

**CITY PLAN COMMISSION**  
Wednesday, November 19, 2014

A meeting of the City Plan Commission was called to order at 7:05 p.m. by Chairperson Dan Wiegand in Council Chambers, City Hall, 421 Michigan Street.

**Roll call:** Members Jeff Norland, Dennis Statz, Laurel Brooks, Ed Ireland, and Dan Wiegand were present. Excused: Members Mike Gilson and Steve Parent. Also present were City Attorney Randy Nesbitt, City Administrator Steve McNeil, City Engineer Tony Depies, Community Development Director Marty Olejniczak, and Community Development Secretary Cheryl Nault and several members of the public.

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

1. Roll call.
2. Adoption of agenda.
3. Approval of minutes from October 15, 2014.
4. Public comment on non-agenda items.
5. Zoning map amendment from General Commercial (C-1) to Single-Family Residential (R-2), for a vacant parcel which fronts on N. 10<sup>th</sup> Avenue, north of Georgia Street.
6. Planned Unit Development for Sawyer Hotel Development, LLC, located at the former Door County Co-op property, 92 E. Maple Street:  
Presentation:  
Public Hearing:  
Consideration of:
7. Consideration of: Official street mapping in the area of 12<sup>th</sup> Avenue/Egg Harbor Rd.
8. Adjourn.

Carried.

**Approval of minutes from October 15, 2014:** Moved by Ms. Brooks, seconded by Mr. Ireland to approve the minutes from October 15, 2014. Carried.

**Public comment on non-agenda items:** Elliot Goettelman, 728 Georgia St., addressed the Commission and asked if there is a plan for existing empty storefronts that are not selling. He suggested putting this on a future agenda.

Charlotte Baierl, 210 N. Joliet Avenue, asked several questions regarding the Waterfront Redevelopment Authority.

**Zoning map amendment from General Commercial (C-1) to Single-Family Residential (R-2), for a vacant parcel which fronts on N. 10<sup>th</sup> Avenue, north of Georgia Street:** Kathy Kazenske, agent for Ryan Zahler, presented the request to rezone a vacant parcel from C-1 to R-2. Mr. Zahler had a job transfer and sold his home, but kept the two vacant parcels he also owns. By rezoning the C-1 parcel to R-2 he could combine the two parcels to make it saleable as one parcel.

Mr. Olejniczak stated that for a zoning map amendment the first step is an initial presentation. The next step is a public hearing at the next Plan Commission meeting, followed by a recommendation to Council.

No further action was needed.

**Planned Unit Development for Sawyer Hotel Development, LLC, located at the former Door County Co-op property, 92 E. Maple Street:**

**Presentation:** Mr. Olejniczak gave a presentation on the City's redevelopment efforts in the downtown waterfront area. He described the impetus for the current redevelopment effort and went through the various iterations of the West Waterfront Redevelopment plan.

The most current plan shows the proposed hotel, with public space including a potential splash pad/ice rink, promenade along the water's edge, an event stage, and art spaces.

Mr. Olejniczak explained that this property is within the tax increment district (TID #4) that was created to support the West Waterfront Redevelopment. The property taxes that are generated by new development go to pay off the public cost of utility relocations, public improvements, demolition, acquisition of property, etc.

He further explained that Planned Unit Development (PUD) is a special zoning that overlays on the current commercial zoning on the waterfront. It is unique to each project. It provides flexibility for certain development.

Bob Papke, Sawyer Hotel Development, LLC, 1241 N. 18<sup>th</sup> Avenue, presented the revised plans for the hotel. He plans to name the proposed contemporary boutique style hotel, the Lindgren. He mentioned that he has received several calls with suggestions and ideas.

Henry Isaksen, 4180 S. Country View Rd., stated he is the architect for the project. The proposed hotel is 19,000 square feet and five stories high. He compared the proposed hotel with the footprint of Bridgeport, with 35,000 – 37,000 sq. ft., and the footprint of Stone Harbor at 65,000 sq. ft. This would be twice the height of the Cellcom building located across the street. The first floor would have a 12' ceiling and all masonry. The other floors would have a wood frame.

Mr. Papke summarized that they were trying to make it the best as they can. It is a great plan for Sturgeon Bay and looking to make it better. It is here for long term. He added that he helped develop the child care on Lansing Avenue, Westwood Shores, and Pinecrest Village.

**Public Hearing:** Chairperson Wiegand opened the hearing at 7:41 p.m.

Hans Christian, 330 N. 3<sup>rd</sup> Ave., stated this parcel is the crown jewel of Sturgeon Bay. He wants waterfront open to the public.

Kelly Avenson, 728 Georgia St., opposes the rezoning to PUD. The City has capacity available in existing lodging.

Monica Sawyer, 615 N. Fulton Place, is against any development of the working waterfront.

Shawn Fairchild, 311 Pennsylvania St., said he had a problem with the process. The City should invest in keeping it green.

Virge Temme, 9098 Lilm Kiln Rd., stated the design is out of character and scale. Resort architecture is not more than 2-3 stories.

Jamie Stahl, 1112 Michigan St., thought this was like putting up a 5-story wall and cutting off the water.

Rebecca Schmelzer, 1141 Cty. Rd. C., strongly opposes the plan and wants it to go to a vote.

Robert Loss, 607 E. Walnut Dr., said we need tax dollars to pay for waterfront improvements. He urged everyone to support Bob Papke.

Steve Kastner, 330 N. Joliet, stated we do not need another large hotel and the site should be kept open. Tugs should stay part of the plan. This should go to referendum.

Christie Weber, 311 Pennsylvania St., opposes the development. She feels the plan is not well thought out.

Jessica Holland, 117 S. Lansing Ave., likes tugboats. Blocking the view of the waterfront is not going to bring tourists here.

Kaitlin Olson, 11238 Beach Road, Sister Bay, stated this development will only offer a handful of part-time or seasonal jobs. She opposes the project.

Megan Lundahl, 321 S. Fulton Ave., strongly opposes the zoning change. There should be a referendum.

Scott Moore, 947 Pennsylvania St., stated he is in strict opposition. There should be nothing more than the Maritime Museum. Tugboats are there because Bay Ship needs them and we need Bay Ship. Retain the dock front for commercial use.

Gabrielle Kowlowski(?), 330 Joliet, Apt. #3, said he is a Bay Ship worker. The hotel doesn't represent a small, quaint, quiet place.

Lane Kendig, 4089 Snake Island Rd. and 26 W. Pine St., is opposed to the project. It needs to be economically supported. There is no sense of community character. He strongly suggests that anything done should be phased.

Carrie Anderson, Co-owner of Fox Glove Inn, 232 S. 9<sup>th</sup> Ave., stated tourists want to spend money and this hotel does not give them reason to come back.

Jessica Adams, 808 Michigan St., opposes the project. We should support other businesses, not competition. She wondered if the fire department had any concerns with the 5-story building.

Capt. Mike Peters, 25 Lake Forest Rd., said tugboats service the Great Lakes and teach mariners. Where would the tugs go? Has cost been incorporated into relocating the tugs?

Dave Phillips, potential contractor for the project, said that he came up with the contemporary design. This will be a successful hotel. Management and employees make a hotel run and be successful. He discussed the proposed hotel design vs. the design of Bridgeport Resort.

Ty Halbach, 1851 Florida St., stated the waterfront should be a community space and opposes the zoning change.

Laurel Hauser, 854 S. 15<sup>th</sup> Ave., stated we are fortunate to live in Sturgeon Bay. Is there a way for citizens to be involved?

Bill Chaudoir, Executive Director of Door County Community Development Corporation, commended the City of Sturgeon Bay for purchasing the property. The objective is to make it a beautiful development. The development is needed to pay for the improvements within the TIF district that has been created.

Jeremy Popelka, 64 S. 2<sup>nd</sup> Ave., said he saw something unique in Sturgeon Bay. To have the hotel downtown is obscene. It should be put out on the highway.

Kelly Catherozie(?), 344 N. 3<sup>rd</sup> Ave., owner of Fox Glove Inn, wondered how the rooms will be filled. She strongly opposes the zoning change. The design is insulting.

Geri Ballard, owner of Black Walnut Bed & Breakfast, 454 N. 7<sup>TH</sup> Ave., said Sturgeon Bay is not 100% occupied any day. This could put smaller lodging places out of business.

Jim Ebbeson, 1144 Tacoma Beach Rd., stated that everyone loves our community. This is a glorified motel. The tugboats have recently been painted, updated, and renovated. This property needs careful planning.

Chris Olson, 46 E. Redwood St., supports redevelopment, but wishes it could be made a greenspace. He doesn't support the height, design, or color scheme. He suggested murals or mosaic and full cut-off light fixtures. He would also like to see solar panels, grass on the roof, and no curbs.

Stephanie Trenchard, 64 S. 2<sup>nd</sup> Ave., said this is a lack of creativity and needs more focus. She asked whether a different funding scheme could be found to create public space.

Susan Gunthrie has a business and home on the West Side. More small businesses need to get involved in this space.

Jared Nellis, 117 S. Lansing Ave., said he is strongly opposed to any development on this property. He added that he would donate time, grass seed, and trees to turn it into green space.

Pat MacDonald, Holiday Music Motel, 30 N. 1<sup>st</sup> Ave., stated that they used their 18 rooms to generate something creative.

Greg Stillman, property owner in Sturgeon Bay, has seen success in Bridgeport and Westwood Shores. He has worked with Bob Papke with ideas and consulting. We are fortunate to have a local team. The concept provides a niche that isn't here now.

Mike Orlock, 947 Michigan St., is not opposed to redevelopment, but this needs to fit in with the character of the community. This needs to be put to a vote, a referendum.

Paul Anschutz, 221 N. 6<sup>th</sup> Ave., wondered why this is being done on the waterfront. What about water runoff on the property?

Jennifer Bacon, 458 N. 5<sup>th</sup> Pl., wants a “little” grocery store and other small stores like areas in New York and Connecticut. She is opposed to a large hotel.

Elliot Goettelman, 728 Georgia St., stated his great-grandfather built a hotel on the West Side, not on the water. This needs to be put to a referendum. It is our property.

Larry Smith, 7186 Rock Farm Rd., said he is a co-owner of a successful business in Sturgeon Bay. We don't need monstrosity. We need an economic plan.

Laurie Wire, 1010 S. Oxford Ave., supports a referendum.

James Janus, Duluth Ave. in Nasewaupsee, is opposed. The architecture looks Soviet-style.

Markus Baierl, 210 N. Joliet, originally from Norway, thought the architecture was not good. He urged that the City should take its time to get it right.

Phil Rockwell, 368 N. 3<sup>rd</sup> Ave., said a lot more thought needs to go into this. He is not fond of developing the waterfront.

Steve Rice, 613 N. 5<sup>th</sup> Ave., stated that this is not the future that we want. He supports a referendum and opposes a zoning change.

Cinnamon Rossman, 706 Georgia St., stated the property should be used as a destination. The hotel misses the mark. Other uses would be better.

Ryan Shaw, 15 N. 3<sup>rd</sup> Ave., said Sturgeon Bay is the best part of Door County. The shoreline is valuable and shouldn't be cut off. He opposes the project.

Andrea Ehler (?), 3767 Town Park Rd., is opposed to rezoning and supports a referendum.

Kathleen Finnerty, 707 Georgia St., stated this is not part of the Comp Plan, preserving it is.

Terry Ullman, 12 N. 3<sup>rd</sup> Ave., didn't think there was anything nautical about the building. He was neither for or against.

Ann Herring, 15 N. 3<sup>rd</sup> Ave., didn't feel the hotel fit with the beautiful industrial feel of the waterfront. Other options need to be put forward.

Karen Allie, 613 N. 5<sup>th</sup> Ave., said she is not opposed to development, but this is way more than Door County needs.

Charlotte Baierl, 210 N. Joliet, suggested that the aldermen should be told what people want.

Diane Mangolin, 7186 Rock Farm Rd., supports a referendum.

Ms. Nault gave a summary of written correspondence received. Greg Ebel, 8 N. Madison Ave.; Dave Ripp, 1541 Egg Harbor Rd.; Phil Gordon, 20 E. Pine St.; Craig Ostrand, 60 N. 9<sup>th</sup> Ave.; Jeff Tebon, 63 E. Oak St.; John & Mary Teichler, 1030 Memorial Dr.; Michael Schwantes, Creative Business Services; and Lucy Klug, Baileys Harbor stated they are in favor of the proposal.

Mark & Liz Orlock, 947 Michigan St.; Tim & Barb Graul, 844 S. 15<sup>th</sup> Ave.; Elliot Goettelman, 728 Georgia St.; James Pankratz, 1505 Cove Rd.; and Jennifer DuPont, 234 Nautical Dr.; melaniejane, owner of Holiday Music Motel; Alison Roemer, Sturgeon Bay resident; Jessica Holland, 117 S. Lansing Ave.; Melissa Clark, address unknown, and Cynthia Roberts, patient rep at Aurora wrote in opposition. Beth Peterson, 122 S. 7<sup>th</sup> Ave. was only opposed to the design of the hotel.

The public hearing was declared closed at 9:35 p.m.

**Consideration of:** Moved by Mr. Wiegand, seconded by Mr. Statz to table until next meeting when all members are present. Carried.

Mr. Statz stated he was appreciative of everyone's input.

**Consideration of: Official street mapping in the area of 12<sup>th</sup> Avenue/Egg Harbor Rd.:** Moved by Mr. Wiegand, seconded by Ms. Brooks to postpone to a future meeting. Carried.

**Adjourn:** Moved by Mr. Ireland, seconded by Mr. Norland to adjourn. Carried. Meeting adjourned at 9:40 p.m.

Respectfully submitted,

Cheryl Nault  
Community Development Secretary