



This newsletter is designed to keep you up to date on active developments within the City of Sheboygan. If you have specific questions that were not addressed here, please feel free to contact the Department of City Development at: [development@sheboyganwi.gov](mailto:development@sheboyganwi.gov)

## Community Question of the Quarter

**Q: The results of the Affordable Housing Study were made public in March. What were the results?**

A: This study examined the existing balance between housing demand and supply by analyzing data, talking to housing experts, and understanding local residents' experiences. Based on this examination, housing gaps in Sheboygan are indicated. The City's population is projected to decrease over the next 20 years, however population in the region is projected to grow and employers are anticipating continued hiring. With the right housing and amenities, the City could capture some of this anticipated regional growth. At the same time, there is a demonstrated need for affordable and market rate housing in the City. For a hypothetical household earning the median income in Sheboygan (\$31,589), 50% of existing rental units are considered affordable. Despite having low housing costs, there is a concern about quality of existing units in the City due to their age. The development of market rate housing frees up more affordable units in the City that are currently rented/owned by households at higher income levels. There is also a growing senior population and a lack of independent and assisted living options. The development of housing options for seniors would have the added benefit of putting additional affordable, single-family homes on the market. Development of new single-family homes had remained low in Sheboygan primarily due to the lack of space available for greenfield development. The City's primary opportunity for new neighborhood development is annexation.

### Future Units Needed

#### 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

#### Senior-Assisted Living

- 196 additional units by 2030

#### 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

## Millie's Deli and Sandwich Shop

Brandi and Nicholas Conway are proposing to operate Millie's Deli and Sandwich Shop at 522 S. Pier Drive. Millie's Deli is a New York style sandwich shop, with limited seating, carry out and catering options. Millie's Deli provides customers a variety of sandwiches, soups, bread bowls, desserts, etc. Their hours will vary a little with the need in the area. Currently, Millie's in Kiel is open 7 days a week 11-6 daily and 11-3 on Sunday. Millie's Sheboygan foresees operating with similar hours possibly 11-7 or 8 daily and 11-3 on Sundays.



## Nava Subs and Sweets

Nava, LLC, proposes to utilize the commercial space on 1017 Michigan Avenue to build out a small eatery/ café. The site was selected because of it being within walking distance from surrounding neighborhoods and located next to downtown. They hope it will continue to attract more residents to that side of town. Nava is looking to sell both Banh Mi sandwiches along with Boba tea. They will also have other desserts/drinks on the menu and will potentially add other side dishes as the business grows. Nava Subs and Sweets plans to be open daily between the hours of 10 am and 7 pm, and on opening day, will have about 5 staff members.



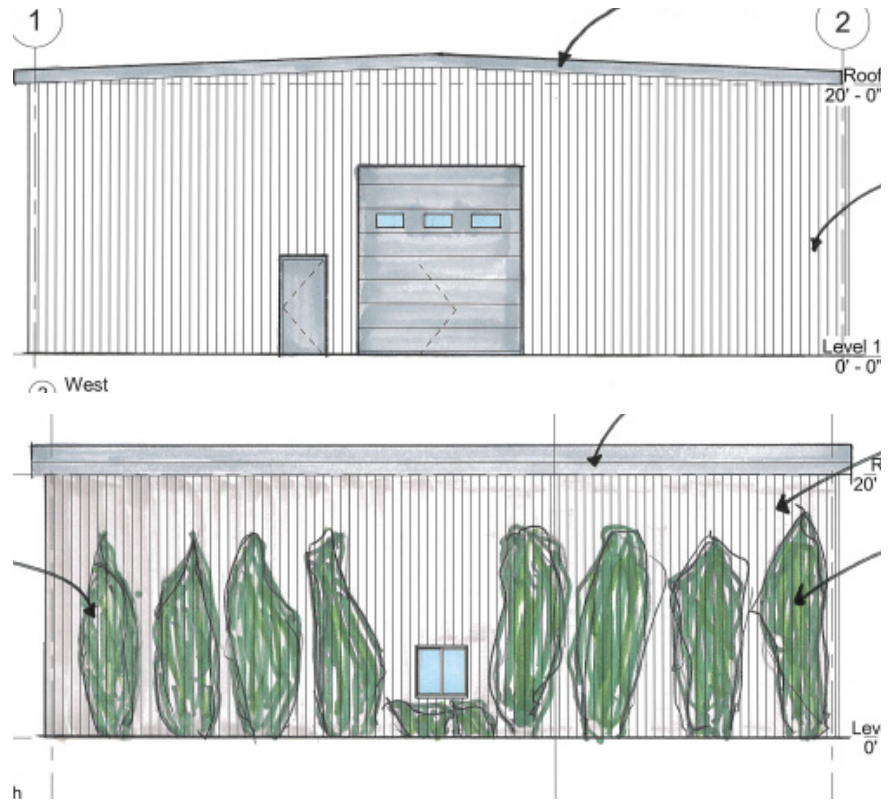
## Cousins Restaurant

2720 BUS, LLC is proposing to construct/ operate a Cousins drive thru Restaurant at 2720 S. Business Drive, the former Gilly's Custard restaurant/custard store. The proposed redevelopment will include a new 2,400 square foot Cousins Subs restaurant with a full service drive thru and seasonal patio dining. Cousins looks to redevelop the site giving it a new and vibrant life in hopes of contributing for years to come to the solid commercial foundation already in place on S. Business Drive.



# John Michael Kohler Art Center Art Preserve Accessory Building

JMKAC Art Preserve is proposing to construct a new accessory building at 3636 Lower Falls Road which would serve as an essential part of the maintenance and grounds keeping needs of the Art Preserve. The building is designed to have a low impact on the overall design intent on the property. Materials were selected to coordinate with those on the existing structures and the building will be screened with landscaping to limit visibility to the road. The location on the site was selected so as to not impede on the design of the main building and its design intent on the property.



# Torginol Warehouse

Torginol, Inc. is proposing to construct a new 67,500 square foot warehouse facility on an eight-acre parcel located in the Sheboygan Business Park. This expansion is necessary to increase material storage capacity, which in turn will bolster their overall business operations and better respond to domestic and international client demand. Torginol has experienced several stages of growth over the past several years at their current locations in the City of Sheboygan Business Park at 4617 S. Taylor Drive and their recent acquisition of the facility located at 4350 Tower Drive. Torginol was founded in 1961 with the vision of pioneering the resinous performance flooring market. Since then, they have evolved to exclusively focus on engineering materials that enhance the aesthetic and ergonomic qualities of living environments.



## The GameBoard

The GameBoard, currently located at 1832 N. 8th Street, is moving to 621 N. 8th Street. The GameBoard is a gaming boutique where you can find a variety of quality, high-end products and services. The staff is passionate about gaming and growing a safe, fun community of gaming enthusiasts. Whatever your gaming passion, whether it's board games, collectible card games, fantasy games, educational games, or party games, you can find them at The GameBoard. Gamers of all ages are welcome to play demo copies in the store or rent them overnight.



## George Michael's Mural

A new mural has been installed on the north wall of George Michael's tavern located at 513 N. 8th Street. The mural, designed and painted by Danielle Dyksterhouse, was chosen to represent the Sheboygan lakefront and lighthouse that appears in so many pictures taken by professional photographers and tourists alike. The sky and water are depicted as an impression of how light travels through a kaleidoscope. The mural fits directly with the Art, Culture, and Food theme that the City is seeking for Downtown Sheboygan. With this mural they hope to continue the trend of beautifying Sheboygan and making a destination for tourists as well as those looking to make Sheboygan their home.



## Elevate Yoga

Elevate Yoga LLC was established in December 2020, fulfilling a passion that owner Jackie Wing had daydreamed about for years. On May 22, 2021, the studio opened at 617 N. 8th St. to offer in-person yoga classes. Elevate Yoga offers a variety of classes for the beginner to advanced yogi. Yoga has been a part of Jackie's life for over a decade as a practitioner. She received her 200-hour training from Yoga on the Lake in Kohler in December 2016 and has been a yoga instructor ever since.



## 1234 Kentucky Ave (Former Wisconsin Woodcraft)

Scott Meyers is proposing to operate mini-storage on the 1st and 3rd floors of a four story building as part of the first phase of this future mixed-use commercial facility at 1234 Kentucky Avenue. The proposed uses include the conversion of the vacant and unfinished interior of the building into multiple work spaces that will be comprised of 236 self-storage/mini-storage units, small office space, flexible office and conference rooms, conventional office space, virtual office space, maker space, artist studios, and event space. A management office will be located on the southwest corner of the building and may offer a coffee shop to the public in lieu of a private break room. Hours will be similar to other business on Indiana Avenue.



## Uptown Social (Senior Activity Center of Sheboygan)

The City of Sheboygan is planning to operate Uptown Social (formerly known as the Senior Activity Center of Sheboygan) from the former Save-A-Lot located at 1817 N. 8th Street. The new building will provide space for seniors age 55+ to socialize, enjoy recreation activities, express themselves creatively, and participate in physical exercise. The square footage of the new building is double the previous building, which will serve this population as it continues to grow over the next 20+ years. The remodeling of the interior spaces will include a lounge/café space for socializing with food and drinks, a game room, ping-pong areas, a dance studio, an arts and crafts studio and a set of connected hallways intended to be used as a walking track. Future spaces will include a large gym/physical activity space, a weight room, a large kitchen, and a multipurpose/reception space. They are hoping that the neighborhood will take advantage of the café, open to the public, for casual meals or coffee to-go. Construction is anticipated to start in Fall 2021.

