



City of Sheboygan
PLANNING AND DEVELOPMENT

Sheboygan City Hall
828 Center Ave, Suite 201
Sheboygan, WI 53081

To: Plan Commission

Date: April 27th, 2026

Subject: New Comprehensive Plan

The City last updated the Comprehensive Plan in 2011. Per state statute, the Comprehensive Plan must be updated every 10 years; however, due to staffing turnover, the City was unable to complete an update within that timeframe. In 2024, the Planning and Development Department, in partnership with the Bay-Lake Regional Planning Commission and under the leadership of former Director Diane McGinnis-Casey, restarted the process and has since completed an updated draft of the City's Comprehensive Plan. This draft reflects extensive community input gathered throughout the process.

Public participation was a core value of this Comprehensive Plan update. To ensure the plan reflects the community's priorities, the City held several engagement sessions over the past few years to gather feedback. Please see below for a list of those community engagement efforts:

- Bike Ride with the Mayor, September of 2024
- SWOT activity, was available from August to November 2025
- Farmer's Market Table Session, Summer of 2025
- Community Engagement Session 1, March 19th at 12 PM
- Community Engagement Session 2, March 19th at 5 PM
- Community Engagement Session 3, April 10th at 8 AM
- Community Engagement Session 4, April 11th at 10 AM
- Roundtable Discussion with Business Owners, April 20th at 10 AM

City of Sheboygan
PLANNING AND DEVELOPMENT

Sheboygan City Hall
828 Center Ave, Suite 201
Sheboygan, WI 53081

These events provided an opportunity for residents, business owners, and stakeholders to review draft materials, attend an educational presentation, ask questions, and provide valuable feedback on the future vision of the City of Sheboygan. Feedback from these discussions was used to refine the plan.

In addition to public engagement, the draft Comprehensive Plan has been distributed to surrounding municipalities and the county, as required by state statute. All feedback that was given has been incorporated into the draft plan.

Based on the level of engagement and input received, staff anticipates presenting the Comprehensive Plan at the April 28th Plan Commission for review with a recommendation for approval.