



Sheboygan, Wisconsin

City of Sheboygan Comprehensive Plan

Adopted December 5, 2011



EXECUTIVE SUMMARY & IMPLEMENTATION STRATEGY

The lakefront community of Sheboygan, Wisconsin, is an attractive tourism destination and historic manufacturing town in the heart of the upper Midwest. The community has earned name recognition for its enviable location within the chain of Wisconsin's lakeshore communities, and for the area's high quality of life, offering an excellent education system, reasonable cost of living, and amenities such as art and cultural events, restaurants, resorts, and golf courses.

Purpose and Organization

The City of Sheboygan Comprehensive Plan will guide physical change and decision-making over the next 10 to 25 years to achieve the City's future vision as *a diverse and prosperous coastal community*.

The Plan will function as the City's long-range guide informing decisions regarding sustainable future community growth, development, redevelopment, and preservation. In addition to local government, other anticipated frequent users of the Plan include developers, residents, and other community stakeholders.



Key Initiatives

The 2011 Comprehensive Plan is an ambitious document. It articulates an inspiring vision of the City's future and provides a detailed roadmap for reaching that vision. Promoting the characteristics of a coastal community, Sheboygan will prioritize advancing sustainable economic growth, job creation, and a high quality of life within the City. Successfully completing a number of initiatives over a period of many years will be required to fully realize the City's great potential. Key initiatives advanced through this Plan include:

- **Promoting infill development and redevelopment** to grow efficiently, strengthen existing business districts and neighborhoods, and leverage existing infrastructure and connectivity.
- **Spur economic development and job creation** by:
 - Capitalizing on an improved river corridor to attract new businesses and the reuse or redevelopment of riverfront properties.
 - Improving the community's image through a concerted marketing strategy focused on improving the "Sheboygan" brand, attracting new corporate or professional employers to the City, and improving residents' perception of their City.

- Continuing to work with its economic development partners and businesses to encourage economic diversification.
- **Focusing attention on the City's Targeted Economic Development Growth Areas and Redevelopment Corridors by:**
 - Advancing the Fresh Tech and regional foods initiatives along **Indiana Avenue**.
 - Developing the **Willow Creek Business Park** as a “green” business park and marketing to “green” industries and those committed to a strong “triple-bottom-line” of environmental and social as well as economic success.
 - Maximizing the value of the **Lakefront Business Center** through recruitment of high-quality development integrated with adjacent districts and neighborhoods.
 - Continuing to build off successful revitalization of **Downtown/Harbor Centre** utilizing the Harbor Centre Master Plan.
 - Developing detailed neighborhood plans for the **Calumet Drive/North 15th Street area** and **Michigan Avenue**, building off the Conceptual Redevelopment Plans in Chapter 3.
 - Proactively promoting reuse and redevelopment of sites along **Taylor Drive** based on the Taylor Drive District Master Plan, including Memorial Mall, Memorial Plaza, and the Taylor Heights Shopping Center.
- **Enhancing the lakefront and riverfront** to attract new development, appeal to residents, and facilitate a healthy community.
- **Improving the transportation system** by implementing regional bike and pedestrian plans and addressing gaps in the existing networks, for functional as well as recreational use and advocating for the development of an I-43 interchange at Indiana Ave.
- **Continuing to provide high quality public services** by improving and expanding utilities and community facilities, especially addressing allocation of future sanitary sewer capacity, establishing broadband services throughout the City, and constructing new water system improvements.
- **Strengthening older neighborhoods** by implementing existing revitalization strategies, continuing diligent code enforcement, communicating with residents and land owners,



advancing collaboration among social service organizations, City Departments, and neighborhood associations.

- **Diversifying the City’s housing stock** by supporting market-rate infill and redevelopment housing aimed at empty nesters, seniors, and young professionals.
- **Continuing to advance a tradition of rich arts, cultural facilities, and events** by partnering with businesses and the Chamber of Commerce to prepare an inventory of Sheboygan’s cultural offerings and a consolidated events calendar.

Implementing the Plan

The City will implement its Comprehensive Plan over the next several years, focusing on the priority actions above and as other opportunities present themselves. The City will also monitor its success in achieving its Vision and Plan recommendations, and will amend its Comprehensive Plan as necessary to meet evolving conditions and priorities.

To review the full Comprehensive Plan, go to www.ci.sheboygan.wi.us.
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Figure 1-1: City of Sheboygan

A diverse and prosperous coastal community

Comprehensive Plan Vision



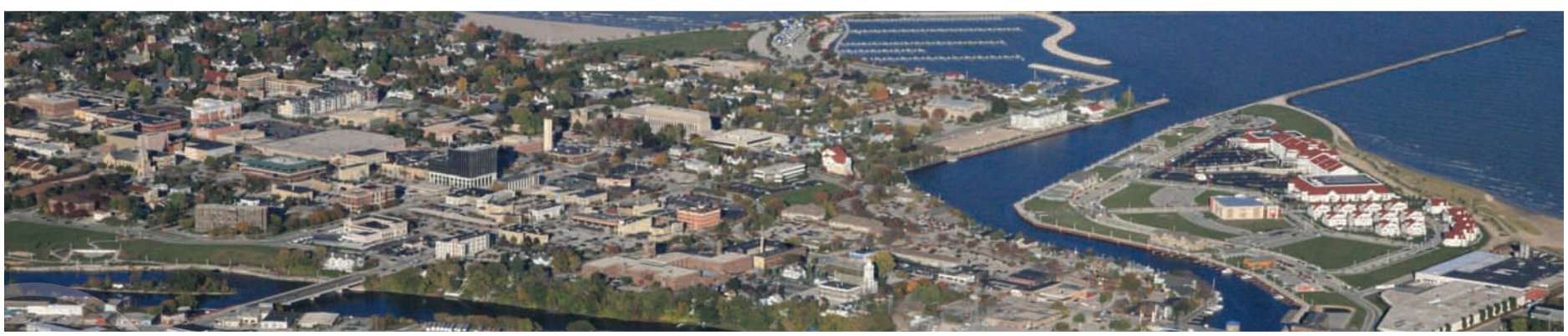
- ### 3. Revitalize Our Neighborhoods
- a. Create a message marketing Sheboygan's desired image to residents and throughout the region.
 - b. Diversify the City's housing stock to appeal to more residents, build market-rate urban housing options, and grow population.
 - c. Promote an urban foods initiative that provides opportunities to grow or purchase healthy foods in the City center.
 - d. Celebrate the cultural mix that makes Sheboygan unique.
 - e. Continue the community policing approach to ensure safe attractive neighborhoods and help establish formal neighborhood organizations throughout the City.
 - f. Continue to grow trail system, preserve and enhance green space.

- PRINCIPLES AND INITIATIVES:
- ### 1. Build a Self-Sustaining Economy
- a. Actively pursue economic diversification to increase professional level employment in the community.
 - b. Advance economic initiatives based on place-based assets such as the regional foods initiative.
 - c. Strengthen the industrial and manufacturing sectors that founded Sheboygan.
 - d. Tout Sheboygan's high quality of living including quality schools, large park and recreation system, and destinations to foster economic development.
 - e. Pursue mutually beneficial relationships among neighboring municipalities in the region.

- ### 2. Focus on the City's Center
- a. Aggressively promote infill and redevelopment to utilize lands with existing City services and strengthen the City's tax base without converting farmland.
 - b. Bring people downtown to live, play, eat, stay, and meet.
 - c. Continue momentum on Harbor Centre projects; particularly Downtown, South Pier, Indiana Avenue, and Michigan Avenue.
 - d. Implement plans to build connectivity to the City Center.

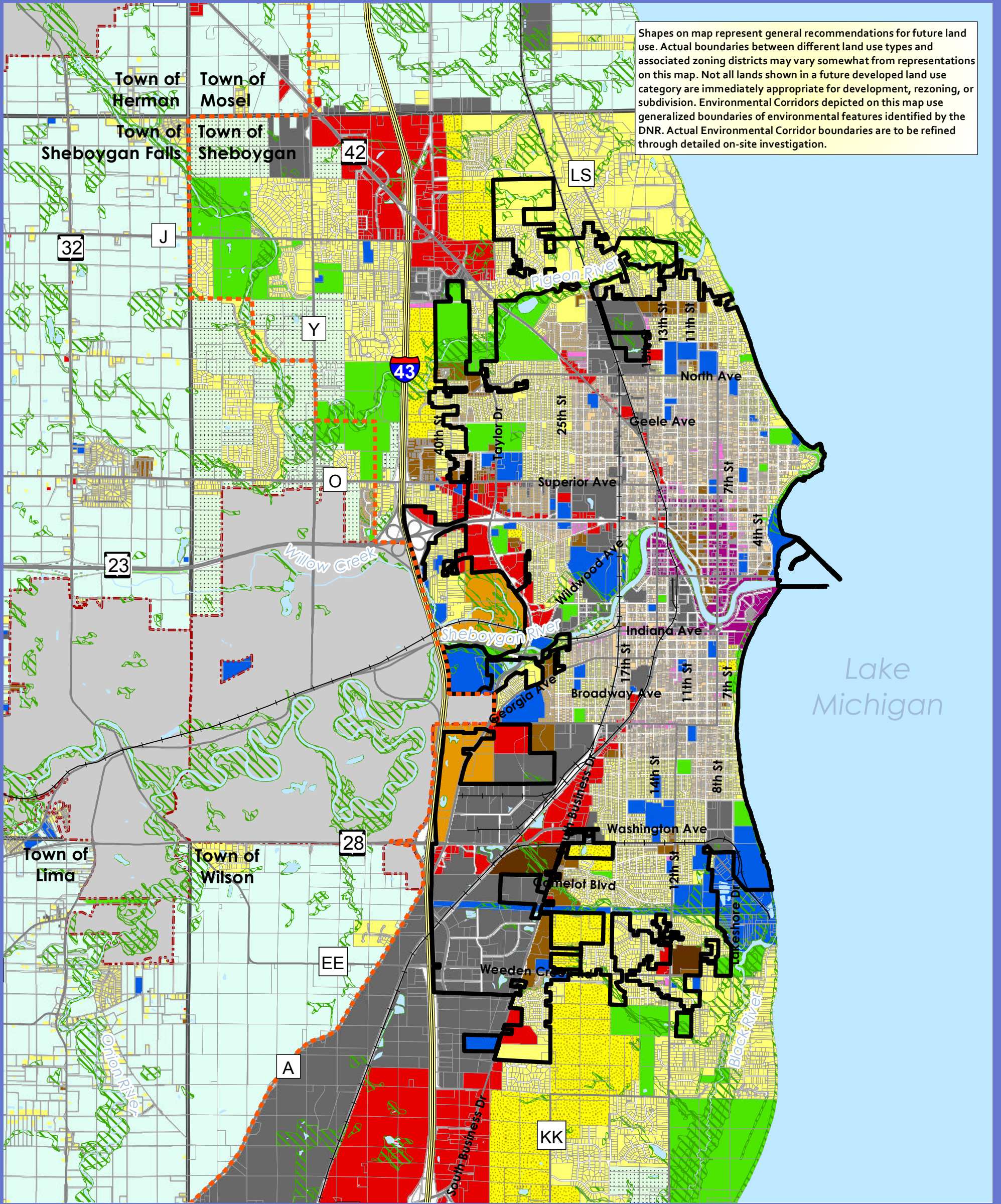


- ### 5. Cultivate the Arts and other Cultural Assets
- a. Work with community organizations building off of existing assets to coordinate and promote the arts, cultural facilities, and events for local residents and tourism development.
 - b. Support organization of the arts and cultural network including establishment of a County-wide calendar of events and/or resource network to promote awareness.



- ### 4. Capitalize on Lake Michigan
- a. Advance redevelopment and infill projects proximate to Lake Michigan as high-value opportunities including South Pier, Indiana Avenue, and lake sites.
 - b. Promote unique lake-related activities like sailing/boating/kayaking, fishing, and surfing in visitor and promotional materials, and tie to economic development initiatives.
 - c. Work with partners to bring events, programming, and visitors to the lakefront.





Shapes on map represent general recommendations for future land use. Actual boundaries between different land use types and associated zoning districts may vary somewhat from representations on this map. Not all lands shown in a future developed land use category are immediately appropriate for development, rezoning, or subdivision. Environmental Corridors depicted on this map use generalized boundaries of environmental features identified by the DNR. Actual Environmental Corridor boundaries are to be refined through detailed on-site investigation.

Map 2-1 Future Land Use *City of Sheboygan Comprehensive Plan*

	City of Sheboygan Municipal Boundary		Agricultural/Rural		Community Mixed Use
	Other City or Village Municipal Boundaries		Single Family Residential		Central Mixed Use
	Town Boundaries		Neighborhood Preservation		Institutional and Community Facilities
	City of Sheboygan Extraterritorial Jurisdiction		Two Family Residential		Employment
	Major Road		Multi Family Residential		Public Parks and Open Space
	Interstate		Mobile Home Park		Town Development Area
	Railroad		Planned Neighborhood		Environmental Corridor
	Water		Neighborhood Mixed Use		
			Office Park		

0 0.25 0.5 1 Miles

Adopted: 12/5/2011

Data Sources: City of Sheboygan, DNR, V&A, Bay Lake RPC, Sheboygan County