

*****ATTACHMENTS*****

CITY OF SHEBOYGAN
REDEVELOPMENT AUTHORITY
DECEMBER 22, 2020

1. OPENING OF MEETING

MEMBERS PRESENT: Roberta Filicky-Peneski, Steven Harrison, Amy Horst, Alderperson Trey Mitchell, and James Owen -All remote

MEMBERS EXCUSED:David Sachse, and David Gass

STAFF/OFFICIALS PRESENT: Planning & Development Director Chad Pelishek

OTHERS PRESENT: Ryan Zinkel and Jason LaBouve -All remote

1.1 ROLL CALL -Roberta Filicky-Peneski, David Sachse, Steven Harrison, David Gass, James Owen, Alderperson Trey Mitchell, and Amy Horst may attend meeting remotely.

1.2 Call to Order.

Chair Roberta Filicky-Peneski called to order.

1.3 Pledge of Allegiance.

The Pledge of Allegiance was recited.

1.4 Identify potential conflict of interest.

No conflict of interest.

2. DISCUSSION AND POSSIBLE ACTION

2.1 Discussion and possible action on approval of Assignment and Assumption of Interest in Ground Lease, Memorandum of Ground Lease, and Landlord's Release and Consent for 342 South Pier Drive, Sheboygan.

Ryan Zinkel and Jason LaBouve were present.

Chad Pelishek explained that the Memorandum of Assignment and Assumption of Interest in Ground Lease was at the last meeting. The Memorandum of Ground Lease and Landlord's Release and Consent are the new documents that need to be approved. He further explained that City Attorney Charles Adams and Assistant City Attorney Thomas Cameron have reviewed the documents and only one minor changes is needed on the Landlord's Release and Consent. Ryan Zinkel mentioned that the date also needs to be changed to today's date along with the address correction Chad Pelishek referred too.

Motion by Amy Horst, second by Steve Harrison to approve the Memorandum of Assignment and Assumption of Interest in Ground Lease, Memorandum of Ground Lease, and Landlord's Release and Consent with the noted corrections. Motion carried.

3. ADJOURN

3.1 Motion to Adjourn.

Motion by Amy Horst, second by Steve Harrison to adjourn. Motion carried.

Being no further business the meeting adjourned at 7:53 a.m.

CITY OF SHEBOYGAN
REDEVELOPMENT AUTHORITY
DECEMBER 16, 2020

1. OPENING OF MEETING

MEMBERS PRESENT: David Gass, David Sachse, Roberta Filicky-Peneski, James Owen, Alderperson Trey Mitchell, Steven Harrison, and Amy Horst -All remote

STAFF/OFFICIALS PRESENT: City Attorney Charles Adams and Planning & Development Director Chad Pelishek

OTHERS PRESENT: Heather Cleveland, Jason LaBouve, Bob Moeller, Ryan Zinkel -All remote

1.1 ROLL CALL -Roberta Filicky-Peneski, David Sachse, Steven Harrison, David Gass, James Owen, Alderperson Trey Mitchell, and Amy Horst may attend meeting remotely.

1.2 Call to Order.

Chair Roberta Filicky-Peneski called the meeting to order.

1.3 Pledge of Allegiance.

The Pledge of Allegiance was recited.

1.4 Identify potential conflict of interest.

David Gass stated that he has a conflict of interest with item 3.1

2. MINUTES

2.1 Approval of minutes from the December 2, 2020 meeting.

Motion by David Sachse, second by Amy Horst to approve. Motion carried.

3. DISCUSSION AND POSSIBLE ACTION

3.2 Discussion and possible action on Historic Preservation Façade Grant Application by Heather Cleveland for 1117 N. 8th Street (former Sucha News building).

Heather Cleveland owner of 1117 N 8th Street (former Sucha News Building) was present remotely.

Chad Pelishek explained that Legacy Architecture has been hired to do a Facade Study for 1117 N 8th Street which is located within the target area. The application before the RDA is for \$5,000.00 for historical research on the building's facade. Ms. Cleveland has also applied for the Upper Floor grant which is to help rehab the second story into an apartment.

Roberta Filicky-Peneski inquired if Heather Cleveland was planning on having retail on the first floor. Heather Cleveland replied that she would be running Green Bicycle out the first floor while renting the second story out as an apartment.

Motion by Amy Horst, second by James Owen to approve Historic Preservation Facade grant application in the amount of \$5,000.00. Motion carried.

Gass left meeting at 7:52 a.m.

3.1 Discussion and possible action on Memorandum of Assignment and Assumption of Interest in Ground Lease between Moeller Development Co., LLC Grateful Properties, LLC and the Redevelopment Authority of Sheboygan, Wisconsin.

Bob Moeller, Ryan Zinkel, and Jason LaBouve were present remotely.

Ryan Zinkel explained that Bob Moeller is selling 324 South Pier Drive property to Grateful Properties. Jason LaBouve stated that the condo is going to be rented out on AirBNB and the lower will be renovated to be Harbor Cafe which will serve light breakfast and lunch. They will need to add a deck, deli counter, and plumbing, so they are planning on opening on Spring 2022. Chad Pelishek informed him he will need to come back in front of RDA for the deck and will need to check with Finance Department about obtaining a room tax permit.

Motion by David Sachse, second by Amy Horst to approve the Memorandum of Assignment and Assumption of Interest in Ground Lease.

Ryan Zinkel stated that there are two other documents that needed approval along with Memorandum of Assignment and Assumption of Interest in Ground Lease. City Attorney Charles Adams stated that they would have to be approved at a separate meeting due to them not being listed on the agenda. Chad Pelishek inquired with the committee to see if we could get a quorum for Friday, December 18, 2020. A quorum was confirmed so a meeting for the other documents will be scheduled for December 18, 2020 at 7:45 a.m.

Motion carried.

4. ADJOURN

4.1 Motion to Adjourn.

Motion by David Sachse, second by Amy Horst to adjourn. Motion carried.

Being no further business the meeting was adjourned at 8:03 a.m.



Business Proposal for SHEBOYGAN BEER COMPANY and “Phase Four” project
at 517 and 511 N. Commerce Street

Sheboygan Beer Company is looking to reopen its brewing operations at a new location. The properties at 517 and 511 N. Commerce Street are a great location for this endeavor. We look to renovate this property to reflect the commitment we put into our beer and service. The red brick building on the street has the potential to be a world-class taproom. The pole barn at the river’s edge has the size to fit a perfect community-sized brew system. With a little work on the outside from taproom to the river, it has all the makings of a true destination beer experience.

Personally, I have been immersed in the beer industry for over 10 years. The brew staff of the old Sheboygan Beer Company has created many fantastic beers, including winning the Wisconsin IPA Brewer’s Choice in 2019. We have been looking for a space equal to the knowledge and abilities we have. 517 N. Commerce has the potential to be a world-class beer destination, adding to the craft beer scene that is blossoming in Sheboygan.

The business plan for this site calls for some personal investment, but a majority of financing through commercial lending. Leasing the land from the RDA, with intent to purchase at a later date, would help to secure these commercial endeavors. This business plan was in the works late last year for a different location, but the pandemic put that to a temporary halt. This location is a much better fit for that plan, especially with the entire riverfront and yard for a great outdoor gathering spot.

Sheboygan Beer Company has the slogan of “Community. Crafted. Beer.” These three words separate define our goals, together they describe the way we approach brewing. The North Commerce area is a great middle of the city location for people to get together and celebrate all Sheboygan has to offer.

We will continue to support the community through philanthropic endeavors and raising money for community programs through some of our beer sales (i.e., 5% of all sales of our Fountain Park Pale Ale get donated to the Sheboygan Parks programs)

The building at 511 N Commerce is currently in our business plans as “Phase Four”. We would clean it up and renovate it partially, but do not have a definitive plan for the space yet as there are some really good options. We have discussed a community shared kitchen space for smaller local eateries without commercial kitchen space, a new fitness space featuring yoga and a cold workout area, an art therapy center, and of course if we can find a restaurant willing to work within the space.

However, by including both properties in our new plan, there can be a more cohesive flow to the start of the “new” Commerce area. This would also allow for the Sheboygan Beer Company to create a much more inviting outdoor space in the immediate future.

Sheboygan is a great city. One we are proud to have grown up in and proud to live in now. By helping to renovate a part of it back to glory would be a real privilege. We want to make beer in a place worthy of the name of the city we represent.

At this time I am asking for a four month right of first refusal extension, to the end of May, on the lands at 517A-B Commerce Street as well as adding the lands at 511 N. Commerce to that extension. This extension will help us continue with our architect and marketing manager, to find the equipment needed, and finish securing financing to complete this project.

CITY OF SHEBOYGAN

REQUEST FOR REDEVELOPMENT AUTHORITY CONSIDERATION

ITEM DESCRIPTION: Discussion and possible action on option to purchase/lease RDA owned property at 511 N. Commerce Street

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

REPORT DATE: January 27, 2021 **MEETING DATE:** February 3, 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:

On September 23, 2020, the RDA approved a six month right to negotiate agreement with Kurt Jensen regarding the red building and pole shed that the RDA owns at 517 and 517R N. Commerce Street for the potential development of the brewery. The RDA also negotiated a right to negotiate with a local owner to develop the blue building located at 511 N. Commerce Street. That interest party has since back out of the option. Mr. Jensen has now approached City Development about his interest in developing this building as well and has requested a six month option.

STAFF COMMENTS:

Given Mr. Jensen's interest in the adjacent building, staff supports working with Mr. Jensen on the blue building to see if he can redevelopment all three properties.

ACTION REQUESTED:

Motion to approve a six month option to purchase/lease RDA owned property at 511 N. Commerce Street.

ATTACHMENTS:

- I. Letter from Mr. Jensen.



March 8, 2021

Mr. Kurt Jensen
Sheboygan Brewing Company
1124 N. 8th Street
Sheboygan, WI 53081

Re: Exclusive Right to Negotiate – 511, 517 and 517R Commerce Street
(Parcel Numbers: 59281501610, 59281501620, 59281501600)

Dear Mr. Jensen:

Thank you for your interest in developing the red and blue building on North Commerce Street and the Pole Shed by the river. The Redevelopment Authority (RDA) hereby grants you an exclusive right to negotiate the purchase of the Property or enter into a long-term Ground Lease for this property. This exclusive right to negotiate will be in effect for six months from the date the RDA voted to authorize this option, or February 7, 2021.

This right is conditioned upon your continued attention to your proposed development and its design, cost, financing and other details and your regular communication with RDA staff. It should be noted that the value of the property for the purposes of this negotiation has already been determined to be \$150,000 for all three parcels. The RDA has the right to withdraw this letter should you not fulfill the terms of this paragraph or should it become apparent that the terms of the agreement are no longer acceptable to you.

The RDA will hold the property off the market, and will not discuss or negotiate its possible development with anyone not associated with your proposed development, during the period of this exclusive right to negotiate.

At its discretion, the City/RDA may grant an extension of the negotiation period if, in its opinion, satisfactory progress is being made. Please acknowledge the terms and conditions of this Exclusive Right to Negotiate and Right of Entry by signing this letter and returning it to Chad Pelishek, RDA Executive Director, at City Hall. IT will be effective upon receipt.

We hope this Exclusive Right to Negotiate will facilitate preparation of a feasible plan for your project. If you have any questions or need additional assistance, please contact Chad Pelishek at (920) 459-3883.

Sincerely,

REDEVELOPMENT AUTHORITY OF THE CITY OF SHEBOYGAN



Roberta Filicky-Peneski
Chairperson



Chad Pelishek
Executive Director

Acknowledgement and Agreement:

Sheboygan Brewing Company acknowledges receipt of this letter and accepts the terms and conditions of the Exclusive Right to Negotiate and Right to Entry.

SHEBOYGAN BREWING COMPANY

By:


Kurt Jensen
Member

CITY OF SHEBOYGAN

REQUEST FOR REDEVELOPMENT AUTHORITY CONSIDERATION

ITEM DESCRIPTION: Discussion and possible action on status of current businesses development loans.

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

REPORT DATE: January 27, 2021 **MEETING DATE:** February 3, 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:

Attached is the Quarter 4 Business Loan Summary.

The following loans are delinquent:

- 701,703, LLC is the McGrath Development at the NE corner of N. 8th Street and New York Avenue. Finance staff sent an email with delinquencies on 1/26/20 notifying the owner of the delinquency.
- Lee Realty and Development: Owner thought this was a federal loan and was confused about forbearance of Small Business Administration loans and this loan. City staff has provided the amount to get this loan current. We believe it will take a few months to get this current. This loan has been always current prior to start of the pandemic.
- Prohibition Bistro: City staff has been in contact and provided the amount to get this loan current. Payment is forthcoming. This loan has been current prior to start of the pandemic.
- WeGame On, LLC: This loan has been delinquent since June 4. Also no reporting of job creation numbers have reported. City staff sent a certified letter to the registered agent of the LLC and that letter was returned undelivered. City staff and Bay Lake RPC have also tried numerous times to reach the president.

STAFF COMMENTS:

None

ACTION REQUESTED:

Motion(s) as determined by Authority.

ATTACHMENTS:

- I. Business Loan Summary as of 12/31/2020



Business Loans

As of: 12/31/2020

Business Name	Original Loan Amount	Loan Balance 12/31/2019	Principal Paid 2020	Interest Paid 2020	Loan Balance 12/31/2020	Last Payment Received	Current Status	Comments
701-703 LLC	\$ 295,000.00	\$ 174,205.90	\$ -	\$ -	\$ 174,205.90	9/1/2019	Default	Notice has been sent to owner
701-703 LLC	\$ 170,000.00	\$ 170,000.00	\$ -	\$ -	\$ 170,000.00	No payments	Default	Notice has been sent to owner
Thomas Kohlbeck	\$ 132,256.00	\$ 21,846.22	\$ 21,846.22	\$ 1,540.60	\$ -	12/29/2020	Paid Off	
Rockline	\$ 400,000.00	\$ 82,430.83	\$ 42,909.70	\$ 1,256.86	\$ 39,521.13	1/21/2021	Current	
Lee Realty & Development	\$ 200,000.00	\$ 55,383.76	\$ 7,396.60	\$ 526.16	\$ 47,987.16	5/29/2020	Default	Email contact made on 1/26/21
Prohibition Bristo Inc.	\$ 120,000.00	\$ 46,034.65	\$ 9,207.42	\$ 943.05	\$ 36,827.23	1/13/2021 (October 2020 Payment)	Past Due	No payments from April - June 2020. Regular payments since July 2020
Doll House Factory	\$ 75,000.00	\$ 42,943.34	\$ 7,463.40	\$ 980.59	\$ 35,479.94	1/15/2021	Current	
Catering with Culinary Artists	\$ 200,000.00	\$ 117,112.79	\$ 13,690.66	\$ 1,853.83	\$ 103,422.13	7/6/2020	Forbearance	P&I forgiven through May 2021
3 Sheeps Brewery	\$ 375,000.00	\$ 354,584.97	\$ 9,968.17	\$ 5,670.22	\$ 344,616.80	1/14/21 (Dec 2020 payment)	Past Due - 1 month behind	
The Sign Shop	\$ 100,000.00	\$ 83,365.50	\$ 26,623.15	\$ 4,671.78	\$ 56,742.35	10/15/2020	Late	Paid through 12/31/2020
ePower Manufacturing	\$ 300,000.00	\$ 206,480.43	\$ 30,524.82	\$ 4,792.90	\$ 175,955.61	1/8/2021	Current	
Doin LLC	\$ 70,000.00	\$ 35,688.68	\$ 10,116.85	\$ 700.67	\$ 25,571.83	12/1/2020	Current	
Paja Properties	\$ 125,000.00	\$ 63,330.59	\$ 16,550.03	\$ 1,157.22	\$ 46,780.56	1/21/2021	Current	
Lajungua LLC	\$ 70,000.00	\$ 60,012.42	\$ -	\$ -	\$ 60,012.42	8/17/2018	Filed for Bankruptcy 7/23/20	City Attorney has filed a judgment on assets
Business Name	Original Loan Amount	Loan Balance 12/31/2019	Principal Paid 2020	Interest Paid 2020	Loan Balance 12/31/2020	Last Payment Received	Current Status	Comments
The Financial Group	\$ 75,000.00	\$ 61,459.59	\$ 31,505.55	\$ 1,243.28	\$ 29,954.04	12/9/2020	Current	
Old World Creamery II	\$ 500,000.00	\$ 440,807.90	\$ 49,647.72	\$ 12,160.00	\$ 391,160.18	12/7/2020 (November 2020 payment)	Past Due	Making aggressive payments to catch up since July 2020

Contact made via email on 1/26/21

Plan to reconcile with year end statement

WE GameOn, LLC	\$ 50,000.00	\$ 49,593.35	\$ 2,345.53	\$ 835.87	\$ 47,247.82	6/4/2020	Past Due	Email contact made on 1/26/21
HH2 Properties (FKA Sprechers)	\$ 150,000.00	\$ 133,378.63	\$ 14,314.16	\$ 3,591.03	\$ 119,064.47	11/2/2020	Current - payments forgiven until 7/1/21	

Forgivable Loans

Johnsonville	\$ 200,000.00	N/A	\$ -	\$ -	\$ 200,000.00	No payments	N/A
BrewHub dba Craft30	\$ 75,000.00	N/A	\$ -	\$ -	\$ 75,000.00	No payments	N/A
Home Inc	\$ 100,000.00	N/A	\$ -	\$ -	\$ 200,000.00	No payments	N/A

CITY OF SHEBOYGAN

REQUEST FOR REDEVELOPMENT AUTHORITY CONSIDERATION

ITEM DESCRIPTION: Discussion and possible action on business loan deferral request from 3 Sheeps Brewery.

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

REPORT DATE: January 27, 2021 **MEETING DATE:** February 3, 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:

On March 27, 2020, the RDA approved a six-month deferral with interest only payments with city staff working with loan applicant to determine how to handle principal payments. This was up in September. 3 Sheeps has made few payments and is now asking for another deferral until April 2021.

STAFF COMMENTS:

None

ACTION REQUESTED:

Motion(s) as determined by Authority.

ATTACHMENTS:

- I. Email

Pelishek, Chad

From: Grant Pauly <gpauly@3sheepsbrewing.com>
Sent: Tuesday, December 15, 2020 8:53 PM
To: Pelishek, Chad
Subject: 3 Sheeps Loan

Hi Chad,

I'm sorry to have to write this email since you have already been so generous, but I was hoping to ask for a loan deferment. I feel terrible even asking with how awesome and generous everyone has been, but this will really help us through the winter, and help set us up well for next season.

Here is our situation. This year has been rough. We are going to make it, but this winter will be very tight. Investors Community Bank was willing to increase our line of credit to help us weather this unprecedented winter, and Heather and I have liquidated extra money so that we have options should things get extremely rough.

Thankfully we've been able to switch our production, ramp up new product releases, and shift our focus to allow us to make the most this year. Due to everyone working hard and setting ourselves up for, what should be, a strong 2021, we need to invest in our production side so that we can take care of things. We have a few great things coming in 2021:

- We are going to start making all of Door County Brewing Co. beer for them moving forward. For 2021, that should increase our total beer volume by about 25%
- We have picked up massive distribution with Wal-Mart, Meijer, Festival, Pick-N-Save, amongst others. These will all begin between March through May.

While these are awesome, it also means we need to bring in more equipment this winter to handle it. This is where the pinch is coming from. I know that next year will be great, and we have to lean into the production. Had this year been a normal one, we would have been able to easily handle these without worry, but sadly that's not the case.

On the plus side, and part of what makes me not feel overwhelmingly guilty about even asking for assistance, is the fact that we will be hiring next year to take care of our increased volume. We plan on hiring three more full time people to handle everything in Feb/March.

Due to all of this, I was hoping I would not be out of line to ask for a deferment on our note until April. I'm not sure where the RDA is currently sitting, and if this request puts any strain on you, please just say "no." If it is possible though, that extra cash flow will help make sure we start 2021 on a strong footing so that we can continue to grow and hire.

If it is easiest and you have the time, may we talk at some point?

Thank you for the time and hope you are doing well,

Grant

--

Grant Pauly
3 Sheeps Brewing Co.
Sheboygan, WI

TECHNICAL MEMORANDUM

Date: January 19, 2021

To: Joe Grasch
HCI Properties

From: Tammi Czewski, P.E., PTOE
Traffic Analysis & Design, Inc.

Subject: **South Pier District Parking Evaluation
Sheboygan, WI**

This technical memorandum estimates the future public parking demand of the South Pier District in Sheboygan, Wisconsin (Exhibit 1) to determine the number of public parking spaces that could be removed for expansion of the Portscape Apartments development. The future parking demand is estimated for potential development on the vacant lots along South Pier Drive and the public parking spaces that could be removed are in the three public parking lots located adjacent to the Portscape Apartment buildings between South Pier Drive and Blue Harbor Drive.

Existing Parking Demand

As part of the August 22, 2016 *Portscape Apartments Traffic Impact Analysis & Parking Study*, TADI documented the parking occupancy for all public parking lots and on-street parking in the South Pier District. The parking occupancy surveys were completed before the Portscape Apartments were constructed on site. As of 2017, a total of 88 apartment units were constructed between South Pier Drive and Blue Harbor Drive. These apartments have attached garages and additional surface spaces that were designed to accommodate all apartment traffic. Therefore, the parking supply and demand for the existing Portscape Apartments development was excluded from this study.

The Blue Harbor Resort parking areas were also designed to accommodate their development-related traffic. Therefore, the parking supply and demand for the Blue Harbor Resort was excluded from this study.

On Saturday, August 6, 2016, the parking demand (occupied spaces) was documented every hour between 11:00 a.m. and 2:00 p.m. This date represented a typical summer Saturday/non-event weekend in the South Pier District. The location of the South Pier District parking areas, the total number of available parking spaces (as of 2021), and the highest total occupied spaces on August 6, 2016 is shown on Exhibit 2.

There are currently 629 total public surface lot and on-street parking spaces available in the South Pier District. On Saturday, August 22, 2016, up to 202 of these parking spaces were occupied at the same time. This equates to an existing occupancy rate of 32%.

Note that the total number of public parking spaces includes the 21 estimated unmarked parking “spaces” on the south side of Illinois Avenue. These spaces could be reduced or eliminated in the future, depending on the development plans and access driveways for the vacant land to the south.

Future Development

For the 2016 study, the City of Sheboygan indicated that there are four developable lots totaling 1.92 acres in “The Shanties” zone between the Sheboygan River and South Pier Drive. Following the City’s design guidelines for the South Pier District, the vacant Shanties lots were assumed to be developed into retail/restaurant buildings.

Based on measurements taken in Google Earth, the building footprint-to-total lot size ratio for existing Shanties buildings averages about 55%. This ratio was applied to the vacant lot sizes to total about 46,000 leasable square feet of retail/restaurant space. This study assumes that 10,000 square feet would be developed into high-turnover restaurants (which is the approximate size and type of two Chiles, Applebee’s, Outback, etc. style restaurants), and the remaining 36,000 square feet would be developed into shopping center uses (typical developments include retail/boutique stores, nail/hair salons, small offices, restaurants, banks, coffee shops, bakeries, fitness studios, etc.).

The Portscape Apartments are proposed to expand on the remaining vacant land and part of the public parking lots between South Pier Drive and Blue Harbor Drive. The Portscape Apartments expansion would include underground and surface parking areas designed to accommodate all apartment traffic. Therefore, the future parking supply and demand from the Portscape Apartments expansion was excluded from this study.

Future Parking Demand

Parking demand for the future buildout of The Shanties was based on national parking generation rates for shopping center and high-turnover sit-down restaurant land uses as published in the *ITE Parking Generation Manual, 4th Edition*. The parking generation manual provides average parking rates per square foot for these uses as well as the hourly distribution of parking for a typical Saturday.

For The Shanties developments, the hourly parking demand was calculated separately for the retail and restaurant land uses, and then added together to determine the highest parking demand expected on a typical Saturday. This study assumes that at least 10% of the parking demand will be shared with shoppers or diners from adjacent existing Shanties developments, with Portscape Apartments residents, or with Blue Harbor Resort guests.


The shared parking demand means that people already parked in the South Pier District will walk to the future Shanties developments without adding to the future parking demand.

The hourly parking demand developed for the future Shanties developments is shown on Exhibit 3. During a typical Saturday, the future retail and restaurants are expected to generate a parking demand of up to 204 spaces. This would increase the parking demand of the South Pier District (excluding the Portscape Apartments and Blue Harbor Resort properties) to 406 spaces. As shown on Exhibit 3, this equates to a future occupancy rate of 65%.

Excess Parking Spaces/Conclusions

A parking lot is considered “full” in suburban areas when the occupancy rate (number of spaces filled divided by vacant spaces) is 85% or more. This is because some spaces are not usable for all vehicles (e.g. handicapped spaces, spaces designated for specific retailers, poorly parked vehicles taking up two spaces, snow storage covering spaces, etc.). As shown on Exhibit 3, the minimum parking space supply needed when the future Saturday peak parking demand is “full” at 85% occupancy is 478 spaces. This leaves 151 excess public parking spaces that could be removed to make room for the proposed expansion of the Portscape Apartments.

LEGEND

 Parking Study Area





LEGEND

- Total Spaces | Occupied Spaces
- Parking Areas Surveyed
- Portscape Apartments Area (Built after 2016)
- Vacant Land
- Potential Lot/Space Reduction

Typical Saturday	Restaurant (932)*		Shopping Center (820)		Total Demand
	10,000 SF		36,000 SF		
Rate (per 1k SF) =>	12.28		2.91		
Demand =>	123		105		
Linked Reduction =>	10%		10%		
Net Demand =>	111		95		
Hour	%	Demand	%	Demand	Total Demand
12 AM to 4 AM	0%	0	0%	0	0
4 AM to 5 AM	0%	0	0%	0	0
5 AM to 6 AM	0%	0	0%	0	0
6 AM to 7 AM	0%	0	0%	0	0
7 AM to 8 AM	0%	0	27%	26	26
8 AM to 9 AM	0%	0	46%	44	44
9 AM to 10 AM	87%	97	67%	64	161
10 AM to 11 AM	90%	100	85%	81	181
11 AM to Noon	100%	111	95%	90	201
Noon to 1 PM	98%	109	100%	95	204
1 PM to 2 PM	85%	94	98%	93	187
2 PM to 3 PM	73%	81	92%	87	168
3 PM to 4 PM	58%	64	86%	82	146
4 PM to 5 PM	63%	70	79%	75	145
5 PM to 6 PM	76%	84	71%	67	151
6 PM to 7 PM	78%	87	69%	66	153
7 PM to 8 PM	76%	84	60%	57	141
8 PM to 9 PM	55%	61	51%	48	109
9 PM to 10 PM	46%	51	38%	36	87
10 PM to 11 PM	0%	0	0%	0	0

*Assumes two high-turnover restaurants that serve lunch & dinner

Developments	Supply	Saturday Demand	Occupancy
Existing Developments	629	202	32%
Future Developments	0	204	
Total Developments	629	406	65%
Minimum Supply @ 85% Full	478	406	85%
Excess Spaces	151		

CITY OF SHEBOYGAN

REQUEST FOR REDEVELOPMENT AUTHORITY CONSIDERATION

ITEM DESCRIPTION: Discussion and possible action on development opportunity related to Portscape Apartments phase 3.

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

REPORT DATE: January 27, 2021 **MEETING DATE:** February 3, 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:

The RDA had previously approved an offer to purchase on interior parcel of the land on South Pier. Since that time, the developer has communicated with the City about their interest in developing a larger project by developing into the adjacent parking lot. To help with the decision the developer hired the Parking and Traffic Team that analyzed the parking prior to the start of Phase 1. Representatives from TADI will be at the meeting to discuss the findings of their most recent parking analysis for South Pier.

STAFF COMMENTS:

None

ACTION REQUESTED:

Motion(s) as determined by Authority.

ATTACHMENTS:

- I. TADI parking study