

CITY OF SHEBOYGAN

REQUEST FOR CITY PLAN COMMISSION CONSIDERATION

ITEM DESCRIPTION: Application for Conditional Use with exceptions by Olufemi Tomori to operate PowerPlay Arena located at 2927 N 15th Street. UC Zone.

REPORT PREPARED BY: Ellise Rose, Zoning Administrator

REPORT DATE: September 2, 2025

MEETING DATE: September 9, 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:

Olufemi Tomori is proposing to operate PowerPlay Arena located at 2927 N 15th Street. The applicant states the following:

- This application is submitted for a Conditional Use Permit on behalf of PowerPlay Arena – Powered by Inflatable Parties, LLC, a new family entertainment center we are planning to establish at 2927 N 15th Street, Sheboygan, WI.
- The space is currently a vacant commercial/retail unit with basic office, restroom, and storage areas.
- Our vision is to create a safe, engaging, and modern entertainment hub for the Sheboygan community, featuring virtual reality (VR) gaming stations, racing simulators, and interactive experiences, with plans to expand to additional attractions such as indoor laser tag and family activity zones in the future.
- The site was chosen for its size, open layout, visibility, and location near neighborhoods, schools, and retail.
- PowerPlay Arena will serve as a family-friendly recreational space that encourages healthy social interaction, active play, and technology-driven experiences.
- Our facility will provide:
 - Community benefits: A positive, safe environment for youth, families, and adults to gather and enjoy entertainment locally, reducing the need to travel outside Sheboygan for similar experiences.
 - Economic impact: Creation of local jobs, attraction of visitors to the area, and increased activity for neighboring businesses.
 - Youth engagement: Offering unique gaming and simulator experiences that promote teamwork, creativity, and problem-solving, giving teens and young adults a constructive outlet.

- Flexible space: Party and group packages for birthdays, school outings, church groups, and team-building events, expanding Sheboygan's entertainment and event-hosting options.
- The proposed location at 2927 N 15th Street is ideally suited for this use. The open floor plan and existing amenities (bathrooms, storage, parking availability) make it well-positioned to house our attractions with minimal structural changes.
- Our design will include safety features, ADA accessibility, and proper supervision protocols to ensure compliance with city requirements.
- There will be 4-6 part-time staff plus owner/operator and an estimated 30-50 daily visitors on weekdays and 60-100 on weekends.
- Hours from 12-8pm on weekdays and 10-8pm on weekends.
- As a locally owned business, already operating Inflatable Parties LLC in Sheboygan County, we are committed to community values, safety, and providing fun, affordable entertainment for families.
- PowerPlay Arena represents the next step in growing a business rooted in Sheboygan and designed to give back to the community.
- We believe PowerPlay Arena will be a valuable addition to Sheboygan, supporting the city's goals of growth, recreation, and community engagement.

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