Welcome to:

Sheboygan, Wisconsin

City of Sheboygan
spirit on the lake.

Demographic Overview

Sheboygan Population

City: 50,000

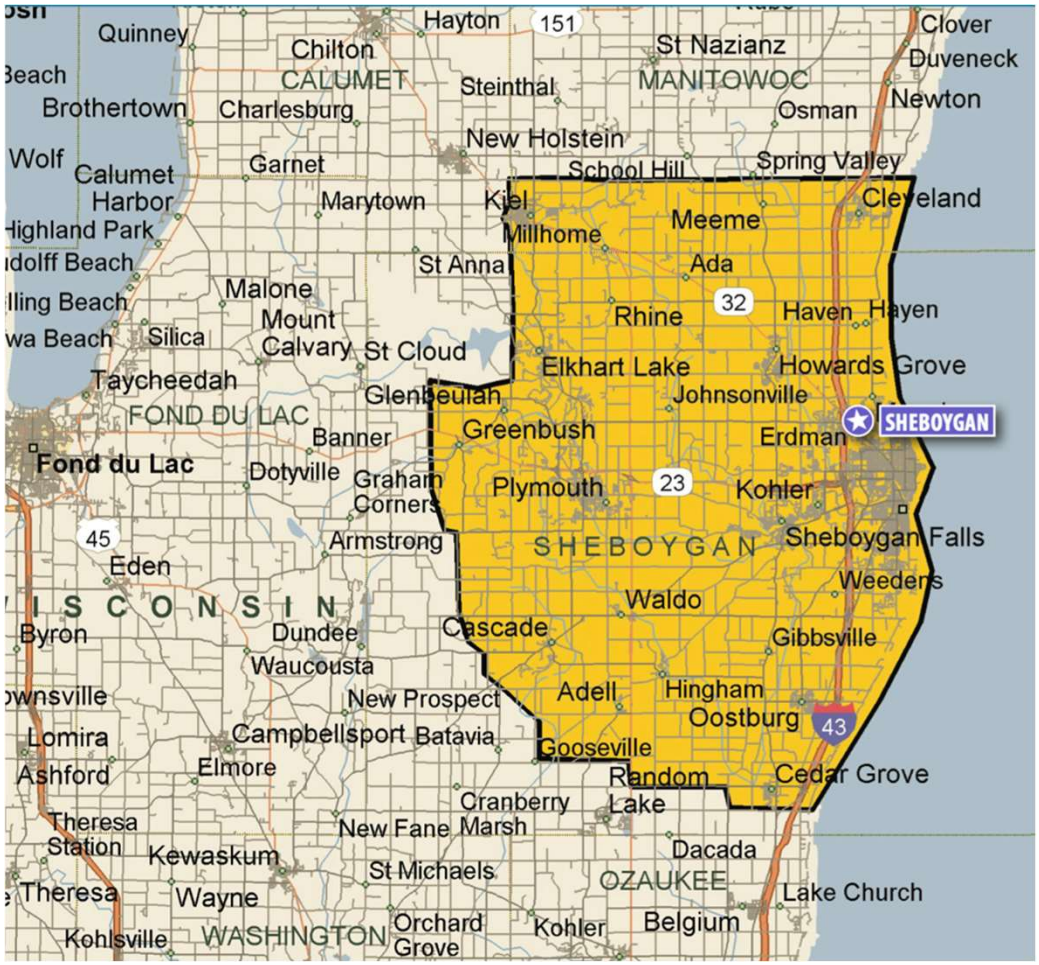
MSA: 115,000

Retail Trade: 115,000

City Unique Characteristics

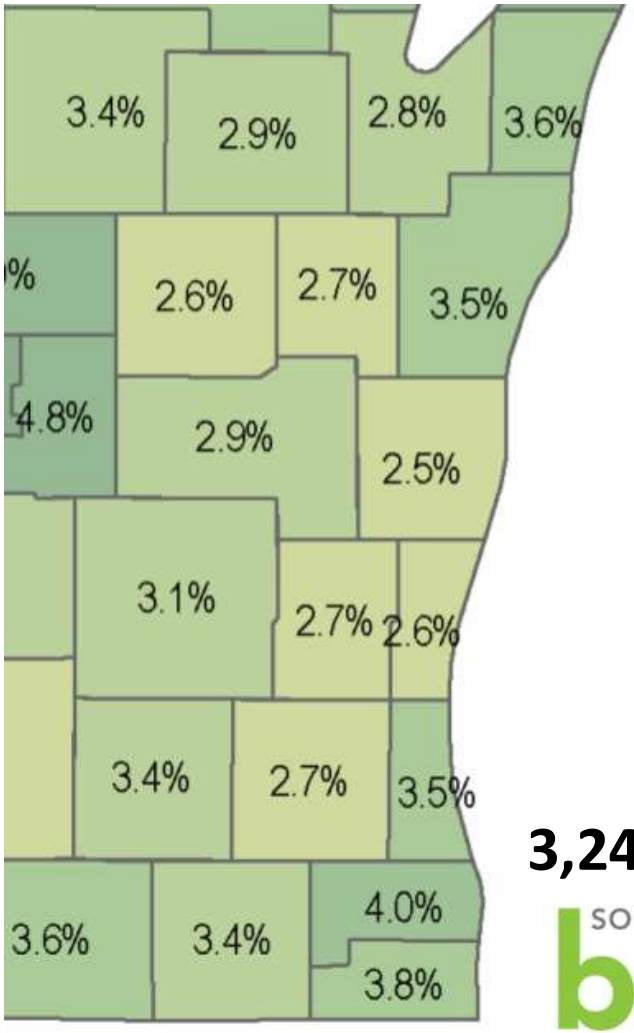
Median Age: 36.5

Foreign Born: 10.3%



Proactive Community

Opportunity…Follow the Jobs (Pre-COVID)



Feb. 2019 Unemployment Rate

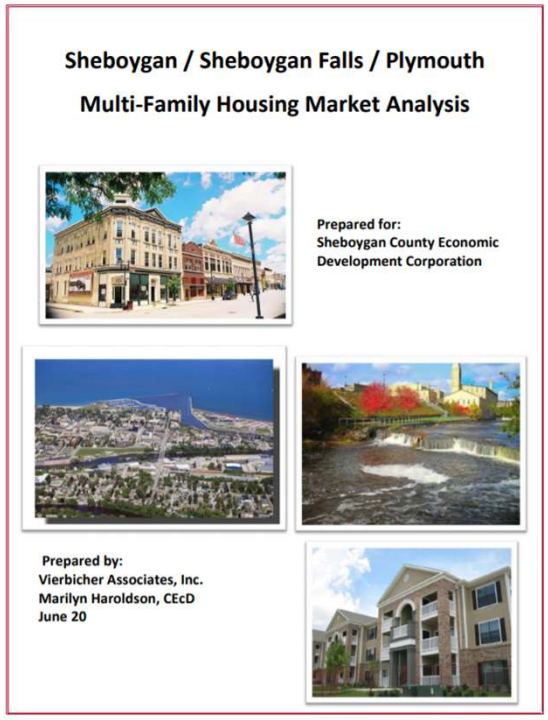
3,243 jobs found

SOMEPLACE better

3-Year Growth Trend		
Area	**Labor Force**	**Employment**
Sheboygan County	**3.2%**	**4.8%**
Rock County	2.3%	4.2%
Brown County	2.6%	4.1%
Kenosha County	2.0%	3.7%
Marathon County	1.1%	2.8%
La Crosse County	0.9%	2.5%
Walworth County	0.6%	2.3%
Fond du Lac County	0.5%	2.1%
Dane County	1.0%	2.0%
Washington County	0.7%	1.9%
Racine County	-0.1%	1.8%
Waukesha County	0.4%	1.7%
Winnebago County	-0.1%	1.4%
Milwaukee County	-0.7%	1.3%
Eau Claire County	0.2%	1.2%
Outagamie County	-0.6%	0.7%
(Wis. DWD, LAUS, Feb. 2016-19)		

Strategies for Developing Workforce Housing

1. **Downtown Market Rate Housing Study in 2015**
   a. Heavily promoted the need for new housing options
   b. Partnership with the Sheboygan County Economic Development Corp.
   c. Worked with County's Employers and allowed them to be the voice of filling positions through new urban housing.



- Shared findings of the study with the Sheboygan Common Council so they understood the need for additional multi-family units and were interested in incentivizing early developments.
- Streamline approval processes to one meeting and being able to grant approvals on multi-family projects within one month.
- Inventoried city-owned properties, purchased properties to create large redevelopment parcels that could be given to developers to move forward quicker.

Strategies for Developing Workforce Housing

1. Hosted yearly “Developer Summits” which invites developers that have shown interest in the market and not moved forward with a project. Showcase the available properties, “wine and dine”, and take trolley tours to promote the city. Have hosted over 150 developers/brokers in five years.
2. In 2018, completed a condominium market study to determine the number of condominium units needed. Used this to recruit developers.
3. Focused on Affordable Housing and working with Section 42 developers.
   a. Continually hear the need for affordable housing, so we the city is currently requesting proposals for an affordable housing market study.

Multi-Family Housing by the Numbers

- Market Rate Units completed from 2016-2019: 358
- Market Rate Units under construction 2018-2019: 99
- Affordable Units under construction 2019-2020: 118
- Condominium Units under construction: 2019: 36
- Affordable units planned in late 2020-2021: 200

811

Multi-Family Housing Value since 2015: $64 million
Multi-Family Housing Under Construction: $42 million
Multi-Family Planned: $47 million

Downtown Housing- proven market

Oakbrook Corp. | The Encore | 80 Units (2015)

LCM Funds | High Pointe | 91 Units (2019)

Horizon Capital | Portscape | 88 Units (2018)

Gorman (section 42)
Washington School | 42 Units (2018)

Northern Management
Meadowland | 88 Units (2018)

Cardinal Capital

7Penn | 66 Units - 2020

KGC Development

Badger State Lofts | 118 Units (Section 42) Fall 2020

Starting Construction- August 2020

Green Street Development

The Oscar| 240 Units (Workforce - CRA) $47M

ters' Edge Condos | 32 Units 2019

verfront Condos | 21 Units – Under Construction

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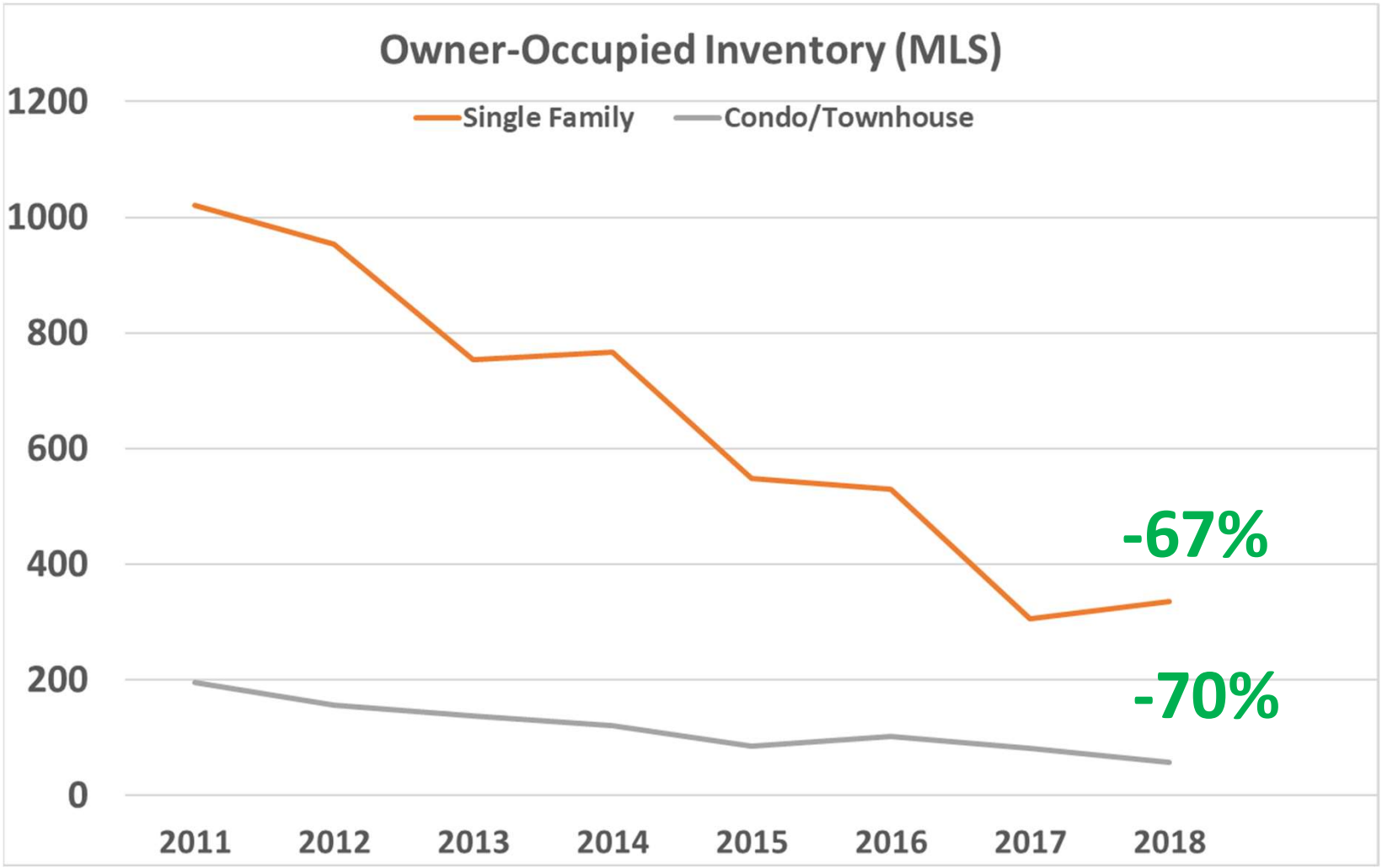
NORTHEAST FROM SOUTH PIER DRIVE

Owner - Occupied



Owner – Occupied Subdivision

- Recently approved the preliminary plat for the first new subdivision in the city since 2005.
- 134 lots with homes valued at $250,000 to $400,000
- Will help fill in the owner-occupied need.

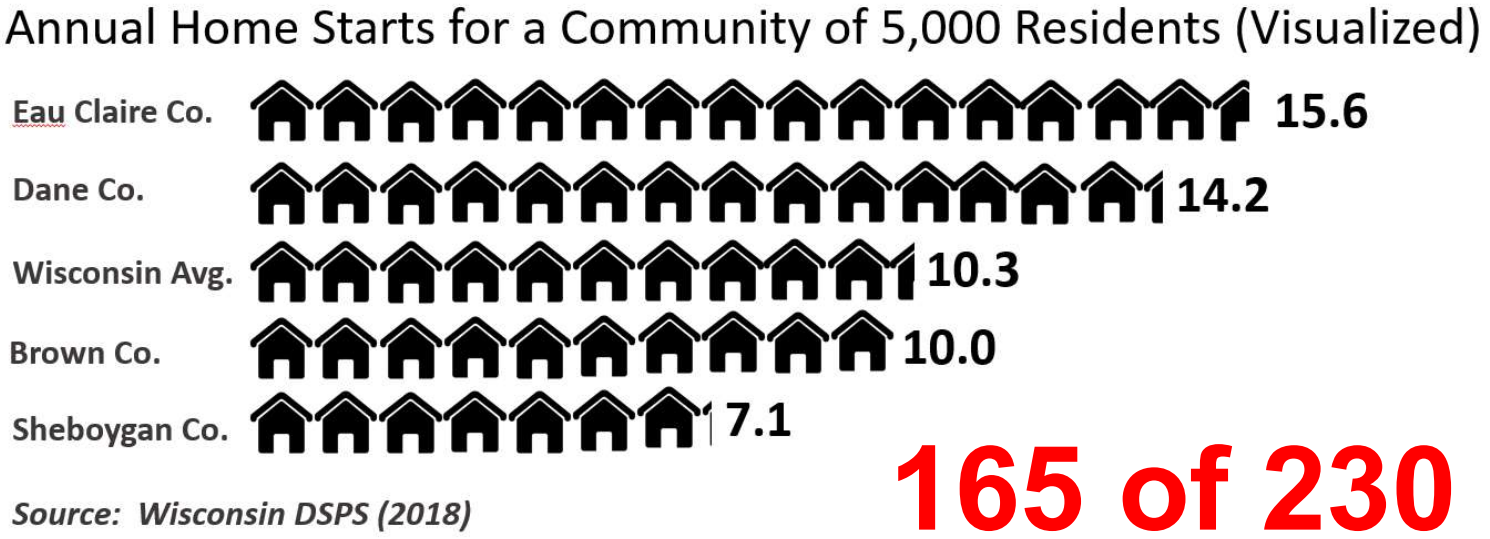
Housing (Desktop Study Need)

Condo's

Commissioned condo study for Sheboygan by Tracy Cross & Associates. (May 2017)

320 in 5 Years

Single Family



165 of 230 (72%)

Reinvesting in our Central City Neighborhoods

- Identified in 2010, the need to invest in neighborhoods.
- Operation of housing rehabilitation loan programs.
- Partnerships with Habitat for Humanity to invest in central city neighborhoods.
- Hiring of the two part-time code enforcement officers to dedicate time to code enforcement issues. 5,000 with orders issued.
- Align the SPD Beat Copy Program with the Code-Enforcement Program.
- Holding Interdepartmental Monthly Meetings to discuss neighborhood challenges.

Redevelopment of a main corridor with Habitat for Humanity

Contact Us

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