Welcome to:
Sheboygan, Wisconsin
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

After
Opportunity…Follow the Jobs (Pre-COVID)

3,243 jobs found

Feb. 2019 Unemployment Rate

3-Year Growth Trend

<table>
<thead>
<tr>
<th>Area</th>
<th>Labor Force</th>
<th>Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sheboygan County</td>
<td>3.2%</td>
<td>4.8%</td>
</tr>
<tr>
<td>Rock County</td>
<td>2.3%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Brown County</td>
<td>2.6%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Kenosha County</td>
<td>2.0%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Marathon County</td>
<td>1.1%</td>
<td>2.8%</td>
</tr>
<tr>
<td>La Crosse County</td>
<td>0.9%</td>
<td>2.5%</td>
</tr>
<tr>
<td>Walworth County</td>
<td>0.6%</td>
<td>2.3%</td>
</tr>
<tr>
<td>Fond du Lac County</td>
<td>0.5%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Dane County</td>
<td>1.0%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Washington County</td>
<td>0.7%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Racine County</td>
<td>-0.1%</td>
<td>1.8%</td>
</tr>
<tr>
<td>Waukesha County</td>
<td>0.4%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Winnebago County</td>
<td>-0.1%</td>
<td>1.4%</td>
</tr>
<tr>
<td>Milwaukee County</td>
<td>-0.7%</td>
<td>1.3%</td>
</tr>
<tr>
<td>Eau Claire County</td>
<td>0.2%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Outagamie County</td>
<td>-0.6%</td>
<td>0.7%</td>
</tr>
</tbody>
</table>

(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)
Starting Construction - August 2020

Green Street Development
The Oscar| 240 Units (Workforce - CRA) $47M
KGC Development

Badger State Lofts | 115 Units (Section 42)

Waters’ Edge Condos | 32 Units 2019

Riverfront Condos | 21 Units – Under Construction
Owner - Occupied

Owner-Occupied Inventory (MLS)

-67%
-70%
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

Annual Home Starts for a Community of 5,000 Residents (Visualized)

- Eau Claire Co.: 15.6
- Dane Co.: 14.2
- Wisconsin Avg.: 10.3
- Brown Co.: 10.0
- Sheboygan Co.: 7.1

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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