

AGENDA
CITY OF STURGEON BAY
AESTHETIC DESIGN & SITE PLAN REVIEW BOARD
Monday, March 22, 2021
6:00 p.m.
Council Chambers, City Hall
421 Michigan Street, Sturgeon Bay, WI

1. Roll call.
2. Adoption of agenda.
3. Approval of minutes from December 14, 2020.
4. Consideration of: Review of conceptual design for Breakwater Apartments, to be located at 92 E. Maple Street.
5. Consideration of: Miniature Golf Facility, located at the Northeast corner of Grant Ave. and Hwy 42/57.
6. Adjourn.

NOTE: DEVIATION FROM THE AGENDA ORDER SHOWN MAY OCCUR.

Committee members

Dennis Statz –Chair
Jon Burk
Mark Struck
Dave Augustson
Cheryl Frank
Kelsey Fox
Rick Wiesner

03/18/21
3:15 p.m.
CN

AESTHETIC DESIGN AND SITE PLAN REVIEW BOARD
Monday, December 14, 2020

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

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

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

1. Roll call.
2. Adoption of agenda.
3. Approval of minutes from October 26, 2020.
4. Consideration of: Facade changes to Zoerb's Paint and Decorating, 49 S. Madison Avenue.
5. Consideration of: Facade and site improvements for Virlee Gunworks, 1019 Egg Harbor Road.
6. Consideration of: Roof pitch request from Thomas and Pamela Sadowske for a manufactured home to be located on the northeast corner of S. 16th Place and Texas Place.
7. Adjourn.

All ayes. Carried.

Approval of minutes from October 26, 2020: Moved by Mr. Augustson, seconded by Ms. Fox to approve the minutes from October 26, 2020. All ayes. Carried.

Consideration of: Facade changes to Zoerb's Paint and Decorating, 49 S. Madison Avenue: Mr. Sullivan-Robinson stated that Mr. Statz had brought to his attention that some changes were being done to the Zoerb's building. The canopy on the first floor was removed, blue siding was added in replace of the canopy, new transom windows were installed into the existing spaces on the first floor, as well as four windows installed on the second floor that were smaller than the actual window space. Blue siding and white vinyl trim was added to fill the gaps around those windows.

Tom Cofrin, owner of Zoerb's, explained that the canopy was old and a panel had fallen off. He had called Brian Lackie to see if he could repair it. It was unrepairable. They removed the awning and ended up using the same siding and color to match Terry Wulf's building on the next block. They tried to make it look as old as possible. Mr. Lackie installed the largest size windows that he could buy off the shelf.

Ms. Fox liked the idea of using a similar look from down the street.

Mr. Wiesner stated that he liked the first floor, but the windows on the second floor don't fit the building.

Mr. Statz told Mr. Cofrin that he should have come to the Board before any work was completed.

Mr. Cofrin apologized for not getting approvals before things were done. Mr. Lackie had purchased the largest windows he could while the lift and crew were still available to do the work. It wasn't intended to shorten up the windows or to save money. As long as they were there, they did the windows, too.

Mr. Statz stated that it did look refreshing and didn't destroy anything. The window frames and sills are still there. Windows can be made to fit.

Mr. Cofrin said that he had no intention of replacing the windows in the back of the building. Mr. Wiesner suggested that if he did replace the windows in back of the building in the future, the new windows in the front could be used in the back and then new windows could be installed that would fit the opening. Mr. Cofrin agreed to doing that.

A short discussion was held. Moved by Mr. Statz, seconded by Mr. Burk to grant a certificate of appropriateness as presented. Carried, with Mr. Augustson voting no. Carried.

Consideration of: Facade and site improvements for Virlee Gunworks, 1019 Egg Harbor Road: Steve Estes, owner of the property, and Dave Phillips, representing Bayland Buildings, explained that Scott Virlee from Virlee Gunworks, would like to construct a 10,000 square-foot gun range in the front part of the building. They will be occupying 28,000 square feet of the 140' x 200' building. They will be selling guns, ammunition, and provide a classroom for hunter's safety classes. There will be all new bathrooms, heating and cooling, insulation, and flooring, as well as a bullet-proof and sound-proof lining. The facade will be cleaned up and the outside of the building and entranceway will be repainted using a grey color, with the addition of a black and yellow colors to match their store in New Franken. The exhaust fans will be removed. New glass entry doors will be installed. A valance will be placed over the entry doors and classroom door. Lighting will be placed over the doorways and on the signage. Dumpsters will be moved to the side of the building and enclosed. The whole parking lot will be repaved and lines added in summer 2021.

Mr. Estes added that new outdoor downward lighting will be installed in the parking lot. He hopes to redevelop the rest of the property. They will not install larger windows due to safety concerns. Bars will also be added to the windows. In the shooting range, customers will not be shooting at paper, but they will be shooting at images.

Mr. Burk questioned if there was anything in the code regarding misfire in the City limits. Mr. Sullivan-Robinson responded that it is all state regulated under the building code.

Mr. Olejniczak questioned the existing guard rail in front of the building. Mr. Estes responded and said that was there to prevent anyone from driving into the building. It was suggested to add some type of landscaping in front of the guard rail.

Mr. Augustson also suggested adding landscaping to the right of the classroom door for the length of the building.

Discussion continued. Moved by Mr. Augustson, seconded by Ms. Fox to grant a certificate of appropriateness as presented, subject to landscaping being added to the south of the classroom door for the length of the building. Signage would need to be approved at a different meeting. All ayes. Carried.

Consideration of: Roof pitch request from Thomas and Pamela Sadowske for a manufactured home to be located on the northeast corner of S. 16th Place and Texas Place: Mr. Sullivan-Robinson stated that the Sadowske's would like to place a single-family home on a vacant lot on the corner of S. 16th Place and Texas Place. In the zoning code, there is a section regarding the general aesthetics code for single-family homes. The code was put in place to limit certain types of manufactured homes on residential lots. There is one exception to have a lesser pitch if approved by the Aesthetics Board. He did a calculation of the different roof pitches in the neighborhood. The applicant is seeking approval for a 3/12 pitched roof. He felt that the general home would fit in the neighborhood. The house will be placed on a slab.

Mr. Augustson pointed out that the engineering submitted from North County Homes states the roof has a 2.3/12 pitch. He thought it looked like 85% of the roof was 2.3. The whole roof would have to be rebuilt. If a garage was added, the garage height would have to be the same as the house.

Mr. Sadowske said that because of the multiple roof pitches that was the only engineering they had. They like the house because of the multiple pitches. There are areas with a 2.3/12 pitch and other areas with a 3/12 pitch. Other models are available with a 3/12 pitch that come in sections and would need to have a foundation. He and his wife both have bad knees and wanted to only install a slab. There would be a 2-foot crawl space. The reason for wanting that lot is because the neighborhood has that type of look. A higher pitched roof would bump up the price of the home another \$50,000. The cost of this home is \$105,000.00.

Mr. Wiesner noted that the house next door to this lot is assessed at \$150,000. If you add the cost of the lot and garage, the assessed value would be similar. It is just that the roof is so flat.

Mr. Sadowske asked that if the roof is designed for the snowload, is it that much of a deal for a 2.3/12 or a 3/12 verses a 4/12 pitch? If the home is placed where other homes have the same general look and price range, is the roof pitch that big of a deal?

Mr. Statz responded that there are quite a few homes in that neighborhood that have a 4/12 pitch. A 2.3/12 pitch is a pretty shallow pitch. It really is about aesthetics.

Mr. Olejniczak stated that the rules were designed to force manufactured homes to blend in with stick-built homes. Is this really a 2.3/12 pitch and is it too flat to be aesthetically compatible?

Mr. Augustson didn't think that with a 2.3/12 pitch it would visually fit in the neighborhood. He didn't think that even a 3/12 pitch would. The garage should not be dominant.

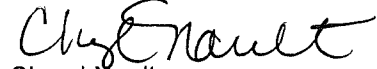
Mr. Statz suggested that the Sadowske's look for something with more of a pitch and if it has to be under 4/12 to come back to the Board.

After further discussion, it was moved by Mr. Augustson, seconded by Ms. Fox to deny the request for a certificate of appropriateness. All ayes. Carried.

Mr. Olejniczak told Mr. Sadowske that the Board's decision can be appealed to the Common Council.

Adjourn: Moved by Mr. Burk, seconded by Mr. Wiesner to adjourn. All ayes. Carried. The meeting adjourned at 7:03 p.m.

Respectfully submitted,



Cheryl Nault
Community Development Secretary

Christopher Sullivan-Robinson
Planner/Zoning Administrator
421 Michigan Street
Sturgeon Bay, WI 54235



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Website: www.sturgeonbaywi.org

4.

MEMO

To: Aesthetic Design and Site Plan Review Board
From: Christopher Sullivan-Robinson
Date: March 22, 2021
Subject: Design Review for Northpointe Development

Northpointe Development is proposing to construct a 5-story apartment building to be located on the frontage of 92 E Maples Street. This is currently being considered through the Planned Unit Development process by Plan Commission. Prior to the public hearing to likely occur on April 21, 2021, they would like to obtain feedback from the City regarding the building's architectural design, materials to be used, and colors. Once the developer has an idea of how to move forward, then this committee would have a second opportunity to review the as a complete package at a later date.

This is located on the West Waterfront property owned by the City. There is a heavy emphasis from the community on the aesthetics of the finished product and that it is cohesive with the downtown. Looking at some of the adjacent building designs within the area, there doesn't appear to be a clear downtown theme. The newer buildings constructed within the area include: Maritime Museum, The Bay Lofts / Bayshore Outfitters, the Coast Guard Station, and Cellcom / Glas Coffee. Other adjacent buildings include Bayside Bargains, The Greystone, Dejardin's Laundry / Lift, and the Teweles and Grandeis Granary.

Attached is the building design / layout, site plan, area map, and Aesthetic Design Guidelines.

Conceptual Brand Narrative

Breakwater Apts
092 Maple Street
Sturgeon Bay, Wisconsin

Breakwater Apts. will occupy a highly regarded building site within the City of Sturgeon Bay that is close in proximity to the Door County Maritime Museum, the historic Teweles & Brandeis Granary, and adjacent to the soon-to-be developed waterfront park. The proposed building, with its height of approximately 50', will be highly visible not only from the downtown but also from open water.

Northpointe Development recognizes that this is a special parcel of land and seeks to maximize the project's potential in all aspects. To create a place of destination and an identity within the community, Northpointe proposes the following building aesthetic and brand that have been developed together in unison.

At the heart of the brand is the name "Breakwater". This name was selected not only to honor the maritime tradition of the area, but to signify the project's mission to create a place of calm. Just as a breakwater separates the rough open water from the calm harbor, Breakwater Apts seeks to be a place of calm refuge that residents will call home.

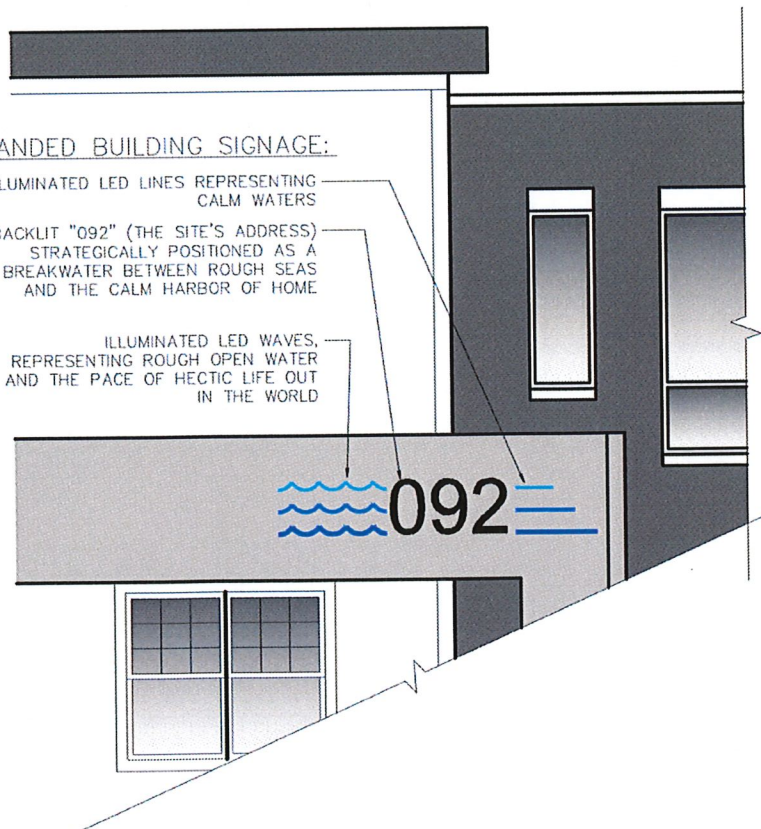
Northpointe Development intends to include the address of 092 Maple Street in the brand. The main logo was developed with this in mind. In the proposed exterior signage below, one can see how the address numbers are positioned as a breakwater would be, which is to say, between the waves and the calm seas.

BRANDED BUILDING SIGNAGE:

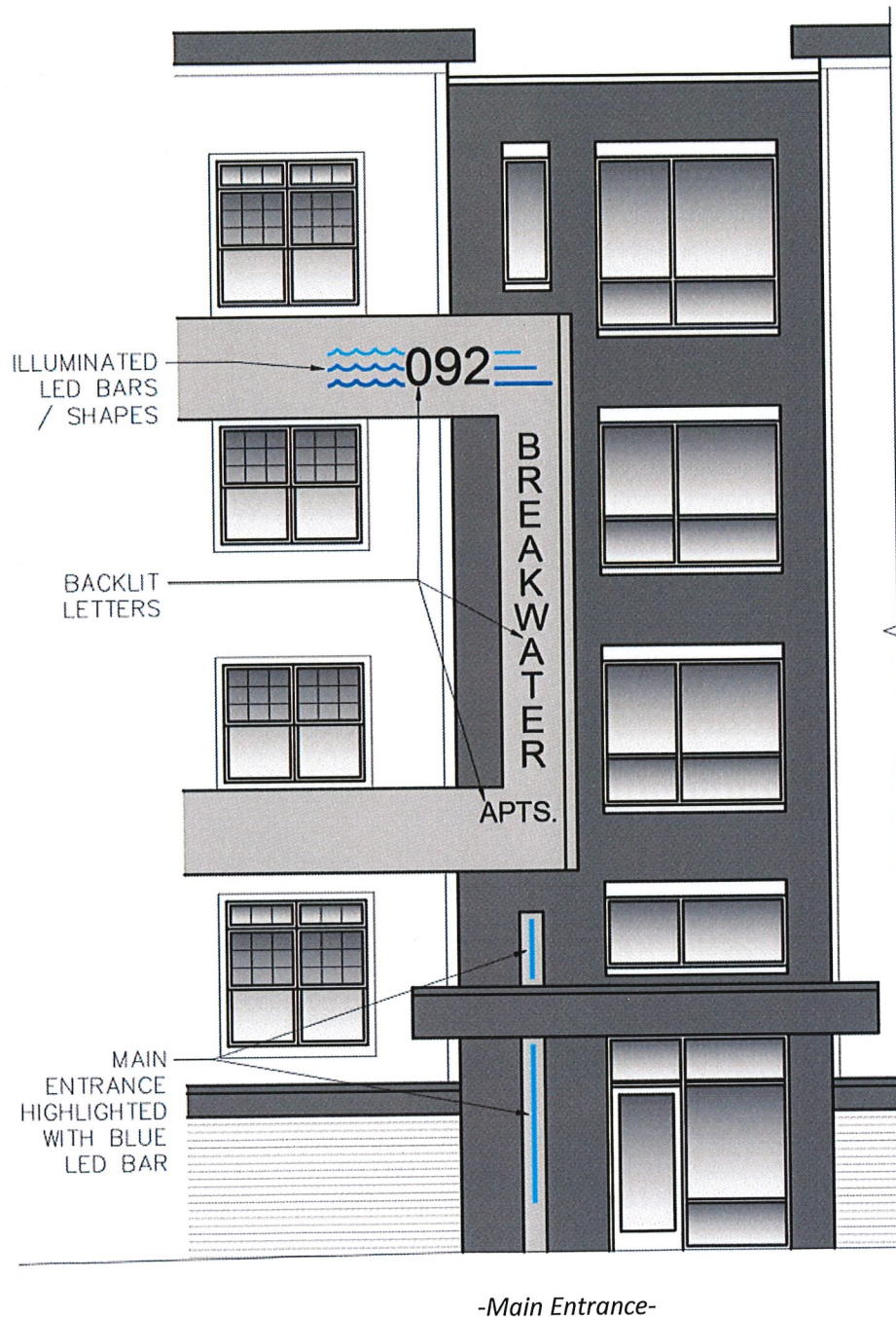
ILLUMINATED LED LINES REPRESENTING
CALM WATERS

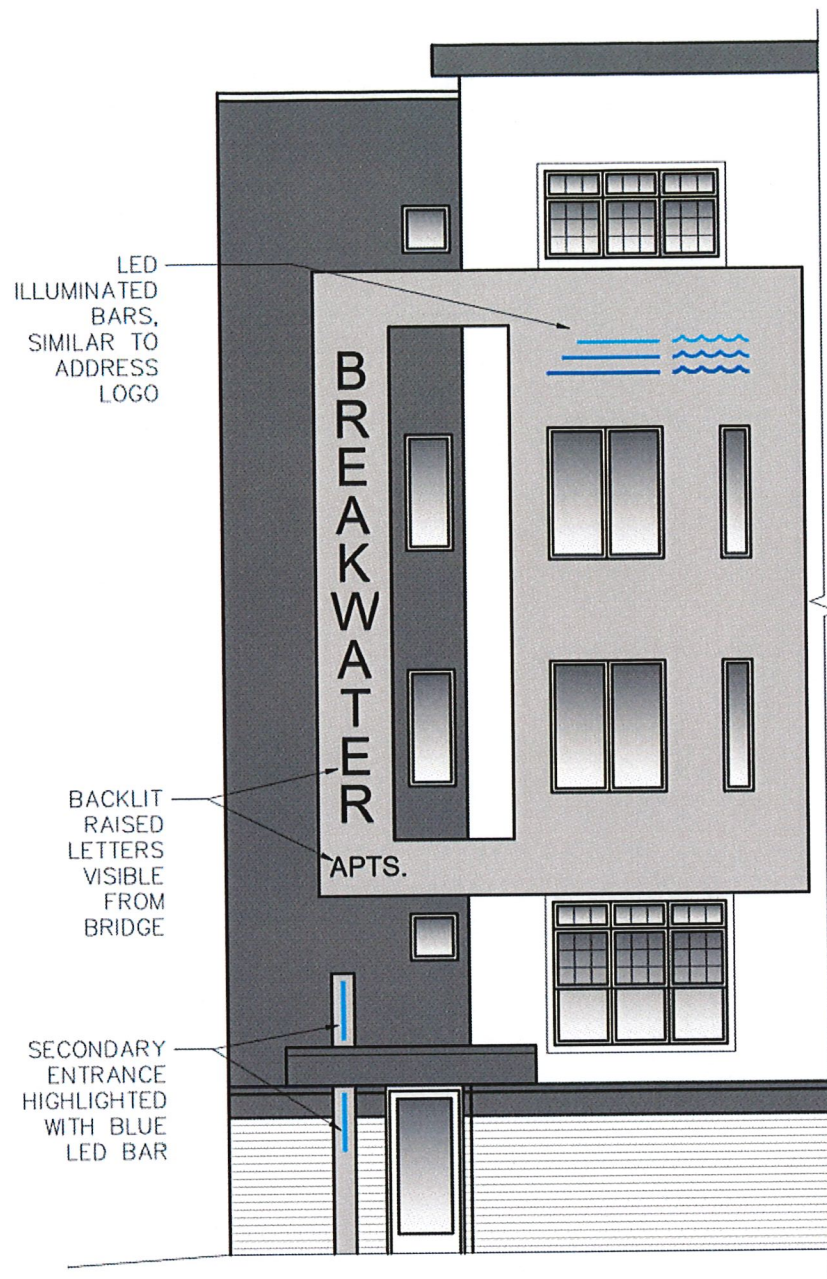
BACKLIT "092" (THE SITE'S ADDRESS)
STRATEGICALLY POSITIONED AS A
BREAKWATER BETWEEN ROUGH SEAS
AND THE CALM HARBOR OF HOME

ILLUMINATED LED WAVES,
REPRESENTING ROUGH OPEN WATER
AND THE PACE OF HECTIC LIFE OUT
IN THE WORLD

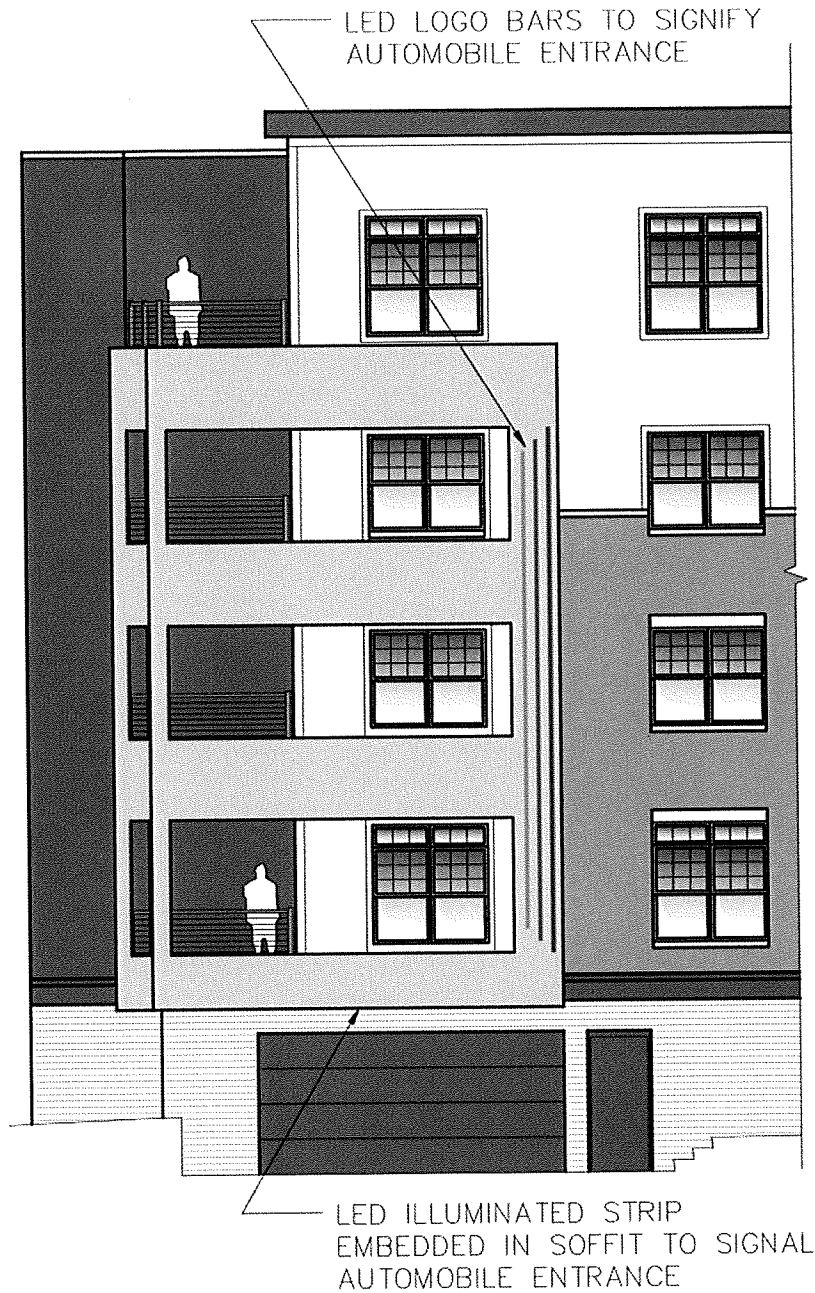


With such a prominent site in the heart of the city, Northpointe proposes to expand on the signage and create a night time identity for the building. With the advent of LED lighting strips, identifying buildings with decorative lighting has become a feasible and desirable way to signify place. Taking inspiration from lighting concepts at recent high visibility Milwaukee developments such as 84 South and The Mayfair Collection, Breakwater Apts seeks to brand specific areas of the building to reinforce a sense of destination.

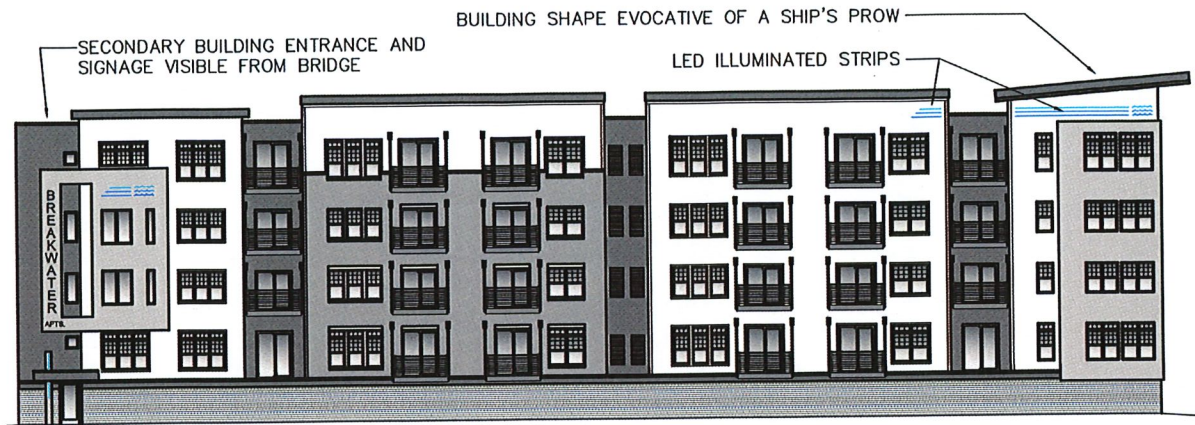




-Secondary Entrance-



-Automobile Entrance-



-Visible to Park, Bridge, and Downtown-



-Visible to Open Water-

For additional information, see conceptual plan set dated 3/15/21.

PROJECT #

STURGEON BAY, WI

15/2-

****NOT FOR CONSTRUCTION****

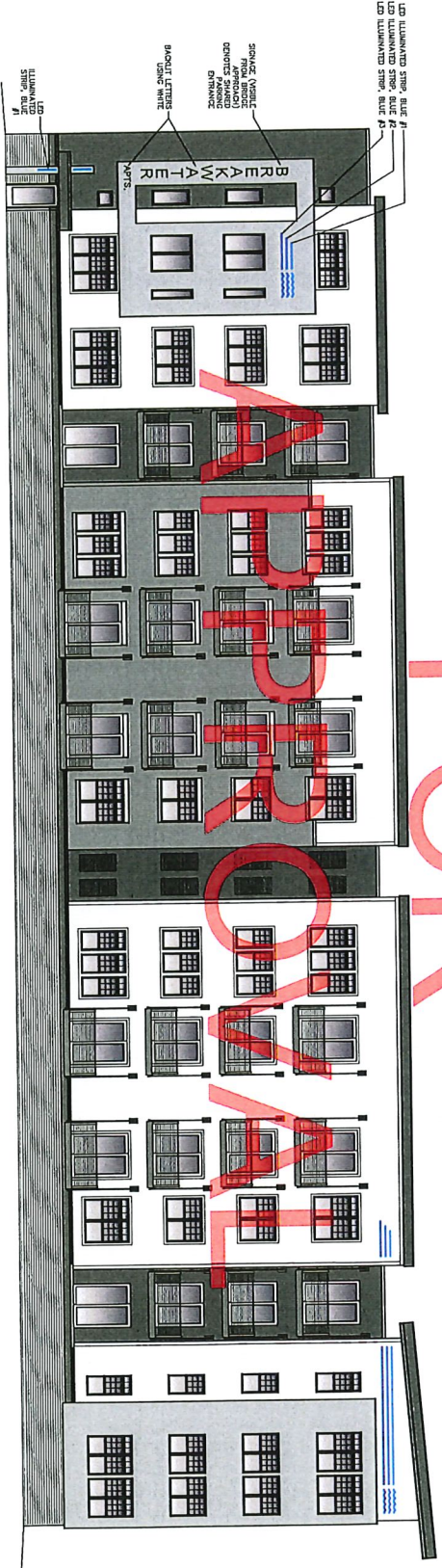
(SECONDARY)
FRONT ELEVATION
SCALE: 1/8" = 1 FOOT (WITH FULL SIZE PRINTS)

SHEET:

A2.0



(MUSEUM VIEW)
 REAR ELEVATION
 SCALE 1/8" = 1 FOOT (WITH FULL SIZE PRINTS)



(PARK & SHIPYARD VIEW)
 SIDE ELEVATION
 SCALE 1/8" = 1 FOOT (WITH FULL SIZE PRINTS)

NOT FOR CONSTRUCTION

BREAKWATER APTS.
92 E. MAPLE STREET
 STURGEON BAY, WI

PROJECT # 202070

PRECEDENT
ARCHITECTURE
 Architectural design rooted in
 the art of engineering
 220 E. RAVENHURST ST.
 FORTY TWO LLC, WI 53075
 920.933.2860

PRELIMINARY DATE 03/15/21	<div style="border: 1px solid black; height: 40px; width: 100%;"></div>

****NOT FOR CONSTRUCTION****

MAPLE STREET - STURGEON BAY, WI

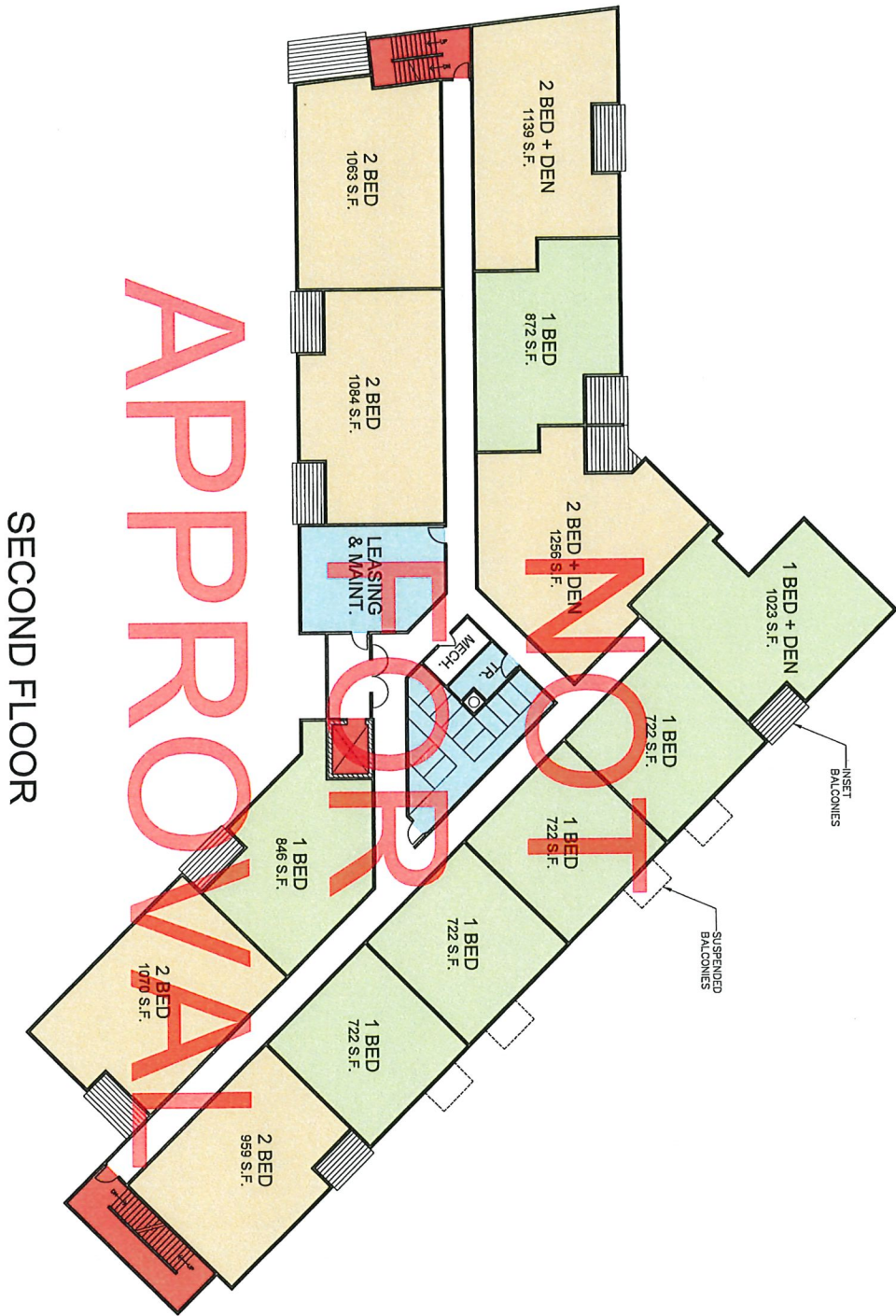
FIRST FLOOR

UNIT MIX					UNITS PER FLOOR
	1 BEDS	1 BED + DEN	2 BEDS	2 BED + DEN	
1ST	7	1	3	2	13
2ND	6	1	4	2	13
3RD	8	1	3	2	14
4TH	6	2	3	2	13
5TH	5	5	13	8	53

AVERAGE S.F. =	765 S.F.	1,030 .F.	1,029 S.F.	1,236 S.F.
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PARKING COUNT		
		STALLS
UNDERGROUND		44
SURFACE		11
SUBTOTAL ON SITE		55
SHARED WITH PARK		46
LEASED FROM NEIGHBOR		12
TOTAL AVAILABLE		113
		2.13 PER UNIT





SECOND FLOOR

**WATERFRONT
PROPERTY REDEVELOPMENT**
MAPLE STREET - STURGEON BAY, WI

PROJECT # 202070

920.933.2850

**PRECEDENT
ARCHITECTURE**
Architectural design focused in
the art of reimagining
229 E. GARDEN ST.
FOUN DU LAC, WI 53935

FLOOR PLAN
NORTH
SCALE 3/32" = 1' (WITH FULL SIZE PRINTS)

SECOND FLOOR PLAN
SHEET
A1.2

PRELIMINARY DATE	01/20/21
NOT FOR CONSTRUCTION	

WATERFRONT PROPERTY REDEVELOPMENT

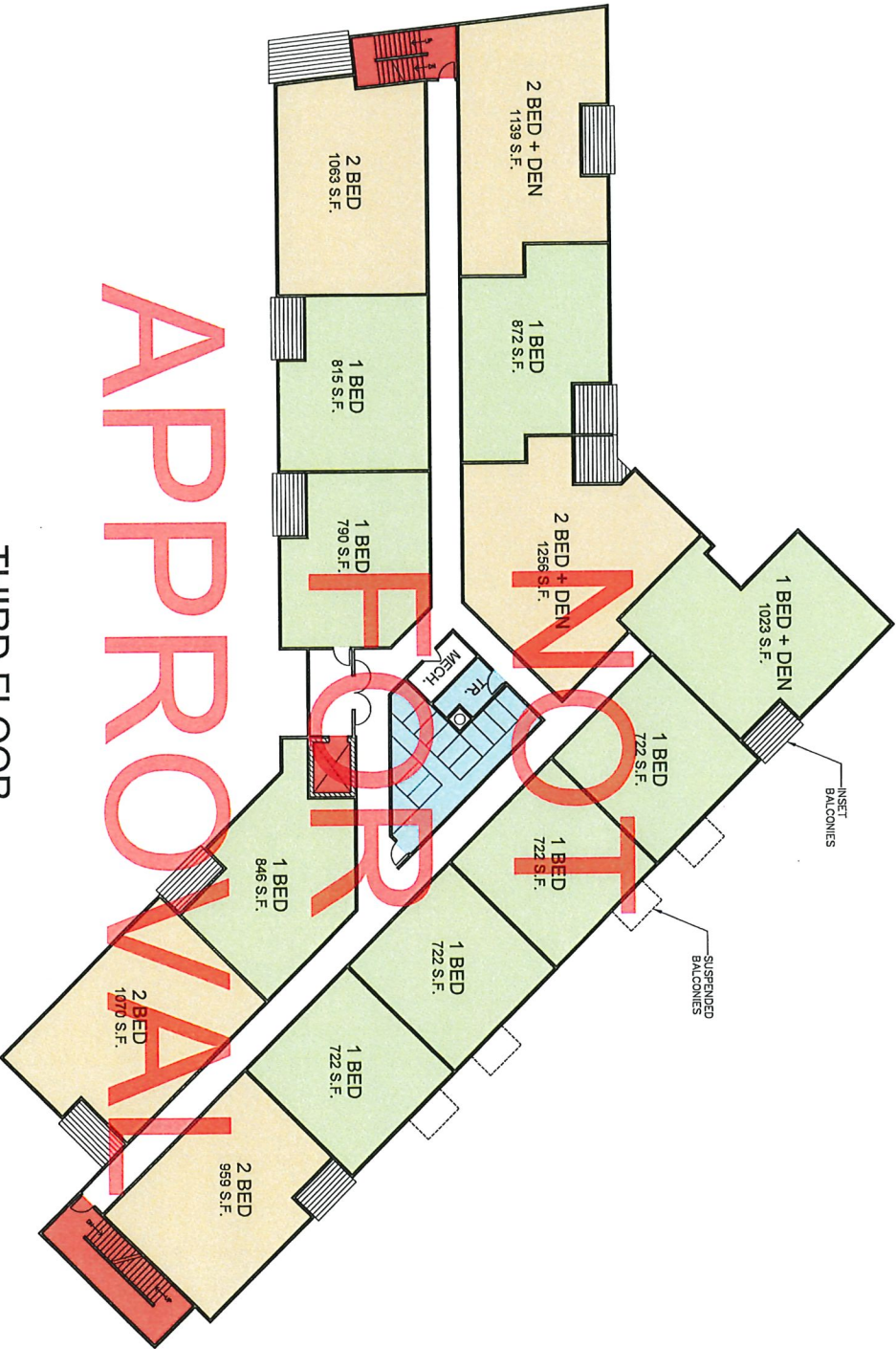
MAPLE STREET - STURGEON BAY, WI

PRELIMINARY DATES

01/20/21

NOT FOR CONSTRUCTION

THIRD FLOOR



Google Maps 67 E Maple St



Image capture: Aug 2019 © 2021 Google

Sturgeon Bay, Wisconsin



Street View

Google Maps 2 E Maple St

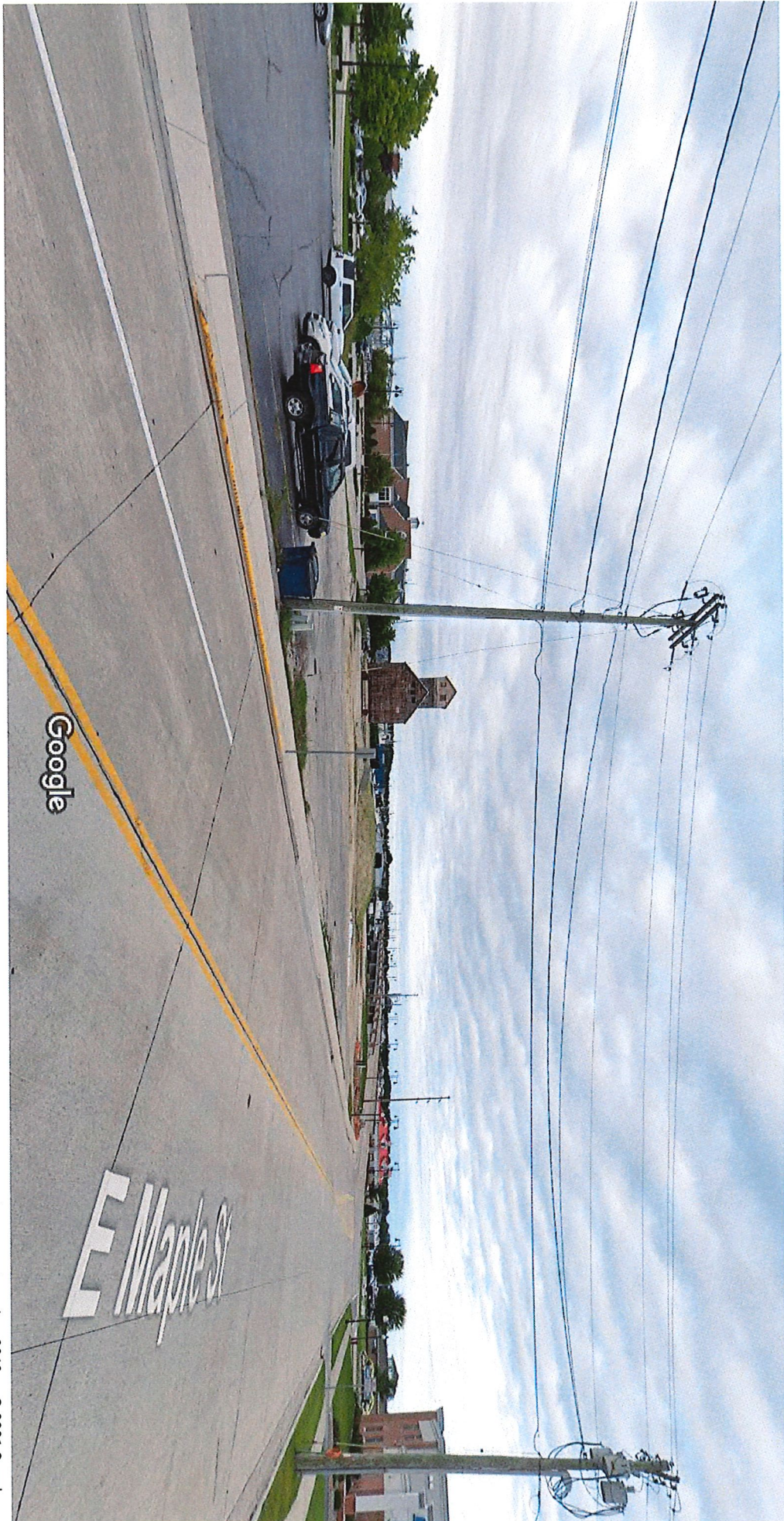


Image capture: Aug 2019 © 2021 Google

Sturgeon Bay, Wisconsin



Street View

Google Maps 54 Ice Age National Scenic Trail

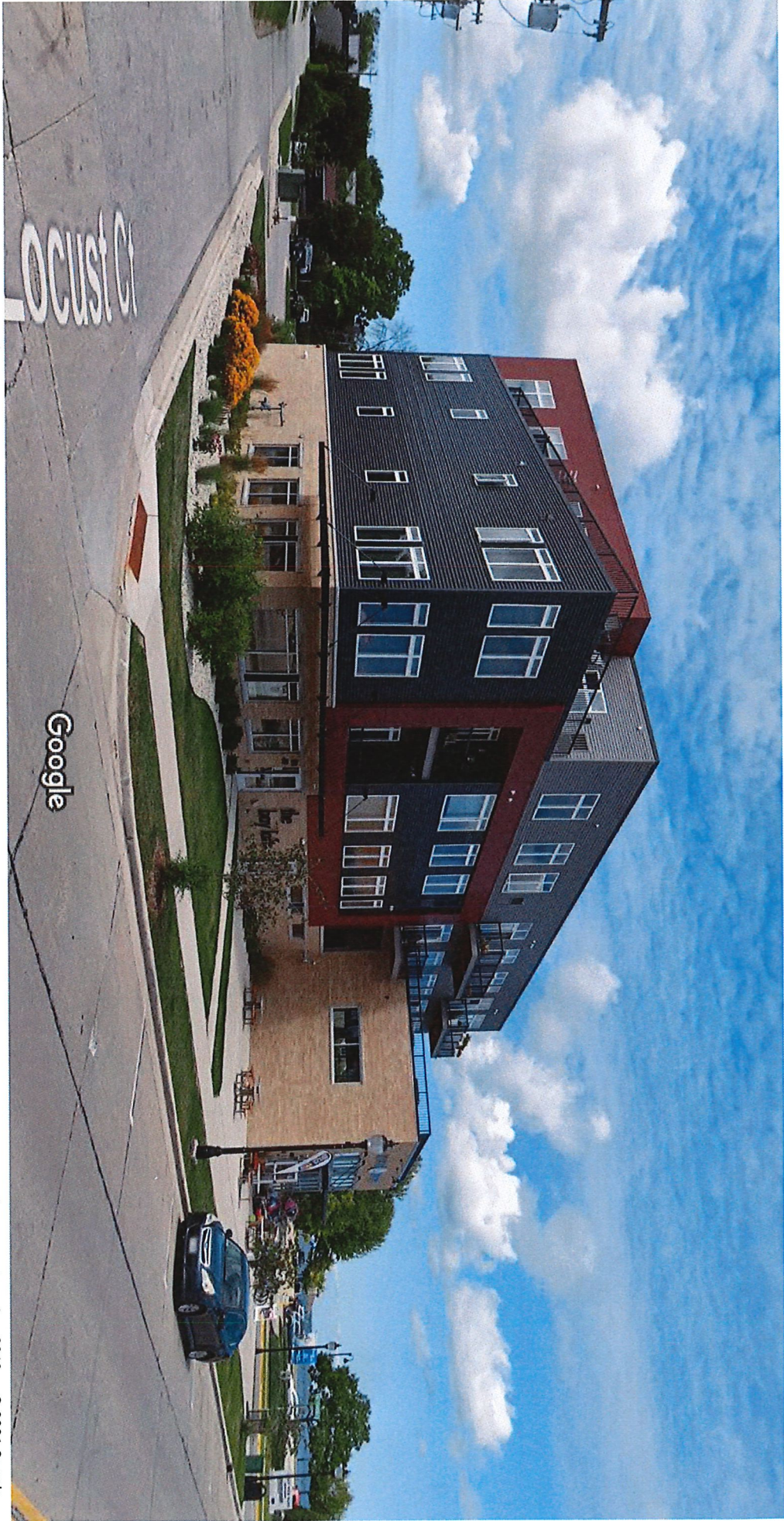


Image capture: Aug 2019 © 2021 Google

Sturgeon Bay, Wisconsin



Street View

Google Maps 25 Ice Age National Scenic Trail

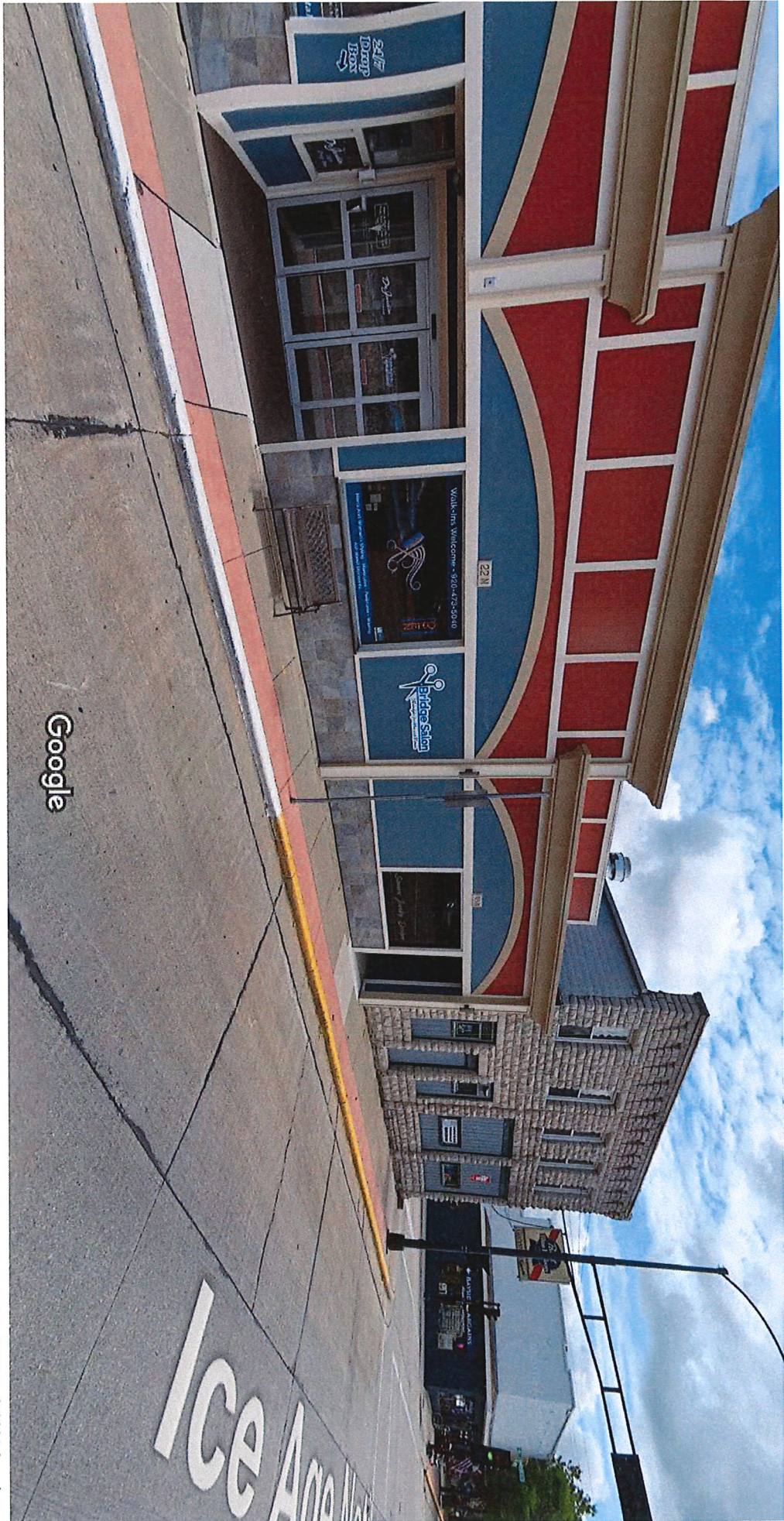


Image capture: Aug 2019 © 2021 Google

Sturgeon Bay, Wisconsin



Street View

Google Maps 2 Ice Age National Scenic Trail



Image capture: Aug 2019 © 2021 Google

Sturgeon Bay, Wisconsin



Street View

Google Maps 2 E Maple St



Image capture: Aug 2019 © 2021 Google

Sturgeon Bay, Wisconsin



Street View

Google Maps Oregon St



Image capture: Aug 2019 © 2021 Google

Sturgeon Bay, Wisconsin



Street View

Design Guidelines and Review Criteria

for the

Sturgeon Bay Aesthetic Design & Site Plan Review Code

When acting upon an application, the Sturgeon Bay Aesthetic Design and Site Plan Review Board shall rely upon generally accepted site planning and design principles, the stated purposes and intent of the Sturgeon Bay Aesthetic Design and Site Plan Review code, and the provisions of the Sturgeon Bay Comprehensive Plan or other applicable plans and ordinances. The Aesthetic Design and Site Plan Review Board shall also give important consideration during the review process to the following criteria for approval:

(1) Site layout.

- (a) The existing natural topographic and landscape features of a site should be incorporated into a development plan. Such plan shall include all prudent and necessary steps required to protect the natural environment of the site and surrounding areas during and after construction.
- (b) The site shall be designed to accomplish a desirable transition from the public streetscape, and between commercial, industrial, and residential land use areas.
- (c) Where grading is necessary for the construction of structures and paved areas, the grading should blend into adjacent property. Abrupt changes in grade are discouraged.
- (d) Where possible, buildings should be situated on the site to promote and protect public views to and along shorelines from public roads and other public lands.
- (e) In areas where sidewalks exist or are planned, buildings containing retail and other commercial uses should have entrances that provide convenient pedestrian access from the street.
- (f) Where a pattern of small-scale commercial development exists or is planned, narrower buildings or multiple storefronts within larger buildings are encouraged.
- (g) Where a pattern of relatively consistent building setbacks exist on a street, new buildings should be situated to closely match such setback pattern.
- (g) On corner parcels where the proposed building is located close to both street lines, the corner of the building shall be recessed from the street lines in order to create pedestrian areas; prominent building entrances; and more architecturally interesting buildings.

- (h) Stormwater drainage shall be designed so as not to alter the natural drainage systems or cause flooding or erosion on neighboring properties.

(2) Access, circulation and parking.

- (a) Vehicular driveways into the site shall be located in a manner to minimize traffic congestion and difficult turning movements and shall be coordinated with existing and proposed access points on adjoining or nearby properties. Individual developments having more than one access points per street are discouraged and shared access driveways with adjoining properties is encouraged.
- (b) The interior circulation of the site shall be designed to provide for the convenient and safe flow of pedestrians and non-pedestrian traffic through the site and to/from public streets or sidewalks.
- (c) Off-street parking areas for motor vehicles and bicycles that are shared with neighboring businesses and parcels through the use of common driveways or internal access driveways shall be encouraged, if feasible, instead of stand-alone single use parking areas.
- (d) Off-street parking located to the rear or side of buildings is preferred over parking between the building and the street, particularly if the amount of off-street parking supplied is greater than required under the zoning code. For stand-alone buildings under 15,000 square feet, it is preferable that not more than one tier (single row or double row) of parking be located between the building and the street it fronts.
- (e) For large developments over 40,000 square feet, the site design shall allow for present or future alternative transportation modes, such as bike routes or transit stops.
- (f) Permeable surfaces, bioswales, rain gardens, and other forms of stormwater runoff prevention for parking and on-site traffic areas are encouraged.

(3) Building design.

- (a) Buildings shall not be limited to a preferred type of architecture or building materials. However, architectural styles, which are generally not common to Sturgeon Bay or Northeastern Wisconsin, are discouraged.
- (b) Buildings should be sited and designed to be aesthetically pleasing as viewed from adjoining public streets. Excessively long, unbroken building facades shall be avoided. Building materials and design features shall be consistent with the general design theme and/or proposed use of the development.
- (c) The architectural character of historic structures shall be maintained or enhanced whenever remodeling, expansions, or other changes are proposed.

- (d) Buildings on in-fill sites shall be compatible with surrounding buildings in terms of scale, massing, height, entrances, and windows.
 - (e) Rhythm/re-occurring patterns in windows and storefronts are encouraged.
 - (f) Building components, such as windows, doors, eaves, and parapet, should be in proportionate scale in relationship to one another.
 - (g) The use of door and window canopies and awnings is encouraged.
 - (h) The use of special architectural features, including projecting windows, towers, turrets, arches and cupolas are encouraged, particularly on corner buildings.
 - (i) Rooftop mechanical equipment shall be screened with parapets or the roof form.
 - (j) Designs seeking Leadership in Energy and Environmental Design (LEED) certification are encouraged.
 - (k) Buildings containing retail commercial uses that are located within 15 feet of the street should have transparent windows on the ground floor along at least 50% of the length of the building facade facing the street.
 - (l) Garages should be designed to not dominate the site. Whenever possible, detached garages shall be located to the rear of the principal building or shall be screened or have overhead doors not facing the street. Attached garages that extend beyond the front façade of the building are discouraged. Garages with three or more parking stalls shall be designed to limit the visual impact of overhead doors through features such as offsets or side-loading.
 - (m) Blank walls viewable from the street are undesirable.
- (4) Materials and colors.
- (a) Opaque or reflective window tints and glazes are discouraged.
 - (b) The use of identical building materials on all sides of a building that are visible from public streets is encouraged.
 - (c) For developments with multiple buildings, a palette of options for exterior building colors for use throughout the site should be established. The range should be wide enough to allow for variety, yet narrow enough to unify all the buildings on a site.
 - (d) Metal siding is strongly discouraged except for industrial buildings or for facades not facing public areas such as streets or parking areas.

(5) Landscaping.

- (a) The appearance of paved areas should be enhanced through landscaping. Large parking areas shall comply with the interior landscaping requirements of the Sturgeon Bay Zoning Code. Required landscape islands shall be dispersed throughout the parking area to avoid large expanses of pavement.
- (b) Storage areas, dumpsters and other places that tend to be unsightly shall be screened by walls, fences, berms, vegetation, or combinations of these. The screening should be equally effective in winter and summer.
- (c) To reduce erosion and surface runoff, trees and other vegetative land cover shall be removed only where necessary for the construction of structures or paved areas.
- (d) Vegetative landscaping shall be used to soften the appearance of blank walls.
- (e) Fences and retaining walls shall be surfaced, painted, landscaped or otherwise treated to blend with their surroundings.
- (f) Utility lines should be placed underground where appropriate and economically feasible to reduce the visual impact on open and scenic areas. Utility pedestals should be screened.
- (g) The use of native and indigenous plant species is encouraged over exotic species. The use of invasive species, as defined by the Wisconsin Department of Natural Resources, is prohibited.

(6) Lighting.

- (a) Exterior light fixtures shall be shielded such that direct beams of light are not cast skyward or onto adjoining property. Exterior light fixtures for signage, building entrances, accents, parking lots, and landscaped areas are strongly encouraged to be downward directed. Auto-dimmers and timers are encouraged for all exterior lights to limit energy waste during non-operational hours.
- (b) Lighting of an intensity beyond which is reasonably required to conduct operations or maintain security is discouraged.
- (c) Lighting fixtures and devices promoting energy efficiency are encouraged.

(7) Signs.

- (a) The location, size, design, materials, and colors of signs should be compatible with the building style.

- (b) The location and design of freestanding signs shall be coordinated with the landscape treatment.
- (c) Neon signs, portable arrow signs, and light box signs are discouraged. Interior lit cabinet signs, when approved, should be designed with opaque materials such that only the message/logo is lit rather than the entire cabinet.
- (d) Signs that are raised on a pole or pylon should have landscaping such as shrubs or flower beds surrounding the base of the sign.
- (e) Lighted signage is strongly encouraged to be halo-lit such that there is no visible light source. Auto-dimmers and timers are strongly encouraged to limit energy waste during non-operational hours.

(REVISED – 03/03/20 – SECTION 6a & 7e)