

**\*\*\*ATTACHMENTS\*\*\***

**CITY OF SHEBOYGAN**

**REQUEST FOR PLANNING COMMISSION CONSIDERATION**

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**ITEM DESCRIPTION:** Conditional Use application by Ellwood H. May Environmental Park to operate Maywood Ecology Center at 3615 Mueller Road. SR-5 Zone

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

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**REPORT DATE:** June 15, 2018

**MEETING DATE:** June 18, 2018

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**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

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**BACKGROUND / ANALYSIS:**

Ellwood H. May Environmental Park is proposing to operate Maywood Ecology Center at 3615 Mueller Road. The applicant states the following about the proposed project:

- Maywood is proposing to operate a new preschool called Maywood Ecology Center. This new preschool will promote skill development through play-based learning that is child-led, hands-on, and project oriented. The curriculum has two goals: child development and environmental education.
- The goal of this new educational endeavor is to provide outdoor educational programming for 16 to 20 4K students, from 8:00 – 11:00 a.m. Monday through Thursday (4 days a week) throughout the school year spending at least 50% of their time outdoors exploring the various habitats of Maywood.
- Upon arrival, students will gather in the Program Room before heading outdoors. This space accounts for 684sf which is 4.2% of the Ecology Center's 16,255sf. On occasion, students may use other spaces such as our Environmental Lab, Field Lab, or Pavilion to accommodate certain activities or projects.
- To make the Program Room function as the dedicated preschool space, we will remove the tables and chairs so children can sit on the carpeted floor. Supplies will be kept in clear, plastic bins that can be retrieved from one of several storage areas as needed. This space has the advantage of having low windows so children can see out, and is located away from the public traffic in the building. It has an adjacent handicap bathroom and an adjacent kitchen for access to snacks.

- At this point, there will likely not be any changes to the existing building. The interior of the building has always functioned as program space, and will continue in this capacity. Undoubtedly, the space being allocated for the 4K students will continue to be used for meetings and programs when 4K students are not present.
- No changes are needed for parking as the parking lot was designed to accommodate school buses and school groups arriving in cars. Students and parents will access the building just like the thousands of other students and visitors do through the front door. Parents will walk their child to the Program Room where the teacher(s) will greet the children. However, during the winter months, students will likely be met by their teacher(s) in the Lobby. This is because students will be arriving in layered outdoor clothing ready to head outdoors upon arrival.
- No additional signage is planned. As with all City parks, Maywood has a large sign at its entrance that provides sufficient identification.

Applicant states the following about their partnership with the SASD and Camp Y-Koda:

- In 2014, Maywood formed a partnership with Camp Y-Koda to provide educators for school programs at Maywood. Although Maywood has a long history of providing quality school programs, reductions of staff required a new approach to the educational component of Maywood's mission.
- More recently, a partnership between Maywood, Camp Y-Koda and the SASD was created to expand Maywood's coverage of student ages by providing a Nature-based Preschool. Camp Y-Koda staff will teach these young students, just as they are currently teaching all other students visiting Maywood. The Sheboygan Area School District (SASD) will cover the cost of the educators.
- The preschool will function in accordance with the Sheboygan Area School District (SASD) mandates and guidelines. The YMCA and Camp Y-Koda will provide the educational staff to run the program. This current partnership is already in place for running all of our school programs. SASD will pay the YMCA a designated amount per child. That money will be used to pay for educational staff, supplies, equipment, and reimburse Maywood for use of the facility.

In 1980, a Master Site Plan for Maywood was accepted and adopted by the City of Sheboygan's Common Council. Still in use today, the Master Site Plan defines the purpose of the Ellwood H. May Environmental Park "as public area dedicated to the preservation, study, improvement and understanding of all natural and man-made conditions influencing the growth and development of nature and man and how they adapt one to another." The Environmental Park Trust, current employer of the Maywood Director, has adopted a Maywood mission "to foster environmental stewardship through educational and outdoor experiences designed to connect our community with the natural world." Since 1983, Maywood has offered a variety of programs to students of all ages throughout each school year. With thousands of students attending annually, and with our summer camp programs,

Sheboygan area youth have been experiencing the wonders of nature and the importance of all aspects of our ecosystem. Although school field trips to natural areas like Maywood have significant value for students, the disconnect between our youth and nature continues to widen. We believe that having greater exposure to nature, especially at a young age, will help form the foundation needed to create good environmental stewards.

**STAFF COMMENTS:**

Applicant will need to work with the building department to make sure all building codes are met prior to receiving an occupancy permit to occupy/operate such a 4k program from the Maywood facility.

**ACTION REQUESTED:**

Staff is recommending approval of the conditional use subject to the following conditions:

1. Prior to building permit issuance, the applicant shall obtain all licenses/permits as well as meet all required codes including but not limited to building, plumbing, electrical, HVAC, fire, health, etc. An occupancy permit will be granted only at such time as the applicant has met all requirements.
2. If using dumpsters, the dumpster(s) shall be screened/enclosed and constructed of like materials and colors of the facility.
3. 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.).
4. Outdoor storage of materials, products or equipment shall be prohibited.
5. All new lighting shall be installed per Section 15.707 of the City of Sheboygan Zoning Ordinance. There shall be no spillover light onto adjacent properties and/or streets.
6. If the applicant is remodeling the exterior of the building, the applicant shall obtain City of Sheboygan Architectural Review Board approval prior to remodel construction.
7. If there are any amendments to the approved conditional use/site plan, the applicant will be required to submit a new conditional use application reflecting those amendments.

**ATTACHMENTS:**

Conditional Use Permit Application and required attachments.

PARCEL NO. 628955  
MAP NO. \_\_\_\_\_  
ZONING CLASSIFICATION: SR-5

Office Use Only  
APPLICATION/FILE NO. \_\_\_\_\_  
REVIEW DATE: 6/12/18

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

**CITY OF SHEBOYGAN  
APPLICATION FOR  
CONDITIONAL USE PERMIT**  
Requirements Per Section 15.905  
Revised May 2012

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: Ellwood H May Environmental Park  
ADDRESS: 3615 Mueller Road E-MAIL: David.Kuckuk@sheboyganwi.gov  
PHONE: (920) 459-3906 FAX NO. ( ) NA

**2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT**

NAME OF PROPOSED/EXISTING BUSINESS: Maywood Ecology Center  
ADDRESS OF PROPERTY AFFECTED: 3615 Mueller Road  
LEGAL DESCRIPTION: \_\_\_\_\_

BRIEF DESCRIPTION OF EXISTING OPERATION OR USE: Environmental programming, preservation, & recreation

DETAILED DESCRIPTION OF PROPOSED OPERATION OR USE INCLUDING ANY CHANGES TO THE EXISTING USE: Provide environmental programming four half days per week for 4 year old students

BRIEF DESCRIPTION OF ALL REQUESTED VARIANCES FROM PROVISIONS OF THE ZONING ORDINANCE, WHICH ARE RELATED TO THE PROPOSED OPERATION OR USE: Shouldn't be any variances as we're providing the same type of services we always have.

## Proposed Nature-based Preschool at Maywood.

### **In a nutshell:**

Maywood will be using its existing Program Room four mornings each week during the school year to provide a gathering space before venturing outdoors with up to 20 4K students. This same space will likely continue to function as an additional meeting and program space, just as it always has, when not in use by 4K programming. Camp Y-Koda staff will teach these young students, just as they are currently teaching all other students visiting Maywood. The Sheboygan Area School District will cover the cost of the educators. No changes to the building are planned at this time. Enclosing the original front porch of the house to create a mud room was suggested, but the cost of required architectural drawings by your office for such an elementary project would be cost prohibitive at this point.

### **Proposal Detail:**

In 2014, Maywood formed a partnership with Camp Y-Koda to provide educators for school programs at Maywood. Although Maywood has a long history of providing quality school programs, reductions of staff required a new approach to the educational component of Maywood's mission. More recently, a partnership between Maywood, Camp Y-Koda, and the Sheboygan Area School District was created to expand Maywood's coverage of student ages by providing a Nature-based Preschool. We have come to recognize the dramatic decline in time spent outdoors by children, in part due to excessive amounts of screen time. The average child between 8 and 18 years old spends 7 hours per day using a computer, television, or cell phone beyond the time they spend in school. As a result, children are losing valuable connections to nature. This new preschool will promote skill development through play-based learning that is child-led, hands-on, and project oriented. The curriculum has two goals: child development and environmental education.

In 1980, a Master Site Plan for Maywood was accepted and adopted by the City of Sheboygan's Common Council. Still in use today, the Master Site Plan defines the purpose of the Ellwood H. May Environmental Park "as public area dedicated to the preservation, study, improvement and understanding of all natural and man-made conditions influencing the growth and development of nature and man and how they adapt one to another." The Environmental Park Trust, current employer of the Maywood Director, has adopted a Maywood mission "to foster environmental stewardship through educational and outdoor experiences designed to connect our community with the natural world." Since 1983, Maywood has offered a variety of programs to students of all ages throughout each school year. With thousands of students attending annually, and with our summer camp programs, Sheboygan area youth have been experiencing the wonders of nature and the importance of all aspects of our ecosystem. Although school field trips to natural areas like Maywood have significant value for students, the disconnect between our youth and nature continues to widen. We believe that having greater exposure to nature, especially at a young age, will help form the foundation needed to create good environmental stewards.

The goal of this new educational endeavor is to provide outdoor educational programming for 16 to 20 4K students, from 8:00 – 11:00 a.m. Monday through Thursday throughout the school year spending at

least 50% of their time outdoors exploring the various habitats of Maywood. Upon arrival, students will gather in the Program Room before heading outdoors. This space accounts for 684 sq. ft., which is 4.2% of the Ecology Center's 16,255 sq. ft. On occasion, students may use other spaces such as our Environmental Lab, Field Lab, or Pavilion to accommodate certain activities or projects. At this point, there will likely not be any changes to the existing building. Enclosing the existing front porch of the original house to make the space useable for storage of coats and boots upon entering the building has been suggested. The porch currently provides minimal benefit, but has the foundation and roof necessary should this idea of enclosing it be further pursued. The interior of the building has always functioned as program space, and will continue in this capacity. Undoubtedly, the space being allocated for the 4K students will continue to be used for meetings and programs when 4K students are not present.

To make the Program Room function as the dedicated preschool space, we will remove the tables and chairs so children can sit on the carpeted floor. Supplies will be kept in clear, plastic bins that can be retrieved from one of several storage areas as needed. This space has the advantage of having low windows so children can see out, and is located away from the public traffic in the building. It has an adjacent handicap bathroom and an adjacent kitchen for access to snacks.

No additional signage is planned. As with all City parks, Maywood has a large sign at its entrance that provides sufficient identification. No changes are needed for parking as the parking lot was designed to accommodate school buses and school groups arriving in cars. Students and parents will access the building just like the thousands of other students and visitors do through the front door. Parents will walk their child to the Program Room where the teacher(s) will greet the children. However, during the winter months, students will likely be met by their teacher(s) in the Lobby. This is because students will be arriving in layered outdoor clothing ready to head outdoors upon arrival.

The preschool will function in accordance with the Sheboygan Area School District (SASD) mandates and guidelines. The YMCA and Camp Y-Koda will provide the educational staff to run the program. This current partnership is already in place for running all of our school programs. SASD will pay the YMCA a designated amount per child. That money will be used to pay for educational staff, supplies, equipment, and reimburse Maywood for use of the facility.

The City Engineering Department should have drawings of all interior and exterior spaces of the Ecology Center, the 135 acres that comprise Maywood's outdoor space, the proximity to property boundaries, utilities, and out buildings. The City should also have drawings of existing drainage patterns. All of these above mentioned features will not change by adding another school program to our long list of current programs that we offer throughout the year.



# WANT YOUR 4K CHILD TO ENGAGE WITH NATURE?

Are you aware of the benefits of hands-on, play-based learning? Looking for engaging curriculum that is nature driven and community minded?

Then the Nature Based 4K Preschool is your answer. Staff from Camp Y-Koda, Maywood Environmental Park, and the Sheboygan Area School District, trusted partners for youth development and living in harmony with nature, have partnered to develop this innovative program.

Your child will spend at least half time outdoors among Maywood's 135 acres. Learning will occur within six diverse ecosystems, the Arboretum, four natural play areas, butterfly and hummingbird gardens, a mud kitchen, creek, and more.

In collaboration with families, our preschool promotes skill development through play-based learning that is child-led, hands-on, and project oriented. The curriculum has two goals: child development and environmental education.



For more details:  
call 920-467-6882

or email Sarah: [sdezwarde@sheboygancountyyymca.org](mailto:sdezwarde@sheboygancountyyymca.org)



## Welcome to the Nature Based 4K Preschool

### SCHOOL HOURS

Monday to Thursday 8:00-11:00 AM; no school on Friday

### LOCATION

Maywood, 3615 Mueller Road, Sheboygan

### STAFF

Wisconsin licensed 4K-3rd grade teacher, assistant teacher, and naturalist from Camp Y-Koda

### EXPERIENCES MAY INCLUDE

- Trail hiking
- Animal tracking
- Searching for and identifying bird, insect and plant species
- Pond and ecosystem exploration
- Mud kitchen activities

### CURRICULUM BASIS

- Reggio Emilia - student-centered, experiential learning in a relationship-driven environment that teaches respect, responsibility and community.
- Montessori - "discovery" model where child learns from working with materials vs. from direct instruction, values the human spirit and development of the whole child.

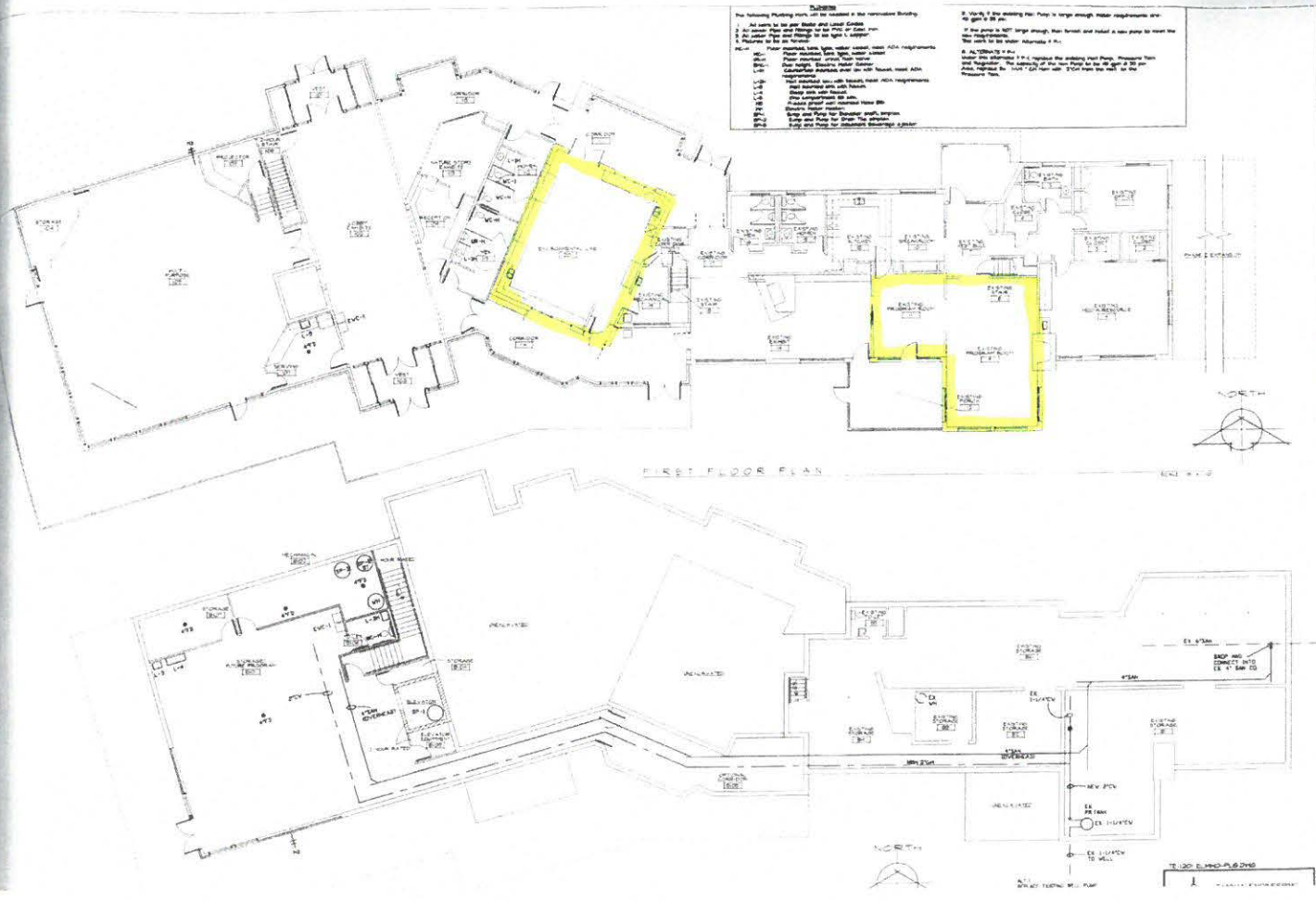
### YOUR INVOLVEMENT

- As parents, your involvement is crucial to your child's growth.
- We offer many opportunities to engage through family events, parent nights, and volunteer work days.

### CHILD DEVELOPMENT

- All domains of the world of your child - cognitive, physical, social-emotional, aesthetic, language, and spiritual.
- Ecological identity and environmental ethic.

To enroll [www.sheboygan.k12.wi.us/enroll/](http://www.sheboygan.k12.wi.us/enroll/)



**NOTES**

The following plumbing work can be installed in the renovation building:

1. Add water to the hot water tank (100 gal tank).
2. Add water pipe and fittings to the hot water tank.
3. Replace the hot water tank.
4. Add water to the hot water tank.
5. Add water to the hot water tank.
6. Add water to the hot water tank.
7. Add water to the hot water tank.
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**BIRSCHBACH**  
 ARCHITECTURAL CONSULTANTS & ENGINEERS  
 1000 W. WASHINGTON ST. SUITE 200  
 MILWAUKEE, WISCONSIN 53233-1010  
 TEL: 414.224.1111 FAX: 414.224.1112  
 WWW.BIRSCHBACH.COM

PROJECT: BIRCHWOOD H. MAY ENVIRONMENTAL PARK  
 LOCATION: WISCONSIN  
 DATE: 11/11/11  
 DRAWN BY: [Name]  
 CHECKED BY: [Name]  
 DATE: [Date]







explore.  
learn.  
enjoy.

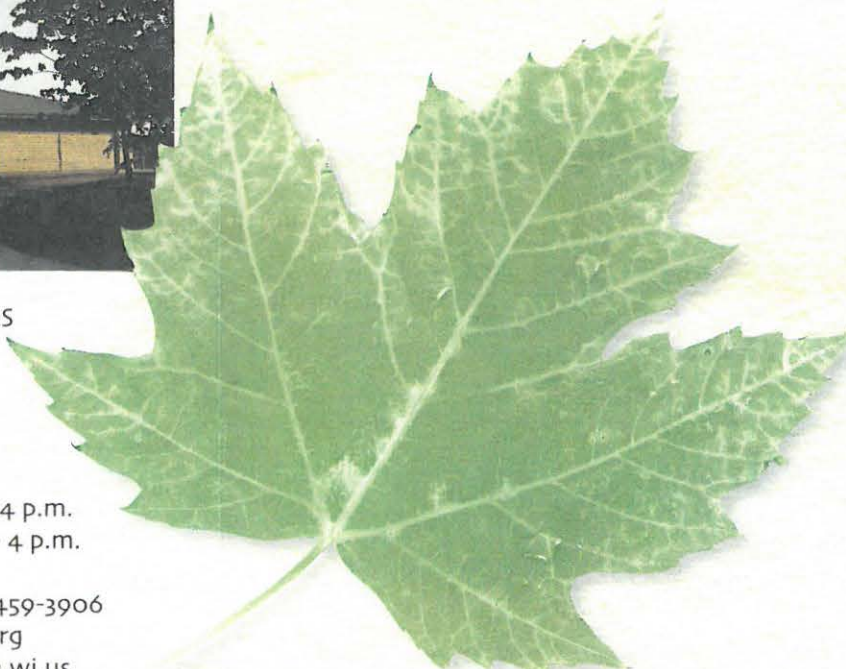


#### ALL-SEASON HOURS

Park open daily  
6 a.m. - 10 p.m.

Ecology Center  
Monday - Friday 9 a.m. - 4 p.m.  
Saturday - Sunday 1 p.m. - 4 p.m.

For more information 920-459-3906  
[www.GoMaywood.org](http://www.GoMaywood.org)  
[Maywood@ci.sheboygan.wi.us](mailto:Maywood@ci.sheboygan.wi.us)



Ellwood H. May Environmental Park is a 135-acre site that's part of the City of Sheboygan park system. It's open to the public free of charge year-round and is bursting with biodiversity, environmental education opportunities, outdoor recreation and hands-on experiences—all within the confines of an urban community. As an integral portion of the Pigeon River Environmental Corridor, Maywood is dedicated to promoting environmental stewardship through real life experiences for all ages and interests to enjoy.

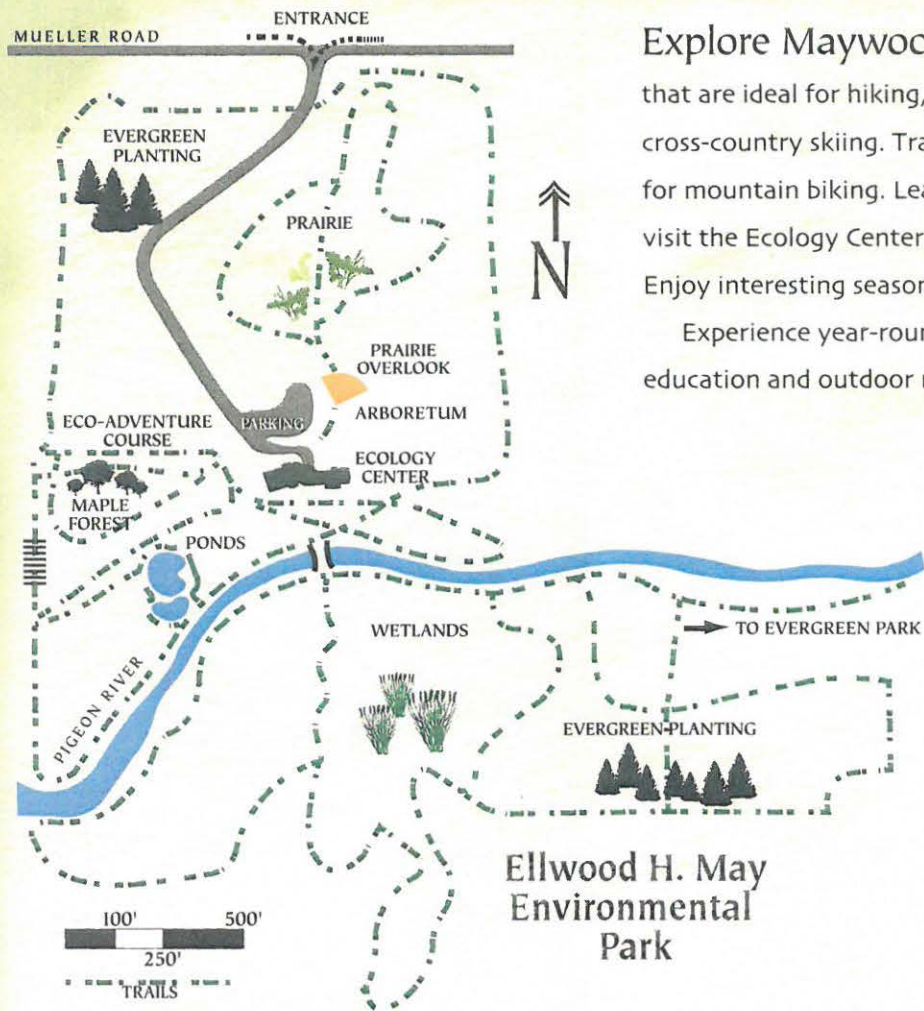
The park was gifted to the City by the late industrialist Ellwood H. May and by additional land bequests. It is supported by the City of Sheboygan, grants, and The Environmental Park Trust of Sheboygan County through donations, bequests, annual fund drives, and the involvement of the Ellwood H. May Environmental Park Association of Sheboygan County, Inc. and numerous volunteers.



maywood

ELLWOOD H. MAY ENVIRONMENTAL PARK





## Explore Maywood's free trails

that are ideal for hiking, wildlife viewing and cross-country skiing. Trails are not maintained for mountain biking. Learn more about the park; visit the Ecology Center and The Arboretum. Enjoy interesting seasonal displays.

Experience year-round environmental education and outdoor recreation opportunities.

FOR PERSONAL SAFETY AND ENVIRONMENTAL PRESERVATION OF THE PARK, THE FOLLOWING RULES ARE ENFORCED:

Please take only pictures; leave only footprints.

Alcohol, pets, camping and fires are prohibited.

Collecting plants, flowers or other wildlife is prohibited.

Motor vehicles are permitted only in designated areas.

All state fishing regulations apply.

## Learn through school field trips

- Habitat Hikes (Pre-K-12th Grade)
- Winter Adaptations (K-12th Grade)
- Scutes, Skins & Shells (K-6th Grade)
- Wild About Weather (1st Grade)
- Prairie Ecology (2nd-8th Grade)
- Can You Dig It? - Soils (2nd-8th Grade)
- Silly For Seeds - Plants (3rd-5th Grade)
- Aquatic Ecology (3rd-8th Grade)
- Maple Sugaring (4th Grade)
- Land & Water (4th-8th Grade)
- Eco-Adventure Course (5th-9th Grade)
- Wilderness Skills (7th-12th Grade)
- River Investigations (8th-12th Grade)

## Enjoy these Maywood activities

- Annual Community Events
- Aquatic Studies & Water Monitoring
- Astronomy Observation
- Environmental Presentations
- Guided Walks & Canoe Outings

### March

**FLAPJACK DAY** Celebrate the Wisconsin tradition of maple sugaring with activities that include sampling homemade maple syrup on a stack of flapjacks and foot-stomping entertainment for the entire family. This popular event features guided tours of the sugar bush to observe the entire process of maple sugaring, from

### April

**EARTH DAY CELEBRATION** Gain a new appreciation of our earth and its natural wonders by enjoying a wide variety of recreational and educational activities throughout the park, such as kayaking, hands-on workshops, environmental exhibits, and live animal presentations.



### Summer

**ECOCAMPS** New adventures await young nature lovers. Children experience a fun-filled week at day camp with outdoor activities such as hikes, crafts, games, special guests, field trips and overnight campouts to help them appreciate and understand our natural world. Ages and camp themes vary each summer.

### September

**MAYWOOD EARTH RIDE** This popular full-service bicycle tour is for all ages and abilities. Several scenic routes from 12 to 100 miles take cyclists through beautiful

**CITY OF SHEBOYGAN**

**REQUEST FOR PLANNING COMMISSION CONSIDERATION**

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**ITEM DESCRIPTION:** Conditional Use application by James Coulson to operate Premier Outdoor Services, LLC from 2005 New Jersey Avenue. UI Zone

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

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**REPORT DATE:** June 15, 2018

**MEETING DATE:** June 18, 2018

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**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

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**BACKGROUND / ANALYSIS:**

James Coulson is proposing to operate Premier Outdoor Services from 2005 New Jersey Avenue (the space was previously occupied by the Bullpen who has moved to a larger tenant space in the east side of the facility). Premier Outdoor Services, LLC is an established, full service Landscape Contractor in Sheboygan County with ten (10) years of experience in the landscaping industry. At Premier Outdoor Services, we specialize in the management of your property, whether it is commercial or residential.

Premier Outdoor offers the following services:

- Rough cut mowing for vacant lots and/or open fields
- Weekly or as-needed mowing services
- Spring and fall cleanups
- Mulch renewal
- Pruning
- Tree and shrub installation
- Residential and commercial snow plowing and removal services
- Portering
- Building Maintenance
- Lot Sweeping
- Complete Landscape Installation
- Much More

The applicant states the following about the landscaping use of 2005 New Jersey Avenue:

- Premier Outdoor is not a typical landscape company - there will be no mulch, stone, dirt or any other materials piles onsite. All materials leftover from jobs will be disposed of and will not be stored onsite. We will maintain the cleanliness of the exterior of the premises.
- Our plan is to keep up to the allowed amount of trucks stored inside during winter. All plows, salters, tractors, four wheelers & any attachments for tractors are to be kept inside the building. Trailers and trucks will be parked on angle on West side of blacktop area up to edge of the grass.
- I would really love to have my business in the City of Sheboygan and by approving this permit you are bringing another positive business back into the City of Sheboygan.

**STAFF COMMENTS:**

Although the applicant has not received approval to operate Premier Outdoor landscape business from 2005 New Jersey Avenue, it appears the applicant has moved a significant amount of equipment to site. If this is any indication of how the applicant intends on operating from the site there are several concerns.

The applicant stated the following about Premier Outdoor:

*“Our plan is to keep up to the allowed amount of trucks stored inside during winter. All plows, salters, tractors, four wheelers & any attachments for tractors are to be kept inside the building. Trailers and trucks will be parked on angle on West side of blacktop area up to edge of the grass.”*

Per the attached pictures the applicant has the following equipment stored outside of the facility:

West side (adjacent to the single-family home located at 2031 New Jersey Avenue):

- Trucks, vans, large trailers, large dump truck and plow - All large pieces of equipment.

South side:

- Two (2) large pushers/plows (12 and 14 feet long) and a large de-icing equipment at the southwest corner of the site.
- Four (4) Boss Quick Cubes – equipment used for outdoor storing of salt.

East side:

- Four plows at the southeast corner of the site.

The applicant states that most of the equipment will be stored inside, however, there is a significant amount of vehicles and equipment that are presently stored outside and the applicant has not even received an approved conditional use permit to operate from the site.

The applicant is requesting to store two (2) large pushers/plows (12 and 14 feet long) at the southwest corner of the site. The plows weigh 3,200-3,800 pounds and can only be moved by a front end loader. Applicant indicates that the plows will not fit inside the building and therefore needs to store them outside. Applicant is proposing to store these outside at the southwest corner of the site. Applicant states they will be stored outside from April to November (8 months of the year). Staff has a couple of comments regarding the plows:

- Applicant should store the plows on in the parking lot and not in the landscape area located at the southwest corner of the property.
- The plows will be visible from Maryland Avenue. The Plan Commission could require the applicant to install landscaping such as arbor vitae or bushes that would screen the plows from Maryland Avenue.
- Staff will recommend a condition of approval that only these two (2) 11 foot snow pushers/plows are permitted to be stored outside.

The Plan Commission should have the applicant explain exactly what type of equipment will need to be stored outside and where it will be stored because it is apparent Outdoor Premier landscaping will be having equipment and vehicles stored outside.

The Plan Commission will need to determine whether or not to approve the conditional use permit until such time as the applicant specifically details the exact type, number and location of vehicles, equipment and landscaping materials to be located outdoors.

In the conditions below staff is only permitting the two (2) large snow plows/pushers as requested by the applicant. Staff believes that Outdoor Premier should have all landscaping and plowing equipment, materials etc. stored inside the building. If permitting equipment to be stored outside, staff would be recommending that the Plan Commission require the applicant to submit a proposal to screen and enclose any equipment to be stored outdoors prior to issuance of an occupancy permit.

**ACTION REQUESTED:**

Staff recommends approval of the conditional use permit subject to the following conditions:

1. Prior to building permit issuance, the applicant shall obtain all licenses and permits as well as meet all required codes including but not limited to building, plumbing, electrical, HVAC, fire, water, sewer, health, etc. An occupancy permit will be granted only at such time as the applicant has met all requirements.

2. Applicant shall obtain all necessary permits for the construction, the storage and the handling of hazardous chemicals and/or fuels (applicant shall be in contact with building inspection, fire department, etc.).
3. Applicant shall meet all zoning requirements including but not limited to noise, vibration, hazardous materials, etc.
4. If dumpsters are to be used, dumpster(s) shall be screened and enclosed and constructed of like materials and colors of the facility.
5. 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.).
6. Outdoor storage of materials, products or equipment shall be prohibited (landscape equipment, materials, etc.). The only items that may be stored outside are two (2) large snow pushers/plows (12 and 14 feet long). These snow pushers/plows shall be located on the paved parking spaces at the southwest corner of the property. Applicant shall install landscaping in this area to screen the plows from Maryland Avenue. Applicant will work with staff on the specific landscaping to be installed and the landscaping shall screen the plows from Maryland Avenue.
7. All lighting shall be installed per Section 15.707 of the City of Sheboygan Zoning Ordinance. There shall be no spillover light onto adjacent properties and/or streets.
8. Applicant will be required to obtain a sign permit for each sign to be installed on the property prior to installation.
9. Applicant shall install individual letter signs – no cabinet or flat panel signs.
10. All areas used for parking/maneuvering of vehicles shall be paved.
11. All areas that are not required to be paved shall be landscaped with grass and/or approved landscaping.
12. Any work within City of Sheboygan Public rights-of-way shall be discussed with the City Engineering Department and constructed to standard City specifications (including, but not limited to, new street improvements, new and/or closed ingress/egress driveway openings, curb, gutter, sidewalk, pavement, utilities, retaining walls, street trees, etc.).
13. 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.
14. If there are any amendments to the approved floor/site plan, the applicant will be required to submit a new conditional use application reflecting those amendments.

**ATTACHMENTS:**

Conditional Use Permit Application and required attachments.

PARCEL NO. 209320  
MAP NO. \_\_\_\_\_  
ZONING CLASSIFICATION: UI

Office Use Only

APPLICATION/FILE NO. \_\_\_\_\_  
REVIEW DATE: 6/18/18

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

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**CONDITIONAL USE PERMIT**

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**1. APPLICANT INFORMATION**

APPLICANT: JAMES COULSON  
ADDRESS: P.O. Box 31 E-MAIL: premierout services@gmail.com  
PHONE: (920) 287-2263 FAX NO. ( )

**2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT**

NAME OF PROPOSED/EXISTING BUSINESS: \_\_\_\_\_  
ADDRESS OF PROPERTY AFFECTED: 2005 NEW JERSEY AVE  
LEGAL DESCRIPTION: UNKNOWN

BRIEF DESCRIPTION OF **EXISTING** OPERATION OR USE: VACANCY WEST SIDE

DETAILED DESCRIPTION OF **PROPOSED** OPERATION OR USE INCLUDING ANY CHANGES TO THE EXISTING USE: OPERATE A LAWN CARE  
PROPERTY SERVICE BUSINESS - NO CHANGES PLANNED

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

May 30, 2018

To whom it may concern

I am asking the City of Sheboygan to grant Premier Outdoor Services a Conditional use Permit for 2205 New Jersey Ave for the west side portion of the building.

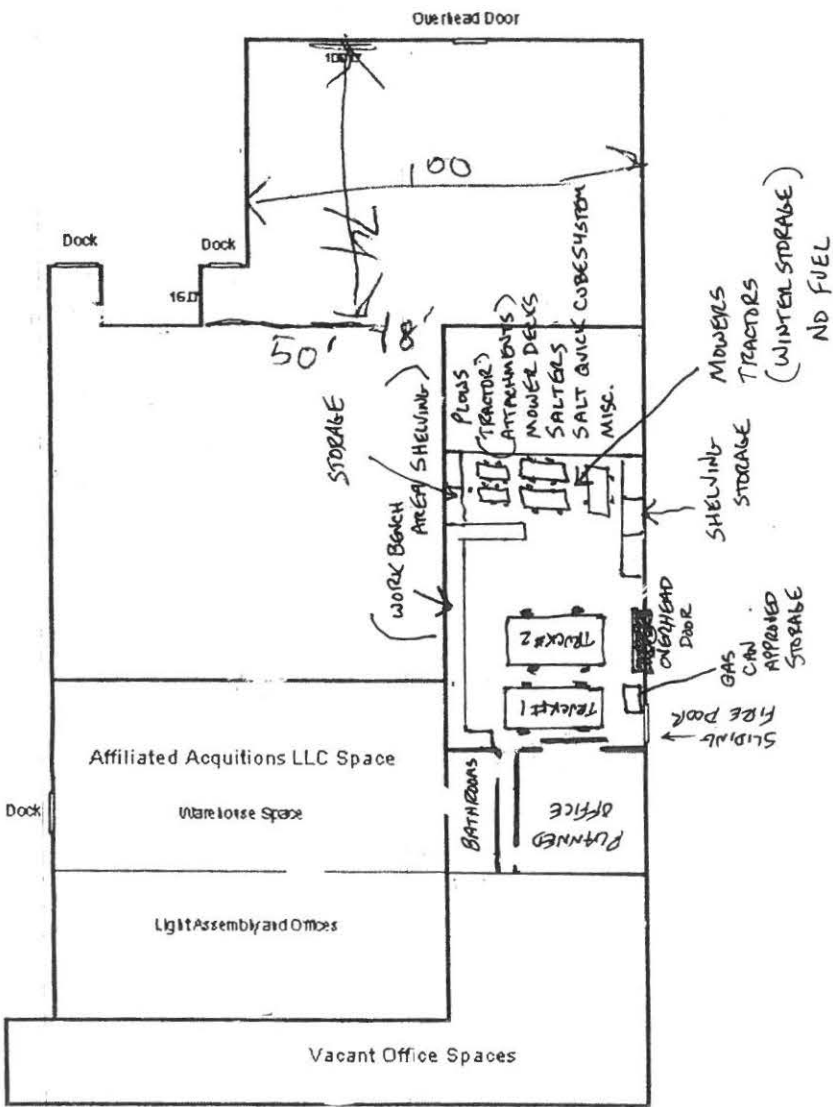
I have been a citizen of Sheboygan all my life. I have spent years of my life helping our community be a better place through donating my time and energy to the Sheboygan Jaycees for many years. I take great pride in our community. I started my business 4 years ago and would rather have been in the city back then however I was unable to find a location at that time. So, I spent the last 4 years in my current location growing my business and I have finally outgrown the current location. I found 2205 New Jersey and realized that it would be an ideal location for what we do.

New Jersey ave is an ideal location for our business. We are down in an all commercial area. There is single home located in the area to West however with all the other buildings around including Altmeyer Electric right behind it I can't imagine that would be a negative on us. The City Municipal building is right across the street to I mean really for a business like mine you can't really put it in a better location. We work normal hours of a typical business for the most part 7am to 6pm or so. Occasional Saturday work however our work is out in the field for the most part.

Our plan is to keep up to the allowed amount of trucks stored inside during winter. All Plows Salters Tractors, 4 Wheelers & any attachments for Tractors to kept inside the building. Trailers & Trucks will be parked on angle on West side of blacktop area up to edge of the grass.

There will be no mulch, Stone, Dirt or any other materials piles onsite. All Materials left over from jobs etc. will be disposed of. We will meet & Follow and guidelines for cleanliness of the exterior of the premises and we are not a typical Landscaper Company that you think of.

I would really love to have my business that provides all the great services to our local business and Residents be in the heart of that great city itself. It means so much more to be able to operate from your hometown than another location outside of it. Please see what an amazing opportunity this is for the City as well as Premier Outdoor. By Approving this Permit, you are bringing another positive business back into the city of Sheboygan where it belongs



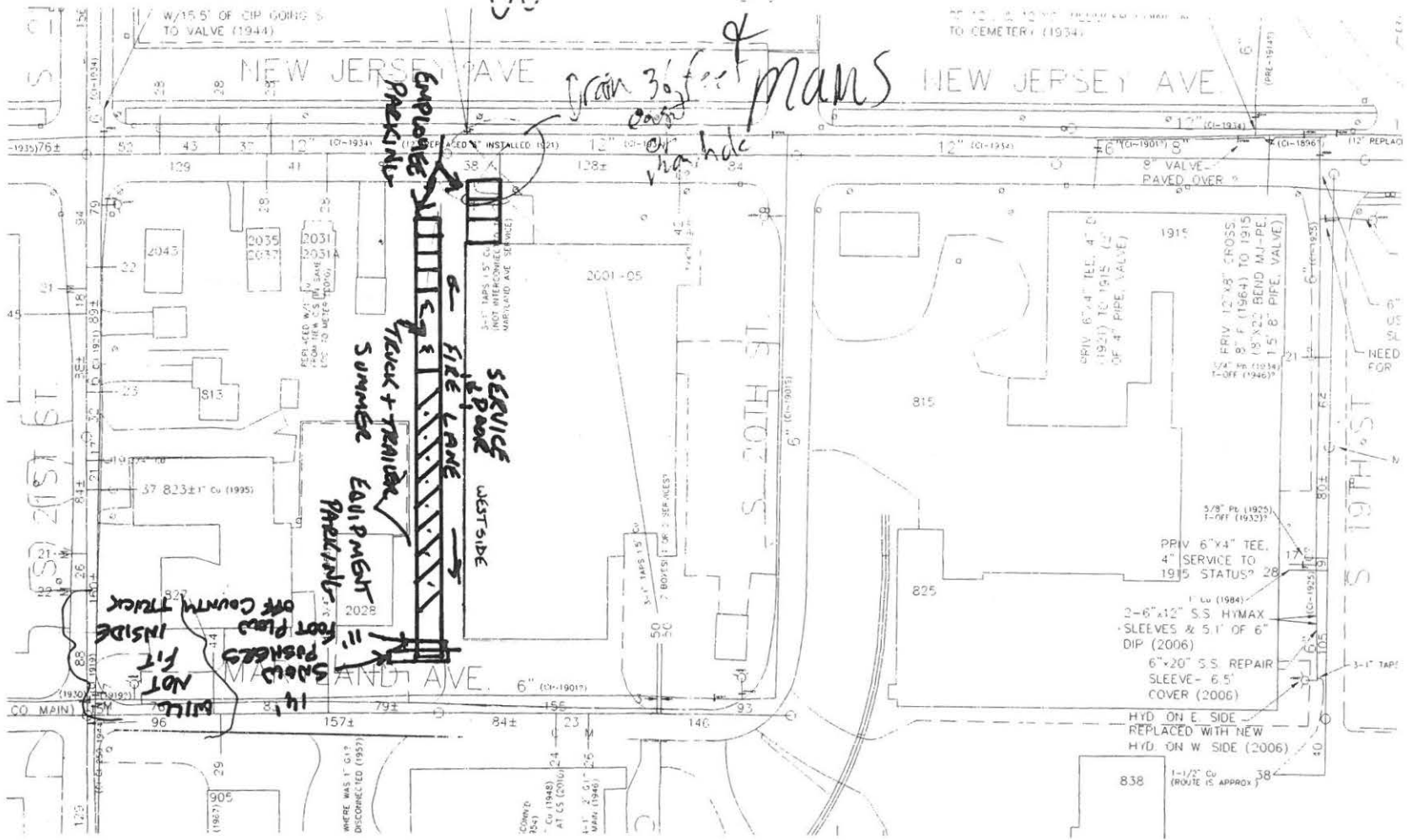
Dimensions were obtained from assessor data and some interior measurements.

### AREA CALCULATIONS SUMMARY

| Description          | Size | Net Totals |
|----------------------|------|------------|
| JNDAC Space          |      |            |
| McGrathhan Sports    |      |            |
| Affiliated Acqantn.  |      |            |
| Vacant Office Spaces |      |            |

Water meters

Iron 36" cast  
manhole



NOT INSIDE  
SHOULD FIT  
FOOT PADS  
OFF COUNTY TRUCK

EQUIPMENT  
PNEUMATIC  
TRUCK + TRAILER  
SUMMER  
EQUIPMENT  
PNEUMATIC

SERVICE  
PIPE  
FIRE LANE  
WESTSIDE

NEED FOR  
W.C.P.  
5 19TH ST  
50TH ST

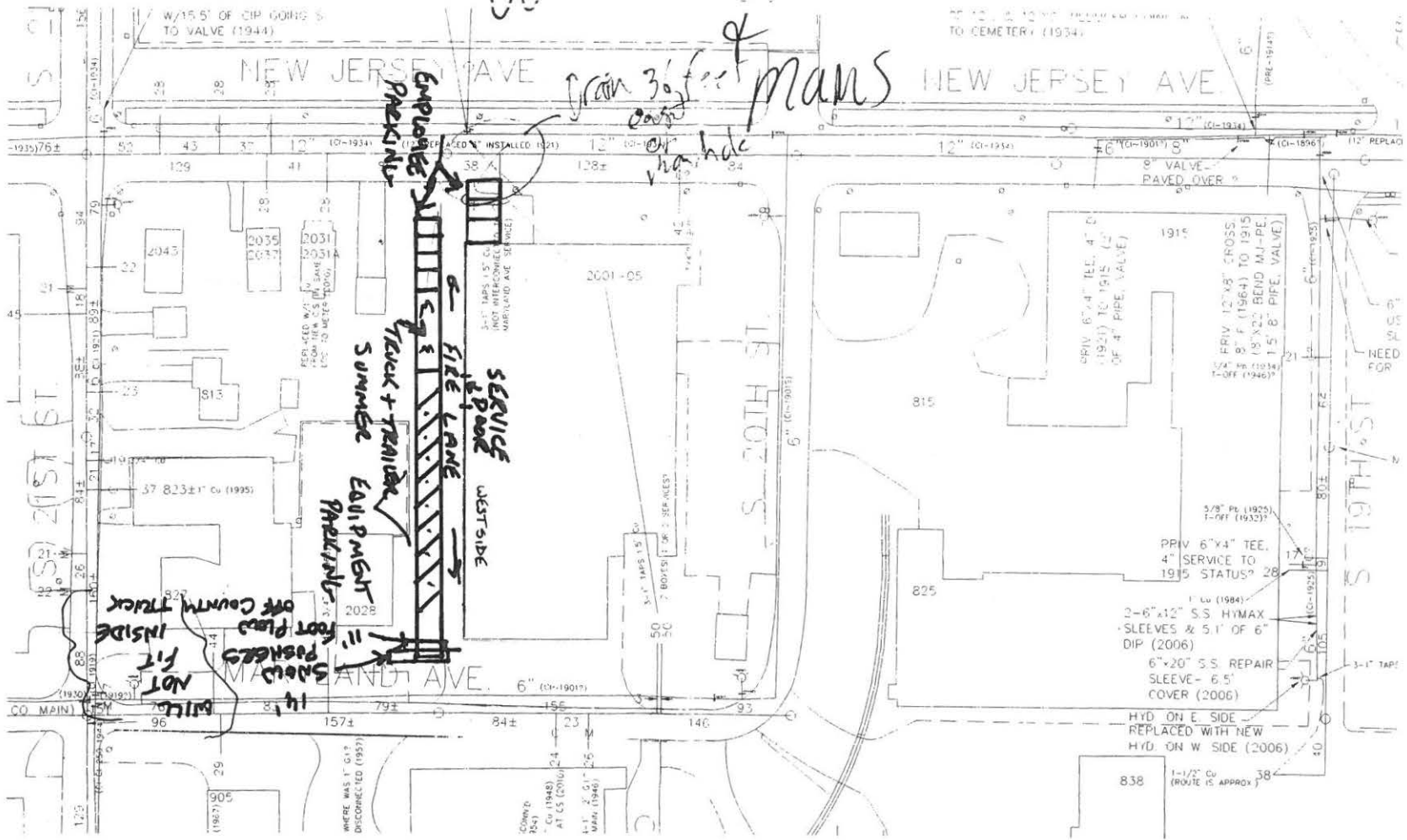
5/8" PL (1925)  
1-OFF (1932)

PRIV 6"x4" TEE,  
4" SERVICE TO  
1915 STATUS? 28

1" Cu (1984)  
2-6"x12" S.S. HYMAX  
SLEEVES & 5.1' OF 6"  
DIP (2006)  
6"x20" S.S. REPAIR  
SLEEVE - 6.5'  
COVER (2006)

HYD ON E. SIDE -  
REPLACED WITH NEW  
HYD ON W. SIDE (2006)

838 1-1/2" Cu  
(ROUTE IS APPROX) 38



NOT INSIDE  
SHOULD FIT  
FOOT PADS  
OFF COUNTY TRUCK

EQUIPMENT  
PNEUMATIC  
TRUCK + TRAILER  
SUMMER  
EQUIPMENT  
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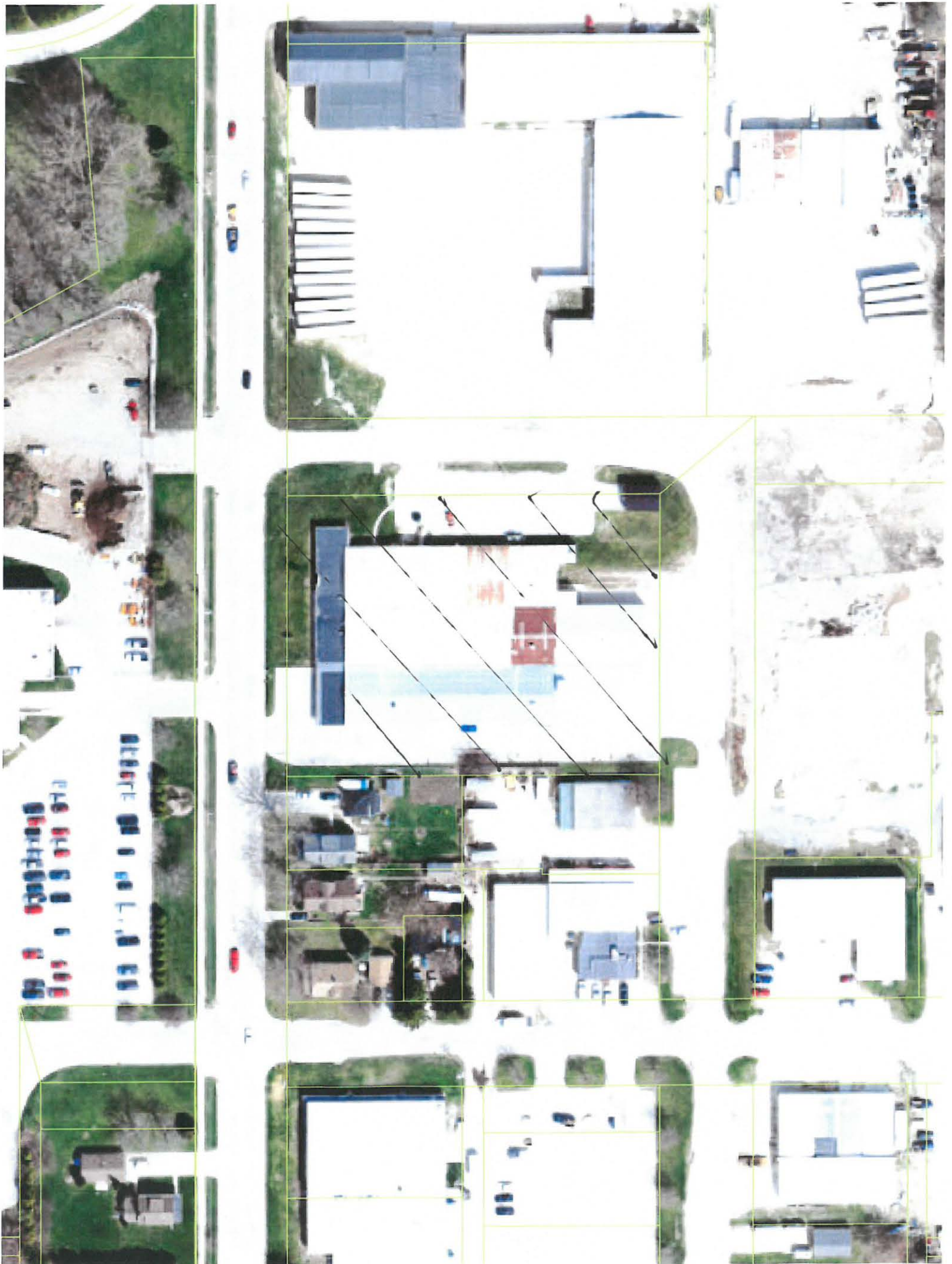
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HYD ON E. SIDE -  
REPLACED WITH NEW  
HYD ON W. SIDE (2006)

838 1-1/2" Cu  
(ROUTE IS APPROX) 38





SW



SW



West



SW



East



South









## Sokolowski, Steve

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**From:** James Coulson <premieroutservices@gmail.com>  
**Sent:** Wednesday, June 6, 2018 6:41 PM  
**To:** Sokolowski, Steve  
**Subject:** Re: Snow pushers plows  
**Attachments:** 20180606\_063942.jpg

Steve,

So here is a pic showing locaton. Right now they are kinda half on half off. we can pull back more on blacktop if needed. One is 14' and other 12' so the one kinda sits inside the other one.

Reasons for them staying there is size 12 ft and 14ft wide x 44" deep and 40" tall

They weight 3800LBS and 3200LBS respectively

They can only be moved by front end loader

They are only there from April to Nov

James Coulson  
Premier Outdoor Services LLC  
[premieroutservices@gmail.com](mailto:premieroutservices@gmail.com)  
**920-287-2263**

Please check out our Website@  
[www.premieroutdoorserviceswi.com](http://www.premieroutdoorserviceswi.com)

On Wed, Jun 6, 2018 at 4:36 PM, Sokolowski, Steve <[Steve.Sokolowski@sheboyganwi.gov](mailto:Steve.Sokolowski@sheboyganwi.gov)> wrote:

James:

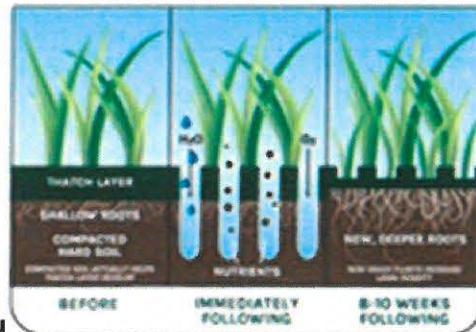
Please submit the following:

- Pictures
- Written explanation (can be email or can be added to the existing narrative) that explains what is to be located outside and why exactly that equipment must be located outside.
- If located outside the large snow plows need to be on the pavement so I am guessing the last couple of parking spaces at the south east corner. Plows cannot be located on the grassed landscaped area. The plan Commission could require some landscaping in this area that would screen the plows from Maryland Avenue



# Premier Outdoor Maintenance Services for Residential and Commercial Properties

## LAWN MAINTENANCE PROGRAM FOR BUSINESS OR RESIDENTIAL IN THE SHEBOYGAN AREA



### LAWN CORE AERATION

Question: When is it a good time to aerate my lawn and how often do I need to have it done?

Answer: The best time to aerate your lawn is usually in middle of spring or in the late fall.

If I had to choose only one time of year to aerate my lawn, I would do it in the spring. This is because aerating lawn in the spring will prepare it for summer and this is when you will enjoy your lawn the most! After you aerate, you can also over seed and put down starter fertilizer. Not only that, but when people have a lot of clay in their soil, the soil will expand in the summertime. Aerating with a core aerator allows the soil room to expand without compacting the roots. Also, springtime aeration helps develop deeper roots and a thicker turf. A deeper root system also helps in the summer when there is less water. You get the greatest benefit out of your lawn when you aerate in the spring.



**Spring** overseeding risks the chance of weather-related problems (heavy spring rains, unexpected high temperatures) and weed competition. Also, spring seeding may interfere with the application of pre-emergent crabgrass or broadleaf weed killers; concurrent application of seed and herbicides is generally not recommended because the herbicides may cause poor seedling establishment. It is best to delay herbicide treatment 4-6 weeks after new grass seed germinates. If you choose to overseed in the spring, be sure to follow proper seeding and treatment practices.

**Midsummer** overseeding faces greater chances of disease, heat and drought stress, and weed competition. Proper weed control and adequate irrigation are musts if overseeding is attempted in midsummer.

**Dormant overseeding** involves seeding in late fall or early winter, after soil temperatures are low enough to prevent seed germination.

Success usually requires good snow cover during the winter, to prevent wind or water erosion and ensure germination doesn't begin too early. This method is sometimes preferred over spring seeding, especially in northern areas, because you don't have to wait for soil or moisture conditions to improve before overseeding

# Commercial Property Management & Landscaping Services

## COMMERCIAL PROPERTY MANAGEMENT





**We specialize in Commercial & Business Outdoor Installation Services**

# Residential and Commercial Snow and Ice Management

At **Premier Outdoor Services**, we take a strategic approach to snow and ice management to keep your operations running smoothly, regardless of what the forecast holds. We're equipped to handle any commercial snow removal job, no matter how small or large. We help to control your commercial snow and ice removal costs by planning ahead and managing all aspects of winter weather events for prompt and reliable service.

## **Unmatched Snow & Ice Management Knowledge**



Snow doesn't just

fall from the sky, land on the ground, and melt away come summer; it behaves in a particular way—a particularly unique way. Premier Outdoor Services professionals have studied the mechanics of snow behavior — how it melts, the consequences of freezing, and the affect that moving and removing snow and ice has on waterways roadways, parking lots, and other infrastructure — and can make decisions on how to effectively, safely, and conscientiously move snow and ice.

## **Our complete commercial snow removal services include:**

- Snow Plowing
- Snow Shoveling
- Snow Hauling

- Ice Removal & Management

### **Why Choose Premier Outdoor Services for Snow & Ice Management?**



- Unrivaled know-how, commitment and planning
- Customized snow removal programs
- Weather tracking
- We buy salt in bulk – reduced rate for vendors
- Compliance with all local regulations
- No disruption of site operations
- Consolidated services under a single program (Lawn & Snow)
- More visibility, control and budget predictability
- Reduce your risk exposure and liability
- Reduce snow and ice spending

**Customized Snow Removal Services — Solutions that are truly customized.**



**Every site Premier Outdoor Services works on is different, which is why every snow and ice management program needs to be tailored as such. We customize every plan after we've walked your site. We then offer flexible pricing options so you can choose what works best for your business.**

- **Event Pricing**
- **Push Pricing**
- **Fixed Seasonal Rate**





**CITY OF SHEBOYGAN**

**REQUEST FOR CITY PLAN COMMISSION CONSIDERATION**

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**ITEM DESCRIPTION:** Conditional Use and variance application by Greenberg Farrow to construct a new Panera Restaurant on Parcel # 215852 (Meijer Outlot – N. Taylor Drive). SC Zone

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

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**REPORT DATE:** June 15, 2018

**MEETING DATE:** June 18, 2018

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**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

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**BACKGROUND / ANALYSIS:**

Greenberg Farrow is proposing to construct a new Panera Restaurant on Parcel # 215852. The applicant states the following:

- The new Panera Restaurant with outdoor patio and drive thru will be approximately 4,300sf and is proposed to be located on the vacant, undeveloped 1.7 acre parcel located at the northeast corner of the property just to the north of the new Meijer gas station (CSM Lot 2 along S. Taylor Drive). The site was formally Firestone Auto Repair Center.
- The site was selected for its unique placement to the Meijer project and its close proximity to both Interstate I-43 and the populated area of Sheboygan. Panera will become an active participant in the community, not only by serving the immediate residences, but also by serving nearby workers. Panera strives for a personal touch in all aspects of their culture, from the selection of the site and design of the building, to the numerous customization menu options available to its customers.
- On average, Panera will serve 400-Customers a day or 3,800-Customers a week. Panera will also provide the community 60 to 75-jobs, averaging around 12 to 15-employees per shift. Additionally, the site will receive nightly deliveries of dough, around 1:00am, from a 52-foot long delivery truck. Panera will also receive deliveries of small ware and dry goods, twice a week, from a similar sized truck.
- Panera estimates the entire value of the project to cost around \$1 million.

- The applicant believes the proposal will add another vibrant businesses and attractive building to this newly redeveloping property in one of the City's busiest and visible commercial corridor.

The applicant states the following about the site improvements:

- The material and scale of the building has been carefully selected, so as to blend with the surrounding environment, while also maintaining approachability from both a pedestrian and vehicular level. The materials chosen are a mixture of natural and painted masonry units, so as to complement the adjacent Meijer store's aesthetic. The project's Architects designed the building with simple clean lines, so as to reinforce Panera's authenticity and to bring a level of sophistication to both the project's interior and exterior spaces. Additionally, the project is sited to take advantage of views from all 4-sides, with careful attention given to each facade. The front is clearly identifiable with its prominent glass corner entry with canopies, while the adjacent sides are broken up with horizontal entrances and a series of windows that have awnings or green-screen trellises.
- Panera's signage shall comprise of 7-wall signs. Each wall sign will consist of individual aluminum channel letters with acrylic faces that are mounted directly to the face of the wall. All signs are internally illuminated with low voltage white LED lighting. Non-illuminated reflective signs shall be provided around the site, so as to direct drive-thru traffic. Lastly, the site will have a monument sign that is to be located near N. Taylor Dr.
- The Panera store parking lot will be designed for a total of 52-vehicles, which will include 3-handicapped stalls (1 of which is van accessible). The parking that is provided for the existing portions of the mall is to remain. No major improvements to the street network are anticipated for the development. Per City Code, all Indoor Commercial Entertainment use will require 1 parking stall for every 3 restaurant patrons. Based on a rough interior occupant Load of 145 people, the project would require 51 parking stalls (145 people / 3 people = 48 parking stalls).
- There are no driveway cuts to S. Taylor Drive. The driveway access the interior shared access drives on the west side of the facility (Meijer Development shared roadways).
- There will be a new drive thru with signage and a menu board. Drive thru lane is designed with a bi-pass lane and ample car stacking to promote steady traffic flow at peak times.
- Architectural accent lighting will highlight each façade and give interest from a distance, as well as, provide nighttime safety to the building's customers and workers. The project will also have LED site lighting for an additional level of safety to the site, as well as, to help draw customers to the Café.
- The proposed Panera will receive new water, sanitary sewer, electric and gas service from the proposed Meijer development. Additionally, the approved Meijer development has accommodated for stormwater management associated with Lot 2 - Panera.

- The site will consist of a combination of curb, gutter and asphalt and will meet the city's requirements for landscaping, storm drainage and exterior lighting.
- New asphalt drives, parking and concrete walks.
- Screened and enclosed dumpster.

**Proposed Panera Sign Package:**

Panera proposes seven (7) wall signs, two (2) directional signs, one (1) monument sign and several accessory signs for pickup and drive thru. The signs include:

West Wall Signs (3 signs):

- 37sf (1.8 x 19.4) internally illuminated "Panera" channel letter sign.
- 7sf (.8 x 8.9) internally illuminated "Drive Thru" channel letter sign.
- 6sf (2.4 x 2.4) internally illuminated "Panera Bread" logo sign.

South Wall Sign (1 sign):

- 37sf (1.8 x 19.4) internally illuminated "Panera" channel letter sign.

East Wall Sign (1 sign):

- 37sf (1.8 x 19.4) internally illuminated "Panera" channel letter sign.
- 60sf (7.2 x 8.3) painted "Panera Bread" mural sign.

North Wall Sign (1 sign):

- 37sf (1.8 x 19.4) internally illuminated "Panera" channel letter sign.

Panera Monument Sign (SE corner of the site along Taylor Drive and the entrance drive to the shopping center):

- 48sf (5.2 x 9.2) double faced internally illuminated cabinet sign advertising "Panera Bread" and "Drive Thru". The sign has brick base.

Staff will be recommending that the monument sign include a decorative cap.

Panera Directional Signs (2 signs):

- 3.5sf and 3.2sf feet tall non-illuminated directional sign stating "Do Not Enter" and "Thank You" located at the end of the drive thru (west side of site).

- 3.5sf and 3.2sf feet tall non-illuminated directional sign stating “Drive Thru” located at the beginning of the drive thru (west side of site).

Panera Drive Thru and Rapid Pick-Up Signage:

- Applicant will have menu board, preview board, clearance bar, and canopy elevation.
- There will be three (3) small “Rapid Pick-Up” signs reserved for customers who are picking up their order (parking spaces in front of the restaurant).
- A small “Drive-Thru” reserve spot sign for customers waiting for their drive-thru order.

In the past 35 years, Panera has grown from one 400-square-foot cookie store to an enterprise with more than 2,000 bakery-cafes and 100,000 Associates. This growth is responsible for an annual system wide sales that now amounts to over 5 billion dollars. So what’s the secret to Panera’s success? It’s been their ability to transform the businesses identify and environment, whenever necessary, and to pivot their brand as appropriate.

On July 18, 2017, Panera was acquired by JAB Holding Co., which ended its 26-year run as a public company. Panera has been the best-performing restaurant stock for the last 20 years. Panera’s partnership with JAB will allow them to continue to make long-term decisions that will lead the restaurant industry and create an even brighter future for all their stakeholders.

Panera is more than a restaurant. They are an active member of every community that they serve. It’s extremely important to Panera that they do everything they can to support it.

- Panera Cares Community Breadbox: The cash donations made, which are made from their bakery-cafes, are put towards supporting local non-profit organizations in the community.
- Bakers in Training Program: Panera has created this program, as a means to introduce kitchen essentials and the fundamentals of baking to kids. Created for groups of 10-15, the Bakers-in-Training program is great for class groups, scouts, kids clubs and birthday parties.
- Panera Fundraising: Panera will donate a portion of their sales to any organization that hosts an event at their café.
- Panera Day-End Dough Nation: All unsold bakery products within the café are donated to an organization within the community.

**STAFF COMMENTS:**

The architectural review board approved amended drawings submitted by Panera for this highly visible and redeveloping intersection of the City. Staff has the following comments concerning the building and dumpster:

- The Plan Commission needs to review the east/back side of the building which is fronting on Taylor Drive. The Plan Commission will want to verify that this public façade does not end up cluttered with back of house equipment, etc.
- Staff is concerned about the present location of the dumpster enclosure. As people exit HWY 23 to Taylor Drive, one of the first things you will see as you enter the city is the Panera dumpster enclosure. Panera is proposing a significant amount of landscaping around the dumpster in efforts to address this concern.

The applicant is requesting the following variances:

- Applicant is proposing a sideyard paving setback 0 feet for the multi-tenant parcel - The minimum paving setback is 5 feet.

Applicant is requesting a zero foot paved surface setback along the west side of the site in order to create a shared access drive with Meijer to the west.

- Requesting to create a parcel without public street access – All lots shall have public street frontage access.

The Panera parcel (Lot #2 of the CSM) has public street frontage but does not have public street access. In order for the Plan Commission to consider such a variance, the applicant will need to provide a CSM that shows that proposed Lot 2 has access to a City public street right-of-way. The applicant has provided a shared access agreement.

- Applicant is requesting seven (7) wall signs – The maximum number of wall signs is four (4).

The applicant states that Panera has been including drive-thru service for approximately 12-years and has found, through experience that locations without building signage indicating the presence of this service do not perform at the same level as those with building signage indicating this service. The additional signage on the West Elevation of the building is tastefully understated, with the additional “DRIVE THRU” appropriately scaled and located to reflect the service offered.

The allowance for sign area is established at 1.5-square feet per every linear foot of wall length. The West elevation is 70-feet long, allowing for a total of 105-square feet of signage. The combined area of the primary “PANERA BREAD” sign, the secondary “DRIVE THRU” sign and the Logo sign is considerably less than that allowed, containing just under 50-square feet (48.92-square feet to be exact). The remaining 3-elevations, as proposed, will each have one sign at 36.65-square feet. If viewed as a whole, the building qualifies for 390-square feet of wall signs (based on the wall lengths). The total proposed sign area is 159.87-square feet, which is less than half the allowed area.

Staff is ok with the four (4) Panera wall signs, the one (1) Panera logo west wall sign and the one (1) painted Panera Bread east wall sign along Taylor Drive. However, staff

questions the need for the "Drive-Thru" wall sign on the west elevation when they have drive thru advertising on the monument sign and the directional signs located throughout the property. Also, as you approach the restaurant site you will see improvements that will lead you to understand there is a drive thru at this site - drive thru lane, curb, gutter, signage, etc. Staff is recommending that the Drive Thru sign not be approved.

- Requesting to install a painted wall sign on the east building elevation facing N. Taylor Drive – Painted wall signs are not permitted.

In an effort to add visual building design interest from the Taylor Drive, Panera is proposing a unique art mural wall sign on the building's east elevation. Since painted wall signs are not permitted in the City of Sheboygan, Panera wishes to request a variance for its installation.

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

#### **ACTION REQUESTED:**

Staff recommends approval of the conditional use permit and variances and subject to the following conditions:

1. Prior to building permit issuance, the applicant shall obtain all licenses/permits as well as meet all required codes including but not limited to building, plumbing, electrical, HVAC, fire, water, sewer, storm drainage, health, food, alcohol, etc. An occupancy permit will be granted only at such time as the applicant has met all requirements.
2. Submittal/approval of a proposed storm drainage plan prior to building permit issuance.
3. Submittal and approval of a landscape plan prior to building permit issuance. Landscape plan shall provide a legend that shows how the four (4) landscape criteria are being met (create a legend along with the landscape plan site plan).
4. Dumpster(s) shall be screened and enclosed and constructed of like materials and colors of the facility.
5. Outdoor storage of materials, products or equipment shall be prohibited.
6. 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.). This is especially required along the rear/east elevation that faces Taylor Drive.
7. All new lighting shall be installed per Section 15.707 of the City of Sheboygan Zoning Ordinance. There shall be no spill-over of light and glare on operators of motor vehicles, pedestrians, and land uses in the vicinity.
8. Applicant shall obtain the necessary conditional use/sign permits prior to installation.
9. Applicant shall be permitted to install individual letter signs – no cabinet signs are permitted (6sf Panera Bread logo wall sign permitted).
10. Applicant is permitted a maximum of six (6) wall signs. The "Drive Thru" sign is not permitted.
11. Applicant shall be permitted a freestanding monument sign for the site. Minimum setback of a monument sign is 12 feet. Maximum height of the monument sign is 8 feet.

12. The monument sign shall include a decorative cap. If staff has any concerns with proposed signage design, the matter may be brought back to the Plan Commission for their consideration.
13. All areas used for parking or maneuvering of vehicles shall be paved.
14. All areas that are not required to be paved shall be landscaped with grass and/or approved landscaping.
15. The development shall be designed so as to not impede or impair vehicular and pedestrian traffic movement, or exacerbate the potential for pedestrian/vehicular conflicts.
16. It will be the applicant's responsibility to work with all private and public utilities in order to provide easements and/or relocate utilities as necessary.
17. Any work within City of Sheboygan Public rights-of-way shall be discussed with the City Engineering Department and constructed to standard City specifications (including, but not limited to, new and old ingress/egress driveway openings, curb, gutter, sidewalk, pavement, utilities, street trees, etc.).
18. Applicant will provide adequate public access along streets and interior roads and will take all appropriate actions to minimize the time period that these streets will be closed/affected.
19. Applicant shall immediately clean any and all sediments, materials, tracking, etc. that may be spilled off-site on private or public lands and streets.
20. Streets and infrastructure damaged and/or disturbed during construction of all private and/or public improvements shall be promptly repaired by the applicant.
21. All vehicles, equipment, materials, products, etc. shall be located on the applicant's property (no storage on public rights-of-way).
22. City Development staff will issue a building permit only if the applicant has adequately satisfied all concerns related to the Sheboygan Water Utility.
23. City Development staff will issue a building permit only if the applicant has adequately satisfied all concerns related to the Sheboygan Fire Department, including but not limited to fire lane access at the site, sprinkler systems, hydrants, water pressures, etc.
24. Absolutely no portion of the new building and/or site improvements shall cross the property lines including but not limited to buildings, balconies, decks, foundations, walls, gutters, eaves, roof, parking, fencing/retaining walls, signs, landscaping, art, etc.
25. Prior to building permit issuance, the applicant is responsible for providing all shared agreements/easements between the subject property and adjoining properties including but not limited to ingress/egress, parking, stormwater facilities, utilities, etc.
26. Prior to building permit issuance, the City of Sheboygan Architectural Review Board shall review/approve the proposed building design.
27. If there are any amendments to the approved site plan, the applicant will be required to submit a new conditional use application reflecting those amendments.

#### **ATTACHMENTS:**

Conditional Use Permit Application and required attachments.

PARCEL NO. 215852  
MAP NO. \_\_\_\_\_  
ZONING CLASSIFICATION: SC

Office Use Only  
APPLICATION/FILE NO. \_\_\_\_\_  
REVIEW DATE: 6/12/18

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

**CITY OF SHEBOYGAN  
APPLICATION FOR  
CONDITIONAL USE PERMIT**  
Requirements Per Section 15.905  
Revised May 2012

*pd*

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: Keri Williams - GreenbergFarrow  
21 South Evergreen Avenue, Suite 200  
ADDRESS: Arlington Heights, IL 60005 E-MAIL: kwilliams@greenbergfarrow.com  
PHONE: ( 781 ) 929-1651 FAX NO. ( 847 ) 788-9536

**2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT**

NAME OF PROPOSED/EXISTING BUSINESS: Panera

ADDRESS OF PROPERTY AFFECTED: Meijer Lot 2

LEGAL DESCRIPTION: Lot 2 Certified Survey Map recorded on December 7, 2017 as document number 2048435 being a part of the Southeast 1/4 of the Northwest 1/4 of Section 21, Township 15 North, Range 23 East, in the City of Sheboygan, County of Sheboygan, State of Wisconsin.

BRIEF DESCRIPTION OF **EXISTING** OPERATION OR USE: \_\_\_\_\_

Former Firestone Auto Repair Center)

DETAILED DESCRIPTION OF **PROPOSED** OPERATION OR USE INCLUDING ANY CHANGES TO THE EXISTING USE: To construct a Panera restaurant

on the vacant commercial use site.

BRIEF DESCRIPTION OF ALL REQUESTED VARIANCES FROM PROVISIONS OF THE ZONING ORDINANCE, WHICH ARE RELATED TO THE PROPOSED OPERATION OR USE: Variances: To increase the number of wall signs on the

proposed building.



21 South Evergreen Avenue  
 Suite 200  
 Arlington Heights, IL 60005  
 847.788.9200  
 www.greenbergfarrow.com  
 We Are Global

June 13, 2018

To City of Sheboygan  
 Department of City Development  
 Attn: Steve Sokolowski  
 606 North 9<sup>th</sup> Street  
 Sheboygan, WI 53081  
 Tel (920) 459-3382

Project Panera 6106  
 Meijer Lot 2, North Taylor Drive  
 Sheboygan, Wisconsin

Project # 20180523.0

Re Architectural Review Board and  
 Conditional Use Permit Submission

Dear Mr. Sokolowski,

On behalf of our Client, Panera, LLC, please consider this written narrative as a formal request to submit for an Architectural Review Board and Conditional Use Permit with the City of Sheboygan. Panera is proposing to develop on Lot 2 (1.73-acres) of Meijer, which is located on North Taylor Drive (north of the proposed Meijer Convenience Store that is currently under construction by Meijer). The site was formally a Firestone Auto Repair Center, however, the building has since been demolished and Lot 2 is now vacant land. Panera proposes to construct a +/- 4,300-square foot, sit-down, restaurant with an outdoor dining patio and drive-thru. Panera will be the sole Tenant for the project's proposed building.

**Panera's History:**

In the past 35 years, Panera has grown from (1) 400-square-foot cookie store to an enterprise with more than 2,000 bakery-cafes and 100,000 Associates. This growth is responsible for an annual systemwide sales that now amounts to over 5 billion dollars. So what's the secret to Panera's success? It's been their ability to transform the businesses identify and environment, whenever necessary, and to pivot their brand as appropriate. Panera's journey so far has been punctuated by 5 major transformations, each of which have helped to position them for success. Here are the five transformations that Panera has created:

**Transformation #1**

In the 1980s, founder Ron Shaich merged his cookie store with a bakery, creating Au Bon Pain Co. Inc. Shortly thereafter, he and his late partner, Louis Kane, recognized the potential of transforming the company from a bakery that only sold croissants and bread to a bakery-cafe that used bread and croissants as a platform for selling upscale sandwiches. Au Bon Pain Co. Inc. became a publicly traded company in 1991 and opened hundreds of bakery-cafes, quickly becoming a familiar fixture in cities along the East Coast and overseas.

**Transformation #2**

After acquiring 19-unit Saint Louis Bread Company in 1993, Ron realized in the mid-1990s that a growing niche for people wanted something more than processed fast-food. He saw that people were hungry for an experience, with real food that was served in an engaging environment by people with self-respect. By appealing to a guest's self-esteem, Panera recognized that price, time and convenience were not the only items that mattered when people ate out. As a result, Ron created a new niche that would come to be called "fast casual," which has forever changed the

restaurant industry. Additionally, Saint Louis Bread Company was renamed to Panera, as a means to position itself for national growth.

### **Transformation #3**

In 1998, Ron determined that Panera had the potential to be nationally dominant, but it would require all of their resources. As a result, all of the Au Bon Pain Co. Inc. divisions were sold and the remaining company was renamed Panera LLC in 1999. Panera then focused all of their time and talent into growing their brand.

### **Transformation #4**

The 2000's cemented what they call their "Contrarian Philosophy". During the go-go years of the early 2000's, Panera maintained a steady, disciplined, rate of growth. They invested greatly in their Customer's experience, through design and WiFi, to create a gathering place for customers, therefore, encouraging guests to linger. During the late 2000's recession, when most restaurant companies were slowing growth and neglecting the guest's experience, Panera invested heavily in a better guest experience. As a result, Panera has built some of the most profitable cafes in history, taken market shares from competitors and tripled their stock price. By the end of the decade, there were nearly 1,500 Panera bakery-cafes.

### **Transformation #5**

Recognizing the growing consumer demand for craft offerings and convenience, Panera has worked, since 2010, to reposition themselves as a better competitive alternative with expanded runways for growth. The themes they rely on are clean food, loyalty and multiple channels of access to their products. Panera is now redefining the restaurant industry and is serving as a role model in each of these areas. Additionally, Panera is the first and only restaurant company to commit to and achieve 100% clean food. Their loyalty program is the largest in the industry, with 28 million members. Lastly, they are leading the restaurant industry with their delivery, catering, Rapid PickUp and Panera at Home options. As a result, Panera will hit 1.2 billion dollars in digital sales this year.

### **Going Forward**

On July 18, 2017, Panera was acquired by JAB Holding Co., which ended its 26-year run as a public company. Panera has been the best-performing restaurant stock for the last 20 years, delivering a total shareholder return that was up 86-fold from July 18, 1997 to July 18, 2017 (compared to a less than twofold increase for the S&P 500 during the same period). In the same time frame, Panera's stock has generated an annualized return of 25-percent, outperforming Warren Buffet's Berkshire Hathaway.

Panera's partnership with JAB will allow them to continue to make long-term decisions that will lead the restaurant industry and create an even brighter future for all their stakeholders.

### **Panera – In the Community:**

Panera is more than a restaurant. They are an active member of every community that they serve. It's extremely important to them that they do everything they can to support it.

- Panera Cares Community Breadbox: The cash donations made, which are made from their bakery-cafes, are put towards supporting local non-profit organizations in the community.
- Bakers in Training Program: Panera has created this program, as a means to introduce kitchen essentials and the fundamentals of baking to kids. Created for groups of 10-15, the Bakers-in-Training program is great for class groups, scouts, kids clubs and birthday parties.
- Panera Fundraising: Panera will donate a portion of their sales to any organization that hosts an event at their café.
- Panera Day-End Dough Nation: All unsold bakery products within the café are donated to an organization within the community.

### **Location Details:**

The site was selected for its unique placement to the Memorial Mall, Meijer project, and close proximity to both Interstate I-43 and the populated area of Sheboygan. Panera will become an active participant in the community, not only by serving the immediate residences, but also by serving nearby workers. Panera strives for a personal touch in

all aspects of their culture, from the selection of the site and design of the building, to the numerous customization menu options available to its customers.

**Operational Details:**

On average, Panera will serve 400-Customers a day or 3,800-Customers a week. Panera will also provide the community 60 to 75-jobs, averaging around 12 to 15-employees per shift. Additionally, the site will receive nightly deliveries of dough, around 1:00am, from a 52-foot long delivery truck. Panera will also receive deliveries of small ware and dry goods, twice a week, from a similar sized truck. Panera estimates the entire value of the project to cost around \$1,100,00.00.

**Architectural Details:**

The material and scale of the building has been carefully selected, so as to blend with the surrounding environment, while also maintaining an approachability from both a pedestrian and vehicular level. The materials chosen are a mixture of natural and painted masonry units, so as to complement the adjacent Meijer store's aesthetic. The project's Architects designed the building with simple clean lines, so as to reinforce Panera's authenticity and to bring a level of sophistication to both the project's interior and exterior spaces. Additionally, the project is sited to take advantage of views from all 4-sides, with careful attention given to each facade. The front is clearly identifiable with its prominent glass corner entry with canopies, while the adjacent sides are broken up with horizontal entrances and a series of windows that have awnings or green-screen trellises.

**Lighting Details:**

Architectural accent lighting will highlight each façade and give interest from a distance, as well as, provide nighttime safety to the building's customers and workers. The project will also have LED site lighting for an additional level of safety to the site, as well as, to help draw customers to the Café.

**Signage Details:**

Panera's signage shall comprise of 5-wall signs. 1-wall sign for each exterior facade of the building and 1-Drive-Thru wall sign. The proposed drive thru sign will help inform potential customers that we have the option for drive thru pickup, as well as, the option to dine in. Each wall sign will consist of individual aluminum channel letters with acrylic faces that are mounted directly to the face of the wall. All signs are internally illuminated with low voltage white LED lighting. Non-illuminated reflective signs shall be provided around the site, so as to direct drive-thru traffic. Lastly, the site will have 1-monument sign that is to be located near North Taylor Drive.

**Parking Details:**

The Panera store parking lot will be designed for a total of 52-vehicles, which will include 3-handicapped stalls (1 of which is van accessible). The parking that is provided for the existing portions of the mall are to remain. No major improvements to the street network are anticipated for the development. Per City Code, all Indoor Commercial Entertainment use will require 1 parking stall for every 3 restaurant patrons. Based on a rough interior occupant Load of 145 people, the project would require 49 parking stalls (145 people / 3 people = 48 parking stalls).

**Utility Details:**

The proposed Panera will receive new water, sanitary sewer, electric and gas service from the proposed Meijer development. Additionally, the approved Meijer development has accommodated for stormwater management associated with Lot 2 - Panera.

**Variance Details:**

The variances being sought include setback reductions, an increase in the number of wall signs and a relief from having public street frontage access.

- Panera is proposing to install parking lot pavement, along the western property line, that has a 0-foot parking setback for Meijer's Lot 1. Consequently, Panera wishes to request permission to install parking lot pavement to the property line within the 10-foot parking setback.
- Panera has been including drive-thru service for approximately 12-years and has found, through experience, that locations without building signage indicating the presence of this service have performed poorly, as opposed to buildings with signage that indicates this drive-thru service. The additional signage on the West Elevation of the building is tastefully understated, with the additional "DRIVE THRU" appropriately scaled and located to reflect the service offered. For this reason, Panera wishes to request permission to have a Drive Thru sign on the building's west elevation.

The allowance for sign area is established at 1.5-square feet per every linear foot of wall length. The West elevation is 70-feet long, allowing for a total of 105-square feet of signage. The combined area of the primary "PANERA BREAD" sign, the secondary "DRIVE THRU" sign and the Logo sign is considerably less than that allowed, containing just under 50-square feet (48.92-square feet to be exact). The remaining 3-elevations, as proposed, will each have one sign at 36.65-square feet. If viewed as a whole, the building qualifies for 390-square feet of wall signs (based on the wall lengths). The total proposed sign area is 159.87-square feet, which is less than half the allowed area. Per discussion with the City Planner, Steve Sokolowski, no issues are anticipated with the Panera's other 4-wall signs and small logo on the building's proposed west elevation.

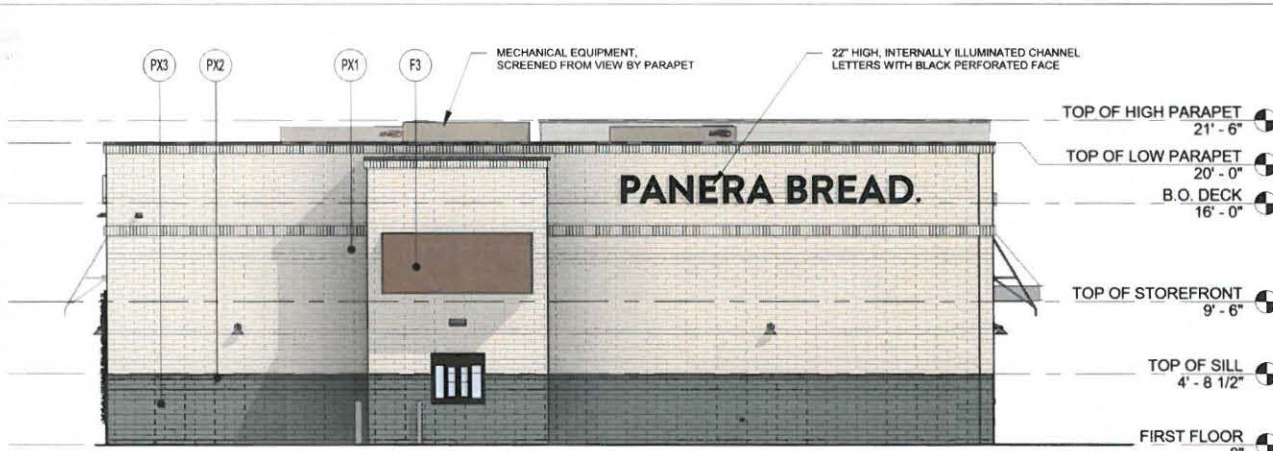
- In an effort to add visual interest from the street, Panera is proposing a unique art mural wall sign on the building's east elevation. Since painted wall signs are not permitted in the City of Sheboygan, Panera wishes to request a variance for its installation.
- Panera's proposed Site Plan does not show public access to Taylor Drive. As a result of this, Panera wishes to request permission to not have public street frontage access.

It is the opinion of Panera and the Design Professionals involved in the project that the use of 1-large sign, although compliant in number and area, would create a less pleasing final product. The balance and scale attained by the use of 3-separate smaller signs would be lost and the result would be an unpleasant massing of signage. As the primary purpose of the Zoning Department, which is to control the overuse of signage and to avoid sign clutter, it is our opinion that the proposal meets the intent of the ordinance. With that being said, we ask for your careful consideration of this variance request.

Thank you for consideration in this matter. Please contact me via email [kwilliams@greenbergfarrow.com](mailto:kwilliams@greenbergfarrow.com), or (781-929-1651 if you have any comments or questions.

Sincerely,

Keri Williams, P.E.  
Civil Engineering Dept. Manager / Senior Associate



**1 | NORTH ELEVATION**

1/8" = 1'-0"

**EXTERIOR MATERIALS:**

- PX1 HARVARD BRICK (ENDURAMAX), COLOR: BM # 861 SHALE, P160
- PX2 QUICK BRICK, ROWLOCK COURSE-PAINTED, COLOR: BM #HC-186 KENDALL CHARCOAL
- PX3 QUICK BRICK, RUNNING BOND-PAINTED, COLOR: BM #HC-125 CUSHING-GREEN, P163
- BX1 HARVARD BRICK (ENDURAMAX), RUNNING BOND, COLOR: WHITE
- BX2 HARVARD BRICK (ENDURAMAX), SOLDIER COURSE, COLOR: WHITE
- G1 ALUM. STOREFRONT, PERMACOAT CHARCOAL
- F3 AWNING, SUMBRELLA, COLOR: WALNUT
- C1 PRE-FORMED METAL COPING, COLOR: MATCH STOREFRONT



**2 | WEST ELEVATION**

1/8" = 1'-0"

Bakery-Cafe:

**#6106**

ARCHITECTURAL REVIEW  
**Bakery Cafe #6106**  
 MEMORIAL MALL SHOPPING CENTER  
 EIRE & TAYLOR DRIVE  
 SHEBOYGAN, WI 53081

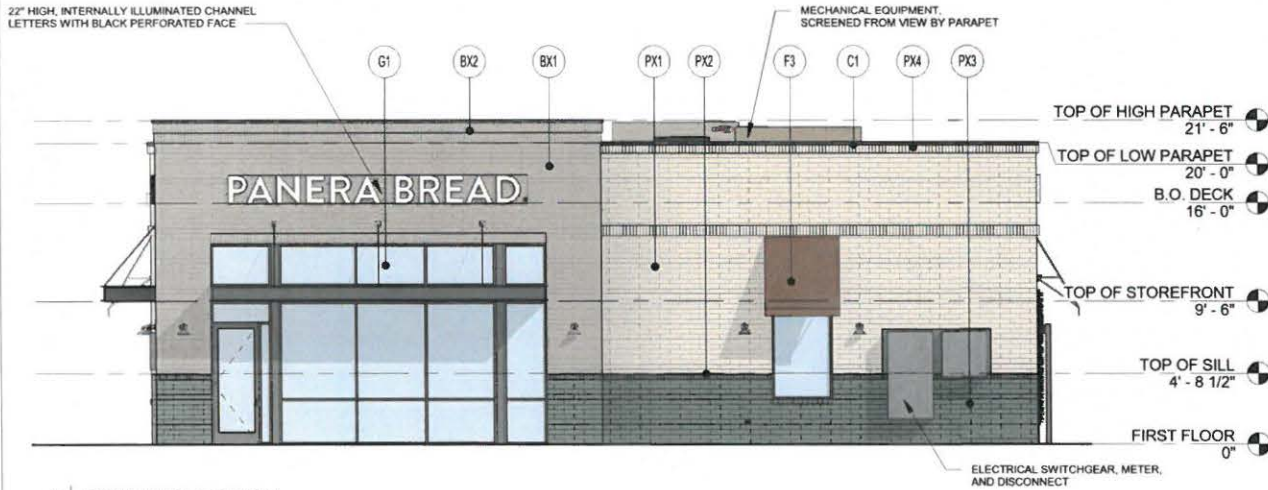


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| No. | Description          | Date     |
|-----|----------------------|----------|
| 1   | ARCHITECTURAL REVIEW | 05.25.18 |
| 2   | ARCHITECTURAL REVIEW | 06.11.18 |
|     |                      |          |
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**EXT. ELEVATIONS**

Project Number: \_\_\_\_\_ Sheet Number: \_\_\_\_\_  
 NICH18.0117  
 Drawn By: \_\_\_\_\_  
 H. TKACH **A205**  
 Issue Date: **06.11.18**  
 DPM: \_\_\_\_\_ DM: \_\_\_\_\_ CPM: \_\_\_\_\_  
 JK \_\_\_\_\_ DC \_\_\_\_\_ GJ \_\_\_\_\_

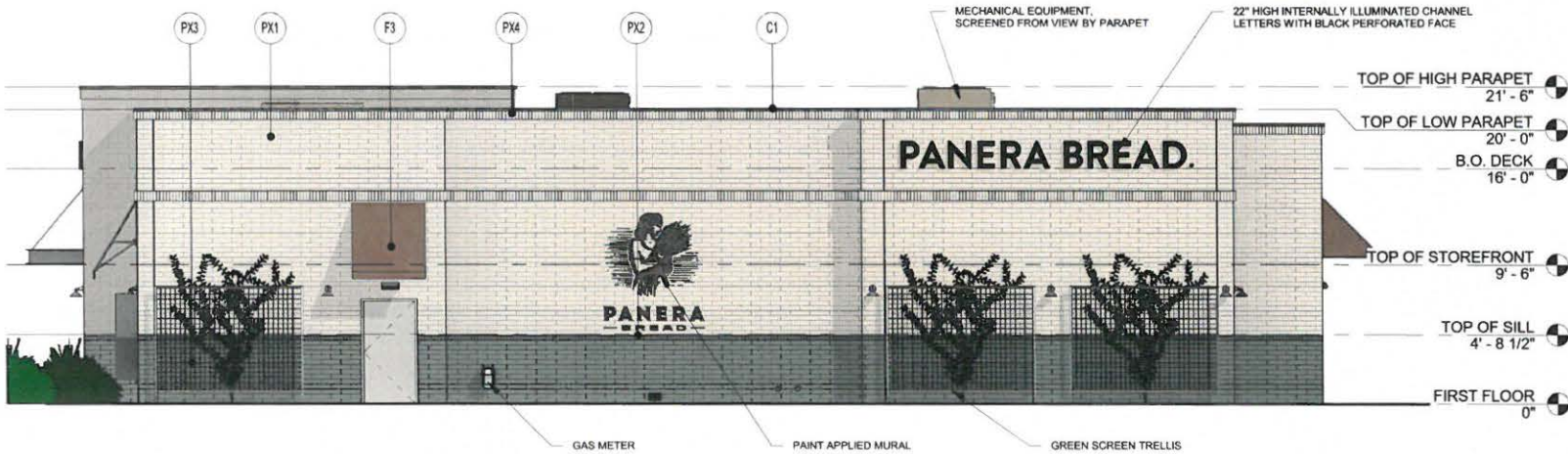


**1 SOUTH ELEVATION**

1/8" = 1'-0"

**EXTERIOR MATERIALS:**

- (PX1) HARVARD BRIK (ENDURAMAX), COLOR: BM # 861 SHALE, P160
- (PX2) QUICK BRIK, ROWLOCK COURSE-PAINTED, COLOR: BM #HC-156 KENDALL CHARCOAL
- (PX3) QUICK BRIK, RUNNING BOND-PAINTED, COLOR: BM #HC-125 CUSHING-GREEN, P163
- (BX1) HARVARD BRIK (ENDURAMAX), RUNNING BOND, COLOR: WHITE
- (BX2) HARVARD BRIK (ENDURAMAX), SOLDIER COURSE, COLOR: WHITE
- (G1) ALUM. STOREFRONT, PERMACOAT CHARCOAL
- (F3) AWNING, SUMBRELLA, COLOR: WALNUT
- (C1) PRE-FORMED METAL COPING, COLOR: MATCH STOREFRONT



**2 EAST ELEVATION**

1/8" = 1'-0"

Bakery Cafe:

**#6106**

ARCHITECTURAL REVIEW  
**Bakery Cafe #6106**  
 MEMORIAL MALL SHOPPING CENTER  
 EIRE & TAYLOR DRIVE  
 SHEBOYGAN, WI 53081



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| No.                  | Description | Date     |
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| ARCHITECTURAL REVIEW |             | 05.25.18 |
| ARCHITECTURAL REVIEW |             | 06.11.18 |
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**EXT. ELEVATION**

Project Number: Sheet Number:

NICH18.0117

Drawn By:

H. TKACH

**A206**

Issue Date:

06.11.18

| DPM: | DM: | CPM: |
|------|-----|------|
| JK   | DC  | GJ   |



1 NORTHEAST PERSPECTIVE



2 NORTHWEST PERSPECTIVE



3 SOUTHEAST PERSPECTIVE



4 SOUTHWEST PERSPECTIVE

Bakery-Cafe:

# #6106

ARCHITECTURAL REVIEW  
**Bakery Cafe #6106**  
 MEMORIAL MALL SHOPPING CENTER  
 EIRE & TAYLOR DRIVE  
 SHEBOYGAN, WI 53081



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| No.                  | Description | Date     |
|----------------------|-------------|----------|
| ARCHITECTURAL REVIEW |             | 05.25.18 |
| ARCHITECTURAL REVIEW |             | 06.11.18 |
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## EXT. 3D

Project Number: NICH18.0117 Sheet Number:

Drawn By: **A207**  
 H. TKACH

Issue Date:  
 06.11.18

| DPM: | DM: | CPM: |
|------|-----|------|
| JK   | DC  | GJ   |

Bakery Cafe:

# #6106

ARCHITECTURAL REVIEW  
**Bakery Cafe #6106**  
MEMORIAL MALL SHOPPING CENTER  
EIRE & TAYLOR DRIVE  
SHEBOYGAN, WI 53081



THIS DRAWING HAS BEEN PREPARED SOLELY FOR THE USE OF PANERA BREAD AND THERE ARE NO REPRESENTATIONS OR WARRANTIES MADE BY THE ARCHITECT OR ENGINEER. THIS DRAWING HAS BEEN PREPARED SOLELY FOR THE USE OF ANYONE MADE BY NORN INC. TO ANY PARTY WITH WHOM NORN INC. HAS NOT ENTERED INTO A CONTRACT.

| No. | Description          | Date     |
|-----|----------------------|----------|
| 01  | DPS PACKAGE          | 05.18.18 |
| 02  | ARCHITECTURAL REVIEW | 06.11.18 |
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## TRASH ENCLOSURE

Project Number: NICH18.0117  
Sheet Number: A208

Drawn By: H. TKACH  
Issue Date: 06.11.18  
DPM: JJK  
DM: DC  
CFM: GJ



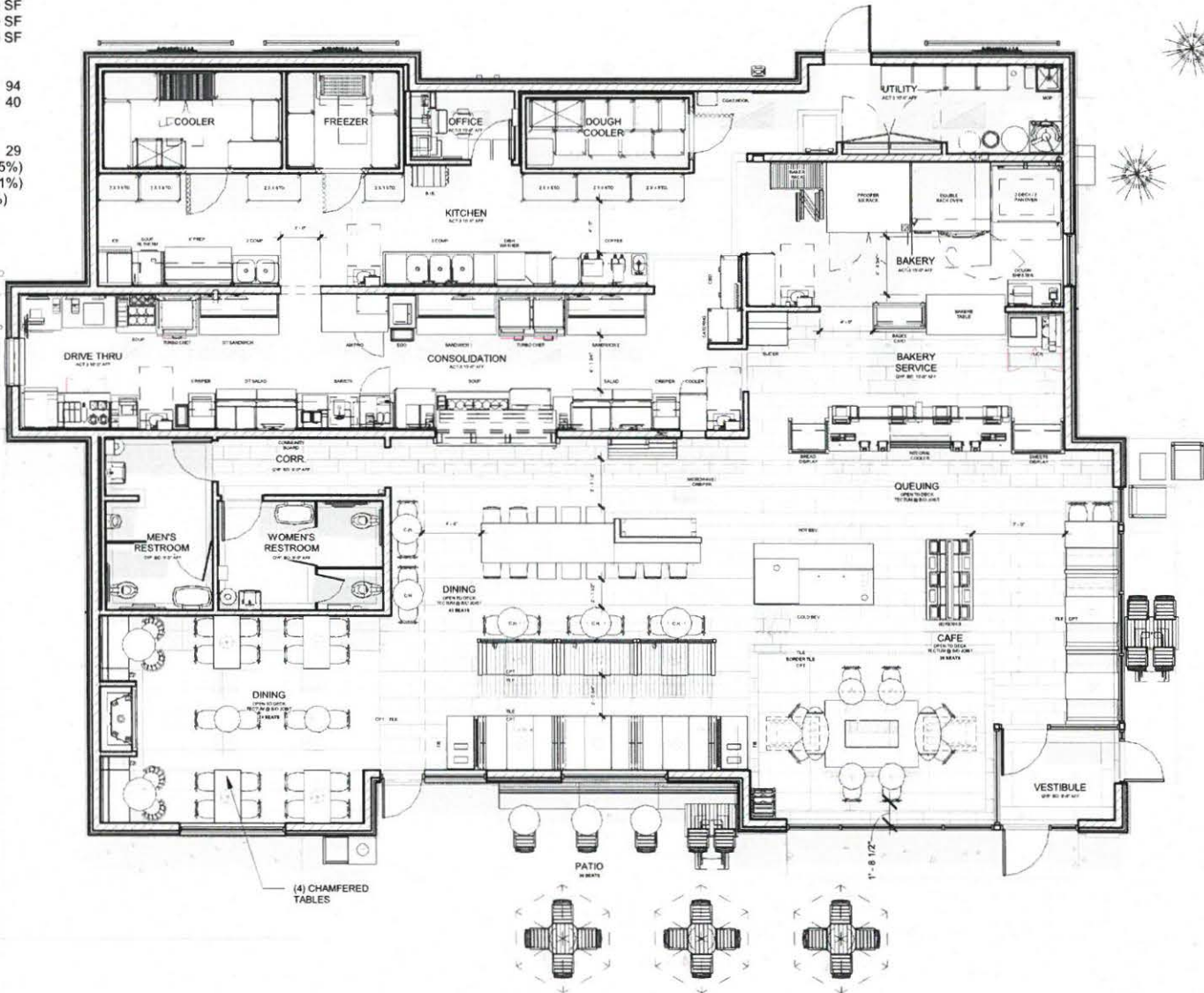
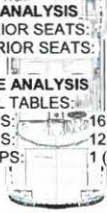
1 VIEW FROM TAYLOR SOUTHBOUND



**AREA ANALYSIS**  
 TOTAL AREA: 4,400 SF  
 FOH AREA: 2,220 SF  
 BOH AREA: 2,180 SF

**SEAT ANALYSIS**  
 INTERIOR SEATS: 94  
 EXTERIOR SEATS: 40

**TABLE ANALYSIS**  
 TOTAL TABLES: 29  
 2-TOPS: 16 (55%)  
 4-TOPS: 12 (41%)  
 13-TOPS: 1 (4%)



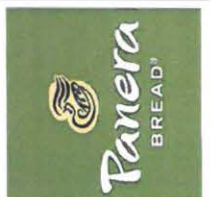
(4) CHAMFERED TABLES



Bakery Cafe:

# #6106

ARCHITECTURAL REVIEW  
**Bakery Cafe #6106**  
 MEMORIAL MALL SHOPPING CENTER  
 EIRE & TAYLOR DRIVE  
 SHEBOYGAN, WI 53081



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| No. | Description          | Date     |
|-----|----------------------|----------|
| 1   | ARCHITECTURAL REVIEW | 05.25.18 |
| 2   | ARCHITECTURAL REVIEW | 06.11.18 |
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## FLOOR PLAN

Project Number: NICH18.0117 Sheet Number:  
 Drawn By: H. TKACH  
 Issue Date: 06.11.18  
 DPM: JK DM: DC CPM: GJ

# A204



| NO. | DATE     | DESCRIPTION       |
|-----|----------|-------------------|
| 01  | 05/18/18 | CLIENT REVIEW     |
| 02  | 05/27/18 | CDP/MSB SUBMITTAL |



MILWAUKEE AREA: 414-259-1181  
TDD: 1-800-542-2289

**LANDSCAPE CALCULATIONS:**

|                                            | REQUIRED                                                                                                                     | PROVIDED                                                                                                                                                                                                                      |
|--------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 15.503 NON-RESIDENTIAL INTENSITY STANDARDS | 18,845 SF<br>(2% MIN. LANDSCAPE SURFACE RATIO (LSR) FOR SC ZONING: 18,845.25 SF)<br>(75,381 SF x .25=18,845.25 SF)           | 37,969.00 SF (50%)                                                                                                                                                                                                            |
| 15.504 BUILDING FOUNDATION LANDSCAPING     | 1,654 POINTS<br>4,134 LF (1,554 POINTS)<br>(4,134 LF x 10 POINTS=41,340 POINTS)<br>(41,340 POINTS x .45 POINTS=1,860 POINTS) | 581 POINTS<br>MEDIUM DECIDUOUS TREES: 3X15=45 POINTS<br>TALL EVERGREEN TREES: 8X25=200 POINTS<br>TALL DECIDUOUS SHRUBS: 32X5=160 POINTS<br>MEDIUM DECIDUOUS SHRUBS: 7X3=21 POINTS<br>MEDIUM EVERGREEN SHRUBS: 25X5=125 POINTS |
| 15.600 DEVELOPED LOT LANDSCAPING           | 43 POINTS<br>(4,300 SF / 1000 SF=4.30 SF)<br>(4.30 SF x 10 POINTS=43 POINTS)                                                 | 45 POINTS<br>MEDIUM DECIDUOUS TREE: 6X15=45 POINTS                                                                                                                                                                            |
| 15.605 STREET FRONTAGE LANDSCAPING         | 224 POINTS<br>(557 LF/100 POINTS=5.50 LF)<br>(5.50 LF x 40 POINTS=224 POINTS)                                                | 390 POINTS<br>TALL DECIDUOUS SHRUBS: 61X5=305 POINTS<br>MEDIUM EVERGREEN SHRUBS: 17X3=51 POINTS                                                                                                                               |
| 50X CLIMAX/TALL TREES                      | 112 POINTS<br>(224 POINTS x .50 CLIMAX/TALL TREES=112 POINTS)                                                                | 150 POINTS**<br>CLIMAX TREES: 2X75=150 POINTS                                                                                                                                                                                 |
| 30X SMALL TREES                            | 67 POINTS<br>(224 POINTS x .30 SMALL TREES=67.20 POINTS)                                                                     | 75 POINTS**<br>MEDIUM DECIDUOUS TREES: 3X15=75 POINTS                                                                                                                                                                         |
| 15.507 PAVED AREA LANDSCAPING              | 248 POINTS<br>(31,058.54 SF x .80 POINTS=24,846.8320 POINTS)<br>(24,846.8320 POINTS / 10,000 SF=248.30 POINTS)               | 1,159 POINTS<br>MEDIUM DECIDUOUS TREE: 18X15=15 POINTS                                                                                                                                                                        |
| 100 POINTS WITHIN 10' OF PAVED AREA        | 75 POINTS<br>(248.30 POINTS x .30 CLIMAX/TALL TREES=74.49 POINTS)                                                            | 575 POINTS<br>CLIMAX TREES: 5X75=375 POINTS<br>TALL EVERGREEN TREES: 51X3= 200 POINTS                                                                                                                                         |
| 30X CLIMAX/TALL TREES                      | 75 POINTS<br>(248.30 POINTS x .30 CLIMAX/TALL TREES=74.49 POINTS)                                                            | 575 POINTS<br>CLIMAX TREES: 5X75=375 POINTS<br>TALL EVERGREEN TREES: 51X3= 200 POINTS                                                                                                                                         |
| 40X SHRUBS                                 | 99 POINTS<br>(248.30 POINTS x .40 SHRUBS=99.32 POINTS)                                                                       | 569 POINTS<br>TALL DECIDUOUS SHRUBS: 53X5=265 POINTS<br>MEDIUM DECIDUOUS SHRUBS: 17X3=51 POINTS<br>LOW DECIDUOUS SHRUBS: 28X1=28 POINTS<br>MEDIUM EVERGREEN SHRUBS: 45X3=225 POINTS                                           |

\*\*UTILITY CONFLICTS, TREES RELOCATED THROUGHOUT SITE  
\*\*MEDIUM TREES PLACED THROUGHOUT SITE IN LIEV OF SMALL TREES

**PLANT SCHEDULE**

| TREES | CODE | QTY | BOTANICAL NAME                                                                    | COMMON NAME                 | CONT. | GN. | HT.  |
|-------|------|-----|-----------------------------------------------------------------------------------|-----------------------------|-------|-----|------|
| AD    | 2    | 1   | <i>Asplenium x grandifera</i> Autumn Brilliance<br>MEDIUM DECIDUOUS TREE (15 PTS) | Autumn Brilliance Sporewood | 8.8   | 6   | 8 HT |
| MA    | 4    | 1   | <i>Morus x Adirochick</i><br>MEDIUM DECIDUOUS TREE (15 PTS)                       | Adirochick Crabapple        | 8.8   | 6   | 8 HT |
| FC    | 4    | 1   | <i>Prunus californica</i> Firestorm<br>CLIMAX TREE (15 PTS)                       | Firestorm Pear              | 8.8   | 7'  | 7'CL |
| SR    | 3    | 1   | <i>Syringa reticulata</i><br>MEDIUM DECIDUOUS TREE (15 PTS)                       | Japanese Tree Lilac         | 8.8   | 7'  | 7'CL |
| TR    | 3    | 1   | <i>Tilia americana</i> Whiteford<br>CLIMAX TREE (15 PTS)                          | Redford American Linden     | 8.8   | 7'  | 7'CL |

**REFERENCE NOTES SCHEDULE**

| SYMBOL | DESCRIPTION                                                                      |
|--------|----------------------------------------------------------------------------------|
| 1      | SEED LAWNS WITH A KENTUCKY BLUEGRASS BLEND. EROSION CONTROL BLANKET IS REQUIRED. |
| 2      | CULTIVATED BEDLINE 4" DEPTH, (TYP.)                                              |
| 3      | INSTALL 3" DEPTH OF SHREDDED BARK MULCH OVER MEED BARRIER FABRIC, (TYP.)         |

SHRUBS DO NOT COUNT TOWARD PANERA LANDSCAPE CALCULATIONS. TO BE INSTALLED WITH MEIHER LOT ONE IMPROVEMENTS.

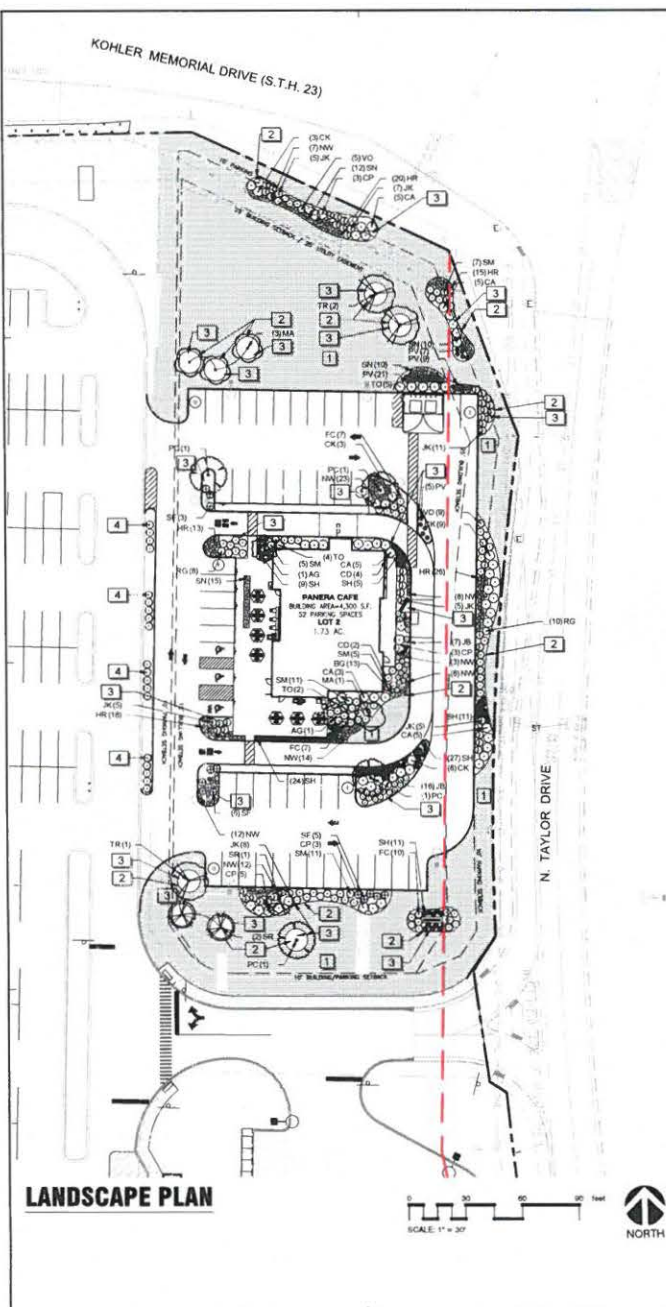
**GENERAL NOTES:**

- CONTRACTOR SHALL TAKE PRECEDENCE OVER WRITTEN QUANTITIES AND KEYS ON PLAN.
- CONTRACTOR TO REPAIR AND REPLACE ANY PLANT MATERIAL DAMAGED BY THIS CONSTRUCTION OUTSIDE PROJECT LIMITS. ANY EXISTING PLANT MATERIAL DAMAGED BY CONTRACTOR DURING CONSTRUCTION SHALL BE REPLACED WITH LIKE MATERIAL OF SIMILAR SPECIES AND SIZE AT THE CONTRACTOR'S EXPENSE WITH NO ADDITIONAL COST TO OWNER OR TOWN.
- NO MEETS PRIOR TO PLANTING. THE CONTRACTOR SHALL SUBMIT TO THE OWNER / OWNER'S REPRESENTATIVE A PLANT PHOTO SUBMITTAL FOR APPROVAL. IF REQUESTED BY THE OWNER, THE LANDSCAPE ARCHITECT WILL TAG THE MATERIAL.
- EACH PHOTO SHALL CLEARLY SHOW THE SITE, FORM, AND BRANCHING STRUCTURE AND QUALITY OF THE PLANT.
- EACH PHOTO SHALL HAVE THE PLANT NAME, SIZE AND SPECIFICATIONS LABELED ON THE PHOTO.
- ANY PHOTO SHOWING A GROUP OF PLANTS CLOSE TOGETHER WILL NOT BE ACCEPTED.
- NO PARTIAL OR INCOMPLETE SUBMITTAL WILL BE ACCEPTED FOR REVIEW. ANY REJECTED SPECIES WILL BE SUBJECT TO RESUBMITTAL.
- REFER TO THE LATEST CIVIL PLAN FOR DISTURBED AREAS TO BE RESTORED. ADDITIONAL RESTORATION MAY BE NEEDED DUE TO FIELD CONDITIONS. SEE CIVIL SITE PLAN.

**PLANT SCHEDULE**

| SHRUBS | CODE | QTY | BOTANICAL NAME                                                                    | COMMON NAME            | CONT. | HEIGHT          | SPREAD           |
|--------|------|-----|-----------------------------------------------------------------------------------|------------------------|-------|-----------------|------------------|
| BG     | 13   | 1   | <i>Buxus microphylla</i> Wintergreen<br>MEDIUM EVERGREEN SHRUB (5 PTS)            | Wintergreen Boxwood    | 8.8   | 24"-36"         | 18" Min.         |
| CA     | 42   | 1   | <i>Cornus alba</i> Redbush TM<br>TALL DECIDUOUS SHRUB (3 PTS)                     | Ivory Halo Dogwood     | 8.8   | 30" HL          |                  |
| CP     | 14   | 1   | <i>Cornus alba</i> Phala Fire<br>TALL DECIDUOUS SHRUB (3 PTS)                     | Phala Fire Dogwood     | 8.8   | 48" HL          |                  |
| CK     | 23   | 1   | <i>Cornus amomum</i> Kalmeg<br>TALL DECIDUOUS SHRUB (3 PTS)                       | Kalmeg Dogwood         | 8.8   | 30" HL Min.     | 18"-24" Sp. Min. |
| FC     | 24   | 1   | <i>Forsythia x Contained</i> TM<br>MEDIUM DECIDUOUS SHRUB (3 PTS)                 | Gold Tike Forsythia    | 8.8   | 30" HL          | 24" HL           |
| JB     | 23   | 1   | <i>Jasminum espartero</i> Blue Star<br>MEDIUM EVERGREEN SHRUB (5 PTS)             | Blue Star Juniper      | 8.8   | 24" HL          |                  |
| JK     | 59   | 1   | <i>Jasminum x pfitzerianum</i> Kalmeg x Compact<br>MEDIUM EVERGREEN SHRUB (5 PTS) | Amor                   | 8.8   | 18"-24" HL Min. | 18"-24" Sp. Min. |
| RF     | 16   | 1   | <i>Rhus aromatica</i> Gro-Low<br>LOW DECIDUOUS SHRUB (1 PT)                       | Gro-Low Fragrant Sumac | 8.8   | 18" HT. MIN.    |                  |
| SP     | 14   | 1   | <i>Spiraea japonica</i> Neon Flame<br>LOW DECIDUOUS SHRUB (1 PT)                  | Neon Flame Spiraea     | 8.8   | 18" HT. MIN.    | 18"-18" SPREAD   |
| SM     | 54   | 1   | <i>Syringa meyeri</i> Pablin<br>TALL DECIDUOUS SHRUB (5 PTS)                      | Dwarf Korean Lilac     | 8.8   | 30" HL Min.     |                  |
| TO     | 11   | 1   | <i>Tilia cordata</i> Tolly<br>TALL EVERGREEN TREE (40 PTS)                        | Tolly American Linden  | 8.8   | 6' HL           |                  |
| VO     | 39   | 1   | <i>Viburnum opulus</i><br>TALL DECIDUOUS SHRUB (5 PTS)                            | Cranberry Viburnum     | 8.8   | 30" HL Min.     |                  |

SHRUB HEIGHT MEASUREMENTS ARE TO BE AS MEASURED FROM TOP OF ROOTBALL (TYP.)



**LANDSCAPE PLAN**

SCALE: 1" = 30'  
NORTH



**CITY OF SHEBOYGAN**

**REQUEST FOR PLANNING COMMISSION CONSIDERATION**

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**ITEM DESCRIPTION:** R.O. 37-18-19 and G.O. 5-18-19 by Alderperson Dekker amending the City of Sheboygan Official Zoning Map of the Sheboygan Zoning Ordinance to change the Use District Classification of vacant land on N. 15th Street across from 822 N. 14th Street from Class Urban Commercial (UC) to Class Urban Residential (UR) Classification (Parcel #500560).

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

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**REPORT DATE:** June 15, 2018

**MEETING DATE:** June 18, 2018

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**FISCAL SUMMARY:**

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

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**STATUTORY REFERENCE:**

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

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**BACKGROUND / ANALYSIS:**

Richardson Industries, Inc. is proposing to rezone Parcel #500560 from Urban Commercial (UC) to Urban Residential (UR-12). The applicant states the following:

- The purpose for the proposed amendment is to allow the development of a condominium, which would consist of 32 two-bedroom townhouse condominium units. Each unit would include 1.5 bathrooms and one (1) or two (2) car garages. The units are ranged in building clusters of four (4) to eight (8) units in each building, which will create a community type structure.
- It is anticipated that the condominium development will add approximately 6 million or more in additional taxable assessment.
- Presently, the property is vacant (and has been for several years) and is zoned Urban Commercial. The property was formally a lumber yard for previous owners and does have environmental issues which the development will address.
- The property also sits in an area designated as a Central Mixed Use area on the Future Land Use map in the City of Sheboygan Comprehensive Plan.
- To the south of the proposed development is residential property. Immediately east of the proposed development is commercial property formally operated by Richardson Lumber Co. (and Ebenreiter Lumber Co. prior) but which is now vacant. The developers of the

condominium project identified above are also purchasing this property, so they will be able to control the use thereof. Also east of the proposed development is the Glas Cafe and Cellcom retail shop.

The City of Sheboygan Comprehensive Plan identifies several key initiatives including the following:

- Promoting infill development and redevelopment to grow efficiently, strengthen existing business districts and neighborhoods, and leverage existing infrastructure and connectivity.
- Enhancing the lakefront and riverfront to attract new development, appeal to residents, and facilitate a healthy community.
- Diversifying the City's housing stock by supporting market rate infill and redevelopment housing aimed at empty nesters, seniors and young professionals.

The proposed map amendment achieves these key initiatives by:

- The proposed condominium development will accomplish these key initiatives, allowing the redevelopment of a vacant, underutilized site into market-rate housing which will be complementary to the adjoining riverfront, provide infill development and be complementary to the adjoining uses.
- Developing an old, vacant riverfront industrial site (Richardson storage yard) into townhouse condominium housing. This type of redevelopment is ideal as it directly borders both residential and commercial zoning districts.
- This is accomplished by fulfilling the demand for townhouse condominium housing for young professionals and empty nesters, with a location that balances proximity to urban spaces and amenities with easy and various transportation options.
- Additionally, the proposed development is consistent with the objectives and policies set forth in Chapter 4 Housing and Neighborhood Development of the City of Sheboygan Comprehensive Plan.
- The Sheboygan County Economic Development Corporation conducted a housing survey which concluded in part that there was a need for greater condominium development in the city, and especially in lakefront and riverfront areas.
- In the City of Sheboygan Comprehensive Plan, Urban Residential is identified as the most appropriate zoning for this type of multifamily residential development.

#### **STAFF COMMENTS:**

The surrounding neighborhood zoning is:

- The properties to the north and south are zoned Neighborhood Residential (NR-6).
- The properties to the west are zoned Suburban Residential (SR-5).
- The properties to the east are zoned Urban Commercial (UC).

It is important for the Plan Commission to understand that if the property zoning designation is changed from UC to UR, an applicant could submit an application to use the property for any use that is permitted and/or conditionally permitted in the UR zone.

If the Common Council approves the rezone, the applicant needs to be aware that a conditional use will need to be submitted to and reviewed by the City of Sheboygan Plan Commission prior to construction of a new townhouse condominium development.

**ACTION REQUESTED:**

Motion to recommend the Common Council approve the proposed rezone to the City of Sheboygan Zoning Map from Urban Commercial (UC) to Urban Residential (UR-12) for Parcel # 500560.

**ATTACHMENTS:**

Rezone Application and required attachments.

*Handwritten red mark resembling the letter 'X' or a stylized signature.*

*6.1*

Gen. Ord. No. 5 - 18 - 19. By Alderperson Dekker. June 4, 2018.

AN ORDINANCE amending the City of Sheboygan Official Zoning Map of the Sheboygan Zoning Ordinance to change the Use District Classification of vacant land on North 15<sup>th</sup> Street across from 822 North 14<sup>th</sup> Street from Class Urban Commercial (UC) to Class Urban Residential (UR) Classification.

THE COMMON COUNCIL OF THE CITY OF SHEBOYGAN DO ORDAIN AS FOLLOWS:

Section 1. Appendix A, Chapter 15 of the Sheboygan Zoning Ordinance establishing zoning districts and prescribing zoning standards and regulations is hereby amended by changing the Official Zoning Map thereof and Use District Classification of the following described lands from Class Urban Commercial (UC) to Class Urban Residential (UR) Classification:

Vacant land located on North 15<sup>th</sup> Street (Parcel #59281500560):

Lots 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, and 16, in Block 119, of the Original Plat of the City of Sheboygan.

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.

*City Plan*

*D. Dekker*  
\_\_\_\_\_

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

II

3.2

R. O. No. 37 - 18 - 19. By CITY CLERK. June 4, 2018.

Submitting an application from Richardson Industries, Inc. for a change in the zoning classification of vacant land located on North 15<sup>th</sup> Street across from 822 North 14<sup>th</sup> Street (Parcel #59281500560) from Class Urban Commercial (UC) to Class Urban Residential (UR) Classification.

*City Plan*

\_\_\_\_\_  
City Clerk

MAY 25 '18 AM 9:08

|                                                     |
|-----------------------------------------------------|
| OFFICE USE ONLY                                     |
| APPLICATION NO.: _____                              |
| RECEIPT NO.: <u>180758</u>                          |
| FILING FEE: \$200.00 (Payable to City of Sheboygan) |

**CITY OF SHEBOYGAN**  
**APPLICATION FOR**  
**AMENDMENT OF OFFICIAL ZONING MAP**  
(Requirements Per Section 15.903)  
Revised May, 2012

Completed application is to be filed with the Office of the City Clerk, City Hall, 828 Center Avenue. Application will not be processed if all required attachments and filing fee of \$200 (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: Richardson Industries, Inc. PHONE NO.: (920)

ADDRESS: 635 Old County Rd. PP, Sheboygan Falls E-MAIL: \_\_\_\_\_

OWNER OF SITE: Richardson Industries, Inc. PHONE NO.: ( )

**2. DESCRIPTION OF THE SUBJECT SITE**

ADDRESS OF PROPERTY AFFECTED: Vacant land on N. 15 St. across from 822 N. 14<sup>th</sup> St., Sheboygan – see attached Exhibit A.

LEGAL DESCRIPTION: Lots 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, and 16, in Block 119, of the Original Plat of the City of Sheboygan.

PARCEL NO. 59281500560 MAP NO. \_\_\_\_\_

EXISTING ZONING DISTRICT CLASSIFICATION: Urban Commercial

PROPOSED ZONING DISTRICT CLASSIFICATION: Urban Residential

BRIEF DESCRIPTION OF THE EXISTING OPERATION OR USE: The property is vacant land on the Sheboygan River owned by applicant and formerly used in its business.

BRIEF DESCRIPTION OF THE PROPOSED OPERATION OR USE: Construction of a condominium development and related residential uses.

The purpose for the proposed amendment is to allow the development of a condominium, which would consist of 32 two-bedroom townhouse condominium units, as generally shown on the attachment. Each unit would include one and a half bathrooms and one or 2 car garage. The units are ranged in building clusters of 4 to 8 units in each building, which will create a community type structure. It is anticipated that the condominium development will add approximately 6 million or more in additional taxable assessment.

Presently, the property is vacant (and has been for several years) and is zoned Urban Commercial. The property was formally a lumber yard for previous owners and does have environmental issues which the development will address. The property also sits in an area designated as a Central Mixed Use area on the Future Land Use map in the City of Sheboygan Comprehensive Plan, a copy of which is attached. To the south of the proposed development is residential property. Immediately east of the proposed development is commercial property formally operated by Richardson Lumber Co. (and Ebenreiter Lumber Co. prior) but which is now vacant. The developers of the condominium project identified above are also purchasing this property, so they will be able to control the use thereof. Also east of the proposed development is the Glas Café and Cellcom retail shop.

The City of Sheboygan Comprehensive Plan identifies several key initiatives including the following:

- Promoting infill development and redevelopment to grow efficiently, strengthen existing business districts and neighborhoods, and leverage existing infrastructure and connectivity.
- Enhancing the lakefront and riverfront to attract new development, appeal to residents, and facilitate a healthy community.
- Diversifying the City's housing stock by supporting market rate infill and redevelopment housing aimed at empty nesters, seniors and young professionals.

The proposed condominium development will accomplish these key initiatives, allowing the redevelopment of a vacant, underutilized site into market-rate housing which will be complementary to the adjoining riverfront, provide infill development and be complementary to the adjoining uses. Additionally, the proposed development is consistent with the objectives and policies set forth in Chapter 4 Housing and Neighborhood Development of the City of Sheboygan Comprehensive Plan.

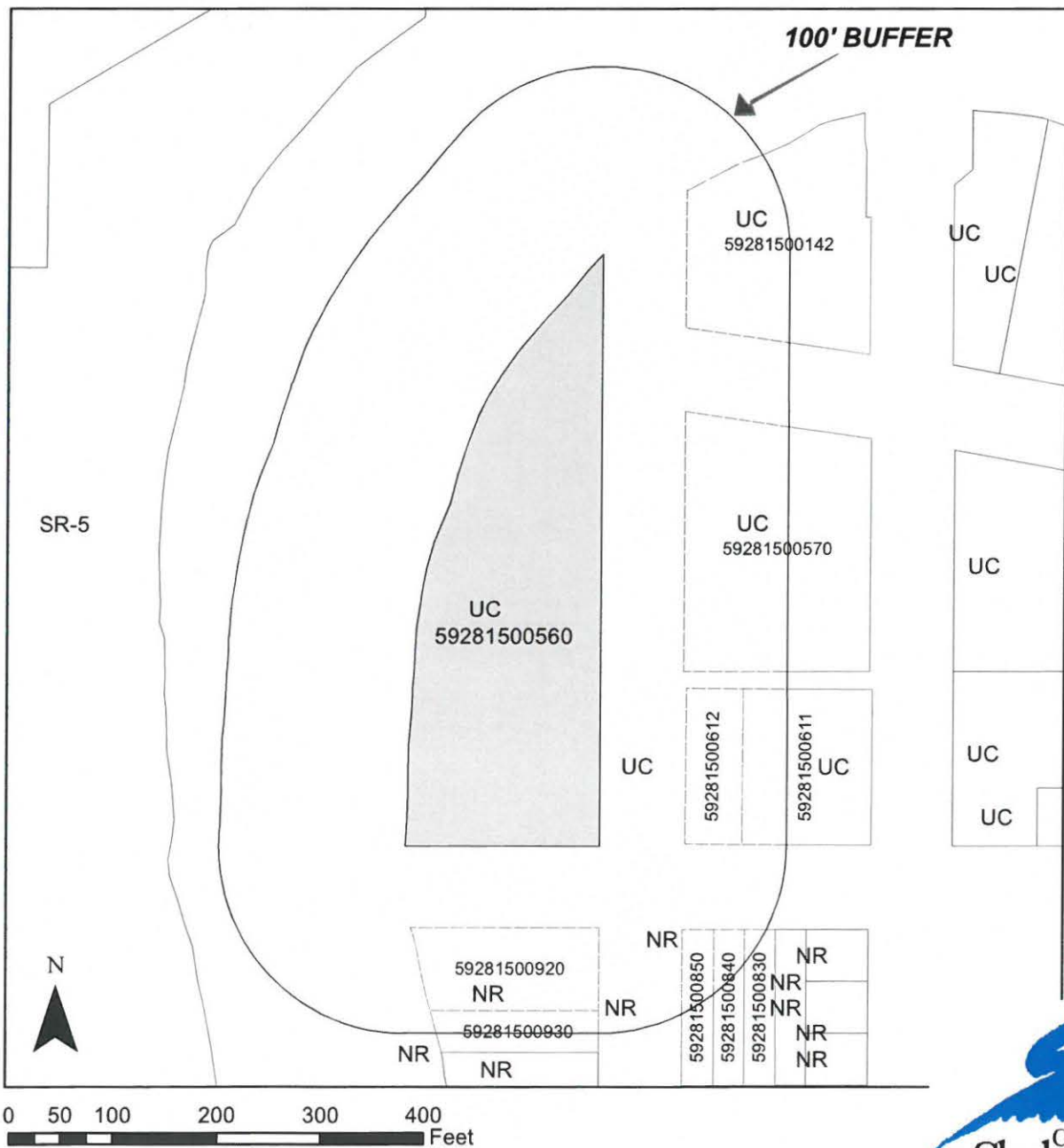
The Sheboygan County Economic Development Corporation conducted a housing survey which concluded in part that there was a need for greater condominium development in the city, and especially in lakefront and riverfront areas.

In the City of Sheboygan Comprehensive Plan, Urban Residential is identified as the most appropriate zoning for this type of multifamily residential development.

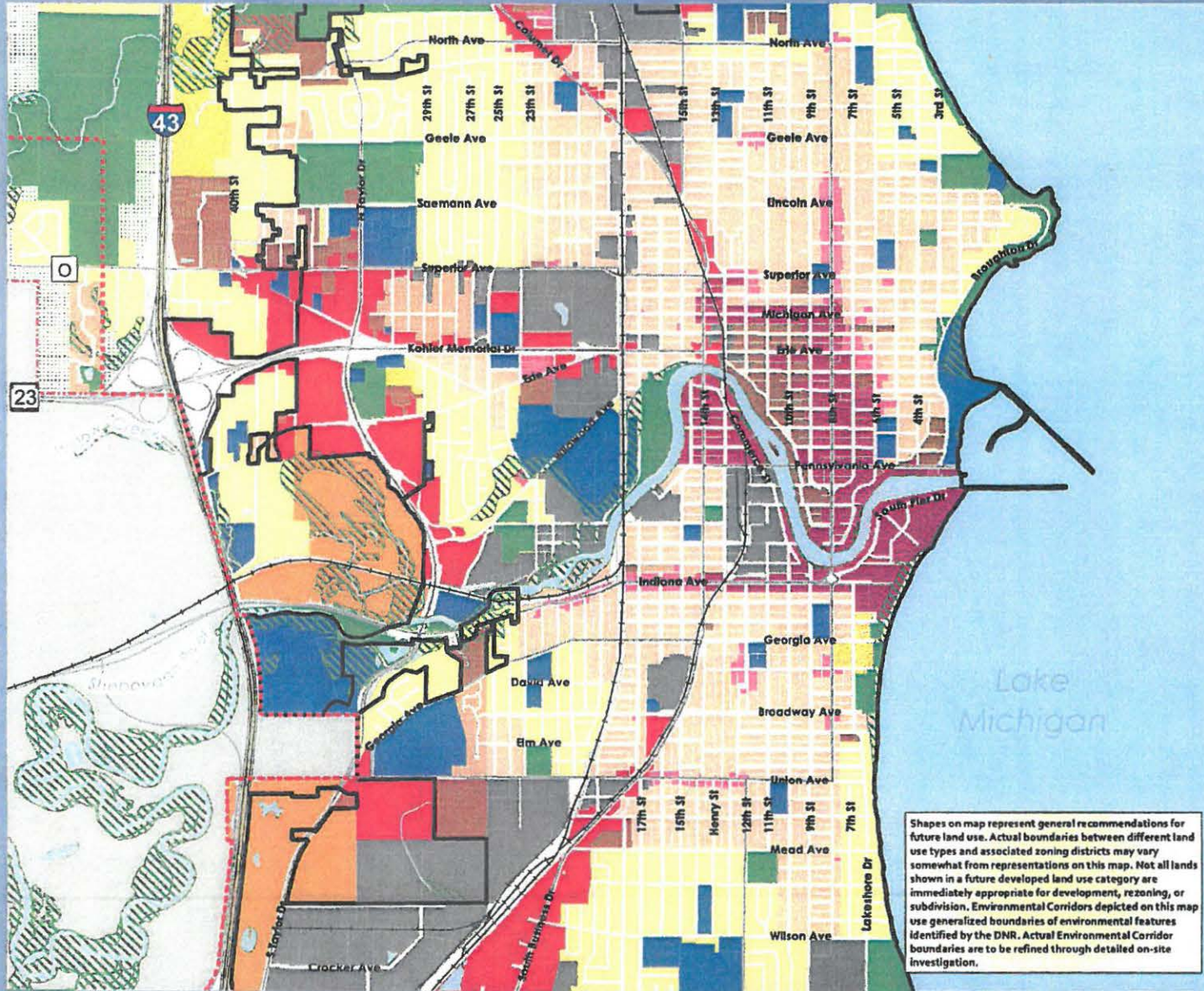
# PROPOSED REZONE OF PARCEL NO. 59281500560 FROM URBAN COMMERCIAL (UC) TO URBAN RESIDENTIAL (UR)

Town: 15N Range: 23E Section: 22

Lots 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, and 16, in  
Block 119, of the Original Plat of the City of Sheboygan.

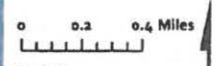


Map 2-3 Future Land Use - Central  
City of Sheboygan Comprehensive Plan



- City of Sheboygan Municipal Boundary
- Other City or Village Municipal Boundaries
- Town Boundaries
- City of Sheboygan Extraterritorial Jurisdiction
- Major Road
- Interstate
- Railroad
- Water
- Agricultural/Rural
- Single Family Residential
- Neighborhood Preservation
- Two Family Residential
- Multi Family Residential
- Mobile Home Park
- Planned Neighborhood
- Neighborhood Mixed Use
- Office Park
- Community Mixed Use
- Central Mixed Use
- Institutional and Community Facilities
- Employment
- Public Parks and Open Space
- Town Development Area
- Environmental Corridor

Shapes on map represent general recommendations for future land use. Actual boundaries between different land use types and associated zoning districts may vary somewhat from representations on this map. Not all lands shown in a future developed land use category are immediately appropriate for development, rezoning, or subdivision. Environmental Corridors depicted on this map use generalized boundaries of environmental features identified by the DNR. Actual Environmental Corridor boundaries are to be refined through detailed on-site investigation.



Adopted:  
12/5/2011

Data Sources:  
City of Sheboygan, DNR, Bay Lake RPC, V&A, Sheboygan County



59281500560



Show search results for 592...



(1 of 2)

Subdivision:

Land Records Portal

Situs:

Parcel: 59281500560  
Owner 1: RICHARDSON INDUSTRIES  
INC  
Owner 2:  
Address: 635 OLD COUNTY RD PP  
City: SHEBOYGAN FLS  
State: WI  
Zip: 53085  
Zip4: 1869

Parcel may require  
shoreland/floodplain permit:

Zoom to

-87.722 43.753 Degrees

200ft



|                                                                                   |  |                                          |                                                                    |                                                                |                         |                           |                           |                               |                                 |
|-----------------------------------------------------------------------------------|--|------------------------------------------|--------------------------------------------------------------------|----------------------------------------------------------------|-------------------------|---------------------------|---------------------------|-------------------------------|---------------------------------|
|  |  | <b>Issue Dates</b><br>Revision      Date | DEMOND PROPERTY<br>NORTH 15TH STREET<br>Sheboygan, Wisconsin 53081 | <b>SHEET TITLE</b><br>SITE GRADING AND<br>EROSION CONTROL PLAN | <b>DRAWN BY</b><br><br> | <b>CHECKED BY</b><br><br> | <b>DATE</b><br>06/14/2018 | <b>PROJECT NO.</b><br>2018-12 | <b>SHEET NO.</b><br><b>C1.1</b> |
| <b>NO. REVISIONS</b>                                                              |  |                                          |                                                                    |                                                                |                         |                           |                           |                               |                                 |
|                                                                                   |  |                                          |                                                                    |                                                                |                         |                           |                           |                               |                                 |
|                                                                                   |  |                                          |                                                                    |                                                                |                         |                           |                           |                               |                                 |
|                                                                                   |  |                                          |                                                                    |                                                                |                         |                           |                           |                               |                                 |

