

*****ATTACHMENTS*****

PARCEL NO. 109131
MAP NO. _____
ZONING CLASSIFICATION: CC

Office Use Only
APPLICATION/FILE NO. _____
REVIEW DATE: 7/13/21

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

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

pd

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

1. APPLICANT INFORMATION

APPLICANT: Priority
ADDRESS: 837 Riverfront Dr Sheb E-MAIL: tasha@priorityinc.com
PHONE: (920) 912-0348 FAX NO. ()

2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT

NAME OF PROPOSED/EXISTING BUSINESS: Slo Food
ADDRESS OF PROPERTY AFFECTED: 731 Pennsylvania Ave
LEGAL DESCRIPTION: _____

BRIEF DESCRIPTION OF EXISTING OPERATION OR USE: _____

Request for additional signage

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

Request for additional signage

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? _____

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? _____

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

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. _____

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

OWNER OF SITE: Stefano Viglietti

ADDRESS: 522 S 8th St E-MAIL: _____

ARCHITECT: N/A

ADDRESS: _____ E-MAIL: _____

CONTRACTOR: Priority

ADDRESS: 837 Riverfront Dr. Sheb E-MAIL: tasha@priorityinc.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.

Tasha Benzschawel
APPLICANT'S SIGNATURE

11/22/21
DATE

Tasha Benzschawel
PRINT ABOVE NAME

July 7th, 2021

RE: Conditional Use / Sign Permit Application for Stefano's Slo Food Market
731 Pennsylvania Avenue, Sheboygan WI

To Whom it May Concern:

Stefano's Slo Food Market is seeking approval on an illuminated blade sign, five small non-illuminated secondary copy wall signs and a decorative snail element on the north elevation of the building. These signs would be in addition to the current proposed wall sign on the east elevation. For a total of 2 main signs and 6 secondary signs.

The intent of this signage package is to help drive awareness of the location and it's offerings to visitors of the downtown area of Sheboygan. Stefano and Priority have a long history with Sheboygan and understand the importance of ensuring a display of impactful, tasteful and long lasting signage. More on Stefano and his latest contribution to the community is below.

The signage seeking variance includes:

Blade Sign:

The proposed illuminated blade sign would provide clear visibility to the main store entrance as you come from the east or west. The size and methods of construction were determined to better draw traffic from 6th and 9th street intersections. At closer viewing it will help to direct pedestrian traffic to the proper entrance.

The sign construction was developed to mimic the nearby building sign to provide a consistent look at the entrance.

The variance request is for a larger size, which we feel improves visibility and also fits in line with the building's taller fascia and illumination which again improves visibility and ties it together with the main identification sign on the front of the building.

Proposed Specs:

- Top portion 8" deep, illuminated sign with vinyl applied
- Bottom arrow, aluminum with LOCAL MARKET illuminated push thru acrylic copy
- Total Square Footage (Outline) : 15.28 SqFt

Secondary Wall Copy:

The proposed secondary wall signs are descriptors used to provide clarity to pedestrians of the offerings provided by Slo Food Market. They are smaller in size and tastefully done, and in conjunction with the snail wall graphic provide a decorative element to the long blank fascia facing Pennsylvania Avenue. The letters are non-illuminated and made out of aluminum to ensure longevity.

Each set of copy is under 10" in height and square footage varies between 2.09 - 4.80 depending on the count of letters. The total for all 5 signs is 17.88. The letters are raised off the wall and individual letters to meet the desired signage design specifications for this area.

Proposed Specs:

- 1/4" thick aluminum letters painted white - Qty 5 total
- Total Square Footage 17.88

Snail Graphic Element:

The snail element is a contemporary but yet traditional interpretation on the origin of Stefano's inspiration the new Slo Food Market. The snail adds interest and contrast to the building that compliments the secondary copy. The snail is reflected in the main identification signage and will be thoroughly used in the businesses marketing efforts.

The graphics used for this type of application are high quality 3M heat applied graphics with an expected performance of 8-10 years per 3M provided information. We have found the performance of these graphics to outlive painting in these situations.

Proposed Specs:

- 3M vinyl
- Total Square Footage (Graphic Calculation Only) : 23.70 SqFt

We look forward to reviewing the proposed signage for the new Slo Food Market. Thank you for your time and consideration

Tasha Benzschawel

VP, Account Management

Phone 920.912.0348

More about Stefano's Slo Food Market:

Stefano and Whitney Viglietti have established a remarkable reputation within the culinary community over the past 25 years. They own four highly acclaimed restaurants (Trattoria Stefano, Il Ritrovo, Field to Fork and Duke of Devon) and recently opened an 800 sq. ft. retail space. Their reputation for quality, responsible business practices and stewardship have established them as a leader in the Sheboygan community.

Stefano and Whitney have purchased a building adjacent to their existing businesses and are remodeling it to become a 2000 sq ft retail space. The new store will be called SLO.Food Market. (SLO – Stefano's Local Organic)

SLO.Food Market Mission – To deliver healthy food choices through a community-centric downtown market that supports sustainable, high quality local organic and globally local foods.

SLO.Food Tenets

- To support local producers and sustainable agriculture
- To provide health-enhancing foods
- To provide convenient prepared food options
- To be fair and supportive to our employees and to be sensitive to the working and living conditions of those who make what we sell
- To be a community resource that helps the people of Sheboygan county and all patrons to lead healthier lives
- To be good stewards of the environment through conscientious, sustainable use of resources

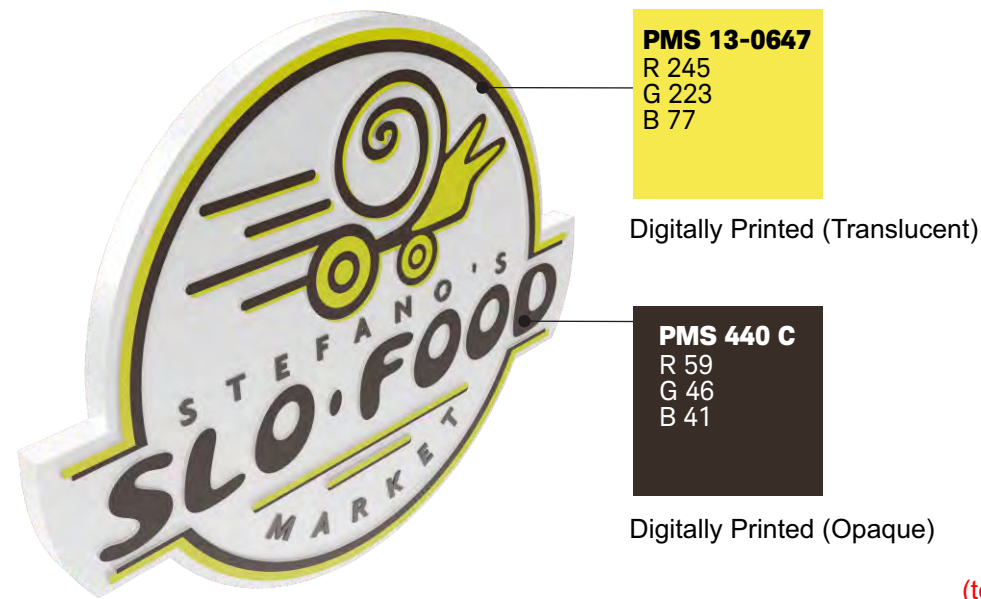
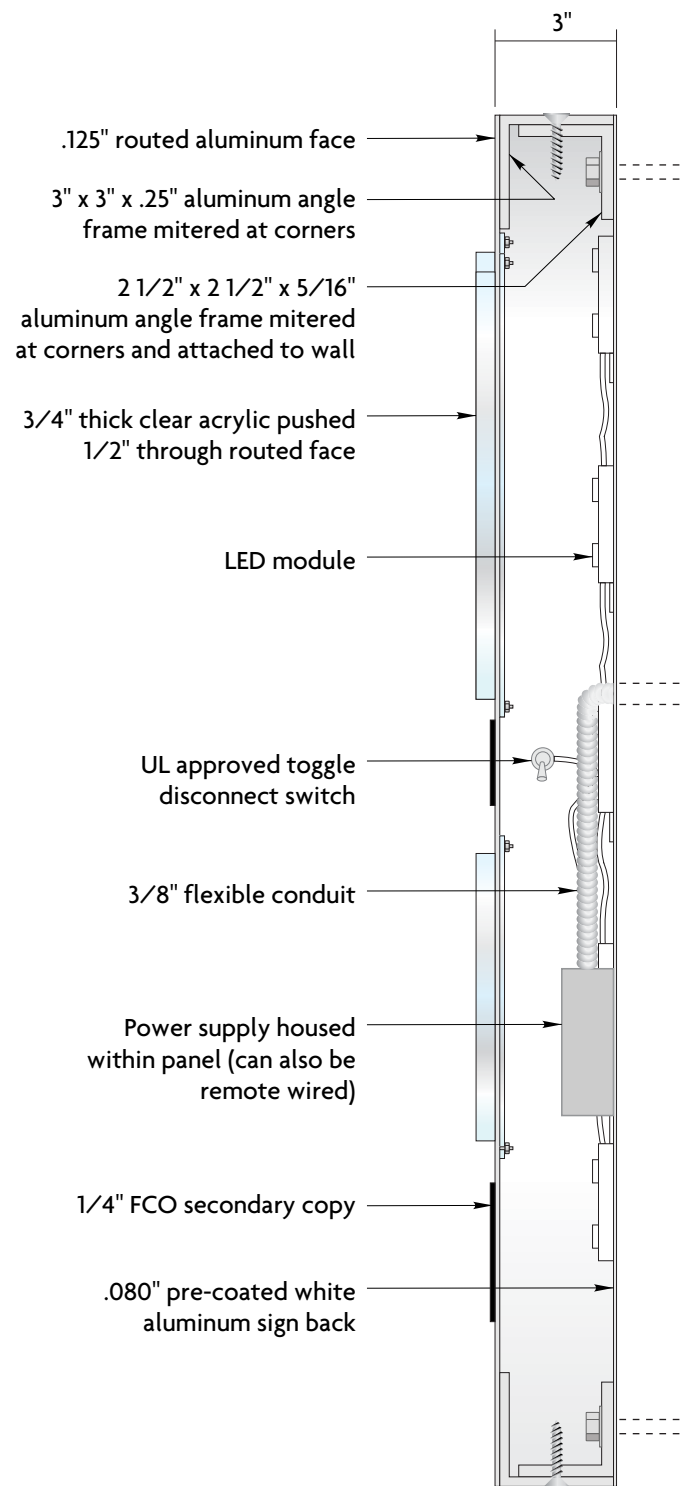
STEFANO'S
SLO·FOOD
MARKET

BRANDING GUIDE
Summer | 2021



S1 INTERNALLY ILLUMINATED PUSH THRU WALL CABINET

Install new sign flush to fascia.



Align
(to bottom of window)



Sq. Ft. = 52.4'
Scale = 1:20



Address: 731 Pennsylvania Ave
City/ST: Sheboygan, WI.

Date: 06/14/21
Designer: PB PM: TB

File Location: STND ___
Drive/Clients/ CSTM X

AS CR EN

Revisions:

Revised from flat face (6/22/21) PB	X
X	X
X	X
X	X
X	X
X	X

Underwriters Laboratories, Inc.
Sign components to be in strict UL compliance.

All dimensions are imperial unless specified metric. Items are scaled as noted when printed on an 11x17 sheet.

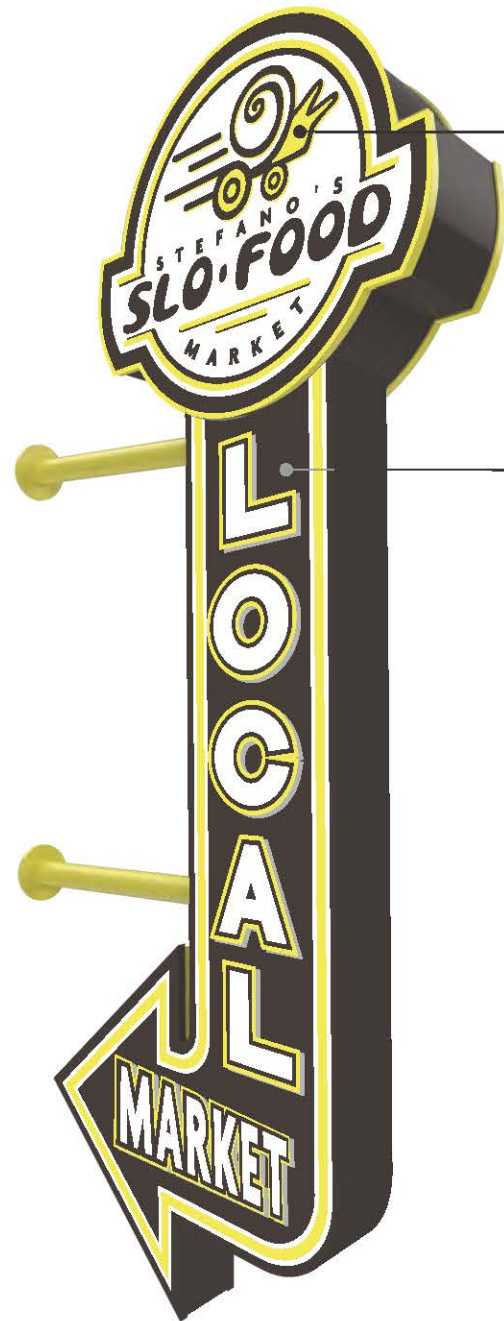


S2

ILLUMINATED BLADE SIGN

New blade sign to be installed.

Top cabinet to have flat faces with digitally printed graphics applied. Bottom cabinet to be aluminum faces with push thru copy.



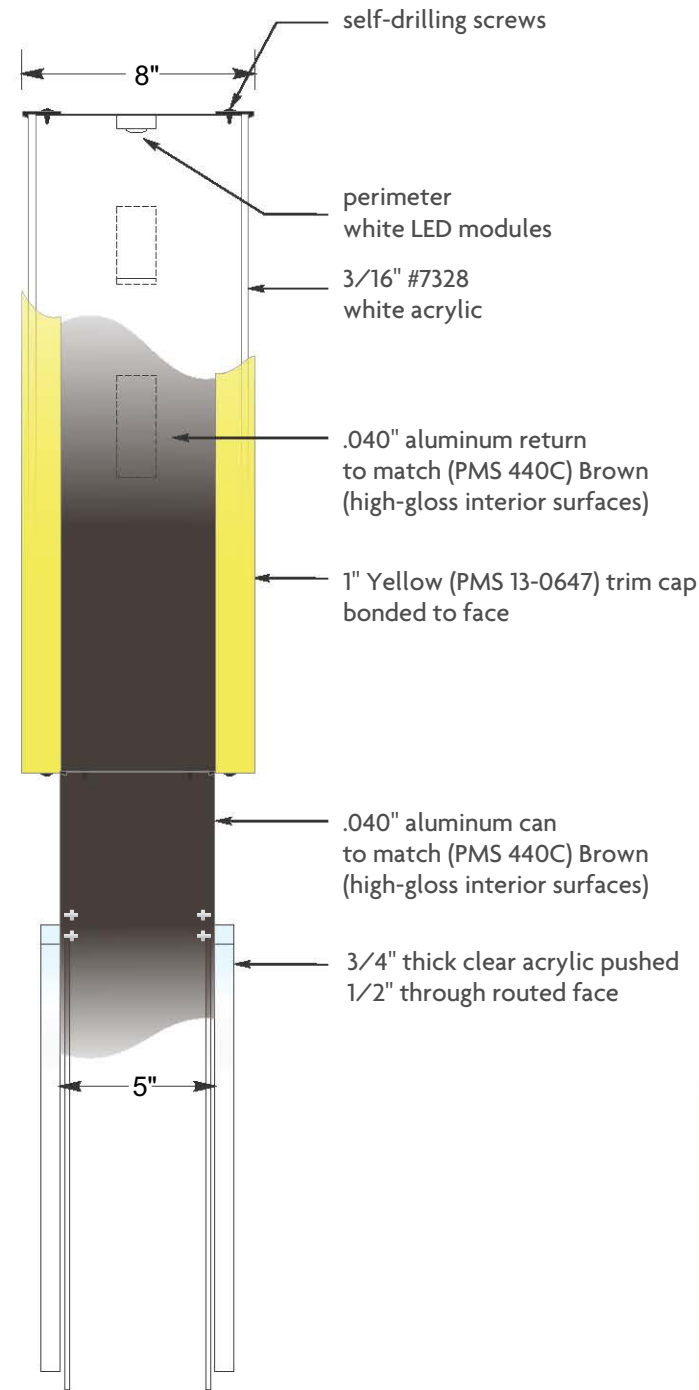
PMS 13-0647
R 245
G 223
B 77

Digitally Printed (Translucent)

PMS 440 C
R 59
G 46
B 41

Digitally Printed (Opaque)

Faces to have a UV resistant overlaminating film applied



Sq. Ft. = 34.3'
Scale = 1:16



Address: 731 Pennsylvania Ave
City/ST: Sheboygan, WI.

Date: 06/14/21
Designer: PB PM: TB

File Location: STND
Drive/Clients/ CSTM X
 AS CR EN

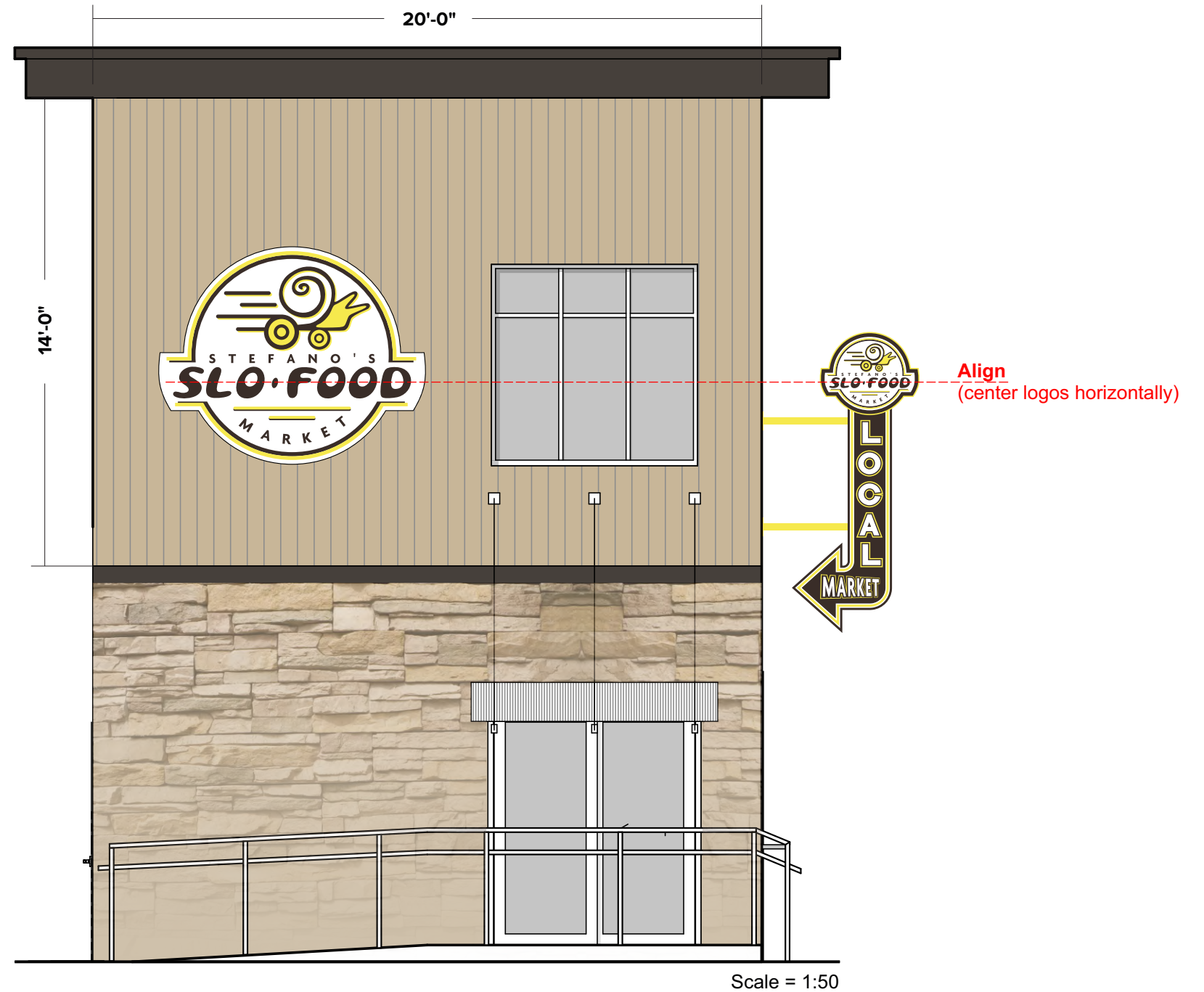
Revisions:

Bottom cabinet revised from flat faces (6/22/21) PB	X
X	X
X	X
X	X
X	X
X	X

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Address: 731 Pennsylvania Ave
City/ST: Sheboygan, WI.

Date: 06/14/21
Designer: PB PM: TB

File Location: STND ___
Drive/Clients/ CSTM ___

AS CR EN

Revisions:	
X	_____
X	_____
X	_____
X	_____
X	_____
X	_____

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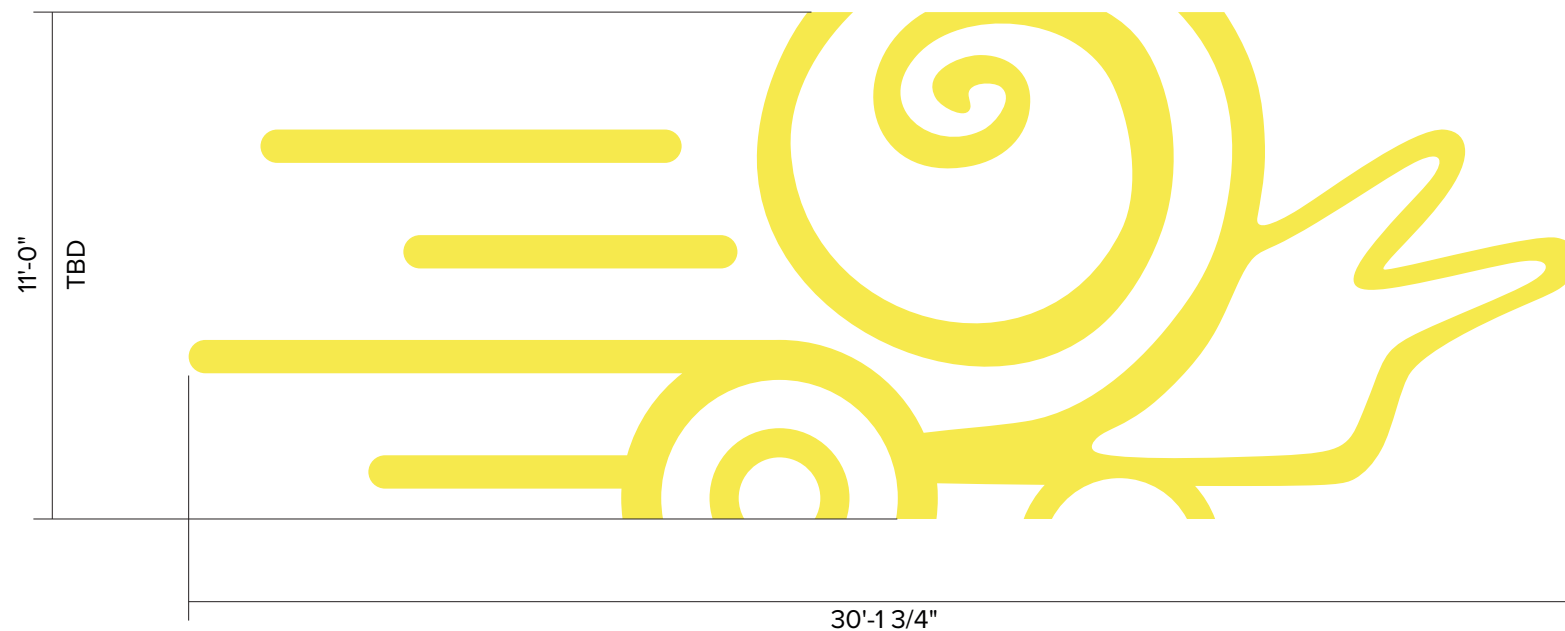


S3

WALL GRAPHIC

Digitally printed wall graphic to match PMS 13-0647.
Graphic to be trimmed to fit around windows.

Verify overall height of area prior to manufacture.



Scale = 1:50



Address: 731 Pennsylvania Ave
City/ST: Sheboygan, WI.

Date: 06/14/21
Designer: PB PM: TB

File Location: STND ___
Drive/Clients/ CSTM ___
AS CR EN

Revisions:	
X	X
X	X
X	X
X	X
X	X
X	X

Underwriters Laboratories, Inc.
Sign components to be in strict UL compliance.

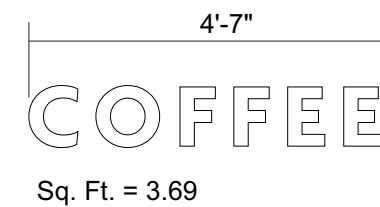
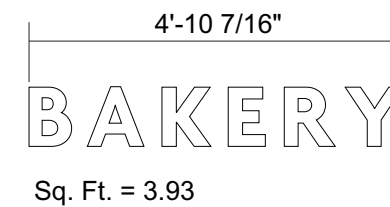
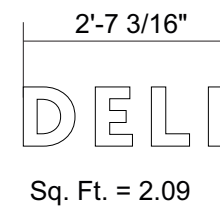
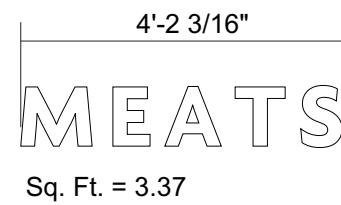
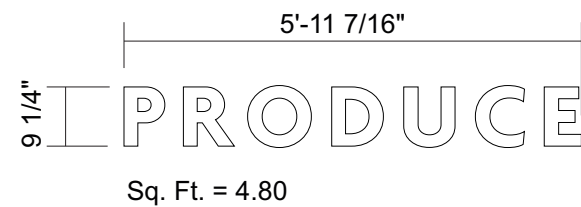
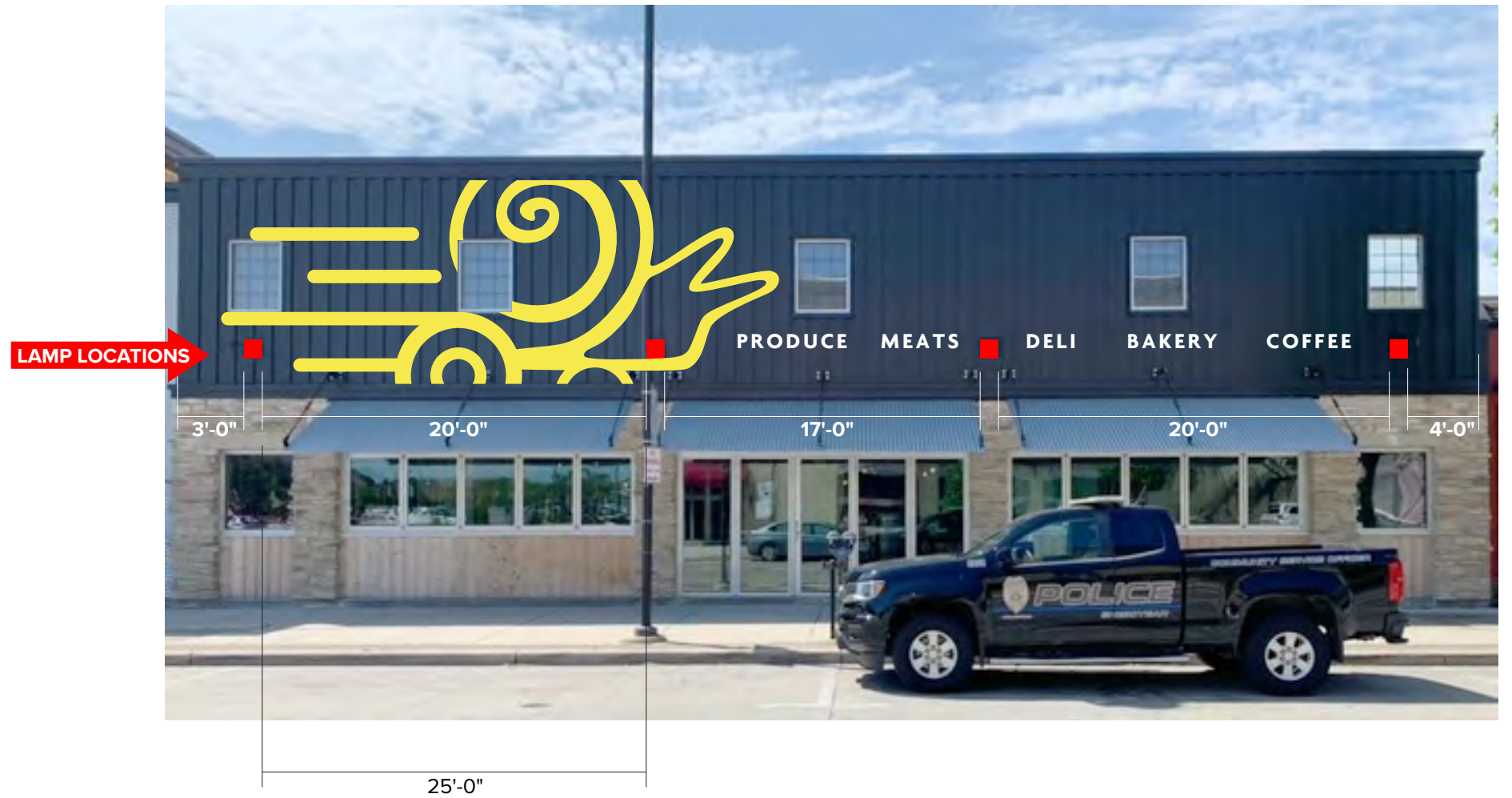
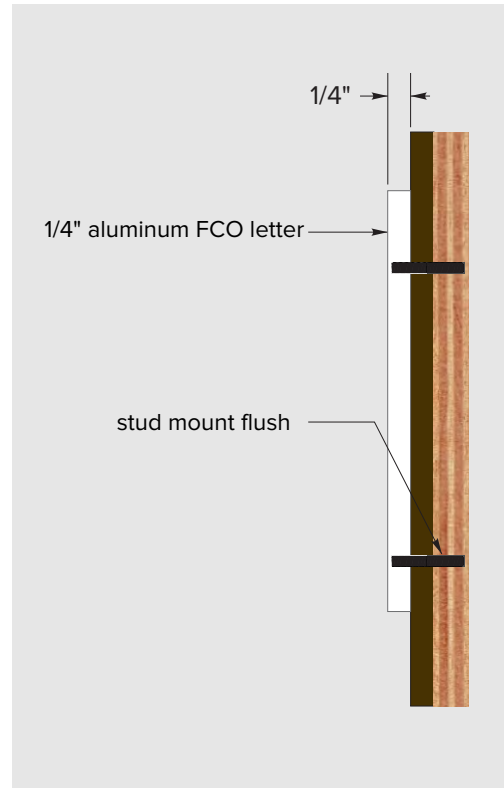
All dimensions are imperial unless specified metric. Items are scaled as noted when printed on an 11x17 sheet.



S4

NON-ILLUMINATED SECONDARY LETTERSETS

Aluminum flat cut letters painted white and mounted flush to fascia.



Scale = 1:30



Address: 731 Pennsylvania Ave
City/ST: Sheboygan, WI.

Date: 06/14/21
Designer: PB PM: TB

File Location: STND ___
Drive/Clients/ CSTM ___
AS CR EN

Revisions:

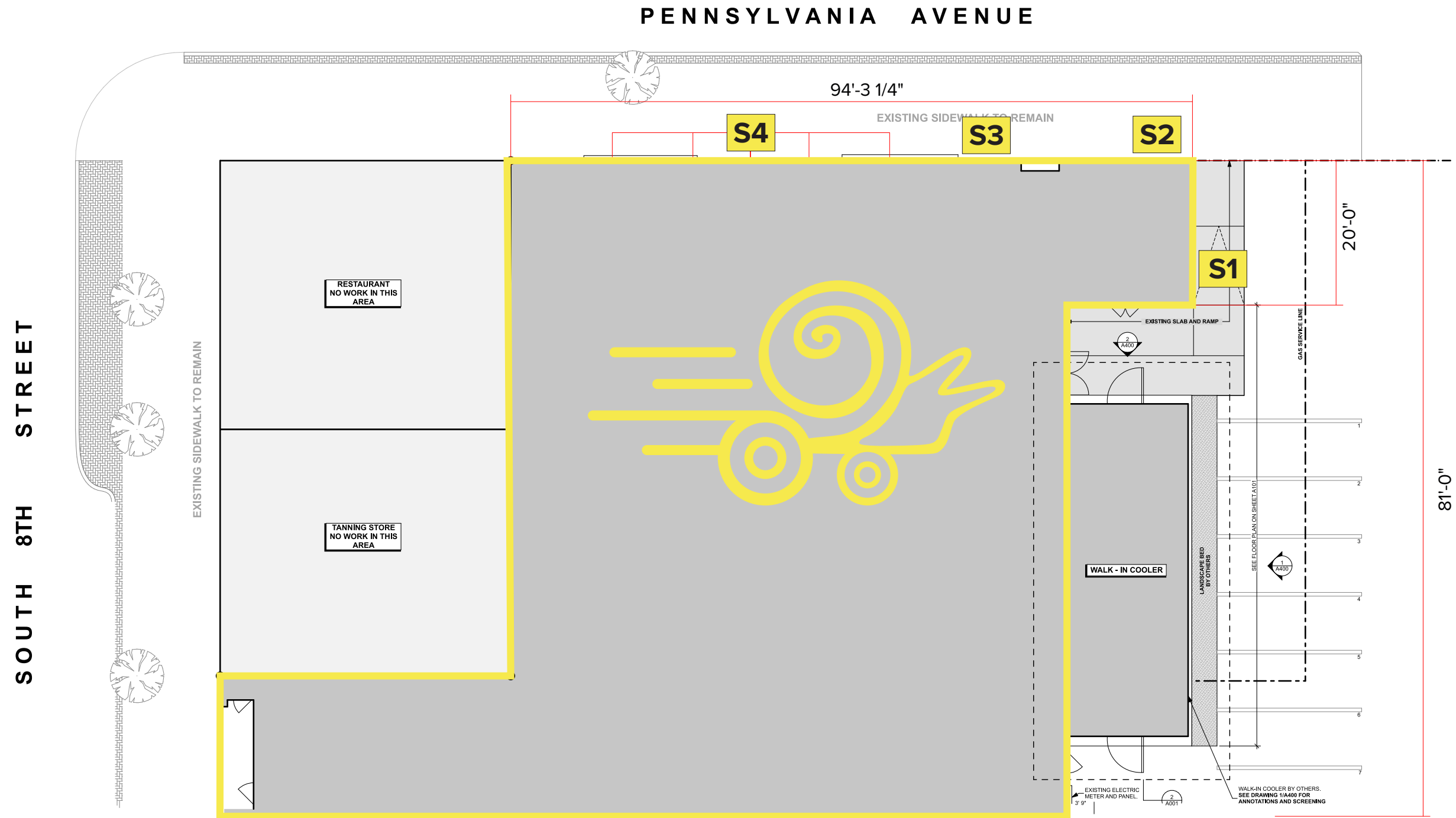
X	_____	X
X	_____	X
X	_____	X
X	_____	X
X	_____	X
X	_____	X

Underwriters Laboratories, Inc.
Sign components to be in strict UL compliance.

All dimensions are imperial unless specified metric. Items are scaled as noted when printed on an 11x17 sheet.



SITE PLAN



Address: 731 Pennsylvania Ave
 City/ST: Sheboygan, WI.

Date: 06/14/21
 Designer: PB PM: TB

File Location: STND ___
 Drive/Clients/ CSTM ___
 AS CR EN

Revisions:

X	_____	X
X	_____	X
X	_____	X
X	_____	X
X	_____	X
X	_____	X

Underwriters Laboratories, Inc.
 Sign components to be in strict UL compliance.

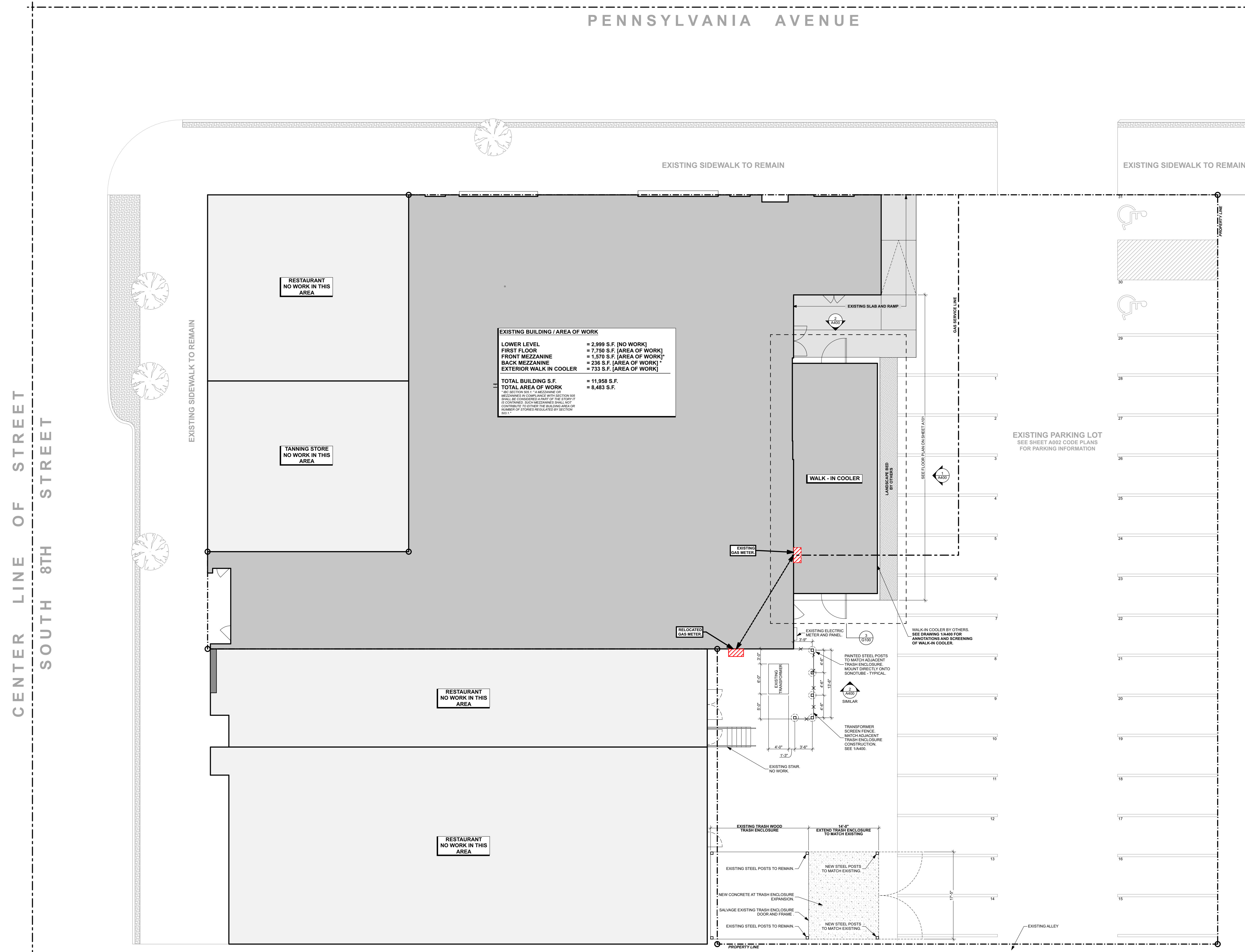
All dimensions are imperial unless specified metric. Items are scaled as noted when printed on an 11x17 sheet.



S L O F O O D S M A R K E T

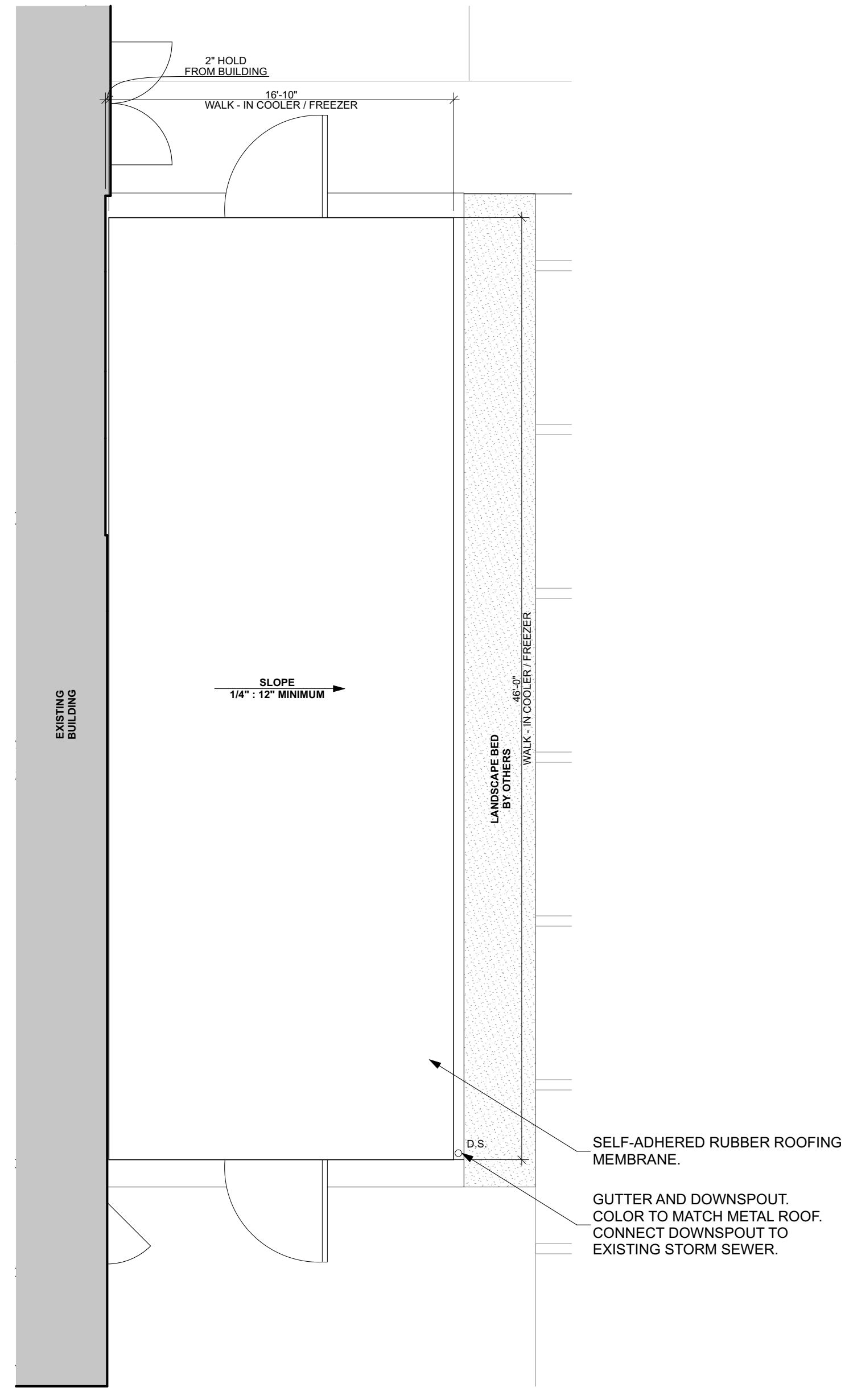
731 PENNSYLVANIA AVENUE SHEBOYGAN WI 53081

CENTER LINE OF STREET
PENNSYLVANIA AVENUE



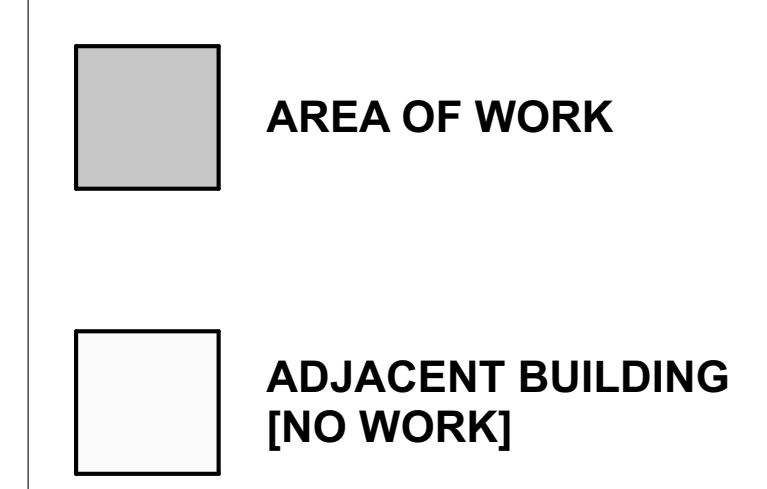
EXISTING BUILDING / AREA OF WORK

LOWER LEVEL	= 2,999 S.F. (NO WORK)
FIRST FLOOR	= 7,750 S.F. (AREA OF WORK)
FRONT MEZZANINE	= 1,570 S.F. (AREA OF WORK)
BACK MEZZANINE	= 236 S.F. (AREA OF WORK)
EXTERIOR WALK-IN COOLER	= 733 S.F. (AREA OF WORK)
TOTAL BUILDING S.F.	= 11,388 S.F.
TOTAL AREA OF WORK	= 8,483 S.F.



WALK-IN COOLER ROOF
SCALE: 3/16" = 1'-0"

BUILDING LEGEND



SITE PLAN - GENERAL NOTES

1. THE DETAILS OF CONSTRUCTION IN THIS PROJECT ARE OF CRITICAL IMPORTANCE TO BOTH THE CLIENT AND ARCHITECT. IF ANY PORTION OF THE CONSTRUCTION DOCUMENTS IS UNCLEAR, INCOMPLETE IN ITS DIRECTION, OR CONFLICTS WITH OTHER PORTIONS OF THE WORK, PLEASE NOTIFY THE ARCHITECT PRIOR TO EXECUTING THAT WORK.
2. NOTIFY ARCHITECT PROMPTLY IF THE INFORMATION SHOWN IN ONE PORTION OF THE CONSTRUCTION DOCUMENTS CONFLICTS WITH THAT SHOWN IN ANOTHER.
3. NOTIFY ARCHITECT PROMPTLY IF THE CONSTRUCTION DOCUMENTS ARE INCONSISTENT WITH ANY APPLICABLE CODES OR REGULATIONS.
4. CONTRACTOR TO VERIFY ALL DIMENSIONS IN FIELD PRIOR TO EXECUTION OF WORK.
5. ALL FINISH, SCORE LINES, WALLS, AND OTHER MISC. SITE IMPROVEMENTS ARE Laid OUT PERPENDICULAR OR PARALLEL TO THE BUILDING UNLESS NOTED OTHERWISE.
6. VERIFY LOCATION OF ALL OVERHEAD AND UNDERGROUND UTILITIES PRIOR TO COMMENCEMENT OF WORK.
7. CONTRACTOR SHALL PROVIDE EROSION CONTROL FACILITIES IN ACCORDANCE WITH APPLICABLE STATE AND LOCAL ORDINANCES.
8. SEE LANDSCAPE DRAWINGS FOR FULL SCOPE. ARCHITECTURAL SITE PLAN FOR REFERENCE ONLY.

ARCHITECTURAL SITE PLAN
SCALE: 1" = 10'

CONTACT INFORMATION

OWNER:
STEFANO VIGLIETTI
522 S. 8TH STREET
SHEBOYGAN, WI 53081

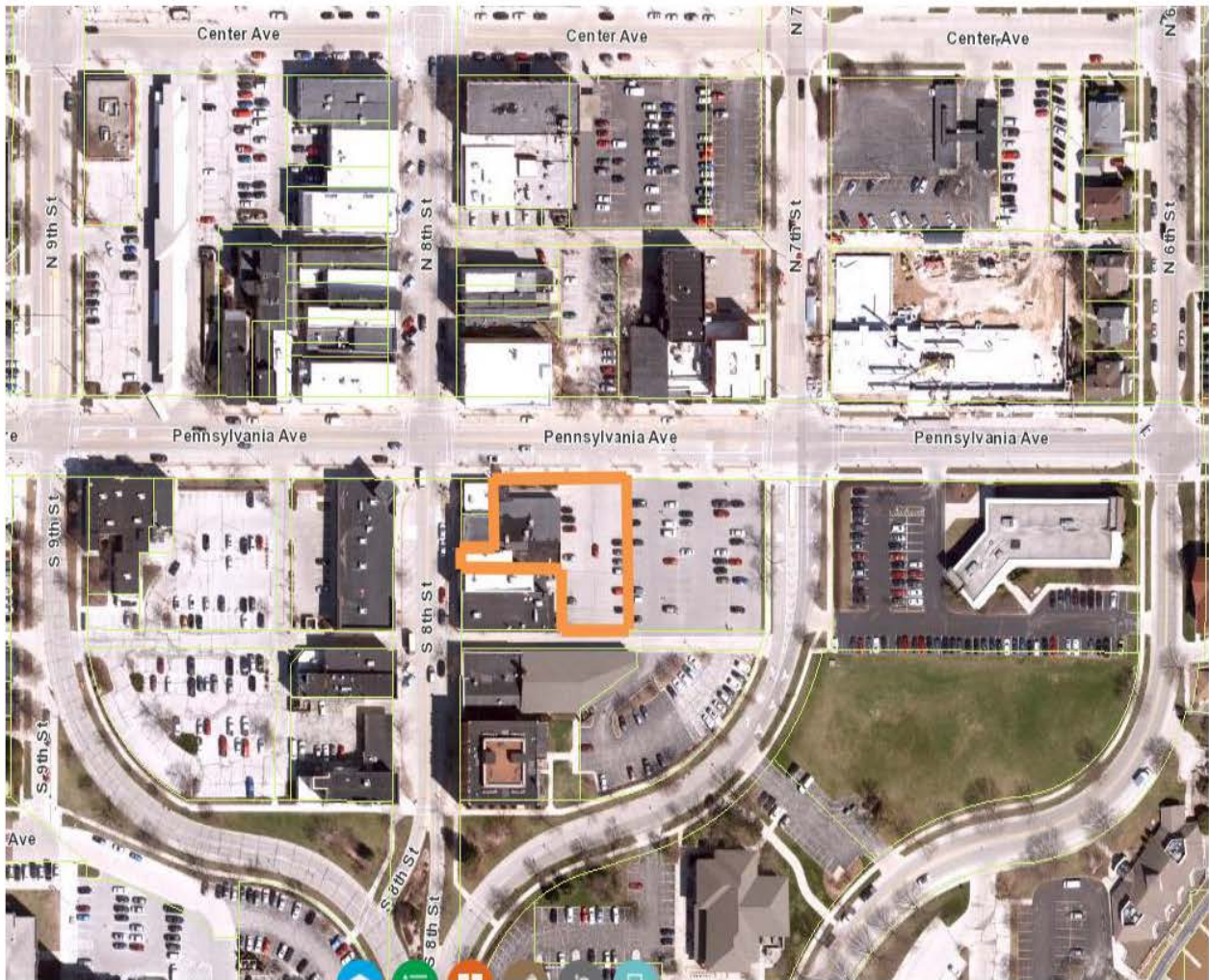
ARCHITECT:
GALBRAITH CARNAHAN ARCHITECTS
6404 WEST NORTH AVENUE
MILWAUKEE, WI 53213
(414) 291-0772

CONTACT:
JOHN ANNIS
jpa@galbraithcarnahan.com

ABBREVIATIONS

A Acoustic Ceiling Tile	B Bank Equipment Supplier	C Cabinet	D Double	E Elevation	F Floor	G Group	H Header	I Insulation	J Joint	K Key	L Lintel	M Maximum	N Not in Contract	O On Center	P Plywood	Q Quince	R Rubber	S Sheathing	T Tongue and Groove
ACT Acoustic Ceiling Tile	BEES Bank Equipment Supplier	CBT Cabinet	DBL Double	ELV Elevation	FDR Floor	GRP Grab Bar	HDR Header	INS Insulation	JNT Joint	KEY Key	LI Lintel	MAX Maximum	NIC Not in Contract	OC On Center	PLY Plywood	QZ Quince	RBR Rubber	SFTG Sheathing	T&G Tongue and Groove
AD Area Drain	BNG Bulbhead	CF Cast in Place	DIA Diameter	ELC Elevation	FIN Finish	GB Grab Bar	HC Hollow Core	ISO Insulated or Insulation	JRT Joint	KEY Key	LT Lintel	MFR Manufacturer	NO Nominal	OH Opposite Hand	PLM Plastic Laminate	OPN Opening	RUB Rubber	SP Sheet Paving	TEL Telephone
AF Above Finished Floor	BSMT Basement	CHNL Channel	DMS Dimensions	ELV Elevation	FLR Floor	GB Grab Bar	HCB Hollow Core Board	ISO Insulated or Insulation	JRT Joint	KEY Key	LT Lintel	MFR Manufacturer	NO Nominal	OP Opposite	PLMB Plywood	OPN Opening	RUB Rubber	SPC Sheet Paving	TLT Toilet
ALUM Aluminum	BT Base Tile	CL Control Joint	DN Down	ELV Elevation	FIN Finish	GB Grab Bar	HCB Hollow Core Board	ISO Insulated or Insulation	JRT Joint	KEY Key	LT Lintel	MFR Manufacturer	NO Nominal	OP Opposite	PLMB Plywood	OPN Opening	RUB Rubber	SPC Sheet Paving	TLT Toilet
ANDC Anodized	BYND Beyond	CL Control Joint	DR Door	ELV Elevation	FIN Finish	GB Grab Bar	HCB Hollow Core Board	ISO Insulated or Insulation	JRT Joint	KEY Key	LT Lintel	MFR Manufacturer	NO Nominal	OP Opposite	PLMB Plywood	OPN Opening	RUB Rubber	SPC Sheet Paving	TLT Toilet
APPROX Approximately	BTM Bottom	CL Control Joint	DRW Drawout	ELV Elevation	FIN Finish	GB Grab Bar	HCB Hollow Core Board	ISO Insulated or Insulation	JRT Joint	KEY Key	LT Lintel	MFR Manufacturer	NO Nominal	OP Opposite	PLMB Plywood	OPN Opening	RUB Rubber	SPC Sheet Paving	TLT Toilet
B Bank Equipment Supplier	BTM Bottom	CL Control Joint	DS Drawout	ELV Elevation	FIN Finish	GB Grab Bar	HCB Hollow Core Board	ISO Insulated or Insulation	JRT Joint	KEY Key	LT Lintel	MFR Manufacturer	NO Nominal	OP Opposite	PLMB Plywood	OPN Opening	RUB Rubber	SPC Sheet Paving	TLT Toilet
BES Bank Equipment Supplier	BTM Bottom	CL Control Joint	DS Drawout	ELV Elevation	FIN Finish	GB Grab Bar	HCB Hollow Core Board	ISO Insulated or Insulation	JRT Joint	KEY Key	LT Lintel	MFR Manufacturer	NO Nominal	OP Opposite	PLMB Plywood	OPN Opening	RUB Rubber	SPC Sheet Paving	TLT Toilet
BLNG Bulbhead	BTM Bottom	CL Control Joint	DS Drawout	ELV Elevation	FIN Finish	GB Grab Bar	HCB Hollow Core Board	ISO Insulated or Insulation	JRT Joint	KEY Key	LT Lintel	MFR Manufacturer	NO Nominal	OP Opposite	PLMB Plywood	OPN Opening	RUB Rubber	SPC Sheet Paving	TLT Toilet
BSMT Basement	BTM Bottom	CL Control Joint	DS Drawout	ELV Elevation	FIN Finish	GB Grab Bar	HCB Hollow Core Board	ISO Insulated or Insulation	JRT Joint	KEY Key	LT Lintel	MFR Manufacturer	NO Nominal	OP Opposite	PLMB Plywood	OPN Opening	RUB Rubber	SPC Sheet Paving	TLT Toilet
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BTM Bottom	BTM Bottom	CL Control Joint	DS Drawout	ELV Elevation	FIN Finish	GB Grab Bar	HCB Hollow Core Board	ISO Insulated or Insulation	JRT Joint	KEY Key	LT Lintel	MFR Manufacturer	NO Nominal	OP Opposite	PLMB Plywood	OPN Opening	RUB Rubber	SPC Sheet Paving	TLT Toilet
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BTM Bottom	BTM Bottom	CL Control Joint	DS Drawout	ELV Elevation	FIN Finish	GB Grab Bar	HCB Hollow Core Board	ISO Insulated or Insulation	JRT Joint	KEY Key	LT Lintel	MFR Manufacturer	NO Nominal	OP Opposite	PLMB Plywood	OPN Opening	RUB Rubber	SPC Sheet Paving	TLT Toilet
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BTM Bottom	BTM Bottom	CL Control Joint	DS Drawout	ELV Elevation	FIN Finish	GB Grab Bar	HCB Hollow Core Board	ISO Insulated or Insulation	JRT Joint	KEY Key	LT Lintel	MFR Manufacturer	NO Nominal	OP Opposite	PLMB Plywood	OPN Opening	RUB Rubber	SPC Sheet Paving	TLT Toilet
BTM Bottom	BTM Bottom	CL Control Joint	DS Drawout	ELV Elevation	FIN Finish	GB Grab Bar	HCB Hollow Core Board	ISO Insulated or Insulation	JRT Joint	KEY Key	LT Lintel	MFR Manufacturer	NO Nominal	OP Opposite	PLMB Plywood	OPN Opening	RUB Rubber	SPC Sheet Paving	TLT Toilet
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BTM Bottom	BTM Bottom	CL Control Joint	DS Drawout	ELV Elevation	FIN Finish	GB Grab Bar	HCB Hollow Core Board	ISO Insulated or Insulation</											







CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use with exceptions by Priority, Inc. to install new signage at Stefano's Slo Food Market located at 731 Pennsylvania Avenue. CC Zone

REPORT PREPARED BY: Steve Sokolowski

REPORT DATE: July 9, 2021

MEETING DATE: July 13, 2021

FISCAL SUMMARY:

STATUTORY REFERENCE:

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

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

BACKGROUND / ANALYSIS:

Slo Food Market is proposing to install a new projecting sign, several wall signs and a large snail wall graphic at their building located at 731 Pennsylvania Avenue. The applicant states the following about the proposed mural:

- Stefano’s Slo Food Market is seeking approval on an illuminated blade (projecting) sign, five (5) small non-illuminated secondary copy wall signs and a decorative snail element on the north elevation of the building. These signs would be in addition to the current proposed wall sign on the east elevation. For a total of two (2) main signs and six (6) secondary signs.
- The intent of this signage package is to help drive awareness of the location and its offerings to visitors of the downtown area of Sheboygan. Stefano and Priority have a long history with Sheboygan and understand the importance of ensuring a display of impactful, tasteful and long-lasting signage.
- The proposed illuminated blade (projecting) sign would provide clear visibility to the main store entrance as you come from the east or west. The push thru copy of “LOCAL MARKET” closely resembles individual letters that mimic the preferred construction of illuminated wall signs. The proposed blade (projecting) sign construction also matches the wall sign on the east side of the building for consistency and uniformity.
- Proposed Projecting Sign Specs: - Top portion 8” deep, illuminated sign with vinyl applied - Bottom arrow, aluminum with LOCAL MARKET illuminated push thru acrylic copy. The size and methods of construction were determined to better draw traffic from 8th and 9th street intersections. At closer viewing it will help to direct pedestrian traffic to the proper entrance.

- The proposed secondary wall signs are descriptors used to provide clarity to pedestrians of the offerings provided by Slo Food Market. They are smaller in size and tastefully done, and in conjunction with the snail wall graphic provide a decorative element to the long blank fascia facing Pennsylvania Avenue. The letters are non-illuminated and made out of aluminum to ensure longevity. Each set of copy is under 10” in height and square footage varies between 2.09 - 4.80 depending on the count of letters. The total for all 5 signs is 17.88. The letters are raised off the wall and individual letters to meet the desired signage design specifications for this area. Proposed Specs: - ¼” thick aluminum letters painted white – five (5) total.
- The snail element is a contemporary but yet traditional interpretation on the origin of Stefano’s inspiration the new Slo Food Market. The snail adds interest and contrast to the building that compliments the secondary copy. The snail is reflected in the main identification signage and will be thoroughly used in the businesses marketing efforts. The snail logo is a digitally printed wall graphic applied to siding. The graphics used for this type of application are high quality 3M heat applied graphics with an expected performance of 8-10 years per 3M provided information. We have found the performance of these graphics to outlive painting in these situations.

Stefano and Whitney Viglietti have established a remarkable reputation within the culinary community over the past 25 years. They own four (4) highly acclaimed restaurants (Trattoria Stefano, Il Ritrovo, Field to Fork and Duke of Devon) and recently opened an 800sf retail space. Their reputation for quality, responsible business practices and stewardship have established them as a leader in the Sheboygan community. Stefano and Whitney have purchased a building adjacent to their existing businesses and are remodeling it to become a 2000sf retail space called Slo Food Market (SLO – Stefano’s Local Organic).

Slo Food Market’s mission is to deliver healthy food choices through a community-centric downtown market that supports sustainable, high quality local organic and globally local foods. Slo Food intends to:

- To support local producers and sustainable agriculture.
- To provide health-enhancing foods.
- To provide convenient prepared food options.
- To be fair and supportive to our employees and to be sensitive to the working and living conditions of those who make what we sell.
- To be a community resource that helps the people of Sheboygan county and all patrons to lead healthier lives.
- To be good stewards of the environment through conscientious, sustainable use of resource

STAFF COMMENTS:

The proposed eight (8) signs are as follows:

Wall Signs:

- Applicant is proposing five (5) small non-illuminated secondary copy wall signs that advertise “Produce,” “Meats,” “Deli,” “Bakery” and “Coffee.”

- These signs vary in size from 2 to 5sf and are located on the front/Pennsylvania Avenue side of the building.
- In addition, there is a 52sf internally lit, push-thru letter wall sign to be located by the entrance door on the east elevation (on tower located at the northeast corner of the building)

Snail Wall Graphic (north/Pennsylvania Avenue):

- Applicant is proposing to install a large snail logo on the front/Pennsylvania Avenue side of the building.
- The snail logo is a digitally printed wall graphic applied to siding.
- The applicant states that the actual graphic calculation is 24sf and the actual dimension is approximately 274sf. However, the dimensions of the graphic are 11 x 30 which is 330sf. Plan Commission may want the applicant to explain the snail graphic dimension.

Projecting Sign (northeast corner of building facing Pennsylvania Avenue):

- Proposed sign is approximately 15.3sf (double sided = 34sf).
- It is an interior lit cabinet sign advertising “Stefano’s Slo Food Local Market.”
- Top circular cabinet will have flat faces with digitally printed graphics.
- Bottom cabinet to be aluminum faces with push-thru copy.

Plan Commission should have the applicant address the following:

- Timeframe - when will signage be installed?
- Who will be installing the large snail logo? The metal siding has a ribbed surface so how does the installer make sure the digital graphic is properly installed?
- The applicant states the snail wall graphic will last 8-10 years. How does the applicant plan to maintain the graphic in this highly visible downtown location after 8-10 years?
- Is the Plan Commission comfortable with the size and design of this large snail graphic on the front of the elevation?
- Why does the applicant believe they need eight (8) signs?
- What is the status of the SLO Foods Market – when will you open?

The applicant is requesting the following variances:

- Requesting to be permitted seven (7) wall signs – Maximum two wall signs per business.
- Requesting to install a 274sf wall sign (snail graphic) – Maximum wall sign permitted is 188sf (2sf x wall length of 94 feet = 188sf).

- Requesting to install a 15.3sf projecting sign – Maximum 12sf projecting sign permitted.
- Requesting to install an interior lit projecting sign – projecting signs are not permitted to be internally lit.

The projecting sign exception request is for a larger size, which we feel improves visibility, it fits in line with the building's taller fascia and illumination which again improves visibility and ties it together with the main identification sign on the front of the building.

ACTION REQUESTED:

Staff recommends approval of the conditional use/sign permit and exceptions subject to the following conditions:

1. Applicant shall obtain all necessary permits prior to installation of the signs.
2. The applicant shall properly maintain sign graphic and any issues of disrepair shall be addressed immediately. If, for whatever reason, the sign graphics falls into disrepair, the building owner will make the necessary repairs within 30 days.
3. Maximum square footage of projecting sign is 15.3sf.
4. Maximum projection over right-of-way is 4.5 feet.
5. Projecting sign shall be located a minimum of 10 feet above grade (bottom of sign to grade).
6. Swinging projecting signs are not permitted.
7. Any future signage for applicant and/or tenants shall be individual letter signs – no cabinet or flat panel signs.
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. If there are any amendments to the approved plans, the applicant will be required to submit a new conditional use application reflecting those amendments.

ATTACHMENTS:

Conditional Use and required attachments

PARCEL NO. _____

MAP NO. _____

ZONING CLASSIFICATION: _____

Office Use Only

APPLICATION/FILE NO. _____

REVIEW DATE: _____

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

CITY OF SHEBOYGAN APPLICATION FOR CONDITIONAL USE PERMIT

Requirements Per Section 15.905
Revised May 2018

Completed application is to be filed with the Department of City Development, 828 Center Avenue, Suite 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: Ranieri LLC

ADDRESS: 811 Indiana Ave E-MAIL: johnranieri29@gmail.com

PHONE: (414) 324-3725 FAX NO. ()

2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT

NAME OF PROPOSED/EXISTING BUSINESS: Large garage

ADDRESS OF PROPERTY AFFECTED: 811 Indiana Ave

LEGAL DESCRIPTION: _____

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

DETAILED DESCRIPTION OF **PROPOSED** OPERATION OR USE INCLUDING ANY CHANGES TO THE EXISTING USE: Production facility for making pasties for wholesale to grocery stores

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

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.

Changing this site will allow my business to grow within the city and expand its reach into grocery stores across the state. Since opening Sheboygan Pasty Company we have increased tourism and spending in Sheboygan. We have people that drive from over 100 miles to buy our pasties (Watertown, Oshkosh, Appleton, Fond du lac and Milwaukee) to name a few. Many have never been to Sheboygan and ask what they can do to spend there afternoon in Sheboygan.

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?

Using this site will increase jobs in the city and will add additional tax dollars.

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?

This will in no way result in an adverse impact. The outside of the building will look better and no more parking will be needed.

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

It is consistent in that it will be used for making food which will be sold wholesale and retail at the Sheboygan Pasty Co. located inside Ranieri's Four Of A Kind Bar and Grill on the same property

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: John Ranieri

—

ADDRESS: 811 Indiana Ave E-MAIL: johnranieri29@gmail.com

ARCHITECT: N/A

ADDRESS: _____ E-MAIL: _____

CONTRACTOR: N/A

ADDRESS: _____ E-MAIL: _____

SITE NARRATIVE - CONDITIONAL USE APPLICATION

06/15/2021

PROJECT NAME AND ADDRESS:

Sheboygan Pasty Company Production Facility

811 Indiana Ave

Sheboygan, WI 53081

PARCEL INFORMATION/SITE DATA/LEGAL DESCRIPTION:

The Parcel is defined as tax parcel 52981300940

Original Plat Lot 2 Block 261

ZONING CLASSIFICATIONS/ZONING REQUIREMENTS:

Currently zoned commercial

No zoning variances required

EXISTING SITE CONDITIONS/LAND USE:

Currently operating as Ranieri's Four Of A Kind Bar and Grill and Sheboygan Pasty Company, the site holds a restaurant/tavern, a rental apartment above the bar, a rental house and a storage garage.

PROPOSED LAND USE/LOT COVERAGE SITE DATA:

The proposed use of the site consists of converting the garage in to a production facility to make pasties for wholesale to grocery stores and the Sheboygan Pasty Company.

Production consists of making and rolling dough, filling the pasties with desired filling, par-baking them and refrigerating and freezing them.

Equipment used will be convection ovens, burners to boil water, 4 compartment sink for cleaning, prep tables, walk-in cooler and walk-in freezer.

A hood vent will be installed as per code.

HVAC will be installed for air conditioning and heating the building. All activities will be performed indoors.

Loading and unloading will be done through a newly created 42" door on the west side of building. NO retail sales will be done at this facility, only the production for retail.

The exterior of the building will remain the same with the exception of removing an overhead garage door and installing a 42"x80" entry door and a 54"x54" window where the existing overhead garage door is currently located.

Proposed production facility area: 720 SF

Proposed refrigeration area: 112 SF

SITE SELECTION:

The current site was selected due to the adjacency of the Sheboygan Pasty Company also it is space already owned.

The proposed commercial site coincides with the buildings around the property.

The proposed building will make use of an existing building that is currently being used for storage and will bring tax dollars in the City of Sheboygan.

PERFORMANCE STANDARDS/POTENTIAL NUISANCES:

All performance standards will comply with City of Sheboygan zoning ordinances to ensure it will not be a nuisance to neighboring property owners.

DESCRIPTION OF PROPOSED FACILITY:

Existing parking lot lighting will remain unchanged

Square footage of building: 1152 SF

Square footage of proposed production area: 720 SF

Square footage of proposed storage/refrigeration area: 432 SF

Access will be through a door on the east and on the west sides of the building

There will be no increased traffic to the area

The dumpster will be in an enclosed interior area on the refrigeration side of the garage

Hood ventilation will be installed on the northeast side of the building out of sight line from street view

ARCHITECTURE:

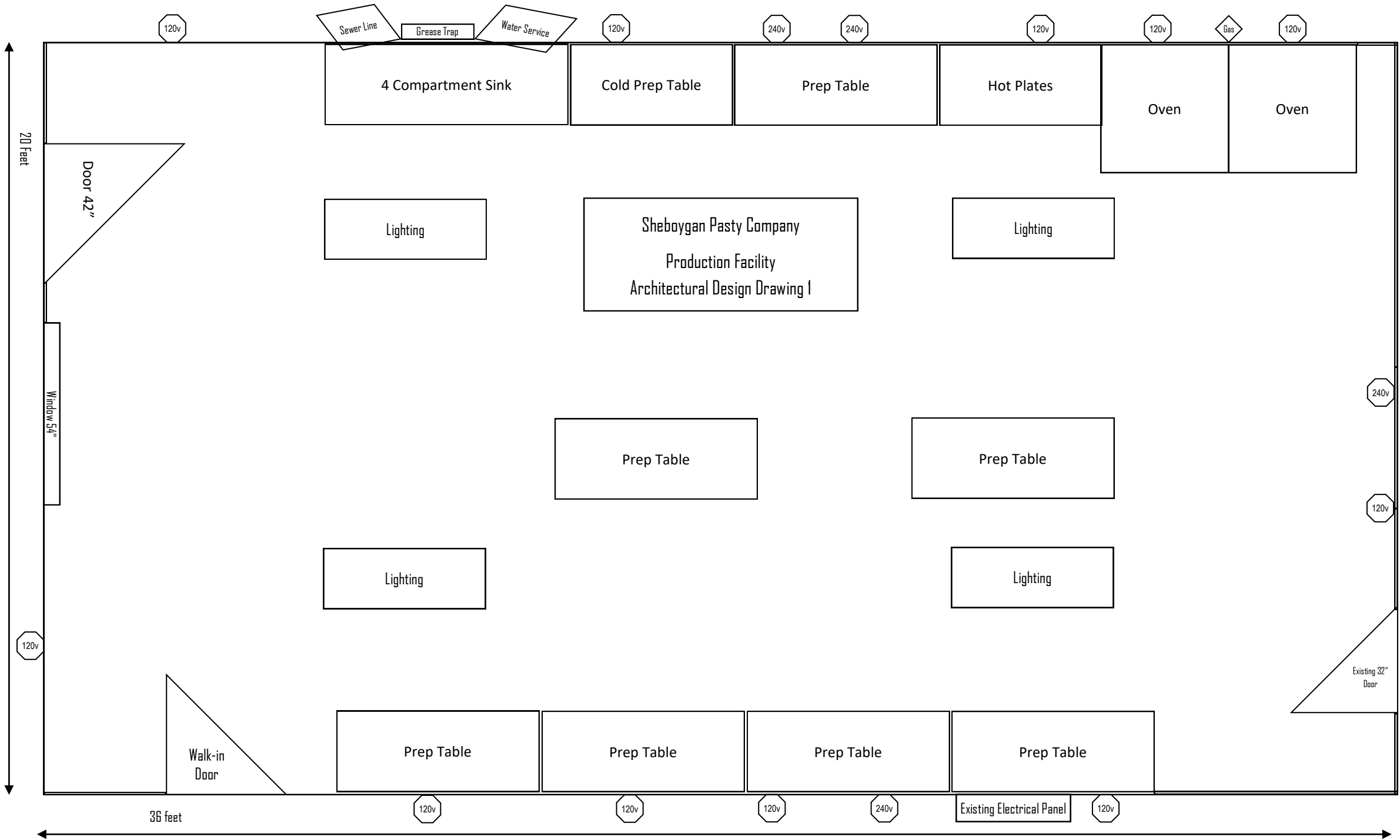
INTERIOR: ELECTRICAL UPGRADE AND PANEL, HVAC to be installed, Hood system to be installed, fire code drywall on walls and ceilings, milk board over drywall per health department code. Current Floor is concrete and will be painted and sealed with a slip resistant paint. There will be no additional signage, no new fencing or landscaping or parking needed.

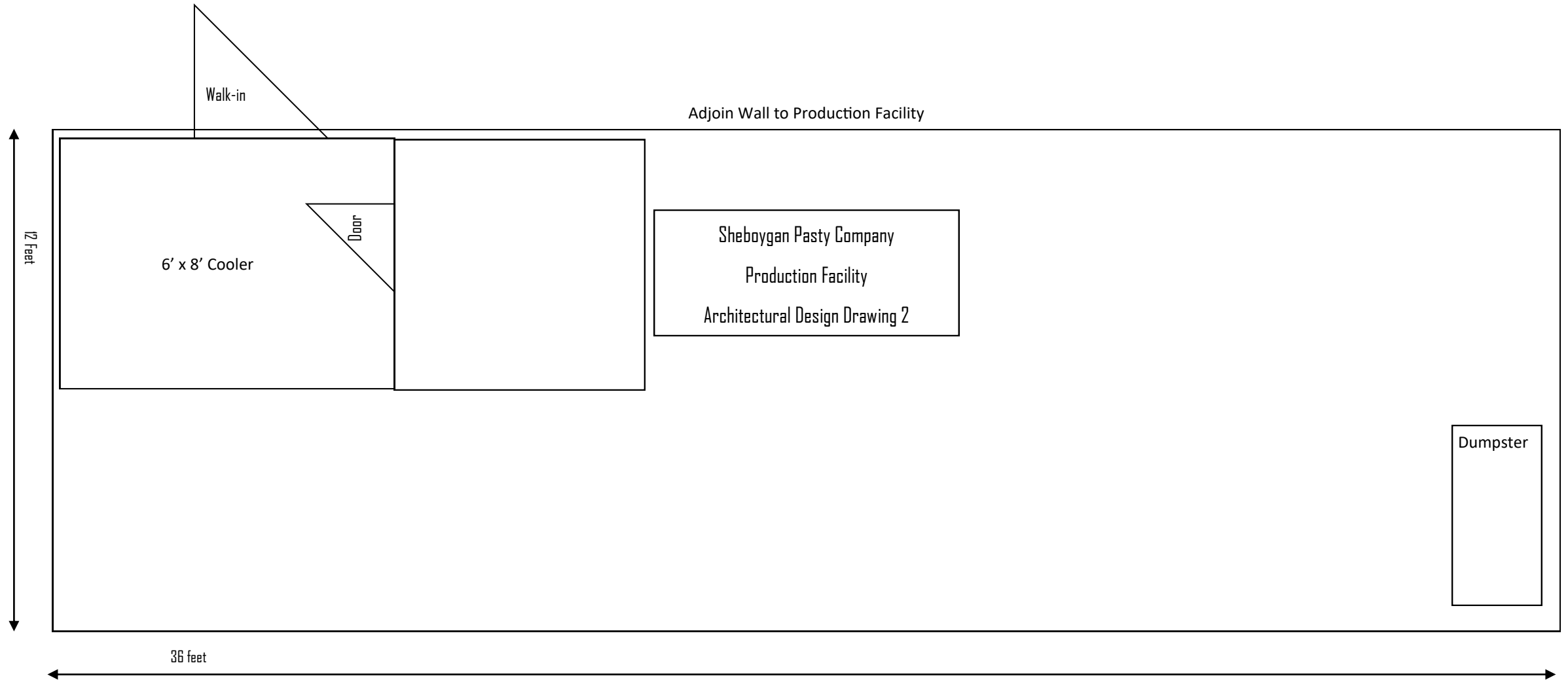
EXTERIOR: Removal of overhead garage door, frame wall for white/steel door and white vinyl window. Siding will match the existing grey siding of garage. Nothing else architecturally will be performed.

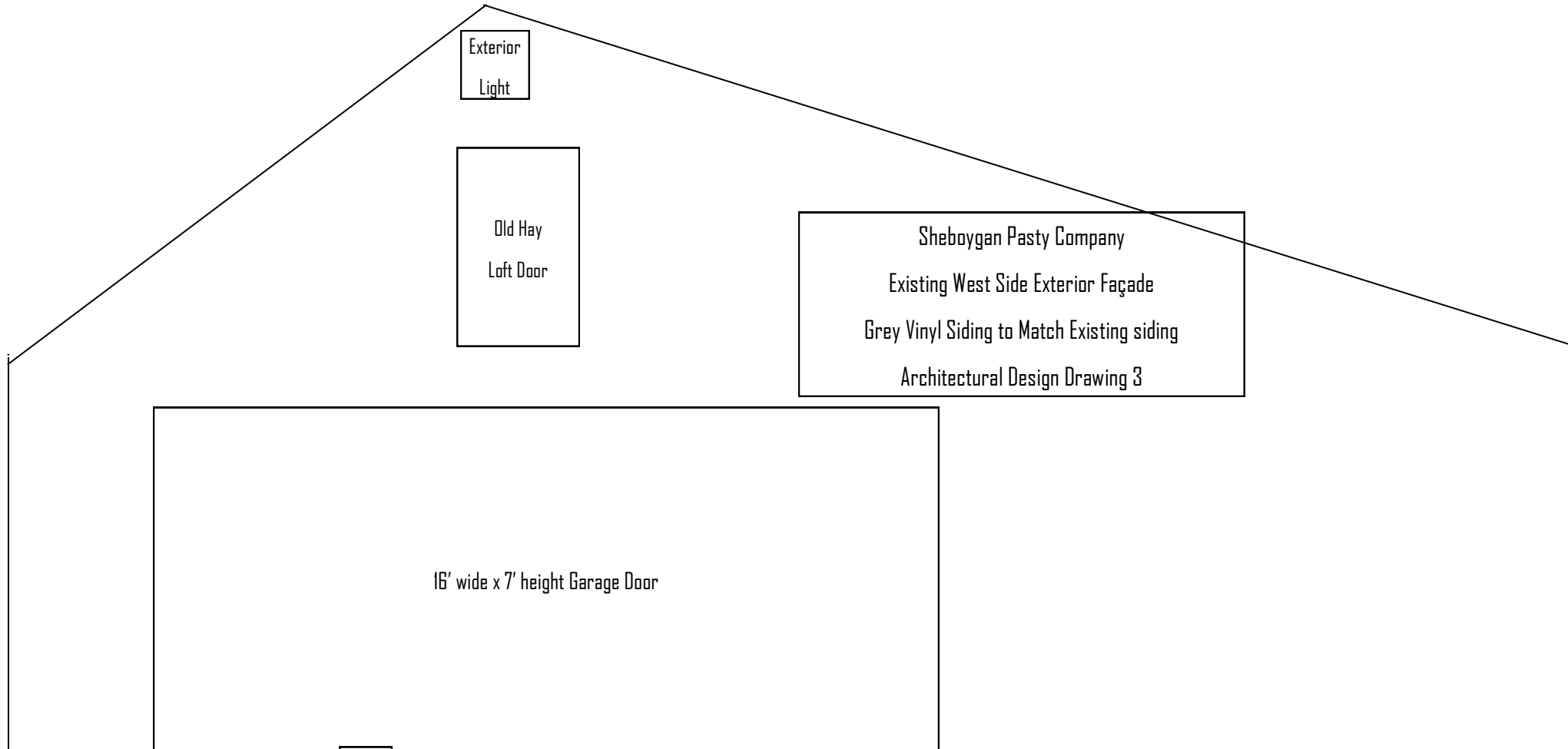
DAYS/HOURS OF OPERATION/EMPLOYMENT:

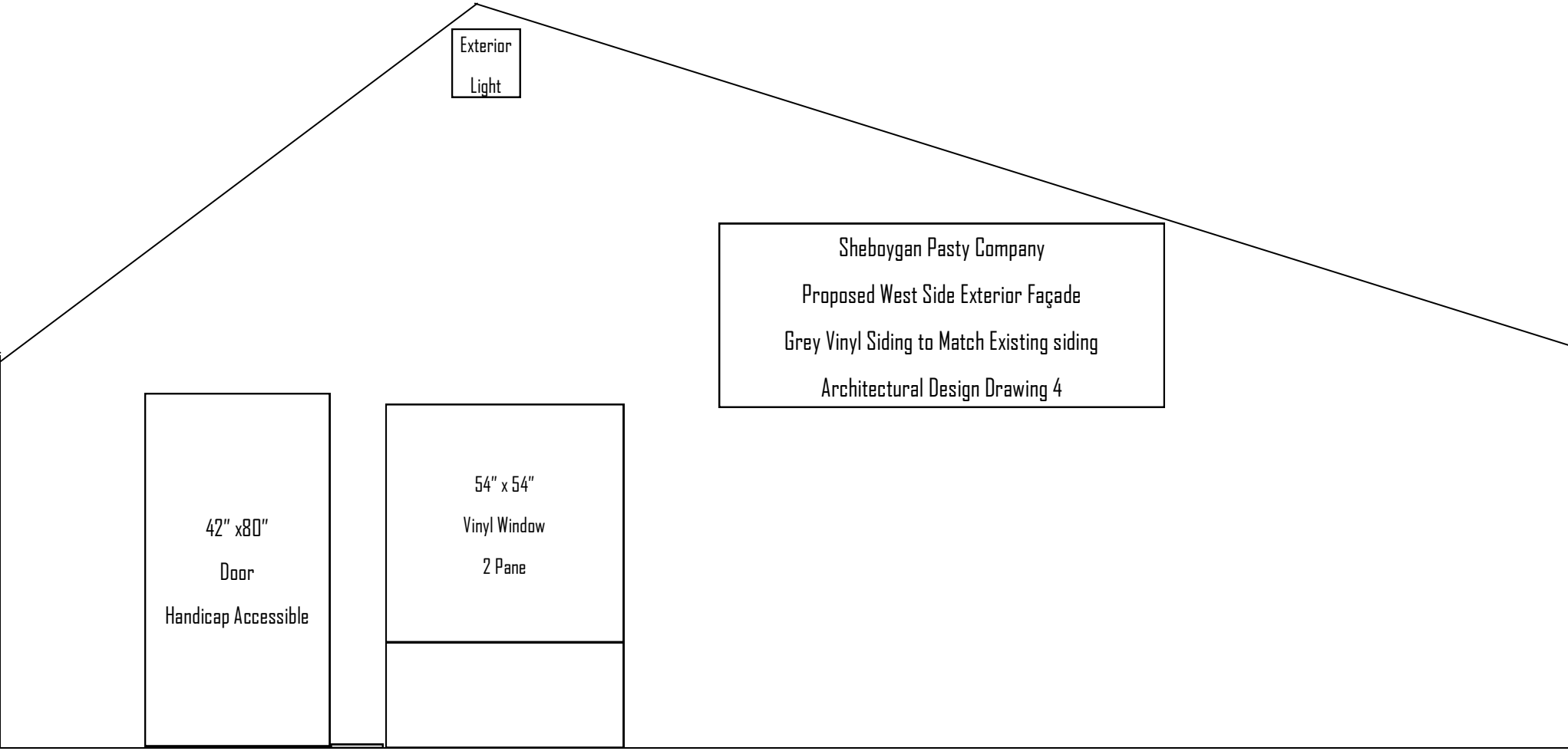
Monday through Friday 7am to 5pm

Number of Employees: Current employees are 3, upon facility opening we anticipate 5 to 6 employees.







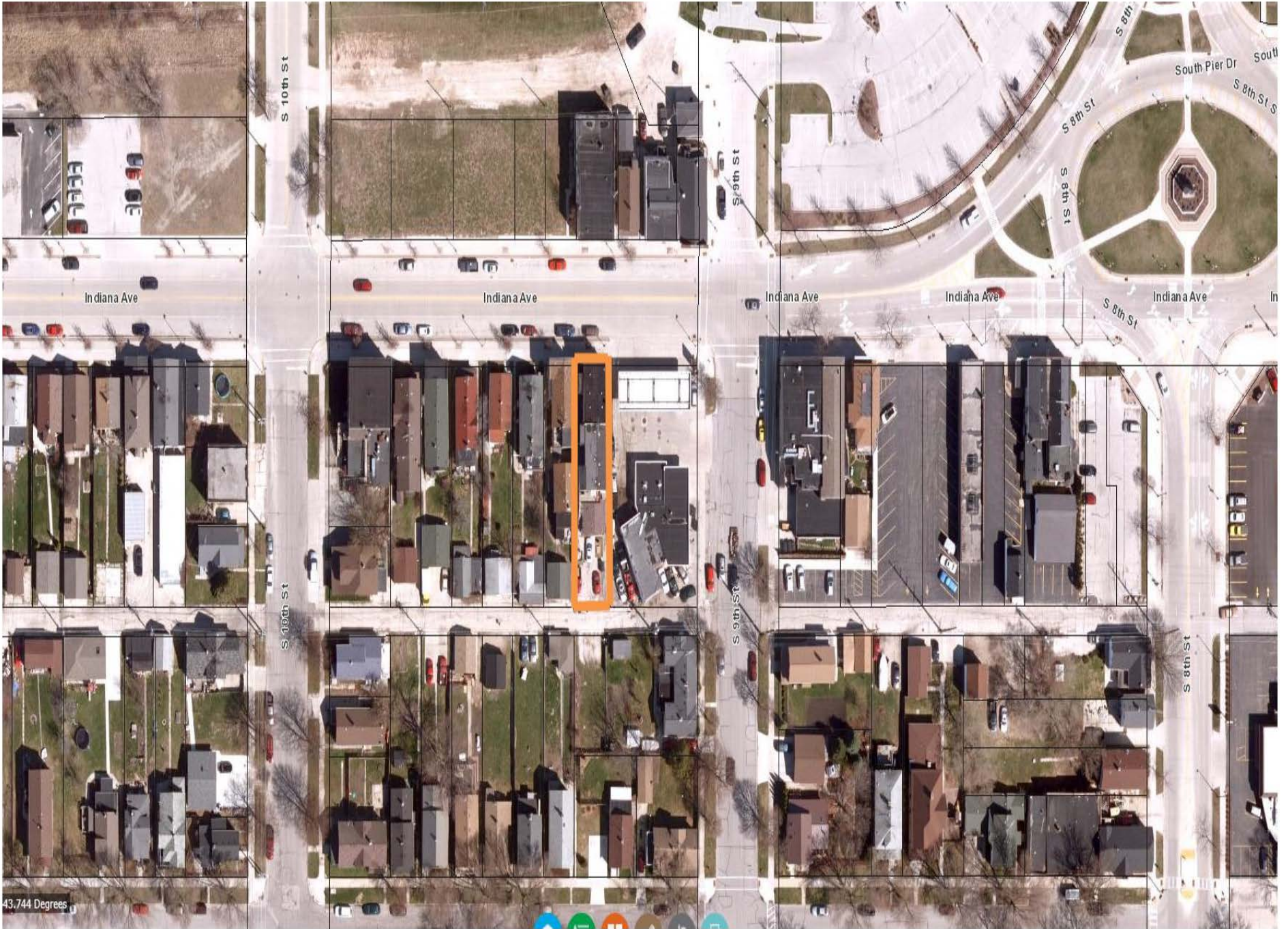


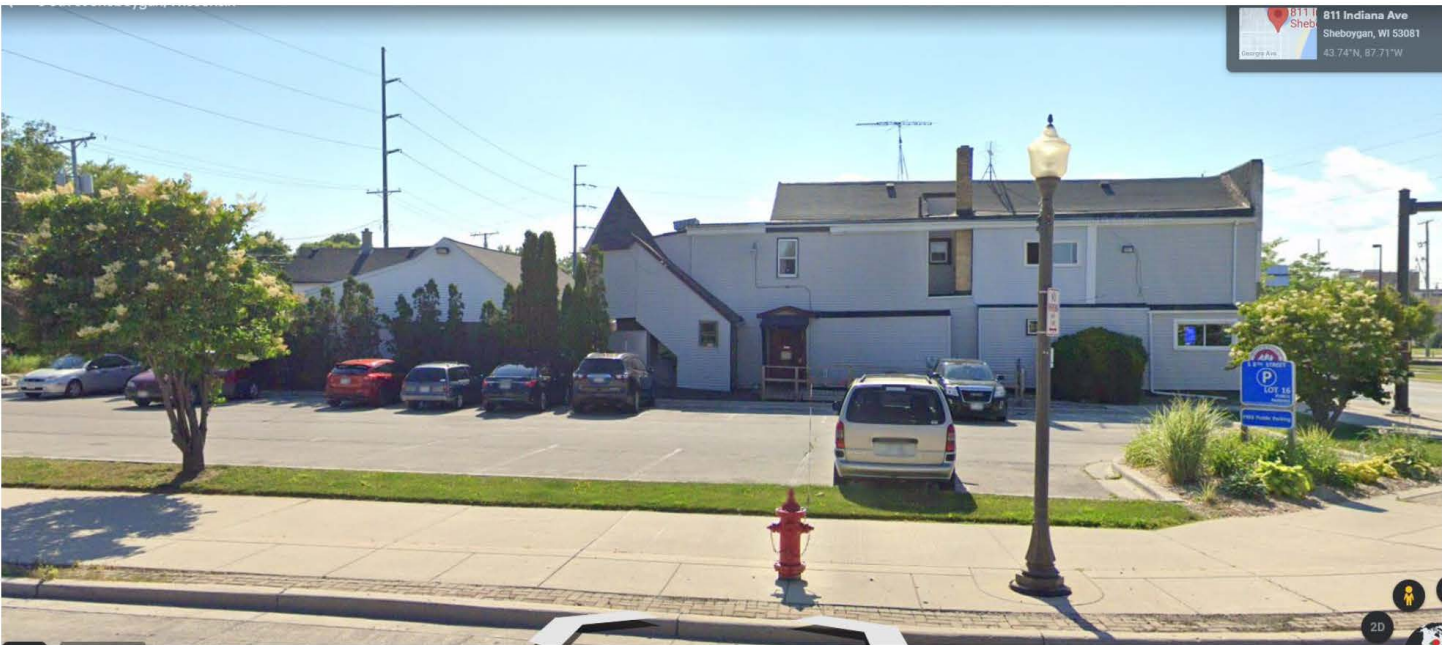
Exterior
Light

Sheboygan Pasty Company
Proposed West Side Exterior Façade
Grey Vinyl Siding to Match Existing siding
Architectural Design Drawing 4

42" x 80"
Door
Handicap Accessible

54" x 54"
Vinyl Window
2 Pane







CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use with exceptions by Ranieri, LLC to operate Sheboygan Pasty Company from the detached garage located at 811 Indiana Avenue. CC Zone

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

REPORT DATE: July 9, 2021 **MEETING DATE:** July 13, 2021

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:

Ranieri, LLC is proposing to operate Sheboygan Pasty Company from the detached garage located at 811 Indiana Avenue. The applicant states the following about the proposal:

- We currently operating as Ranieri’s Four of a Kind Bar and Grill and Sheboygan Pasty Company. The property has a restaurant/tavern, a rental apartment above the bar, a rental house and a storage garage.
- The proposed use of the site consists of converting the detached garage along the alley into a production facility to make pasties for wholesale to grocery stores and the Sheboygan Pasty Company. No retail sales will be done at this facility, only the production for retail.
- The square footage of the garage is 1,152sf. The proposed production facility area is 720sf and the proposed storage/refrigeration area is 432sf.
- Production consists of making and rolling dough, filling the pasties with desired filling, par-baking them and refrigerating and freezing them.
- Equipment used will be convection ovens, burners to boil water, 4 compartment sink for cleaning, prep tables, walk-in cooler and walk-in freezer.
- A hood/vent will be installed as per code. Hood ventilation will be installed on the northeast side of the building out of sight line from street view.

- HVAC will be installed for air conditioning and heating the building. All activities will be performed indoors.
- Loading and unloading will be done through a newly created 42” door on the west side of building.
- The dumpster will be in an enclosed interior area on the refrigeration side of the garage.
- The exterior of the building will remain the same with the exception of removing an overhead garage door and installing a 42”x80” entry door and a 54”x54” window where the existing overhead garage door is currently located. Access will be through a door on the east and on the west sides of the building.
- Removal of overhead garage door, frame wall for white/steel door and white vinyl window. Siding will match the existing grey siding of garage.
- Existing parking lot lighting will remain unchanged.
- The current site was selected due to the adjacency of the Sheboygan Pasty Company also it is space already owned.
- The proposed commercial site coincides with the buildings around the property.
- The proposed building will make use of an existing building that is currently being used for storage and will bring tax dollars in the City of Sheboygan.
- Hours of operation will likely be Monday through Friday 7am to 5pm.
- Current employees are 3, upon facility opening we anticipate 5 to 6 employees.
- There will be no increased traffic to the area.

STAFF COMMENTS:

The applicant has located temporary Sheboygan Pasty Co. banners on the north/front and the east sides of the 4 of a Kind Tavern facing Indiana Avenue. These temporary banners will need to be removed. The applicant has provided a little bit of detail regarding signage. Applicant will work with staff regarding permanent signage in this area.

It is staff understanding that the applicant will be placing their garbage in the garage. If the garbage location ever changes then a dumpster enclosure will be required.

The Plan Commission may want to have the applicant address:

- What specific improvements are proposed for the exterior of the building and are they acceptable?
- How will the site be managed – hours of operation, noise, smells, garbage, lighting, etc.?

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, health, food, 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.
4. Outdoor storage of materials, products or equipment shall be prohibited.
5. 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.).
6. All new lighting shall be installed per Section 15.707 of the City of Sheboygan Zoning Ordinance. There shall be no spillover light onto adjacent properties or the streets.
7. Applicant shall obtain the necessary sign permits prior to installation. 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. Proposed and future signage at this site will be individual letter signs (no flat panel or interior lit cabinet signs). Staff may bring the proposed signage design back to the Plan Commission for review/approval.
8. Sheboygan Pasty Co. temporary banners on the north and east sides of main tavern building on Indiana Avenue shall be removed by July 30, 2021.
9. 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).
10. 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.).
11. 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.
12. Applicant will provide adequate public access along all streets and sidewalks and will take all appropriate actions to minimize the time period that adjacent properties and streets/sidewalks are impacted by the development (utilities, streets, etc.).
13. Applicant shall make exterior improvements to the building only as proposed and those improvements shall match the present design, materials and colors of the facility. If there are additional exterior improvements other than those presently proposed/discussed, this may require the City of Sheboygan Architectural Review Board review/approval.
14. 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.

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Final Plat Approval for Lincoln Estates in the Town of Sheboygan. Extra-Territorial Plat Review

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

REPORT DATE: July 9, 2021

MEETING DATE: July 13, 2021

FISCAL SUMMARY:

STATUTORY REFERENCE:

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

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

BACKGROUND / ANALYSIS:

Mike Werner of American Dream Builders has submitted the final plat for Lincoln Estates located in the Town of Sheboygan. The applicant states:

- This is a 33-lot subdivision with lots varying in size from .3 to 1.2 acres.
- Lincoln Estates is located at the west of the northside Wal-Mart (N. 50th Street to the west and Vanguard Drive to the east).

STAFF COMMENTS:

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

ACTION REQUESTED:

Staff recommends approval of the final plat.

ATTACHMENTS:

Lincoln Estates Plat

III

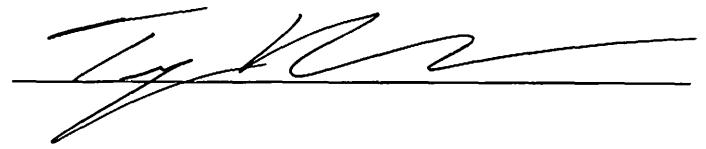
5.1

Res. No. 27 - 21 - 22. By Alderperson Mitchell. July 6, 2021.

A RESOLUTION pursuant to the extraterritorial plat approval jurisdiction of the City of Sheboygan approving the final plat of Lincoln Estates subdivision in the Town of Sheboygan.

RESOLVED: That pursuant to the extraterritorial plat approval jurisdiction of the City of Sheboygan, the final plat of Lincoln Estates subdivision, located in part of the Northeast ¼ of the Southwest ¼ and the Northwest ¼ of the Southeast ¼ of Section 5, Town 15 North, Range 23 East, Town of Sheboygan, Sheboygan County, Wisconsin, is hereby approved.

City Plan



I HEREBY CERTIFY that the foregoing Resolution 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

Department of Administration
 Certified _____, 20____
 These are no objections to this plat with respect to
 Secs. 23a, 15, 23a, 16, 23a, 20 and 23a, 21(1) and (2),
 WVA, State, as provided by a 23a, 12, WVA, State.

County Treasurer

 Date of _____, 20____
 I, _____, County Treasurer, do hereby certify that in accordance with the records in my office, there are no unpaid taxes or special assessments in _____, 20____ on any of the lands included in Exhibit B herein.

City of Shreveport

 Date of _____, 20____
 I, _____, Mayor, do hereby certify that in accordance with the records in my office, there are no unpaid taxes or special assessments in _____, 20____ on any of the lands included in Exhibit B herein.

City of Shreveport

 Date of _____, 20____
 I, _____, Mayor, do hereby certify that in accordance with the records in my office, there are no unpaid taxes or special assessments in _____, 20____ on any of the lands included in Exhibit B herein.

City of Shreveport

 Date of _____, 20____
 I, _____, Mayor, do hereby certify that in accordance with the records in my office, there are no unpaid taxes or special assessments in _____, 20____ on any of the lands included in Exhibit B herein.

City of Shreveport

 Date of _____, 20____
 I, _____, Mayor, do hereby certify that in accordance with the records in my office, there are no unpaid taxes or special assessments in _____, 20____ on any of the lands included in Exhibit B herein.

City of Shreveport

 Date of _____, 20____
 I, _____, Mayor, do hereby certify that in accordance with the records in my office, there are no unpaid taxes or special assessments in _____, 20____ on any of the lands included in Exhibit B herein.

City of Shreveport

 Date of _____, 20____
 I, _____, Mayor, do hereby certify that in accordance with the records in my office, there are no unpaid taxes or special assessments in _____, 20____ on any of the lands included in Exhibit B herein.

American Dream Builders of Shreveport County, LLC

 Date of _____, 20____
 I, _____, President, do hereby certify that in accordance with the records in my office, there are no unpaid taxes or special assessments in _____, 20____ on any of the lands included in Exhibit B herein.

American Dream Builders of Shreveport County, LLC

 Date of _____, 20____
 I, _____, President, do hereby certify that in accordance with the records in my office, there are no unpaid taxes or special assessments in _____, 20____ on any of the lands included in Exhibit B herein.

American Dream Builders of Shreveport County, LLC

 Date of _____, 20____
 I, _____, President, do hereby certify that in accordance with the records in my office, there are no unpaid taxes or special assessments in _____, 20____ on any of the lands included in Exhibit B herein.

American Dream Builders of Shreveport County, LLC

 Date of _____, 20____
 I, _____, President, do hereby certify that in accordance with the records in my office, there are no unpaid taxes or special assessments in _____, 20____ on any of the lands included in Exhibit B herein.

American Dream Builders of Shreveport County, LLC

 Date of _____, 20____
 I, _____, President, do hereby certify that in accordance with the records in my office, there are no unpaid taxes or special assessments in _____, 20____ on any of the lands included in Exhibit B herein.

American Dream Builders of Shreveport County, LLC

 Date of _____, 20____
 I, _____, President, do hereby certify that in accordance with the records in my office, there are no unpaid taxes or special assessments in _____, 20____ on any of the lands included in Exhibit B herein.

American Dream Builders of Shreveport County, LLC

 Date of _____, 20____
 I, _____, President, do hereby certify that in accordance with the records in my office, there are no unpaid taxes or special assessments in _____, 20____ on any of the lands included in Exhibit B herein.



Donald J. Bunker
 Notary Public, State of Louisiana
 Commission Expires 02/28/2024

American Dream Builders

1715 Willow View Ct

Sheboygan, WI 53081

June 28, 2021

Ms. Meredith DeBruin

~~Clerk of Courts~~ City of Sheboygan - *City Clerk*

828 Center Avenue

Sheboygan, WI 53081

Dear Ms. DeBruin

As part of the proposed land development for Lincoln Estates subdivision in the Town of Sheboygan, I'm looking for an application for extraterritorial review and approval of the final subdivision plat. Please add this to the agenda for the July Planning Commission meeting. Let me know if you have any questions.

Sincerely,



Mike Werner

President: American Dream Builders

