



# Developer's Tour 2023: Overview Map

## Legend

-  Site Locations
-  Highlight Locations
-  Property Lines






City of Sturgeon Bay  
Community Development  
421 Michigan Street  
Sturgeon Bay, WI 54235  
(920) 746-2910



# Developer's Tour 2023: #1

## Highlighted Properties- West Waterfront

### Legend

-  Available Parcel
-  Highlighted Parcels
-  Property Lines
-  Water Line
-  Sewer Line

Contact: City of Sturgeon Bay  
Marty Olejniczak  
(920)746-6908  
molejniczak@sturgeonbaywi.gov

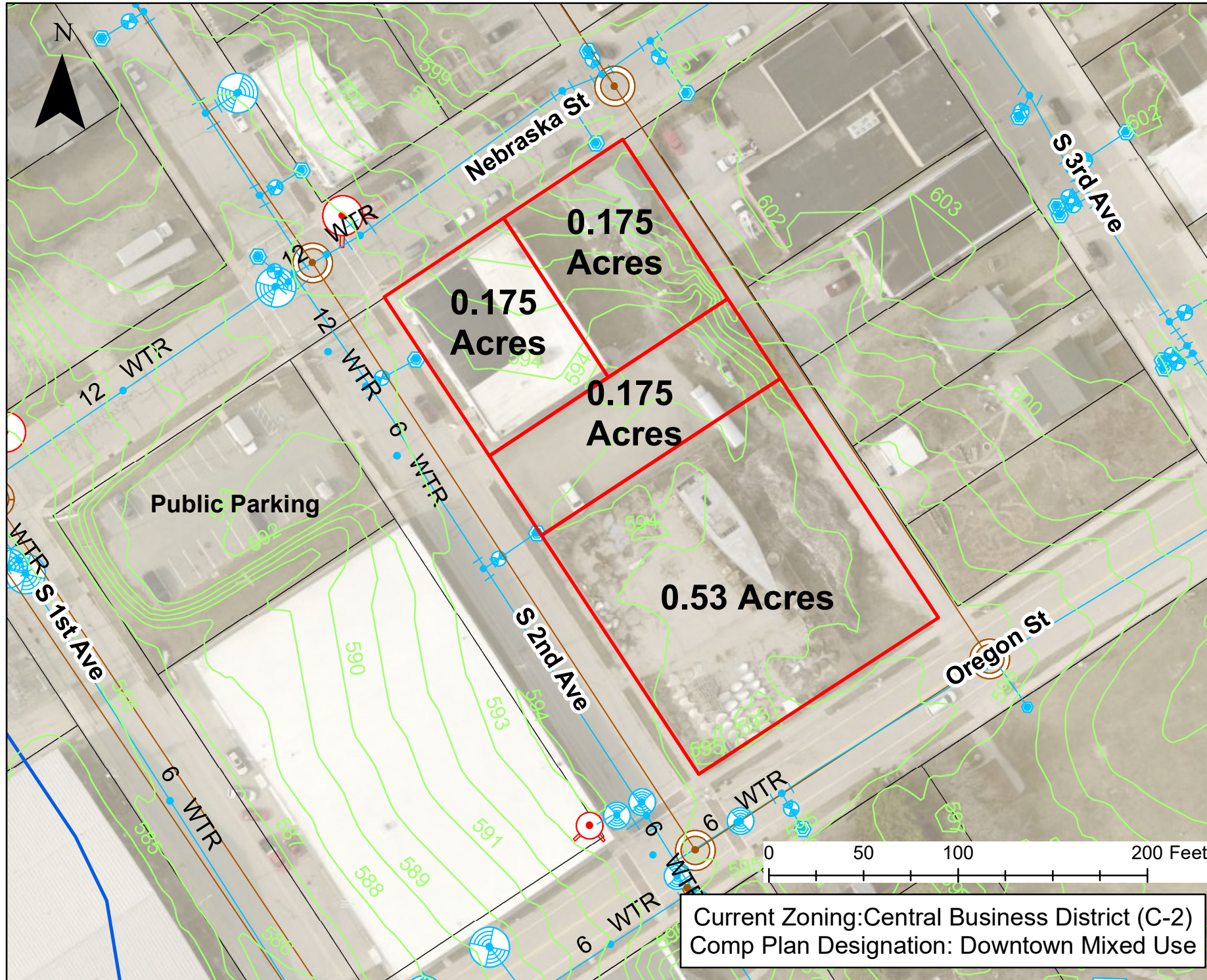
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# Developer's Tour 2023: #2 Nebraska/ 2nd Ave/ Oregon





# Developer's Tour 2023: #3

## Former PBI Shipyard










# Developer's Tour 2023: Site #4

## S. 3rd Ave/ Nebraska St

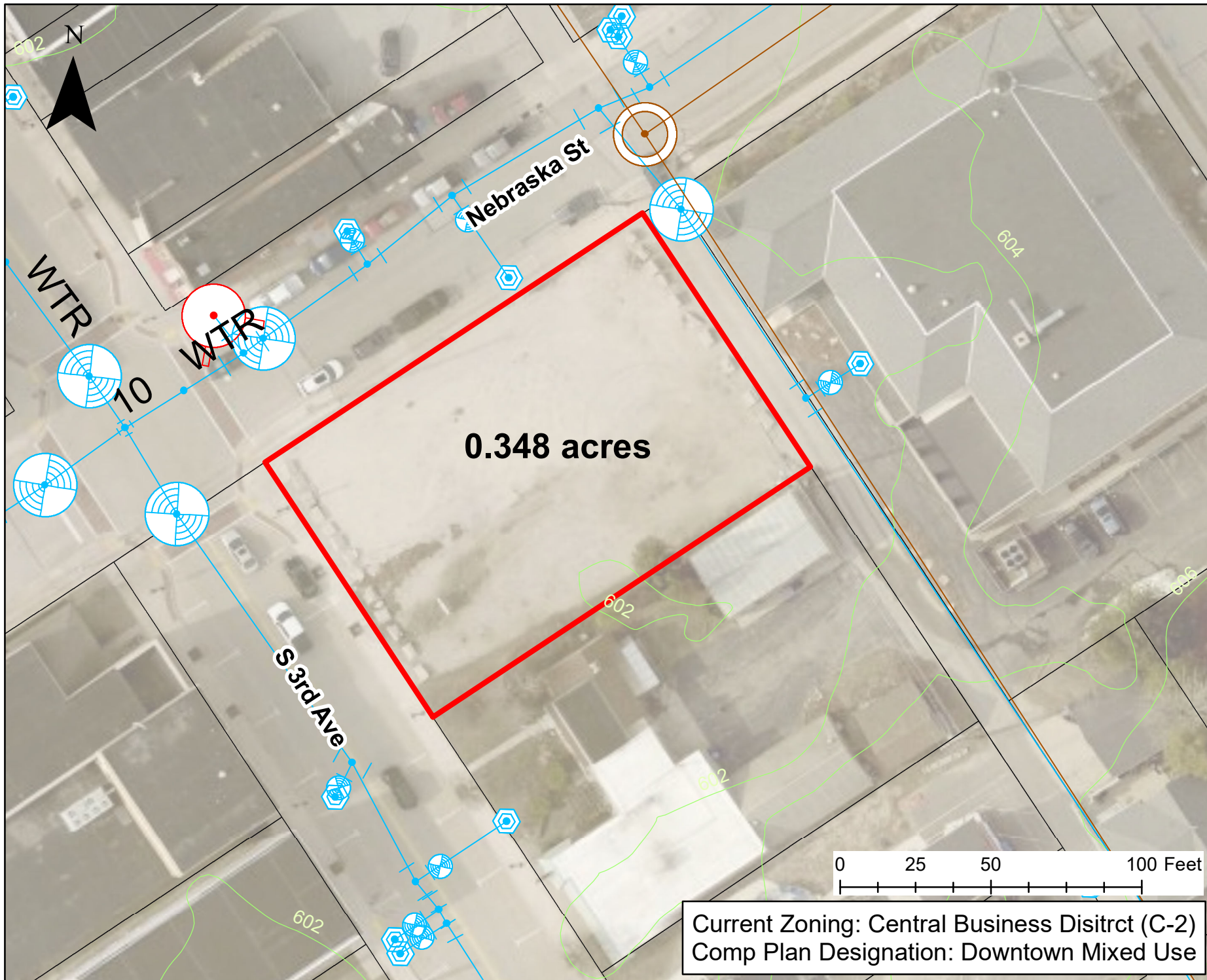
### Legend

-  Subject Parcel
-  2 ft contours
-  Property Lines
-  Water Line
-  Sewer Line

Owner:  
Clarence Cumber  
Contact:  
Great Lakes  
Business Group LLC-  
Tom Alberts  
(920)559-0104

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Current Zoning: Central Business District (C-2)  
Comp Plan Designation: Downtown Mixed Use

Site #5: Former Ace Hardware- Rendering of Proposed Renovation for Multi-Tenant Space







# Developer's Tour 2023: Site #6

## 4th/5th/Alabama

### Legend

- Subject Parcel
- 2 ft contours
- Property Lines
- Water Line
- Sewer Line

Owner:  
Magnus Ryan  
Capital LLC  
Contact:  
Neil Sivertson  
(847)971-5913

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# Developer's Tour 2023: Site #7

## N. 8th Avenue Hedeem Parcel

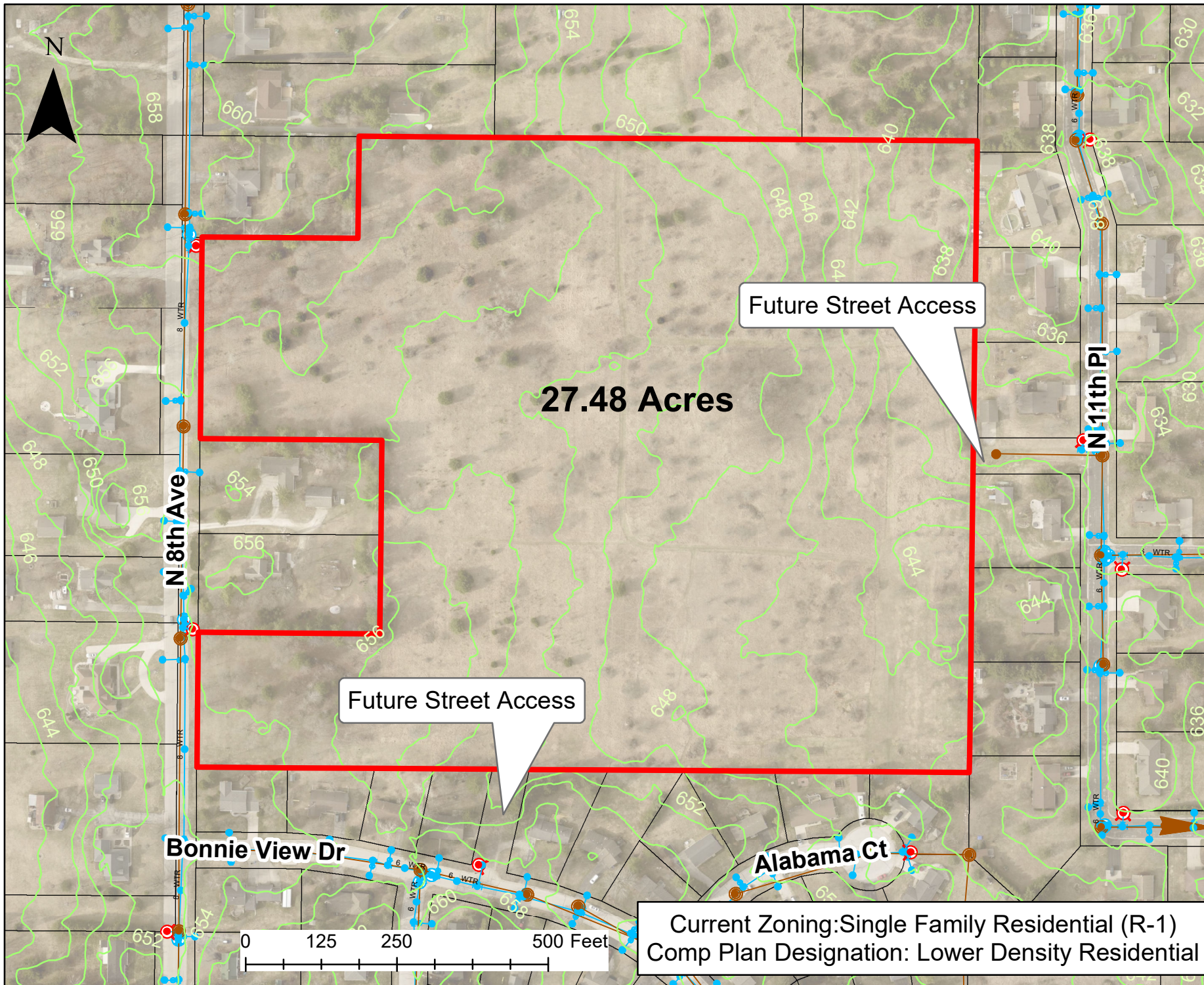
### Legend

- Subject Parcel
- 2 ft contours
- Property Lines
- Water Line
- Sewer Line

Owner:  
Patti Jo Hedeem  
Contact:  
Justus Hedeem  
(920)309-2999  
justus.hedeem@gmail.com

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# Developer's Tour 2023: Site #8 Sunset Subdivision

## Legend

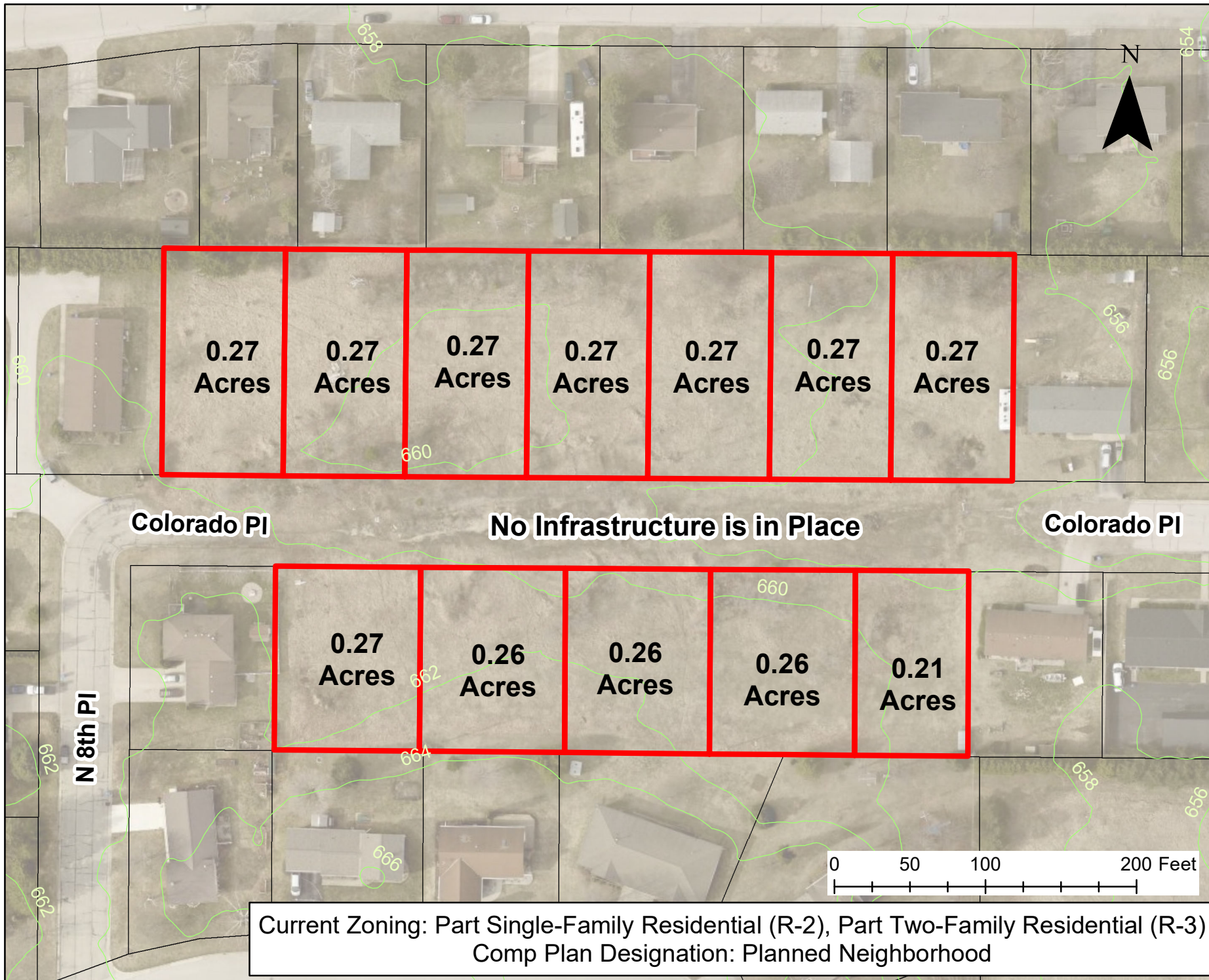
- Subject Parcels
- 2 ft contours
- Property Lines

Owner:  
TJ Norton LLC  
Contact:  
Nissa Norton  
(920)246-9489

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Current Zoning: Part Single-Family Residential (R-2), Part Two-Family Residential (R-3)  
Comp Plan Designation: Planned Neighborhood





# Developer's Tour 2023: Site #9

## La Vine Parcels

### Legend

Subject Parcel-  
Engival  
Enterprises LLC

Subject  
Parcels-La  
Vine's Inc

Property Lines

2 ft contours

Water Line

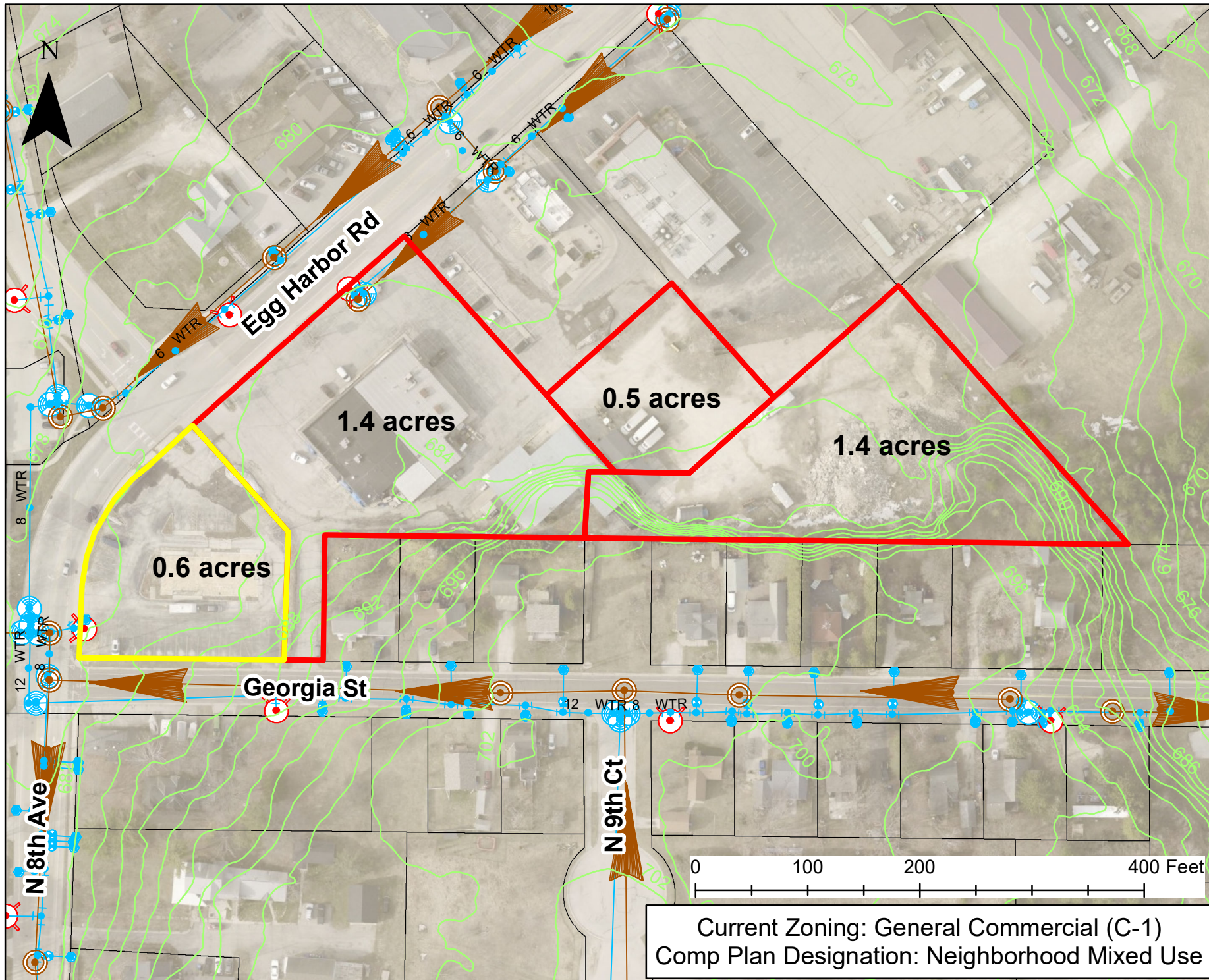
Sewer Line

Contact:  
Lavines-  
Joseph LaVine  
(920)743-9377

Engival Enterprises  
Ted LaVine  
(920)493-8248

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# Developer's Tour 2023: Site #10

## N. 14th Avenue / Georgia Street

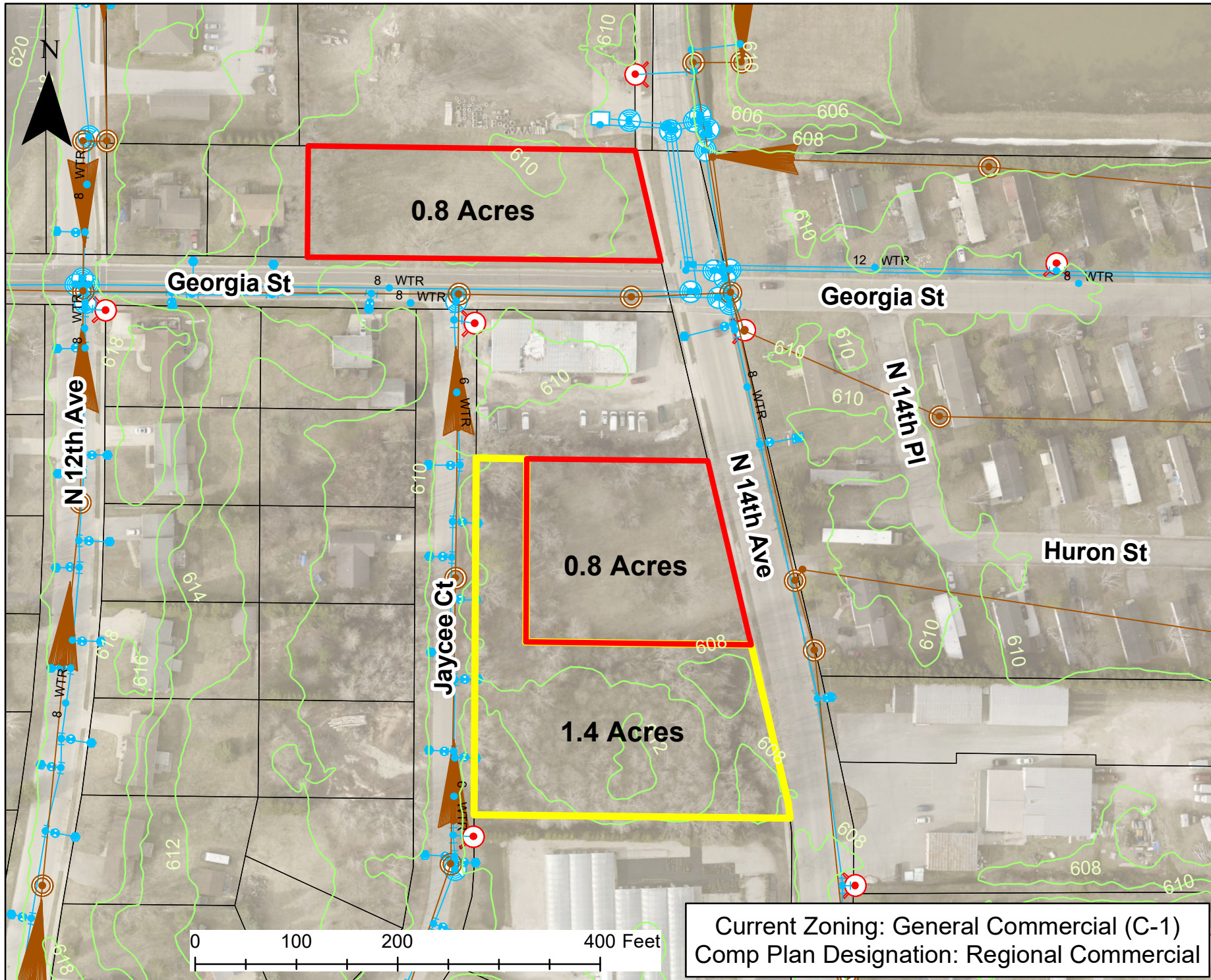
### Legend

- Subject
- Parcels- City Owned
- Subject Parcel- Evenson Laundry
- 2 ft contours
- Property Lines
- Water Line
- Sewer Line

City Contact:  
Marty Olejniczak  
(920)746-6908  
molejniczak@sturgeonbaywi.gov

Evenson Laundry Contact:  
Creative Business  
Solutions-  
Bob Wolter  
(800)366-5169  
bwolter@creativebusinessbrokers.com

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Current Zoning: General Commercial (C-1)  
Comp Plan Designation: Regional Commercial



# Developer's Tour 2023: Site #11

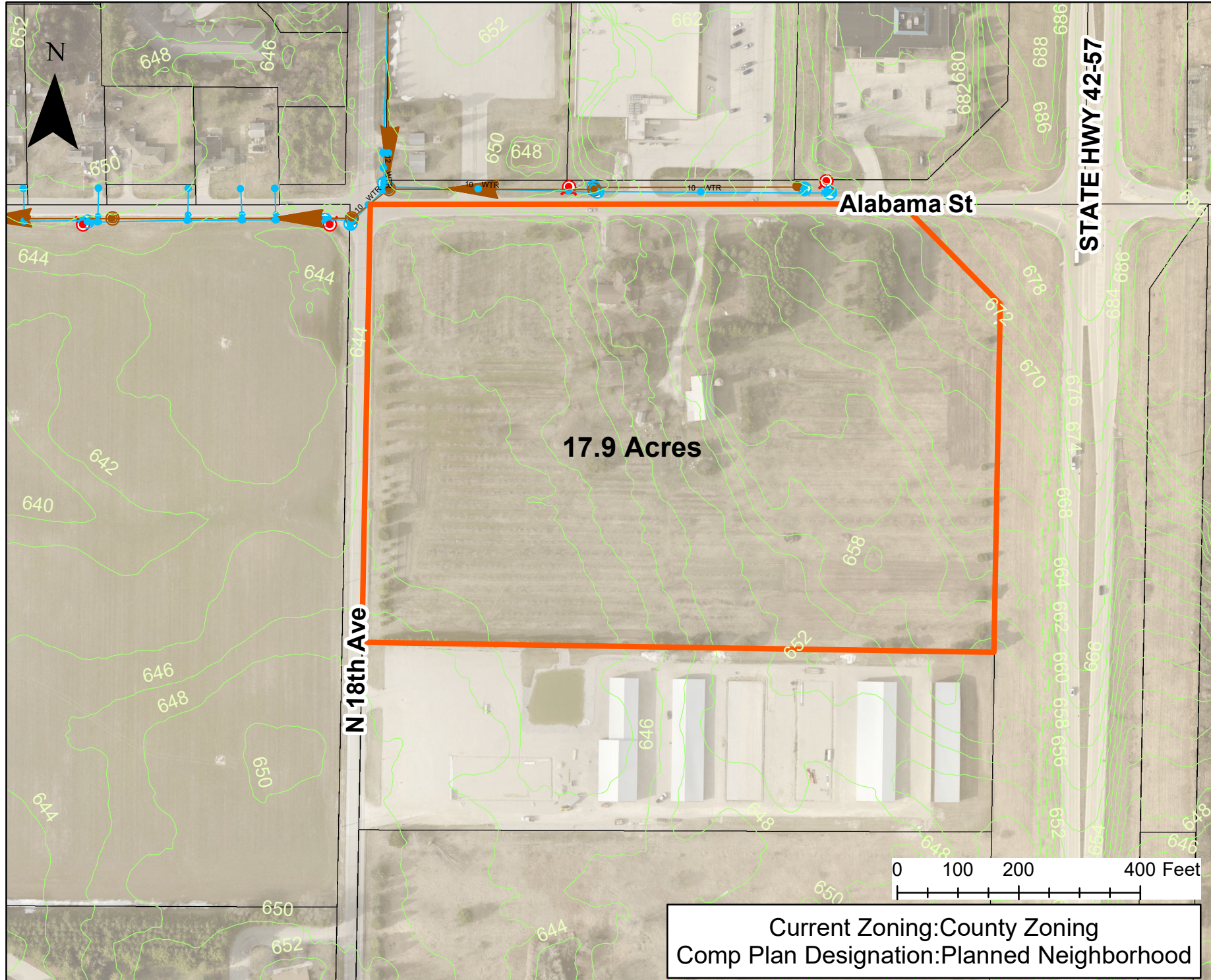
## Tong Farm



Photo: 2023



# Developer's Tour 2023: Site #12 Keller Orchard



## Legend

- Subject Parcel
- 2 ft contours
- Property Lines
- Water Line
- Sewer Line

Owner:  
Lynn Keller  
Contact:  
Starr Realty-  
Dennis Starr  
(920)743-4321  
[dstarr@erastarr.com](mailto:dstarr@erastarr.com)

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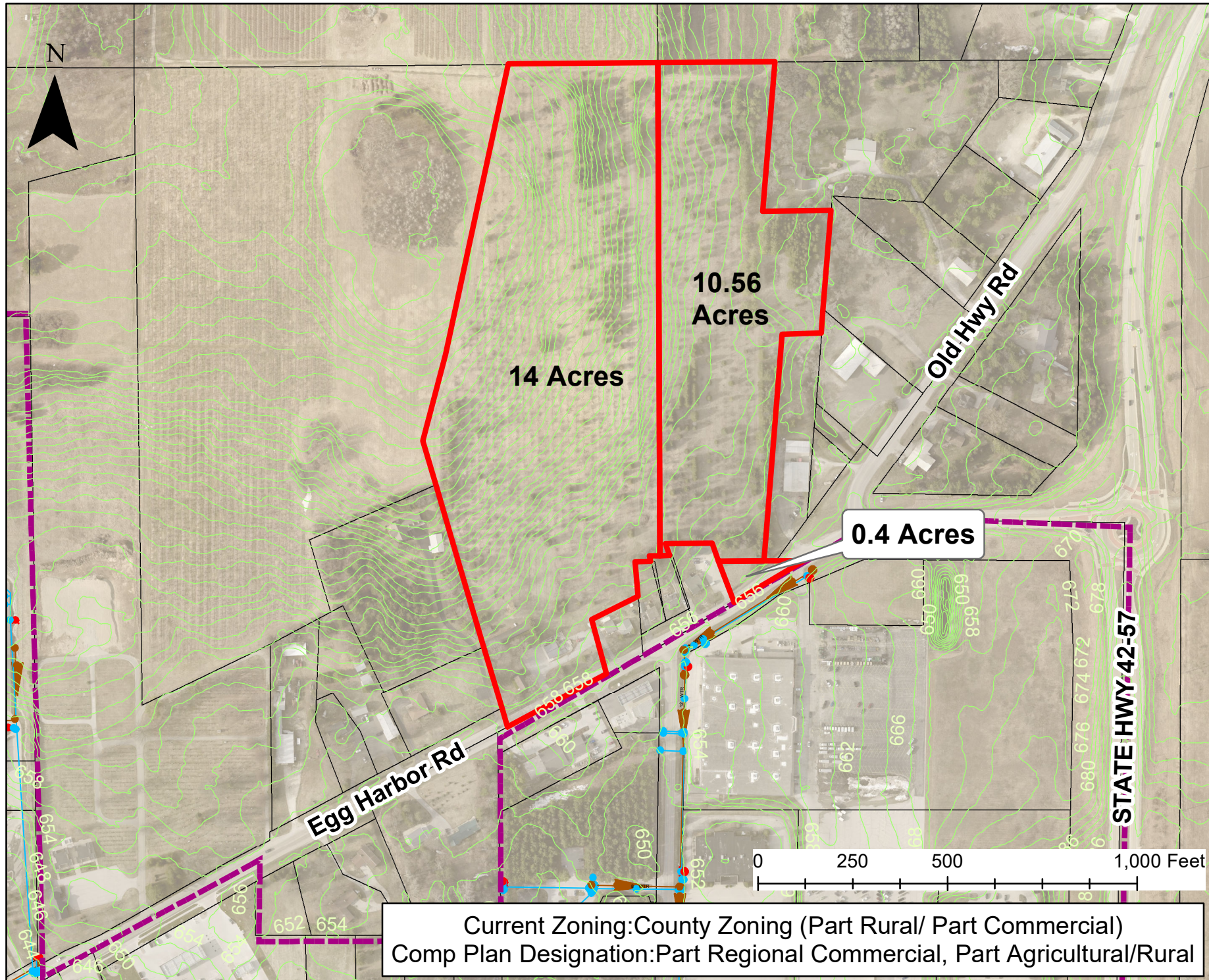
# Developer's Tour 2023: Site #13

## Egg Harbor Road at Hwy 42-57





## Developer's Tour 2023: Site #14 Former Poehler Orchard



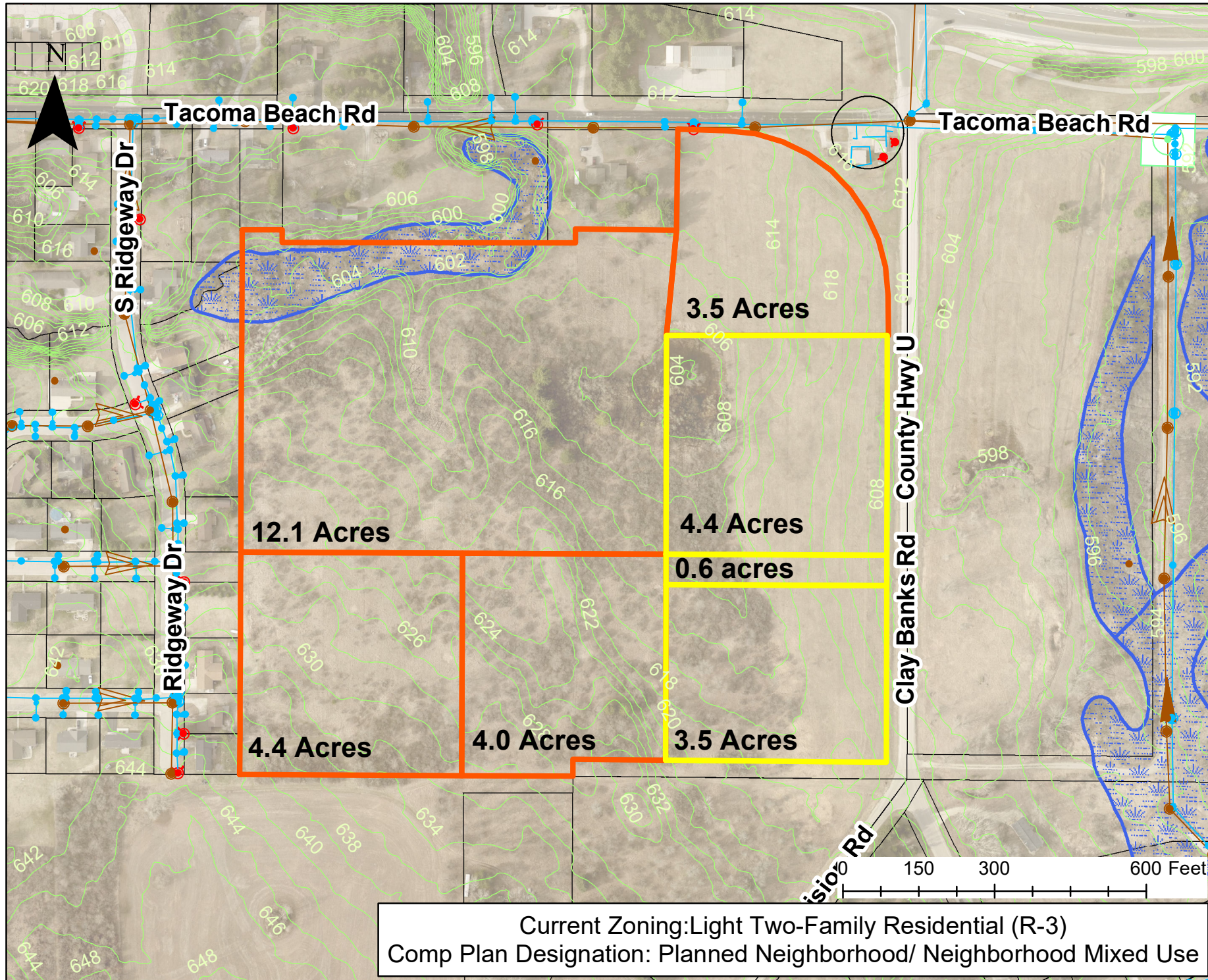
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# Developer's Tour 2023: Site #16

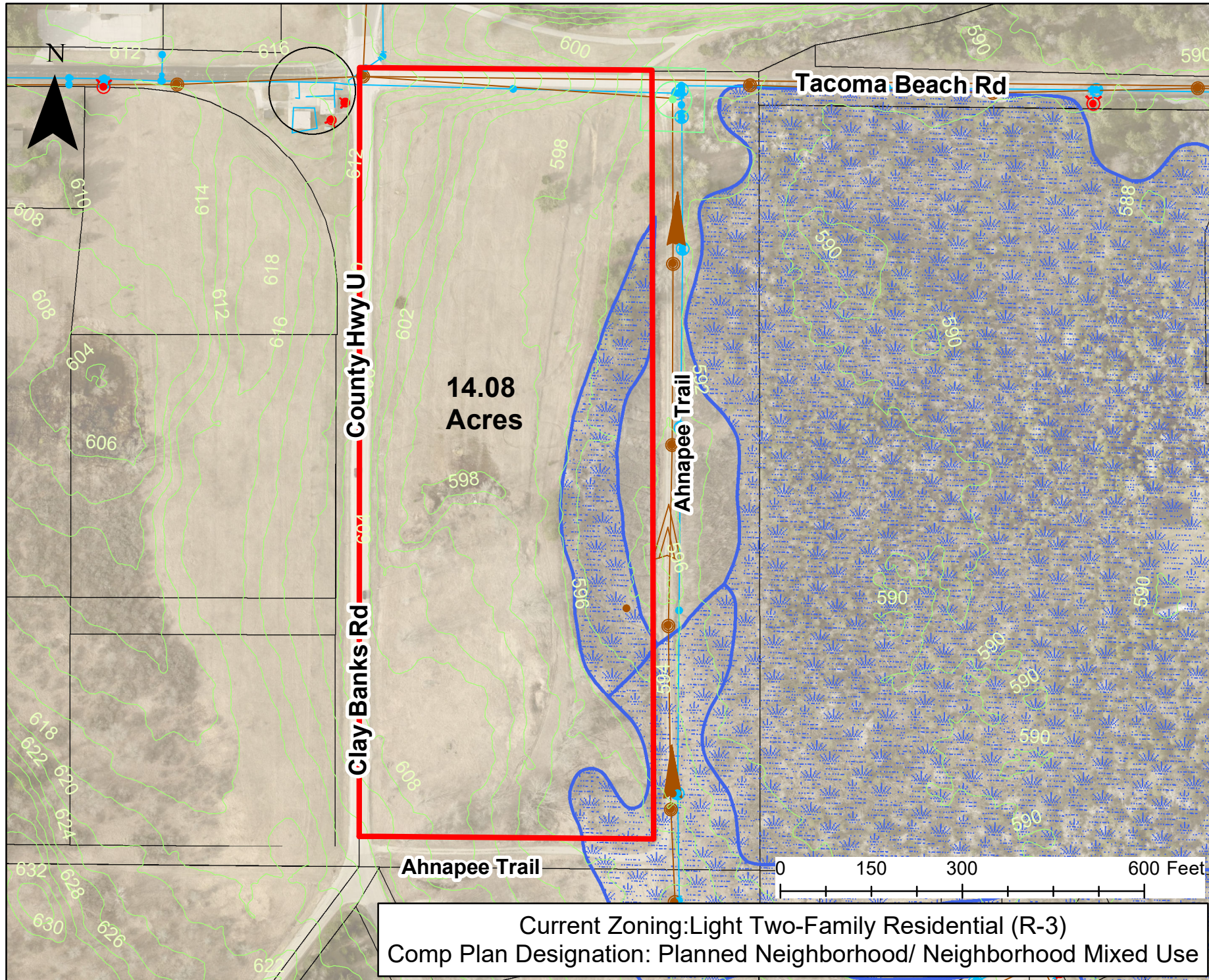
## Clay Banks Road- West Side





# Developer's Tour 2023: Site #17

## Clay Banks Road- East Side



### Legend

- Subject Parcel
- 2 ft contours
- Wetlands
- Water Line
- Sewer Line

Owner:  
RLP Ryan's Lease  
& Purchase LLC  
Contact:  
Ryan Polzin  
(715)735-7900  
[ryan@wimiinsurance.com](mailto:ryan@wimiinsurance.com)

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Current Zoning: Light Two-Family Residential (R-3)  
Comp Plan Designation: Planned Neighborhood/ Neighborhood Mixed Use

Photo: 2023



# Developer's Tour 2023: Site #18

## Industrial Park- City Owned Lots

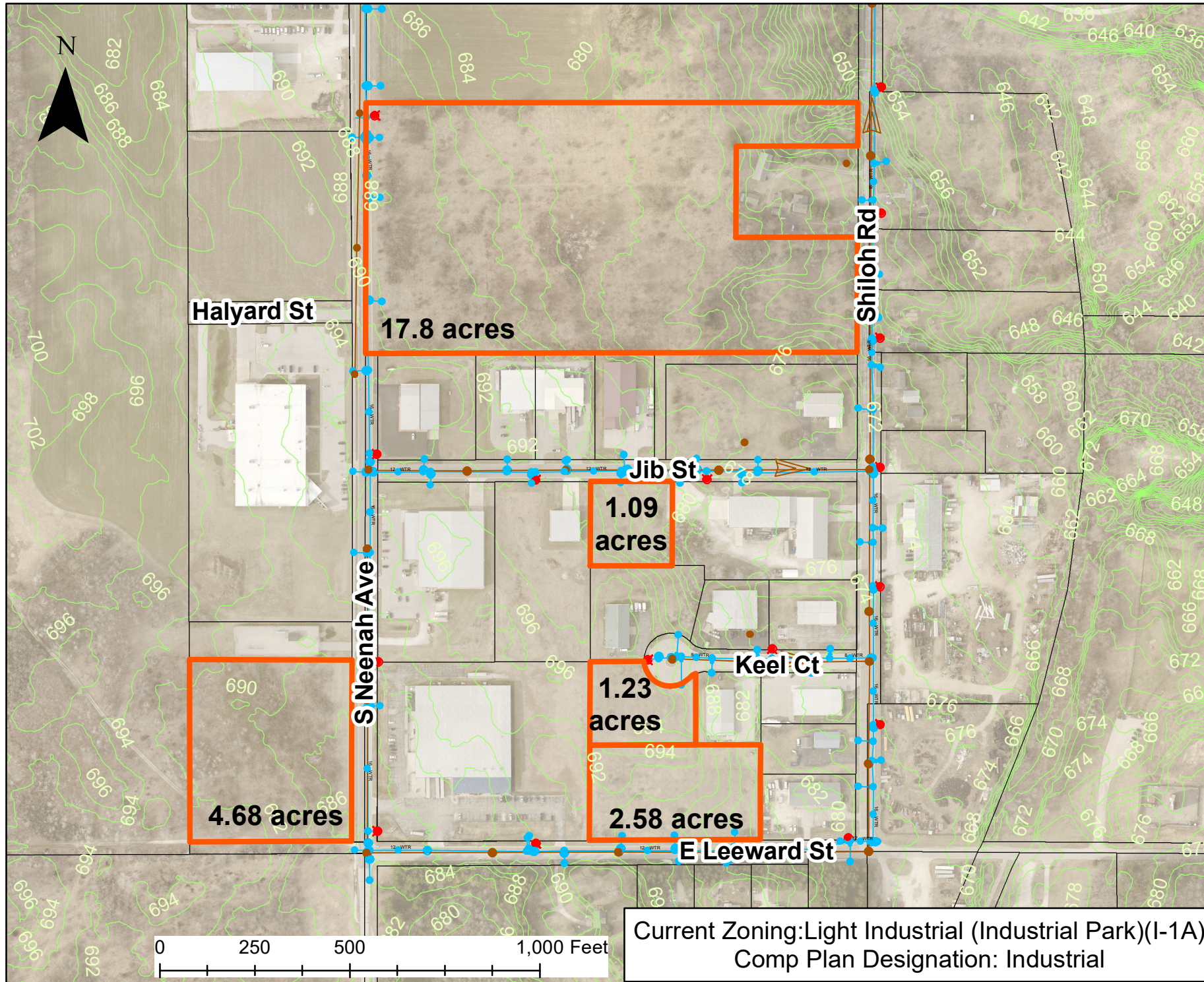
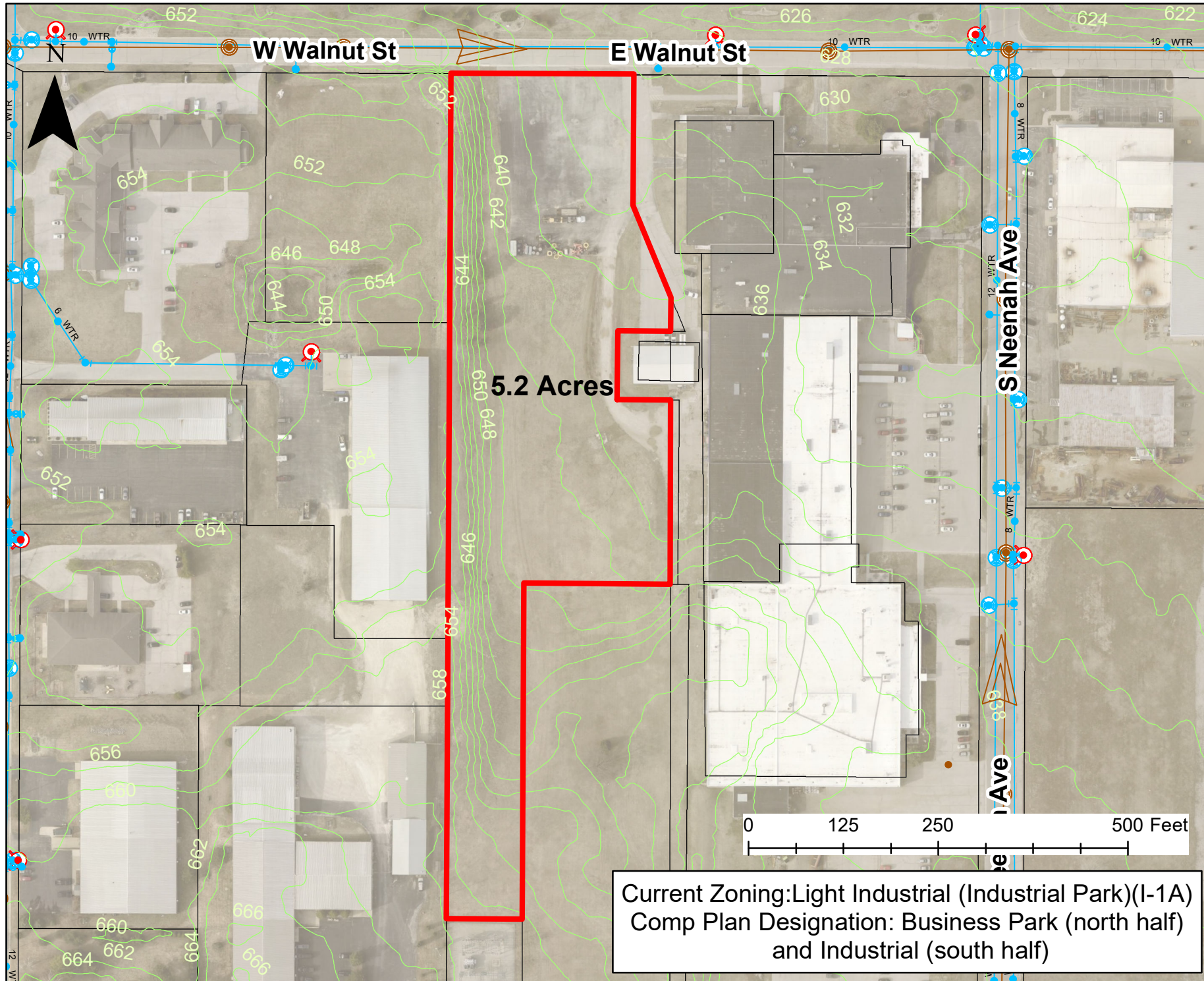


Photo: 2023



# Developer's Tour 2023: Site #19

## Industrial Park- Jeanquart Property



### Legend

-  Centerfield Properties LLC
-  2 ft contours
-  Property Lines
-  Water Line
-  Sewer Line

**Owner:**  
Centerfield  
Properties LLC  
**Contact:**  
Chris Jeanquart  
(920)559-1543  
chris@jeanquart.com

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# Developer's Tour 2023: Site #20

## Black Walnut Subdivision

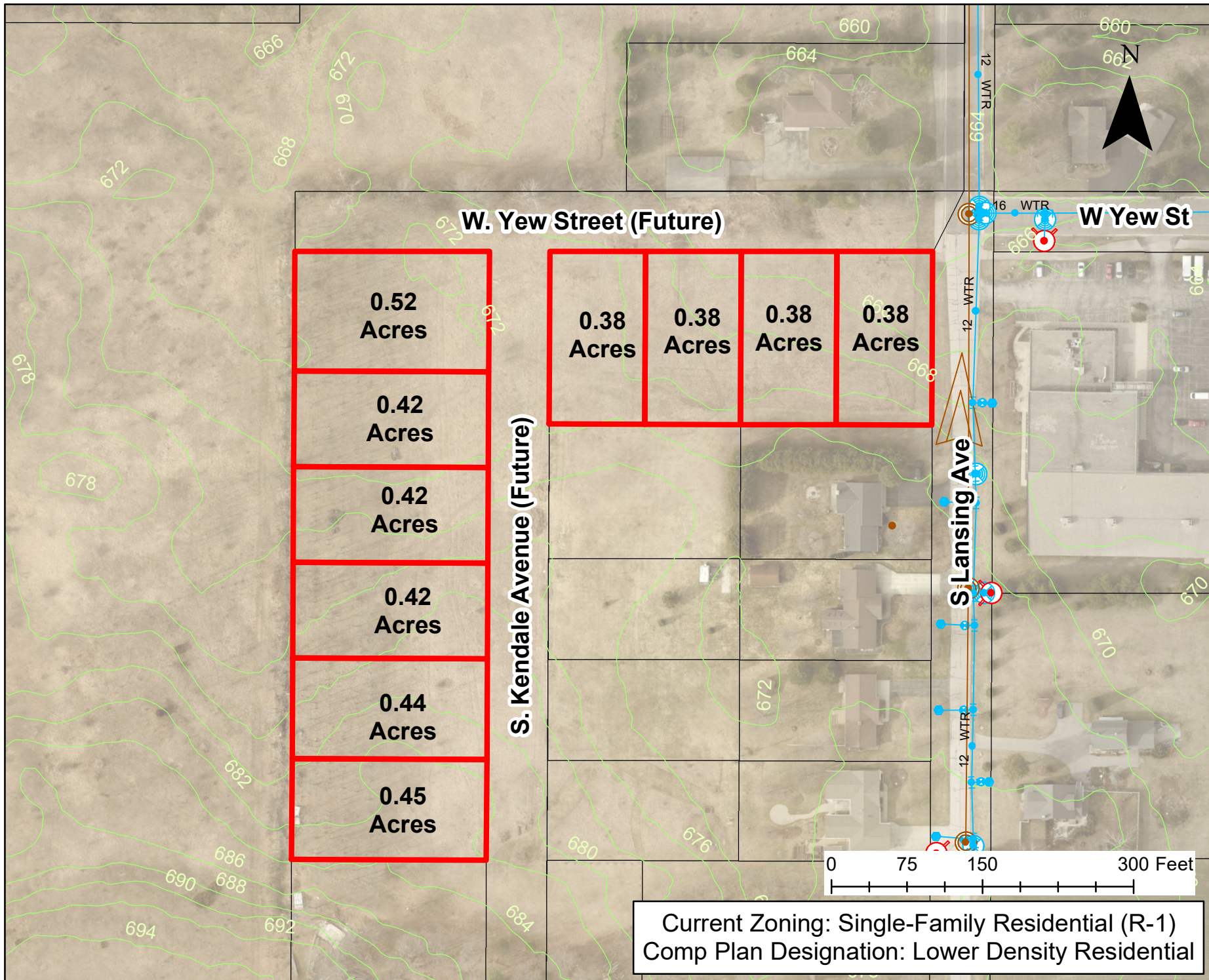
### Legend

- Subject Parcels
- 2 ft contours
- Property Lines
- Water Line
- Sewer Line

Contact:  
Thad Birmingham  
(920)743-4800  
birmbuilders@  
hotmail.com

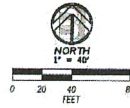
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Photo: 2023



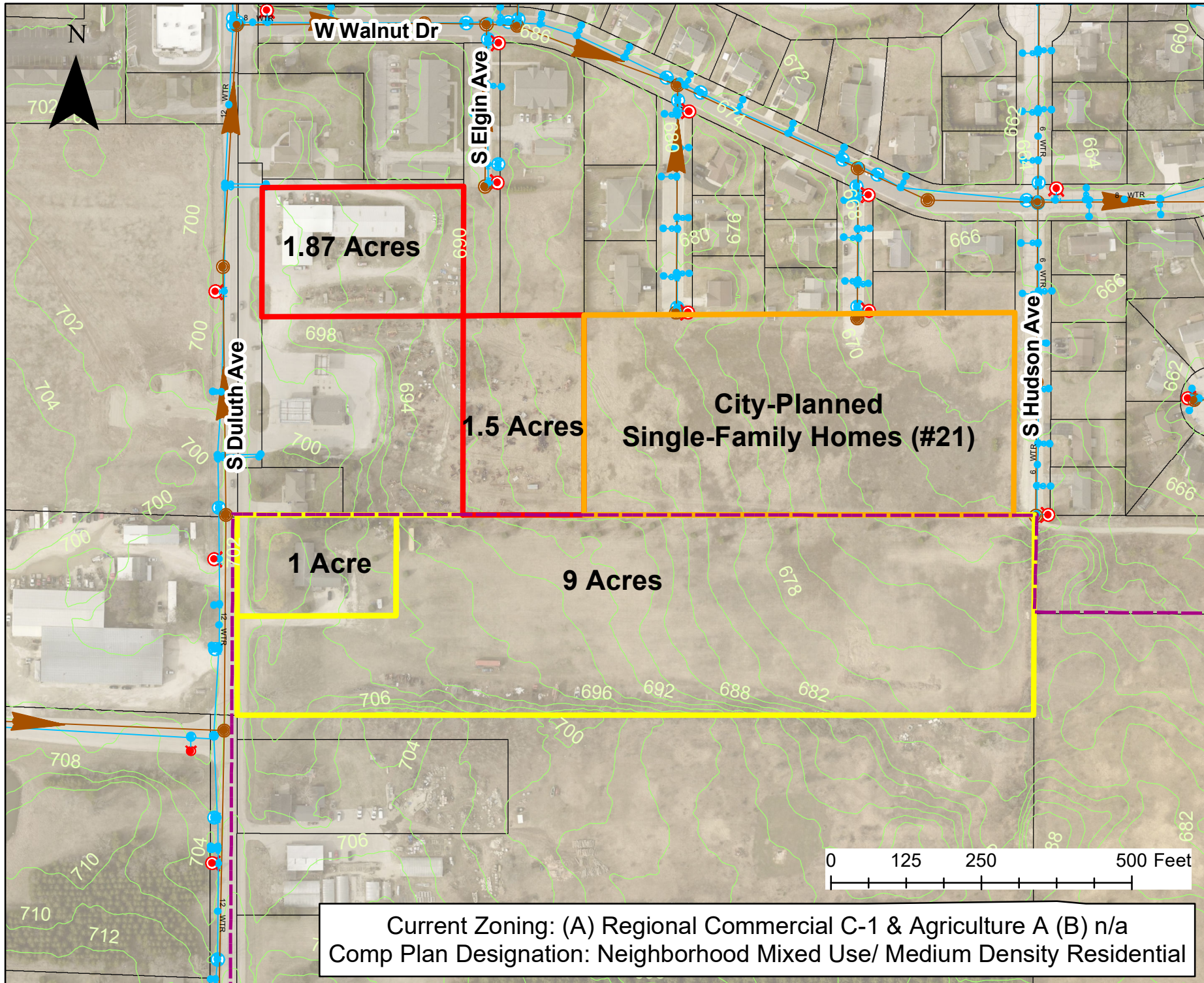


# Concept Layout for Single-Family Residential Lots on City-Owned Property – S. Hudson Ave





# Developer's Tour 2023: Site #22 Schartner and Overbeck Parcels



## Legend

- City Limits
- City-Owned
- Schartner Parcels
- Overbeck Parcels
- 2 ft contours
- Property Lines
- Water Line
- Sewer Line

**Owners:**  
Schartner Implement Inc  
William Overbeck  
**Contact:**  
Willie Schartner  
(920)495-1218  
wschartner@charter.net

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Photo: 2023

Current Zoning: (A) Regional Commercial C-1 & Agriculture A (B) n/a  
Comp Plan Designation: Neighborhood Mixed Use/ Medium Density Residential



# Developer's Tour 2023: Site #23

## Kwik Trip Excess Land

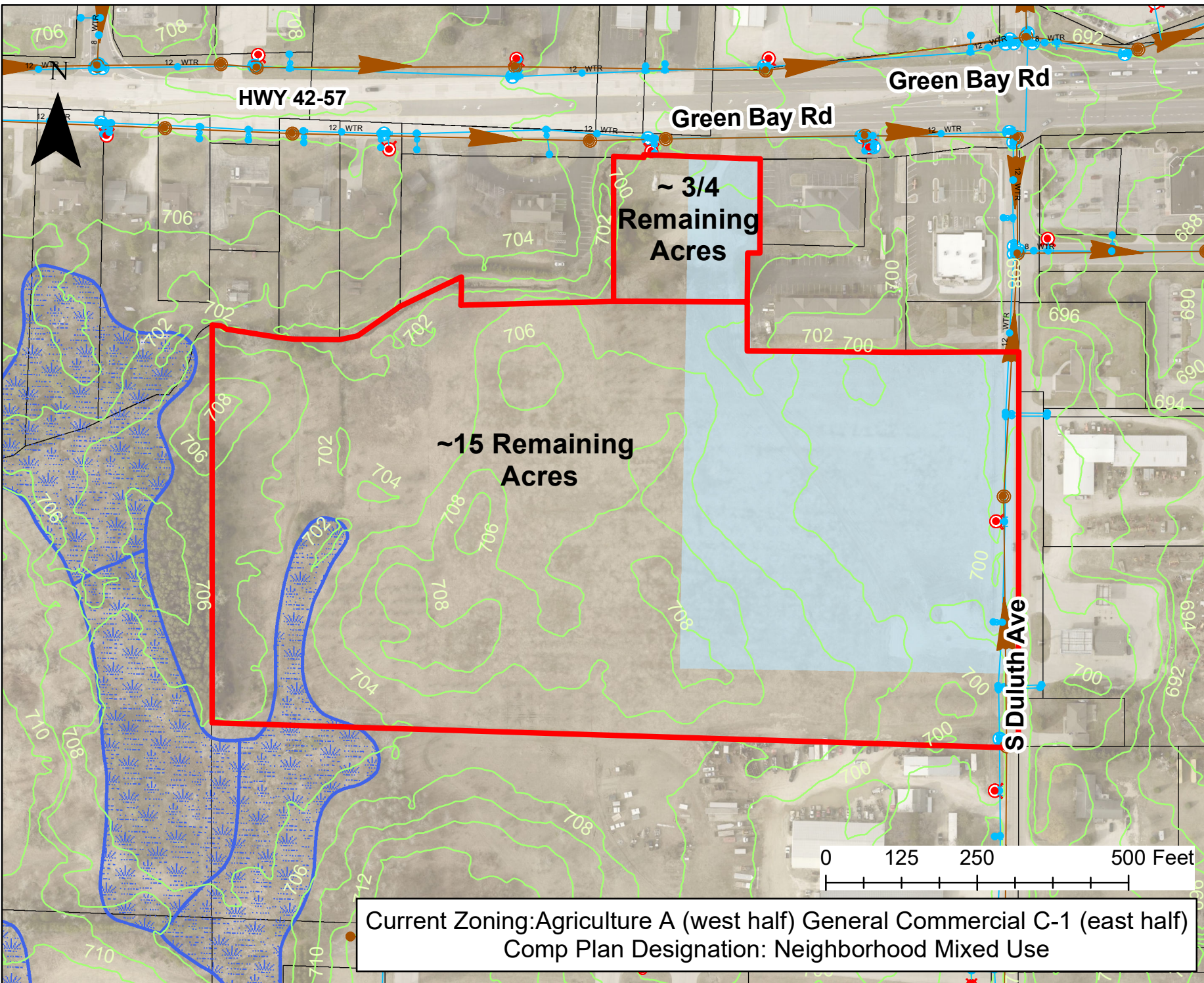
### Legend

- Subject Parcels
- 2 ft contours
- WETLANDS Wetlands
- Approx Future Kwiktrip Location
- Property Lines
- Water Line
- Sewer Line

Owner:  
KwikTrip Inc  
Contact:  
Troy Mleziva  
(608) 792-7443  
tmleziva@kwiktrip.com

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# Developer's Tour 2023: Site #24

## Nielson Parcels

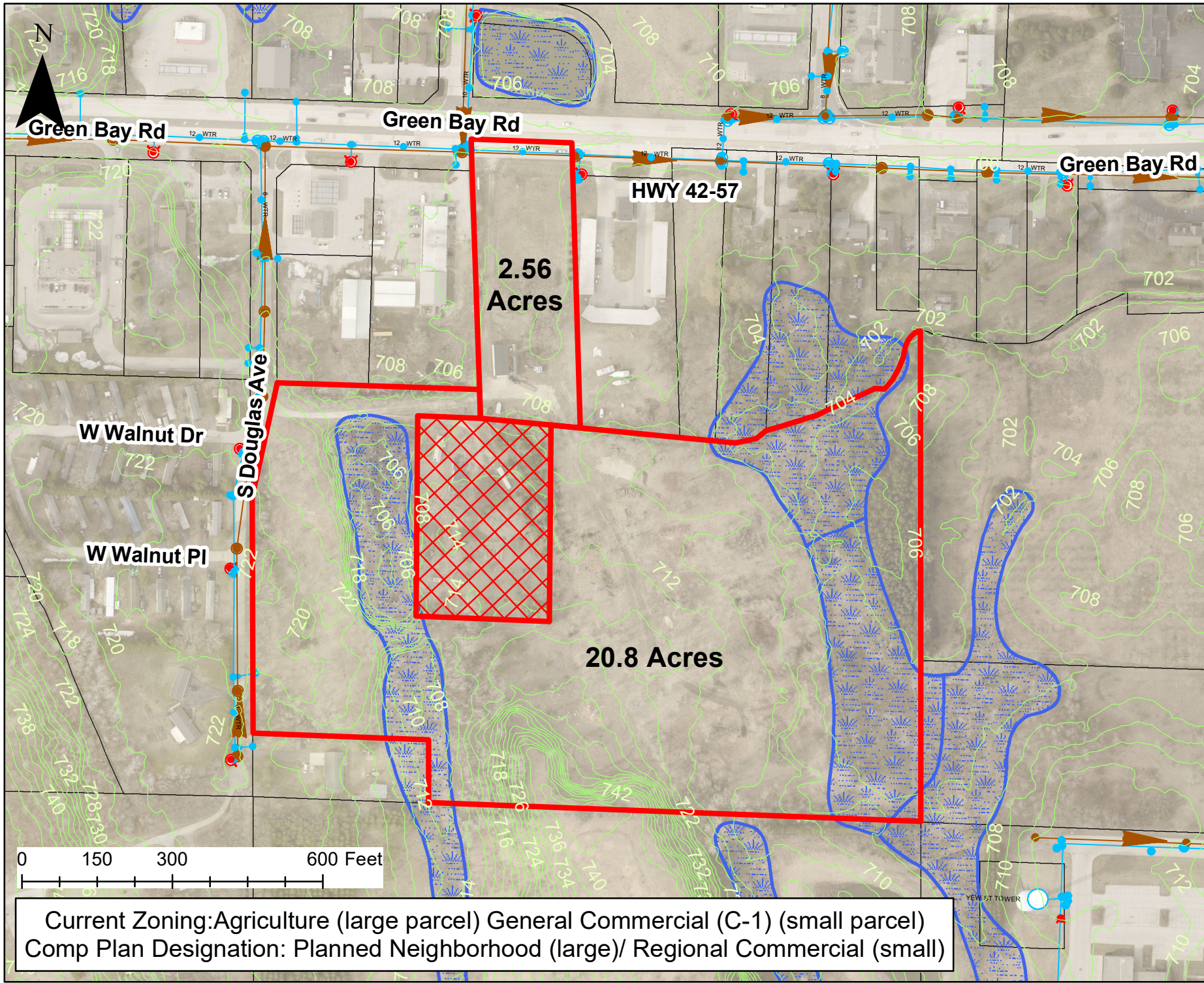
### Legend

- Subject Parcels
- This Parcel Not Included
- 2 ft contours
- Wetlands
- Property Lines
- Water Line
- Sewer Line

Owner:  
Nielson Properties LLC  
Contact:  
Rick Nielson  
(920)742-7917  
rickn@bayelec.com  
or  
Bayland Buildings-  
(920)498-9300

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# Developer's Tour 2023: Site #25

## Columbia Avenue at Highway 42-57





Name	Parcel #	Current Zoning	Comprehensive Plan Future Land Use Designation	Acreage	Current Owner	Contact	Additional Comments
West Waterfront	281-12-10080101A1	C-2/ PUD	Open Space/ Recreation and Downtown Mixed Use	0.92	City	Marty Olejniczak (920)746-6908 molejniczak@ sturgeonbaywi.gov	One available parcel in this area.
Nebraska/ 2nd/Oregon Site	A: 281-10-85061101 B: 281-10-85061201 C:281-10-85061000A D:281-10-85060901	C-2	Downtown Mixed Use	Approx 1 acre total	E & I Investments LLC	Steve Estes (920)493-8663	Public parking lot is across the street
Former PBI Shipyard	6 lots available	PUD	Downtown Mixed Use	Approximately 6 acres total	Shipyard Development LLC	Joe Moede (414) 793-0195 joe@centerpointe service.com	Preliminary PUD is in place for entire parcels
S. 3rd Ave/ Nebraska St	281-10-85121101	C-2	Downtown Mixed Use	0.35	Clarence Cumber	Tom Alberts (920)559-0104	
Former Ace Hardware	281-10-85331101	C-2	Downtown Mixed Use	Approx. 14,000 sq. ft. for lease	Austads, LLC	Amy Austad LaBott amy@doorcounty hardware.com	Available for Lease- not for sale
4th/5th/ Alabama Site	281-54-06020801	R-2	Medium Density Residential	3.85	Magnus Ryan Capital LLC	Neil Sivertson: (847)971-5913 neilsivertson@ gmail.com	UniverCity program site
N. 8th Ave Hedeen Parcel	281-70-32001202	R-1	Lower Density Residential	27.48	Patti Jo Hedeen	Justus Hedeen (920)309-2999	
Sunset Subdivision	12 available parcels	R-2/R-3	Planned Neighborhood	Approximately 1/4 acre lots	TJ Norton LLC	Nissa Norton (920)246-9489	Lots are created, but no infrastructure is in place
La Vine Parcels	A: 281-62-16000120 B: 281-62-16000113 C: 281-62-16000112 D: 281-46-16010101	C-1	Neighborhood Mixed Use	A: 1.4 B: 0.5 C: 1.4 D: 0.6	La Vine's Inc and Engival Enterprises LLC	Joseph La Vine (920)743-9377 & Ted La Vine (920)493-8248	UniverCity program site



Name	Parcel #	Current Zoning	Comprehensive Plan Future Land Use Designation	Acreage	Current Owner	Contact	Additional Comments
N. 14th Avenue/ Georgia Street	A: 281-46-16050401 B: 281-46-16080201 C: 281-46-16080101	C-1	Regional Commercial	A: 0.8 B: 0.8 C: 1.4	Parcels A & B: City Parcel C: Evenson Laundry & Dry Cleaners Inc	Creative Business Solutions: Bob Wolter 800-366-5169 bwolter@creativebusinessbrokers.com or Marty Olejniczak - City (920)746-6908	
Tong Farm	281-62-11000115	A	Lower Density Residential and Planned Neighborhood in NE corner	35.25	Tong Family Trust- Terri Tong	Darla Tong (920)366-2855	
Keller Property	024-02-04272621A	N/A	Planned Neighborhood	17.9	Lynn Keller	Dennis Starr Starr Realty (920)743-4321 dstarr@erastarr.com	Requires annexation
Egg Harbor Road at HWY 42-57	A: 2817033001202 B: 281-70-33001203	R-4/C-1	Regional Commercial	A: ~ 5 - 7 acres remaining B: 1.1	1833 Egg Harbor Road LLC	Mailing: 2727 N Central Ave STE 500 Phoenix, AZ 85004	Parcel A will need to be split. 100 ft hwy setback & imperv. surface rules apply.
Former Poehler Orchard	A: 022-02-33282634B B: 022-02-33282631C C:022-02-33282632QQ	N/A	Part Regional Commercial and Part Agricultural/Rural	A: 0.4 B: 10.56 C: 14	Door County Community Child Development Center	Bridgett Starr bridgett.starr@rbc.com	Requires annexation
Clay Banks Road- West Side	7 parcels available	R-3	Planned Neighborhood/ Neighborhood Mixed Use	Approximately 32.5 total	LKY Development and Roen Salvage Company	David Schanock (920)743-6533	



Name	Parcel #	Current Zoning	Comprehensive Plan Future Land Use Designation	Acreage	Current Owner	Contact	Additional Comments
Clay Banks Road- East Side	281-68-17000301A	R-3	Planned Neighborhood/ Neighborhood Mixed Use	14.08	RLP Ryan's Lease & Purchase LLC	Ryan Polzin: (715)735-7900 ryan@wimiinsurance.com	
Industrial Park- City Lots	A: 281-64-73000102 B: 281-72-182726007A C: 281-72-182726013 D: 281-64-72000100C2 E: 281-64-66000101C	I-1A	Industrial	A: 17.8 B: 1.09 C: 1.23 D: 2.58 E: 4.68	City	Michelle Lawrie DCEDC (920)743-3113 michelle@doorcountybusiness.com or Marty Olejniczak (City) (920) 746 6908 molejniczak@sturgeonbaywi.gov	
Industrial Park- Jeanquart	281-64-64000102D2	I-1A	Business Park (north) Industrial (south)	~5.2	Centerfield Properties LLC	Chris Jeanquart (920)559-1543	Property line will be changing slightly to accommodate Fastenal expansion
Black Walnut Subdivision	10 available parcels	R-1	Lower Density Residential	Approx. 4.2 total - range from 0.38 to 0.52 each	Thad Birmingham	Thad Birmingham (920)743-4800 birmbuilders@hotmail.com	Lots are created but no infrastructure is in place
S Hudson Ave	#281-68-18000607B	R-3	Medium Density Residential	5.47	City	Marty Olejniczak (920)746-6908 molejniczak@sturgeonbaywi.gov	Parcel not available at this time. City is working with developer on proposal



Name	Parcel #	Current Zoning	Comprehensive Plan Future Land Use Designation	Acreage	Current Owner	Contact	Additional Comments
Schartner & Overbeck Properties	281-68-18000604 281-68-18000607A 024-02-18272622C 024-02-18272622C1	C-1 / A N/A	Neighborhood Mixed Use/ Medium Density Residential	~13.3 acres total range from 1 to ~9 acres	Schartner Implement Inc & William Overbeck	Willie Schartner (920)495-1218 wschartner@charter.net	Annexation required for Overbeck Property. Yew St is planned to extend along southern edge of Overbeck parcel.
Kwik Trip Excess Land	A: 281-66-13000110 B: 281-66-13000103	A/C-1	Neighborhood Mixed Use	A: ~15 remaining B: 1.29	Kwik Trip Inc	Troy Mleziva (608)792-7443	Ashland Ave is planned to extend southerly along/near western edge of parcel. Lot split required.
Nielson Parcels	A: 281-66-13000211 B: 281-66-13000207	A/C-1	Planned Neighborhood/ Regional Commercial	A: 20.8 B: 2.56	Nielson Properties LLC	Rick Nielson (920)743-7917 or Bayland Buildings (920)498-9300	Ashland Ave is planned to extend southerly along/near eastern edge of parcel
Columbia Ave at Hwy 42-57	281-66-12001511B	I-1	Regional Commercial	3.69	Carmen Rofalikos Trust	Bayland building: Dave Phillips (920)498-9300 dphillips@baylandbuildings.com	Full access to highway is not a possibility. City is willing to vacate Pond Lane if desired.



## City of Sturgeon Bay Zoning Districts

*Single-family residential (R-1).* The R-1 district is intended to provide a pleasant, safe and quiet neighborhood environment free from traffic hazards, incompatible land uses, or public annoyance for single-family residential development in the city.

*Single-family residential (R-2).* The R-2 district is intended to provide a pleasant, safe, and quiet neighborhood environment free from traffic hazards, incompatible land uses, or public annoyance for primarily single-family residential development, but at slightly higher density than the R-1 district.

*Two-family residential (R-3).* The R-3 district is intended to provide a pleasant, suitable location primarily for two-family residences, or for a mixture of single-family, two-family, and three-unit or four-unit multiple-family residences.

*Multiple-family residential (R-4).* The R-4 district is intended to provide for higher density residential uses and compatible nonresidential uses.

*Manufactured home court residential (R-M).* The R-M district is intended to provide areas for manufactured home/mobile home courts as a development option.

*General commercial (C-1).* The C-1 district is intended to provide commercial areas outside of the central business district. Permitted uses shall be general commercial uses as well as those commercial uses which are oriented to the highway user or which require greater space.

*Central business district (C-2).* The C-2 district is intended for the central business district on both the east and west sides of the city. It is intended to provide development and redevelopment opportunities consistent with the historic development pattern of the areas. Targeted uses shall be those commercial uses which do not detract from this area because of noise, smoke, odors, or disruption of traffic patterns.

*Office/business park (C-4).* The C-4 district is intended to provide limited areas within the commercial area of the city for office and business park development. The uses permitted are those uses which are compatible with office park development.

*Mixed commercial-residential (C-5).* The C-5 district is intended for areas of the city where residential properties are converting to commercial uses or vice versa, especially areas where it is desired to maintain the existing buildings or architectural character of the neighborhood. It is also intended for areas of the city where a continued mixture of residential and commercial uses is desirable. The uses permitted are those uses which are generally compatible in areas with a combination of both residential and commercial properties.

*Light industrial (I-1).* The I-1 district is intended to provide space for industrial and manufacturing uses at appropriate locations in the city. Such property shall be occupied and used only for those uses that would not generate noise, smoke, odor, vibration, air, water or other environmental pollution that would create a public or private nuisance.

*Light industrial (industrial park) (I-1A).* The I-1A district is intended to provide space for the same industrial and manufacturing uses permitted in the I-1 district, but subject to the additional development standards contained in [section 20.32](#) of this chapter. This district provides property owners additional



protection by requiring specific landscape and building design criteria for new development. It is intended primarily for the Sturgeon Bay Industrial Park.

*Heavy industrial (I-2).* This district reserves land for all uses permitted in the I-1 district plus certain businesses that require the use of unlimited outdoor storage and production yards and involve the use of heavy outdoor equipment and machinery.

*Heavy industrial (industrial park) (I-2A).* The I-2A district is intended to provide space for the same industrial and manufacturing uses permitted in the I-2 district, but subject to the additional development standards contained in [section 20.32](#) of this chapter. This district provides property owners additional protection by requiring specific landscape and building design criteria for new development. It is intended primarily for the Sturgeon Bay Industrial Park.

*Agricultural (A).* The agricultural district is established to help conserve good farming areas and prevent uncontrolled, uneconomical spread of residential or commercial development, in accordance with the Sturgeon Bay comprehensive plan, since it results in excessive costs to the community for provision of essential public improvements and services (sewer and water lines, etc.).

*Conservancy (CON).* The conservancy district is intended to provide parkland and open space, to preserve the natural state of scenic areas, to provide natural areas and buffer strips and to discourage intensive development of marginal lands so as to prevent potential hazards to public and private property.

*Planned unit development (PUD).* The PUD district shall overlay on one or more of the zoning districts enumerated in this section. This district is intended to provide flexibility for development in a planned and coordinated manner, especially where a mixing of principal uses and development types is sought. This district is also intended for special development projects that do not neatly fit into one of the other enumerated zoning districts. The principal uses and other requirements for the PUD district shall be established for each individual planned unit development and are subject to the provisions of [section 20.24](#).



## 20.27 Height and area regulations generally

20.27(2) The dimensional requirements relating to lot size, density, yards, height, and floor area shall be as specified for each zoning district in the following table:

	Lot Size		Density			Required Yards***			Height **	Floor Area per Dwelling Unit (square feet)				
			Minimum Lot Area per Dwelling Unit (square feet)									Multiple-Family		
Zoning District	Minimum Lot Area (square feet)	Minimum Lot Width (feet)	Single Family	Two Family	Multiple Family	Street (feet)	Side (feet)	Rear (feet)	Maximum Building Height (feet)	Single Family	Two Family	1 Bedroom	2 Bedroom	3+ Bedroom
R-1	10,000	80	10,000	—	—	25	10	25	35	1,200	—	—	—	—
R-2	6,000	50*	6,000	5,000	—	20	8	25	35	800	500/1,500##	—	—	—
R-3	6,000	50*	6,000	5,000	3,500	20	8	25	35	800	500/1,500##	500	750	1,000
R-4	7,500	50*	7,500	5,000	3,500	20	10	25	45	800	500/1,500##	500	750	1,000
R-M	7,500	65	7,500	—	—	25	10	10	35	720	—	—	—	—
C-1	8,400	70	—	—	3,000	25	10	25	45	—	—	500	750	1,000
C-2	6,000	50	—	—	2,000	15	5	25	45	—	—	500	750	1,000
C-4	8,400	70	—	—	—	25	10	25	45	—	—	—	—	—
C-5	7,500	50*	7,500	5,000	3,000	20	8	25	35	800	500/1,500##	500	750	1,000
I-1/I-1A	25,000	100	—	—	—	40	20#	25#	45	—	—	—	—	—
I-2/I-2A	25,000	100	—	—	—	50	20#	25#	45	—	—	—	—	—
A	43,560 (1 acre)	150	43,560 (1 acre)	21,780 (½ acre)	—	40	10	25	35	1,000	500/1,500##	—	—	—
CON	None	None	—	—	—	25	10	10	45	—	—	—	—	—
PUD	See section 20.24 for applicable standards													

\* Within these districts, the minimum lot width shall be increased to 70 feet for lots used for two-family or multiple-family dwellings.

\*\* See section 20.27(4) for exceptions to height requirement.

\*\*\* For lots that abut two or more streets, all sides of the lot that abut a street shall meet the street yard requirement.

# The minimum yard shall be increased to 40 feet along all lot lines abutting property in a residential district.

## 500 square feet for the smallest dwelling unit, with a minimum 1,500 square feet combined floor area for both units.