

*****ATTACHMENTS*****

CITY OF SHEBOYGAN

REQUEST FOR PLANNING COMMISSION CONSIDERATION

ITEM DESCRIPTION: Conditional Use and variance application by Heitzmann Enterprises, LLC to operate the Float Doctor from 640 S. Pier Drive. PUD Zone

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

REPORT DATE: March 24, 2017

MEETING DATE: March 28, 2017

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

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

BACKGROUND / ANALYSIS:

Elizabeth Heitzmann of Heitzmann Enterprises, LLC is proposing to operate the Float Doctor from 640 S. Pier Drive. The applicant states the following about the proposal:

- We are proposing to operate Float Doctor from the far north suite of Central Pier Condominiums located at 640 S. Pier Drive. Float Doctor will offer three (3) Crash Float Lab Tanks, fair weather yoga, meditation, Tai Chi, nutrition, massage, mind/body contractors and merchandise line.
- 640 S. Pier Drive has about 1,932 square feet of space and the proposed improvements include hydrotherapy tank rooms, contractor treatment rooms, reception area, filtration room, and minimum yoga patio space.
- Our premier activity is called Floating and our business structure is modeled after all of the best features of the booming retail float franchise industry that is growing exponentially. There is a huge demand for hydrotherapy and I will have the prestigious "crash rooms" which are renowned as the best in the industry. This alone will bring enthusiasts from many far away areas to use our special tanks.
- During a "Float" you are suspended effortlessly in a super saturated solution of Epsom salt and water within a light and sound controlled environment that reduces sensory stimulation and effectively suspends the effects of gravity on the central nervous system. The water is at skin temperature and after a few minutes you lose the awareness of where the body ends and the water begins. Resting in this unique environment creates profound changes within the mind/body system and actually improves the overall function of the brain and central nervous system.

- Float Doctor will also provide "fair weather yoga" on the riverfront patio with drop in classes scheduled throughout the day for the public to attend (weather and space permitting). Sign up may be required if space becomes limited. Website, Facebook, and social media updates will display schedule information to interested patrons or "walk in" availability for all activities and programs offered.
- Float Doctor has a full line of retail products: beach towels, yoga mats, attire, water bottles, adult coloring books, salt related items like Himalayan Salt Lamps and salt body scrubs, bath detoxification products and skin care. We also provide mindfulness, nutrition, self-help books and software items for patrons.
- Float Doctor will have five (5) employees and likely four (4) mind/body contractors.
- The facility will operate at least 10 hours per day seven days a week.
- We will have special events for the public and we will coordinate other destination events with the Chamber of Commerce.
- I chose the South Pier District because I want to be in a scenic area to provide a beautiful ambiance for customers coming and going to Float Doctor to participate in activities and receive relaxation treatments whether on vacation or living in the area counties. I believe having hydrotherapy near the lake and river, with kayaking, water sports, and the water park, is a very appropriate setting for this business.
- I think the property is just fantastic and will provide a great experience for the clientele to want to keep coming back and also check out other South Pier businesses. Float Doctor will provide another unique aquatic activity joining the beautiful Sheboygan River and lakeshore and will become the newest and most exciting water related offering as a "must visit" South Pier destination.

STAFF COMMENTS:

The applicant is proposing to construct two (2) outdoor patios on the west side of the building facing the river. In addition, there will be a small knee wall defining this space. The outdoor patios are intended to be used for fair weather classes and as a nice outdoor space.

The applicant has not provided any information with regards to signage, if there is the need for dumpsters, if there is any outdoor venting and/or outdoor mechanicals, etc.

ACTION REQUESTED:

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

1. Prior to construction, the applicant shall obtain all necessary permits and licenses including but not limited to building, plumbing, electrical, HVAC, fire, health, food, occupancy, etc.
2. Submittal and approval of a proposed landscape plan prior to building permit issuance.
3. Submittal/approval of a proposed storm drainage plan prior to building permit issuance.
4. Dumpster(s) shall be screened/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/enclosed and constructed of like materials and colors of the facility (HVAC equipment, etc.).
7. Applicant will work with staff to detail all proposed exhaust venting in terms of location and aesthetics. In addition, exhaust shall not create a nuisance to surrounding neighbors.
8. All new lighting shall be installed per Section 15.707 of the City of Sheboygan Zoning Ordinance. There shall be no spillover light onto adjacent properties or the streets.
9. Applicant shall obtain the necessary conditional use/sign permits prior to installation. Applicant shall work with staff with regards to constructing a well-designed signage for the site that utilizes colors and materials similar to the building. All signs shall meet the S. Pier Design Guidelines (wood with carved insert letters).
10. 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.
11. Absolutely no portion of the new building and/or site improvements shall cross the property line (buildings, patio, sidewalks, dumpster enclosure, signs, landscaping, etc.).
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, driveway openings, curb, gutter, sidewalk, pavement, utilities, trees, Riverwalk, etc.).
13. Applicant will provide adequate public access to riverfront promenade, street, sidewalk and parking lot facilities and will take all appropriate actions to minimize the time period that these areas will be closed/affected.
14. If proposing any exterior remodeling and/or renovations, the applicant shall obtain City of Sheboygan Architectural Review Board approval prior to construction (shall meet the South Pier Design Guidelines).
15. 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. 323640
MAP NO. 26129003
ZONING CLASSIFICATION: PUD

Office Use Only
APPLICATION/FILE NO. _____
REVIEW DATE: 3/28/17

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: Elizabeth Heitzmann (Heitzmann Enterprises, LLC)

ADDRESS: 2006 N 21st Street, Sheboygan, WI 53081

E-MAIL: liveyourbestlifecounseling@outlook.com

PHONE: (920)698-7011 FAX NO. (920) 803-0337

2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT

NAME OF PROPOSED/EXISTING BUSINESS: Float Doctor

ADDRESS OF PROPERTY AFFECTED: 640 South Pier Drive

LEGAL DESCRIPTION: The proposed business is called a "Float Center". The NAICS floating business classification is a retail subcategory: 799910 Arts, Entertainment and Recreation.

BRIEF DESCRIPTION OF **EXISTING** OPERATION OR USE: Currently vacant; but the most recent use was for a financial planning service provider.

DETAILED DESCRIPTION OF **PROPOSED** OPERATION OR USE INCLUDING ANY CHANGES TO THE EXISTING USE: Three floating tanks (hydrotherapy tanks) will be installed. A related product retail area will share space with reception in the front as well as in the float rooms. Two rooms will be used to schedule therapeutic massages. The hours of operation will be at least 10 hours per day, seven days a week. The three floating tanks are in rooms with showers and have sound and humidity controls. They are projected to be used at least at half capacity by month 18. This computes to five customers for each tank, each day, or 450 per month. This will generate \$27,000 in revenue, not including retail accessory sales. There will be room for inventory and laundry in the Filtration Room.

BRIEF DESCRIPTION OF ALL REQUESTED VARIANCES FROM PROVISIONS OF THE ZONING ORDINANCE, WHICH ARE RELATED TO THE PROPOSED OPERATION OR USE: No variances from the zoning provisions are anticipated. More than 75% of the square footage available will be used for the retail floating business. Of the total 1932 square feet footprint of Unite 12, only a small 250 square feet office in the back will not be used for the retail floating business. It will be rented by Live Your Best Life.

3. JUSTIFICATION OF THE PROPOSED CONDITIONAL USE

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

How is the proposed conditional use (independent of its location) in harmony with the purposes, goals, objectives, policies and standards of the City of Sheboygan Comprehensive Master Plan?

Float Dr. is a water entertainment amenity and makes sense to be close to other water related entertainment provisions in the South Pier District. It will also be an appropriate amenity for the many nearby residential units. I chose this site because I want to be in a scenic area to provide a beautiful ambiance for customers coming and going to Float Dr. to participate in activities and receive relaxation treatments whether on vacation or living in the area counties.

There is a huge demand for hydrotherapy and I will have the prestigious "crash rooms" which are renowned as the best in the industry. This alone will bring enthusiasts from many far away areas to use our special tanks. Check out Yelp for "Float Lab" in Venice (beach) CA, and Los Angeles to read about the feedback on that business and their unique equipment.

Not only does Float Dr compliment the area, it also does not compete with current businesses. The 6 options at one time, along with the proposed "fair weather yoga" would significantly increase traffic and bring in customers who may never have been drawn there otherwise.

I think having Float Dr. within walking distance from the other South Pier water activities makes sense logistically and does not compete with existing businesses. It elevates the area to have a full-service assortment of the best of the best aquatic entertainment amenities. I believe having hydrotherapy near the lake and river, with kayaking, water sports, and the water park nearby, is a very appropriate setting for this business.

Does the conditional use, in its proposed location, result in any substantial or undue adverse impact on nearby property the character of the neighborhood, environment, traffic, parking, public improvements, public property or rights-of-way?

No; it is well suited for the neighborhood, and parking is adequate and well designed for the business.

The anticipated improvements are indicated in the floor plan on the following page that provides detail of the hydrotherapy tank rooms as well as an office space, two

treatment rooms(TR) spaces, reception area, filtration/laundry room, and minimum yoga patio space. Specific sound reduction considerations are included in the construction of this specialized float facility. Noises and vibration are controlled as much as possible in the design and materials to enhance the experience of floating customers.

How does the proposed conditional use maintain the desired consistency of land uses in relation to the setting within which the property is located?

The planned use conforms with the zoning provisions and PUD goals of the setting and building.

Is the proposed conditional use located in an area that will be adequately served by utilities, or services provided by public agencies? If not, please explain.

Yes.

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

OWNER OF SITE: Central Pier Condominiums LLC, Greg Zastrow

ADDRESS: 640-652 South Pier Drive, Sheboygan, WI 53081

E-MAIL: N/A

ARCHITECT: Erik Jensen LJM Architects

ADDRESS: 813 Riverfront Drive, Sheboygan, WI 53081

E-MAIL: info@ljmarchitects.com

CONTRACTOR: J & N Construction

ADDRESS: 2625 N 15th Street, Sheboygan, WI 53081

E-MAIL: jnnconstruction@gmail.com

5. CERTIFICATE

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


APPLICANT'S SIGNATURE

3-13-17
DATE

Elizabeth Heitzmann
PRINT ABOVE NAME

CONDITIONAL USE APPLICATION SUBMITTAL REQUIREMENTS

We are pleased to introduce Float Dr, a class 41 and 44 Trademarked company that is offering three highly acclaimed Crash Float Lab Tanks, Fair Weather Yoga, Meditation, Tai Chi, Nutrition, Massage, Mind/Body contractors and merchandise line. The facility will operate 360 days a year, around the clock access for the public and is being submitted as a proposal for conditional use permit and design to be located at the far north suite of Central Pier Condominiums, address 640 South Pier Drive. Our premier activity is called FLOATING and our business structure is modeled after all of the best features of the booming retail float franchise industry that is growing exponentially (See below, Ocean Float references). The business classification through NAICS for Float Dr 799910 Arts, Entertainment, and Recreation subcategory.

The tanks were invented in 1950, and have evolved to a recreational amenity that has been sweeping the nation in popularity for an amazing and unique experience for all ages. Europe has at least one in each of the major cities. The US is catching up.

WHAT IS URBAN FLOAT?



In an industry primed for exponential growth, Urban Float has quickly become the national leader.

The Urban Float brand is focused on providing float clients with a superior experience. From our meticulously designed retail float centers, to our cutting-edge floatation tanks and our commitment to providing our clients with exceptional customer service, Urban Float has set the bar high.

NEW LEVEL OF RELAX

During a float you are suspended effortlessly in a super saturated solution of epsom salt and water within a light and sound controlled environment that reduces sensory stimulation and effectively suspends the effects of gravity on the central nervous system. The water is at skin temperature and after a few minutes you lose the awareness of where the body ends and the water begins. Resting in this unique environment creates profound changes within the mind/body system and actually improves the overall function of the brain and central nervous system. After your first float you may think it seems like magic but it's actually backed by over thirty years of mainstream scientific research in human performance.

It will be the most memorable part of your vacation or short getaway from the world. Float Dr provides another unique aquatic activity joining the beautiful Sheboygan River and Lakeshore and will become the newest and most exciting water related offering as a "must visit" South Beach destination.

Float Dr also will provide "fair weather yoga", with drop in classes scheduled throughout the day for the public to attend, weather and space permitting, on the back patio. Sign up may be required if space becomes limited. Website, Facebook, and social media updates will display schedule information to interested patrons or "walk in" availability for all activities and programs offered.

Float Dr has a full line of retail products: Beach towels, yoga mats, attire, water bottles, adult coloring books, salt related items like Himalayan Salt Lamps and salt body scrubs, bath detoxification products and skin care. We also provide mindfulness, nutrition, self-help books and software items for patrons.

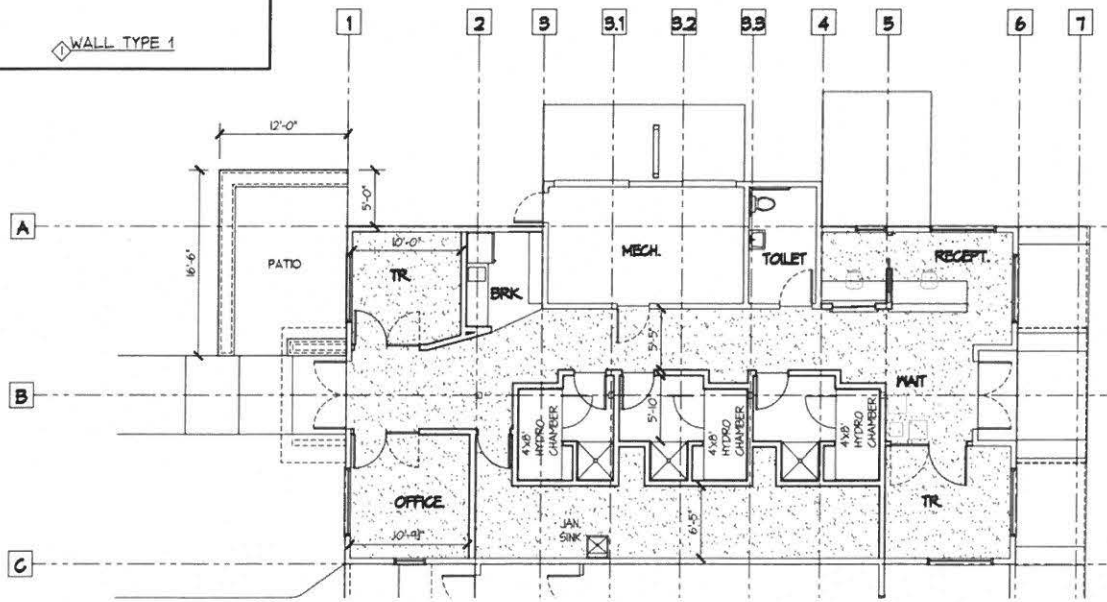
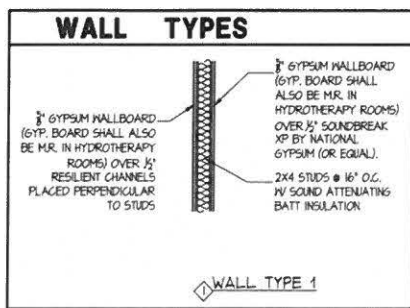
I have an accepted offer in place with approved financing through Commerce State Bank SBA loan as well as a lease through the equipment vendor.

An explanation of the previous uses:

This space was a financial planning service previously.

Description of the space, proposed uses and explanation of all business activities and services to take place on site:

It has about 1,932 square feet of space. The proposed improvements are indicated in the floor plan below and provides detail of the hydrotherapy tank rooms as well as the contractor treatment rooms, reception area, filtration room, and minimum yoga patio space.



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

LJM Architects 813 Broadway Drive, Sheboygan, WI 53081 Phone (920) 458-1800 Fax (920) 458-1485	
ELIZABETH HEITZMANN 640 S. PIER DRIVE SOUTH PIER DISTRICT SHEBOYGAN, WI 53081	
SHEET TITLE	
DRAWN BY DO/AA	DATE 02-07-10
CHECKED BY CJ	PROJECT NO. 10181
SHEET NO. A1	

Staffing/Programs:

I will have 5 employees and 4 FT equivalency contractors of many sorts within 6 months of opening. Hours to the public starting off, will be at 92 hours per week, including weekends with the staff covering in reception for retail sales, scheduling, customer service, licensed contractors, and yoga sign in.

We will have special events for the public. I have been contacted by the organizers for the Spirit Fairs that are provided in our area. That event brings a large group of people for specialty items including essential oils,

natural soaps, and other homespun crafts. We will coordinate other destination events with the Chamber of Commerce.

Marketing:

Social Media Marketing, advertising on Pandora, and other sources will be utilized in addition to the floatdr.com website to manage scheduling and provide information about our activities, facility, as well as education about the business. We intend to implement package pricing and other specials to develop and maintain an ongoing interest. Presale float certificate campaign will be initiated prior to the grand opening in phases.

Float Dr has access to market tested brochures and advertising that will be distributed to the following target groups: area hotels and lodging, gyms and athletic organizations, chamber of commerce tourism resources, float enthusiast pages and periodicals, pain management clinics, chiropractic care, obstetrics/gynecologists, psychiatrists, orthopedics, physical therapy, and rehab providers.

Other promotional programs and special events will be implemented to keep interest fresh for the local and visiting patrons.

A shift is taking place in our society that people are spending their money on experiences as opposed to disposable “things” and other novelties. Float Dr can be one of those memories that will keep people coming back.

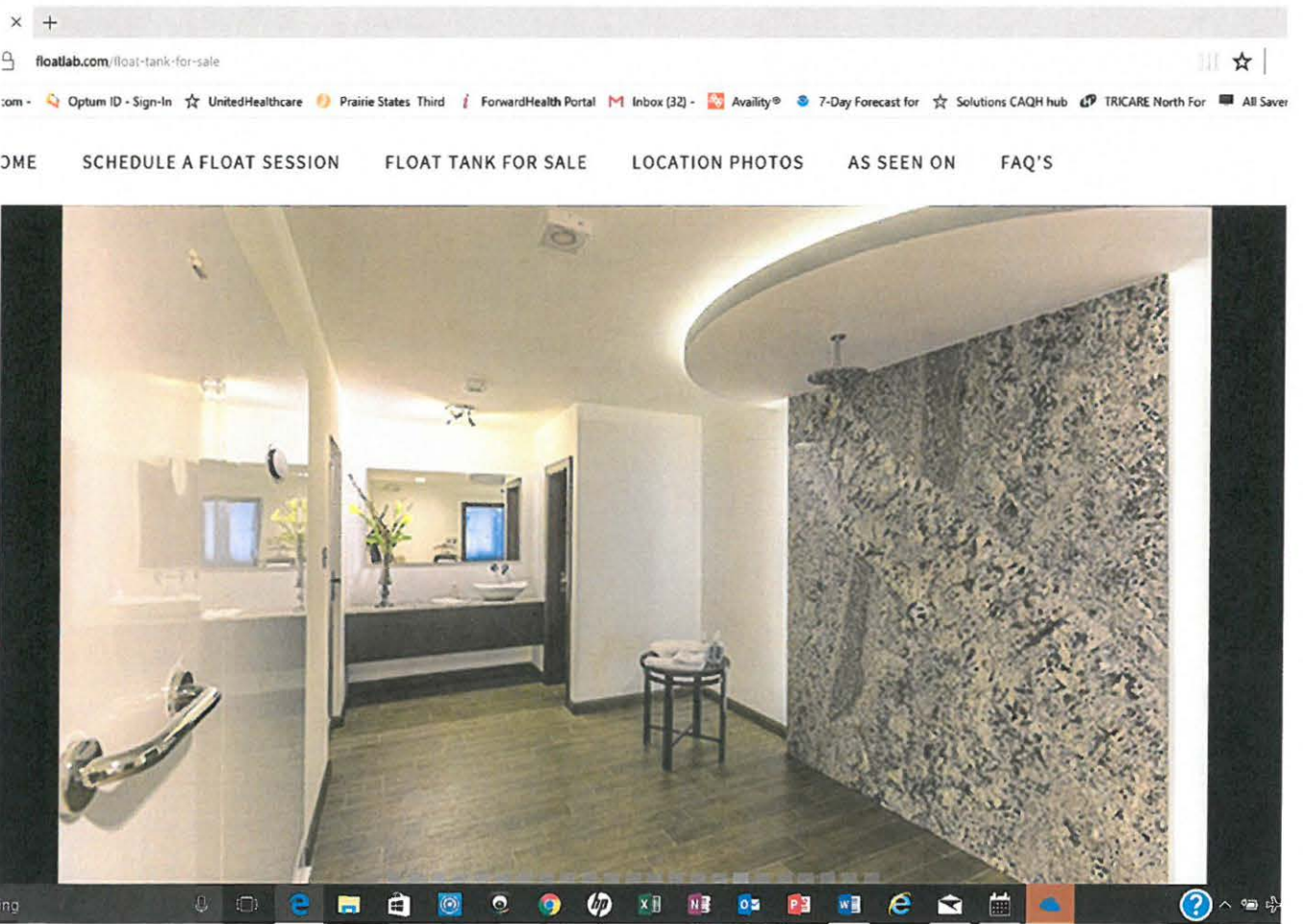
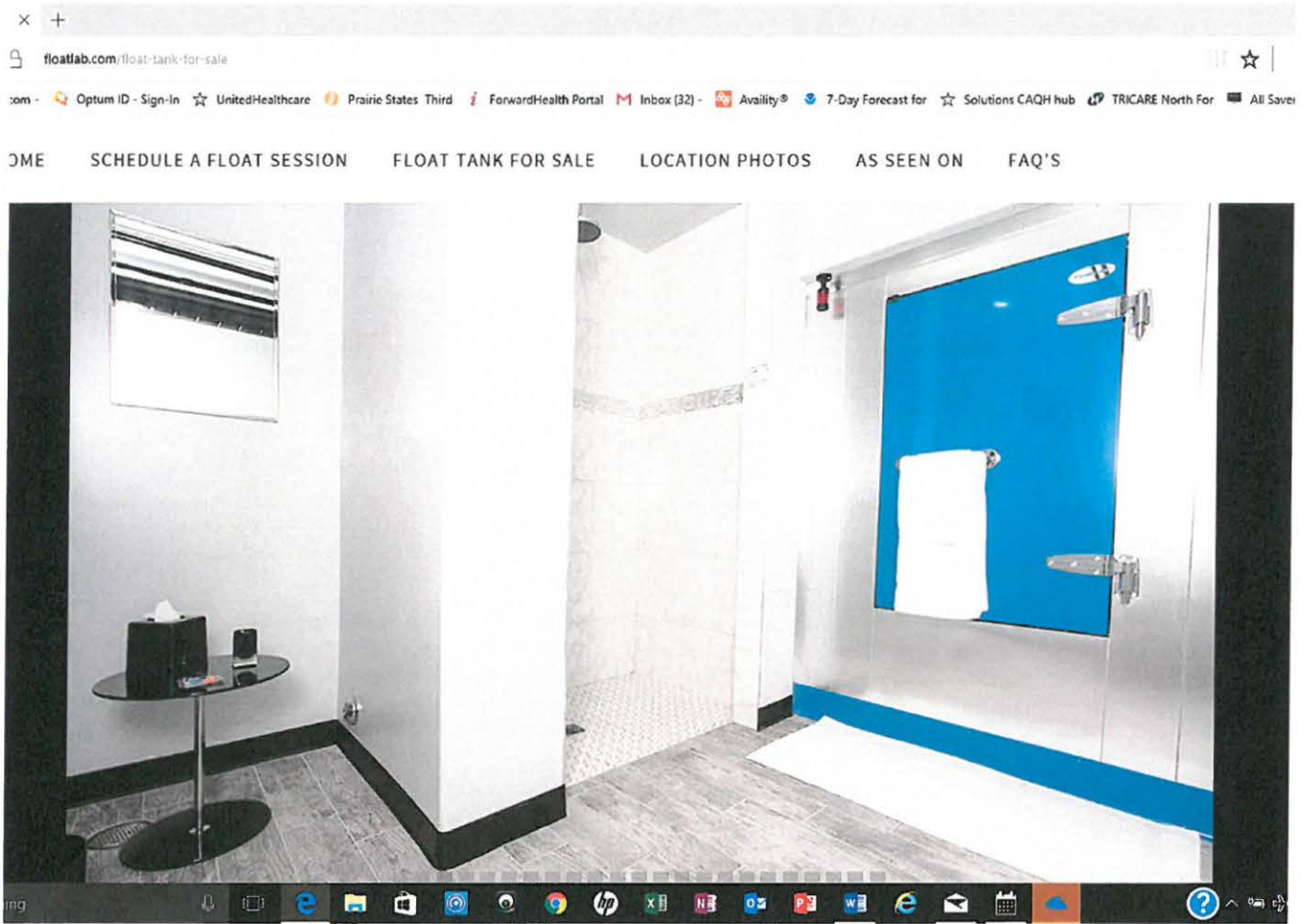
Why this site is good for Float Dr, and why it is good for the South Pier District and the City:

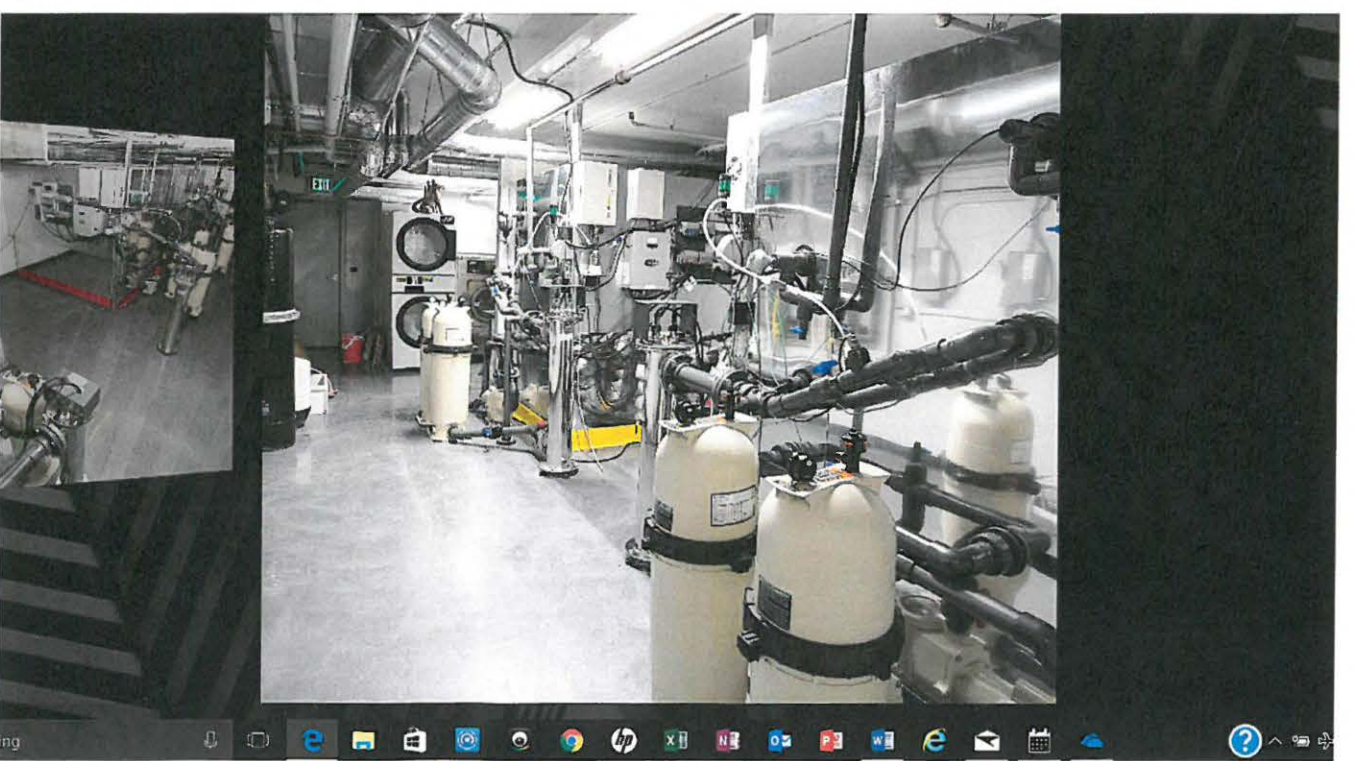
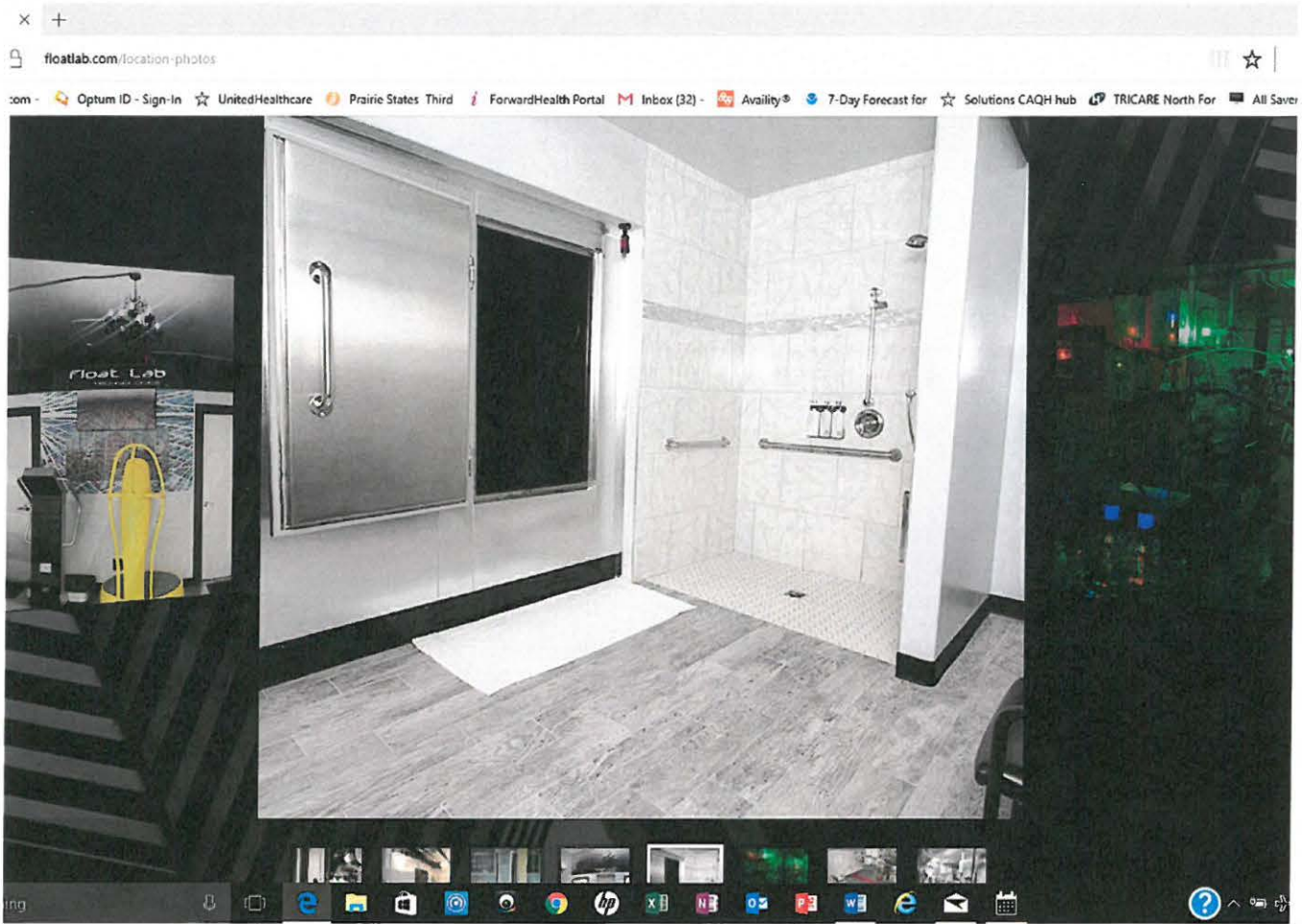
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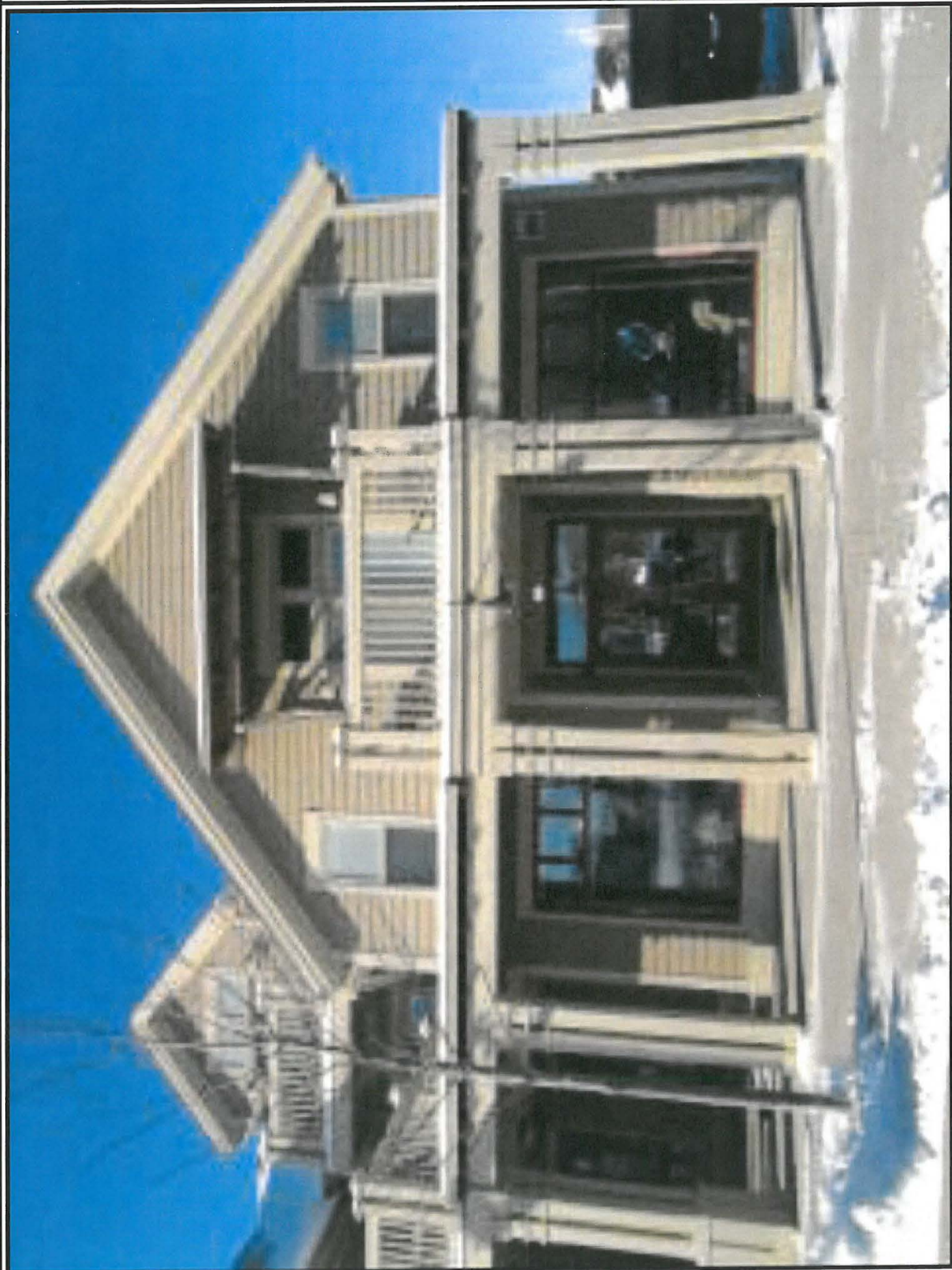
I think the property is just fantastic, will provide a great experience for the clientele to want to keep coming back and also check out other South Pier businesses. Having grown up in Sheboygan, I have always loved the beach and water. I have dreamed of being able to set up my business near the most rare gem of our marina and harbor area. It is a very special opportunity I hope to make a reality.

Manitowoc has a massage therapy with float center. Green Bay has yoga offered with their Float amenity. Milwaukee has two locations that are part of the stand alone float spa franchise.

I look forward to our continued collaboration as we go forward.









CITY OF SHEBOYGAN

REQUEST FOR PLANNING COMMISSION CONSIDERATION

ITEM DESCRIPTION: Preliminary Plat Approval for Hidden Glen Estates in the Town of Sheboygan. Extra-Territorial Plat Review

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

REPORT DATE: March 23, 2017

MEETING DATE: March 28, 2017

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

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

BACKGROUND / ANALYSIS:

Jeff and Wendy Elgin are looking to create a subdivision plat on Lot 3 of the previously approved and recorded Certified Survey Map. The applicant states:

- Lots 1 and 2 will not be changing from the CSM.
- Lot 3 of the CSM will be broken into six (6) new lots consisting of Lot 3 = 0.72acrese, Lot 4 = 1.63 acres, Lot 5 = 1.02 acres, Lot 6 = 1.47 acres, Lot 7 = 1.05 acres, and Lot 8 = 0.93 acres.
- The reason for the CSM was so that Lot 2 could be created quickly and the home sold. The intent is for the Elgin's to create seven (7) new buildable Lots.

STAFF COMMENTS:

The City has extra-territorial platting for subdivisions within three (3) miles of City limits.

ACTION REQUESTED:

Staff recommends approval of the preliminary plat.

ATTACHMENTS:

Hidden Glen Preliminary Plat

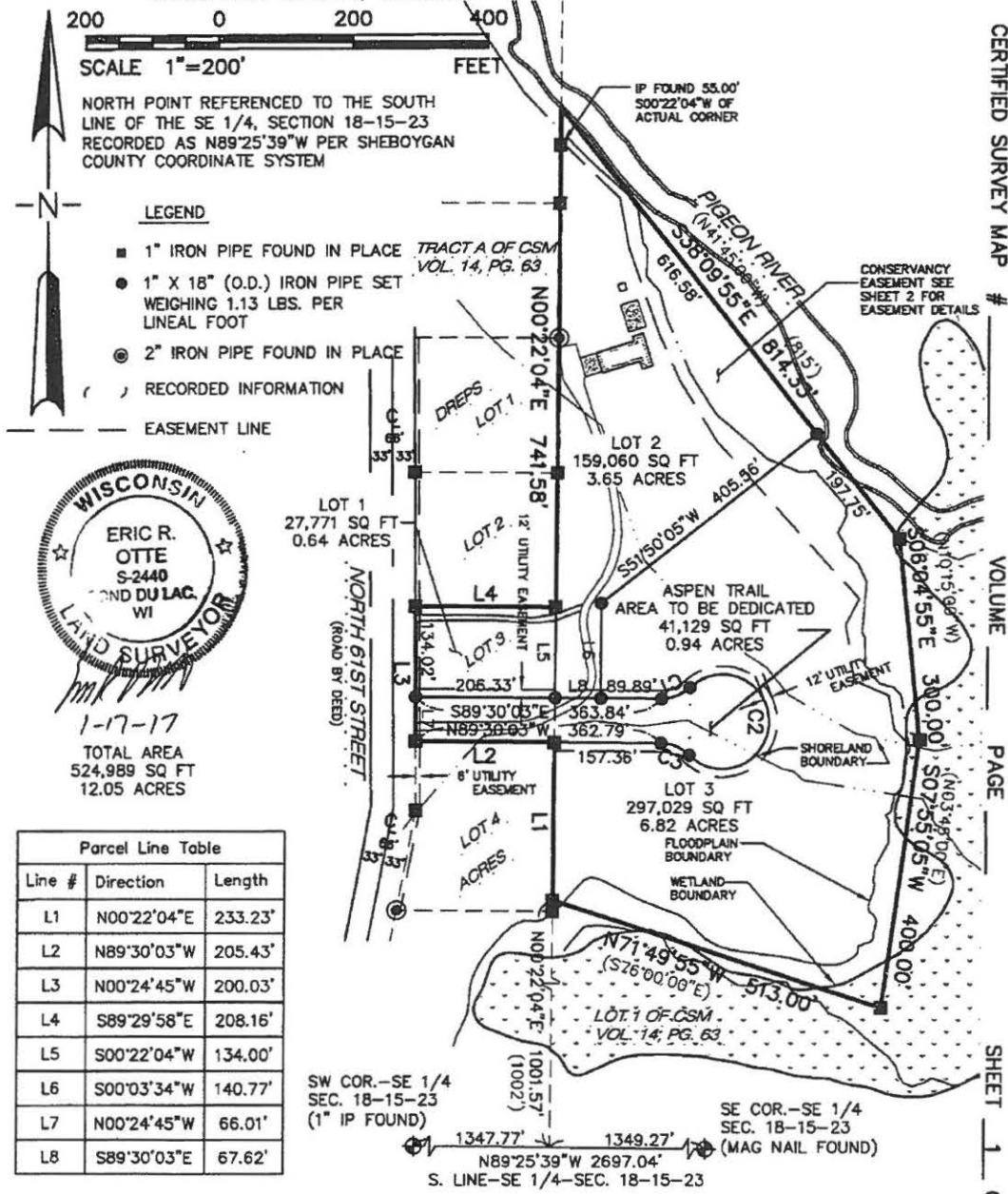


CERTIFIED SURVEY MAP NO. _____

FOR

JEFFREY B. & WENDY L. ELGIN

LOT 3, DREPS ACRES, AND PART OF THE NE 1/4 OF THE SE 1/4, AND PART OF THE SE 1/4 OF THE SE 1/4 OF SECTION 18, T. 15 N.-R. 23 E., TOWN OF SHEBOYGAN SHEBOYGAN COUNTY, WISCONSIN



TOTAL AREA
524,989 SQ FT
12.05 ACRES

CERTIFIED SURVEY MAP # _____
VOLUME 27 PAGE 317
SHEET 1 OF 6 SHEETS

REVISED: JANUARY 17, 2017
DECEMBER 19, 2016

