

## CITY OF SHEBOYGAN

### REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

---

**ITEM DESCRIPTION:** Application for Conditional Use Permit with exceptions by MVP Storage, LLC to operate multi-tenant commercial facility at 1029 Michigan Avenue (former Salvation Army). CC Zone

---

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

---

**REPORT DATE:** June 24, 2022

**MEETING DATE:** June 28, 2022

---

#### 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:

Jerry and Diane Fletcher of MVP Storage, LLC, are proposing to create a multi-tenant facility at 1029 Michigan Avenue (former Salvation Army). The applicant states:

- The building is owned by the Salvation Army who previously operated their Thrift Shop from the facility/property. The retail storefront shut down about two (2) years ago but it appears the Salvation Army may still be using the back warehouse for staging or sorting merchandise.
- The building, as it is laid out, seems too large of a space for one (1) business. If the store front is used for retail, more than likely they do not need that large of a warehouse. If a business needs the warehouse, there is a good chance it does not need retail space, or at least not that much space. Thus, a multi-tenant use of the facility appears to work.
- MVP Storages has a tenant, Good as Gold, who is renting a small space at a different location. Good as Gold Appliances (GG) is looking to expand into a larger space that has both additional warehouse space and a more prominent retail shop. Good as Gold would have a great space for their retail store with great window visibility and nice warehouse space (the Fletchers would occupy the remaining warehouse space). This is a perfect place to feature a nice retail store and Good as Gold is looking forward to this opportunity.
- The building is approximately 11,200sf. Good as Gold will lease approximately 7,200sf that will include 3,600sf front retail space and 3,600sf warehouse space. The Good as Gold warehouse space will have two (2) service doors and two (2) overhead doors.

- The Fletcher will utilize approximately 4,000sf of the back warehouse. The owner, MVP Storage, LLC (the Fletchers), will not be operating any business out of this space and will strictly use their space for storage of personal items. The back MVP space will have two (2) service doors and two (2) overhead doors.
- Only Good as Gold will need signage and will have to apply as needed.
- There will be no changes to the current interior or exterior of building.
- There is off-street parking on the east side of the facility.

The applicants state the following about the Good as Gold proposed use:

- Good as Gold offers the community a selection of refurbished and brand new “scratch and dent” appliances, service of select appliances, recycling, and even disposal services. All of our refurbished appliances go through cleaning, inspection and testing processes and most come with a warranty. Some of the new “scratch and dent” appliances even come with the manufacturer warranty.
- Shaun and Alissa Preuss started Good as Gold, LLC in 2012 and business has been growing steadily each year which we are grateful to our community for. We’ve come to a point where we have outgrown our current location and require more space to accommodate the volume of appliances, workspace, and sales floor needed. This is why we are requesting a conditional use permit to move our business into rental space located at 1029 Michigan Avenue, Sheboygan. This location previously housed The Salvation Army store and is in the process of being purchased by Jerry and Diane Fletcher, from whom we would be renting a portion of the building.
- Our proposed lease would include the north 3,600sf facing Michigan Avenue to be used as the sales floor and offices and the 3,600sf immediately south of the sales floor to be used for workspace and to house appliances waiting to be inspected, repaired, or recycled.
- We believe 1029 Michigan Avenue is an ideal space to house our store because it offers the added space we need, a beautiful storefront, a high-traffic location, and is a vast improvement to our current sales floor.
- Consumer traffic would flow only through the sales floor utilizing the entry located on Michigan Avenue. There are access doors on both the east and west sides of the building leading into the warehouse space, which we would utilize for appliance load deliveries.
- This location is also ideal for our growing business because it offers ample parking on Michigan Avenue in front of the store, across from the store, and along N 11th Street. Customers will be able to pick up appliance purchases on N 11th Street.
- Minor interior improvements like painting are planned to freshen up the space and a fresh sign face is proposed for the existing frame above the entryway. We are excited for this next step in our business and look forward to continuing to grow in this community.

## **STAFF COMMENTS:**

The former Salvation Army building has been vacant for approximately two (2) years. The Fletchers have an offer to purchase the building contingent on the City approving the requested conditional use permit. Based on the size of the facility (approximately 11,200sf), it does appear that such a multi-tenant use could make use of this facility. The proposed Good as Gold use is very similar to the previous Salvation Army retail and warehouse use.

The Fletchers do own several warehouse and ministorage facilities (MVP Storage). It is important for the Plan Commission to be aware and for the Fletcher's to understand that mini-storage and indoor warehousing are not permitted uses in the Central Commercial (CC) zone. Thus, there will never be the opportunity to convert this facility into mini-storage and/or or strictly a warehouse facility.

The applicant will need to work with the building inspection department regarding the proposed use of the facility. Occupancy shall be granted only at such time as all permits and codes have been met.

The applicant is proposing to reface the existing cabinet sign on the north side of the building facing Michigan Avenue. However, any new signage to be installed on this building will need to be individual letter signs and not flat cabinet signs.

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.

Appears there is an unmaintained landscape island at the northeast corner of the east side of the building. Applicant shall properly maintain this landscape area.

Appears there is no dumpster enclosure at this site. If locating dumpsters outside, the dumpsters shall be screened and enclosed and the applicant will work with staff with regards to the design and location of dumpster.

## **ACTION REQUESTED:**

Staff recommends approval of the conditional use permit 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. Applicant shall obtain all necessary permits for the storage and the handling of hazardous chemicals and/or fuels (applicant shall be in contact with building inspection, fire department, etc.).
3. Applicant shall meet all zoning requirements including but not limited to noise, vibration, hazardous materials, etc.
4. The applicant is not permitted to store vehicles inside the building nor do auto repair/service from this building.
5. If using dumpsters, the dumpsters 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 Slatting (PDS) material in order to effectively screen the dumpster. Dumpsters shall be screened and enclosed prior to issuance of an occupancy permit.

6. Outdoor storage of materials, products or equipment shall be prohibited (no soda machines, product displays for sale, equipment, etc.).
7. All ground level and rooftop mechanicals shall be screened/enclosed and constructed of like materials and colors of the facility (HVAC equipment, etc.).
8. All new lighting shall be installed per Section 15.707 of the City of Sheboygan Zoning Ordinance. There shall be no spillover light onto adjacent properties or the streets.
9. Applicant shall obtain the necessary sign permits prior to installation. Applicant shall work with staff with regards to constructing a well-designed signage for the site that utilizes colors and materials similar to the building. Staff may bring the proposed signage design back to the Plan Commission for review/approval.
10. Applicant may reface existing cabinet sign but any proposed and future signage at this property/facility shall be individual letter signs (no flat panel or interior lit cabinet signs).
11. Applicant shall not be able to have string lights, pennants, inflatables, or other various types of temporary signage.
12. Applicant shall remove all unused signage and all signage referring to previous business.
13. 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).
14. Any work within City of Sheboygan Public rights-of-way shall be discussed with the City Engineering Department and constructed to standard City specifications (including, but not limited to, new and old ingress/egress driveway openings, curb, gutter, sidewalk, pavement, utilities, street trees, etc.).
15. Any future/additional uses of the facility/property such as additional tenants, additions, site improvements, etc. may require conditional use permit and architectural review.
16. If the applicant proposes any type of exterior remodel/renovation to the building, City of Sheboygan Architectural Review Board approval is required prior to construction.
17. If there are any amendments to the approved use and/or floor/site plan, the applicant will be required to submit a new conditional use application reflecting those amendments.

## **ATTACHMENTS:**

Conditional Use and required attachments