

AGENDA
CITY OF STURGEON BAY
CITY PLAN COMMISSION
Monday, January 12, 2015
3:00 p.m.
Council Chambers, City Hall
421 Michigan Street

1. Roll call.
2. Adoption of agenda.
3. Consideration of: Presentation by Konner Kearney pertaining to Egg Harbor Road corridor planning/design – Senior Capstone Project for UW-Madison.
4. 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

9:00 a.m.
1/7/15
CN

EGG HARBOR ROAD

A SENIOR CAPSTONE PROPOSAL
DECEMBER 1ST, 2014
STURGEON BAY, WI



INTRODUCTION

THE COUNTY SEAT

ELLISON BAY
165

SISTER BAY
927

EPHRAIM
288

FISH CREEK
1,127

EGG HARBOR
201

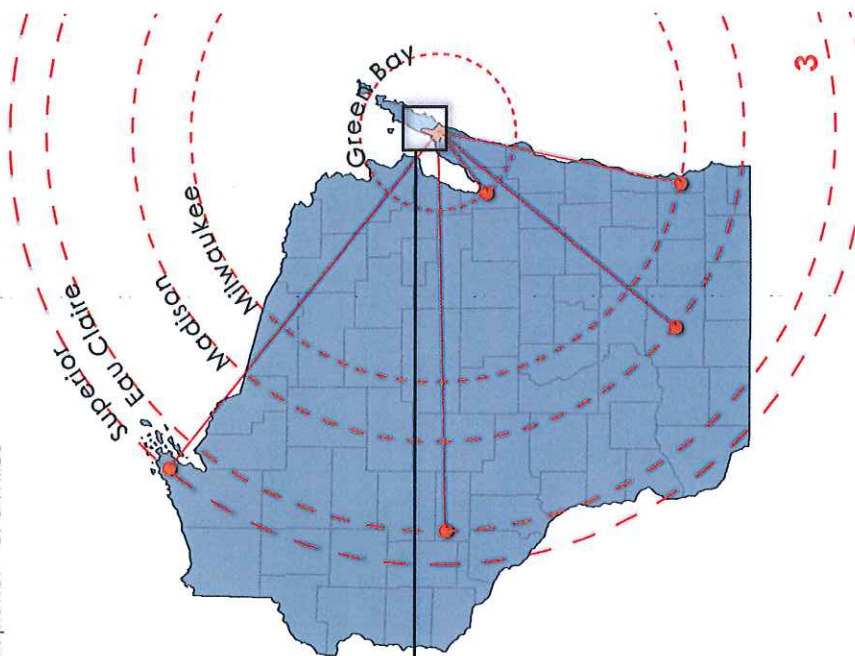
BAILEYS HARBOR
1,103

JACKSONPORT
738

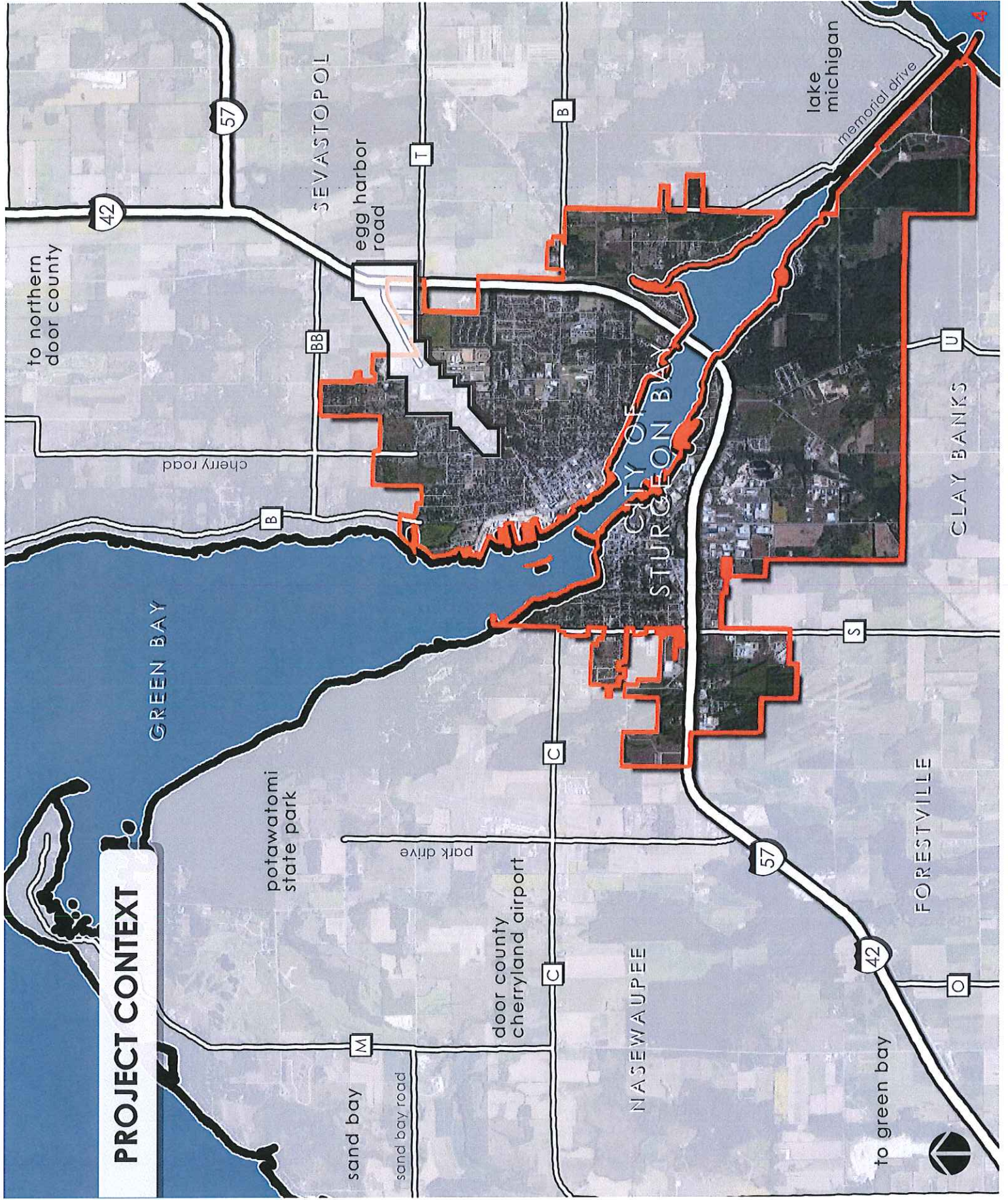
STURGEON BAY
9,144

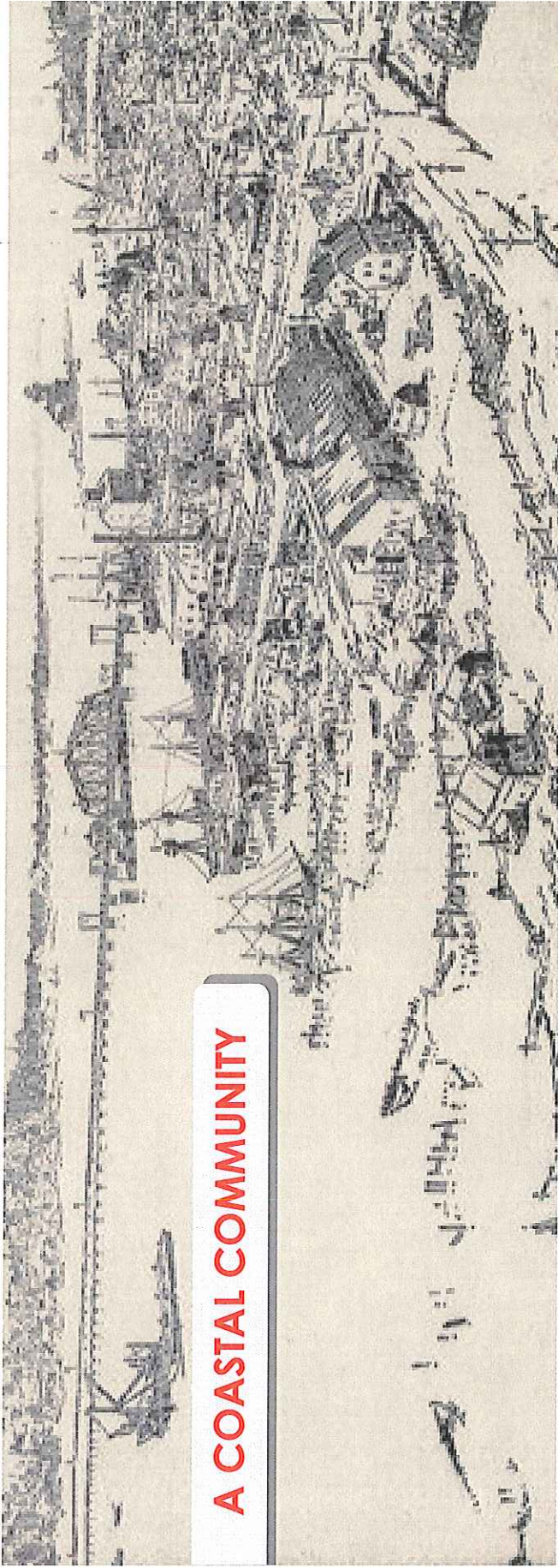
PROXIMITY TO WISCONSIN HUBS

- Green Bay - 44 miles
- Milwaukee - 154 miles
- Madison - 183 miles
- Eau Claire - 236 miles
- Superior - 370 miles



PROJECT CONTEXT





A COASTAL COMMUNITY

1941: DOWNTOWN PERSPECTIVE

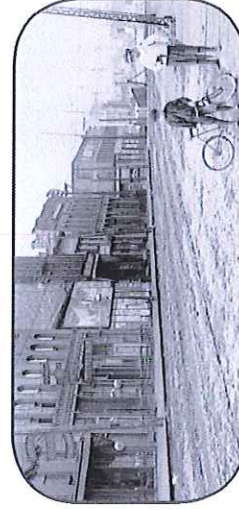
The Sturgeon Bay area was originally established as a trading post in 1634, making it the 13th oldest permanent settlement in America.

The shipping canal and city itself was intended to provide a shorter and safer route for sailing vessels, but to also to become a vibrant and profitable city.



1913: STURGEON BAY
SHIPPING CANAL

The shipping canal was the basis upon which Sturgeon Bay was founded. The city was built around the shipping and maritime industry.



1900: MAIN STREET

Notice the character in the streetscape:

cobble roads and boardwalk sidewalks.

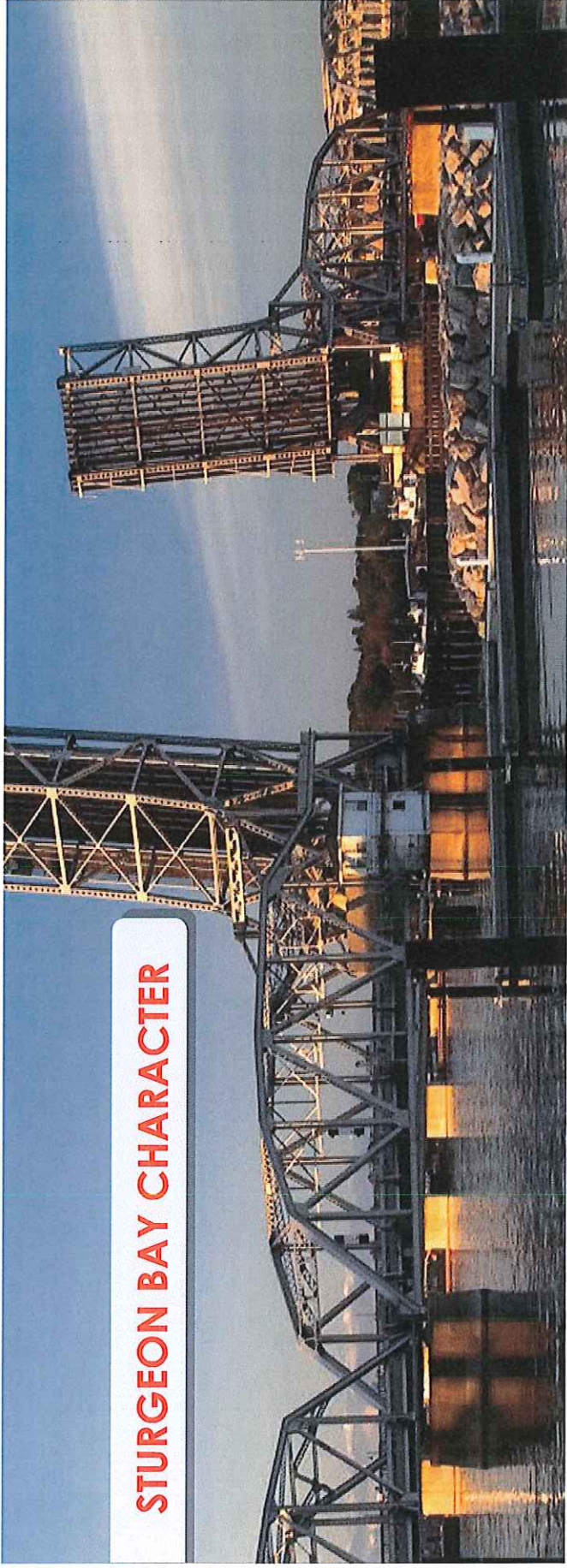
These historical elements will be incorporated in the proposal.



1909: THE FIRST WARD

The first ward in the early 1900's possessed a great deal of mixed use space. In this image several small town shops and boutiques are situated below residential areas.

STURGEON BAY CHARACTER



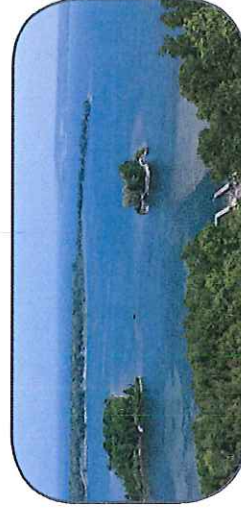
STURGEON BAY BRIDGE - MICHIGAN STREET BRIDGE

The Michigan Street Bridge is arguably the **most historic landmark in the city**. It was constructed in **1929** and is officially dedicated as a Door County **Veteran's Memorial**. Plaques at either end of the bridge read "To honor those who gave themselves, to their country, in times of need." The bridge was closed in **2008** to allow for restoration work and was re-opened in the spring of **2011**.



DOWNTOWN

Downtown is a quaint and walkable community with a focus on **art and history**. Destinations range from the many shops to the **maritime museum**.



POTAWATOMI STATE PARK

This view of Sawyer Harbor emulates the natural beauty Door County offers. The park offers **hiking & biking trails, camping, boating, observation towers, and nature programs**.



SHERWOOD POINT LIGHTHOUSE

One of the **most historic lighthouses in Door County** belongs to Sherwood Point. Built in **1883 for \$12,000**, the lighthouse boasts a 35 foot tower and lantern that can be **seen for 15 miles** while flashing.

THE PROJECT

RESEARCH TOPIC

SMART GROWTH

TYPE OF PROJECT

CORRIDOR REVITALIZATION

PROFESSIONAL FOCUS

URBAN DESIGN

SYNTHESIS

OVERALL PROJECT GOAL - produce a comprehensive design that revitalizes the Egg Harbor Road corridor and offers a seamless transition to downtown Sturgeon Bay guided by the principles of smart growth, corridor revitalization, and urban design.

EGG HARBOR ROAD REDEVELOPMENT



THE STAKEHOLDERS

GOVERNMENTAL

CITY OF STURGEON BAY

Marty Olenjiczak – Community Development Director
Steve McNeil – City Administrator
Brian Spetz – Sturgeon Bay Engineering Department

ORGANIZATIONAL

STURGEON BAY PLANNING COMMISSION

Dan Wiegand – Chair
Ed Ireland
Mike Gilson
Laurel Brooks
Jeff Norland
Steve Parent (Baudhuin Inc.)
Dennis Statz

COMMUNITY

RESIDENTS

Population of Sturgeon Bay
Future residents of new corridor developments

STRATEGIC COORDINATION

CATALYTIC ACTION

SMART GROWTH

03

• SOCIAL

public health
cost effective living
promotes community

health & community

02

• ECONOMIC

living value increase
tax revenue increase
tourism attractions

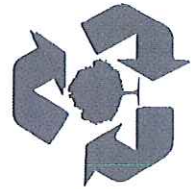
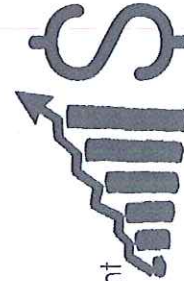
revenue & reinvestment

01

• ENVIRONMENT

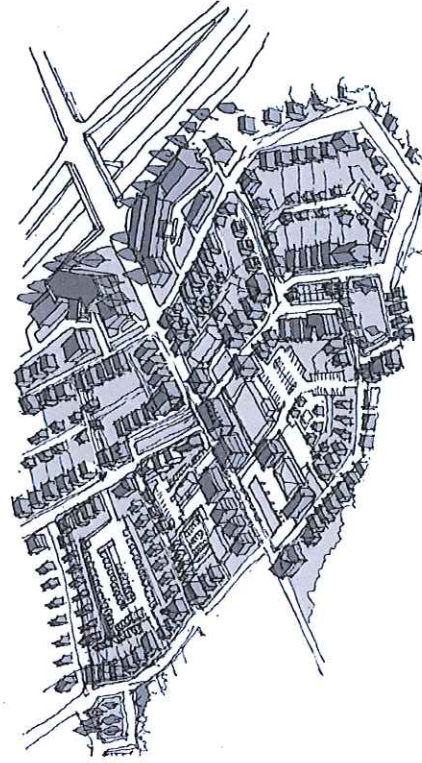
green house gas emissions
less energy consumption
preservation of natural systems

sustain & preserve



Smart Growth Principles

- Creates and **Preserves** open space, natural beauty, and environmental areas
- Provides a variety of **transportation** choices
- Offers **cost effective** living
- Encourages **community** and stakeholder collaboration in development decisions
- Incorporates **mixed land uses**
- Has **high to medium** building densities
- Has **wide range** of housing opportunities
- Creation of **walkable** neighborhoods
- Creation of distinctive communities with a **strong sense of place**



design - robert orr & associates, Tolland, CT

CLIENT & OVERALL GOALS

PROJECT VISION Create a corridor that instills a sense of place, celebrates the history of Sturgeon Bay, and provides new opportunities for housing, retail, office, and public spaces while keeping sustainability at the forefront of design.

1

SITE

Create an evident **sense of place** in an otherwise faceless corridor

2

SITE

Develop **mixed-use areas** with opportunities for residential, commercial, and office space

3

SITE

Create a **pedestrian realm** and people-centered focus for the streetscape

4

COMMUNITY

Alleviate traffic flow along the corridor by creating **additional access points** to Egg Harbor Road

5

COMMUNITY

Create a **brand** for the corridor

6

COMMUNITY

Create a walkable corridor with **connecting interest points** (ex. public parks, residential areas)

7

REGIONAL

Manage and harvest stormwater to **improve water quality** before reaching the great lakes



ANALYSIS

PROJECT CONTEXT

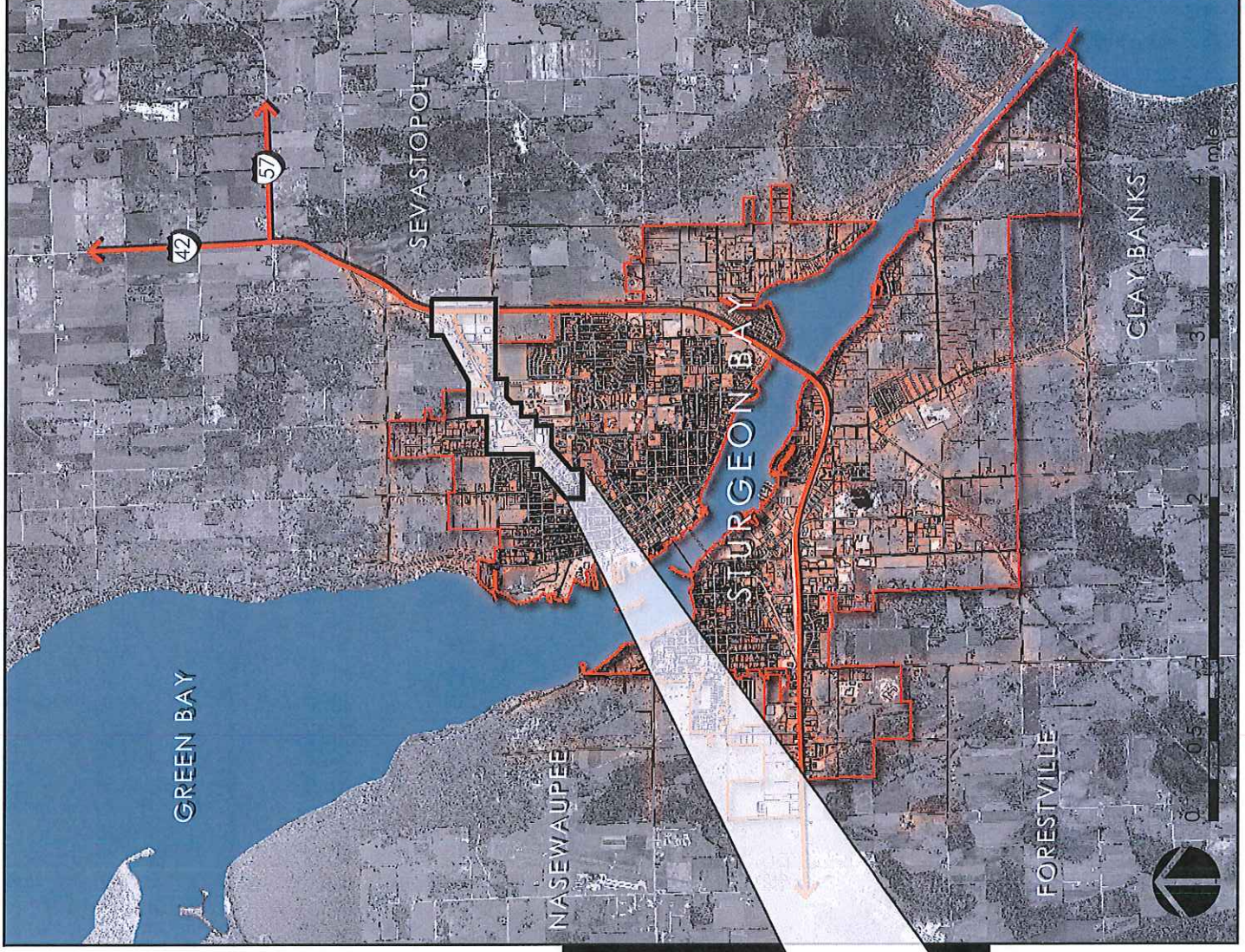
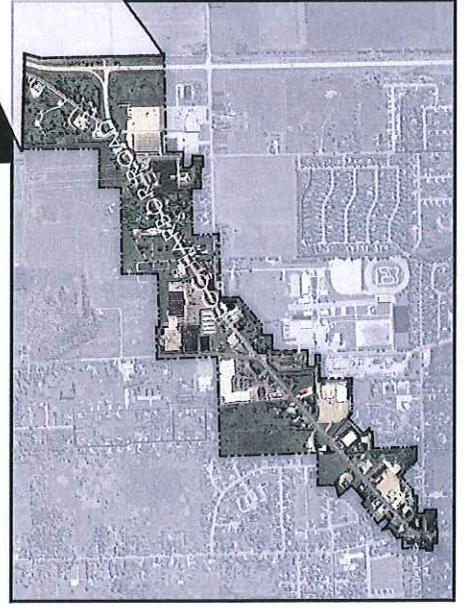
CONNECTION OF NETWORKS

Door County's major cities, villages, and towns are all connected by the main **highways systems of 42 and 57**. These highways converge at the Egg Harbor Road corridor.

GATEWAY TO DOOR COUNTY

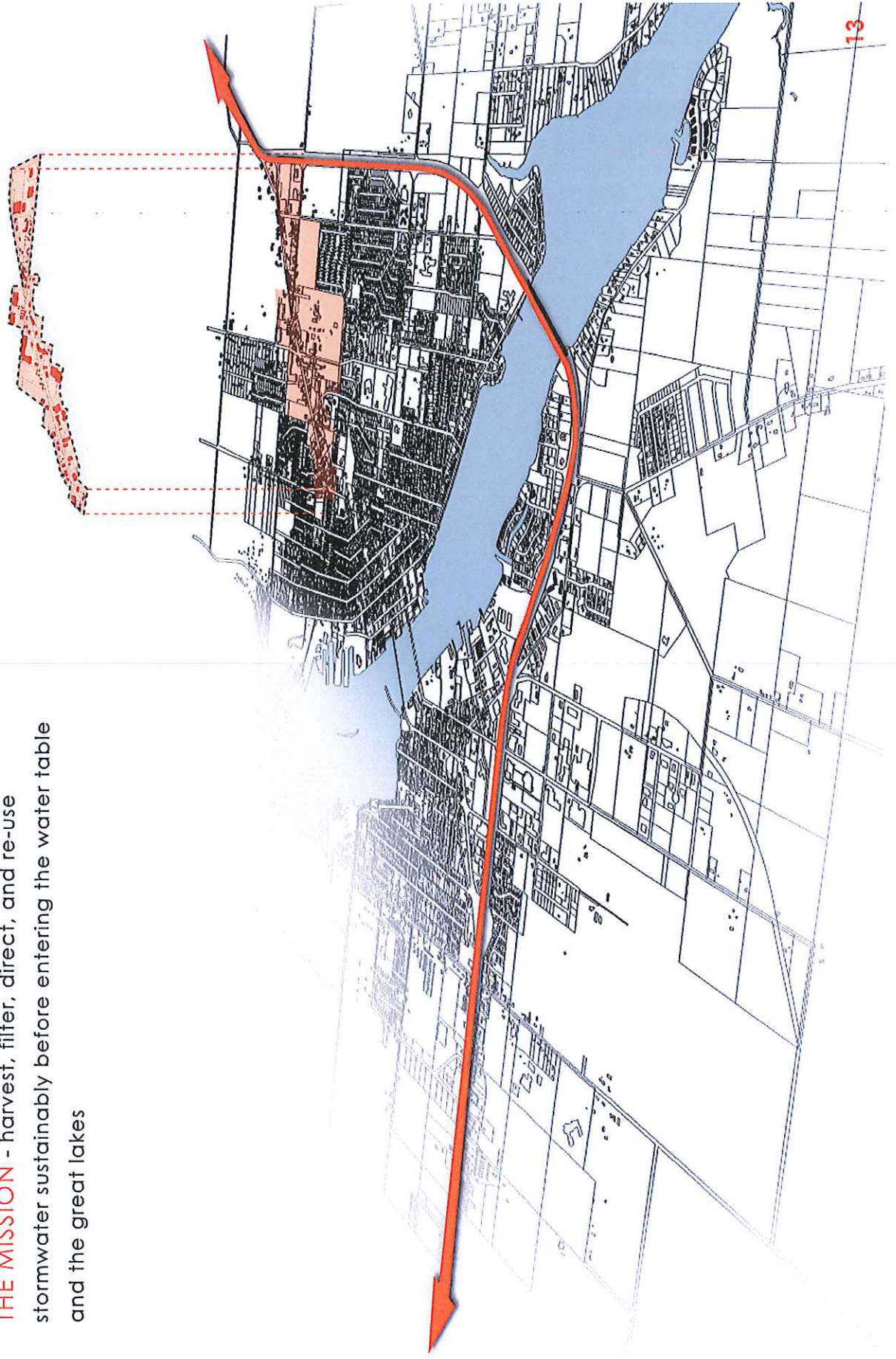
The two major highways (42 & 57) merge in Sturgeon Bay, the largest municipality in the county, making it the central hub of the Door County. **The Egg Harbor Road corridor carries traffic from both highways into the city.**

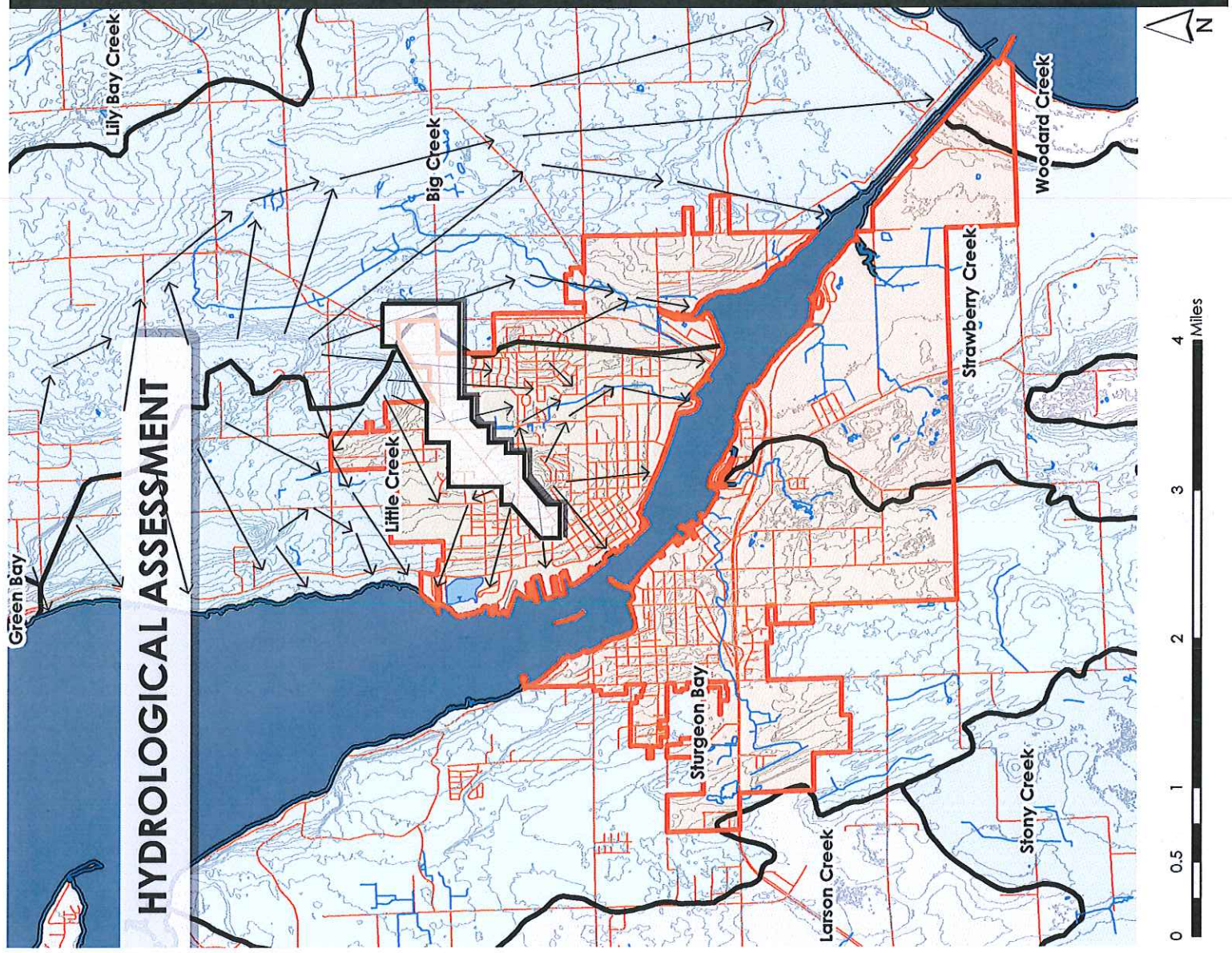
EGG HARBOR ROAD CORRIDOR



THE REGION

THE MISSION - harvest, filter, direct, and re-use stormwater sustainably before entering the water table and the great lakes





HARVESTING STAGE - BIOSWALES



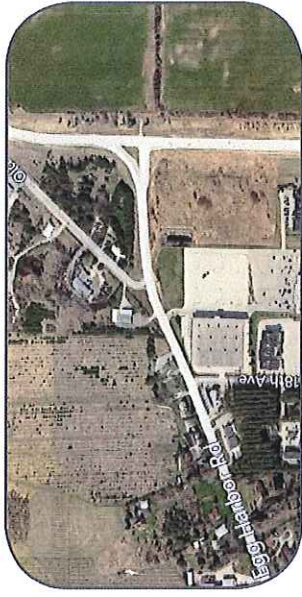
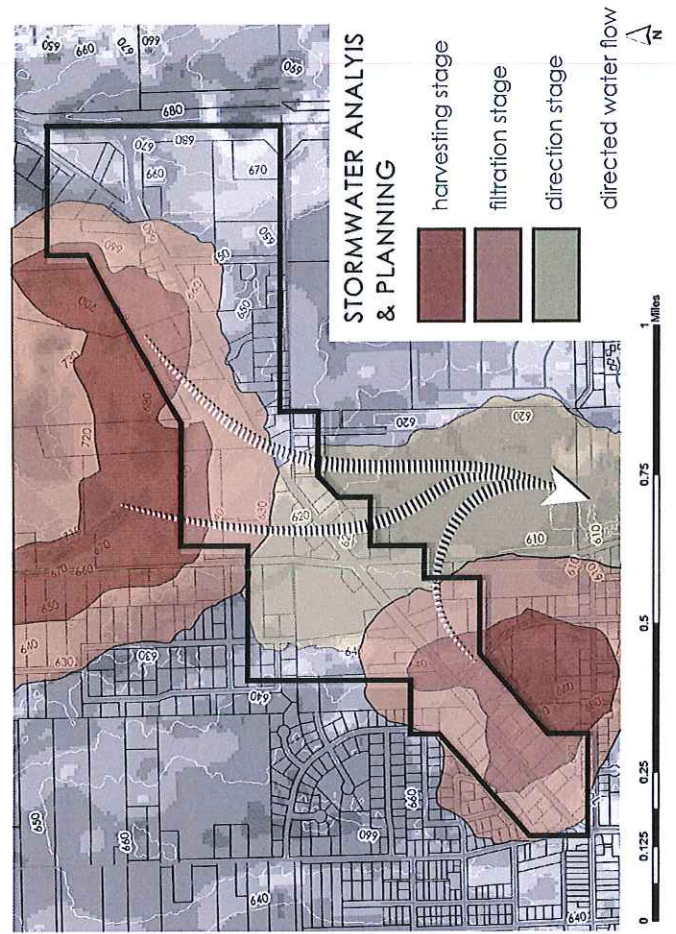
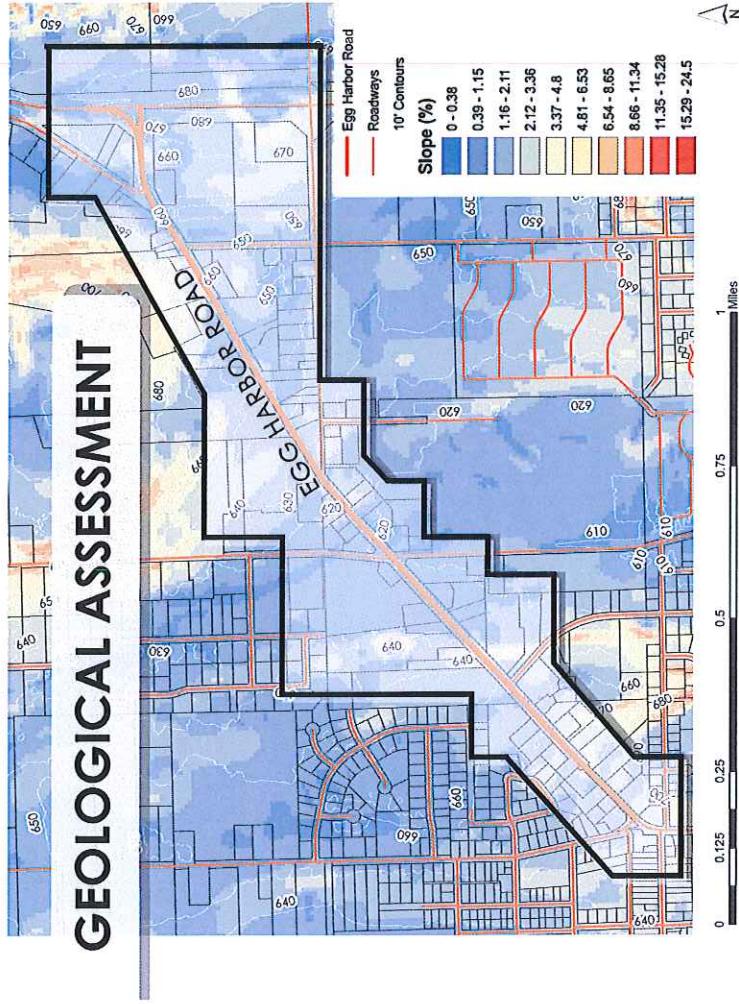
FILTER STAGE - PHYTOREMEDIATION



DIRECTING STAGE - CHANNELS



REUSE STAGE - STORMWATER PARKS



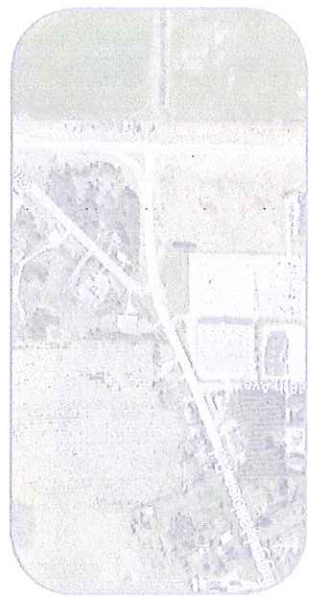
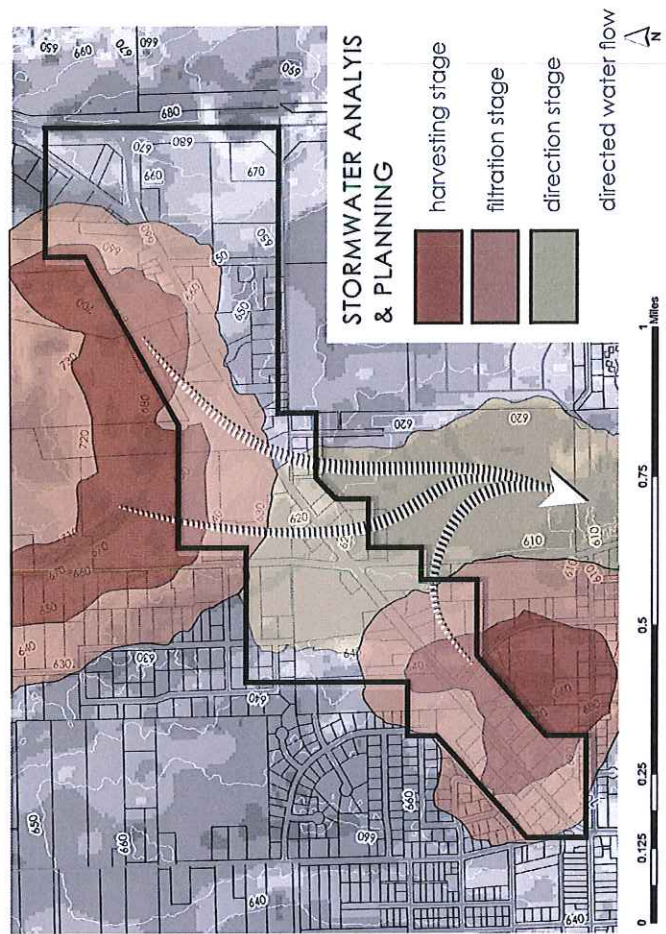
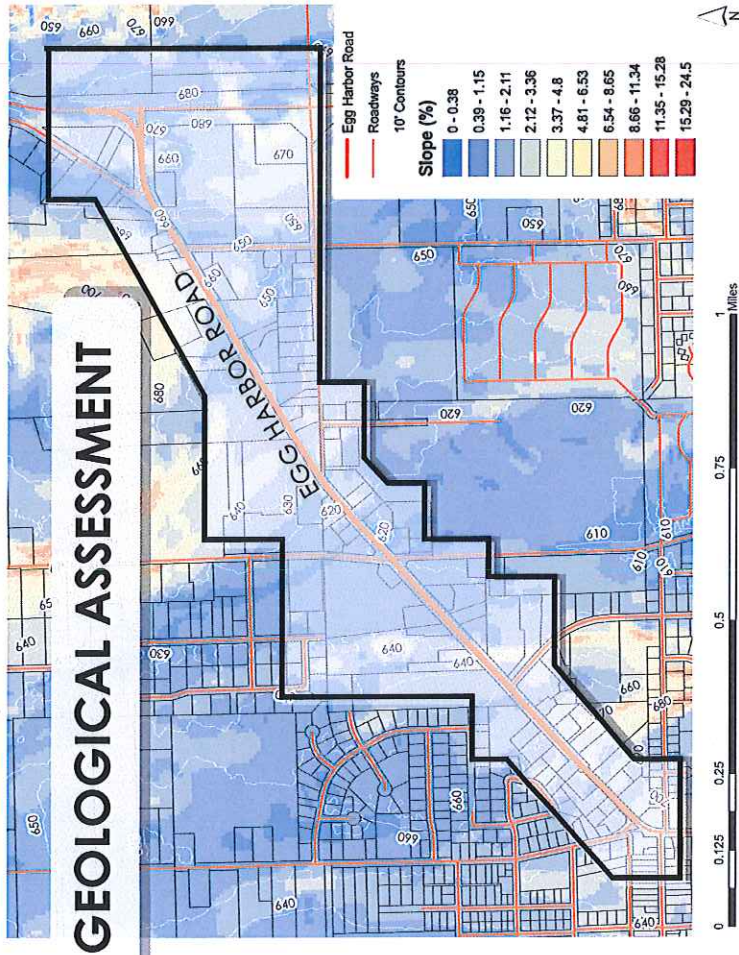
HARVESTING ZONE - AREA 1



FILTRATING ZONE - AREA 2



DIRECTING ZONE - TO SHIPPING CANAL



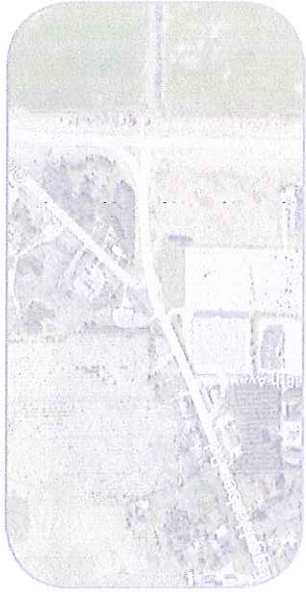
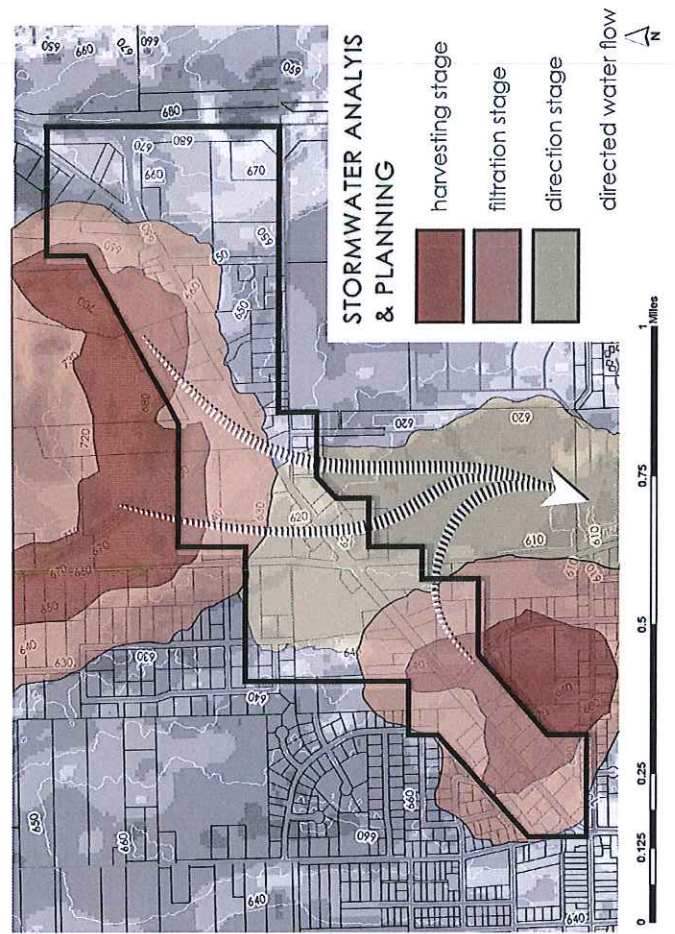
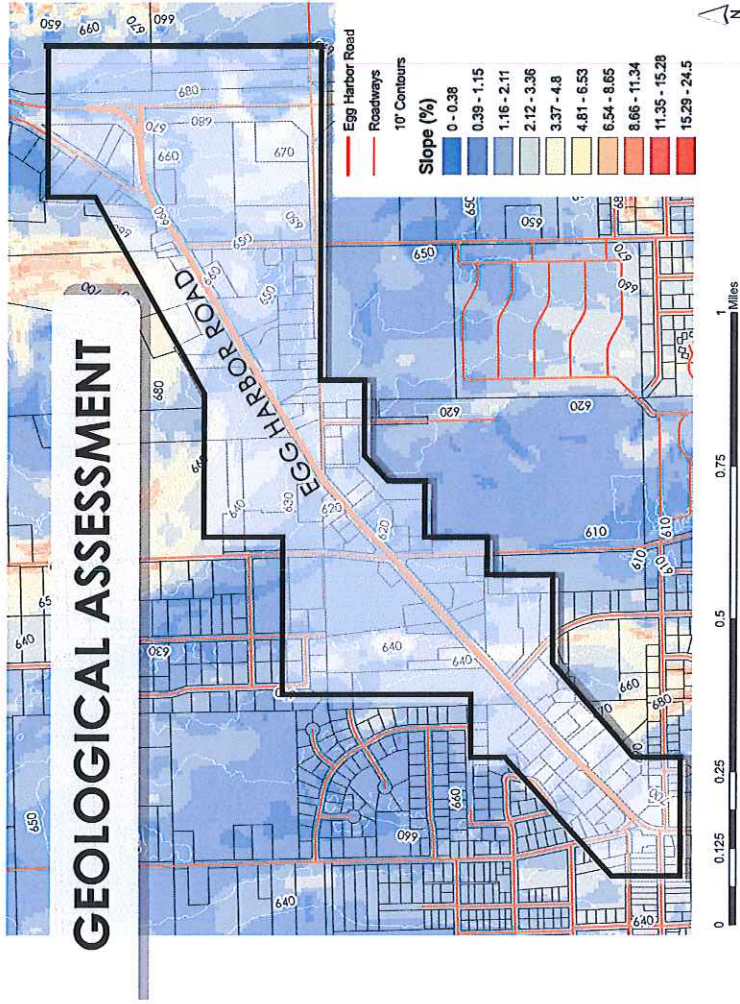
HARVESTING ZONE - AREA 1



FILTRATING ZONE - AREA 2



DIRECTING ZONE - TO SHIPPING CANAL



HARVESTING ZONE - AREA 1

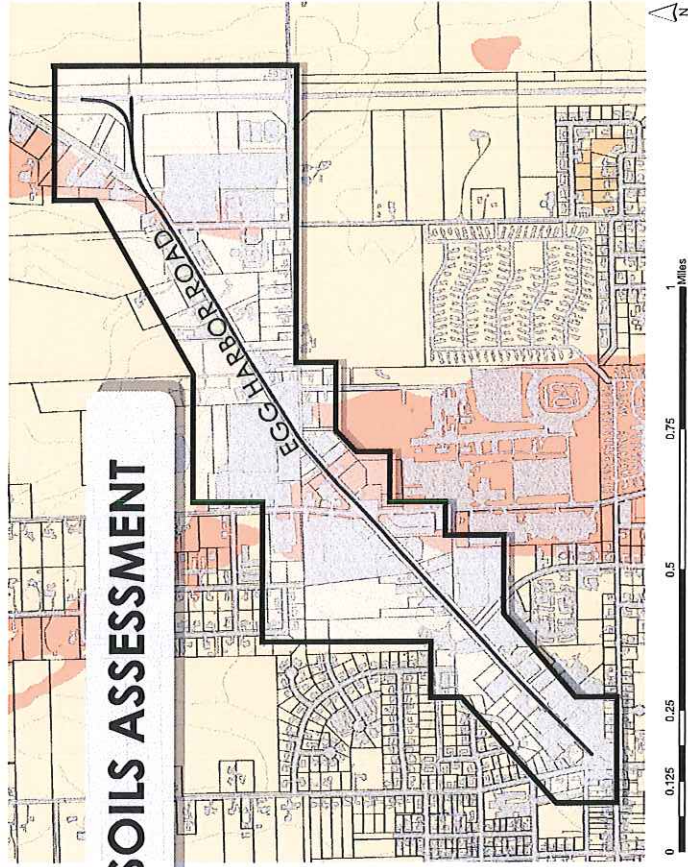


HARVESTING ZONE - AREA 2



DIRECTING ZONE - TO SHIPPING CANAL

SOILS ASSESSMENT



DRAINAGE ANALYSIS

— Egg Harbor Road
Impervious Surface

Soil Drainage Factor

Well Drained
Somewhat Poorly Drained



PERMEABLE PAVEMENT



PERMEABLE PAVERS



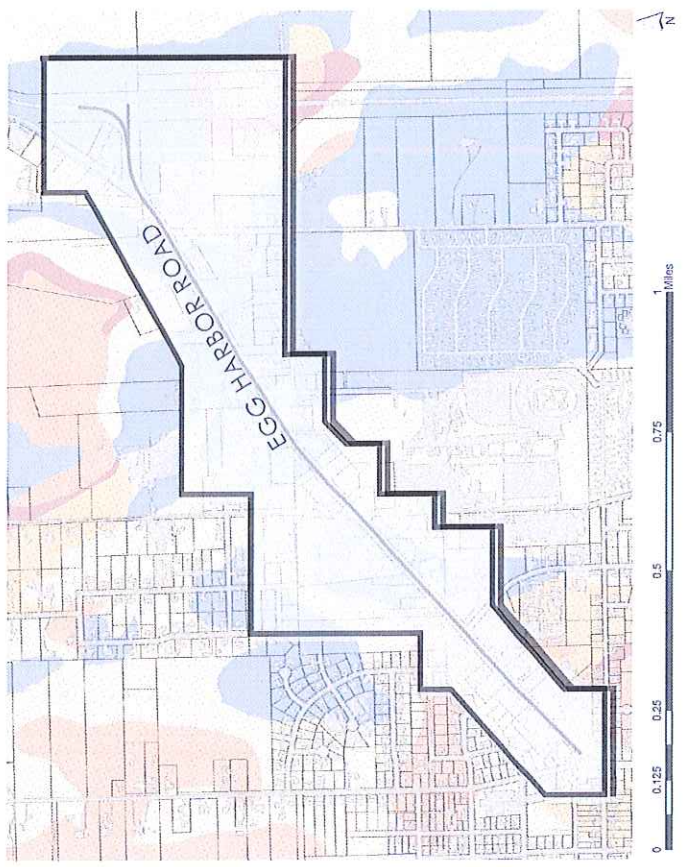
BOARDWALK SIDEWALKS

RUNOFF ANALYSIS

— Egg Harbor Road
Impervious Surface

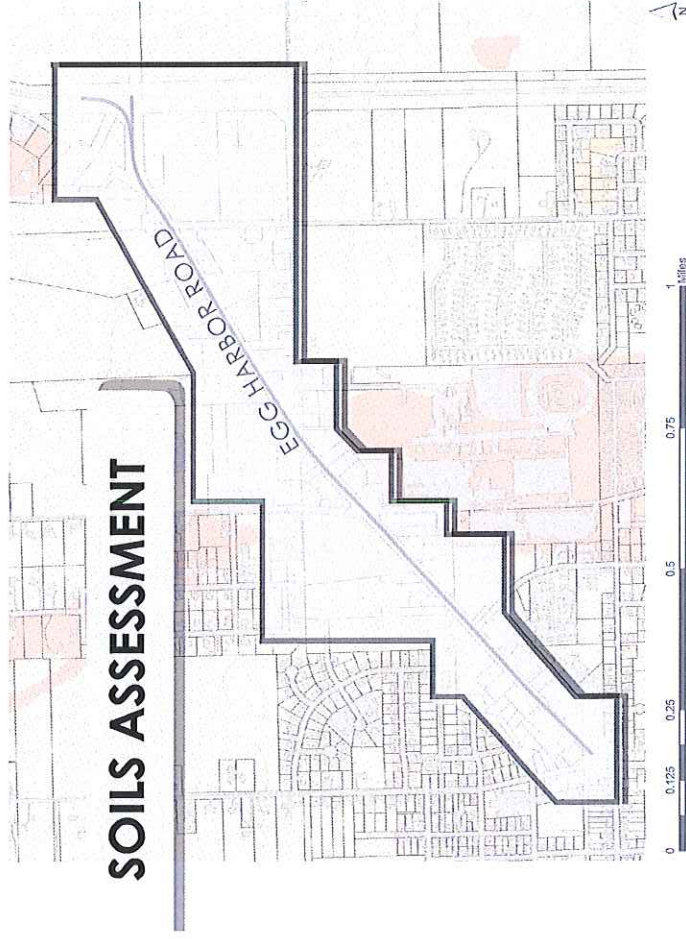
Soil Runoff Factor

Very High
High
Medium
Low
Very Low



SLOWING WATER FLOW & SEDIMENT

SOILS ASSESSMENT



DRAINAGE ANALYSIS

— Egg Harbor Road
Impervious Surface

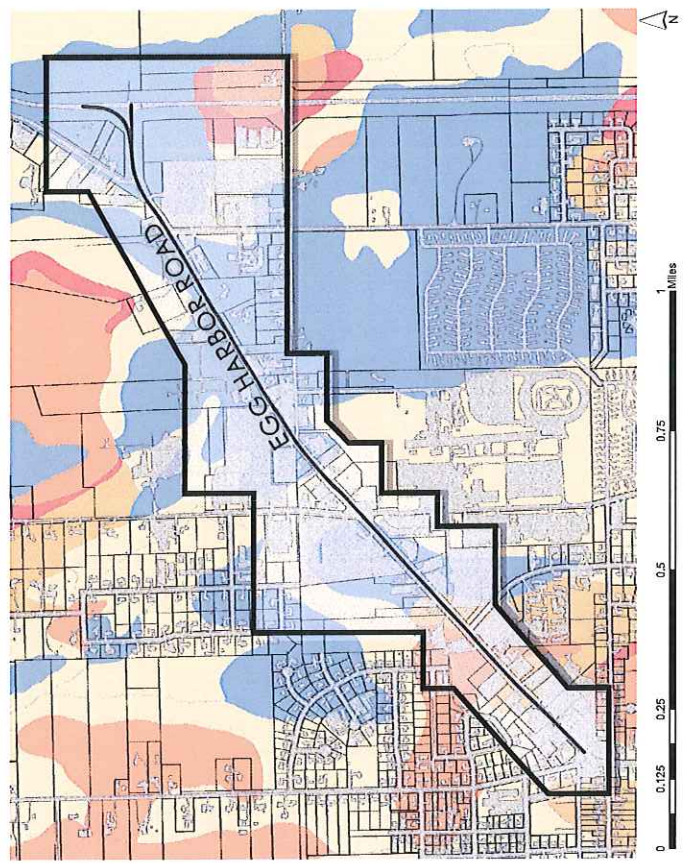
Soil Drainage Factor
Well Drained
Somewhat Poorly Drained



PERMEABLE PAVEMENT



PERMEABLE PAVERS



RUNOFF ANALYSIS

— Egg Harbor Road
Impervious Surface

Soil Runoff Factor
Very High
High
Medium
Low
Very Low



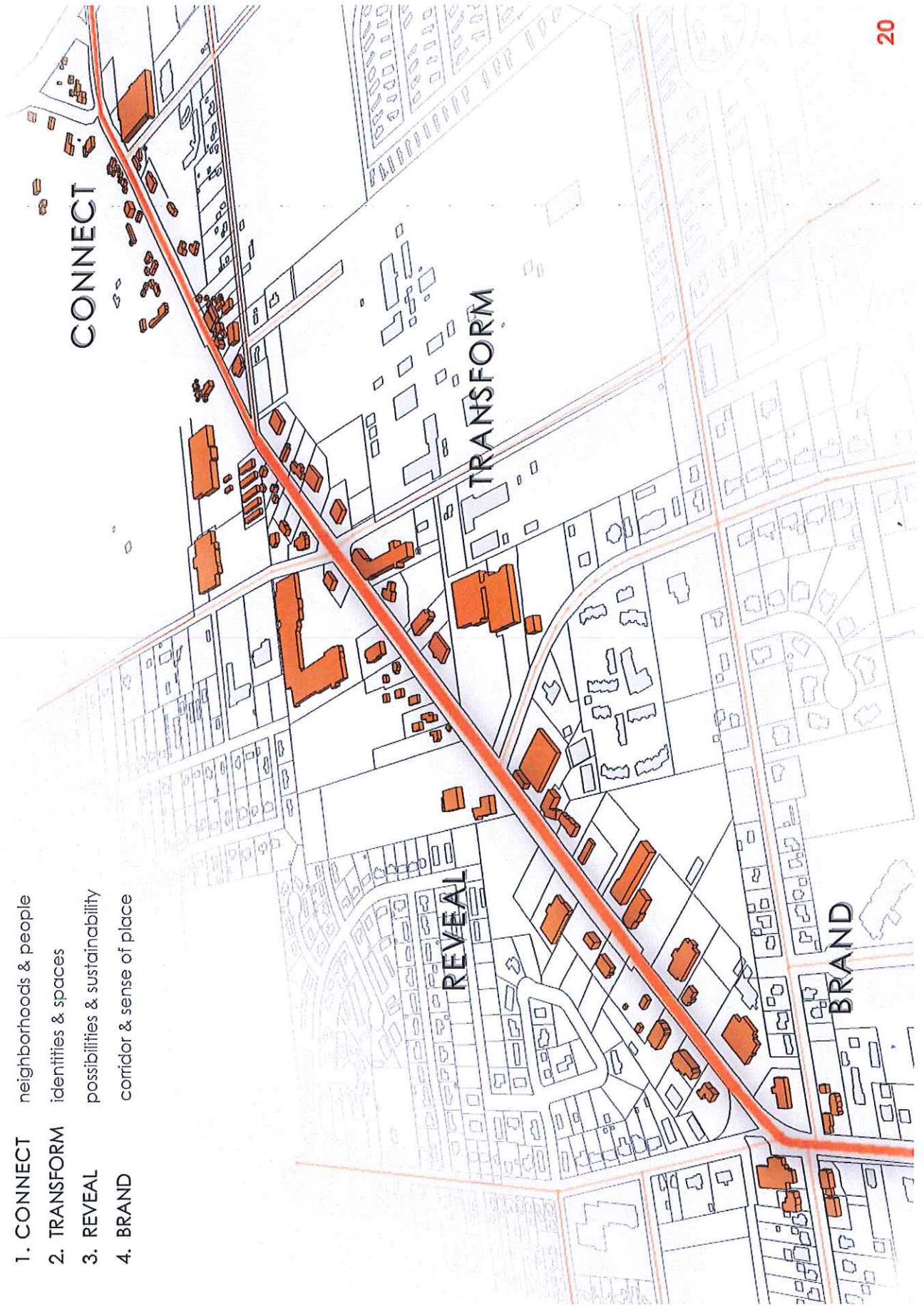
BOARDWALK SIDEWALKS

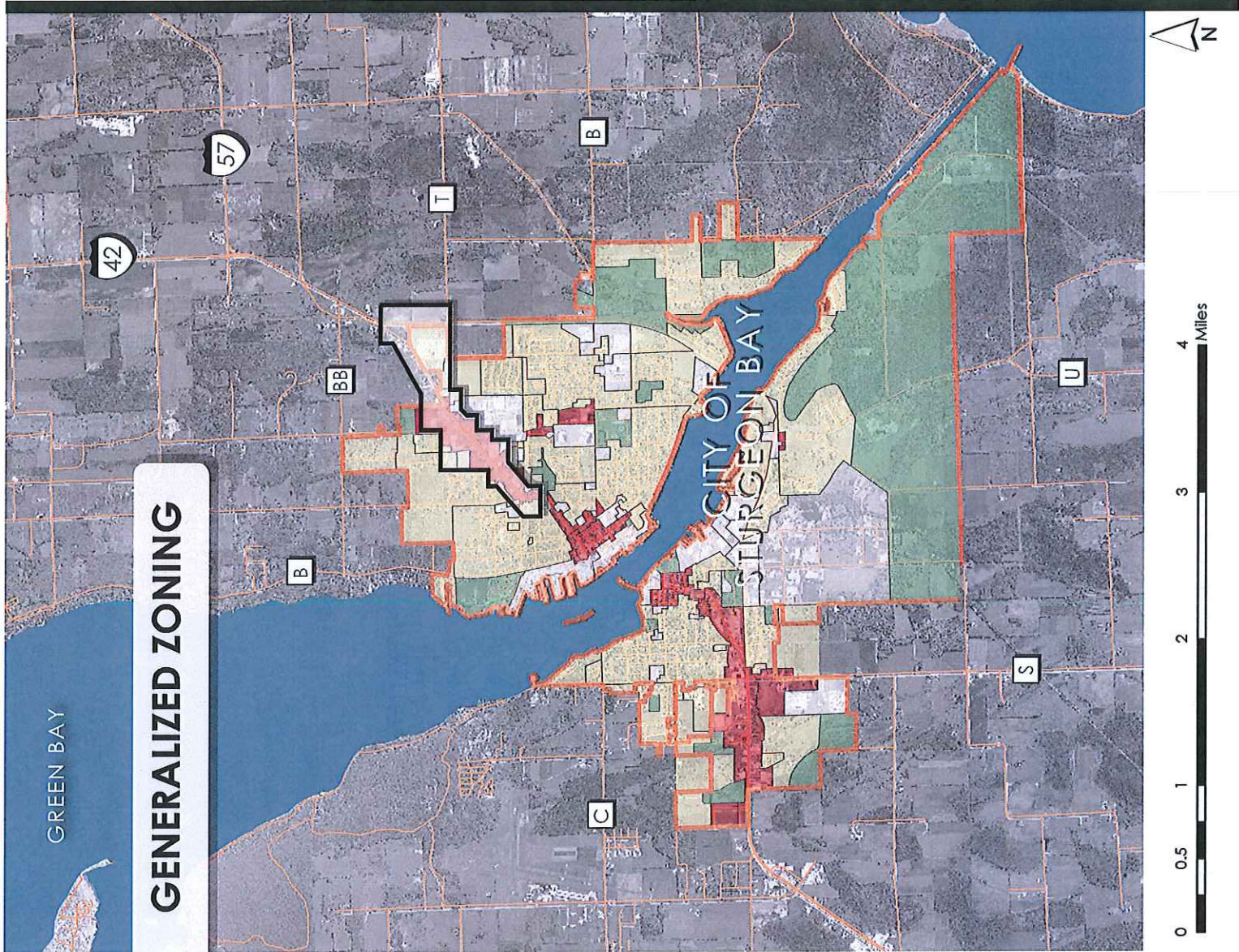


SLOWING WATER FLOW & SEDIMENT

THE COMMUNITY - 4 TIERED DESIGN APPROACH

1. CONNECT neighborhoods & people
2. TRANSFORM identities & spaces
3. REVEAL possibilities & sustainability
4. BRAND corridor & sense of place



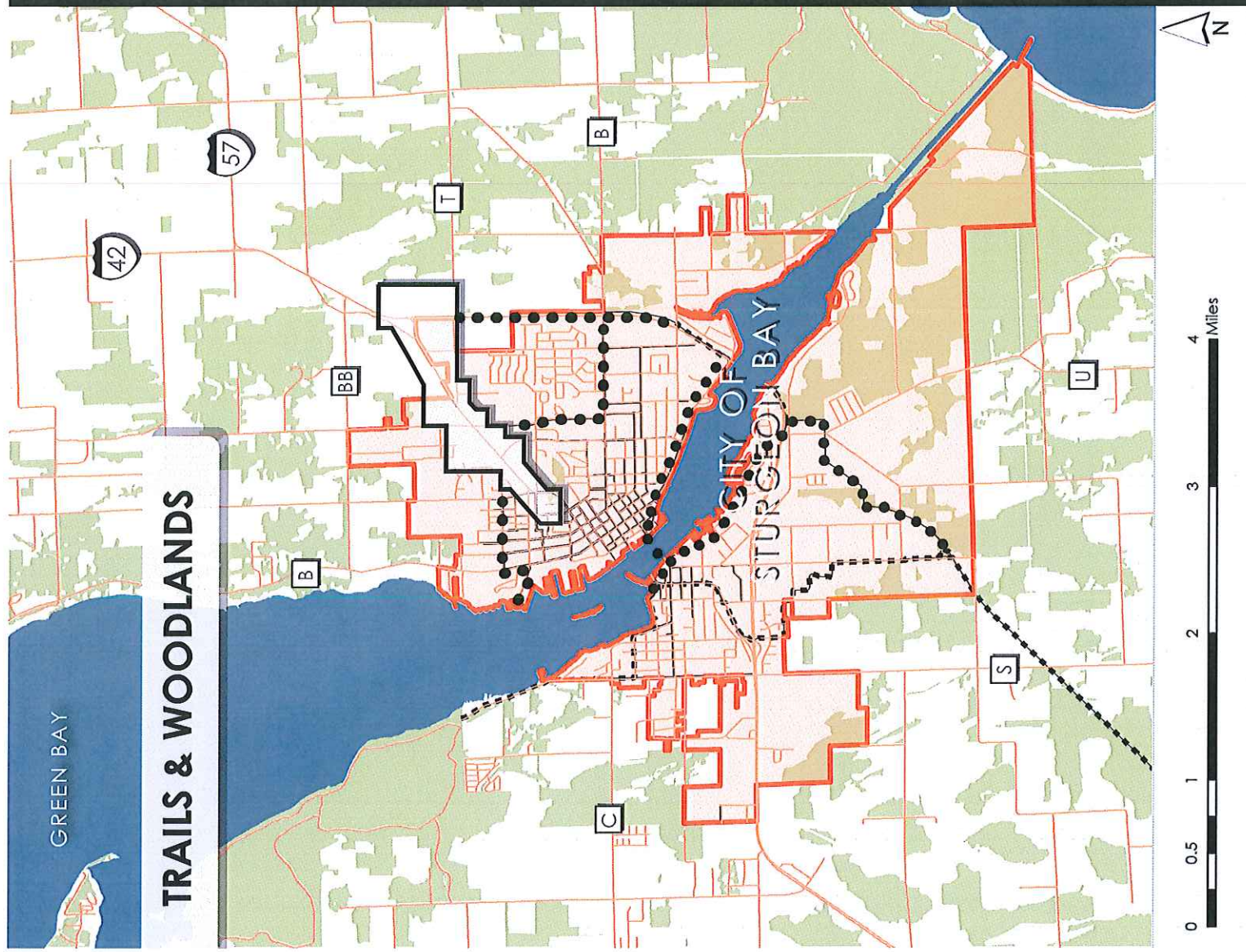


GENERALIZED ZONING

- green space
- commercial
- residential
- public, industrial & institutional
- Sturgeon Bay City Limits
- roadways

GOALS OF LAND USE PLANNING

1. Create more **division of space** - entire corridor currently consists of only commercial land use (red)
2. Create **mixed-use** development areas within the corridor
3. Plan land use in a way that promotes contextual **connections** (such as to trails or parks)



- Sturgeon Bay City Limits
- Bicycle Routes
- City Sidewalks
- City of Sturgeon Bay
- Proposed Trails
- Vegetation**
- Woodlands

GOALS OF TRAILS & WOODLANDS

1. Create more **connections** to existing trails as well as future proposed trails (ie. waterfront loop)
2. Create the opportunity for residential areas to **interact with the Egg Harbor Road corridor** via new development (parks, trails, mixed-use, etc.)
3. Create the opportunity for residents near the Egg Harbor Road to connect and **access the waterfront**

VACANT BUILDINGS FOR SALE

TOTAL ACRES OF LOTS - 14.13

LAND VALUE - \$1,155,500

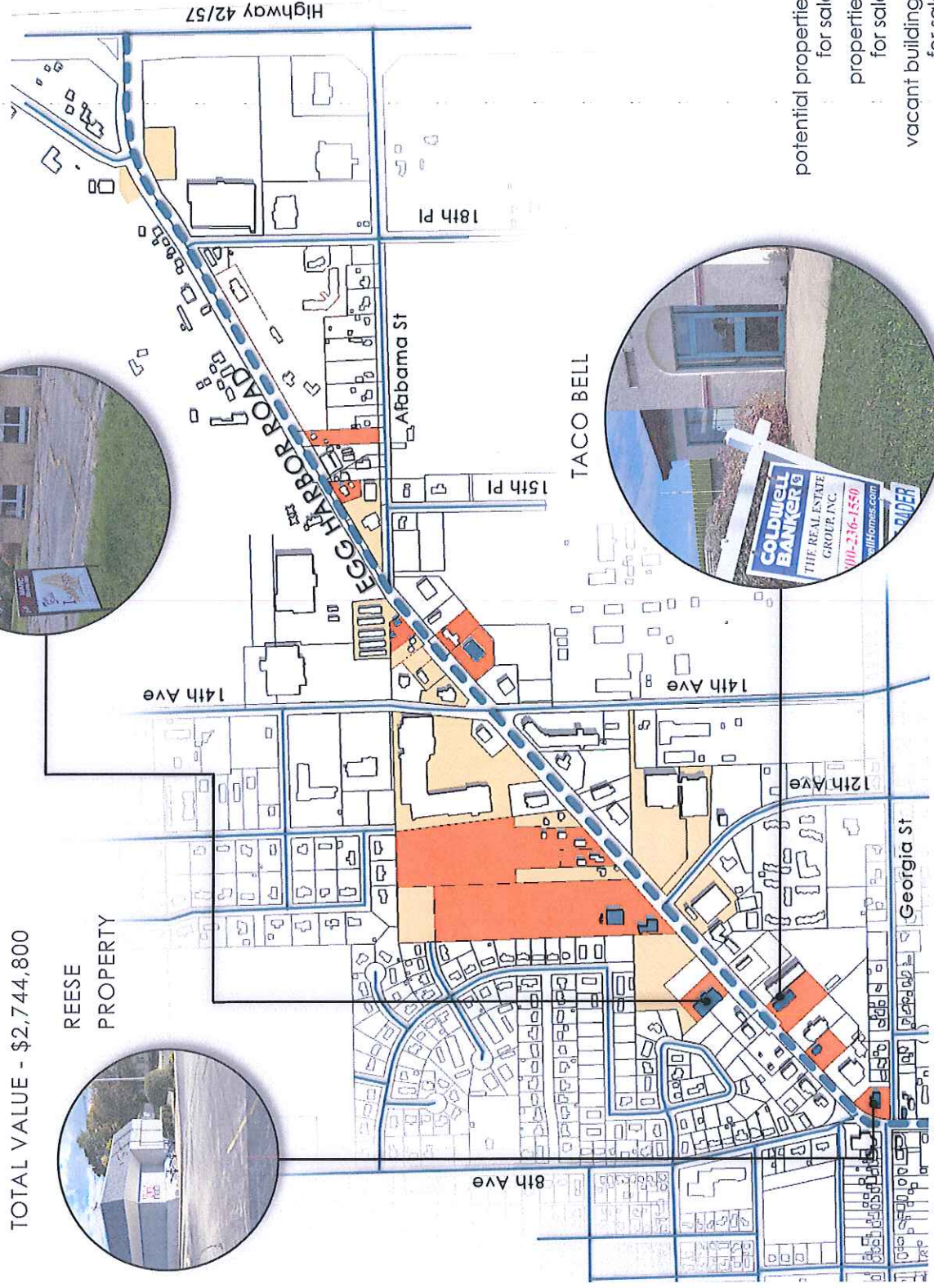
IMPROVED VALUE - \$1,589,300

TOTAL VALUE - \$2,744,800

REESE
PROPERTY



SAMUELSON
PROPERTY



- potential properties for sale
- properties for sale
- vacant buildings for sale



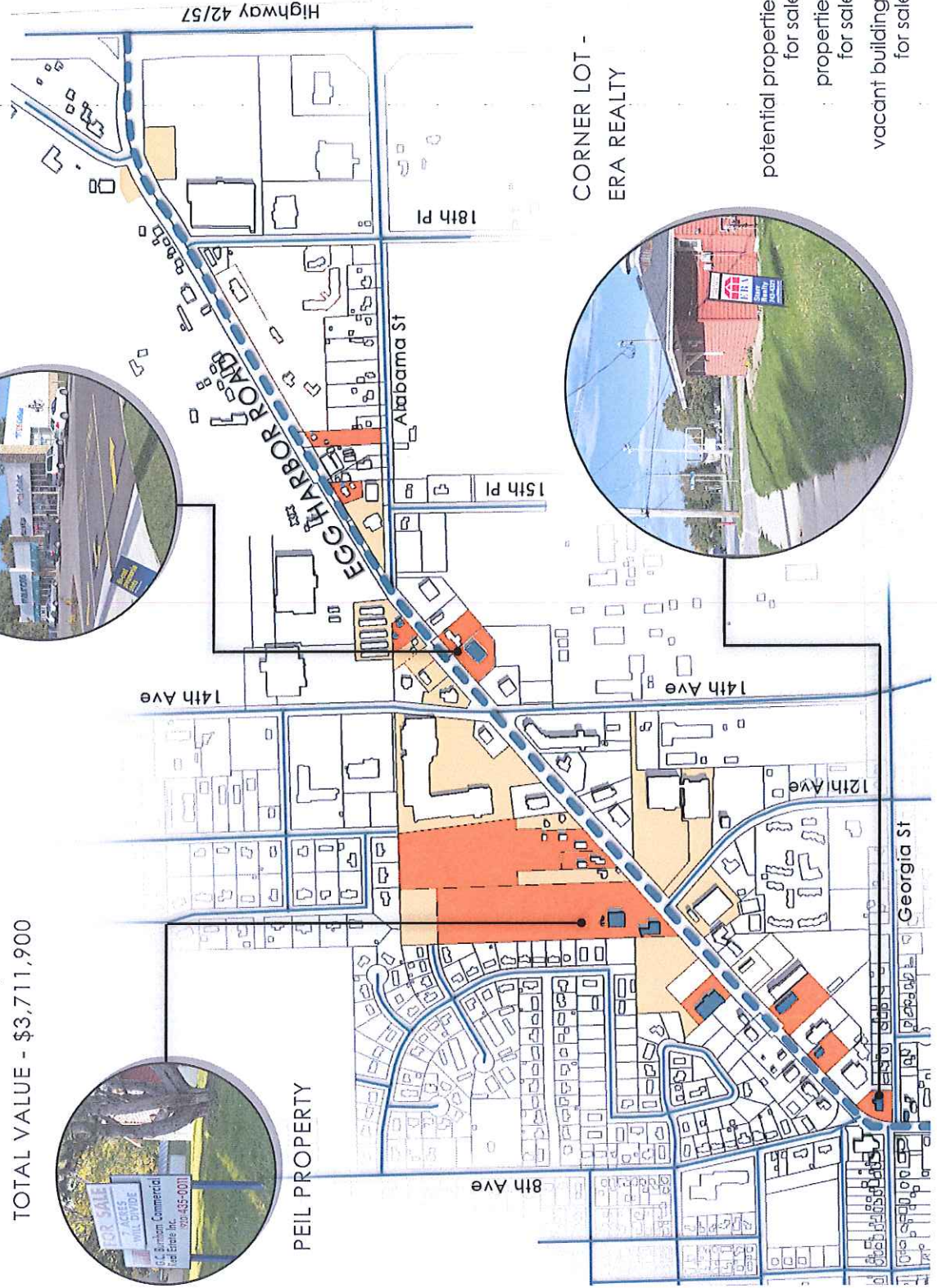
PROPERTIES FOR SALE

TOTAL ACRES OF LOTS - 23.80
 LAND VALUE - \$1,633,500
 IMPROVED VALUE - \$2,078,400
 TOTAL VALUE - \$3,711,900

STURGEON BAY
 DEVELOPMENT GROUP LLC

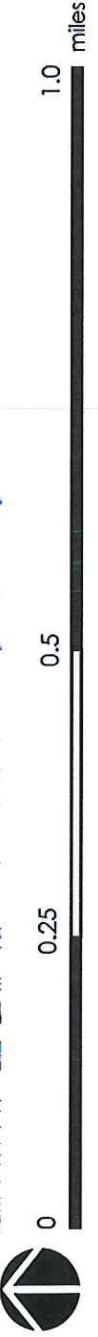


PEIL PROPERTY



CORNER LOT -
 ERA REALTY

-  potential properties for sale
-  properties for sale
-  vacant buildings for sale



POTENTIAL PROPERTIES FOR SALE

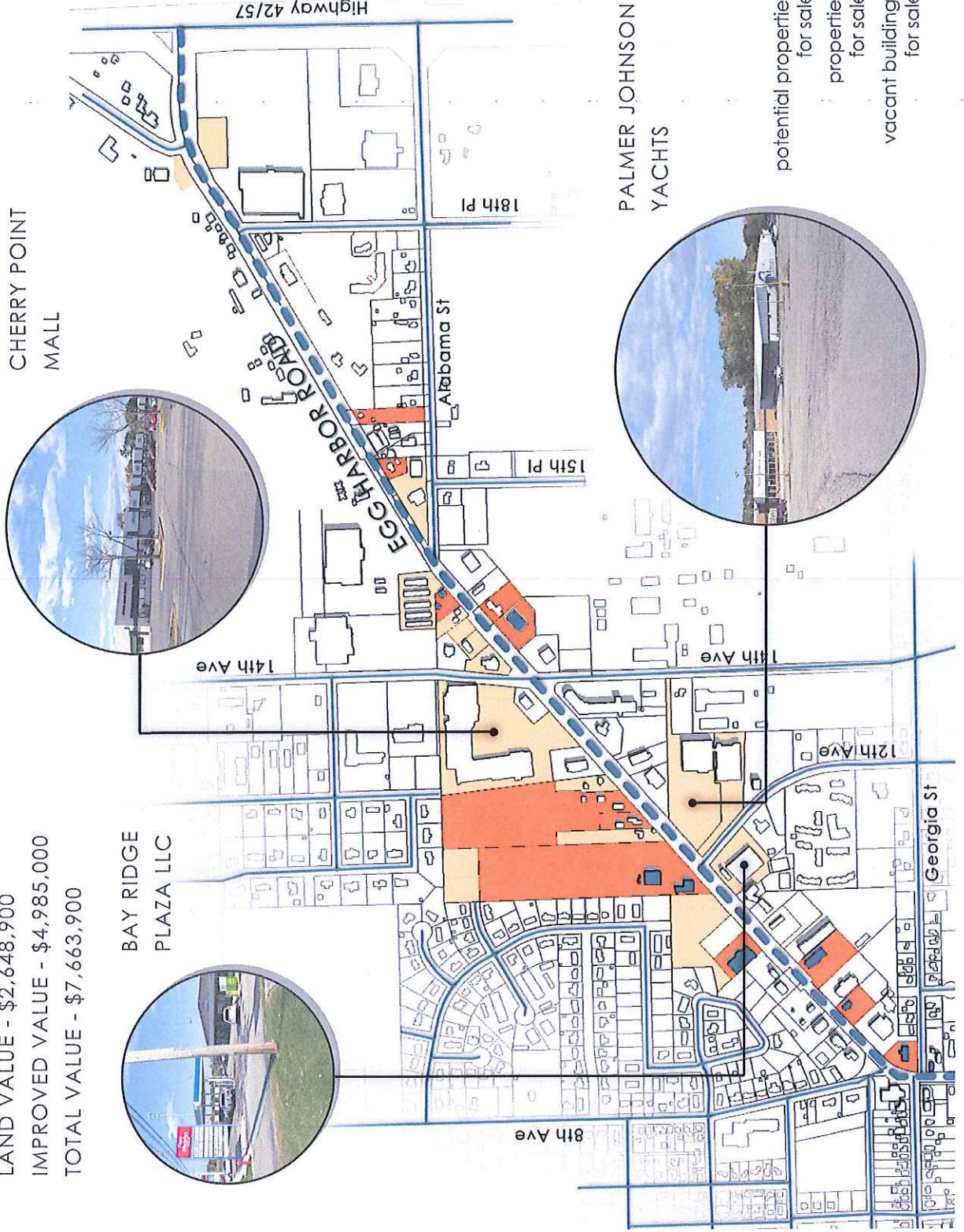
TOTAL ACRES OF LOTS - 30.02
 LAND VALUE - \$2,648,900
 IMPROVED VALUE - \$4,985,000
 TOTAL VALUE - \$7,663,900

BAY RIDGE
 PLAZA LLC

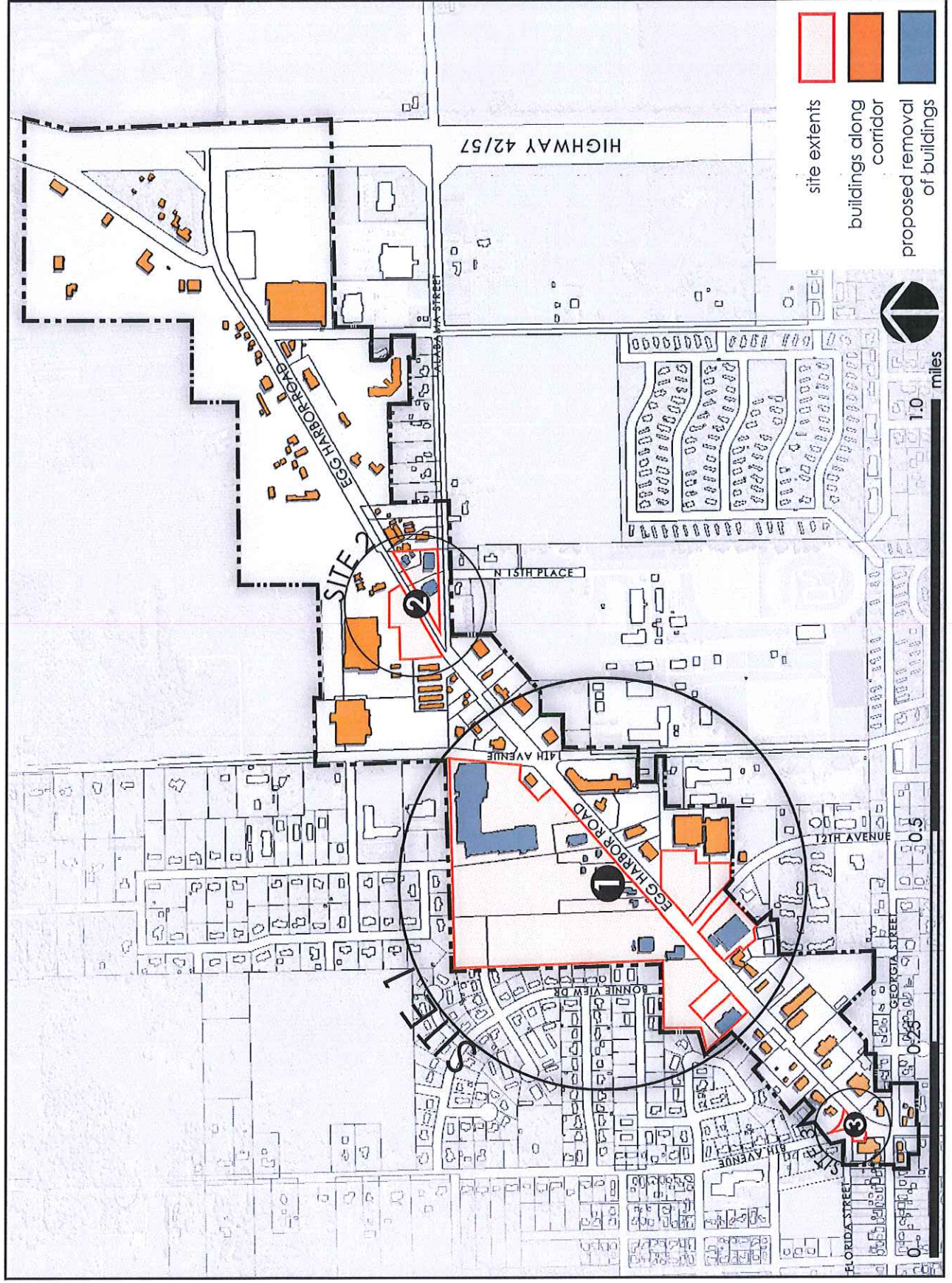
CHERRY POINT
 MALL

PALMER JOHNSON
 YACHTS

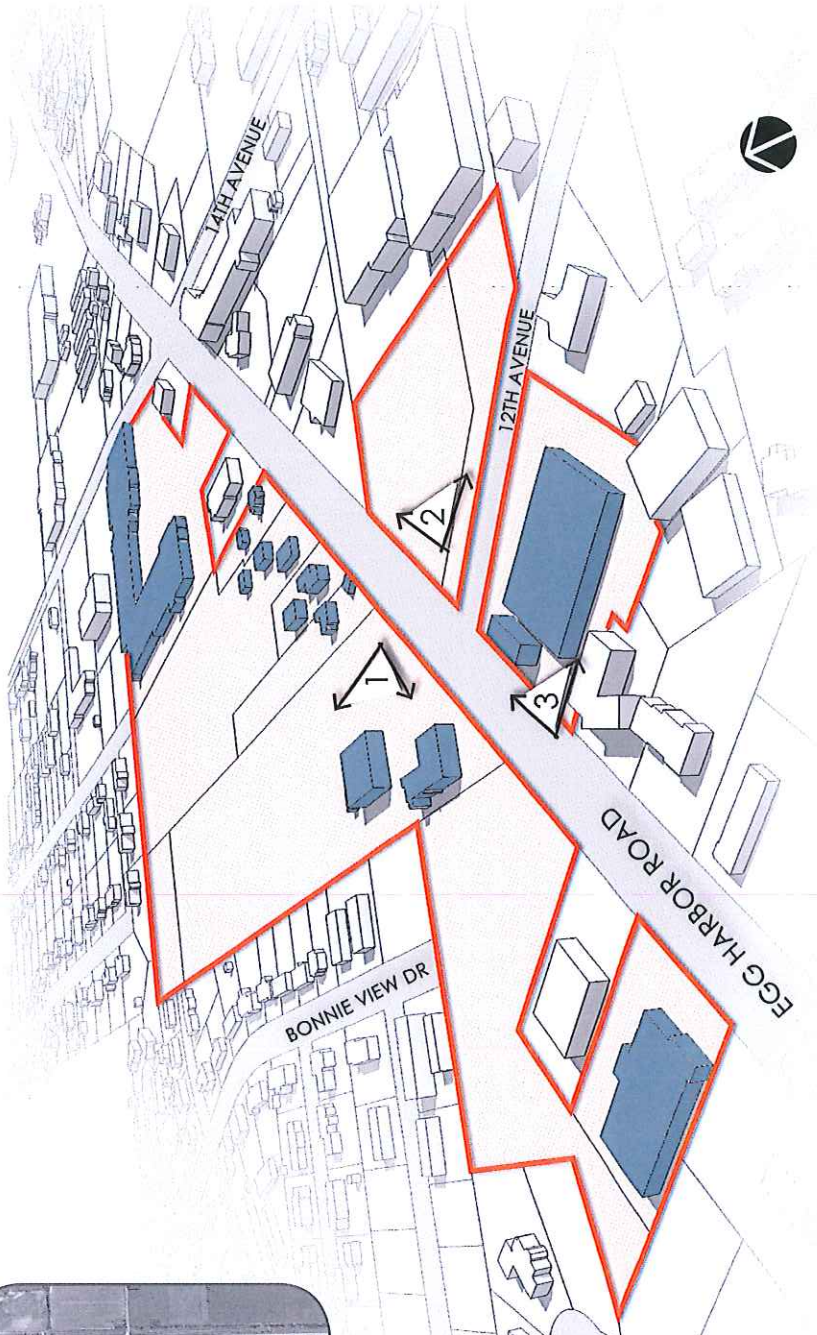
-  potential properties for sale
-  properties for sale
-  vacant buildings for sale



THE SITES - FOCUS AREAS



SITE 1 - MIXED USE DEVELOPMENT



The largest scale redevelopment occurring along the Egg Harbor Road corridor will be a **38.22 acre site** encompassing an existing brownfield, gas station and mart, and an parking lot. This will be the site of a new **mixed-use** development, **public park, market,** and new **roadway system.**



MIXED-USE DEVELOPMENT
33.12 acres
Total value - \$5,417,600



PUBLIC MARKET / PARK
3.21 acres
Un-assessed vacant parking lot

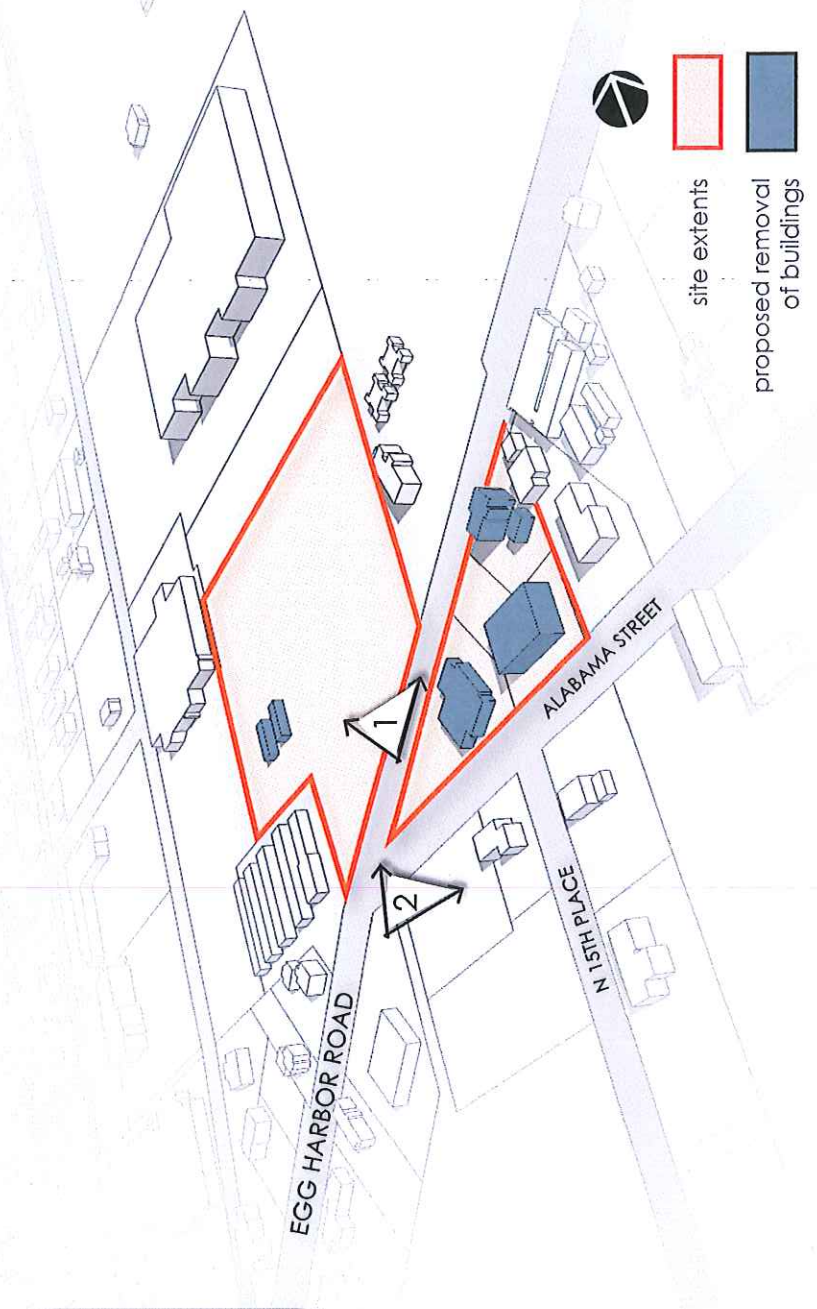


NEW ROADWAY CONNECTION
1.89 acres
Total value - \$ 723,000

SITE 2 - ROADWAY RESTRUCTURING



This medium scale development along the Egg Harbor Road corridor includes an existing intersection, WalMart roadway entrance, several commercial lots, and a residential lot. This area will showcase a **public plaza, corridor branding** (signs), local **restaurants**, and a safer **90 degree intersection** at Alabama Street (as opposed to the existing 30 degree intersection).



WALMART & EGG HARBOR RD INTERSECTION
Existing 90 degree entrance to new WalMart creates opportunity for new intersection

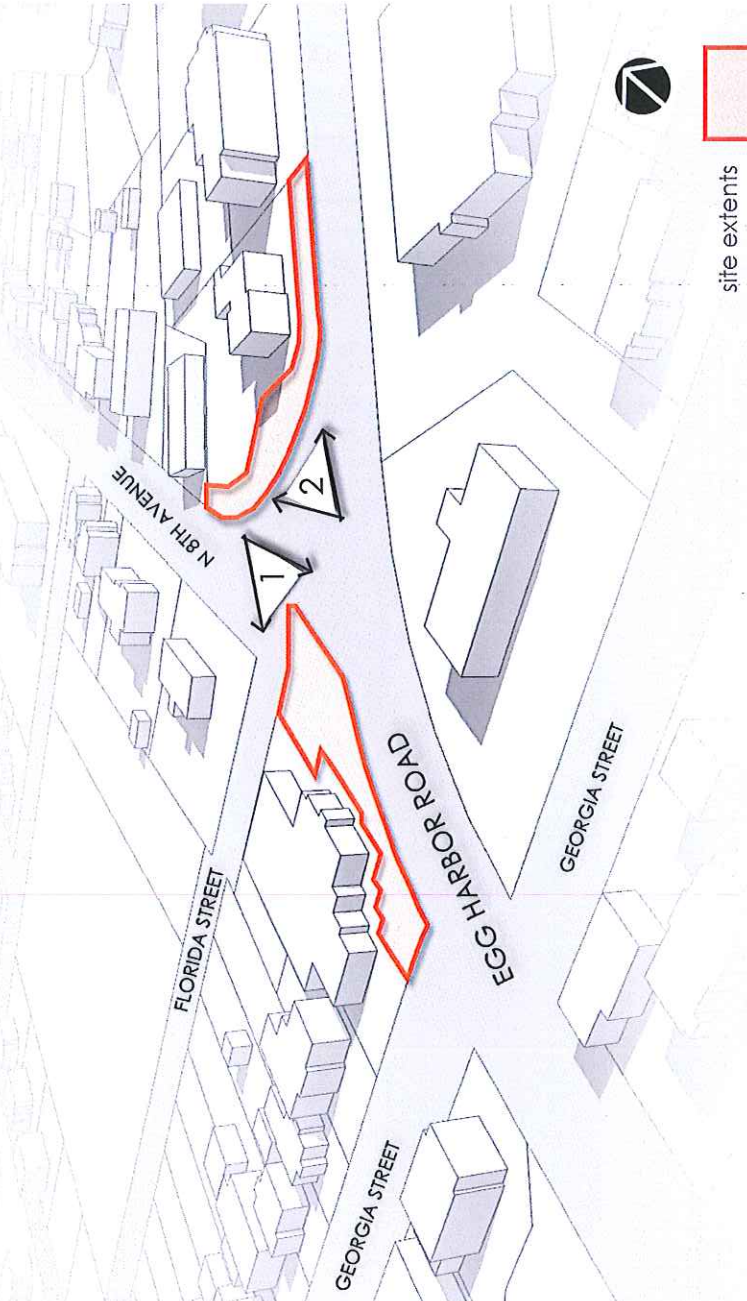


ALABAMA ST & EGG HARBOR RD INTERSECTION
2.38 acres
Total value - \$ 1,123, 400

SITE 3 - CORRIDOR BRANDING

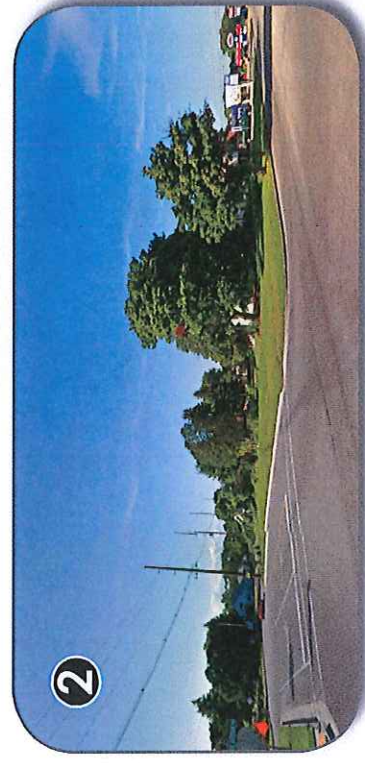


This small scale development occurring along the Egg Harbor Road corridor includes the intersections of Georgia Street, Florida Street, and N 8th Avenue. The existing conditions are open lawn spaces. The areas will become the **branding area** for the corridor including a **miniature public plaza**, **corridor signs**, and **elegant plantings**.



CITY CORNER LOT - MINI PLAZA AREA

Existing green space and sidewalk owned by the city. Currently under-utilized space at the very southwest end of the corridor.



CITY CORNER LOT - CORRIDOR BRANDING AREA

City owned small corner lot. Receives great deal of sunlight due to minimal buildings and infrastructure.

PROGRAM --- DEVELOPMENT

PRECEDENT - GREEN OVER GRAY

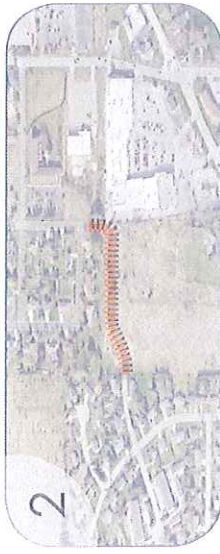


MASTER PLAN - ZONES & ROADWAYS

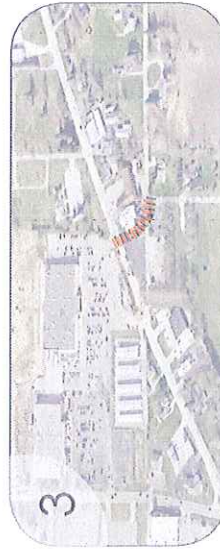
RESTRUCTURED INTERSECTIONS



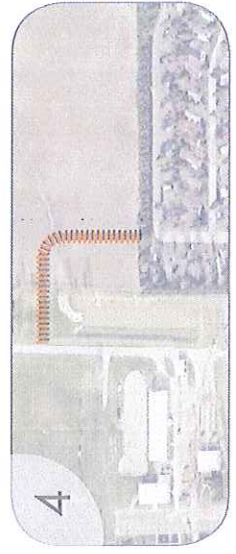
1 N 12TH AVENUE & EGG HARBOR ROAD



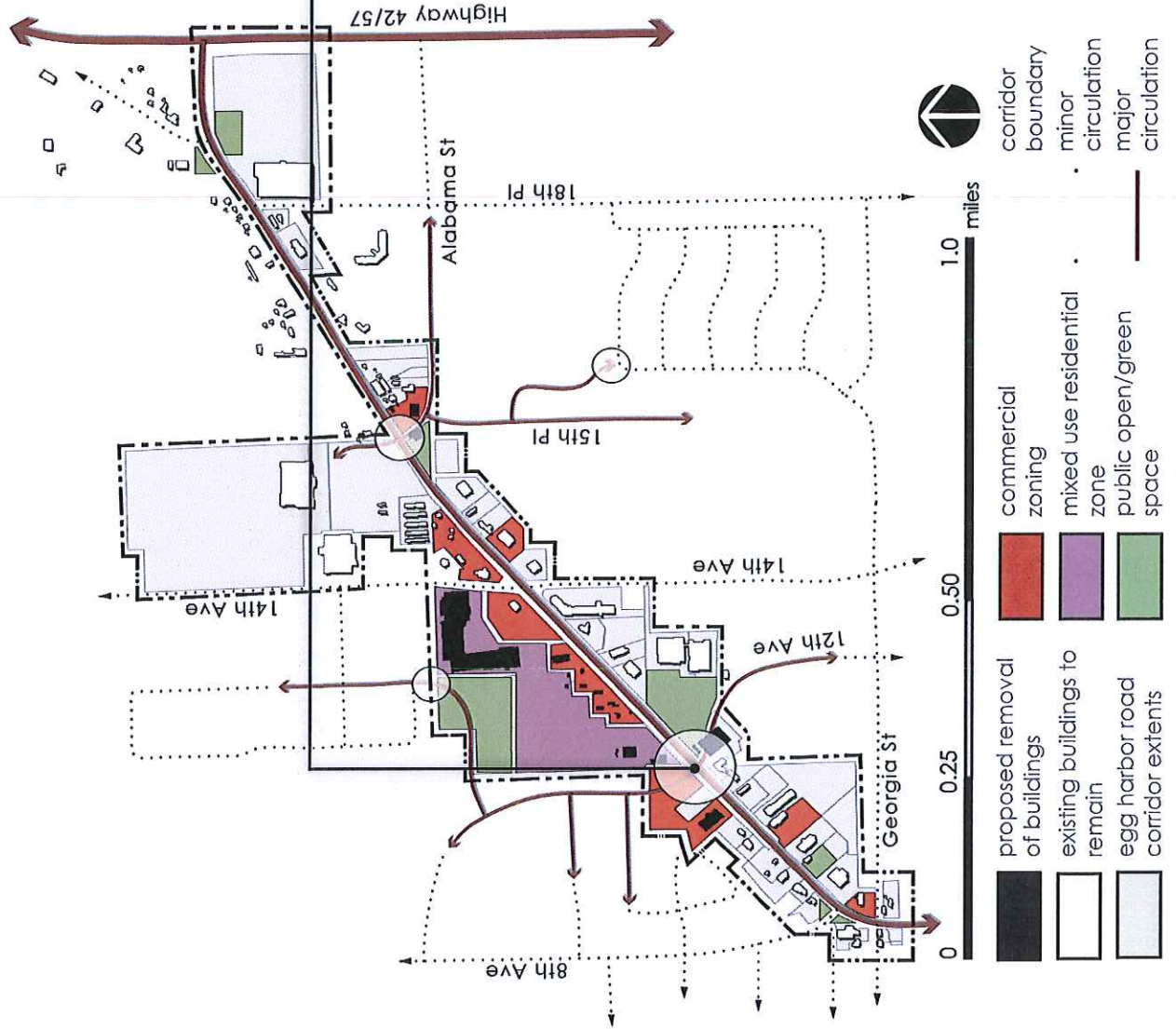
2 N 12TH PLACE & ALABAMA PLACE



3 ALABAMA STREET & EGG HARBOR ROAD



4 N 15TH PLACE & COLORADO PLACE



MASTER PLAN - ZONES & ROADWAYS

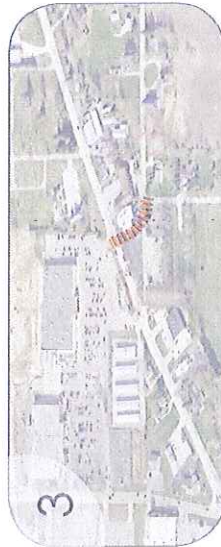
RESTRUCTURED INTERSECTIONS



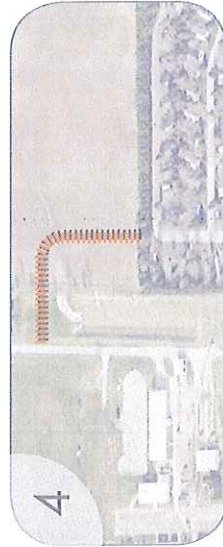
N 12TH AVENUE & EGG HARBOR ROAD



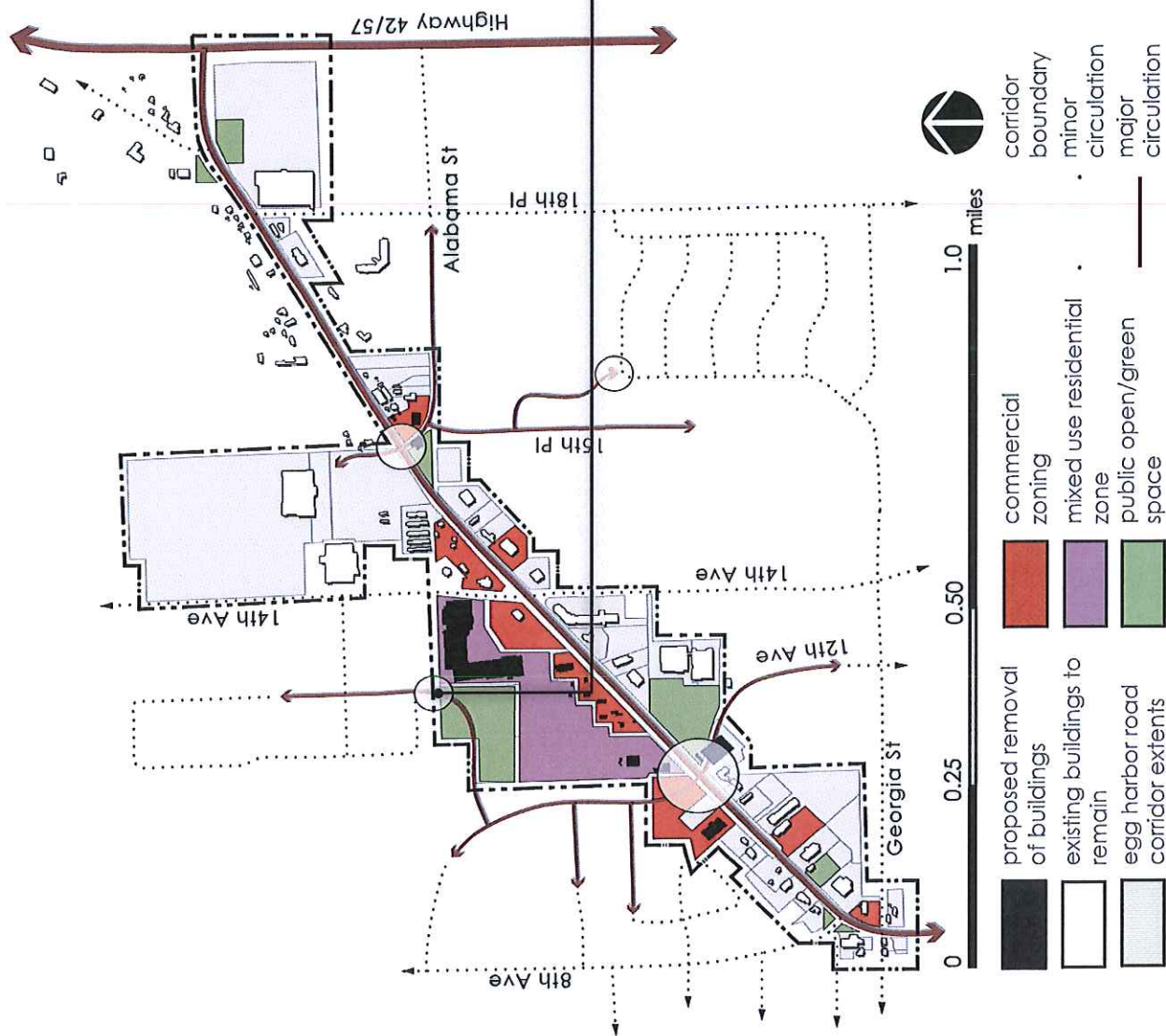
N 12TH PLACE & ALABAMA PLACE



ALABAMA STREET & EGG HARBOR ROAD

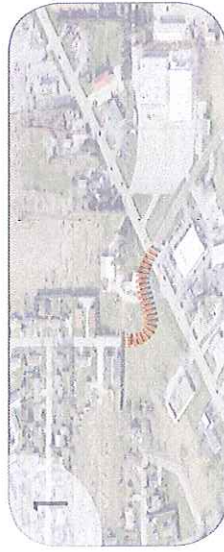


N 15TH PLACE & COLORADO PLACE



MASTER PLAN - ZONES & ROADWAYS

RESTRUCTURED INTERSECTIONS



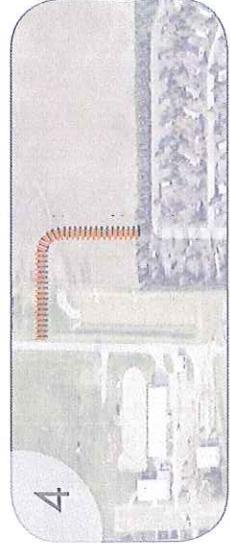
N 12TH AVENUE & EGG HARBOR ROAD



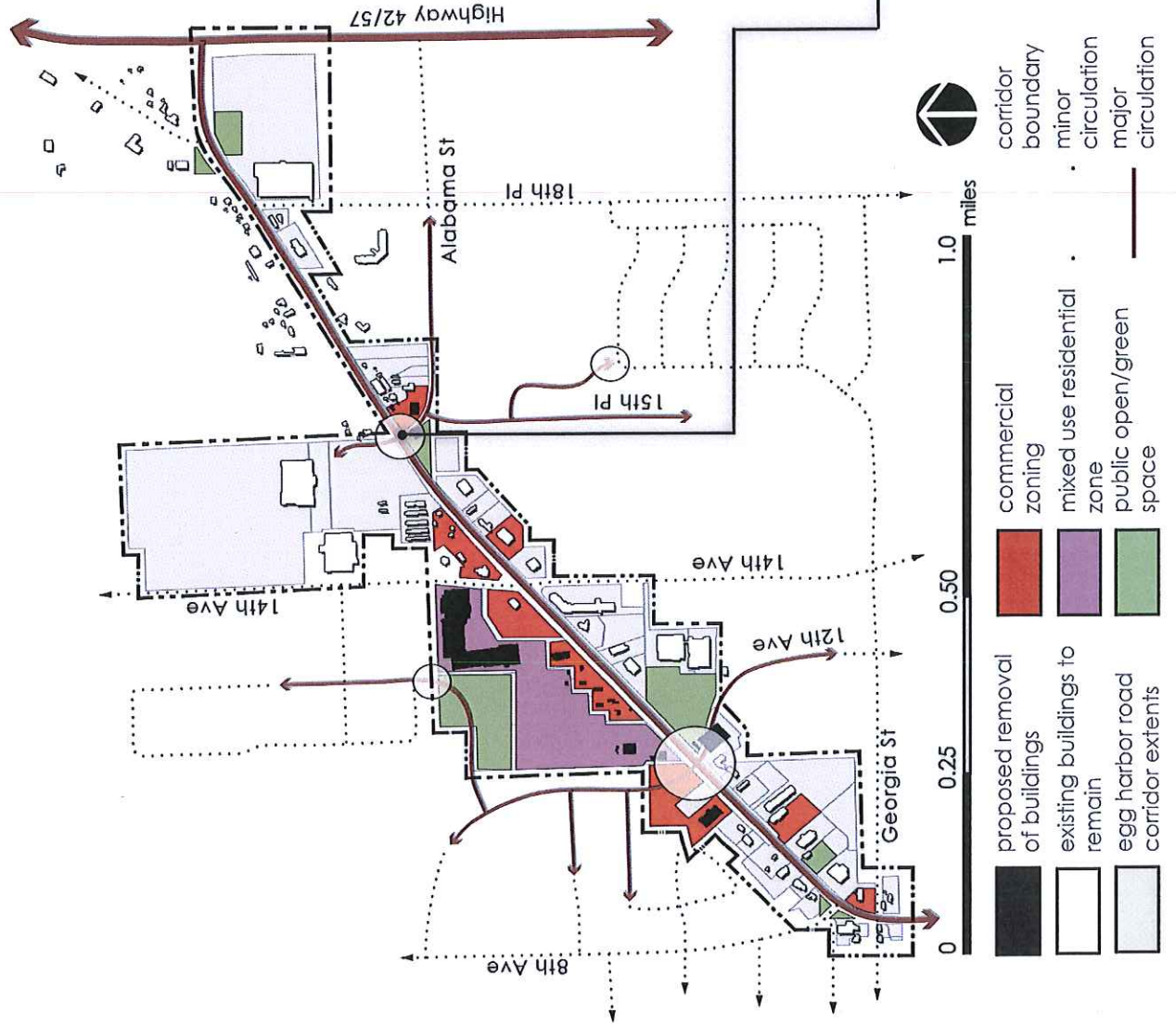
N 12TH PLACE & ALABAMA PLACE



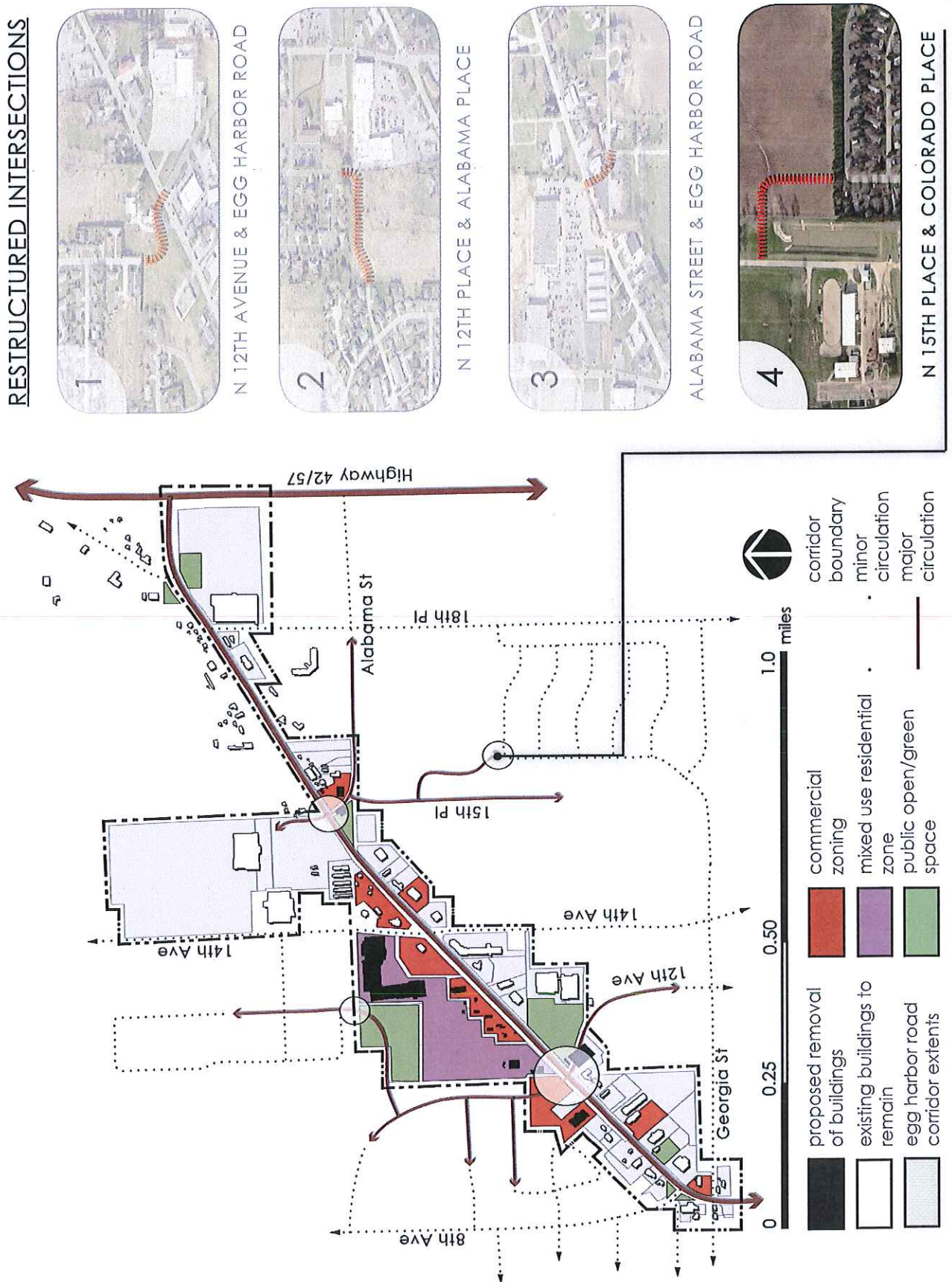
ALABAMA STREET & EGG HARBOR ROAD



N 15TH PLACE & COLORADO PLACE



MASTER PLAN - ZONES & ROADWAYS



BAUDHUIN INC. - ROADWAY RESTRUCTURING

ROADWAY VISION

CREATE A FOCUS ON THE PEDESTRIAN
REALM ALONG THE STREETSCAPE OF THE
CORRIDOR

PROPOSED BY BAUDHUIN

ADDITION OF PUBLIC SIDEWALKS

ADDITION OF CROSSWALKS

RESTRUCTURED ROAD WIDTHS & LANES

ADDITION OF STREET TREES & GREEN
BUFFER

ADDITION OF INCREASED LIGHTING

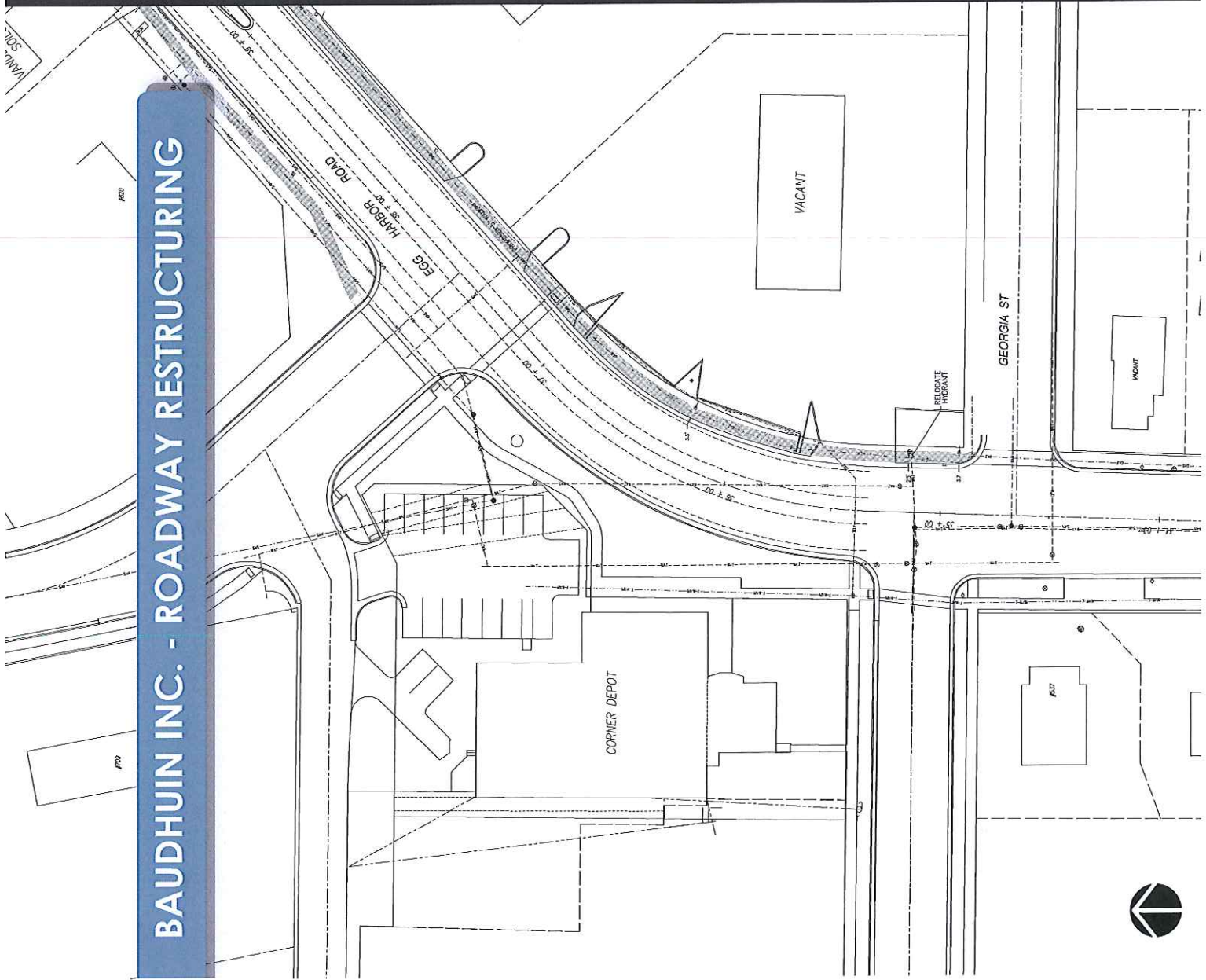
ADDITIONAL PROPOSITIONS

ADDITION OF SITE AMENITIES (BENCHES,
LIGHTING, PAVING, ETC.)

ADDITION OF A HIGHER DENSITY OF
STREET TREES

PEDESTRIAN ACTIVATED CROSSWALK
SYSTEM

HIGHER CONCENTRATION OF LIGHTING
OPPORTUNITIES



STREETSCAPE RECOMMENDATIONS



GYNOCLADUS DIOICUS
Kentucky
Coffee tree



GLEDITSIA TRIACANTHOS F.
INERMIS
Thornless
Honeylocust



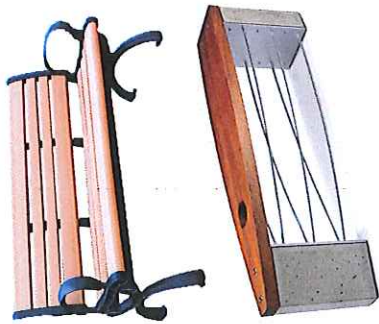
ACER X FREEMANII
Freeman Maple

STREET TREES - communicate a unified space through the use of similar trees in appearance while also preventing disease spreading by using different species

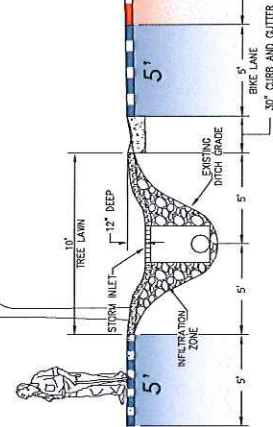
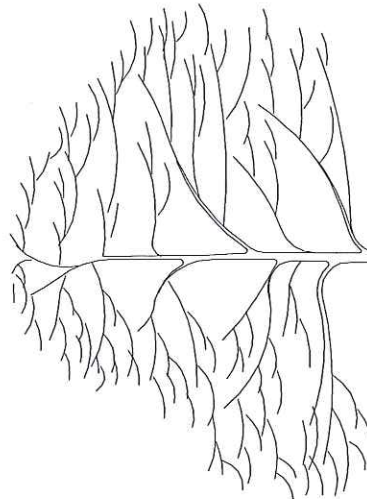


CLASSIC POST MOUNT LIGHTS
Z-life products

AMENITIES - reflect the cultural history of the City of Sturgeon Bay



CLASSIC & NAUTICAL BENCH OPTIONS
Peter Harrison &
NewTechWood products

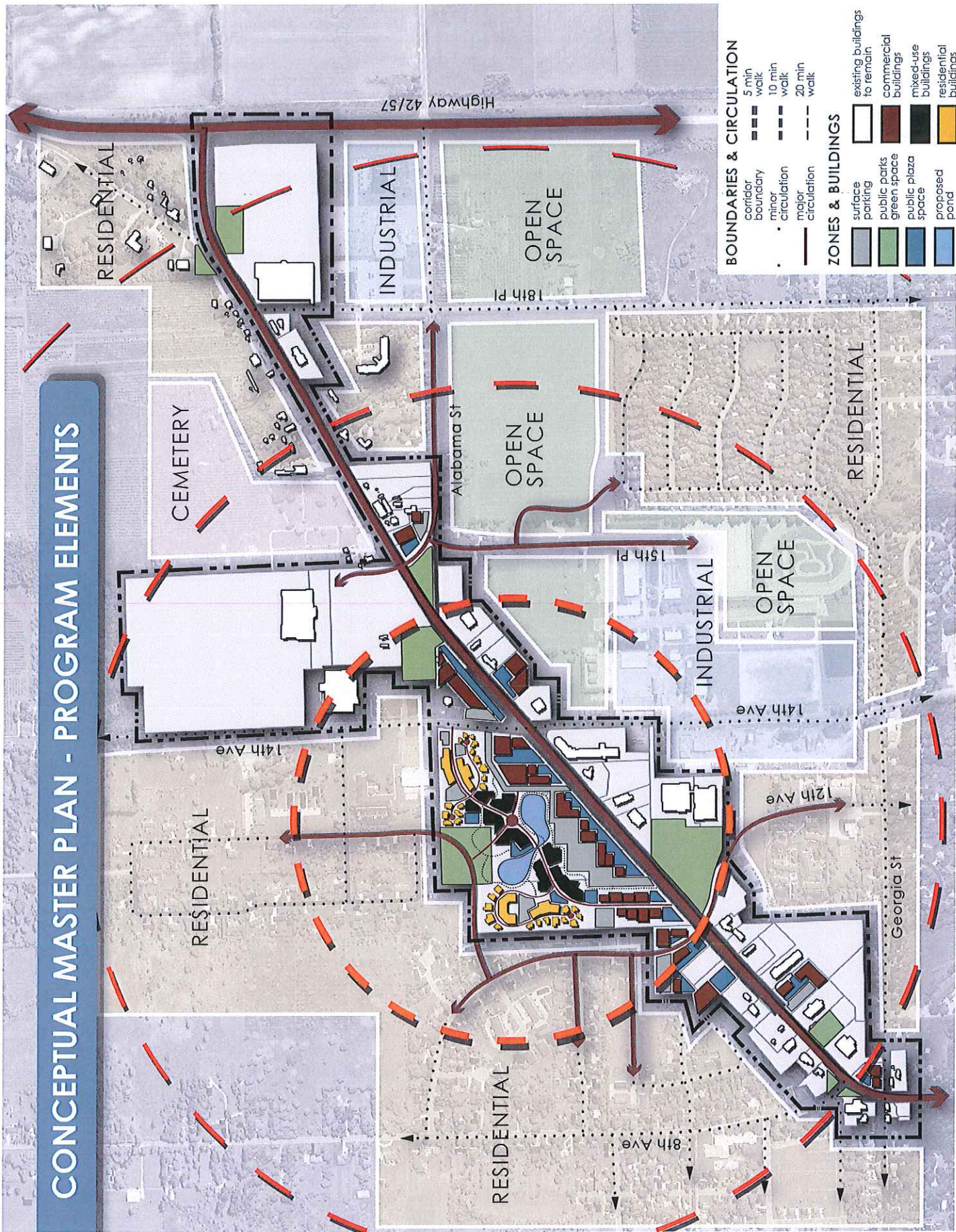


1" = 5'

TYPICAL STREET SECTION



CONCEPTUAL MASTER PLAN - PROGRAM ELEMENTS



COMMERCIAL & STREETSCAPE - CHERRY HILLS DEVELOPMENT

Alabama Pl

15th Pl

16th Pl

Belamr Pl

Bonnie View Dr

Colorado Pl

EGG HARBOR ROAD

12th Ave

BOUNDARIES & CIRCULATION

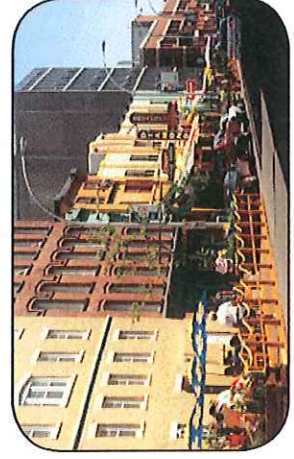
- corridor boundary
- minor circulation
- major circulation

ZONES & BUILDINGS

- surface parking
- public parks
- green space
- public plaza
- space
- proposed pond
- existing buildings
- commercial buildings
- mixed-use buildings
- residential buildings



BOARDWALK SIDEWALK & SHOPS

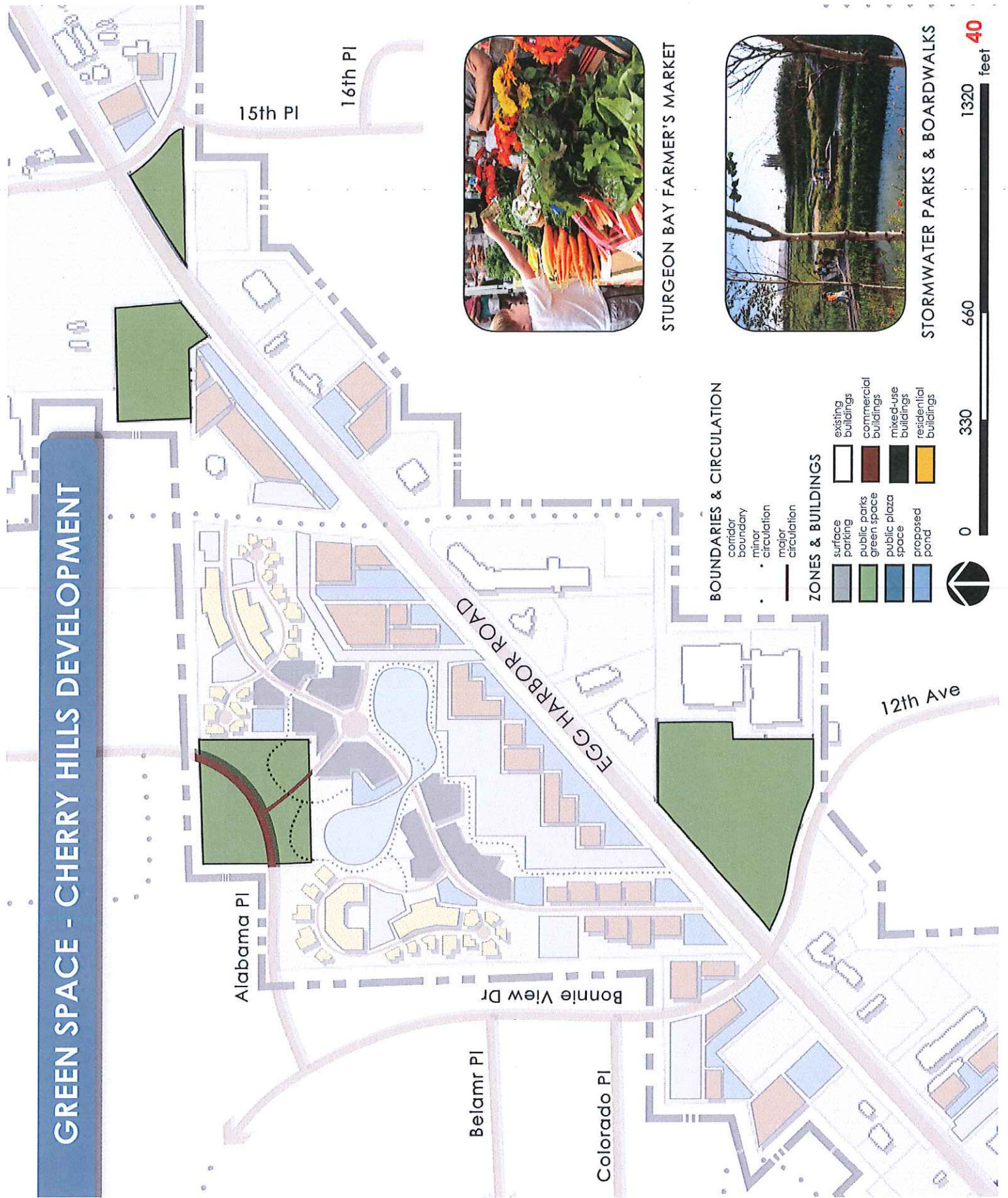


PEDESTRIAN FOCUS & STREET PLAZAS

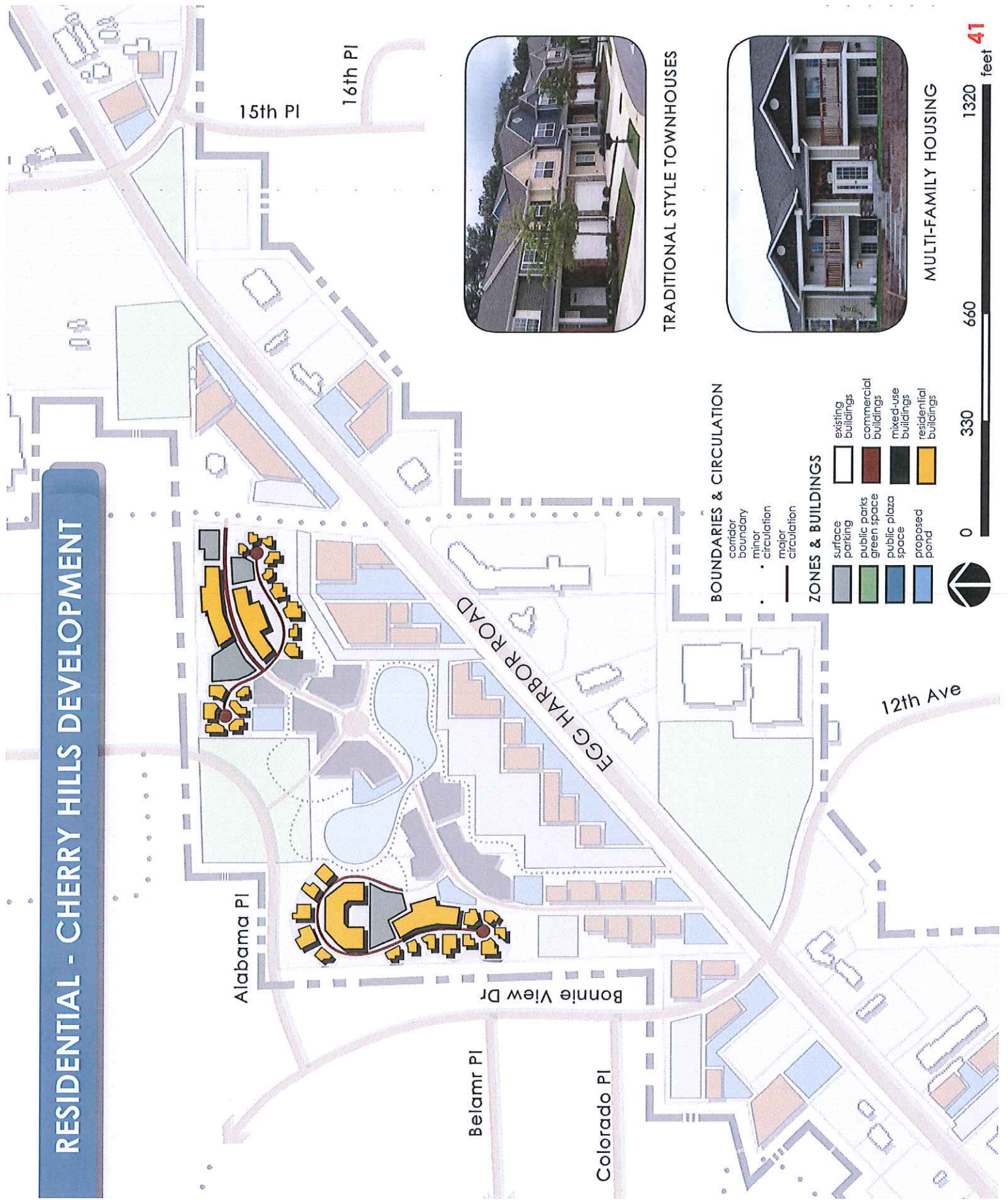


0 330 660 1320 39 feet

GREEN SPACE - CHERRY HILLS DEVELOPMENT



RESIDENTIAL - CHERRY HILLS DEVELOPMENT



MIXED USE DISTRICT- CHERRY HILLS DEVELOPMENT

Alabama Pl

15th Pl

16th Pl

Belamr Pl

Bonnie View Dr

Colorado Pl

EGG HARBOR ROAD

12th Ave

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0 330 660

feet

1320

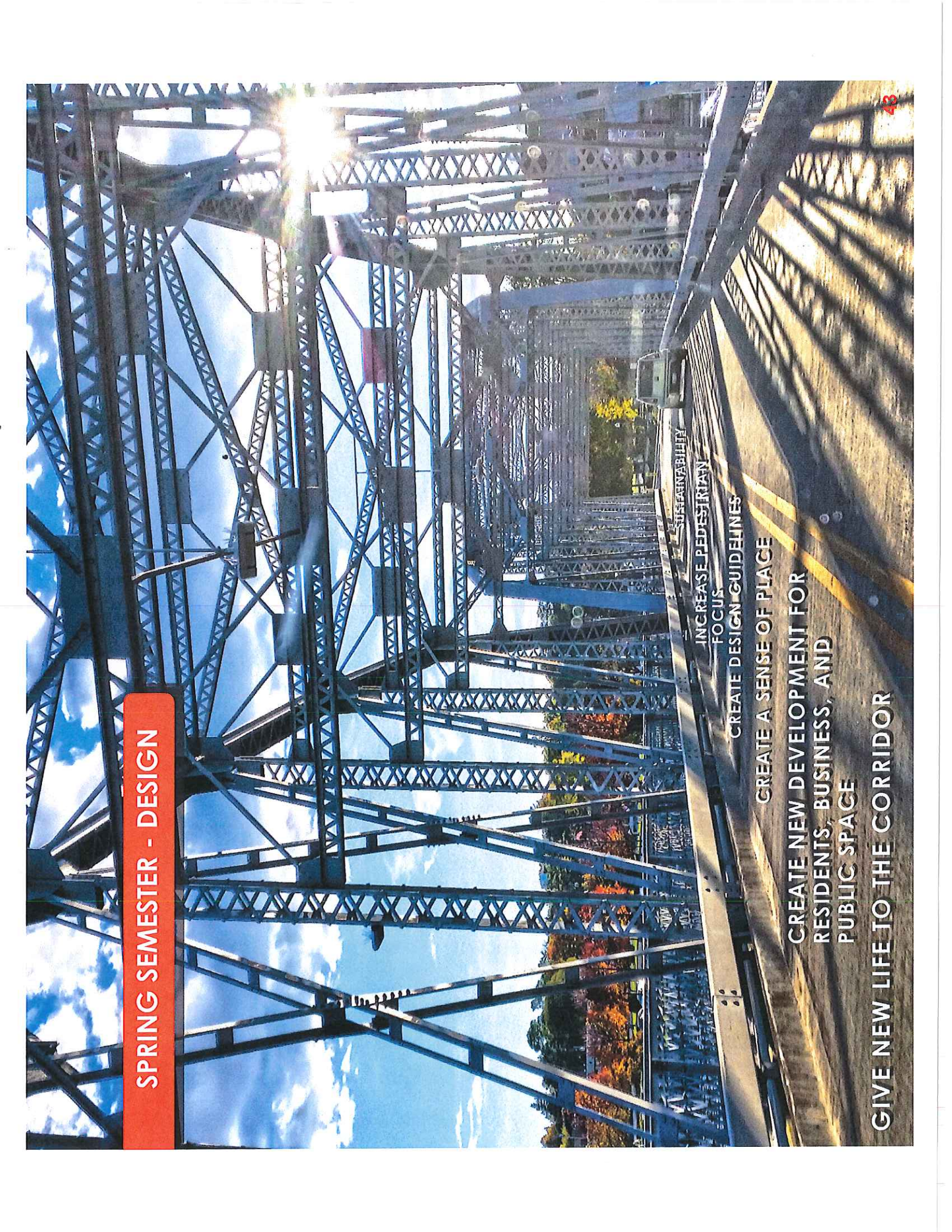
42



TWO TO THREE STORIES
RETAIL - OFFICE - RESIDENTIAL



REPLICATE DOWNTOWN
STURGEON BAY



SPRING SEMESTER - DESIGN

INCREASE PEDESTRIAN
FOCUS

CREATE DESIGN GUIDELINES

CREATE A SENSE OF PLACE

CREATE NEW DEVELOPMENT FOR
RESIDENTS, BUSINESS, AND
PUBLIC SPACE

GIVE NEW LIFE TO THE CORRIDOR