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Sheboygan Department of City Development
828 Center Avenue, Suite 104
Sheboygan, WI 53081

Subject: Plan of Operations and Occupancy - 2737 North 21st Street

Dear City Development Staff,

I am writing to submit the Plan of Operations and Occupancy for 2737 North 21st Street, Sheboygan, WI 53081. The building was previously used by a landscaping company, which has vacated. We propose to repurpose the building as an indoor baseball and softball pitching and hitting facility, to be operated as Hit Machine Baseball & Softball.

1. Proposed Use

The facility will be dedicated to training boys and girls ages 7-18 in baseball and softball, with a focus on pitching and hitting.

Maximum capacity: Up to 15 kids at a time, distributed throughout the week to balance usage.

Individual member use is allowed for hitting or pitching at different times.

2. Facility Description

Dimensions: 41 feet wide by 72 feet long.

Features:

- 3 artificial turf batting cages
- 1 restroom
- Black felt draping for visibility and safety

Please see the attached facility interior photos.

3. Parking and Traffic

Parking available in front of the facility and on 21st Street.

Estimated cars: No more than 10-12 at a time, with a maximum of 25 adults and children in the facility at once.

No dumpster needed; trash will be managed internally.

4. Signage and Branding

Signage: Hit Machine logos (see below) will be used on a flag and sign no greater than 5' x 5' on the front of the building.

5. Operations and Noise

Business hours: Monday-Sunday, 7:00 AM-10:00 PM.

Noise: Minimal; all activities are indoors.

Facility will not negatively impact the neighborhood or traffic.

No landscaping or exterior changes planned at this time.

6. Installation & Timeline

Installation cost: \$5,000-\$10,000 for turf, cages, and equipment.

Expected opening: September 2025.

7. Community Impact

This facility will offer a much-needed environment for young baseball and softball players in northern Sheboygan to practice, develop skills, and receive one-on-one instruction. The project will be a positive addition to the community.

Please find attached the facility interior photos and our branding logos for your reference. Should you have any questions, require further information, or wish to schedule a site visit, please let me know.

Thank you for your consideration.

Sincerely,

Geoff Lefebber
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Facility Interior Photos

General Facility Interior



Pitching Machine/Batting Cage



Pitching Mounds Area



Hit Machine Logos

