

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use Permit with exceptions by Boston, Inc. to operate Ashley HomeStore at 2625 S. Business Drive (former Pick N Save). UC Zone

REPORT PREPARED BY: Steve Sokolowski, Manager of Planning and Zoning

REPORT DATE: July 8, 2022

MEETING DATE: July 12, 2022

FISCAL SUMMARY:

Budget Line Item:	N/A
Budget Summary:	N/A
Budgeted Expenditure:	N/A
Budgeted Revenue:	N/A

STATUTORY REFERENCE:

Wisconsin	N/A
Statutes:	
Municipal Code:	N/A

BACKGROUND / ANALYSIS:

Boston, Inc. is proposing to operate Ashley HomeStore at 2625 S. Business Drive (former Pick N Save). The applicant states:

- The proposed development consists of repurposing the existing vacant Pick n' Save grocery store to a new Ashley HomeStore location (The site is currently vacant and has been since July 1, 2017). The facility will be used for the retail display and sale of residential furniture. The proposed tenant will fully occupy the building.
- The 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
- The building and site layout are 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.
- 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.
- 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.

The applicant is proposing the following signage:

- Reface the main pylon sign adjacent to S. Business Drive advertising “Ashley.”
- Proposing five (5) wall signs on the west elevation facing S. Business Drive:
 - “Ashley” sign and logo for the main entrance.
 - “Ashley Outlet” north side of west elevation
 - “Style by Design” south side of west elevation
 - “Mattress” north side of main entrance sign.
 - “Furniture” south side of main entrance sign.

The applicant states the following about the interior and exterior remodeling:

- Interior alteration to approximately 40% of the building.
- Existing Design: Front facade parapet with pitched asphalt shingle roof beyond. Materials: Existing masonry: brick. block. stone with EIFS accents
- Proposed Design: Front facade parapet with pitched asphalt shingle roof beyond. Materials: Existing masonry: brick block. stone with EIFS accents.
- Remove a portion of the existing parapet at the main entrance (remove gable) and add new block wall with EIFS squaring off main entrance roof.
- On each side of the main entrance under the signage (Mattress and Furniture), the existing brick and EIFS is to be painted grey.

The applicant states the following about Ashley HomeStore:

- 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 team members 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.
- Ashley offers 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.
- Product categories include bedroom, dining room, upholstery, leather, occasional tables, home office, youth bedroom, recliners, mattresses and accessories. Ashley HomeStore’s latest Sleep Shop experience provides an educational way for customers to find a fit from a selection of more than 45 mattresses.

STAFF COMMENTS:

The applicant is requesting an exception to install five (5) wall signs – The maximum number of wall signs permitted is four (4).

The applicant shows conceptual signage but has not submitted a specific sign package for the site at this time. Applicant shall work with staff with regards to constructing a well-designed sign package for the site that utilizes colors and materials similar to the building. Staff may bring the proposed signage design back to the Plan Commission if there any concerns.

The pylon sign is proposed to be refaced for Ashley. The original pylon sign was approved and allowed for the businesses in the multi-tenant facility to the south to advertise on it as well. However, it appears that businesses have just installed signage that is not very uniform which provides a hap hazard appearance on one of the City's most visible commercial corridors. Staff will be recommending a condition of approval that future signage to be installed in this pylon sign will have a uniform look from a panel perspective – the individual business may have their names and logos but the individual tenant panels should be uniform in size, panel color, etc.

There are four (4) dead arbor vitae on the east property line. These four (4) arbor vitae will be replaced because they provide screening and buffering to the residences located to the east.

Staff did receive a couple of messages from residential neighbors to the east of the property:

- Neighbor Ruth Suprick, 1922 Humboldt Avenue, stated that she hoped the store would not be permitted access to Humboldt Avenue and that the barricades would remain. Staff informed Mrs. Suprick that there would be no access to Humboldt Avenue and the landscaping and barricades would remain.
- Neighbor Joseph Gulig stated the following in an email:

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, still spent the summer atop the building over four years. This year, season 5, the gulls did not return. I ask that a gull management 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.

The Plan Commission may want the applicant to explain the following:

- What new products and services can Ashley and Ashley Outlet provide?
- Are there rooftop and/or ground mechanicals to be installed as part of the project? If so, where will these mechanicals be located?
- Where will the dumpster be located and what is the design, materials colors, etc.
- Are there any proposed site improvements to parking lot, landscaping, dumpster enclosures, etc.
- The applicant should be aware of that the seagulls have been an issue with this property.

ACTION REQUESTED:

Staff recommends approval of the conditional use and exceptions subject to the following conditions:

1. Prior to building permit issuance, the applicant shall obtain all licenses and permits as well as meet all required codes including but not limited to building, plumbing, electrical, HVAC, fire, water, sewer, storm drainage, health, etc. (Applicant shall be in contact with building

- inspection, fire, police, etc.). An occupancy permit will be granted only at such time as the applicant has met all requirements.
2. Dumpster(s) shall be screened/enclosed and constructed of like materials and colors of the facility and shall be completed prior to issuance of an occupancy permit.
 3. Outdoor storage of materials, products or equipment shall be prohibited.
 4. Any unused mechanical boxes, equipment, etc. shall be removed from the site.
 5. All ground level and rooftop mechanicals shall be screened and/or enclosed and constructed of like materials and colors of the facility (HVAC equipment, etc.).
 6. All new lighting shall be installed per Section 15.707 of the City of Sheboygan Zoning Ordinance (site lighting, building lighting, signage, etc.). There shall be no spillover light onto adjacent properties or the streets.
 7. Any fencing/retaining wall shall be installed per Section 15.720(3)(c) of the City of Sheboygan Zoning Ordinance. Applicant shall work with staff with regards to constructing appropriate and well-designed fence/retaining wall and shall obtain the necessary permits prior to installation. If staff has any concerns with proposed design, the matter may be brought back to the Plan Commission for their consideration.
 8. 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.
 9. Applicant shall install individual letter signs – no cabinet or flat panel signs.
 10. Backdrop panel for individual letter signs shall match the color of the brick (cream/tan but not white).
 11. Any future signage to be installed on the pylon sign will have a uniform look from a panel perspective – the individual business may have their names and logos but the individual tenant panels should be uniform in size, dimensions, etc.
 12. All areas used for parking/maneuvering of vehicles shall be paved.
 13. All areas that are not required to be paved shall be landscaped with grass and/or approved landscaping.
 14. There shall be no access to Humboldt Avenue.
 15. Applicant shall replace four (4) dead arbor vitae with four (4) new arbor vitae to buffer the facility from the residences to the east (northeast area of common east property line) as was required as part of the original development.
 16. Any new ingress/egress driveway openings shall be improved to standard City specifications. All existing access drives that are no longer used shall be removed and all unused driveways shall be closed and improved to standard City specifications.
 17. Absolutely no portion of the new building and/or site improvements shall cross the property lines including but not limited to buildings, balconies, decks, foundations, walls, gutters, eaves, roof, parking, fencing/retaining walls, signs, landscaping, etc.
 18. Any work within City of Sheboygan Public rights-of-way shall be discussed with the City Engineering Department and constructed to standard City specifications (including, but not limited to, new and old ingress/egress driveway openings, curb, gutter, sidewalk, pavement, utilities, street trees, grading, etc.).
 19. Applicant will provide adequate public access along all streets and sidewalks and will take all appropriate actions to minimize the time period that adjacent properties and streets/sidewalks are impacted by the development (utilities, streets, etc.).
 20. City Development staff will issue a building permit only if the applicant has adequately satisfied all concerns related to the Sheboygan Fire Department, including but not limited to fire lane access at the site, sprinkler systems, hydrants, water pressures, etc.

21. Applicant is responsible for working with all private and public utilities in order to adequately service this development proposal (applicant will need to provide the necessary easements and/or relocate utilities as necessary).
22. The applicant is responsible for all shared agreements/easements between this structure/property and the adjoining properties including but not limited to parking, ingress/egress, shared access, stormwater facilities, utilities, etc.
23. On each side of the main entrance under the signage (Mattress and Furniture), the existing brick and EIFS is to be painted grey.
24. Any future exterior remodeling projects may require City of Sheboygan Architectural Review Board review/approval of the proposed building design.
25. If there are any amendments to the approved conditional use permit (including but not limited to site plan, architectural design, use, etc.), the applicant will be required to submit a new conditional use and/or architectural review application reflecting those amendments.

ATTACHMENTS:

Conditional Use and required attachments