

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 $\frac{3}{4}$ -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 planned 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 11-14-2014
Marty Olejniczak
Community Development Director
Date

Reviewed By: Anthony Depies 11-14-2014
Anthony Depies
City Engineer
Date

Reviewed By: Stephen McNeil 11-14-2014
Stephen McNeil
City Administrator
Date

ADDENDUM TO EXECUTIVE SUMMARY

Title: Planned Unit Development – Hotel on West Waterfront

Revised Site Plan: During the public hearing, many people expressed concern about the view corridor across the waterfront property. Ideally, new development should be situated to create a few strategic view corridors from Maple Street to the water. The Vandewalle site layout creates a nice view corridor along the central walkway between the proposed hotel and brewpub. But, the hotel footprint wraps around the public space and along with the bridge abutment blocks a large portion of the view. Staff asked Vandewalle to revise the site layout by rotating the hotel footprint. This opens up the view of the public waterfront as you travel north on Neenah Ave. toward the site. It would be a much more inviting view. The revised plan also straightens the access drive into the site and pushes the driveway further from the Neenah Ave. intersection.

Obviously, any new buildings will have an impact on the view toward the water. The previous Co-op and Coast Guard buildings and fence enclosure mostly blocked the view. The new site plan, if developed, would be an improvement from both the previous design and better than the views prior to demolition of the Co-op buildings.

Building Design Changes: Many at the public hearing felt the building design was not good enough. Based upon input from Vandewalle & Associates and from staff, the developer made some revisions. These are in addition to the revisions described during the presentation prior to the hearing. The revised building elevations are included in the packet. The various changes are listed in the correspondence from Henry Isaksen, the developer's architect.

With these changes the actual heights of the building have changed slightly. The main parapet height is 55' 6³/₄". With the staggered parapets, the tallest parapet would be 61' 6³/₄". In order to access the rooftop deck, a small stairway enclosure is needed. That would be about 63.5 feet high.

Overall Waterfront Design: Vandewalle & Associates was also asked to update the bird's eye perspective of the West Waterfront based upon the hotel and brewpub proposal. It seems that many of the speakers at the public hearing believed the proposed redevelopment project would eliminate public access to the waterfront. The actual redevelopment plan always envisioned enhanced public space along the water. The bird's eye view does a better job of showing how the hotel fits in with the public space. Please note that the Vandewalle drawing shows the hotel at four stories high. This is consistent with previous Vandewalle drawings for a future hotel and the consultant still believes a four story building is better.

Options for PC action: The Plan Commission (PC) needs to make a recommendation regarding the zoning classification of the property proposed for the hotel. The hotel is allowed under the existing C-2 district, but must conform to the various height, yards and other basic district requirements. If developed under the C-2 district, the Commission would not have any authority over the actual building design of the hotel, although the hotel would still need to undergo the design review process of the Waterfront Design Review Code.

The PUD district will provide the ability for the City to vary certain requirements. These include allowing the taller building (greater than 45 feet) and lesser rear yard (less than 25 feet). Under a PUD the Plan Commission and Council have the ability to review and dictate the building and site design. In addition, the WDRB would retain its authority to review the design as well.

The decision to recommend approval or denial of the PUD comes down to how the PC feels about the intensity and design of this permitted use. Here are some considerations:

1. If the PC agrees with the location, scale, and design of the proposed hotel, it should recommend approval of the PUD.

2. If the PC agrees with the concept and scale of the hotel, but doesn't like the specific design, then it should either: A) recommend approval subject to PC approval of a different design in the future, or B) postpone a decision and request that the developer resubmit with a different design. Under this action, it would be helpful to offer specific design elements that the developer should eliminate and/or include.

3. If the PC agrees with the concept of the hotel, but thinks the scale is too large, then it should either: A) recommend denial of the PUD such that the hotel would have to match the C-2 standards, or B) recommend approval of the PUD with certain conditions such as maximum number of rooms or a maximum number of floors. The use of a modified PUD preserves the ability to have lesser setbacks if the PC agrees with the concept of keeping the size of the hotel lot as small as possible. It also preserves the ability of the PC to have a hand in the final review of the hotel site plan and building design. *See sample recommendation below.*

4. If the PC is not in favor of a hotel at this site at all regardless of size or design, then it should recommend denial of the PUD zoning and should let the Common Council and Waterfront Redevelopment Authority know that it wants a different plan for the site. As an option, the PC could include in its recommendation specific requirements that it desires for the hotel in case the Council decides to approve the PUD. For example, it could recommend that if the hotel PUD is adopted, it includes a certain maximum height figure. *See sample recommendation below.*

Sample of option 3B

Move that the Plan Commission recommends approval of 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. The following zoning parameters shall be incorporated into the PUD zoning ordinance.
 - a. Building height not to exceed [4 stories and no more than 45 feet in building height, not including parapets or roof access stairway].
 - b. Hotel shall not exceed [76] units.
 - c. Minimum yards and building setbacks shall conform to the final site plan, as approved under condition #1, but in no case shall the street yard be less than 5 feet.
 - d. 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.
 - e. 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 dimensional requirements of the Sturgeon Bay sign code and design approval from the Waterfront Design Review Board.
3. The final building design shall be reviewed and approved by the Waterfront Design Review Board and Plan Commission. *(optional)* The final design shall:
 - a. Include ... (list desired design elements)
 - b. Not include ... (list undesired design elements)

Note 1: The specific height and number of rooms shown in parentheses are based on removing one floor of the proposed hotel. The PC can substitute numbers as deemed appropriate.

Note 2: The provisions dictated in the zoning parameters will bear on the feasibility of the project. If the scale is reduced too far, the project might not be feasible and would be akin to a denial.

Sample of option 4

The Plan Commission opposes the development of a hotel at the West Waterfront site and recommends denial of the rezoning to the PUD district. However, if the Common Council decides to

approve the hotel and/or the rezoning to the PUD district, the following restrictions are recommended:

1. Maximum building height or number of stories ...
2. Minimum yards ...
3. Design issues ...
4. Etc.

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	



Revised
Hotel
Design



Revised
Hotel
Design

Hotel Design that
was presented
at Public Hearing



Hotel Design that
was presented at
public hearing.



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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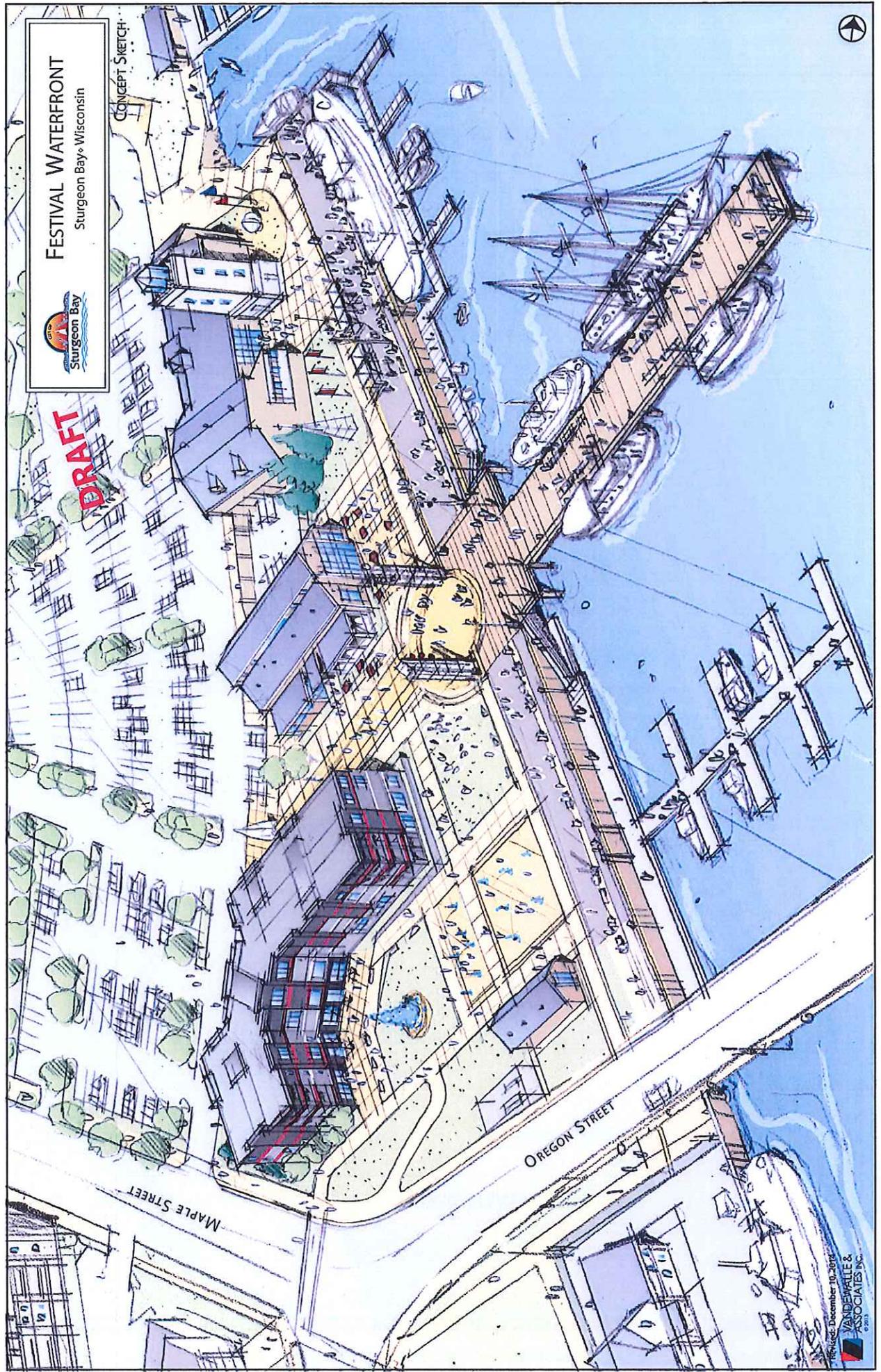
Thermal Imaging Associates
www.dcinfrared.com

FESTIVAL WATERFRONT
Sturgeon Bay • Wisconsin



CONCEPT SKETCH

DRAFT



FESTIVAL WATERFRONT

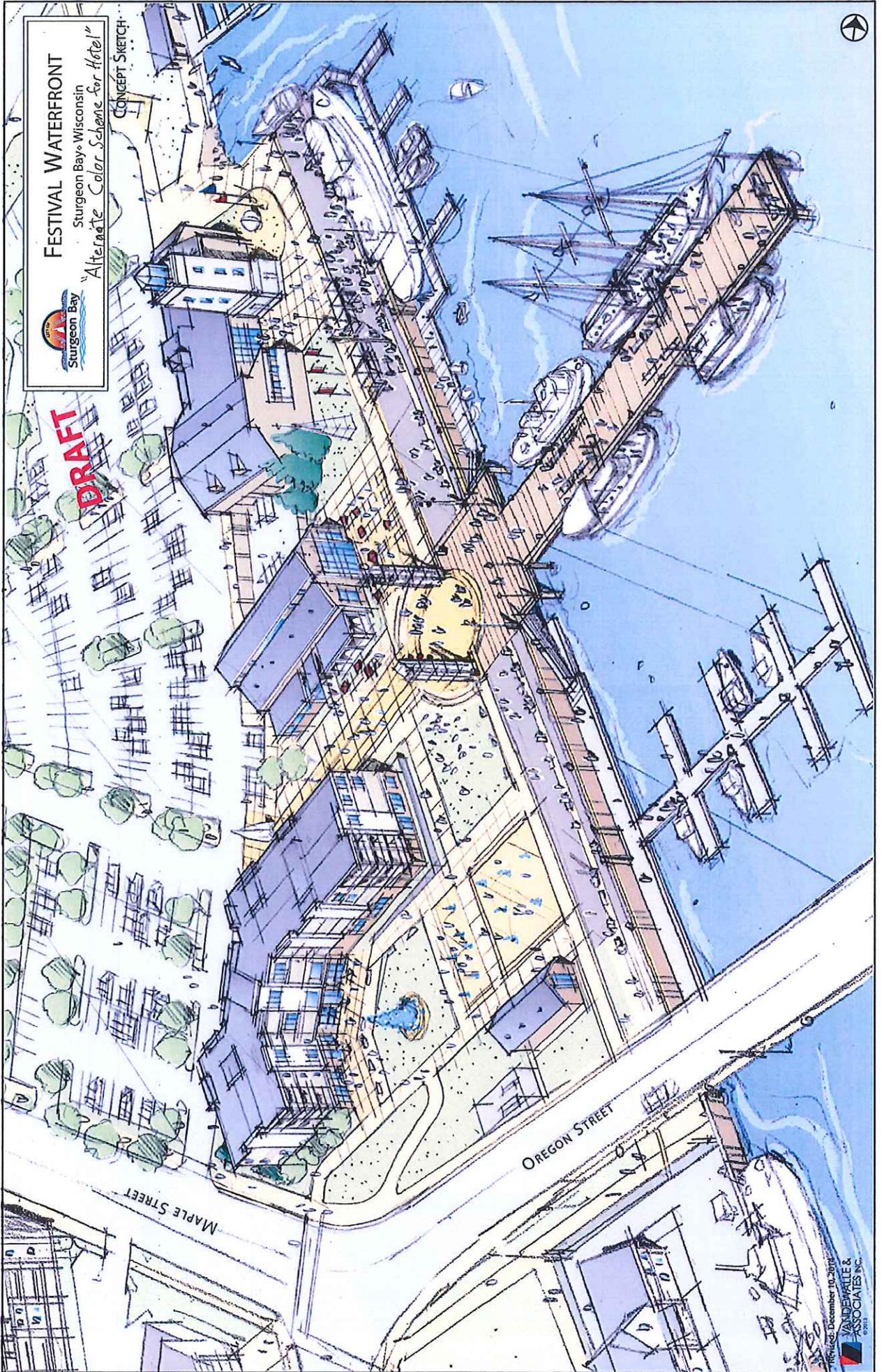
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Alternate Color Scheme for Hotel

CONCEPT SKETCH



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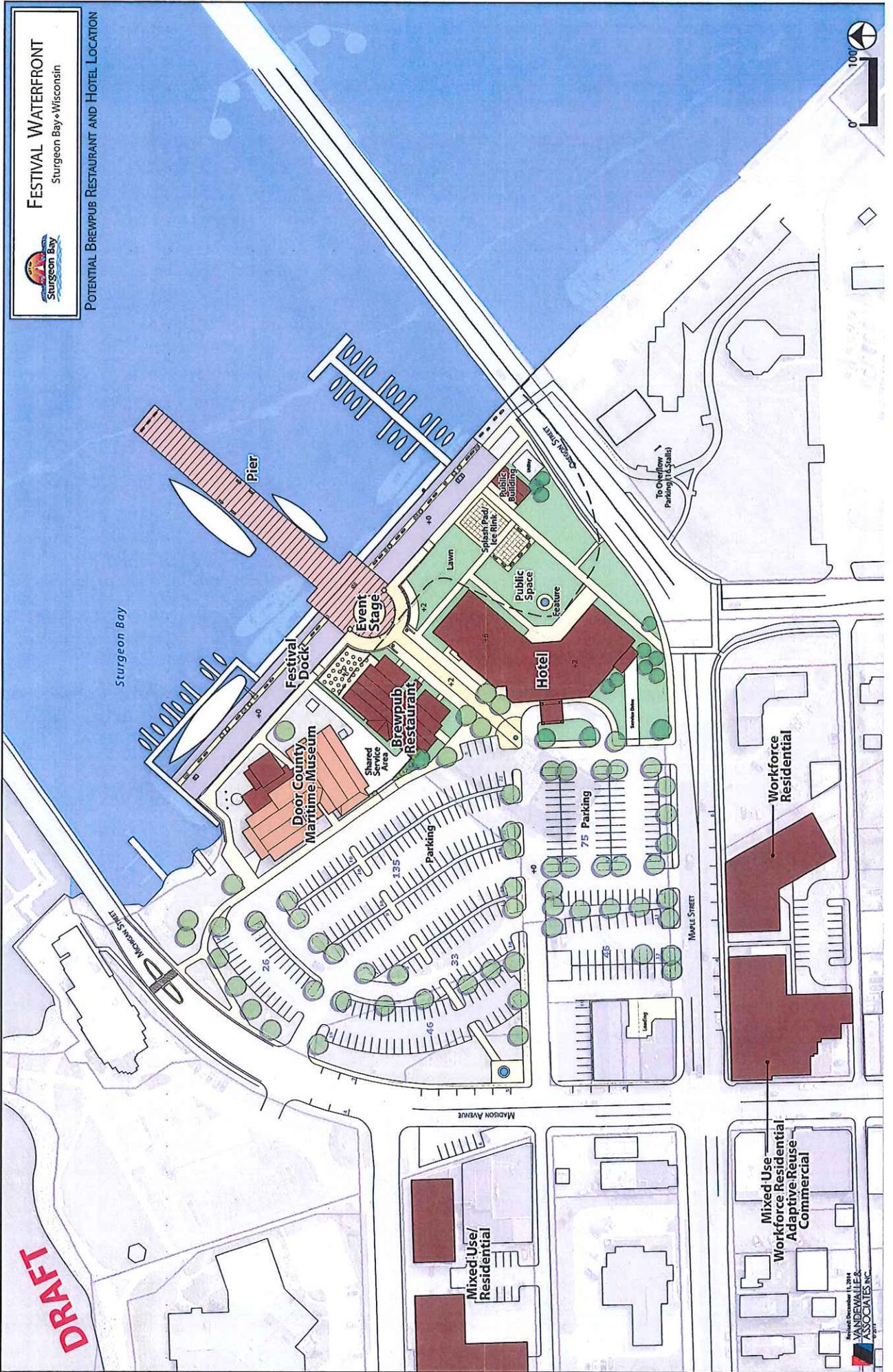


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FESTIVAL WATERFRONT
Sturgeon Bay • Wisconsin



POTENTIAL BREWPUB RESTAURANT AND HOTEL LOCATION



SITE 2: WEST SIDE WATERFRONT ENHANCEMENTS

Current Status

The Maritime Museum is exploring expansion opportunities that embrace the waterfront while providing a landmark structure. The property to the east of the museum, formerly the Door County Co-op site, is underutilized and provides an opportunity to create a signature development and improved public open space.

Objective

The City should work with the Maritime Museum to identify opportunities that compliment and extend their expansion plans. Adjacent properties provide an opportunity to develop a signature building that serves as a gateway to the Maple to Oregon Street Bridge, adds value to the west side, and has the potential to spur additional investment in the area. The Coast Guard activities along Sawyer Park should be emphasized as a tourist attraction and regarded as public open space to the extent possible.

Specific Recommendations

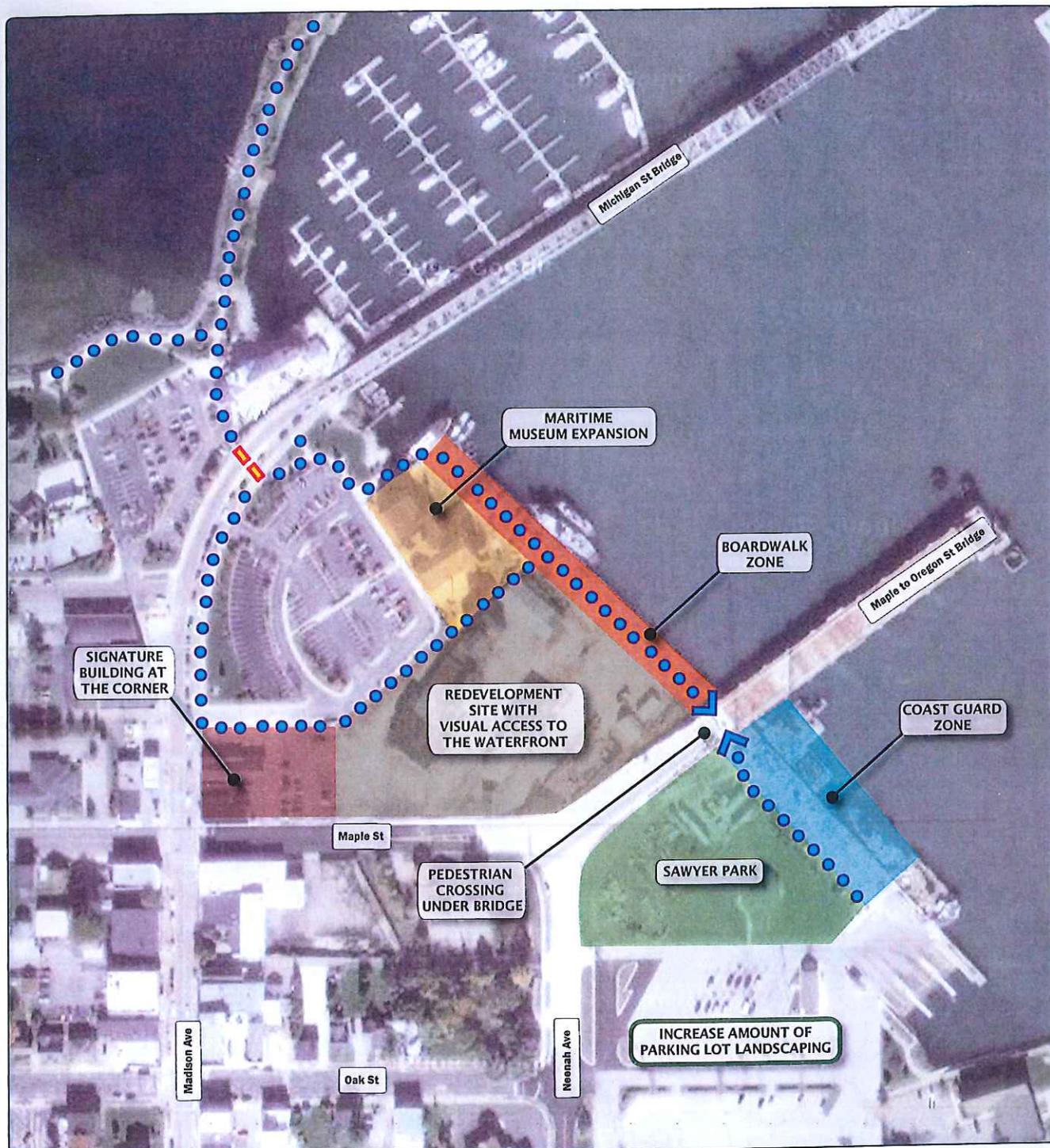
- Develop a waterfront pedestrian walkway that establishes a strong connection between the waterfront access across Madison Avenue to Sawyer Park. Incorporate a clearly defined pedestrian crossing across Madison Avenue, which may include scored concrete and signage.
- Develop a signature building(s) at the eastern end of the site that reinforces the intersection of Maple Street and Neenah Avenue at the Maple to Oregon Street Bridge and creates/protects views to the water.
- Integrate parking into the site in order to provide sufficient spaces while not allowing the parking to dominate the physical character of the site. Increase landscaping and utilize sustainable parking and site design strategies to minimize the impact on the waterway.
- Include pedestrian linkages throughout the site to connect the development directly to the waterfront, Sawyer Park, and the Downtown shopping areas.

Responsible Parties

- Maritime Museum
- Private developer / current property owners
- City of Sturgeon Bay
- Coast Guard



SITE 2: WEST SIDE WATERFRONT ENHANCEMENTS



LEGEND

PATHS

-  Pedestrian Pathway
-  Defined Pedestrian Crossing