

CITY OF SHEBOYGAN

REQUEST FOR ARCHITECTURAL REVIEW BOARD CONSIDERATION

ITEM DESCRIPTION: Exterior remodel of the south façade at The Sign Shop located at 1020 Michigan Avenue.

REPORT PREPARED BY: Ellise Rose, Program Assistant

REPORT DATE: December 28, 2023

MEETING DATE: January 8, 2024

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

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

BACKGROUND / ANALYSIS:

Sam Clark is proposing exterior renovations to the south side of The Sign Shop located at 1020 Michigan Avenue. The applicant states the following:

- We will be removing the glass wall and ceiling system as it is failing and over 30 years old. We will replace the glass with a new storefront system to match other aluminum frame systems on the building.
- We will also install a standing seam metal roof over these two spaces and along the entry door to protect against water for people entering the building.
- There will be fiber cement on the returns towards the door that will ultimately be covered with advertising graphics for The Sign Shop.
- The existing materials are aluminum storefront, brick, concrete masonry, and metal flashing.
- The proposed materials are aluminum storefront, glazing, spandrel glazing, and standing seam metal roof.

STAFF COMMENTS:

The Board may want to have the applicant address the following:

- What is the plan for the “advertising graphics” on the fiber cement returns? No signage has been proposed.

- There is currently a sign for The Sign Shop above the door. Will this sign remain under the new roof?
- The rendering shows the middle upstairs window to change from the existing stone to white. What is happening here?

ACTION REQUESTED:

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

ATTACHMENTS:

Architectural Review Board Application and required attachments.