

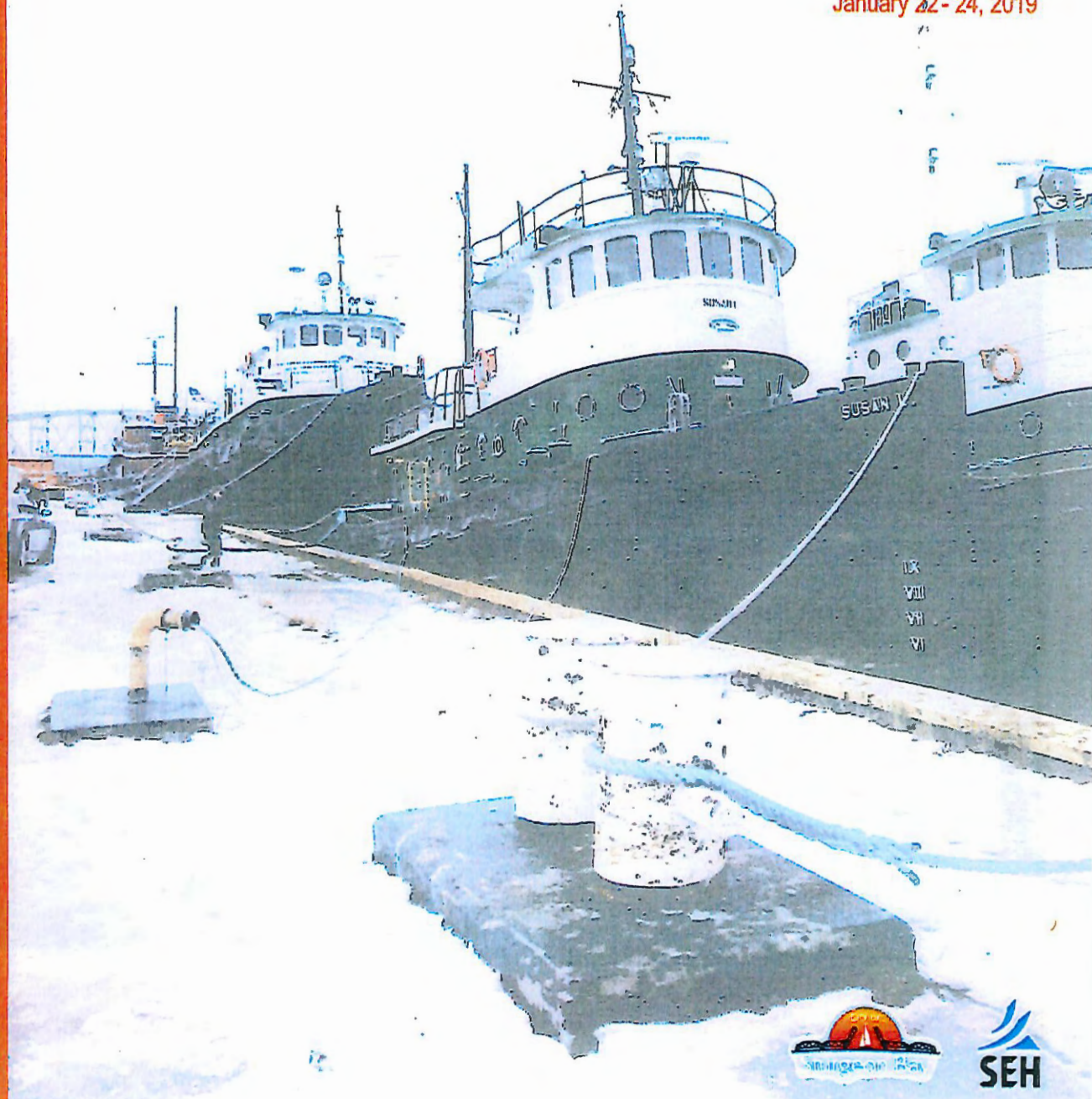
Appendix D

**West Waterfront Public Participation**

**Report from SEH Regarding  
Public Engagement for Redevelopment Plan**

# West Waterfront Public Participation

Sturgeon Bay, WI  
January 22 - 24, 2019







*The John Purves tug boat can be seen past the now retired Chicago Fireboat at the Door County Maritime Museum.*

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# Introduction

The West Waterfront site has played an important role in Sturgeon Bay's maritime history. As the site's function has become outdated, several redevelopment planning concepts have been proposed, debated, and contested over the years.

In order to develop community supported design concepts for the West Waterfront Redevelopment Site The City of Sturgeon Bay initiated a highly inclusive, holistic community planning process. This process culminated with a two-day workshop where design consultants, community members, agency and city staff and civic leaders worked together to develop land use alternatives for the West Waterfront site.

The community's participation in this process was key to building support and "buy-in" towards the success of the West Waterfront. The team helped the attendees elevate their understanding of the issues, the breadth of solutions and most importantly made them part of the decision making process and the solution.

Coincidentally, the Wisconsin Department of Natural Resources (WDNR) provided a final ruling on the Ordinary High Water Mark (OHWM) line on January 3, 2019 after a year of discussion and a lawsuit. This line is important as it determines the boundary between public lands and privately owned riparian property. This allowed the project team to move ahead with the workshop with everyone knowing where the current OHWM boundary is located.

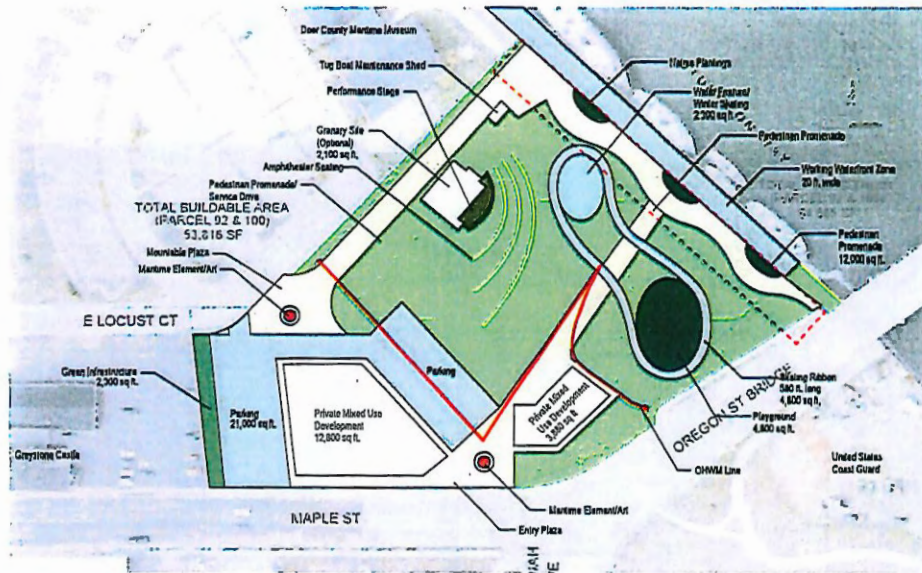
Two land use alternatives were developed following the first day of meetings. Each alternative offers a unique approach to the site with options for the inclusion of the existing granary building. Refinements were made to each alternative following the second day of meetings. It is the intention of the Ad-Hoc Committee to further revise one of these and submit to the Council for approval.

The Ad-Hoc committee is leading this effort. They have been assembled based on their desire to explore the issues surrounding this site. Each member offers a unique perspective that helps to create a holistic vision for the West Waterfront.

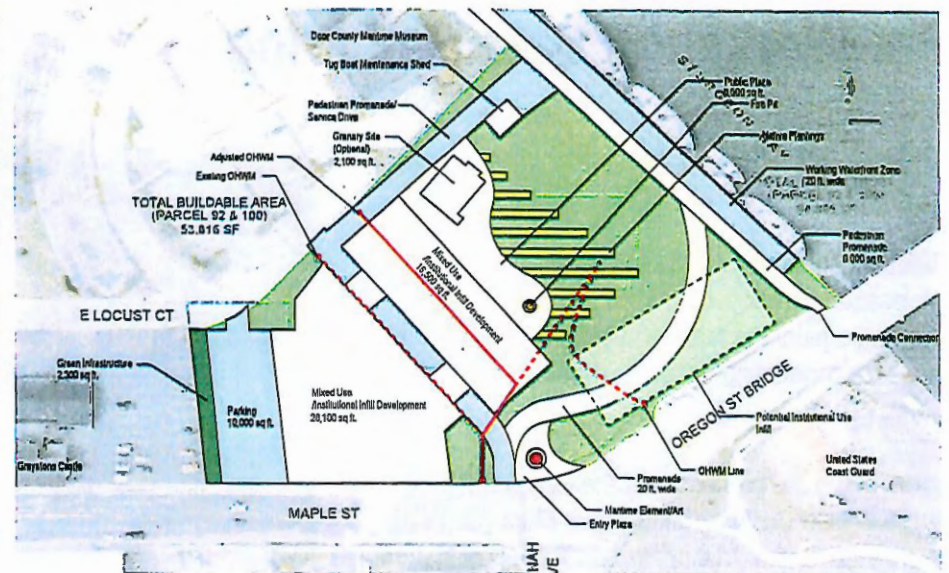
In addition to specific stakeholder meetings and public meetings, a survey was made available online and accessible at City Hall and the Library. This survey garnered over 4,000 comments, providing important insights into people's concerns and ideas about the West Waterfront site. Some of the repeated themes expressed in the survey and at the workshop included:







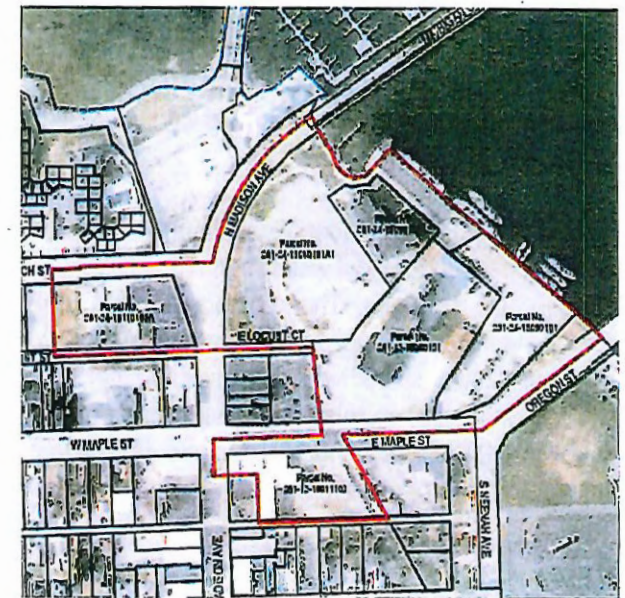
Alternative A



Alternative B

- Celebrate the community's maritime culture
- Focus on family activities
- Betterment of the City that is not a cost burden to the taxpayers
- Include Green Space
- Include Commercial Development
- Granary vs. No Granary
- Institutional/Educational use

There is a lot of work remaining to make this a reality but this process has offered a massive step in the right direction. All roads to and from Door County's tourist area go through Sturgeon Bay. This is a significant advantage! The West Waterfront site will be a magnificent addition to residents and tourists alike. The following pages provide an overview of the public participation process.



TID #4 Boundary

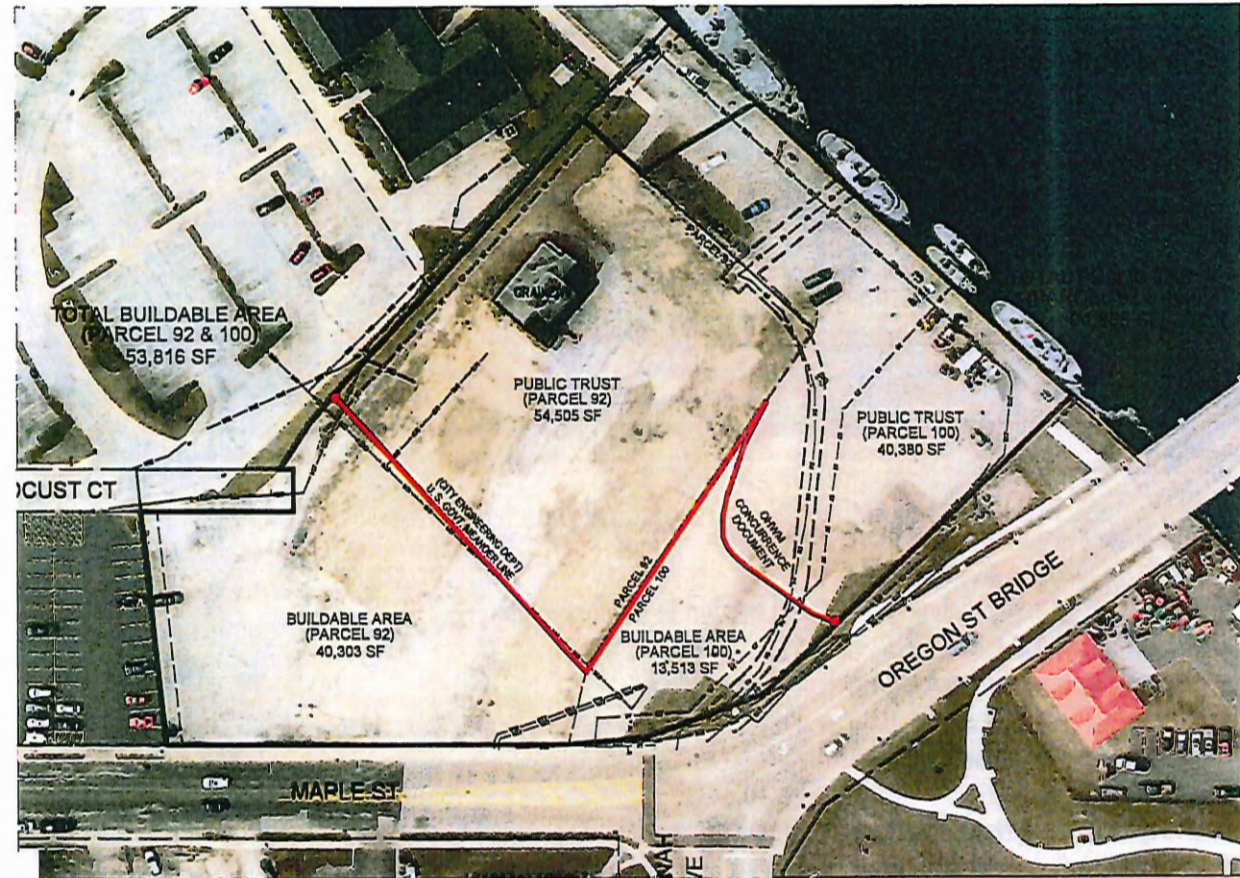


# Pre-Workshop Data Gathering

Relevant community and site background information was collected from available sources to inform the planning team and establish set of base maps for conducting detailed planning and design work.

Important to the process was the interpretation of the redefined Ordinary High Water Mark (OHWM). In early 2019, the Wisconsin Department of Natural Resources issued a final ruling on the location of the OHWM located on parcel 92 of the Sturgeon Bay West Waterfront redevelopment site. This determination helped to define the exact size and shape of the parcel that is suitable for private development and what portion is held within the public trust doctrine.

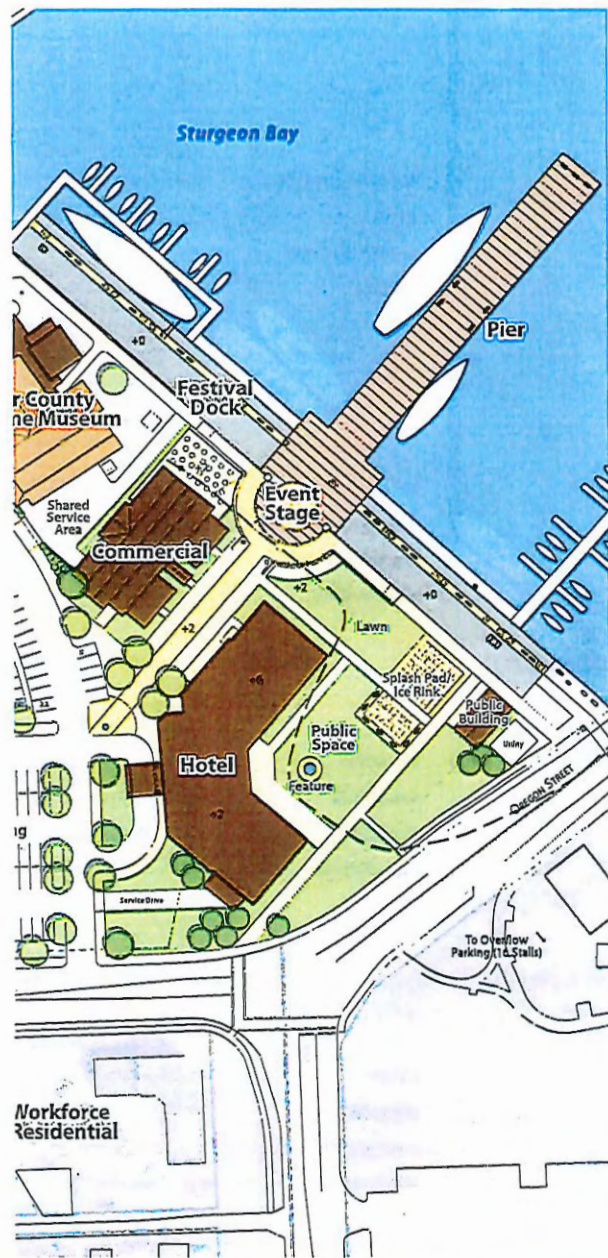
The public trust doctrine identifies, shoreline between the high and low water marks that is held for public use purposes. These purposes could include green space, public gathering space, public event buildings, institutional buildings, and other activities and buildings related to navigation or public recreation. Limitations to the site include developing past the OHWM for private interests.



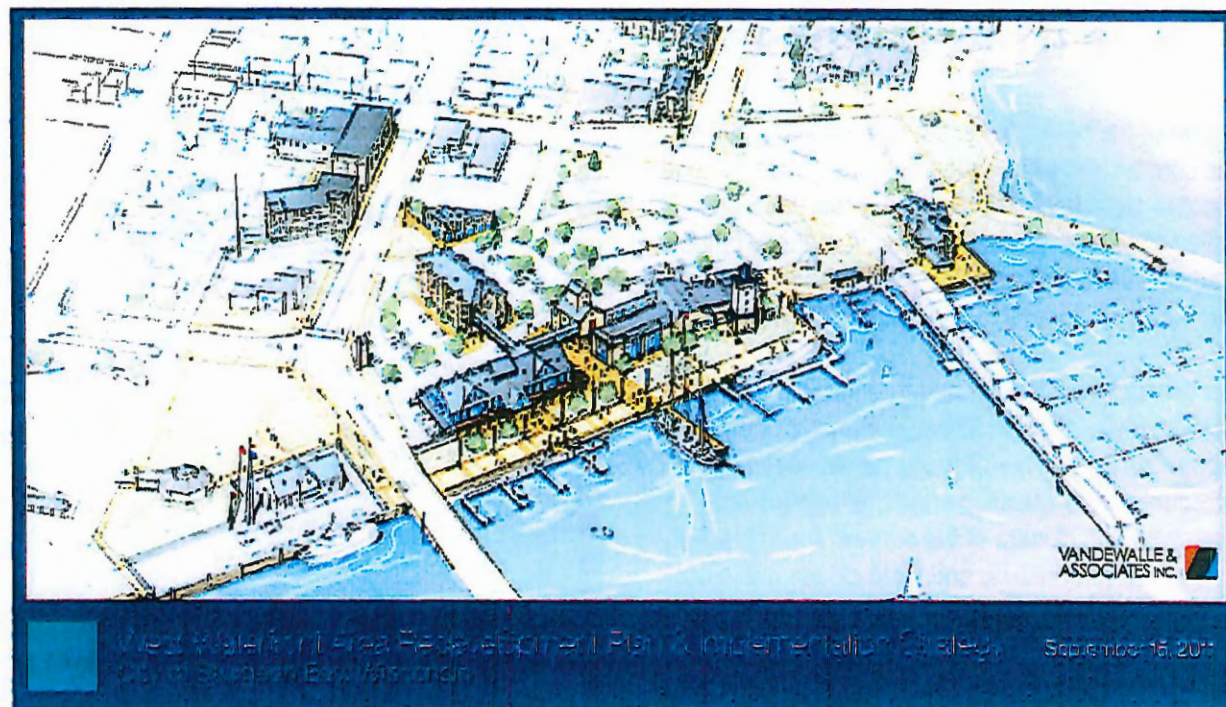
Ordinary High Water Mark seen in red

Other resources that the team reviewed include documents pertaining to: Previous planning (Festival Waterfront, concept plans), Educational/Institutional use, family use requests, Friends of the Sturgeon Bay Public Waterfront, Sturgeon Bay Historical Society, Kress Center, Centerlineforum.org, Environmental documents from city, and TID #4 background.





2015 site plan alternative for the West Waterfront parcel



2011 site plan alternative for the West Waterfront parcel.

Multiple design concepts and site plans have been prepared for the West Waterfront Redevelopment Parcel. These studies were conceived prior to the WDNR's final definition of the OHHM. The task of this public participation project was to re-identify the public's wants and needs for the site as well as to re-establish the ground rules of what is actually feasible on the site in terms of private development.

Prior plans included a new hotel, microbrewery, retail shops, restaurants, and other commercial uses. With the limited footprint for private development now identified, a new plan could be conducted to identify which of these uses may or may not occupy the property.



# Survey #1 Responses

As part of the public participation process, a survey was commissioned to gauge the public's interest and opinions regarding the West Waterfront site. The survey consisted of 18 questions. A majority of the questions were open-ended. In total, there were over 4,000 responses to the open-ended questions.

The survey was administered through POLCO, a company that sends, collects, and analyzes data through surveys. The following pages have the individual survey questions and the responses received at the closure of the survey. A combination of raw data screenshots and word clouds make up the results from the survey.

A word cloud is a visual representation of the relative frequency or occurrence of words in a survey answer. While not scientific, the following word clouds display an interesting look at the answers received from over 550 individuals.

All the raw data from the survey can be found in the attached appendix at the end of this report.

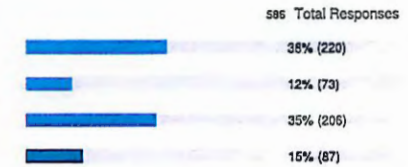
Some of the more common words found throughout the survey include:

"Tug"	188 times
"Maritime"	154 times
"Working"	126 times
"Family"	76 times

Do you live or work in the City of Sturgeon Bay?

## CURRENT RESULTS

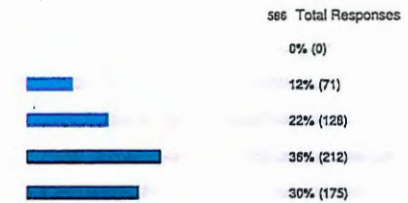
A	I live within the City limits. (220)
B	I work within the City limits. (73)
C	I both live and work within the City limits. (206)
D	I neither live nor work within the City limits. (87)



What is your age?

## CURRENT RESULTS

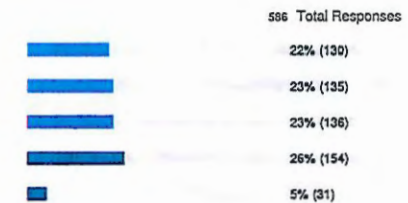
A	Under 18 years (0)
B	18-35 years (71)
C	36-50 years (128)
D	51-65 years (212)
E	Over 65 years (175)



How often do you visit or use the City's waterfront parks and walkways?

## CURRENT RESULTS

A	At least several times a week (130)
B	Once or twice a week (135)
C	Once or twice a month (136)
D	Several times a year (154)
E	Seldom or never (31)



How often do you patronize or use any of the businesses located along the City's waterfront?

## CURRENT RESULTS

A	At least several times a week (70)
B	Once or twice a week (170)
C	Once or twice a month (163)
D	Several times a year (152)
E	Seldom or never (31)



Four of the survey questions that had selective answers

If you do use the waterfront, what activity or activities do you use it for?



### Anonymous user's Opinion

Walking and running along the waterfront, going to restaurants. We also fish and boat along the waterfront. We visit restaurants where we can safely and easily dock our boat.



### Anonymous user's Opinion

Walking my dog, mostly.



### Anonymous user's Opinion

Walking, boating



### Anonymous user's Opinion

### Fishing



### Anonymous user's Opinion

Enjoying the view. Eating at one of many of the restaurants with waterfront view. With friends on a boat in the summer. Enjoying the beaches and parks there on the waterfront.



### Anonymous user's Opinion

Walking swimming boating kayaking and taking part of festivals held in those areas



### Anonymous user's Opinion

Maritime Museum, the restaurant, Stone Harbor, boating facilities, watching tugboats, the Coast Guard, the park



### Anonymous user's Opinion

General Recreation, walking, biking, and love both Sonny's and Stone Harbor outdoor bar, food, music.



### Anonymous user's Opinion

Engage in visits to stores and restaurants and the use of their facilities.



### Anonymous user's Opinion

### Walking



#### Anonymous user's Opinion

### The sights and summer pleasures

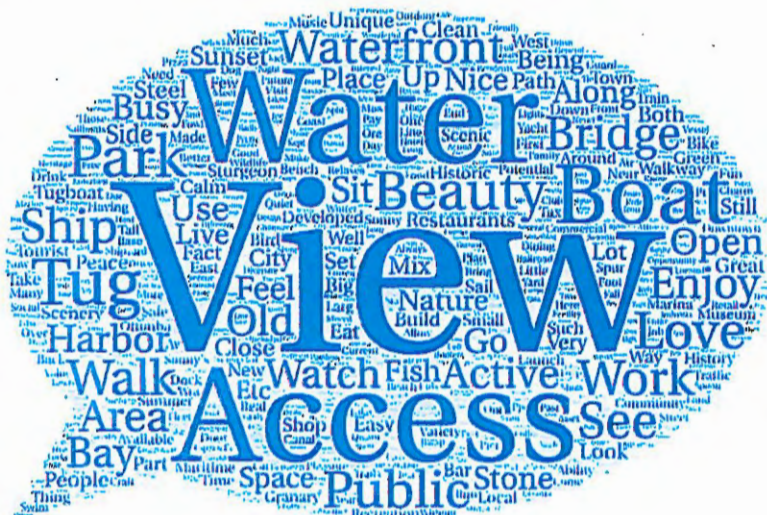
*This is just a sample of the 4,000+ comments received*

What land uses do you think should be pursued within the general area surrounding the waterfront site?

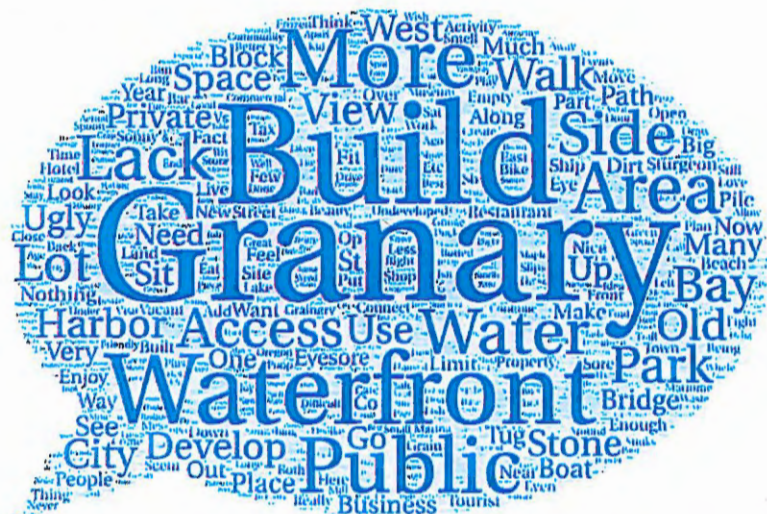




What do you like most about Sturgeon Bay's waterfront?



What do you like least about Sturgeon Bay's waterfront?



What, if anything, keeps you from visiting or using the City's waterfront more often?



What could be added to encourage your use of the City's overall waterfront?





[illegible][illegible][illegible]



On a scale of 1 to 5 with "1" being not important at all and "5" being critically important, how important to you is it that the West Waterfront Redevelopment project accomplishes/does each of the following?

## Public Access

CURRENT RESULTS		586 Total Responses				
		1- Not at all Important	2- Not very Important	3- Somewhat Important	4- Very Important	5- Critically Important
Maintains views of the waterfront from adjoining streets		5% (30)	12% (71)	23% (133)	25% (147)	35% (205)
Maintains a "working waterfront" character with commercial vessels (e.g. tugboats, fish tugs, barges) and maritime-related land uses		11% (64)	11% (63)	22% (129)	28% (166)	28% (164)
Creates public access to/along the dock wall (e.g. waterfront walkway or promenade)		2% (10)	3% (15)	11% (63)	33% (194)	52% (304)
Creates economic activity that can boost the West Side business district or overall downtown Surgeon Bay		3% (16)	6% (37)	22% (127)	30% (177)	39% (227)
Ensures that the municipal costs associated with the redevelopment project do not rely upon general property taxes		4% (24)	14% (84)	28% (163)	22% (128)	32% (186)
Creates public gathering space (e.g. plaza, pavilion, etc.)		10% (59)	12% (69)	22% (127)	26% (152)	31% (179)
Provides recreational amenities (e.g. fishing space, splash pad, kayak launch, etc.)		8% (46)	13% (76)	23% (132)	31% (184)	25% (148)
Promotes job opportunities		5% (30)	12% (71)	30% (177)	28% (165)	24% (143)
Promotes entrepreneurial business opportunities		7% (43)	17% (99)	24% (141)	29% (171)	23% (132)
Creates vegetated/green space		12% (72)	12% (73)	20% (117)	25% (147)	30% (177)

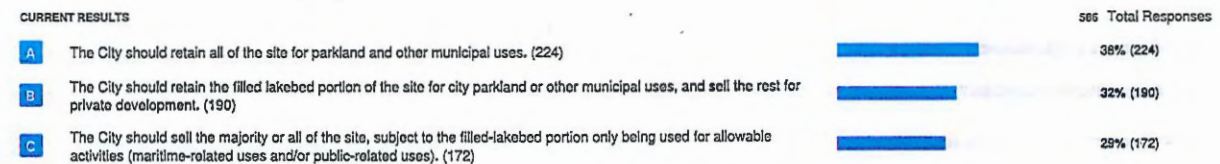
If new buildings are constructed on the waterfront site or nearby area, what height of construction is appropriate? (Select all that apply)

## 1-2 Stories



Approximately 64% of the 3.5 acre property consists of filled lakebed, which limits the future uses to either public-related uses (libraries, museums, parks, etc.) or maritime-related uses (marinas, freight terminals, etc.). Given such restriction, how much of the site should the City retain for parkland/public access and other municipal uses (such as parking area, restrooms, etc.)?

## Retain All Land



## What else would you like to say about the West Waterfront Redevelopment Project?

	Anonymous user's Opinion This is an emotional topic for many. Emotions need to be set aside and consider what is best for the city and those who live in the community. Take advantage of the amazing waterfront we have, and look at other communities who have worked together to create amazing waterfront spaces for all to enjoy.
	Anonymous user's Opinion The city already has many parks on the water. I would like to see a boardwalk type setting, with bars restaurants and possibly a pier.
	Anonymous user's Opinion I live on the west side. Myself and my neighbors all want one thing, no old grainery and business to increase tax revenue and the city retaining the waterfront. We already have plenty of parks in the city that we pay to maintain and are not used. To say we need another is silly. To leave it off the tax roll is not acceptable. Let's fix the parks we have, make this waterfront look good and develop what we can at this site to pay for it.
	Anonymous user's Opinion It would be good to keep it a public space.
	Anonymous user's Opinion Sturgeon Bay can be more than just a Summer hamlet, we need to push ahead with bold initiatives to make Sturgeon Bay a better place for all of its yearly and summer residents. New opportunities and jobs very much needed.
	Anonymous user's Opinion Hear the people of Sturgeon Bay, by/pass the "good ole boys" - we don't need another brewery or pub or hotel that benefits any developer - this waterfront is for everyone!!
	Anonymous user's Opinion Let's get going on this before my time is up. I'd love to see a beautiful WEST side waterfront area.
	Anonymous user's Opinion I plan to live here for a long time and our tax rate is a concern of mine. I personally feel we have plenty of parks in this City already and I would like to see the least costly waterfront walkway with development on the remainder of the property.
	Anonymous user's Opinion I think the granary is an eyesore right now but I will withhold judgement until people with better vision than I have take a crack at it. It might be spectacular, who knows?
	Anonymous user's Opinion Use it for our kids!!

*Sample of public comments*



## Follow up Survey #2 Responses

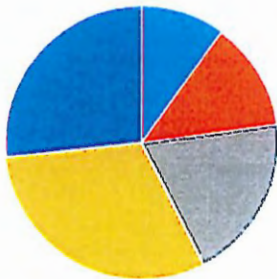
The City of Sturgeon Bay presented a second survey in March 2019. This survey attempted to get clarification on the public's perceptions of public access, waterfront views, and the working waterfront character. 102 people completed Survey #2 with 7 of those people being new respondents that did not take Survey #1 in January 2019.

The survey reveals consistent responses despite any qualifiers that may be used in the question. About half of the answers provide direction while the other half are inconclusive. The pie charts shown give a snapshot of what some of the results look like.

It will be up to the Sturgeon Bay leadership and community to give final direction on this site. As with any political decision, it will be challenging for everyone to be pleased with the result.

Full results from the follow up survey can be found within Appendix A.

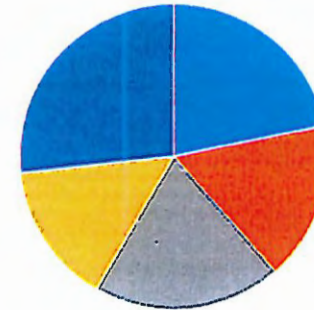
The land closest to the dock wall should have a grittier, industrial feel as opposed to a more natural, recreational or decorative feel through the use of appropriate of surface treatment, lighting fixtures, etc.



■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree

58% strongly disagree or disagree

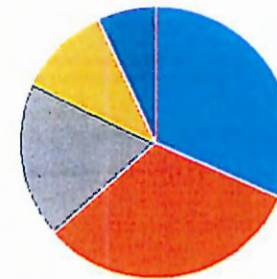
It is important to have a pier located somewhere along the length of the dock wall in order to allow the public to walk out over the water.



■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree

Inconclusive

In addition to access along the waterfront from either side of the site, it is important to have one or more public access routes leading from the street through the site to the water.



■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree

64% strongly agree or agree



## Public Access

# 92%

Of respondents were in favor of a public walkway parallel to the water that should connect the existing walkway along the Maritime Museum to the walkway under the Oregon Street Bridge.



## Waterfront Views

# 60%

Of respondents agree that it would be OK for buildings or other obstructions to obscure the view of the waterfront from Maple Street as long as public access and views of the waterfront are ensured between such buildings and the water.

## Working Waterfront Character

# 60%

Of respondents disagree that ALL of the dock wall should be used to moor tugboats.



City of Sturgeon Bay via the Oregon Street Bridge



# Community Workshop

	Tuesday, January 22, 2019		Wednesday, January 23, 2019	Thursday, January 24, 2019
7:00 AM	Breakfast			
8:00 AM		SEH/BCPL Meeting	Team Mtg	
9:00 AM				Team Mtg
10:00 AM		Stakeholder Meetings	Alternatives Development	Ad-Hoc Meeting
11:00 AM		9am, 10:30am, 12pm		
12:00 PM			Lunch	
1:00 PM	Lunch			
2:00 PM	Ad-Hoc Meeting	Kids Input	Ad-Hoc Meeting	Alternatives Development
3:00 PM				
4:00 PM				
5:00 PM	Dinner & Setup at High School			
6:00 PM				
7:00 PM	Public Meeting		Public Meeting	
8:00 PM				
9:00 PM		Team Mtg	Team Mtg	

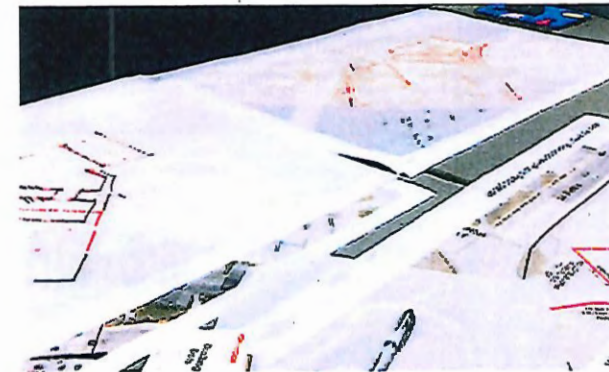
Community Workshop Schedule

Held over January 22 and 23, the Community Workshop was set up to gather as much public input and organized to maximize opportunities for public input. The schedule, shown above, identifies the numerous times where the public and the Ad-Hoc Committee interacted with the planning team. January 22 began with a focused meeting with the Wisconsin DNR and Board of Commissioners of Public Lands. This meeting was followed up by three different stakeholder meetings that allowed individuals to voice concerns or items they would like to see on the waterfront. The day was rounded out by a meeting with the Ad-Hoc Committee and a Public Meeting at 7pm. A meeting with local kids had to be canceled on the account of the snowstorm that arrived during the morning.

The second day was a workday for the team to compile all the information it heard from stakeholders and meeting participants. Two land use alternatives were developed to guide future land use and site design of the West Waterfront property. A second public meeting was held to present and discuss the land use alternatives.



Stakeholder Meetings



Land Use Alternative Generation



Public Meeting



# Stakeholder Listening Sessions

WI DNR / BCPL Meeting January 22, 2019 - 7:30am

## Attendees:

1. Marty Olejniczak
2. Josh Vanlieshout
3. Tom German
4. Mike Kowalkowski
5. Alex Thill (SEH)
6. Nate Day (SEH)
7. Heidi Kennedy (SEH)
8. Ed Freer (SEH)

Possible uses below the OHWM

## Allowable Uses:

- Public promenade or riverwalk
- Public open space (ie. park, playground, picnic shelters)
- Fishing pier
- Boat launch
- Private companies reliant on maritime uses (for example, tug operation, ship builder, concrete company- materials come via barge)

## Possible Uses:

- Museum
- Community center/public event space
- Educational facilities relating to maritime/great lakes

## Not Allowable Uses:

- Restaurants
- Shopping center



*Sawyer Park, located adjacent to the West Waterfront site and connected by pedestrian underpass*

The planning team and city officials met with representatives of the Wisconsin Department of Natural Resources (WDNR) and Board of Commissioners of Public Lands (BCPL) to discuss the recent ruling on the Ordinary High Water Mark (OHWM) and what would be allowable before, at, and beyond the line. Communicating with the WDNR and BCPL is vital to any future success of the West Waterfront site. While the ruling precludes much of the previous planning and design studies, it was brought to light that there are many options that the City of Sturgeon Bay can advance in terms of developing the site.

According to the BCPL, anything beyond the OHWM must be done with the intent that it creates access for the public to reach the waters edge whether that be physically or visually. This can be done with development, but it does restrict what kind of development may occur. Alternative uses to the area could include marine based or navigational developments.



# Stakeholder Listening Sessions

January 22, 2019 - 9:00am Meeting

## Attendees:

1. Nancy Aten
2. Jack Moneypenny
3. Chris Kellems
4. Adam Goettelouz
5. Dennis Statz
6. Steven Hurley
7. David Utzinger
8. Shirley Weese Young
9. Myles Domhouse Jr.
10. Deb Kiedrowski
11. Alex Thill (SEH)
12. Nate Day (SEH)
13. Heidi Kennedy (SEH)
14. Ed Freer (SEH)

Three listening sessions were facilitated to allow stakeholders the opportunity to share their concerns, ideas and aspirations with the planning team. City staff invited a cross section of community members from local business and property owners to elected officials and residents to ensure a diverse set of view points were represented.

9:00 STAKEHOLDER GROUP

LI.

- P1) BELLINGHAM MT. EXAMPLE (SEE PRINTED HANDOUT)
- P2) ROSA PARK (GRAND PAVES)
- P3) DETROIT RIVERFRONT (PARKING)
- P4) ATTRACTED TO WATER (EXPAND PAVES)
- P5) LOOP! (IN CAMP PAVES)
  - CREATE LOOP
  - MARKET
  - GATHERING PLACE
- 6) DON'T LIKE ALL PAVES
- 7) LIKE TIES - AUTHENTIC
  - ACCESS
  - DUK HUB
- 8) AUTHENTICITY
  - CAUTION OF TRUST STEPS

9:00am stakeholder notes. See appendix for complete graphics.

- 28) TOURISM IS A MAJOR RECRUITER
- 29) TOURISM EXPERIENCE EXP.
- 30) PUBLIC WATERFRONT PRECINCT:
  - EXPAND TO EMPLOY - CAPTURE
  - MARITIME DISTRICT
  - EDUCATION → CHILDREN
- 31) GROW BY CAPTURING FRESH WATER ENTRY IN MARKET
- 32) TAKE INCREMENTAL APPROACH
- 33) GROWING NEED OF ANOTHER PARK
- 34) BAY BUILDING SCHOOL → TUGS
- 35) FESTIVAL PIER NOT IN TID
- 36) BUILD OFF OF MARITIME - TRADITION

9:00am stakeholder notes. See appendix for complete graphics.

RETHINK IF BOUNDARIES FOR DUCKMENT

9:00-2

- 15) OBSTACLE - FEAR
- 16) IMAGINE IN WATERFRONT (WAY BEHIND OTHER COMMUNITIES IN DOR COMM)
- 17) PUBLIC TRUST → NATURAL SPECIES
- 18) SUGGEST A FORUM OF COMMITTEES TO DISCUSS WHAT WORKS WELL / NOT WELL
- 19) STONE HARBOR EXISTENT PLACE
  - DRAW PEOPLE (SOMETHING)
- 20) WAIFINDING
- 21) ACTIVITY 12/24/17
- 22) HIGH END HOTEL
- 23) DO SOMETHING FOR LOCAL RESIDENT
- 24) ...

HOTEL OCC' 472-874K. BAY

9:00-4

- 36) THEMED USE
  1. MARITIME (1,1,1,1)
  2. COMMUNITY CAMPO
  3. AFFORDABLE HOUSING
  4. BELVEDERE COMM. LEARNING CT.
  5. MUSEUM
  6. SPANISH JST/PAN. BUSINESS
  7. CHARACTER / CONTEXT

37) 170 - ARTS ON CAMP



# Stakeholder Listening Sessions

January 22, 2019 - 10:30am Meeting

## Attendees:

1. Melanie Jane
2. Fred Witting
3. Wendi Carter
4. Barbara Allmann
5. James Barker
6. Don Sarter
7. Margaret Lockwood
8. Shawn Fairchild
9. Pam Seiler
10. Elizabeth Meissner - Gigstead
11. Charlette Baierl
12. Paul Shefchik
13. Suscan Guthrie
14. Bill Boetteher
15. Chris Vuco
16. Alex Thill (SEH)
17. Nate Day (SEH)
18. Heidi Kennedy (SEH)
19. Ed Freer (SEH)

## STAKEHOLDERS

10:30 - 1

- 4A) OPENMUNITY (LAST) OPEN WATERFRONT  
MORE THAN A SIDEWALK
- 4B) REPRESENTS WHO WE ARE - WORKING WATERFRONT  
(CHARM)
- 3) 7,000 HITS - FACEBOOK (TUGS WEBSITE)
- 4C) APP. TO CONNECT STAYERS/STAYERS
- 4D) CENTRAL PARK - UNIVERSITY
- 6) MULTI-GENERATIONAL
- 7) 12 MONTH ATTRACTION
- 8) APP. TO CAPTURE TRAFFIC NORTH
- 9) MIXED USE -
- 10) PUBLIC/PRIVATE PARTNERSHIP

10:30am stakeholder notes. See appendix for complete graphics.

10:30 - 2

- 1) CAN'T NEED TO HAVE ANOTHER PARK TO MOUNTAIN (\$B)
- 15) NON-PROFITS - ROLE  
(AMERICAN THEATERS)  
TOURISM
- 16) 51% COME TO DOCK CAMP
- 17) 43% NON RESIDENTS TRAVEL  
40% \$ RETENTION
- 18) TOURISM PART OF GRAMPY  
VIST CENTER - \$ REVENUE
- 19) CIVIC MEETING SPACE
- 20) TUGS BUREAU
- 21) INCUBATOR - ON EXIST - SITE

10:30 3

- 25) FEST. PIER - A PROBLEM
- 26) BUFFER AT TUGS - 30'
- 27) CITY BIKES - SUNSET PARK  
MEMORIAL - SIDEWALK
- 28) LIBRARY - STOMACH
- 29) WINTER ACTIVITIES - SKATING  
SNOW?
- 30) ARTIST IN RESIDENCY

10:30am stakeholder notes



# Stakeholder Listening Sessions

January 22, 2019 - 12:00pm Meeting

## Attendees:

1. Brooke Ulrich
2. Doug Kurschner
3. Becky Thoma
4. Kevin Osgood
5. Todd Thayse
6. Dave Ward
7. Sean Gorich
8. Jamie Alberts
9. Cindy Weber
10. George Evenson
11. Janet Grotz
12. Megan Lundahl
13. Alex Thill (SEH)
14. Nate Day (SEH)
15. Heidi Kennedy (SEH)
16. Ed Freer (SEH)

STAKEHOLDER GROUP 1/22-1

P1. LIKE WATER  
P2. LAST OFF TO GET WATER  
P3. UNDERUTILIZED CONNECTIVITY  
P4. LACKING CONNECTIVITY  
P5. MORE ACTIVITY ENDING  
P6. 54% GOING NORTH DIRT COME THROUGH STARG. BAY  
P7. MAKE CENTER DESTINATION  
P8. FAMILY FRIENDLY  
 . splash  
 . no pay  
 . all walks of life  
P9. BIGGEST CLUES  
 . EDUCATION / MOTIVATION

12:00pm stakeholder notes. See appendix for complete graphics.

1.22.2019 PLANNING GROUP/EMIG

West Watershed Workshop ONE VISION and action to move about the West Watershed Area NOW: <u>Misunderstood</u> IN THE FUTURE: <u>BEHEVED</u>	West Watershed Workshop ONE VISION and action to move about the West Watershed Area NOW: <u>Potential</u> IN THE FUTURE: <u>Believe</u>	West Watershed Workshop ONE VISION and action to move about the West Watershed Area NOW: <u>Stake</u> IN THE FUTURE: <u>have more to</u>	West Watershed Workshop ONE VISION and action to move about the West Watershed Area NOW: <u>Support</u> IN THE FUTURE: <u>Lead</u>
West Watershed Workshop ONE VISION and action to move about the West Watershed Area NOW: <u>Customer</u> IN THE FUTURE: <u>Resistant</u>	West Watershed Workshop ONE VISION and action to move about the West Watershed Area NOW: <u>Confused</u> IN THE FUTURE: <u>Understanding</u>	West Watershed Workshop ONE VISION and action to move about the West Watershed Area NOW: <u>Stake</u> IN THE FUTURE: <u>Support</u>	West Watershed Workshop ONE VISION and action to move about the West Watershed Area NOW: <u>Mess</u> IN THE FUTURE: <u>ASSET</u>
West Watershed Workshop ONE VISION and action to move about the West Watershed Area NOW: <u>Dislike</u> IN THE FUTURE: <u>Dislike</u>	West Watershed Workshop ONE VISION and action to move about the West Watershed Area NOW: <u>Potential</u> IN THE FUTURE: <u>Technique</u>	West Watershed Workshop ONE VISION and action to move about the West Watershed Area NOW: <u>Dislike</u> IN THE FUTURE: <u>Dislike</u>	West Watershed Workshop ONE VISION and action to move about the West Watershed Area NOW: <u>Just wanted</u> IN THE FUTURE: <u>Just wanted</u>
West Watershed Workshop ONE VISION and action to move about the West Watershed Area NOW: <u>Dislike</u> IN THE FUTURE: <u>Dislike</u>	West Watershed Workshop ONE VISION and action to move about the West Watershed Area NOW: <u>Dislike</u> IN THE FUTURE: <u>Dislike</u>	West Watershed Workshop ONE VISION and action to move about the West Watershed Area NOW: <u>Dislike</u> IN THE FUTURE: <u>Dislike</u>	West Watershed Workshop ONE VISION and action to move about the West Watershed Area NOW: <u>Dislike</u> IN THE FUTURE: <u>Dislike</u>

Stickers. See appendix for complete graphics.

12-01-2

P14. DEVELOP SECTION + DEMONSTRATE  
P15. NEED DRAINAGE BASIN OUTSIDE OF NAV. CHANNEL  
 IDENTITY CRISIS  
 GRANNY LAST (1-4-6)  
 REPRESENT AGRICULTURAL PART  
 NEW BIRGE AREA NEEDS TO RESPECT VIEW SHOPS  
 TIF CONCEPT (DEV. ADEQUATE WICKED)  
 PARKING  
 TRAFFIC  
 AMPHITHEATER



A look inside one of the stakeholder meetings.



# Public Meeting #1

January 22, 2019 - 7:00pm



*Public Meeting at the Sturgeon Bay High School Auditorium*



*Comment boards*



*Mentimeter digital questionnaire*



*Public meeting preparation with the Ad-Hoc Committee*

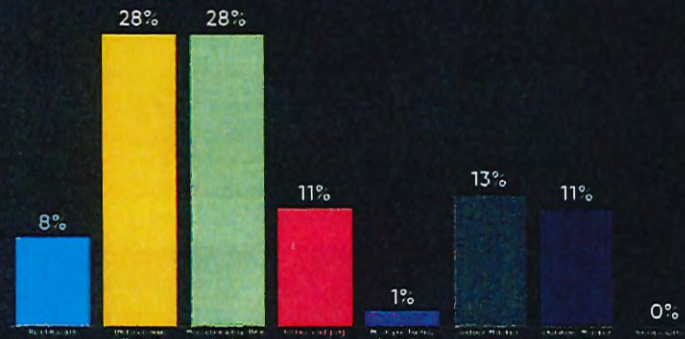
The first public meeting included a brief presentation on the project purpose and background data while primarily focusing on soliciting input on site issues and opportunities. Over 100 people participated in a variety of activities from large group digital surveys to posting comments of graphic displays.



# Public Involvement Meeting Feedback

January 22, 2019 - 7:00pm

Which ONE of these land uses would you like on the site, if any?



Mentimeter slide asking which of the land uses would people like to see on the West Waterfront.

Mentimeter is a relatively new technology that allows teams to ask questions and generate real-time results from those questions. The above slide is one of a few that were used during the public meeting on January 22. Not only were the results instant, the meeting attendees complimented the service as they could see the results change as they submitted their individual responses via their smartphones. The full Mentimeter results slides can be viewed in the attached appendix.

The Comment Dots to the right offered attendees the opportunity to comment on exact locations within the site. If someone has a question/comment, they simply stick a dot where that question or comment pertains to; then write the question or comment a comment form and reference it back to the number that was on their dot. This helps the planning team to see exactly what comments pertain to what numbered dots. The results of this exercise can also be seen in the attached appendix.



- 20 of 72 respondents want to see an institutional use

- 20 of 72 respondents want to see a microbrewery/beer garden.

- 22% of respondents asked for a skating/ice rink/ribbon

- **Quality of life and Pride** were the most frequent answers given for "How does this redevelopment affect you?" 30 of 76 (40%)

- These ideas were used to create the two Land Use Alternatives A and B

- The respondents view the site in the future as having **potential, opportunity, accessible, and fun.**

- The biggest challenges of redeveloping the site are **consensus, cost, and the granary.**

- 42 of 73 respondents (58%) felt the tugs should remain at the site.

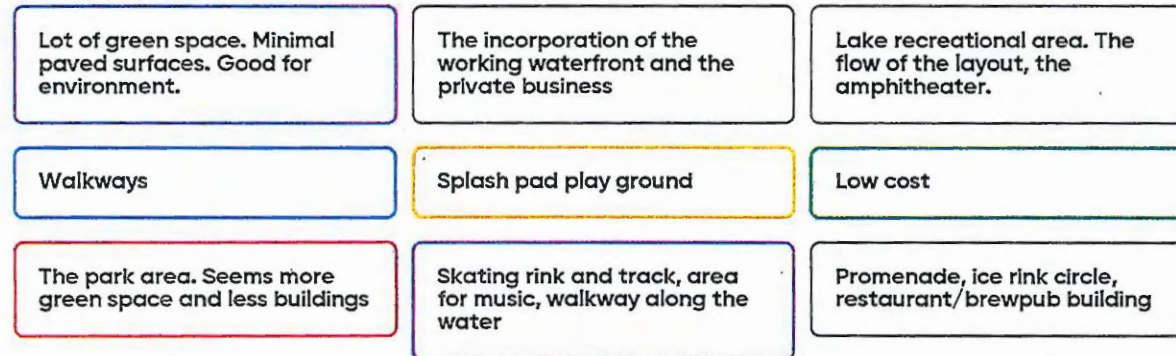


## Public Meeting #2

January 23, 2019 - 7:00pm

### What do you LIKE about Land Use Alternative A?

Mentimeter



First question regarding Land Use Alternative A. The number 108 indicates how many responses to this question were received. 108

The second public meeting was held on January 23, 2019 at 7:00pm. The intent of this meeting was to collect final feedback from the community and to show how community input was being addressed as the alternative land plans were being developed. This was done through creating two Land Use Alternatives.

As part of the public process, the planning team displayed the two alternatives and asked two questions about each of them. The first was what does everyone like about the alternative, and the second was what do you dislike? From the approximately 100 people in attendance, the team received anywhere from 108-161 responses per question. Again this information was collected through Mentimeter and a snapshot of the data can be seen in the image above. Due to the amazing amount of data, the full extent of the questions has been added to the appendix of this report. However, one thing is a foregone conclusion, the community really does want what is best for the city and site as it gets developed. See the Appendix for a detailed account of community input.

### Alternative A

**Like:** green space, openness, and the building massing

**Dislike:** granary, open space, and brewery

### Alternative B

**Like:** Revenue for tax base, educational/research facility

**Dislike:** It's not a family, year round location. large building and lack of function



# Land Use Alternative A

It is important to understand that the following two Land Use Alternatives were created to help illustrate how potential development could occur on the West Waterfront site. The intent of these alternatives was not to establish a final design program, but instead locate community-preferred programmatic elements that would be refined in future planning/design processes. As potential end users become known for the site, the site plans will adapt from these alternatives to something that will better suit the specific needs of the individual users. The granary could be located on or off-site in either alternative.

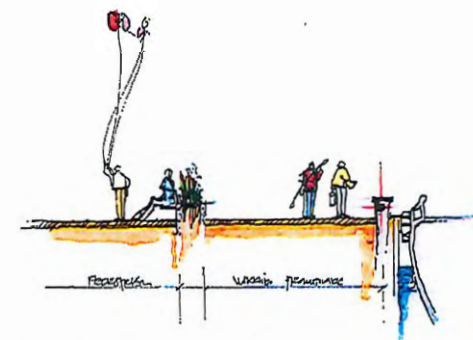
As part of Alternative A, the land beyond the Ordinary High Water Mark would include the more traditional public trust doctrine land uses relating directly to navigation and public recreation. The Granary could be utilized as either an historical landmark or potentially other public use like public restrooms or community gathering space. Either way, the Granary becomes a shared public resource that helps to draw visitors to Downtown Sturgeon Bay. A shared parking configuration reduces the amount of impervious surface on the property and separates vehicular traffic from the public's use of the shoreline. The shoreline could continue to be leased to a commercial tug operation, while incorporating a public promenade, public gathering space, playgrounds, and an ice skating ribbon. All of these uses fall within what is allowable as part of the public trust doctrine and what can be done below the OHWM.

The sections to the right show how the condition between the pedestrian promenade and working waterfront might interact with each other. There can be at grade or elevated planters. There can also be a slight elevation between the two where an architectural fence detail sets the boundary of pedestrian vs. working space.

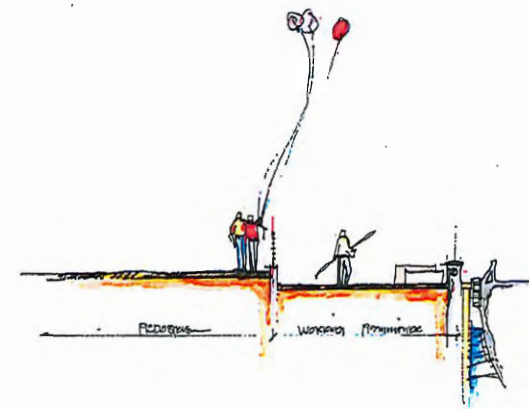
It is important to note that if the commercial tug operation is to remain, that a service drive could be incorporated into the pedestrian promenade that would allow fuel trucks and other maintenance vehicles to access the working waterfront.



*At-grade planter working waterfront condition*



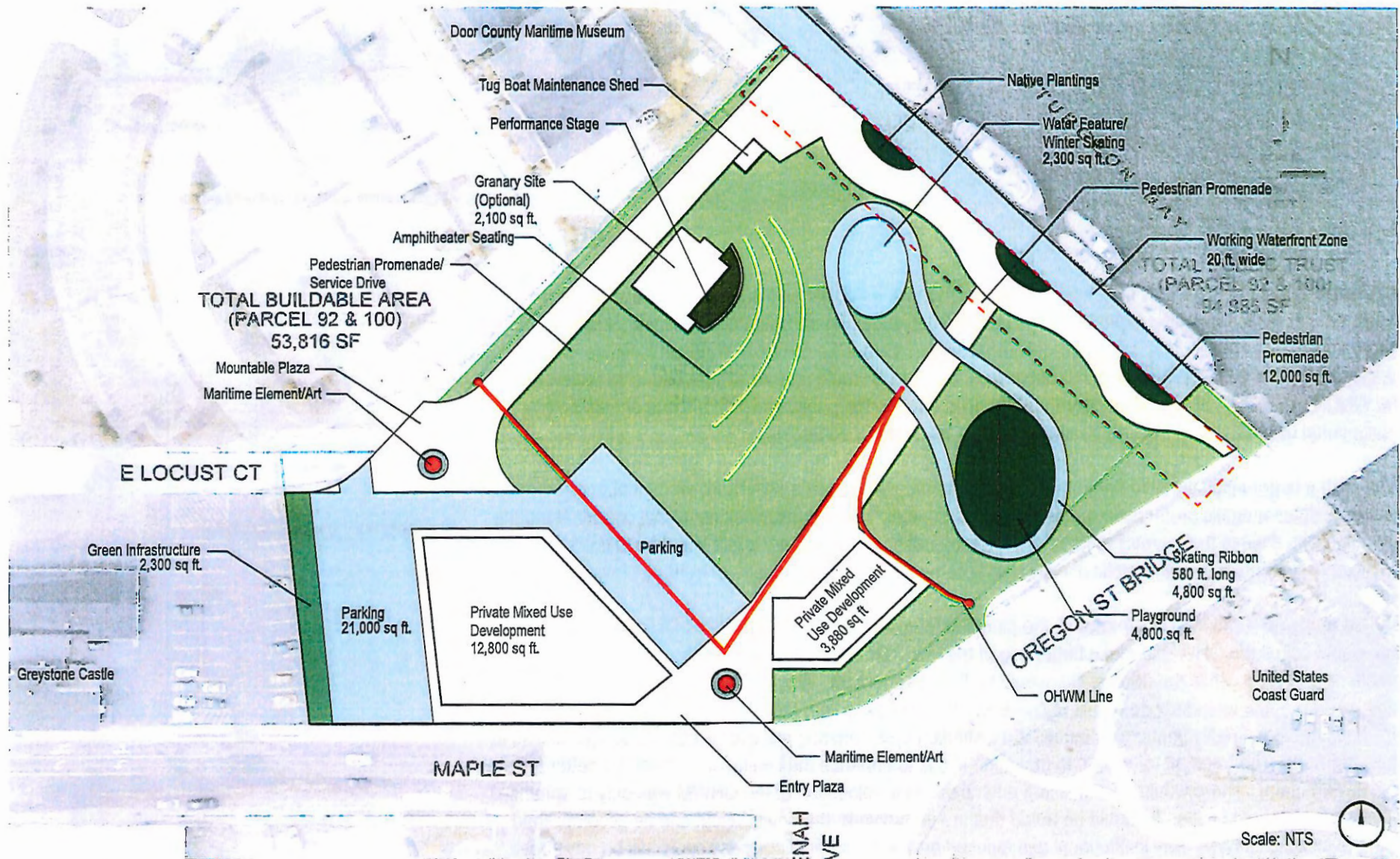
*Seat planter working waterfront condition*



*Elevated edge working waterfront condition*



# Land Use Alternative A



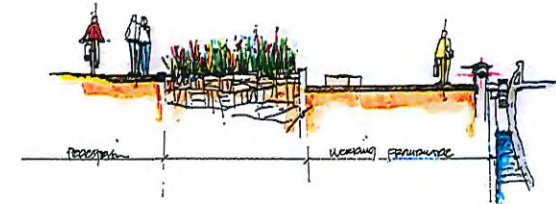


# Land Use Alternative B

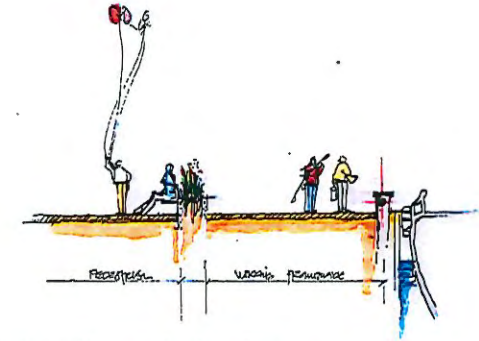
Alternative B has the possibility to result in more scrutiny by the WDNR and Board of Commissioners of Public Lands. This alternative explores the possibility of constructing an institutional building, such as library, museum, or facility focused on great lakes research, below the OHWM. While an institutional use on the public trust land complies with the public trust doctrine, it would require a more intensive review by the WDNR and BCPL. It should be noted that facilities open to the public and with a focus on maritime or navigational uses are more likely to be allowed under the public trust doctrine.

Even with a larger institutional footprint, Alternative B would still include a significant amount of area for public access such as a public promenade, public plaza, fire pit, etc. These public uses could still coexist along the shoreline with a lease that permits a commercial tug operation. The granary again could be utilized as either an historical landmark or other public use such as a community gathering space or outdoor classroom.

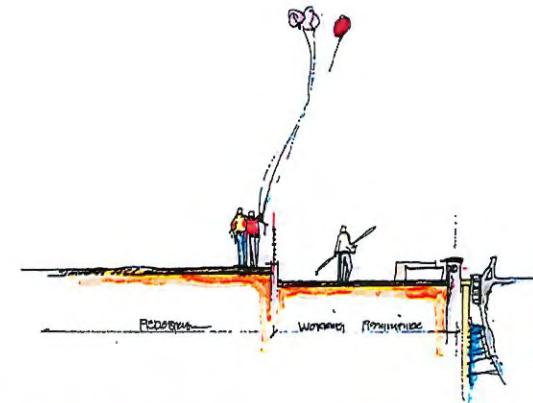
As part of the exploration of Alternative B, the planning team looked at the possibility of a land swap scenario that would adjust the OHWM to make better use of the land. On the adjacent page, the solid red line would be the new OHWM, while the dashed line would be the current mark. The leverage to request such a change rests in the intended use of this alternative. By moving the line, the new area allows for more private development that directly impacts/enhances the institution thus bettering the overall public use and access to the waterfront. The trade off for asking to move the line is to enhance the institution, not ask for better private use development. There would be significant push back if the relocation of the OHWM was only to enhance private development space. It should be noted that in Alternative B, the entire layout can be accomplished with the existing OHWM. Any institutional use focused on water and public access could still be developed below the existing OHWM.



*At-grade planter working waterfront condition*



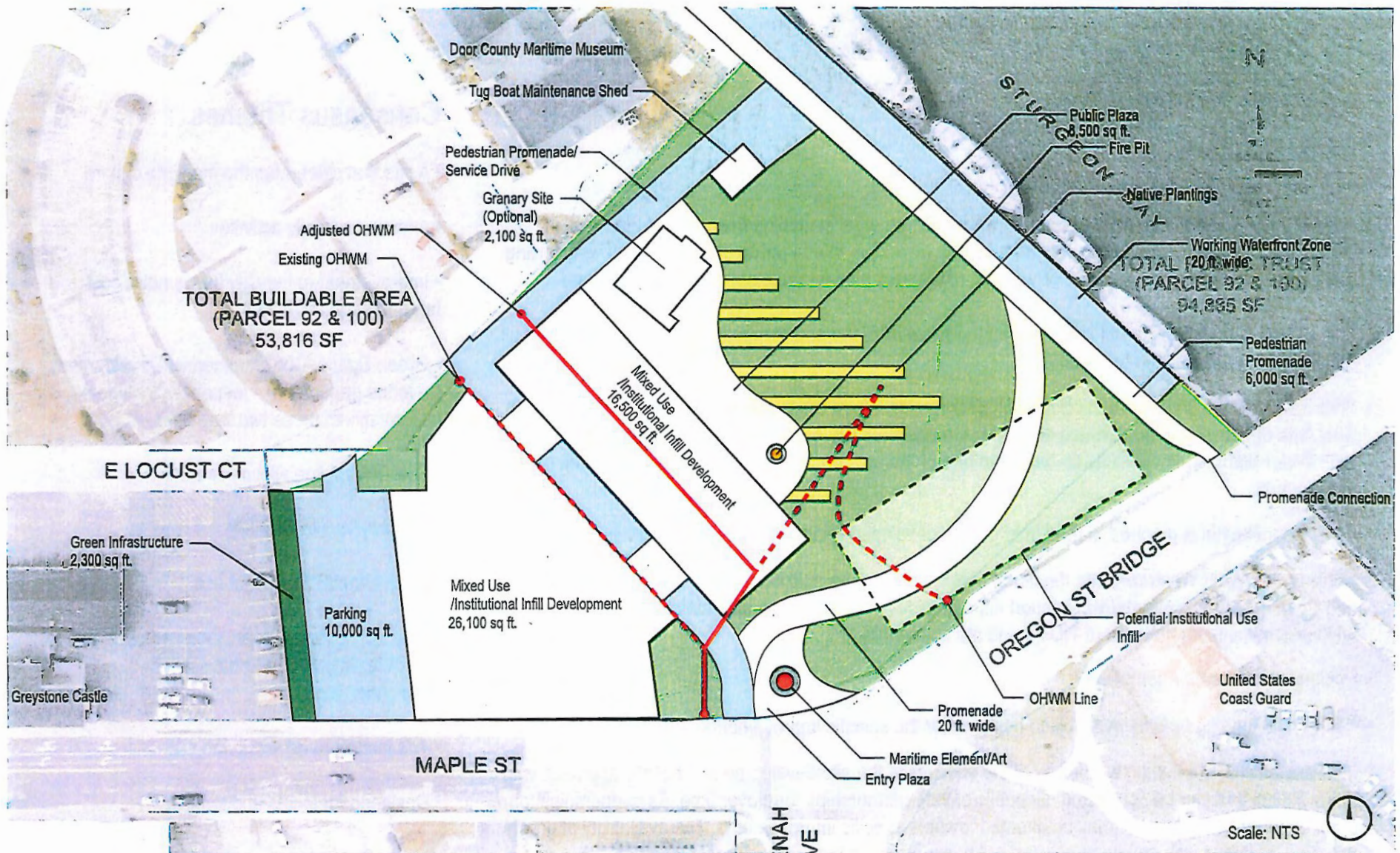
*Seat planter working waterfront condition*



*Elevated edge working waterfront condition*



# Land Use Alternative B





# Next Steps

This wealth of public feedback and information will be instrumental in guiding the future of the West Waterfront site. Here are ideas that range from private developments to public open spaces. The following list highlights a few recommendations that will help to create a plan for development moving forward.

- The Ad-Hoc Committee should take the time to review all of the comments and become familiar with all that the community wishes to accomplish.
- After reviewing the comments, a consensus decision should be made within the Ad-Hoc Committee on what type of use should be pursued on the West Waterfront site given the new limitations and Ordinary High Water Mark. This will likely be based on one of the two land use alternatives developed as part of this process.
- Once a consensus is reached, a road map can be developed to attract such a development to the site.
- Consider the West Waterfront site the donut hole while the area surrounding the site is the donut. Not only do both land use alternatives support economic development at the site, they lay the foundation for additional investment throughout TID #4 and the community.
- Design the Preferred Alternative
- Explore the funding options available to help pay for the specific improvements.
- Incremental implementation will be key of the success of the site development. A holistic approach with many pieces that can be completed as public/private partnerships form over time. As partnerships form, grant opportunities arise that may be directed towards specific improvements. The availability of grants and funding, along with private donations, will help determine the order of implementation.

## Consensus Themes

- A site that celebrates the maritime culture
- A focus on family activities
- Improvement to the City that is not a cost burden to the taxpayers
- Green Space AND Commercial Development (revenue generation) - responses include a healthy mix of these two land uses.
- The OHWM line allows for a balance
- Granary vs. No Granary
- Institutional/Educational use
- Estuary institute, Great Lakes research facility, NOAA facility, wooden boat school, folk school, etc.
- Arts incorporated within the site
- Designed for locals and tourists
- Under three stories



#### Appendix

- A - POLCO Surveys #1 and #2 Results
- B1 - Public Comments
- B2 - Stakeholder Comments and Meeting Notes
- C - Meeting Attendance Sheets
- D - Public Meeting #1
- E - Public Meeting #2

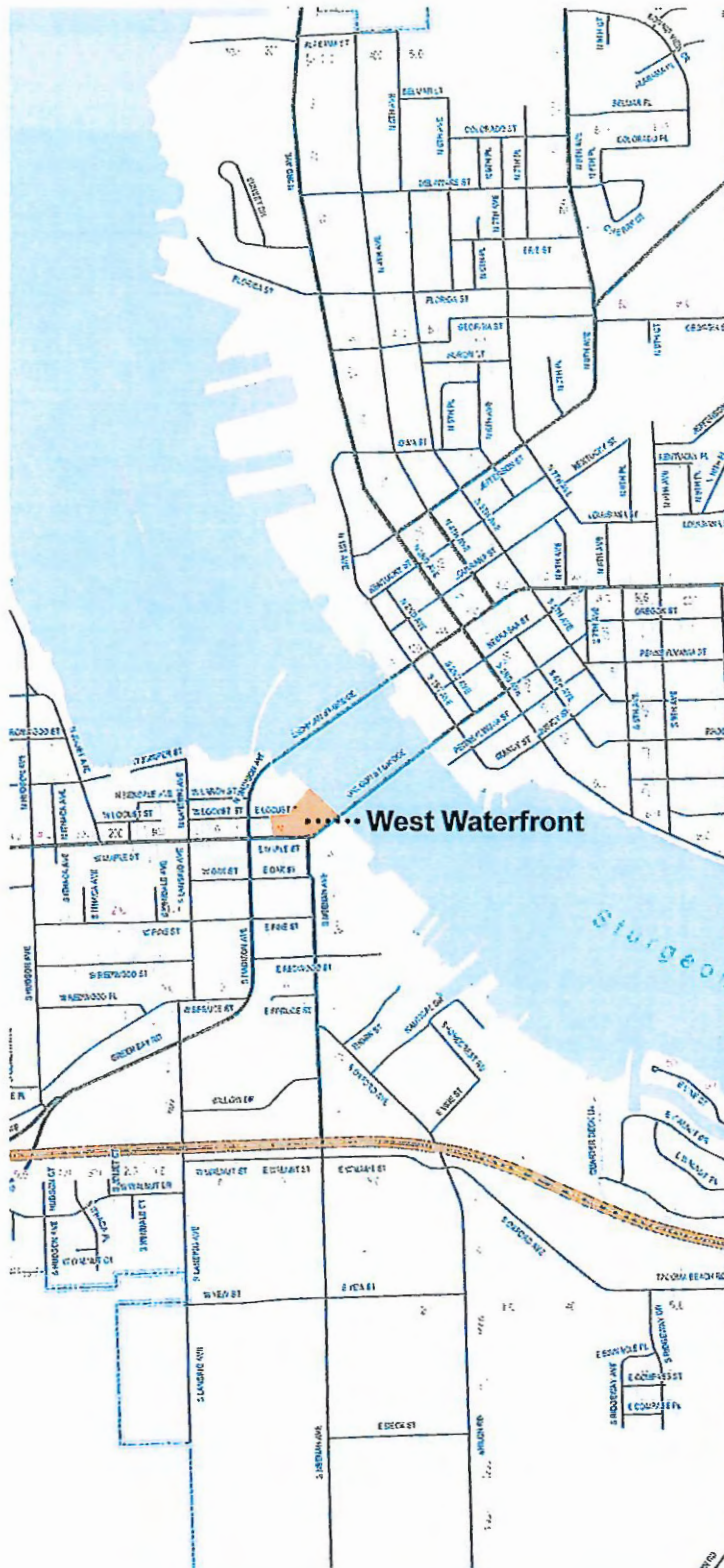


Appendix E

**Summary Document  
for the  
Ad hoc West Waterfront Planning Committee's  
Planning Workshop**

**Facilitated by  
Ed Freer (Graef) and architect Jim Vander Heiden**





# **City of Sturgeon Bay** *Ad Hoc West Waterfront Planning Committee* *Planning Workshop Summary Document*

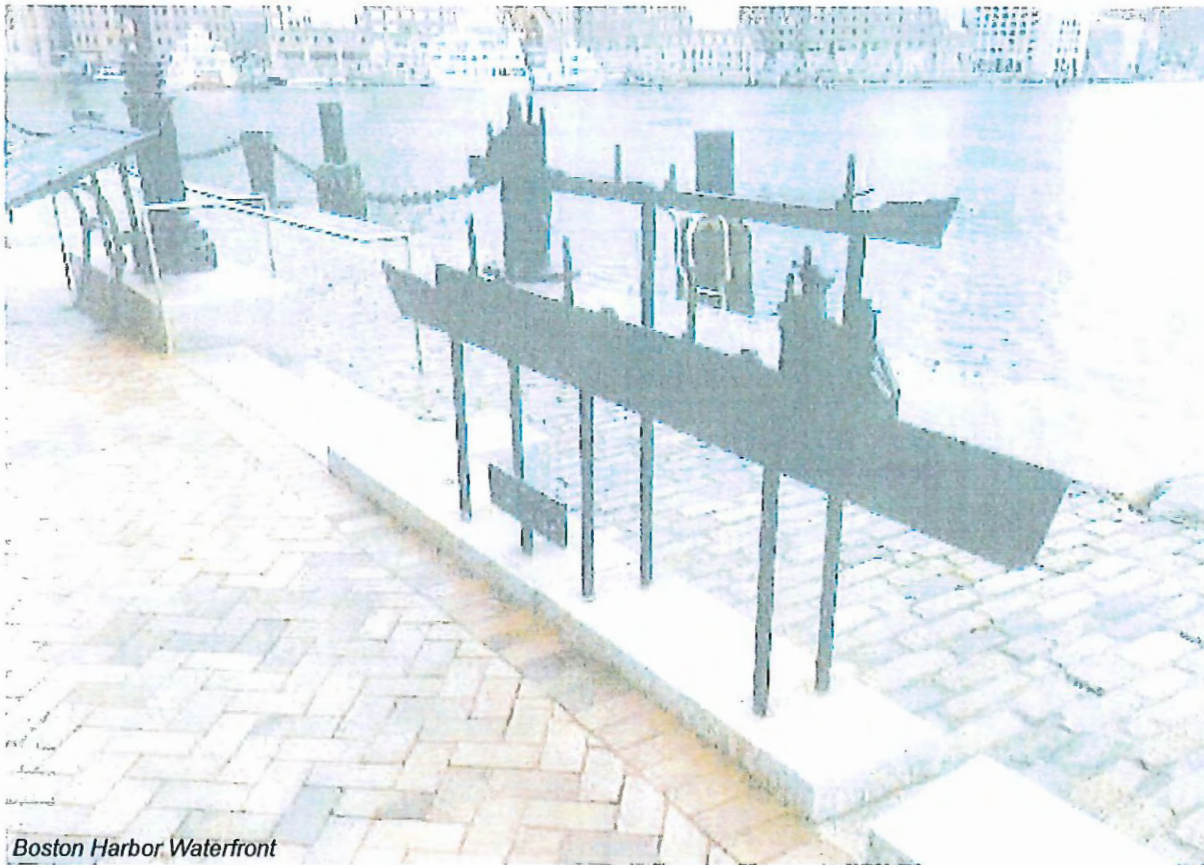
4.26.2019





*Committee members work to strategize development schemes later in the workshop.*





**Sturgeon Bay West Waterfront Redevelopment  
Ad Hoc West Waterfront Planning Committee  
Summary Document for the April 26, 2019 Planning Workshop**

**Committee Members**

Laurel Hauser	Committee Co-Chairperson
Dave Schanook	Committee Co-Chairperson
Caitlin Oleson	Committee Member
Erich Pfeifer	Committee Member
Jim Schuessler	Committee Member
Mark Schuster	Committee Member
Mike Gilson	Committee Member
Ryan Hoernke	Committee Member
Sarah Powers	Committee Member
Stephanie Trenchard	Committee Member

**City of Sturgeon Bay**

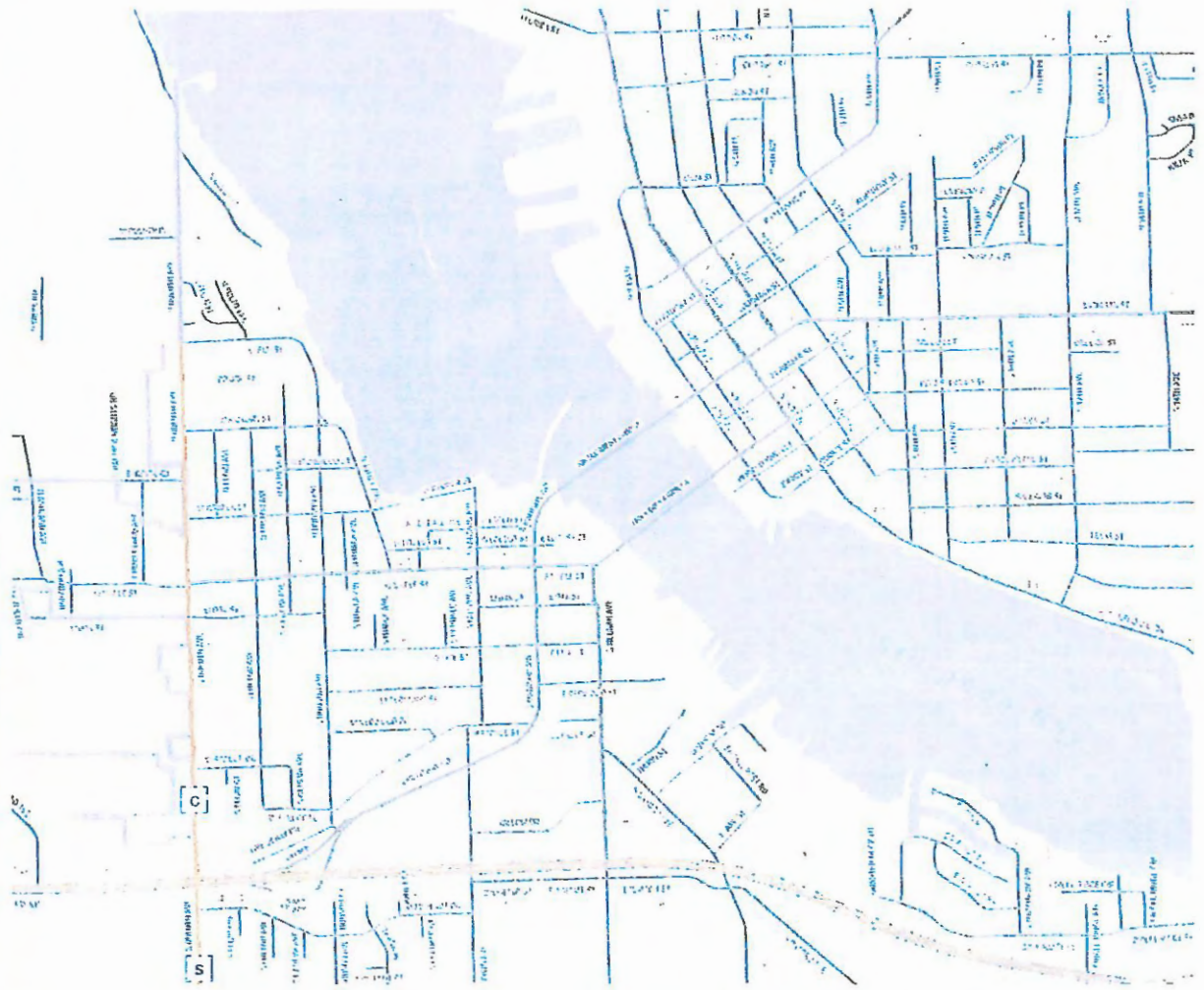
Marty Olejniczak	Community Development Director
Mike Barker	Public Works Director

**Meeting Facilitators**

Ed Freer	GRAEF
James Vander Heiden	Architect



# Introduction



This document is intended to summarize the follow up conversation and thought process by the West Waterfront Ad Hoc Planning Committee in response to the findings provided by the January Public Engagement. The intent is to discuss what was heard, evaluate the ideas shared and create a draft redevelopment scheme based upon the Committee's efforts. The meeting lasted approximately 5.5 hours including time for lunch. The agenda on the opposite page outlines the course of events and the sequence in which they took place.

The conversation was organized in three parts to allow people to:

1. Share their personal reflections over the last thirty days and any reactions to the SEH summary of the January 2019 public outreach,
2. Share what they thought they had heard and develop agreement on a set of principles and goals which would guide the future use of Sturgeon Bay's waterfront and then,
3. Engage in a group exercise to test goals, potential uses and formulate a consensus on the long-term vision for the west waterfront and its re-development potential.

The information is expressed in graphic diagrams, lists of ideas, lists of questions shared and a summary of the outcome of the group exercise.

At the very end of this document is a plan and text summarizing or reflecting a consensus of the many ideas shared by the entire Ad Hoc Committee.



April 26, 2019  
West Waterfront Redevelopment Planning  
Ad Hoc Committee Meeting

## Meeting Begins

- Lunch 11:30am – 12:00pm
- Laurel and Dave Welcome 12:00pm – 12:15pm
- Committee Meeting Goals

## Meeting Introduction

12:15pm – 12:30pm

- Agenda
- Introducing the Facilitators
- Meeting Guidelines
- Planning Assumptions

## What have we learned from public engagement?

12:30pm – 1:30pm

- Key Questions + Discussion

## Waterfront Development Planning Principles

1:30pm – 2:00pm

- Discuss Public and Private Planning Principles

## Visioning Redevelopment:

2:00pm – 3:00pm

Interactive Group Exercise – Game Board  
Apply Principles and Develop Redevelopment Program

- Zone 1: Waterfront Below OHWM
- Zone 2: Property Above the OHWM (Bounded by Oregon St., Maple St., Madison Ave.)
- Zone 3: Immediate Surrounding Neighborhood Blocks (Bordering Oregon St., Maple St., Madison Ave.)

## Consensus on Redevelopment Program

3:00pm – 5:00pm  
(Meeting extended one hour)

- Programming of the West Waterfront
- General Land Use Adjacent to Waterfront
- General Land Use within 5 minute walk
- Density
- Connections

## Adjourn





*Committee members work to strategize development schemes later in the workshop.*

The starting point of the meeting began with a discussion that went around the table to solicit input based on everyone's individual perceptions and knowledge of the West Waterfront.

The following list of ideas and topics summarizes this candid and open discussion of the Ad Hoc Committee Members.

The list also represents the individual committee member aspirations for the West Waterfront. The facilitators had requested that members formulate their thoughts prior to the meeting and share these ideas at the meeting.

Many comments also represent the recollection of input collected at Open House meetings, individual stakeholder meeting input and findings summarized by the various public surveys initiated during January.

These comments formed the basis of our discussion and led to the formalization of waterfront development principals and potential uses of the west waterfront which follow in the remainder of the document.



The following question was distributed to committee members prior to the meeting. It was the response to this question that provided immediate insights into the individuals vision for the future. The following text records the response to the question and is followed by a summary of topics and redevelopment themes by the committee members.

"Projecting into the future, what do you hope your kids, grandkids, future generations will be enjoying at our West Waterfront site? What will put Sturgeon Bay on the map in a memorable way? What will success look like?"

1. *In the future, I hope that the West Waterfront will be a place that celebrates Sturgeon Bay's unique industrial /agricultural history through the investment in public & green infrastructure. I hope that this becomes an inclusive public space that families (local residents and tourists alike) can enjoy any time of day, and time of year.*

*The Steel Bridge, Maritime Museum, Tugs, Granary, Shipyards, are all unique to Sturgeon Bay's character and can be connected through public space on the waterfront. A successful strategy will be one that provides flexible indoor and outdoor open spaces for public engagement, education/ activities and connection. We have all the resources we need right here, right now, to create a world-class destination on our downtown waterfront. I believe that this site, simply by serving as a means of connection, will centralize and brand this downtown waterfront as the heart and soul of Sturgeon Bay.*

2. *A pathway that meanders through works of art that evokes thought about this town and its history and a view of our rich maritime history and waterway. Bike riders and hikers leaving and coming as they explore our rail and ice age trail systems.*
3. *GATEWAY to Sturgeon Bay.*
4. *A vibrant gathering space with multiple things to do including retail, restaurant, museum and relaxation uses.*

*A continuous harbor walk that leads to interesting places -- both public and private -- with great views of the harbor.*

*A place with people in it.*

5. *I envision a public space that's not only welcoming and pleasant and used, but somehow iconic. A place that when people say they're going to Sturgeon Bay, people say, "Have you been to \_\_\_\_\_?"*
6. *A public-private development for all ages with interesting and fun things to see and do while enjoying the waterfront and all it has to offer -- WOW!!!*





*Boston Harbor Waterfront*

7. *Upon arrival in the city, I would hope that one would see a unique vital community gathered around its two downtown bridges. I would want to get a sense of the ancient history per the geography as well as recent history which would include maritime and agricultural references. It should function as a contemporary city with all the modern amenities that I would expect in any other destination city. It would embrace its special geography and show its commitment to the importance of the water.*
8. *I hope there will be a mix of generations and backgrounds enjoying themselves on the public green space with public amenities alongside private mixed-use development. A fantastic park with public amenities, well curated public art, and access points to other trails and walkway routes in the City.*

*Success looks like a jewel/focal point of Sturgeon Bay and a process whereby community members feel heard and included.*

9. *Sturgeon Bay becomes a tourist destination and is no longer a "drive through city" to Door County. The west side development becomes the gateway into Sturgeon Bay and creates a gathering place for all people and provides a road map and connection point to all the activities in the City. The diverse offerings of the entire city builds life lasting memories for all walks of life.*
10. *A mix of usable and accessible public space and private space that offers varying options for activities, gathering and enjoyment throughout the year, and an atmosphere that embodies the community spirit, values, environment and history of Sturgeon Bay with little or no public financial burden created by the investment in the space.*

*A newly developed private space/facility and a well thought public space that draws residents and visitors to the property, surrounding businesses trails and parks. A mixed use of the space that appeals offers a variety of indoor & outdoor activities, public art gallery and sightseeing.*

*Fiscally responsible, mixed use construction commencing within the next 12 months.*





Boston Harbor Waterfront

### Redevelopment Themes

The following are redevelopment themes that were recorded on a flip chart as the Ad Hoc Committee engaged in a "round table" discussion exercise during an interactive portion of the workshop.

1. Become a tourist destination
2. Provide a roadmap to the City and to the overall Region
3. Provide connecting points
4. Foster a mixture of Public/Private relationships
5. Mixture of activities
6. Create landmark public space
7. Develop mixed use – commence within 12 months
8. Develop a pathway through public art
  - a. Art
  - b. Heritage
  - c. Maritime
  - d. Trail Access
  - e. Recreation
9. Create an iconic public destination – A draw for the region
10. Create vibrant space
11. Develop continuous walkway, particularly along the water
12. Establish a successful place with people in it and where people want to be
13. Create gateway to Sturgeon Bay and Downtown
14. Create interactive maps, trail head to the rest of the city
15. Feature history, such as the railroad, agriculture, geography plus the surrounding water
16. Foster public/private development for all ages
17. Promote mixture of generations
18. Create jewel of the City
19. Establish a (West Public Space)
  - a. Maritime History
  - b. Granary History
  - c. Connections
20. Create more than a park
21. Provide more than lawn/turf
22. Lack of broader public support for the Granary (Surprise)
23. Public support of private development in the community (Surprise)
24. Understand the importance of space to everybody!!!
25. Earlier plan was thrown under the bus (Surprise)
26. Overwhelming support for development
27. Provide more permeability
28. Discovered how few people understand finance/funding/tax
29. Surprised at participation (high number of survey results)
30. Surprised at splits/divides among people supporting
  - a. Tugs
  - b. Granary
31. Maximize program flexibility



# Planning Principals

Avoid creating walls and lack of visual access.



Orthogonal patterns promote access to the water.



Internalized focus on redevelopment.



Leverage redevelopment beyond waterfront.



## Principles and Goals

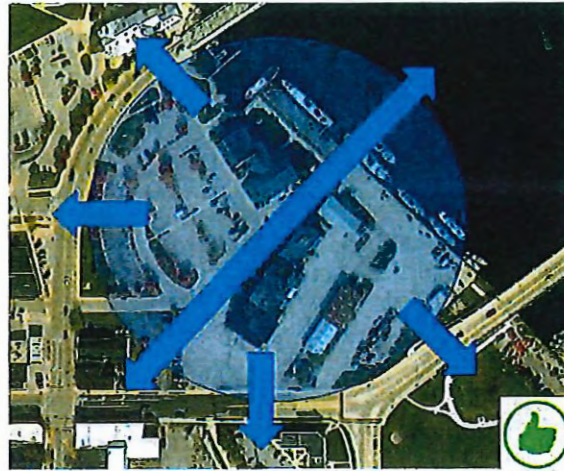
The images and list below represent planning principles endorsed by the Committee and goals adopted based on feedback from the community. The Committee recommends that these principles and goals be used to evaluate and assess future development and design options.

### Principles

1. Site needs to be economically sustainable
2. Improvements honor the heritage of the City
3. Design must be family friendly
  - a. Multi-generational
  - b. Flexible programs
4. Integrate different forms of public art
5. Promote a designated design intent and the determined aesthetic qualities
6. Create a community buzz (social energy within the community)
7. Foster a sense of community pride
8. Strengthen the urban intensity on the West Waterfront and promote business activity.
9. Incorporate green infrastructure and building practices on-site and use native plantings.



Maximize connections.



Regional trail connections.



Diverse land use and flexibility in programming.



## Goals for Economic Sustainability

1. Support tourism vision of the City
2. Create an additional community recreational resource
3. Foster a Downtown housing initiative
4. Enhance academic partnerships, establishing a water resource hub
5. Create a cultural district
6. Re-energize the west side of the Downtown District
7. Embrace waterfront history, working waterfront, tug boat operation, Granary, shipbuilding industry.



# Aerial Base Developed for Group Game Board Exercise



The project area was subdivided into two zones with the addition of a third zone defined by proximity within a five minute walk to the water's edge. The intent was to discuss programmatic opportunities immediately adjacent to the waterfront and then understand the synergistic uses immediately within the area defined by Maple Street and Madison Avenue. Equally important was understanding how public investment and its catalytic effect could be successfully leveraged deeper into the former Sawyer downtown district.



The three zones were defined as the following:

**Zone 1:** The linear 60 foot wide upland strip of land parallel to the shoreline between the two bridges. Public access and water dependency are critical in this area.

**Zone 2:** The immediate area adjacent to the waterfront zone, Maritime Museum and area defined by the surrounding streets of Madison Avenue, Maple Street and Oregon Street Bridge.

**Zone 3:** This zone was introduced into the discussion to broaden the conversation to identify larger investment opportunities that could leverage the waterfront improvements but more importantly identify long term economic return and revenue generation strategies. It was also important to realize the magnitude of opportunities within a five-minute walk of the actual waterfront.

The following list identifies programmatic and land use opportunities for consideration within each of the specific zones.

## Zone 1

- Reduce tug boat dockage to 175 - 200'
- Limit working yard for the tug boats
- Limit fueling for the tug boats
- Tiered waterfront edge
- Create opportunity for temporary mooring of "show" vessels
- Consistent promenade
- Featured element/overlook at water's edge
- Provide some sort of limited extent transient dockage at water's edge
- Connect the path from Sawyer Park to Bayview Park and incorporate Ahnapee and Ice Age Trail signage

## Zone 2

- Honor the axis to the waterfront
- Create large public gathering space
- Develop along the axis, these become opportunity zones
- Private development on E. Locust Ct.
- Art as focal point
- Public Art at street views and gateways
- Sawyer Park gets children's area
- New location for the Granary
- Address provision of parking for existing and new uses

## Zone 3

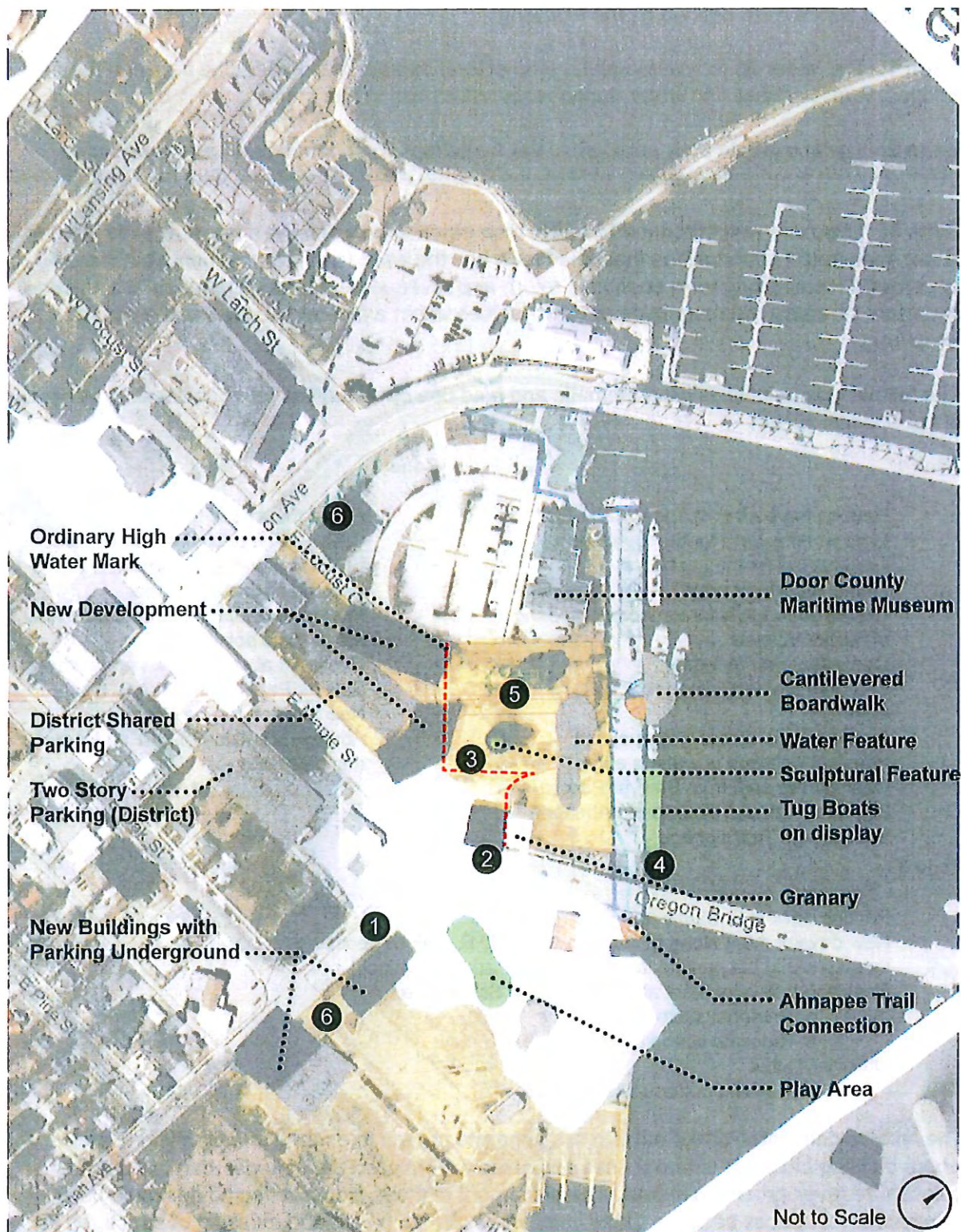
- Parking deck in E. Maple and E. Oak St. Block
- New development along S. Neenah Ave. and E. Oak St. (possibly located within the parking lots for Sawyer Park boat launch)
- Residential development at the West Side School site
  - a. Preserve skate park
  - b. Relocate softball field
- Other infill sites
  - a. Housing opportunities

The Ad Hoc committee broke out into two separate groups to engage in a planning exercise where building blocks of different uses and sizes were placed on an aerial map to illustrate potential redevelopment scenarios. The placement of these blocks reflected desirable uses, the creation of spaces between these uses, approximate height and massing of structures and the relationships to the neighborhood fabric and the waterfront itself. The exercise attempted to demonstrate the application of the waterfront development principals while exploring the best placement of the most desirable programmatic uses.

The following pages, illustrate and annotate the uses and features of two redevelopment alternatives that were developed during a two-hour game board programming exercise. It is interesting to point out the similarity of the outcomes for each of the alternatives which were created independently of each other.



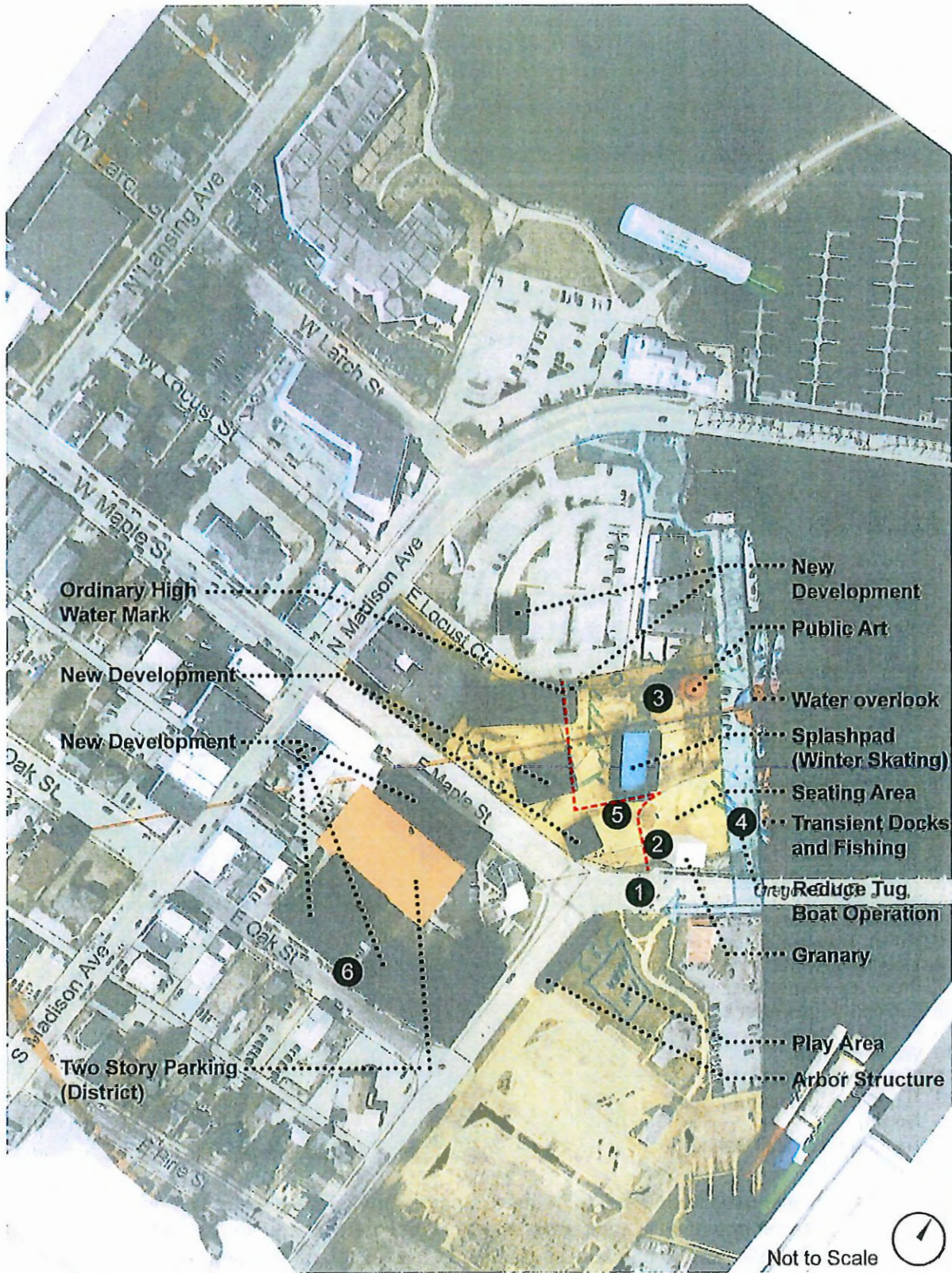
## Team #1 Alternative



- 1 New infill development creating an entry corridor to the site.
- 2 Placement of Granary becoming gateway feature with new development in front of it. (Neenah Ave. + Oregon St. Bridge)
- 3 Integrate public art throughout the site as focal points and story telling experiences.
- 4 Reduce tug presence scaled back and used as interpretive feature not as a working yard.
- 5 Multi-programmed and multi generational space.
- 6 Use infill to screen parking and to define the edge of space.

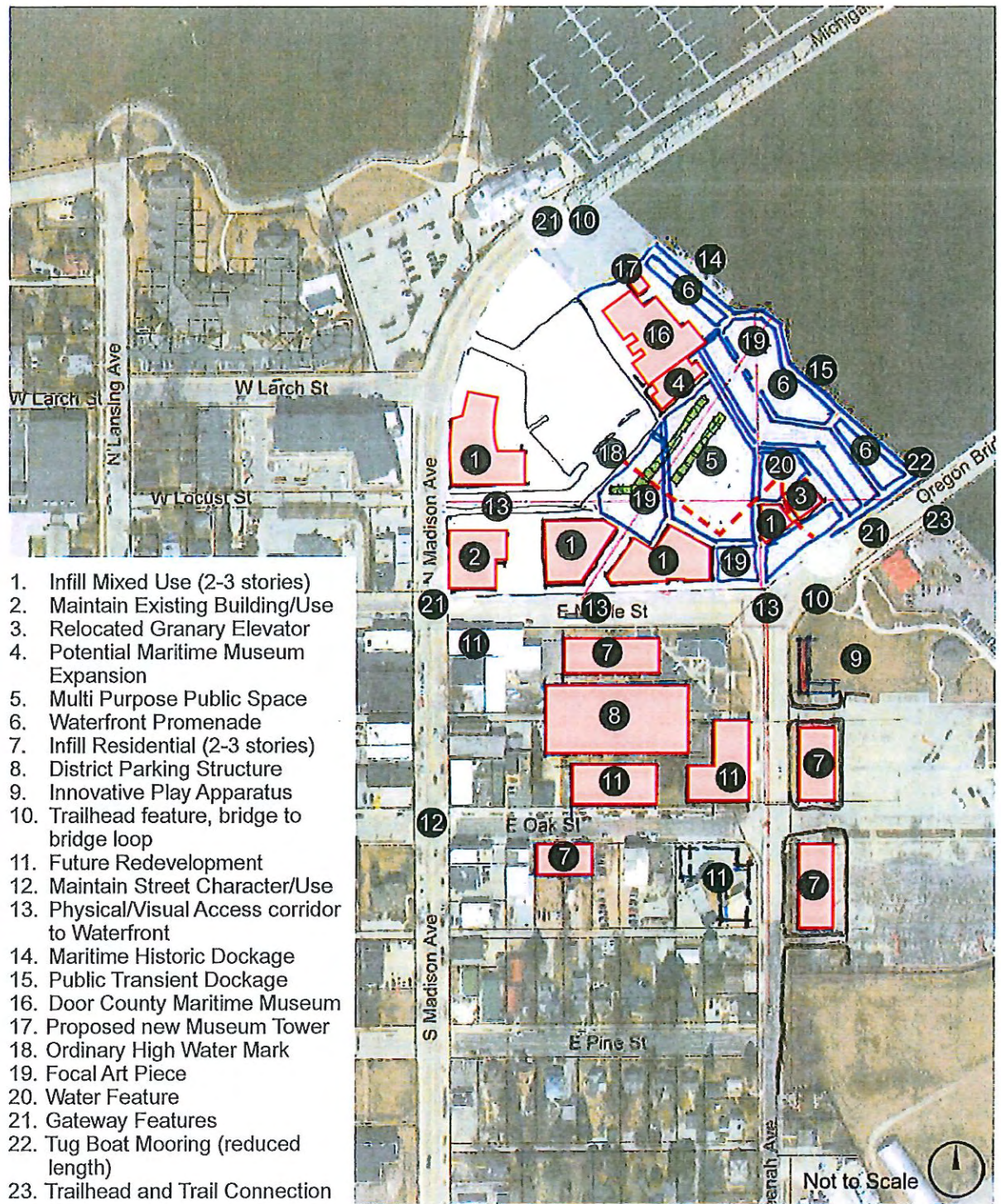


# Team #2 Alternative



- ① Define street edge and contain the park
- ② Placement of Granary becoming gateway feature. (Neenah Ave. + Oregon St. Bridge)
- ③ Integrate public art throughout the site as focal points and story telling experiences.
- ④ Reduce tug boat operation and introduce transient dockage and fishing access.
- ⑤ Multi-programmed and multi generational space.
- ⑥ Introduce more housing options into the district with higher density development.





The resulting Consensus Plan 04.26.2019 on this page combines the collective ideas shared on potential redevelopment infill, capitalizes on key sight lines to the water, as well as physical access to the site, and honors candid discussions on the reuse and placement of the granary. It modifies the tug boat's presence on the waterfront becoming an interpretive element only. It maximizes screening by introducing the placement of infill buildings along waterfront parking lots and encourages maximum connectivity to regional trails and the adjacent neighborhood fabric. The uses are all numerically keyed in and listed in the legend.

Please note that this plan and the workshop assumes that the OHWM is as currently delineated by the DNR.



The graphic highlights the ability to engage the waters edge, create public space, strategically locate infill, connect with the adjacent urban fabric and honor key sight lines and physical access.

The plan identifies a number of sites in Zone 3 (outside the waterfront parcels) that are proposed for infill development or redevelopment. It is not necessary that new development occur on all of the proposed sites for the success of implementing the plan. It shows the potential for various sites where more intensive use could benefit the West Side area.

Many of the proposed uses and new buildings are on properties that are not controlled by the City. It is not the intent of the Ad Hoc West Waterfront Planning Committee that eminent domain be used to acquire such sites. Rather, the City should encourage property owners to pursue new developments and/or work cooperatively to acquire the sites.

## What's next short term?

To move this plan forward there are other action items that need to be considered to maintain momentum of the West Waterfronts redevelopment.

1. The Ad Hoc Committee needs to create a narrative to further explain the components of the plan.
2. Ad Hoc Committee to present recommendations to Council.
3. Verify that the development agreement between the City and Sturgeon Bay Historical Society for the grain elevator can be amended to address the proposed new location, including impact on status as a landmark building, cost ramifications, soils/foundation requirements, and ability to place new building adjacent to or connected to the grain elevator.
4. Verify that Selvick Marine Towing is able to effectively operate its tug fleet with less dockwall space and tighter restrictions. Modify plan as needed and clarify minimum operational requirements.
5. Verify the plans for the relocation of the ATC overhead utility lines into buried vault structures are compatible with the plan.
6. Develop a West Waterfront District Plan and coordinate with the updating of the city's Comp Plan. This plan would start identifying the public improvements in the project area.
7. Following the appropriate endorsements of the District Plan the City should pro actively prepare a Developer RFP.
8. Using previously awarded stewardship grants, complete the promenade portion of the public improvements in order to build momentum for overall redevelopment.



**GRÄEF**



## STURGEON BAY, WI WEST WATERFRONT REDEVELOPMENT

### GOALS & PRINCIPALS

1. Assure overall project is economically sustainable.
2. Incorporate family-friendly and multi-generational public facilities with the ability for flexible programming.
3. 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).
4. Integrate different forms of public art and promote intentional design and aesthetic qualities.
5. Create a community buzz (social energy within the community) and foster a sense of community pride.
6. Strengthen the urban intensity on the west waterfront and promote commercial activity.
7. Incorporate green infrastructure and building practices and use native plantings.
8. Support tourism.
9. Create an additional community recreational resource, especially a trail hub for the Ahnapee State Trail and Ice Age Trail.
10. Foster downtown housing initiatives and alternatives.
11. Seek to enhance academic partnerships whenever possible, particularly the establishment of a water resource hub or National Estuarine Research Reserve facility.
12. Create/maintain view corridors to the water and promote and strengthen access to public areas.



VIEW FROM NORTH