

*****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: HAAG MULLER, INC. STEVE JESKE
ADDRESS: 101 E. GRAND AV, PORT WASHINGTON, WI 53074
E-MAIL ADDRESS: sjeske@haagmuller.com
PHONE: (262) 268-1200 FAX NO.: (262) 268-1250

2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT

NAME OF PROPOSED/EXISTING BUSINESS: MOBIL / McDONALD'S
ADDRESS OF PROPERTY AFFECTED: 3626 S. TAYLOR DRIVE
NEW BUILDING: _____ ADDITION: _____ REMODELING: X

DESCRIPTION OF PROPOSED PROJECT:
DESCRIPTION OF **EXISTING** EXTERIOR DESIGN AND MATERIALS:
DESCRIPTION OF THE **PROPOSED** EXTERIOR DESIGN AND MATERIALS:
SEE DETAILED DESCRIPTION LETTER.

3. NAMES AND ADDRESSES

OWNER OF SITE: McDONALD'S USA LLC. RICK DOLAN, CONSTRUCTION MANAGER.
ADDRESS: 4320 WINFIELD ROAD, WARRENVILLE, IL 60555
PHONE: (630) 750-4868 EMAIL: rick.dolan@us.mcd.com
ARCHITECT: HAAG MULLER, INC. STEVE JESKE
ADDRESS: 101 E. GRAND AV, PORT WASHINGTON, WI 53074
E-MAIL ADDRESS: sjeske@haagmuller.com

PHONE: (262) 268-1200 FAX NO.: (262) 268-1250

CONTRACTOR: PETER SCHWABE, INC. ATTN: FRED SCHOOF

ADDRESS: 13890 Bishops Dr #100, Brookfield, WI 53005

PHONE: (262) 662-5551 FAX NO.: ()

4. APPLICATION SUBMITTAL REQUIREMENTS

- A. A scale drawing of all exterior elevations showing the design and appearance of the proposed building or structure.
- B. Provide eight 11 X 17 colored renderings of the proposed building elevations and material samples.
- C. A scale drawing of the site plan showing the relationship of the building to the site and adjacent properties.
- D. A written description of the proposed general design, arrangement, texture, material and color of the building or structure. Describe the relationship of such factors to similar features of buildings located within the same block or located along the frontage or any block across the street from the proposed building or structure for which architectural approval is sought.

5. CERTIFICATE

I hereby certify that all the above statements and attachments submitted hereto are true and correct to the best of my knowledge and belief.



APPLICANT'S SIGNATURE

07-21-14
DATE

STEPHEN JESKE
PRINT ABOVE NAME

OFFICE USE ONLY

ACTION BY ARCHITECTURAL REVIEW BOARD

DATE OF MEETING: _____

APPROVED: _____ CONDITIONALLY APPROVED: _____

DENIED: _____

CONDITIONS

SIGNATURE: _____
Chairperson, Architectural Review Board OR
Manager of Planning & Zoning

DATE: _____



haag müller, inc.

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101 East Grand Avenue, Suite 1
Port Washington, Wisconsin 53074
262.268.1200 www.haagmuller.com

July 21, 2014

To: City of Sheboygan.

Attn: Steve Sokolowski, Manager of Planning and Zoning
Re: McDonald's Building Remodel at 3626 S. Taylor Drive.

Greetings Mr. Sokolowski:

It is our intent to remodel the existing Mobil Gas & C-Store / McDonald's Restaurant building listed above.

The current building was constructed 19 years ago in 1995. It consists of a CMU façade wall made up of multiple block face patterns and textures. The vast majority of the wall is unpainted, exposed, natural color cmu block. There are a couple of painted accent lines on the building, red and blue in color. The wall at the convenience store terminates in a vertical parapet wall. There are some accent features faced in EIFS which include the north entry and the tower element on the roof. The roof over the restaurant portion is the McDonald's style double mansard. The mansard roof and tower hip roof are capped with red neon lighting.

The new design will utilize a color scheme that will be harmonious between the two building tenants. The entire building will be painted a deep beige as it's field color. (Benjamin Moore's Alexandria Beige #BM-HC-77) This base color will fit well with the surrounding area. The paint over the natural block will also be good for the building which has shown some signs of efflorescence over the years. The eastern portion of the building (Mobil) will have a single red stripe that matches the new ExxonMobil color. The McDonald's portion will add architectural features found on it's new buildings: Natural aluminum trellis, arcade style entry, a larger, second arcade on the main dining wall with it's signature yellow roof cap element – representative of the barrel roof design on the restaurants with play structures - and a decorative metal parapet wall panel to top it all off. The transition between Mobil and McDonald's is defined by a hearth element feature on the south side and the main entry arcade on the north side. The existing building parapet on the McDonald's portion will be raised 1 foot. To cover the existing fluted block, a portion of the upper wall will be resurfaced in EIFS. The existing tower element is being removed as it no longer fits into the architectural styling of the remodel.

The new color palette will blend well with the existing surroundings. In particular, the color blends well with the Americinn Hotel to the south and is very similar to the darker accent colors of the Walmart Supercenter to the east. The other surrounding businesses in the area use color palettes that best emphasize their branding: The black and orange at the Harley dealership, the yellow at Midas and the red brand walls at the newly remodel Wendy's.

The lighting package is also impactful. White light replaces the red neon. The white light best shows off the architectural features on the building, instead of "being the feature" on the building.

Overall, the new design provides a layered and methodical approach to reinvestment decisions that focus on maximizing returns, growing market share, and strengthening the building identity with the customers it serves. The goal is to develop a customer experience which is relevant to them and the current social culture.

Respectively Submitted,

A handwritten signature in blue ink that reads "Stephen L. Jeske". The signature is fluid and cursive, with the first name being the most prominent.

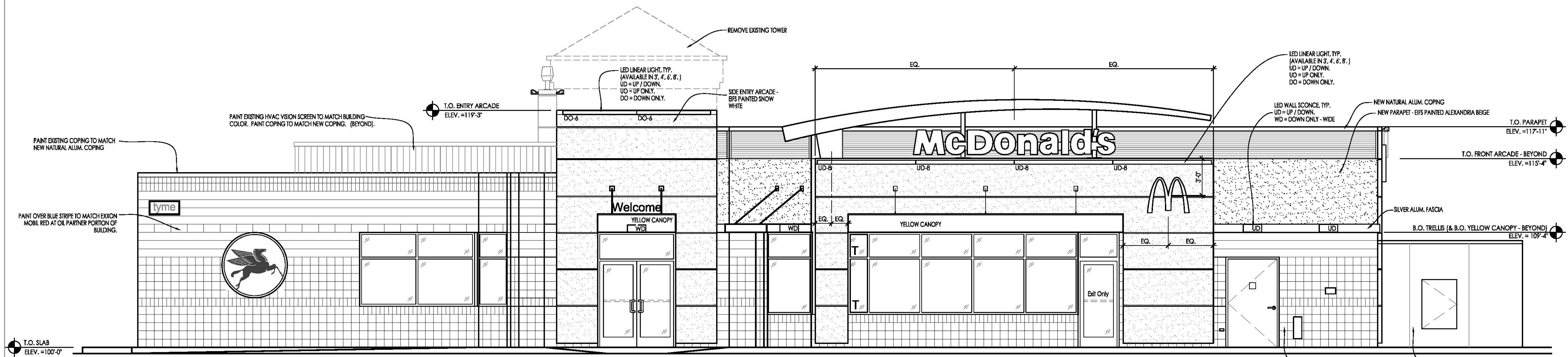
Stephen L. Jeske
Registered Architect
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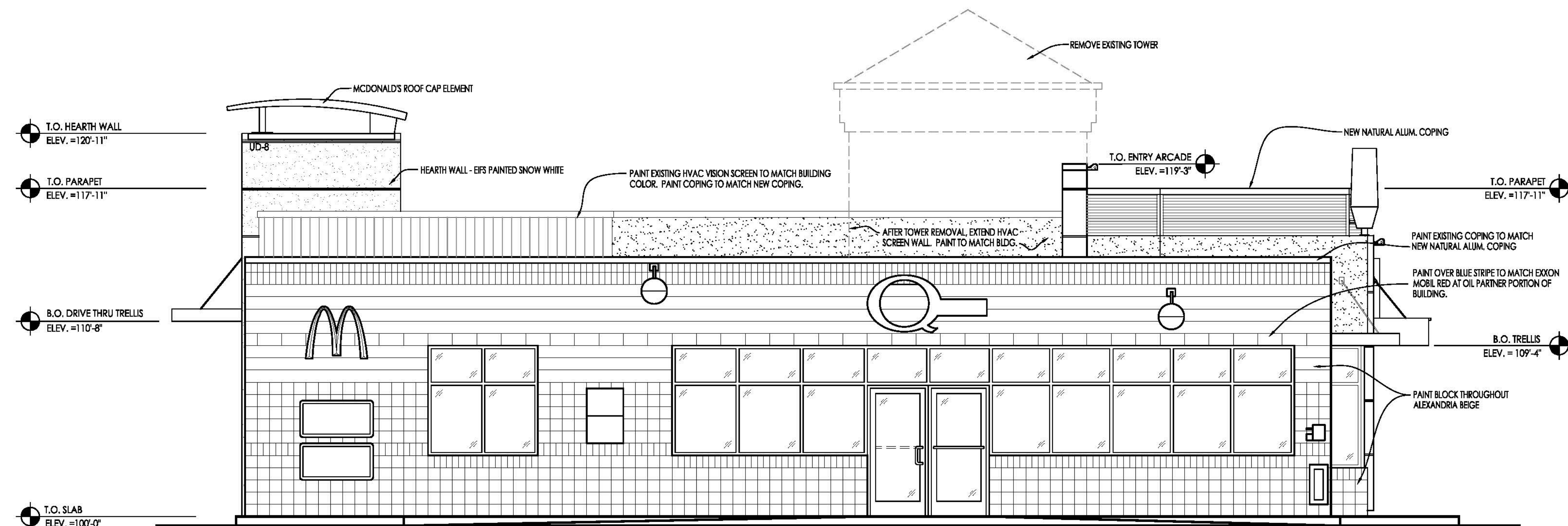
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NORTH ELEVATION

SCALE: 1/4"=1'-0"



EAST ELEVATION

SCALE: 1/4"=1'-0"

PROPOSED EXTERIOR ELEVATIONS

MCDONALD'S RESTAURANT & MOBIL C-STORE

EXTERIOR BUILDING REMODEL AND INTERIOR ALTERATION

3626 S. TAYLOR DRIVE

CITY OF SHEBOYGAN, WISCONSIN

NO.	DATE	DESCRIPTION

DATE: 07-22-14
PROJ. NO: 1310126
DRAWN BY: BMW / SJ
SHEET:

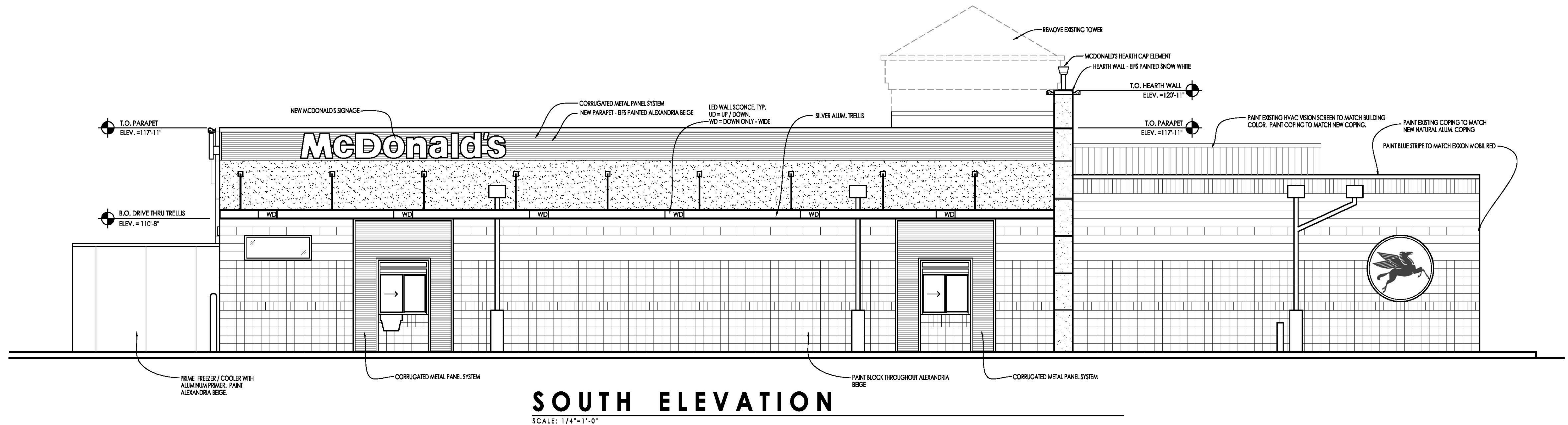
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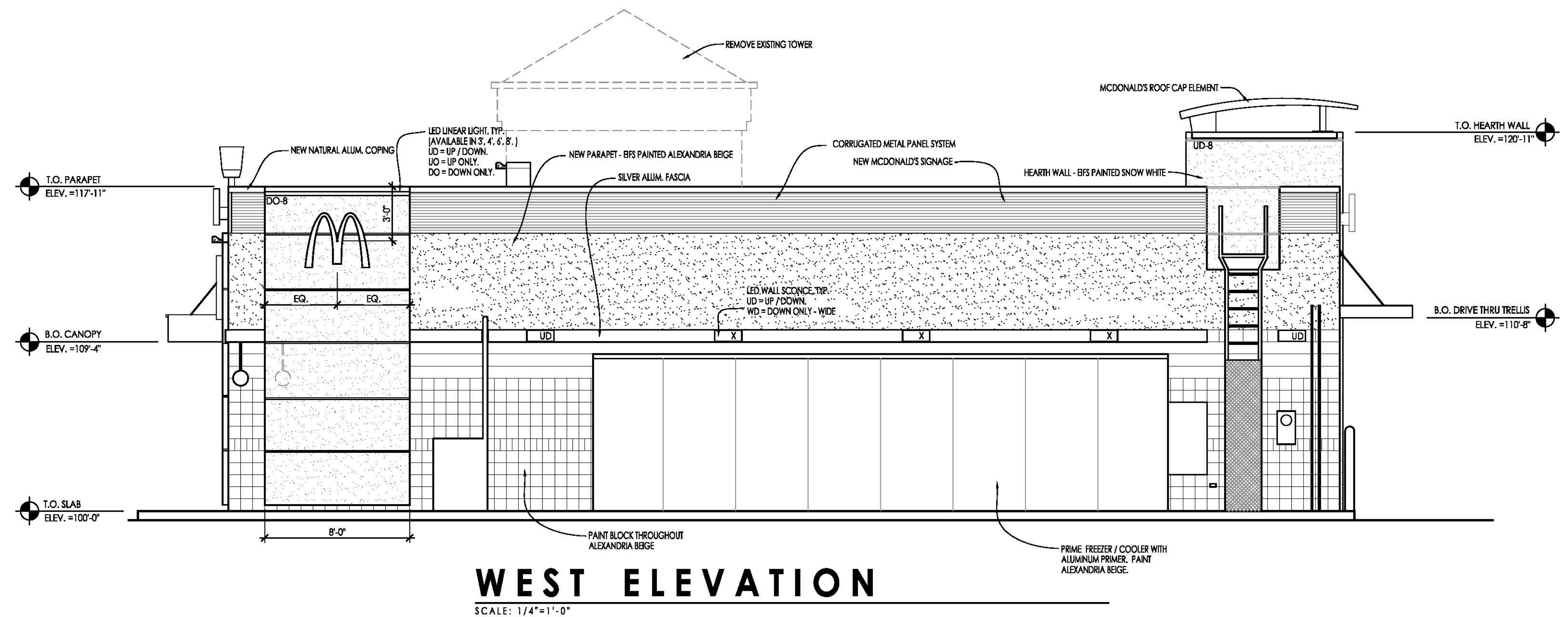
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SOUTH ELEVATION

SCALE: 1/4"=1'-0"



WEST ELEVATION

SCALE: 1/4"=1'-0"

PROPOSED EXTERIOR ELEVATIONS

MCDONALD'S RESTAURANT & MOBIL C-STORE
EXTERIOR BUILDING REMODEL AND INTERIOR ALTERATION
3626 S. TAYLOR DRIVE
CITY OF SHEBOYGAN, WISCONSIN

NO.	DATE	DESCRIPTION

DATE: 07-22-14
PROJ. NO: 1310126
DRAWN BY: BMW
SHEET:

A-2.2

