

AGENDA
CITY OF STURGEON BAY
CITY PLAN COMMISSION
Wednesday, December 3, 2014
7:00 p.m.
Council Chambers, City Hall
421 Michigan Street

1. Roll call.
2. Adoption of agenda.
3. Approval of minutes from November 19, 2014.
4. Public comment on non-agenda items.
5. Consideration of: Planned Unit Development for Sawyer Hotel Development, LLC, located at the former Door County Co-op property, 92 E. Maple Street: *(Note: In accordance with Section 20.24(5)(c)1.b of the zoning code, a recommendation to Council regarding this item will not be made at this meeting, except by unanimous consent of the members present.)*
6. Adjourn.

NOTE: DEVIATION FROM THE AGENDA ORDER SHOWN MAY OCCUR.

Notice is hereby given that a majority of the Common Council may be present at this meeting to gather information about a subject over which they have decision-making responsibility. If a quorum of the Common Council does attend, this may constitute a meeting of the Common Council and is noticed as such, although the Common Council will not take any formal action at this meeting.

Plan Commission Members:

Dan Wiegand – Chair
Ed Ireland
Mike Gilson
Laurel Brooks
Jeff Norland
Steve Parent
Dennis Statz

2:00 p.m.
11/26/14
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CITY PLAN COMMISSION
Wednesday, November 19, 2014

A meeting of the City Plan Commission was called to order at 7:05 p.m. by Chairperson Dan Wiegand in Council Chambers, City Hall, 421 Michigan Street.

Roll call: Members Jeff Norland, Dennis Statz, Laurel Brooks, Ed Ireland, and Dan Wiegand were present. Excused: Members Mike Gilson and Steve Parent. Also present were City Attorney Randy Nesbitt, City Administrator Steve McNeil, City Engineer Tony Depies, Community Development Director Marty Olejniczak, and Community Development Secretary Cheryl Nault and several members of the public.

Adoption of agenda: Moved by Mr. Statz, seconded by Ms. Brooks to adopt the following agenda:

1. Roll call.
2. Adoption of agenda.
3. Approval of minutes from October 15, 2014.
4. Public comment on non-agenda items.
5. Zoning map amendment from General Commercial (C-1) to Single-Family Residential (R-2), for a vacant parcel which fronts on N. 10th Avenue, north of Georgia Street.
6. Planned Unit Development for Sawyer Hotel Development, LLC, located at the former Door County Co-op property, 92 E. Maple Street:
Presentation:
Public Hearing:
Consideration of:
7. Consideration of: Official street mapping in the area of 12th Avenue/Egg Harbor Rd.
8. Adjourn.

Carried.

Approval of minutes from October 15, 2014: Moved by Ms. Brooks, seconded by Mr. Ireland to approve the minutes from October 15, 2014. Carried.

Public comment on non-agenda items: Elliot Goettelman, 728 Georgia St., addressed the Commission and asked if there is a plan for existing empty storefronts that are not selling. He suggested putting this on a future agenda.

Charlotte Baierl, 210 N. Joliet Avenue, asked several questions regarding the Waterfront Redevelopment Authority.

Zoning map amendment from General Commercial (C-1) to Single-Family Residential (R-2), for a vacant parcel which fronts on N. 10th Avenue, north of Georgia Street: Kathy Kazenske, agent for Ryan Zahler, presented the request to rezone a vacant parcel from C-1 to R-2. Mr. Zahler had a job transfer and sold his home, but kept the two vacant parcels he also owns. By rezoning the C-1 parcel to R-2 he could combine the two parcels to make it saleable as one parcel.

Mr. Olejniczak stated that for a zoning map amendment the first step is an initial presentation. The next step is a public hearing at the next Plan Commission meeting, followed by a recommendation to Council.

No further action was needed.

Planned Unit Development for Sawyer Hotel Development, LLC, located at the former Door County Co-op property, 92 E. Maple Street:

Presentation: Mr. Olejniczak gave a presentation on the City's redevelopment efforts in the downtown waterfront area. He described the impetus for the current redevelopment effort and went through the various iterations of the West Waterfront Redevelopment plan.

The most current plan shows the proposed hotel, with public space including a potential splash pad/ice rink, promenade along the water's edge, an event stage, and art spaces.

Mr. Olejniczak explained that this property is within the tax increment district (TID #4) that was created to support the West Waterfront Redevelopment. The property taxes that are generated by new development go to pay off the public cost of utility relocations, public improvements, demolition, acquisition of property, etc.

He further explained that Planned Unit Development (PUD) is a special zoning that overlays on the current commercial zoning on the waterfront. It is unique to each project. It provides flexibility for certain development.

Bob Papke, Sawyer Hotel Development, LLC, 1241 N. 18th Avenue, presented the revised plans for the hotel. He plans to name the proposed contemporary boutique style hotel, the Lindgren. He mentioned that he has received several calls with suggestions and ideas.

Henry Isaksen, 4180 S. Country View Rd., stated he is the architect for the project. The proposed hotel is 19,000 square feet and five stories high. He compared the proposed hotel with the footprint of Bridgeport, with 35,000 – 37,000 sq. ft., and the footprint of Stone Harbor at 65,000 sq. ft. This would be twice the height of the Cellcom building located across the street. The first floor would have a 12' ceiling and all masonry. The other floors would have a wood frame.

Mr. Papke summarized that they were trying to make it the best as they can. It is a great plan for Sturgeon Bay and looking to make it better. It is here for long term. He added that he helped develop the child care on Lansing Avenue, Westwood Shores, and Pinecrest Village.

Public Hearing: Chairperson Wiegand opened the hearing at 7:41 p.m.

Hans Christian, 330 N. 3rd Ave., stated this parcel is the crown jewel of Sturgeon Bay. He wants waterfront open to the public.

Kelly Avenson, 728 Georgia St., opposes the rezoning to PUD. The City has capacity available in existing lodging.

Monica Sawyer, 615 N. Fulton Place, is against any development of the working waterfront.

Shawn Fairchild, 311 Pennsylvania St., said he had a problem with the process. The City should invest in keeping it green.

Virge Temme, 9098 Lilm Kiln Rd., stated the design is out of character and scale. Resort architecture is not more than 2-3 stories.

Jamie Stahl, 1112 Michigan St., thought this was like putting up a 5-story wall and cutting off the water.

Rebecca Schmelzer, 1141 Cty. Rd. C., strongly opposes the plan and wants it to go to a vote.

Robert Loss, 607 E. Walnut Dr., said we need tax dollars to pay for waterfront improvements. He urged everyone to support Bob Papke.

Steve Kastner, 330 N. Joliet, stated we do not need another large hotel and the site should be kept open. Tugs should stay part of the plan. This should go to referendum.

Christie Weber, 311 Pennsylvania St., opposes the development. She feels the plan is not well thought out.

Jessica Holland, 117 S. Lansing Ave., likes tugboats. Blocking the view of the waterfront is not going to bring tourists here.

Kaitlin Olson, 11238 Beach Road, Sister Bay, stated this development will only offer a handful of part-time or seasonal jobs. She opposes the project.

Megan Lundahl, 321 S. Fulton Ave., strongly opposes the zoning change. There should be a referendum.

Scott Moore, 947 Pennsylvania St., stated he is in strict opposition. There should be nothing more than the Maritime Museum. Tugboats are there because Bay Ship needs them and we need Bay Ship. Retain the dock front for commercial use.

Gabrielle Kowlowski(?), 330 Joliet, Apt. #3, said he is a Bay Ship worker. The hotel doesn't represent a small, quaint, quiet place.

Lane Kendig, 4089 Snake Island Rd. and 26 W. Pine St., is opposed to the project. It needs to be economically supported. There is no sense of community character. He strongly suggests that anything done should be phased.

Carrie Anderson, Co-owner of Fox Glove Inn, 232 S. 9th Ave., stated tourists want to spend money and this hotel does not give them reason to come back.

Jessica Adams, 808 Michigan St., opposes the project. We should support other businesses, not competition. She wondered if the fire department had any concerns with the 5-story building.

Capt. Mike Peters, 25 Lake Forest Rd., said tugboats service the Great Lakes and teach mariners. Where would the tugs go? Has cost been incorporated into relocating the tugs?

Dave Phillips, potential contractor for the project, said that he came up with the contemporary design. This will be a successful hotel. Management and employees make a hotel run and be successful. He discussed the proposed hotel design vs. the design of Bridgeport Resort.

Ty Halbach, 1851 Florida St., stated the waterfront should be a community space and opposes the zoning change.

Laurel Hauser, 854 S. 15th Ave., stated we are fortunate to live in Sturgeon Bay. Is there a way for citizens to be involved?

Bill Chaudoir, Executive Director of Door County Community Development Corporation, commended the City of Sturgeon Bay for purchasing the property. The objective is to make it a beautiful development. The development is needed to pay for the improvements within the TIF district that has been created.

Jeremy Popelka, 64 S. 2nd Ave., said he saw something unique in Sturgeon Bay. To have the hotel downtown is obscene. It should be put out on the highway.

Kelly Catherozie(?), 344 N. 3rd Ave., owner of Fox Glove Inn, wondered how the rooms will be filled. She strongly opposes the zoning change. The design is insulting.

Geri Ballard, owner of Black Walnut Bed & Breakfast, 454 N. 7th Ave., said Sturgeon Bay is not 100% occupied any day. This could put smaller lodging places out of business.

Jim Ebbeson, 1144 Tacoma Beach Rd., stated that everyone loves our community. This is a glorified motel. The tugboats have recently been painted, updated, and renovated. This property needs careful planning.

Chris Olson, 46 E. Redwood St., supports redevelopment, but wishes it could be made a greenspace. He doesn't support the height, design, or color scheme. He suggested murals or mosaic and full cut-off light fixtures. He would also like to see solar panels, grass on the roof, and no curbs.

Stephanie Trenchard, 64 S. 2nd Ave., said this is a lack of creativity and needs more focus. She asked whether a different funding scheme could be found to create public space.

Susan Gunthrie has a business and home on the West Side. More small businesses need to get involved in this space.

Jared Nellis, 117 S. Lansing Ave., said he is strongly opposed to any development on this property. He added that he would donate time, grass seed, and trees to turn it into green space.

Pat MacDonald, Holiday Music Motel, 30 N. 1st Ave., stated that they used their 18 rooms to generate something creative.

Greg Stillman, property owner in Sturgeon Bay, has seen success in Bridgeport and Westwood Shores. He has worked with Bob Papke with ideas and consulting. We are fortunate to have a local team. The concept provides a niche that isn't here now.

Mike Orlock, 947 Michigan St., is not opposed to redevelopment, but this needs to fit in with the character of the community. This needs to be put to a vote, a referendum.

Paul Anschutz, 221 N. 6th Ave., wondered why this is being done on the waterfront. What about water runoff on the property?

Jennifer Bacon, 458 N. 5th Pl., wants a "little" grocery store and other small stores like areas in New York and Connecticut. She is opposed to a large hotel.

Elliot Goettelman, 728 Georgia St., stated his great-grandfather built a hotel on the West Side, not on the water. This needs to be put to a referendum. It is our property.

Larry Smith, 7186 Rock Farm Rd., said he is a co-owner of a successful business in Sturgeon Bay. We don't need monstrosity. We need an economic plan.

Laurie Wire, 1010 S. Oxford Ave., supports a referendum.

James Janus, Duluth Ave. in Nasewaupee, is opposed. The architecture looks Soviet-style.

Markus Baierl, 210 N. Joliet, originally from Norway, thought the architecture was not good. He urged that the City should take its time to get it right.

Phil Rockwell, 368 N. 3rd Ave., said a lot more thought needs to go into this. He is not fond of developing the waterfront.

Steve Rice, 613 N. 5th Ave., stated that this is not the future that we want. He supports a referendum and opposes a zoning change.

Cinnamon Rossman, 706 Georgia St., stated the property should be used as a destination. The hotel misses the mark. Other uses would be better.

Ryan Shaw, 15 N. 3rd Ave., said Sturgeon Bay is the best part of Door County. The shoreline is valuable and shouldn't be cut off. He opposes the project.

Andrea Ehler (?), 3767 Town Park Rd., is opposed to rezoning and supports a referendum.

Kathleen Finnerty, 707 Georgia St., stated this is not part of the Comp Plan, preserving it is.

Terry Ullman, 12 N. 3rd Ave., didn't think there was anything nautical about the building. He was neither for or against.

Ann Herring, 15 N. 3rd Ave., didn't feel the hotel fit with the beautiful industrial feel of the waterfront. Other options need to be put forward.

Karen Allie, 613 N. 5th Ave., said she is not opposed to development, but this is way more than Door County needs.

Charlotte Baierl, 210 N. Joliet, suggested that the aldermen should be told what people want.

Diane Mangolin, 7186 Rock Farm Rd., supports a referendum.

Ms. Nault gave a summary of written correspondence received. Greg Ebel, 8 N. Madison Ave.; Dave Ripp, 1541 Egg Harbor Rd.; Phil Gordon, 20 E. Pine St.; Craig Ostrand, 60 N. 9th Ave.; Jeff Tebon, 63 E. Oak St.; John & Mary Teichler, 1030 Memorial Dr.; Michael Schwantes, Creative Business Services; and Lucy Klug, Baileys Harbor stated they are in favor of the proposal.

Mark & Liz Orlock, 947 Michigan St.; Tim & Barb Graul, 844 S. 15th Ave.; Elliot Goettelman, 728 Georgia St.; James Pankratz, 1505 Cove Rd.; and Jennifer DuPont, 234 Nautical Dr.; melaniejane, owner of Holiday Music Motel; Alison Roemer, Sturgeon Bay resident; Jessica Holland, 117 S. Lansing Ave.; Melissa Clark, address unknown, and Cynthia Roberts, patient rep at Aurora wrote in opposition. Beth Peterson, 122 S. 7th Ave. was only opposed to the design of the hotel.

The public hearing was declared closed at 9:35 p.m.

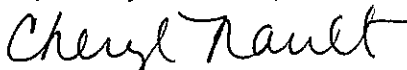
Consideration of: Moved by Mr. Wiegand, seconded by Mr. Statz to table until next meeting when all members are present. Carried.

Mr. Statz stated he was appreciative of everyone's input.

Consideration of: Official street mapping in the area of 12th Avenue/Egg Harbor Rd.: Moved by Mr. Wiegand, seconded by Ms. Brooks to postpone to a future meeting. Carried.

Adjourn: Moved by Mr. Ireland, seconded by Mr. Norland to adjourn. Carried. Meeting adjourned at 9:40 p.m.

Respectfully submitted,



Cheryl Nault
Community Development Secretary

Staff Report
to the
City of Sturgeon Bay Plan Commission
November 13, 2014

Preliminary/Final PUD – Hotel on West Waterfront

Background: Sawyer Hotel, LLC (Robert Papke) petitions for approval of a Planned Unit Development (PUD) for a hotel that is part of the West Waterfront Redevelopment Project. The proposed PUD covers approximately ¾-acre of the 4-acre redevelopment site located north of E. Maple Street and westerly of the Oregon Street Bridge. The hotel is planned to contain approximately 90 rooms and is 5 stories high.

The PUD designation allows the developer greater flexibility and potential deviations from normal underlying zoning standards, but requires a higher level of scrutiny including the design of the building. The Plan Commission has allowed the developer to follow the combined preliminary/final PUD review process. Thus, all zoning related aspects of the proposed development are reviewed, including the proposed use, intensity, layout, relationship to surrounding existing and planned uses, and building design. The PUD approval process involves a recommendation by the Plan Commission with a formal decision by the Council to follow. If the PUD zoning is approved, a formal PUD ordinance that governs the development project is adopted.

It is noted that in addition to zoning approval, the project requires approval from the Waterfront Redevelopment Authority. The WRA and the developer must agree on a land sale and conditions/requirements of the developer and City, including any potential financial incentives. So, the Plan Commission will consider the land use and design aspects of the project and the WRA will consider financial and infrastructure matters for the project.

Existing Conditions: The proposed site is comprised of a portion of the former U.S. Coast Guard storage yard and a portion of the former Door County Cooperative. The lots are currently vacant, except for the abandoned grain elevator. The subject property is blighted in character, generally covered by large expanses of asphalt, concrete and gravel. Surrounding land uses include a variety of commercial, public and institutional uses.

In terms of existing zoning classification, the subject parcel and all surrounding parcels are zoned Central Business District (C-2).

The site is flat and has no natural features. It is located within the floodplain of the bay.

Comprehensive Plan: The Future Land Use Map of the Sturgeon Bay Comprehensive Plan identifies this subject area for recreational and tourist commercial use. The proposed PUD fits that land use designation. The plan also contains recommendations pertaining to West Side Waterfront Redevelopment. These include developing a signature building at the Maple/Neenah/Oregon Bridge intersection, completing the waterfront pedestrian walkway, integrating parking, adding landscaping and providing pedestrian links through the site to connect the waterfront to rest of downtown.

The City also adopted the West Waterfront Area Redevelopment Plan, which has much more detail and specifics. The plan recommends new private development including lodging, four season market, and additional retail/restaurant use, along with public amenities including a

festival waterfront and improvements to the Coast Guard/Sawyer Park area.

The proposed hotel supports the recommendations of the Comprehensive Plan and the West Waterfront Area Redevelopment Plan.

Site Plan and Design Considerations: City staff has thoroughly reviewed the proposed development both for compliance with various municipal requirements and for general soundness. The following is a summary of some of the aspects of the development:

Use – The proposal is for a hotel with certain amenities. These include indoor pool, spa, exercise room and small retail area. The hotel will feature breakfast, but is not planned to have either a full restaurant or bar. It will have a couple of meeting rooms, but will not be a conference center. The hotel will feature a variety of room types and size and will include lockouts so that they can be used as individual rooms or suites. All of the individual uses within the building are permitted uses of the C-2 district and are consistent with the City's adopted plans.

Lot design – The proposed lot has not been created yet. The proposal is to create a lot that encompasses the building footprint and enough additional space for an outdoor patio, landscaping, and visitor drop-off area. This lot scenario is the same as was done for the Maritime Museum and the waterfront restaurant. The proposed lot is shown on the submitted lot plan. It is generally supported by the Waterfront Redevelopment Authority and staff, but some minor adjustments may be needed. A certified survey map (CSM) will be completed and recorded in order to create the official lot. The lot will meet the minimum area and width requirements of the C-2 district. However, it has not been determined whether it will have actual frontage on Maple Street or Oregon Street Bridge right-of-way.

Building envelopes – The proposed hotel footprint is about 19,200 square feet. The building is L-shaped and wraps around the planned parkland. The shape and orientation of the building is due to the fact that the filled area of the redevelopment site is still considered lake bed and cannot be privately developed. The developer is also trying to take advantage of views to the north and south along the bay.

Surrounding the hotel is a landscaping and patio area that would be part of the hotel lot. The distance is typically 10 feet from the building to the lot line. But, there is more space on the water side of the hotel adjacent to the public parkland and there is less space at the corner of the hotel closest to the street. The building is about 6 feet from the right-of-way line. In the C-2 district the minimum yards are 15 feet for street yard, 5 feet for side yard and 25 feet for rear yard. The code allows lesser setbacks (such as zero lot line) when approved by the Plan Commission and Waterfront Design Review Board. The PUD, if approved, will need to specify the minimum yards or be tied to an approved final site plan and CSM. The site is tight and is constricted by the official ordinary high water mark and proposed public access to the waterfront between the hotel and the adjacent proposed brewery/restaurant. However, given the public space surrounding most of the hotel, the tight setbacks will not be noticeable to the general public. The tall building will be close to the right-of-way at 6 feet, but that is only the corner of the building. The distance to the street increases along the walls in both directions.

The developer is asking for a five-story building with a height of approximately 55 feet. The total height will exceed the 45-foot maximum height for buildings in the C-2 district. Thus, the PUD will need to address the maximum height. There appears to be no major concerns over servicing the building with utilities or fire protection. The site is adjacent to the Maritime Museum that was recently approved for a 110-foot tall tower and the grain elevator, which is approximately 85 feet

tall. The hotel will certainly be more massive than those structures, but the extra floor will allow for more rooms with views over the two bridges and will allow for a smaller building footprint.

Building Design – The hotel is five stories with a flat roof. The center portion of the street facade steps back from 1st floor to 2nd floor and again from 2nd floor to 3rd floor. The roof portion of those areas is sloped with a metal finish. The first floor has a cut stone veneer while the other floors use a composite siding to mimic clapboard siding. There is a cornice at the top and white horizontal banding to add visual interest. Balconies are provided at the corners on the water side of the building. The building design is part of the review for the Plan Commission. In addition, the Waterfront Design Review Board must review and approve the design. The building will be a marquee building at a very prominent site. Therefore, it is important that the design is high quality and reflects a proper image. Several suggestions for improving the look of the building have already been presented to the developer and it is anticipated that revised elevations will be submitted during or prior to the Plan Commission meeting.

Landscaping - A plan for landscaping surrounding the building was submitted by Meissner Landscape. The plan does a good job of enhancing the foundation and screening the service area/mechanical area. Depending upon the final design for the adjoining public space, the plan for the hotel could be altered, if necessary.

Parking – The parking for the hotel is a surface parking lot adjoining the hotel on the west. This lot would be an expansion of the existing parking lot by the Maritime Museum and would provide parking for the hotel, the proposed brewery/restaurant, the public waterfront, and potentially other uses. The intent is for this parking area to be jointly used so that it can efficiently serve all of the uses. Therefore, the plan is for the City to own and maintain this parking area like it does for the other parking areas in the waterfront redevelopment district. There is planned to be access to the parking area from both Maple Street and Madison Avenue. The C-2 district requires a hotel to have 1 space per room plus one space for every three employees on the maximum shift. The total amount of parking will easily meet that requirement, but will be shared with other uses.

Utilities – The site is currently served with all municipal utilities. The existing sanitary sewer that crosses the site is old and will be replaced as part of the redevelopment with the assistance of a grant that the City received.

There is an existing electric transmission line that runs along the north side of the bridge within an easement. The hotel is just outside of the main part of the easement, but the footprint is within a “spur” of the easement that contains the guy wires that help support the pole holding the transmission wires. The City is investigating with American Transmission Company options for relocating the either the guy wires or the pole.

Open Space – The site plan identifies the improved public waterfront promenade and new City parkland that is referred to as the Festival Waterfront. The site plan is consistent with the plans developed by the City’s consultant – Vandewalle & Associates. The City intends to develop the public amenities as the private development progresses, using a combination of grants and tax increment funds. Without the anticipated taxes generated from the private development such as the hotel, it is unlikely that the public improvements can be fully funded.

Walkways – In addition to the existing sidewalks along Maple Street and the bridge corridor, a pedestrian walkway is planned to be established alongside the hotel leading down the waterfront. This sidewalk is part of the City’s design for the public space and will be installed by the City. The pedestrian accommodations are very good throughout the redevelopment area.

PUD Review Criteria: In general, the zoning ordinance directs the Plan Commission to consider whether the proposed development is consistent with the spirit and intent of the zoning code, has been prepared with competent professional guidance, and produces benefits to the City compared with conventional developments. In addition, there are nine specific review criteria to consider for PUD's. The following is a discussion regarding these criteria.

1. Compatibility with Comprehensive Plan and Other Pertinent Plans – As discussed earlier, the proposed development conforms to the Comprehensive Plan and the West Waterfront Area Redevelopment Plan.

2. Internally and Externally Compatible Land Uses – The proposed mix of amenities and uses within the hotel are good. The hotel should complement the adjoining museum and restaurant.

3. Creative Approach in Land Development – The hotel integrates well with the planned restaurant. Efficiencies are gained with the planned joint parking and the site will have access to both Madison Ave. and Maple St. The overall project will allow for upgraded utilities. The redevelopment project maintains the waterfront for public use and the large area that is former bay bottom will provide open space. The project allows for redevelopment of a brownfield site and all environmental regulations will be met, including compliance with the floodplain zoning code.

4. Conserves Environmentally Sensitive Areas – The entire site has been previously developed. The area is almost entirely paved and there are no environmentally sensitive areas. There is floodplain within the site, but proposed elevation of the hotel complies with the requirements.

5. Addresses Open Space and Recreation Needs – The proposed hotel will assist the City in providing open space and recreational opportunities. The public waterfront space will provide a larger gathering/recreation space than the Stone Harbor area. There will be pedestrian linkages to Sawyer Park, to the bridge sidewalk, to the Maritime Museum and to Maple Street/Madison Avenue. The Festival Waterfront being created will be a tremendous asset for residents of the City and visitors to the hotel.

6. Would Not Adversely Affect Municipal Services (utilities, police/fire, snow removal, etc.) – The City can serve the site with utilities. As an infill site it will not require extensions of mains or streets. As stated above the conflict with the electric transmission line needs to be resolved. The City received a grant to assist with relocation of utilities.

7. Safe and Adequate Transportation Facilities – The combination of existing streets and sidewalks, and the planned pedestrian walkways satisfies this criterion.

8. Economic Practicality – As stated earlier, the Waterfront Redevelopment Authority will need to approve the development and create a development agreement. That will involve investigation of the developer's ability to financially complete the project and confirmation that the City's portion of the overall project costs for site improvements will be covered through future tax increment generated by the hotel. The financial feasibility will also be considered by the developer's lender.

The hotel has been a part of the West Waterfront Redevelopment Plan for some time. The City's consultant believes there is a market for the hotel and, while there will certainly be overlap, the developer intends to target a different clientele than other hotels in the City. The project will

provide jobs and bring additional visitors to the City, which will help the economic vitality of the entire redevelopment project. Notably, the tax increment generated by the hotel project will allow the City to proceed with the substantial investment in the public Festival Waterfront improvements.

9. Benefits to City Justify the Intended Variations – Because the C-2 district already allows considerable flexibility for new infill development, the proposed PUD does not require much in the way of variations from the underlying zoning. The main variation is the height needed to allow the extra story, about 10 feet depending upon the final design of the parapet. The location at the heart of the west side downtown and need to keep the building footprint as small as practical are justifications for the extra height allowance, provided the building design is deemed appropriate.

The development also needs a sign location that is off its actual lot, since the lot will essentially be just the building footprint with little or no street frontage. Since the redevelopment site is being planning as a whole, the City's plan to have joint signage at the entrances to the parking area from Madison Avenue and Maple Street is supported. Again, the final design of signs is important, however.

Public Comments: A public hearing is required. This report is written without the benefit of that input and some of the conclusions and recommendations could be adjusted based upon the ideas and concerns of the public.

Fiscal Impact: The proposed hotel is estimated to have a value of approximately \$11 million. It is part of tax increment district #4 so property taxes generated will be directed toward paying the costs of the public costs for the overall redevelopment project. Upon the close of the TID, the taxes will be directed to the various taxing entities.

Recommendation: Staff is supportive of the proposed PUD. The deviations from underlying zoning requirements are justified based upon the uniqueness of the project and the conformance of the hotel layout/design to the adopted West Waterfront Redevelopment Plan. The support is qualified by the following:

- Changes to the building design after review by the WDRB and Plan Commission.
- Minor adjustments to the lot layout and building positioning. Since the overall project is still progressing, the site plan may need to be tweaked to account for utilities, final grades and similar aspects.

Therefore, while the PUD zoning district can be established, there is still a need for final review of the layout and building design prior to construction.

The recommendation is to approve the PUD, subject to following:

1. Final lot dimensions and positioning of the building to be reviewed and approved by the Plan Commission prior to building permit issuance.
2. Appropriate changes to the building design as determined by the Waterfront Design Review Board and Plan Commission.
3. The following zoning parameters shall be incorporated into the PUD zoning ordinance.
 - a. Building height not to exceed 5 stories and no more than 60 feet in total height.
 - b. Minimum yards and building setbacks shall conform to the final site plan, as approved under condition #1.
 - c. The minimum parking spaces shall be available within 400 feet. Such spaces may

be joint parking spaces used for other components of the West Waterfront Redevelopment Project.

- d. Identification signs may be permitted within the overall redevelopment site bounded by Madison Ave., Maple Street and Oregon Street Bridge, subject to conformance with the C-2 dimensional requirements and design approval from the Waterfront Design Review Board.

Drafted By: Marty Olejniczak
Marty Olejniczak
Community Development Director

11-14-2014
Date

Reviewed By: Anthony Depies
Anthony Depies
City Engineer

11-14-2014
Date

Reviewed By: Stephen McNeil
Stephen McNeil
City Administrator

11-14-2014
Date

Olejniczak, Marty

From: Bob Papke <bpapke13@gmail.com> on behalf of Bob Papke <bpapke@charter.net>
Sent: Tuesday, November 25, 2014 2:24 PM
To: SBDistrict2
Cc: Bill Chaudoir; Olejniczak, Marty; McNeil, Stephen
Subject: Plan Commission

Sturgeon Bay Plan Commission

Dear Chairman Wiegand:

I want to express appreciation to the Plan Commission for your work and consideration of the improvement to the west side of Sturgeon Bay. This City Plan has taken a great deal of time and effort on behalf of our community. I am happy to be able to work on the proposed hotel as part of this city improvement.

As a result of positive input from the public and city, we have updated the hotel renderings. New renderings have been submitted to city staff. We have listened and made every effort to modify this proposed hotel, keeping in mind to make the best use of the available space allowed.

Finally, I want to address the long-term aspect of this or any improvement project: Building a project to specifications or a building is one thing. Many developers can do that, whether they are from here or some far away city. How that business will be run and how it will affect Sturgeon Bay is also important. I am from Sturgeon Bay. I have started up 3 previous businesses that are contributing to our community and running to this day: Westwood Shores Resort (1996), Pine Crest Village Assisted Living (2000) and the Child Care Center at 876 S. Lansing Avenue (1998).

Thank you for your continued assistance in this process. If you approve this project, the Lindgren Hotel team is in place to make this happen in a professional and timely manner.

Sincerely,

Bob Papke

Bob,

I ran some numbers, based on actual stud heights of 8'-1 1/8" and 3/4" subfloor, and the height to the top of the roof structure is 54'-6 3/4", assuming a floor construction at the second floor of 24" and 24" deep trusses for the roof. The primary parapet would be 1' above the roof structure @ 55'-6 3/4". If the staggered parapets are each 3' above the adjacent parapet, the tallest parapet (those over the entry at the front and over the three interior units at the back) would be at 61'-6 3/4".

What has yet to be determined is the construction over the north stairwell for the roof access. This could be approximately 9'-0". If it is, the top of that structure would be at 63'-6 3/4".

We originally estimated that the building would be between 55 and 60 feet tall. With the addition of the extra parapet construction and the enclosure of the stairwell for roof access, that maximum number should now be 65'. The primary parapet around the top of the building would be at 55'-6 3/4".

The current proposed exterior materials include:

1. First floor common spaces - hard surface (stained concrete, cast stone, or tile)
2. Exterior of rooms - composite horizontal siding (LP Smart Side or similar), composite trim (Azek or similar). The City's consultant has suggested a possible change of material at the top floor, so EIFS and a stucco finish will be considered.
3. Parapets - EIFS with a stucco finish

Since the last proposal, we have 'tweaked' the following:

1. Added more variation in the parapet heights
2. Combined the grey color palette with red accents
3. Changed the glass railings to cable
4. Added faux balconies on the northernmost end units
5. Changed the car cover to a flat roof, creating an exterior patio outside the second floor meeting room
6. Added additional 'bumpouts' and glass on the angled walls above the entry
7. Added a rooftop observation area adjacent to the north stairwell.

You may want to run this by Marty to see if this is what he wanted.

Henry M. Isaksen
Architect/Planner

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Comparison of Existing Building Footprints to Proposed Hotel

The proposed hotel has a building footprint of approximately 19,420 square feet. To provide perspective, the following is a list of approximate footprints of existing buildings. The numbers are taken from the building layer in the Door County GIS and are shown in square feet.

Door County Maritime Museum	11,960
Former DC Cooperative*	18,110
Restaurant (DJ's/Applebees/Sonny's)	9,530
Bridgeport Resort	47,430
St. Peter's Church/School/gym	30,220
Stone Harbor Resort	69,940
Centerpointe (canopy building)	29,890
Door County Library	16,390
Door County Government Center	30,540
Sturgeon Bay City Hall	27,920
PJ's building at foot of Jefferson St	19,840
Bay Marine	42,520
West Side School	5,720
Sturgeon Bay Yacht Club	10,180
Quarterdeck Condo – 1 st building	10,870
Leathem Smith Lodge	44,210
Comfort Inn	13,420
AmericInn	15,510

**the figure for the Coop is the main building including attached lean to and grain elevator. This has been demolished except for the grain elevator portion. The elevator itself has a footprint of about 2,430 square feet.*

Comparison of Existing Building Heights to Proposed Hotel

The proposed hotel has a building height of 55.5 feet along the main parapet. The height of the tallest parapet (over main entrance) is 61.5 feet. To provide perspective, the following is a list of the approximate heights of other taller buildings. The numbers were gathered by measuring from the County's Pictometry oblique photos.

Door County Maritime Museum - 39 feet	Door County Gov't Center – 41 feet
Grain elevator – 78 feet (58 feet for main portion)	PJ building at foot of Jefferson St – 60 feet
Bridgeport Resort – 41 feet	St. Joseph Church (not incl. steeples) – 57 feet
Stone Harbor Resort – 45 feet	Bay Ship – 311 building – 83 feet
Bay Marine – 40 feet	Fairfield Building – 42 feet
West Side School – 38 feet	Centerpointe canopy building – 42 feet
St. Peters Church – 61 feet	







FESTIVAL WATERFRONT

Sturgeon Bay • Wisconsin

POTENTIAL BREWPUB RESTAURANT AND HOTEL LOCATION

DRAFT

Sturgeon Bay

Pier

Festival Dock

Door County Maritime Museum

Event Stage

Brewpub Restaurant

Shared Service Area

Hotel

Public Space

Art Feature

Public Building

Public Pad

Lawn

Lawn

Public Pad

Lawn

To Old Town Parking (14 Spots)

Market Street

Workforce Residential

Mixed-Use Workforce Residential Adaptive Reuse Commercial

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VANDEWALLE & ASSOCIATES INC.

