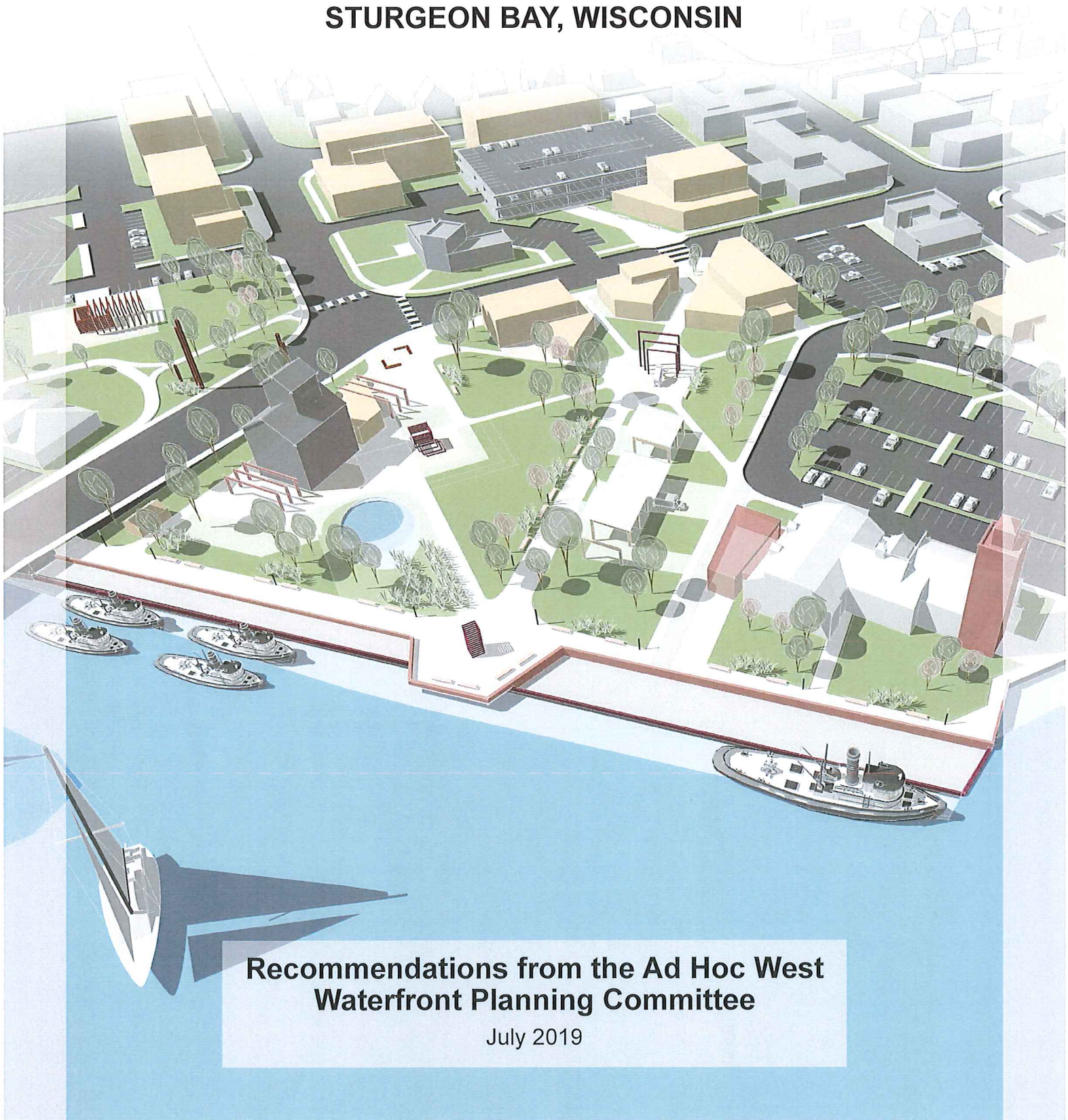


# WEST WATERFRONT REDEVELOPMENT STURGEON BAY, WISCONSIN



**Recommendations from the Ad Hoc West  
Waterfront Planning Committee**

July 2019

**City of Sturgeon Bay**  
**Ad hoc West Waterfront Planning Committee**

Laurel Hauser – co-chair  
Dave Schanock – co-chair  
Mike Gilson  
Ryan Hoernke  
Caitlin Oleson  
Erich Pfeifer  
Sara Powers  
Jim Schuessler  
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Staff support:

Marty Olejniczak, City of Sturgeon Bay Community Development Director  
Mike Barker, Municipal Services Director  
Cheryl Nault, Community Development Secretary

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Appendix E: Summary Document for the Planning Workshop (Graef Report)

Image Credit: Cover image and consensus plan views created by Sara Powers of HGA

## Goals and Principles for Redevelopment

The Ad hoc West Waterfront Planning Committee, using feedback from the community, identified the following goals and principles to guide redevelopment of the West Waterfront. The goals and principles are listed in no particular order.

Improvements and development shall be measured by their ability to:

- Assure overall project is economically sustainable.
- Create/maintain view corridors to the water and promote and strengthen access to public areas.
- Incorporate family-friendly and multi-generational public facilities with the ability for flexible programming.
- Honor the heritage of the City by embracing the working waterfront character and history, including tugboat operations, shipbuilding industry, and shipping of grain and other products by water and rail (grain elevator).
- Integrate different forms of public art and promote intentional design and aesthetic qualities.
- Create a community buzz (social energy within the community) and foster a sense of community pride.
- Strengthen the urban intensity on the west waterfront and promote commercial activity.
- Incorporate green infrastructure and building practices and use native plantings.
- Support tourism.
- Create an additional community recreational resource, especially a trail hub for the Ahnapee State Trail and Ice Age Trail.
- Foster downtown housing initiatives and alternatives.
- Seek to enhance academic partnerships whenever possible, particularly the establishment of a water resource hub or National Estuarine Research Reserve facility.

## Consensus Redevelopment Plan

A number of ideas for redeveloping the West Waterfront site have been put forth over the years, with a range of uses, intensities and levels of public facilities. The ad hoc committee reviewed previous plans. It also considered the results of the public input process, the financial status of the tax increment district, and the goals and principles for the redevelopment effort. The ad hoc committee had to compromise and use its best judgement for some aspects of the redevelopment project due to split public opinion and other factors. The consensus plan represents a redevelopment scheme that meshes the disparate viewpoints to the extent possible. The plan is a vision of what this region of the City can evolve into.

The consensus redevelopment plan view is represented on the following pages. It is shown in three ways - an overhead view, an oblique view looking from the north, and an oblique view looking from the south. The following notes provide additional detail regarding the various elements of the consensus redevelopment plan. Each numbered note corresponds to the numbered labels on the plan graphics.

1. The plan does not envision acquiring or redeveloping the existing privately owned buildings at the northeast corner of Maple Street and Madison Avenue. The existing owners could propose a development project on their own initiative. However, the City should discuss joint use of the existing parking areas owned and controlled by those owners, perhaps agreeing to take over maintenance in exchange for some or all of the parking spaces being allowed to be shared with the new developments.
2. The plan identifies a number of infill mixed use buildings within the City-owned waterfront parcels. The number, size and location of the infill buildings shown on the plan for the West Waterfront parcels are illustrative. The site plan is not meant to be exact. Based upon future refinements and development proposals, the number, size, and location of new buildings can vary as long as the goals of the redevelopment project are upheld. Factors to consider include:
  - a. Most of these potential buildings are shown lined up close to the edge of the frontage street (E. Maple Street and N. Madison Avenue) with either a modest setback or no setback. This arrangement maintains a traditional downtown character.
  - b. The arrangement of new buildings should allow for views from the street into the public space.
  - c. The proposed building sites are situated above the ordinary high water mark as it is mapped in the most recent DNR declaratory ruling (January



# STURGEON BAY, WI WEST WATERFRONT REDEVELOPMENT

## CONSENSUS PLAN

- 1 Maintain Existing Building / Use
  - 2 Infill Mixed-Use (2-3 stories)
  - 3 Infill Residential (2-3 stories)
  - 4 District Parking Structure
  - 5 Maintain Street Character / Use
  - 6 Future Redevelopment
  - 7 Relocated Granary
  - 8 Door County Maritime Museum, Proposed Tower, and Potential Expansion
  - 9 Maritime Historic Dockage
  - 10 Tug Boat Mooring (reduced length)
  - 11 Public Transient Dockage
  - 12 Public Waterfront Promenade / Overlook
  - 13 Trailhead feature (bridge-to-bridge loop)
  - 14 Trailhead / Trail Connection
  - 15 Physical / Visual Access corridor to Waterfront
  - 16 Multi-Purpose Public Space / Temporary Pavilion Structure
  - 17 Water Feature
  - 18 Focal Art Piece
  - 19 Innovative Play Apparatus
  - 20 Gateway Features
  - 21
- COMMERCIAL MIXED USE / HOUSING OR PUBLIC / INSTITUTIONAL  
 PUBLIC / INSTITUTIONAL  
 EXISTING BUSINESS DISTRICT





# STURGEON BAY, WI

## WEST WATERFRONT REDEVELOPMENT

### CONSENSUS PLAN

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VIEW FROM NORTH



# STURGEON BAY, WI

## WEST WATERFRONT REDEVELOPMENT

### CONSENSUS PLAN

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- COMMERCIAL MIXED USE / HOUSING OR PUBLIC / INSTITUTIONAL
- PUBLIC / INSTITUTIONAL
- EXISTING BUSINESS DISTRICT



VIEW FROM SOUTH

of 2019) in order to allow new private uses. Buildings with a public or maritime use could be located below the ordinary high water mark, provided they don't unduly detract from the planned multi-purpose public space.

- d. Specific uses for the new development are not defined. The City should seek requests for proposals and consider a variety of potential uses including retail, office, lodging, restaurant and other entertainment, and housing. Mixed-use buildings are encouraged especially with housing incorporated.
  - e. Parking for the new development should generally be below or behind the buildings and should be shared among users. The large parking area in front of the Maritime Museum should be reconfigured to be more efficient.
  - f. It is noted that the potential new infill building shown at the corner of Madison Avenue and Locust Street is located within an existing parking area that is controlled by the Harbor Club Marina through a development agreement. Because of the visibility of this site and its location within tax increment district #4, it is recommended as a building site. Therefore, the City should attempt to renegotiate with the Harbor Club Marina to relocate or reduce the amount of parking provided for the marina.
  - g. An infill building is identified adjacent to the relocated grain elevator building near the Oregon Bridge corridor. This juxtaposition is intended to allow the grain elevator to potentially be incorporated into or otherwise support the new development in some fashion. If that option proves unfeasible this building site could be a stand-alone building.
3. The plan identifies a number of sites that are vacant or mostly vacant that could support new housing units.
- a. The highest priority site is the south side of E. Maple Street, which currently is partly lawn and partly parking area for Bayside Bargains. This site is located within tax increment district #4 and is directly across the street from the main redevelopment site. It is assumed that the current owners desire to maintain their business at this location, but the City should seek to either acquire or have a developer acquire the eastern portion of the site in order to create downtown housing.
  - b. Another site is shown on the north side of E. Oak Street. This also is privately owned by multiple parties, but all or a portion of this frontage could be intensified with housing.
  - c. The consensus plan also shows two infill building sites along the east side of S. Neenah Avenue. These sites are within the parking area for the boat



launch facility. Since the City already controls the property, it should investigate the feasibility of developing housing. Such units would have tremendous views of the water across the trailer parking area. Issues to consider include the amount of trailer parking lots and its impact on the launching facility, whether such parking could be replaced, perhaps remotely with shuttle service during busy periods, and whether there are any restrictions for redevelopment given that the launching facility was funded through grants.

4. A parking structure is shown in the interior of the block bounded by Madison Avenue, Maple Street, Neenah Avenue, and Oak Street. This structure is intended to serve the redevelopment sites fronting on those streets, as well as new uses within the waterfront parcels. The size of the structure could be scaled down depending upon costs, the ability to acquire land, and the total number of spaces needed. Although further engineering study is needed, it is believed that this proposed structure could be designed to be two levels with at grade entry for each level, similar to the parking structure on the east side between N. 1<sup>st</sup> Avenue and N. 2<sup>nd</sup> Avenue. This is due to the grade change between the east and west ends of the proposed facility. If the structure is only built on the north side of the alley, using the rear portion of the Bayside Bargains parcel, approximately 88 parking spaces could be created.
5. The majority of Madison Avenue is envisioned to retain the existing buildings and patterns of use. The proposed development of the waterfront area is intended to maintain or enhance the vitality of this corridor. Since most of the buildings are single-story, adding a floor of housing above the first floor commercial use is supported.
6. The plan shows several sites that could be redeveloped or intensified in some fashion. These include the half block on the east side of Madison Avenue between Maple Street and the alley and several parcels along E. Oak Street. Given the current zoning classification and the surrounding uses, these sites would be appropriate for either new mixed use development (1<sup>st</sup> floor commercial with housing units above) or multiple-family residential development. It is noted that all of the identified sites are currently privately owned with existing buildings and uses. Hence, the plan envisions that such development would only occur if the property owners were ready to sell or redevelop their parcels on their own. The City should investigate obtaining options or rights-of-first-refusal on these parcels.

7. The plan identifies a new location for the grain elevator that is closer to the Oregon Street Bridge corridor. It is recognized that the Sturgeon Bay Historical Society Foundation has a development agreement with the City that allows the building to be placed back in its original location and that revisions would need to be approved by both the City and the SBHSF. The recommendation for this alternative site is made for the following reasons:
  - a. The alternative site would provide a more visible site for this iconic structure at the foot of Neenah Avenue and could be used to help draw visitors into the overall site.
  - b. The site plan allows for the planned Door County Maritime Museum's lighthouse tower at the northerly end of the site and the grain elevator at the southerly end of the site to "frame" the West Waterfront area with very tall buildings.
  - c. The alternative location potentially allows the grain elevator to be connected to or close to another building that could enhance the usability of the elevator building.
  - d. The new location allows for a larger central public space with a design that doesn't have to work around the grain elevator and opens a view corridor.
  - e. By locating the grain elevator closer to the south end of the redevelopment site, it frees up space for a potential Maritime Museum expansion to the south without the buildings crowding each other.
8. The Door County Maritime Museum is a cultural institution that is a major attraction for visitors and helps establish the working waterfront character. This facility should continue to be a focal point for the region.
  - a. The proposed addition, including the maritime tower, at the north end of the Maritime Museum has already been approved by the City and is planned to begin construction in the latter half of 2019. This addition should enhance the viability of the museum and will be an additional draw for visitors.
  - b. Previous plans for the West Waterfront have shown a potential expansion area for the Maritime Museum at its south end. This concept is supported, especially for either the wooden boat workshop or for a display area, particularly if visible from the outside. To avoid walling off too much of the waterfront, this expansion area should be as limited as possible.
9. Maritime Historic Dockage means that the docking space allocated to the Door County Maritime Museum for the Tug Purves should be maintained. This vessel is a tourist draw and helps to create the nautical character desired.

10. The tugboats that are moored along the dock wall define the working waterfront character and play a critical role in the maritime economy of the city, supporting commercial vessels, shipyards and maritime commerce. Currently, the City has a lease with the tugboat fleet owner for 265 feet of dock wall and limits the use of the adjoining land. Thus, the redevelopment plan recommends retaining their presence at the site. In order to honor both the need for tug service and mooring, as well as the principles & values of this plan, it is recommended that the City engage the leadership of the tugboat operation to understand their needs and potentially negotiate lease terms that are flexible, cooperative, and beneficial to all parties. This may include, but is not limited to, restrictions on timing of fueling and pumping operations, maintenance activity, and vehicle access and parking; and provides sufficient dock wall space for vessel storage that may vary at points throughout the year, vessel storage configurations that accommodate increased view corridors and access to the water, etc. The plan also provides a space that may account for a well-designed building that could accommodate the storage needs of the tug operators, without detracting from the aesthetics of the site. It is noted that, if necessary, a portion of the tugboat fleet may need to be moored elsewhere in the harbor. In that event, the Ad Hoc West Waterfront Planning Committee encourages the City to use the resources at its disposal (e.g. grants, dock facilities, etc.) to facilitate a workable solution.
11. Public Transient Dockage is intended to provide limited space for the occasional large vessels that visit Sturgeon Bay. This includes the historic “tall ships,” visiting U.S. Coast Guard cutters, and cruise ships. In addition, the space could be used for short-term mooring of transient boats by the public. The amount of space and feasibility of this transient mooring space is dependent upon the mooring space allocated to the tugboats and the design of the proposed overlook.
12. Establishing a waterfront walkway across the West Waterfront site is a high priority so that there will be a continuous and connected pedestrian route from the DNR building all the way to Otumba Park. For this prime section of walkway, the following aspects should be considered:
  - a. It should take the form of a grand promenade as opposed to a simple sidewalk, with lighting, seating, landscaping and a large width.
  - b. The land closest to the dock wall should be reserved for mooring facilities, workspace for tugboats or other working craft, fishing area and other waterfront needs. The promenade should be situated behind that yet to be

determined distance, except for the overlook or plaza area described in subsection d.

- c. The promenade should be separated from the dock wall mooring and work area by a change in grade, a buffer of benches and landscaping, or a combination thereof.
  - d. At a point somewhere near the center of the waterfront site, there should be an extension of the promenade that brings people to the actual water. Ideally, this feature would be an overlook cantilevered over the dock wall to allow views past moored vessels and potentially allow fishing, sightseeing, painting, and other recreational and relaxation pursuits. If that proves unfeasible the overlook could be a welcoming plaza area separated from the working area.
  - e. An access driveway for service vehicles and emergency vehicles to reach the promenade and dock wall area must be provided, such as along the north edge of the Oregon Street Bridge corridor or between the Maritime Museum and the public space.
  - f. It is recommended that the City use its existing Knowles Nelson Stewardship grants and other potential grants to begin construction on this feature as soon as possible. This facility will build momentum for the overall redevelopment project and provide a much desired public facility regardless of how the rest of the site eventually develops.
13. There should be signage, pavement markings and/or features such as an arch, pillars or artwork to denote the waterfront pedestrian promenade and ensure that residents and visitors are invited to use the walkway facility that wraps around the museum and under the Oregon Street Bridge. There could be improvements to the pedestrian crossing on Madison Avenue such as bumping out the curbs to increase pedestrian visibility and shorten the crossing distance.
14. The plan suggests taking advantage of the Ice Age National Trail and the Ahnapee State Trail, both of which run near the West Waterfront site. These paths should be routed into the site and a trailhead created within the public space. This could consist of a kiosk, restrooms, bike racks and other facilities, and public art. Incorporating this trailhead into the renovated grain elevator might be an option worth exploring.
15. It is important that there be several visual and physical access points into the waterfront public space. In particular, the ends of street corridors should have pedestrian walkways extending into the public gathering space. There also should be a visual focal point to draw visitors down to the waterfront from these



streets. In addition, one or more visual and physical access points should be created from E. Maple Street. In other words, new buildings shouldn't completely wall off the view and access to the waterfront.

16. The centerpiece of the redevelopment plan, literally and figuratively, is the large multipurpose public space. The following points should be considered:
  - a. The design of this space should allow for flexibility in order to hold a variety of events.
  - b. The space should generally have formal walkways, sculptures and other public art, defined landscaped areas using native plants, and architectural features like pergolas, fountains and the like.
  - c. The design and construction of the space should take into consideration the long-term maintenance requirements.
  - d. The space should have multiple pedestrian connections.
  - e. The space and the entire West Waterfront redevelopment project should have strong Wi-Fi connections.
17. The consensus plan reserves an area within the large public space for a water feature.
  - a. This could take the form of a fountain, reflecting pool, spray jets or similar facilities. Ideally, the water feature would be a play amenity for kids, such as a splash pad but could take other forms.
  - b. The water feature should also have utility in the winter through either a skating rink or skating ribbon.
  - c. In designing the water feature, consideration should be given to maintenance costs and the ability to drain/turn off the water in order to temporarily use the site for other purposes.
  - d. The water feature would be a good candidate for donations or sale of naming rights in order to generate revenue to cover construction costs.
18. Public art is an important part of the redevelopment vision. The consensus plan shows a few key focal places where art pieces could be incorporated. In particular, art pieces paying homage to the Ice Age Trail would be welcomed. Public art could be funded through private donations and naming rights.
19. In order to attract families and entertain children, it is proposed that the redevelopment effort include play features. The recommendation is to install an innovative play apparatus in the western portion of Sawyer Park. This will create

an attraction for that park. The structure could have a nautical theme or pay homage to the City's history in some fashion. The design and location should keep safety in mind.

20. Gateway features are intended to alert visitors that they have arrived at a destination. These are shown at the ends of the Michigan Street and Oregon Street bridges and on Madison Avenue. Other gateway features could perhaps be planned for Neenah Avenue and W. Maple Street as well. The features could take several forms such as arches, columns, signs, landscaping and the like. Arches should not be used over streets where high clearance is needed for vehicles.

### Ordinary High Water Mark Considerations

The ordinary high water mark is an important consideration of the redevelopment plan. It demarks where new private development can occur versus strictly public and maritime uses. For the City's parcel at 92 E. Maple Street, the location of the ordinary has been controversial and multiple lines have been offered over time. The most recent line for 92 E. Maple Street is the Wisconsin DNR's declaratory ruling of January 2019. That ruling is being appealed, so it is possible that the ultimate location of the ordinary high water mark could be changed. Nevertheless, the consensus plan is built around the ordinary high water mark as defined in that declaratory ruling.

Two recommendations regarding the location of the ordinary high water mark as it relates to the redevelopment project for the West Waterfront parcels are:

- The line as currently defined takes some sharp turns and, toward the Oregon Street Bridge corridor, leaves a smaller area above the ordinary high water mark that is tight for the placement of building footprints. Hence, if necessary to reasonably fit desired private development, the City should work with the Wisconsin DNR to make adjustments to the line, such as swapping areas above the line for areas below the line, if the intent of the public trust doctrine is respected and the feasibility of proposed development is enhanced.
- Regardless of the ultimate location of the ordinary high water mark, the redevelopment plan for the West Waterfront property should retain the large central public space. This space is essential to the overall redevelopment vision and shouldn't be unduly sacrificed for the needs of the private development. A proper balance between public space and private revenue-generating development should be maintained.

## Appendix A

### **Representative Images from other Waterfronts**

**&**

### **Examples of Desired Elements of the Consensus Plan**



- Separation between public and lower deck wall
- Water feature
- Water access (or very near the water)
- Seating and functional use of the architectural elements





- Use of wood as a material
- Walkway



- Nighttime use
- Multigenerational use
- Outdoor movies and entertainment





- Playground
- Natural planting
- Mixed sculpture and play structure



- Playground
- Bollard wall/separation/safety feature
- Planting/walkway
- See-through wall





- Pavillion/partial enclosure
- Concert/event space



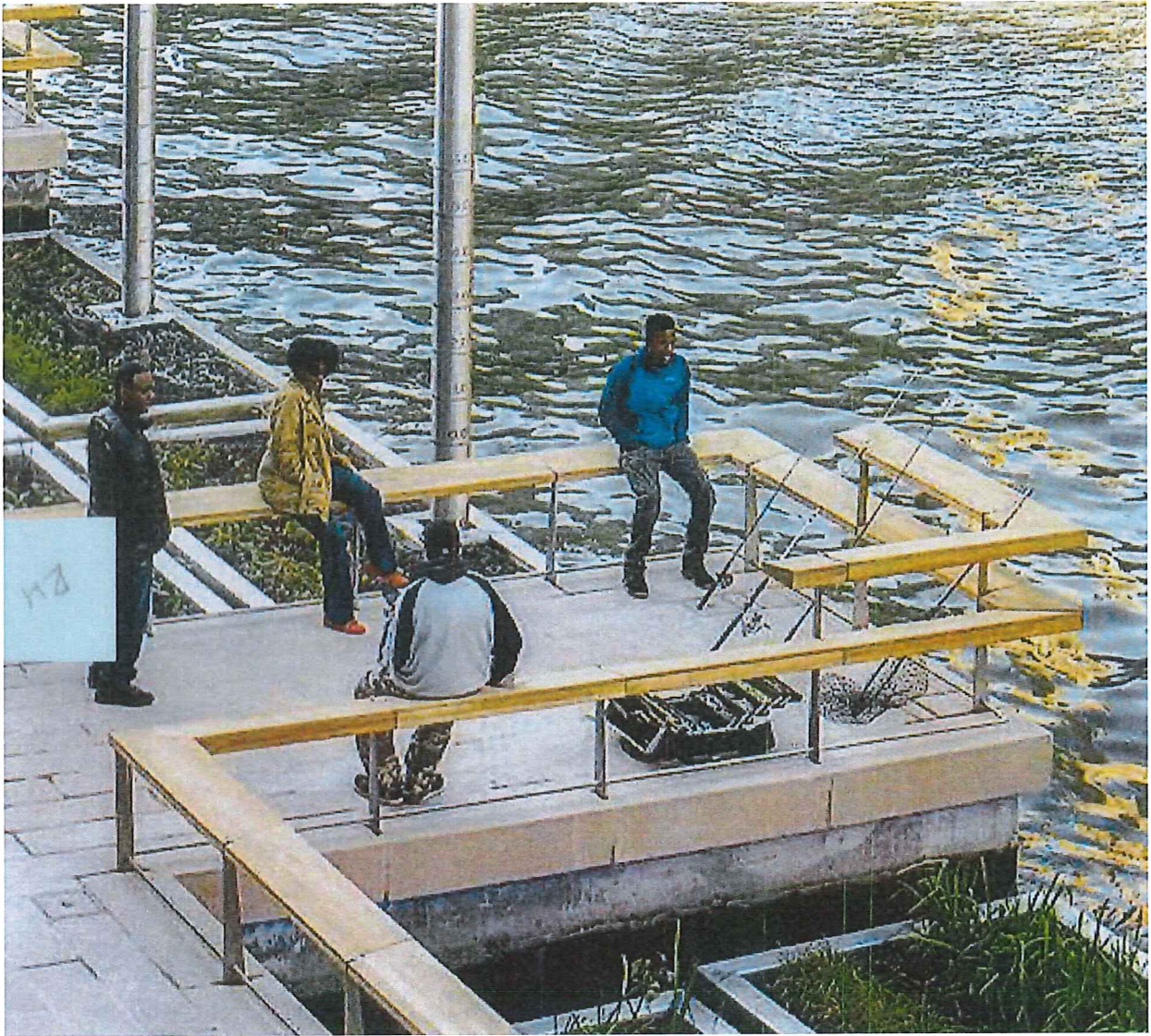
- Winter park
- Functional
- Ice skating potential
- Warming hut





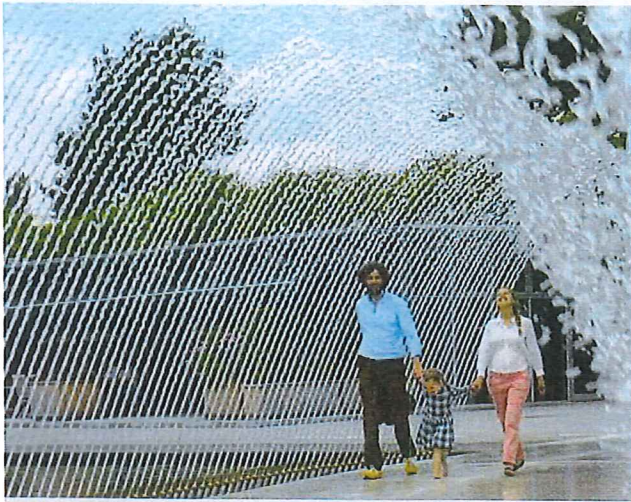
- Light used as a sculptural component of the art





- Multiple overhangs
- Wood as a soft element
- Access/view/fishing





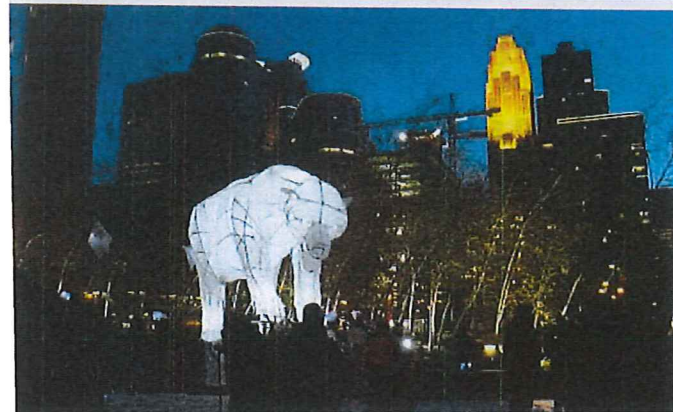
- Swings
- Seating/sculpture
- Interactive artwork
- Whimsical use of architectural elements





- Historic
- Old and new blend
- Activity



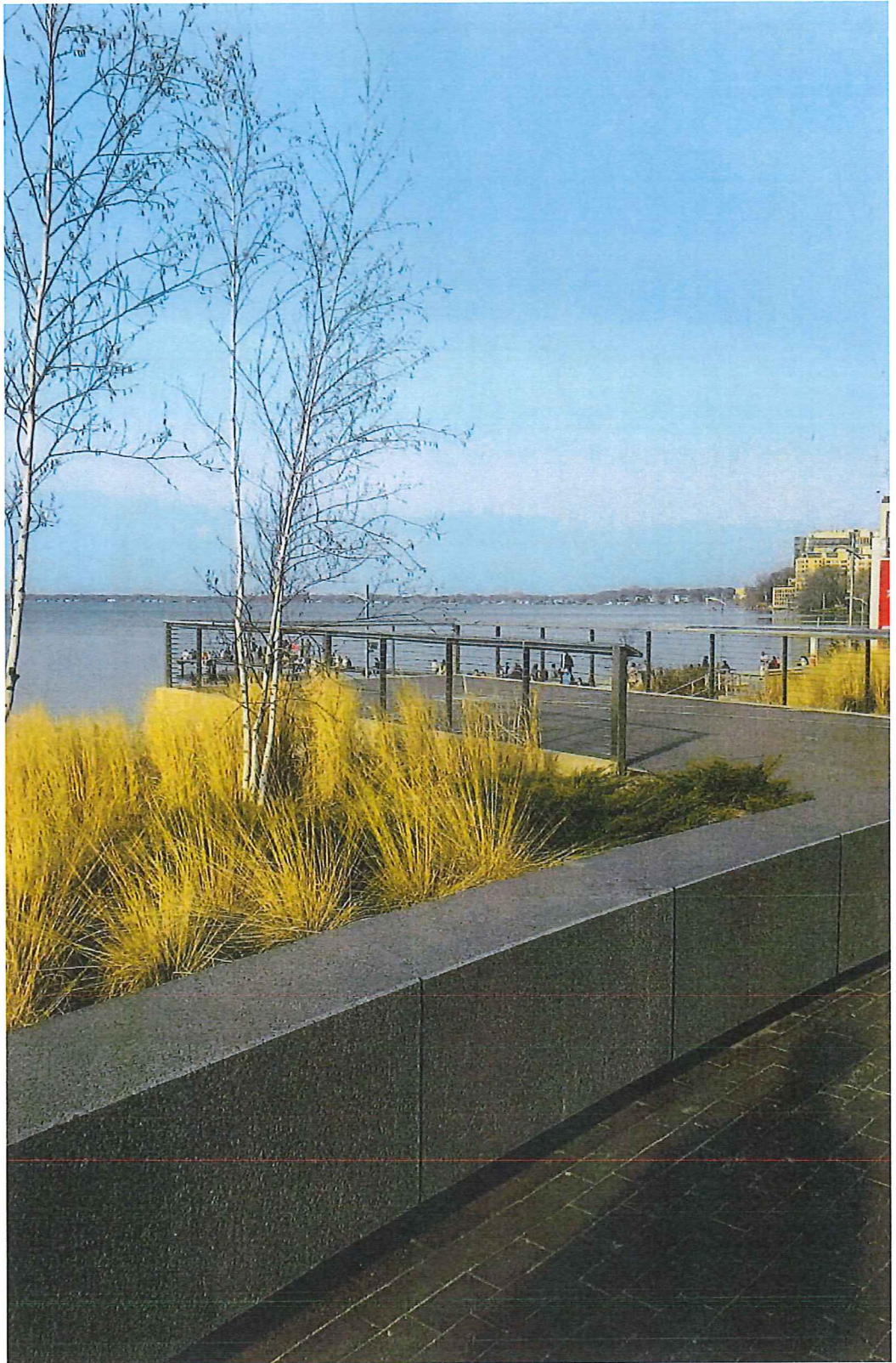


Minneapolis Sculpture C

- Memorable and unique aspects to the art
- Iconic imagery
- Tourist photo ops
- Ice Age reference
- Historic reference
- Destination art



- Unique look  
(different from  
Stone Harbor)
- Native plantings  
as a separator
- Overlook







The ice age trail goes directly down Madison Ave and past the property. When Sturgeon Bay becomes an Ice Age Trail Community we will have trail materials that can go into a trail kiosk on the property

[map.co.door.wi.us/map/php/download.php?id=print\\_15556198861832&ext=jpg](http://map.co.door.wi.us/map/php/download.php?id=print_15556198861832&ext=jpg)

1/1

- Ice Age and Ahnapee Trail connections
- Trail hub and markers
- Recreational attraction
- Historical reference
- Universal feature of paths connecting people through the ages

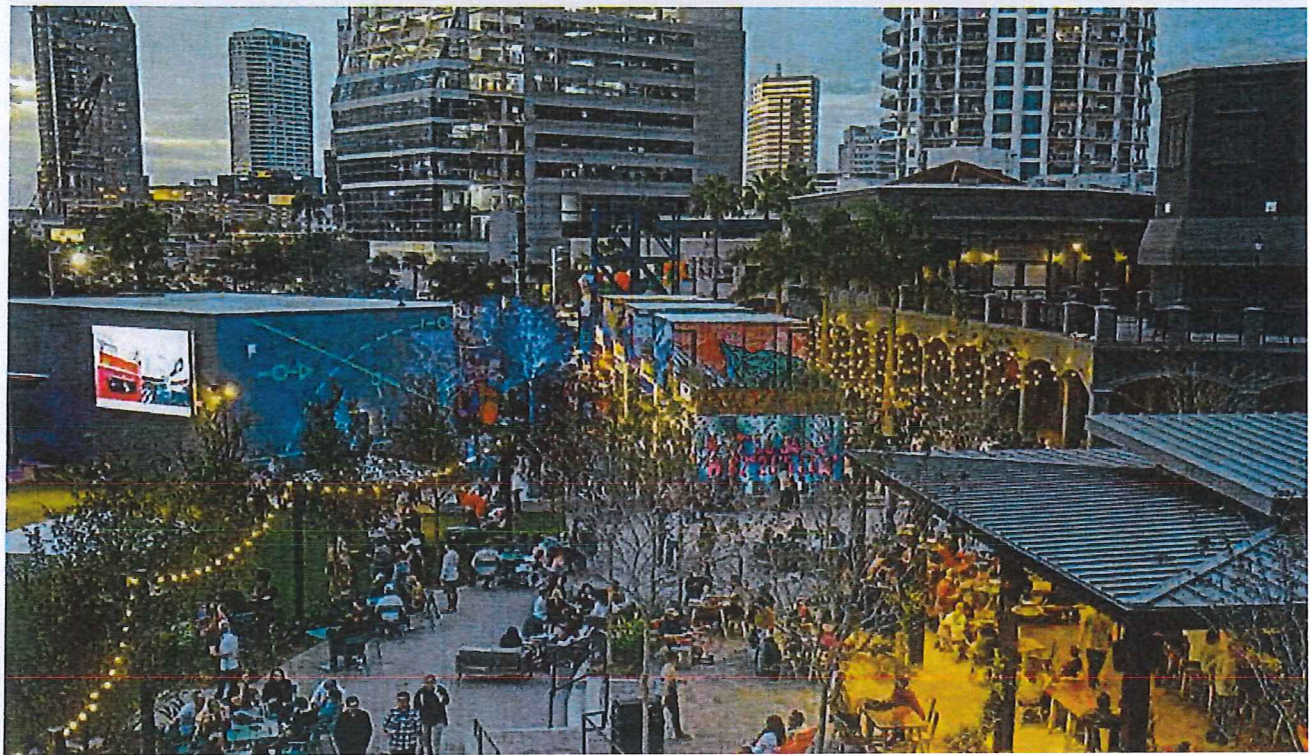






- Lighting
- Separation



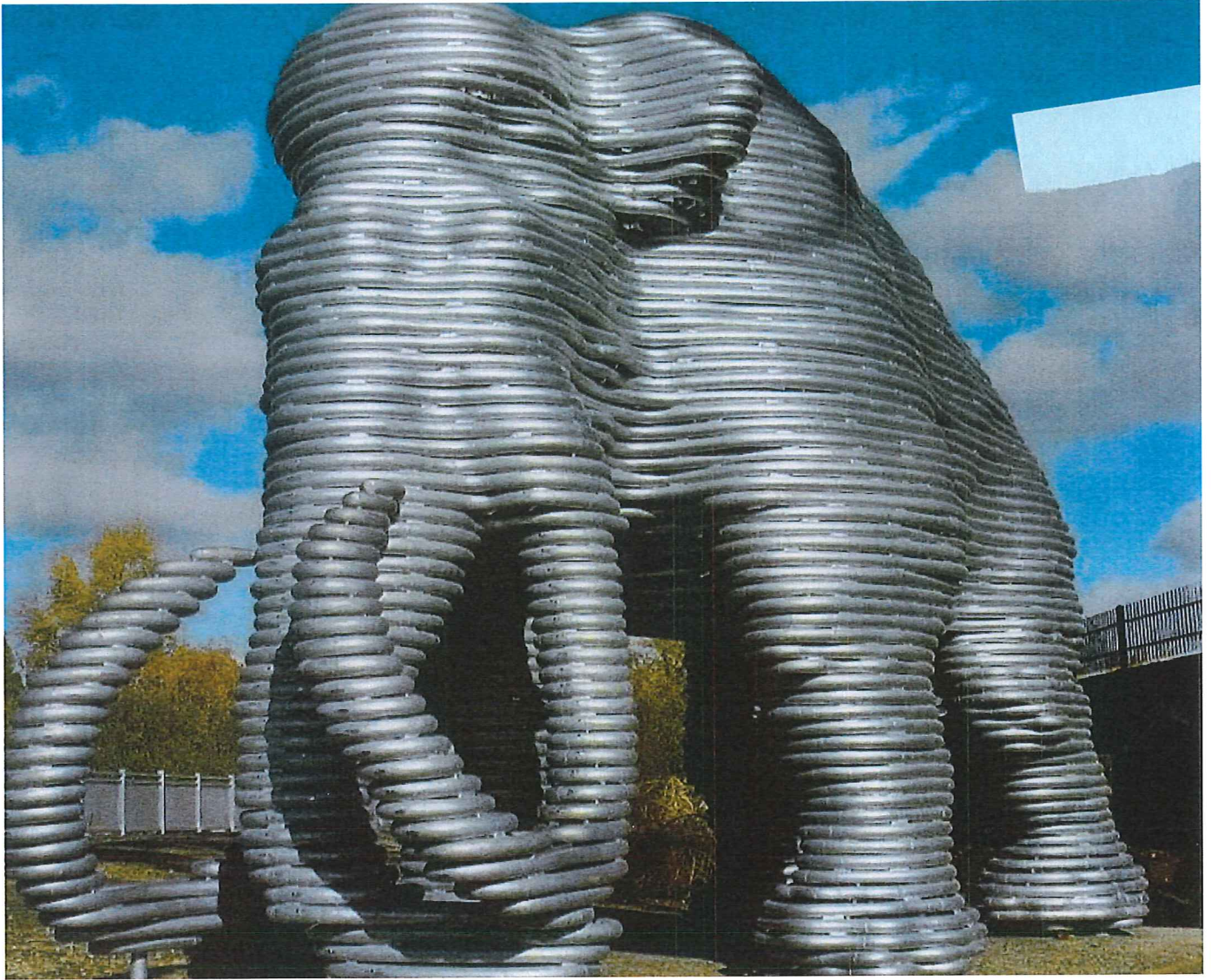


- Waterfront activity
- Pavillion/partial enclosure
- Night activity
- Chess in pavement adds whimsy and a activity for multiple ages









- Size and scale
- Ice Age reference
- Iconic and memorable sculpture
- Tourist photo op and draw

## Appendix B

### **Ad hoc West Waterfront Planning Committee**

#### Background

The City of Sturgeon Bay's Ad hoc West Waterfront Planning Committee was appointed by the Sturgeon Bay Common Council in the fall of 2018 to study past redevelopment plans and current realities associated with the west side waterfront; to gather public input; to hear from field experts; and ultimately to present a plan to the City Council for its consideration.

A concerted effort was made to assure cross-community representation and age and gender balance on the committee. Chairs of the committee, Laurel Hauser and David Schanock, along with support from Community Development Director Marty Olejniczak, identified citizens with connections to the arts community, the Westside Business Association, historical organizations, the Waterfront Redevelopment Authority, the Plan Commission, and Parks and Recreation, and/or those with expertise in economic development and architectural design. (See committee bios below.)

#### Planning Process – Information Gathering

The Ad hoc West Waterfront Planning Committee held 19 separate meetings between October 4, 2018, and July 16, 2019. These meetings were primarily held in the Community Room at City Hall. In addition to evening meetings, the Committee hosted a 3-day public input-gathering session and a ½-day workshop at the Door County Community Foundation. Attendance and participation from committee members throughout the nine months was extremely high.

Public input was invited at all of the meetings except the workshop.

Over the course of the 19 meetings, the Committee:

- Reviewed the history of the site
- Reviewed past development plans
- Familiarized itself with general TID principles and specific TID 4 proformas
- Discussed existing site contracts/obligations and infrastructure
- Considered larger city context, inventoried current community assets and brainstormed needs

- Considered potential development sites in areas surrounding parcels 92 and 100
- Were apprised of existing grants in City's possession

The following people gave presentations and shared expertise:

Chris Henkel – Donor Services Officer, Door County Community Foundation  
 Tom Herlache – Chair of the City of Sturgeon Bay Waterfront Redevelopment Authority  
 Gary Becker – Principal at GWB, a planning and engineering consulting firm  
 Naletta Burr – Regional Economic Development Director, WEDC  
 Tom German – Deputy Secretary, Board of Commissioners of Public Lands  
 Robert Rosenberger – Deputy Bureau Director, Wisconsin Department of Natural Resources  
 Mike Kowalkowski – Attorney, Wisconsin Department of Natural Resources  
 Christie Weber – President, Sturgeon Bay Historical Society

#### Planning Process - Public Participation

Working with the City Council, the Committee issued an RFP for public input-gathering services. The Committee reviewed proposals from six firms, conducted interviews with three finalists and ultimately selected Short Elliott Hendrickson (SEH).

SEH staff members Ed Freer, Nate Day, Heidi Kennedy, and Alex Thill conducted a 3-day public input-gathering session in January of 2019 that was well-received and elicited the following participation:

- 36 community members attended stakeholder interviews
- 550 people completed surveys on waterfront design options
- Over 4,000 comments were captured and recorded
- Each of two public meetings held at Sturgeon Bay High School were attended by 125 people

SEH issued a report on its findings which the Committee reviewed. A second, shorter survey was conducted to clarify a number of issues. The West Waterfront Public Participation report by SEH is included as Appendix D.

#### Planning Process – Intensive Workshop

The entire committee met with professional designers Ed Freer (now with Graef) and Jim Vander Heiden in a 5-hour workshop to synthesize the information gathered from



the public and the knowledge accrued over the course of past meetings and to come to consensus on a draft recommendation for Council. Prior to the meeting, members sent images/photos of waterfronts around the country and world that they found inspiring; these images were displayed at the workshop. At the meeting, each member verbally shared their vision for the redeveloped property. Freer and Vander Heiden reviewed basic elements of good design with the group. The elements of good design and the public input resulted in the “Principles and Goals” adopted by the Committee.

The Committee then split into two subgroups – Team 1 and Team 2. Each team was given a tabletop, 3-D model, with different-sized, moveable pieces of the west waterfront and its surroundings (essentially the area within a 5-minute walk of the waterfront). Each team, using the principles and goals and taking into account density, viewsheds, etc., created its own model waterfront. The two teams then came together to share their plans. All involved remarked on how similar the two plans were. The re-convened larger group then, with help from Freer and Vander Heiden, combined the two separate plans into one. There was unanimous agreement on the final plan.

Ed Freer and his team at Graef presented the Committee with a report and image based on the results of the workshop. This report and image would ultimately be the centerpiece of the concept presented to Council. The Committee reviewed Graef’s report, clarifying and expanding on the findings until everyone was in agreement and felt their points had been understood and heard. Graef’s Planning Workshop Summary Report is attached as Appendix E.

#### Planning Process – Report of the Committee

While Graef incorporated the changes, staff and co-chairs drafted a narrative and additional background pieces for the final report. Also, Committee member and architect Sara Powers agreed to create a more detailed conceptual rendering of the site.

The Committee met and reviewed the edited report and the additional pieces, taking each point of the narrative line-by-line. They also suggested changes to the rendering, some of which Powers could make and share visually with the group, on screen, in real time.

A final meeting was set to review and vote on the final report with all changes incorporated. The following sections include the overall goals and principles for the redevelopment project and the recommendations for the site and surrounding area. These recommendations are in both graphic and narrative forms.

The Committee expects to present its plan and recommendations to the City Council on July 16, 2019.

## Appendix C

### **Bios of the Ad hoc West Waterfront Planning Committee**

The following paragraphs briefly provide information about and qualifications of the ten members that were appointed to the Ad hoc West Waterfront Planning Committee by the Sturgeon Bay Common Council.

#### Laurel Hauser – Co-Chair

Laurel was an alderperson for the City of Sturgeon Bay, serving on the Plan Commission, Waterfront Redevelopment Authority and Library Board and chairing the Parks and Recreation Committee. She is the Assistant Director of Crossroads at Big Creek in Sturgeon Bay. She has worked as a newspaper editor and as the Director of Charitable Giving for the Door County Land Trust for many years. She co-chaired and raised funds for the Sturgeon Bay Skatepark Initiative and has served on numerous local nonprofit boards including American Folklore Theatre, the Door County Women's Fund and the Sturgeon Bay Moravian Church Board of Trustees. She co-chaired the YMCA's endowment campaign.

#### David Schanock

David is the Vice President/CFO of Roen Salvage Company. His duties at Roen Salvage include: oversee economic strategy and forecasting, monitor and direct the implementation of strategic business plans, develop financial and tax strategies, monitor and maintain appropriate risk management measures, oversee human resources, and new business development. Prior to Roen Salvage Company, Mr. Schanock spent over 13 years working in Chicago within the Investment Banking sector (Cantor Fitzgerald, Wespeth Investment Management, Credit Suisse, and Fitch Ratings) with experience in structuring and negotiating complex debt deals, conduit loans, CMBS bonds, agency loans, LIHTC, NMTC, TIF and bridge financing. His background includes debt underwriting, modeling, risk management, asset management, complex loan workouts, market research and new business development. He has extensive knowledge of equity real estate investments and structures through prior work experience and personal investments. He has a BBA in Finance, Investment & Banking and Real Estate & Urban Land Economics from the University of Wisconsin – Madison.

#### Mike Gilson

Mike is retired, after a 46-year career with Bank of Sturgeon Bay/Baylake Bank/Nicolet Bank and currently serves on the board of directors. He is a board member of the Door County Maritime Museum (Finance Committee); the Boys & Girls Club of Door County (Finance Committee); the Clearing Folk School; and the DCEDC Revolving Loan Fund



committee. He serves on the City's Plan Commission. Mike was born and raised in Sturgeon Bay.

#### Ryan Hoernke

Ryan is the Director of Finance and Technical Operations at Fincantieri Bay Shipbuilding. In this role, he led the finance, quality assurance, engineering, and production planning & control departments. He has been with FBS for over 5 years, and prior to that came from the banking industry. Both in operations and corporate finance he serves as the chair for a large non-profit organization here in the county, and has been a member of the Waterfront Redevelopment Authority for the past three years. Ryan has good experience in finance, strategic investment analysis, business operations, and technical planning.

#### Caitlin Oleson

Caitlin is the Associate at the Climate Collaborative. Prior to the Climate Collaborative, Caitlin worked primarily in the nonprofit sector with targeted audiences around civic and voter engagement. Most recently, she was contracted by the University of Wisconsin-Green Bay to undertake a feasibility analysis for a research station in the bay of Green Bay. During this time, she has enjoyed opportunities to build relationships and engage stakeholders in Wisconsin. This includes being the founder of NexGen, Door County's young professional organization. Caitlin attended Eugene Lang College, The New School and went on to receive a Master of Science in Nationalism Studies in the School of Social and Political Science from the University of Edinburgh. A Gibraltar graduate, Caitlin is proud to call Sturgeon Bay home.

#### Erich Pfeifer

Erich is the President and CEO of Marine Travelift Inc, Shuttelift, and Exactech Inc. companies under the parent company of Exactech Holdings. He manages the day to day operations as well as setting the strategic direction of the company. Additionally, he also ensures that the daily business operations of the corporation align with its vision, mission, and goals. Erich has been at Marine Travelift for over 15 years and has learned the business starting out in the sales side of the operation. Erich grew up in the Milwaukee area and attended Marquette University where he graduated with a degree in Mechanical Engineering. Currently he lives in Sturgeon Bay Wisconsin with his wife Barbara and two dogs. In 2011 Erich graduated from UW Madison Business School Executive MBA program and transition from sales to the leadership roles currently held within Exactech Holdings and Marine Travelift. In his spare time Erich enjoys boating, fishing, cross country skiing and golf.

### Sara Powers

Sara is a graduate of Sturgeon Bay High School and a recent graduate of the University of Minnesota (with a Master of Architecture). Throughout her graduate education, she worked as an architectural designer at Collage Architects and was a teaching assistant for the University of Minnesota College of Design. She now is an adjunct faculty member at the UMN and works at HGA Architects & Engineers in Minneapolis. Her Master's Final Project was focused on an adaptive reuse proposal for the Teweles & Brandeis Granary and its waterfront site.

Based on her familiarity with the area (and the current events associated with the westside waterfront), her design experience, the breadth of research collected during her thesis, and her professional connections throughout the Twin Cities, Sara brings tremendous value to the Ad hoc Westside Waterfront Planning Committee.

### Jim Schuessler

Jim Schuessler is a native of Oconto Falls, WI. He received a Bachelor of Science degree from UW-Platteville in 1984, with a double major in Television Advertising & Management and Television Production plus a minor in Business Administration. For two decades, he was employed by Gocom Communications, where he rose from entry-level sales to CEO of a television company with revenues in excess of \$400 million. Upon the sale of Gocom, he and his family returned to Wisconsin, in Northern Oconto County, so that his three children could complete their education in the positive educational environment found here in Wisconsin.

Seeking ways to help make a difference, in 2011, Schuessler joined Forest County Economic Development Partnership, serving as the executive director for the start-up organization. In 2014, he left FCEDP to serve as business development manager for Sheboygan County Economic Development Corporation with a focus on entrepreneurial development, community development, workforce development, and business retention and expansion. Since 2018 he has been the executive director of the Door County Economic Development Corporation.

Now a resident of Sturgeon Bay, he is certified as an Economic Development Finance Professional by the National Development Council and has completed the coursework necessary for certification as a Certified Economic Developer by the International Economic Development Council.

### Mark Schuster

Mark is the owner of Bay Shore Outfitters, which has been located on the Greater Westside of Sturgeon Bay since 2009. Its current location sits directly across from the City's waterfront property. He serves on the Sturgeon Bay Historic Preservation Commission, and is a former member of St. Peters Lutheran school board. Since 2012 Mark has been a board member of The Sturgeon Bay Visitors Center and its board president in 2015 and 2016. The Sturgeon Bay Visitors Centers mission statement reads "Our mission is to market Sturgeon Bay as a year-round destination and promote our city as a premier community to live, shop and play." Mark brings that mission, his over 20 years in business and his sincere passion for the community of Sturgeon Bay to the ad hoc committee.

### Stephanie Trenchard

Stephanie Trenchard has worked as a professional artist for over 30 years. Along with her husband, artist Jeremy Popelka, Trenchard has owned and operated Popelka Trenchard Glass, which is a working glass studio and small gallery in downtown Sturgeon Bay, since 1997, while continuing to create, exhibit and teach internationally and nationally. She is on the Board of Directors of the Peninsula School of Art in Fish Creek. She holds a BFA from Illinois State University and her work is in the public collections of the Museum of Wisconsin Art, Alverno College, and the Bergstrom Museum of Glass. She has taught workshops and classes at: Corning Glass School (NY), Pratt Fine Art Center (Seattle 2010), and University of Wisconsin, (Madison, 2009 & Stevens Point, 2014). In 2017 she and Popelka helped to create a glass academy in Bangkok that is now affiliated with Silpakorn University, Thailand. She and Popelka have two children, Madeline (26) and Jackson (24) who are both working in Madison, Wisconsin after graduating from Yale University and UW Madison respectively.