

PARCEL NO. 59281431120

MAP NO. \_\_\_\_\_

ZONING CLASSIFICATION (UC) URBAN COMMERCIAL

Office Use Only

APPLICATION/FILE NO. \_\_\_\_\_

REVIEW DATE: \_\_\_\_\_

FILING FEE: \$250.00 (Payable to City of Sheboygan)

## **CITY OF SHEBOYGAN APPLICATION FOR CONDITIONAL USE PERMIT**

Requirements Per Section 15.905

Revised May 2018

Completed application is to be filed with the Department of City Development, 828 Center Avenue, Suite 208. To be placed on the agenda of the City Plan Commission, application must be filed two weeks prior to date of meeting. Applications will not be processed if all required attachments and filing fee of \$250 (payable to the City of Sheboygan) is not submitted along with a complete and legible application. Application filing fee is non-refundable.

### **1. APPLICANT INFORMATION**

APPLICANT: Boston Inc. d.b.a Ashley HomeStore

ADDRESS: 2917 Business Park Drive E-MAIL: Bill.Fonti@BostonFAM.com

PHONE: (715) 321-0011 FAX NO. ( NA )

### **2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT**

NAME OF PROPOSED BUSINESS: Ashley HomeStore

ADDRESS OF PROPERTY AFFECTED: 2625 S Business Drive

LEGAL DESCRIPTION: SEC 34 T15N R23E PRT OF THE SE NW SEC 34

BRIEF DESCRIPTION OF **EXISTING** OPERATION OR USE: Former Pick'N Save Grocery Store.

DETAILED DESCRIPTION OF **PROPOSED** OPERATION OR USE INCLUDING ANY CHANGES TO THE EXISTING USE: Ashley HomeStore. The facility will be used for the retail display & sale of residential furniture. The proposed tenant will fully occupy the building. No changes are proposed to the parking or ingress/egress of the site.

BRIEF DESCRIPTION OF ALL REQUESTED VARIANCES FROM PROVISIONS OF THE ZONING ORDINANCE, WHICH ARE RELATED TO THE PROPOSED OPERATION OR USE: 2625 S. Business Drive is zoned Urban Commercial (UC). A retail use building with shared access to other parcels is a permitted conditional use in the UC zone.

### 3. JUSTIFICATION OF THE PROPOSED CONDITIONAL USE

Written justification for the proposed conditional use, indicating reasons why the applicant believes the proposed conditional use is appropriate.

How is the proposed conditional use (independent of its location) in harmony with the purposes, goals, objectives, policies and standards of the City of Sheboygan Comprehensive Master Plan? Ashley HomeStore provides a retail customer experience that provides a nice transition from heavy commercial areas to urban residential areas.

Does the conditional use, in its proposed location, result in any substantial or undue adverse impact on nearby property the character of the neighborhood, environment, traffic, parking, public improvements, public property or rights-of-way? The building and site layout is existing with no proposed changes to the ingress/egress, parking lot layout, and landscaping of the site. Only minimal façade alterations are being proposed to the front (West facing) side of the building near the existing main entrance.

How does the proposed conditional use maintain the desired consistency of land uses in relation to the setting within which the property is located? The original Pick N Save building was built for retail sale direct to consumers. The intended use of the space by Ashley HomeStore is for retail sale direct to consumers.

Is the proposed conditional use located in an area that will be adequately served by utilities, or services provided by public agencies? If not, please explain. Yes.  
Existing infrastructure is sufficient for the proposal Ashley HomeStore.

### 4. NAMES AND ADDRESS (Indicate N/A for "Not Applicable" items)

**OWNER OF SITE:** Cole PS Sheboygan WI, LLC C/O CIM Group

ADDRESS: 2555 E. Camelback Rd., Suite 500, Phoenix, AZ 85016

E-MAIL: jdaniels@cimgroup.com

**ARCHITECT:** Gries Architectural Group Inc.

ADDRESS: 500 North Commercial Street, Neenah, WI 54956

E-MAIL: bgries@gries.design

**CONTRACTOR:** Keller, Inc.

ADDRESS: N216 State Road 55, Kaukauna, WI 54130

E-MAIL: swinterfeldt@kellerbuilds.com



## Site Narrative – Condition Use Application

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June 14, 2022

City of Sheboygan  
828 Center Ave.  
Sheboygan, WI 53081

**RE:** Ashley HomeStore

Dear City of Sheboygan,

**Project Name and Address**

Ashley HomeStore  
2625 S Business Drive  
Sheboygan, WI 53081

**Parcel Information / Site Data / Legal Description**

The parcel is defined as tax parcel: 59281431120

The legal description of the tax parcel is defined as: SEC 34 T15N R23E PRT OF THE SE NW SEC 34 DESC AS: COM AT THE SW COR OF BLK 4 OF SHEBOYGAN SOUTH SUBD, TH S-89-DEG-36'-00"W 20.70', TH S-00-DEG-24'-00"E 160', TH S-89-DEG-36'-00"W 17.68', TH S-07-DEG-57'-00"W 104.21', TH S-89-DEG-34'- 39"W 215', TH S-00-DE

**Zoning Classification / Zoning Requirements / Requested Variance**

(UC) Urban Commercial

**Existing Site Conditions / Land Use**

Formerly a Pick n' Save grocery store. The site is currently vacant and has been since July 1, 2017.

**Proposed Property Use**

The proposed development consist of repurposing the existing vacant Pick n' Save grocery store to a new Ashley HomeStore location. The facility will be used for the retail display and sale of residential furniture. The proposed tenant will fully occupy the building.

The building and site layout is existing with no proposed changes to the ingress/egress, parking lot layout, site lighting, or landscaping. Existing infrastructure is sufficient for the proposed Ashley HomeStore.

Minimal façade alterations are being proposed to the front (West facing) side of the building near the existing main entrance to the store. Proposed changes incorporate a different layout of the same finish materials already existing within the façade. See rendering for more information on façade alterations.

Hours of operation:

Monday – Friday 10:00am to 8:00pm, Saturday 10:00am to 7:00pm, and Sunday 11:00am to 6:00pm

Anticipated foot traffic is (50) clients / day.

This location will have (16 to 20) employees.

### **Site Selection**

The current site was selected due to the adjacency to heavy commercial areas and residential areas. Ashley HomeStore provides a retail customer experience that thrives in transition areas from heavy commercial into urban residential areas.

### **Project Timeline**

The proposed project has an aggressive construction timeline. Interior demolition is set to begin the week of July 11, 2022 with Owner occupancy early November 2022.

### **Variance Request / Variance Description**

To operate a new retail facility from this property with shared access to other parcels.

This is a permitted conditional use in the UC zone.

**OWNER** Boston, Inc.  
D.B.A Ashley Homestore  
2917 Business Park Drive  
Stevens Point, WI 54482

**ARCHITECT/  
BUILDER** Keller, Inc.  
Sam Winterfeldt (Project Manager)  
Rob Lindstrom (Architect)  
N216 State Road 55  
Kaukauna, WI 54130  
(920) 427-4461 cell  
[Swinterfeldt@kellerbuilds.com](mailto:Swinterfeldt@kellerbuilds.com)





#### THE ASHLEY LEGACY

### our history

What was once a family company with just 35 employees and 35,000 square feet of facility space in 1970, now employs more than 17,000 valued teammembers across the country and boasts more than 30 million square feet globally in the manufacturing and distribution space. We've supported 3,700 vendors and businesses, created 3.4 additional jobs with each manufacturing job and continue to infuse the economy in 155 countries by supplying furniture to more than 20,000 storefronts.



#### WHY ASHLEY?

Shopping for your home should be seamless and straightforward. That's why we bring you the latest styles, priced right, so you can create spaces that reflect you, as often as you like. Ashley offers an easy shopping experience both in-store and online. You'll always find products, services, resources, and support on your terms.



#### WHY ASHLEY OUTLET?

We offer an easy shopping experience where you can grab, go and assemble with ease. Our versatile and functional furniture works with your space and your life. You can shop confidently without breaking the bank. Comfort is everything, and you'll feel it in quality pieces that stand the test of time.

### enriching lives enriches us

We build and restore communities each and every day by providing the resources they need to grow and thrive.



#### HOPE TO DREAM

We've donated mattresses and bed frames to underserved children for 10 years and counting.

[get involved](#)



#### CRISIS RESPONSE

When natural disasters strike, we extend a helping hand and relief to the communities who need it most.



#### ASHLEY'S ANGELS

Since 1997, Ashley's Angels has generated over \$3.3 Million in food, clothing and special gift donations which has benefited more than 21,000 children.

#### OUR ECONOMIC IMPACT

Ashley employs 17,000 people in the United States alone, which is more than any other furniture company. Additionally, we support 3,700 vendors and businesses. We contribute over \$2.5 billion annually to the U.S. economy and create 3.4 jobs with each manufacturing job.

#### SUPPORTING COMMUNITY INVOLVEMENT

"At Ashley, we believe volunteering is an integral part of our culture. Volunteerism drives much of our company's philanthropy. We in turn, hope that involvement inspires and promotes additional acts of goodwill."  
- Todd Wanek, Ashley President & CEO

#### COMPANY OVERVIEW

### Ashley retail stores

Ashley is a home furnishings retailer that first opened in 1997 in Anchorage, Alaska.

Ashley is the Number 1 Furniture Retailer in the U.S. and one of the world's best-selling furniture store brands with more than 1,050 locations in over 60 countries.

## Explore How It's Made. The Ashley Way.

Ashley Furniture Industries is the #1 Furniture Manufacturer in the World. But our products aren't the only heroes. The people of Ashley Furniture Industries also help this company truly define itself. Our team lives and breathes a “dirty fingernail” approach that breeds success unlike any other. And it gets the job done. That's what we're made of and what it means to be Ashley made.

### DEPARTMENT OVERVIEW

#### Furniture Design

Ashley Furniture Industries In-house designers and engineers react quickly to consumer tastes, and have conquered the ability to make style and selection affordable. Talented and ambitious, they travel the world to gain an understanding of the latest trends and discover emerging materials, constructions and technologies.

### DEPARTMENT OVERVIEW

#### Supply Chain

Ashley Furniture Industries Global Supply Chain blends and optimizes domestic and foreign production efforts to the maximum benefit of our customers, providing quality products on time and at an exceptional value.

### DEPARTMENT OVERVIEW

#### Information Technology

Ashley Furniture Industries Information systems unite an expert staff with state of the art technology to serve internal and external business partners 24/7 across the globe.

### DEPARTMENT OVERVIEW

#### Manufacturing

Residential Bedding, Case Goods, and Upholstered Furniture comprise the three major manufacturing divisions at Ashley Furniture Industries. that support our customer's needs.

### DEPARTMENT OVERVIEW

#### Quality Control

Our clear and comprehensive approach to improving the quality of our products adds to our reputation as a “World-Class Furniture Manufacturer”. Drawing from over 65 years of innovation, Ashley Furniture Industries has become the largest manufacturer of quality furniture products.





**Keller**

PLANNERS | ARCHITECTS | BUILDERS

FOX CITIES  
N216 State Road 55  
P.O. Box 620  
Kaukauna, WI 54130  
PHONE (920) 766-5795 /  
1-800-236-2534  
FAX (920) 766-5004

MILWAUKEE  
W204 N11509  
Goldendale Rd  
Germanstown, WI 53022  
PHONE (262) 250-9710  
1-800-236-2534  
FAX (262) 250-9740

MADISON  
711 Lake Dr.  
Sun Prairie, WI 53590  
PHONE (608) 318-2336  
FAX (608) 318-2337

WAUSAU  
5605 Lilac Ave  
Wausau, WI 54401  
PHONE (715) 849-3141  
FAX (715) 849-3181

www.kellerbuilds.com

PROPOSED FOR:

**ASHLEY HOMESTORE**

WISCONSIN,  
SHEBOYGAN,

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PRELIMINARY - NOT FOR CONSTRUCTION

REVISIONS		
1	01.05.2022	KRW
2	01.27.2022	C. TEAFOE
3	02.04.2022	ACM
4	02.22.2022	ACM
5	04.27.2022	TDP
6		

PROJECT MANAGER:  
S. WINTERFELDT

DESIGNER:  
R. LINDSTROM

DRAWN BY:  
ACM

EXPEDITOR:  
-----

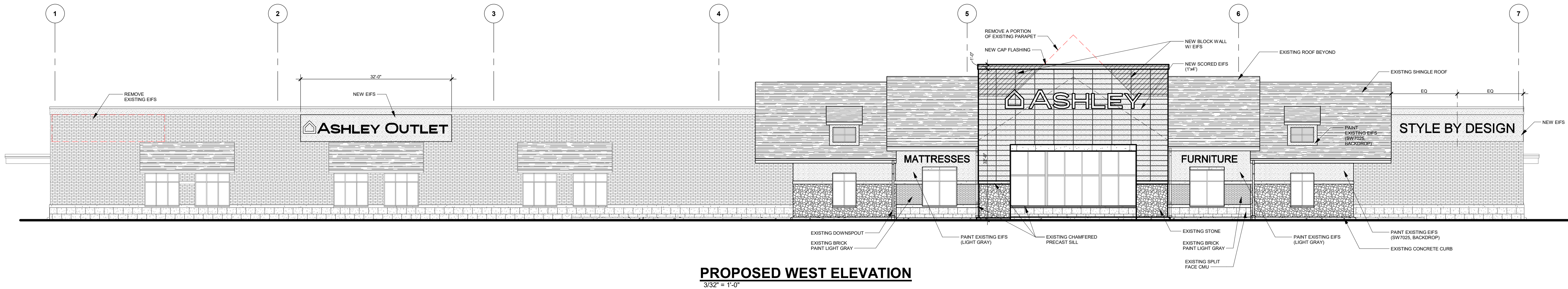
SUPERVISOR:  
-----

PRELIMINARY NO:  
P21281

CONTRACT NO:  
-----

DATE:  
09.02.2021

SHEET:  
**A2.0**





NEW WALL/FURRING

NEW MASONRY/  
VENEER WALL

NEW COOLER/  
FREEZER WALLS

NEW FOUNDATION WALL

TYPICAL EXISTING WALL

DEMO WALLS

FIRE WALL OR  
FIRE BARRIER

WALL KEY

FOX CITIES

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WISCONSIN 53081

PROPOSED FOR:

ASHLEY HOMESTORE

2625 S. BUSINESS DRIVE

SHEBOYGAN,

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ISSUED FOR CONSTRUCTION - 06/09/2022

REVISIONS

1		
2		

PROJECT MANAGER:

S. WINTERFELDT

DESIGNER:

R. LINDSTROM

DRAWN BY:

ACM, LAK

EXPEDITOR:

E. GRAPER

SUPERVISOR:

M. HOYER

PRELIMINARY NO:

P21281

CONTRACT NO:

80036

DATE:

06.09.2022

SHEET:

A1.1

GENERAL FLOOR PLAN NOTES:

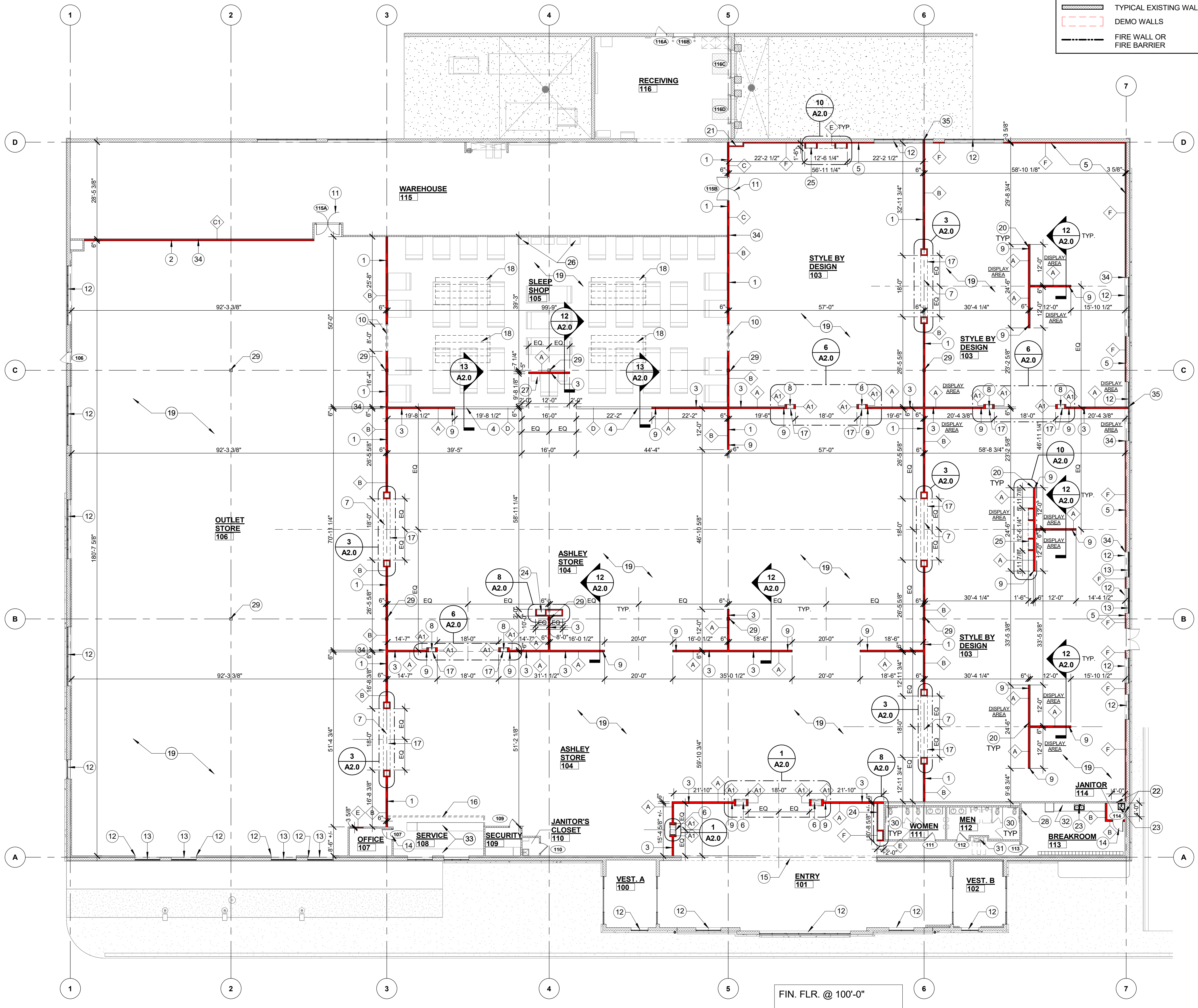
- CONSTRUCTION & INSTALLATION SHALL CONFORM TO ALL APPLICABLE LOCAL, STATE & NATIONAL BUILDING CODES & THE AMERICANS WITH DISABILITY ACT.
- ALL NEW WALLS SHALL BE CONSTRUCTED AS PER THE WALL TYPE & SHALL BE CARRIED TO THE STRUCTURE ABOVE, UNLESS OTHERWISE NOTED. PREPARE ALL SURFACES FOR FINISHES INDICATED.
- CONTRACTOR TO PROVIDE BLOCKING FOR ALL WALL SUPPORTED CASEWORK, TOILET ACCESSORIES, HANDRAILS, EQUIPMENT, DOOR STOPS, SHELVING, ETC. AS REQUIRED.
- CONTRACTOR TO PROVIDE AND INSTALL PLYWOOD BACKER FOR ELECTRICAL PANELS AND IT/PHONE PANELS AS REQUIRED, PROVIDE FIRE-RATED PLYWOOD WHERE APPLICABLE BY CODE.
- CONTRACTOR SHALL COORDINATE ALL WORK WITH EQUIPMENT MANUFACTURERS TO ENSURE APPROPRIATE ROUGH IN CLEARANCE FOR EQUIPMENT INSTALLATION & USE.
- WHERE MOUNTING HEIGHTS ARE NOT INDICATED, MOUNT INDIVIDUAL UNITS OF WORK AT A.D.A. STANDARD MOUNTING HEIGHTS FOR THE PARTICULAR APPLICATION INDICATED. REFER QUESTIONABLE MOUNTING HEIGHT CHOICES TO THE ARCHITECT FOR A FINAL DECISION.
- DO NOT SCALE THE DRAWINGS.
- ALL DIMENSIONS AND INTERIOR WALL THICKNESSES ARE FROM THE FACE OF STUD TO FACE OF STUD, UNLESS NOTED OTHERWISE.
- CONTRACTOR SHALL LAYOUT & MARK ALL WALLS & OPENINGS PRIOR TO CONSTRUCTION. ANY DISCREPANCY SHALL BE REPORTED TO THE ARCHITECT IMMEDIATELY FOR RESOLUTION.
- ALL FURNITURE AND EQUIPMENT NOT SPECIFICALLY NOTED ON PLANS SHALL BE SUPPLIED AND INSTALLED BY OWNER. CONTRACTOR SHALL COORDINATE ALL ELECTRICAL & DATA OUTLETS, ETC W/ FINAL FURNITURE LAYOUT DRAWINGS.
- ALL DOOR OFFSETS (HINGE SIDE) TO BE A MINIMUM OF 4", UNLESS NOTED OTHERWISE. SEE PLAN FOR TREATMENT ROOMS.
- ALL GYP. BOARD SHALL RETURN TO ALL WINDOW/DOOR FRAMES AT JAMBS & HEAD, TYPICAL, UNLESS NOTED OTHERWISE.

STANDARD FLOOR PLAN NOTATION:

- INDICATES SEMI-RECESSED FIRE EXTINGUISHER CABINET
- F.E.C. - INDICATES FIRE EXTINGUISHER - MIN. 10# "A-B-C" (UNLESS NOTED OTHERWISE) OR OTHER AS REQ'D. BY STATE AND/OR LOCAL CODE. SEE SPECIFICATIONS. (MOUNT AT 4'-0" A.F.F. MAX. TO TOP/EXTINGUISHER).
- F.E. - INDICATES WALL TYPES, REFER TO INT. WALL TYPES FOR INFORMATION.

KEYED PLAN NOTES

- NEW WALL TO 12'-0" A.F.F. WITH PAINTED WALL TRIM.
- NEW WALL TO BOTTOM OF EXISTING SOFFIT, +/- 12'-0" A.F.F.
- NEW WALL TO 10'-0" A.F.F. WITH PAINTED WALL TRIM.
- NEW HALF WALL WITH PAINTED WOOD SHELF CAP. TOP OF WALL AT 46" A.F.F.
- NEW GYP. BD. OVER METAL STUD FURRING FULL HEIGHT WITH PAINTED WALL TRIM.
- LARGE ACCESSORY SHELVES (36"L. X 18"D.). REFER TO DETAIL A2.0.
- NEW PASS THROUGH OPENING. COLUMNS WITH BOXED ARCHWAY HEADER AT 10'-0" A.F.F.
- SMALL ACCESSORY SHELF (24"L. X 12"D.). REFER TO A2.0.
- NEW 6" METAL STUD DISPLAY WALL TO 10'-0" A.F.F. WITH CONCRETE BOLT ANCHORS AND PAINTED WALL TRIM.
- 8'-0" W. DRYWALL OPENING WITH HEADER AT 8'-0" H. CASE WITH WOOD JAMBS AND 1X6 CASING.
- NEW ELIASON DOOR. REFER TO A2.0.
- FIRST FLOOR WINDOWS TO HAVE DRYWALL RETURN WITH VINYL L-BEAD EDGE ON TOP AND SIDES AND SOLID SURFACE SILL. TYP. CLERESTORY WINDOWS TO HAVE DRYWALL RETURN, TYP.
- REPLACE SPANDREL GLASS WITH 1" CLEAR, LOW-E, INSULATED GLASS.
- RELOCATED EXISTING DOOR(S) AND HARDWARE.
- SQUARE OFF EXISTING DRYWALL SOFFIT. REFER TO REFLECTED CEILING PLAN.
- NEW DRYWALL SOFFIT, SUSPENDED FROM CEILING. REFER TO REFLECTED CEILING PLAN.
- NEW SOFFIT/BULKHEAD. REFER TO REFLECTED CEILING PLAN.
- NEW CEILING ELEMENT. REFER TO CEILING PLAN.
- EXISTING STRUCTURE, PAINT TO REMAIN. PAINT NEW ELECTRICAL CONDUIT TO MATCH EXISTING CEILING PAINT COLOR.
- PROVIDE CEILING DROP POWER AT FLOOR FOR DISPLAYS.
- ENCLOSE EXISTING PIPES WITH FULL HEIGHT WALLS. VERIFY LIMITS.
- PROVIDE FRP 2'-0" IN EACH DIRECTION X 4'-0" H. AT MOP SINK.
- SINK/MOP SINK BY PLUMBING CONTRACTOR.
- NEW ACTIVATION FEATURE. REFER TO A2.0.
- LIFESTYLE FEATURE. REFER TO A2.0.
- PILLOW DISPLAY, BY OTHERS.
- NIGHT STAND, BY OTHERS, TYPICAL.
- ACCESS TO UPPER ELECTRICAL ROOM.
- EXISTING BUILDING COLUMN TO REMAIN. PAINT.
- EXISTING TOILET ROOM/FIXTURES TO REMAIN.
- EXISTING DRINKING FOUNTAIN TO REMAIN.
- NEW CASEWORK - BREAK ROOM: 16" PLASTIC LAMINATE LOWER AND UPPER CABINETS WITH (1) ROLL-OUT TRASH, P. LAM. TOP AND BACKSPLASH, (1) MICROWAVE SHELF.
- NEW CASEWORK - CUSTOMER SERVICE: 24" FRONT COUNTER WITH PLASTIC LAMINATE WALL AND WORK TOP AND 12" D. QUARTZ TRANSACTION TOP. 3" BUILD-UP ON EDGES AND WATERFALL EDGE (42") AT EMPLOYEES LEFT SIDE. 27" P. LAM. LOWERS AND UPERS WITH DRAWERS OVER DOORS. P. LAM. TOP.
- CONTROL JOINT. REFER TO DETAIL ON SHEET AS.0.
- ALUMINUM BREAK METAL END WRAP.



NORTH

1

A1.1

FLOOR PLAN

1/16" = 1'-0"

FIN. FLR. @ 100'-0"  
4" CONC. SLAB INFILL:  
4,000 PSI WITH 1.5 LB  
FIBER MESH, DOWELED  
INTO EXISTING  
CONCRETE. PROVIDE 10  
MIL. POLY UNDER SLAB.

















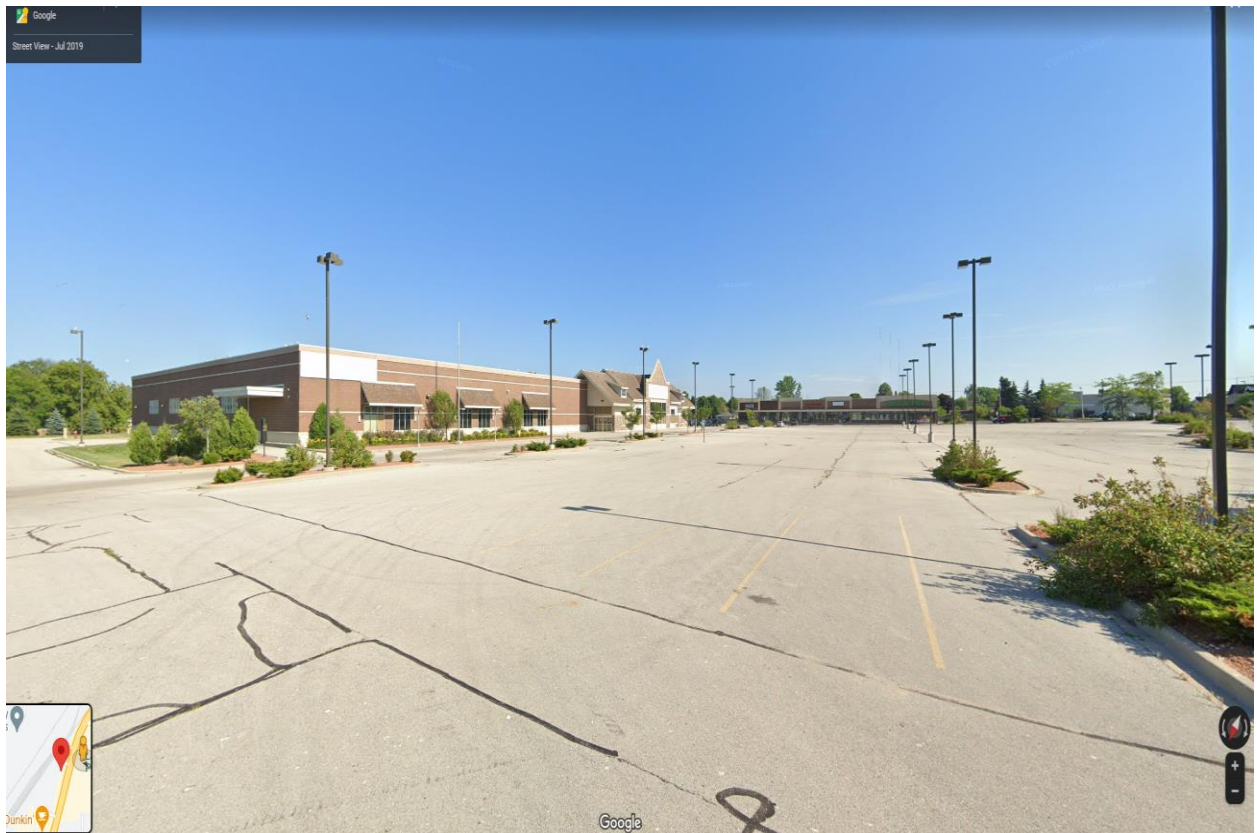






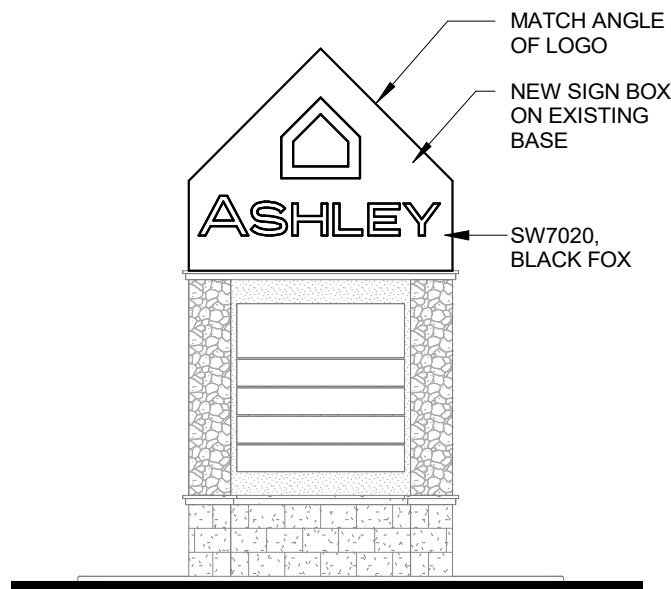




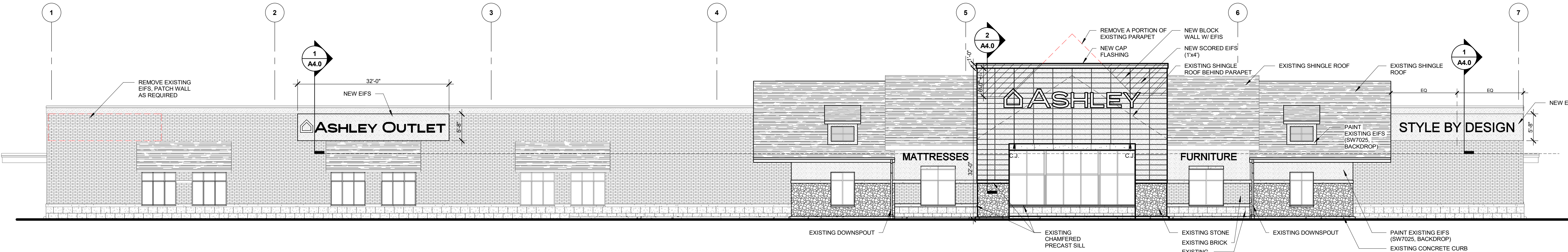








**PYLON SIGN ELEVATION**  
3/32" = 1'-0"



**PROPOSED WEST ELEVATION**  
3/32" = 1'-0"



**Keller**

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**ASHLEY HOMESTORE**

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SHEBOYGAN,  
WISCONSIN 53081

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ISSUED FOR CONSTRUCTION - 06/09/2022

REVISIONS		
1		
2		

PROJECT MANAGER:  
S. WINTERFELDT

DESIGNER:  
R. LINDSTROM

DRAWN BY:  
ACM, LAK

EXPEDITOR:  
E. GRAPER

SUPERVISOR:  
M. HOYER

PRELIMINARY NO:  
P21281

CONTRACT NO:  
80036

DATE:  
06.09.2022

SHEET:  
**A3.0**



Steve:

I am unable to attend the Plan Commission meeting on July 12, 2022 regarding the application of Boston, Inc. to operate Ashley Homestore at 2625 S. Business Drive, but would like to have my concerns and comments be presented at the meeting and shared with Boston, Inc.

My home and yard abut the store property to the east, so am most directly impacted by the operation. My wife and I have lived in this house for 46 years and raised a family here. There has been "big box" store as our neighbor all the while.

The most recent owner/operator -- Roundy's, Inc. -- was, for the most part a good neighbor. However, there were still issues with the management of the property, especially since the store was closed. I want to ensure that the new owner/operator is aware of them and that the Plan Commission addresses them.

1. The new owner/operator must be required to maintain a system to prevent gulls and/or other birds from roosting and nesting on the roof of the building. During the last several years thousands of gulls used the building to raise their young. This resulted in constant shrieking, gull waste (poop) covering our cars, roof, outdoor deck and back yard. This went on, unchecked for two seasons. Following my complains to then-Mayor Mike Vandersteen -- the then building manager hired a company to manage the problem. After obtaining a Fish and Wildlife Service permit to manage the gulls -- a federally protected bird -- the nests were removed in seasons 3 and 4. The large flock, while not successfully nesting, sill spent the summer atop the building over four years. This year, season 5, the gulls did not return . I ask that a gull managemernt plan be made a "condition" on which a use permit is granted.

2. There are several trees that were planted to act as a sound/visual barrier that have since died. I ask that the dead trees be removed and new trees of equal or larger size be planted in their place.

3. I ask that window coverings be installed on the second floor to block ambient indoor light. The second-floor lights are left on 24/7.

4. I ask that no delivery trucks be allowed to run overnight while on the property, especially any parked at the rear or sides of the building.

5. I ask that the wooden fence bordering properties along South 20th Street and Humboldt Avenue be inspected and repaired where needed to prevent sagging and/or open spaces. (A coat of paint on both sides would be nice, too).

6. I ask that trash in Dumpsters or other containers not be removed before 7 a.m. because of the noise created in the process.

7. I ask that snow removed from the parking area not be piled at the rear of the building in order to prevent water runoff as it melts.

Thank you for addressing my concerns. If you have any questions, reply to this email or call me at 920 207-6387.

Sincerely,

Joseph E. Gulig  
2002 Humboldt Ave,  
Sheboygan, WI.