

Where is the Taylor Drive District?

The Taylor Drive District planning area is approximately 521 acres in size and is located in the western portion of the City of Sheboygan (see image below). It is bounded by Kohler Memorial Drive to the north and Indiana Avenue to the south. Vacant and developed land immediately adjacent to Taylor Drive is included within the project area as well as the large, undeveloped tract south of Shopko and west of Taylor Drive in the Town of Sheboygan.



Taylor Drive District planning area.

Taylor Drive is the primary north/south route in the western portion of the City and is classified as a minor arterial by the Wisconsin Department of Transportation (WisDOT). Additional information describing the Taylor Drive District transportation network can be found in *Chapter 3: Transportation Assessment*.

What is the Purpose of the Master Plan?

The purpose of the Master Plan process is to develop a planning and land use strategy for the long-term viability of the District. The recent relocations of commercial uses to areas outside of the District, and the vacancies that have resulted, served as a catalyst for the City to conduct an in-depth analysis of the Taylor Drive corridor. In addition, the City of Sheboygan *Comprehensive Plan 2001* identified implementation activities to be focused upon the Taylor Drive corridor. When completed, the *Taylor Drive District Master Plan* will serve the City of Sheboygan as a guide for land use and development within the District, as well as implementation actions to effectuate the Plan.

As such, the goals of the Master Plan are:

- To study existing conditions (land use, structural vacancies, etc.) and the current transportation and infrastructure network (sewer, water, utilities, etc.) to assess current capacities and potential future limitations;
- To engage business owners, land owners, and other stakeholders in the planning process;
- To assess the current economic climate within the District, the City, and the Region and identify development and redevelopment opportunities;
- To promote appropriate and desired commercial and residential development within the District; and,
- To provide the City of Sheboygan with a clear strategy to implement the Plan upon its completion.

How was the Master Plan Developed?

In May of 2007, the City of Sheboygan distributed a request for proposals (RFP) to planning and design firms around the state asking for submissions and bids to prepare a Master Plan for the Taylor Drive corridor. The Plan was to focus on redevelopment and potential new development opportunities along the Taylor Drive corridor. In September of 2007, OMNNI Associates, Inc., and Appleton-based design and engineering firm, was hired by the City to assist in the development of the *Taylor Drive District Master Plan*.

The City of Sheboygan and OMNNI structured a planning process built upon a foundation of public participation (please refer to *Chapter 6: Defining the Future* for detailed summaries of public meetings and events), aimed at providing critical opportunities for stakeholder involvement at the earliest stages of the planning effort. Key public involvement opportunities included:

- A *Kick-off Meeting* held at the Sheboygan County

<i>Public Involvement</i>	
February 2008	Kick-off Meeting, including SWOT Exercise and Visual Preference Survey
April-May 2008	Stakeholder Interviews
April 2008	Vision Meeting, including Visioning and Cognitive Mapping Exercises
August 2008	Presentation of alternatives and Draft Master Plan
DATE	Presentation of revised Draft Master Plan
An interactive project website was maintained throughout the duration of the Master Plan development process.	

Museum on February 19, 2008 during which 37 participants were led through a *SWOT Exercise* and *Visual Preference Survey*. Postcard invitations were mailed to more than 200 stakeholders.

- A *Vision Meeting* held at the Museum on April 22, 2008 during which participants were led through *Visioning* and *Mapping Exercises*. Postcard invitations were mailed to more than 200 stakeholders.
- An interactive project webpage maintained at www.omni.com and linked through the City of Sheboygan web-site (<http://ci.sheboygan.wi.us/>).
- Eight interviews with key stakeholders.
- Presentation of development alternatives and the first draft of the Master Plan.
- Presentation of the revised second draft of the Master Plan.

The active involvement of the land owners, business owners, and other stakeholders who participated in this planning process was essential in developing a Master Plan consistent with the visions and goals of the community.

How is the Master Plan Organized?

The six month Taylor Drive planning effort began with an Initial Meeting of elected officials, city staff, and the OMNNI project team. The OMNNI team, which included a principal planner, project architect, transportation planner, stormwater engineer, and various administrative and support staff, compiled a library of existing City plans, ordinances, mapping data, and other material critical to the Plan development process. Additional information, gathered during the various meetings and exercises, was used in guiding the development of the first draft of the Plan.

The document itself is comprised of nine chapters followed by an appendix. A description of each chapter follows.

- **Chapter 1: Introduction.** A description of the project area and a brief overview of the Master Planning process.
- **Chapter 2: Existing Conditions.** A comprehensive assessment of existing and historical conditions within the project area, focused upon past and current planning efforts, existing property attributes, demographic and employment characteristics, and a natural resource assessment.
- **Chapter 3: Transportation Assessment.** An analysis of the existing transportation network within the project area, with particular attention paid to safety, capacity, flow, lane configuration, signalization, multi-modal opportunities, and access. The chapter also includes recommended future enhancements to the transportation system.
- **Chapter 4: Planning Area Infrastructure.** A review of the existing infrastructure network (water, sewer, utilities, etc.) and a determination of exiting capacity and future needs.
- **Chapter 5: Market Considerations.** A study of the various factors affecting the marketplace within the project area, including land use and business inventories, demand analyses, and the identification of desired development and redevelopment options. The chapter also includes a *Summary of Market Opportunities Report* identifying desired future commercial opportunities in the District.

- **Chapter 6: Defining the Future.** Summaries of the various planning exercises, interviews, and informational materials collected to garner stakeholder input in preparation for the design phase.
- **Chapter 7: Design & Development Alternatives.** Compilation of development and redevelopment actions recommended architectural and design guidelines, planning alternatives, and the preferred development alternative for the Taylor Drive District.
- **Chapter 8: Preferred Development Alternative.** Community design is the process of providing physical direction to urban growth and development.
- **Chapter 9: Implementation.** The identification of the specific actions necessary to implement the Master Plan as well as a listing of funding alternatives.
- **Chapter X: Appendix.** Baseline data and supporting materials used in the development of the Master Plan.

Specific implementation actions are provided in *Chapter 9: Implementation*. The City Council, Plan Commission, and staff will be the parties primarily responsible for implementing the *Taylor Drive District Master Plan*. Staff will be responsible for revising existing ordinances, creating new ordinances (if necessary), and coordinating with local land and business owners on future development applications and requests. The City Council and Plan Commission will have the responsibility for reviewing, refining, and approving the new and revised ordinances necessary to implement the Plan.

The City Council and Plan Commission will use the Plan, and its implementation ordinances, to guide future development and redevelopment activities within the District. It may also be used in a marketing capacity as well as supporting information for future funding requests and grant proposals.

Developers and landowners will use this document as a guide for understanding recommended land uses, design elements, and the overall concept for the planning area.

Residents will refer to this Plan to better understand anticipated future improvements in the area.