

Report to the Manitowoc Plan Commission

Meeting Date: February 26, 2025

Request: PC 7-2025: Gritty Lane Antique Mall / Northland Associates, LLC; Request for a Conditional Use Permit for the Temporary Sale of Outdoor Merchandise, located at 3310 Calumet Avenue. (Parcel #725-000-090)

Existing Land Use for Subject Property: Retail

Existing Zoning for Subject Property: B-3 General Business

Surrounding Property Land Uses and Zoning

Direction	Existing Land Use	Existing Zoning
South, North, East	Business, retail, commercial	B-3 General Business
West	Business and Residential	B-3 General Business and R-4 Single and Two Family Residential

Report: Gritty Lane Antique Mall (Gritty Lane) is a tenant on property owned by Northland Associates LLC. Gritty Lane is requesting to have a CUP issued for the temporary sales of merchandise for up to 8 dates during the summer; all the dates are on a Friday. The B-3 General Business District allows outside display or sales of merchandise only after issuance of a conditional use permit.

Gritty Lane is proposing to have vendors come to the location and setup vendor spaces to sell their goods similar to a farmers' market. The open sales area would be limited to the grass area south of the building and north of Calumet Avenue. The event would be open to the public from 10am to 4pm. The vendors would be able to set up 2 hours prior to opening time and must be cleaned up 2 hours after the closing time. No vendor spaces or obstructions would be set up in the right of way. Parking is available on site, there is no need for on-street parking.

Conditional Use Permits are controlled by section 15.370(27) of the municipal code.

In acting upon any application for a conditional use, the Plan Commission and Council shall consider whether the requested use: (1) is reasonably necessary for the convenience and welfare of the public; (2) is in harmony with the character of the surrounding area; and (3) will have a minimal or no effect on surrounding property values.

Municipal Code:

Pursuant to Section 15.370(27)(c) of the Municipal Code, "the Plan Commission and Council shall consider whether the requested use:

- A. is reasonably necessary for the convenience and welfare of the public.
- B. Is in harmony with the character of the surrounding area.

- C. Will have a minimal effect or no effect on the surrounding property values.

The Commission and Council can affix conditions to the CUP to provide assurances that the proposed use will remain in conformity with the criteria under subsection (27)(c) as well as compliance with regulations of the particular zoning district which the conditional use would be located.”

State Statute:

“ §62.23(7)(de) Conditional use permits.

1. In this paragraph:

a. “Conditional use” means a use allowed under a conditional use permit, special exception, or other special zoning permission issued by a city, but does not include a variance.

b. “Substantial evidence” means facts and information, other than merely personal preferences or speculation, directly pertaining to the requirements and conditions an applicant must meet to obtain a conditional use permit and that reasonable persons would accept in support of a conclusion.

2. a. If an applicant for a conditional use permit meets or agrees to meet all of the requirements and conditions specified in the city ordinance or those imposed by the city zoning board, the city shall grant the conditional use permit. Any condition imposed must be related to the purpose of the ordinance and be based on substantial evidence.

b. The requirements and conditions described under subd. 2. a. must be reasonable and, to the extent practicable, measurable and may include conditions such as the permit's duration, transfer, or renewal. The applicant must demonstrate that the application and all requirements and conditions established by the city relating to the conditional use are or shall be satisfied, both of which must be supported by substantial evidence. The city's decision to approve or deny the permit must be supported by substantial evidence.

3. Upon receipt of a conditional use permit application, and following publication in the city of a class 2 notice under ch. 985, the city shall hold a public hearing on the application.

4. Once granted, a conditional use permit shall remain in effect as long as the conditions upon which the permit was issued are followed, but the city may impose conditions such as the permit's duration, transfer, or renewal, in addition to any other conditions specified in the zoning ordinance or by the city zoning board.

5. If a city denies a person's conditional use permit application, the person may appeal the decision to the circuit court under the procedures contained in par. (e) 10.”

Public Comments: Notices were mailed out to property owners adjoining and abutting the property and at the time of this writing no comments were received.

Timeline

- Application Received: February 13, 2025
- Notifications Sent: February 19, 2025
- Plan Commission Public Informational Hearing: February 26, 2025
- Common Council Public Hearing scheduled for: March 17, 2025

Recommendation: Approve the issuance of a Conditional Use Permit to Gritty Lane Antique Mall for the temporary sales and display of outdoor merchandise.

REQUIREMENTS FOR
CONDITIONAL USE PERMIT (CUP) APPROVAL FOR
GRITTY LANE ANTIQUE MALL
LOCATED AT 3310 CALUMET AVENUE
TAX PARCEL # 725-000-090
3/17/2025

- A. The CUP shall require compliance with all applicable local and state regulations and licensing as needed.
- B. Gritty Lane shall not assign or transfer its interest in the CUP to any party without the written approval of the Plan Commission and Common Council. The CUP shall automatically terminate if Gritty Lane relocates, goes out of business or any license, permit or certification granted to Gritty Lane by any licensing entity is closed, denied, revoked, or terminated.
- C. Non-compliance with the terms of the CUP may result in the modification of the terms and conditions of the CUP, issuance of citations and financial penalties, or immediate revocation of the CUP.
- D. Gritty Lane can hold up to 8 events in a calendar year. Vendor tents, merchandise and other items related to the outside event can only be located outdoors between the time of 8am and 6pm; after these hours the site shall be cleared of all items.
- E. Gritty Lane shall not locate any tents, vendors, products or other items that block any vision triangles for vehicles, bicyclists or pedestrians.
- F. No items may be placed off site or on public property. All garbage shall be contained within the site and removed at the end of the event.
- G. Gritty Lane shall follow all sign regulations, this CUP does not allow any additional signage that is not allowed in the sign district that the property is currently located in.
- H. Gritty Lane shall work with City staff if there are any concerns with vision triangles, vendor locations, parking issues or any other item related to the conditional use permit request.



LAND USE APPLICATION

GRITTY LANE ANTIQUE MALL

APPLICANT STEVEN SWETLIK PHONE 920-320-9232
MAILING ADDRESS 3310 CALUMET AVE 54220 EMAIL grittylane@gmail.com
PROPERTY OWNER NORTHLAND ASSOC, LLC - DAN WERGIN PHONE 920-242-2611
MAILING ADDRESS 823 BUFFALO ST 54220 EMAIL dpwerigin@gmail.com

REQUEST FOR:

☒ Conditional Use Permit (CUP) \$350* ☐ Zoning District Change/Map Amendment \$350*
☐ Site Plan Review \$350 ☐ Request for Annexation \$350*
☐ Certified Survey Map (CSM) \$100 ☐ Planned Unit Development (PUD) \$350*
☐ Official Map Review \$350* ☐ Street/Alley Vacation \$350*

**Publication of legal notice fees additional.*

STATUS OF APPLICANT: ☒ Owner ☐ Agent ☐ Other

PROJECT LOCATION ADDRESS 3310 CALUMET

PARCEL ID# 052-72500009000 CURRENT ZONING B3

CURRENT USE OF PROPERTY RETAIL - FRONT LAWN (EMPTY)

PROPOSED USE OF PROPERTY 1-DAY FLEA MARKET 6x/yr - warm months

REQUIRED: Attach a detailed written description of your proposal or request.

Include as much information as possible including planned use, maps, project renderings or drawings, etc.

The undersigned hereby represents and warrants that it has the authority to enter into this Contract. If the party entering into this Contract is not an individual, the person(s) signing on behalf of the entity represents and warrants that they have been duly authorized to bind the entity and sign this Contract on the entity's behalf.

Signature [Signature] Date 1/31/25

Print Name STEVEN SWETLIK

For Office Use Only

Date Received: _____

PC/SP #: _____

Fee Paid: _____

Check#: _____

Plan Commission Date: _____

The City of Manitowoc Plan Commission meets the fourth Wednesday of each month at 6pm.

Deadline for submission is the Friday two weeks prior to the meeting.

Please contact the Community Development Department at 920-686-6930 if you have any questions.

February 6, 2025

Gritty Lane Antique Mall
Attn: Steven Swetlik, Owner
3310 Calumet Ave.
Manitowoc, WI 54220

Planning Committee
City of Manitowoc
900 Quay St.
Manitowoc, WI 54220
Attn: Mr. Paul Braun ,et.al.

Committee Members:

I am asking for a Conditional Use Permit (CUP) for the grassy area of my property in front of the building (see map of overhead view of property with the area marked in red). This would be for 7 (possibly 8) Friday's across the warmer months (Dates below). I own and operate Gritty Lane Antique Mall at the above address and would like to offer an event to the public of Manitowoc and beyond. The event would be called 'Gritty Lane's Friday Flea.' There are similar events across the state that are very successful in drawing a crowd from in and out of town. We would be glad to offer brochures on the activities/restaurants/etc. in the city for our out of town guests. This would be another great event that would help Manitowoc and the area with visitors. I currently have vendors that sell here from Appleton, the north woods, Green Bay, and Milwaukee.

I would invite sellers to sign up for a spot to sell their wares in neatly arranged individually marked 10' x 10' spaces with wide aisles separating the rows of spaces for customers to easily walk around and check out the merchandise. Similar to how the current Summer Farmer's Market is set up at the river. See included site map drawing. Hunting for bargains and surprises are getting more and more popular, it is becoming known as 'Thrifting.' Vendors allowed will be those who sell antiques/collectibles/vintage, self crafted items, and rummage sale items. The plan is to not allow the direct marketing style of products (ie: Tupperware, Lulemon, etc.) unless there is a low volume of vendors applying who sell the recommended items.

The set up will be totally on my property and not impeding the public right of way or the visual right of way for drivers on Calumet Ave. Sellers may/may not use a colorful canopy to protect themselves from the summer sun or sprinkles on the day of the event. Event would be open to the public from 10 am-4 pm. Vendors would set up from 8-10 am and be required to be completely broken down by 6 pm. Normal store hours are 11-6, so we would open early on that Friday to coincide with the 10 am start time of the market. I will also be checking the area after clean up so that it is left in good condition. Vendors who do not cooperate will not be allowed to return.

I will carry the extra event rider insurance for the use of the grassy area. The landlord has approved the event. We share the building with Custom Health and will chat again with them about the event. They have ample parking near their front door for their customers so there should be minimal effects to their business day operation.

There is plenty of parking on our property for the vendors' vehicles after they are set up behind the building to be away from customers for us and Custom Health. There will be NO illegal items/substances allowed for sale. Each potential vendor will fill out an application with their information and I will personally pick which vendors will be a good fit and help create a safe, fun atmosphere (event application and rules sheets are still being finalized). We have 2 rest rooms inside the building so there will be no need for a temporary 'potty' outside. There will be stanchions marking a safe walkway along the building to walk between the flea area to the inside area. All customer vehicular traffic will be routed through the main divided entrance to the general property. The separate ingress/egress approach will be brightly blocked off to traffic during the event.

When the event is over we will review the day and adjust/change procedures as needed to make the event flow better in the future.

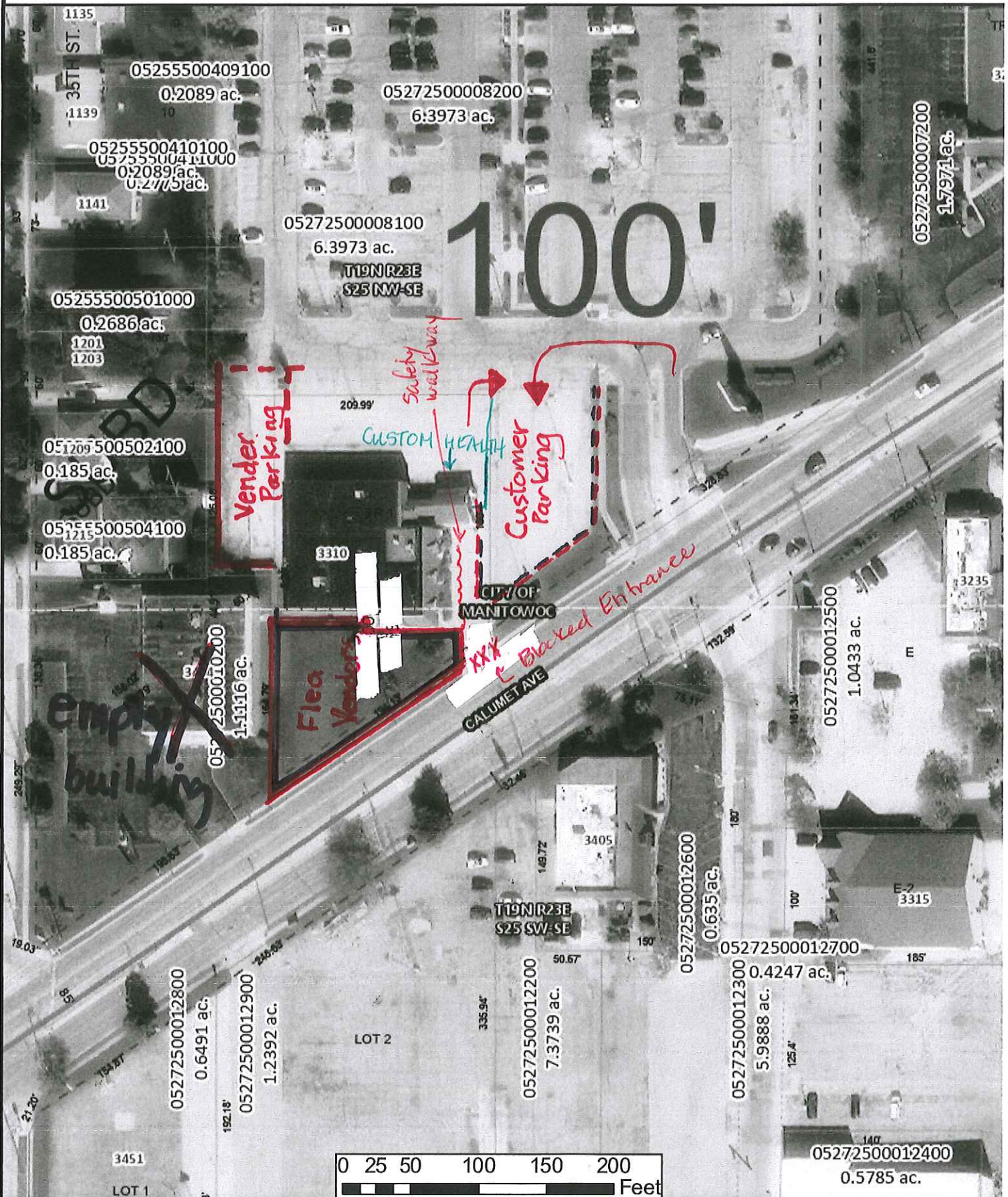
Dates: All are Fridays, 2025. May 16, June 1/27, July 18, Aug 8, Sept 5/26 (and possibly Oct 24 if there is enough interest and the event is operating successfully).

Thank you for your consideration!

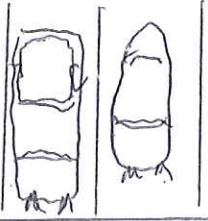
Steven P. Swetlik
Owner/Chief Decision Maker
Gritty Lane Antique Mall/
The ALLEY Thrift Shop
3310 Calumet Ave.
Manitowoc, WI 54220
920.320.9232 store
414.405.0969 Steve
grittylane@gmail.com



Manitowoc County Parcel Viewer



VENDOR
PARKING



CUSTOM
HEALTH

rear
emergency
exit

SHOP
BUILDING

GRITTY
LANE
ENTRANCE

STANCHIONS

SAMPLE OF VENDOR SPOT LAYOUT

100 ft →
→ etc

etc

etc
↑

LANDSCAPE
MOUNDS

etc

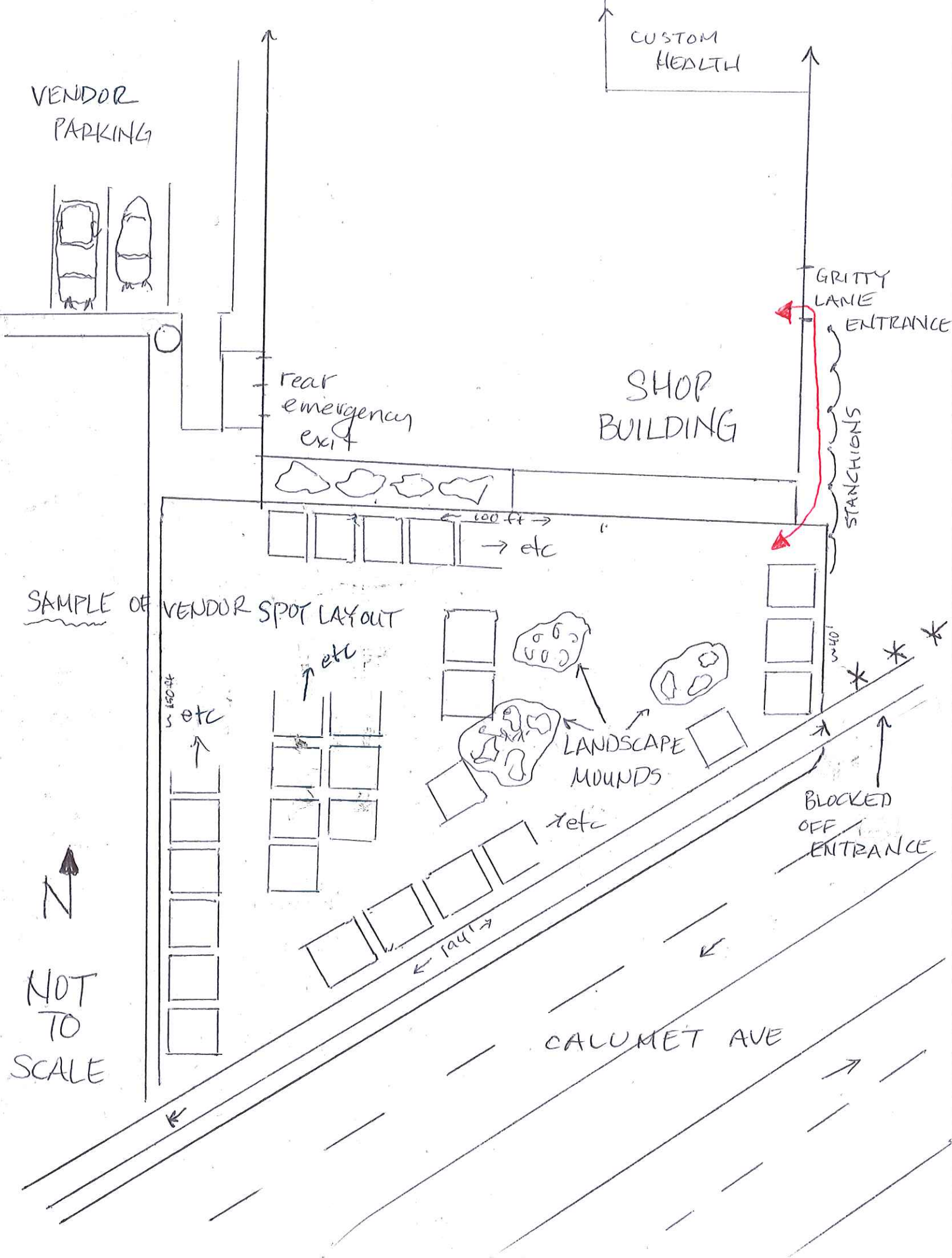
BLOCKED
OFF
ENTRANCE

194 ft →
←

CALUMET AVE



NOT
TO
SCALE



Map Plotted: 2/13/2025
O:\Committees\PC Plan Commission\PC CUP\2025\PC 7-2025 Gritty Lane Antique Mall 3310 Calumet Ave\Maps\PC 7-2025 CUP Zoning.mxd

City of
Manitowoc

**Request for a Conditional Use Permit
Area for the Temporary Sale of
Outdoor Merchandise**



SE 1/4
Sec 25
T19N, R23E LOT 2



0 50 100
Feet

CONDITIONAL USE PERMIT

City of Manitowoc, WI



Conditional Use Permit Area for
the Temporary Sale of Outdoor Merchandise

DISCLAIMER: Maps and associated data are believed to be accurate, but are not warranted. This information is not intended for legal, survey, or other related uses. Please obtain the original recorded documents for legal or survey information.

Prepared by City of Manitowoc
Community Development Department
www.manitowoc.org
Map Plotted: 2/13/2025
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PC 7-2025
3310 Calumet Ave.

City of Manitowoc Plan Commission