

CITY OF SHEBOYGAN

ARCHITECTURAL REVIEW BOARD

April 12, 2021

1. OPENING OF MEETINGMEMBERS PRESENT: Joe Clarke, Richard Linde, Robert Heimerl, Alderperson Markus Savaglio (remote), Jerry Jones (remote) and Charlie Wigg (remote)MEMBERS EXCUSED: Pam LanganSTAFF/OFFICIALS PRESENT: Manager of Planning & Zoning Steve Sokolowski

1.1 Call to Order

Chair Joe Clarke called the meeting to order.

1.2 Pledge of Allegiance

The Pledge of Allegiance was recited.

1.3 Identify potential conflict of interest.

No committee member had a conflict of interest.

2. MINUTES

2.1 Approval of minutes from March 22, 2021

meeting.

Motion by Jerry Jones, second by Alderperson Markus Savaglio to approve. Motion carried.

3. ITEMS FOR DISCUSSION AND POSSIBLE ACTION

3.1 Verlo wall signage in the multi-

tenant facility located at 4315 S. Taylor Dr.

The Board reviewed Verlo Mattress proposed architectural elevations at the meeting on March 22, 2021, and tabled this matter in order to permit the applicant to update the drawings to address some comments relating to discussion on the proposal. Tim Fettig has resubmitted new plans that are now more focused on new signage.

The applicant submitted drawings with several options, some that are just signage and others that have signage as well as a bit of exterior remodeling. Mr. Fettig wanted the Board to review these options and then move forward with one (1) of the options. All the sign options proposed wall signage that will be 43 sf (4.5 x 9.6).

After discussion, Mr. Fettig and the Board agreed that option 2 was the preferred option for the front/west wall facing Taylor Drive. The Board also agreed that Mr. Fettig could place the 2 nd wall sign on either the east/rear wall or the south/side wall.

Steve Sokolowski indicated that Verlo will still need to submit sign permits for the proposed signs to be installed and that those signs will need to meet all the Sheboygan Business Park Protective Covenants.

Motion by Richard Linde, second by Jerry Jones to approve subject to the following conditions: Applicant may submit sign permits for proposed wall sign option # 2 on the front/west side of the building facing Taylor Drive. Applicant may submit sign permits proposed for a sign to be located on either the east/rear side of the building or the south side of the building. Applicant shall submit signs that meet the Sheboygan Business Park Protective Covenants and the City of Sheboygan Zoning Ordinance. Sign permits applications and drawings shall be submitted to staff for review and approval prior to installation. If staff has any concerns with the final sign drawings, the signage can be brought back for board review. Motion carried.

3.2 Construction of new Popeyes Restaurant at 3207 S. Business Drive.

The Board reviewed the Popeyes architectural elevations at the meeting on March 22, 2021, and tabled this matter requesting the applicant to resubmit drawings to address the comments/concerns with the initial the proposal. The applicant believes that the updated plans address the Boards concerns from last meeting.

The one item the board still had concerns with was with the use of the artificial brick. At the last meeting, Marc Rodriguez of SmitCo Eateries, Inc. stated that actual masonry was a possibility, however, the artificial brick fiber-cement product is still being proposed on the resubmitted drawings. Mr. Rodriguez stated that he was still open to brick but needed to work with the Popeyes Franchise to see if they were acceptable with such a material change to their building. The Board believed it was important to have real brick on this building to be compatible with the brick used at Washington Square and the

outlot development along this section of S. Business Drive.

Motion by Jerry Jones, second by

Alderson Markus Savaglio to approve subject to the following conditions:
Everything labeled Materials # 1 (Accent Tower Brick and Wainscot Nichiha Fiber
Cement Vintage Brick Alexandria Buff) on all building elevations shall be
changed actual brick masonry. Final elevation drawings shall be submitted to
staff for review. If staff has any concerns with the final elevation drawings,
the elevations can be brought back for board review. Motion carried.

4. NEXT MEETING

Wednesday, April 28, 2021

5. ADJOURN

5.1 Motion to Adjourn

Motion by Jerry Jones, second by Alderson Markus Savaglio

to adjourn. Motion carried.

Being no further business the meeting was adjourned at 4: 28