

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit by Dream Studio to operate a Creative Studio located at 2258 Calumet Drive Suite, 3.

REPORT PREPARED BY: Jeffrey Witte, Planner

REPORT DATE: December 15, 2025

MEETING DATE: December 23, 2025

APPLICANT PROPOSAL:

Dream Studio is proposing to operate a Creative Studio located at 2258 Calumet Drive Suite, 3. The applicant states the following:

- The project is titled Dream Studio - Creative Space, a multi-use creative learning environment designed for local youths and families. The studio offers cultural dance classes, arts and crafts sessions, creative workshops, and photography services. A small mini-gift shop provides arts and crafts supplies, dance uniforms and accessories, as well as items for student use. Programs primarily operate after school and in the evenings. During weekends and summer, hours may vary to meet program needs. Dream Studio aims to create a safe, educational, and creative environment that fosters self-expression, encourages cultural diversity, and community engagement.
- The project is located at 2258 Calumet Drive, Suite 3, Sheboygan, WI 53083, in a multi-tenant commercial building currently containing a vacant suite. The proposed use will convert the indoor space into a culturally inspired creative studio serving children, youth, and families.
- Dream Studio -Creative Space will provide after-school dance and creative classes in a safe and supportive indoor environment. The facility will include a dance studio, a photography area, a small office space, and a mini gift shop corner featuring arts and craft supplies, as well as dance uniforms and accessories.
- This location was chosen because it:
 - Complies with zoning regulations for instructional and commercial use
 - Offers a shared on-site parking lot and off-street parking
 - It is situated on Calumet Drive, a high-visibility, family-friendly corridor
 - Has two street entrances to the parking lot (entrance on Calumet and Kohls Ct), allowing for smoother traffic flow for parents dropping off their children for classes
 - Provides an ideal suite size of approximately 1,200 to 1,250 square feet for flexible creative use

- Daily occupancy is estimated to range from 10 to 40 students or visitors, depending on scheduled classes and program enrollment. Maximum occupancy will be determined by the city building code based on the square footage. The studio will employ between 1 and 3 staff members, with the possibility of contracting additional instructors based on class enrollment.
- Most activities will occur after school, typically from 4:00 PM to 9:00 PM on school days, targeting families with younger children and youth seeking culturally enriching opportunities. Weekend hours and summer schedules may vary to accommodate class enrollment.

STAFF ANALYSIS:

The use is permitted as conditional use under the urban commercial zoning district as a Indoor commercial entertainment.

ACTION REQUESTED:

Staff recommends approval of the site plan subject to the following conditions:

1. Prior to building permit issuance, the applicant shall obtain all licenses/permits as well as meet all required codes including but not limited to building, plumbing, electrical, HVAC, fire, water, sewer, storm drainage, health, State of Wisconsin, etc. An occupancy permit shall be granted only at such time as the applicant has met all requirements.
2. If dumpsters are used, dumpster(s) shall be screened/enclosed and constructed of like materials and colors of the facility. Applicant will provide plans that show the location of any dumpsters and will provide plans that show how the dumpster is to be screened and enclosed (design, materials, colors, location, etc.).
3. Outdoor storage of materials or equipment shall be prohibited.
4. All 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 work with staff with regards to appropriate signage. Only at such time as the sign package has been reviewed and approved may the applicant obtain sign permits to install the proposed signage. If staff has any concerns with proposed signage design, the matter may be brought back to the Plan Commission for their consideration.
6. If there are to be any remodel/renovations to the exterior of the facility, the applicant will be required to obtain approval from the Architectural Review approval prior to receiving a building permit for such remodel/renovation.
7. If there are any amendments to the approved conditional use permit and/or site plan, the applicant will be required to submit a new application reflecting those amendments.

ATTACHMENTS:

Conditional Use Permit application and attachments