



# ARCHITECTURAL REVIEW BOARD AGENDA

**March 24, 2025 at 4:00 PM**

**City Hall, 3rd Floor - Council Chambers, 828 Center Avenue,  
Sheboygan, WI**

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Persons with disabilities who need accommodations to attend this meeting should contact the Department of City Development, (920) 459-3377. Persons other than commission, committee, and board members who wish to participate remotely shall provide notice to the City Development Department at 920-459-3377 at least 24 hours before the meeting so that the person may be provided a remote link for that purpose.

## OPENING OF MEETING

1. Roll Call
2. Pledge of Allegiance
3. Identify Potential Conflict of Interest

## MINUTES

4. Approval of minutes from March 10, 2025 meeting.

## ITEMS FOR DISCUSSION AND POSSIBLE ACTION

5. Exterior renovation of a future professional eye care office located at 1423 N 29th Street.

## NEXT MEETING

6. April 14, 2025

## ADJOURN

7. Motion to Adjourn

***In compliance with Wisconsin's Open Meetings Law, this agenda was posted in the following locations more than 24 hours prior to the time of the meeting:***

*City Hall • Mead Public Library  
Sheboygan County Administration Building • City's website*

**CITY OF SHEBOYGAN**

**ARCHITECTURAL REVIEW BOARD MINUTES**

**Monday, March 10, 2025**

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**Members Present:** Joe Clarke, Jerry Jones, Alderperson Zachary Rust and Dave Aldag

**Excused:** Richard Linde, Pam Langan and Robert Heimerl

**Staff/Officials:** Associate Planner Ellise Rose and Building Inspection Specialist Linnae Wierus

**OPENING OF MEETING**

1. Roll Call

Chair Joe Clarke called the meeting to order at 4:00 PM.

2. Pledge of Allegiance

The Pledge of Allegiance was recited.

3. Identify Potential Conflict of Interest

No committee member had a conflict of interest.

**MINUTES**

4. Approval of minutes from February 24, 2025 meeting.

MOTION TO APPROVE THE MINUTES OF THE PREVIOUS MEETING HELD ON FEBRUARY 24, 2025 WITH CORRECTONS.

Motion made by Jerry Jones, seconded by Dave Aldag

Voting yea: Joe Clarke, Jerry Jones, Alderperson Zachary Rust and Dave Aldag

Motion carried.

**ITEMS FOR DISCUSSION AND POSSIBLE ACTION**

5. Construction of a new metal pole building at Vollrath Co. located at 1236 N 18th St.

MOTION TO APPROVE AS PRESENTED.

Motion made by Jerry Jones, seconded by Dave Aldag

Voting yea: Joe Clarke, Jerry Jones, Alderperson Zachary Rust and Dave Aldag

Motion carried.

**NEXT MEETING**

6. March 24, 2025

The next scheduled meeting is March 24, 2025.

**ADJOURN**

7. Motion to Adjourn

MOTION TO ADJOURN AT 4:06 PM.

Motion made by Jerry Jones, seconded by Dave Aldag

Voting yea: Joe Clarke, Jerry Jones, Alderperson Zachary Rust and Dave Aldag

Motion carried.

**CITY OF SHEBOYGAN**

**REQUEST FOR ARCHITECTURAL REVIEW BOARD CONSIDERATION**

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**ITEM DESCRIPTION:** Exterior renovation of a future professional eye care office located at 1423 N 29<sup>th</sup> Street.

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**REPORT PREPARED BY:** Ellise Rose, Associate Planner

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**REPORT DATE:** March 18, 2025

**MEETING DATE:** March 24, 2025

**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

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**BACKGROUND / ANALYSIS:**

Jos. Schmitt Construction Co., Inc. is proposing to renovation the exterior of a future professional eye care office located at 1423 N 29<sup>th</sup> Street. The applicant states the following:

- The 1.34-acre Suburban Commercial parcel occupying the south side of Superior Avenue from N 28<sup>th</sup> to N 29<sup>th</sup> Street will be redeveloped as a professional office by Fourth Generation Properties, LLC.
- A residential parcel with a single-family home is the southern adjacent parcel on N 28<sup>th</sup> Street and a Suburban Commercial property is the southern adjacent parcel on N 29<sup>th</sup> Street.
- The existing 5,430 square foot masonry building that is closest to the corner of N 29<sup>th</sup> Street and Superior Avenue on the subject parcel will be renovated both inside and out.
- The 3,070 square foot metal building to the south will be razed to accommodate onsite parking.
- Existing concrete pavement that doesn't meet the required setback on the west and north sides of the building will be removed and replaced with landscaping.
- The vacant eastern portion of the site adjacent to N 28<sup>th</sup> Street will be developed in the future at an unknown time. In the meantime, the existing asphalt paving at the southeast corner will remain in place to serve as construction staging for the initial phase of redevelopment.
- The building is being redeveloped as a two-tenant building, with Sheboygan Family Eye Care (currently located at 3144 Wilgus Avenue) occupying the first floor, and the second floor will be white boxed for a future office tenant.
- Two separate main entrances will be created, Sheboygan Family Eye Care at the Northeast corner of the building and the future upstairs tenant at the Southwest corner.
- The existing facility that is to remain is comprised of a single-story masonry portion to the North with a 2-story masonry and metal panel building to the south.

- The existing facade is comprised of exposed, non-painted, CMU blocks on the first story and green metal insulated sandwich panel on the second story.
- The one-story portion of the building that had previously been the main entrance to the building was designed with fluted concrete blocks and tall narrow aluminum windows.
- There are no existing windows in the 2-story portion of the building.
- There are two existing aluminum entrances, both located on the West side of the building.

The applicant states the following about the architecture:

- The goal of the proposed exterior design is to introduce an updated color palette of white, black, and grays that will brighten and bring new life to the existing structure.
- The existing non-painted CMU blocks will be repaired and painted. The CMU up to the existing window head elevation will be painted Sherwin Williams SW 7006 Extra White. A one-course high band will be painted Sherwin Williams SW 6258 Tricorn Black. The remaining height of CMU will be painted an accent color of Sherwin Williams SW 7024 Functional Gray.
- The green metal paneling that surrounds the entire second floor will be removed. Two new exterior metal paneling profiles will be introduced on the second floor.
- The main metal profile, McElroy Multi-Cor is a wave panel (McElroy Regal White) that will mimic the appearance of the existing fluted concrete block found on the single-story portion of the building.
- The upper portion of the metal panel will be McElroy Marquee Lok (McElroy Ash Gray except at Southwest Entrance), which is a concealed fastener smooth panel, which will provide a near smooth appearance like the upper band of concrete block on the single-story portion of the building.
- The existing CMU columns on the first floor will be extended up to the upper roof edge using break metal column wrap (McElroy Regal White).
- To provide greater definition to the two main entrances, an accent color will be introduced.
- At the Family Eye Care entrance on the East side of the building, the concrete block will be painted Sherwin Williams SW 7674 Peppercorn. A new wall-mounted black metal canopy will also be installed at the Family Eye Care Entrance to provide weather protection at the door.
- At the entrance to the second-story tenant located at the Southwest corner of the building, McElroy Marquee Lok panel will be used in a Charcoal finish.
- New building signage areas will be located at the two entrances.
- The existing aluminum windows and entrances on the first floor will be replaced with new black anodized aluminum assemblies.
- The existing entrance into the single-story portion of the building will be relocated to the east side of the building.
- Due to the use of the Eye Care Clinic on the first floor of the 2-story building (exam rooms, testing rooms) where the control of light levels is crucial to completing their exams, no additional windows will be added to the first floor of the building.
- New black anodized aluminum window assemblies will be incorporated into the facade design of the second-floor white box tenant.
- New metal roof edge and transition trims will be installed. These metals will be McElroy Metal Matte Black.

## STAFF COMMENTS:

Is there the ability to place windows on the north and south elevations on the second floor?

This development will certainly change the appearance of this property and has the ability to positively impact the look and feel of this Superior Ave corridor.

**ACTION REQUESTED:**

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

**ATTACHMENTS:**

Architectural Review Board Application and required attachments.



**CITY OF SHEBOYGAN**  
**ARCHITECTURAL REVIEW**  
**APPLICATION**

Fee: \_\_\_\_\_

Review Date: \_\_\_\_\_

Item 5.

Read all instructions before completing. If additional space is needed, attach additional pages.

**SECTION 1: Applicant/ Permittee Information**

Name (Ind., Org. or Entity) Jos. Schmitt Const. Co., Inc.	Authorized Representative Chris Penkala	Title Architect	
Mailing Address 2104 Union Ave, PO Box 1084	City Sheboygan	State WI	ZIP Code 53082-1084
Email Address cpenkala@jschmitt.cc	Phone Number (incl. area code) 920-946-0997		

**SECTION 2: Landowner Information (Complete These Fields When Project Site Owner is Different than Applicant)**

Name (Ind., Org. or Entity) Fourth Generation Properties LLC	Contact Person Steven Schmitt	Title	
Mailing Address 2104 Union Ave	City Sheboygan	State WI	ZIP Code 53081
Email Address sschmitt@jschmitt.cc	Phone Number (incl. area code) 920-946-0991		

**SECTION 3: Architect Information**

Name Christopher Penkala, AIA - Jos. Schmitt Const. Co., Inc.			
Mailing Address 2104 Union Ave, PO Box 1084	City Sheboygan	State WI	Zip 53082-1084
Email Address cpenkala@jschmitt.cc	Phone Number (incl. area code) 920-946-0997		

**SECTION 4: Contractor Information**

Name Jos. Schmitt Const. Co., Inc.			
Mailing Address 2104 Union Ave, PO Box 1084	City Sheboygan	State WI	Zip 53082-1084
Email Address bsteiner@jschmitt.cc	Phone Number (incl. area code) 920-457-4426		

**SECTION 5: Certification and Permission**

**Certification:** I hereby certify that I am the owner or authorized representative of the owner of the property which is the subject of this Architectural Review Application. I certify that the information contained in this form and attachments are true and accurate. I certify that the project will be in compliance with all conditions. I understand that failure to comply with any or all of the provisions of the permit may result in permit revocation and a fine and/or forfeiture under the provisions of applicable laws.

**Permission:** I hereby give the City permission to enter and inspect the property at reasonable times, to evaluate this notice and application, and to determine compliance with any resulting permit coverage.

Name of Owner/Authorized Representative (please print) Christopher Penkala	Title Architect	Phone Number 920-946-0997
Signature of Applicant 		Date Signed 3/10/2025

Complete application is to be filed with the Department of City Development, 828 Center Avenue, Suite 208. To be placed on the agenda of the Architectural Review Board, application must be filed three weeks prior to date of meeting – check with City Development on application submittal deadline date. Applications will not be processed if all required attachments and filing fee of \$100 (payable to the City of Sheboygan) are not submitted along with a complete and legible application. Application filing fee is non-refundable.

**SECTION 6: Description of the Subject Site/Proposed Project**

Project Address/Description 1423 N 29th St - Multi-Tenant Office Building		Parcel No. 59281211091
Name of Proposed/Existing Business:	Sheboygan Family Eye Care (1st Floor) White box Future Tenant (2nd Floor)	
Address of Property Affected:		
Zoning Classification:	Suburban Commercial District	
New Building: <input checked="" type="checkbox"/>	Addition: <input checked="" type="checkbox"/>	Remodeling: <input checked="" type="checkbox"/>

**SECTION 7: Description of Proposed Project**

See Attached.

**SECTION 8: Description of EXISTING Exterior Design and Materials**

See Attached.

**SECTION 9: Description of the PROPOSED Exterior Design and Materials**

See Attached.



## APPLICATION SUBMITTAL REQUIREMENTS

- A. Three 11x17 scale color drawing of all exterior elevations showing the design and appearance of the proposed building or structure.
- B. Three 11 X 17 colored renderings of the proposed building elevations and material samples.

**C. Submit digital plans and drawings of the project by email, flash drive, etc.**

- D. A scale drawing of the site plan showing the relationship of the building to the site and adjacent properties.
- E. 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.

**ACTION BY ARCHITECTURAL REVIEW BOARD**

DATE OF MEETING: \_\_\_\_\_

APPROVED: \_\_\_\_\_

CONDITIONALLY APPROVED: \_\_\_\_\_

DENIED: \_\_\_\_\_

**CONDITIONS**

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SIGNATURE: \_\_\_\_\_

Chairperson, Architectural Review Board OR  
Manager of Planning & Zoning

DATE: \_\_\_\_\_



March 10, 2025

Sheboygan Family Eye Care – Fourth Generation Properties  
1423 N 29th Street  
Sheboygan, WI 53081

Re: Building Renovation – Architectural Review Application

**Section 7: Description of Proposed Project**

The 1.34-acre Suburban Commercial (SC) parcel (Tas Key # 59281211091) occupying the south side of Superior Avenue from N 28<sup>th</sup> to N 29<sup>th</sup> Street will be redeveloped as a professional office by Fourth Generation Properties, LLC. A residential parcel with a single-family home is the southern adjacent parcel on N 28<sup>th</sup> Street and a Suburban Commercial property is the southern adjacent parcel on N 29<sup>th</sup> Street.

The existing 5,430 square foot masonry building that is closest to the corner of N 29<sup>th</sup> Street and Superior Avenue on the subject parcel will be renovated both inside and out. The 3,070 square foot metal building to the south will be razed to accommodate onsite parking.

Existing concrete pavement that doesn't meet the required setback on the west and north sides of the buildings will be removed and replaced by landscaping. The vacant eastern portion of the site adjacent to N 28<sup>th</sup> Street will be developed in the future at an unknown time. In the meantime, the existing asphalt paving at the southeast corner will remain in place to serve as construction staging for the initial phase of redevelopment.

The building is being redeveloped as a two-tenant building, with Sheboygan Family Eye Care (currently located at 3144 Wilgus Avenue) occupying the first floor, and the second floor will be white boxed for a future office tenant. Two separate main entrances will be created, Sheboygan Family Eye at the Northeast corner of the building and the future upstairs tenant at the Southwest corner.

**Section 8: Description of Existing Exterior Design and Materials**

The existing facility that is to remain is comprised of a single-story masonry portion to the North with a 2-story masonry and metal panel building to the south. As described above, the two southern structures will be razed to accommodate onsite parking. The existing façade is comprised of exposed, non-painted, CMU blocks on the first story and green metal insulated sandwich panel on the second story. The one-story portion of the building that had previously been the main entrance to the building was designed with fluted concrete blocks and tall narrow aluminum windows. There are no existing windows in the 2-story portion of the building. There are two existing aluminum entrances, both located on the West side of the building.

**Section 9: Description of the Proposed Exterior Design and Materials**

The goal of the Proposed Exterior Design is to introduce an updated color palette of white, black, and grays that will brighten and bring a new life to the existing structure. The existing non-painted CMU blocks will be repaired and painted. The CMU up to the existing window head elevation will be painted Sherwin Williams SW 7006 Extra White. A one-course high band will be painted Sherwin Williams SW 6258 Tricorn Black. The remaining height of CMU will be painted and accent color of Sherwin Williams SW 7024 Functional Gray.





The green metal paneling that surrounds the entire second floor will be removed. Two new exterior metal paneling profiles will be introduced on the second floor. The main metal panel profile, McElroy Multi-Cor is a wave panel (McElroy Regal White) that will mimic the appearance of the existing fluted concrete block found on the single-story portion of the building. The upper portion of the metal panel will be McElroy Metal Marquee Lok (McElroy Ash Gray except at Southwest Entrance), which is a concealed fastener smooth panel, which will provide a near smooth appearance like the upper band of concrete block on the single-story portion of the building. The existing CMU columns on the first floor will be extended up to the upper roof edge using break metal column wrap (McElroy Regal White).

To provide greater definition to the two main entrances, an accent color will be introduced. At the Family Eye Care entrance on the East side of the building, the concrete block will be painted Sherwin Williams SW 7674 Peppercorn. A new wall-mounted black metal canopy will also be installed at the Family Eye Care Entrance to provide weather protection at the door. At the entrance to the second-story tenant located at the Southwest corner of the building, McElroy Marquee Lok panel will be used in a Charcoal finish. New building signage areas will be located at the two entrances.

The existing aluminum windows and entrances on the first floor will be replaced with new black anodized aluminum assemblies. The existing entrance into the single-story portion of the building will be relocated to the east side of the building. Due to the use of the Eye Care Clinic on the first floor of the 2-story building (exam rooms, testing rooms) where the control of light levels is crucial to completing their exams, no additional windows will be added to the first floor of the building. New black anodized aluminum window assemblies will be incorporated in the façade design of the second-floor white box tenant.

New metal roof edge and transition trims will be installed. These metals will be McElroy Metal Matte Black.

Colors:

Existing CMU up to 8'-0" including fluted areas: Paint - Sherwin Williams SW 7006 Extra White

Existing CMU from 8'-0" to 8'-8": Paint - Sherwin Williams SW 6258 Tricorn Black

Existing CMU from 8'-8" to 10'-6": Paint - Sherwin Williams SW 7024 Functional Gray

Existing CMU columns: Paint - Sherwin Williams SW 7006 Extra White

Existing CMU at new East Entrance: Paint - Sherwin Williams SW 7674 Peppercorn

New Main Second-Story Metal Paneling: McElroy Multi-Cor – Regal White

New Upper Second-Story Metal Paneling: McElroy Marquee Lok – Ash Gray

New Second-Story Metal Paneling at Southwest Entrance: McElroy Marquee Lok – Charcoal

New Second-Story Column Wraps: McElroy – Regal White

New Roof Edge Metal: McElroy Metal Matte Black

Metal Horizontal Transition Trims: McElroy Metal Matte Black

Metal Trims at new Second-Story Windows: McElroy – Regal White

New Aluminum Entrance and Window Assemblies: Black Anodized

Note: Field mock-ups of all paint colors on existing CMU will be done prior to painting the full building to ensure the closest match to the new metal panel colors.





● 2104 UNION AVE., P.O. Box 1084, SHEBOYGAN, WI 53082-10

Item 5.

### Existing Photos



TEL 920.457.4426



WEB [WWW.JSCHMITT.CC](http://WWW.JSCHMITT.CC)

FAX 920.457.9474



● 2104 UNION AVE., P.O. Box 1084, SHEBOYGAN, WI 53082-10

Item 5.



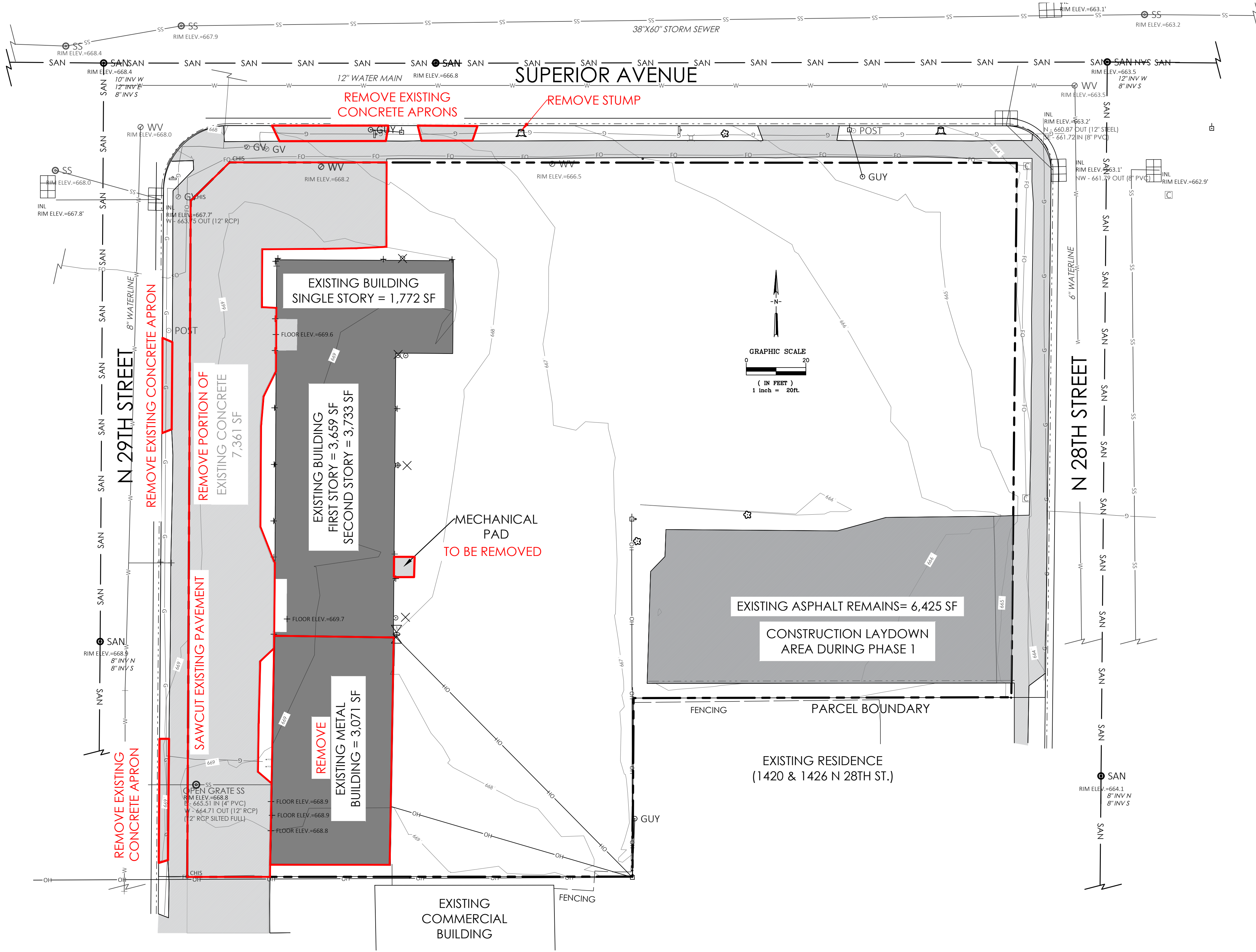
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WEB [WWW.JSCHMITT.CC](http://WWW.JSCHMITT.CC)

FAX 920.457.9474



**LEGEND**  
EXISTING

	SS	STORM SEWER MANHOLE
	SS	STORM SEWER
	SAN	SANITARY SEWER MANHOLE
	SAN	SANITARY SEWER
	WV	WATER VALVE
	W	WATER
		STORM INLET
	MH	MANHOLE
		IRON PIPE FOUND
		SINGLE POLE SIGN
	POST	MISCELLANEOUS POST
		COMMUNICATIONS VAULT
		UTILITY POLE
		OVERHEAD UTILITY
	GUY	GUY WIRE
	GV	GAS VALVE
		UNDERGROUND GAS
		FIBER OPTIC PEDESTAL
		BURIED FIBER OPTIC
		ROOF DOWNSPOUT
		CURB FLOWLINE
		FENCELINE
		TREE STUMP
		DECIDUOUS TREE
		PROPERTY BOUNDARY

EXISTING UTILITY INFORMATION PER CITY OF SHEBOYGAN RECORDS

5308 S. 12th Street  
Sheboygan, WI 53081-8099  
Phone: (920) 458-4164  
Fax: (920) 458-0349  
www.startwithmiller.com

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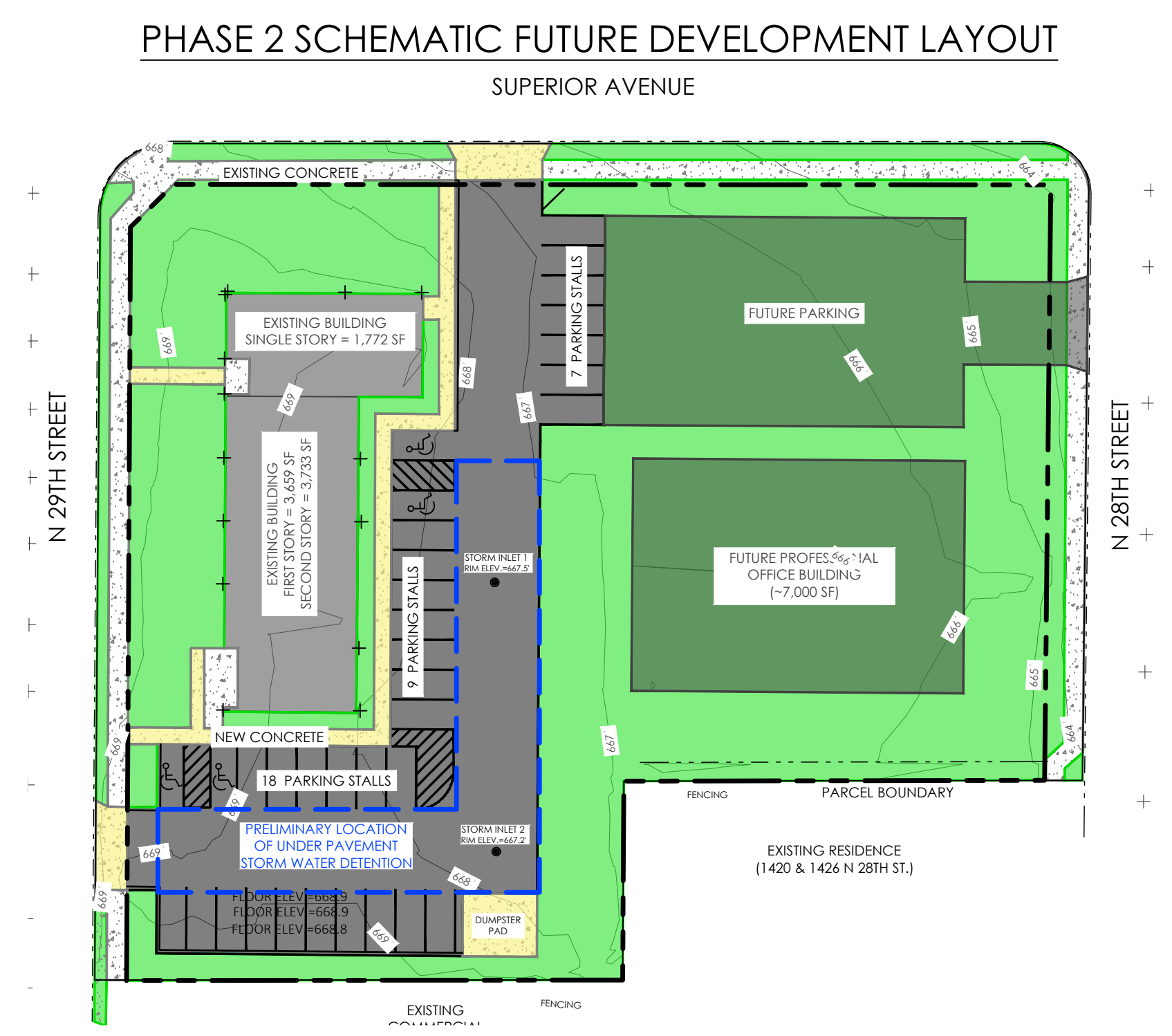
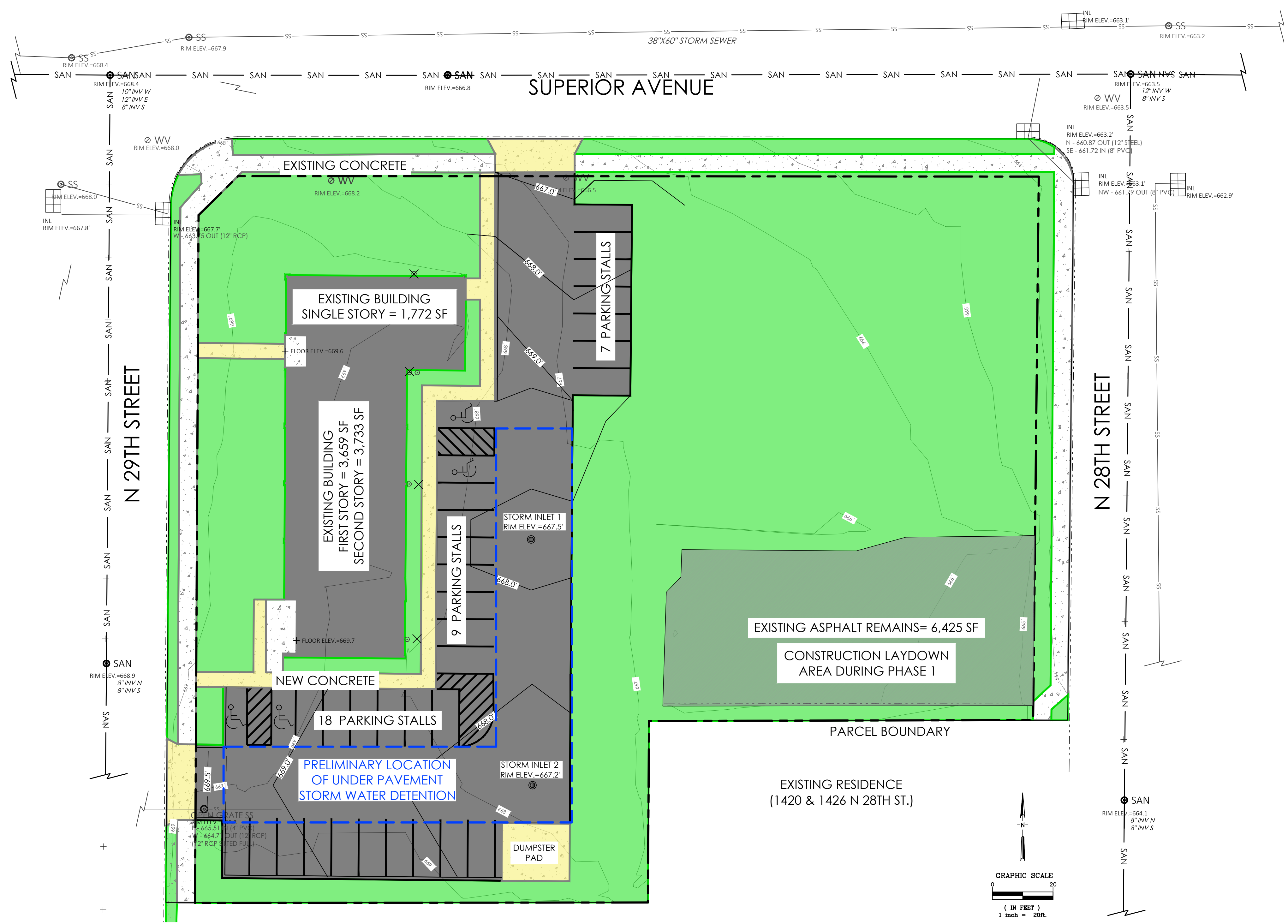
NO.	DATE	BY	DESCRIPTION

SHEBOYGAN FAMILY EYE CARE  
JOS. SCHMITT CONSTRUCTION  
1423 N 29TH STREET  
SHEBOYGAN

SCALE	HOR. 1"=20'
VER.	1"=20'
DATE	03/07/2025
JOB	20757-001
BY	EBB
CK	RGM

SHEET	1	OF	2
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**PRELIMINARY**  
EXISTING CONDITIONS & DEMOLITION PLAN

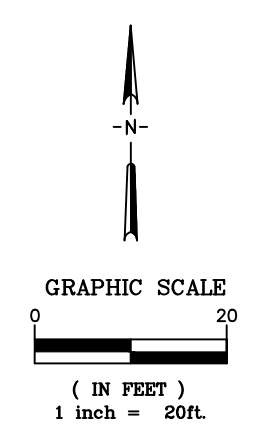


**PARKING REQUIRED (1 SPACE PER 300 SF OF BUILDING FLOOR AREA)**

BUILDING FLOOR AREA = 9164 SF  
 $\frac{9164}{300} \geq 30.5$  SPACES REQUIRED  
 34 SPACES PROVIDED, 4 OF THEM ADA COMPLIANT

**DISTURBANCE AREA (PHASE 1)**  
 31473 SF  
 0.72 ACRES

**LANDSCAPE AREA RATIO (L.A.R.)**  
 28%



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 Fax: (920) 458-0349  
 www.startwithmiller.com

NO.	DATE	BY	DESCRIPTION

**SHEBOYGAN FAMILY EYE CARE**  
 JOS. SCHMITT CONSTRUCTION  
 1423 N 29TH STREET  
 SHEBOYGAN

SCALE	HOR. VARIES
VER. VARIES	
DATE	03/07/2025
JOB	20757-001
BY	EBB
CK	RGM

SHEET  
**2**  
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**2**

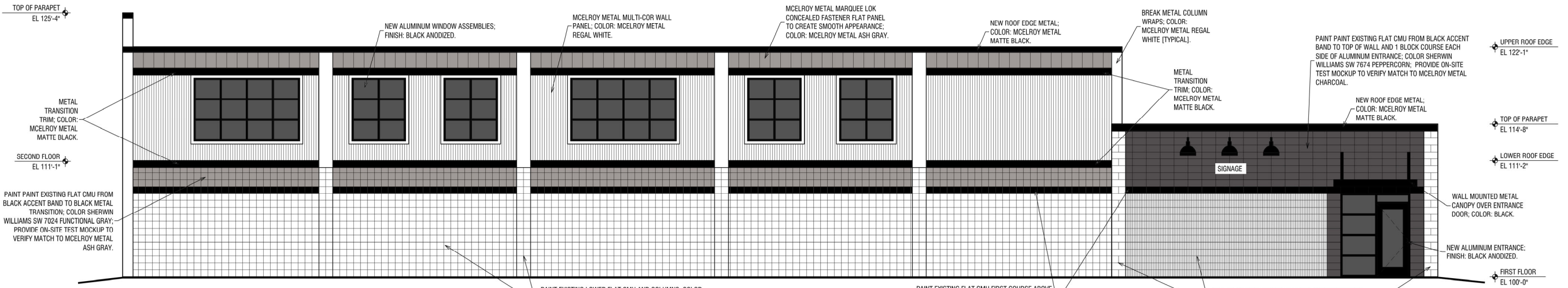
**PRELIMINARY**  
 INITIAL REDEVELOPMENT SCHEMATIC PLAN



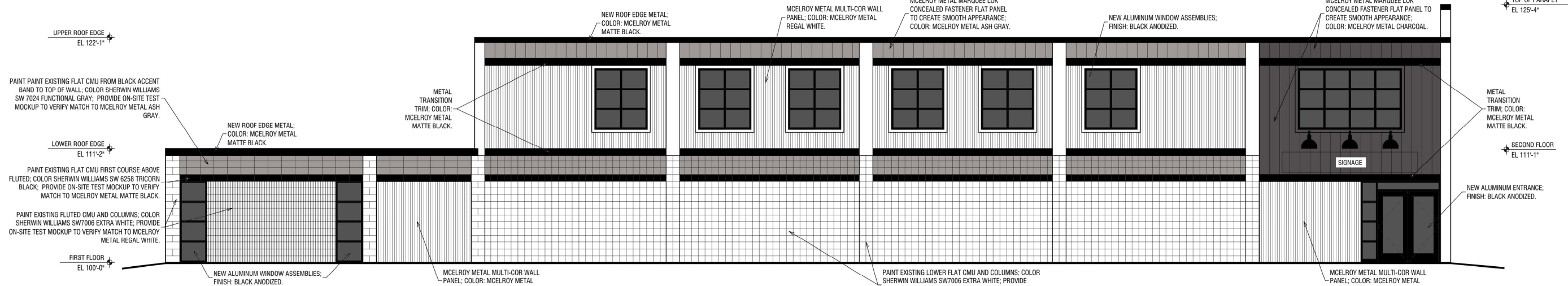




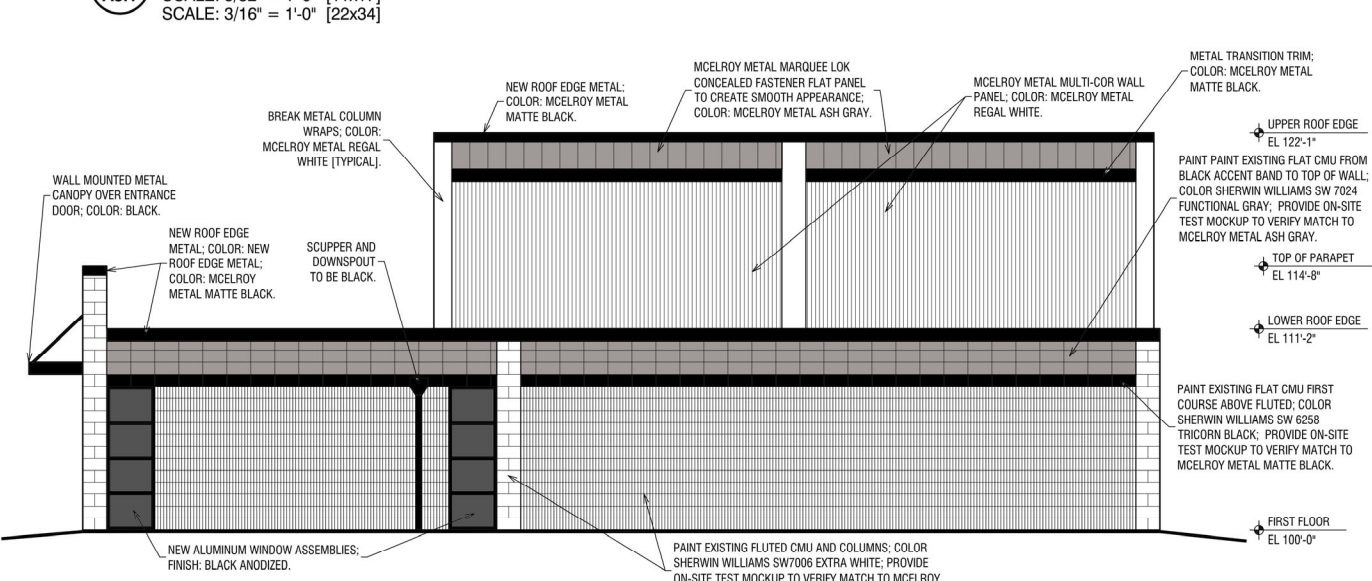
3/10/2025 11:42:42 AM BY CHRIS PEINKALA J:\2024 JOBS\24-004 DESIGN-BUILD JOBS\011 - SHEBOYGAN FAMILY EYE CARE\DRAWINGS\24004-011 SHEBOYGAN FAMILY EYE CARE.DWG © COPYRIGHT 2025 - JCS. SCHMITT CONST. CO., INC. - ALL RIGHTS RESERVED. THIS DOCUMENT AND THE INFORMATION REPRESENTED HEREWITH MAY NOT BE COPIED, DOWNLOADED, STORED IN MACHINE-READABLE FORM, OR OTHERWISE REPRODUCED, DISSEMINATED, ADAPTED OR USED WITHOUT WRITTEN PERMISSION FROM JCS. SCHMITT CONST. CO., INC.



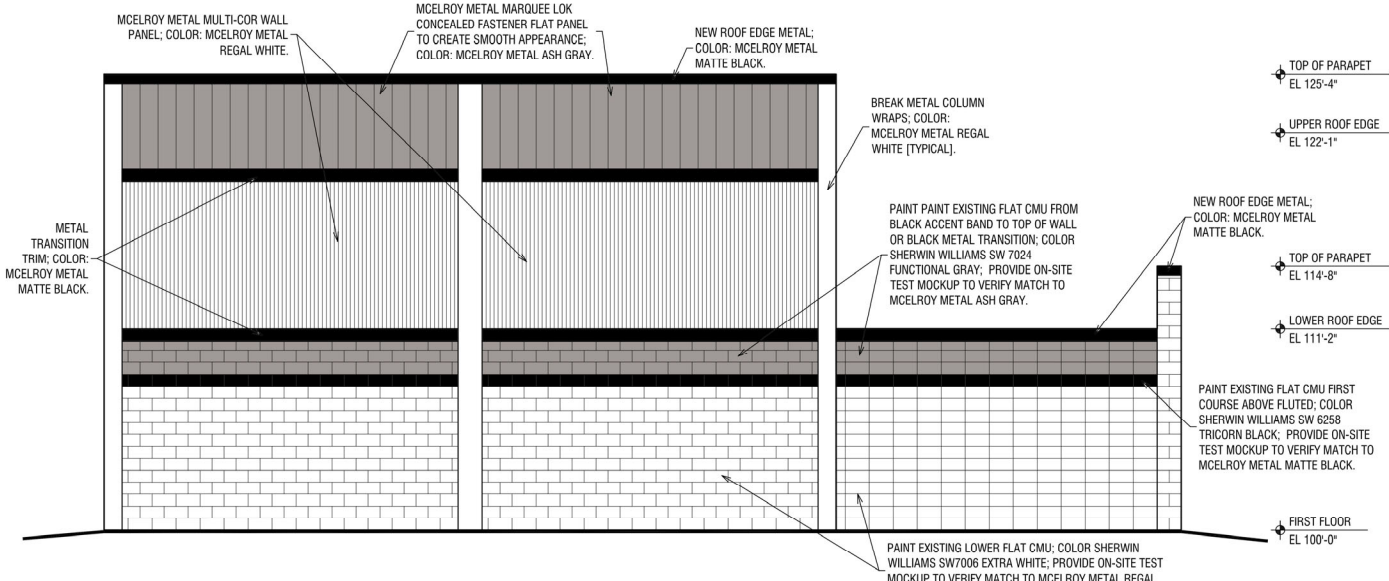
**1 EAST ELEVATION**  
 A3.1 SCALE: 3/32" = 1'-0" [11x17]  
 SCALE: 3/16" = 1'-0" [22x34]



**2 WEST ELEVATION**  
 A3.1 SCALE: 3/32" = 1'-0" [11x17]  
 SCALE: 3/16" = 1'-0" [22x34]



**3 NORTH ELEVATION**  
 A3.1 SCALE: 3/32" = 1'-0" [11x17]  
 SCALE: 3/16" = 1'-0" [22x34]



**4 SOUTH ELEVATION**  
 A3.1 SCALE: 3/32" = 1'-0" [11x17]  
 SCALE: 3/16" = 1'-0" [22x34]

**PRELIMINARY NOT FOR CONSTRUCTION**

BUILDING RENOVATION FOR  
**SHEBOYGAN FAMILY**  
**EYE CARE**  
 1423 N 29TH STREET  
 SHEBOYGAN, WISCONSIN, 53081

REVISIONS		
NO.	DATE	DESCRIPTION

DOCUMENT DATE  
**10 MARCH 2025**

PROJECT NUMBER  
**24004-011**

DRAWN BY \_\_\_\_\_ CHECKED BY \_\_\_\_\_  
**CDP**

SHEET DESCRIPTION  
**BUILDING ELEVATIONS**

SHEET NUMBER  
**A3.1**

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