Improve pedestrian crossings on N. 14th Street.
- 3. Reconstruct N. Commerce Street.

4. Secure public access to and alongside Sheboygan River.
5. Support river activities inclusive of soft boat launches, non-motorized recreation, and cross-river connections.

Redevelopment

1. As opportunities present themselves, consider amending zoning and future land use maps for River Bend neighborhood.
2. Support development opportunities at catalytic sites within neighborhood.

Housing Policy and Programs

1. Encourage rehabilitation of River Bend's one- and two-family housing stock to boost curb appeal, property values, property maintenance, and neighborhood confidence.
2. Support the ongoing rehabilitation of the commercial properties in River Bend.
3. Facilitate historic rehabilitation and adoptive retrofits of the existing structures - residential and commercial in River Bend.
4. Identify and capitalize on opportunities to create co-working, start-up incubator and/or live-work spaces.

Neighborhood Goals include:

1. Support Redevelopment Opportunities
 - A. Invest in infrastructure to support catalytic projects.
 - B. Establish appropriate areas for mixed-use and higher density land uses.
2. Create safe and attractive neighborhood connectivity
 - A. Provide streetscape amenities.
 - B. Implement traffic calming measures.
 - C. Expand existing pedestrian and bicycle network with connections across the Sheboygan River.
3. Attract investment and sense of pride in the neighborhood.
 - A. Provide programs and resources for property owners.
 - B. Promote homeownership.

4. Establish a neighborhood identity

- A. Combine the existing natural and built environment character with future redevelopment and infrastructure improvements to create a unique neighborhood look and feel.

STAFF COMMENTS:

Staff is recommending approval of the master plan which will help encourage the type of redevelopment the City of Sheboygan seeks for the River Bend Neighborhood.

ACTION REQUESTED:

Motion to recommend the Common Council approve R.O. 118-19-20 by Alderperson Wolf and Donohue adopting the River Bend Neighborhood Master Plan.

ATTACHMENTS:

R.O. 118-19-20