

WATERFRONT DESIGN REVIEW BOARD

Tuesday, January 27, 2015

The Waterfront Design Review Board meeting was called to order at 12:05 p.m. by Chairperson William Galligan in Council Chambers, City Hall, 421 Michigan Street.

Roll call: Members Eric Paulsen, William Galligan, Shelly Phelps, James Goodwin, and Dennis Statz were present. Also present were Community Development Director Marty Olejniczak, Community Development Secretary Cheryl Nault, and several members of the public.

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

1. Roll call.
2. Adoption of agenda.
3. Approval of minutes from November 19, 2014.
4. Consideration of: Proposed signage for Sonny's Italian Kitchen & Pizzeria, 129 N. Madison Ave.
5. Consideration of: Proposed hotel for Sawyer Hotel Development, LLC, located at the former Door County Co-op property, 92 E. Maple Street.
6. Adjourn.

Carried.

Approval of minutes from November 19, 2014: Moved by Mr. Paulsen, seconded by Mr. Goodwin to approve the minutes from November 19, 2014. Carried.

Consideration of: Proposed signage for Sonny's Italian Kitchen & Pizzeria, 129 N. Madison Ave.: James Finney, representing Sonny's Pizzeria, and Cindy LeClair of Fox Cities Sign Co. presented the proposed signage for Sonny's new location at 129 N. Madison Avenue. The proposal includes a 10' x 5' 7.5" internally lit sign to be attached to the flag tower facing the marina and Michigan Street Bridge, an 8' 10" x 5' internally lit sign to be located on the canopy above the front entrance, as well as on the wall facing Madison Avenue, and a 10' x 2' 6" internally lit sign above the double doors facing the water, which will include Holy Cow Ice Cream and Donuts.

Board members agreed that the size of the signs are too large and there is a bit of overkill with too much signage proposed.

Mr. Paulsen asked if they have considered externally lit signage, which is recommended in the Waterfront Design Guidelines. Mr. Finney responded that had not been considered because of maintaining the look of the signage with the LED lighting and wanted the most energy efficient signage.

After further discussion, it was moved by Mr. Goodwin, seconded by Ms. Phelps to deny a certificate of appropriateness as presented.

Mr. Olejniczak stated that in terms of size the signage does conform. By code, they would also be authorized to install signage on all sides of the building.

Ms. Phelps said that a sign usually indicates where an entrance is located. You would want to channel people where you would want them to go. Mr. Finney responded that the reason for the sign on the flag tower (also known as David's Leap) is to grab the attention of boaters and people coming across the bridge. The sign for the ice cream and donut shop is a signal for that store. They are trying to attract walkers. The sign on the facade of the carport is the main entrance. The sign on the side of the building would capture the attention of the people traveling on Madison Avenue and the ones coming off the Michigan Street Bridge.

Mr. Olejniczak shared his thoughts. The sign for the ice cream and donut shop will mostly be pedestrian oriented. It could possibly be designed smaller. The sign over the carport could be shrunk down to fit better on the facade. The sign proposed for the side of the building facing Madison Avenue is a blank wall and signs could dress up the building if done appropriately.

Mr. Finney added that the existing entrance sign would be removed if another sign is installed at the new entrance.

A vote was taken on the motion. All ayes. Carried.

Board members offered suggestions. There should be no internally lit signs. If a new monument sign is to be erected by the entrance, then no sign should be placed on the wall facing Madison Avenue. The signs on the canopy and over the double doors should be shrunk down. Revised signage will need to come back to the board for approval.

Consideration of: Proposed hotel for Sawyer Hotel Development, LLC, located at the former Door County Co-op property, 92 E. Maple Street: Mr. Galligan reminded the Board that this subject is for consideration of aesthetics of the building as proposed.

Architect Henry Isaksen presented the hotel project. Based on design elements that they had to work with, comments from the Plan Commission, WDRB, and Vandewalle & Associates, the colors, getting an interior decorator on board, Waterfront Design Guidelines, and a few other things, some revisions have been made to the proposed hotel. They have reduced the building height by reducing the number of floors from five to four. There is further articulation to the bay and parapet over the main entrance. Additional window sizes were added. Bays were added to the angled walls above the entry. The windows were enlarged on the waterside. An accent color was added at the upper floor line, bay floor line, and deck floor line to break up the facade. There will be a stairwell for access up to the flat roof and observation area located on the north side. The gray palette was previously acceptable. He handed out additional information to the Board, including a timeline of buildings that were built in the waterfront. After taking pictures of several downtown businesses, he said that Sturgeon Bay has character, but has no style. Balconies are found on the corners of the building on both ends and are specific to the larger units. Fourteen units have kitchens and living space. The composite siding has a stucco finish. The windows are fixed, with black frames. There are glass railings, a metal roof on the pitched roofs by the entry, with a rubber roof on top and tile for the observation area. The exterior color will be darker grey on the first floor, as well as the fourth floor. It will make the building appear smaller.

Ms. Phelps expressed her opinion and said she did not care for the red striping accents. Mr. Isaksen responded that they incorporated the colors of the Tug Purves.

Signage and landscaping will be presented at a later date.

After further discussion, it was moved by Mr. Paulsen, seconded by Mr. Statz to approve a certificate of appropriateness as presented. Carried, with Ms. Phelps voting no.

Adjourn: Moved by Mr. Statz, seconded by Ms. Phelps to adjourn. Carried. Meeting adjourned at 12:55 p.m.

Respectfully submitted,

Cheryl Nault
Community Development Secretary