

PARCEL NO. _____

MAP NO. _____

ZONING CLASSIFICATION: _____

Office Use Only

APPLICATION/FILE NO. _____

REVIEW DATE: _____

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

CITY OF SHEBOYGAN APPLICATION FOR CONDITIONAL USE PERMIT

**Requirements Per Section 15.905
Revised May 2018**

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

1. APPLICANT INFORMATION

APPLICANT: Mike and Martha Pelzel Msquared Properties/Four Seasons Comfort

ADDRESS: W2074 Garton Rd E-MAIL: fourseasonscomfort@tds.net

PHONE: (920) 565-565-2095 FAX NO. (XXX)

2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT

NAME OF PROPOSED/EXISTING BUSINESS: Four Seasons Comfort Heating and Cooling

ADDRESS OF PROPERTY AFFECTED: 1444 Pershing Ave.

LEGAL DESCRIPTION: Lake Shore Division Lots 20,21,22 &23 Blk 9 &The W1/2 Of Vac N-S Alley Adj Thereto

BRIEF DESCRIPTION OF **EXISTING** OPERATION OR USE: Premiere Painting and Car repair Currently vacant

DETAILED DESCRIPTION OF **PROPOSED** OPERATION OR USE INCLUDING ANY CHANGES TO THE EXISTING USE: Operation of residential and light commercial HVAC company

BRIEF DESCRIPTION OF ALL REQUESTED VARIANCES FROM PROVISIONS OF THE ZONING ORDINANCE, WHICH ARE RELATED TO THE PROPOSED OPERATION OR USE: Not sure what you are looking for here. Upgrades planned would include asphalt the parking lot, paint the building, and add sign on side of building.

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? This corridor into Sheboygan has existing commercial buildings. This building will be improved upon insuring that the entrance to Sheboygan is welcoming

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

How does the proposed conditional use maintain the desired consistency of land uses in relation to the setting within which the property is located? This is an existing building that had been used for 2 businesses. It will now be used for one.

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: Msquared Properties

ADDRESS: 15770 Lakeshore Rd. Cleveland, WI 53015

E-MAIL: msquared204@gmail.com

ARCHITECT: N/A

ADDRESS: N/A E-MAIL: N/A

CONTRACTOR: N/A

ADDRESS: N/A E-MAIL: N/A

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.

Martha Pelzel
APPLICANT'S SIGNATURE

12/30/2021
DATE

PRINT ABOVE NAME
CONDITIONAL USE APPLICATION SUBMITTAL REQUIREMENTS

1. A certified survey map showing existing property boundaries and improvements.

Four Seasons Comfort LLC

"Quality Service with Your Comfort in Mind"

W2074 Garton Road Sheboygan, WI 53083

Office 920-565-2095

Friday, January 21, 2022

Four Seasons Comfort LLC is Sheboygan Counties premier residential and light commercial heating and air conditioning company. We opened our doors in 2005 and have grown annually over the years. We provide both heating and air conditioning installation for residential and light commercial building throughout Sheboygan County and beyond. We have been voted both as a winner and finalist of the Best of Sheboygan County multiple years. Currently we have 10 employees. While Four Seasons Comfort does offer 24/7 emergency service, normal business hours are Monday through Friday from 7:00am until 4:00pm.

We have been looking for a building to relocate our business as we need more space. The location of 1444 Pershing Ave. Sheboygan, WI seems to fit our criteria. We are requesting a Conditional Use Permit to occupy the property.

This site that had housed two businesses will be used solely by Four Seasons Comfort using the primary address of 1444 Pershing Ave. Sheboygan, WI 53083. The three service bays that face Pershing Ave. will be used for our box trucks for overnight storage and loading for the upcoming installs of furnaces and air conditioners. The back section will be used for fabrication of duct work, a parts department, and storage of furnaces and air conditioning units. This location will not only double the space that we currently have but will ensure that all work can be confined to the interior space. Keeping the work noise low for the neighbors.

The site was selected for a few reasons: it allows for a sheet metal room, a parts room, as well as storage. The box trucks all fit into the three bays that had been an automotive repeat company. There is also an opening between the two building, a large garage door, that will allow movement of product from the warehouse area and load the trucks while they are indoors.

Very few interior improvements will be made, fresh paint in the office area, removal of the paint booth, and removing of the overhead door between the two work areas. On the exterior, the building will be painted, the parking lot asphalted, and fresh signs will replace the existing signs. The parking lot will accommodate our employees for parking as well as room for walk in customers, for a total of 12 parking area.

We are very excited and happy to be part of the City of Sheboygan and look forward to a long partnership.

Air Conditioning

Installation

Having an efficient unit will help you save on your energy bills and give you peace of mind for years to come. Ask about our parts and labor warranties!



At Four Seasons Comfort, we can keep you cool at home and at work. And with a wide variety of systems available, you can be sure we have the AC unit that will fit your family's budget as well as the needs of your home. Make your home a cool oasis with a new air conditioner from Four Seasons Comfort.

Repair and Maintenance

Your air conditioner works hard all summer long. Reward it with annual maintenance from Four Seasons. Our certified HVAC technicians will run a diagnostic on your system to check for any issues. We'll replace your filter and give your unit a full cleaning! Four Seasons Comfort will keep your system operating at peak performance year-round.

And if you need a repair, we'll find the source of your problem and give you options to repair it efficiently and effectively.



Ductless Mini-Splits

Ductless mini-splits offer a unique way for you to heat and cool your home. Ductless units do not, as their name implies, use ducts to deliver air throughout your home. These compact units are installed on the wall, requiring only a small hole to be drilled in order to connect the unit to the outside compressor.



Ductless units are a great alternative to window units and enable you to cool individual areas of your home! These are ideal for older homes that would otherwise require retrofitting, as well as your lake home!



Get a Quote

Call Us: (920) 565-2095

Gas Furnaces and Heated Flooring

Installation

As your heating system ages, it can lose efficiency or could even stop working altogether. At Four Seasons Comfort, our goal is to offer quality heating systems from trusted brands like Bryant, Trane, and Coleman so you can stay warm all winter long. We aim to keep our prices reasonable and affordable, and we offer a variety of heating systems to suit your family's needs and budget!



Repair and Maintenance

We can tackle your furnace repair no matter how large or small the problem is. We will answer any questions you have and explain the issue to you as well as provide you options, if available, to guide you in your decision-making process. And because we understand how much your family relies on a functioning furnace, we'll be certain to thoroughly tackle any repair.



All our jobs are performed by licensed and experienced contractors you can trust. When you choose Four Seasons Comfort, you'll benefit from our wide selection of heating system models and installation options. We strive for 100% satisfaction on every job!

In-Floor Heat

Heated flooring?! In-floor heat helps keep your home warm. It doesn't make any noise and is incredibly energy-efficient. You can heat all of your house or just supplement a room or two. The warmth rises evenly from below, so the temperature is uniform from top to bottom. Best part - your feet never get cold!



With this type of system, we install tubing under the floor. Warm water circulates through the tubing to provide a very comfortable, quiet heat. Talk to us about your options today!



Get a Quote

Call Us: (920) 565-2095

Indoor Air Quality

You and your family spend a lot of time inside your home, breathing in the air circulated by your HVAC system. With so many contaminants in the air, from dust to mold to chemicals from your cleaning products, it's important to ensure that your home's environment is safe for you and your family. At Four Seasons Comfort, we offer Healthy Air with state-of-the-art control over humidity, air purity, ventilation and temperature.

Humidifiers:

Humidity can be tricky. No matter what type of climate you live in—dry or humid—you ideally want to keep your indoor humidity between 30-50%. Whole-home humidification systems can help you maintain optimal humidity, which has shown to reduce the incidence of respiratory infections and symptoms related to allergies and asthma by minimizing the formation of bacteria and viruses, fungi, and dust mites. In addition, you'll feel more comfortable while also preserving items in your home that are susceptible to damage from dry conditions.

Benefits of Humid Air:

- Humid air feels warmer, so you can set your thermostat 2-3 degrees cooler in the winter
- Humid air reduces static electricity
- Low humidity contributes to itchy skin, chapped lips and a scratchy throat
- Humid air reduces the movement of airborne particles, so there's less dust and allergens floating around

Get consistent moisture levels throughout your home. Our contractor-grade systems will keep mold and mildew from growing and becoming airborne. Our whole-home systems work with your current HVAC system to only run when your system is running, saving energy and conserving water.

Expert Service and Installation

Four Seasons Comfort provides expert service and installation for your comfort. We are a certified dealer for Bryant, Coleman, Trane, and Mitsubishi heating and cooling solutions. We've chosen these products due to their quality, reliability, and innovative technology. We offer Free Estimates on New Systems. Let us give you a quote for a new heating and cooling system. [Contact us.](#)

Preventive Maintenance and Service on All Brands

We service all brands of heating and cooling equipment. Give your family peace of mind by having us check your heating and cooling systems once per year. [Set up an appointment now.](#)

Service and Installation

- Heating and Air Conditioning
- Replacements and New Installation
- Hot Water & Steam Boilers
- Whole House Humidifiers
- High Efficiency Air Cleaners
- Rooftop HVAC Equipment
- Exhaust Fans
- Unit Heaters
- Radiant In-floor Heating Systems
- Commercial Refrigeration

Air Purification

Indoor comfort is more than just adjusting the temperature on your thermostat. Indoor air quality products can help improve the air you breathe inside your home.

An air purification system is like giving your home a healthy set of lungs. It inhales fresh, outdoor air and exhales stagnant indoor air. This helps dilute and remove airborne contaminants so you can breathe easy at home.



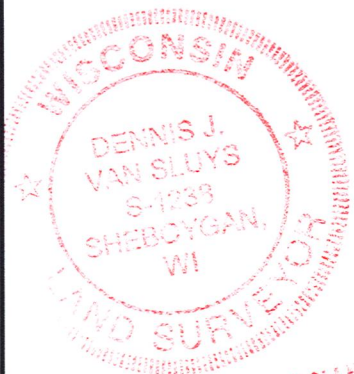
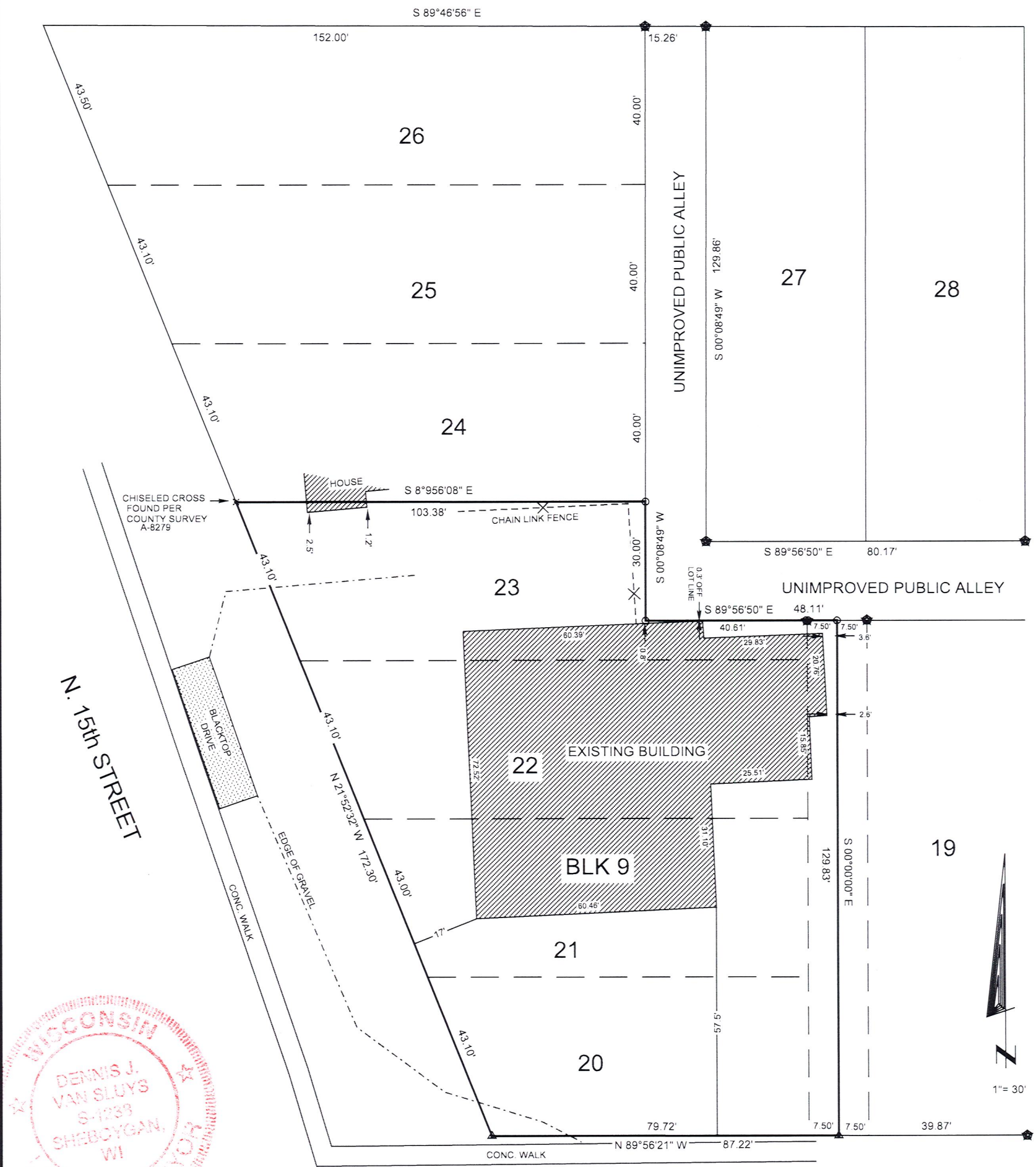
Our air purifiers help create healthy air for your entire home, not just one space or a room, and can help reduce triggers for allergy and asthma sufferers. With Four Seasons Comfort, delivering Healthy Air to your home has never been easier.

CALL US TODAY: (920) 565-2095

D & H LAND SURVEYS LLC
1628 GEORGIA AVENUE
SHEBOYGAN, WISCONSIN

3313 N. 15th STREET
PARCEL 5928171270
BEING LOTS 20, 21, 22, AND 23 OF BLOCK 9
AND WEST HALF OF VACATED NORTH- SOUTH
ALLEY ADJACNET TO SAID LOTS, OF LAKE SHORE DIVISION,
CITY OF SHEBOYGAN, SHEBOYGAN COUNTY, WISCONSIN.

MAC ARTHUR AVE.



THIS IS TO CERTIFY THAT THE INFORMATION SHOWN HEREON
IS CORRECT TO THE BEST OF MY KNOWLEDGE AND BELIEF.

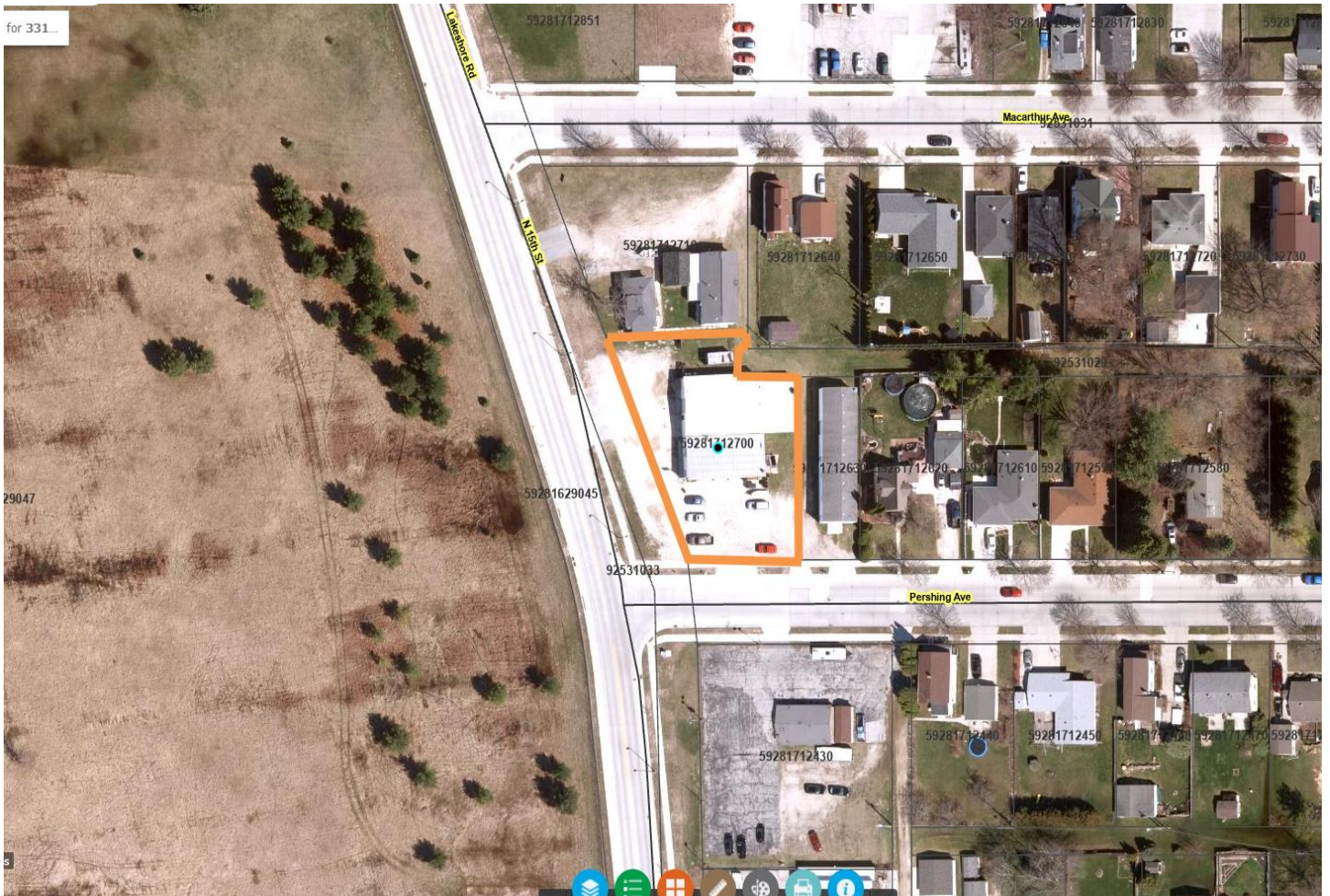
Dennis J. Van Sluys
Dennis J. Van Sluys S-1238

Dated this 1st day of December, 2021.

PERSHING AVE.

- ★ = IRON PIPE FOUND
- = 3/4" IRON PIPE SET
- ✱ = CHISELED CROSS FOUND

DATA/CHSEB21/1444PERS D-3508













CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit with exceptions by 416KY, LLC to operate multi-tenant commercial facility at 1416 Kentucky Avenue. NC Zone

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

REPORT DATE: February 11, 2022

MEETING DATE: February 15, 2022

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

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

BACKGROUND / ANALYSIS:

Curtis DeKoning, 416KY, LLC, is proposing to create a multi-tenant facility at 1416 Kentucky Avenue. The applicant states:

- The property at 1416 Kentucky Avenue, owned by 416KY, LLC, lends itself nicely to a multi-tenant use.
- The first tenant within this space will be utilizing all storage space in the building and one (1) second floor office to operate an indoor, Wisconsin licensed, retail, Automotive Dealership called Shorty's Rust Free Rigs.
- To ensure the building is utilized to its fullest potential for both the community and the property taxpayer, a second tenant would occupy the first floor and remaining second floor office space. That second tenant would be strictly involved in a professional services business. Examples could include a small insurance firm needing office space for employees or a separate retail outlet for grassroots-consumer merchandise.
- The proposed multi-tenant use of this space would not involve any physical changes to the property. This would ensure no undue disruption to the community; important since this property is zoned Neighborhood Commercial. There is sufficient, off-street parking for a multi-tenant use at this property as well, with ten-plus paved spaces.

STAFF COMMENTS:

This building had previously been used by Edgewater Plumbing.

The applicant recently received approval to operate an indoor automobile sale use from this facility (the Neighborhood Commercial zone permits indoor sales). However, the NC zone does not permit outdoor display so the applicant is not permitted to display vehicles outdoors and the applicant may not service vehicles from this building (auto repair).

Based on the size of the facility, it does appear that another small professional service business could make use of this facility.

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

Appears there is no dumpster enclosure at this site. If locating dumpsters outside, the dumpsters shall be screened and enclosed and the applicant will work with staff with regards to the design and location of dumpster.

The Plan Commission may want to have the applicant address:

- What are the likely hours of operation?
- Does the applicant have a tenant in mind at this time?

ACTION REQUESTED:

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

1. Prior to operation/occupancy, the applicant shall obtain all licenses and occupancy permits as well as meet all required codes including but not limited to building, plumbing, electrical, HVAC, fire, health, 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 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. Outdoor display of automobiles, trucks, equipment, etc. affiliated with the auto sales business are not permitted to be displayed outdoors.
5. The applicant is not permitted to do auto repair/service from this building.
6. The property may not be used for the salvaging of unlicensed or inoperable vehicles, equipment, trailers, etc. (salvaging, storing, etc. may not take place inside the building or outside on the property).
7. If using dumpsters, the dumpsters shall be screened/enclosed and constructed of like materials and colors of the facility. If using chain link fencing, the applicant shall install Privacy Decorative Slatting (PDS) material in order to effectively screen the dumpster. Dumpsters shall be screened and enclosed prior to issuance of an occupancy permit.
8. Outdoor storage of materials, products or equipment shall be prohibited.
9. All ground level and rooftop mechanicals shall be screened/enclosed and constructed of like materials and colors of the facility (HVAC equipment, etc.).
10. 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.

11. Applicant shall obtain the necessary sign permits prior to installation. Applicant shall work with staff with regards to constructing a well-designed signage for the site that utilizes colors and materials similar to the building. Staff may bring the proposed signage design back to the Plan Commission for review/approval.
12. Proposed signage will be individual letter signs (no flat panel or interior lit cabinet signs).
13. Any future/additional uses of the facility/property (such as multi-tenant facility), additions, site improvements, etc. may require conditional use permit and architectural review.
14. If the applicant proposes any type of exterior remodel/renovation to the building, City of Sheboygan Architectural Review Board approval is required prior to construction.
15. If there are any amendments to the approved use and/or floor/site plan, the applicant will be required to submit a new conditional use application reflecting those amendments.

ATTACHMENTS:

Conditional Use and required attachments

PARCEL NO. 59281507480

MAP NO. A3457

ZONING CLASSIFICATION: NEIGHBORHOOD
COMMERCIAL

Office Use Only

APPLICATION/FILE NO. _____

REVIEW DATE: _____

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

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

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

1. APPLICANT INFORMATION

APPLICANT: 416KY LLC

ADDRESS: 1416 Kentucky Ave Sheboygan E-MAIL: 92foxbody93@gmail.com

PHONE: 262.408.9549 FAX NO. N/A

2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT

NAME OF PROPOSED/EXISTING BUSINESS: Shorty's Rust Free Rigs LLC

ADDRESS OF PROPERTY AFFECTED: 1416 Kentucky Ave Sheboygan 53081

LEGAL DESCRIPTION: ORIGINAL PLAT LOTS 9 & 10 & W 15' OF LOT 11 BLK 255

BRIEF DESCRIPTION OF **EXISTING** OPERATION OR USE: Building is currently vacant and being used for storage of personal belongings by owner.

DETAILED DESCRIPTION OF **PROPOSED** OPERATION OR USE INCLUDING ANY CHANGES TO THE EXISTING USE: Proposed use is a two-tenant usage. First proposed tenant (building owner) use is an indoor automotive retail dealership, with all vehicles stored indoors. There will be no service/repair done to vehicles at this location as owner has a service agreement in place with a nearby repair facility. Second tenant will occupy the office spaces in the building ONLY, with the only exception being the Westmost office on the second floor of the building that will be used for the building owner in compliance with dealer requirements.

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

N/A

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? This building was previously used for a grass roots, small business located within the city. The proposed use of this building will continue to offer a necessary service to the community in providing quality used vehicles from a source that people can trust. In addition, the second tenant on the property that utilizes the office space will be occupying existing commercial space rather than that space sitting vacant. The owner of the property will be an active participant in the property, ensuring quality tenants who bring the community up rather than drag it down.

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? The proposed use of this property does not require any physical changes to the property or landscaping as of right now. No new outdoor lighting, obstruction to the right of away, or negative impacts to properties adjacent will exist.

How does the proposed conditional use maintain the desired consistency of land uses in relation to the setting within which the property is located? The proposed use of the property will not change the physical makeup of the property as it has been for the last number of years. Previous use by Edgewater plumbing was a much more crowded, heavy-industrial use in regards to outdoor equipment storage, garbage scatter, and overall upkeep of the property. I have and will continue to make this space better for both my business and my tenant for years to come. In addition, I own the residential property directly to the East of this property and only wish to bring the neighborhood up with each property I touch.

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: 416KY LLC

ADDRESS: 1416 Kentucky Ave Sheboygan 53081 **E-MAIL:** 92foxbody93@gmail.com

ARCHITECT: N/A

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

CONTRACTOR: N/A



416KY LLC

CONDITIONAL USE MULTI (TWO) TENANT PROPOSAL

CONTACT

1416 Kentucky Ave
Sheboygan, WI 53081
92foxbody93@gmail.com
262.408.9549

MAYOR SORENSEN & THE PLAN COMMISSION

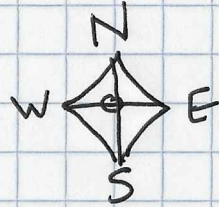
January 12, 2022

Dear Mayor Sorensen and the Plan Commission,

The city of Sheboygan is an excellent and exciting place to grow a small business, and one of the most exciting small business opportunities in my eyes is being an honest and fair landlord. The property at 1416 Kentucky Ave owned by this LLC would lend itself nicely to a multi-tenant use. The first tenant within this space will be utilizing all storage space in the building and one second floor office to operate an indoor, Wisconsin licensed, retail, Automotive Dealership. To ensure the building is utilized to its fullest potential for both the community and the property taxpayer, a second tenant would occupy the first floor and remaining second floor office space. That second tenant would be strictly involved in a professional services business. Examples could include a small insurance firm needing office space for employees or a separate retail outlet for grassroots-consumer merchandise. The proposed multi-tenant use of this space would NOT involve any physical changes to the property. This would ensure no undue disruption to the community; important since this property is zoned Neighborhood Commercial. There is sufficient, off-street parking for a multi-tenant use at this property as well, with ten-plus paved spaces. I greatly appreciate your time & consideration.

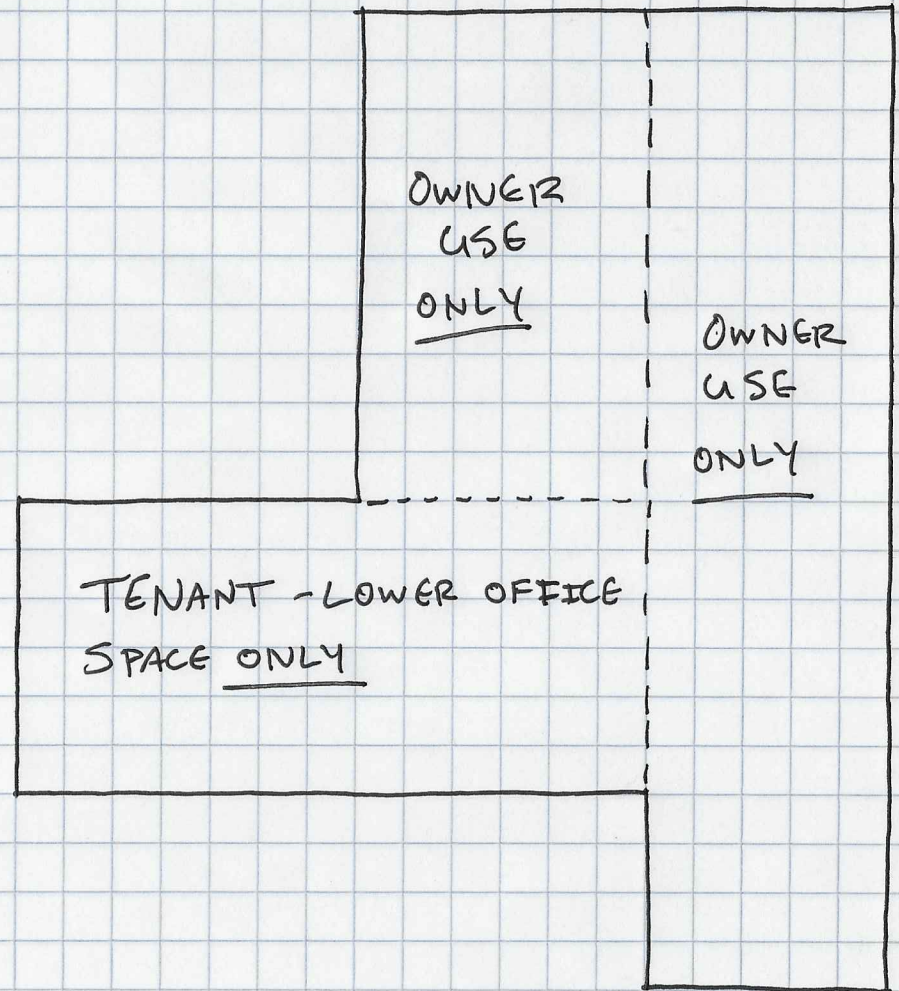
Sincerely,
Curtis DeKoning-416KY LLC Owner/Operator

SCALE: 1 SQUARE = 4 FEET



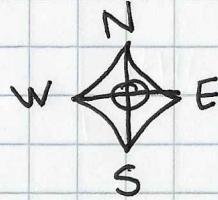
ALL DIMENSIONS ARE
APPROXIMATE

1416 Kentucky Ave - 1ST FLOOR PROPOSED USE
PREPARED BY: C. DEKONING 01/10/2022

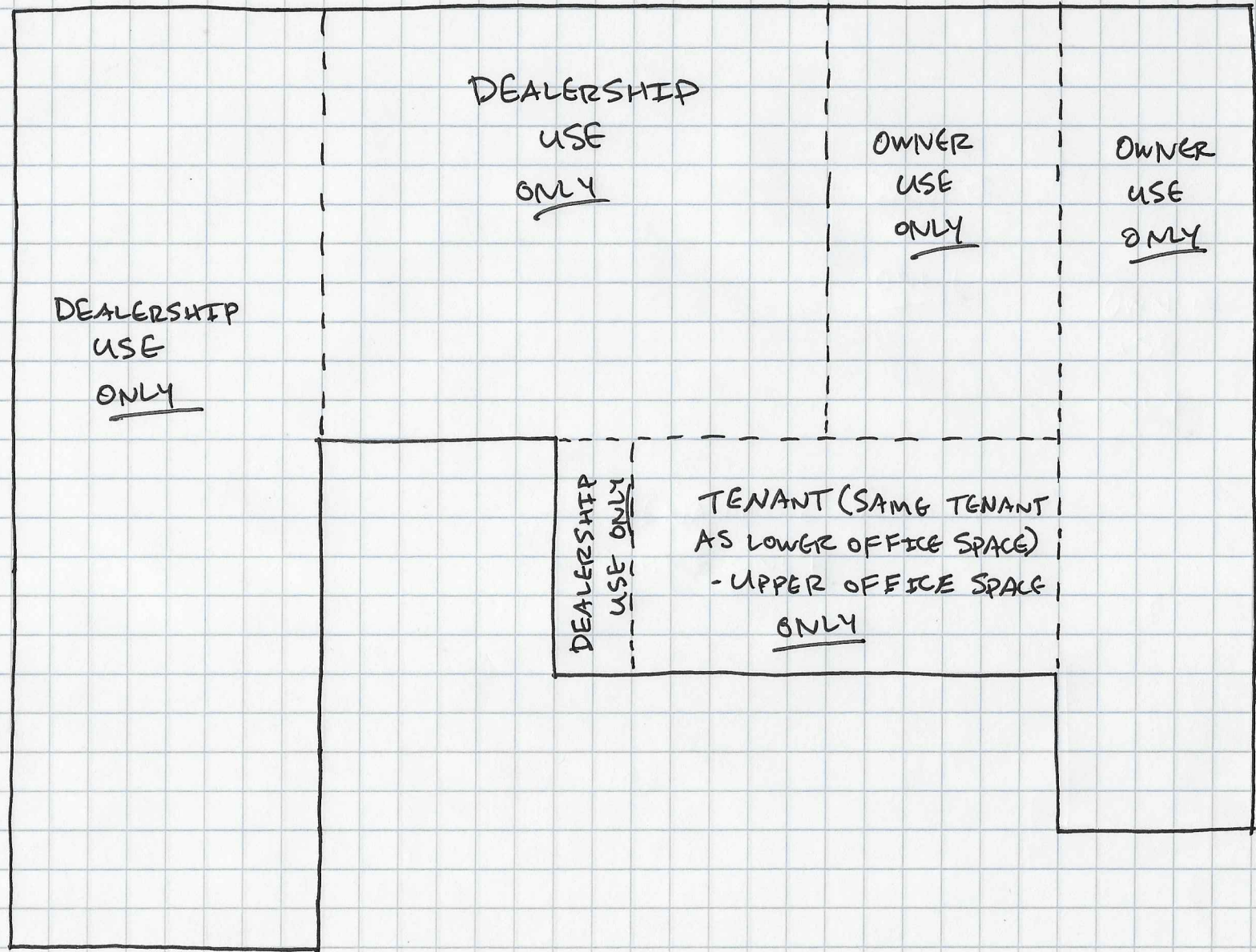


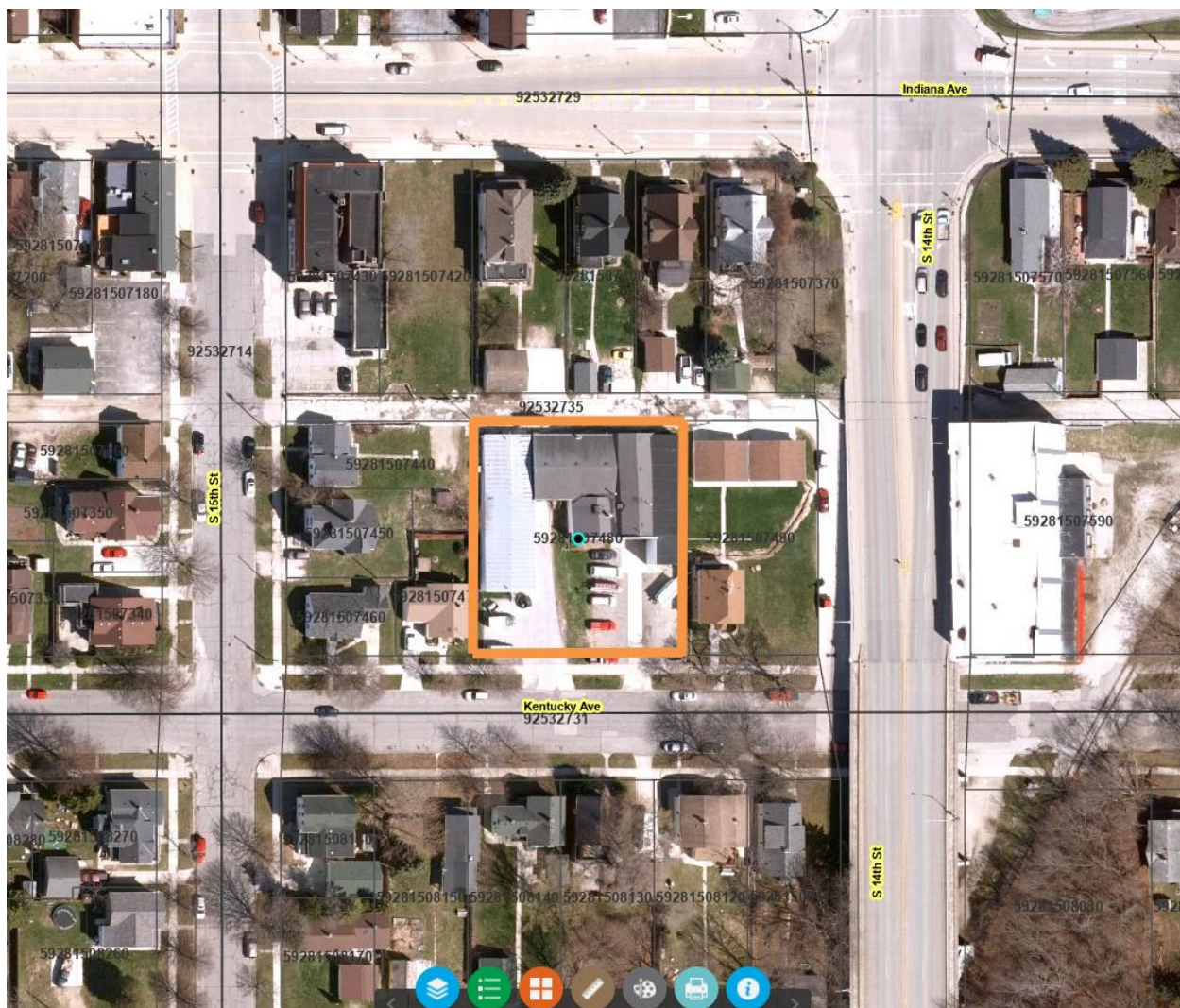
SCALE: 1 SQUARE = 4 FEET

ALL DIMENSIONS ARE
APPROXIMATE



1416 Kentucky Ave - 2ND FLOOR PROPOSED USE
PREPARED BY: C. DEKONING
DATE: 01/10/2022











CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit with exceptions by Martha and Mike Pelzel to operate Four Season Comfort at 3313 N. 15th Street/1444 Pershing Avenue. UC Zone

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

REPORT DATE: February 11, 2022 **MEETING DATE:** February 15, 2022

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

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

BACKGROUND / ANALYSIS:

Martha and Mike Pelzel are proposing to operate Four Season Comfort at 3313 N. 15th Street/1444 Pershing Avenue. The applicant states the following about the project:

- Four Seasons Comfort LLC is Sheboygan Counties premier residential and light commercial heating and air conditioning company. We opened our doors in 2005 and have grown annually over the years. We provide both heating and air conditioning installation for residential and light commercial building throughout Sheboygan County and beyond. We have been voted as a winner and finalist of the Best of Sheboygan County multiple years.
- We have been looking for a building to relocate our business as we need more space. The location of 1444 Pershing Ave. Sheboygan, WI seems to fit our criteria. We are requesting a Conditional Use Permit to occupy the property.
- This site that had previously housed two (2) businesses and will now be used solely by Four Seasons Comfort using the primary address of 1444 Pershing Avenue
- The three (3) service bays that face Pershing Avenue will be used for our box trucks for overnight storage and loading for the upcoming installs of furnaces and air conditioners.
- The back section will be used for fabrication of duct work, a parts department, and storage of furnaces and air conditioning units.

- This location will not only double the space that we currently have but will ensure that all work can be confined to the interior space. Keeping the work noise low for the neighbors.
- The site was selected for a few reasons:
 - It allows for a sheet metal room, a parts room, as well as storage.
 - The box trucks all fit into the three (3) bays that had been an automotive repeat company.
 - There is also an opening between the two building, a large garage door, that will allow movement of product from the warehouse area and load the trucks while they are indoors.
- Very few interior improvements will be made, fresh paint in the office area, removal of the paint booth, and removing of the overhead door between the two work areas.
- On the exterior, the building will be painted, the parking lot asphalted, and fresh signs will replace the existing signs.
- The parking lot will accommodate our employees for parking as well as room for walk in customers, for a total of 12 parking area.
- Currently we have 10 employees.
- While Four Seasons Comfort does offer 24/7 emergency service, normal business hours are Monday through Friday from 7:00am until 4:00pm.
- We are very excited and happy to be part of the City of Sheboygan and look forward to a long partnership.
- Four Seasons Comfort Heating and Cooling is proud to be your local HVAC experts with locations in Sheboygan, WI and Plymouth, WI. We install quality heating and air conditioning equipment for residential, commercial and new construction. Our team of experts services all brands. If you need regular maintenance, we can help!

STAFF COMMENTS:

The parking lot is presently gravel along both N. 15th Street and Pershing Avenue. All areas used for the parking and maneuvering of vehicles are required to be paved. There is an ability to landscape some of this area as well. The applicant has indicated that are willing to pave the parking lot. Staff will be recommending a condition of approval that the parking lot is paved (those areas that are to be used for parking and maneuvering of vehicles). In addition to the paving, there are certain paving setback areas that will need to be landscaped. Staff is proposing a date specific that the Plan Commission should address such as December 2, 2022 or June 1, 2023.

The applicant shall meet with staff to discuss the parking lot plans and shall obtain all required storm water, landscaping, lighting approvals prior to issuance of a building permit for constructing the new parking lot.

There is a storage container and a barrel located within the fenced area on the north side of the property (northeast corner of the building). Applicant will need to remove this outdoor storage from the site.

The applicant has not submitted a specific sign package for the site at this time. Applicant shall work with staff with regards to constructing a well-designed sign package for the site that utilizes colors and materials similar to the building. Staff may bring the proposed signage design back to the Plan Commission if there any concerns.

The applicant may propose refacing some of the existing cabinet signs on the building as well as the existing free standing sign on the property. However, any new signage will need to be individual letter signs and not flat cabinet signs.

The Plan Commission may want to have the applicant address:

- What are the applicant's intentions regarding garbage/dumpster? Staff does not see a dumpster proposed for this site.
- What is the applicant's intention for signage?
- What is the expected timeframe for the paving and landscaping to be installed?

ACTION REQUESTED:

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


1. Prior to operation/occupancy, the applicant shall obtain all licenses and occupancy permits as well as meet all required codes including but not limited to building, plumbing, electrical, HVAC, fire, hazardous materials, etc. An occupancy permit will be granted only at such time as the applicant has met all requirements.
2. The facility will meet all zoning requirements including but not limited to noise, smells, vibration, hazardous materials, etc.
3. If using dumpsters, dumpster(s) shall be screened/enclosed and constructed of like materials and colors of the facility. If using chain link fencing, the applicant shall install Privacy Decorative Slating (PDS) material in order to effectively screen and enclose the dumpster.
4. Outdoor storage of materials, products or equipment shall be prohibited.
5. Applicant shall remove container and barrel from the site by April 29, 2022.
6. All ground level and rooftop mechanicals shall be screened/enclosed and constructed of like materials and colors of the facility (HVAC equipment, hoods, venting, etc.).
7. 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.
8. All areas used for parking/maneuvering of vehicles shall be paved. Applicant shall pave and/or landscape the all gravel areas on property by June 1, 2023. Applicant will obtain all required approvals including but not limited to site plan, storm water, landscaping, etc.
9. All areas that are not required to be paved shall be landscaped with grass and/or approved landscaping.
10. Applicant shall obtain the necessary sign permits prior to installation. Applicant shall work with staff with regards to constructing a well-designed signage for the site that utilizes colors

and materials similar to the building. Staff may bring the proposed signage design back to the Plan Commission for review/approval.

11. Proposed and future signage at this property/facility shall be individual letter signs (no flat panel or interior lit cabinet signs).
12. Applicant shall remove all unused signage and all signage referring to previous businesses.
13. Applicant is responsible for working with all private and public utilities in order to adequately service this development proposal (applicant will need to provide the necessary easements and/or relocate utilities as necessary).
14. 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.).
15. 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, etc.
16. All vehicles shall be located on the private property (paved parking lot) and shall not be located on any City streets, public rights-of-way, landscape areas, etc.
17. Any future/additional uses of the facility/property (such as multi-tenant facility), additions, site improvements, etc. may require conditional use permit and architectural review.
18. If the applicant proposes any type of exterior remodel/renovation to the building, City of Sheboygan Architectural Review Board approval is required prior to construction.
19. If there are any amendments to the approved use and/or floor/site plan, the applicant will be required to submit a new conditional use application reflecting those amendments.

ATTACHMENTS:

Conditional Use Permit Application and required attachments.

 Gen. Ord. No. 38 - 21 - 22. By Alderperson Savaglio. February 7, 2022. 34

AN ORDINANCE annexing territory from the Town of Sheboygan to the City of Sheboygan, Wisconsin.

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

Section 1. In accordance with § 66.0217 of the Wisconsin Statutes and a petition for direct annexation filed with the City Clerk on the 23rd day of June, 2021, signed by the owners of the real property in the area in which no electors reside, along with an updated description of the real property which makes corrections to the description requested by the Department of Administration and adding adjacent public right-of way so as to regularize the boundary; the following described territory in the Town of Sheboygan, Sheboygan County, Wisconsin, is hereby annexed to the City of Sheboygan:

Part of Northeast 1/4 and the Northwest 1/4 of Section 28, Township 15 North, Range 23 East, in the City of Sheboygan, Sheboygan County, Wisconsin, bounded and described as follows; Commencing at the Southwest corner of the Northeast 1/4 of said Section 28; thence North 89°32'28" East along the South line of said Northeast 1/4 a distance of 628.85 feet to a point; thence North 00°31'23" East 593.40 feet to a point in the North line of Lower Falls Road also the Southeast corner of Lot 1 of Certified Survey Map Doc. No. 2024388 and the point of beginning of lands described hereinafter; thence Southeasterly 259.17 feet along said North line and arc of a curve, whose center lies to the Northeast, whose radius is 2684.57 feet, and whose chord bears South 74°29'22" East 259.07 feet to a point in the centerline of Sheboygan River, said point being South 74°59'04" East 212.74 from the Meander corner; thence along said Centerline of Sheboygan River 3477 feet more or less to a point in the East line of Interstate "43", said point being South 15°01'22" East 319 feet more or less from the Southwest corner of Lot 1 Certified Survey Map Volume 15-Page 330; thence North 15°01'22" West along said East line 319 feet more or less to a point in said Southwest corner also the North line of Lower Falls Road; thence Northeasterly 326.82 feet along said North line and arc of a curve, whose center lies to the South, whose radius is 1990.08 feet, and whose chord bears North 88°00'22" East 326.45 feet to a point; thence South 87°15'59" East along said North line 238.43 feet to a point; thence South 87°14'47" East along said North line 82.89 feet to a point; thence South 62°35'03" East along said North line 112.38 feet to a point; thence North 02°43'09" East along said North line 166.76 feet to a point; thence South 87°19'45" East along said North line 280.00 feet to a point; thence South 02°43'10" West along said North line 167.00 feet to a point; thence South 87°16'45" East along said North line 85.24 feet to a point; thence North 83°04'25" East along said North line 101.44 feet to a point; thence South 87°16'42" East along said North line 61.80

Plan Commission

feet to a point; thence North 49°34'48" East along said North line 94.70 feet to a point; thence North 06°26'18" East along said North line 35.00 feet to a point; thence South 32°06'07" East along said North line 72.93 feet to a point; thence Southeasterly 841.61 feet along said North line and arc of a curve, whose center lies to the Southwest, whose radius is 3021.17 feet, and whose chord bears South 78°28'21" East 838.89 feet to a point; thence South 70°18'42" East along said North line 510.09 feet to a point; thence South 81°37'18" East along said North line 101.98 feet to a point; thence South 70°18'42" East along said North line 155.31 feet to a point; thence Southeasterly 74.86 feet along said North line and arc of a curve, whose center lies to the Northeast, whose radius is 2684.57 feet, and whose chord bears South 70°55'30" East 74.86 feet to the point of beginning. Said lands contain 24.25 acres, more or less.

Section 2. From and after the effective date of this ordinance, the territory described in Section 1 shall be a part of the City of Sheboygan for any and all purposes provided by law, and all persons coming or residing in such territory shall be subject to all ordinances, rules and regulations governing the City of Sheboygan.

Section 3. In accordance with § 66.0217(14) of the Wisconsin Statutes, the City of Sheboygan agrees to pay annually to the Town of Sheboygan, for five (5) years, an amount equal to the amount of property taxes that the Town levied on the annexed territory, as shown by the tax roll under § 70.65 of the Wisconsin Statutes, in the year in which the annexation is final.

Section 4. If any provision of this ordinance is invalid or unconstitutional, or if the application of this ordinance to any person or circumstances is invalid or unconstitutional, such invalidity or unconstitutionality shall not affect the other provisions or applications of this ordinance which can be given effect without the invalid or unconstitutional provision or application.

Section 5. 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 establishing the Use District Classification of said lands Planned Unit Development (PUD).

Section 6. The territory described in Section 1 of this ordinance is hereby made a part of the 10th Ward, 5th Aldermanic District, of the City of Sheboygan, pending approval by the Sheboygan County Board as it relates to County Supervisory Districts.

Section 7. 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 upon passage and publication as provided by law.



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

SCALE MAP

CLIENT

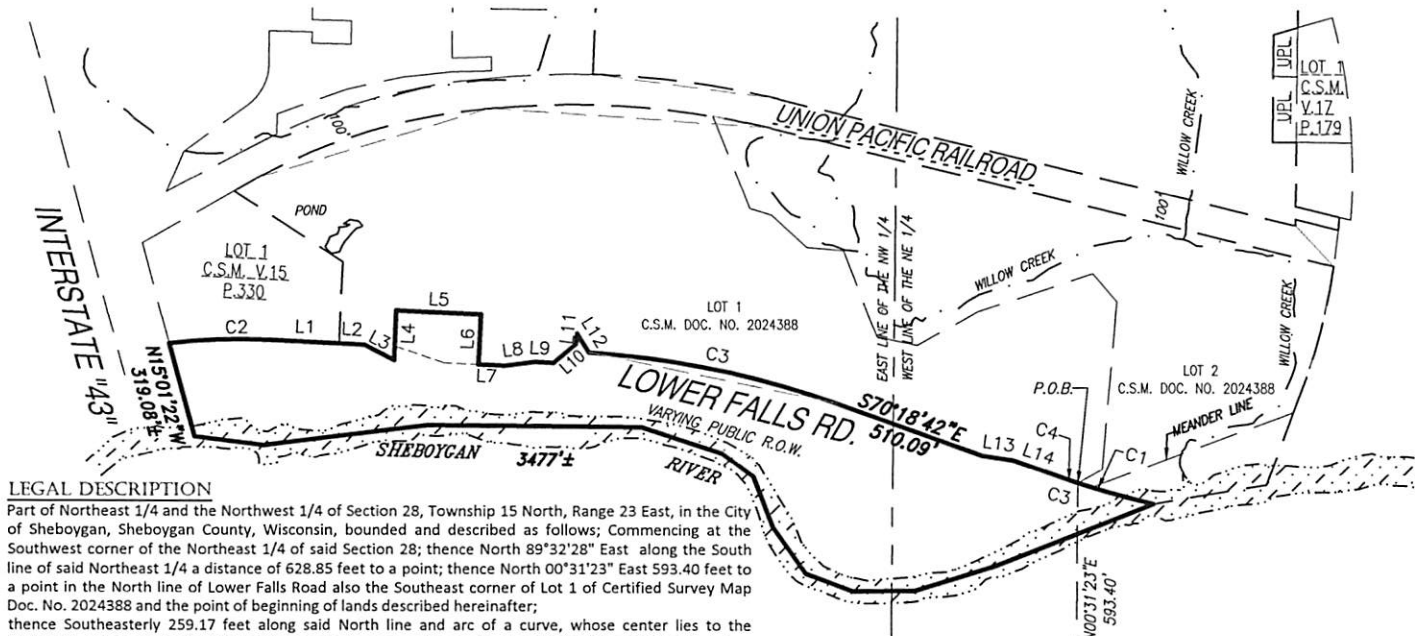
John Michael Kohler Arts Center

SITE ADDRESS

Lower Falls Road, Town of Sheboygan, Sheboygan County, Wisconsin.

BASIS OF BEARINGS

Bearings are referenced to the Wisconsin State Plane Coordinate System (South Zone), in which the South line of the SW 1/4 of Section 21, Town 15 North, Range 23 East, bears N87°51'09"E, as referenced in Certified Survey Map recorded in Volume 27, Pages 215-219 as Document No. 2024388.



LEGAL DESCRIPTION

Part of Northeast 1/4 and the Northwest 1/4 of Section 28, Township 15 North, Range 23 East, in the City of Sheboygan, Sheboygan County, Wisconsin, bounded and described as follows; Commencing at the Southwest corner of the Northeast 1/4 of said Section 28; thence North 89°32'28" East along the South line of said Northeast 1/4 a distance of 628.85 feet to a point; thence North 00°31'23" East 593.40 feet to a point in the North line of Lower Falls Road also the Southeast corner of Lot 1 of Certified Survey Map Doc. No. 2024388 and the point of beginning of lands described hereinafter; thence Southeasterly 259.17 feet along said North line and arc of a curve, whose center lies to the Northeast, whose radius is 2684.57 feet, and whose chord bears South 74°29'22" East 259.07 feet to a point in the centerline of Sheboygan River, said point being South 74°59'04" East 212.74 from the Meander corner; thence along said Centerline of Sheboygan River 3477 feet more or less to a point in the East line of Interstate "43", said point being South 15°01'22" East 319 feet more or less from the Southwest corner of Lot 1 Certified Survey Map Volume 15-Page 330; thence North 15°01'22" West along said East line 319 feet more or less to a point in said Southwest corner also the North line of Lower Falls Road; thence Northeasterly 326.82 feet along said North line and arc of a curve, whose center lies to the South, whose radius is 1990.08 feet, and whose chord bears North 88°00'22" East 326.45 feet to a point; thence South 87°15'59" East along said North line 238.43 feet to a point; thence South 87°14'47" East along said North line 82.89 feet to a point; thence South 62°35'03" East along said North line 112.38 feet to a point; thence North 02°43'09" East along said North line 166.76 feet to a point; thence South 87°19'45" East along said North line 280.00 feet to a point; thence South 02°43'10" West along said North line 167.00 feet to a point; thence South 87°16'45" East along said North line 85.24 feet to a point; thence North 83°04'25" East along said North line 101.44 feet to a point; thence South 87°16'42" East along said North line 61.80 feet to a point; thence North 49°34'48" East along said North line 94.70 feet to a point; thence North 06°26'18" East along said North line 35.00 feet to a point; thence South 32°06'07" East along said North line 72.93 feet to a point; thence Southeasterly 841.61 feet along said North line and arc of a curve, whose center lies to the Southwest, whose radius is 3021.17 feet, and whose chord bears South 78°28'21" East 838.89 feet to a point; thence South 70°18'42" East along said North line 510.09 feet to a point; thence South 81°37'18" East along said North line 101.98 feet to a point; thence South 70°18'42" East along said North line 155.31 feet to a point; thence Southeasterly 74.86 feet along said North line and arc of a curve, whose center lies to the Northeast, whose radius is 2684.57 feet, and whose chord bears South 70°55'30" East 74.86 feet to the point of beginning. Said lands contain 24.25 acres, more or less.

CURVE	ARC	RADIUS	DELTA ANGLE	CHORD BEARING	CHORD
C1	259.17'	2684.56'	5°31'53"	S74°29'22"E	259.07'
C2	326.82'	1990.08'	9°24'33"	N88°00'22"E	326.45'
C3	841.61'	3021.17'	15°57'39"	S78°28'21"E	838.89'
C4	74.86'	2684.56'	1°35'52"	S70°55'30"E	74.86'
C5	334.03'	2684.57'	7°07'45"	S73°41'26"E	333.81'

LINE	BEARING	DISTANCE
L1	S87°15'59"E	238.43'
L2	S87°14'47"E	82.89'
L3	S62°35'03"E	112.38'
L4	N02°43'09"E	166.76'
L5	S87°19'45"E	280.00'
L6	S02°43'10"W	167.00'
L7	S87°16'45"E	85.24'
L8	N83°04'25"E	101.44'
L9	S87°16'42"E	61.80'
L10	N49°34'48"E	94.70'
L11	N06°26'18"E	35.00'
L12	S32°06'07"E	72.93'
L13	S81°37'18"E	101.98'
L14	S70°18'42"E	155.31'

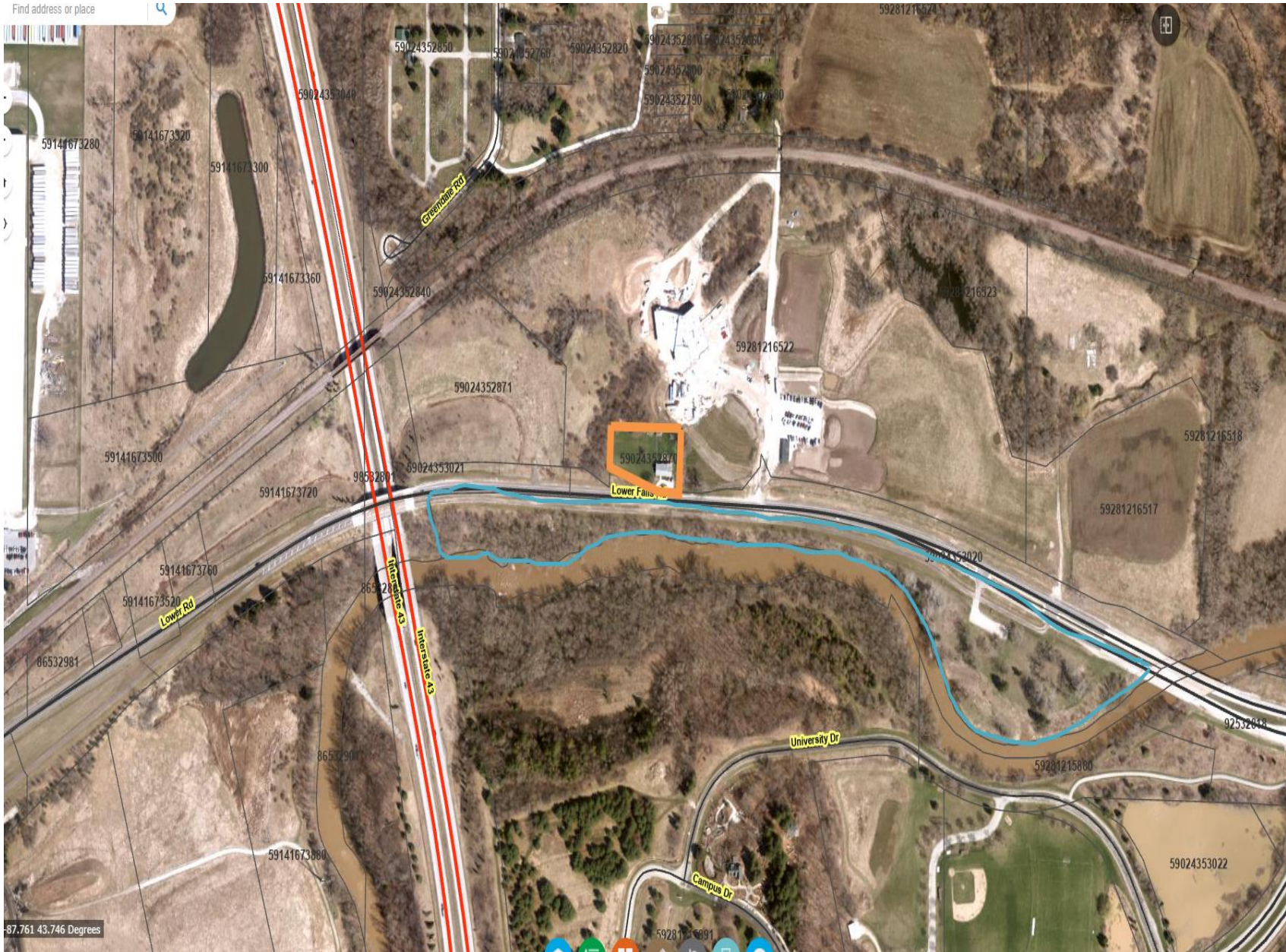
CHAPUT
LAND SURVEYS

234 W. Florida Street
Milwaukee, WI 53204 414-224-8068
www.chaputlandsurveys.com

Date: November 4, 2021
Revised: December 22, 2021

Drawing No. 2242-far

Find address or place





to
Kohler

P

Lower Falls Rd

Lower Falls Rd

to
Sheboygan

Canoe Launch/
Fishing Access
Areas



SHEBOYGAN RIVER

to
UW Sheboygan
Campus

University Dr

to
Sheboygan
Lutheran
High School

University Dr

Taylor Drive Trail

★
Hibernaculum

Esslingen Park



0 75 150'



CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Res. No. 38-21-22 an Ordinance annexing territory from the Town of Sheboygan to the City of Sheboygan, Wisconsin

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

REPORT DATE: February 10, 2022

MEETING DATE:

February 15, 2022

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

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

BACKGROUND / ANALYSIS:

John Michael Kohler Arts Center petitioned the city to annex a parcel of the land south of the Art Preserve building that housed a single-family residence parcel #59024352870). City staff discussed the city boundary issues in this area and determined it appropriate to annex Esslingen Park as well to clean up boundary issues in this area. City staff discussed this municipal boundary issue with Sheboygan County. As owners of the park, the County agreed that annexation of Esslingen Park would clean up some of the municipal boundary issues. Based on those discussion, the city extended the annexation request to include the parkland along the river.

Under state statute, the City is required to the pay the Town of Sheboygan for five (5) years the Town's portion of the taxes. City policy is to require the annex petitioner to pay the taxes, however, in this situation with cleaning up city boundaries, the city will be paying the tax for five (5) years.



STAFF COMMENTS:

Staff recommends approval of the annexation.

ACTION REQUESTED:

Motion to recommend the Common Council approve Res. No. 38-21-22 an Ordinance annexing territory from the Town of Sheboygan to the City of Sheboygan, Wisconsin.

ATTACHMENTS:

- I. Res. No. 38-21-22

PARCEL NO. _____

MAP NO. _____

ZONING CLASSIFICATION: _____

Office Use Only

APPLICATION/FILE NO. _____

REVIEW DATE: _____

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

**CITY OF SHEBOYGAN
APPLICATION FOR
CONDITIONAL USE PERMIT**

Requirements Per Section 15.905
Revised May 2018

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

1. APPLICANT INFORMATION

APPLICANT: SETHLED, INC. - Steven Roehm

ADDRESS: 1005 RICHARDS RD, HARTLAND, WI 53029

E-MAIL: steve@sethled.com

PHONE: (262) 443-1864 FAX NO. ()

2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT

NAME OF PROPOSED/EXISTING BUSINESS: MOBIL/MCDONALD'S

ADDRESS OF PROPERTY AFFECT'D: 3626 TAYLOR DRIVE, SHEBOYGAN, WI 53081

LEGAL DESCRIPTION: THIS LOCATION IS A MCDONALD'S FAST-FOOD RESTAURANT & GAS STATION

BRIEF DESCRIPTION OF **EXISTING** OPERATION OR USE: THIS IS A MCDONALD'S RESTAURANT.

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

BRIEF DESCRIPTION OF ALL REQUESTED VARIANCES FROM PROVISIONS OF THE ZONING ORDINANCE, WHICH ARE RELATED TO THE PROPOSED OPERATION OR USE: WE ARE REQUESTING THE REPLACEMENT OF A DOUBLE-SIDED CHANGEABLE LETTER BOARD SIGN WITH A DOUBLE-SIDED 10MM FULL-COLOR ELECTRONIC MESSAGE CENTER WITH AUTOMATIC BRIGHTNESS CONTROL TO ENSURE DRIVER SAFETY.

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? THIS SIGN WILL ALLOW MCDONALD'S TO PROVIDE COVID NOTIFICATIONS SUCH AS HOURS, LOBBY /DRIVE THRU ACCESS AND HOURS AS WELL AS HIRING INFORMATION AND GENERAL PRODUCT MARKETING.

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? IT DOES NOT. THE NEW EMC IS APPROXIMATELY EQUAL TO THE OLD REMOVEABLE LETTER MESSAGE BOARD IN SIZE. THE LOCATION AND SIZE OF THE NEW EMC IS APPROXIMATELY THE SAME AS THE EXISTING SIGN. THE NEW SIGN WILL BE RAISED SLIGHTLY HIGHER (6-10 INCHES) TO PROVIDE BETTER VIEWING FOR DRIVERS.

How does the proposed conditional use maintain the desired consistency of land uses in relation to the setting within which the property is located? THERE WILL BE NO CHANGE IN LAND USE AS THE NEW EMC WILL BE MOUNTED TO THE EXISTING SIGN POLE.

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: MCDONALD'S USA LLC.
ADDRESS: 4320 WINFIELD RD, WARRENVILLE, IL 60555
E-MAIL: rick.dolan@us.mcd.com

ARCHITECT: HAAG MULLER, INC. STEVE JESKE

ADDRESS: 101 E. GRAND AV, PORT WASHINGTON, WI 53074
E-MAIL: _sjeske@haagmuller.com

CONTRACTOR: SETHLED, INC. – STEVE ROEHM

ADDRESS: 1005 RICHARDS RD, HARTLAND, WI 53029
E-MAIL: steve@sethled.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

1/17/2022
DATE

Steven P. Roehm
PRINT ABOVE NAME

CONDITIONAL USE APPLICATION SUBMITTAL REQUIREMENTS

1. A certified survey map showing existing property boundaries and improvements.
2. A map providing the following information:
 - ☐ The map and all its parts shall be clearly reproducible with a photocopier at a size of 11" X 17" and map scale not less than 1' = 600' with lot dimensions of the subject property provided and a graphic scale and north arrow.
 - ☐ All lands for which the conditional use is proposed.
 - ☐ All other lands within 100 feet of the boundaries of the subject property.
 - ☐ The current zoning of the subject property and its environs (200 feet),
3. A site plan (conforming to the requirements of Section 15.908(3) of the subject property as proposed for development or if the proposed conditional use is a cluster development (per Section 15.206(1)(b) or a group development (per Section 15.208). A proposed preliminary plat or conceptual plat may be substituted for the final site plan, provided that the preliminary plat contains all information required on a site plan.
 - ☐ Submit TWO (2) copies of the site plan.
 - ☐ Submit .pdf file of all drawings either by email or CD
 - ☐ The site plan shall be at a scale of not less than 1" = 100", including a graphic scale and north arrow.
 - ☐ Submit ONE (1) 11" X 17" reduction of the site plan.
 - ☐ Property lines and existing and proposed right-of-way lines with bearings and dimensions clearly labeled.
 - ☐ Existing and proposed easement lines and dimensions with an explanation of ownership and purpose.

OFFICE USE ONLY

PARCEL NO.: _____

MAP NO.: _____

ZONING CLASSIFICATION: _____

OFFICE USE ONLY

REVIEW DATE: _____

APPROVAL: _____
Steve Sokolowski, City Planner

**CITY OF SHEBOYGAN
DEPARTMENT OF CITY DEVELOPMENT**

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

SIGN PERMIT APPLICATION

(November, 2009)

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

1. APPLICANT INFORMATION

APPLICANT: _ SETHLED, INC. - Steven Roehm _____

ADDRESS: _1005 RICHARDS RD, HARTLAND, WI 53029 _____

E-MAIL ADDRESS: _steve@sethled.com _____

PHONE: _ (262) 443-1864 _____ FAX NO: _ () _____

2. OWNER INFORMATION

OWNER OF SITE: _ MCDONALD'S USA LLC _____

ADDRESS: _ 4320 WINFIELD RD, WARRENVILLE, IL 60555 _____

PHONE: _ (630) 750-4868 _____ FAX NO: _ () _____

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

NAME OF PROPOSED/EXISTING BUSINESS: _ MOBIL/MCDONALD'S _____

ADDRESS OF PROPERTY AFFECTED: _ 3626 S. TAYLOR DRIVE,
SHEBOYGAN, WI 53081 _____

USE OF PROPERTY: _ RESTAURANT _____

TYPE OF SIGN: _ ELECTRONIC MESSAGE CENTER _____

DESCRIPTION OF PROPOSED SIGN: _ THE PROPOSED SIGN IS A DOUBLE-
SIDED 10MM FULL-COLOR ELECTRONIC MESSAGE CENTER (EMC) THAT
WILL REPLACE THE EXISTING CHANGEABLE LETTER BOARD ATTACHED TO
THE MCDONALD'S POLE. THE SIGN HAS AUTOMATIC BRIGHTNESS _____

CONTROL TO ENSURE THAT IT IS SAFE AND DOES NOT DISTRACT DRIVERS.
THE SIZE OF THE NEW SIGN WILL PROVIDE THE SAME OR BETTER
VIEWING AT THE INTERSECTION.

4. CONFIGURATION OF PROPOSED SIGN:

HEIGHT: 3'1" X WIDTH: 8'4" = TOTAL SQUARE FOOTAGE: 25.7 SQ FT

AMOUNT OF PUBLIC STREET FRONTAGE: 837.6 ft

AMOUNT OF EXPOSED EXTERIOR WALL LENGTH: N/A

SETBACK: THE SETBACK IS 14' (SAME AS THE EXISTING SIGN).

METHOD OF ATTACHMENT: WELDED TO EXISTING SIGN POLE

METHOD OF ILLUMINATION: THE EMC IS SELF-ILLUMINATED BY INTERNAL
LEDS (SIGN HAS AUTOMATIC BRIGHTNESS CONTROL TO ENSURE SAFE
VIEWING FOR DRIVERS)

SIGN MATERIALS: THE SIGN CONSTRUCTION IS AN ALUMINUM FRAME
WITH PAINTED STEEL MOUNTING RAILS. THE SIGN IS IP67 AND SAFE IN
ALL WEATHER ELEMENTS.

TOTAL SQUARE FOOTAGE OF SIGNS ON SUBJECT PROPERTY:

BEFORE PROPOSED SIGN: 25.7 SQ FT AFTER PROPOSED SIGN: 24.9 SQ
FT

5. CERTIFICATE

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



1/17/2022

APPLICANT'S SIGNATURE

DATE

Steven P. Roehm

PRINT ABOVE NAME

6. APPLICATION SUBMITTAL REQUIREMENTS

- a. For new development, the approved site plan for the subject property, showing the location and dimensions of all buildings, structures, signs on the subject property, property boundaries and dimensions; and the location of the proposed sign.



1005 Richards Rd, Suite F
Hartland, WI 53029
(262)) 293.6001
info@sethled.com

January 17, 2022

To: City of Sheboygan.

Attn: Steve Sokolowski, Manager of Planning and Zoning
Re: McDonald's Changeable Letter Sign Upgrade at 3626 S. Taylor Drive.

Greetings Mr. Sokolowski:

It is our intent to upgrade the existing Changeable Letter Sign (CLS) that is attached to the main McDonald's sign pole located at the Southeast corner of Washington Avenue and South Taylor Drive.

The current sign was constructed in 1995. It consists of two main sign elements; an illuminated McDonald's Logo Sign and a double-sided illuminated 3'1" by 8'1" Changeable Letter Sign that is attached below the McDonald's Logo Sign on an 8" painted square metal pole. The proposed project will upgrade the CLS to a 3'1" x 8'4" LED electronic message center. (EMC) The new EMC is virtually the same dimensions as the existing CLS (1.5" addition to each side). The new EMC's construction consists of a black aluminum cabinet with black steel mounting rails. The existing CLS will be removed, and the new EMC sign will be attached to the pole using welds. The McDonald's Logo sign will not be affected by this upgrade. In addition, the new EMC will be positioned approximately 10 inches higher than the existing CLS to create a more integrated appearance with improved driver viewability.

The EMC sign can be updated remotely to enable McDonald's to provide timely and relevant public messaging and marketing information to their customers.

The new SETHLED EMC advantages include:

- High resolution displays that provide easy and understandable messaging without distraction
- Automatic brightness control sensors calibrated to the needs of the customer and ambient environment so that the sign will automatically dim at night
- Increased awareness of lobby and drive-thru hours (in a COVID environment)
- Critical hiring messaging targeted to the public during these difficult times
- Improved employee safety vs. conventional letter-changing poles and plastic letters. Employee's do not have to use ladders or work outside in inclement weather.
- Timely and immediate messaging updates. McDonald's can schedule specific information to be displayed on specific dates and times.
- More visually appealing messaging than signs with changeable plastic letters, improving the appearance of the business.
- Improved flexibility in that messaging is not limited by the size of the CLS, or to only one message.
- Reinforces the McDonald's brand through targeted visual messaging.

It is our intent to help McDonalds improve their business operations while providing an aesthetically appealing brand-based customer experience. We plan to do this while facilitating public safety.

The attached documents provide visual renderings, specifications and analysis as well as applications for your review and consideration. Please note that we will pay the \$250 application fee via credit card on 1/18/2022.

Respectively Submitted,

A handwritten signature in blue ink that reads 'Steven P. Roehm'.

Steven Roehm – VP of Engineering – SETHLED, INC.



CURRENT CHANGEABLE LETTER BOARD

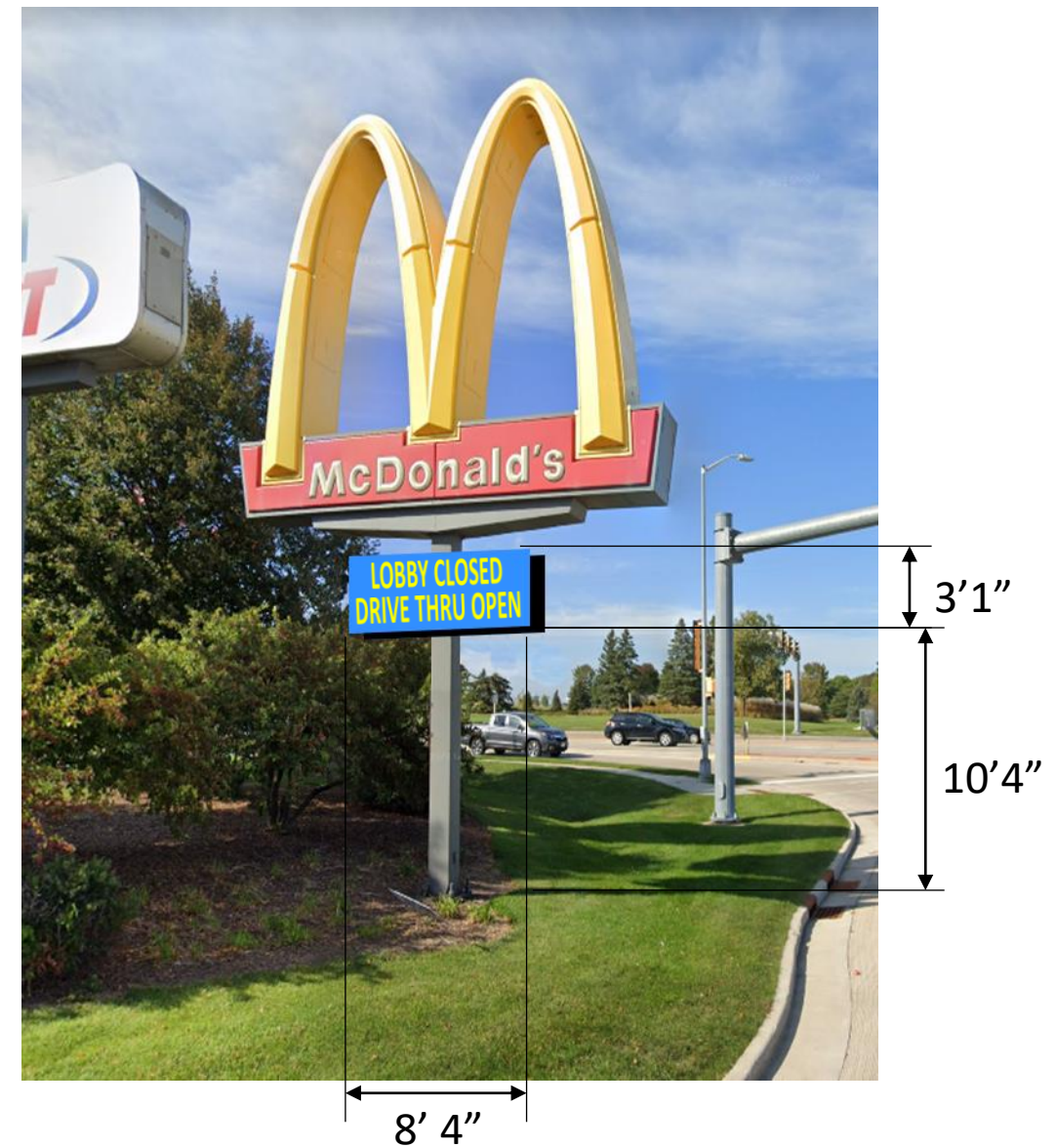




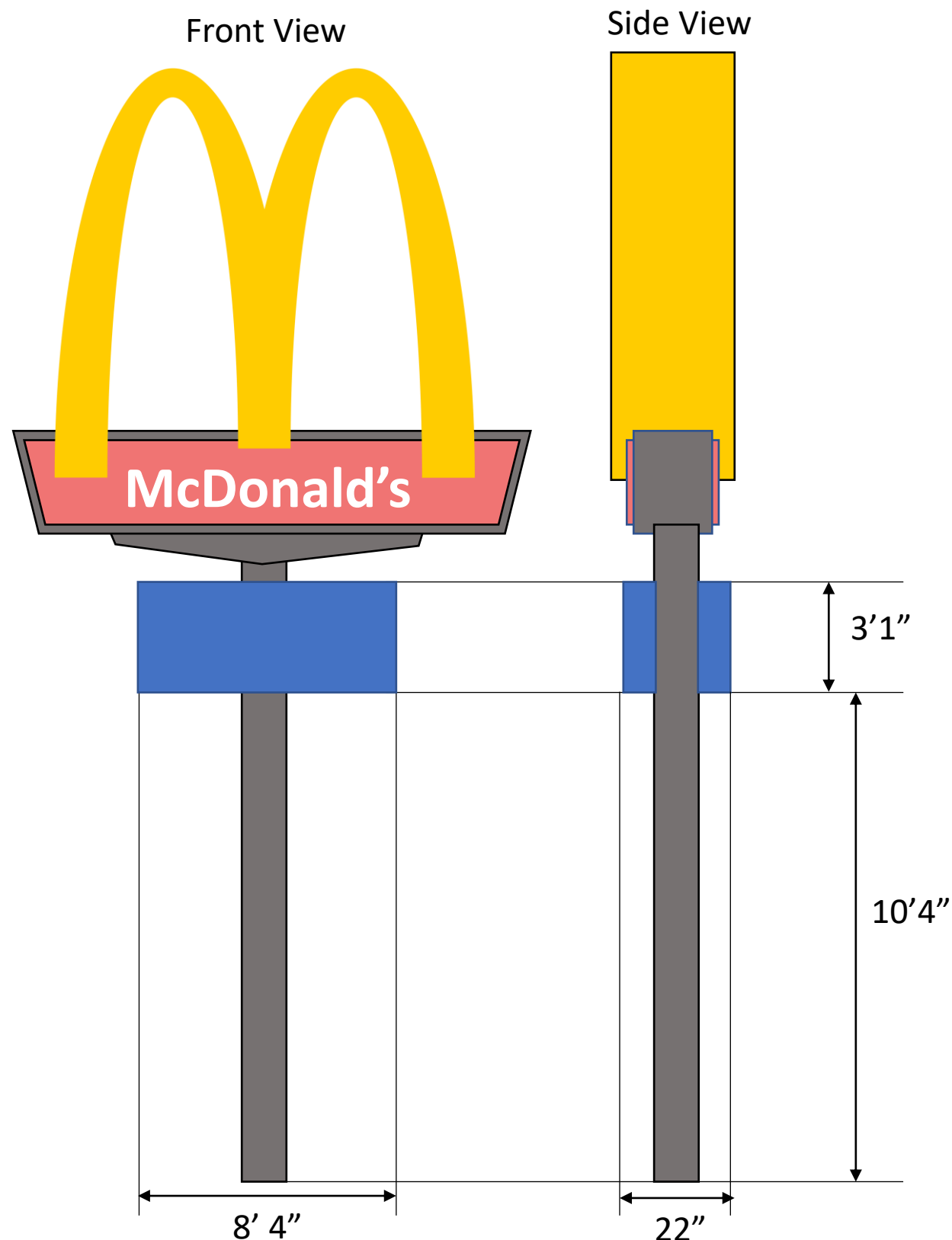
EXISTING CHANGEABLE LETTER SIGN



NEW ELECTRONIC MESSAGE CENTER (EMC) SIGN



SETHLED – McDonald's Datasheet



Electronics & Software Sign

- Brand - SETHLED
- SETHLED High-Performance LEDs – 100,000+ Hour Life
- 10mm Resolution
- 8500+ Nit Brightness
- 320x320mm Front-Maintenance Modules
- TiteCore™ Silicone Environmental Protection
- Robust Electronic Design and Circuitry
- Automated Brightness Adjustment via Sensor
- AC 110V ~ 220V, DC 12V
- CE Mark with UL Listed

Sign Controller & Software

- BrightAuthor Digital Media Authoring Software
- BrightSign Digital Sign Controller
- WiFi - 802.11a/b/g/n/ac protocols
- Image (JPG, PNG, BMP) & Video (WMV, MP4, AVI) Capable

Structure

- Front Maintenance Lightweight Aluminum Cabinet
- Modular Cabinet Design for Larger Installations
- Steel Mounting Rails – For Welding (Black Finish)
- Outdoor Weather Resistant Surface (Black Finish)
- IP65 Weatherproof



Site Distance > 200 ft

NOTE: The new EMC will be raised ~10 inches to provide better viewability than existing sign. The sign dimensions are roughly equivalent.

NOTE PLAIN KEYED NOTES.

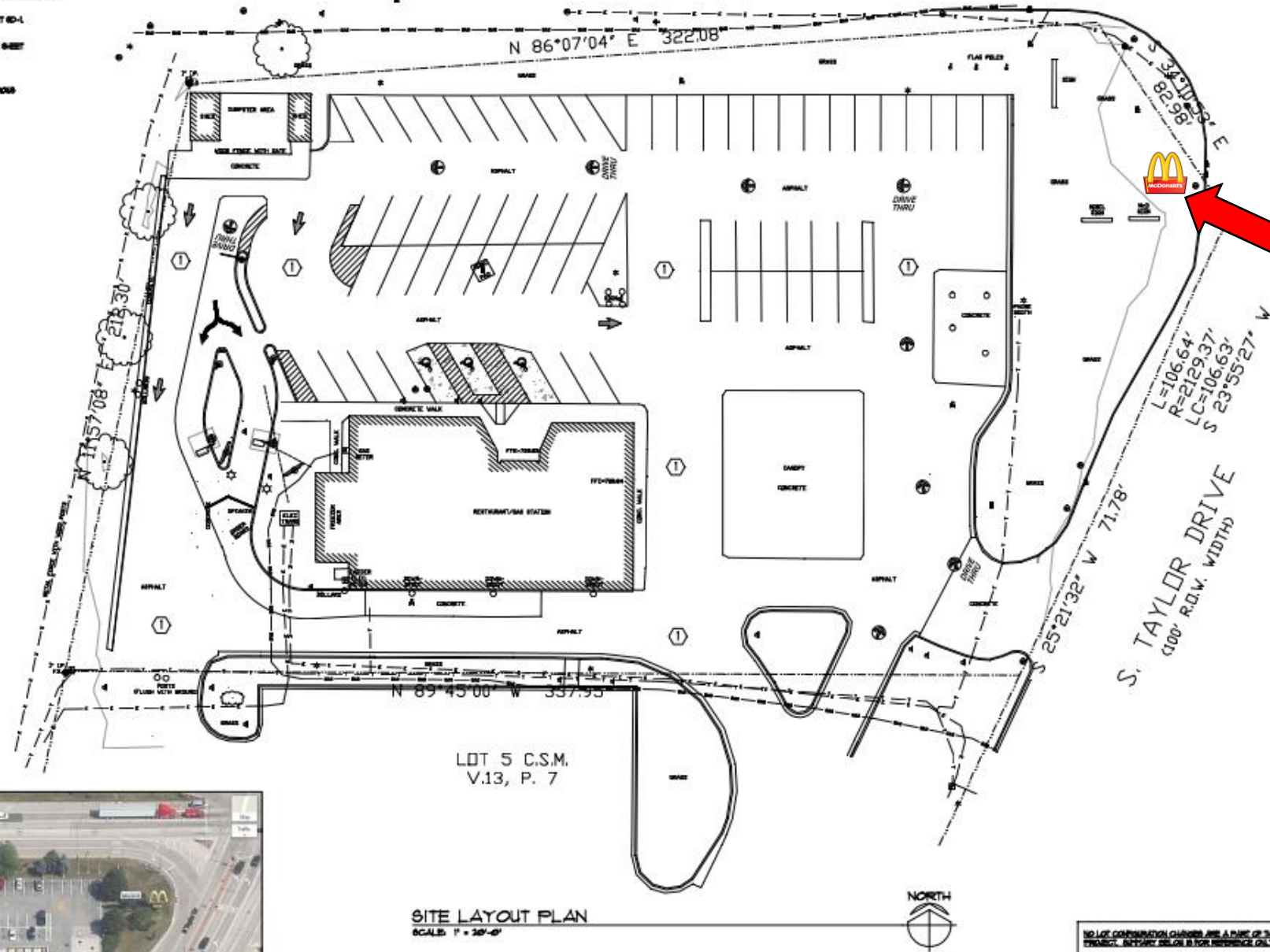
THE FOLLOWING SITE PLAN KEYED NOTES ARE ENCLOSED WITH A (X) SYMBOL ON THE SITE PLAN.

- RE-SEAL, APPLICATOR PORTION OF PARKING LOT, REPAINT LOT STRIPING AND MARKINGS IN AREAS THAT ARE RE-SEALED, AS NOTED BELOW
- DRIVE THRU PAVEMENT MARKING COLOR: YELLOW. SEE SHEET SD-1 FOR PENCIL SUPPLIER INFORMATION
- LOT DIRECTIONAL DRIVE THRU APPROACH COLOR: YELLOW. SEE SHEET SD-1 FOR PENCIL SUPPLIER INFORMATION
- NEW PARKING LOT STRIPING AS SHOWN, COLOR WHITE
- LOT DIRECTIONAL APPROACH COLOR: WHITE. REMOVE OLD APPROACH AS REQUIRED.

GENERAL NOTES

1. THIS PLAN BASED ON SURVEY PREPARED BY DAIRY ENGINEERING, INC. DATED 07-01-1.
2. SEE ALSO FLOOR PLAN FOR ADA SITE UPDATES NOT SHOWN ON THIS SHEET.

I-43
(WIDTH VARIES)



Sign Location
14' Setback

SITE LAYOUT PLAN

MCDONALD'S RESTAURANT & MOBIL C-STORE
EXTERIOR BUILDING REMODEL AND INTERIOR ALTERATION
3626 S. TAYLOR DRIVE
CITY OF SHEBOYGAN, WISCONSIN



AERIAL VIEW OF EXISTING SITE FOR REFERENCE ONLY
NOT TO SCALE

NO LOT CONSTRUCTION CHARGES ARE A PART OF THIS PRODUCT. PURCHASER SELLS AT YOUR RISK ONLY.

BOATING PERFORMANCE COUNT:

(A) PAVING SPACES, (2) OF WHICH ARE ACCESSIBLE
ZONING, 16' MINIMUM COMMERCIAL.

**PAVING SPACES, ROAD (400) GAS STATION / DRIVE
TRAIL INCLUDES STAGING, PG. 54 - (4) RESTAURANT
PG. 50 - (1) FOR EVENT (2) MOBILE.**

**PLAYING INTRUSION, NON-PERMISSIBLE PUBLIC
REQUIREMENTS, PG. 4 - (2) (1) 5 FEET FROM PL, 10
FEET FROM STREET.**

**LANDSCAPE, PERFORMANCE STD. PG. 56, SECTION
8.7**

DATE	07-23-14
PROJ. NO:	1310126
DRAWN BY:	SE
SHEET	
NO.	1
DATE	
REVISIONS	REVISION

C-1.1





CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit with exceptions by SETHLED, Inc. to install a new electronic message center readerboard on the exiting McDonald's pylon sign located at 3626 S. Taylor Drive. SC Zone

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

REPORT DATE: February 11, 2022

MEETING DATE: February 15, 2022

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

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

BACKGROUND / ANALYSIS:

SETHLED, Inc. is proposing to install a new electronic message center readerboard on the exiting McDonald's pylon sign located at 3626 S. Taylor Drive. The applicant states:

- It is our intent to upgrade the existing manual changeable letter sign (CLS) that is attached to the main McDonald's pylon sign pole located at the southeast corner of Washington Avenue and S. Taylor Drive.
- The current sign was constructed in 1995. It consists of two (2) main sign elements; an illuminated McDonald's Logo Sign and a double-sided illuminated 24sf (3 x 8) changeable letter sign (manual readerboard) that is attached below the McDonald's Logo Sign on an eight (8) inch painted square metal pole.
- The proposed project will upgrade the changeable letter sign to a 26sf (3.1 x 8.3) LED electronic message center (EMC). The new EMC is virtually the same dimensions as the existing CLS (1.5" addition to each side). The new EMC's construction consists of a black aluminum cabinet with black steel mounting rails. The existing CLS will be removed, and the new EMC sign will be attached to the pole using welds. The McDonald's Logo sign will not be affected by this upgrade.
- In addition, the new EMC will be positioned approximately 10 inches higher than the existing CLS to create a more integrated appearance with improved driver viewability.

- The EMC sign can be updated remotely to enable McDonald's to provide timely and relevant public messaging and marketing information to their customers.

The new SETHLED EMC advantages include:

- High resolution displays that provide easy and understandable messaging without distraction.
- Automatic brightness control sensors calibrated to the needs of the customer and ambient environment so that the sign will automatically dim at night.
- Increased awareness of lobby and drive-thru hours (in a COVID environment).
- Critical hiring messaging targeted to the public during these difficult times.
- Improved employee safety compared to conventional letter-changing poles and plastic letters. Employee's do not have to use ladders or work outside in inclement weather.
- Timely and immediate messaging updates. McDonald's can schedule specific information to be displayed on specific dates and times.
- More visually appealing messaging than signs with changeable plastic letters, improving the appearance of the business.
- Improved flexibility in that messaging is not limited by the size of the CLS, or to only one message.
- Reinforces the McDonald's brand through targeted visual messaging.

STAFF COMMENTS:

The applicant is requesting an exception to modify this legal nonconforming pylon sign – The maximum number of free standing signs is two (one per street frontage) with a setback of 12 feet from the property line.

There are presently three free standing signs - two (2) pylon signs (1 McDonald's and 1 Minit Mart) and one (1) monument sign shared by McDonald's and Minit Mart.

The Plan Commission may want to have the applicant address what they know about the Minit Mart portion of this facility that is closed. The gas pumps are boarded up and this certainly does not present a favorable appearance at one of the most important and visible entrances to the City of Sheboygan?

ACTION REQUESTED:

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

1. Applicant shall obtain the necessary sign permits prior to installation.
2. 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.
3. Applicant shall meet Sections 15.804(a) and (c) of the City of Sheboygan Zoning Ordinance relating to signage and pedestrian/traffic safety and sign timing/cycles. No signs containing flashing, intermittent or moving sections or intermittent or flashing lights shall be permitted.
4. Sign messages and/or location shall not create any pedestrian/vehicular conflicts.
5. The applicant may only make changes to the readerboard portion of the pylon sign (no changes to cabinet or support structure).
6. Any future wall signage for McDonald's and/or the service station shall be individual letter signs (no flat panel or interior lit cabinet signs).
7. If there are any amendments to the approved sign or location, the applicant will be required to submit a new conditional use application reflecting those amendments.

ATTACHMENTS:

Conditional Use Permit Application and required attachments.

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit with exceptions by Mercy Yang to operate a microshading (semi-permanent makeup tattoo) home occupation business from her residence located at 1411 Camelot Boulevard. SR-5

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

REPORT DATE: February 11, 2022

MEETING DATE: February 15, 2022

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

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

BACKGROUND / ANALYSIS:

Mercy Yang is proposing to operate a microshading (semi-permanent makeup tattoo) home occupation business from her residence located at 1411 Camelot Boulevard. The applicant states the following about the project:

- Mercy Yang is proposing to utilize the southernmost section of her basement in her home at 1411 Camelot Blvd, to operate Hmodern Made, a startup professional microshading/semi-permanent makeup tattoo business. The space is approximately 286sf.
- Hmodern Made is owned and operated by Mercy Yang, a second-generation Hmong woman, ambitious in making her American Dream of owning and running her own business a reality. We intend to open our doors in March 2022.
- The future goal is a brick-and-mortar location to host our clientele with a menu of professional beauty services provided.
- Microshading is a form of semi-permanent makeup that involves shading eyebrows by making fine, minute dots and lines along the brow area using a single, sterile needle attached to an electronic tattoo device. All supplies and materials are single-use to ensure safety and hygiene of clientele.
- There will be little to no disturbance in the neighborhood as only one (1) client is permitted at a time and a procedure takes 3-4 hours to complete.

- Hours are Friday through Sunday from 8am-7pm. No signs will be posted in the exterior of the home to prevent any walk-ins. Appointments must be scheduled ahead of time.
- The City of Sheboygan's Comprehensive Plan states that business development is one of the strategies to economic development success and Sheboygan County is helping promote private sector economic development since a thriving economy is so crucial to a community's vitality. Hmodern Made is a small business that can contribute to the city's thriving economy in its growth life cycle phase. Microshading is a popular beauty trend that is just being introduced to consumers in the U.S. Eyebrows have the ability to make a positive impact on how individuals view themselves and others around them. Hmodern Made's mission is to empower individuals through the art of permanent makeup.
- The City of Sheboygan's 2017-2022 Strategic Plan envisions a prosperous community with a variety of opportunities, business opportunities being one of them. Successful businesses have to start somewhere and the potential to grow Hmodern Made and its impact on the community is boundless.

STAFF COMMENTS:

A microshading (semi-permanent makeup tattoo) salon is considered a professional service, thus, an applicant can apply for a conditional use permit to operate a professional service home occupation.

Staff does not object to the proposal.

ACTION REQUESTED:

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

1. Applicant will meet all home occupation criteria listed in Section 15.206(8)(s).
2. Prior to construction, the applicant shall obtain all necessary permits and licenses including but not limited to building, plumbing, electrical, HVAC, health, etc.
3. The home occupation may only utilize 25 percent of the living area of the dwelling.
4. The use of the dwelling unit for a home occupation shall in no way be incompatible with the character of nearby residential areas and in no instance shall a home occupation create a nuisance for neighboring properties.
5. Not more than one sign, not to exceed two square feet, non-illuminated and flush wall mounted only, will be used to advertise the home occupation. Applicant is required to obtain a sign permit. No temporary signage is permitted for home occupations.
6. The City of Sheboygan has the right of entry during the stated hours of operation to insure compliance per City of Sheboygan Ordinances and with this approval.
7. If any issues arise from the salon, the City may again review the conditional use permit.
8. If the applicant moves from the present location the conditional use permit will discontinue immediately.
9. If there are any amendments to the approved conditional use permit and/or site plan, the applicant will be required to submit a new conditional use application reflecting those amendments.

ATTACHMENTS:

Conditional Use and required attachments

PARCEL NO. 59281411360

MAP NO. _____

ZONING CLASSIFICATION: _____

Office Use Only

APPLICATION/FILE NO. _____

REVIEW DATE: _____

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

**CITY OF SHEBOYGAN
APPLICATION FOR
CONDITIONAL USE PERMIT**

Requirements Per Section 15.905
Revised May 2018

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

1. APPLICANT INFORMATION

APPLICANT: Mercy Yang

ADDRESS: 1411 Camelot Blvd Sheboygan WI E-MAIL: mercyangvue@hotmail.com

PHONE: (920) 860-3035 FAX NO. N/A

2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT

NAME OF PROPOSED/EXISTING BUSINESS: Hmodern Made

ADDRESS OF PROPERTY AFFECTED: 1411 Camelot Blvd

LEGAL DESCRIPTION: All of Lot 16 except the East 14.23 feet thereof, and also the East 1.63 feet of Lot 17, Block 7, Camelot Estates, according to the recorded Plat thereof, in the City of Sheboygan, Sheboygan County, Wisconsin.

BRIEF DESCRIPTION OF **EXISTING** OPERATION OR USE: _____

Residential Dwelling unit

DETAILED DESCRIPTION OF **PROPOSED** OPERATION OR USE INCLUDING ANY CHANGES TO THE EXISTING USE: Operate startup professional microshading/semi-permanent makeup tattoo business. Microshading enhances an individual's appearance and boosts self-confidence as any other service in the beauty industry. Microshading is a form of semi-permanent makeup that involves shading eyebrows by making fine, minute dots and lines along the brow area using a single, sterile needle attached to an electronic tattoo device. A numbing cream is applied for comfort and the procedure can last between 3-4 hours. All supplies and materials are single-use to ensure safety and hygiene of clientele. All business

activities such as semi-permanent makeup tattooing, administrative work and storage will take place in the salon. The salon will be located in the southern most section of the basement measuring at 286 sq ft, offering an additional bathroom facility and a separate handwash sink in the area, as required by the county health department. As the procedure takes 3-4 hours, there will be 1 client in the salon at one time with up to 3 clients in a day. The salon will open Friday through Sunday from 8am-7pm with myself as the sole employee and a potential of 9 clients in a given week. Appointments will be made via Facebook messenger with social media as the main communication platform. The business location address will not be shared, advertised or seen by the public to avoid any unintended high traffic or walk-ins. No signs will be posted in the exterior of the home to prevent walk-ins. Appointments must be scheduled ahead of time. Clientele have the availability to park in the driveway as the dwelling has a 2-car garage and 4-car driveway. Please see attached business plan for more information.

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

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? The City of Sheboygan's 2010-2030 Comprehensive Plan states that business development is one of the strategies to economic development success and Sheboygan County is helping promote private sector economic development since a thriving economy is so crucial to a community's vitality (p 25). Hmodern Made is a small business that can contribute to the city's thriving economy in its growth life cycle phase. Microshading is a popular beauty trend that is just being introduced to consumers in the U.S. Eyebrows have the ability to make a positive impact on how individuals view themselves and others around them. Hmodern Made's mission is to empower individuals through the art of permanent makeup. Additionally, the City of Sheboygan's 2017-2022 Strategic Plan envisions a prosperous community with a variety of opportunities, business opportunities being one of them (p 5). Successful businesses have to start somewhere and the potential to grow Hmodern Made and its impact on the community is boundless.

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

No, the location does not result in any substantial or undue adverse impact as sessions are one-on-one, by appointment only, and take 3-4 hours to complete. Therefore, activity and adverse impact is low to none.

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 salon within the location is less than 20% of the unit's total square footage, only permitting one client per session. The majority of the unit will be used as a residential dwelling purpose.

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, the salon is a part of the residential dwelling so utilities or services are checked and maintained by public agencies regularly.

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

OWNER OF SITE: Mercy Yang

ADDRESS: 1411 Camelot Blvd **E-MAIL:** mercyangvue@hotmail.com

ARCHITECT: N/A

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

CONTRACTOR: N/A

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

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

1.13.2022

DATE

MERCY YANG

PRINT ABOVE NAME

CONDITIONAL USE APPLICATION SUBMITTAL REQUIREMENTS

1. A certified survey map showing existing property boundaries and improvements.
2. A map providing the following information:
 - ☐ The map and all its parts shall be clearly reproducible with a photocopier at a size of 11" X 17" and map scale not less than 1' = 600' with lot dimensions of the subject property provided and a graphic scale and north arrow.
 - ☐ All lands for which the conditional use is proposed.
 - ☐ All other lands within 100 feet of the boundaries of the subject property.
 - ☐ The current zoning of the subject property and its environs (200 feet),

PARCEL NO.: 59281411360

MAP NO.: _____

ZONING CLASSIFICATION: _____

REVIEW DATE: _____

APPROVAL: _____
Steve Sokolowski, City Planner

**CITY OF SHEBOYGAN
HOME OCCUPATION
ZONING COMPLIANCE APPLICATION**

(Revised November, 2009)

Completed application for home occupation zoning compliance, is to be filed and approved by the City Planner, Department of City Development, 828 Center Avenue, Suite 104. ***Applications that are not complete or that are not legible will not be accepted.***

APPLICANT: Mercy Yang PHONE: (920) 860-3035

ADDRESS: 1411 Camelot Blvd. Sheboygan, WI 53081

ZONING CLASSIFICATION: _____ START DATE: 3/1/2022

Name and address of **other** person involved in the home occupation:

NAME: Steven Vue

ADDRESS: 1411 Camelot Blvd
Sheboygan, WI 53081

WRITTEN DESCRIPTION OF PROPOSED HOME OCCUPATION

Operate startup professional microshading/semi-permanent makeup tattoo business. Microshading enhances an individual's appearance and boosts self-confidence as any other service in the beauty industry. Microshading is a form of semi-permanent makeup that involves shading eyebrows by making fine, minute dots and lines along the brow area using a single, sterile needle attached to an electronic tattoo device. A numbing cream is applied for comfort and the procedure can last between 3-4 hours. All supplies and materials are single-use to ensure safety and hygiene of clientele. All business activities such as semi-permanent makeup tattooing, administrative work and storage will take place in the salon. The salon will be located in the southern most section of the basement measuring at 286 sq ft, offering an additional bathroom facility and a separate handwash sink in the area, as required by the county health department. As the procedure takes 3-4 hours, there will be 1 client in the salon at one time with up to 3 clients in a day. The salon will open Friday through Sunday from 8am-7pm with myself as the sole employee and a potential of 9 clients in a given week. Appointments will be made via Facebook messenger with social media as the main communication platform. The business location address will not be shared, advertised or seen by the public to avoid any unintended high traffic or walk-ins. No signs will be posted in the exterior of the home to prevent walk-ins. Appointments must be scheduled ahead of time. Clientele have the availability to park in the driveway as the

January 12, 2021

To Whom It May Concern:

Mercy Yang hereby proposes the City of Sheboygan consider the southernmost section of her basement measuring at 286 sq ft, located in her home at 1411 Camelot Blvd, to operate a startup professional microshading/semi-permanent makeup tattoo business, Hmodern Made.

Hmodern Made is owned and operated by Mercy Yang, a second-generation Hmong woman, ambitious in making her American Dream of owning and running her own business a reality. We intend to open our doors in March 2022. In the future, a brick-and-mortar location will be secured to host our clientele with a menu of professional beauty services provided.

Microshading is a form of semi-permanent makeup that involves shading eyebrows by making fine, minute dots and lines along the brow area using a single, sterile needle attached to an electronic tattoo device. All supplies and materials are single-use to ensure safety and hygiene of clientele. There will be little to no disturbance in the neighborhood as only 1 client is permitted at a time and a procedure takes 3-4 hours to complete. Hours are Friday through Sunday from 8am-7pm. No signs will be posted in the exterior of the home to prevent any walk-ins. Appointments must be scheduled ahead of time.

According to IBISWorld, over the past decade, and especially over the five years to 2021, tattoos have become unprecedentedly popular. Long obtained mostly by members of limited subcultures, the stigma surrounding tattoos has largely faded. As a result, the Tattoo Artists industry's customer base has expanded significantly, as has the revenue generated per customer. However, industry revenue declined in 2020 on account of the COVID-19 (coronavirus) pandemic, as operators were forced to temporarily or permanently suspend business operations to comply with mandated safety regulations. As these restrictions have lifted in 2021, increased disposable income and tremendous pent-up demand are expected to send industry revenue soaring, rising an estimated 23.2%. Over the five years to 2021, industry revenue is estimated to grow at an annualized rate of 9.2% to \$1.4 billion.

Furthermore, the City of Sheboygan's 2010-2030 Comprehensive Plan states that business development is one of the strategies to economic development success and Sheboygan County is helping promote private sector economic development since a thriving economy is so crucial to a community's vitality (p 25). Hmodern Made is a small business that can contribute to the city's thriving economy in its *growth life cycle* phase. Microshading is a popular beauty trend that is just being introduced to consumers in the U.S. Eyebrows have the ability to make a positive impact on how individuals view themselves and others around them. Hmodern Made's mission is to empower individuals through the art of permanent makeup.

Lastly, the City of Sheboygan's 2017-2022 Strategic Plan envisions a prosperous community with a variety of opportunities, business opportunities being one of them (p 5). Successful businesses have to start somewhere and the potential to grow Hmodern Made and its impact on the community is boundless.

MICROSHADING IMPACT

**Pictures permitted to use by Jintara Yang of Jin Beauty Brows



Women from all different ages and backgrounds get microshading done to feel confident and empowered, as an act of self-care and self-love. The results speak for themselves.

