



Meeting Date: September 17, 2012  
 Agenda Item: #8-9

**VILLAGE OF HOWARD PLAN COMMISSION  
 STAFF REPORT**

**REPORT TO:** Village Plan Commission

**REPORT FROM:** Dave Wiese, Executive Director of Community Development

**REPORT SUBJECT:** A public hearing concerning a request from St. Maria Bay Co. to create a Planned Development District to construct a mixed-use development on a 10.55-acre parcel at the intersection of Cardinal Lane and Dousman Street, VH-664

<b>BASIC INFORMATION</b>	
<b>Project Name</b>	St Maria Bay Co. F.K.A. Sturzl's Landing
<b>Applicant Name/Contact No.</b>	MACH IV Engineering
<b>Consulting Planner and/or Engineer</b>	MACH IV Engineering
<b>Size of Parcel</b>	10.55 Acres
<b>Existing Zoning</b>	B-3 Neighborhood Commercial
<b>Requested Zoning</b>	PDD
<b>Abbreviated Legal</b>	VH-664
<b>Comprehensive Land Map Designation</b>	Neighborhood Commercial

<b>ADJACENT LAND USE/ZONING MATRIX</b>		
<i>Direction</i>	<i>Land Use</i>	<i>Zoning</i>
<b>North</b>	Commercial	PDD
<b>South</b>	Residential	R-1
<b>East</b>	Residential	R-2
<b>West</b>	Residential	R-1

**BACKGROUND**

The subject parcel is VH-664 and is currently known as Sturzl's landing. It is located in the southern part of the Village at the northeast corner of Cardinal Lane and Dousman Street. The parcel is approximately 10.55 acres and is bounded to the north by Duck Creek, Cardinal Lane to the west, Single family to the east and Dousman Street to the south. The applicant is proposing to construct a C-Store, Restaurant, and Hotel.

## **EXECUTIVE ANALYSIS**

1. **Zoning**

The proposed rezoning is consistent with the trend of development in the area and with the Village Comprehensive Plan.

2. **Setbacks**

The Final Planned Development approval will dictate the setbacks.

3. **Parking**

Parking will need to be calculated for each end use as determined in the Final PDD.

4. **Floodplain, Shoreland Zoning & Stormwater Management**

There are floodplain areas mapped on the property. Stormwater management will need to be provided on site.

5. **Land Division** A land division is not being proposed at this time.

6. **Lighting** N/A

7. **Fire Protection**

This property is not currently served by the municipal water system and is located +/- 1.7 miles from the nearest fire station.

## **ACTION REQUESTED**

It is requested that the Plan Commission open the public hearing and ask the applicant to present his request. Subsequently, the Plan Commission should invite comments from the public and then close the public hearing.

The Village staff is requesting that, after the public hearing is closed, the Plan Commission review the applicant's request and, if satisfied with the proposal, recommend approval to the Village Board.

## **STAFF RECOMMENDATION**

Staff believes the uses are consistent with the comprehensive plan and trend of development in the area and would recommend the applicant move forward in the process. The Plan Commission should express any concerns over landscaping, building aesthetics, green space, signage, and lighting to further give the applicant direction.

## **ATTACHMENTS**

- I PDD Application
- II Conceptual Site Plan

Planned Development District  
Application



Contact Type	Contact Information
Village Hall Phone Number	(920)-434-4640
Village Hall Fax Number	(920)-434-4643
Village Hall Email	dwiese@villageofhoward.com

Village of Howard  
2456 Glendale Avenue  
Green Bay, WI 54313



**PDD APPLICATION**

See Following Pages  
For Materials to be Submitted  
With This Application

Application Fee: \$200.00  
Date: \_\_\_\_\_  
Green Bay, WI 54313

2456 Glendale Ave  
Initials: \_\_\_\_\_  
Application #: \_\_\_\_\_

**Applicant**

Name: St. Maria Bay Co.  
Address: N71 W39919 Lang Rd. Oconomowoc 53066  
Phone: ( ) - 262 - 689 - 6112  
Email: StMariabayco@yahoo.com

Business Name: St. Maria Bay Company  
PDD Site Address: (VH-664) 2450 Memorial Dr.  
Landowner of Record: Sturzl Landing Limited Partnership  
Address: 993 Solar Pkwy. Neenah, WI 54956  
Phone: ( ) - -  
Email: \_\_\_\_\_

**Consultant(s)**

**Architect**

Name: Joseph Lee Associates  
Address: 5325 Wall St. Suite 2700  
Phone: ( ) - 608 - 241 - 9500  
Email: jlee@jla-ap.com

**Contractor/Engineer**

Name: Mach IV Engineering & Surveying LLC  
Address: 211 N. Broadway St. Suite 114  
Phone: ( ) - 920 - 569 - 5765  
Email: jehrfurth@mach-iv.com

**Parcel/Building Information**

Lot Size 10.55 Acres Sq. Ft      Current Zoning: B-3

Parcel #: VH - 664

Lot Dimensions: 10.55 Acres      Does Current Zoning Permit Intended

Use: Yes with condition use permit

Bldg. Sq. Footage: TBD      Street

Frontage: +/- 1,400 LF

**Describe Specifically the Nature of the Request:** Petitioner requests  
creation of a PDD to facilitate construction of a mixed use  
development on a 10.55 acre parcel at the intersection of  
Cardinal Lane and Memorial Drive.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

With this signature, I certify all required materials above have been submitted. Furthermore, I understand any required materials not submitted will result in an incomplete application. Incomplete applications will be returned to the applicant until all required materials are submitted.

X  8-27-12  
Applicant Signature Date

Please direct all questions to Dave Wiese at 434-4640 or [dwiese@villageofhoward.com](mailto:dwiese@villageofhoward.com)

# **Mach IV**

*Engineering & Surveying LLC*

September 12, 2012

Mr. Dave Wiese  
Village of Howard  
2456 Glendale Avenue  
Green Bay, WI 54313

Re: Duck Creek Landing Planned Development District Application

Dear Mr. Wiese:

Enclosed is supplemental information for our Planned Development District (PDD) Application for Duck Creek Landing. Included in the supplemental information is a narrative describing the proposed development as well as a conceptual site plan. In summary, the PDD is requested to allow the flexibility to construct a mixed use development on the northeast corner of the intersection of Cardinal Lane and Dousman Street.

We trust the enclosed information will provided the Planning Commission the necessary data to positively evaluate our application. Thank you in advance for your consideration. Please do not hesitate to contact me if you have any questions or require any additional information.

Regards,  
**Mach IV Engineering & Surveying LLC**



Joel Ehrfurth, PE

Enc: As Noted

Cc: JLA Architects  
St. Maria Bay Company

# Mach IV

*Engineering & Surveying LLC*

## **DUCK CREEK LANDING PLANNED DEVELOPMENT DISTRICT NARRATIVE SEPTEMBER 2012**

- **Neighborhood environment, characteristics and use.**
  - The subject parcel is VH-664 and is currently known as Sturzl's landing. It is located in the southern part of the Village at the northeast corner of Cardinal Lane and Dousman Street.
  - Parcel is approximately 11.4 acres and is bounded to the north by Duck Creek, Cardinal Lane to the west and Dousman Street to the south.
  - North and west of the parcel along Cardinal Lane includes commercial developments such as Walgreens, the YMCA, Brown County Library, numerous small businesses, senior living facilities, and a daycare.
  - South of the parcel are single family homes.
  - East of the parcel are Woodmans, Gander Mountain, Menards, and associated developments.
  - Current Zoning
    - Parcel VH-664 – Neighborhood Commercial (B-3)
    - North – PDD and Pioneer Parkway
    - South – Single Family (R-1)
    - East – Single Family, Duplex (R-2)
    - West – Single Family (R-1)
- **Physical, natural and topography features of the building site.**
  - The parcel is currently vacant. The parcel is adjacent to Duck Creek and has some environmentally sensitive areas associated with Duck Creek. The parcel has approximately 9 acres suitable for development.
  - The site has previously been filled and gently slopes south to the north.
- **Nature, operational character, organizational structure and use of buildings and structures.**
  - A PDD is being requested to allow flexibility required to generate interest from end users. Potential end users include a hotel, restaurant, and C-store.
- **Architectural design, visual appeal and building materials.**
  - Exterior wall materials will consist of stone, brick, architectural CMU, or fiber-cement siding.
  - All buildings will be similar in character to other buildings in the area and have all mechanical equipment screened from public view.
  - Building walls exceeding 50 feet in length will be broken or staggered.
- **Building arrangement, density and floor ratio.**
  - Each facility will be located on a separate parcel

- **Building heights.**
  - With the exception of the hotel, building heights will not exceed 35 feet; the hotel will not exceed 50 feet to the eave.
- **Building setbacks.**
  - Front and side yard: 35 feet.
  - Interior side yard: 10 feet.
  - Rear yard: 15 feet.
- **Screening and fencing.**
  - Trash dumpsters, recycling containers and other exterior refuse storage will be effectively screened from public view by opaque fences, walls or enclosures constructed of materials matching that of the principal structure on the property.
  - Door or gates constructed of decorative metal, wood, or vinyl complimenting those materials used to construct the enclosure will be provided at the entrances to enclosures and will be kept closed when the enclosure is not in use.
  - Trash dumpsters, recycling bins and other exterior refuse storage will not be located in front of or closer to a street right-of-way than the principal building or structure or located on, adjacent to or in front of any building wall containing a primary building entrance.
- **Landscaping.**
  - Building facades will have adjacent landscaping.
  - Minimum green space: 25 percent. Stormwater management facilities may be utilized as required green space.
  - All landscaping shall be properly maintained.
  - Minimum one shrub per 3,000 square feet of lot area.
  - Minimum tree per 5,000 square feet of lot area. Trees shall be:
    - 1-3/4 inch diameter for deciduous
    - 4 feet tall for evergreens
- **Exterior lighting.**
  - All lighting used to illuminate off-street parking and loading areas will be directed away from residential properties and public streets so as not to create a public nuisance.
- **Site drainage.**
  - Site drainage will be maintained on the parcel. A single stormwater management facility (detention pond) will be utilized to serve all three developments.
- **Open space needs.**
  - Minimum green space: 25 percent. Stormwater management facilities may be utilized as required green space.
- **Design and capacity of parking and loading areas.**
  - Curbs will be installed around the perimeter of all parking, drive, and loading areas.
  - A minimum of 10 percent of parking lot surface area will be landscaped with trees and shrubs.
  - All loading area will be screened from public view.

- Loading areas will not face public streets.
- **Design location of roadways and walks.**
  - Sidewalks will be constructed along the site's roadway frontage.
  - Existing public roadways will be utilized for the project.
- **Traffic generation and rate of vehicle turnover/Street or highway access and traffic patterns.**
  - The parcel is located at the intersection of Dousman Street and Cardinal Lane. Cardinal Lane is a main artery into the Village. Dousman Street is a primary route to other local developments such as Woodmans, Menards, and Gander Mountain. Traffic patterns are expected to remain consistent with the existing patterns.
  - In conjunction with state and county agencies, a roundabout may be constructed at the intersection of Dousman Street and Cardinal Lane. The intersection is currently control with traffic signal lights.
- **Number and location of street openings or curb cuts.**
  - Each facility will receive an ingress/egress point onto the public street(s).
  - The facility located on the corner will receive two ingress/egress points onto public streets, one onto Cardinal Lane and one onto Dousman Street.
- **Street and highway dedication.**
  - Should a roundabout may be constructed at the intersection of Dousman Street and Cardinal Lane, additional right-of-way may be required to facilitate the roundabout.
- **Availability and capacity of sewer, water and other utilities.**
  - The site is currently vacant but has services/laterals to the property. Existing laterals will be utilized if possible depending on the individual facility's requirements.
  - A storm sewer runs through the property. The storm sewer is in an easement. The storm sewer and easement may have to be relocated on the site to facilitate development.
- **Snow removal, garbage collection, fire protection and other municipal services.**
  - Snow removal and garbage collection will be by private parties contracted through the individual organizations.
  - The hotel will have a mechanical sprinkler system.
  - Fire protection will be provided by the Village.
- **Methods and hours of operation.**
  - Methods and hours of operation will be similar to neighboring facilities.
- **Operation control.**
  - Each facility will be located on a separate parcel. Each facility will be owned, constructed, and operated by an individual organization. Each organization will be responsible for the operation and maintenance of its facilities. A maintenance agreement will be established for shared facilities such as stormwater facilities, cross access points, etc.
- **Capacity of local schools and educational institutions.**
  - The proposed facilities are commercial in nature and will not increase capacity to the schools.

- The proposed facilities will increase tax revenue for use in local schools and education institutions.
- **Economic impacts, inducements, attractions and detractions.**
- **Implementation schedule and proposed commencement and completion dates.**
  - Approval of PDD – September 2012
  - Preliminary Design and Site Plan Approval – Jan 2013
  - Final Design and Construction Documents – Feb 2013
  - Begin Construction – March 2013
  - Complete Construction
    - C-Store – July 2013
    - Restaurant – July 2013
    - Hotel – August 2013

