

## CITY OF SHEBOYGAN

### REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

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**ITEM DESCRIPTION:** Application for Conditional Use Permit with exceptions by McGoey Dermatology to construct an addition, to construct site improvements and to operate a dermatology clinic at 832 Michigan Avenue. CC Zone

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

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**REPORT DATE:** September 2, 2022      **MEETING DATE:** September 13, 2022

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#### FISCAL SUMMARY:

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

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#### STATUTORY REFERENCE:

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

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#### BACKGROUND / ANALYSIS:

The Plan Commission approved a conditional use permit in March of 2022 permitting Suzanne McGoey and Martin Lambert to operate a dermatology clinic at 832 Michigan Avenue. This was to permit the clinic to begin operations in the existing facility with future building and site improvements to come back at a later date.

The applicant is now proposing to construct an addition, to construct site improvements and to operate a dermatology clinic at 832 Michigan Avenue. The applicant states the following about the project:

- The original intent was to submit this application in two (2) phases. This first phase was to identify the acceptability of this property's use as a medical outpatient office. Based on approval of the conditional use permit, it was the intent to proceed with purchase of the property, hire an architect, and then at a later date present a more detailed conditional use request including a plan for exterior renovations and site improvements for the 2<sup>nd</sup> phase.
- The site is currently unoccupied and has been since at least January 2020. Prior uses include a bill collection agency as well as a gas station. The exterior of the building has become a bit dilapidated and has an outdated style. The landscaping is currently overgrown and does not fit with the downtown aesthetic nor does it allow for visualization of the business from the street. The parking area is currently gravel.
- We are proposing to redevelop the site into McGoey Dermatology which will be an outpatient clinic that specializes in skin treatment for patients of all ages. Various conditions

treated by a Dermatologist include skin checks to look for abnormal moles, eczema, warts, acne, psoriasis, cosmetic services, etc.

- This will be a newly established professional business and we intend to hire and create new jobs for 4-6 employees and have approximately 20 patients per day access the site.
- As an outpatient medical practice, services are offered during normal business operating hours, Monday through Friday. No emergency medical services are offered so there will be no noise such as ambulances or other noise nuisances present.
- We aim to revitalize the interior/exterior of the building and the property all while respecting the existing neighborhood residents and commercial businesses.
- Interior changes include a few structural changes as well as aesthetic upgrades.
- The parking site is of an adequate size for the expected patronage. However, we intend to pave and mark the parking in order to improve the aesthetics consistent with a professional practice. All gravel and current cracked concrete will be paved or landscaped.
- All intended upgrades of the building and landscaping intend to create an environment more consistent with a professional practice located in the central commercial zone. As Dermatology aims to improve physical well-being and appearance, it is very important to have a building and property that reflect these priorities. The existing landscaping will be removed and we would like more greenery present on the property, a tidier landscaping aesthetic, and more visibility of the improved building.
- The site was selected due to its location on Michigan Avenue and its proximity to other shops, businesses, and residential locations within walking distance and ease of access from the downtown area. We aim to continue to develop the central commercial zone and look forward to the opportunity to contribute to redevelopment of this area by creating a successful, professional, well run business of appropriate aesthetic to this area.
- Construction cost is estimated at \$750,000 to \$800,000 and the owner would like to start construction this fall with occupancy in January 2023.
- We believe that this proposed conditional use is in harmony with the purposes, goals, objectives, policies and standards of the City of Sheboygan Comprehensive Master Plan in that it aims to provide a professional service in the central commercial district while making appropriate renovations and upgrades to the building and lot. This project will leverage existing infrastructure in order to strengthen the existing business district and surrounding residential neighborhoods while also creating new employment opportunities. Establishing a medical practice in this corridor will help broaden business types while providing high quality services that will bring patients from neighboring communities to the central business district. Thus the redevelopment of this currently unoccupied building is in line with the aims of the City of Sheboygan Comprehensive Plan.

Specific site improvements include:

- The building will now be a total of 2,960sf (the existing building is 1,940sf, the new enclosed canopy is 510sf and the new addition is 510sf).

- There will be a new building addition, patio, fencing and greenspace/landscaping at the northeast corner of the property (remove broken up concrete in this area and make).
- Overgrown landscaping at the southwest corner of the site will be replaced and/or appropriately trimmed to freshen up the look at the intersection of N. 9<sup>th</sup> and Michigan Ave.
- The gravel parking lot will be paved.
- There will be 16 striped parking spaces on the north and west sides of the building.
- There will be one (1) driveway connection to N. 9<sup>th</sup> Street. This is presently a very long driveway cut which will now be approximately 24 feet and the rest of the area will be constructed back to city standards (curb, gutter, green space, sidewalk, etc.).
- You may ingress/egress the property from N. 9<sup>th</sup> Street (west) and the alley (north).
- There will be a dumpster enclosure at the northeast corner of the property along the alley. Trash enclosure to be CMU walls with DAFS finish to match building and metal chain link fence gates.
- Landscaping, lighting and storm water will be provided in accordance with the City ordinance.

The applicant states the following about the structure and architecture:

- The goal of the McGoey Dermatology is to be a clean, modern, identifiable location along Michigan Avenue that stands out against the other buildings while also honoring the scale and timelessness of the neighboring architectural designs. This development will bring life to a currently unused building and lot space, and will define the street corner of 9<sup>th</sup> and Michigan while providing a professional service to the community.
- The current design is a Spanish style building with clay roof tiles, bell towers, and exterior colors of dark red, green, and yellow - which will not be appropriate for this clinic. The exterior walls are finished with a textured stucco. Some existing windows are cmu block and are broken. Some of the roof clay tiles have been previously removed and replaced with asphalt shingles. Current landscaping is overgrown obscuring view of the building.
- Materials on the project are inspired by clean, modern lines and traditional materials such as stone siding and precast sill wainscot, light gray stucco, exposed wood beams, and a standing seam metal roof. These materials were selected to create the sophisticated, modern atmosphere for a new clinic. The new light color exterior with dark bronze standing seam mansard roofs will be a nice compliment to the High Road Craft Ice Cream building, just 3 doors to the east at 816 Michigan Avenue.
- We are proposing to update the existing conditions of the former accounting firm into a clean, quiet, modern Dermatology Clinic by:
  - Adjusting the existing offices into exam rooms and doctors' offices.
  - Enclosing the existing porte cochere into a main entrance, lobby and waiting room.
  - Adding a small addition of exam rooms on the east end of the building.
  - A patio will be constructed on the south side of the site between the additions with fencing, a gate and landscaping facing Michigan Avenue.

- These improvements will allow this clinic to stay at this location for the long term as opposed to being a temporary location.

The applicant is requesting approval of the following architectural design options that they need to still research to determine if feasible:

#### Alternate #1 – Arched Window at Waiting Room

- Base: Arched storefront window located in the new waiting area.
- Alternate: Infill opening with a new wall and square storefront window assembly.

Option to be determined upon availability of frame and lead time.

#### Alternate #2 – Exterior Stucco/Plaster Finish

- Base: Skim coat existing exterior stucco/plaster for a smooth finish with light gray paint.
- Alternate: No skim coat, maintain exterior texture and repaint with light gray finish.

Option to be determined with subcontractor if existing finish can receive a new finish coat without adhesion problems.

#### Alternate #3 – New stair to basement

- Base: Provide new stair to basement, remove existing and infill floor opening.
- Alternate: Existing stair to remain, no new stair.

#### Alternate #4 – Fencing

- Base: Variance requested for 4'-6" tall fence with style as depicted in renderings
- Alternate: Lower fence with/without top bar

### **STAFF COMMENTS:**

The applicant is proposing a couple alternatives pertaining to the building and fencing. Staff does not object to these alternative proposals, however, the applicant will need to submit a final set of plans specifically detailing exactly which alternative options they are proceeding with prior to building permit issuance.

When the Plan Commission originally approved the conditional use permit, one of the conditions of approval was to complete the paving by June 2, 2023. Staff will again be proposing a paving completion date of June 2, 2023.

The applicant shall meet with staff to discuss the parking lot plans and shall obtain all required storm water, landscaping, lighting approvals prior to issuance of a building permit for constructing the new parking lot.

The applicant mentions that they are considering installing a monument sign at the southwest corner of the property at the intersection of N. 9<sup>th</sup> and Michigan Avenue and they may not have any building signage. The applicant has not submitted a specific sign package for the site at

this time. 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 are any concerns.

The applicant is requesting the following land use exceptions:

- Requesting to have a 4.5 foot fence in the front/street yard – The maximum height of a fence in the street yard is 4 feet high in the front/street yard.
- Requesting an exception from the locational landscaping requirements - Applicant shall meet the four (4) locational landscaping requirements.

The Plan Commission may want to have the applicant address:

- What is the expected timeframe for the paving, landscaping and interior/exterior remodeling to occur?
- When is the applicant hoping to begin operations?

This facility/property has been tired and weathered for a significant period of time. The proposed improvements (exterior remodeling, paving, landscaping, etc.) will significantly improve the aesthetics of the building and property which will also have an extremely positive impact on this section of Michigan Avenue.

#### **ACTION REQUESTED:**

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

1. Applicant shall submit final plans (site plans, building elevations, fencing, etc.) indicating exactly which options they are proposing to construct. Applicant shall work with staff with regards to the plans. If the applicant submits new drawings that deviate from the options they proposed which were approved by the Plan Commission, the applicant will need to submit new plans back to the Plan Commission for review.
2. 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.
3. Submittal/approval of a proposed storm drainage plan prior to building permit issuance.
4. Submittal/approval of a landscape plan prior to building permit issuance. Landscape plan shall provide a legend that shows how the four (4) landscape criteria are being met (create a legend along with the landscape plan site plan). Landscaping shall be installed prior to issuance of an occupancy permit.
5. Dumpster(s) shall be screened/enclosed and constructed of like materials and colors of the facility.
6. Outdoor storage of materials, products or equipment shall be prohibited.
7. Patio fencing shall be installed per the approved plans (design, color, materials, etc.). Any fencing shall be installed per Section 15.720(3)(c) of the City of Sheboygan Zoning Ordinance. Applicant shall obtain the required fence permit.
8. All ground level and rooftop mechanicals shall be screened/enclosed and constructed of like materials and colors of the facility (HVAC equipment, generators, etc.).

9. 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.
10. All areas used for parking/maneuvering of vehicles shall be paved. Applicant shall pave and landscape the all gravel areas on property by June 2, 2023. Applicant will obtain all required approvals including but not limited to site plan, storm water, landscaping, etc.
11. All areas that are not required to be paved shall be landscaped with grass and/or approved landscaping.
12. Any new ingress/egress driveway openings shall be improved to standard City specifications. All existing access drives that are no longer used shall be removed and all unused driveways shall be closed and improved to standard City specifications.
13. 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.
14. Proposed and future signage at this property/facility shall be individual letter signs (no flat panel or interior lit cabinet signs).
15. Applicant shall be permitted a freestanding monument sign for the site. Minimum setback of a monument sign is 12 feet. Maximum height of the monument sign is 8 feet. Sign shall be located outside of the 15-foot vision triangle.
16. Applicant shall remove all unused signage and all signage referring to previous businesses.
17. 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).
18. 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.).
19. Applicant will provide adequate public access along all streets, sidewalks and alley and will take all appropriate actions to minimize the time period that adjacent properties and streets/sidewalks are impacted by the development (utilities, streets, etc.).
20. Applicant shall immediately clean any and all sediments, materials, tracking, etc. that may be spilled off-site on private or public lands and streets.
21. Streets and infrastructure damaged and/or disturbed during construction of all private and/or public improvements shall be promptly repaired by the applicant.
22. All vehicles, equipment, materials, products, etc. shall be located on the applicant's property (no storage on public rights-of-way).
23. Absolutely no portion of the new 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.
24. Prior to building permit issuance, the City of Sheboygan Architectural Review Board shall review/approve the proposed building design.
25. If there are any amendments to the approved conditional use permit (including but not limited to site plan, architectural design, use, etc.), the applicant will be required to submit a new conditional use and/or architectural review applications reflecting those amendments.

## **ATTACHMENTS:**

Conditional Use Permit Application and required attachments.