

CITY OF SHEBOYGAN

REQUEST FOR ARCHITECTURAL REVIEW CONSIDERATION

ITEM DESCRIPTION: Architectural review of a proposed McDonalds located 1221 Erie Avenue.

REPORT PREPARED BY: Ellise Rose, Zoning Administrator

REPORT DATE: May 6, 2026

MEETING DATE: May 12, 2026

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:

Seefried Industrial Properties is proposing to construct a warehouse and distribution building located at parcels 59281470998 & 59281470999. The applicant states the following:

- The proposed McDonald’s restaurant features a modern architectural design emphasizing high-quality materials, clean lines, and contemporary detailing.
- The single-story building is arranged with articulated wall planes and varied façade elements to reduce visual mass and maintain a scale consistent with surrounding commercial developments.
- Primary exterior materials include high-end cement board siding and architectural metal panels. Vertical battens are incorporated throughout the façades to add variation, depth, and texture, reinforcing a modern architectural character. These materials are consistent with the quality and appearance of nearby commercial buildings.
- The building’s color scheme is steel-inspired and utilizes a range of coordinated gray tones.
- The selected colors and high-quality materials, including cement board siding, metal panels, and vertical battens, are intended to blend seamlessly with both adjacent commercial properties and nearby residential properties.
- This neutral, contemporary palette minimizes visual contrast, allowing the building to integrate harmoniously into the surrounding area while maintaining a refined modern character.

STAFF COMMENTS:

None

ACTION REQUESTED:

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

ATTACHMENTS:

Architectural Review Application and required attachments.