

**CONDITIONAL USE WRITTEN EXPLANATION REQUIREMENTS: Iris Wine and Books**  
**Prepared by Rebecca Clark (partner) on May 27, 2026**

A. Name of project/development: Iris Wine and Books

B. Summary of the Conditional Use and general operation of proposed use:

- Description of existing use

Previous use of the space was a church gathering area, and a jewelry store before that.

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

Proposed use is an indoor wine bar. This site was selected for its location in Sheboygan's downtown and the look and feel of the space which feels fitting for a wine bar.

- All services, products, etc. to be provided

Iris will function as a wine bar that also serves mocktails. In partnership with Sheboygan's Word Haven Bookstore, books will be sold, as well.

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

Projected number of employees: 2-3 people

Projected number of daily customers: summer: 60; winter: 30

- Proposed number of dwelling units, floor area, landscape area, and parking area expressed in square feet and acreage to the nearest one-hundredth of an acre

Please see the architectural City Submittal Sheet (attached). There is no landscape area. While there is a parking area behind the building which can accommodate 2 cars, people coming to the wine bar will rely on the ample metered street parking in front of the building.

- Description of proposed building and all new site improvements (square footage of new and existing structure(s), traffic, ingress/egress, parking, sidewalk, retaining walls, storm drainage, landscaping, lighting, dumpster enclosure, screening of mechanicals, etc.)

Please see the architectural City Submittal Sheet (attached). There will be updates to the existing site but no new site improvements. There will be new functioning lighting on the front of the building and a new dumpster behind the building. No other site improvements are proposed.

- A written description of the proposed general orientation, design, arrangement, texture, material and color of the building or structure and how it is compatible with the development and redevelopment in and around the area

The building will remain as is with improvements to the façade (lighting, paint) that is consistent with neighboring buildings. The brick will remain unpainted. The wooden mantle on the front of the building between the first and second floors will be painted black.

- An explanation of any interior and/or exterior renovations

Interior renovations include new flooring, paint, bathroom upgrades, the addition of a bar with electrical upgrades plumbing required. Exterior renovations include lighting, updated signage, and paint on the wooden mantle.

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

Yes.

- Proposed signage

Utilize the existing sign structure and updating the sign panel within.

- Project timeline and estimated value of project

Summer 2026, \$250,000

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

Our goal is to enhance the development of Uptown while adding a new service. We have already engaged with the Uptown business community and participated in community functions. We intend to offer special events that align with Sheboygan community events.

- How will you ensure that the business will not become a nuisance to adjacent properties (i.e. parking, noise, smells, hours of operations, etc.)

We believe, and have spoken with our business neighbors, that the wine bar will increase traffic to local businesses. There is currently ample parking on busy days. Iris will not create noise or smells that would distract from the neighborhood. The hours of operation would align to other local establishments, like Urbane.

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

C. If applicable, please describe any exceptions/variances that are required for this project (i.e. setbacks, parking, landscaping, etc.)

No variances or exceptions are required.

D. Written justification for the proposed conditional use, indicating reasons why the applicant believes the proposed conditional use is appropriate:

a) How is the proposed conditional use (independent of its location) in harmony with the purposes, goals, objectives, policies and standards of the City of Sheboygan Comprehensive Master Plan?

The City of Sheboygan Comprehensive Master Plan, updated in 2024, highlights cultural resources and community events, as well as tourism. Iris will incorporate itself into all of those elements of the city, taking a space that was not a neighborhood or tourist draw and repositioning it as something that adds to the vibrancy of Sheboygan. Previously, our building distracted from the community—as described by some of our neighbors. Adding a wine bar to a strip of the main street in downtown, just a walk up from the harbor, aligns with both the city's cultural resources goals and economic development goals, as a new option for tourists and locals alike to engage in the community.

b) 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.

c) How does the proposed conditional use maintain the desired consistency of land uses in relation to the setting within which the property is located?

The building will remain the same and maintain its historical look and feel, but will draw more people to the area. It does not change the consistency of land use in relation to the setting.

d) Is the proposed conditional use located in an area that will be adequately served by utilities, or services provided by public agencies? If not, please explain.

Yes. All utilities and services will remain the same.