

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

**CITY OF SHEBOYGAN**

**REQUEST FOR CITY PLAN COMMISSION CONSIDERATION**

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**ITEM DESCRIPTION:** Conditional Use and variance application by Samantha Hansen to temporarily operate Hansen Holiday Market and Christmas Tree lot at the southeast corner of N. 8<sup>th</sup> Street and Niagara Avenue (vacant, undeveloped parcel # 59281107230). CC Zone

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**REPORT PREPARED BY:** Steve Sokolowski

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**REPORT DATE:** October 23, 2020

**MEETING DATE:** October 27, 2020

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**FISCAL SUMMARY:**

**STATUTORY REFERENCE:**

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

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

**BACKGROUND / ANALYSIS:**

Samantha Hansen is proposing to operate Hansen Holiday Market and Christmas Tree lot at the southeast corner of N. 8<sup>th</sup> Street and Niagara Avenue. The applicant states:

- Hansen Holiday Market is proposing to open a Holiday Christmas Tree lot in Downtown Sheboygan on 8th Street for this Holiday Season 2020. The owner of the green space is Paul Gottsacker who has given permission to use the property. This is the vacant undeveloped parcel located directly to the north of the building that houses the Nest, Black Pig and the Berkshire.
- The Hansen Holiday Market would open the day after Thanksgiving and run every Thursday-Sunday until the day of Christmas 2020. Applicant indicates they will vacate the property by December 29, 2020.
- At Hansen Holiday Market we will have fresh Balsam and Fraser Fir Christmas Trees (from Walczak Christmas Tree Farm), wreaths, swags, sprigs, snowflakes, cookies, cupcakes, coffee, hot chocolate and other planter arrangements for sale.
- After paying for the cost of our Christmas Trees, we will be donating all of our profits to Big Brothers, Big Sisters of Sheboygan.
- Hansen Holiday Market wants to bring joy to this town this year. After our community has been hit hard from the pandemic, I want to provide a place outdoors where people can come with their friends and family to pick out a tree or decorations for their home.

- Christmas music will be playing, lights will be shining bright and Christmas joy will be spread. I am also working with local restaurants and vendors to see about supporting them on each weekend we are open. For example: I have reached out to Baron Gottsacker of Barons Gelato about promoting his Pop-Up Shop with Holiday Flavors.

The applicant states the following about the setup of the Hansen Holiday Market:

- 400sf (20 x 20) red and white stripe tent.
- Heaters donated from the Black Pig.
- Six (6) wooden stands to hold the Christmas Trees on display.
- Power from Black Pig building
- White Edison Bulb Lights to hang over the tree lot.
- Speakers for holiday music.
- Three (3) life-size Christmas Tree cutouts to take family photos.
- White picket style fencing which will have evergreen garland and white lights.
- Additional Christmas lights and decorations.

### **STAFF COMMENTS:**

Hansen's Holiday Market and Christmas Tree lot will be a nice temporary use of this vacant downtown property. Hansen's Holiday Market, in conjunction with the City of Sheboygan Christmas decorations, will add to the ambiance and enhance the holiday experience in downtown Sheboygan.

The Plan Commission should be aware that Hansen's Holiday Market will include fencing along the streets to delineate the tree lot, will have an office trailer, will have a 400sf (20 x 20) tent, will have posts to support the holiday lighting, etc. as described above.

The Plan Commission may want to have the applicant address:

- What are the proposed hours of operation?
- How will the site be managed?
- What types of signage and how many signs are proposed?
- Is the adjacent north building wall being used for anything - signage, lighting, etc.?
- How they will work with other vendors to operate from the site?

Applicant and owner understand that the site will need to be brought back to its original grass landscaped condition in this very visible downtown location. Any damage such as tire tracks, fencing/staking, mud or bare spots, etc. will have to be rectified in a timely manner and the grass will need to be reestablished.

Applicant is requesting the following variances:

- To operate the temporary Hansen Holiday Market for approximately 30 days from the site – temporary uses are permitted to operate 12 days a year.
- To install a 32sf temporary banner for approximately 70 days from the site - temporary banners are permitted for 30 days a year.

Staff does not object to the proposed temporary use of the property.

## **ACTION REQUESTED:**

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

1. Applicant shall meet all codes requirements and shall obtain all permits/licenses to operate including but not limited to building, electrical, fire, health, vendors, etc.
2. No temporary signage and/or fluttering, undulating, swinging, rotting, or otherwise moving signs, pennants, banners or other decorations shall be permitted on the building and/or the site (except for the temporary banner that is approved). All temporary signage shall be located on the private property (not on the City of Sheboygan public right-of-way or adjacent private properties) and shall be removed by January 8, 2021.
3. No portion of the operation shall take place upon the City of Sheboygan public right-of-way, parking lot and/or on adjacent properties – operation shall remain on the private property.
4. Any public streets, parking lots and/or infrastructure damaged and/or disturbed during temporary use shall be promptly repaired by the applicant/owner.
5. Applicant shall install and maintain fencing as proposed. The maximum height of the fencing is four (4) feet high and shall be setback a minimum of one (1) foot from all property lines.
6. This conditional use permit is for Hansen Holiday Market only. No other temporary use may operate from this facility/site. This use permit is not transferable and any future proposal would be required to obtain a conditional use permit to operate from this property.
7. Applicant shall adequately monitor/regulate and maintain this property.
8. In no instance shall the use create a nuisance for neighboring properties (noise, hours of operation, garbage, etc.).
9. Trailer, tent, signage, etc. shall not obstruct pedestrian or vehicular circulation or cause public safety issues/concerns.
10. The Hansen Holiday Market shall be completely removed from the site by January 8, 2021 (all trailers, tents, fencing, equipment, signage, etc. shall be removed from parcel # 59281107230).
11. The applicant and/or owner shall restore the property to its original grass landscaped condition (property shall not have equipment, fencing, bare spots, etc.).
12. 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 Permit Application and required attachments.

PARCEL NO. 107230  
MAP NO. \_\_\_\_\_  
Zone: CC

Office Use Only  
APPLICATION/FILE NO. \_\_\_\_\_  
REVIEW DATE: 10/27/20

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

*ld*

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: Samantha Hansen  
ADDRESS: 1440 Riverdale Ave, <sup>Sheboygan</sup> 53081 E-MAIL: samantha.hansen28@gmail.com  
PHONE: (920) 946-8880 FAX NO. ( )

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

NAME OF PROPOSED/EXISTING BUSINESS: Hansen Holiday Market  
ADDRESS OF PROPERTY AFFECTED: southeast corner of N 8<sup>th</sup> St and Niagara Ave  
LEGAL DESCRIPTION: Holiday Market. Trees (fresh), wreaths, swags, sprigs, birch branches and wooden snowflakes for sale.  
BRIEF DESCRIPTION OF EXISTING OPERATION OR USE: Empty lot, grass.

DETAILED DESCRIPTION OF PROPOSED OPERATION OR USE INCLUDING ANY CHANGES TO THE EXISTING USE: Holiday Market outside.  
Not changing the property. Putting up lights, a tent, tree stands.

BRIEF DESCRIPTION OF ALL REQUESTED VARIANCES FROM PROVISIONS OF THE ZONING ORDINANCE, WHICH ARE RELATED TO THE PROPOSED OPERATION OR USE: I don't believe I have any variances.

**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? I need the approval or to be

granted by the city to also use the property

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 one will be affected by the Tree Lot.

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 the only green space downtown with parking, access to power and is the center of downtown.

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  
NO, everything will be used from black pig for power everything else is supplied by US. (stands, trees, lighting, signage)

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

OWNER OF SITE:  
Paul Gottsacker

ADDRESS: NE corner of 8<sup>th</sup> St & Niagara Ave. E-MAIL: paul@gottsackercommercial.com

ARCHITECT:  
\_\_\_\_\_

ADDRESS: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

CONTRACTOR:  
\_\_\_\_\_

ADDRESS: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

**5. CERTIFICATE**

## Sokolowski, Steve

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**From:** Samantha Hansen <samantha.hansen28@gmail.com>  
**Sent:** Tuesday, October 13, 2020 4:34 PM  
**To:** Sokolowski, Steve  
**Subject:** Hansen Holiday Market Proposal  
**Attachments:** Screen Shot 2020-10-07 at 9.35.37 AM.png; Tree Lot .jpg; Screen Shot 2020-10-07 at 9.33.20 AM.png; Screen Shot 2020-10-07 at 9.33.52 AM.png; Screen Shot 2020-10-07 at 9.33.31 AM.png; Screen Shot 2020-10-07 at 9.34.19 AM.png; Screen Shot 2020-10-07 at 9.33.59 AM.png; Screen Shot 2020-10-07 at 9.34.32 AM.png

Good Afternoon,

Thank you for taking the time to meet with me downtown as well as help with questions over the phone. Here is my proposal for the Hansen Holiday Market Downtown.

I am looking to open a Holiday Christmas Tree Lot Downtown on 8th Street this Holiday Season 2020. The proposed lot would be the Northeast corner of 8th Street and Niagara Ave. The owner of the green space is Paul Gottsacker of Gottsacker Realty. He has given permission through email for me to use the property. I advised I will need a formal letter to have on file and he said he would get that to me.

The Hansen Holiday Market would open the day after Thanksgiving and run every Thursday-Sunday until the day of Christmas 2020. At Hansen Holiday Market we will have fresh Christmas Trees, Wreaths, Swags, Sprigs, Snowflakes, Cookies/Cupcakes, Coffee/Hot Chocolate and other Planter Arrangements for sale. After paying for the cost of our Christmas Trees we will be donating all of our profits to [REDACTED] *Big Brothers and Big Sisters of Skobogran.*

I want to bring joy to this town this year. After our community has been hit hard from the Pandemic going on I want to provide a place outdoors where people can come with their friends and family to pick out a tree or decorations for their home. Christmas Music will be playing, Lights will be shining bright and Christmas Joy will be spread. I am also working with local restaurants and vendors to see about supporting them on each weekend we are open. For example: I have reached out to Baron Gottsacker of Barons Gelato about promoting his Pop-Up Shop with Holiday Flavors.

Attached I have a site plan and some photos of products that will be displayed at the Market. If you have any other questions or concerns please reach out to me. I will be looking forward to seeing everyone at the Meeting on October 27th.

I also paid and applied for my application on 10/13/20 in the amount of \$250.00

Thank you,  
Sami Hansen  
920.946.8880  
[samantha.hansen28@gmail.com](mailto:samantha.hansen28@gmail.com)

## **Sokolowski, Steve**

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**From:** Samantha Hansen <samantha.hansen28@gmail.com>  
**Sent:** Monday, September 28, 2020 12:47 PM  
**To:** Sokolowski, Steve  
**Subject:** Christmas Tree Lot Downtown

Good Afternoon,

Thanks again for taking my call today Steve. Sorry for any background noise as I was walking back to work from getting coffee.

As for the tree lot, I contacted Paul Gottsacker back in August to see if I could use his property. I can pass the email on to you or can have any paperwork filled out to show the approval of using the property.

A little glimpse of what I'm looking to do downtown....

### **Hansen Holiday Market:**

- **Providing Trees (Balsam and Fraisher Fir) from Walczak Christmas Tree Farm.**
- **Garland and Wreaths from Walczak Tree Farm.**
- **Wooden Lite SnowFlakes (Hanging Decor for Outside)**
- **Birch Logs and Branches for Holiday Pots for Sale.**

Looking to make this an Experience for Sheboygan Residents. Somewhere they can come to pick out a christmas tree, listen to christmas music and make memories.

As for set-up, this is what we have...

- **20x20 Red and White Stripe Tent.**
- **Heaters from Black Pig Donated to Use (We just need to supply the Propane.)**
- **6 Wooden Stands to hold the Christmas Trees on Display.**
- **Power from Black Pig Building**
- **White Edison Bulb Lights to hang over the Tree Lot.**
- **Speakers for Holiday Music Playing**
- **Additional Christmas Lights and Decorations.**
- **3 Life-size Christmas Tree Cutouts to take Family Photos in Front of.**
- **Brown Snow Fence (Can Purchase another type of fence to look appropriate.) The fence will have evergreen garland and white lights.**

We are looking to open the Friday after Thanksgiving and be open every day until Christmas. The hours would be as follows:

Monday-Thursday: 11:00-7:00

Friday and Saturday: 9:00-8:00

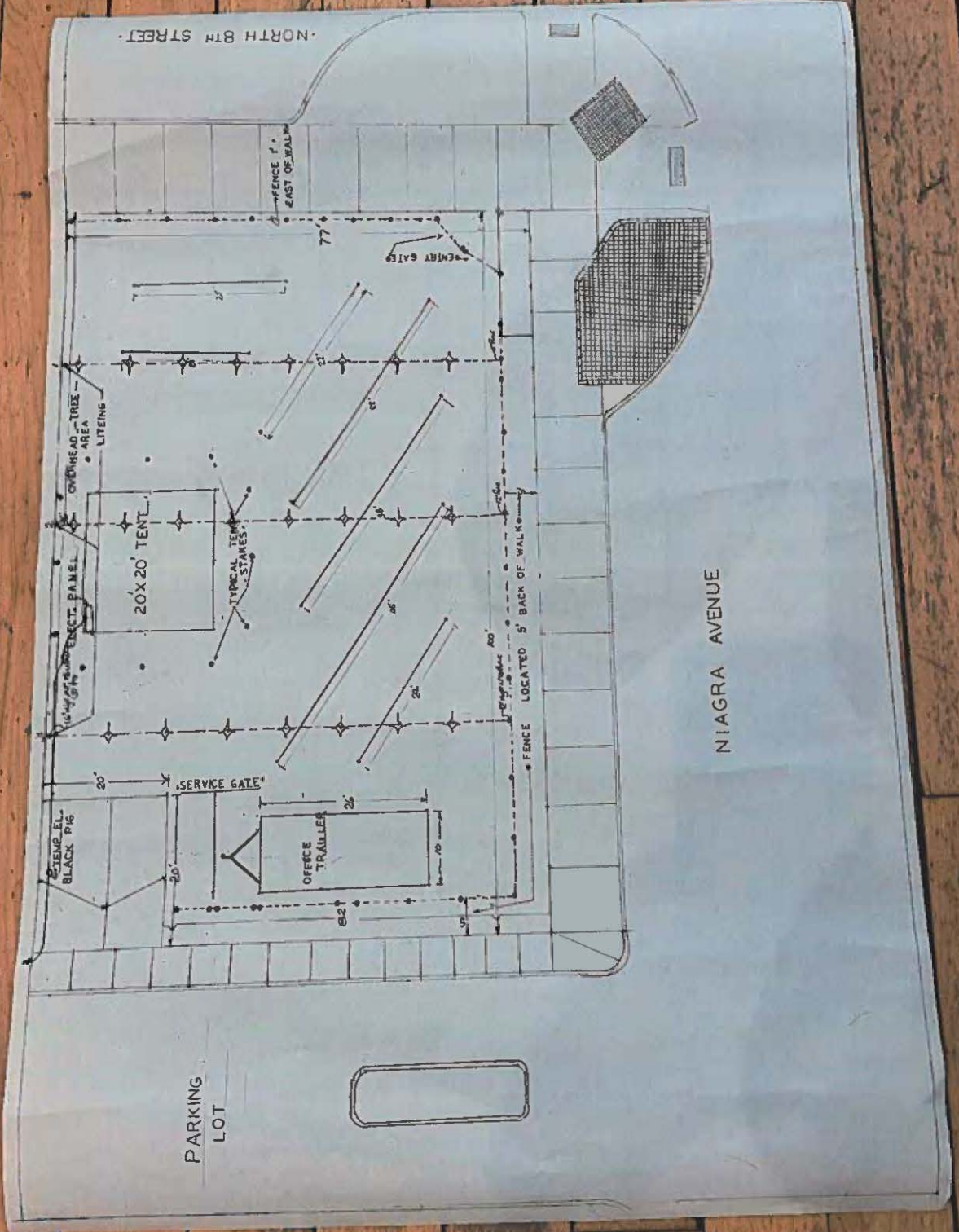
Sunday: 9:00-6:00

We will be going to the Sign Shop on Michigan Ave to have all signage made. After the cost of the trees we are looking to donate everything else to the Boys and Girls Club of Sheboygan. I have a contact here and will be reaching out to get some signage to display.

Next Week I am at Nest Tuesday, Wednesday and Friday from 10:00-2:00, so anytime around that I could meet to discuss more and show you my layouts and advertisement.

My number is 920.946.8880

Thanks again,  
Sami Hansen



NORTH 8TH STREET

NIAGRA AVENUE

PARKING LOT

FENCE 1' EAST OF WALKWAY

ENTRY GATE

OVERHEAD TREE AREA

20x20 TENT

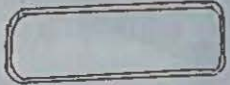
TYPICAL TEMP. STAKES

FENCE LOCATED 5' BACK OF WALKWAY

SERVICE GATE

TEMP. EL. BLACK PIG

OFFICE TRAILER





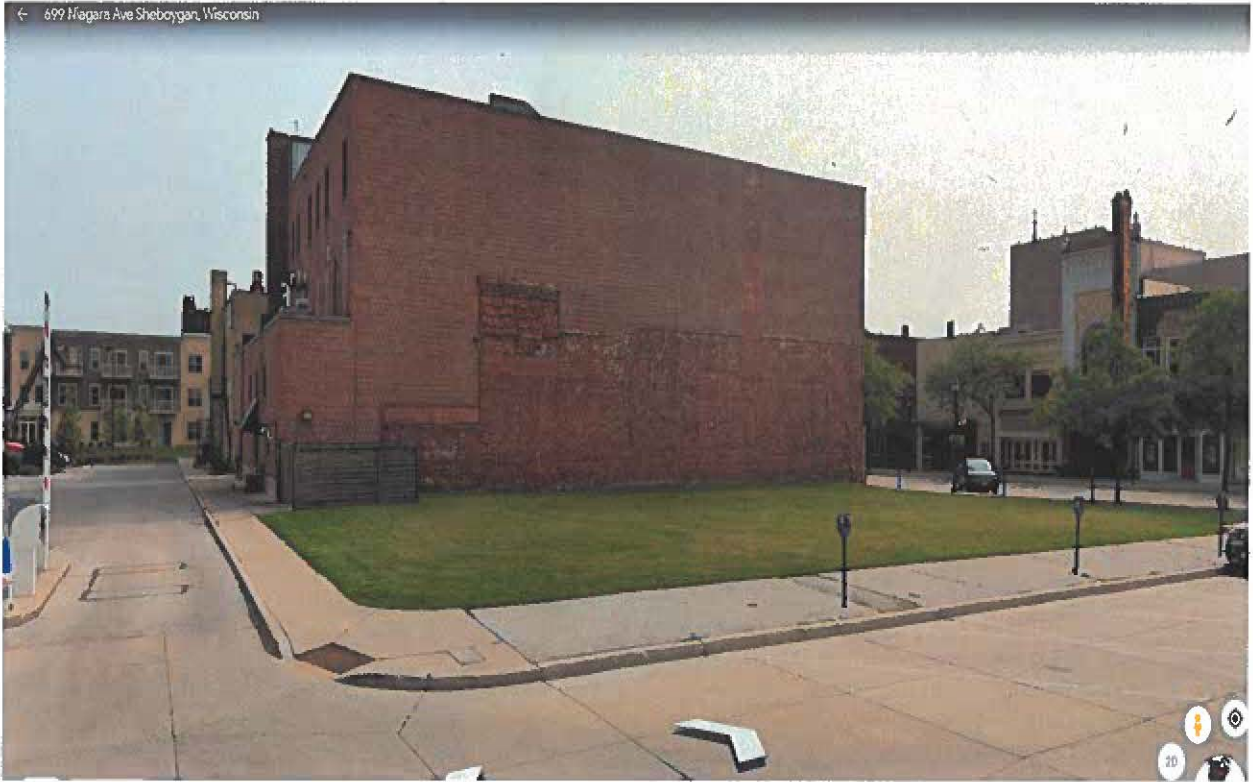




**HATMS EN**

**HOLIDAY MARKET**







PARCEL NO. 215122  
MAP NO. \_\_\_\_\_  
ZONING CLASSIFICATION: SC

Office Use Only  
APPLICATION/FILE NO. \_\_\_\_\_  
REVIEW DATE: 10/27/20

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: Jordan O'Connor – Design 2 Construct Development Corporation

ADDRESS: N173W21010 Northwest Passage, Jackson, WI 53037 E-MAIL: joconnor@design2construct.com

PHONE: ( 262 ) 677-9933 FAX NO. ( 262 ) 677-9934

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

NAME OF PROPOSED/EXISTING BUSINESS: Vacant Tenant Space in Taylor Heights

ADDRESS OF PROPERTY AFFECTED: 567 South Taylor Drive

LEGAL DESCRIPTION: SEC 21 T15N R23E PRT NW1/4 SE1/4 LOT 3 CSM

REC IN VOL 8 P 260 AS DOC #1175983 ROD 8.334 A

BRIEF DESCRIPTION OF EXISTING OPERATION OR USE: Vacant Tenant Space (former Chinese restaurant)

DETAILED DESCRIPTION OF PROPOSED OPERATION OR USE INCLUDING ANY CHANGES TO THE EXISTING USE: See attached Project Narrative

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



October 13, 2020

Office of Planning & Development  
City of Sheboygan  
828 Center Ave., Suite 208  
Sheboygan, Wisconsin 53081

Re: Project Narrative for Pet Supplies Plus

**Introduction:**

Pet Supplies Plus is a nationwide pet supply chain whose locations are owned and operated by Franchisees. Sheboygan is identified by their corporate management as a territory for growth, and fully support the new facility location being proposed.

Dave Heather (Heather Management, LLC) is currently the Franchisee for multiple locations across southeast Wisconsin, and would be the owner/operator for this Franchise as well.

Construction would tentatively begin this winter if approved.

**Existing Site:**

The existing site is one of the multi-tenant buildings located in what is known as Taylor Heights. The address for the vacant tenant suite is 565 South Taylor Drive. It is located in between a Sprint Store and Advance America, and was the former home of a Chinese Restaurant (it has been vacant for a number of years).

The base zoning of the site is designated "SC-Suburban Commercial". Pet Shops are identified as "Permitted as Conditional Use" in accordance with Section 15.206(4)(q). No variance is requested as part of this proposal.

**Plan of Operation:**

The plan of operation for the new development will be consistent with typical pet supply stores. Services that are offered include the following:

- **Retail/Point of Sale** Includes goods for pet owners including (but not limited to) food, treats, toys, apparel, supplies, cages/tanks, and flea/tick control
- **Self-Serve Pet Wash** Includes tubs and everything needed to wash and dry your pet (shampoo, towels, dryers, etc.)
- **Dog Grooming Services** Includes bathing, brushing, dental/ear care, and nail clipping and polishing
- **Pet Adoption** Includes small reptiles, small mammals/rodents (guinea pigs, ferrets, rabbits, etc.), cats, birds, etc.

N173 W21010

Northwest Passage Way

Jackson, WI 53037

Tel: 262.677-9933

Fax: 262.677.9934

The following services will not be provided:

- Pet Boarding
- Day Care
- Dog Training

The owner is aware of concerns that are inherent with uses involving animals, particularly noise, odor and waste. The design addresses these issues to be certain that the surrounding businesses and residents are in no way affected by these concerns.

The days and hours of operation will be 9:00 AM – 9:00 PM Monday through Saturday and 10:00 AM – 6:00 PM on Sunday. The store will be staffed by roughly 3-4 full-time employees and 10 part-time employees on alternating shifts.

**Proposed Building/Site:**

The vacant tenant space is approximately 7,700 square feet. Directly in front of the proposed tenant space are (36) parking spaces (that could be shared by other tenant patrons), in addition to other adjacent parking spaces shared among all other tenants in the building. The Zoning Ordinance requires (at the greatest extent) there to be (26) parking spaces based on one space per 300 gross square feet.

Because this project is only an interior tenant improvement, there will be no storm-water management, landscaping, site lighting or utility work associated with the development.

We do not believe this new development will negatively impact or be a nuisance to the surrounding tenants or overall development. This is an expansion of a long-standing established use and is consistent with the nature of the surrounding neighborhood which is currently a mix of commercial development. The traffic patterns in the neighborhood are already established and will not be affected by the new development.

If you have any questions or concerns regarding this proposed development please feel free to contact our office.

Sincerely,

Jordan O'Connor



Design 2 Construct Development Corporation

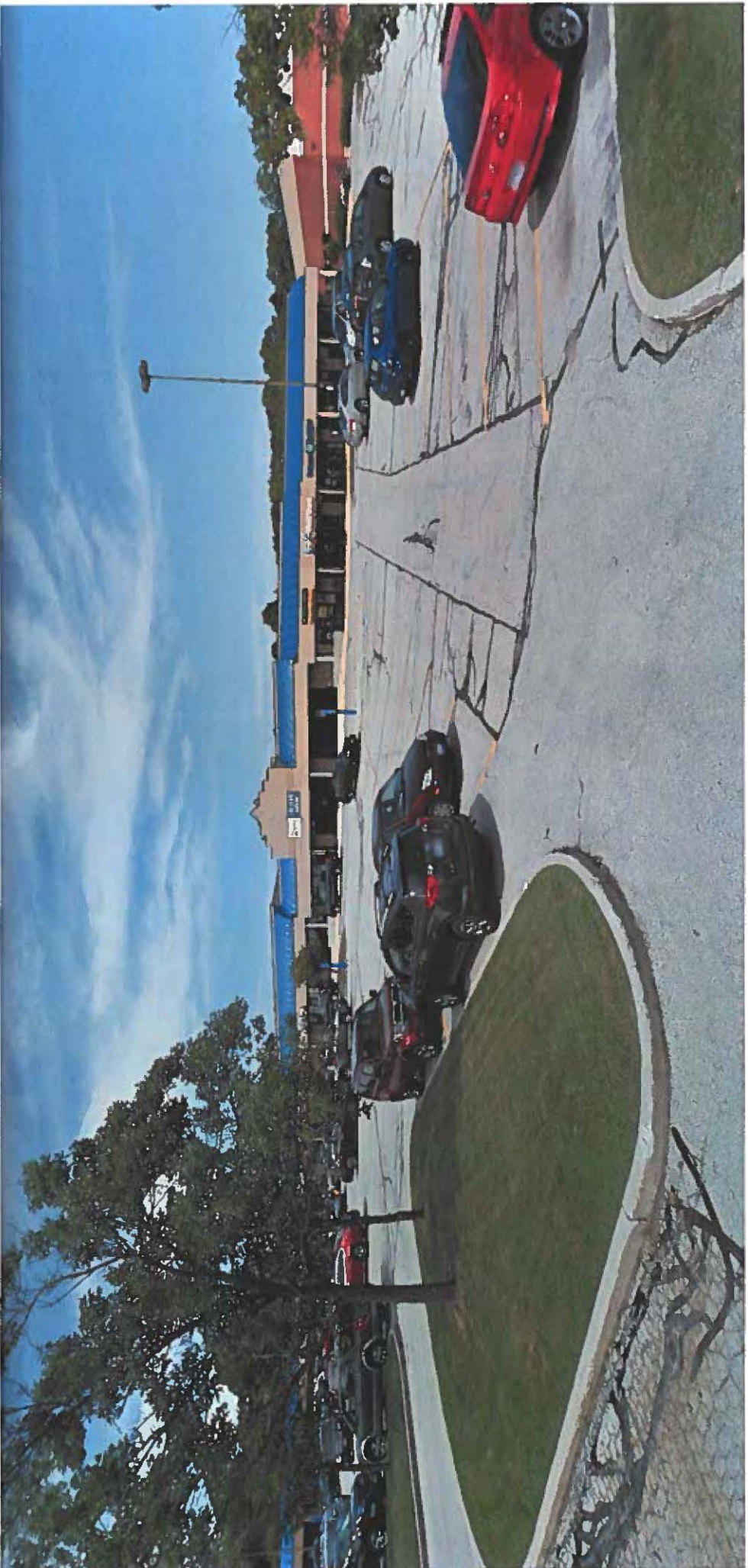


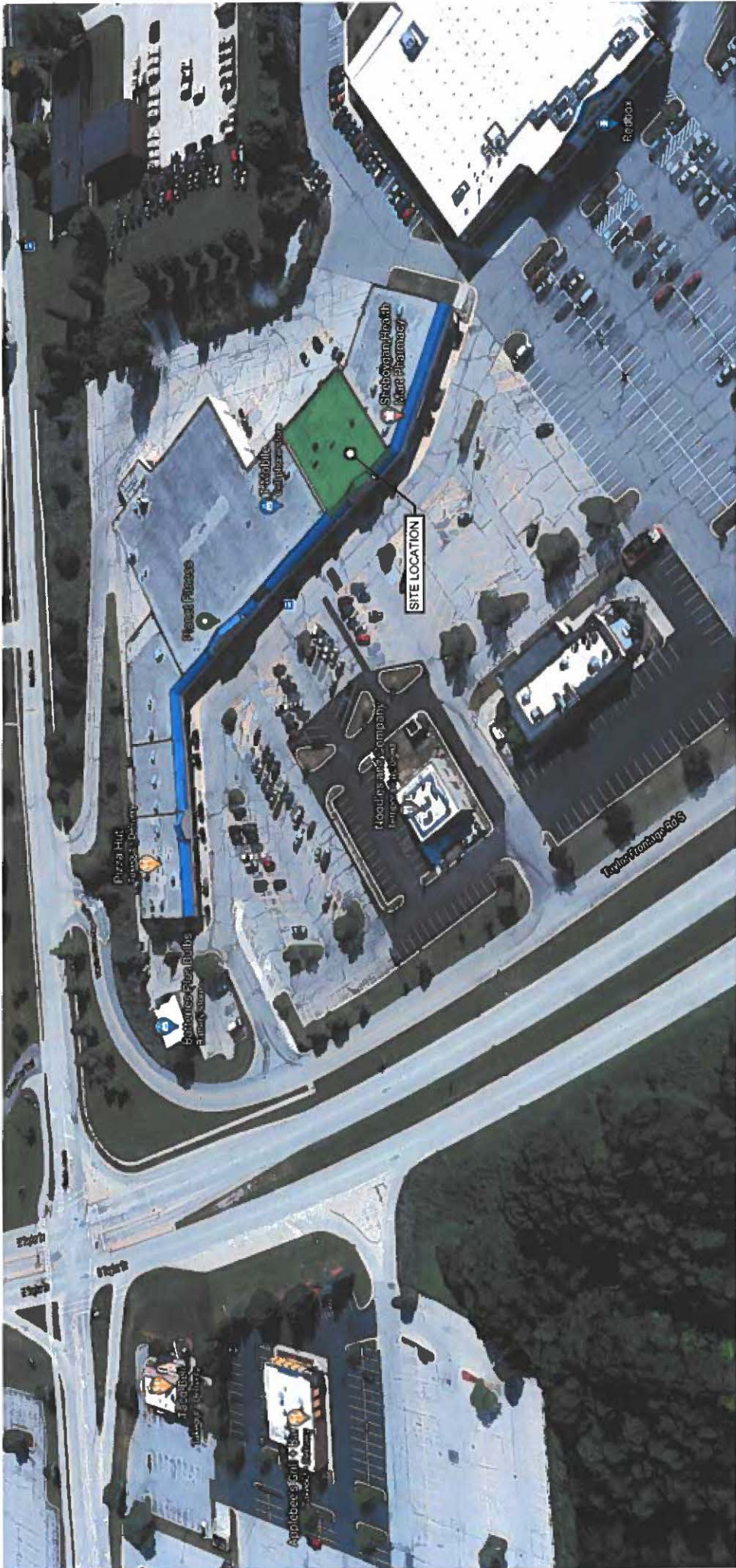


FOR LEASE  
414.273.4600



RENTAL  
PROPERTY  
FOR LEASE





**CITY OF SHEBOYGAN**

**REQUEST FOR CITY PLAN COMMISSION CONSIDERATION**

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**ITEM DESCRIPTION:** Conditional Use and Variance application by Heather Management, LLC to operate Pet Supplies Plus from 567 S. Taylor Drive (vacant space in Taylor Heights Shopping Center). SC Zone

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

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**REPORT DATE:** October 23, 2020

**MEETING DATE:** October 27, 2020

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**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

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

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**BACKGROUND / ANALYSIS:**

Heather Management, LLC, is proposing to operate Pet Supplies Plus from 567 S. Taylor Drive (vacant space in Taylor Heights Shopping Center). The applicant states the following:

- Pet Supplies Plus is a nationwide pet supply chain whose locations are owned and operated by Franchisees. Sheboygan is identified by their corporate management as a territory for growth, and fully supports the new facility location being proposed.
- Dave Heather (Heather Management, LLC) is currently the Franchisee for multiple locations across southeast Wisconsin, and would be the owner/operator for the Sheboygan franchise as well.
- The existing site is one of the multi-tenant buildings located in the Taylor Heights Shopping Center. The address for the vacant tenant suite is 567 South Taylor Drive. It is located in between a Sprint Store and Advance America, and was the former home of a Chinese Restaurant (it has been vacant for a number of years).

The plan of operation for the new development will be consistent with typical pet supply stores. Services that are offered include the following:

- Retail/Point of Sale Includes goods for pet owners including (but not limited to) food, treats, toys, apparel, supplies, cages/tanks, and flea/tick control.

- Self-Serve Pet Wash Includes tubs and everything needed to wash and dry your pet (shampoo, towels, dryers, etc.).
- Dog Grooming Services Includes bathing, brushing, dental/ear care, and nail clipping and polishing.
- Pet Adoption Includes small reptiles, small mammals/rodents (guinea pigs, ferrets, rabbits, etc.), cats, birds, etc.
- The following services will not be provided - pet boarding, daycare, dog training.
- The owner is aware of concerns that are inherent with uses involving animals, particularly noise, odor and waste. The design addresses these issues to be certain that the surrounding businesses/residents are in no way affected by these concerns.
- The store will be staffed by roughly 3-4 full-time employees and 10 part-time employees on alternating shifts.
- The days and hours of operation will be 9:00 AM – 9:00 PM Monday through Saturday and 10:00 AM –6:00 PM on Sunday.
- We do not believe this new development will negatively impact or be a nuisance to the surrounding tenants or overall development. This is an expansion of a long-standing established use and is consistent with the nature of the surrounding neighborhood which is currently a mix of commercial development. The traffic patterns in the neighborhood are already established and will not be affected by the new development.

With nearly 400 corporate and franchise locations in 29 states, Pet Supplies Plus is America's favorite neighborhood pet store. Each location offers a wide array of pet food, pet products, grooming services and animal expertise all at a great value, allowing customers to spoil their pets even more. Friendly, knowledgeable staff get to know each pet and their owner by name and provide playful store experiences to remind them just how fun it is to own a pet. Pet Supplies Plus stores are large enough to house an incredible variety of food and equipment, yet small enough to still feel neighborly.

This growing Livonia, Michigan-based franchisor is ranked in Entrepreneur magazine's 2015 & 2016 Annual Franchise 500® list as the Top Full-Service Pet Supplies Franchise for its exceptional performance in areas including financial strength and stability, growth rate, and system size.

#### **STAFF COMMENTS:**

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

Applicant is requesting a variance to have cats older than 6 months in their adoption area - No dog or cat more than six (6) months old may be kept on the premises at any one (1) time.

**ACTION REQUESTED:**

Staff recommends approval of the Conditional Use and variance 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. Not more than eight (8) cats may be kept on the premises at any one (1) time (no dogs are proposed to be sold at Pet Supplies Plus).
3. Pet shop buildings shall be properly soundproofed so that no sound emanating from any animal can be heard from adjacent businesses and/or at any property line which abuts a residentially zoned property.
4. A proper ventilation and filtration system shall be installed any offensive odor to humans inside the premises can be kept to a minimum and shall not impact adjacent businesses.
5. No animal boarding of any kind, whether gratuitous or for a fee, is permitted.
6. In no instance shall the use create any nuisances to other tenants (noise, smells, etc.).
7. If using dumpsters, the dumpster(s) shall be screened/enclosed and constructed of like materials and colors of the facility.
8. All ground level and rooftop mechanicals shall be screened and/or enclosed and constructed of like materials and colors of the facility (HVAC equipment, etc.).
9. Outdoor storage of materials, products or equipment shall be prohibited.
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. Proposed signage will be individual letter signs (no flat panel or interior lit cabinet signs). Applicant shall work with staff with regards to constructing a well-designed signage for the site that utilizes colors and materials similar to the building. Staff may bring the proposed signage design back to the Plan Commission for review/approval.
12. It will be the applicant's responsibility to work with all private and public utilities in order to provide easements and/or relocate utilities as necessary.
13. If the owner leases space to additional tenants, the tenants shall obtain all necessary land use and building approvals/permits prior to occupancy.
14. If there is to be any renovation to the exterior of the facility, the applicant will be required to obtain approval from the Architectural Review Board prior to receiving a building permit for such renovation.
15. If there are any amendments to the approved use and/or site plan, the applicant will be required to submit a new site plan and/or conditional use application reflecting those amendments.

**ATTACHMENTS:**

Conditional Use Permit Application and required attachments.

PARCEL NO. 108031  
MAP NO. \_\_\_\_\_  
ZONING CLASSIFICATION: CC

Office Use Only  
APPLICATION/FILE NO. \_\_\_\_\_  
REVIEW DATE: 10/27/20

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

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**1. APPLICANT INFORMATION**

APPLICANT: City of Sheboygan  
ADDRESS: 828 Center Avenue E-MAIL: Steve.Sokolowski@sheboyganwi.gov  
PHONE: (920) 459-3382 FAX NO. ( )

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

NAME OF PROPOSED/EXISTING BUSINESS: City Hall  
ADDRESS OF PROPERTY AFFECTED: 828 Center Avenue  
LEGAL DESCRIPTION: \_\_\_\_\_

BRIEF DESCRIPTION OF EXISTING OPERATION OR USE: \_\_\_\_\_  
City government

DETAILED DESCRIPTION OF PROPOSED OPERATION OR USE INCLUDING ANY CHANGES TO THE EXISTING USE: \_\_\_\_\_  
Same - add new sign

BRIEF DESCRIPTION OF ALL REQUESTED VARIANCES FROM PROVISIONS OF THE ZONING ORDINANCE, WHICH ARE RELATED TO THE PROPOSED OPERATION OR USE: Require a variance to the sign setback requirement

OFFICE USE ONLY  
PARCEL NO.: 108031  
MAP NO.: \_\_\_\_\_  
ZONING CLASSIFICATION: CC

OFFICE USE ONLY  
REVIEW DATE: 10/27/20  
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: City of Sheboygan  
ADDRESS: 828 Center Avenue, Sheboygan, WI 53081  
E-MAIL ADDRESS: steve.sokolowski@sheboyganwi.gov  
PHONE: (920) 459-3382 FAX NO: ( )

**2. OWNER INFORMATION**

OWNER OF SITE: the same  
ADDRESS: \_\_\_\_\_  
PHONE: ( ) FAX NO: ( )

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

NAME OF PROPOSED/EXISTING BUSINESS: City of Sheboygan  
ADDRESS OF PROPERTY AFFECTED: 828 Center Avenue  
USE OF PROPERTY: City Hall  
TYPE OF SIGN: Monument  
DESCRIPTION OF PROPOSED SIGN: Masonry/brick backing  
Flanged Aluminum Terra Cotta Aluminum Panel  
Cast Aluminum letters - brushed silver finish

**4. CONFIGURATION OF PROPOSED SIGN:**

HEIGHT: 5 X WIDTH: 16 = TOTAL SQUARE FOOTAGE: 80

AMOUNT OF PUBLIC STREET FRONTAGE: 159 feet along 9th St

AMOUNT OF EXPOSED EXTERIOR WALL LENGTH: N/A

SETBACK: \_\_\_\_\_

METHOD OF ATTACHMENT: \_\_\_\_\_

METHOD OF ILLUMINATION: \_\_\_\_\_

SIGN MATERIALS: Masonry, brick, aluminum

TOTAL SQUARE FOOTAGE OF SIGNS ON SUBJECT PROPERTY:

BEFORE PROPOSED SIGN: 0 AFTER PROPOSED SIGN: 80

**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.

[Signature]  
APPLICANT'S SIGNATURE

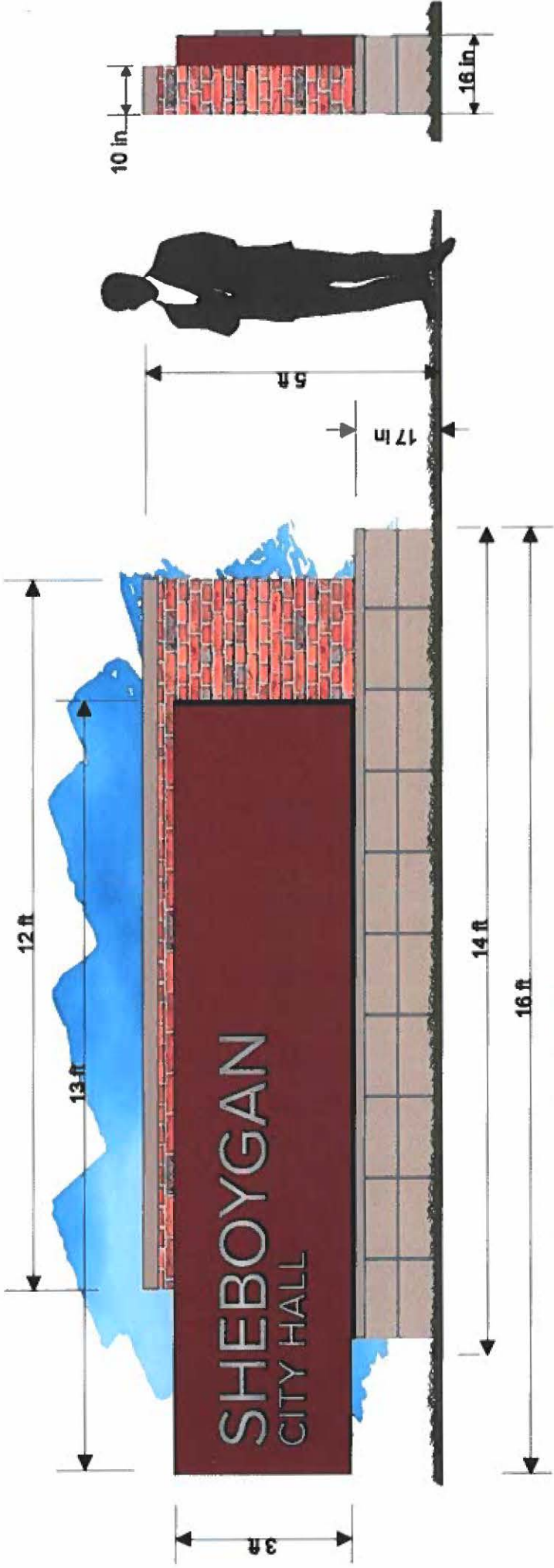
10/19/20  
DATE

Steve Sokolowski  
PRINT ABOVE NAME

**6. APPLICATION SUBMITTAL REQUIREMENTS**

- a. For new development, the approved site plan for the subject property, showing the location and dimensions of all buildings, structures, signs on the subject property, property boundaries and dimensions; and the location of the proposed sign.
- b. For existing development, a site plan approved by the City Planner & Zoning Manager, showing the location and dimensions of all buildings, structures, signs on the subject property, property boundaries and dimensions; and the location of the proposed sign.
- c. A scale drawing of the proposed sign listing the height, width, total square footage, method of attachment, method of illumination, sign materials, design and appearance.

City of Sheboygan - City Hall



- Masonry/Brick Blocking
- Flanged Aluminum Terra Cotta Aluminum Panel
- Cast Aluminum Letters - Brushed Silver Finish







**CITY OF SHEBOYGAN**

**REQUEST FOR CITY PLAN COMMISSION CONSIDERATION**

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**ITEM DESCRIPTION:** Conditional Use and variance application by the City of Sheboygan to install a new monument sign at City Hall located at 828 Center Avenue. CC Zone

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**REPORT PREPARED BY:** Steve Sokolowski

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**REPORT DATE:** October 23, 2020

**MEETING DATE:** October 27, 2020

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**FISCAL SUMMARY:**

**STATUTORY REFERENCE:**

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

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

**BACKGROUND / ANALYSIS:**

The City of Sheboygan is proposing to install a new monument sign at City Hall located at 828 Center Avenue. The applicant states:

- The monument sign will help to identify the City of Sheboygan for those who are looking to do business at City Hall.
- City Hall was recently renovated and the sign has been designed using materials and colors that match well with the design of the building. The sign materials include masonry/brick blocking, flanged aluminum terra cotta aluminum panel and cast aluminum letters with a brushed silver finish.
- The monument sign is to be installed along N. 9<sup>th</sup> Street and will direct vehicles and/or pedestrians to the new parking lot and/or the front entrance that are now located on the north side of the building.
- This will be a new single-sided, non-illuminated, 80sf and five (5) foot tall monument sign. The actual sign panel is 39sf and will advertise Sheboygan City Hall.

**STAFF COMMENTS:**

The applicant is requesting a variance to have a setback of 15.2 feet to the face of curb – The minimum setback permitted is 24 feet from the face of the curb.

The sign will be 15.2 feet from N. 9<sup>th</sup> Street curb and 17.5 feet from the north property line and parking lot driveway.

**ACTION REQUESTED:**

Staff recommends approval of the conditional use, variance and sign permit subject to the following conditions:

1. Applicant shall obtain the necessary sign permits prior to installation.
2. 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 15.2 foot setback to the N. 9<sup>th</sup> Street face of curb.

**ATTACHMENTS:**

Conditional Use and required attachments