

## **CONDITIONAL USE WRITTEN EXPLANATION**

### **A. Name of project/development**

**SEAR'D - Korean BBQ & Karaoke Restaurant**

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

#### **Description of existing use:**

The property at 723 New York Avenue, Sheboygan, is a former retail building (previously Art Imig's Clothing Store) currently vacant. The building is structurally sound but requires interior renovation for restaurant and entertainment use.

#### **Description of proposed use:**

The proposed use is a two-story Korean BBQ restaurant with private karaoke rooms and a full-service bar. Indoor seating will include built-in smokeless grill tables, and private karaoke rooms will provide a unique entertainment option for groups. The site was selected for its downtown proximity, high visibility, historical charm, and potential to enhance Sheboygan's dining and nightlife scene.

#### **Services/products to be provided:**

- Authentic Korean BBQ with tableside grilling
- Full bar offering cocktails, beer, wine, and Korean spirits such as soju and makgeolli
- Private karaoke rooms for hourly rental
- Specialty Asian appetizers, desserts, and small plates
- Occasional live music or special events

#### **Projected number of residents/employees/daily customers:**

- Employees: 20-25 (mix of full-time and part-time)
- Daily customers: Estimated 150-250 on weekdays, 200-350 on weekends

#### **Proposed square footage & parking area:**

- Building: Approx. 8,542 sq. ft. total (two floors)
- No dwelling units proposed
- Parking: Street parking and nearby public parking lots available within walking distance

#### **Description of proposed building/site improvements:**

- Renovation of interior to accommodate restaurant seating, bar, kitchen, and karaoke rooms
- Installation of commercial kitchen equipment, ventilation, and smokeless grill systems
- Updated electrical, plumbing, HVAC, and lighting systems
- ADA-compliant restrooms and entrances
- Exterior updates including new signage, lighting, and façade improvements

#### **General orientation/design compatibility:**

The design will retain the building's historic exterior character while incorporating modern industrial elements with Asian accents inside (brick walls,

exposed beams, black and dark wood tones, ambient lighting, and Asian-inspired décor).

**Interior/exterior renovations:**

- Interior gut and remodel to restaurant and entertainment layout
- Façade cleaning, painting/touch-up, and sign installation
- Possible minor landscaping upgrades at entry points

**Access & parking:**

The site has direct pedestrian access from New York Avenue with public parking on-street and in nearby city lots.

**Proposed signage:**

Exterior wall-mounted sign with SEAR'D branding, illuminated for evening visibility; window decals for branding.

**Project timeline & estimated value:**

- Estimated renovation value: \$400,000–\$450,000
- Start: Upon permit approval
- Target opening: Within 3-6 months of approval

**Compatibility with adjacent properties:**

The proposed use is compatible with surrounding downtown commercial and retail uses and will help increase evening and weekend foot traffic in the area.

**Nuisance prevention:**

- Professional ventilation and smokeless grill systems to eliminate food odors outside
- Soundproofing for karaoke rooms to minimize noise impact
- Compliance with city noise ordinances
- Regular trash pickup and enclosed dumpster area to prevent litter/smells

**Other information:**

SEAR'D will create a new destination dining and entertainment experience, bringing variety to the local economy, creating jobs, and revitalizing a prominent vacant property.

**C. Exceptions/variances (if applicable)**

At this time, no exceptions or variances are anticipated. The project will comply with city regulations regarding setbacks, parking, landscaping, and signage.

**D. Written justification for proposed conditional use**

**a) How is the proposed conditional use in harmony with the Comprehensive Master Plan?**

The proposed conditional use supports the City of Sheboygan's goals of revitalizing downtown, encouraging adaptive reuse of existing buildings, and diversifying dining and entertainment offerings. SEAR'D will transform a currently vacant, historically significant commercial property into an active business that attracts residents and visitors. The project promotes economic growth, fosters cultural diversity by introducing authentic Korean BBQ and

entertainment, and enhances the pedestrian-oriented character of downtown in alignment with the city's vision for a vibrant urban core.

**b) Impact on nearby property, neighborhood, and public areas:**

The proposed use is compatible with surrounding commercial and retail businesses in downtown Sheboygan. It will not cause substantial or undue adverse impacts to nearby properties or the neighborhood's character. Noise from karaoke rooms will be mitigated with soundproofing. State-of-the-art smokeless ventilation systems will prevent exterior odors. The site benefits from ample nearby public parking and will not require changes to public property or rights-of-way.

**c) Consistency of land uses:**

The property is located within a downtown commercial area where restaurant, retail, and entertainment uses are encouraged. SEAR'D will maintain and enhance the mixed-use nature of the district by providing a unique dining and entertainment experience that complements existing businesses. The design and renovations will preserve the building's historic character while modernizing it for current needs, ensuring visual and functional harmony with the surrounding streetscape.

**d) Availability of utilities and public services:**

The property is already connected to city water, sewer, electrical, and natural gas services, and is within an area well-served by public safety, waste management, and transportation infrastructure. No additional utility extensions or public service expansions are required for the proposed use.