

**CITY OF SHEBOYGAN**

**REQUEST FOR CITY PLAN COMMISSION CONSIDERATION**

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**ITEM DESCRIPTION:** Application for Conditional Use Permit by SEAR'D – Korean BBQ & Karaoke to operate a Restaurant at 723 New York Avenue.

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**REPORT PREPARED BY:** Jeffrey Witte, Planner

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**REPORT DATE:** January 21, 2026

**MEETING DATE:** February 10, 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

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**BACKGROUND / ANALYSIS:**

SEAR'D – Korean BBQ & Karaoke Restaurant is proposing to operate a restaurant at 723 New York Ave. The applicant states the following:

- 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.
- 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
- 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 decor).

- **The 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
- The site has direct pedestrian access from New York Avenue with public parking on-street and in nearby city lots.
- Exterior wall-mounted sign with SEAR'D branding, illuminated for evening visibility; window decals for branding.
- 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.

**STAFF COMMENTS:**

The applicant will need to work with the Sheboygan County Health Department and the City Inspections Department regarding required permits and occupancy.

The applicant mentions possible signage, but no formal sign package has been submitted. Applicant shall work with staff with regards to constructing a well-designed sign package for the site. Staff may bring the proposed signage design back to the Plan Commission if there are 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, food, alcohol, etc. An occupancy permit will be granted only at such time as the applicant has met all requirements.
2. Dumpsters and/or grease receptacles 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 the dumpster. Dumpsters shall be screened and enclosed prior to issuance of an occupancy permit.
3. Outdoor storage of materials, products or equipment shall be prohibited.
4. 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.
5. 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.

6. If there are to be any renovation to the exterior of the facility, the applicant will be required to obtain architectural approval prior to receiving a building permit for such renovation.
7. If there are any amendments to the approved use and/or floor/site plan, the applicant will be required to submit a new conditional use application reflecting those amendments

**ATTACHMENTS:**

Conditional Use Permit Application and Attachments