

AESTHETIC DESIGN AND SITE PLAN REVIEW BOARD  
Monday, February 13, 2023

The Aesthetic Design and Site Plan Review Board meeting was called to order at 6:00 p.m. by Chairperson Rick Wiesner in the Council Chambers, City Hall, 421 Michigan Street.

**Roll Call:** Members Rick Wiesner, Nancy Schopf, Pam Jorns, and Dave Augustson were present. Member Thad Birmingham was excused. Members Kelsey Fox and Mark Struck were absent. Staff present were City Administrator Josh Van Lieshout, Community Development Director Marty Olejniczak, Planner/Zoning Administrator Stephanie Servia and Community Development Administrative Assistant Cindy Sommer.

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

1. Roll call.
2. Adoption of agenda.
3. Approval of minutes from January 9, 2023.
4. Consideration of: Driveway connection to Highway 42-57 for Kwik Trip Store located on parcels at 957 STH 42-57 and 919 S. Duluth Avenue.
5. Consideration of: Building and site design of a Fleet Farm retail development located on the south side of State Highway 42/57 across from Grant Avenue, parcel #281-66-1300060.
6. Adjourn.

All ayes. Motion carried.

**Approval of minutes from January 9, 2023:** Moved by Ms. Jorns, seconded by Ms. Schopf to approve the minutes. All ayes. Motion carried.

**Consideration of: Driveway connection to Highway 42-57 for Kwik Trip Store located on parcels at 957 STH 42-57 and 919 S. Duluth Avenue.**

Mr. Olejniczak explained that the building design and site plan was approved at a previous meeting, with the exception of a proposed access driveway off of Highway 42-57 because the DOT had not determined at that time whether a median would be required west of the Duluth Avenue intersection. The DOT has now determined that, if Kwik Trip puts in an access driveway, a median will be required between Duluth Avenue and Ashland Avenue. The DOT also indicated that any new development would require the median, not just the Kwik Trip development.

Dana Anderson of Sturgeon Bay Metal Products, 1018 Green Bay Road, explained that her family has maintained the business at this location for 75 years on the north side of Highway 42-57. The proposed median would require any traffic, including semi-truck deliveries, to travel past their business and find a place to turn around before they could enter their business. She indicated there is no good place to turn a semi around along that stretch of highway. She feels the median would be dangerous and counter-productive to their business and questions whether Kwik Trip would consider eliminating the access driveway and use the site for signage directing traffic to the Duluth Avenue intersection. She is otherwise in full support of the Kwik Trip development and wants them to succeed at this location, but hopes for a better option than a median.

Jon Jarosh of Destination Door County, 1015 Green Bay Road, indicates their business will be impacted by the proposed median because west/south-bound traffic will not be able to turn into their business. He believes this would essentially cut their customer base in half. He appreciates the work the City has put into keeping the property owners informed and indicates he has reached out to Kwik Trip to acquire an easement that will allow Destination Sturgeon Bay to use their driveway for business purposes. He feels that Kwik Trip is open to this idea and they are actively working together.

Ms. Jorns motioned to deny the access driveway on Highway 42-57. Motion failed for lack of a second. Ms. Jorns questioned whether a median could eventually be extended all the way from Duluth Avenue to Grant

Avenue if the Fleet Farm development moves forward. Mr. Olejniczak indicated that is an unknown at this point and at the discretion of the DOT, but it is a possibility.

Mr. Augustson motioned to approve the driveway connection on Highway 42-57. Motion failed for lack of a second.

Vern Smith of Sturgeon Bay Metal Products questioned the data on accidents in front of their building and indicated nothing exists because it has always been a safe location. He feels their business is being negatively impacted for no apparent reason.

Eric Moe of 17 N. Hudson Avenue and an employee of Sturgeon Bay Metal Products indicated that a sign directing traffic to Duluth Avenue would be sufficient and is not in favor of the median. He doesn't believe Kwik Trip needs an additional access driveway on the highway and a median would create problems with delivery trucks entering their business. He also believes the median will create accidents when travelers attempt to "jump" the median when traveling from the east/north after missing the Duluth Avenue intersection.

Mr. Olejniczak indicated there is a private gravel road that runs behind Sturgeon Bay Metal Products that may be a potential option for semi deliveries to their business, but that would have to be looked into further. He also explained that the Board could put conditions on their approval of the access driveway, such as requiring that Kwik Trip grant easements to the Verlo Mattress and Destination Door County properties, or see if Kwik Trip would be open to helping the negatively affected businesses on the north side of the highway obtain better access to their businesses.

Eric Moe does not feel the gravel road would be a good option because it would require semis to make too many difficult turns. Mr. Augustson suggested that the business could enlarge their driveway to make semi access easier for turning around.

Carl Wennerstrand of 4408 Cherry Rd, Sturgeon Bay, feels that this issue is being rushed and more time should be taken to research and review the options and this should be set aside for future review.

Mr. Augustson motioned to approve the highway driveway connection with the condition that Kwik Trip grant easements to the Verlo Mattress and Destination Door County properties. Ms. Schopf seconded the motion. Mr. Augustson and Ms. Schopf voted aye, Ms. Jorns and Mr. Wiesner voted nay. Motion failed.

Mr. Wiesner motioned to deny the highway driveway access. Ms. Jorns seconded. Mr. Wiesner and Ms. Jorns voted aye, Mr. Augustson and Ms. Schopf voted nay. Motion failed.

Ms. Jorns motioned to send this matter to Council to decide. Motion seconded by Mr. Wiesner. All ayes, motion carried.

A break was taken at 6:42 to deal with technology issues. Meeting resumed at 6:49.

**Consideration of: Building and site design of a Fleet Farm retail development located on the south side of State Highway 42/57 across from Grant Avenue, parcel #281-66-1300060.**

Mr. Olejniczak explained that Fleet Farm is looking to develop the property at the far west side of the city on the south side of Highway 42-57 across from Grant Avenue and they need two zoning approvals before moving forward. The first is the building design and site plan Certificate of Appropriateness and the second is conditional use approval, which is scheduled for the Plan Commission meeting on Wednesday of this week. The agenda packet has a summary of the design guidelines to be used and any issues that staff found. One correction is that paragraph 2(a) should read that traffic signals MAY be installed rather than will be installed. The DOT has not made a determination on that at this time. A new signage packet was also presented to the members that addressed problems that were pointed out to Fleet Farm prior to the meeting, including that the proposed monument sign has been moved out of the right-of-way to the other side of the frontage road.

Jeff Peterson of CR Structures Group, Appleton, together with Kip Golden, Derrick Hoernke and Jeff Yersin representing Fleet Farm, explained they have been working hard with staff to meet all of the City's requirements. The proposal is for an approximately 91,000 square foot main building with a separate convenience store, gas station and car wash. Mr. Peterson showed a PowerPoint presentation touching on all aspects of their development. This is a standard layout that Fleet Farm uses, including the standard orange and black colors. They worked with the DOT to make the frontage road a public road. The 4800 square foot convenience store will be on the west part of the lot when you come in the driveway and have two car washes. Mr. Peterson stressed that Fleet Farm feels strongly about giving back to the communities with local sponsorships and donations. They have a store manager on site.

Mr. Peterson indicated this is the smallest of their store prototypes, the size of which is based on the population of the city they are developing in. Mr. Hoernke indicated the smaller store offers a slightly reduced offering of their products but the building has been designed to have a higher product density than their larger stores. They are looking to break ground this summer with about 15 months to build before opening, depending upon conditions and materials.

The city will maintain the street as an extension of Grant Avenue and it could be extended in the future if there is more development to the west. The DOT required that it must be a public street and the street design meets their criteria. There is a small portion of wetland that has been actively farmed that will be filled in at the location of the convenience store. A sidewalk may be required if the intersection is controlled and if the sidewalk on the north side of the highway reaches the highway with other future development on the north side.

Mr. Olejniczak further explained that the photometric design of the lighting plan was illegible and requests Fleet Farm provide a more clear copy. The fixtures all look good but they need to know the locations of the light poles in the parking lot and that there is no light spillover. There is also no indication in the plans showing where the greenhouse, pet wash and other outbuildings will be located. They have more parking spaces planned than are required so some of those spaces could be used for the seasonal greenhouse.

Ms. Schopf motioned to approve the building and site design as presented, with lighting plan to be reviewed by the Chair. Mr. Augustson seconded the motion. All ayes, motion carried.

**Adjourn:** Moved by Ms. Jorns, seconded by Mr. Augustson to adjourn. All ayes. Motion carried. The meeting adjourned at 7:08 p.m.

Respectfully submitted,

Cindy Sommer  
Community Development  
Administrative Assistant