

*****ATTACHMENTS*****

PARCEL NO.: _____
MAP NO.: _____
ZONING CLASSIFICATION: _____

Office Use Only
DATE SUBMITTED: _____
REVIEW DATE: _____

CITY OF SHEBOYGAN
ARCHITECTURAL REVIEW APPLICATION
Revised November 2009

Completed application must be filed with the Department of City Development, 828 Center Avenue, Suite 104. To be placed on the agenda of the Architectural Review Board, application must be filed two weeks prior to date of meeting. Applications that are not complete or that are not legible will not be accepted.

1. APPLICANT INFORMATION

APPLICANT: DENNIS & JAMIE EVANS
ADDRESS: 332 Wisconsin Ave, Sheboygan WI 53081
E-MAIL ADDRESS: blastsoftserve@gmail.com
PHONE: (507) 456-7196 FAX NO.: ()

2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT

NAME OF PROPOSED/EXISTING BUSINESS: BLAST SOFT SERVE
ADDRESS OF PROPERTY AFFECTED: 406 PENNSYLVANIA AVE
NEW BUILDING: _____ ADDITION: _____ REMODELING: X
DESCRIPTION OF PROPOSED PROJECT: SEE ATTACHED

DESCRIPTION OF EXISTING EXTERIOR DESIGN AND MATERIALS: _____

See Attached

DESCRIPTION OF THE PROPOSED EXTERIOR DESIGN AND MATERIALS: _____

See Attached, plus samples will be brought to meeting

Blast Soft Serve

We intend to open a soft serve ice cream shop at 406 Pennsylvania Ave here in Sheboygan. Our concept is a Seasonal walk up shop with serving windows. Our menu is simple: Soft Serve Ice Cream in many ways, from Cones, to Sundaes, to Flurries, to Shakes, Malts, and Floats. We may also offer coffee. Our typical season is weather related but will be Mid-April through the end of October. Hours of operation are 11am – 10pm.

Growing up in Stevens Point, WI and Mason City, IA we enjoyed businesses just like this. We opened our 1st soft serve shop in Owatonna, MN in 1997. At that time, we had no experience under our belts and hoped the concept that we both grew up with would be successful there. It was! Then due to rental arrangements, we moved to another location using the same formula that worked for the previous location, and ran that until we sold it in 2014. We sold it to move to Charleston, SC to be closer to family. We also intended to find a location there to start another business. After a year there, we moved back to Stevens Point, once again to be closer to family.

In our search for a new business location, we looked at Wausau (already have about 7 soft serve businesses there), Appleton, Oshkosh, and Manitowoc. We were pretty sure about Manitowoc and even looked at houses and business locations with a realtor.

On a whim we decided to drive south along the lake and came to Sheboygan. We immediately knew this was where we want to be. The lakefront and Riverfront areas are well used and look inviting. The pedestrian friendly walkways and sidewalks are abundant and speak to our personal preference. We also noticed the number of projects in the “works”, which had us excited about the continued growth of this area.

The perfect location: 406 Pennsylvania Ave. This property had been vacant and on the market for 3 years. It's close to the Beach and the River walk-way, and connected to neighborhoods by trails and sidewalks making it a pedestrian friendly destination. We purchased this property in the summer of 2018.

We now propose to open our business, Blast Soft Serve, at 406 Pennsylvania Ave here in Sheboygan. We are committed to this community and have purchased a home here. Our son is attending Lakeshore Technical College. Our daughter and son-in-law have moved from Charleston, SC and have also purchased a home here.

Details of the overall look and use of this project will be a walk-up Ice Cream stand. We'll build a 20' x 14' deck to 2 serving windows. The deck will be Trex material in Foggy Wharf color. We would also like to have an overhang over the serving windows. This material will be corrugated steel with stained (to match the Trex decking) wood support. There will be benches and tables for customers to sit at in the large 1/3-acre lot. We want to provide a park-like feel for our customers. This is a family-oriented business that caters to all ages.

We are not new to running a business and we have proven our knowledge and ability in 2 previous locations, which are still open and running in Owatonna, MN. For over 17 years, we've learned recipes, vendors, food safety, and community mindedness. We were often the first job to many teens, that continued to work with us through all 4 years of high school. Blast was an amenity to Owatonna, and became a social meeting place after other events in town. We hope to embrace that same energy here in Sheboygan.

Blast Soft Serve

1. Our Intentions:
 - A. Renovate existing property at 406 Pennsylvania Ave.
 - a. Add deck, overhang, and walkways.
 - b. Exterior lighting.
 - B. Open Soft Serve business, Blast Soft Serve.
 - C. Provide a park-like setting for customers. This will include benches and tables.

2. Hours of Operation:
 - A. Seasonal and weather permitting. Expected to be mid-April to the end of October
 - B. 11am to 10pm daily.

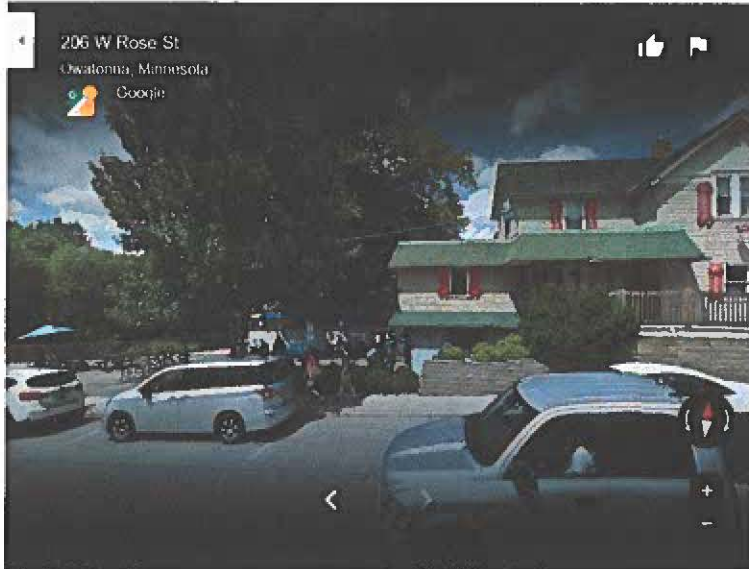
3. Customer base:
 - A. Drive up, park. Jump out to grab an Ice Cream to go.
 - B. Destination minded: intentions of going to get an ice cream. Walking, driving, biking traffic is all expected. People out for a walk, Families getting a treat together, groups of classes, clubs, and organizations.
 - C. Call-in orders: Example is XYZ Company is having an event and orders 100 cups of ice cream for pick-up.

4. Future Plans: We'd like to continue to make improvements to this property over time.
 - A. Including a walkway to the North end of the property and steps going up to Franklin St.
 - B. Adding shrubs and planting trees for shade.

5. Effects on neighboring businesses and residents:
 - A. Our hours of operation are 11am – 10pm. These are reasonable time frames for traffic and noise. We realize that we are in an area that already has other businesses in operation before and after these times.
 - B. We will have trash receptacles strategically placed for customers. We also pick up anything that inadvertently blows away.
 - C. Our large garbage bins will be hidden away from view and smell in an existing garage on the North end of the property. We will have garbage pick up once per week and will increase that as business increases. We are conscientious of garbage and odors and are proactive in maintaining a clean, well kept area.



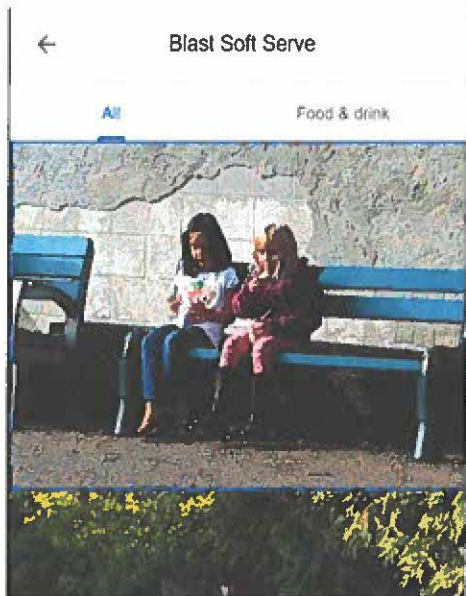
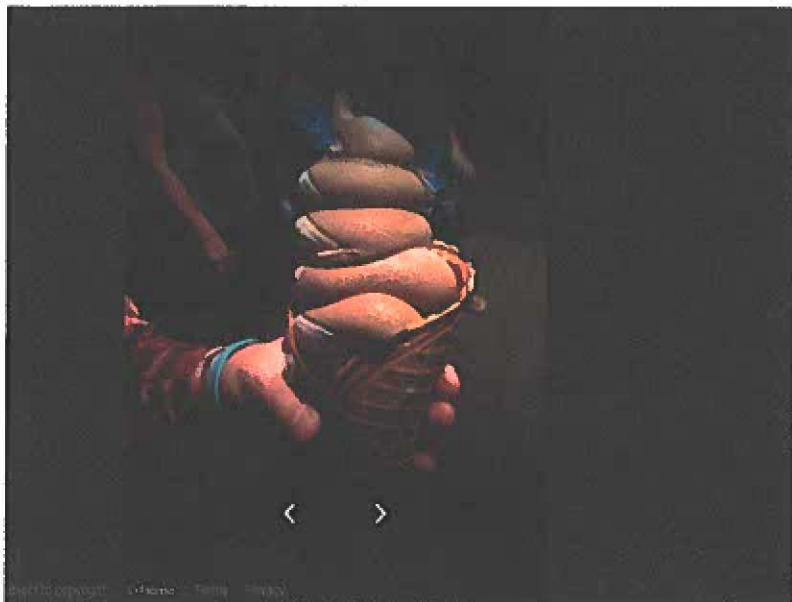
Blast Soft Serve



Blast Soft Serve



Blast Soft Serve

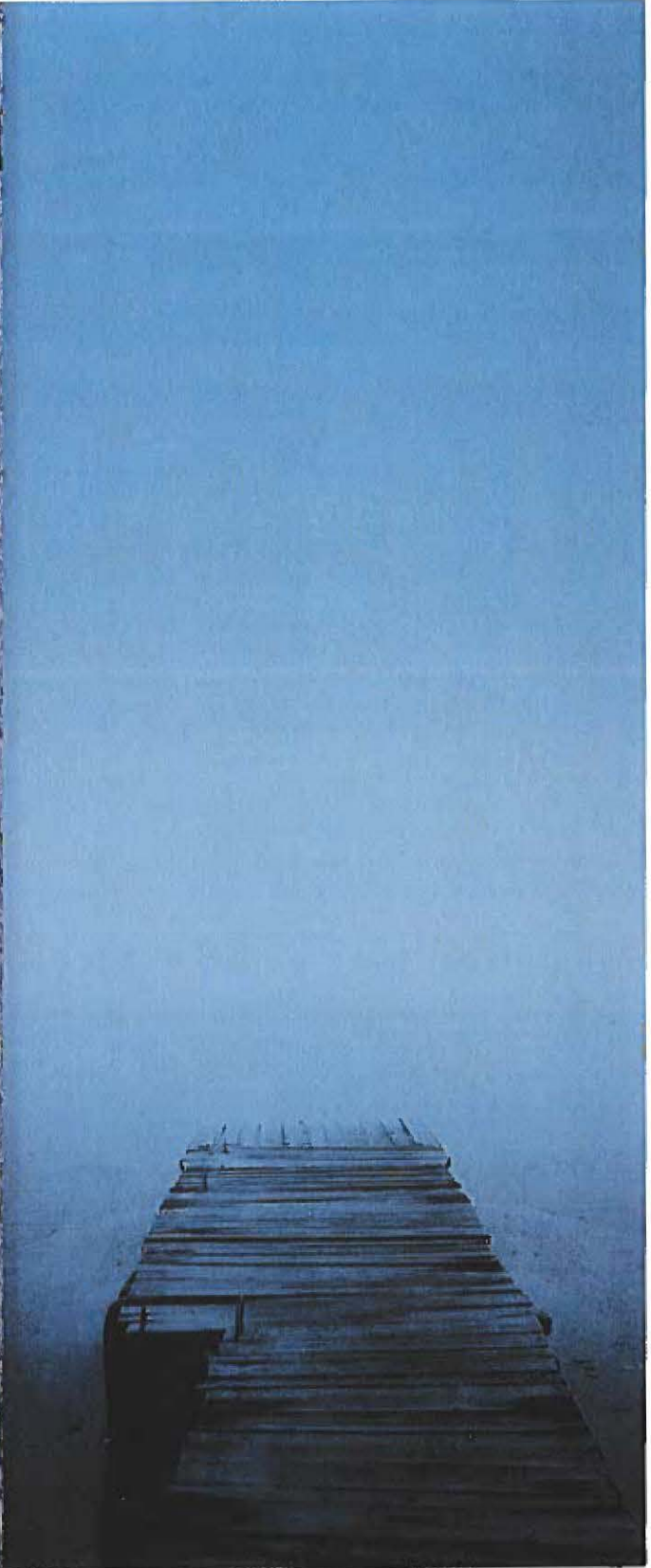


The Trex logo is positioned in the upper left quadrant of the image. It features the word "Trex" in a bold, white, sans-serif font, with a registered trademark symbol (®) to its upper right. The logo is set against a background of a vertical wooden plank with a detailed wood grain texture.

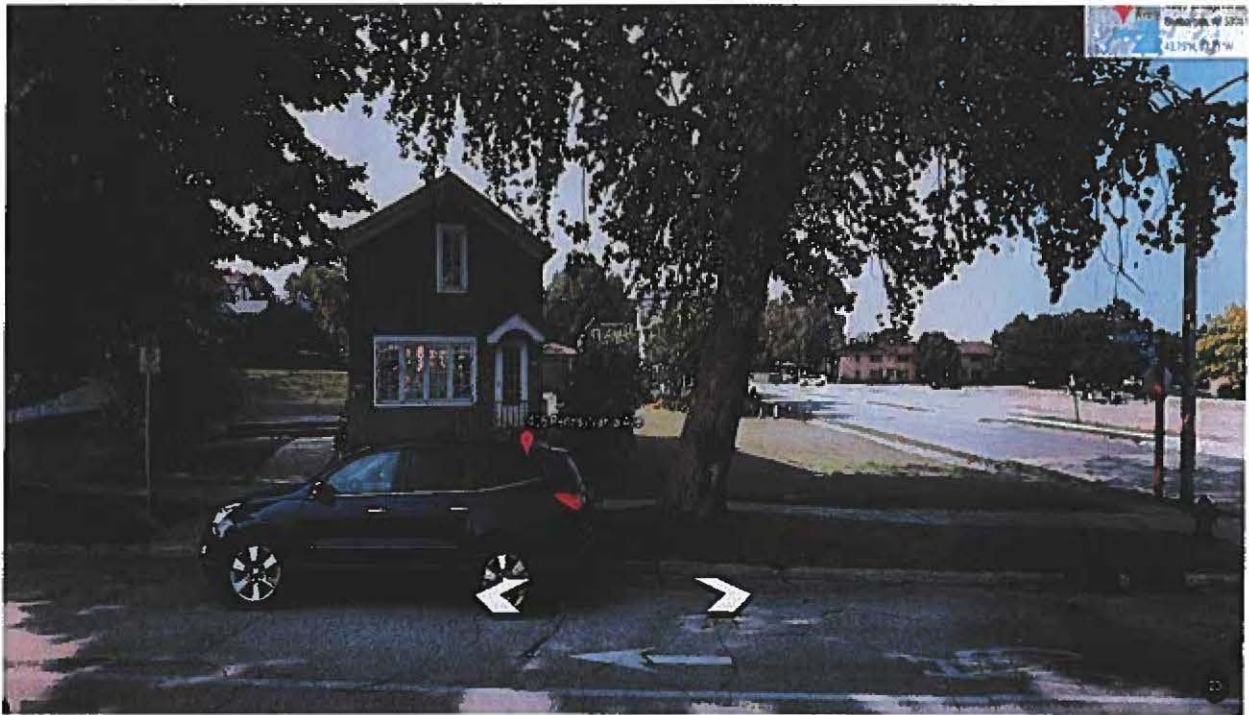
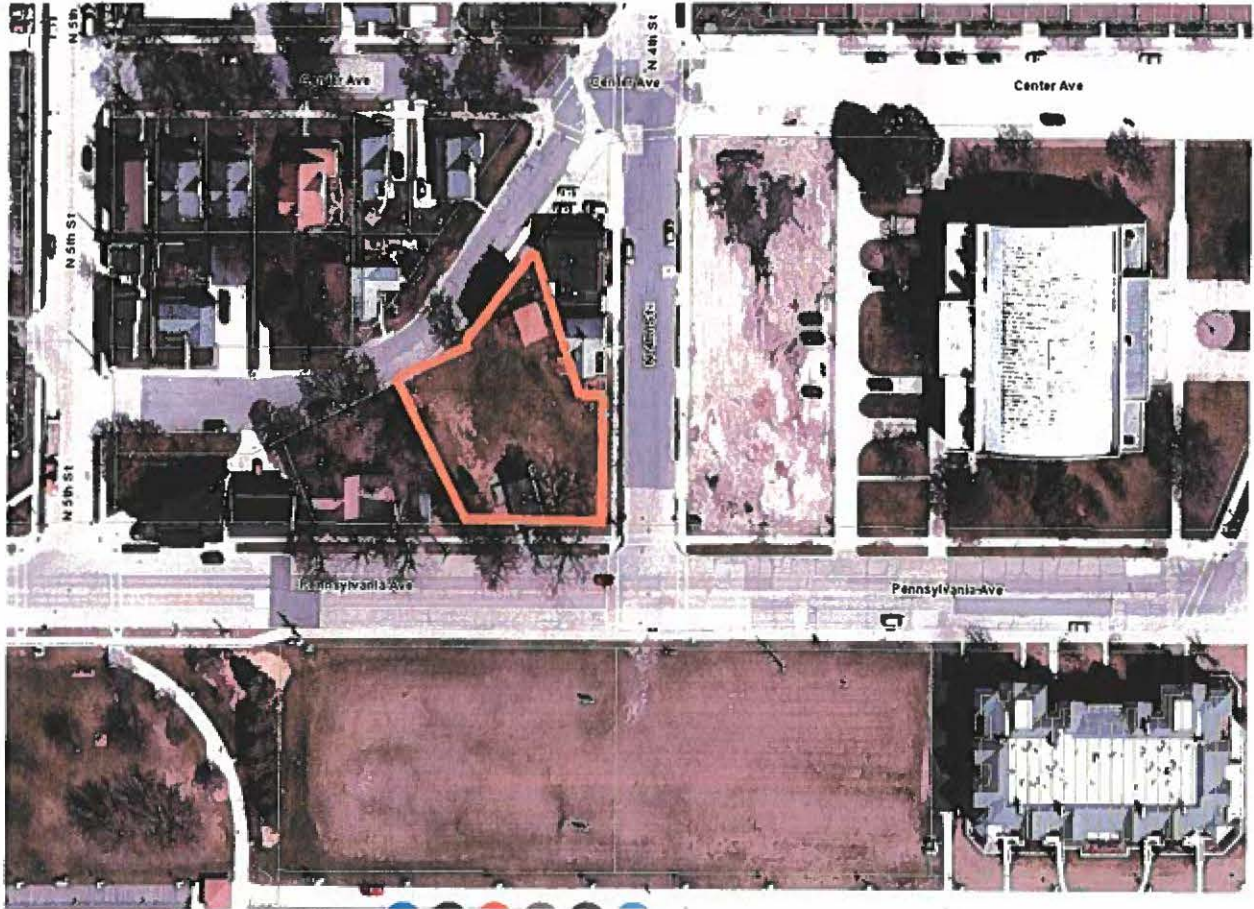
Trex®

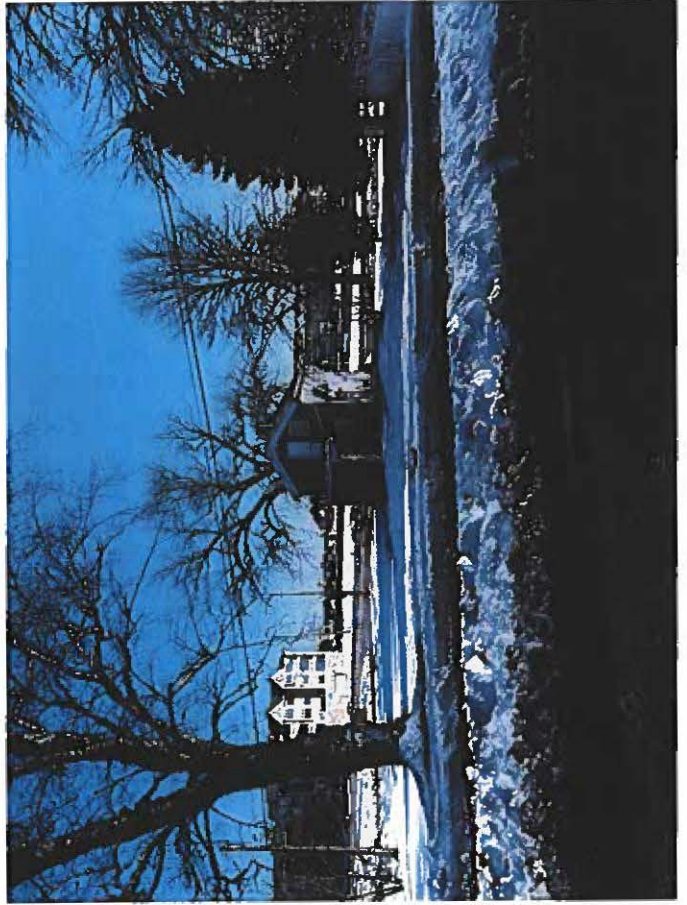
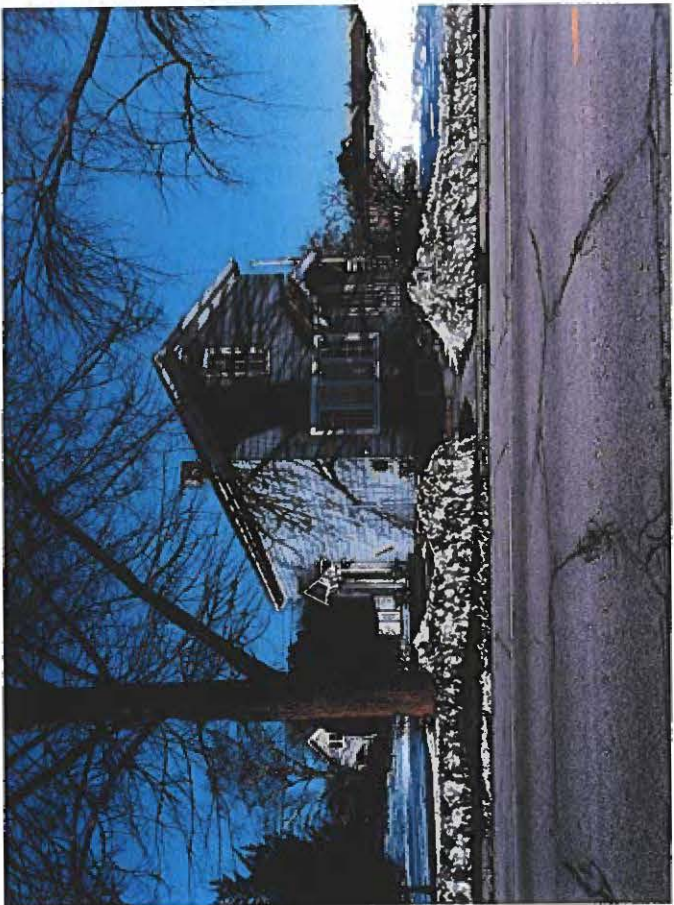
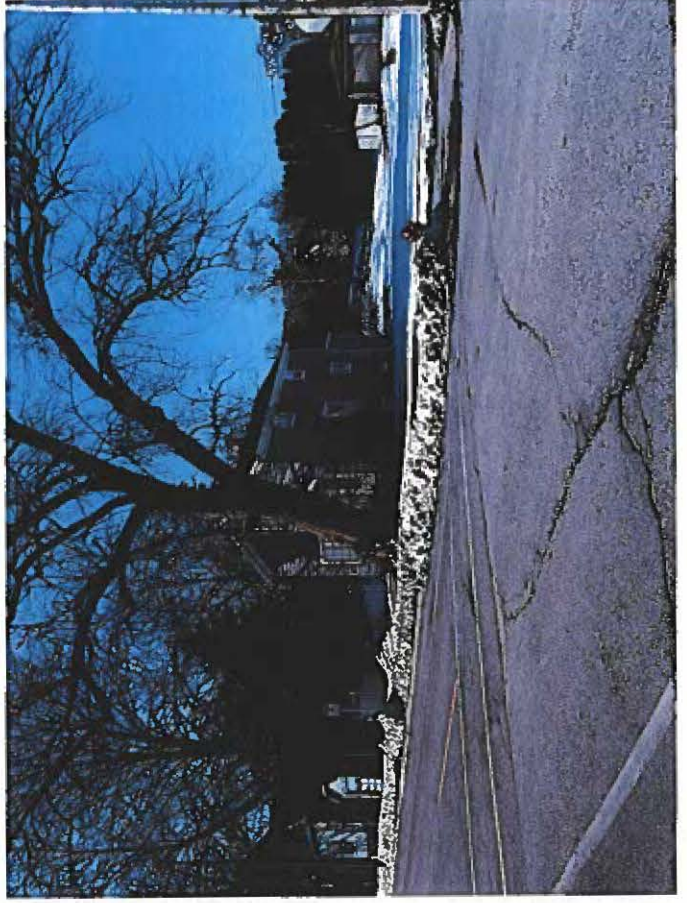
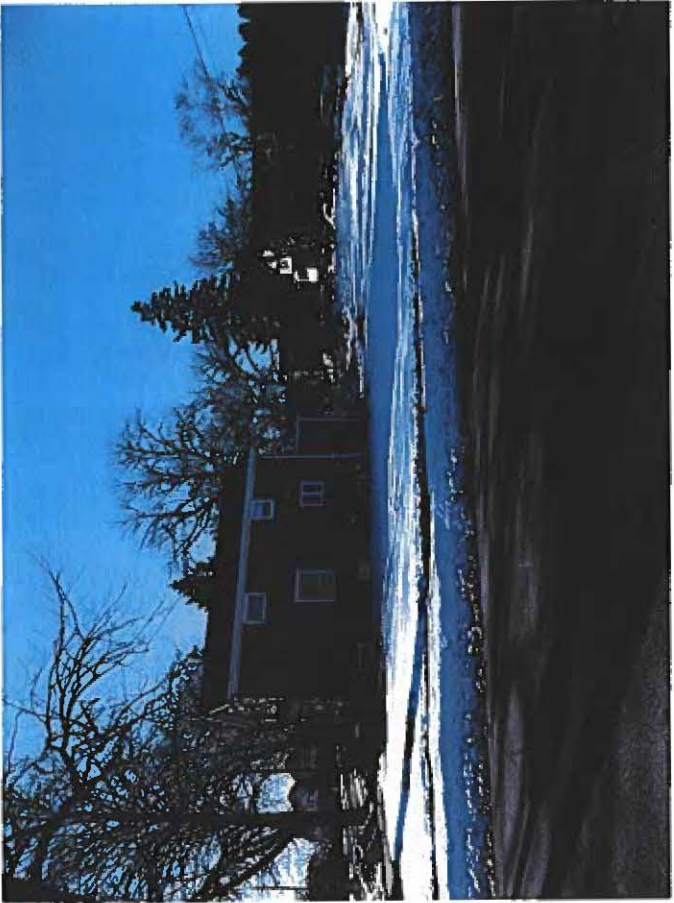
Foggy Wharf

#TrexForAnyDeck

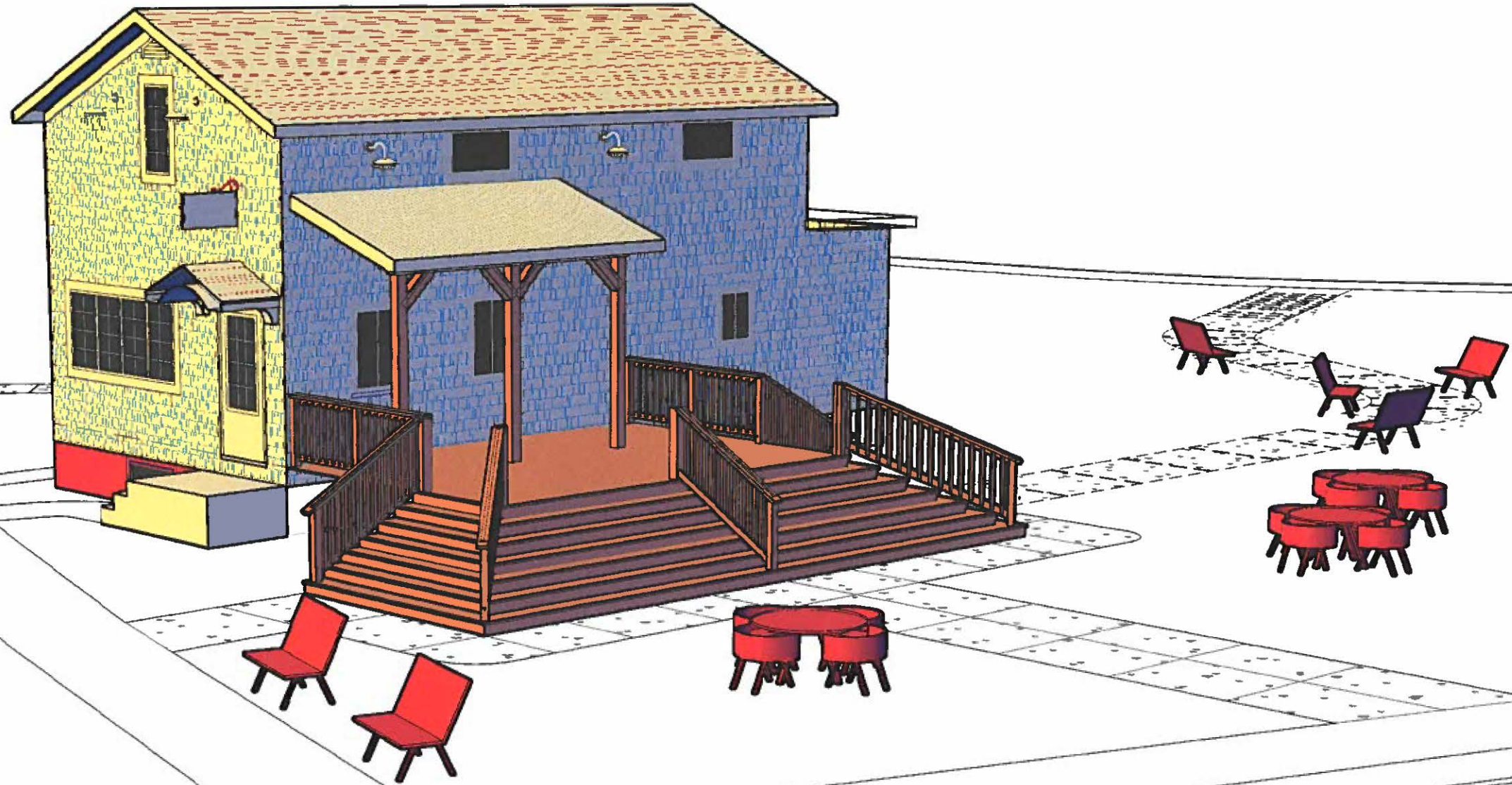












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DECK AND RAMP ADDITION TO:
SOFT SERVE PARLOR
406 PENNSYLVANIA AVE.
SHEBOYGAN, WI 53081

DECK AND RAMP ADDITION TO:



SOFT SERVE PARLOR

406 PENNSYLVANIA AVE.
SHEBOYGAN, WI 53081

CONSULTANTS

ARCHITECTURAL DESIGN

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GENERAL NOTES

1. G.C. TO FIELD VERIFY ALL EXISTING CONDITIONS. NOTIFY ARCHITECT OF DISCREPANCIES PRIOR TO UNDERTAKING WORK.
2. SEE MECHANICAL, ELECTRICAL, AND PLUMBING DRAWINGS FOR ADDITIONAL INFORMATION.

SYMBOLS

COLUMN REFERENCE SYMBOL	ROOM TAG
GRIDLINE DESIGNATION	ROOM NAME ROOM NUMBER REFERENCE ROOM SCHEDULE
ELEVATION REFERENCE SYMBOL	WALL TAG
REFERENCE POINT ELEVATION IN PLAN	WALL TYPE NUMBER REFERENCE WALL SCHEDULE
EXTERIOR ELEVATION SYMBOL	DOOR TAG
ELEVATION DESIGNATION SHEET REFERENCE NUMBER	DOOR NUMBER REFERENCE DOOR SCHEDULE
INTERIOR ELEVATION SYMBOL	WINDOW OR FRAME TAG
SHEET REFERENCE NUMBER ELEVATION DESIGNATION	WINDOW NUMBER REFERENCE WINDOW SCHEDULE
BUILDING SECTION SYMBOL	REVISION TAG
SECTION DESIGNATION SHEET REFERENCE NUMBER	REVISION NUMBER REVISION CLOUD
ENLARGED AREA SYMBOL	NORTH ARROW
SECTION DESIGNATION SHEET REFERENCE NUMBER	
DETAIL SYMBOL	
DETAIL DESIGNATION SHEET REFERENCE NUMBER	

SHEET INDEX

ARCHITECTURAL

- T 1.1 TITLE AND INFORMATION PAGE
- C 1.0 EXISTING SITE PLAN
- A 3.1 DECK FLOOR PLAN, FTG & FND PLAN, AND ELEVATIONS
- A 3.2 ROOF FRAMING PLAN AND SECTION

DESIGN CONSULTANT WITH

PROJECT NAME

DECK AND RAMP ADDITION TO:



SOFT SERVE PARLOR

406 PENN. AVE
SHEBOYGAN,
WISCONSIN

ISSUE

NO.	DATE	DESCRIPTION

PROJECT INFO

Date: 01/17/2020
Project No: 20 0205
Drawn By: Nelson Drafting & Design LLC

SHEET TITLE

TITLE AND INFORMATION PAGE

SHEET NUMBER

T
1.1

LOCATION MAPS



LOCATION
CITY OF
SHEBOYGAN



CITY OF SHEBOYGAN STREET MAP

ARCHITECTURAL SEAL

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DESIGN CONSULTANT WITH

PROJECT NAME

DECK AND RAMP
ADDITION TO:



SOFT SERVE
PARLOR

406 PENN. AVE
SHEBOYGAN,
WISCONSIN

ISSUE

NO.	DATE	DESCRIPTION

PROJECT INFO

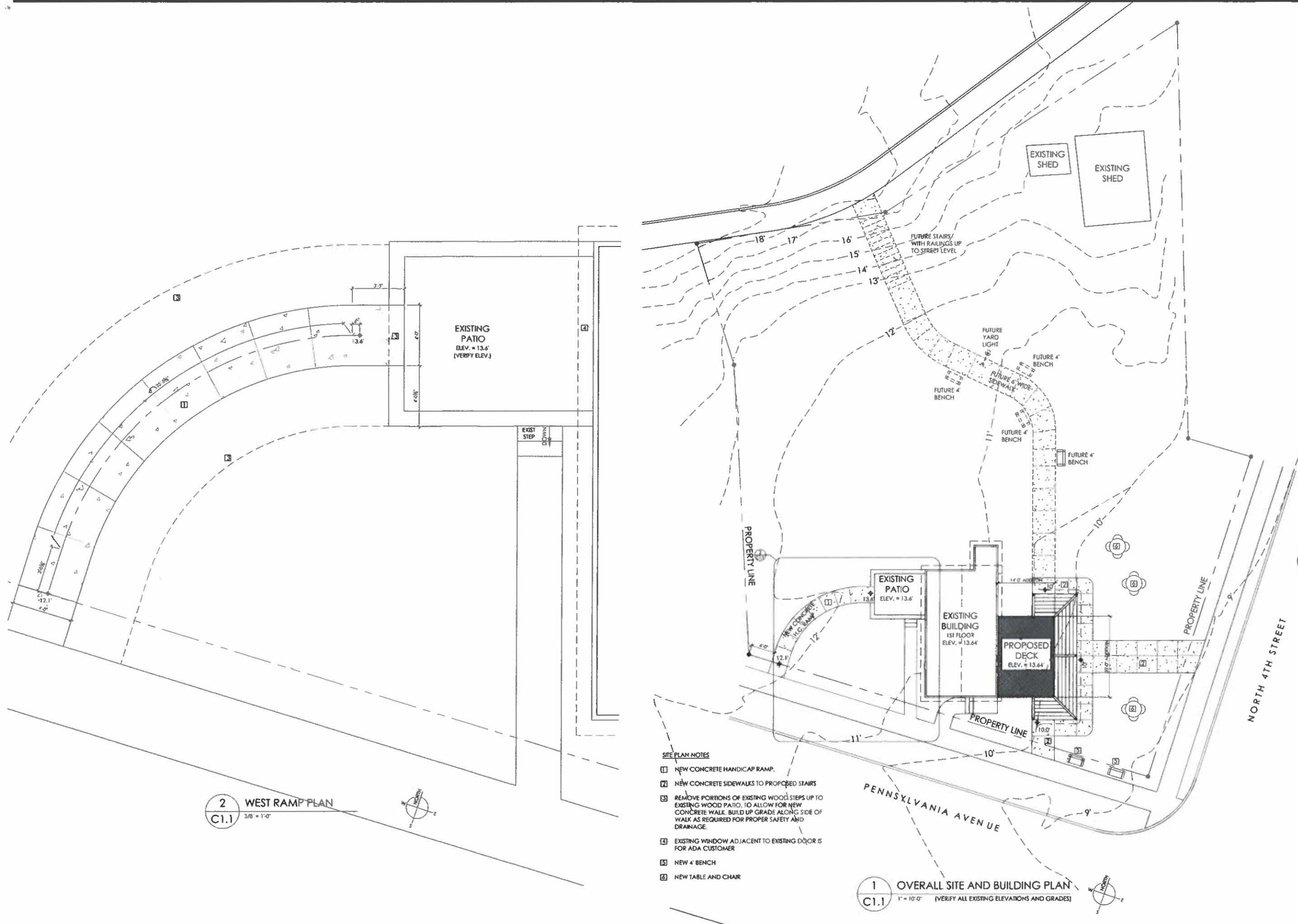
Date: 01/17/2020
Project No.: 20-0205
Drawn By: Nelson Drafting & Design LLC

SHEET TITLE

SITE LOCATION PLAN

SHEET NUMBER

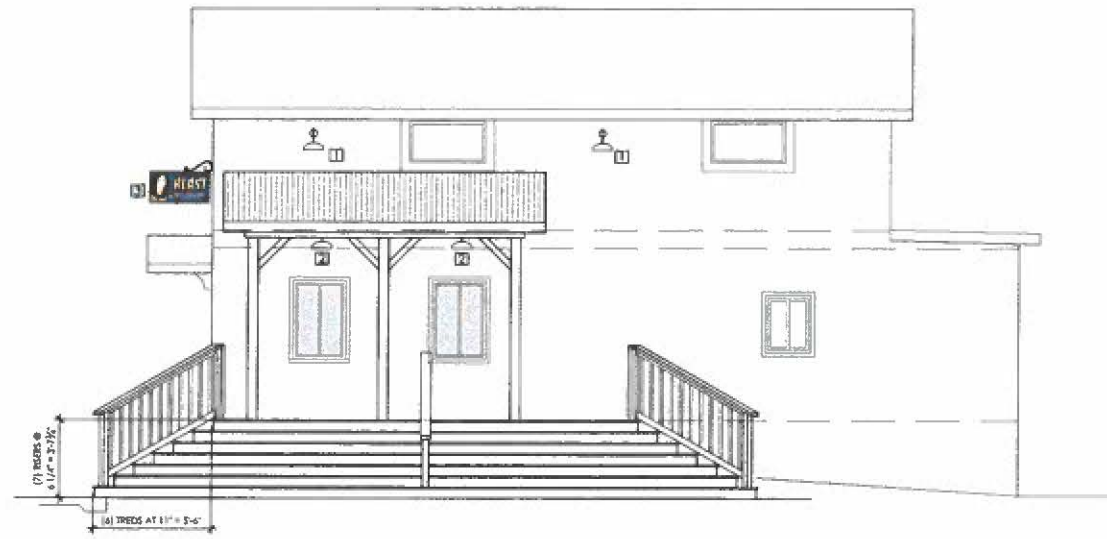
C
1.1



2 WEST RAMP PLAN
C1.1 3/8" = 1'-0"

- SITE PLAN NOTES**
- 1 NEW CONCRETE HANDICAP RAMP.
 - 2 NEW CONCRETE SIDEWALKS TO PROPOSED STAIRS
 - 3 REMOVE PORTIONS OF EXISTING WOOD STEPS UP TO EXISTING WOOD PATIO, TO ALLOW FOR NEW CONCRETE WALK. BUILD UP GRADE ALONG SIDE OF WALK AS REQUIRED FOR PROPER SAFETY AND DRAINAGE.
 - 4 EXISTING WINDOW ADJACENT TO EXISTING DOOR IS FOR ADA CUSTOMER
 - 5 NEW 4' BENCH
 - 6 NEW TABLE AND CHAIR

1 OVERALL SITE AND BUILDING PLAN
C1.1 1" = 10'-0" [VERIFY ALL EXISTING ELEVATIONS AND GRADES]

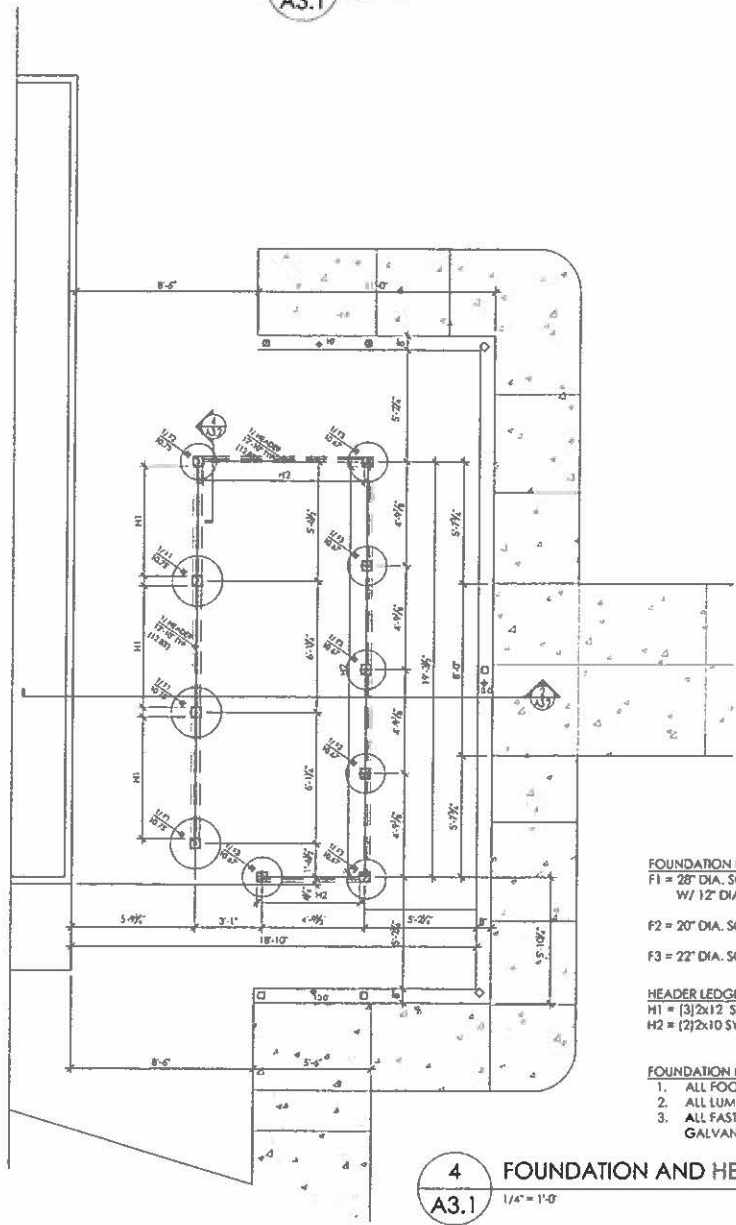


3 EAST ELEVATION
A3.1 1/4" = 1'-0"



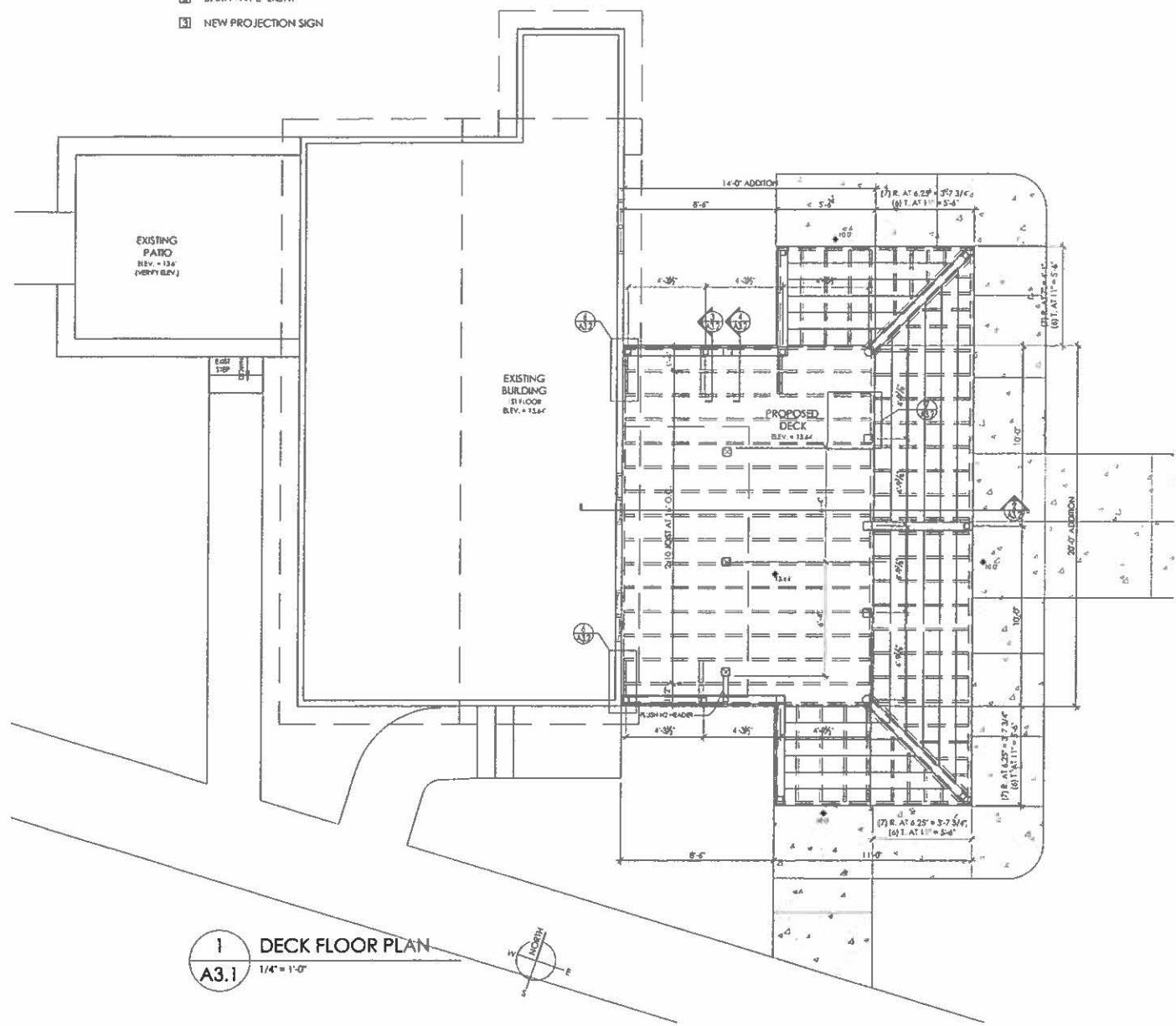
2 SOUTH ELEVATION
A3.1 1/4" = 1'-0"

- ELEVATION NOTES
- 1 GOOSE NECK LIGHTS
 - 2 EAST ELEVATION
 - 2 SOUTH ELEVATION
 - 2 WEST ELEVATION
 - 2 BARN-TYPE LIGHT
 - 3 NEW PROJECTION SIGN



4 FOUNDATION AND HEADER PLAN
A3.1 1/4" = 1'-0"

- FOUNDATION LEDGER
- F1 = 28" DIA. SONOTUBE (ALT 2'-6" X 2'-6" X 12' FIG W/ 1/2" DIA. SONOTUBE)
 - F2 = 20" DIA. SONOTUBE
 - F3 = 22" DIA. SONOTUBE
- HEADER LEDGER
- H1 = (3) 2x12 SYP No.2 WITH HUCQ210-3-SDS
 - H2 = (2) 2x10 SYP No.2
- FOUNDATION NOTES
1. ALL FOOTING 48" BELOW FINISHED GRADE
 2. ALL LUMBER TREATED No.2 SYP
 3. ALL FASTENERS AND HANGERS HOT DIPPED GALVANIZED (Z-MAX) OR STAINLESS



1 DECK FLOOR PLAN
A3.1 1/4" = 1'-0"



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DESIGN CONSULTANT
WITH

PROJECT NAME

DECK AND RAMP
ADDITION TO:



SOFT SERVE
PARLOR

406 PENN. AVE
SHEBOYGAN,
WISCONSIN

ISSUE

NO.	DATE	DESCRIPTION

PROJECT INFO

Date: 01/17/2020
Project No: 20 0205
Drawn By: Nelson Drafting & Design LLC

SHEET TITLE

DEMO, BASEMENT,
AND 1st FLOOR
PLANS

SHEET NUMBER

A
3.1

CITY OF SHEBOYGAN

REQUEST FOR ARCHITECTURAL REVIEW BOARD CONSIDERATION

ITEM DESCRIPTION: Exterior remodel and deck/outdoor patio addition at Blast Soft Serve located at 406 Pennsylvania Avenue.

REPORT PREPARED BY: Steve Sokolowski, Manager of Planning and Zoning

REPORT DATE: February 21, 2020

MEETING DATE: February 24, 2020

FISCAL SUMMARY:

Budget Line Item: N/A
Budget Summary: N/A
Budgeted Expenditure: N/A
Budgeted Revenue: N/A

STATUTORY REFERENCE:

Wisconsin Statutes: N/A
Municipal Code: N/A

BACKGROUND / ANALYSIS:

Dennis and Jamie Evans are proposing to operate Blast Soft Serve at 406 Pennsylvania Avenue. Our concept is a seasonal walk up shop with serving windows. Our menu is simple, soft serve ice cream in many ways from Cones, to Sundaes, to Flurries, to Shakes, Malts, and Floats. We may also offer coffee.

This is a family-oriented business that caters to all ages and we want to provide a park-like feel so there will be benches and tables for customers to sit on our large 1/3-acre lot. The customers will be able to enjoy their ice cream and have beautiful views of Lake Michigan and the Sheboygan River.

Details of the overall look and use of this project will be a walk-up Ice Cream stand. We'll build a 280sf deck (20 x 14) with two (2) serving windows. The deck will be Trex material in Foggy Wharf color. We would also like to have an overhang over the serving windows. This material will be corrugated steel with stained wood support (stain to match the Trex decking).

STAFF COMMENTS:

This is an attractive building and staff wants to make sure the improvements as proposed (new serving windows, new serving windows structure, deck, etc.) blend in well and are compatible with the overall look of the building. This building is very visible on this important section of Pennsylvania Avenue that leads to the riverfront and lakefront.

A couple of comments:

- The present perspectives do not show the colors the applicant explains for the deck. Perspective shows the deck colors as brown when the applicant states the colors of the Trex decking materials will be Foggy Wharf (grey) in color.

- Will the stair rails be the same Foggy Wharf (grey) color as the floor decking or a different color?
- Is the corrugated metal roof structure compatible and blend in well with the design of the existing building? All of the existing building roof lines have asphalt shingles. Is the corrugated metal the right material and design for this attractive building or should the new roofline be shingles to match the rest of the building?
- What will the proposed gutters look like on the new roof structure?
- The board may want to have the applicant address why they need stairs on both the north and south sides of the patio and why they couldn't just have the center stairway.
- Is there a reason why the new patio could not be more centrally located on the east elevation? Does the interior layout of the kitchen prevent such a centering of the patio on the east elevation?
- There appears to be an open gap under the stairs that face Pennsylvania Avenue (south elevation, probably on the north elevation as well). Is the applicant intending on leaving this open or should some type of lattice be installed here from both a look and function perspective (garbage).
- The elevations and perspectives show the 2nd story windows being the same size on the east side of the building. However, these windows are different sizes (northern window smaller than the southern window). Is it the applicant's intent to replace the northern window so both windows match and look uniform?
- Is the proposed lighting on the east and south elevations effective:
 - East – The southern light is above the roof.
 - South – Is the applicant trying to light up the proposed projecting sign? If so, does the proposed lighting effectively light up the projecting sign?
- The board may want to ask the applicant a little bit about the proposed look and feel of their proposed patio furniture, benches, etc.
- The board may want to ask the applicant if they will be doing any improvements to the shed and/or garage located at the northeast corner of the property (painting, etc.).

ACTION REQUESTED:

Motion to approve with possible amendments as determined by the Board.

ATTACHMENTS:

Architectural Review Board Application and required attachments.