

CONDITIONAL USE WRITTEN EXPLANATION LETTER

Chubby Bunny Boba - *Boba tea café occupation and renovation*

The space at 3325A S Business Drive prior usage was an office space for TDL Drivers Inc. The space is now vacant, and we are proposing to lease and renovate the indoor space into a retail boba tea café offering desserts, lemonade, fruit teas, milk tea, and blended drinks. All drinks will be prepared in the space along with desserts.

The café is being proposed from this property due to it being on a busy road within the city and it provides easy access to Interstate 43. The location is close to surrounding cities, only 4 miles from Sheboygan Falls and the Village of Kohler, 9 miles from Oostburg and 10 miles from Howards Grove. In addition, a boba café on the South side of Sheboygan would serve as a great asset to the city, introducing new cultural experiences to the residents.

Southtown mall is currently occupied by eight tenants, Theo's Pizza, Dollhouse Dance Factory, Clay Crafts, Spa Nails, POSC, Robertson Ryan, Youth Center and Peak Fitness Performance. The unit intended for lease is 1440 sq ft. with a parking lot containing 98 parking stalls at the front of the building for customers and 23 employee parking stalls at the back.

No outdoor improvements will be done to the property, besides including outdoor seating for customers during the summer months and installation of a business sign. The following interior renovations will include but not limited to –

- Installation of vinyl flooring
- Changing ceiling tiles and lights
- Plumbing
- Adding more electrical outlets for appliances
- Installation of privacy wall for kitchen and storage area
- Demolition of backroom wall
- Installation of countertop space
- Installation of handwashing sink
- Installation of dishwashing sink and grease trap
- Painting walls

The space will be modernly designed to allow customers to sit and dine in or quickly order for take-out as there is sufficient parking in the parking lot for customers to quickly grab and go. A sign with our store name, Chubby Bunny, will also be professionally installed in the front of the store, after getting required approval.

The project timeline is to start renovation December 2023, with an intended opening date in March 2024. The estimated value of the project is \$40,000. We intend to employ 4-6 employees in the shop, which mainly consists of family members.

The café will be a great asset to Southtown mall and the city of Sheboygan as we offer products not widely available in the Sheboygan County area. Our business is a great complement to the

surrounding tenants as well, since most of them offer a service, besides Theos Pizza. There is also no conflict of interest either.

The business will ensure to not become a nuisance by ensuring the following –

- Parking in designated parking spot in employee parking stall
- Maintaining outside cleanliness
- Proper disposals of garbage
- Actively managing music and noises outside business hours
- Provide customers appropriate business hours – Tuesday-Saturday 11am-9pm, Sunday 11am-8pm and closed Monday.

Our proposed conditional use is appropriate as it builds upon the goals of the City of Sheboygan. One of the City's goals is to *"improve the community's image through concerted marketing strategy focused on improving the "Sheboygan" brand... and improving resident's perception of their city."* Not only are we already showcasing what Sheboygan has to offer through our food truck, but our business is also active on social media. Through the use of advertising on our social media pages, we have been constantly attracting people from around Sheboygan to come and visit the city. From experience, when we do food truck events outside of Sheboygan, we commonly get asked where we are from and if we have a storefront as they would love to visit. Many of our customers even make the commute to Sheboygan for our drinks. Therefore, we are using this opportunity to not only expand our business, but also to attract visitors to the city and show them what Sheboygan has to offer.

In addition, the city's goal is to also *"continue to advance a tradition of rich arts, cultural facilities, and events by partnering with businesses and the Chamber of Commerce to prepare an inventory of Sheboygan's cultural offerings and a consolidated events calendar."* Therefore, we plan to join the Sheboygan County Chamber of Commerce and be actively involved in the many community events. As we offer a wide variety of boba tea drinks and desserts from various Asian regions, we can help contribute to Sheboygan's cultural offerings through active participation in events around Sheboygan.

The business will not have any substantial or undue adverse impact on nearby properties that will affect the character of the neighborhood, environment, traffic, parking, public improvements, public property, or rights-of-way. The location will be adequately serviced with utilities by public agencies.