AGENDA
CITY OF STURGEON BAY
WATERFRONT DESIGN REVIEW BOARD
Wednesday, March 16, 2016
12:00 Noon
Council Chambers, City Hall
421 Michigan Street, Sturgeon Bay, WI

1. Roll call.

2. Adoption of agenda.

3. Approval of minutes from October 5, 2015.

4. Consideration of: New mixed-use building for New Urban Focus, Inc., 49 N. Madison Avenue.

5. Adjourn.

NOTE: DEVIATION FROM THE AGENDA ORDER SHOWN MAY OCCUR.

WDRB members:
Dennis Statz , Vice-Chair
Eric Paulsen
James Goodwin
Shelly Phelps

3/11/16
11:00 a.m.
CN

WATERFRONT DESIGN REVIEW BOARD
Monday, October 5, 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 William Galligan, Shelly Phelps, and Dennis Statz were present. Mr. Paulsen entered the meeting at 12:10 p.m. Excused: Member James Goodwin. Also present were Planner/Zoning Administrator Ryan Kernosky, Community Development Director Marty Olejniczak, and Community Development Secretary Cheryl Nault.

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

1. Roll call.
2. Adoption of agenda.
3. Approval of minutes from September 24, 2015.
4. Consideration of: Building addition for American Petroleum, 211 Michigan Street.
5. Adjourn.

Carried.

Approval of minutes from September 24, 2015: Moved by Ms. Phelps, seconded by Mr. Statz to approve the minutes from September 24, 2015, by changing Ms. Phelps to Mr. Statz as the second to the motion for adopting the agenda. Carried.

Consideration of: Building addition for American Petroleum, 211 Michigan Street: Sam Goel, owner of American Petroleum, presented plans to construct a 33' x 27' addition to the existing gas station building on Michigan Street. He stated that there is currently a lack of storage space and the business is expanding. The only space available for expansion is toward the alley. The 5-foot deep current cooler space needs to be expanded to 12 feet deep, as well as adding freezer space to eliminate the existing standing units that they have. Parking will be relocated from the rear of the building to the side of the building toward 2nd Avenue. The materials will be brick face toward Michigan Street to match the existing building, as well as the concrete rear of the building will be painted to also match the existing building. The addition will be five feet off the alley. The dumpsters will be relocated to the right side of the building.

Mr. Goel also mentioned that the existing lights on the building will be removed and downlighting will be added.

Mr. Statz recalled a lighting ordinance that was discussed years ago. Mr. Goel stated that they have eliminated at least ten of the 24 original light fixtures under the canopy and replaced them with LED lighting. Six of the light fixtures are Focus Lighting, which focuses on the pumps only.

After further discussion, it was moved by Mr. Statz, seconded by Mr. Paulsen to grant a certificate of appropriateness as presented, with the exception that the north side of the building facing Michigan Street is to match the brick on the existing structure. All ayes. Carried.

Adjourn: Moved by Mr. Paulsen, seconded by Mr. Statz to adjourn. All ayes. Carried. Meeting adjourned at 12:16 p.m.

Respectfully submitted,

Cheryl Nault

Cheryl Nault
Community Development Secretary

THE BAY LOFTS

49 NORTH MADISON STREET
STURGEON BAY, WISCONSIN 54235

JLA
architects

FINAL PUD SUBMITTAL

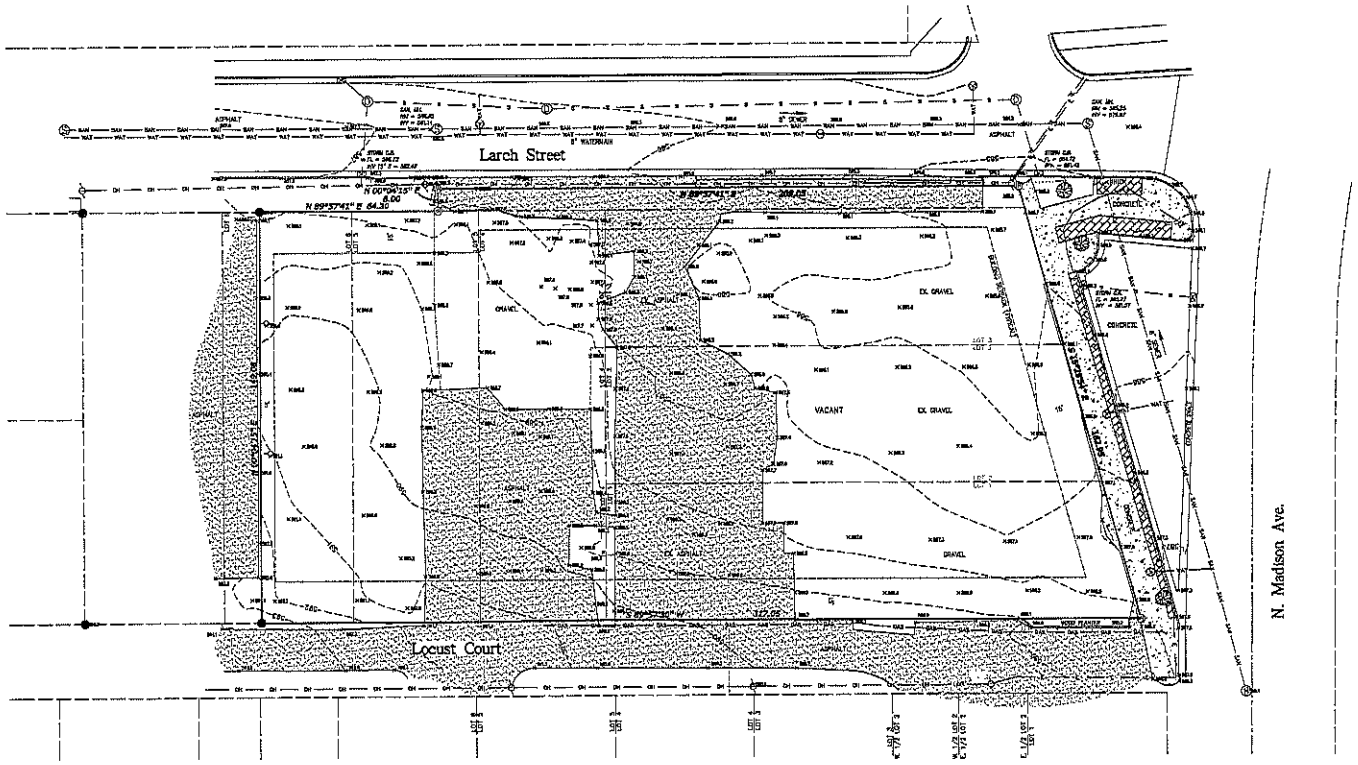
JLA PROJECT NUMBER: 15-1113

MARCH 11, 2016

Site Plan
Existing Conditions

BEING:
LOT 1 OF CERTIFIED SURVEY MAP 1142

LOCATED IN:
GOVERNMENT LOT 3 OF SECTION 7,
TOWNSHIP 27 NORTH, RANGE 26 EAST,
CITY OF STURGEON BAY, DOOR COUNTY,
WISCONSIN.



NORTH
1" = 20'
0 10 20 40
FEET

PREPARED BY:
BAUDHUIN INCORPORATED
55 S. 3RD AVENUE
P.O. BOX 105
STURGEON BAY, WI 54235
(920) 743-5515
MMCCARTY@BAUDHUIN.COM

PARCEL CONTAIN -- 45,800 SQUARE FEET

BENCHMARK -- FM00080 822.35 (NAVD88)

ZONING -- CENTRAL BUSINESS DISTRICT (C-2)

NO PORTION OF THE PROPERTY IS BELOW THE BASE FLOOD ELEVATION OF STURGEON BAY

E	UNDERGROUND ELECTRICAL
OH	OVERHEAD WIRE
S	STORM SEWER
GAS	GAS
SAN	SANITARY SEWER
WAT	WATER
TV	UNDERGROUND TELECOMMUNICATION

- GUY WIRE
- POWER POLE
- LIGHT POLE
- GATE VALVE
- CURB STOP
- HYDRANT
- SANITARY MANHOLE
- STORM INLET
- STORM MANHOLE
- SET 5/8" REBAR
- FOUND 5/8" REBAR

DWG: 'MADISONAVE - MADISON AVE (FROM WINTERGR-SCI' JOB NO. 22-550
SHEET 1 OF 1 12-26-19

BAY LOFTS

PROJECT DATA
March 2, 2016

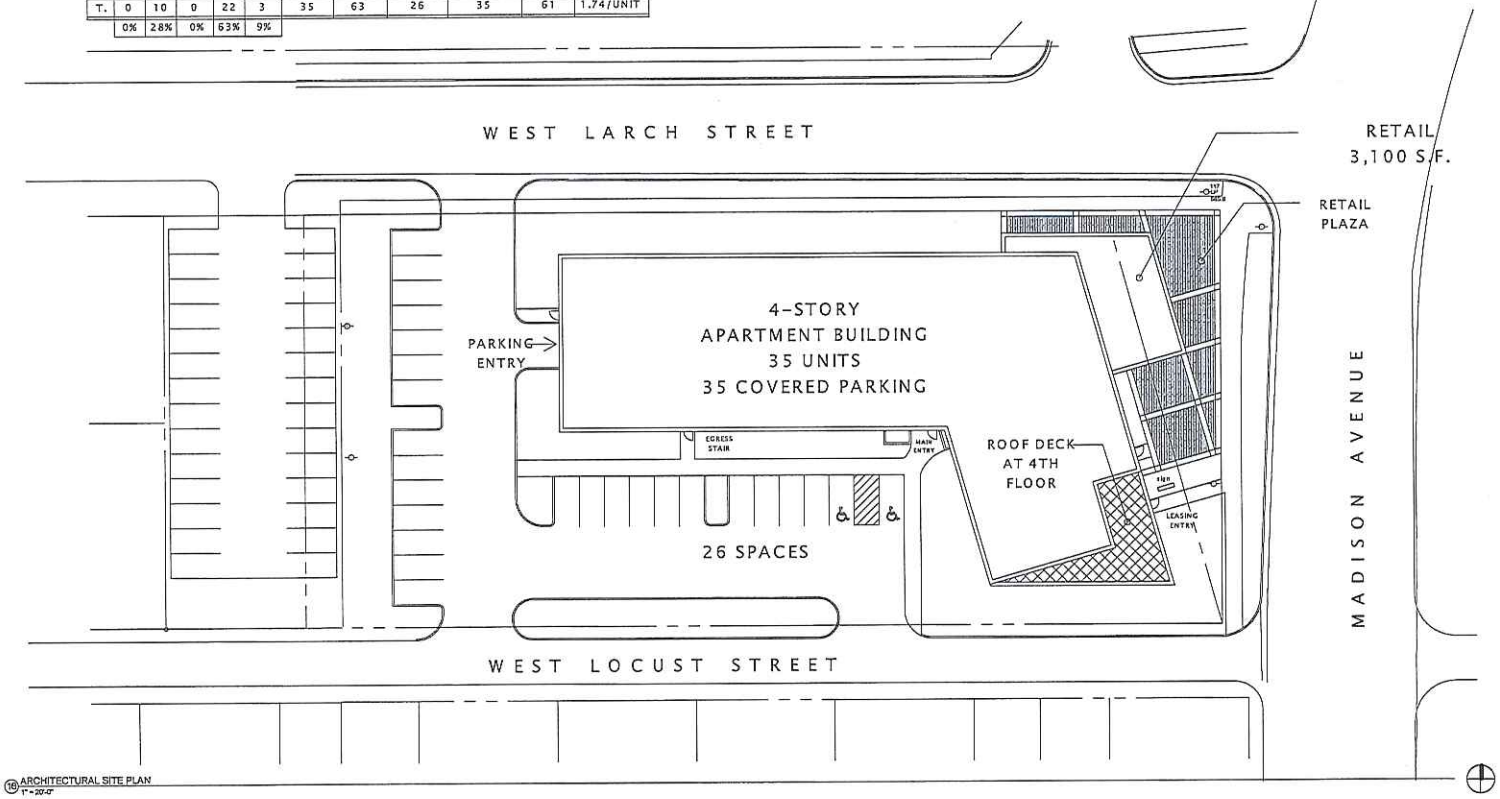
BUILDING DATA

	RETAIL	1-BEDROOM UNITS										2-BEDROOM UNITS												3-BEDROOM UNITS								TOTALS				
		Unit B1-1BR		Unit B2-1BR		Unit B3-1BR		Unit B4-1BR		Unit B5-1BR		Unit D1-2BR		Unit D2-2BR		Unit D3-2BR		Unit D4-2BR		Unit D5-2BR		Unit D6-2BR		Unit E1-3BR		Unit E2-3BR		Unit E3-3BR		Unit E4-3BR		Total Units/Retail		Common Space	Building Totals	
		625 S.F.		700 S.F.		715 S.F.		760 S.F.		0 S.F.		990 S.F.		1000 S.F.		1050 S.F.		1085 S.F.		1135 S.F.		1130 S.F.		1400 S.F.		0 S.F.		0 S.F.		0 S.F.		974 A.S.F. (Units)				
		Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area		Area	Efficiency
Floor 5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	#DIV/0!
Floor 4	-	-	-	2	1,400	1	715	-	-	-	-	3	2,970	1	1,000	1	1,050	-	-	1	1,135	1	1,130	1	1,400	-	-	-	-	-	-	11	10,800	3,670	14,470	74.6%
Floor 3	-	-	-	2	1,400	-	-	1	760	-	-	4	3,960	1	1,000	1	1,050	1	1,085	1	1,135	1	1,130	1	1,400	-	-	-	-	-	-	13	12,920	2,510	15,430	83.7%
Floor 2	760	1	625	2	1,400	-	-	1	760	-	-	3	2,970	1	1,000	-	-	1	1,085	1	1,135	-	-	1	1,400	-	-	-	-	-	-	11	11,135	3,695	14,830	75.1%
Floor 1	2,350	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2,350	1,250	3,600	65.3%
Totals	3,110	1	625	6	4,200	1	715	2	1,520	-	-	10	9,900	3	3,000	2	2,100	2	2,170	3	3,405	2	2,260	3	4,200	-	-	-	-	-	-	35	37,205	13,125	48,330	77.0%
Unit Breakdown		2.9%		17.1%		2.9%		5.7%		0.0%		28.6%		8.6%		5.7%		5.7%		8.6%		5.7%		8.6%		0.0%		0.0%		0.0%		100%				
		Total 1BRs:		10	28.6%	Average 1BR Size (sf):		706				Total 2BRs:		22	62.9%	Average 2BR Size (sf):		1038						Total 3BRs:		3	8.6%	Average 3BR Size (sf):		1400					

CONCEPT DATA

1.05 ACRES (+/-) = 33.3 U/A

FL	UNITS							PARKING			
	ST	1BR	1BR+	2BR	3BR	TOTAL	BR'S	SURFACE	COVERED	TOTAL	RATIO
4	0	3	0	7	1	11	20				
3	0	3	0	9	1	13	24				
2	0	4	0	6	1	11	19				
1	3,100 S.F. COMMERCIAL / RETAIL								35		
T.	0	10	0	22	3	35	63	26	35	61	1.74/UNIT
	0%	2.8%	0%	63%	9%						



(16) ARCHITECTURAL SITE PLAN
1" = 20'-0"

JLA

JOSEPH LEE + ASSOCIATES
5418 LAND'S END ROAD, DODGE, SUITE 2300
MADISON, WISCONSIN 53704
608.241.4500

JLA PROJECT NUMBER: 15-1115

NEW URBAN FOCUS, INC.

FINAL PUD SUBMITTAL

THE BAY LOFTS

PROGRESS DOCUMENTS

These documents reflect progress and intent and may be subject to change, including additional detail. These are not final construction documents and should not be used for final bidding or construction-related purposes.

DATE OF ISSUANCE MARCH 11, 2016

REVISION SCHEDULE

Mark	Description	Date

SHEET TITLE

ARCHITECTURAL SITE PLAN

SHEET NUMBER

ASP-100

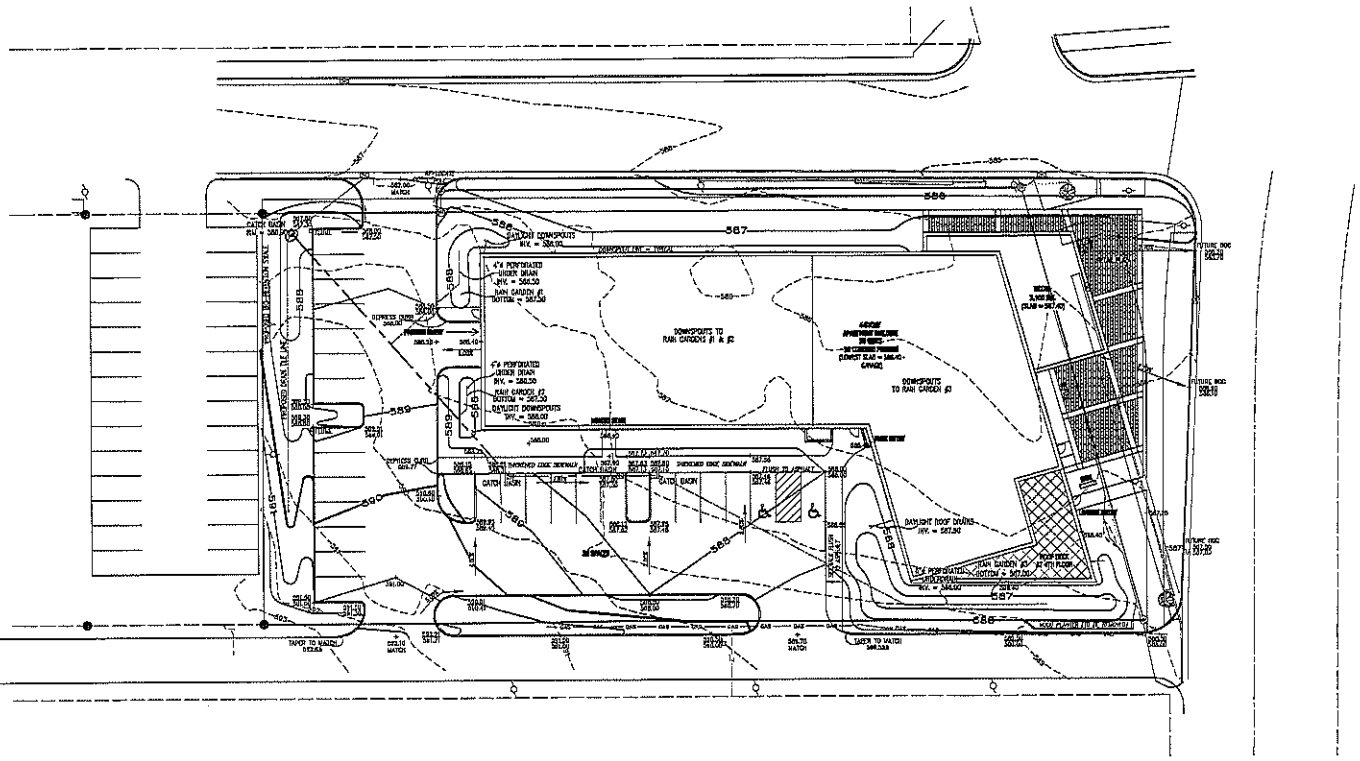
Preliminary Grading & Drainage Plan

BEING:
LOT 1 OF CERTIFIED SURVEY MAP 1142

LOCATED IN:
GOVERNMENT LOT 3 OF SECTION 7,
TOWNSHIP 27 NORTH, RANGE 26 EAST,
CITY OF STURGEON BAY, DOOR COUNTY,
WISCONSIN.

NORTH
1" = 20'
0 10 20 40
FEET

PREPARED BY:
BAUDHUIN INCORPORATED
55 S. 3RD AVENUE
P.O. BOX 105
STURGEON BAY, WI 54235
DRAWN BY: MJMC
MMCCARTY@BAUDHUIN.COM



CONCEPT DATA											1.05 ACRES (+/-) = 33.3 U/A
FL	UNITS							PARKING			
	ST	1BR	1BR+	2BR	3BR	TOTAL	BR'S	SURFACE	COVERED	TOTAL	RATIO
4	0	3	0	7	1	11	20				
3	0	3	0	9	1	13	24				
2	0	4	0	6	1	11	19				
1	3,100 S.F. COMMERCIAL / RETAIL								35		
T.	0	10	0	22	3	35	63	26	35	61	1.74/UNIT
	0%	28%	0%	63%	9%						

Preliminary Utility Plan

BEING:
LOT 1 OF CERTIFIED SURVEY MAP 1142

LOCATED IN:
GOVERNMENT LOT 3 OF SECTION 7,
TOWNSHIP 27 NORTH, RANGE 26 EAST,
CITY OF STURGEON BAY, DOOR COUNTY,
WISCONSIN.

NORTH
1" = 20'

0 10 20 40
FEET

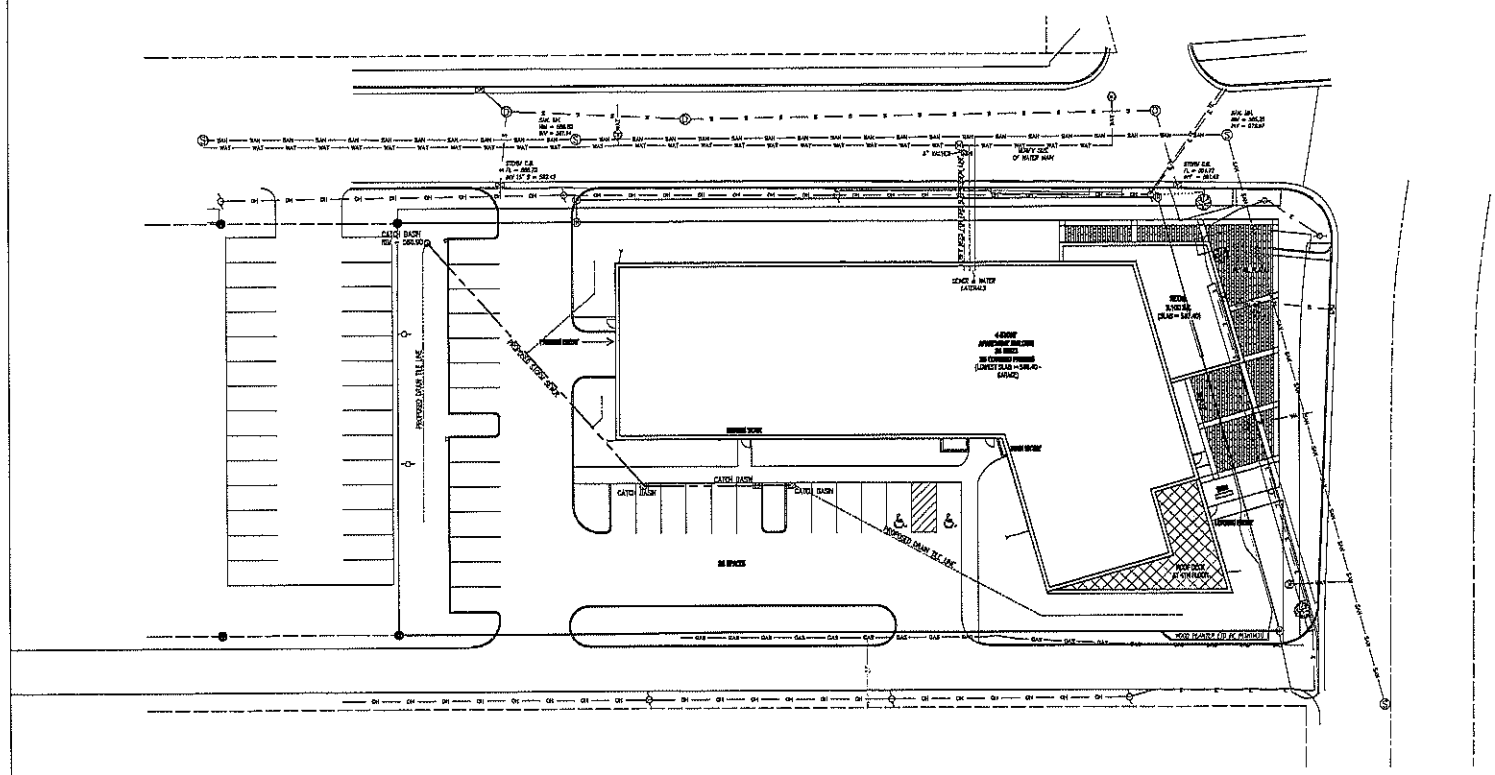
PREPARED BY:
BAUDHUIN INCORPORATED
55 S. 3RD AVENUE
P.O. BOX 105
STURGEON BAY, WI 54235
DRAWN BY: MCMC
MMCCARTY@BAUDHUIN.COM

PARCEL CONTAIN – 45,800 SQUARE FEET

BENCHMARK – PMO000 822.39 (NAVD88)

ZONING – CENTRAL BUSINESS DISTRICT (C-2)

NO PORTION OF THE PROPERTY IS BELOW THE BASE FLOOD ELEVATION OF STURGEON BAY



UNDERGROUND ELECTRICAL
OVERHEAD WIRE
STORM SEWER
GAS
SANITARY SEWER
WATER
UNDERGROUND TELECOMMUNICATION

GUY WIRE
POWER POLE
LIGHT POLE
GATE VALVE
CURB STOP
HYDRANT
SANITARY MANHOLE
STORM INLET
STORM MANHOLE
SET 5/8" REBAR
FOUND 5/8" REBAR

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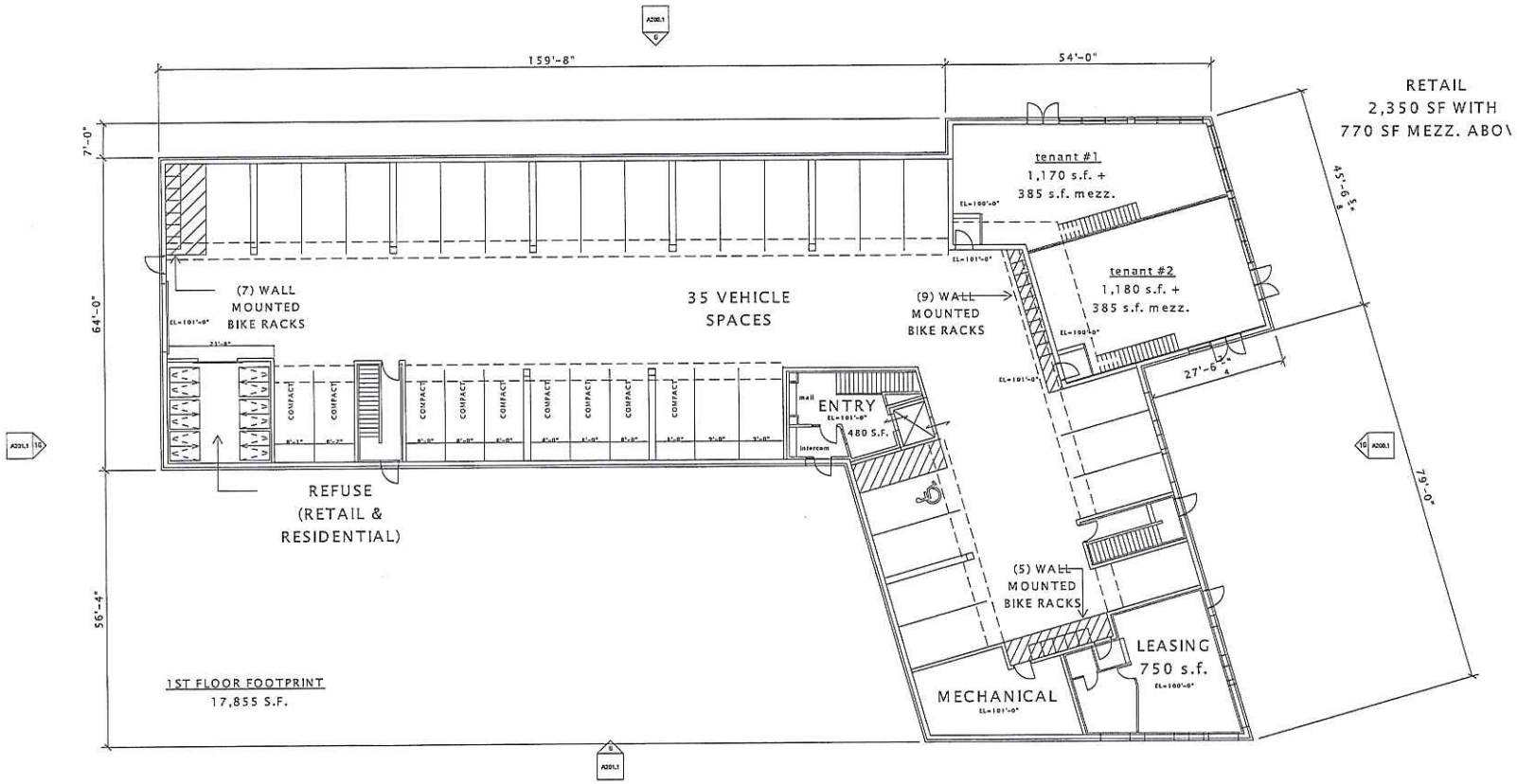
4	0	3	0	7	1	11	20				
3	0	3	0	9	1	13	24				
2	0	4	0	6	1	11	19				
1	3,100 S.F. COMMERCIAL / RETAIL								35		
T.	0	10	0	22	3	35	63	26	35	61	1.74/UNIT
	0%	28%	0%	63%	9%						

WINDOW SCHEDULE									
Type Mark	Width	Height	Description	Manufacturer	Model	Window Frame Color	ENERGY ANALYSIS U FACTOR	ENERGY ANALYSIS SHGC	Type Comments



16 GROUND FLOOR PLAN
3/32" = 1'-0"

JLA
JOSEPH LEE + ASSOCIATES
2418 CROSSROADS DRIVE, SUITE 2300
Madison, Wisconsin 53718
608.241.9500

JLA PROJECT NUMBER: 15-1113

NEW URBAN FOCUS, INC.

FINAL PUD SUBMITTAL

THE BAY LOFTS

PROGRESS DOCUMENTS

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DATE OF ISSUANCE MARCH 11, 2016

REVISION SCHEDULE		
Mark	Description	Date

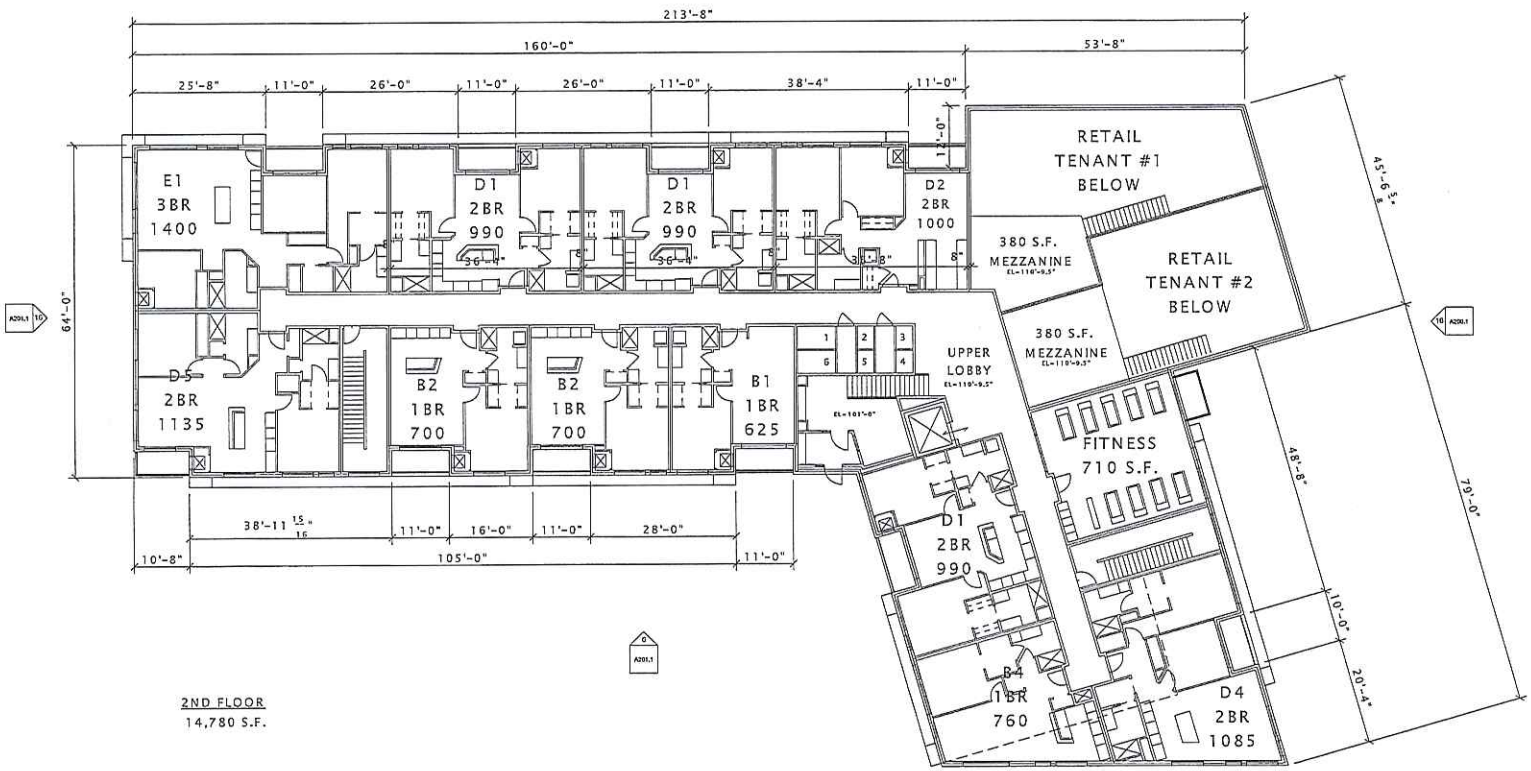
SHEET TITLE

GROUND FLOOR PLAN

SHEET NUMBER

A101

WINDOW SCHEDULE									
Type Mark	Width	Height	Description	Manufacturer	Model	Window Frame Color	ENERGY ANALYSIS U FACTOR	SHGC	Type Comments



2ND FLOOR
14,780 S.F.

16 SECOND FLOOR PLAN
3/32" = 1'-0"

JLA

JOSEPH LEE + ASSOCIATES
2418 CROSSROADS DRIVE, SUITE 2200
Madison, Wisconsin 53708
608.241.9000

JLA PROJECT NUMBER: 15-1113

NEW URBAN FOCUS, INC.

FINAL PUD SUBMITTAL

THE BAY LOFTS

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REVISION SCHEDULE		
Mark	Description	Date

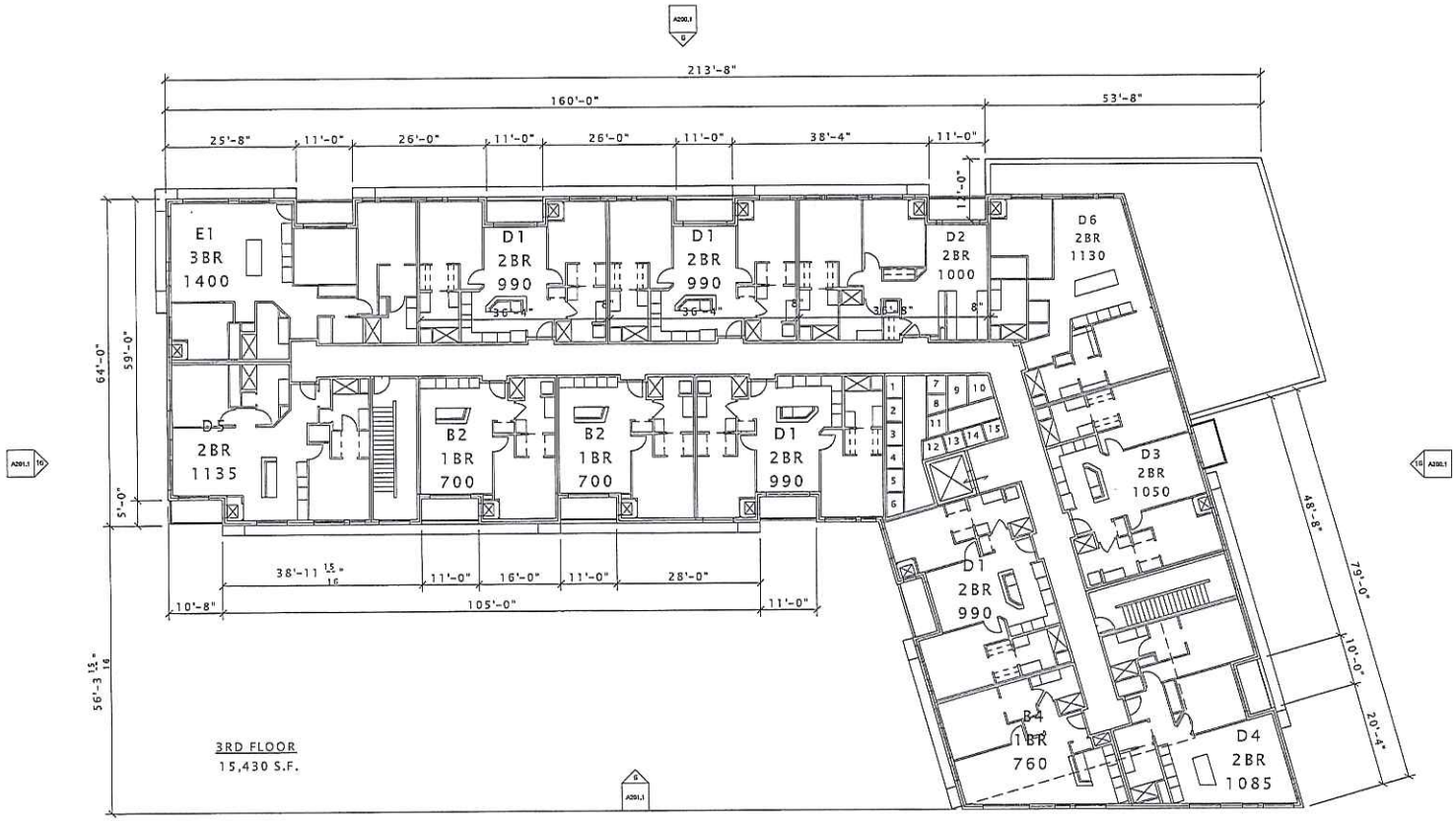
SHEET TITLE

SECOND FLOOR PLAN

SHEET NUMBER

A102

WINDOW SCHEDULE									
Type Mark	Width	Height	Description	Manufacturer	Model	Window Frame Color	ENERGY ANALYSIS U FACTOR	ENERGY ANALYSIS SHGC	Type Comments



THIRD FLOOR PLAN
3/32" = 1'-0"

JLA
architects planners
JOSEPH LEE + ASSOCIATES
2416 CROSSROADS DRIVE, SUITE 2300
Madison, Wisconsin 53719
608.241.9550

JLA PROJECT NUMBER: 15-1115

NEW URBAN FOCUS, INC.

FINAL PUD SUBMITTAL

THE BAY LOFTS

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DATE OF ISSUANCE MARCH 11, 2016

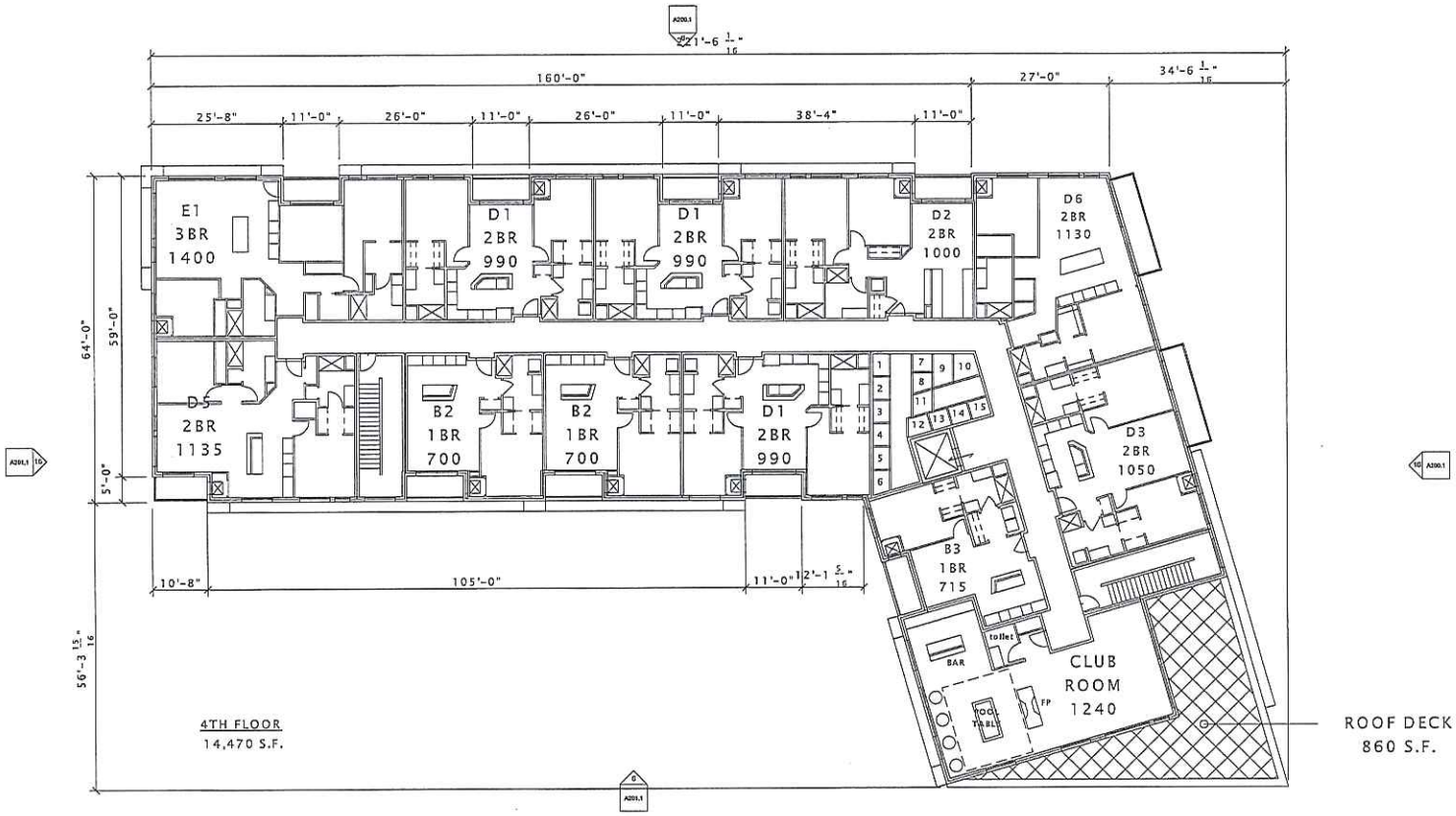
REVISION SCHEDULE		
Mark	Description	Date

SHEET TITLE

THIRD FLOOR PLAN

SHEET NUMBER

A103



10 FOURTH FLOOR PLAN
3/32" = 1'-0"

JLA

JOSEPH LEE + ASSOCIATES
2418 CROSSROADS DRIVE, SUITE 2200
Madison, Wisconsin 53718
608.241.9000

JLA PROJECT NUMBER: 15-1133

NEW URBAN FOCUS, INC.

FINAL PUD SUBMITTAL

THE BAY LOFTS

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DATE OF ISSUANCE MARCH 11, 2016

REVISION SCHEDULE

Mark	Description	Date

SHEET TITLE

FOURTH FLOOR PLAN

SHEET NUMBER

A104

EXTERIOR IMAGERY
CORNER OF MADISON & LARCH

EXTERIOR IMAGERY
MADISON AVENUE - LOOKING WEST

EXTERIOR IMAGERY
MADISON AVENUE - LOOKING NORTHWEST

JLA

JOSEPH LEE - ASSOCIATES
74-6 CROSSROADS DRIVE, SUITE 2300
Madison, Wisconsin 53719
608.241.9500

JLA PROJECT NUMBER: 15-1113

NEW URBAN FOCUS, INC.

FINAL PUD SUBMITTAL

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Mark	Description	Date

SHEET TITLE

EXTERIOR IMAGERY

SHEET NUMBER

A200

EXTERIOR IMAGERY
LARCH STREET – LOOKING EAST

EXTERIOR IMAGERY
REAR PARKING LOT – LOOKING EAST

EXTERIOR IMAGERY
PARKING LOT ENTRY

JLA

JOSEPH LEE + ASSOCIATES
2418 CROSSROADS DRIVE · SUITE 2100
Madison, Wisconsin 53718
608.241.9500

JLA PROJECT NUMBER: 15-1313

NEW URBAN FOCUS, INC.

FINAL PUD SUBMITTAL

THE BAY LOFTS

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REVISION SCHEDULE

Mark	Description	Date

SHEET TITLE

EXTERIOR IMAGERY

SHEET NUMBER

A201

6 NORTH ELEVATION (LARCH STREET)
1" = 10'-0"

10 EAST ELEVATION (MADISON AVENUE)
1/8" = 1'-0"

JLA

JOSEPH LEE + ASSOCIATES
2418 CROSSROADS DRIVE, SUITE 2500
Madison, Wisconsin 53719
608.241.9500

JLA PROJECT NUMBER: 15-1113

NEW URBAN FOCUS, INC.

FINAL PUD SUBMITTAL

THE BAY LOFTS

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DATE OF ISSUANCE MARCH 11, 2016

REVISION SCHEDULE

Mark	Description	Date

SHEET TITLE

EXTERIOR ELEVATIONS

SHEET NUMBER

A202

6 SOUTH ELEVATION (LOCUST STREET)
1" = 10'-0"

15 WEST ELEVATION
1/8" = 1'-0"

JLA

JOSEPH LEE + ASSOCIATES
3418 CROSSROADS DRIVE, SUITE 2104
Madison, Wisconsin 53718
408.241.9500

JLA PROJECT NUMBER: 15-1113

NEW URBAN FOCUS, INC.

FINAL PUD SUBMITTAL

THE BAY LOFTS

PROGRESS DOCUMENTS

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REVISION SCHEDULE

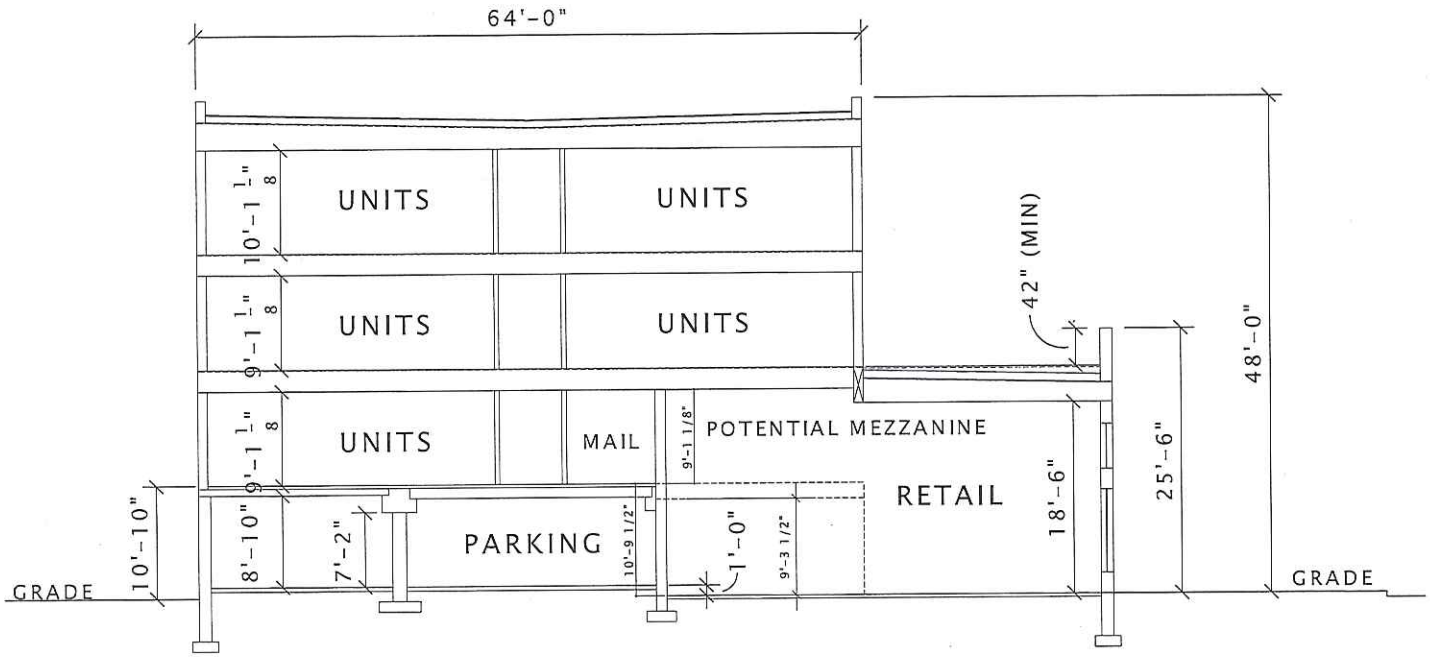
Mark	Description	Date

SHEET TITLE

EXTERIOR ELEVATIONS

SHEET NUMBER

A203



1 GROUND FLOOR PLAN
3/16" = 1'-0"

JLA

JOSEPH LEE + ASSOCIATES
2418 CROSSROADS DRIVE - SUITE 2300
Madison, Wisconsin 53718
608.244.4500

JLA PROJECT NUMBER: 15-1133

NEW URBAN FOCUS, INC.

FINAL PUD SUBMITTAL

THE BAY LOFTS

PROGRESS DOCUMENTS

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DATE OF ISSUANCE MARCH 11, 2016

REVISION SCHEDULE

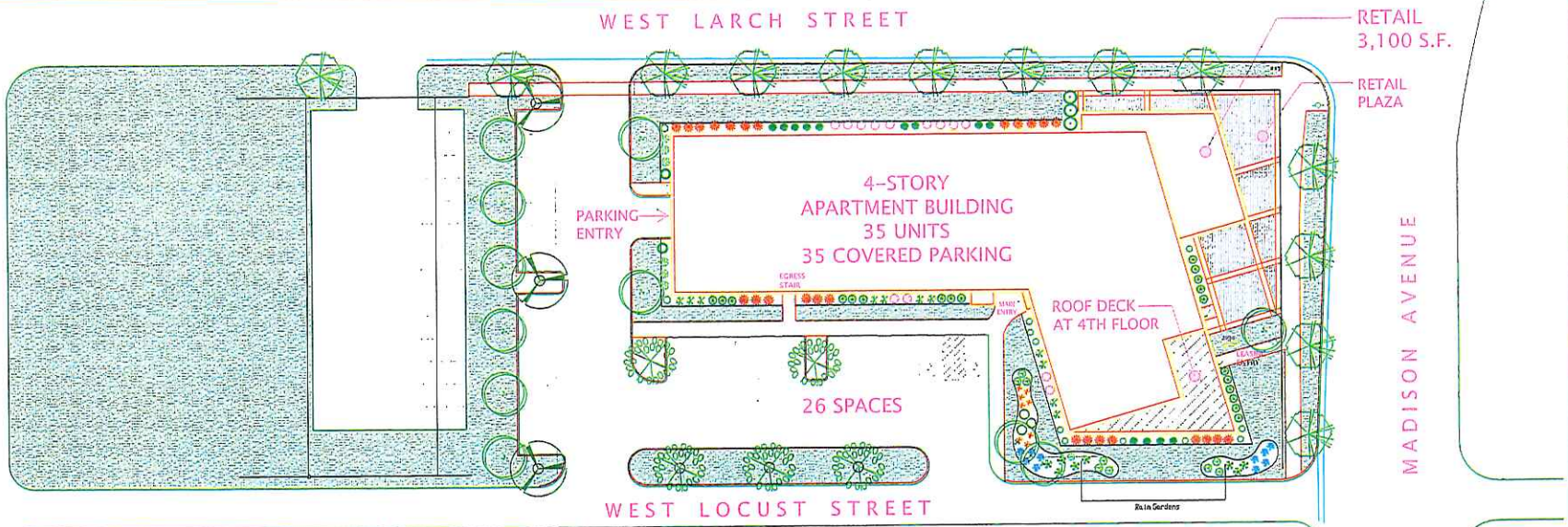
Mark	Description	Date

SHEET TITLE

TYPICAL BUILDING SECTION

SHEET NUMBER

A300



PLANTING PALLETTE KEY:

TREES

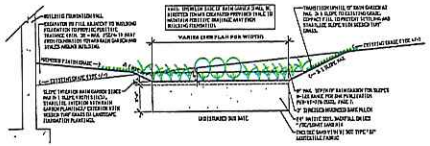
	QUANTITY	COMMON NAME	SIZE
	3	Japanese Tree Lilac	2" Caliper
	5	Red Jewell Crabapple	2" Caliper
	3	Dark Green Arborvitae	6' BB
	2	Medora Juniper	6' BB

SHRUBS

	QUANTITY	COMMON NAME	SIZE
	26	Dbl. Knockout Rose, Radtko	#3 cont.
	19	Green Velvet Boxwood	#5 cont.
	17	Goldmound Spirea	#3 cont.
	13	Miss Kim Lilac	#5 cont.
	13	Yew Densiformis	#5 cont.
	6	Ivory Halo Dogwood	#5 cont.
	3	Red-twigged Dogwood	#5 cont.

PERENNIALS

	QUANTITY	COMMON NAME	SIZE
	10	Kobold Blue Liatris	#1 cont.
	8	False Sunflower	#1 cont.
	9	Switchgrass	#1 cont.
	8	Purple Coneflower	#1 cont.
	11	Reed Grass	#1 cont.



Bay Lofts	Date:	Revisions:	North
49 Madison Ave.	01/05/2015	01/25/2015	
Sturgeon Bay, WI	Scale	02/29/2016	
Drawn By: P. Raine	1" =20'	03/02/2016	

BAYLAKE Landscape