

EUCATASTROPHE

A FORTUITOUS TEMPT OF FATE

Conditional Use Permit – Executive Summary

Project Overview

Applicant: Eucatastrophe Distilling and Botanicals

Address: 1619-1711 Calumet Drive & 1634 N 13th Street, Sheboygan, WI

Current Use: Vehicle storage and parking

Proposed Use: Conversion to a craft distillery with tasting room, retail, event space, and landscaped outdoor seating

Total Investment: \$4–4.5 million direct; \$11 million estimated economic impact in first decade. 2400 square foot garage on north side of property will continue to be used as car storage by seller.

Key Site Facts

Lot Size: 1.91 acres (~83,200 sq ft)

Building Size: 3 buildings (distillery space will be in 9,731 sq foot building, retail and tasting space will be in 2,979 square foot building, 2400 square foot building will continued to be used for car storage by seller).

Greenhouse Addition (9,500 square feet): SW corner, within setbacks, for on-site botanicals and events.

Breezeway Addition (1,000 square feet): To connect the tasting space and the distillery space.

Parking: Approximately 100 marked stalls;

ADA-compliant spaces near entrance

Landscape/Open Space: 33,000–38,000 sq ft for seating, plantings, and pedestrian areas

Operations

Products: Gin, vodka, whiskey, and seasonal spirits distilled on-site from Wisconsin-grown ingredients

Public Services: Tours, tastings, cocktail classes, workshops, and light food pairings

Hours:

Production: 8 AM–6 PM (Mon–Fri)

Tasting Room: 12 PM–10 PM (Wed–Sun)

Outdoor Seating: Closed by 9 PM

Staffing: 8–12 full-time and 8-10 part-time employees at opening; 15–20 full-time employees within 3 years

Visitor & Economic Impact

Year 1 Visitors: ~24,448 (470/week; 60% weekend traffic)

Year 2: ~31,848 visitors (+30%)

Year 3: ~41,402 visitors (+30%)

Benefits include job creation, increased tourism, added business for local restaurants, shops, and lodging, and greater property/sales tax revenue.

Site Improvements

Parking lot repair, sealing, and restriping

ADA upgrades to sidewalks and entrances

Decorative landscaping, planter beds, and trellises

Facade updates with painted metal, decorative masonry, and signage

Downward-facing LED lighting to reduce spillover

Code-compliant dumpster enclosure and screened mechanicals

Compliance & Compatibility

Fits mixed-use corridor along Highway 42; compatible with adjacent commercial and residential properties

All production indoors; odor and noise controlled

No exceptions or variances anticipated; meets or exceeds City code

Supports Sheboygan's Comprehensive Master Plan through adaptive reuse, tourism promotion, and local economic growth

Conditional Use Permit Narrative

Eucatastrophe Distilling and Botanicals 1619-1711 Calumet Drive and 1634 N. 13th Street-Sheboygan, WI

A. Name of Project/Development

Eucatastrophe Distilling and Botanicals

B. Summary of the Conditional Use and General Operation of Proposed Use

The building located at 1619-1711 Calumet Drive in Sheboygan, WI is currently being used for vehicle storage. There is also a 0.6 acre parcel that was included in the sale at 1634 N. 13th Street that will remain parking lot/empty.

We propose to transform this underutilized property into a fully operational craft distillery with both indoor and outdoor components. Indoor operations will include production space for distillation, storage, and bottling, along with a tasting room and retail area. Outdoor use will include seasonal seating, landscaped gathering space, and occasional small-scale events, all contained within the property boundaries.

This site was selected for its excellent visibility along Highway 42, ample parking, and large, adaptable structure, which is ideally suited to distillery operations. Repurposing an existing building allows us to preserve and enhance the character of the area while reducing the environmental impact of new construction.

Sheboygan was chosen intentionally: it's not just where we're from, it's where this project belongs. As lifelong Wisconsin residents with deep family and community ties to Sheboygan County, we never looked outside the area for this venture. The city's growing tourism appeal, strong local pride, and balance of creativity and craftsmanship make it a perfect home for a destination distillery. The waterfront, downtown revitalization, and hospitality culture already position Sheboygan as the natural setting for a project designed to celebrate local flavor and culture.

In addition, we plan to collaborate closely with local colleges, trade schools, and workforce programs to create internship and experiential learning opportunities. This will include distillation, fermentation, hospitality, marketing, and small business management components, offering students practical exposure within a professional craft environment. These partnerships will strengthen Sheboygan's talent pipeline while connecting Eucatastrophe's growth directly to local education and workforce development.

Eucatastrophe Distilling and Botanicals will contribute to Sheboygan's economic vitality by creating local jobs, attracting tourism, and drawing additional foot traffic to nearby businesses. The distillery will also serve as a cultural and community gathering point, offering educational opportunities around craft spirits production and locally sourced ingredients. With its proximity to downtown, the lakefront, and regional visitor traffic, the property is well-positioned to become a destination that supports Sheboygan's long-term growth and reputation as a hub for distinctive, locally made products.

Services and Products to Be Provided

Eucatastrophe Distilling and Botanicals will produce and sell a range of premium craft spirits, including gin, vodka, whiskey, and seasonal or specialty releases. All spirits will be distilled on-site using high-quality ingredients, with an emphasis on sourcing botanicals and grains from Wisconsin growers.

Products will be available in bottles for off-site consumption and served by the glass in the tasting room. Additional offerings will include cocktails, spirit flights, non-alcoholic beverages, and a rotating menu of light food pairings designed to complement our spirits. Branded merchandise such as glassware, barware, and apparel will also be available.

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Public services will include guided distillery tours, tasting events, cocktail classes, and distilling workshops, creating an interactive and educational experience for visitors. Outdoor areas will feature seasonal seating and landscaped gathering space, with occasional small-scale, permit-compliant events.

Projected Number of Residents, Employees, and Daily Customers –

Residents: None.

Employees: 8-12 full-time and 8-10 part-time at opening, growing to 15-20 full-time and 8-10 part-time within the first three years as production, distribution, and tourism traffic increase. In addition to the 8–12 full-time jobs at opening (growing to 15–20 direct employees within 3 years, including marketing, sales, distillers, bartenders, and support staff), the distillery will create ongoing economic activity that supports dozens of indirect jobs in Sheboygan County. These include local farmers, greenhouse operators, coffee roasters, food suppliers, tradespeople, delivery drivers, event vendors, and marketing professionals.

Daily Customers:

-Based on our 10-year Visitor Model in the financial forecast, we anticipate 24,448 total visitors in Year 1(2027).

-This equates to approximately 470 visitors per week. Using a 60/40 weekend-to-weekday split, this is an average of ~35-40 customers per weekday and ~80-90 customers per weekend day.

-Visitor numbers are projected to increase by roughly 30% in 2028 (31,848 visitors) and another 30% in 2029 (41,402 visitors), with continued steady growth thereafter.

Economic Impact

These visitor volumes will drive significant economic benefit to Sheboygan. In addition to direct spending at the distillery, customers will contribute to the local economy through restaurant, retail, and lodging expenditures. This supports local jobs, increases tourism spending, and grows both property and sales tax revenues. The steady year-over-year growth in visitor numbers ensures long-term economic contribution and stability.

By repurposing a currently underutilized property, Eucatastrophe Distilling and Botanicals will enhance the visual appeal of a prominent corridor, strengthen Sheboygan's position as a destination for craft beverages, and create a lasting asset that reflects the city's entrepreneurial and creative spirit.

Proposed Number of Dwelling Units, Floor Area, Landscape Area, and Parking Area

Dwelling Units: None.

Existing Building Floor Area: 3 buildings (distillery space will be in 9,731 sq foot building, retail and tasting space will be in 2,979 square foot building, 2400 square foot building will continue to be used for car storage by seller).

Total Lot Area: 1.91 acres (~83,200 sq ft)

Parking Area: Approximately 45,000-50,000 sq ft (~1.03-1.15 acres) of existing paved surfaces with over 100 marked spaces.

Landscape/Open Space Area: Approximately 33,000-38,000 sq ft (~0.76-0.87 acres) for landscaping, outdoor seating, and pedestrian pathways.

(Parking and landscape figures are based on aerial imagery and will be confirmed with a scaled site plan.)

Description of Proposed Building and All New Site Improvements

The existing buildings (aside from 2400 square foot garage which will continue as car storage) will be renovated for use as a craft distillery, tasting room, retail space, barrel storage, restrooms, and administrative offices. A greenhouse addition (9,500 square feet) will be added, within setbacks, for on-site botanicals and events. A breezeway addition (1,000 square feet) will be added to connect the existing buildings containing the tasting space and the distillery space.

Proposed Site Improvements Include:

- Traffic, Ingress/Egress: No changes to current driveway entrances from Calumet Drive; internal traffic flow will be maintained.
- Parking: Existing paved lot will be restriped and repaired; ADA-compliant spaces will be clearly marked near the primary entrance.

Conditional Use Permit Narrative

- Sidewalks: Repair and replacement of deteriorated sections, ensuring ADA compliance and safe pedestrian access.
- Landscaping: Installation of ornamental plantings, planter beds, and seasonal greenery to enhance curb appeal, along with a defined outdoor seating area for patrons.
- Lighting: Upgrade to energy-efficient, downward-facing LED fixtures to improve safety and minimize light spill to neighboring properties.
- Storm Drainage: Maintain existing stormwater infrastructure with necessary grading adjustments to ensure proper runoff control.
- Dumpster Enclosure: Construct a code-compliant dumpster enclosure using materials consistent with the main building.
- Screening of Mechanicals: Rooftop and ground-mounted mechanical equipment will be screened from public view with parapet walls or fencing that matches the building's design.

General Orientation, Design, Arrangement, Texture, Material, and Color

The existing building's orientation, with the primary entrance facing Calumet Drive, will remain unchanged. Its prominent position on the lot maintains visibility from Highway 42 and convenient access for vehicles and pedestrians.

The updated design will embrace a warm and inviting craft aesthetic with clear Parisian influences - think intricate details, vintage-inspired touches, and a focus on comfort and charm. The exterior will feature a welcoming mix of textures and materials, with painted metal, decorative masonry, and warm finishes. Lush greenery will be central to the design, with plants both inside and outside the building, softening the structure and creating a sense of life and vibrancy year-round. Outdoor seating will be surrounded by planter boxes, trellises, and seasonal flowers to make the space feel like a lively neighborhood garden.

A greenhouse will be added on-site, serving both functional and aesthetic purposes. It will provide fresh botanicals for distilling, cocktail garnishes, and seasonal décor, while also acting as a visual focal point that enhances the property's curb appeal. The greenhouse will align with the overall vision of blending craft production with sustainability and community gathering spaces. Together, these design elements will ensure the property stands out as a unique, welcoming destination that still harmonizes with the surrounding neighborhood.

Interior and Exterior Renovations Interior:

- Reconfiguration of interior spaces for production, barrel storage, bottling, and tasting areas.
- Installation of new mechanical, electrical, and plumbing systems to meet industry requirements.
- Addition of ADA-compliant restrooms and circulation routes.

Exterior:

- New façade treatments including paint, metal accents, and updated signage.
- Repair and replacement of sidewalks for ADA compliance.
- Creation of landscaped outdoor seating areas.
- Parking lot repairs, sealing, and restriping.
- New dumpster enclosure and mechanical equipment screening.

Access and Parking Adequacy

The site is served by existing curb cuts from Calumet Drive/Highway 42, providing sufficient ingress and egress for customers, employees, and deliveries.

The current parking capacity, with over 100 stalls, exceeds anticipated daily peak demand, ensuring no impact on surrounding streets or properties. ADA-compliant spaces will be maintained near the main entrance for accessibility.

Proposed Signage

Signage will be designed to meet all applicable City of Sheboygan zoning and building code requirements. Proposed signage includes:

- Primary building-mounted sign on the Calumet Drive façade, using durable, weather-resistant materials and a design consistent with the distillery's brand aesthetic.

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- Secondary wayfinding sign near the primary entrance to the parking lot to direct customers to parking and the tasting room.
- All signage will be externally or internally illuminated in a way that avoids glare or light spill onto adjacent properties.

Project Timeline and Estimated Value –

Project Timeline:

- o CUP approval and permitting: Winter 2026
- o Interior and exterior construction/renovation: Summer-Fall 2026
- o Equipment installation, inspections, and staff training: Winter 2026-Spring 2027
- o Grand opening: Fall 2027

- Economic Impact: \$4-4.5 million in direct investment at 1619 Calumet Drive, including property acquisition, renovations, and equipment. This contributes to an estimated \$11 million total economic benefit to Sheboygan over the first decade of operations.

Compatibility with Adjacent and Other Properties

The proposed use is compatible with both existing and planned development in the area. The property sits within a mixed-use corridor along Highway 42/Calumet Drive that already accommodates commercial, light industrial, and retail operations. Nearby properties include a gas station/convenience store, restaurant, and residential neighborhoods.

The distillery's design incorporates landscaping, outdoor seating, and upgraded building finishes that will improve the visual appeal of the site and complement both commercial and residential surroundings. Activity on-site will be limited to appropriate business hours and conducted in a way that does not disrupt neighboring uses.

Measures to Prevent Nuisance to Adjacent Properties

To ensure the business operates harmoniously within the community, the following measures will be implemented:

- Parking: On-site parking exceeds anticipated peak demand, ensuring no overflow into neighboring streets.
- Noise: All production operations will be conducted indoors. Outdoor events will be limited in frequency, scale, and hours, with amplified sound kept to permitted levels.
- Smells: The distillation process will utilize modern closed-system equipment with proper venting and filtration to minimize any detectable odors beyond the property line.
- Hours of Operation:
 - o Production: 8:00 AM - 6:00 PM (Monday-Friday)
 - o Tasting room: 12:00 PM - 10:00 PM (Wednesday-Sunday)
 - o Outdoor seating: Closed by 9:00 PM
- Lighting: All exterior lighting will be downward-facing, shielded fixtures to prevent glare or spillover.- Deliveries: Scheduled during daytime hours to minimize disturbance.

Other Pertinent Information for the Plan Commission

- Economic Benefit: The project will create new jobs, attract tourism, and increase local tax revenue.
- Adaptive Reuse: By renovating an existing structure, the project aligns with sustainable development principles and avoids the environmental impact of new construction.
- Community Engagement: Eucatastrophe Distilling and Botanicals intends to partner with local farmers, artists, and businesses for ingredients, events, and retail opportunities, reinforcing Sheboygan's cultural and economic ecosystem.
- Safety and Compliance: All operations will adhere to federal, state, and local regulations for alcohol production, service, and public safety.
- 2400 square foot garage on the property will continue to be used for car storage by seller and seller's family.

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C. Exceptions/Variations

No exceptions or variations are anticipated for this project. The property's size, parking capacity, and building configuration already meet or exceed the City of Sheboygan's zoning requirements for the proposed use. Landscaping, signage, and accessibility will be designed to meet or surpass applicable codes.

The project includes the addition of a greenhouse in the southwest corner of the lot. The greenhouse will be sited and constructed in full accordance with applicable setback, height, and lot coverage regulations. Its placement has been selected to maximize sun exposure while maintaining compatibility with existing traffic flow, parking, and landscaping. If any minor adjustments are needed during the permitting process to ensure compliance, we will work closely with City staff to address them promptly.

D. Written Justification for the Conditional Use

- a) **Harmony with the Comprehensive Master Plan:** This project supports Sheboygan's goals for economic growth, adaptive reuse of existing structures, tourism promotion, and enhancement of community spaces. It aligns with the city's vision for vibrant mixed-use corridors and celebrates local craftsmanship.
- b) **Impact on Nearby Properties:** The proposed use is designed to avoid adverse effects on surrounding properties. Noise, traffic, and parking will be well managed, and building upgrades will improve the appearance of the area.
- c) **Consistency of Land Use:** The distillery fits seamlessly into the existing commercial corridor while providing a distinctive attraction that complements nearby businesses.
- d) **Utility and Service Availability:** The property is fully served by city utilities and public services, with no additional infrastructure required for operation.