

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit by WildCard Food LLC to operate a food business located at 1301 Michigan Avenue

REPORT PREPARED BY: Jeffrey Witte, Planner

REPORT DATE: December 1, 2025

MEETING DATE: December 9, 2025

APPLICANT PROPOSAL:

Wildcard Food LLC is proposing to operate a ground-floor restaurant/bar, members only private bar & Grill (food club) located at 1301 Michigan Avenue. The applicant states the following:

- Indoor use only; no outdoor service areas.
- Two-story mixed-use building with three apartment units in a commercial corridor.
- No change to footprint or internal layout.
- Site selected because it is already built for restaurant/bar operations, with compatible zoning and Utilities.
- Continue operation of the ground-floor restaurant/bar as WildCard, an owner-operated, members-only private bar & grill (food club).
- Indoor use only; no outdoor service areas.
- Building area (ground floor): approximately 5,200 square feet.
- Total floor area: ~5,200 sf restaurant/bar + existing residential above
- No change to landscaping and parking.
- Street parking will continue to serve patrons.
- No modifications to access, circulation, drainage, or lighting.
- No new construction or addition.
- Minimal updates only: general cleaning, fixture repairs, replacement products totaling about \$1,000.
- No alteration to ingress/egress, sidewalks, retaining walls, or utilities.
- Single painted wall sign with the approved WildCard branding.
- Non-illuminated or shielded, warm-color lighting if required.
- Private trash service and private security mitigate nuisance concerns.
- Facility is opened 24 hours a day for members.

STAFF ANALYSIS:

The use is permitted as conditional use under the Central Commercial District as indoor commercial entertainment. Applicant mentions a painted wall sign with WildCard branding. Painted wall signs are not permitted. Applicant will be required to submit a formal sign package for approval.

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 special 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