

CITY OF SHEBOYGAN

REQUEST FOR ARCHITECTURAL REVIEW BOARD CONSIDERATION

ITEM DESCRIPTION: Exterior remodel of Bitter Neuman at 827 N. 14th Street.

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

REPORT DATE: November 11, 2022

MEETING DATE: November 14, 2022

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:

Bitter Neuman is proposing exterior renovations at their facility located at 827 N. 14th Street. The applicant states the following about the existing look of the building:

- Bitter Neumann Appliance/Furniture/Mattress located at 827 North 14th Street intends to complete a Façade and Entrance Renovation. The existing facility is comprised of multiple structures of different construction types and materials. The Façade Renovation will focus on updating the North (Niagara Avenue), West (North 14th Street), and South (Parking Lot/ facing Wisconsin Avenue) Facades to bring an updated and unifying aesthetic to the multiple structures that comprise the facility.
- The existing portions of the Bitter Neumann facility that is the focus of this Renovation include the North Brick Warehouse, the Center Pre-Engineered Metal Building Warehouse and Showroom, and the South Concrete Block Showroom.
- The North Brick Building is currently painted light beige with medium brown overhead doors and roof edge. Previous arched transom windows have been closed.
- The Center Pre-Engineered Metal Building is painted the same light beige with medium brown roof edge. The metal paneling is rust stained due to condensation dripping from through-wall Air Conditioner units.
- The South Concrete Block building is also painted light beige with medium brown roof edge.
- The Main Entrance, which is located on the South façade, is comprised of a double aluminum door and a small wall hung canopy.

The applicant states the following about the proposed exterior remodel project:

- The goal of the Proposed Exterior Design is to introduce an updated color scheme, add new windows for a greater connection to passers-by on North 14th Street, and create more focus at the Main Entrance.
- The brick and concrete block will be painted a light gray (Sherwin Williams SW 7051 Analytical Gray).
- New Metal Paneling will be installed on the Center Pre-Engineered building. The metal paneling will be a darker gray (McElroy Metal Charcoal). New and existing roof edge will match McElroy Metal Dark Bronze.
- New Aluminum Storefront windows will be added to the North 14th Street Façade, both in the First Floor at the Main Entrance, as well as the Second Floor Showroom in the center Pre-Engineered Metal Building. These Storefront windows will provide daylight to the showroom portions of the building as well as showcasing the products to those passing by on North 14th Street.
- New Aluminum windows will also be installed in the previously closed openings on the North Façade to bring natural light into the warehouse. The Aluminum frames will be Dark Bronze.
- Thin EIFS bands will be added to the West and South Corner of the Concrete Block Building to reflect the Interior Structural System and provide another layer of detailing to the façade. The EIFS will be painted a medium gray color (Sherwin Williams SW 7053 Adaptive Shade) to contrast with the light gray building color. A red (Pac-Clad Cardinal Red) will be used to protect the top edge of the EIFS band, and add a trim color to tie in the Bitter Neumann color scheme.
- A new larger Entrance Canopy will be constructed. The new Canopy will provide more shelter as customers enter and leave the store, along with drawing more focus to the Main Entrance. The canopy will be the same darker gray as the new metal paneling, with a red edge detail.
- A new aluminum Employee Entrance with a wall mounted canopy will be added near the mid-point of the South Façade. This entrance will also serve as the Main Entrance during construction.

Other items that will be part of the façade renovation include:

- Infill existing overhead door on North Façade. Infill to be face brick to match the adjacent wall construction.
- Existing overhead doors on North Façade to be painted dark gray to match the new metal paneling.
- Existing and new Hollow Metal Doors and Frames to be painted dark gray to match new metal paneling.
- The existing exterior steel stair on the South Façade will be painted dark grey to match the new metal paneling.

- Existing wall mounted Air Conditioner Units on the North 14th Street Pre-Engineered Metal Building shall be removed and replaced with Roof Top Units. The new units will be located so they are not visible from the street.
- New signage will be installed on the North, West, and South Facades. Final Signage Design to be determined.
- We are exploring the cost and Structural feasibility of an additional new 16'-0" wide by 8'-8" high Aluminum Storefront window in the South Façade adjacent to the Main Entrance.

Proposed colors:

- Brick and Concrete Block Paint - Sherwin Williams SW 7051 Analytical Gray
- EIFS - Sherwin Williams SW 7053 Adaptive Shade
- New Metal Paneling - McElroy Metal Charcoal
- New and Existing Roof Edge - McElroy Metal Dark Bronze
- Storefront Windows and Entrance Door Frames - McElroy Metal Dark Bronze
- Entrance Canopy - McElroy Metal Charcoal
- Trim Metal at Entrance Canopy and EIFS - Pac-Clad Cardinal Red
- Overhead Doors - Paint to Match McElroy Metal Charcoal
- Hollow Metal Doors - Paint to Match McElroy Metal Charcoal

STAFF COMMENTS:

The Board may want to have the applicant address:

- The applicant states that one of the main goals of the project is to create more focus at the Main Entrance. However, when reviewing the west elevation, one of the most immediate things you see is the dark metal wall paneling on the center pre-engineered portion of the building. The Board may want to have the applicant explain why they are going with such a color scheme. Is there another color that would blend in with the building so one's eye focuses more on the new entrance?
- The applicant has submitted two (2) options for approval. The only difference is the potential to include additional aluminum store front windows to the east of the main entrance door on the south elevation. The Board may want to address these options.
- The applicant does not show any plans for the east elevation of the building. Is anything being done to the east elevation such as matching paint to that side of the building?
- There is quite a bit of mechanicals and piping on the center Pre-Engineered Metal portion of the building. Are all of these mechanicals being removed?
- Location of new rooftop and/or ground mechanicals.

- Dumpster enclosure design, color and materials.
- Timing of construction?

N. 14th Street is redeveloping nicely and the City would like to see the overall look and feel of the N. 14th Street corridor continue to improve. The Bitter Neumann project certainly has the ability to positively impact the look and feel of their facility as well as continuing the improvement along the N. 14th Street corridor.

ACTION REQUESTED:

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

ATTACHMENTS:

Architectural Review Board Application and required attachments.