

**CITY OF SHEBOYGAN**

**REQUEST FOR CITY PLAN COMMISSION CONSIDERATION**

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**ITEM DESCRIPTION:** Application for Conditional Use Permit with exceptions by Cedric Foster to construct and operate Flawless Hoops located at 1227 Bell Avenue. Urban Residential 12 Zone.

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**REPORT PREPARED BY:** Ellise Rose, Zoning Administrator

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**REPORT DATE:** April 16, 2026

**MEETING DATE:** April 28, 2026

**FISCAL SUMMARY:**

**STATUTORY REFERENCE:**

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

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

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**BACKGROUND / ANALYSIS:**

Cedric Foster is proposing to construct and operate Flawless Hoops located at 1227 Bell Avenue. The applicant states the following:

- The existing use is an open park with (2) baseball fields. This open park is adjacent to another park (End Park) across the street that once served Washington School. The adjacent school is now apartments and no longer needs the space for school activities.
- The proposed project is the development of a new, multi-court indoor basketball and community recreation facility designed to expand access to youth sports, enhance community health, and provide safe year-round space for physical activity, training, and social programs.
- The building is designed as a durable, energy-efficient structure featuring two high-quality basketball courts, public restrooms, administrative and support spaces, and a welcoming public entrance.
- The project emphasizes accessibility, program flexibility, and long-term sustainability, positioning it as a vital community asset for decades to come.
- The facility is designed to host a wide array of programs that meet community needs. Core program areas include:
  - Youth basketball leagues, practices, and tournaments
  - After-school and weekend recreational programming
  - Sports camps, clinics, and skills-development workshops
  - Training and conditioning sessions for athletes of all ages
  - Community meetings, events, and multipurpose activities
  - Inclusive programming for underserved and at-risk youth

- By providing a safe, climate-controlled environment, the facility expands opportunities for physical activity regardless of weather, transportation barriers, or income level. It also enables partnerships with schools, nonprofit youth organizations, health and wellness agencies, and regional sports associations.
- Building occupancy: 350-400 occupants maximum.
- Building Area: 17,805 square feet
- Property Area: 127,618 square feet (2.92 acres).
- Landscape Surface Ratio (0.393)
- Two entrance/exit locations
- Two separate parking lots
- ADA parking at front of building
- Landscaping to meet City of Sheboygan standards. See landscape plan for additional information
- Electrical transformers will be screened with landscaping
- Lighting to be per City of Sheboygan standards.
- Dumpster enclosure to be per City of Sheboygan standards.
- Site to include a stormwater basin area. Final size to be determined per City of Sheboygan requirements.
- The facility's physical plan centers on a large, open-span gymnasium housing one regulation-size basketball court and two half-courts situated side-by-side. This clear-span space supports a range of athletic and community functions, including competitive play, practices, camps, training sessions, and multi-sport activities.
- Along the southern edge of the building is a well-organized support wing that includes:
  - A publicly accessible lobby and check-in area
  - Restrooms designed for high-traffic use
  - Staff offices, meeting rooms, and administrative space
  - Storage areas for equipment and program supplies
  - Mechanical and electrical rooms ensuring safe and maintainable operations
  - This arrangement allows efficient circulation, simplified supervision, and safe separation between spectators, players, and operational activities.
  - The building includes multiple emergency exits, ADA-compliant pathways, and direct access points to the gym from the main corridor, ensuring smooth flow during events, leagues, and community programs.
- Architecturally, the facility reflects a modern, durable, and community-oriented design. The exterior uses a two-tone façade consisting of a robust masonry base and a light-colored metal panel upper section. This composition provides:
  - High durability and low maintenance
  - A visually grounded, contemporary appearance
  - Energy efficiency through reflective cladding materials
  - The use of large, glazed entrance elements creates an open and welcoming presence, while strategically placed windows bring daylight into offices and shared spaces without affecting the controlled lighting environment of the gymnasium.
  - Overall, the architectural character is clean, functional, and professional—consistent with modern community athletic centers and recreation hubs.
- Parking is designed for 117 stalls, 5 of which handicap spaces. This is based on zoning requirements with minimal overflow needed on adjacent streets.
- Signage to be attached to building
- Project is anticipated to start construction in Fall of 2026 with completion in Fall of 2027.
- Project is valued at \$7.25 million.

- Native plant landscaping to tie into the neighborhood and reduce water usage will be provided (see site concept plan).
- Landscape buffers and building setbacks will be used to maintain visual harmony with the adjacent neighborhood.
- Bioswales to improve stormwater management within the neighborhood.
- Operates primarily indoors, reducing noise and minimizing disruption to nearby properties.
- Traffic patterns are predictable as they are scheduled through practices, camps and tournaments, all of which make it manageable within the site.
- There will not be any hazards introduced to the environment and landscaping/stormwater management will improve the neighborhood.
- The proposed facility will serve as a central hub for youth development, active recreation, and community wellness, supporting physical, social and emotional health outcomes for residents of all ages.
- The proposed facility supports year-round community activity.
- Operational controls (hours, access points) prevent unwanted spillover impacts.
- The proposed site is located with all public utilities able to serve the facility.

#### **STAFF COMMENTS:**

The applicant 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.

#### **ACTION REQUESTED:**

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

1. Prior to operation/occupancy, the applicant shall obtain all licenses and occupancy permits as well as meet all required codes including but not limited to building, plumbing, electrical, HVAC, fire, health, state, federal, etc. An occupancy permit will be granted only at such time as the applicant has met all requirements.
2. The facility will meet all zoning requirements including but not limited to noise, smells, vibration, hazardous materials, etc. If any issues arise, this matter may be brought back to the Plan Commission for review.
3. If using dumpsters, dumpster(s) shall be screened/enclosed and constructed of like materials and colors of the facility. If using chain link fencing, the applicant shall install Privacy Decorative Slating (PDS) material in order to effectively screen and enclose the dumpster.
4. All outdoor storage of materials, products or equipment shall be prohibited.
5. Any fencing/retaining wall shall be installed per Section 105-945 of the City of Sheboygan Zoning Ordinance.
6. All new 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.
7. Applicant shall obtain the necessary sign permits prior to installation. Applicant shall work with staff with regards to constructing a well-designed signage for the site that utilizes

colors and materials similar to the building. Staff may bring the proposed signage design back to the Plan Commission for review/approval.

8. Applicant is responsible for working with all private and public utilities in order to adequately service this development proposal.
9. 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, etc.).
10. Absolutely no portion of the 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.
11. If there are any amendments to the approved use and/or site plan, the applicant will be required to submit a new conditional use application reflecting those amendments.

**ATTACHMENTS:**

Conditional Use Permit Application and Attachments