



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

Fee: \_\_\_\_\_  
Review Date: \_\_\_\_\_  
Zoning: \_\_\_\_\_

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

<b>SECTION 1: Applicant/ Permittee Information</b>			
Name (Ind., Org. or Entity) General Capital Group	Authorized Representative Sig Strautmanis	Title Partner	
Mailing Address 6938 N. Santa Monica Blvd.	City Fox Point	State WI	ZIP Code 53217
Email Address sig@generalcapitalgroup.com	Phone Number (incl. area code) 414-228-3502		
<b>SECTION 2: Landowner Information (Complete These Fields When Project Site Owner is Different than Applicant)</b>			
Name (Ind., Org. or Entity) City of Sheboygan RDA	Contact Person Chad Pelishek	Title Director of Planning and Devpmnt	
Mailing Address 828 Center Street	City Sheboygan	State WI	ZIP Code 53081
Email Address Chad.Pelishek@sheboyganwi.gov	Phone Number (incl. area code) 920-459-3383		
<b>SECTION 3: Architect Information</b>			
Name Engberg Anderson Architects			
Mailing Address 320 E. Buffalo Street	City Milwaukee	State WI	Zip 53202
Email Address markl@engberganderson.com	Phone Number (incl. area code) 414-944-9000		
<b>SECTION 4: Contractor Information</b>			
Name Bedrock Construction Company			
Mailing Address 6938 N. Santa Monica Blvd.	City Fox Point	State WI	Zip 53217
Email Address sig@generalcapitalgroup.com	Phone Number (incl. area code) 414-228-3502		
<b>SECTION 5: Certification and Permission</b>			
<p><b>Certification:</b> 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.</p> <p><b>Permission:</b> 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.</p>			
Name of Owner/Authorized Representative (please print) Chad Pelishek	Title Dir of Plng & Development	Phone Number 920-459-3383	
Signature of Applicant		Date Signed	

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 Corner of Indiana and 9 <sup>th</sup> Street		Parcel No. 59281505670, 59281505760, 59281505930
Name of Proposed/Existing Business:	Berkshire Sheboygan Riverfront	
Address of Property Affected:	932 Indiana Avenue (property addresses to be assigned)	
Zoning Classification:	Central Commercial	
New Building: 89,364 SF (plus parking 21,969 SF)	Addition: 0	Remodeling: 0

**SECTION 7: Description of Proposed Project**

Please see attached narrative, included in the Architectural Review package

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

N/A

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

Please see attached narrative, included in the Architectural Review package

February 26, 2023

Mr. Steve Sokolowski  
Members of the Architectural Review Board  
City of Sheboygan  
828 Center Avenue  
Sheboygan, WI 53081

Re: **Berkshire Sheboygan Riverfront Proposal**  
**10<sup>th</sup> Street & Indiana Avenue**

Dear Members of the Architectural Review Board:

General Capital, and its partner Emem Group, are submitting the attached drawings for architectural review in preparation of obtaining municipal approval of our proposed Berkshire Sheboygan Riverfront project. The attached documents include the following:

- Existing Survey of the Subject Property
- Proposed Site Plan
- Proposed Architectural Elevations
- Illustrative Renderings
- Narrative Description of the Proposed Project
- Building Material List (material samples will be presented at the meeting)

Our Berkshire Sheboygan Riverfront project is a \$30.2 million redevelopment of RDA-owned property consisting of an 83-unit independent senior building with “podium-style” underground parking and 18 townhomes in a separate building facing Indiana Avenue. The townhomes will not be age restricted. Nine of the townhomes (specifically, the units facing Indiana) will be designed and marketed as “live/work” units with the ability for residents to take advantage of a ground floor extra bedroom as a creative home-occupation work space. In addition to these living units, the project will incorporate an extension of the future pedestrian path following the east-west vacated alley and an open green space to be deeded to the City as public open space on the river. Together, the project will redevelop approximately 2.5 acres of former brownfield and underutilized property on the Sheboygan River.

We look forward to presenting our project in person. In the meantime, please feel free to reach out with any questions or comments.

Sincerely,  
**General Capital Group**



Sig Strautmanis

## **Architectural Design Narrative**

The Berkshire Sheboygan Riverfront project was designed with the site-specific context as a guide to architectural massing, form and materials. The site, located at the NE corner of Indiana Avenue and S. 10<sup>th</sup> Street, is a key gateway into Sheboygan's Downtown Business District and also a large, vacant development opportunity on the Sheboygan River. The intent of our layout and overall building design is to blend into the existing neighborhood, while enhancing the Sheboygan Riverfront as a focal point and destination for our residents and the larger community.

### ***Live/Work Townhomes***

The townhome-style units along Indiana Avenue are sited to take advantage of this key gateway and high visibility corridor. The units facing Indiana Avenue are designed as live/work units that include a space on the first floor that can be used as either a space/showcase for a small business, or a first floor additional bedroom. The building profile is modeled after many of the other structures across, and along the next couple of blocks, of the street. This area is a mix of single-family homes and small retail storefronts at the street level, often with a living unit above. Most of the existing retail/living buildings either have a flat roof, or a false front mimicking a two-story flat roof profile. This building design is intended to be a modern adaptation of this traditional use, massing and appearance. While helping to define the street edge at the first floor, like the existing adjacent structures, there will be nine second floor decks providing visual interest and overlooking the streetscape. These inset decks will break up the massing of the street elevation and create a human-scale proportion and rhythm to each individual townhome.

Materials for the townhome building will be a mix of traditional lapped clapboard-style siding and more modern flat-panel siding in a "board-and-baton" style. Both will be low-maintenance and highly durable fiber cement composition. Much of the siding will have a smooth finish, while the lapped accent areas will have a wood-grain finish and be stained to look like cedar siding.

As a final detail of the townhome structure, the far west end of the building will include a lighted, branded "Berkshire" sign set in a field of siding. This will accentuate the importance of this corner and provide a gateway feature for the project.

### ***Independent Senior Building***

The 83-unit senior building will include a base level of parking under a pre-cast podium. The residential portion will be four stories of stick-frame construction above. The ground floor will include our leasing office, mailroom and primary residential entry. In addition, a small commercial storefront will be included in the base of the building facing Indiana Avenue, that will house our "Community Serving Facility," a local non-profit who will serve residents and the larger community with financial planning and literacy services. We have signed a Letter of Intent with Family Service Association of Sheboygan to use this space as a satellite facility to their larger operation in Sheboygan.

The larger senior building is set back from the street, behind the townhome building, separated by a landscaped parking lot serving both the townhomes and senior building. The scale and massing of the building is a “U” shape courtyard-style building, with units having either city, lake or river views in every direction. The building is sited within the constraints of two utility corridors: underground public utilities running along the former Commerce Street ROW and the high-tension ATC wires running within the vacated ROW.

Our approach to our Berkshire independent senior projects is different from much of our competition. Our properties are designed with a contemporary flair and promote community with stimulating community spaces, fitness center, Wi-Fi café and other spaces that encourage our residents to stay active and engaged in their surroundings. As a highlight for this community, we have placed our largest gathering space on the top floor, providing residents with river and Lake Michigan views and a space to share, rather than giving the best space to a private living unit.

The building itself will have a deep-colored brick masonry base, with two-tone mix of brick that will provide a strong sense of “base” to the building. The upper floors will be a combination of lighter, complimentary colored brick panels and cement-board siding as the field material. The colors will work together to create a warm “earth tone” pallet. The elevations are organized with a strong vertical orientation, with bays being created by the brick panels. The brick elements will span three floors, bringing down and breaking up the scale of each elevation. This also reinforces the “base-middle-top” composition of the building. Additional architectural interest and articulation is added with inset and hung balconies in key locations.

Windows will have a vertical orientation as well, with a differentiation of bedrooms and living rooms based on window size and style. Corner units are special conditions that include larger windows in corner living room to fully take advantage of building corners.

Overall, the design is intended to be fresh and contemporary, but with traditional proportion and use of materials. We intend for our designs to withstand the test of time and trends. The proposed design meets our goal of a high-quality, well-designed building that fits into the context and will look good over time.

## **MATERIALS**

### **Senior Housing Apts. –**

#### Masonry:

1<sup>st</sup> Level and Stair Shafts -> Interstate Brick: “Coal” color with random pattern of “Obsidian” color in a stack bond. 4x8x16 Face Brick (Super Emperor) size for all.

2<sup>nd</sup> Level and Levels Above -> Interstate Brick: “Platinum” color in a running bond. 4x4x12 Utility size brick.

#### Fiber Cement:

James Hardie Smooth Vertical Panel: “Timber Bark” color w/ matching aluminum reveals. *Note: Reveal locations to be further coordinated in elevations with windows, etc.*

James Hardie RusticSeries Lap Siding : “White Granite” color at main entry vestibule and lobby.

### **Townhomes –**

#### Fiber Cement:

James Hardie RusticSeries Lap Siding : “Coastal Gray” color everywhere. “White Granite” color at balcony accent locations.

James Hardie RusticSeries Board & Batten : “Sand Castle” at front “picture frame” wall accent locations.

James Hardie Smooth Vertical Panel: “Cobble Stone” color w/ matching aluminum reveals at entry door locations.

**BERKSHIRE - SHEBOYGAN  
RIVERFRONT**

S 10TH ST & INDIANA AVE,  
SHEBOYGAN, WI 53001

OWNER:  
GENERAL CAPITAL GROUP  
6938 N. SANTAMONICA BLVD.,  
FOX POINT, WI 53217

PROJECT NUMBER: 21331.00

ISSUED FOR:  
100% CD BD SET 2023-05-15

REVISION FOR:  
NO. DESCRIPTION DATE

DRAWN BY: Author  
CHECKED BY: Checker

ARCHITECTURAL SITE  
PLAN (FOR REFERENCE)

NOTE:  
ARCHITECTURAL SITE PLANS FOR REFERENCE ONLY. REFER TO CIVIL DRAWINGS FOR FURTHER  
POSITIONING AND DETAILS.

**KEY**

- A SENIOR APARTMENTS
- B LIVE-WORK STYLE TOWNHOMES
- C COMMERCIAL / RETAIL SPACE (WITHIN SENIOR APARTMENT BUILDING)
- D PLAZA - LANDSCAPING AND TEXTURED CONC.
- E TRANSFORMER
- F NEW CURB, SIDEWALK, AND GRASS AS NEEDED
- G DROP-OFF
- H RESIDENT SURFACE PARKING
- I OVERHEAD POWER LINES
- J EXTERIOR TRASH ENCLOSURE (TOWNHOME)
- K MONUMENT SIGN
- L CORNER SIGNAGE (TBD)
- M BIKE RACKS

**UNIT MATRIX**

UNIT TYPES	UNIT DATE		UNIT PER BUILDING					AREA TOTALS (SQ. FT.)	AREA TOTALS (SQ. FT.)
	BEDS	BATH	SENIORHOUSING APARTMENTS		TOWNHOMES		TOTAL UNITS		
			LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5			
UNIT 1A	1	1	640	13	13	13	13	54	34,080
UNIT 1A.1 (TYPE A & B W/HEA)	1	1	640	-	-	-	1	1	640
UNIT 2A (W/HEA)	2	2	370	1	2	2	-	5	4,050
UNIT 2B (W/HEA)	2	1	1,030	2	2	2	2	8	8,240
UNIT 2C	2	2	1,325	2	2	2	2	8	9,200
UNIT 2D (W/HEA)	2	1	1,385	1	1	1	-	4	4,340
UNIT 2E (W/HEA)	2	2	1,245	1	-	-	-	1	1,245
UNIT 2E.1 (TYPE A & B W/HEA)	2	2	1,245	-	1	1	-	2	2,490
UNIT 3A	3	2	1,440	-	-	-	14	14	20,730
UNIT 3A.1 (TYPE A & B W/HEA)	3	2	1,440	-	-	-	4	4	5,760
<b>TOTAL</b>	<b>20</b>	<b>21</b>	<b>21</b>	<b>21</b>	<b>21</b>	<b>21</b>	<b>15</b>	<b>203</b>	<b>263,270</b>

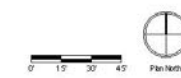
\*UNIT AREAS ARE CALCULATED "WALL-TO-WALL"  
(INCLUDES INTERIOR WALLS OF UNIT)

INDOOR PARKING AREA @ SENIORHOUSING APT. - LEVEL 1	13,888 SQ.FT.
HABITABLE AREAS: VESTIBULE, LOBBY, ELEV. LOBBY, LEASING OFFICE, AND PACKAGE + MAIL AREA @ SENIORHOUSING APT. - LEVEL 1	1,863 SQ.FT.
INDOOR PARKING, VESTIBULE, LOBBY, ELEV. LOBBY, LEASING OFFICE, AND PACKAGE + MAIL AREA @ SENIORHOUSING APT. - TOTAL LEVEL 1	21,221 SQ.FT.
COMMERCIAL/RETAIL AREA @ SENIORHOUSING APT. - LEVEL 1	1,888 SQ.FT.
HABITABLE PD AREAS @ SENIORHOUSING APT. - ALL FLOORS	30,811 SQ.FT.
HABITABLE PD AREAS @ TOWNHOMES - ALL FLOORS	21,281 SQ.FT.
HABITABLE AREAS - TOTAL PROJECT	31,730 SQ.FT.

INDOOR PARKING	51 SPACES
SURFACE PARKING	63 SPACES
TOTAL PARKING	114 SPACES



1 ARCHITECTURAL SITE PLAN (FOR REFERENCE ONLY)  
SCALE: 1" = 30'-0"



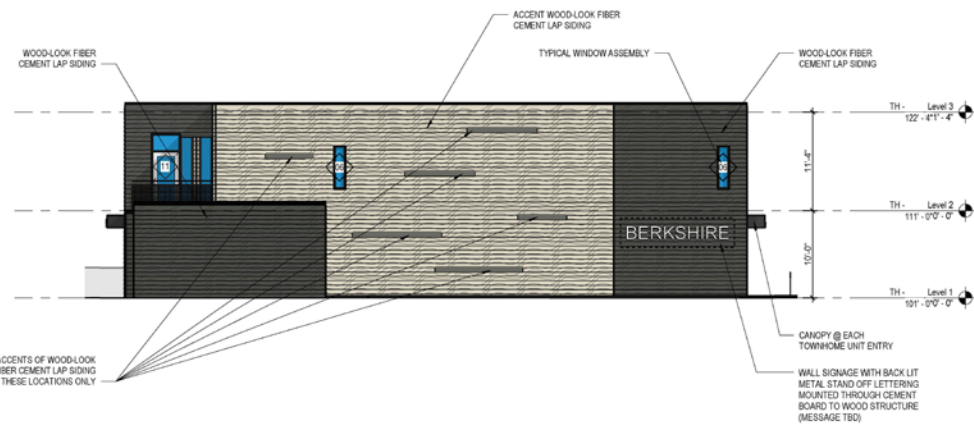
**A000-2**



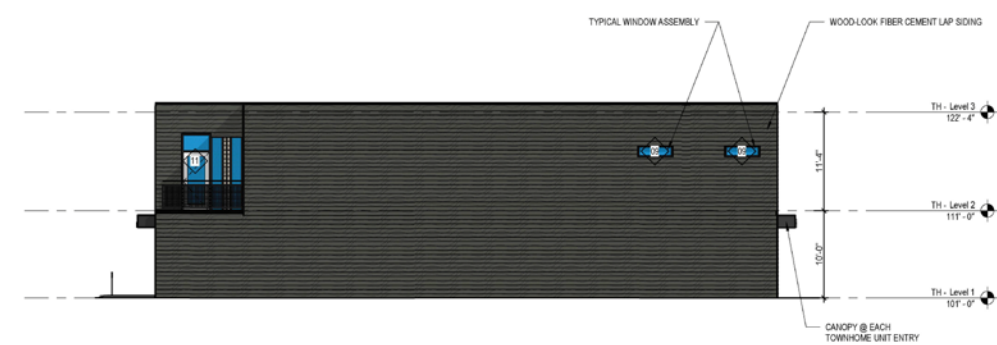
1 ELEVATION NORTH - TOWNHOMES  
SCALE: 1/8" = 1'-0"



2 ELEVATION SOUTH - TOWNHOMES  
SCALE: 1/8" = 1'-0"

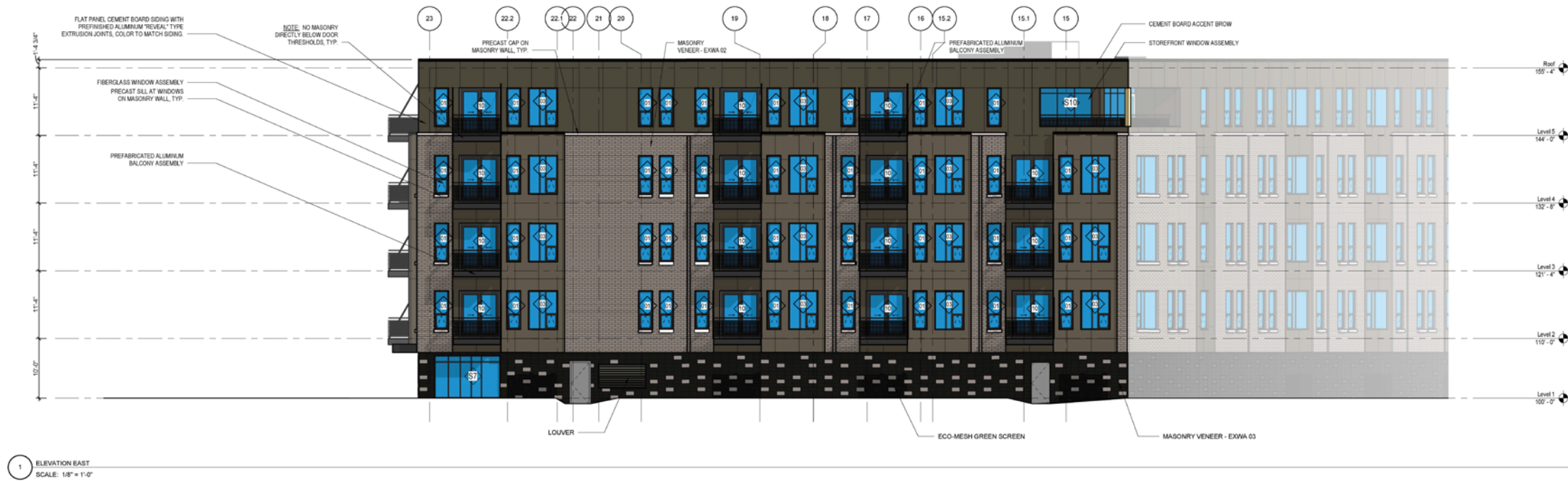


3 ELEVATION WEST - TOWNHOMES  
SCALE: 1/8" = 1'-0"



4 ELEVATION EAST - TOWNHOMES  
SCALE: 1/8" = 1'-0"







1 ELEVATION NORTH  
SCALE: 1/8" = 1'-0"



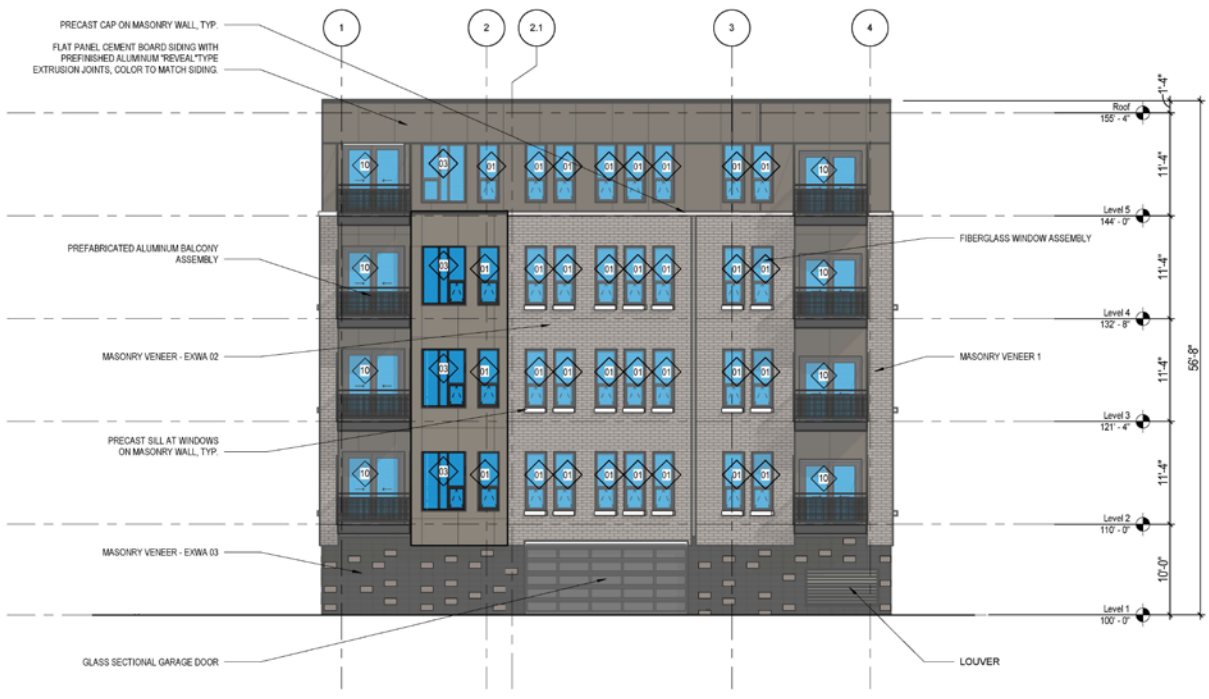
2 ELEVATION WEST  
SCALE: 1/8" = 1'-0"



1 CY ELEVATION SOUTH Copy 1  
SCALE: 1/8" = 1'-0"



2 CY ELEVATION EAST Copy 1  
SCALE: 1/8" = 1'-0"



3 ELEVATION SOUTH W Copy 1  
SCALE: 1/8" = 1'-0"









 Engberg  
Anderson  
ARCHITECTS

GENERAL CAPITAL

**BERKSHIRE SHEBOYGAN RIVERFRONT**

Indiana Avenue & 10th  
Sheboygan, WI

 Engberg  
Anderson  
ARCHITECTS







 Engberg  
Anderson  
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GENERAL CAPITAL

**BERKSHIRE SHEBOYGAN RIVERFRONT**

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