

*****ATTACHMENTS*****

CITY OF SHEBOYGAN

REQUEST FOR ARCHITECTURAL REVIEW BOARD CONSIDERATION

ITEM DESCRIPTION: Construction of new Popeyes Restaurant at 3207 S. Business Drive.

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

REPORT DATE: March 19, 2021

MEETING DATE: March 22, 2021

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:

Smits Eateries, Inc. is proposing to construct a new Popeyes Restaurant at 3207 S. Business Drive (former Ryder Truck facility). The applicant states the following about the project:

- Smits Eateries, Inc. is proposing the construction of a 2,600sf Popeyes Restaurant on a newly created parcel at the former Ryder Truck facility.
- Most of the existing buildings near the proposed development are constructed with brick, EIFS, and fiber cement. The proposed development follows suit with this exterior façade.
- The front elevation facing S. Business drive is roughly half EIFS and half fiber cement in a wood look vertical panel.
- The side elevations have “brick” towers that will be fiber cement along with the rest being constructed out of EIFS. Awnings and the brick towers provide relief from having a continuous material elevation.
- The buildings primary colors are white and brown with the Popeyes Brand Orange and Red providing accents.
- Three (3) roof top mechanical units to be screened by building parapets.
- The waste enclosure will be constructed out of split faced block painted to match the building along with black composite wood gates.
- Construction is planned to commence as soon as possible with an opening in mid-July.

STAFF COMMENTS:

There is quite a bit of brick development in this section of S. Business Drive including the Washington Square and the outlot developments.

The applicant is proposing:

- A horizontal fiber cement brick (Nichia) pattern on the front towers and portions of the north and south sides of the restaurant.
- A vertical fiber cement wood siding (Nichia) pattern on the main tower element below the proposed EIFS.

The Board should have the applicant explain the reasoning behind this design. Staff is unsure about the fiber cement vertical wood siding (Nichia) on the main tower element below the proposed EIFS. Should the same horizontal design be used so the building is uniform? Should there be more brick instead of EIFS on this front/S. Business Drive building elevation to be more consistent with the other outlots developed in this area? Does the board feel comfortable with the front elevation?

Other general comments:

- The shutters on both north and south sides of the rear of the building are teal in color. Is there a reason why the shutters cannot be similar in color to that of the trim and/or awning colors located on the building (similar to the other Popeyes Brand Orange and Red accents on the building)?
- Any thoughts on the freezer design - Freezer just looks like it is placed at the back of the building with a design that does not relate to the rest of the building.
- There are several horizontal band elements that just seem to dead end – is there a reason why these bands could not extend throughout the sides of the building?
- Is there any reason why the brick on the “Main Entry” south elevation (love that chicken) could not be stepped up above the EIFS portions of the building similar to the building design on the “drive thru” north elevation?
- Will the parapet cover the mechanicals?

ACTION REQUESTED:

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

ATTACHMENTS:

Architectural Review Board Application and required attachments.

PARCEL NO.: 431170
MAP NO.: _____
ZONING CLASSIFICATION: UC

Office Use Only
DATE SUBMITTED: _____
REVIEW DATE: 3/23/21

CITY OF SHEBOYGAN
ARCHITECTURAL REVIEW APPLICATION *pd*
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: SmitCo Eateries, Inc - Marc Rodriguez
ADDRESS: 155 E Fantinel Dr, Suite D, Springdale, AR
E-MAIL ADDRESS: MRodriguez@smitcoinc.com
PHONE: (479) 422-6985 FAX NO.: ()

2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT

NAME OF PROPOSED/EXISTING BUSINESS: Popeyes Sheboygan
ADDRESS OF PROPERTY AFFECTED: 3207 S Business Dr, Sheboygan, WI
NEW BUILDING: X ADDITION: _____ REMODELING: _____
DESCRIPTION OF PROPOSED PROJECT: _____
Quick-Serve Restaurant with Double Drive-Through. See narrative.

DESCRIPTION OF **EXISTING** EXTERIOR DESIGN AND MATERIALS: _____
Existing Ryder Truck Rental Repair building to be razed.

DESCRIPTION OF THE **PROPOSED** EXTERIOR DESIGN AND MATERIALS: _____
See narrative.

3. NAMES AND ADDRESSES

OWNER OF SITE: Ryder Truck Rental Inc

ADDRESS: PO Box 25719, Miami, FL 33102-5719

PHONE: () **FAX NO.:** ()

ARCHITECT: Excel Engineering, Inc - Tom Schermerhorn

ADDRESS: 100 Camelot Dr, Fond du Lac, WI

E-MAIL ADDRESS: tom.s@excelengineer.com

PHONE: (920) 926-9800 **FAX NO.:** ()

CONTRACTOR: Bayland Buildings - Nate Roberts

ADDRESS: PO Box 13571, Green Bay, WI 54307-3571

PHONE: (920) 498-9300 **FAX NO.:** (920) 498-3033

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.

Marc Rodriguez
APPLICANT'S SIGNATURE

Feb 26, 2021
DATE

Marc Rodriguez
PRINT ABOVE NAME

OFFICE USE ONLY

March 2, 2021

Architectural Review Board Narrative

PROJECT NAME AND ADDRESS:

Popeyes Louisiana Kitchen
3207 S Business Dr
Sheboygan, Wisconsin 53081

DESCRIPTION OF PROPOSED PROJECT

- The proposed development will be a quick-serve restaurant (Popeyes Louisiana Kitchen) with double drive-thru.

DESCRIPTION OF EXISTING EXTERIOR DESIGN AND MATERIALS

- The existing Ryder Truck Rental Repair building will be razed.

DESCRIPTION OF PROPOSED EXTERIOR DESIGN AND MATERIALS with relationship to buildings located within the same block or located along the frontage or any block across the street from the proposed building.

- Most of the existing buildings near the proposed development are constructed with Brick, EIFS, & fiber cement. The proposed development follows suit with this exterior façade. The front elevation facing S. Business drive is roughly half EIFS and half fiber cement in a wood look vertical panel. The side elevations have “brick” towers that will be fiber cement along with the rest being constructed out of EIFS. Awnings and the brick towers provide relief from having a continuous material elevation. The buildings primary colors are white and brown with the Popeyes Brand Orange and Red providing accents.

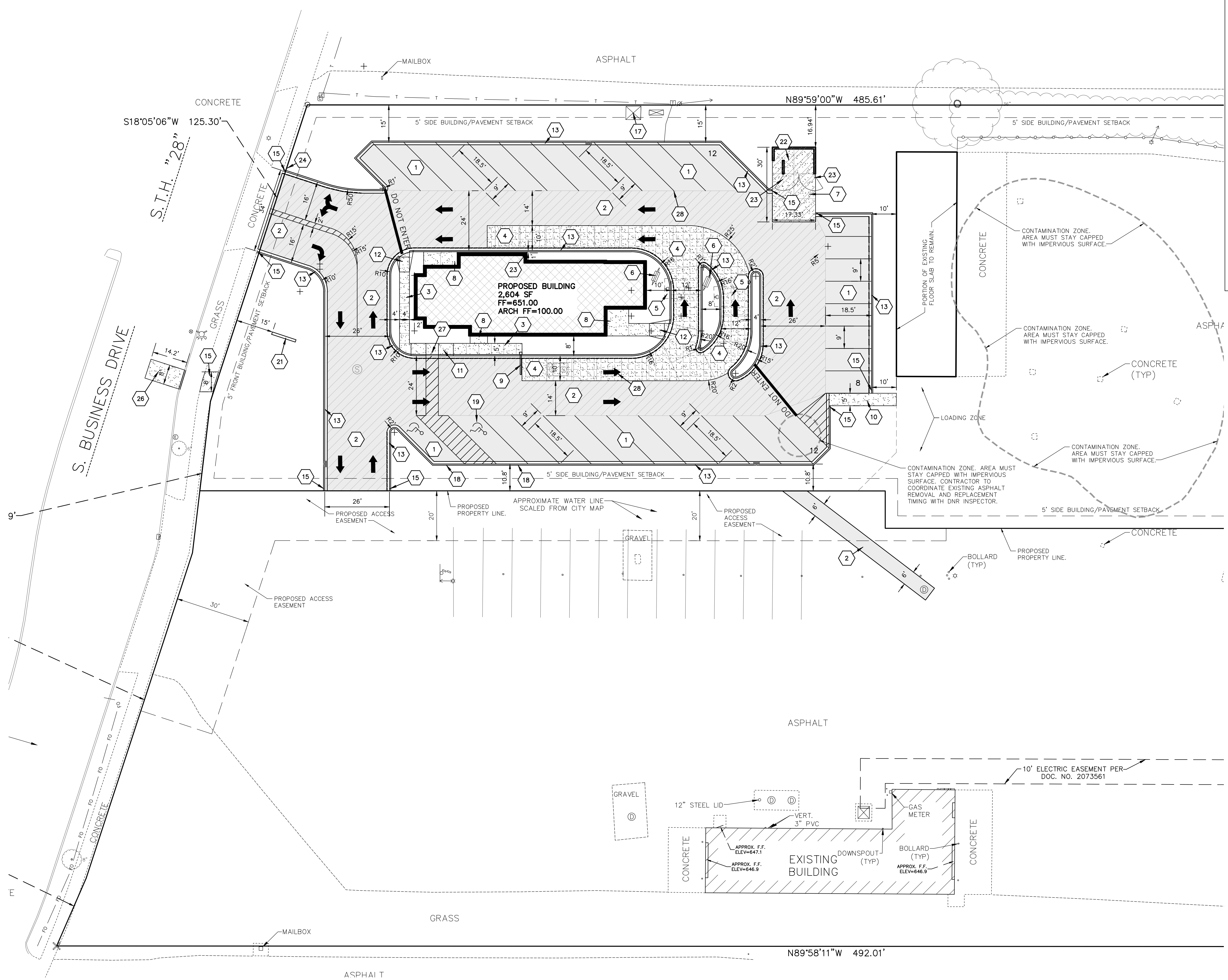
SITE INFORMATION:
PROPOSED PROPERTY AREA: AREA = 78,828 S.F. (1.81 ACRES).
(POPEYES SITE)
EXISTING ZONING: URBAN COMMERCIAL DISTRICT (UC)
PROPOSED ZONING: URBAN COMMERCIAL DISTRICT (UC)
PROPOSED USE: QUICK-SERVE RESTAURANT W/ DOUBLE DRIVE-THRU
AREA OF SITE DISTURBANCE: 0.89 ACRES
SETBACKS: BUILDING: FRONT = 0'
SIDE = 5'
REAR = 10'
PAVEMENT: FRONT = 5'
SIDE = 5'
REAR = 5'
PROPOSED BUILDING HEIGHT: 22'-4" (MAX. HEIGHT ALLOWED: 50')
PARKING REQUIRED: 1 SPACE PER 50 S.F. (1,000 SF SERVICE)
PLUS 12 EMPLOYEES = 32 STALLS TOTAL
PARKING PROVIDED: 32 SPACES (2 H.C. ACCESSIBLE)
HANDICAP STALLS REQUIRED: 2, HANDICAP STALLS PROVIDED: 2
HOURS OF OPERATION: 10:30AM-10:00PM, 7 DAYS
BUILDING OCCUPANCY CLASSIFICATION = ASSEMBLY A2 (RESTAURANT)
CLASS OF BUILDING CONSTRUCTION = VB

EXISTING SITE DATA (WITHIN PROJECT AREA)			
	AREA (AC)	AREA (SF)	RATIO
PROJECT SITE	0.89	38,850	
BUILDING FLOOR AREA	0.22	9,485	24.4%
PAVEMENT (ASP. & CONC.)	0.58	25,051	64.5%
TOTAL IMPERVIOUS	0.79	34,536	88.9%
LANDSCAPE/ OPEN SPACE	0.10	4,314	11.1%

PROPOSED SITE DATA (WITHIN PROJECT AREA)			
	AREA (AC)	AREA (SF)	RATIO
PROJECT SITE	0.89	38,850	
BUILDING FLOOR AREA	0.06	2,604	6.7%
PAVEMENT (ASP. & CONC.)	0.55	23,803	61.3%
TOTAL IMPERVIOUS	0.61	26,407	68.0%
LANDSCAPE/ OPEN SPACE	0.29	12,443	32.0%

SITE PLAN KEYNOTES

1	STANDARD ASPHALT SECTION (TYP.)
2	HEAVY DUTY ASPHALT SECTION (TYP.)
3	CONCRETE SIDEWALK (TYP.)
4	DRIVE THRU CONCRETE (TYP.)
5	MENUBOARD CANOPY, SPEAKER POST AND OCB (TYP)
6	MENUBOARD (TYP) SEE ELECTRICAL PLANS FOR CONDUITS TO MENUBOARD.
7	DUMPSTER PAD/APRON CONCRETE (TYP)
8	CONCRETE STOOP (TYP.) SEE ARCH. PLANS FOR DETAILS.
9	CLEARANCE POLE (TYP) SIGN FOOTING TO BE INTEGRAL TO SIDEWALK
10	FLUSH WALK (TYP.)
11	ADA RAMP (TYP.)
12	CURB RAMP (TYP.)
13	18" CURB & GUTTER (TYP.)
15	CURB TAPER (TYP.)
17	EXISTING TRANSFORMER PAD (CONTRACTOR TO VERIFY IF EXISTING CAN BE USED OR IF NEW TRANSFORMER AND PAD IS NECESSARY)
18	HANDICAP SIGN (TYP.)
19	HANDICAP STALL & STRIPING PER STATE CODES.
21	PROPOSED MONUMENT SIGN (DETAILS, FINAL LOCATION, & APPROVAL BY SIGN VENDOR)
22	DUMPSTER ENCLOSURE (SEE ARCH PLANS FOR DETAILS)
23	6" CONCRETE BOLLARDS (SEE DETAIL ON ARCH. PLAN)
24	STOP SIGN (TYP.)
25	REPLACE EXISTING SIDEWALK PER CITY STANDARDS.
26	REPLACE EXISTING CONCRETE PAVEMENT WITH INTEGRAL CURB AND GUTTER PER CITY STANDARDS.
27	DETECTABLE WARNING PLATE
28	TRAFFIC FLOW ARROWS. COLOR TO MATCH PARKING STALL STRIPING.



NOTE:
CONCRETE STOOPS AND EXTERIOR SIDEWALK CONCRETE ADJACENT TO ENTRANCES TO BE BLACK COLORED CONCRETE. VERIFY FINAL COLOR/SHADE WITH OWNER.

NOTE:
ALL CURB HEADS LOCATED ONSITE TO BE PAINTED BLACK. SEE CURB DETAIL.

NOTE:
CONTRACTOR TO POWER WASH ENTIRE SITE SURFACES AFTER ALL WORK IS COMPLETE.

NOTE:
CONTRACTOR TO NOTIFY OWNER AND VERIFY STRIPING WITH OWNER PRIOR TO PLACING ALL ARROWS TO VALIDATE PLACEMENT.

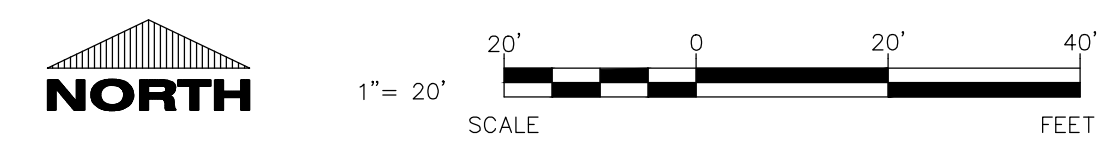
PAVEMENT HATCH KEY:

- STANDARD ASPHALT
- HEAVY DUTY ASPHALT
- SIDEWALK CONCRETE
- DRIVE THRU CONCRETE
- DUMPSTER PAD CONCRETE

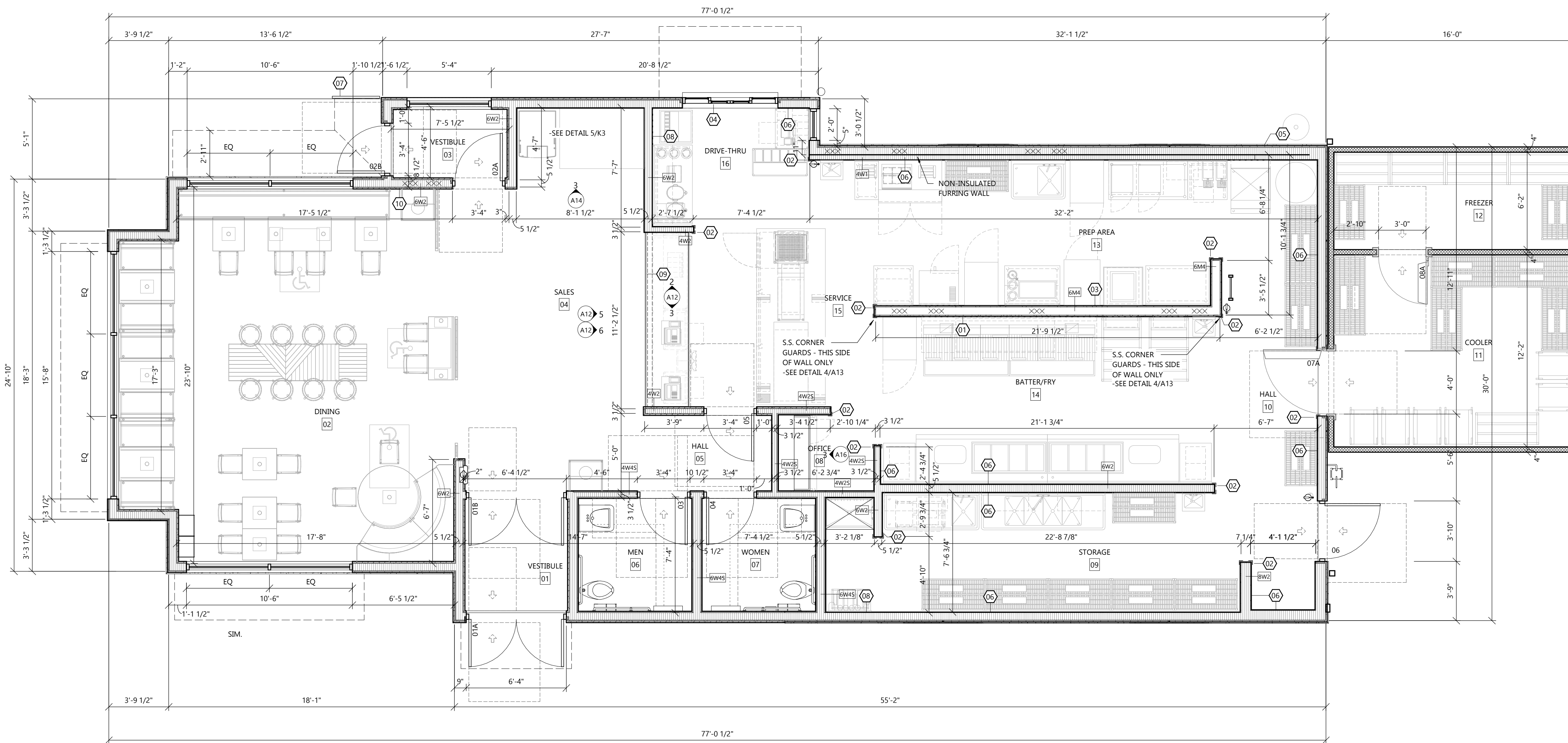
CURB & GUTTER MARKING KEY:

- INVERTED CURB & GUTTER
- SHEDDING CURB & GUTTER

SPECIFICATION NOTE:
SEE SHEET C0.1 FOR PLAN SPECIFICATIONS AND REQUIREMENTS



CIVIL SITE PLAN



FIRST FLOOR PLAN
 NORTH SCALE: 1/4" = 1'-0"

SYMBOLS LEGEND

- 1291 — SEE SHEET A18 FOR WALL TYPES
- EXT SIGNAGE
- FIRE EXTINGUISHER - SEE A18 SHEETS
- FIRE EXTINGUISHER w/ CABINET - SEE A18 SHEETS
- GP-X GUARD POST DESIGNATION -SEE CIVIL FOR DETAILS

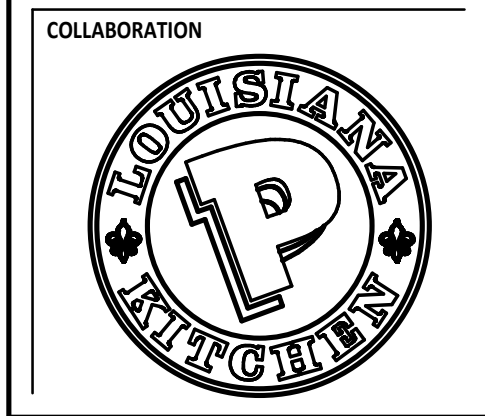
GENERAL NOTES

- GYPSUM BOARD / EXTERIOR SHEATHING NOTES:**
- EXTERIOR SHEATHING SHALL BE 1/2" EXTERIOR PLYWOOD NAILED IN ACCORDANCE WITH THE STRUCTURAL NAILING SCHEDULE. REFER TO SHEETS 5-4.
 - GYPSUM BOARD SHALL BE TYPE "MOISTURE RESISTANT" IN ALL AREAS TO RECEIVE WALL TILE OR FRP PANELS.
- INSULATION NOTES:**
- ALL EXTERIOR WALLS TO RECEIVE FIBERGLASS BATT INSULATION TO MATCH DEPTH OF WALL CAVITY.
- BLOCKING NOTES:**
- "xxxxxx" INDICATES BLOCKING REQUIRED IN WALL FOR PLUMBING LINES AND RESTROOM ACCESSORIES. BLOCKING SHALL BE FIRE RETARDANT WHERE REQUIRED BY CODE.
 - CONTRACTOR TO VERIFY REQUIREMENTS WITH LOCAL BUILDING OFFICIALS PRIOR TO BIDDING. CONTRACTOR IS RESPONSIBLE FOR OBTAINING MANUFACTURERS' CUT SHEETS AND LOCATING BLOCKING AS REQUIRED. THIS INCLUDES KITCHEN EQUIPMENT AND ITEMS FURNISHED AND INSTALLED BY OTHERS.
- FRAMING NOTES:**
- ALL INTERIOR DIMS. ARE FROM FACE-OF-STUD TO FACE-OF-STUD
 - CONTRACTOR MAY SUBSTITUTE METAL STUDS FOR INTERIOR WALL AND SOFFIT FRAMING IF REQUIRED. WHERE USED, METAL FRAMING TO BE 25 GA. UNLESS OTHERWISE SPECIFIED (U.N.O.).
 - REFER TO FRAMING NOTES FOR WALL SECTIONS.
 - ALL INTERIOR WOOD FRAMING TO BE #2 SPRUCE, FIR OR WHITE PINE. WHERE REQUIRED BY CODE, FRAMING SHALL BE #2 FIRE RETARDANT YELLOW PINE. CONTRACTOR TO VERIFY REQUIREMENTS WITH LOCAL BUILDING OFFICIALS PRIOR TO BIDDING.
 - ALL WOOD IN CONTACT WITH THE SLAB MUST BE PRESSURE TREATED.
 - ALL INTERIOR WALLS TO BE FRAMED TO UNDERSIDE OF TRUSS U.N.O.
 - ALL INTERIOR WALLS THAT ARE NOT SHEAR WALLS TO BE ANCHORED W/ 5/8" DIA. EXPANSION ANCHORS AT 6'-0" O.C. SEE STRUCTURAL DWGS. FOR SHEAR WALL ANCHORS.
- FINISH NOTES:**
- ALL GYPSUM WALL BOARD BELOW FINISHED CEILING HEIGHT IS TO BE PREPARED FOR PAINTING OR WALLCOVERING AS INDICATED ON INTERIOR DECOR DRAWINGS AND FINISH SCHEDULE. SEE GEN. CONSTR. NOTES FOR DINING AREA
 - SEE INTERIOR DECOR DRAWINGS FOR WALL FINISHES
 - ALL WOOD TRIM PROVIDED BY VENDOR MUST BE FINE SANDED AND SEALED WITH CLEAR POLYURETHANE FINISH BY THE GC TO MATCH THE ADJACENT CAR SIDING.
- DOOR NOTES:**
- THE ARCHITECT AND ENGINEERS OF RECORD SHALL VERIFY ALL ACCESSIBLE APPROACHES AND ENTRANCES TO VERIFY THAT THEY COMPLY WITH ALL APPLICABLE CODES. G.C. TO ENSURE THAT ALL DIRECTIONS AND DIMENSIONS GIVEN ARE STRICTLY ADHERED TO. IF CHANGES ARE MADE THAT CONTRADICT WITH THE DRAWING, OR IF EXISTING FIELD CONDITIONS MAKE THE DRAWINGS NOT APPLICABLE, THE ARCHITECT MUST BE CONTACTED IMMEDIATELY.
 - ALL DOORS SHALL BE ABLE TO BE OPENED FROM THE EGRESS SIDE WITHOUT THE USE OF A KEY, SPECIAL KNOWLEDGE OR EFFORT, AND COMPLY WITH ALL CODES. MANUALLY OPERATED FLUSH BOLTS OR SURFACE BOLTS SHALL NOT BE USED.
- GLAZING NOTES:**
- ALL GLAZING WITHIN A 24" ARC OF DOORS WHOSE BOTTOM IS LESS THAN 60" ABOVE THE FLOOR AND ALL GLAZING IN DOORS SHALL BE SAFETY TEMPERED.

CONSTRUCTION KEY NOTES

- INSTALL FULL HEIGHT 18 GA STAINLESS STEEL PANEL BEHIND OVENS AND FRYERS. S/S SHALL EXTEND 18" BESIDE EQUIPMENT. REFER TO INTERIOR KITCHEN ELEVATIONS AND EQUIPMENT PLAN FOR LOCATIONS.
- GENERAL CONTRACTOR (G.C.) TO PROVIDE 2"x2" FULL HEIGHT CORNER GUARDS ON ALL OUTSIDE CORNERS @ KITCHEN WALLS.
- HOOD WALL TO BE CONSTRUCTED WITH 6" METAL STUD STUDS AT 16" O.C. INSTALL 2 LAYERS 5/8" MOISTURE RESISTANT TYPE X GYPSUM WALL BOARD ON BOTH WALL SIDES FROM FINISHED FLOOR TO BEYOND CEILING.
- ELECTRIC DRIVE-THRU WINDOW TO BE INSTALLED AT THE LOCATION SHOWN. VERIFY REQUIRED ROUGH-IN AND ELECTRICAL REQUIREMENTS WITH MANUFACTURER BEFORE PROCEEDING.
- GC SHALL COORDINATE WITH KOLPAK TO PROVIDE THE INSTALLATION KIT TO MOUNT THE WIB ON THE OUTSIDE OF THE BUILDING.
- PROVIDE 1/2" MOISTURE RESISTANT GYPSUM WALL BOARD ON ALL INTERIOR KITCHEN WALL SURFACES FROM FINISHED FLOOR TO 24" ABOVE FINISHED FLOOR. UNO. PROVIDE 1/2" PLYWOOD FROM 24" AFF TO BEYOND CEILING ON ALL KITCHEN WALLS.
- INSTALL GUARDRAIL ACCORDING TO THE MANUFACTURER'S SPECIFICATION
- SEE P1 SHEET FOR SODA LINE CHASES. VERIFY LOCATIONS WITH BEVERAGE PROVIDER.
- INSTALL THE HALF WALL AND FRONT COUNTER AFTER THE KITCHEN EQUIPMENT HAS BEEN BROUGHT IN. PROVIDE 1/2" GYPSUM WALL BOARD ON THE SIDE FACING THE DINING. PROVIDE 1/2" PLYWOOD WITH FRP ON THE SIDE FACING THE KITCHEN.
- WALL MOUNTED TV LOCATION. PROVIDE 5/8" PLYWOOD SHEATHING ENTIRE WALL FOR MOUNTING OF TV.

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 100 Camelot Drive
 Fond Du Lac, WI 54935
 Phone: (920) 926-9800
 www.EXCELENGINEER.com



PROJECT INFORMATION

PROPOSED BUILDING FOR:
POPEYES LOUISIANA KITCHEN
 3207 S. BUSINESS DRIVE • SHEBOYGAN, WI 53081

PROFESSIONAL SEAL

PRELIMINARY DATES

MAR. 2, 2021

NOT FOR CONSTRUCTION

JOB NUMBER
 2029700

SHEET NUMBER
A1.1







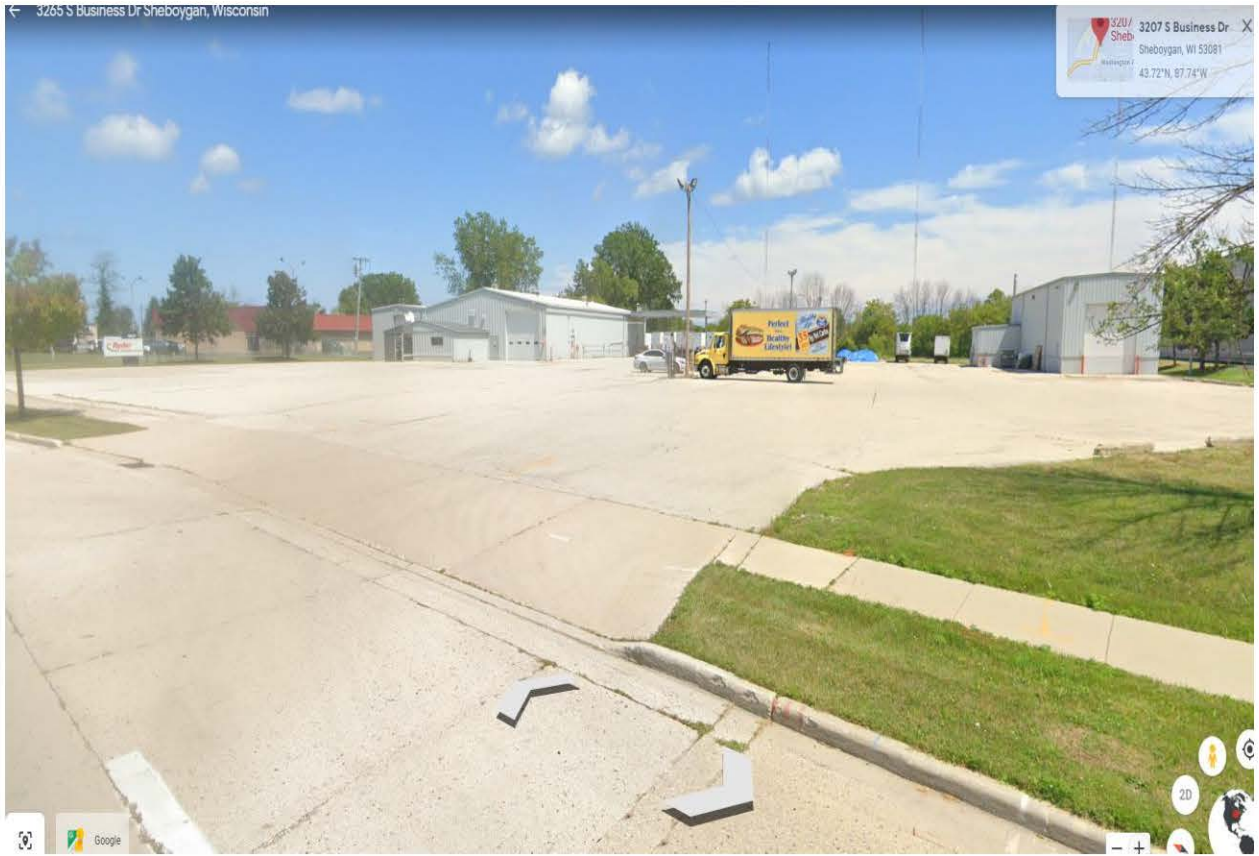






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DATE SUBMITTED: 3/2/21

REVIEW DATE: _____

CITY OF SHEBOYGAN ARCHITECTURAL REVIEW APPLICATION

Revised March, 2001

Completed application must be filed with the Department of City Development, 807 Center Avenue. To be placed on 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: Verlo Mattress Factory Stores of Greater Sheboygan Inc

ADDRESS: 2217 S 44th St Manitowoc, WI 54220

E-MAIL ADDRESS: tim.fettig@verlo.com

PHONE: () 920-946-7318 FAX NO.: () 920-684-7866

2. DESCRIPTION OF THE SUBJECT SITE/PROPOSED PROJECT

NAME OF PROPOSED/EXISTING BUSINESS: Verlo Mattress

ADDRESS OF PROPERTY AFFECTED: 4315 S Taylor Drive

NEW BUILDING: _____ ADDITION: _____ REMODELING: X

DESCRIPTION OF PROPOSED PROJECT: Adding a facade and signage to the entrance area of 4315 S Taylor Drive, Sheboygan WI 53081

DESCRIPTION OF **EXISTING** EXTERIOR DESIGN AND MATERIALS:

Block and split face block

DESCRIPTION OF THE **PROPOSED** EXTERIOR DESIGN AND MATERIALS:

Detailed outdoor signage requirements document included with the application

3. NAMES AND ADDRESSES

OWNER OF SITE: WBP, LLC

ADDRESS: 1232 N Edison Street Milwaukee WI 53202

PHONE: () 414-271-1870 FAX NO.: () 414-271-1478

ARCHITECT: N/A

ADDRESS: _____

E-MAIL ADDRESS: _____

PHONE: () FAX NO.: ()

CONTRACTOR: R.A. Pinno & Sons Construction, Inc

ADDRESS: W8856 County Road T Rosendale, WI 54974

PHONE: () 920-922-7010 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

February 27, 2021

DATE

Tim Fettig

PRINT ABOVE NAME

Example of front Façade and signage



Colored rendering



Sketch on 4315 S Taylor Drive





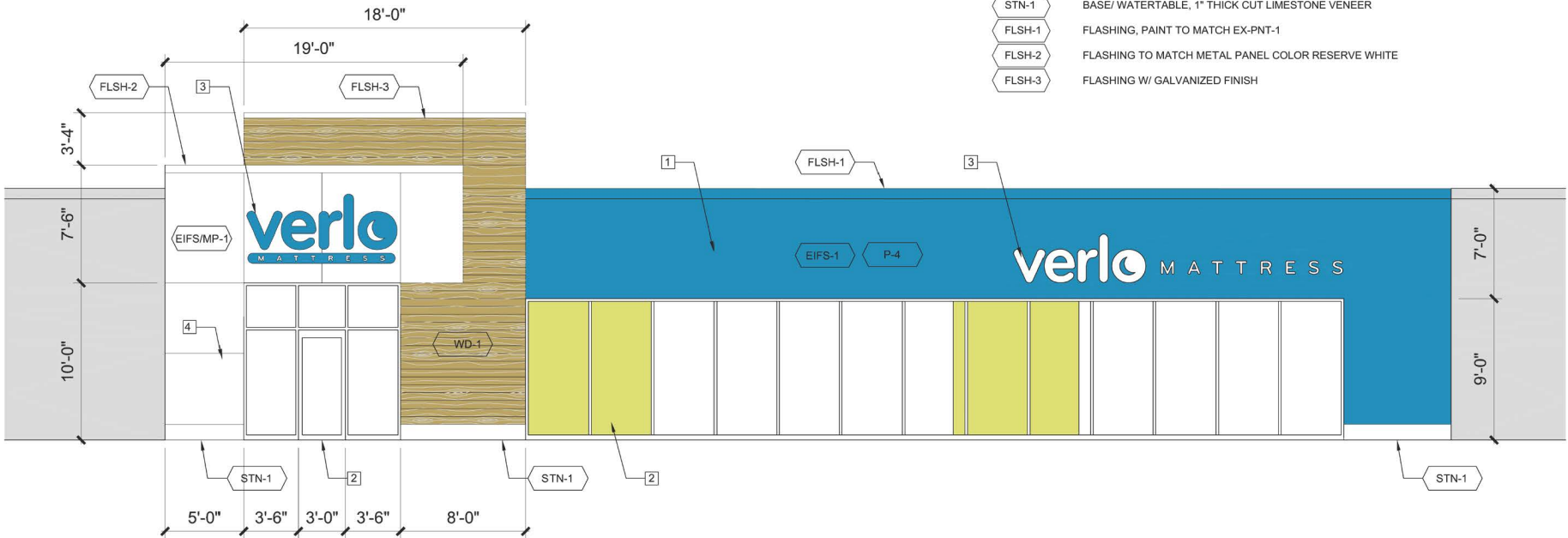
EXTERIOR ELEVATIONS GENERAL NOTES

1. ALL SIGNS SHOWN SYMBOLICALLY
2. VERIFY ALL WALL/ROOF PENETRATION LOCATIONS WITH OWNER
3. ALL EXISTING WALL SURFACES AND PARAPET FLASHING TO BE PAINTED

- 1 EIFS WALL SYSTEM PAINTED
- 2 CLEAR ANNOXIDIZED ALUMINUM STOREFRONT WINDOWS/DOOR
- 3 VERLO SIGN, ELECTRIC. GC TO VERIFY ELECTRIC REQ'S W/ OWNER. GC TO PROVIDE IN-WALL F.R.T. PLYWOOD BLOCKING BEHIND SIGNAGE AREA WHERE ACCESSIBLE.
- 4 JOINT DETAIL, SEE STANDARD MANF. DETAIL, TYP
- 5 PREFINISHED FLAT SEAM METAL ROOF FLASHING (SLOPED TOWARD EXTERIOR 1/4" PER FT. MIN.) ON HIGH TEMP ICE & WATER SHIELD

EXTERIOR FINISH SCHEDULE

- P-4 PAINT, SHERWIN WILLIAMS SW 6782 "CRUISING"
- EIFS/MP-1 DRYVIT EIFS or CITADEL ENVELOPE 200 RAIN SCREEN (RS) SYSTEM "DRY JOINT (NO CAULK JOINT) COLOR TO BE "RESERVE WHITE"
- WD-1 CEDAR SIDING, 1 X 6 T & G CEDAR SIDING W/ SQUARED EDGE(FLAT PROFILE), BOARDS TO BE END-MATCHED WITH A VERTICAL T & G JOINT. STAINED (SHERWIN WILLIAMS, WOODSCAPES EXTERIOR POLYURETHANE SEMI-TRANSPARENT STAIN, COLOR SW 3518 "HAWTHORNE") WITH MITER JOINTS AT EXTERIOR CORNERS
- STN-1 BASE/ WATERTABLE, 1" THICK CUT LIMESTONE VENEER
- FLSH-1 FLASHING, PAINT TO MATCH EX-PNT-1
- FLSH-2 FLASHING TO MATCH METAL PANEL COLOR RESERVE WHITE
- FLSH-3 FLASHING W/ GALVANIZED FINISH



verlo
MATTRESS

CORPORATE OFFICE
301 N. Brodway, Suite 300
Miwaukee, WI 53202
414.585.8900

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STOREFRONT DESIGN
VERLO MATTRESS ARCHITECTURAL BRAND STANDARDS

PAGE 6 OF 30
TOTAL PAGES

ISSUED 03/08/2019

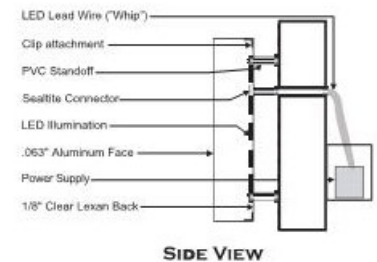
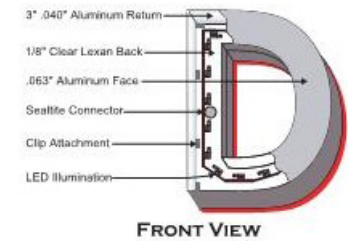
STACKED Building Sign:

- The **STACKED Verlo logo** is the preferred usage for the main entrance building sign.
- The **VERLO** portion of the sign should be individual or channel letters. These letters should match our blue (PMS314) with trim caps and returns to match. The moon hole should be cut through, same as the "e".
- The **MATTRESS** portion should be an illuminated light box with vinyl faces in translucent white lettering and translucent blue to match PMS314.
- Some developments have very specific signage bylaws. If there is any doubt about what your building can host, please verify with your landlord and consult with the Verlo Mattress Corporate. ANY exceptions to these recommendations must seek written approval by Verlo Mattress Corporate.
- Actual sign size to be determined on an individual basis as allowed by the development and the local jurisdiction have authority. When at all possible, existing electrical connections will be taken into consideration.
- Any signage usage that does not meet the aforementioned designs and uses needs to be vetted with the Verlo Mattress Corporate.
- Real estate bylaws and unique building situations may call for sign usage not outlined in this document.
- We will always work with you to determine the best solution when the norm is not an option.



EXAMPLE DETAIL

Front Lit Channel Letters (Flush Mounted)



DAYTIME



Greenfield, WI

NIGHTTIME



CORPORATE OFFICE
301 N. Broadyway, Suite 300
Milwaukee, WI 53202
414.585.8900

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EXTERIOR SIGNAGE - STACKED
VERLO MATTRESS ARCHITECTURAL BRAND STANDARDS

PAGE 7 OF 30
TOTAL PAGES

ISSUED 03/08/2019

CITY OF SHEBOYGAN

REQUEST FOR ARCHITECTURAL REVIEW BOARD CONSIDERATION

ITEM DESCRIPTION: Exterior Remodel of Verlo tenant space in the multi-tenant facility located at 4315 S. Taylor Drive.

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

REPORT DATE: March 19, 2021

MEETING DATE: March 22, 2021

FISCAL SUMMARY:

STATUTORY REFERENCE:

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

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

BACKGROUND / ANALYSIS:

Tim Fettig is proposing to operate Verlo Mattress Store from 4315 S. Taylor Drive (vacant space in Multi-tenant building). The applicant states the following:

- Verlo Mattress Factory Stores of Greater Sheboygan Inc has been serving the City of Sheboygan for 23 years opening on October 1, 1998 starting at the Taylor Heights location and then moving to our current location November 1, 2001.
- Verlo proposed uses of the 5,000sf tenant space include unloading of raw materials, warehousing, manufacturing/assembly of products for delivery to customers, retail sales and wholesale sales (previously used by Diamond Vogel paint).
- Verlo Mattress Factory Stores is proposing a store where the mattresses are produced in the showroom space. Verlo will combine manufacturing and assembly of mattresses with the showroom space helping customers understand Verlo is factory direct. Verlo will receive raw materials, sort materials, move materials on carts to production tables located in the showroom area. The completed mattress will be moved to the warehouse for delivery to the customer.

STAFF COMMENTS:

Applicant has provided some conceptual drawings regarding how Verlo might renovate the exterior of the building. Staff informed the applicant that Verlo will need to submit much more detailed plans in order for the Architectural Review Board to actually consider approving any type of exterior remodeling to this facility.

Staff informed the applicant of the following:

- It is unlikely the Board will accept the conceptual plans/drawings you have provided for such an exterior remodel project because this does not show the specific details to this tenant space and how it impacts the rest of this building.
- As a stand-alone entry on a standalone building, there might not be any issues with this design. However, this design impacts the architecture of the rest of the building which could impact neighboring tenants. The Board will want to see a scale elevation drawing of the Verlo tenant space as well as the rest surrounding building to see how this all works together. What is the impact this façade renovation is having on the rest of the building? Typically, buildings are completely remodeled and not just one (1) tenant space in a multi-tenant facility.

Other general comments on the conceptual plans include:

- The arches at the paired entries are pushing to identify/consolidate the entrances, and this overlay of an entry façade seems to be ignoring the overall building's architecture.
- Inserting a very foreign-seeming element that doesn't seem to relate to its context (especially with the stepped parapet line).
- Difficult to understand the various projections and how they're impacting the building lighting and what's happening to the next window to the south?

The applicant may want to consider:

- A nice simple sign might be much easier - if you just leave the building alone and add signage that would work.
- Does this need to be so elaborate? If so, then you will need to work with an architect to plan it properly (or at the very least a Verlo corporate designer).

ACTION REQUESTED:

Motion to hold until the applicant submits the required architectural plans/elevations for their tenant space as well as architectural plans/elevations that show how Verlos tenant space plans impacts the architecture of the rest of the facility.

ATTACHMENTS:

Architectural Review Board Application and required attachments.