

City of Sheboygan Comprehensive Plan



Committee of the Whole **October 12, 2011**



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Presentation Overview

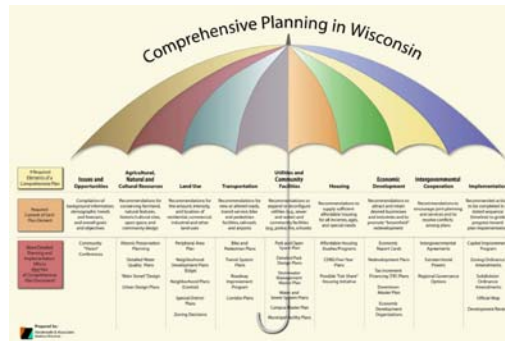
- o Comprehensive Plan Purpose
- o Planning Process
- o Key Recommendations
- o Next Steps



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Comprehensive Plan Purpose

- Guide growth, redevelopment, and preservation for next 20-25 years
- Assist in City official decision making
- Covers 10 elements/chapters
- Meets statutory 10-year update requirement



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Planning Process - Timeline

- 9 month process kicked off January 2011
- Guided by diverse Steering Committee representing:
 - Arts community
 - Sheboygan Neighborhood Pride
 - Local businesses
 - Redevelopment Authority
 - Sheboygan County Planning/NMTPP
 - Sheboygan County EDC
- Held 3 Steering Committee meetings including bus tour of the City in March, May, and August



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Planning Process - Outreach

- o Focus Groups
- o Community Vision Workshop
- o Booth at Farmers Market to share Draft Plan
- o Website



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Figure 1-1: City of Sheboygan
A diverse and prosperous coastal community
 Comprehensive Plan Vision








PRINCIPLES AND INITIATIVES:

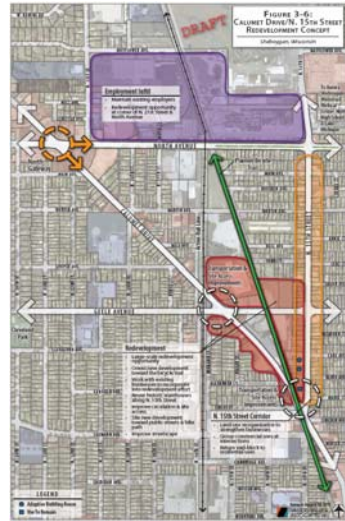
- 1. Build a Self-Sustaining Economy**
 - a. Actively pursue economic diversification to increase professional level employment in the community.
 - b. Advance economic initiatives based on place-based assets such as the regional foods initiative.
 - c. Strengthen the industrial and manufacturing sectors that founded Sheboygan.
 - d. Tout Sheboygan's high quality of living including quality schools, large parks 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.
- 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.
- 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/yachting, 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.
- 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.

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Key Recommendations

- o Promote infill and redevelopment
 - Grow efficiently
 - Strengthen existing business districts and neighborhoods
 - Leverage existing infrastructure and connectivity



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Key Recommendations

- o Spur economic development and job creation
 - Capitalize on improved river corridor
 - Develop a marketing strategy focused on improving the "Sheboygan" brand
 - Encourage economic diversification

The collage includes several elements:

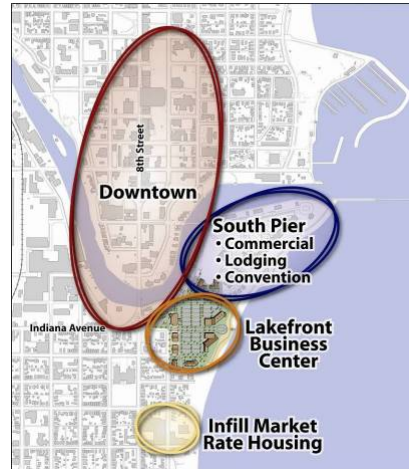
- A top row of small images showing a boat, a house, a construction site, and people.
- A map of the Great Lakes region with labels for 'Hastings', 'Milwaukee', 'Chicago', and 'Sheboygan'.
- Text: 'Great regional resources are recharging cities on the Lakes'. Below this, it says: 'Today the Great Lakes coastal cities are inspiring new riverfront streets and new outdoor recreation to revitalize their urban cores. The Sheboygan Harbor Center is a key part of our river renaissance strategy.'
- Text: 'Downtown Sheboygan's Harbor Center is a thriving new part of a successful revival and a new renaissance in Sheboygan city. The beautiful high-profile marina in the historic Technology Center will inspire the transformation of the downtown level.'
- Text: 'Sheboygan is less than an hour's drive to six major metro areas including Milwaukee, Paulding, and Madison, as well as the Wisconsin State Fair, the Sun Life Center and many destinations of over 500 thousand people.'

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Key Recommendations

- o Focus on Targeted Economic Development Growth Areas
 - Build off success of Downtown/Harbor Center redevelopment
 - Develop detailed plans for Calumet Drive/N. 15th Street and Michigan Avenue
 - Promote redevelopment along Taylor Drive (Memorial Mall and Plaza and Taylor Heights Shopping Center)



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Key Recommendations

- o Focus on Targeted Economic Development Growth Areas
 - Advance Fresh Tech and regional foods on Indiana Avenue
 - Develop Willow Creek Business Park as a “green” business park
 - Maximize the Lakefront Business Center via recruitment of high-quality development integrated with adjacent districts and neighborhoods



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Key Recommendations

- o Enhance the lakefront and riverfront
 - Attract new development
 - Appeal to residents
 - Facilitate a healthy community



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Key Recommendations

- o Enhance the transportation system
 - Implement regional bike and ped plans
 - Address gaps in existing networks
 - Advocate for I-43 interchange at Indiana Ave



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Key Recommendations

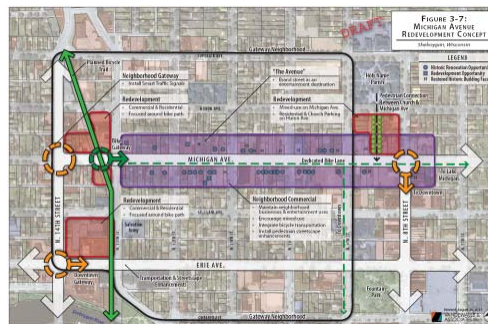
- o Continue to provide high quality public services
 - Establish City-wide broadband services
 - Address future sanitary sewer capacity
 - Water system improvements



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Key Recommendations

- o Strengthen neighborhoods
 - Implement revitalization strategies
 - Diligent code enforcement
 - Collaboration between residents, land owners, neighborhood associations, and City Departments



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Key Recommendations

- Diversify the City's housing stock
 - Support market-rate infill and redevelopment housing for empty nesters, seniors, and young professionals



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Key Recommendations

- Advance the tradition of rich arts, cultural facilities and events
 - Partner with businesses and the Chamber of Commerce
 - Prepare an inventory of cultural offerings and a consolidated events calendar



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Next Steps

- Common Council – October 17th
- Plan Commission Recommendation – October 25th
- Distribute Draft Plan to surrounding communities – October 26th
- 30 Day Public Review Period
- Common Council Public Hearing and adoption – December 5th
- Distribute final Plan to City and surrounding communities – mid December
- Plan Implementation - Ongoing



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Thank You Steering Committee!

Mayor Bob Ryan
Betsy Alles – Sheboygan County Chamber
Kristin Blanchard – Sheboygan County Interfaith Organization
Aaron Brault – Sheboygan County Planning Department
Patrick Drinan – Sheboygan County EDC
Gary Dulmes – Sheboygan County EDC Chair; business owner
Roberta Filicky-Peneski – Redevelopment Authority Chair
Amy Horst – JMKAC
Marilyn Montemayor – Former North Side Alderperson
Chad Pelishek – City Development Manager
Greg Ryan – Sheboygan Neighborhood Pride
Steve Sokolowski – City Manager of Planning and Zoning



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