



CITY PLAN COMMISSION AGENDA

March 25, 2025 at 4:00 PM

**City Hall, 3rd Floor - Council Chambers, 828 Center Avenue,
Sheboygan, WI**

Persons with disabilities who need accommodations to attend this meeting should contact the Department of City Development, (920) 459-3377. Persons other than commission, committee, and board members who wish to participate remotely shall provide notice to the City Development Department at 920-459-3377 at least 24 hours before the meeting so that the person may be provided a remote link for that purpose.

OPENING OF MEETING

1. Roll Call
2. Pledge of Allegiance
3. Identify potential conflict of interest

MINUTES

- [4.](#) Approval of the Plan Commission minutes from March 11, 2025.

PUBLIC HEARINGS

5. Public hearing regarding application for Conditional Use Permit with exceptions by Vangmoua LLC to operate a clothing store and carryout kitchen located at 1322 N 13th Street.
6. Public hearing regarding application for Conditional Use Permit with exceptions by American Family Insurance to erect a monument sign located at 605 Center Avenue.
7. Public hearing regarding application for Conditional Use Permit with exceptions by Marshall Sign to install a mural on the Berkshire Apartments located at 1009 S 10th Street.

ITEMS FOR DISCUSSION AND POSSIBLE ACTION

- [8.](#) Application for Conditional Use Permit with exceptions by Vangmoua LLC to operate a clothing store and carryout kitchen located at 1322 N 13th Street.
- [9.](#) Application for Conditional Use Permit with exceptions by American Family Insurance to erect a monument sign located at 605 Center Avenue.
- [10.](#) Application for Conditional Use Permit with exceptions by Marshall Sign to install a mural on the Berkshire Apartments located at 1009 S 10th Street.
11. Discussion regarding definition of doggy daycare and potential ordinance revisions.

NEXT MEETING

12. April 7, 2025

ADJOURN

13. Motion to Adjourn

In compliance with Wisconsin's Open Meetings Law, this agenda was posted in the following locations more than 24 hours prior to the time of the meeting:

*City Hall • Mead Public Library
Sheboygan County Administration Building • City's website*

CITY OF SHEBOYGAN
CITY PLAN COMMISSION MINUTES
Tuesday, March 11, 2025

MEMBERS PRESENT: Mayor Ryan Sorenson, Kimberly Meller, Braden Schmidt, Kevin Jump, Jerry Jones and Alderperson John Belanger

EXCUSED: Marilyn Montemayor

STAFF/OFFICIALS PRESENT: Associate Planner Ellise Rose and Building Inspection Specialist Linnae Wierus

OPENING OF MEETING

1. Roll Call

Mayor Ryan Sorenson called the meeting to order.

2. Pledge of Allegiance

The Pledge of Allegiance is recited.

3. Identify potential conflict of interest

No committee member had a conflict of interest.

MINUTES

4. Approval of the Plan Commission minutes from March 11, 2025.

MOTION TO APPROVE THE MINUTES OF THE PREVIOUS MEETING HELD ON MARCH 11, 2025.

Motion made by Alderperson John Belanger, seconded by Kevin Jump

Voting yea: Mayor Ryan Sorenson, Kimberly Meller, Braden Schmidt, Kevin Jump, Jerry Jones and Alderperson John Belanger

Motion carried.

PUBLIC HEARINGS

5. Public hearing regarding application for Conditional Use with exceptions by Peggi Thiesenhusen to occupy a dwelling unit in the commercial building located at 834 N. Water Street.

Bryan Kelly spoke about the bike trail.

MOTION TO CLOSE THE PUBLIC HEARING.

Motion made by Alderperson John Belanger, seconded by Jerry Jones

Voting yea: Mayor Ryan Sorenson, Kimberly Meller, Braden Schmidt, Kevin Jump, Jerry Jones and Alderperson John Belanger

Motion carried.

ITEMS FOR DISCUSSION AND POSSIBLE ACTION

6. Application for Conditional Use with exceptions by Peggi Thiesenhusen to occupy a dwelling unit in the commercial building located at 834 N. Water Street.

MOTION TO APPROVE WITH THE FOLLOWING CONDITIONS.

Motion made by Jerry Jones, seconded by Alderperson John Belanger

Voting yea: Mayor Ryan Sorenson, Kimberly Meller, Braden Schmidt, Kevin Jump, Jerry Jones and Alderperson John Belanger

1. Prior to occupancy permit issuance, the applicant shall obtain all licenses/permits as well as meet all required codes including but not limited to building, plumbing, electrical, HVAC, fire, DNR, floodplain, etc. A floodplain permit must be obtained before an occupancy permit will be granted. An occupancy permit will be granted only at such time as the applicant has met all requirements.
2. No person shall be permitted to reside in the building prior to an occupancy permit being obtained.
3. Outdoor storage of materials, products or equipment shall be prohibited.
4. All lighting shall be installed per Section 105-932 of the City of Sheboygan Zoning Ordinance. There shall be no spillover light onto adjacent properties or the streets.
5. 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.
6. Absolutely no portion of the 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.
7. Any work within City of Sheboygan Public rights-of-way shall be discussed with the City Engineering Department and constructed to standard City specifications (including, but not limited to, driveway openings, curb, gutter, sidewalk, pavement, utilities, street trees, etc.).
8. If there are to be any exterior renovations to the facility, the applicant will be required to obtain Architectural Review Board approval prior to receiving a building permit for such renovation. The colors and materials are to complement/match the existing building.
9. If applicant leases space to additional tenants, the tenants shall obtain all necessary land use and building approvals/permits prior to occupancy (future uses and/or phases may require conditional use permits, building/mechanical permits, occupancy permits, etc.).
10. If there are any amendments to the site plan, the applicant will be required to submit a new conditional use application reflecting those amendments.

Motion carried.

7. Application for site plan review by Abacus Architects to construct a metal pole building at Vollrath Co., Inc. located at 1236 N 18th Street.

MOTION TO APPROVE WITH THE FOLLOWING CONDITIONS.

Motion made by Alderperson John Belanger, seconded by Jerry Jones

Voting yea: Mayor Ryan Sorenson, Kimberly Meller, Braden Schmidt, Kevin Jump, Jerry Jones and Alderperson John Belanger

1. Prior to building permit issuance, the applicant shall obtain all licenses/permits as well as meet all required codes including but not limited to building, plumbing, electrical, HVAC, fire, hazardous materials, health, storm drainage, etc.
2. Submittal/approval of a proposed storm drainage plan prior to building permit issuance.
3. Submittal and approval of a landscape plan prior to building permit issuance.
4. Outdoor storage of materials, products or equipment shall be prohibited.
5. All new lighting shall be installed per Section 105-932 of the City of Sheboygan Zoning Ordinance.
6. All areas used for parking/maneuvering of vehicles shall be paved.

7. All areas that are not required to be paved shall be landscaped with grass and/or appropriate landscaping.
8. The addition will meet all zoning requirements including but not limited to noise, vibration, hazardous materials, etc.
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. Applicant shall obtain the required demolition permit for building to be removed.
11. If there are any amendments to the approved site plan, the applicant will be required to submit a new site plan review application reflecting those amendments.

Motion carried.

NEXT MEETING

8. March 25, 2025

The next scheduled meeting is scheduled for March 25, 2025.

ADJOURN

9. Motion to Adjourn

MOTION TO ADJOURN AT 4:06 PM.

Motion made by Alderperson John Belanger, seconded by Kevin Jump

Voting yea: Mayor Ryan Sorenson, Marilyn Montemayor, Kevin Jump, Jerry Jones and Alderperson John Belanger

Motion carried.

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit with exceptions by Vangmoua LLC to operate a clothing store and carryout kitchen located at 1322 N 13th Street. UC Zone.

REPORT PREPARED BY: Ellise Rose, Associate Planner

REPORT DATE: March 19, 2025

MEETING DATE: March 25, 2025

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:

Vangmoua LLC is proposing to operate a clothing store and carryout kitchen located at 1322 N 13th Street. The applicant states the following:

- Right now, there is a store called Dragon Shopping Center on the right side of the building, which is no longer in business, but Vang would like to continue to use the name. Vang purchased the building from Manasty Lee.
- The left side of the building is vacant.
- Vang would like to turn the shopping center into a Hmong clothing store while the left side of the building would be a kitchen with takeout and delivery.
- The banquet hall would be used for events such as birthday parties and Hmong events.
- Vang selected this site because he wants to open up a business and saw this location as an opportunity to sell Hmong clothes in Sheboygan. He realized there is a need for Hmong clothes as there is no other store in Sheboygan that sells Hmong clothes.
- Vang would like to provide a clothing store, kitchen for takeout consisting of Hmong food, and a banquet hall for events and gatherings.
- Vang would also like to serve alcohol in both the kitchen and banquet hall.
- Vang’s projected number of daily customers would be 20-30 customers. He will be operating it by himself when he first starts.
- Vang would like to fix up the refrigerators in the kitchen as they have died. Also, he wants to replace the kitchen hood with a brand new one.
- In the summer Vang plans to paint the outside of the building, giving it a brand-new look.
- Access is appropriate, with multiple doors from each direction. There is a sidewalk for customers to walk on and there are multiple parking lots, located on the sides of the building. There is also street parking in front of the building.

- There will be multiple signs. There will be signage for each section – one will indicate the banquet hall, the kitchen, and the Hmong store.
- Vang says he has already renovated the building and is waiting for inspection. Once the inspections are done, he will fix whatever is needed.
- Vang started this project about a year ago, slowly fixing the building as he works another job.

STAFF COMMENTS:

A commercial kitchen and banquet hall is considered indoor commercial entertainment, thus, an applicant can apply for a conditional use permit to operate a commercial kitchen and banquet hall.


ACTION REQUESTED:

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

1. Prior to construction, the applicant shall obtain all necessary permits and licenses including but not limited to building, plumbing, electrical, HVAC, health, liquor, etc. An occupancy permit shall be granted only at such time as the applicant has met all requirements.
2. Applicant may sell beer/liquor if and only if all required licenses are obtained.
3. Dumpster(s) shall be screened/enclosed and constructed of like materials and colors of the facility. If using chain link fencing, the applicant shall install Privacy Decorative Slating (PDS) material in order to effectively screen and enclose the dumpster.
4. Outdoor storage of materials, products or equipment shall be prohibited.
5. All new lighting shall be installed per Section 105-932 of the City of Sheboygan Zoning Ordinance. There shall be no spillover light onto adjacent properties or the streets.
6. Applicant shall obtain the necessary sign permits prior to installation.
7. It will be the applicant's responsibility to work with all private and public utilities.
8. If there are to be any renovation to the exterior of the facility, the applicant will be required to obtain architectural approval prior to receiving a building permit for such renovation
9. If there are any amendments to the approved site plan, the applicant will be required to submit a new conditional use application reflecting those amendments.

ATTACHMENTS:

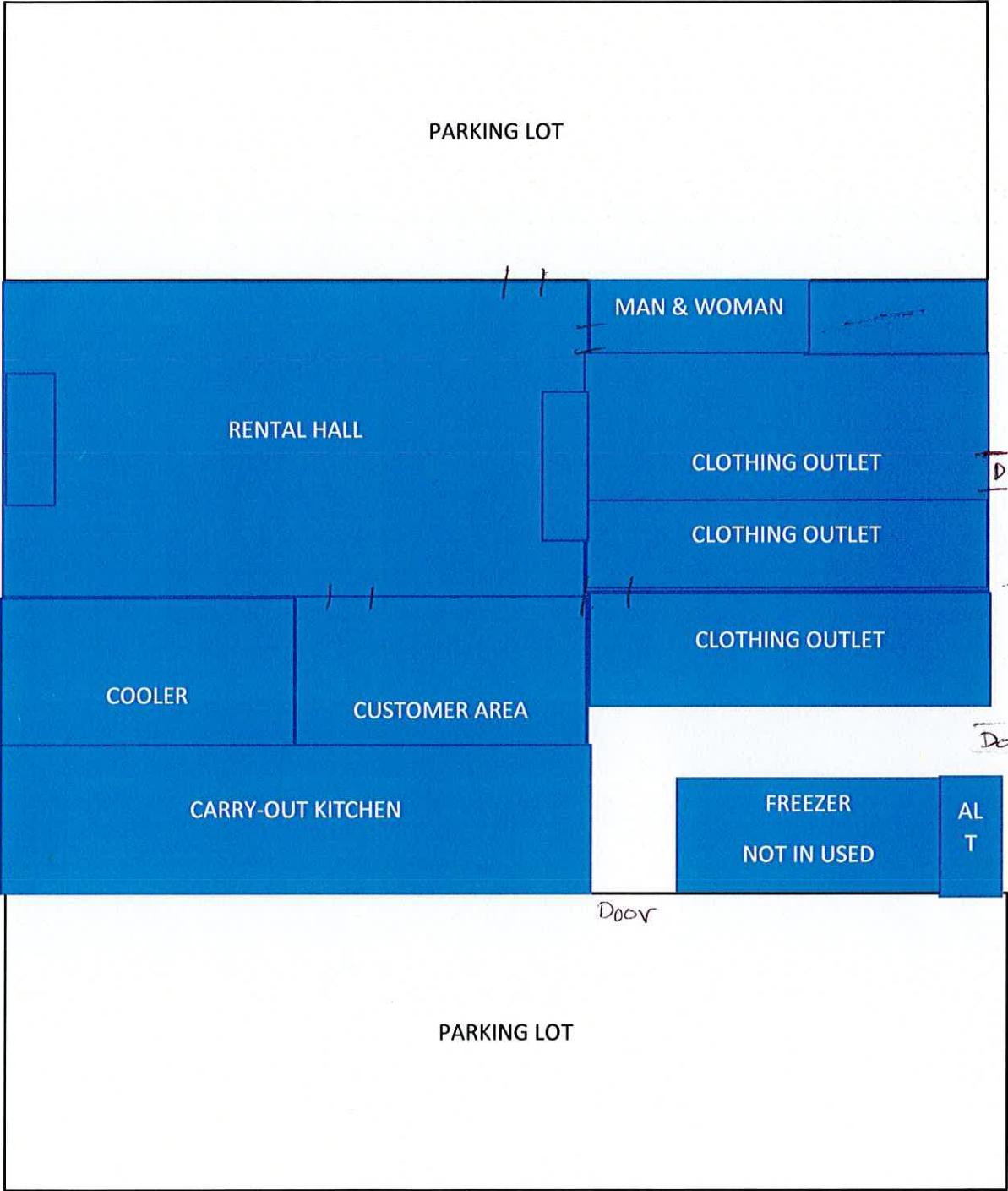
Conditional Use Permit Application and Attachments

	CITY OF SHEBOYGAN	Fee: \$250.00 _____
	APPLICATION FOR CONDITIONAL USE	Review Date: _____
		Zoning: _____

Read all instructions before completing. If additional space is needed, attach additional pages.

SECTION 1: Applicant/ Permittee Information			
Applicant Name (Ind., Org. or Entity) VANGMOUA LLC		Authorized Representative KOU VANG	
Mailing Address 1322 NORTH 13TH ST		City SHEBOYGAN	Title OWNER
Email Address CHAXUEVANG@GMAIL.COM		State WISCONSIN	ZIP Code 53081
Phone Number (incl. area code) 9202545445			
SECTION 2: Landowner Information (complete these fields when project site owner is different than applicant)			
Applicant Name (Ind., Org. or Entity) KOU VANG		Contact Person KOU VANG	
Mailing Address 1418 HURON AVENUE		City SHEBOYGAN	Title OWNER
Email Address CHAXUEVANG@GMAIL.COM		State WISCONSIN	ZIP Code 53081
Phone Number (incl. area code) 9202545445			
SECTION 3: Project or Site Location			
Project Address/Description CARRY-OUT KITCHEN AND RENTAL HALL			Parcel No.
SECTION 4: Proposed Conditional Use			
Name of Proposed/Existing Business:		DRAGON SHOPPING CENTER	
Existing Zoning:		BUSINESS	
Present Use of Parcel:		BUSINESS FOR CLOTHING OUTLET	
Proposed Use of Parcel:		CARRY-OUT KITCHEN & CLOTHING OUTLET	
Present Use of Adjacent Properties:		RENTAL HALL	
SECTION 5: Certification and Permission			
<p>Certification: I hereby certify that I am the owner or authorized representative of the owner of the property which is the subject of this Permit Application. I certify that the information contained in this form and attachments is true and accurate. I certify that the project will be in compliance with all permit conditions. I understand that failure to comply with any or all of the provisions of the permit may result in permit revocation and a fine and/or forfeiture under the provisions of applicable laws.</p>			
<p>Permission: I hereby give the City permission to enter and inspect the property at reasonable times, to evaluate this notice and application, and to determine compliance with any resulting permit coverage.</p>			
Name of Owner/Authorized Representative (please print) KOU VANG		Title OWNER	Phone Number 9202545445
Signature of Applicant		Date Signed	

Complete 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 three weeks prior to date of meeting – check with City Development on application submittal deadline date. Applications will not be processed if all required attachments and filing fee of \$250 (payable to the City of Sheboygan) are not submitted along with a complete and legible application. Application filing fee is non-refundable.



- Description of existing use

Right now, there is a store called Dragon shopping center on the right side of the building, which is no longer in business, but Vang would like to continue to use the name. Vang purchased the building from Manasty Lee. The left side of the building is vacant.

- Description of proposed use (indoor, outdoor, etc), why was this site selected?

Vang would like to turn the shopping center into a Hmong clothing store while the left side of the building would become a banquet hall. Inside the banquet hall, there would be a kitchen with takeout and delivery. The banquet hall would be used for events such as birthday parties and Hmong events. Vang selected this site because he wants to open up a business and saw this location as an opportunity to sell Hmong clothes in Sheboygan. He realized there is a need for Hmong clothes as there is no other store in Sheboygan that sells Hmong clothes.

- All services, products, etc., to be provided

Vang would like to provide a clothing store, a kitchen for takeout consisting of Hmong food, and a banquet hall for events and gatherings. Vang would also like to serve alcohol in both the kitchen and banquet hall.

- Projected number of residents, employees, and/or daily customers

Vang's projected number of daily customers would be 20-30 customers. He will be operating it by himself when he first starts.

- An explanation of any interior and/or exterior renovations

Vang would like to fix up the refrigerators in the kitchen as they have died. Also, he wants to replace the kitchen hood with a brand new one. In the summer, Vang plans to paint the outside of the building, giving it a brand-new look.

- Is access appropriate and is there sufficient customers/resident off-street parking?

Access is appropriate, with multiple doors from each direction. There is a sidewalk for customers to walk on and there are multiple parking lots, located on the sides of the building. There is also street parking in front of the building,

- Proposed signage

There will be multiple signs. There will be signage for each section - one will indicate the banquet hall, the kitchen, and the Hmong clothing store.

- Project timeline and estimated value of project

Vang says he has already renovated the building and is waiting for inspection. Once the inspections are done, he will fix whatever is needed. Vang started this project about a year ago, slowly fixing the building as he works another job.

- Compatibility of the proposed use and design with adjacent and other properties in the area.

There is no other competition around the building. Vang will be the only store around that area.

- Other information that would be considered pertinent by the Plan Commission

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit with exceptions by American Family Insurance to erect a monument sign located at 605 Center Avenue. SO Zone.

REPORT PREPARED BY: Ellise Rose, Associate Planner

REPORT DATE: March 18, 2025

MEETING DATE: March 25, 2025

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:

American Family Insurance is proposing to erect a monument sign in the setback area located at 605 Center Ave. The applicant states the following:

- We are requesting a conditional use permit for the Abby Wilterdink American Family Office at 601 Center St. Location due to the ability to identify the business from both Center St and North 6th St.
- The required setbacks from the sidewalk to the building on the east prohibit us from putting the sign on that side of the building.
- The only location for the sign is locating it closer to the building on the northeast corner at an angle, so it would be visible from both city streets.
- This sign is located out of the vision triangle and is being installed as close to the building as possible.

STAFF COMMENTS:

The applicant is requesting an exception from the street side minimum setbacks. Allowed setback is 12 feet from the lot line. The applicant is requesting a setback of 5 feet from the street lot lines.

ACTION REQUESTED:


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

1. Applicant shall obtain the necessary sign permits prior to installation.

2. The monument sign shall meet the required 10 foot vision triangle.
3. The free-standing sign shall be designed so as to not impede or impair vehicular and pedestrian traffic movement or exacerbate the potential for pedestrian/vehicular conflicts.
4. The maximum height of the monument sign shall be eight (8) feet tall (top of sign to grade).
5. All new lighting shall be installed per Section 105-932 of the City of Sheboygan Zoning Ordinance. There shall be no spillover light onto adjacent properties or the streets.
6. All temporary signage/banners shall be removed prior to sign permit issuance.
7. If there are any amendments to the approved sign or location, the applicant will be required to submit a new conditional use application reflecting those amendments.

ATTACHMENTS:


Conditional Use Permit Application and Attachments

	CITY OF SHEBOYGAN	Fee: <u>\$250.00</u>
	APPLICATION FOR CONDITIONAL USE	Review Date: _____
		Zoning: _____

Read all instructions before completing. If additional space is needed, attach additional pages.

SECTION 1: Applicant/ Permittee Information			
Applicant Name (Ind., Org. or Entity) American Family Insurance		Authorized Representative Abby Wilterdink	
Title Agent			
Mailing Address 605 Center Avenue		City Sheboygan	State WI
ZIP Code 53081			
Email Address AWILTER@amfam.com		Phone Number (incl. area code) 920-459-9919	
SECTION 2: Landowner Information (complete these fields when project site owner is different than applicant)			
Applicant Name (Ind., Org. or Entity) Positive Impact Properties LLC		Contact Person	
Title			
Mailing Address 673 Valley View Drive		City Campbellsport	State WI
ZIP Code 53010			
Email Address		Phone Number (incl. area code)	
SECTION 3: Project or Site Location			
Project Address/Description 605 Center Ave, Sheboygan, WI, 53081		Parcel No. 59281110640	
SECTION 4: Proposed Conditional Use			
Name of Proposed/Existing Business:		American Family Insurance Abby Wilterdink Agency	
Existing Zoning:		Suburban Office District	
Present Use of Parcel:		Office	
Proposed Use of Parcel:		Office - SUBMITTING THIS FORM FOR EXTERIOR SIGN PLACEMENT APPROVAL ONLY	
Present Use of Adjacent Properties:		Office / Government	
SECTION 5: Certification and Permission			
<p>Certification: I hereby certify that I am the owner or authorized representative of the owner of the property which is the subject of this Permit Application. I certify that the information contained in this form and attachments is true and accurate. I certify that the project will be in compliance with all permit conditions. I understand that failure to comply with any or all of the provisions of the permit may result in permit revocation and a fine and/or forfeiture under the provisions of applicable laws.</p>			
<p>Permission: I hereby give the City permission to enter and inspect the property at reasonable times, to evaluate this notice and application, and to determine compliance with any resulting permit coverage.</p>			
Name of Owner/Authorized Representative (please print)		Title	Phone Number
Signature of Applicant		Date Signed	

Complete 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 three weeks prior to date of meeting – check with City Development on application submittal deadline date. Applications will not be processed if all required attachments and filing fee of \$250 (payable to the City of Sheboygan) are not submitted along with a complete and legible application. Application filing fee is non-refundable.

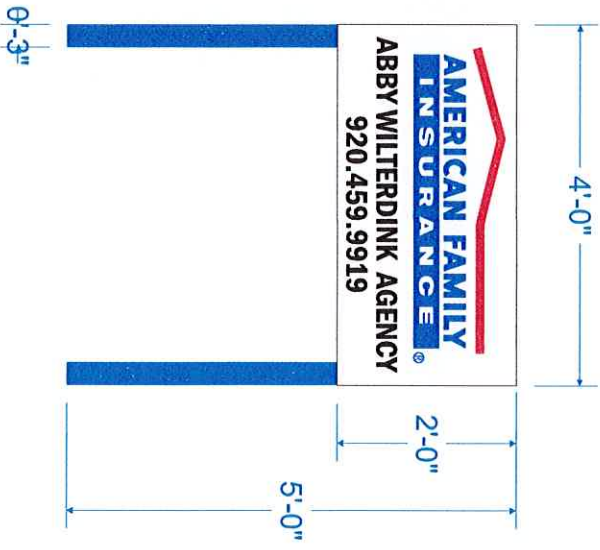
	<p>CITY OF SHEBOYGAN</p> <p>SIGN PERMIT APPLICATION</p>	<p>Fee: _____</p> <p>Review Date: _____</p>
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Read all instructions before completing. If additional space is needed, attach additional pages.

SECTION 1: Applicant/ Permittee Information			
Name (Ind., Org. or Entity) American Family Insurance	Authorized Representative Abby Wilterdink	Title Agent	
Mailing Address 605 Center Avenue	City Sheboygan	State WI	ZIP Code 53081
Email Address AWILTER@amfam.com		Phone Number (incl. area code) 920-459-9919	
SECTION 2: Landowner Information (complete these fields when project site owner is different than applicant)			
Name (Ind., Org. or Entity) Positive Impact Properties LLC	Contact Person	Title	
Mailing Address 673 Valley View Drive	City Campbellsport	State WI	ZIP Code 53010
Email Address		Phone Number (incl. area code)	
SECTION 3: Description of the Proposed Sign and Use of the Subject Site			
Name of Proposed/existing business: American Family Insurance Abby Wilterdink Agency			
Address of property affected: 605 Center Avenue, Sheboygan, WI, 53081			
Use of property: Office		Type of Sign: Post/Panel ground sign	
Description of sign: 4' W x 2' H single-sided ACM panel, fixed to two 3"x3" posts			
SECTION 4: Configuration of Proposed Sign			
Height: sign: 2', OVR: 5' from grade	Width: 4'	Total Square Footage: 8 SF	
Amount of public street frontage: N/A			
Amount of exposed exterior wall length: N/A		Setback: 60" from property line	
Method of Attachment: two posts sunk in ground, single-sided ACM panel fixed to posts with screws			
Method of Illumination: N/A			
Sign Materials: 3mm ACM panel fixed to 3"x3" aluminum posts			
Total square footage of signs on subject property – Before proposed sign: N/A		After proposed sign: 8 SF	
SECTION 5: Certification and Permission			
<p>Certification: I hereby certify that I am the owner or authorized representative of the owner of the property which is the subject of this Sign Permit Application. I certify that the information contained in this form and attachments are true and accurate. I certify that the project will be in compliance with all conditions. I understand that failure to comply with any or all of the provisions of the permit may result in permit revocation and a fine and/or forfeiture under the provisions of applicable laws.</p> <p>Permission: I hereby give the City permission to enter and inspect the property at reasonable times, to evaluate this notice and application, and to determine compliance with any resulting permit coverage.</p>			
Name of Owner/Authorized Representative (please print)		Title	Phone Number
Signature of Applicant		Date Signed	

Complete application is to be filed with the Department of City Development, 828 Center Avenue, Suite 208. If required to be placed on the agenda of the City Plan Commission or Architectural Review Board, application must be filed three weeks prior to date of meeting – check with City Development on application submittal deadline date. Applications will not be processed if all required attachments and filing fee (payable to the City of Sheboygan) are not submitted along with a complete and legible application. Application filing fee is non-refundable.

ABBY WILTERDINK AGENCY BUILDING SIGNS



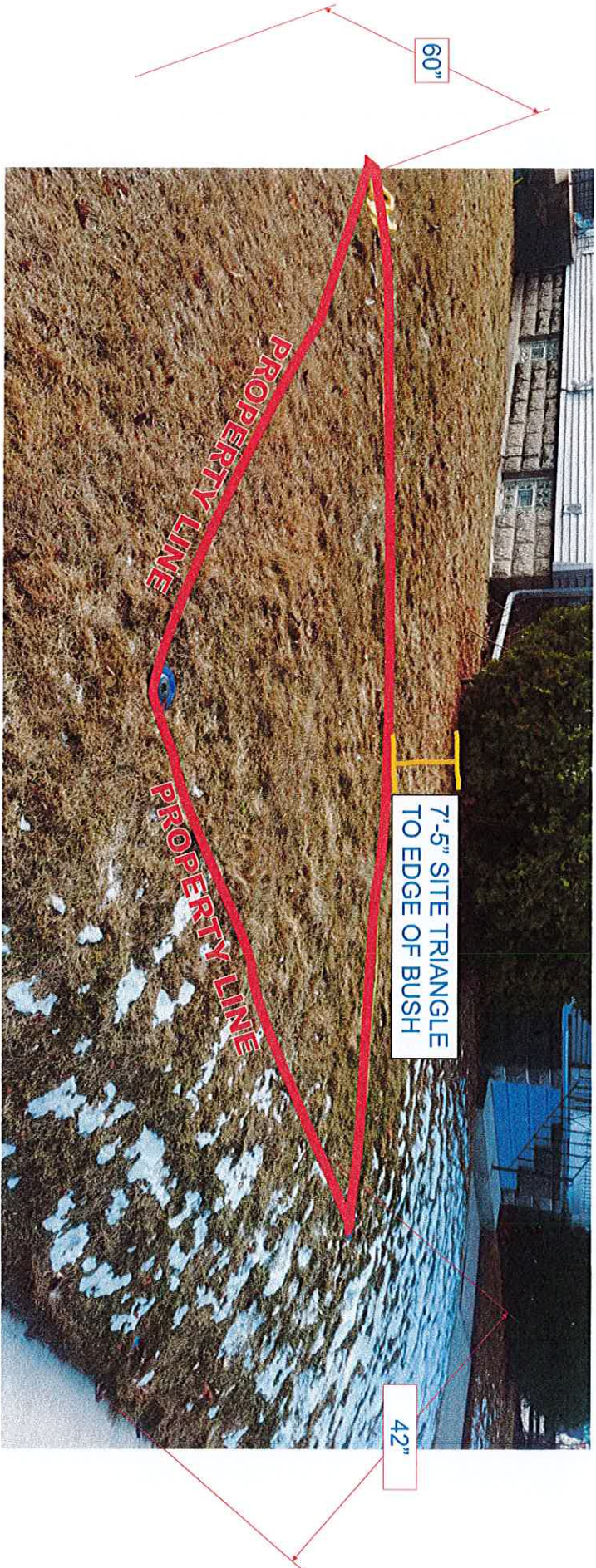
DESC. DIGITALLY PRINTED VINYL, UV LAMINATION, APPLIED TO 3MM ACM PANELS INSTALLED WITH 2-3" POLES, PAINTED CORPORATE BLUE PMS 293C



120 Vision Parkway
Sheboygan Falls
(920) 550-0009

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BBY WILTERDINK AGENCY BUILDING SIGNS



DESC. DIGITALLY PRINTED VINYL, UV LAMINATION, APPLIED TO 3MM ACM PANELS INSTALLED WITH 2-3" POLES, PAINTED CORPORATE BLUE PMS 293C



120 Vision Parkway
Sheboygan Falls
(920) 550-0009

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Fwd: Am Fam 601 CENTER AVE

From Max Van Veghel <max@signmeupofwi.com>

Date Thu 2/27/2025 1:18 PM

To Rose, Ellise <Ellise.Rose@sheboyganwi.gov>

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hey Ellise - see below from Shelley. Does this suffice for the plan commission?

Max Van Veghel
Sign Me Up of WI, LLC
920-254-9911

Get [Outlook for iOS](#)

From: shelley signmeupofwi.com <shelley@signmeupofwi.com>

Sent: Thursday, February 27, 2025 12:56:50 PM

To: Max Van Veghel <max@signmeupofwi.com>

Subject: Am Fam 601 CENTER AVE

We are requesting a conditional use permit for the Abby Wilterdink American Family Office at 601 Center St. location due to the ability to identify the business from both Center St. and North 6th street. The required setbacks from the sidewalk to the building on the east prohibit us from putting the sign on that side of the building. The only location for the sign is locating it closer to the building on the northeast corner at an angle, so it would be visible from both city streets. This sign is located out of the vision triangle, and is being installed as close to the building as possible.

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit with exceptions by Marshall Sign to install a mural on the Berkshire Apartments located at 1009 S 10th Street. CC Zone.

REPORT PREPARED BY: Ellise Rose, Associate Planner

REPORT DATE: March 6, 2025

MEETING DATE: March 25, 2025

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:

Marshall Sign is proposing to install a mural on the Berkshire Apartments located at 1009 S 10th Street. The applicant states the following:

- A mural depicting Lake Michigan in Sheboygan would be a powerful addition to the city’s cultural and visual landscape, serving as a vibrant tribute to the natural beauty that defines the region. As a waterfront city, Sheboygan’s proximity to Lake Michigan is central to its identity, and a mural that highlights the lake’s stunning vistas would emphasize the area’s connection to nature.
- Such a mural could be a visual reminder of the city’s rich history of fishing, recreation, and its status as a gateway to the lake. It would offer locals and visitors alike an immersive experience that brings the natural environment into the heart of the city.
- Furthermore, a mural celebrating Lake Michigan could enhance Sheboygan’s tourism appeal, drawing attention to the area’s unique location and natural attractions. Murals are known to attract visitors, and a captivating depiction of the lake could become a photo-worthy landmark that encourages exploration and conversation.
- It would be strategically placed on the south side in the high traffic area of 1009 S 10th St. on the west facing side of the multi-tenant building serving as an iconic symbol for the city.
- It will be positioned on a wall that was originally designed to be the home for the mural on the recent construction drawings standing at 23’ tall x 36’ wide.
- Finally, a Lake Michigan mural would foster a sense of pride and community among Sheboygan residents. Art has the power to unite people, and a mural depicting a shared local treasure like the lake could provide a sense of ownership and connection to the natural world.

- Local artists could be involved in the creation of the mural, further strengthening community ties and offering an opportunity for Sheboygan to showcase its homegrown talent.
- Over time, this mural could become a symbol of Sheboygan's evolving identity as a city that values both its heritage and its vibrant future.

STAFF COMMENTS:

The Plan Commission should consider the following in any mural proposal:

- Is the location appropriate?
- Is the size/scale appropriate?
- Is the mural considered public art (mural is not a billboard or sign used for advertising)?
- Does the mural represent the City's values, culture and people?
- Does mural activate and enhance this private/public space?
- Are the colors complimentary and harmonious with the exterior colors of the building structure, as well as consistent with the chosen theme?


ACTION REQUESTED:

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

1. Applicant shall obtain all necessary permits prior to installation of mural.
2. All new lighting shall be installed per Section 105-932 of the City of Sheboygan Zoning Ordinance. There shall be no spillover light onto adjacent properties and/or the streets.
3. The mural shall not contain any political, advertising (business name, logos, slogans, messages, etc.), etc.
4. Mural installation must be completed within six (6) months of the start date. A one-time extension for an additional 60 days may be granted if the request is submitted in writing prior to the end of the initial 6-month period. If these dates are not met, the Plan Commission, at its discretion, may revoke the mural permit.
5. Materials shall be long-lasting and graffiti-resistant to the greatest extent possible.
6. The applicant shall properly maintain the mural and any issues of disrepair shall be addressed immediately. If, for whatever reason, the mural falls into disrepair, the building owner will be notified in writing and required to make necessary repairs within 60 days. If the repairs are not made within the specified time, the city reserves the right to repair or remove the mural at the owner's expense.
7. 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 Attachments

	CITY OF SHEBOYGAN	Fee: \$250.00 _____
	APPLICATION FOR CONDITIONAL USE	Review Date: _____
		Zoning: _____

Read all instructions before completing. If additional space is needed, attach additional pages.

SECTION 1: Applicant/ Permittee Information			
Applicant Name (Ind., Org. or Entity) <i>Marshall Sign</i>	Authorized Representative <i>Jordan Marshall</i>	Title <i>Project Manager</i>	
Mailing Address <i>W6415 Oak View Lane</i>	City <i>Plymouth</i>	State <i>WI</i>	ZIP Code <i>53073</i>
Email Address <i>marshallsignjordan@gmail.com</i>		Phone Number (incl. area code) <i>920-980-1627</i>	
SECTION 2: Landowner Information (complete these fields when project site owner is different than applicant)			
Applicant Name (Ind., Org. or Entity) <i>General Capital Group</i>	Contact Person <i>Carmello Maddente</i>	Title <i>MGR</i>	
Mailing Address <i>6936 N. Santa Monica Blvd.</i>	City <i>Fox Point</i>	State <i>WI</i>	ZIP Code <i>53217</i>
Email Address <i>carmello@generalcapitalgroup.com</i>		Phone Number (incl. area code) <i>414-228-3512</i>	
SECTION 3: Project or Site Location			
Project Address/Description <i>1009 S 10th St. Sheboygan, 53081</i>		Parcel No.	
SECTION 4: Proposed Conditional Use			
Name of Proposed/ Existing Business:	<i>Berkshire Sheboygan Riverfront</i>		
Existing Zoning:	<i>Commercial</i>		
Present Use of Parcel:	<i>multi-family</i>		
Proposed Use of Parcel:	<i>multi-family</i>		
Present Use of Adjacent Properties:	<i>Commercial</i>		
SECTION 5: Certification and Permission			
<p>Certification: I hereby certify that I am the owner or authorized representative of the owner of the property which is the subject of this Permit Application. I certify that the information contained in this form and attachments is true and accurate. I certify that the project will be in compliance with all permit conditions. I understand that failure to comply with any or all of the provisions of the permit may result in permit revocation and a fine and/or forfeiture under the provisions of applicable laws.</p> <p>Permission: I hereby give the City permission to enter and inspect the property at reasonable times, to evaluate this notice and application, and to determine compliance with any resulting permit coverage.</p>			
Name of Owner/ Authorized Representative (please print) <i>Jordan Marshall</i>		Title <i>Project Manager</i>	Phone Number <i>920-980-1627</i>
Signature of Applicant <i>[Signature]</i>		Date Signed <i>2/20/25</i>	

Complete 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 three weeks prior to date of meeting – check with City Development on application submittal deadline date. Applications will not be processed if all required attachments and filing fee of \$250 (payable to the City of Sheboygan) are not submitted along with a complete and legible application. Application filing fee is non-refundable.

W6415 Oak View Lane
Plymouth, WI 53073-3937
Phone: 920-526-3100

MARSHALL SIGN, LLC

Conditional Use Justification for Mural

A mural depicting Lake Michigan in Sheboygan would be a powerful addition to the city's cultural and visual landscape, serving as a vibrant tribute to the natural beauty that defines the region. As a waterfront city, Sheboygan's proximity to Lake Michigan is central to its identity, and a mural that highlights the lake's stunning vistas would emphasize the area's connection to nature. Such a mural could be a visual reminder of the city's rich history of fishing, recreation, and its status as a gateway to the lake. It would offer locals and visitors alike an immersive experience that brings the natural environment into the heart of the city.

Furthermore, a mural celebrating Lake Michigan could enhance Sheboygan's tourism appeal, drawing attention to the area's unique location and natural attractions. Murals are known to attract visitors, and a captivating depiction of the lake could become a photo-worthy landmark that encourages exploration and conversation. It would be strategically placed on the south side in the high traffic area of 1009 S 10th St. on the west facing side of the multi-tenant building serving as an iconic symbol for the city. It will be positioned on a wall that was originally designed to be the home for the mural on the recent construction drawings standing at 23' tall x 36' wide.

Finally, a Lake Michigan mural would foster a sense of pride and community among Sheboygan residents. Art has the power to unite people, and a mural depicting a shared local treasure like the lake could provide a sense of ownership and connection to the natural world. Local artists could be involved in the creation of the mural, further strengthening community ties and offering an opportunity for Sheboygan to showcase its homegrown talent. Over time, this mural could become a symbol of Sheboygan's evolving identity as a city that values both its heritage and its vibrant future.

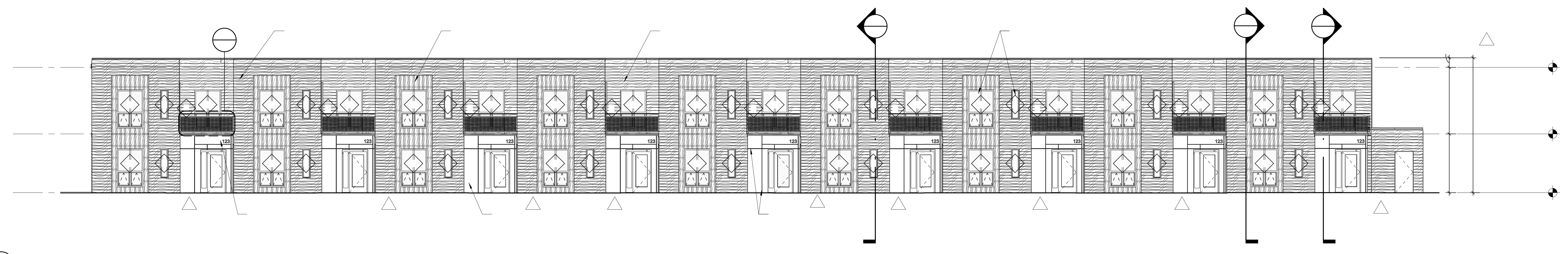
Does the conditional use, in its proposed location, result in any substantial or undue adverse impact on nearby property, the character of the neighborhood, environment, traffic, parking, public improvements, public property, or rights-of-way? No.

Sincerely,
Jordan Marshall | Cell: 920-838-4204; Phone: (920) 526-3100
E-Mail: marshallsign@wi.rr.com



Item 10.

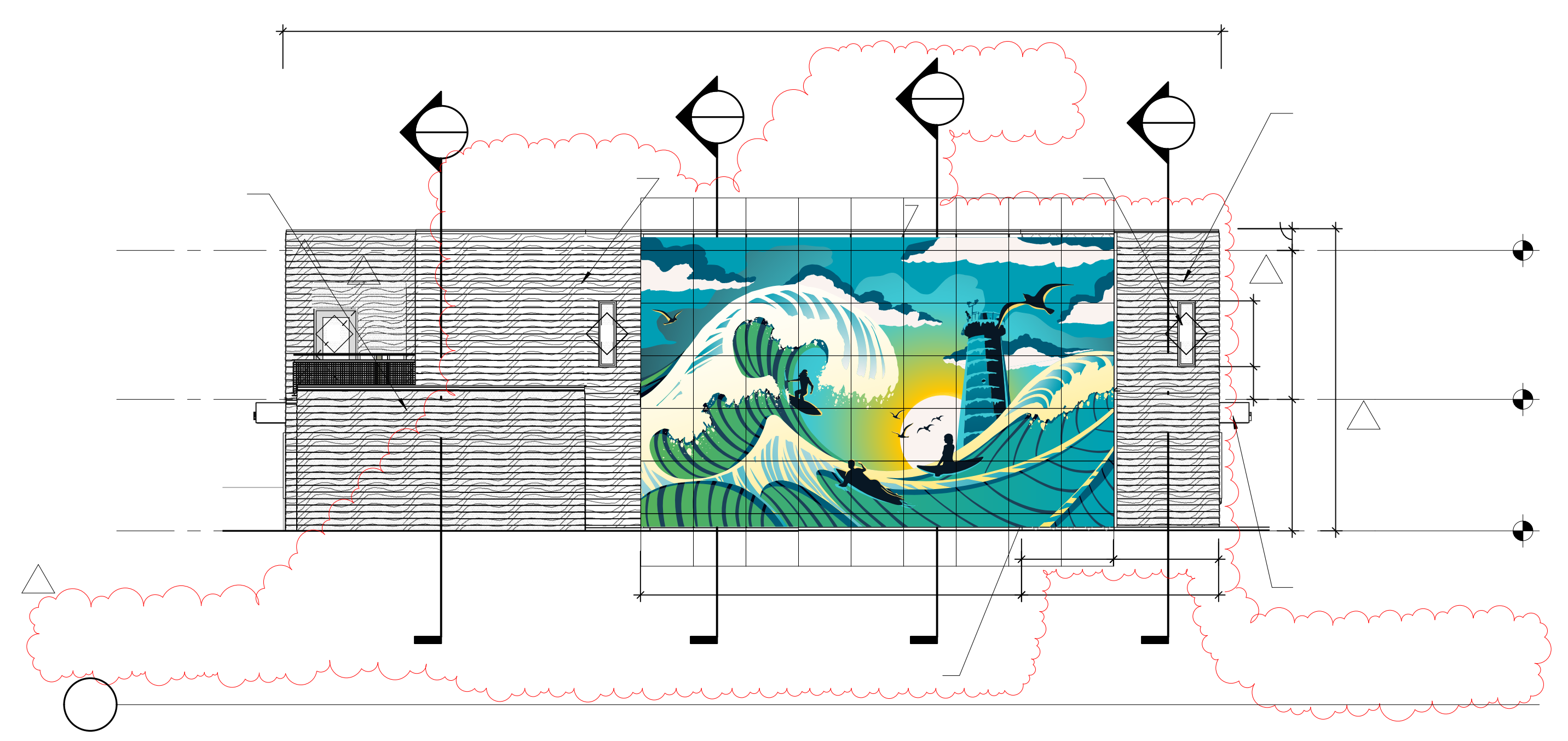




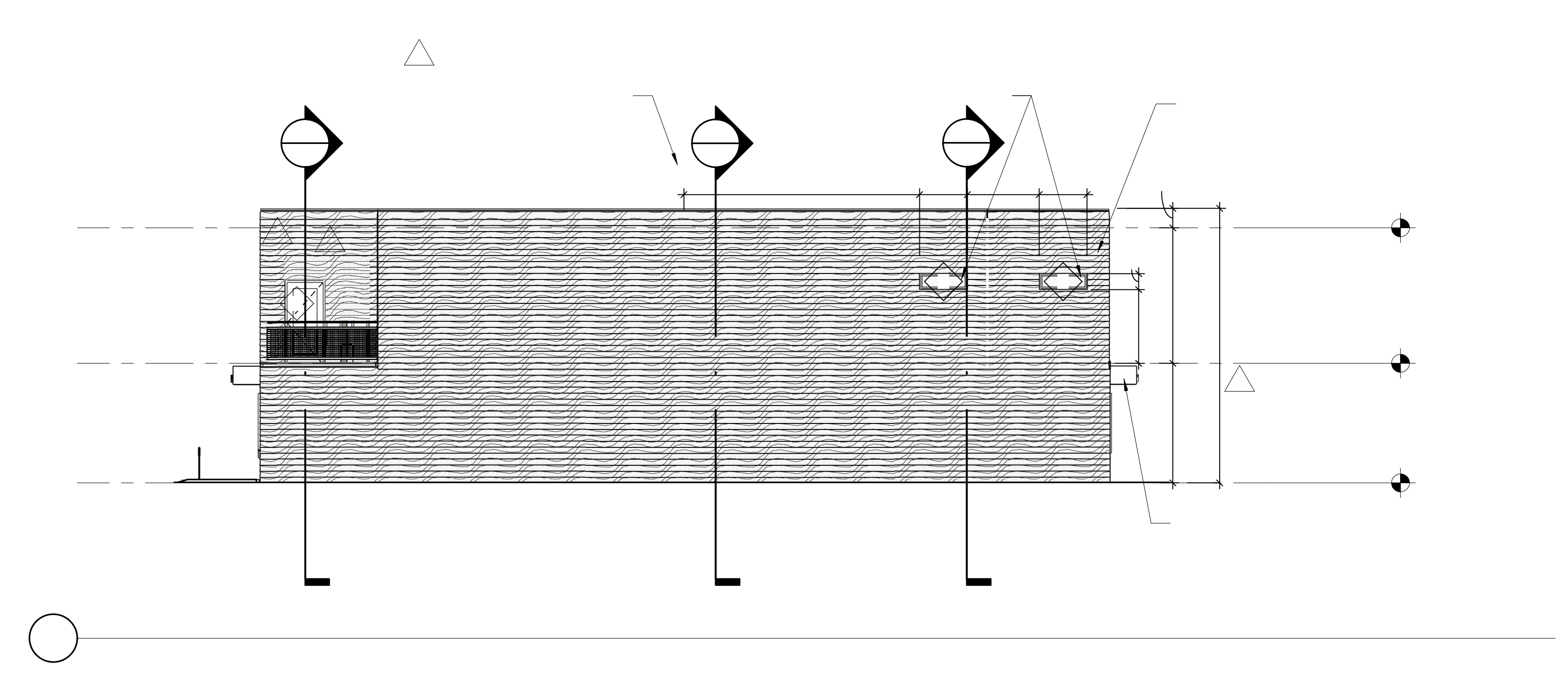
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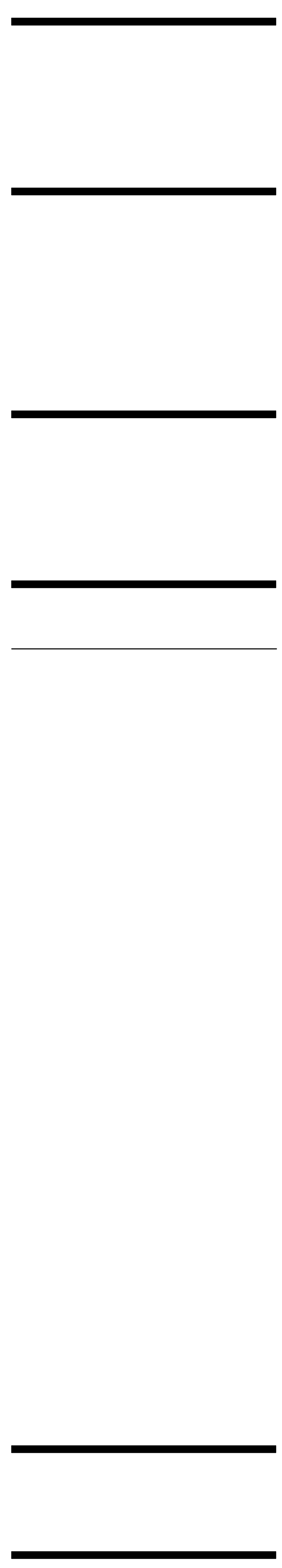
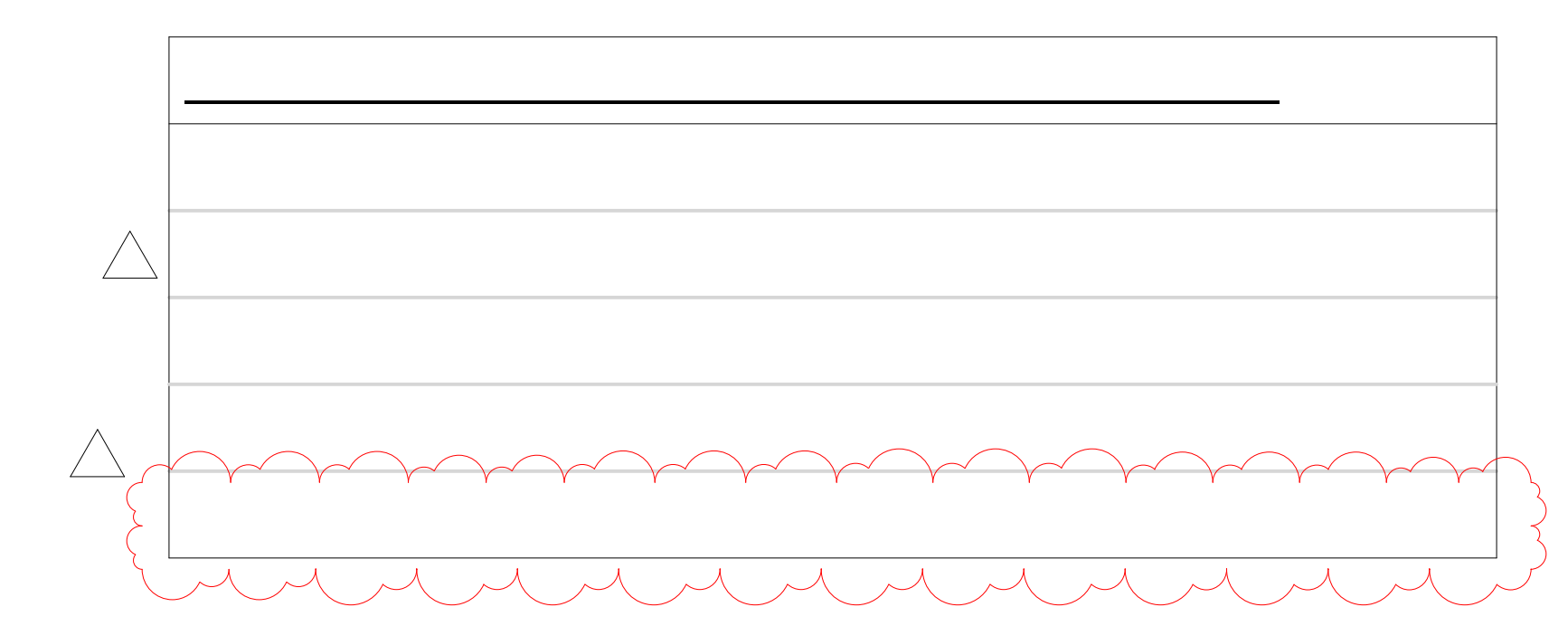
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1009 S 10th St, Sheboygan, 53081

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