

AESTHETIC DESIGN AND SITE PLAN REVIEW BOARD  
Monday, April 26, 2021

The Aesthetic Design and Site Plan Review Board meeting was called to order at 6:07 p.m. by Chairperson Dennis Statz in the Council Chambers, City Hall, 421 Michigan Street.

**Roll Call:** Members Kelsey Fox, Jon Burk, Dave Augustson, and Dennis Statz were present. Excused: Members Cheryl Frank, Rick Wiesner, and Mark Struck. Also present were City Administrator Josh VanLieshout, Community Development Director Marty Olejniczak, Planner/Zoning Administrator Christopher Sullivan-Robinson, and Community Development Secretary Cheryl Nault.

**Adoption of Agenda:** Moved by Mr. Augustson, seconded by Mr. Burk to adopt the following agenda:

1. Roll call.
2. Adoption of agenda.
3. Approval of minutes from March 22, 2021.
4. Consideration of: Signage for Virlee Gunworks, located at 1019 Egg Harbor Road.
5. Consideration of: Exterior remodel for Cherryland Properties, located at 154 S. 3<sup>rd</sup> Ave.
6. Consideration of: Signage for Culligan Water, located at 63 E Oak Street.
7. Adjourn.

All ayes. Carried.

**Approval of minutes from March 22, 2021:** Moved by Ms. Fox, seconded by Mr. Augustson to approve the minutes from March 22, 2021. All ayes. Carried.

**Consideration of: Signage for Virlee Gunworks, located at 1019 Egg Harbor Road:** Scott Bertrand, representative from Elevate 97 sign company, presented the proposed signage for Virlee Gunworks. The pylon sign, which is a sister sign from the Virlee Gunworks location in New Franken, will have an opaque background. The only thing illuminated are the letters and copy. The crosshairs on the top of the sign will have a halo glow effect with LED lighting behind it. The two-sided sign is 20 feet high. Only the copy will light up. A timer can be set for illumination. Grass will remain under the sign. It will be installed perpendicular to Egg Harbor Road and set back 20 feet from the right of way.

The 54 square-foot wall sign is non-illuminated. But, the crosshairs will also have the halo glow effect like the pylon sign. There will also be gooseneck LED lighting fixtures above the sign shining down. The fixtures will extend 12 inches away from the wall and project back onto the wall.

Ms. Fox stated that she liked the signage better than the original proposal with the tenant panels. She wanted them to make sure there is enough lighting for the wall sign, otherwise the business could get lost without identification with the building located so far away from the street.

Mr. Bertrand stated that the target date for opening is the beginning of July.

A short discussion was held. Moved by Mr. Augustson, seconded by Mr. Burk to grant a certificate of appropriateness as presented. All ayes. Carried.

**Consideration of: Exterior remodel for Cherryland Properties, located at 154 S. 3<sup>rd</sup> Ave.:** Jeff Jahnke, owner of the property at 154 S. 3<sup>rd</sup> Avenue, presented his plans for remodeling the property. He would like to change to mixed-use commercial. Plans are to add a patio to the rear of the property and add an ADA ramp by the back door of the building. There is a natural slope and a buried retaining wall. The front of the garage will be paved. It may become an Air B&B. There are two parking spaces for residential use and two for an Air B&B. There is currently an apartment on the upper floor of the building. The awning will be removed and an upper deck added.

Mr. Olejniczak added that Mr. Jahnke's current nonconforming use is a two-family dwelling. He wants to convert the lower level to commercial.

Mr. Jahnke stated that the building was built in 1873. He wants to keep the historical significance. There will be no vinyl siding, but a horizontal beveled siding, with black architectural shingles. The parapet wall will also be repaired.

Mr. Statz suggested to use a 42-inch historical looking railing.

Mr. Augustson expressed his opinion in disliking the balcony facing 3<sup>rd</sup> Avenue. There are no balconies for six blocks. He thought they would be ok for a personal home, but not for an Air B&B.

Mr. Statz stated that there used to be balconies on 3<sup>rd</sup> Avenue that had rotted and were removed.

Mr. Jahnke confirmed that the Air B&B would be located above the garage, not in the apartment. The whole building, including the railing posts will be painted white.

Mr. Sullivan-Robinson suggested adding more windows on the first floor to give it a more commercial look. He also suggested pushing the roof above the second floor balcony, but Mr. Jahnke would like to keep that uncovered.

Mr. Jahnke will come back to the committee for signage, as well as other exterior proposals.

Moved by Mr. Burk, seconded by Ms. Fox to grant a certificate of appropriateness as presented. Motion carried, with Mr. Augustson voting no.

**Consideration of: Signage for Culligan Water, located at 63 E Oak Street:** Mr. Sullivan-Robinson stated that Culligan is proposing to add two new signs for their business. A 32 square-foot wall sign, with channel letters will be added facing Neenah Avenue. The only thing seen at night will be the trim of the lettering and the words "Cliff & Dianne Tebon" in a silver color. The other 12 square-foot cabinet sign will be installed on the wall facing East Oak Street that will replace an existing sign. The black and silver signs will match the new black awnings.

A short discussion was held. Moved by Mr. Augustson, seconded by Ms. Fox to grant a certificate of appropriateness as presented. Carried.

**Adjourn:** Moved by Mr. Augustson, seconded by Mr. Burk to adjourn. All ayes. Carried. The meeting adjourned at 6:56 p.m.

Respectfully submitted,

Cheryl Nault  
Community Development Secretary