

# SHEBOYGAN BUSINESS CENTER EXPANSION

## MASTER PLAN

SHEBOYGAN, WISCONSIN

STAYLOR  
DRIVE

INTERSTATE ROUTE 43

STAHL ROAD

SOUTH BUSINESS DRIVE  
(COUNTY TRUNK HIGHWAY OK)

COUNTY TRUNK HIGHWAY V



City of  
**Sheboygan**  
spirit on the lake.



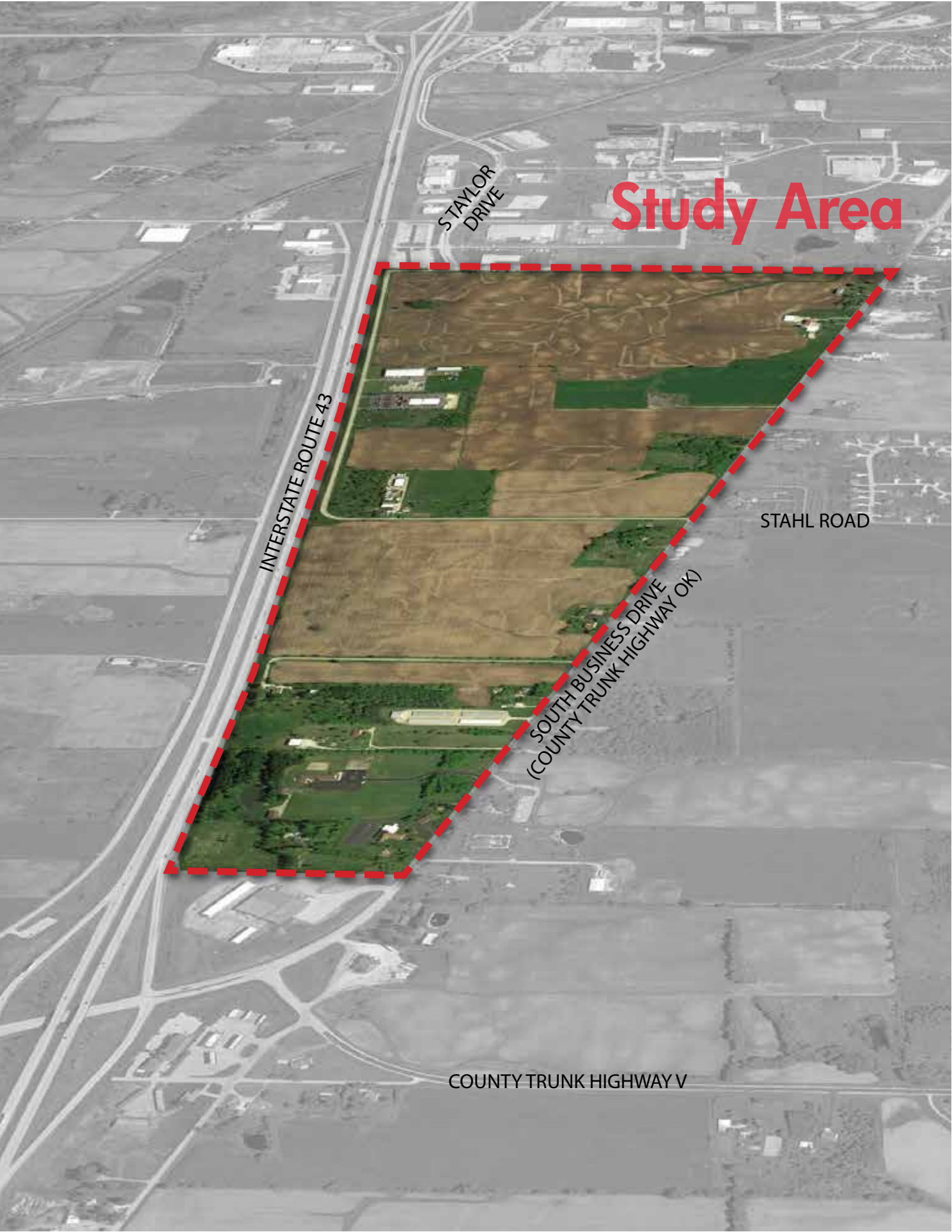
# Acknowledgements

Darrell Hofland, City Administrator  
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David Biebel, Director of Public Works  
Ryan Sazama, City Engineer  
Joe R. Trueblood, Water Superintendent  
Dane Checolinski, Director of Sheboygan County Economic Development Corporation

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# Executive Summary

The firm of Ruekert & Mielke, Inc., in association with Hitchcock Design Group, was in February 2017 engaged by the City of Sheboygan to perform preliminary planning for an expansion of the City’s current Business Park.

The City of Sheboygan is down to its last few saleable acres in their current Business Center and is proactively looking at the next expansion of this very important economic development toll for the City’s taxpayers.

The recently adopted City Five-Year Strategic Plan, which the City has been working on for almost two years, lists the design, engineering, and delivery of a new business park as one of its key objectives.

To accomplish this goal, it is necessary to do detailed planning to determine the available opportunities, yield, and position in the marketplace. Based upon this information, along with discussions with City staff and representatives of the Sheboygan County Economic Development Corporation, multiple lot and street configurations were derived and studied. This analysis also considered existing parcel boundaries, municipal borders, and possible phasing boundaries since it is unlikely that the expanded business park will be built all at once. Another element considered during this planning effort was to provide the City with flexible lot configurations that will allow for varying lot sizes to accommodate the desires of potential buyers.

With input from the City staff, the Preferred Concept Plan was prepared along with the accompanying background information and exhibits.

The outcome of this Phase I Study will provide the basis for the City’s strategy going forward, providing the City’s elected officials and staff with the information necessary to make informed decisions.

Sincerely,

**Ruekert Mielke**

Joseph W. Eberle  
Senior Project Manager

**Hitchcock Design Group**

Geoffrey Roehll  
Principal

# Concept Overview

## Land Use

The existing Sheboygan Business Center consists of sites between 2 and 14 acres and only a few undeveloped parcels remain. The Business Center expansion includes approximately 400 additional acres that can be developed in phases over time. The plan indicates sites in a range of sizes, including larger sites up to 20+ acres. The plan is intended to be flexible and allow for development of sites varied in size based on need.

The plan outlines zones for different land use/tenant types. The Office/Manufacturing zone is intended to accommodate smaller scale uses including corporate office, light industrial, and smaller scale manufacturing and warehousing. The Large Manufacturing zone is intended to accommodate uses with a need for larger sites to support their operations.

## Infrastructure and Stormwater Management

South Taylor Drive is a 4-lane boulevard through the existing Business Center. The 4-lane boulevard will extend south into the expanded Business Center and transition to a 35’ roadway cross-section without a boulevard that can accommodate the anticipated traffic. Traffic circles are included at main intersections to control traffic without the need for signals. The existing frontage road along Interstate 43 will be phased out over time and the properties will be accessed from the interior of the Business Center.

The new City water tower is located at the high point of the project area, and is currently in the process of being engineered, with construction scheduled to begin in 2018.

Stormwater Management areas are intended to be functional at controlling stormwater, but also amenities that can include walking paths, gathering spaces, overlooks and passive natural areas.

## Sustainability

The City of Sheboygan supports a triple-bottom line approach to sustainability (environmental, economic, cultural) and would like the Business Center to embrace sustainability as a theme. Green infrastructure components and low-impact development practices can be used throughout the common areas and encouraged in private development. Examples include: bioswales and rain gardens, porous pavements, green roofs, combination green/grey infrastructure, and rainwater harvesting and distribution.

## Gateways

The Sheboygan Business Center is located at the southernmost point of the City of Sheboygan and acts as a gateway to the community as viewed by motorists heading north on Interstate 43. Gateway components that express the City’s identity, along with the Business Center’s sustainable theme, can be constructed to be visible from both Interstate 43 and South Business Drive.

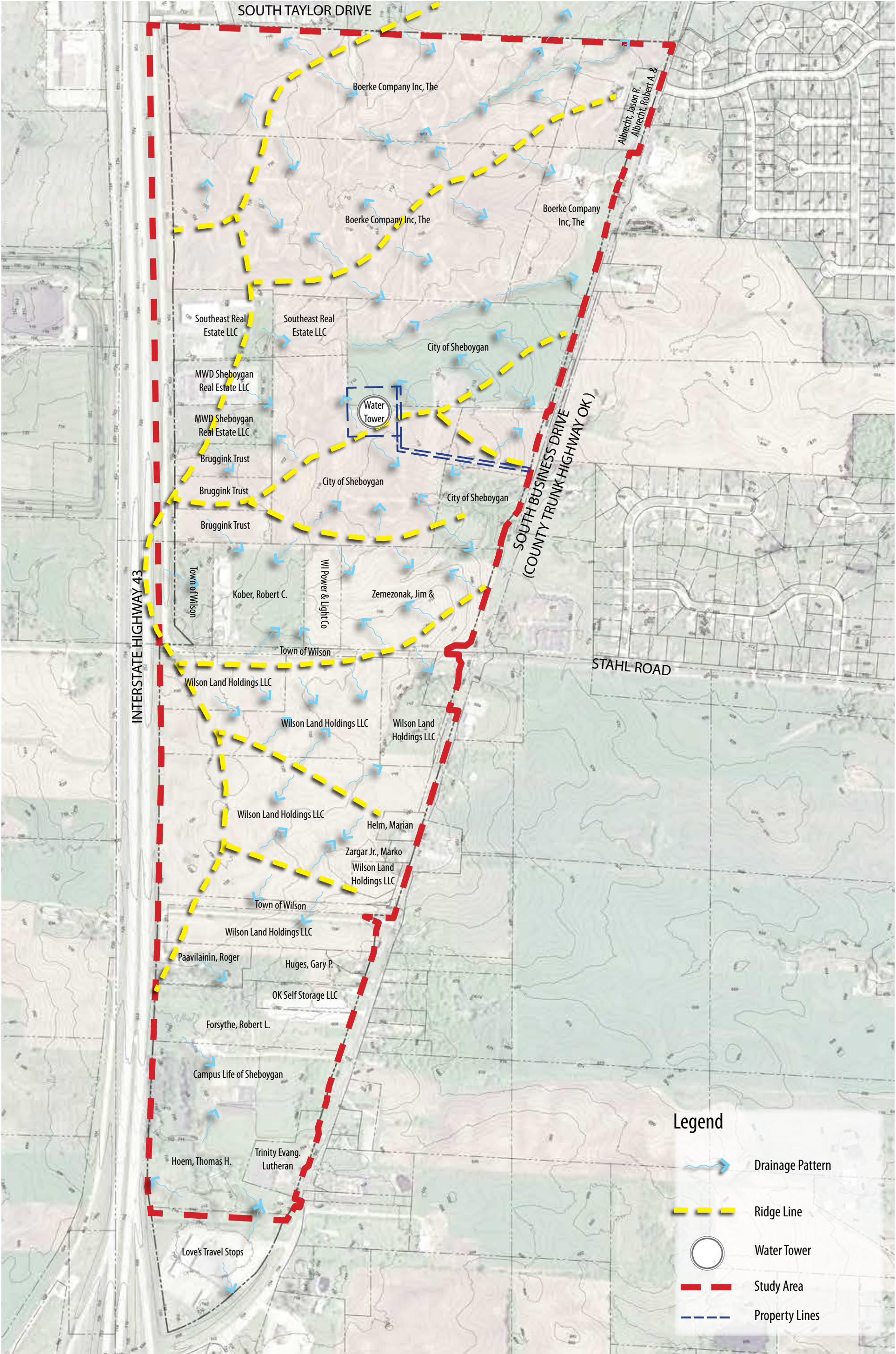
## Recreational Amenities

A multi-use trail system is included throughout the Business Center and connects to the planned bike trail to be located along South Business Drive. There is also potential for recreational amenities to be located at the Stormwater Management areas as described above.

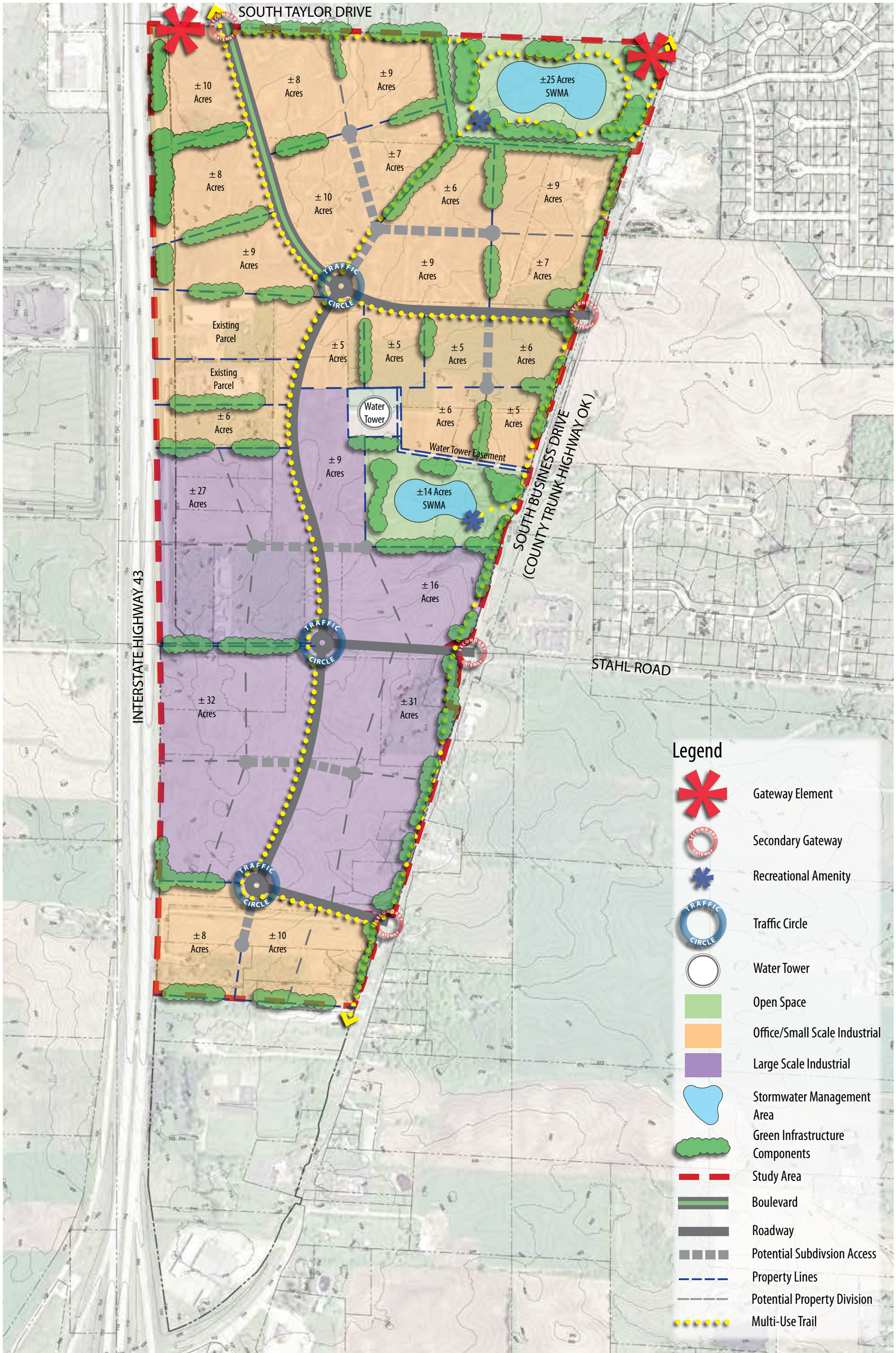
## Implementation and Phasing

Implementation and phasing will occur as the City acquires property and based on demand. The plan is intended to offer flexibility to adjust as properties are acquired and specific developments advance.







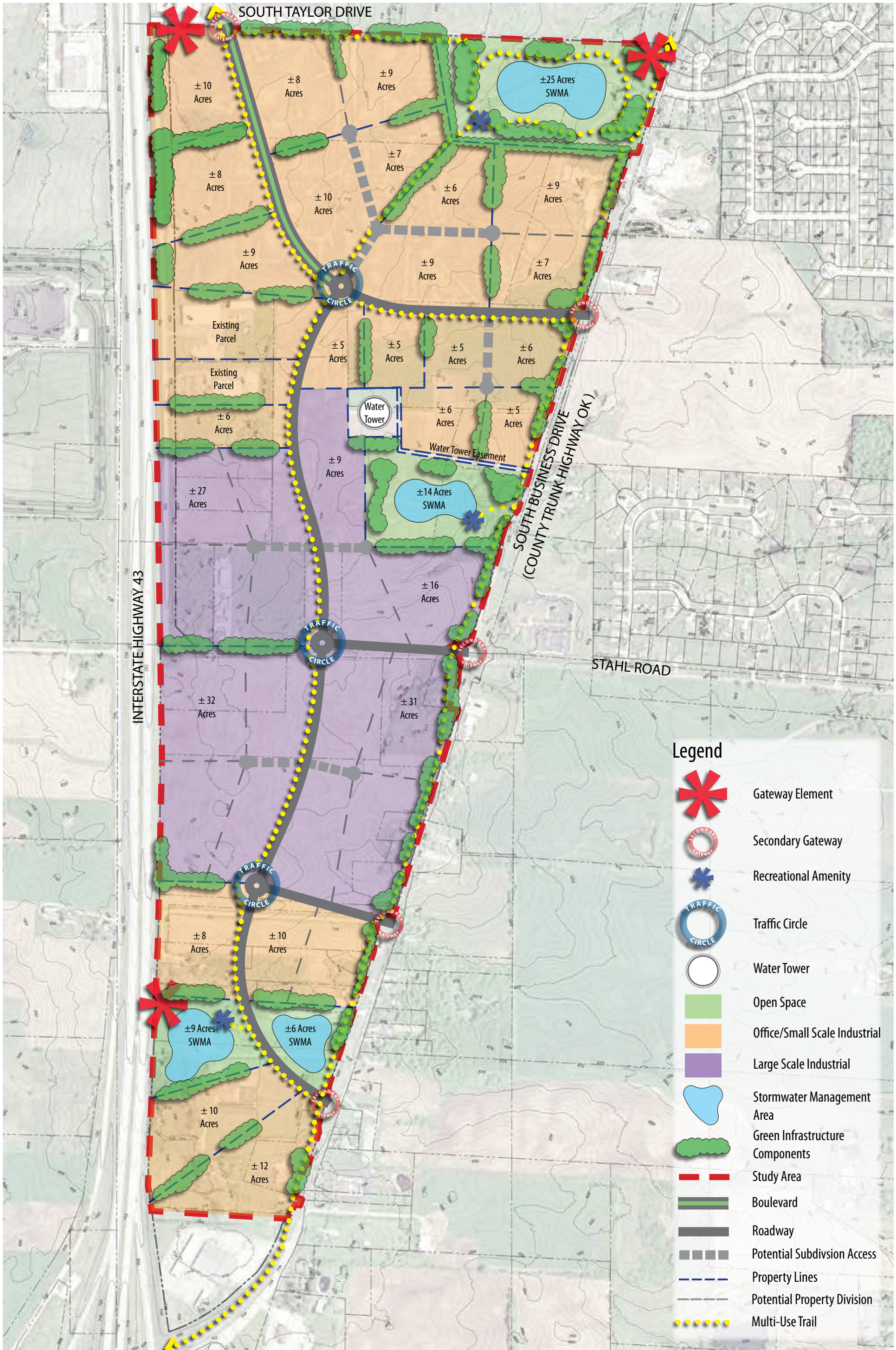


# Preferred Concept Plan

## Sheboygan Business Center Expansion

Sheboygan, Wisconsin



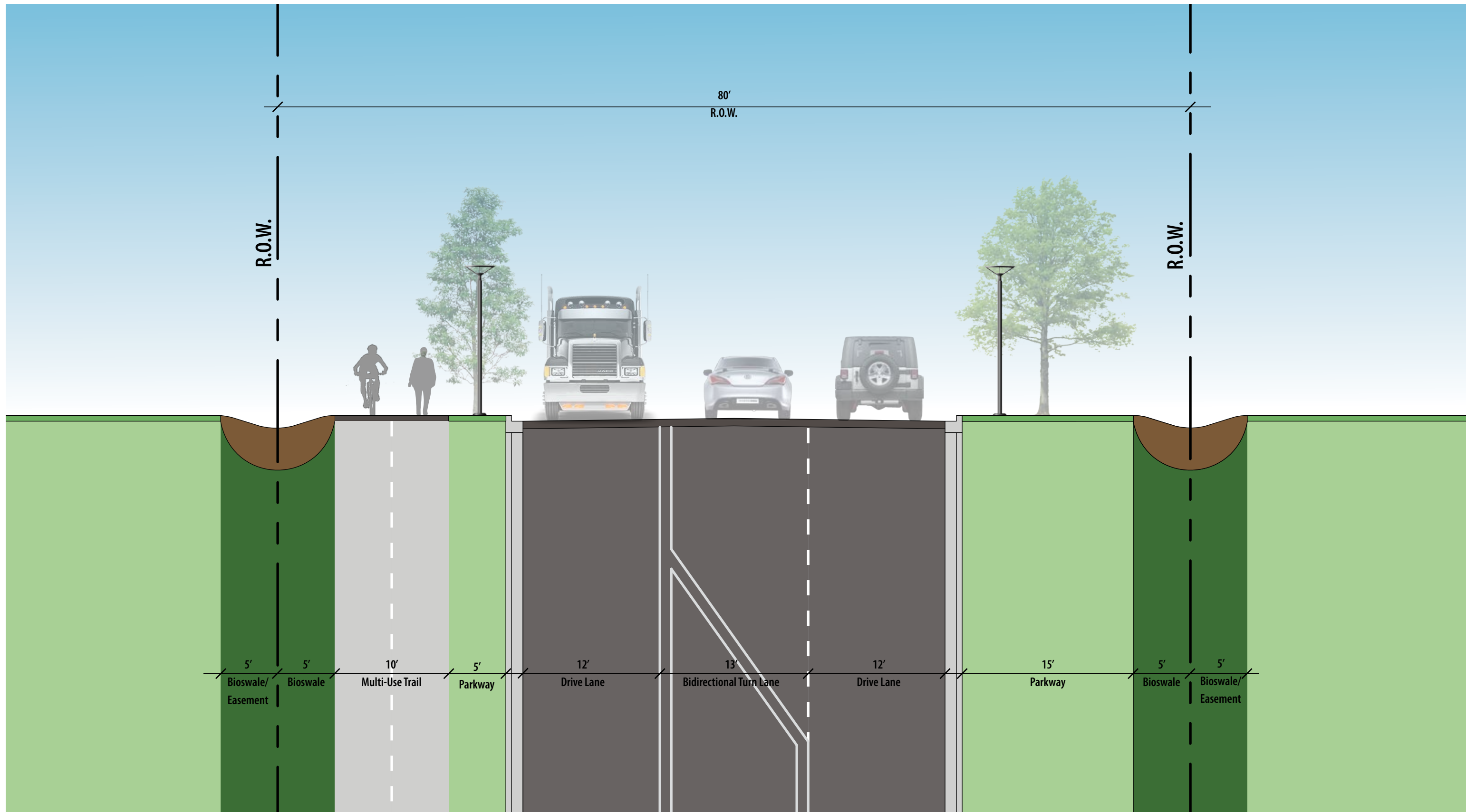


# Alternative Concept Plan

## Sheboygan Business Center Expansion

Sheboygan, Wisconsin





# Proposed Roadway Section

## Sheboygan Business Center

Sheboygan, Wisconsin





✱ Gateway Element



✱ Gateway Element



✱ Gateway Element



✱ Gateway Element



✱ Gateway Element



# Character Images

## Sheboygan Business Center

Sheboygan, Wisconsin

✱ The Gateway Elements are large architectural signage components that are located in highly visible areas and identify the Sheboygan Business Center. These territory markers anchor prominent locations on the property.

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City of Sheboygan  
  
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Secondary Gateway



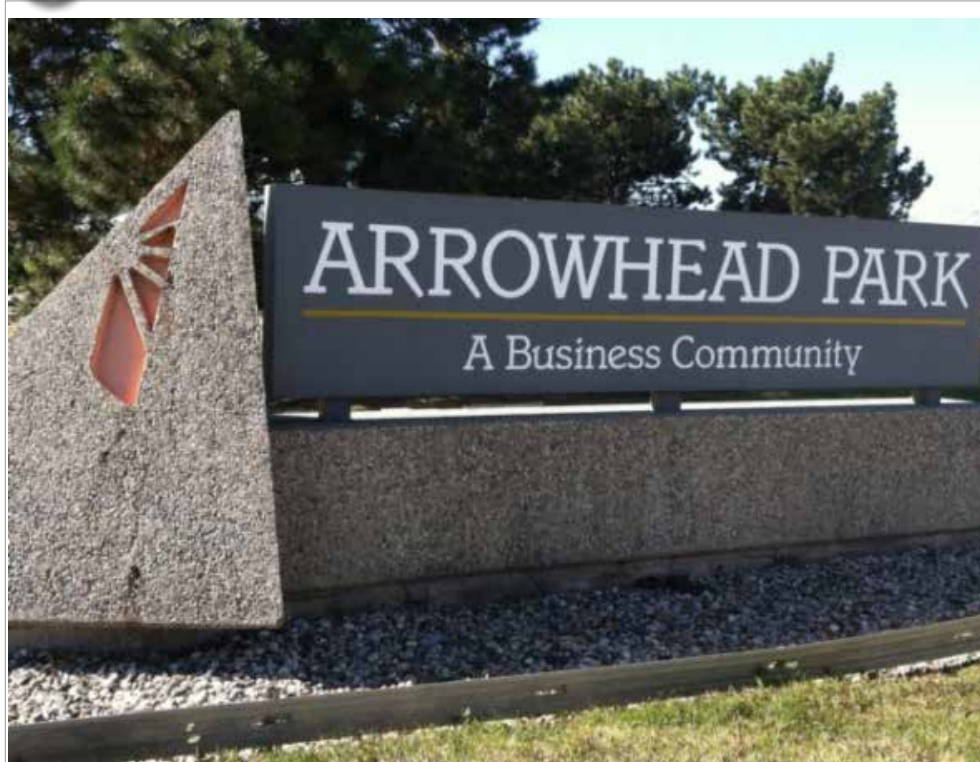
Secondary Gateway



Secondary Gateway



Secondary Gateway



Secondary Gateway



Secondary Gateway



Secondary Gateway



# Character Images Sheboygan Business Center Sheboygan, Wisconsin



The Secondary Gateways are smaller signs within the same family as the Gateway Elements and are located at all roadway entrances into the Sheboygan Business Center.

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✱ Recreational Amenity-passive recreation



✱ Recreational Amenity-community performance



✱ Recreational Amenity-passive overlook



✱ Recreational Amenity-gathering areas




✱ Recreational Amenity-visual icon





 Traffic Circle




 Traffic Circle




Cul-de-sac/ Drop-off




 Stormwater Management Area



 Stormwater Management Area



 Stormwater Management Area

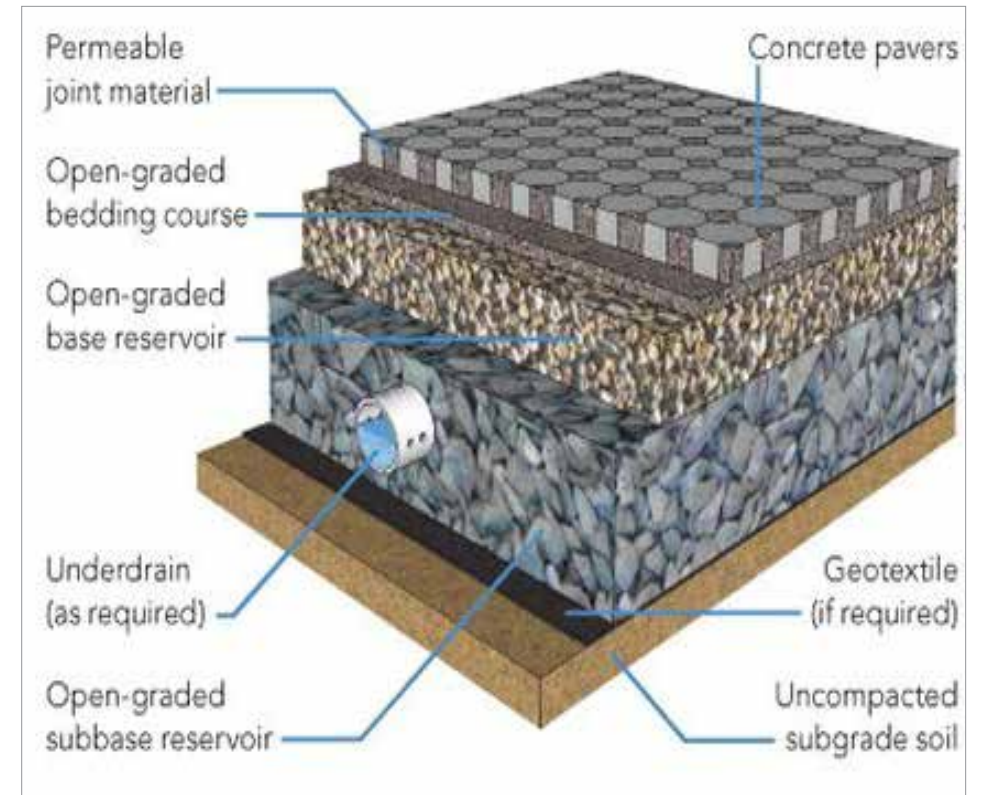




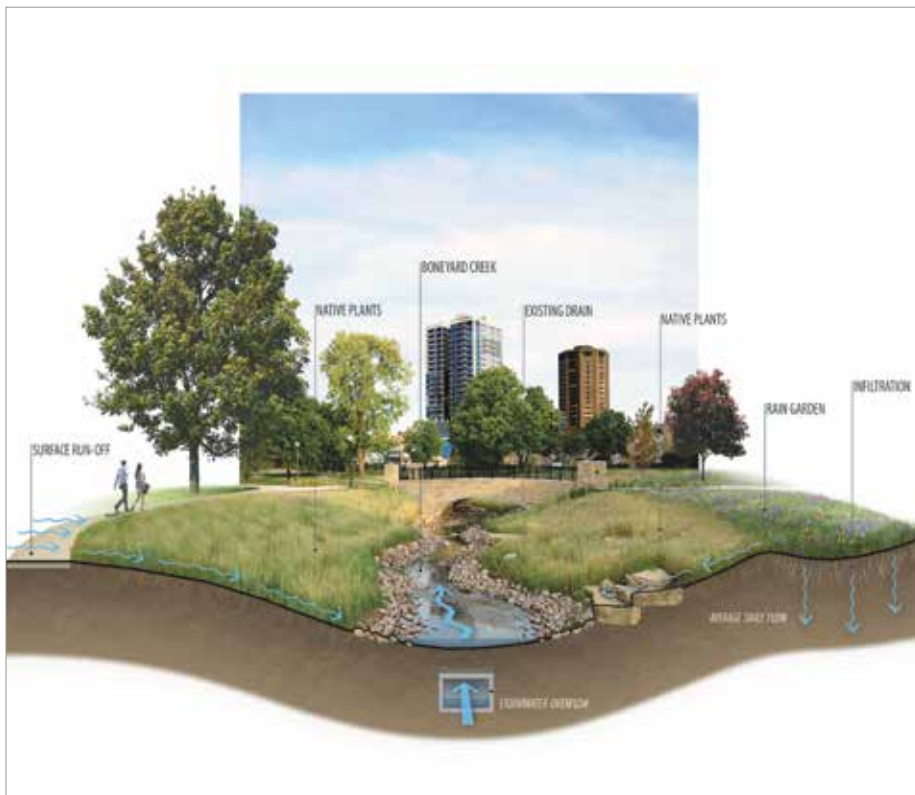
Green Infrastructure-bioswale



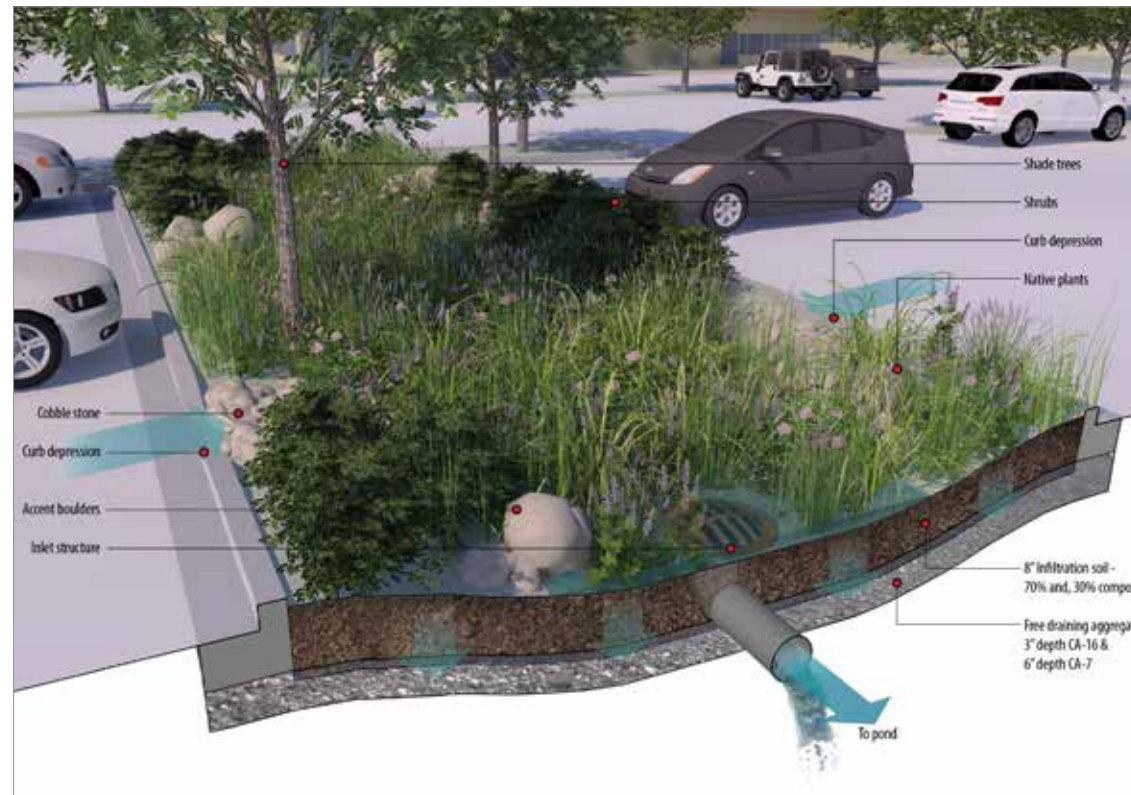
Green Infrastructure-Rainwater Harvesting



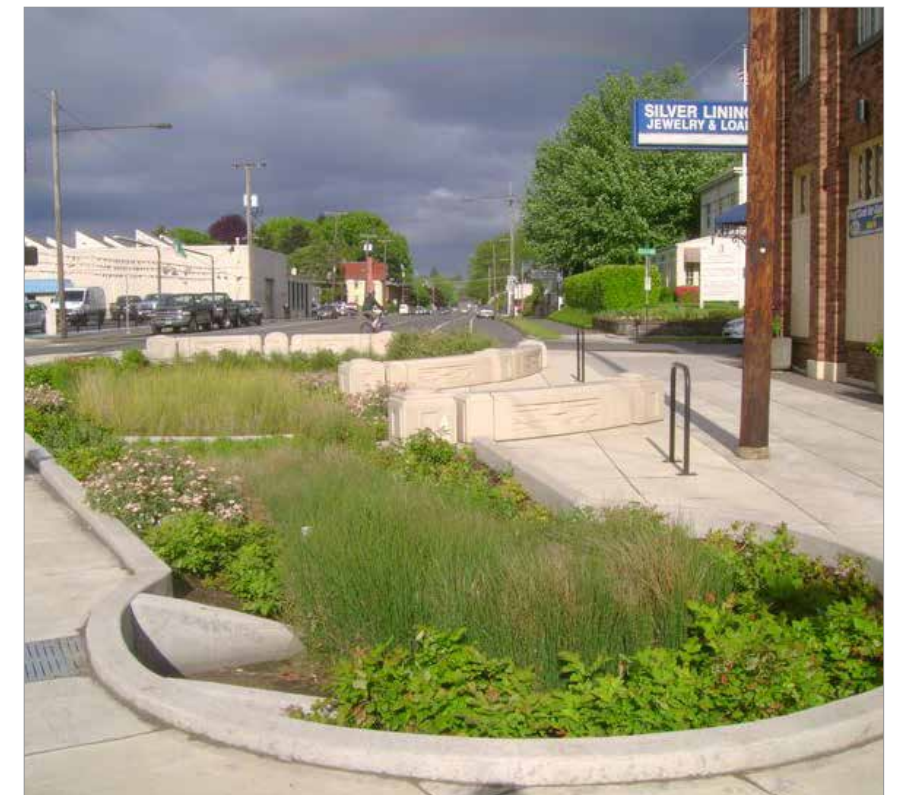
Green Infrastructure-Permeable Pavement



Green Infrastructure-bioswale



Green Infrastructure-bioswale



Green Infrastructure-rain garden



# Character Images Sheboygan Business Center Sheboygan, Wisconsin

The Green Infrastructure symbols shown are a combination of natural systems that capture, cleanse, and reduce stormwater runoff.

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● ● ● Multi-Use Trail



● ● ● Multi-Use Trail



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The Multi-Use Trail provides bike and pedestiran access to Recreational Amenities and open space areas.