

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use with exceptions by Geoff Lefeber to operate Hit Machine Baseball located at 1137 Illinois Avenue. UI Zone.

REPORT PREPARED BY: Ellise Rose, Zoning Administrator

REPORT DATE: September 18, 2025

MEETING DATE: September 23, 2025

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:

Geoff Lefeber is proposing to operate Hit Machine Baseball located at 1137 Illinois Avenue. The applicant states the following:

- The building was previously used by Sheboygan Paper Box Company. We propose to repurpose the building as an indoor baseball and softball pitching and hitting facility, to be operated as Hit Machine Baseball & Softball.
- The facility will be dedicated to training boys and girls ages 7-18 in baseball and softball, with a focus on pitching and hitting.
- Maximum capacity up to 30 kids at a time, distributed throughout the week to balance usage. Individual member use is allowed for hitting or pitching at different times.
- The facility is 100 feet wide by 148 feet long.
- Features:
 - 4 artificial turf batting cages
 - 1 restroom
- Parking available in front of the facility and on Illinois Avenue. Estimated cars: No more than 18-25 at a time, with a maximum of 45 adults and children in the facility at once.
- No dumpster needed; trash will be managed internally.
- Hit Machine logos (see below) will be used on a flag and sign no greater than 5' x 5' on the front of the building.
- Business hours will be Monday-Sunday, 7:00 AM-10:00 PM.
- Noise will be minimal; all activities are indoors.
- Facility will not negatively impact the neighborhood or traffic.
- No landscaping or exterior changes planned at this time.
- Installation cost: \$35,000-\$50,000 for turf, cages, and equipment.
- Expected opening: October 2025.

- This facility will offer a much-needed environment for young baseball and softball players in northern Sheboygan to practice, develop skills, and receive one-on-one instruction. The project will be a positive addition to the community.

STAFF COMMENTS:

No formal sign package has been submitted. Applicant shall work with staff with regards to constructing a well-designed sign package for the site. Staff may bring the proposed signage design back to the Plan Commission if there are 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, food, alcohol, etc. An occupancy permit will be granted only at such time as the applicant has met all requirements.
2. If using dumpsters, the dumpster(s) shall be screened/enclosed and constructed of like materials and colors of the facility.
3. Outdoor storage of materials, products or equipment shall be prohibited.
4. 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.
5. 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.
6. If there are to be any renovation to the exterior of the facility, the applicant will be required to obtain Architectural Review approval prior to receiving a building permit for such renovation.
7. If there are any amendments to the approved use and/or site plan, the applicant will be required to submit a new site plan and/or conditional use application reflecting those amendments.

ATTACHMENTS:

Conditional Use Permit Application and Attachments