

CITY OF SHEBOYGAN

REQUEST FOR PLANNING COMMISSION CONSIDERATION

ITEM DESCRIPTION: Specific Implementation Plan by Sheboygan Visual Artists to operate an artists gallery located at 534 S Pier Drive. PUD Zoning.

REPORT PREPARED BY: Ellise Rose, Zoning Administrator

REPORT DATE: August 19, 2025

MEETING DATE: August 26, 2025

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

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

BACKGROUND / ANALYSIS:

Today the Plan Commission will be reviewing the Sheboygan Visual Artists Specific Implementation Plan (SIP) for property located at 534 S Pier Drive.

The applicant states the following about the project:

- SVA intends to use the unit as an art gallery and artist studio space. It will be open to the public for retail sales of art.
- SVA intends to place a tasteful wooden sign (in keeping with adjacent unit signage) over front window of unit 534B that indicates that unit is an art gallery and studio space.
- There will be 1 gallery sitter, 2-4 studio artists and approximately 10-15 customers per day.
- Interior renovations include painting and appropriate lighting.
- Exterior renovations include placing a sign above the front windows.
- There is sufficient parking with the diagonal parking on South Pier.
- We would like to do interior painting and lighting in August and open gallery September 1st
- The proposed use is as an art gallery and artist studios. The adjacent business is a bookstore and there is feeling that customer tastes are quite similar - books and art. Art Gallery is family friendly.
- Sheboygan Visual Artists is a long-standing Sheboygan based non-profit 501(c)3. Our gallery has been located at 1201 Erie Ave in the EBCO Building. EBCO was recently condemned and this caused SVAs eviction. SVA would like the property at 534B South Pier Dr to be our new home base. Our art exhibits will help draw tourist and local residents to the South Pier area. The SVA art gallery will complement other South Pier businesses.

Requested Modifications to Zoning District

- No modifications to the requirements of the underlying zoning district are requested for this project.

STAFF COMMENTS:

The surrounding neighborhood zoning is PUD.

This property was previously rezoned to PUD when South Pier was initially developed. The General Development Plan was approved with the initial development of the property. The Plan Commission is reviewing the SIP for the change in use of the property.

ACTION REQUESTED:

Motion to recommend the Common Council approve the proposed Specific Implementation Plan subject to the following conditions:

1. Outdoor storage of materials, products or equipment shall be prohibited.
2. All areas used for parking/maneuvering of vehicles shall be paved.
3. All new lighting shall be installed per Section 105-932 of the City of Sheboygan Zoning Ordinance (site lighting, building lighting, signage, etc.). There shall be no spillover light onto adjacent properties or the streets
4. All areas that are not required to be paved shall be landscaped with grass and/or approved landscaping.
5. Applicant is responsible for working with all private and public utilities in order to adequately service this development.
6. If there are any amendments to the approved SIP the applicant will have to submit an amended SIP for review that accurately reflects any and all proposed changes.

ATTACHMENTS:

Specific Implementation Plan and required attachments.