

**CITY OF SHEBOYGAN**

**REQUEST FOR CITY PLAN COMMISSION CONSIDERATION**

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**ITEM DESCRIPTION:** Application for Conditional Use Permit with exceptions by Brian Novak to construct a warehouse/distribution center located at vacant parcels 59281470998 and 59281470999. SI Zone.

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**REPORT PREPARED BY:** Ellise Rose, Zoning Administrator

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**REPORT DATE:** March 16, 2026

**MEETING DATE:** March 24, 2026

**FISCAL SUMMARY:**

**STATUTORY REFERENCE:**

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

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

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**BACKGROUND / ANALYSIS:**

Seefried Industrial Properties, Inc. is proposing to construct a warehouse/distribution center located at vacant parcels 59281470998 and 59281470999. The applicant states the following:

- The site is currently two empty parcels within the Suburban Industrial District Zoning (SI Zoning). The two parcels are separated by South Taylor Dr. which will be vacated to create one parcel.
- A new warehouse/distribution structure will be constructed and used to facilitate loading of deliver vehicles. Storage will be inside the building with no outside storage.
- The site was selected due to its proximity to key infrastructure, access to markets, state of readiness, and the collaborative nature of the community.
- This facility will temporarily house a variety of products for same-day delivery to local residents.
- The proposed facility will have up to 250 employees and serve the City of Sheboygan and surrounding community in the timely delivery of ordered products. The facility is not open to the public so there is no public customer access.
- Proposed distribution center warehouse structure floor area will be 216,018sqft (4.96ac.).
- The parking areas will be approximately 860,000sqft (19.74ac.), and the landscape area will be approximately 537,000sqft (12.32ac.).
- The building perimeter will have a parapet wall to screen all roof mounted equipment.
- There are 5 proposed points of ingress/egress; four to the south along Sunset Rd. and one to the north at Stahl Rd. The points of site egress are purposely designed from a safety perspective to separate auto, delivery vehicle and trucks.

- Site will have private storm sewer network that will outlet to the adjacent stormwater management pond.
- Dumpster enclosure will have vinyl slats for screening.
- Site perimeter will be fenced.
- Landscape and site lighting will be designed per ordinance. Landscape retaining walls are included to manage site grade changes.
- The distribution warehouse building will be oriented in a north-south direction with the truck yard to the north and employee parking to the south. Delivery van loading and parking will be to the east and west sides of the building. A canopy will cover the delivery van loading areas on the east and west side of the building.
- The building will be constructed with precast and metal panel and include architectural metal panels at the main point of entry. Building colors will be gray with a blue section along the top of the building.
- Access is appropriate, there are 5 proposed ingress/egress points and sufficient employee parking within the site. The facility is not open to the public and therefore no customer parking. There is no proposed off-street parking.
- Project is proposed to have 5 large entrance signs at each curb cut and interior wayfinding signage.
- Construction is scheduled to begin in June 2026 and be completed in August 2027 with business operations to follow shortly thereafter.
- The project value is estimated at \$40M.
- Adjacent properties in the area include storage facilities and other warehouse facilities in the SI zoning. The proposed warehouse building is set back from S. Business Dr.
- The building fits well within the guidelines of the SI zoning code and will not generate noise beyond that of a typical industrial facility.
- There are no manufacturing operations so no smells will be created.
- Ample parking is provided on site for employees.
- The facility will operate 24/7. The user will also work to align its operational impact in a manner that causes the least disruption to the area. It also encourages the community and leaders to engage during operations to share any impact and will work to address concerns appropriately.
- Delivery vans are scheduled to operate at off-peak hours thus lessening traffic impacts.
- The facility will be operated by a Fortune 500 company, providing a level of assurance the facility will be well maintained and operated.
- The building fits well within the guidelines of the SI zoning and located at its southern boundary. The facility fits well with its industrial neighbors and will be an attractive addition to the area. The project also aligns with the City's stated goals on economic development namely diversifying its industry base and growing new business attraction.
- The conditional use in the proposed location fits very well within the zoning district and its neighbors and will not result in any substantial or undue adverse impacts on nearby properties, the character of the neighborhood, environment, traffic, parking, public improvements, public property, or rights-of-way.
- The facility fits very well within the site boundaries and the intended land usage. Its design and use are in line with the surrounding SI zoned properties. The building is set back far in relation to all adjoining streets and in particular is hundreds of feet from the main thoroughfare, Business Drive.
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## **STAFF COMMENTS:**

The applicant shows conceptual signage but 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 any concerns.

Applicant is requesting following exceptions:

- Street access points: Lots with street frontage exceeding 300 feet may have two access points – Applicant is requesting 4 access points on Southpointe Drive.

## **ACTION REQUESTED:**

Staff recommends approval of the conditional use permit and exceptions 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, state, federal, etc. An occupancy permit will be granted only at such time as the applicant has met all requirements.
2. Prior to building permit issuance, applicant must combine parcels 59281470998 and 59281470999.
3. The facility will meet all zoning requirements including but not limited to noise, smells, vibration, hazardous materials, etc. If any issues arise, this matter may be brought back to the Plan Commission for review.
4. If using dumpsters, 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 Slatting (PDS) material in order to effectively screen and enclose the dumpster.
5. All outdoor storage of materials, products or equipment shall be prohibited.
6. Any fencing/retaining wall shall be installed per Section 105-945 of the City of Sheboygan Zoning Ordinance.
7. 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.
8. 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.
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. 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.).
11. 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.

12. With this conditional use permit, applicant is permitted to operate a Class A logistics facility at this location.
13. If there are any amendments to the approved use and/or site plan, the applicant will be required to submit a new conditional use application reflecting those amendments.

**ATTACHMENTS:**

Conditional Use Permit Application and Attachments