

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit with exceptions by Watershed Cove LLC to operate Iris Wine Bar located at 1125 N 8th St. CC Zone.

REPORT PREPARED BY: Ellise Rose, Zoning Administrator

REPORT DATE: June 16, 2026

MEETING DATE: June 23, 2026

FISCAL SUMMARY:

STATUTORY REFERENCE:

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

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

BACKGROUND / ANALYSIS:

Watershed Cove LLC is proposing to operate Iris Wine Bar located at 1125 N 8th St. The applicant states the following:

- Previous use of the space was a church gathering area, and a jewelry store before that.
- 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.
- 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 employees: 2-3 people
- Projected number of daily customers: summer: 60; winter: 30
- 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.
- 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.
- 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.
- 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.

- Access is appropriate and there is sufficient customers/resident off-street parking.
- We will utilize the existing sign structure and updating the sign panel within.
- Project timeline is summer 2026 and estimated value of project is \$250,000
- 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.
- 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.
- No variances or exceptions are required.
- 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.
- 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.

STAFF COMMENTS:

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 any concerns.

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. 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.
3. 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 Slating (PDS) material in order to effectively screen and enclose the dumpster.
4. All outdoor storage of materials, products or equipment shall be prohibited.

5. 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.
6. 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).
7. 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.).
8. If there are any amendments to the approved use and/or site plan, the applicant may be required to submit a new conditional use application reflecting those amendments.

ATTACHMENTS:

Conditional Use Permit Application and Attachments