

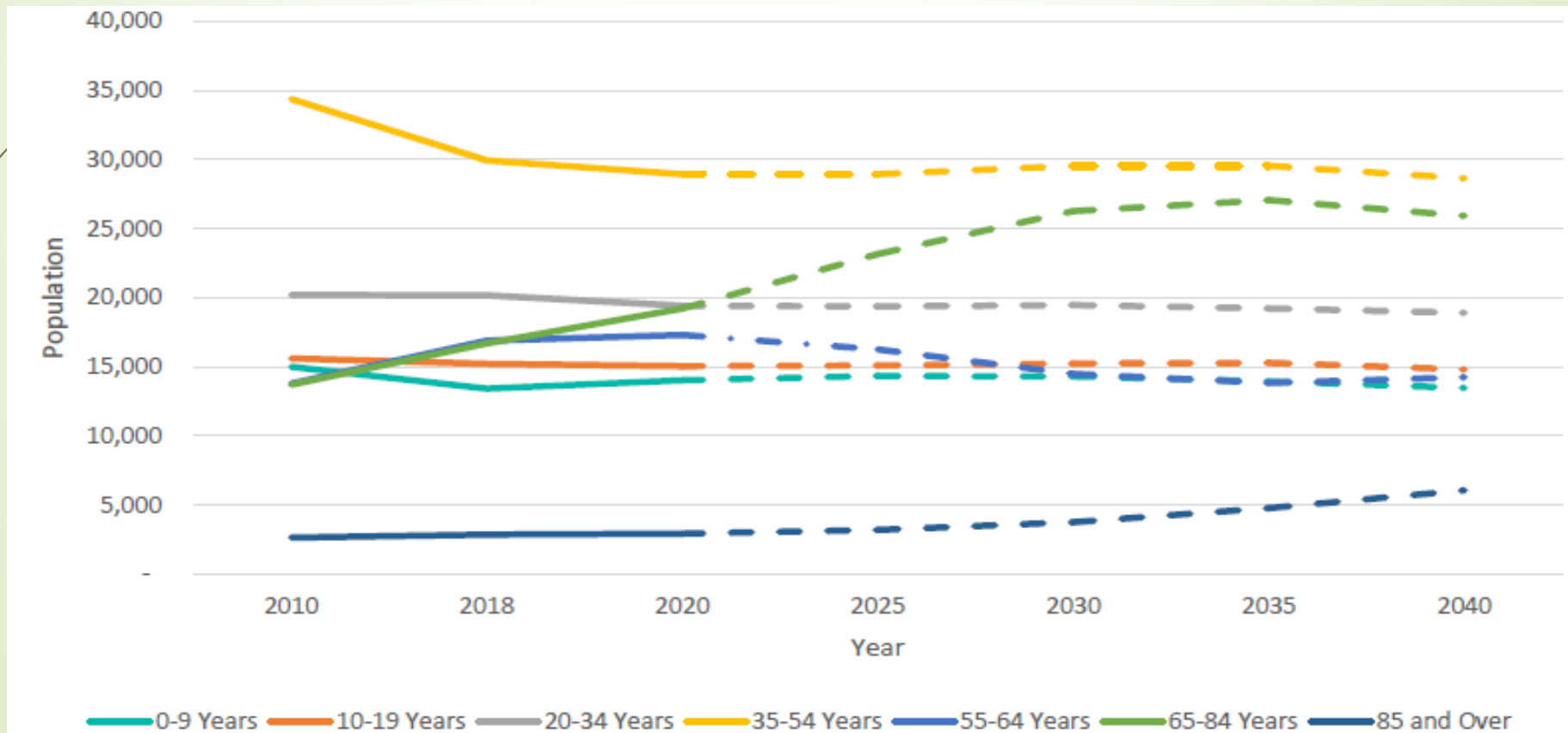
Candid Conversation w/ Chad Pelishek, Director of Planning and Development

May 12, 2021

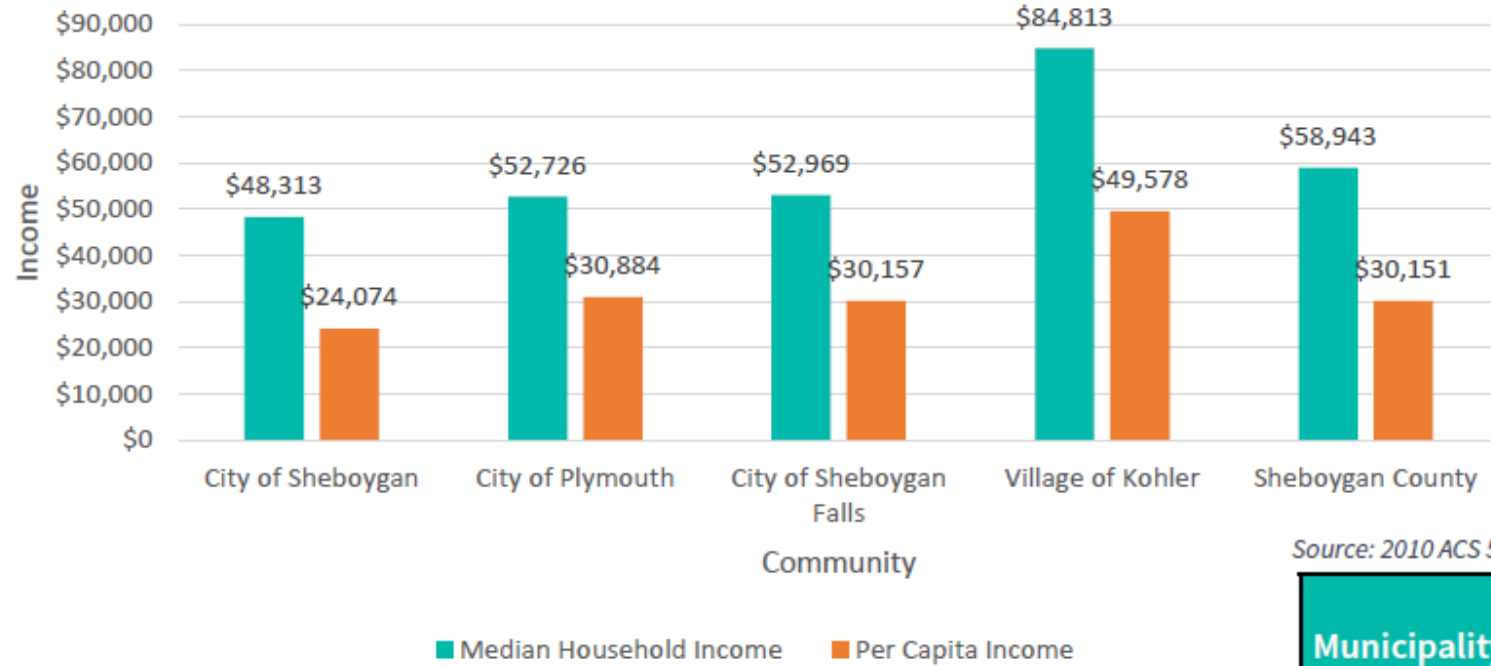


Recap of the Findings of the Recent Study

Age Cohort Projections-County



Population, Median & Per Capita Income



Source: 2010 ACS 5-Year Estimates, WI DOA 2020 Estimates

Municipality	2010-2020 Population Change	% Change Over Decade
City of Sheboygan	-978	-2.0%
City of Plymouth	343	4.1%
City of Sheboygan Falls	788	10.4%
Village of Kohler	32	1.6%
Sheboygan County	1,596	1.4%

Building Permits 2015-2020

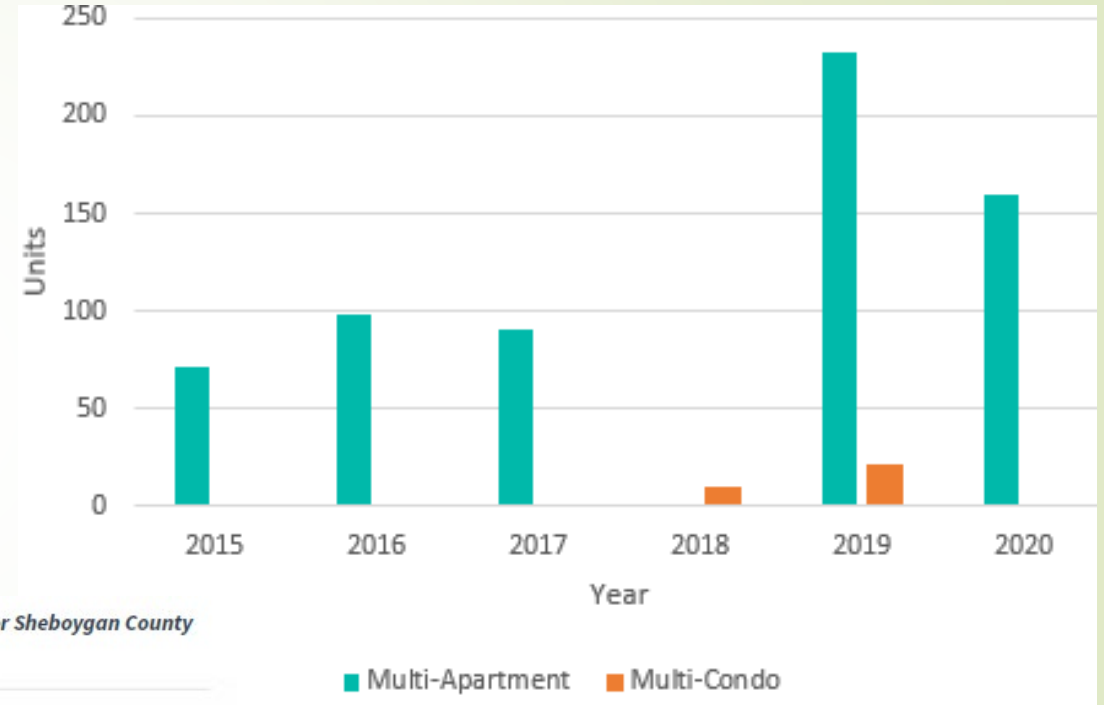
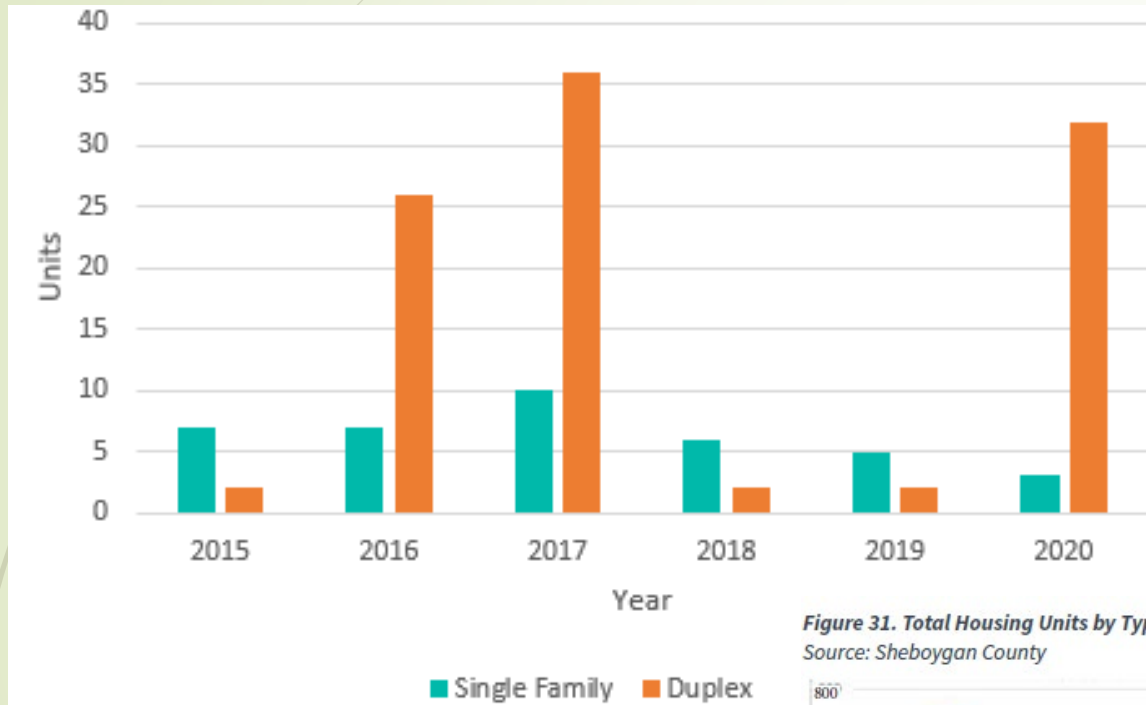
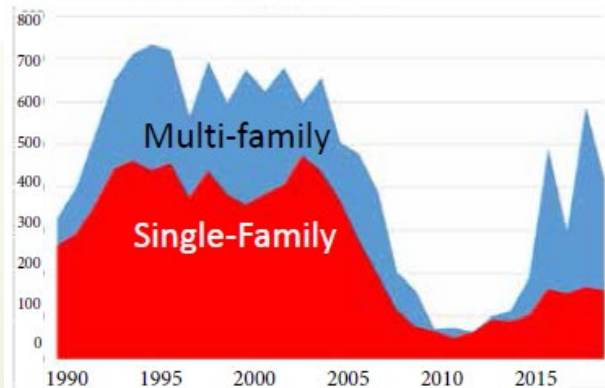
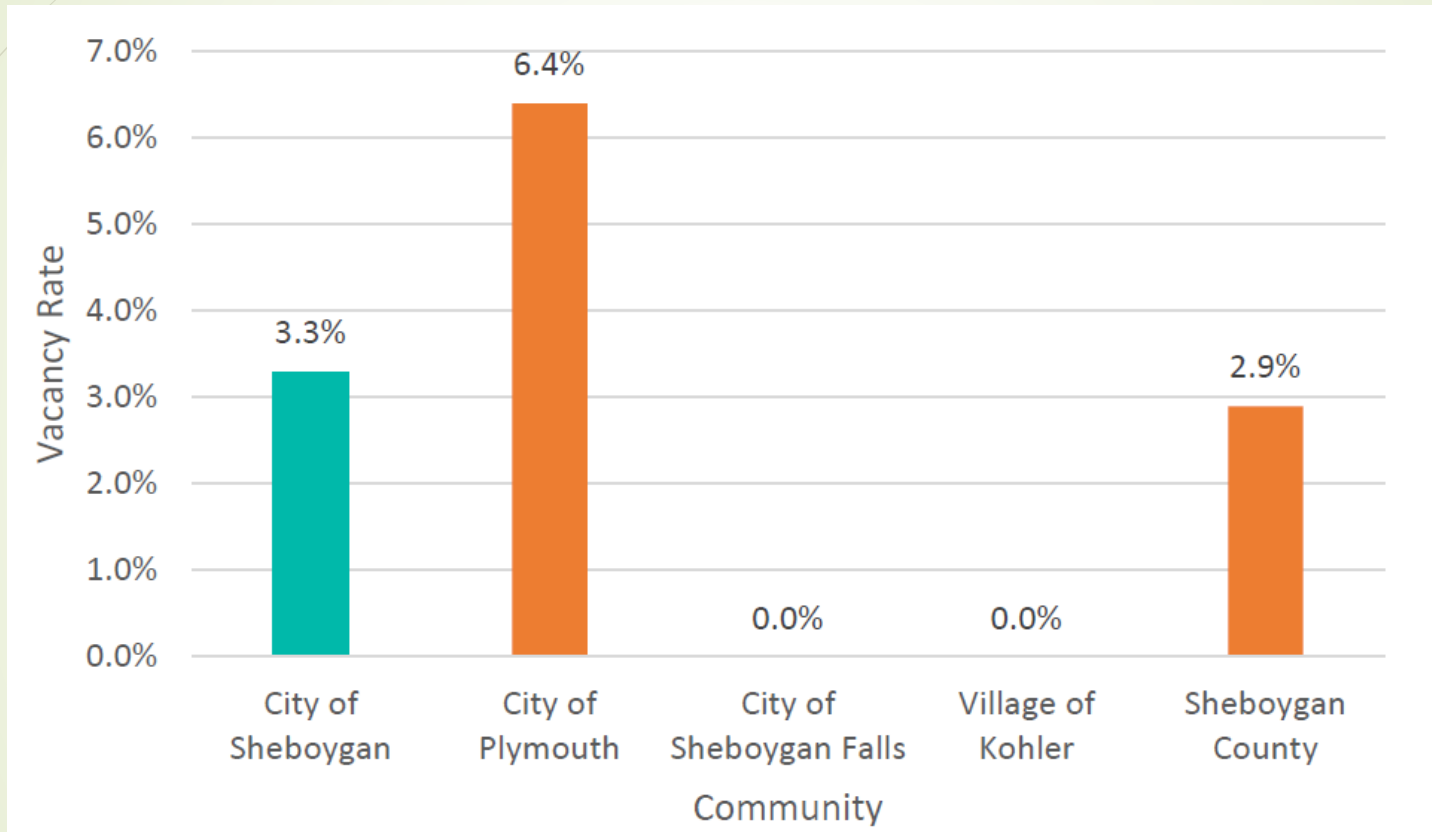


Figure 31. Total Housing Units by Type for Sheboygan County
Source: Sheboygan County



Rental Unit Vacancy

Data as of 12/31/20



** A typical healthy vacancy rate is between 5% and 7%.

A vacancy rate around 5-7% provides an appropriate balance between supply and demand, with enough units to provide choices.

Demand Projections

Rental Units

401-1,023 by 2030
(40-102/year)

- 184-471 up to \$918/month
- 112-287 \$1,028-\$1,465/month
- 104-266 greater than \$1,284/month

Owner-Occupied Units

325-715 by 2030
(33-72/year)

- 60-131 up to \$129,000
- 64-141 \$146,000-\$222,000
- 45-100 \$192,000-\$281,000
- 156-342 greater than \$234,000

Senior-Independent Living

- 1,005* subsidized
- 284* market rate

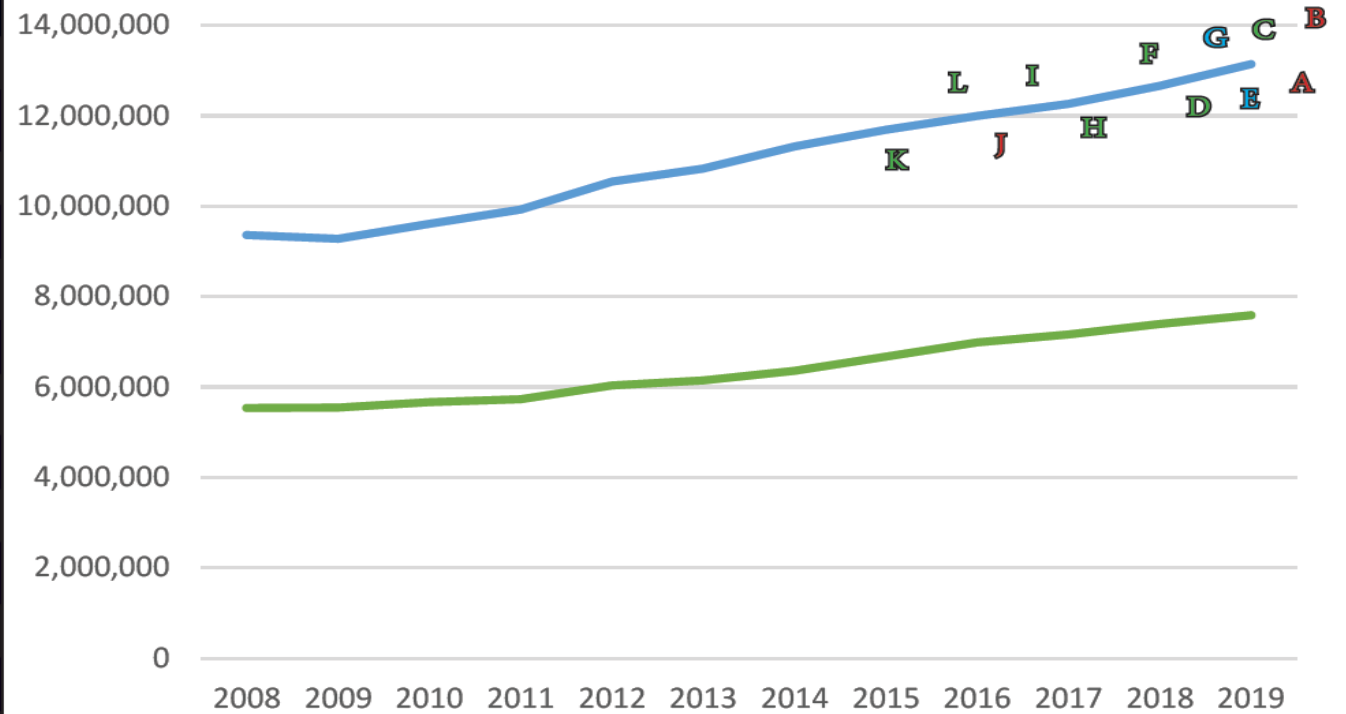
Senior-Assisted Living

- 196 additional units by 2030

Review of Current Residential Development

Gross Domestic Product (GDP) VS. Residential Development

	Project	Approx. Value	Units	Percentage Occupied
A	Badger State Lofts	\$30,500,000	118	60%
B	The Oscar	\$47,000,000	240	Under Construction
C	Kingsbury Village	\$6,000,000	33	70%
D	7Penn Apartments	\$13,000,000	66	100%
E	South Pier Riverfront Condominiums	\$6,100,000	21	98%
F	The Luxe Apartments	\$8,000,000	48	90%
G	Water's Edge Condominium Complex	\$7,000,000	32	50%
H	Encore Apartments	\$10,100,000	81	100%
I	HighPointe Apartments	\$15,700,000	91	100%
J	Washington School Apartments	\$3,000,000	43	100%
K	Meadowland Apartments	\$4,500,000	88	100%
L	Portscape Apartments	\$11,000,000	88	100%
	Total	\$161,900,000	949	



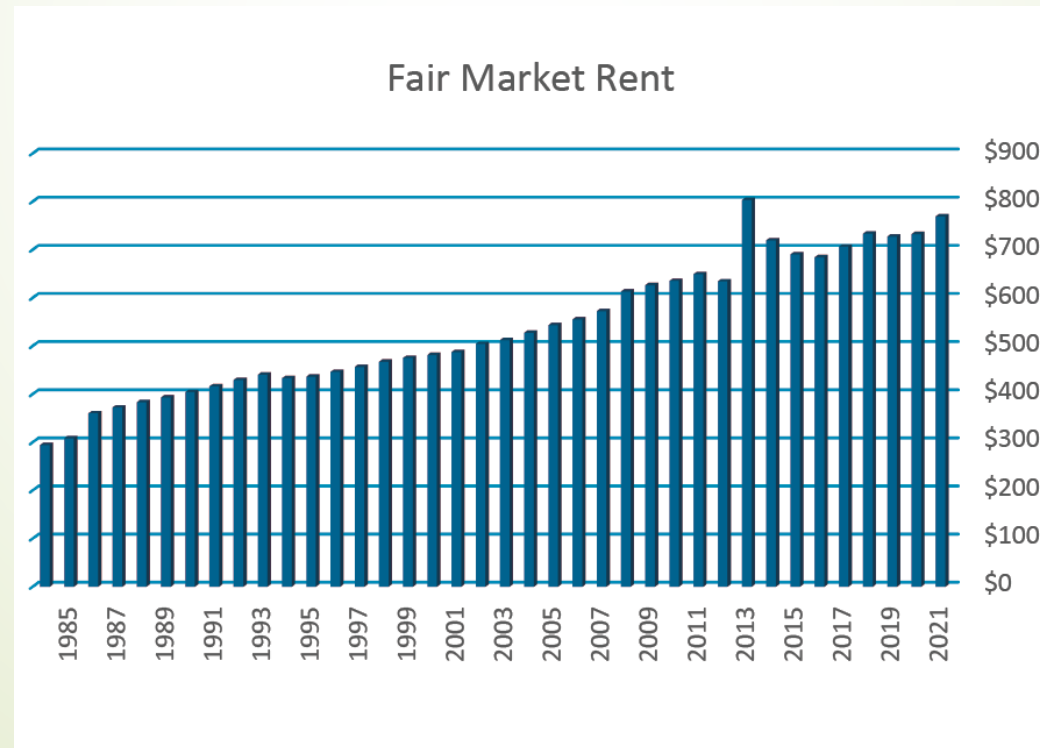
Affordable (401 Units) Market Rate (495 Units) Condominium (36 Units)

City of Sheboygan

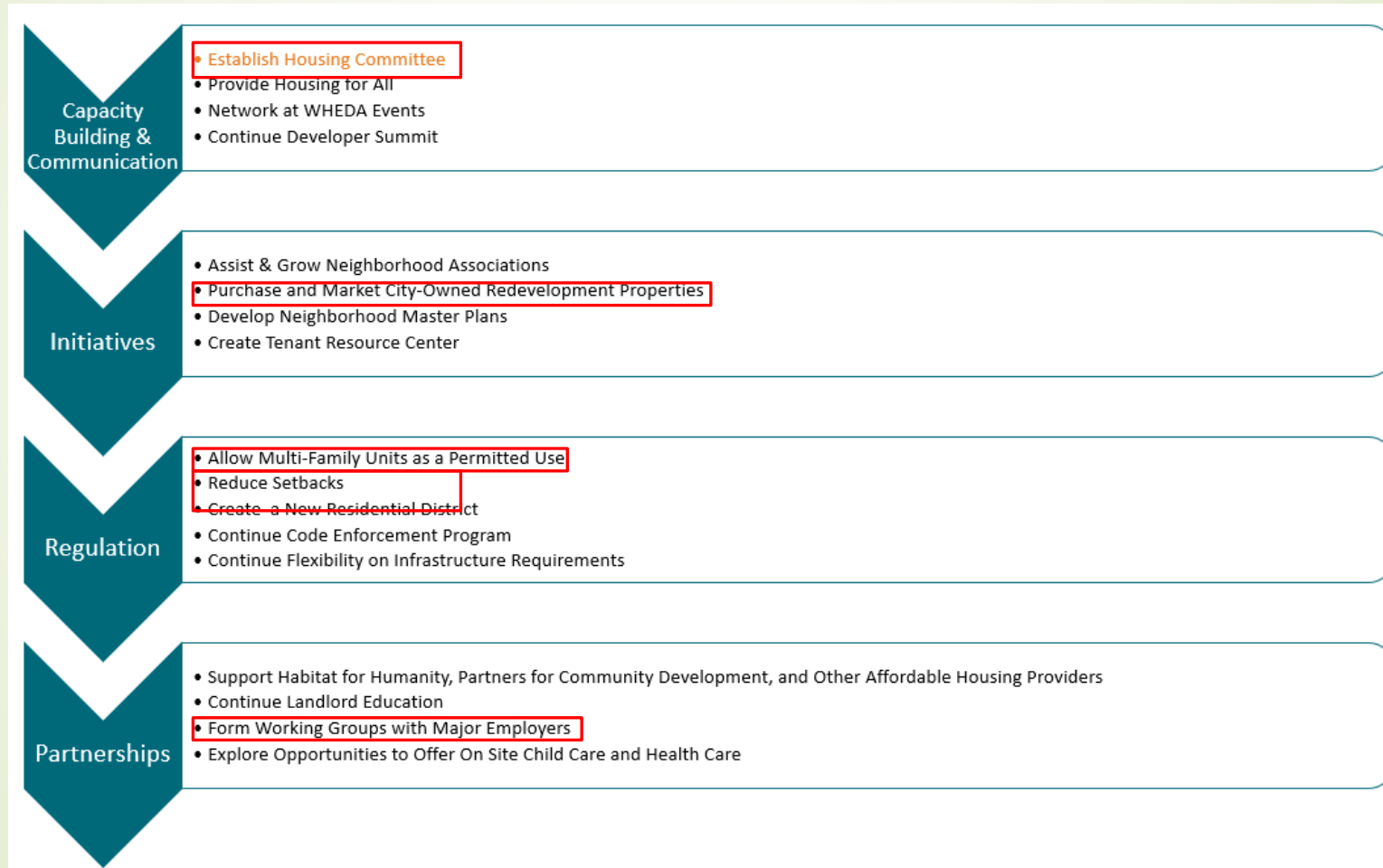
City of Fond Du Lac

Fair Market Rent Rates for Sheboygan MSA

- Fair Market Rent Rates: are used to determine payment standard amounts for Housing Choice Voucher Program and Section 8 Federally Funded housing programs. Based on 2 Bedroom unit.



Study Recommendations



<https://www.sheboyganwi.gov/wp-content/uploads/2021/05/Affordable-Housing-Market-Study-2021.pdf>



Funding Administered by City Development

- ▶ CDBG Program- ~\$920,000 per year.
 - ▶ Historic Preservation Grants, Public Service Grants
- ▶ Revolving Loan Funds - ~\$600,000 per year (Housing and Business related)
- ▶ City funded Upper Floor and Façade Programs- \$650,000
- ▶ Other Grants
 - ▶ CDBG-CV2 funds from the State of Wisconsin- \$242,000
 - ▶ US Fish and Wildlife funding for Evergreen and Kiwanis Park Projects- \$196,000
 - ▶ AARP Community Challenge grants- \$15,000
 - ▶ Bloomberg Asphalt Art Grant - \$20,000
 - ▶ Coastal Management Grants- (ADA kayak launch at Kiwanis Park)
 - ▶ Sheboygan County Stewardship Grants (Kiwanis Park Trail)
 - ▶ State DNR and Federal HUD and EPA Grants- Various Projects (i.e. Beach restoration, streets, etc.)
 - ▶ Foundation Grants (Tony Hawk Foundation- Skate Park)

What keeps me up at night?

- ▶ Development in the SouthPointe Enterprise Campus to be able to make the debt service payments of approximately \$500,000 annually.
 - ▶ Payment would come from new development and taxes paid by the development





Outside City Structure

- ▶ Planning and Development is made up of the four full-time staff members.
- ▶ In order to accomplish economic and community development tasks we need outside partners.
- ▶ Examples include:
 - ▶ Sheboygan County Economic Development Corporation
 - ▶ Sheboygan County Chamber of Commerce
 - ▶ Visit Sheboygan
 - ▶ Harbor Centre Business Improvement District
 - ▶ Neighborhood Associations (12 currently), Sheboygan Police Dept, Sheboygan Neighborhood Pride
 - ▶ Non-Profits working in the Community Development world...




Relationship with Non-Profits

- ▶ Neighborhood Events- Rock the Block
- ▶ City Green programming- JMKAC, Visit Sheboygan, Mead Public Library, Community Recreation Department.
- ▶ Placemaking projects
- ▶ Serving on community development city committees.
- ▶ City of Sheboygan funds numerous non-profits to help meet the requirement of CDBG funding.
 - ▶ Yearly funds for mental health, domestic shelters, homeless shelters, budget counseling, childcare, transportation



What can Non-Profits do to help the City?

- ▶ Share information and ideas
 - ▶ Even if the idea may not seem feasible, share information with Development staff who knows what will happen.
 - ▶ Partner on the projects- City has a diverse funding streams
 - ▶ Can administer programs that City staff does not have expertise in. (Lakeshore CAP administering a mortgage/utility assistance program with COVID funds)
 - ▶ Recommend policy changes that would help with a particular topic in the community.



What am I (team) most proud of?

- ▶ Continuing to make Sheboygan a great place to live, work and play.
- ▶ New development over the past 13 years.
 - ▶ New Multi-Family Housing- \$162 million over six years
 - ▶ City Green Development
 - ▶ Revitalization of the Taylor Drive
 - ▶ Development of the SouthPointe Enterprise Campus
 - ▶ Continued revitalization and placemaking of the central business district.
 - ▶ Selling of the former Schuchadt property for the Art Preserve and Glacial Lakes Conservancy
 - ▶ Sheboygan River Clean-up project



What does inclusion look like in city development?

- ▶ Housing for All- providing multiple types of the housing working towards livability (market rate, affordable, work-force, senior, low income, subsidized)
- ▶ Jobs/Economic Development- (providing job opportunities for the low to moderate income persons, middle class, and upper class). Administer Job creation for low-to-moderate income funding programs.
- ▶ CDDG Requirements: Preference for Section 3- Women/Minority Owned business preferences
- ▶ Implement programs like Pop-up Shops to allow entrepreneurs and people with a business idea an option to try a business.
- ▶ Exploring community engagement techniques in a digital age. City is will be implementing a MyCIVIC which is an software solutions to connect communities and residents.
- ▶ Senior Activity Center project funded with a 20 year note pledging future CDBG dollars.
- ▶ City joining GARE: Government Alliance on Race and Equity

Why am I in Sheboygan?

- ▶ Lake Michigan. I grew up in Kewaunee, moved to Green Bay and then moved Sheboygan. Always been attracted to what the Great Lakes have to offer.
- ▶ Family. My wife is a certified hand therapist in Sheboygan. My two kids, Sofia- 9 and Caleb -4 attend Trinity Lutheran School downtown Sheboygan.
- ▶ I love the small town atmosphere with big city amenities that Sheboygan has to offer.
- ▶ I strongly believe that we need more young families living in central city neighborhoods, versus living in the suburbs, hence the reason on I own a single family home on N. 8th Street.



Questions?

