



# STURGEON BAY

COMPREHENSIVE PLAN 2040

ADOPTED: OCTOBER 20, 2020



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# INTRODUCTION



## PURPOSE OF THIS PLAN

This 2040 Comprehensive Plan (Plan) is intended to help the City guide short-range and long-range growth and development. The purposes of this Comprehensive Plan are to:

- Identify areas appropriate for redevelopment and preservation over the next 20 years;
- Recommend appropriate types of land use for specific areas in the City;
- Preserve and enhance natural resources in and around the City;
- Direct redevelopment plans and concepts for targeted focus areas;
- Identify needed transportation and community facilities to serve future land uses;
- Direct housing and commercial investments in the City; and
- Provide detailed recommendations to implement Plan goals and vision.

The Plan is organized into chapters that specifically address each of the nine elements required by the State of Wisconsin. These elements make up the chapters of this plan. Each chapter presents an outline of the City's goals, objectives, and policies on the element it is addressing. These documented policies are the basis for the programs and recommendations that are presented at the end of each chapter. Background information presenting existing conditions, descriptions of relevant plans, and analysis of key demographic data on each element are included in the Data Inventory and Analysis found in Appendix A.

The final chapter of the Plan document (Implementation) indicates proposed strategies and implementation timelines to ensure that the recommendations presented in this Plan become a reality.

## PLANNING PROCESS

This Comprehensive Plan is being prepared under the State of Wisconsin's comprehensive planning legislation, adopted in 1999 and contained in §66.1001, Wisconsin Statutes. This Plan meets all of the statutory elements and requirements of the comprehensive planning law.

In order to provide sound public policy guidance, a comprehensive planning process should incorporate inclusive public participation procedures to ensure that final Plan recommendations reflect a broadly supported vision for the community. In August 2019, at the outset of this planning process, the City Council

### *Plan Adoption Process*

Preparation of a comprehensive plan is authorized under §66.1001, Wisconsin Statutes. Before adoption, a Plan must go through a formal public hearing and review process. The Plan Commission adopts by resolution a public hearing draft of the Plan and recommends that the Common Council enact an ordinance adopting the Plan as the City's official Comprehensive Plan.

Following Plan Commission approval, the Common Council holds a public hearing to discuss the proposed ordinance adopting the Plan. Copies of the public hearing draft of the Plan are forwarded to a list of local and state governments for review. A Class 1 notice must precede the public hearing at least 30 days before the hearing. The notice must include a summary of the Plan and information concerning where the entire document may be inspected or obtained. The Council may then adopt the ordinance approving the Plan as the City's official Comprehensive Plan.

This formal, well-publicized process facilitates broad support of plan goals and recommendations. Consideration by both the Plan Commission and Common Council assures that both bodies understand and endorse the Plan's recommendations.

adopted the City's public participation plan by resolution. A public workshop was held in October 2019 and Plan consultants provided updates on the process at numerous Plan Commission meetings, which were noticed and open to the public. The planning also included two public input workshops, including a Vision Workshop in November 2019 and a Target Planning Area Workshop in February 2020. The recommendations in this Plan, informed by input from the public, elected officials and City staff, are generally consistent with other adopted local and county plans, long-standing state and regional policies, and sound planning practices. Key findings from the public participation process can be found in Chapter One of this Plan.

## THE PLANNING AREA AND REGIONAL CONTEXT

Map 1, found on page 24 of the Plan, shows the relationship of the City to neighboring communities in the region. The City encompasses approximately 10 square miles of land. The City is located at the heart Door County, roughly 45 miles northeast of Green Bay. The Plan includes land use considerations and recommendations for the City boundary as well as the Extraterritorial Jurisdictional area of one and half miles outside of the City.

## GOALS, OBJECTIVES, POLICIES, PROGRAMS, AND RECOMMENDATIONS

Each subsequent chapter of the Plan includes goals, objectives, policies, programs, and recommendations that will provide direction and policy guidance to Plan Commission members, City Council members, residents, and other interested groups and individuals for the next 20+ years. Goals, objectives, policies, programs, and recommendations are defined below:

**GOALS** are broad, advisory statements that express general public priorities about how the City should approach development issues. Goals are based on key issues and opportunities that are affecting the City.

**OBJECTIVES** more specifically identify future direction. By accomplishing an objective, the City moves closer to achieving its goals.

**POLICIES** are rules or courses of action implemented to achieve specific objectives. City staff and officials should use policies on a day-to-day basis when making decisions.

**PROGRAMS** are specific projects or services that are intended to move the City toward achieving its goals, objectives, and policies.

**RECOMMENDATIONS** provide detailed information regarding how to implement objectives, policies, and programs.

## ORGANIZATION OF THIS PLAN

The remainder of this Plan is presented in ten chapters addressing topics from housing, to transportation, to land use and intergovernmental cooperation. Aside from the first and last chapters, each chapter includes a goal or goals, objectives, policies, and outlines recommendations. Appendix A, which includes a detailed inventory and analysis of data, background information, and existing conditions in the City was referenced to develop the content of each Plan chapter. The chapters include:

1. ISSUES AND OPPORTUNITIES

2. NATURAL RESOURCES, ENVIRONMENTAL SUSTAINABILITY, AND AGRICULTURE

3. CULTURAL RESOURCES AND COMMUNITY IDENTITY

4. HOUSING

5. TRANSPORTATION

6. ECONOMIC DEVELOPMENT

7. LAND USE

8. UTILITIES AND COMMUNITY FACILITIES

9. INTERGOVERNMENTAL COOPERATION

10. IMPLEMENTATION

APPENDIX A: DATA INVENTORY AND ANALYSIS



## GLOSSARY OF PLANNING DOCUMENT TERMS

**COMPACT DEVELOPMENT:** Compact Development promotes the development of buildings, parking areas, streets, driveways, and public spaces in a way that maximizes proximity and connectivity and facilitates alternative transportation options.

**COMPLETE STREETS:** Complete Streets are streets designed and operated to enable safe use and support mobility for all users. Those include people of all ages and abilities, regardless of whether they are traveling as drivers, pedestrians, bicyclists, or public transportation riders. Complete Streets approaches vary based on community context. They may address a wide range of elements, such as sidewalks, bicycle lanes, bus lanes, public transportation stops, crossing opportunities, median islands, accessible pedestrian signals, curb extensions, modified vehicle travel lanes, streetscape, and landscape treatments.

**INFILL DEVELOPMENT:** Infill Development takes place on vacant or underutilized parcels within an area that is already developed and has access to existing urban services.

**OFFICIAL MAP:** An Official Map is a legally adopted map that shows the location and width of existing and proposed streets, public facilities, parks, open space, and drainage rights-of-way. Cities, villages, and towns may adopt official maps. See Wis. Stat. §§ 62.23(6) and 60.61(2)(e).

**TRAFFIC CALMING:** Traffic Calming involves the use of physical devices such as speed bumps, raised intersections, road narrowing, medians, and central islands to slow traffic speeds near schools and residential areas.

# CHAPTER 1: ISSUES AND OPPORTUNITIES

# 1







# CHAPTER 1: ISSUES AND OPPORTUNITIES

1

A detailed overview of demographic trends and background information for the City can be found in the Data Inventory and Analysis appendix to this Plan. This information provides an understanding of the changes taking place in the City of Sturgeon Bay. Data analysis includes population, household and employment trends and forecasts, age distribution, educational attainment levels, and employment and income characteristics. This material was prepared amid the COVID-19 pandemic, which had immediate impacts on virtually all sectors of the national economy. This document was prepared with the best information available, recognizing that economic conditions will continue to fluctuate.

## KEY ISSUES AND OPPORTUNITIES

### Population

Since 2000, the City of Sturgeon Bay has experienced approximately no population change. Door County and multiple neighboring communities experienced similar trends over the past 20 years. However, this does not reflect overall state trends where many communities experienced sustained growth between 2000-2010 and following the Great Recession, experienced very little or no growth for the majority of the last decade. To note, these figures do not account for seasonal population, only permanent residents.

**Figure 1. Regional Comparison: Population Trends, 1970 - 2017**

	1970	1980	1990	2000	2010	2017*	2000-2010 Change	2010-2017 Change
<b>City of Sturgeon Bay</b>	<b>8,847</b>	<b>9,176</b>	<b>9,437</b>	<b>9,144</b>	<b>9,467</b>	<b>0%</b>	<b>3%</b>	<b>-3%</b>
<b>Village of Egg Harbor</b>	<b>238</b>	<b>183</b>	<b>250</b>	<b>201</b>	<b>207</b>	<b>-21%</b>	<b>3%</b>	<b>22%</b>
<b>Village of Ephraim</b>	<b>319</b>	<b>261</b>	<b>353</b>	<b>288</b>	<b>288</b>	<b>-23%</b>	<b>0%</b>	<b>-1%</b>
<b>Village of Forestville</b>	<b>455</b>	<b>470</b>	<b>429</b>	<b>430</b>	<b>427</b>	<b>0%</b>	<b>-1%</b>	<b>7%</b>
<b>Village of Sister Bay</b>	<b>564</b>	<b>675</b>	<b>886</b>	<b>876</b>	<b>966</b>	<b>8%</b>	<b>9%</b>	<b>-23%</b>
<b>Town of Sturgeon Bay</b>	<b>863</b>	<b>895</b>	<b>865</b>	<b>818</b>	<b>826</b>	<b>-5%</b>	<b>1%</b>	<b>3%</b>
<b>Town of Nasewaupee</b>	<b>1,899</b>	<b>1,798</b>	<b>1,873</b>	<b>2,061</b>	<b>2,441</b>	<b>23%</b>	<b>16%</b>	<b>-19%</b>
<b>Town of Sevastopol</b>	<b>2,520</b>	<b>2,552</b>	<b>2,667</b>	<b>2,628</b>	<b>2,743</b>	<b>3%</b>	<b>4%</b>	<b>0%</b>
<b>Door County</b>	<b>25,029</b>	<b>25,690</b>	<b>27,961</b>	<b>27,785</b>	<b>28,650</b>	<b>2%</b>	<b>3%</b>	<b>-1%</b>
<b>Wisconsin</b>	<b>4,705,767</b>	<b>4,891,769</b>	<b>5,363,675</b>	<b>5,686,986</b>	<b>5,843,443</b>	<b>8%</b>	<b>3%</b>	<b>2%</b>

\*Source: WisDOA 2019 Population Projections.  
Source: U.S. Census Bureau, 1980-2010 Census.



Figure 2 shows thirteen of the twenty different population projection scenarios that were derived using a variety of methodologies:

- Linear Growth Rate 1980-1990, 1980-2000, 1980-2010, 1980-2019, 1990-2000, 1990-2010, 1990-2019, 2000-2010, 2000-2019, and 2010-2019. These projections were calculated using the average annual population change over the time period and projecting that rate forward to 2040. The average annual population change for the various time periods ranged from losing an average of 29 residents per year to growing by an average of 36 residents per year.
- Compounded Percentage Rate 1980-1990, 1980-2000, 1980-2010, 1980-2019, 1990-2000, 1990-2010, 1990-2019, 2000-2010, 2000-2019, and 2010-2019. These estimations are determined utilizing the annual average percentage change over the time period and extrapolating that rate forward to 2040. The average annual percentage change for over these time periods ranged from -0.3% change to +0.4% change.

Based on this methodology, it is projected that the City of Sturgeon Bay's population will be between 8,852 – 10,279 in 2040, a range of between a total decrease of 615 residents and an increase 812 residents. Considering the wide range of population projection scenarios, the City will use the compounded growth rate projection between 1980-2019 to calculate future households and land use. The 9,831 projected 2040 population was chosen because it represents a modest total population change that considers both growth and decline over the past 40 years. To note, the previous comprehensive plan's projected 2030 population was 9,873, which exceeds this plan's 2030 population projection of 9,656. The difference is a result of the stagnant population totals experienced in the City since 2000.

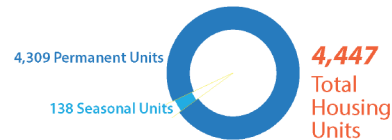


**Figure 2. Population Projection Scenarios, 2019-2040**

	<b>2019**</b>	<b>2020</b>	<b>2025</b>	<b>2030</b>	<b>2035</b>	<b>2040</b>	<b>2019-2040 Change</b>
<b>Linear Growth 1980-2000*</b>	9,467	9,497	9,644	9,792	9,939	10,087	620
<b>Linear Growth 1980-2019*</b>	9,467	9,483	9,562	9,642	9,721	9,801	334
<b>Linear Growth 1990-2010*</b>	9,467	9,465	9,457	9,449	9,441	9,433	-34
<b>Linear Growth 1990-2019*</b>	9,467	9,477	9,527	9,577	9,628	9,678	211
<b>Linear Growth 2000-2019*</b>	9,467	9,469	9,476	9,484	9,492	9,500	33
<b>Linear Growth 2010-2019*</b>	9,467	9,503	9,682	9,862	10,041	10,221	754
<b>Compounded Growth 1980-2000*</b>	9,467	9,499	9,658	9,820	9,985	10,152	685
<b>Compounded Growth 1980-2019*</b>	9,467	9,484	9,570	9,656	9,743	9,831	364
<b>Compounded Growth 1990-2010*</b>	9,467	9,465	9,457	9,449	9,441	9,432	-35
<b>Compounded Growth 1990-2019*</b>	9,467	9,477	9,529	9,582	9,634	9,687	220
<b>Compounded Growth 2000-2019*</b>	9,467	9,469	9,477	9,484	9,492	9,500	33
<b>Compounded Growth 2010-2019*</b>	9,467	9,504	9,692	9,884	10,079	10,279	812
<b>WisDOA Population Projection</b>	9,467	8,920	8,915	8,800	8,475	8,015	-1,452
<p><i>*Source: U.S. Census Bureau, 1980-2010 Census.</i></p> <p><i>**Source: Wisconsin Department of Administration, 2019 population estimate.</i></p> <p><i>Source: Wisconsin Department of Administration, 2013 population estimate.</i></p> <p><i>1. Extrapolated based on the average annual population change over the given years.</i></p> <p><i>2. Extrapolated based on the average annual percent change over the given years.</i></p>							

### Sturgeon Bay Permanent and Seasonal Population “At a Glance”

Permanent Population in 2000: **9,437**



Permanent Population in 2010: **9,144**



Permanent Population in 2019: **9,467**



Since 2000, it is estimated that the seasonal homeowner population in the City has nearly doubled from 138 dwelling units to 260 dwelling units. This is also evident in the total number of housing units in the City increasing between 2000-2010 despite a decline in population over that time. Additionally, assuming that the average household size for a seasonal dwelling unit is 2 (based on City’s existing person per household average), the total seasonal population has increased from approximately 276 in 2000 to nearly 600 in 2019.

**Figure 3. Seasonal Population Projections, 2000-2019**

	2000	2010	2019**
<b>Permanent Population</b>	<b>9,437</b>	<b>9,144</b>	<b>9,467</b>
<b>Persons Per Household</b>	<b>2.30</b>	<b>2.07</b>	<b>2.00*</b>
<b>Total Housing Units</b>	<b>4,447</b>	<b>4,903</b>	<b>5,051</b>
<b>Permanent Housing Units (total - seasonal)</b>	<b>4,309</b>	<b>4,659</b>	<b>4,753</b>
<b>Seasonal Units (vacant housing for seasonal or recreational use)</b>	<b>138</b>	<b>244</b>	<b>298</b>
<b>Percent Seasonal Units</b>	<b>3%</b>	<b>5%</b>	<b>6%</b>
<b>Total Households</b>	<b>4,048</b>	<b>4,288</b>	<b>4,474</b>
<b>Estimated Seasonal Population (assuming 2 ppl per HH for seasonal)</b>	<b>276</b>	<b>488</b>	<b>596</b>
<b>Estimated Total Peak Population (permanent + seasonal populations)</b>	<b>9,713</b>	<b>9,632</b>	<b>10,063</b>
*Source: U.S. Census Bureau, 2014-2018 American Community Survey 5-Year Estimates.			
**Source: WisDOA 2019 Projected Population.			
Source: U.S. Census Bureau, 2000-2010 Census.			

### Housing

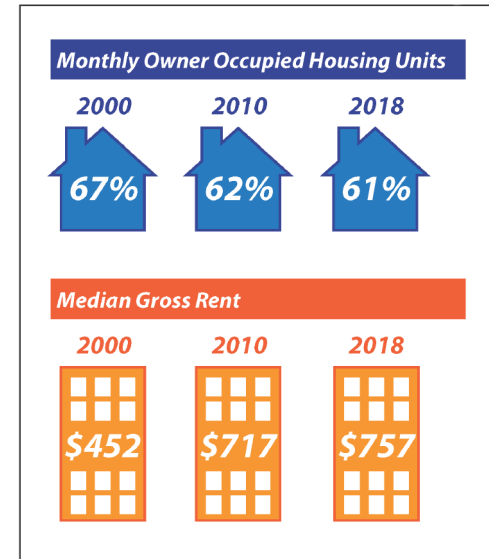
Availability of attainable, affordable, and diverse housing options is a key issue facing Sturgeon Bay and many communities into the future. Housing, land, and construction costs are increasing while market tastes and demands are changing. A comparison of median home values and median gross rent as seen in Figure 4 further supports the affordability of Sturgeon Bay’s existing housing stock. However, 30 percent of Sturgeon Bay’s residents are housing cost burdened, as defined by the US Department of Housing and Urban Development. This means they pay more than 30% of their income on housing.

While Sturgeon Bay's housing quality and affordability are currently seen as assets for the community, increasing housing options and diversifying housing type will be essential to attracting new residents, further meeting the needs of existing residents, and providing more affordable and attainable options.

As Figure 4 shows, Sturgeon Bay has the largest mix of owner-occupied and rental housing in the region. Increasing this mix will help diversify options that appeal to people in different situations and phases of life. Rental options are particularly appealing to young people who are not ready for homeownership as well as older residents looking to transition from the responsibilities of homeownership to more flexible options. The form of rental housing can vary from apartments to townhomes and duplexes, and all new development should be compatible with the character of the region.

Sturgeon Bay's lower vacancy rate compared to other communities in the regions indicates that Sturgeon Bay is home to more permanent residents than other Door County communities. This is a key factor in Sturgeon Bay's place as the full-service community in the county and suggests that its economy is a stronger balance of seasonal, tourism, and year-round employment.

#### Housing Affordability "At a Glance"



**Figure 4. Regional Comparison: Household Characteristics, 2000 - 2018**

	Percent Owner-Occupied Housing Units			Percent Housing Units Vacant			Median Gross Rent			Median Value of Owner-Occupied Units		
	2000	2010	2018	2000	2010	2018	2000	2010	2018	2000	2010	2018
City of Sturgeon Bay	67%	62%	61%	9%	13%	13%	\$452	\$717	\$757	\$89,700	\$138,400	\$142,000
Village of Egg Harbor	82%	75%	83%	78%	85%	82%	\$620	\$848	\$717	\$262,500	\$275,000	\$337,000
Village of Ephraim	88%	86%	89%	80%	79%	78%	\$506	\$613	\$581	\$225,000	\$316,700	\$387,500
Village of Forestville	81%	80%	71%	10%	11%	9%	\$502	\$425	\$738	\$79,300	\$128,900	\$118,000
Village of Sister Bay	61%	58%	60%	53%	66%	70%	\$634	\$628	\$881	\$200,000	\$246,000	\$252,000
Town of Sturgeon Bay	89%	90%	87%	34%	43%	40%	\$511	\$758	\$593	\$127,200	\$218,100	\$236,000
Town of Nasewaupée	90%	89%	94%	41%	45%	48%	\$454	\$754	\$717	\$123,000	\$159,500	\$192,400
Town of Sevastopol	88%	88%	92%	31%	39%	39%	\$557	\$697	\$875	\$157,300	\$273,100	\$275,300
Door County	79%	78%	78%	40%	48%	47%	\$481	\$695	\$770	\$120,800	\$189,500	\$207,100
Wisconsin	68%	70%	67%	10%	12%	13%	\$540	\$713	\$837	\$112,200	\$169,000	\$173,600

\*Source: U.S. Census Bureau, 2000-2010 Census.

\*\*Source: U.S. Census Bureau, 2013-2018 American Community Survey 5-Year Estimates.

### Income and Wealth

Increasing opportunities for wealth generation for Sturgeon Bay residents and finding ways to keep wealth in the community was presented as a major issue for the future of Sturgeon Bay by both elected officials and members of the public.

At \$52,947, Sturgeon Bay is in the middle range of median household incomes in the region, but is below both the county and state median incomes.

Figure 6 shows the top ten occupations in the Bay Area, which includes ten counties in northeastern Wisconsin. For the top five occupations in the region, Door County has an average annual wage under \$40,000. Economic development in Sturgeon Bay and Door County should look to diversify industries and occupations and attract employers in fields paying a higher wage.

**Figure 5. Regional Comparison: Income Trends, 2000 - 2018**

	Median Household Incomes			Per Capita Income		
	2000	2010	2018*	2000	2010	2018*
<b>City of Sturgeon Bay</b>	\$31,935	\$41,169	\$52,947	\$18,899	\$27,188	\$32,195
<b>Village of Egg Harbor</b>	\$41,667	\$49,583	\$75,833	\$40,977	\$40,571	\$57,211
<b>Village of Ephraim</b>	\$52,500	\$47,411	\$77,500	\$30,579	\$42,197	\$48,312
<b>Village of Forestville</b>	\$46,818	\$61,397	\$49,500	\$19,174	\$24,460	\$25,640
<b>Village of Sister Bay</b>	\$50,893	\$38,917	\$40,944	\$25,029	\$30,679	\$27,311
<b>Town of Sturgeon Bay</b>	\$42,434	\$60,694	\$63,646	\$27,397	\$31,317	\$39,868
<b>Town of Nasewaupee</b>	\$43,292	\$40,107	\$61,667	\$20,815	\$28,677	\$38,118
<b>Town of Sevastopol</b>	\$47,227	\$56,063	\$64,609	\$24,150	\$31,583	\$41,271
<b>Door County</b>	\$38,813	\$47,775	\$58,287	\$21,356	\$29,154	\$36,155
<b>Wisconsin</b>	\$43,791	\$51,598	\$59,209	\$21,271	\$26,624	\$32,018

*Source: U.S. Census Bureau, 2000-2010 Census.*  
*\*Source: U.S. Census Bureau, 2014-2018 American Community Survey 5-Year Estimates.*

**Figure 6. Bay Area Employment and Average Annual Wage by Occupation, 2016-2018**

<b>Occupations</b>	<b>2016 Employment</b>	<b>Door County 2018</b>	<b>Wisconsin 2018</b>
<b>Office and Administrative Support Occupations</b>	62,871	\$31,330	\$35,330
<b>Production Occupations</b>	59,067	\$35,380	\$26,700
<b>Sales and Related Occupations</b>	43,352	\$25,080	\$28,010
<b>Food Preparation and Serving Related Occupations</b>	36,431	\$20,850	\$20,720
<b>Transportation and Material Moving Occupations</b>	32,662	\$33,400	\$35,150
<b>Management Occupations</b>	24,655	\$76,440	\$100,100
<b>Education, Training, and Library Occupations</b>	24,213	\$30,240	\$46,500
<b>Business and Financial Operations Occupations</b>	22,308	\$46,340	\$60,160
<b>Healthcare Practitioners and Technical Occupations</b>	21,808	\$51,420	\$64,600
<b>Construction and Extraction Occupations</b>	19,866	\$43,660	\$50,890

*\*The Bay Area includes Brown, Door, Florence, Kewaunee, Manitowoc, Menominee, Oconto, Outagamie, Shawano, and Sheboygan Counties.*  
*Source: Wisconsin Department of Workforce Development, LMI Data Access, 2016-2026.*  
*Source: Wisconsin Department of Workforce Development LMI Data Access, 2018.*

**Figure 7. Sturgeon Bay: Labor Force Characteristics, 2000 - 2018**

<b>Occupational Group (Residents Age 16 and Older)</b>	<b>2000</b>		<b>2010</b>		<b>2018</b>	
<b>Manufacturing</b>	<b>917</b>	<b>20%</b>	<b>820</b>	<b>16%</b>	<b>1,002</b>	<b>22%</b>
<b>Educational, health, and social services</b>	<b>760</b>	<b>17%</b>	<b>1,036</b>	<b>21%</b>	<b>959</b>	<b>21%</b>
<b>Retail trade</b>	<b>805</b>	<b>18%</b>	<b>649</b>	<b>13%</b>	<b>617</b>	<b>14%</b>
<b>Arts, entertainment, recreation, accommodation, and food services</b>	<b>598</b>	<b>13%</b>	<b>611</b>	<b>12%</b>	<b>468</b>	<b>10%</b>
<b>Professional, scientific, administrative, and waste management services</b>	<b>320</b>	<b>7%</b>	<b>316</b>	<b>6%</b>	<b>216</b>	<b>5%</b>
<b>Construction</b>	<b>276</b>	<b>6%</b>	<b>338</b>	<b>7%</b>	<b>259</b>	<b>6%</b>
<b>Transportation, warehousing, and utilities</b>	<b>137</b>	<b>3%</b>	<b>192</b>	<b>4%</b>	<b>247</b>	<b>5%</b>
<b>Wholesale trade</b>	<b>39</b>	<b>1%</b>	<b>136</b>	<b>3%</b>	<b>113</b>	<b>3%</b>
<b>Finance, insurance, real estate, rental, and leasing</b>	<b>195</b>	<b>4%</b>	<b>325</b>	<b>6%</b>	<b>162</b>	<b>4%</b>
<b>Other services (except public administration)</b>	<b>167</b>	<b>4%</b>	<b>286</b>	<b>6%</b>	<b>216</b>	<b>5%</b>
<b>Public Administration</b>	<b>215</b>	<b>5%</b>	<b>260</b>	<b>5%</b>	<b>178</b>	<b>4%</b>
<b>Information</b>	<b>76</b>	<b>2%</b>	<b>41</b>	<b>1%</b>	<b>83</b>	<b>2%</b>
<b>Agriculture, forestry, fishing, hunting, and mining</b>	<b>42</b>	<b>1%</b>	<b>-</b>	<b>0%</b>	<b>-</b>	<b>0%</b>
<b>Total</b>	<b>4,547</b>		<b>5,010</b>		<b>4,520</b>	
Source: U.S. Census Bureau, 2000-2010 Census.						
*Source: U.S. Census Bureau, 2014-2018 American Community Survey 5-Year Estimates.						

## Workforce

The City of Sturgeon Bay's largest industry groups are manufacturing (22 percent), educational, health, and social services (21 percent), retail trade (14 percent), and arts, entertainment, recreation, accommodation, and food services (10 percent). This mix of industries reflect the full-service nature of Sturgeon Bay's economy and demonstrate that the City is not as dependent on tourism as other communities in the region. Employment projections from the Wisconsin Department of Workforce Development (found in the Data Inventory and Analysis appendix), show manufacturing and retail occupations declining or showing little growth. It will be important for Sturgeon Bay and Door County's resilience and future growth to further diversify the regional economy. Economic development strategies should focus on industries projected to grow like healthcare, which is already a strength for Sturgeon Bay; technology; and personal care and service.



Sturgeon Bay's largest employers reflect the largest occupation groups in the City – education, health and social services, and manufacturing. Beyond business attraction, business retention should be an important component of the City's economic development strategy in the future. Door County Medical Center is a key employer and resident service. The Economic Development chapter of this Plan further details the need to support the medical center into the future. Additionally, Fincantieri is part of Sturgeon Bay's maritime legacy and remains a key employer. Sturgeon Bay should continue to support shipbuilding and maritime industries in the City, growing its working waterfront.

**Figure 8. Sturgeon Bay: Largest Employers, 2019**

<b>Employer</b>	<b>Product or Service</b>
<b>Door County Medical Center</b>	<b>Hospitals</b>
<b>Fincantieri Bay Shipbuilding</b>	<b>Ship Building and Repairing</b>
<b>Hatco Corp</b>	<b>Manufacturing</b>
<b>County of Door</b>	<b>Government</b>
<b>NEW Industries Inc.</b>	<b>Manufacturing</b>
<b>Door County YMCA</b>	<b>Social Services</b>
<b>Marine Travelift, Inc.</b>	<b>Manufacturing</b>
<b>Nicolet National Bank</b>	<b>Financial Institution</b>
<b>Wire Tech Fabricators Inc.</b>	<b>Manufacturing</b>
<b>Econo Foods</b>	<b>Grocery</b>
<b>Portside Builders, Inc</b>	<b>Construction</b>
<b>City of Sturgeon Bay</b>	<b>Government</b>
<b>Target</b>	<b>Department Store</b>
<b>C&amp;S Manufacturing</b>	<b>Manufacturing</b>
<b>Golden Living Center</b>	<b>Retirement Community</b>
Source: <a href="https://jobcenterofwisconsin.com/wisconomy/pub/employer.htm#Viz">https://jobcenterofwisconsin.com/wisconomy/pub/employer.htm#Viz</a> .	
Source: Department of Workforce Development, Major Employers by Area.	

## PUBLIC PARTICIPATION AND INPUT

### *Public Engagement*

The Comprehensive Plan Update has been informed by thorough public participation that engaged with residents and stakeholders throughout the planning process. Numerous workshops and events were used to gather input from the public in different ways. This input was used to inform the Plan Update, particularly in the development of the Plan's Vision and Goals and the Target Planning Areas. The following is a description of the public input process, additional results and summary materials can be found in Appendix B.

### *Stakeholder Focus Groups*

In October 2019, Plan consultants met with four groups of stakeholders to discuss important issues and needs in the community and priorities for the Comprehensive Plan Update. Stakeholders were grouped based on their work, interests, and expertise. Stakeholder groups interviewed included civic and non-profit groups, economic development, downtown, tourism, natural resources, recreation, and private development and business.

#### Key Issues Raised:

- Need to diversify housing options, not enough small/affordable stock. The City needs more options for families, particularly young families.
- AirBnB is presenting a challenge – affordable stock is being converted to AirBnB and taken out of the market.
- There is a significant shortage of viable childcare options in the City, which makes it very difficult for working families and has the potential to put children in unsafe situations if parents become desperate. It is also a challenge to recruit families if there are not childcare options because it is difficult to have both parents working full time.

**Figure 9. Public Engagement Events**

Event	Date
Stakeholder Focus Groups	October 2019
Visioning Workshop	November 2019
Community Survey	December 2019
Target Planning Area Workshop	February 2020



- The City needs to focus on attracting new residents.
- There needs to be coordination between schools and industry to expand the workforce pipeline.
- There is a strong balance of tourism and local focus in the community and economy in Sturgeon Bay.
- The City needs to expand broadband and cell coverage to serve residents and be competitive as a community.

### ***Visioning Workshop***

In November 2019, the City hosted a community Visioning Workshop. More than 30 participants completed different group and individual activities to identify what they value about Sturgeon Bay and what their goals are for the future direction of the City. Participants also completed a mapping exercise that asked them to identify key areas of change in the City and share ideas for redevelopment, transportation, and residential improvements, as well as areas to preserve. The feedback from this workshop was used to develop the goals and policies of the Comprehensive Plan Update chapters as well as form the foundation of the Vision.



#### **Key Issues Raised:**

- What participants value about Sturgeon Bay:
  - Small town atmosphere
  - Natural beauty
  - Strong schools
  - Historic downtown
  - Balance of tourism and local-oriented economy

- Participant goals for Sturgeon Bay's future:
  - Attracting and retaining residents, particularly young people, young families, workforce
  - Provide the support needed to attract and retain new residents: childcare, jobs, amenities, activities
  - Prioritize sustainability across the community: recycling, organic waste management, solar, green infrastructure, coastal management, etc.
  - Keep Sturgeon Bay's small town feel
  - Maintain and improve what the City has
  - Pursue smart growth and infill development strategies
  - Develop both sides of the waterfront
  - Have diverse housing for all income levels



### ***Target Planning Area Workshop***

In February 2020, the City hosted the Target Planning Area Workshop to narrow public input on three specific planning areas to help develop Target Area concept plans for the Comprehensive Plan Update. These Target Area plans can be found in Chapter 7 Land Use.

Workshop attendees were provided with maps of each Target Area: Egg Harbor Road, Downtown, and the West Waterfront. As small groups, they were asked to share ideas for the area and mark specific locations for redevelopment, commercial and residential improvements, and transportation and community facility improvements. Participants were also asked to identify assets and issues for each area.

#### **Key Issues Raised:**

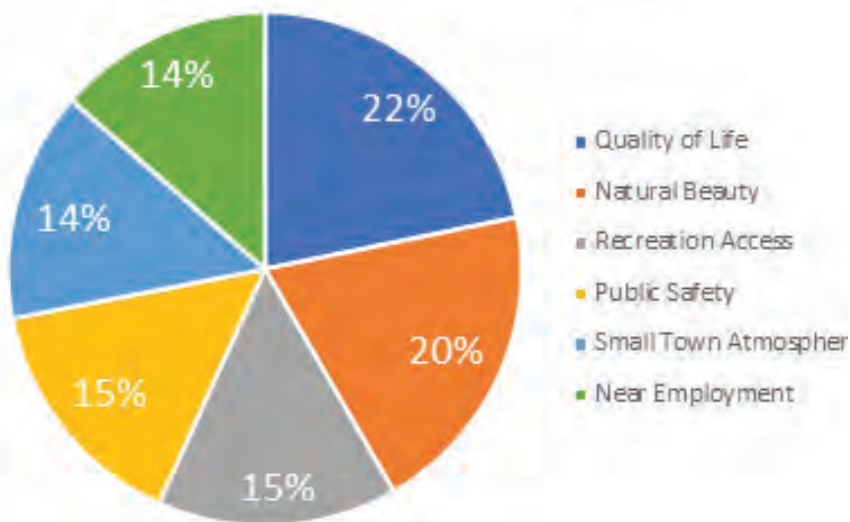
- Egg Harbor Road Assets:
  - Necessity shopping and businesses
  - Traffic corridor – moves people
  - Keeps big box out of downtown
  - Diverse businesses and there is room to grow
  - Services all Door County residents, not just Sturgeon Bay residents; it attracts lots of tourist traffic from 42/57
  - Important traffic flow; the corridor provides access to the highway and connects residential and commercial areas
- Egg Harbor Road Issues:
  - Large number of vacant or underutilized and poorly maintained buildings
  - Parking is specific to the business you are visiting. There is nothing to draw visitors to the area that isn't a specific business, this reduces the foot traffic and community feel of the area. The corridor could have a greater mix of uses to diversify activity
- Corridor is auto-oriented; streetscapes have improved the look of the area but it still lacks walkability
- Downtown Assets:
  - Strong businesses with a commitment to the City
  - Numerous arts and cultural opportunities
  - Historic buildings and character combined with modern business needs make downtown an enjoyable place
  - Restaurants, health and wellness, and entertainment
  - Walkability and connectivity
  - Public waterfront
- Downtown Issues:
  - Downtown should be more of an all-day district; business hours are limited, and only bars are open late
  - Lack of public restrooms and amenities not associated with a business
  - Key vacancies and redevelopment opportunities (Nicolet Bank and Yunkers Store)
  - Need for building façade improvement grants to maintain and enhance downtown buildings and storefronts
  - Seems to be barriers to investing in downtown
  - Congested parking, lack of handicapped parking, and people seem unaware of the City garage
  - Signage and wayfinding need to be improved. Signage should connect downtown to natural assets like the waterfront
- West Waterfront Assets:
  - Natural beauty, open space, and connection to water is a big draw for the community
  - There is a lot of potential for investment and public and private



development. Right now it is a blank space

- As a working waterfront there is a lot to see, tugs, Coast Guard
- It is a walkable district
- Maritime museum and connection to Sturgeon Bay's maritime legacy
- Public access to the water
- West Waterfront Issues:
  - The City needs to keep the ball rolling and build momentum to attract private development and leverage public investment
  - The future of the area is uncertain, there needs to be a cohesive vision
  - Public access and water entry points should be expanded
  - The area feels unfinished

Why Do You Live in Sturgeon Bay?



### Sturgeon Bay Community Survey

In December 2019, a community survey was posted and distributed via the City's Polco online polling platform. The survey was available through the month of December and received nearly 200 responses. Respondents were asked to provide input on potential areas and opportunities for growth and development, identify priorities for the future of Sturgeon Bay, and share feedback on the community's needs regarding the housing, transportation, economic development, and community facilities and services.

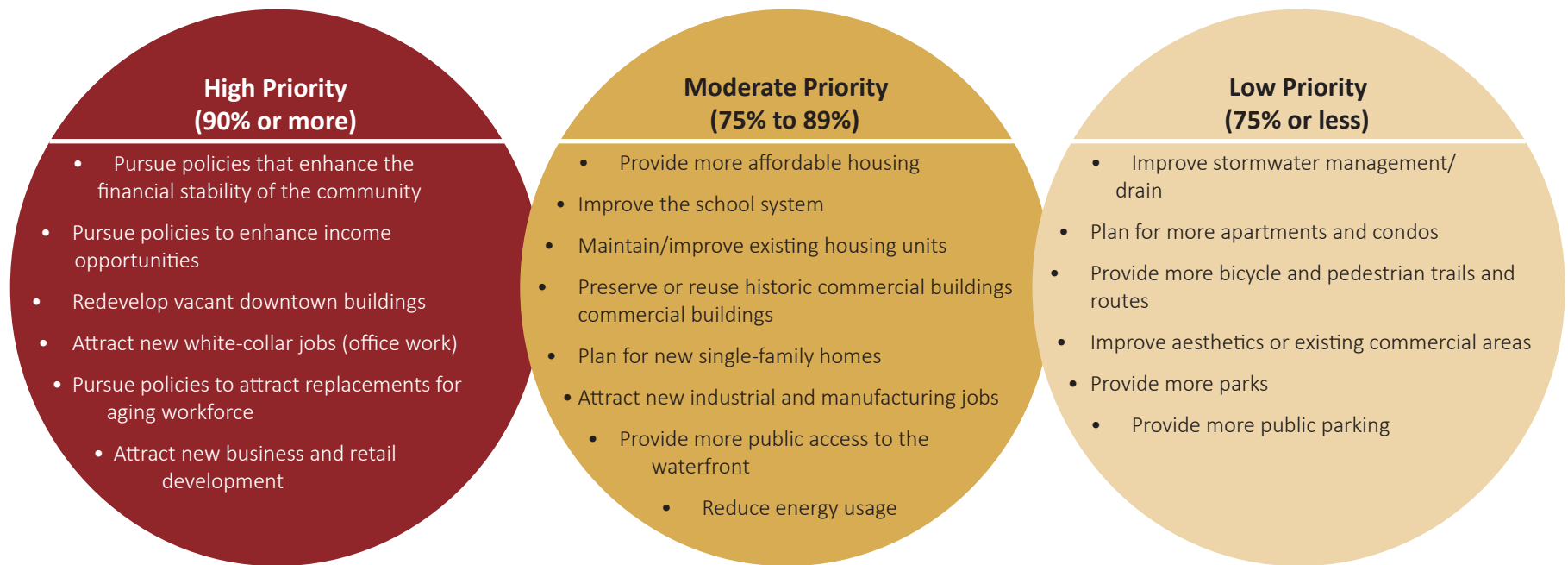
The survey results were used to inform development of the goals, objectives, and policies of the Comprehensive Plan. The following is a summary of the survey's major findings. Complete survey results can be found in Appendix C.

### Background Information and Respondent Demographics:

- 90% of respondents were Sturgeon Bay residents
- 83% of respondents own a home
- 39% of respondents have lived in Sturgeon Bay for more than 20 years
- 32% of respondents were born and raised in Sturgeon Bay
- 22% of respondents own a business
- 66% of respondents are employed in Sturgeon Bay

**Economic Priorities:**

- When asked to describe the Sturgeon Bay economy (declining, growing, or stable), 76% of respondents felt the Sturgeon Bay economy was stable or growing.
- Survey respondents were asked which initiatives the City should prioritize over the next 5 years. The graphic below organizes survey responses as High, Moderate, and Low Priorities, based on the proportion of respondents who selected those options as high or moderate priorities in the survey.
- Respondents marked affordable housing, financial stability for the community, redeveloping vacant downtown buildings, attracting new businesses, and enhancing income opportunities among the highest priorities for the future.
- While attracting new jobs is a priority for the community, respondents placed higher priority on attracting white collar jobs over manufacturing.



## Housing:

- When asked about the availability of housing in Sturgeon Bay, respondents provided the following input:
  - 51% of respondents felt there are not enough apartments in Sturgeon Bay
  - 40% of respondents indicated there are more than enough of condos in the City
  - 43% of respondents felt there are not enough duplexes or townhomes
- Respondents seem to recognize a shortage of attainable housing in Sturgeon Bay:
  - 81% of respondents indicated there is not enough workforce housing
  - 68% of respondents indicated there are not enough options for first time homebuyers
- Respondents were mixed on single family homes: 45% felt there is the right amount, while 45% felt there is not enough
- Similarly, 44% of respondents felt that there is the right amount of assisted senior housing in the City and 32% felt there is not enough



## Redevelopment and Quality of Life:

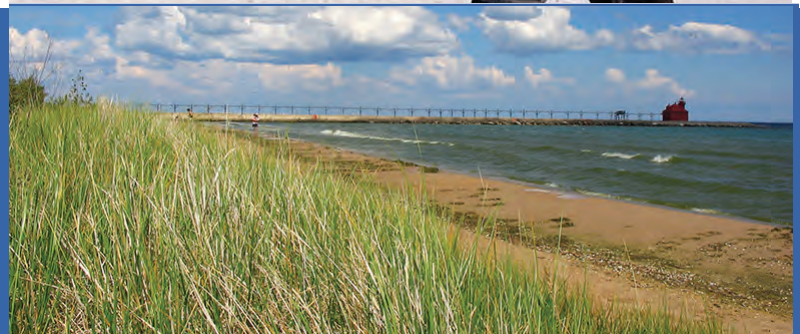
Survey respondents were asked about the redevelopment of two key sites in downtown Sturgeon Bay: the former Baylake (Nicolet) Bank and the former Younkers Store. The survey questions asked whether the properties should be razed and redeveloped, demolished for green space or parking, or renovated for reuse of the existing building. In both cases, the majority of respondents preferred the renovation and reuse of the existing buildings.

- For the reuse of the Younkers store, 42% of respondents preferred an apparel or clothing store, while 27% wanted to see an indoor entertainment facility, and 26% would like the building to remain a furniture or home goods store
- When asked about the reuse of the Nicolet Bank building, 36% of respondents wanted to repurpose the building for apartments or condos, 31% wanted to see the building used for office or research, 22% felt the building should be reused for senior housing

## 2040 VISION

The 2040 Comprehensive Plan lays out the direction and big picture ideas that can move the City forward to grow and expand. The 2040 Vision is an aspirational tool and was developed with input from the public as well as City staff and Plan Commission to outline Sturgeon Bay's desired future. The Vision can serve as a motivating implementation tool as well as a concise set of priorities for the 2040 Comprehensive Plan. The Vision is built on a central, unifying statement as well as five core priorities for action.

Vision for 2040: A vibrant, sustainable community that values arts, recreation, natural and historic maritime assets and is supported by a full service, growing economy with a high quality of life.





*Active Economy*

MORE OF WHAT MAKES STURGEON BAY  
VIBRANT AND DIVERSE



*Livability*

THE IRRESISTIBLE TUG OF  
“THE STURGEON BAY EXPERIENCE”



*Destination*

WELCOME TO DOOR COUNTY'S  
AWE-INSPIRING, YEAR-ROUND  
DESTINATION



*Environmental Preservation*

BUILT ON NATURAL ASSETS,  
PREPARED FOR THE FUTURE



*Smart Growth & Connectivity*

SMART, CONNECTED, AND RESILIENT



# STURGEON BAY

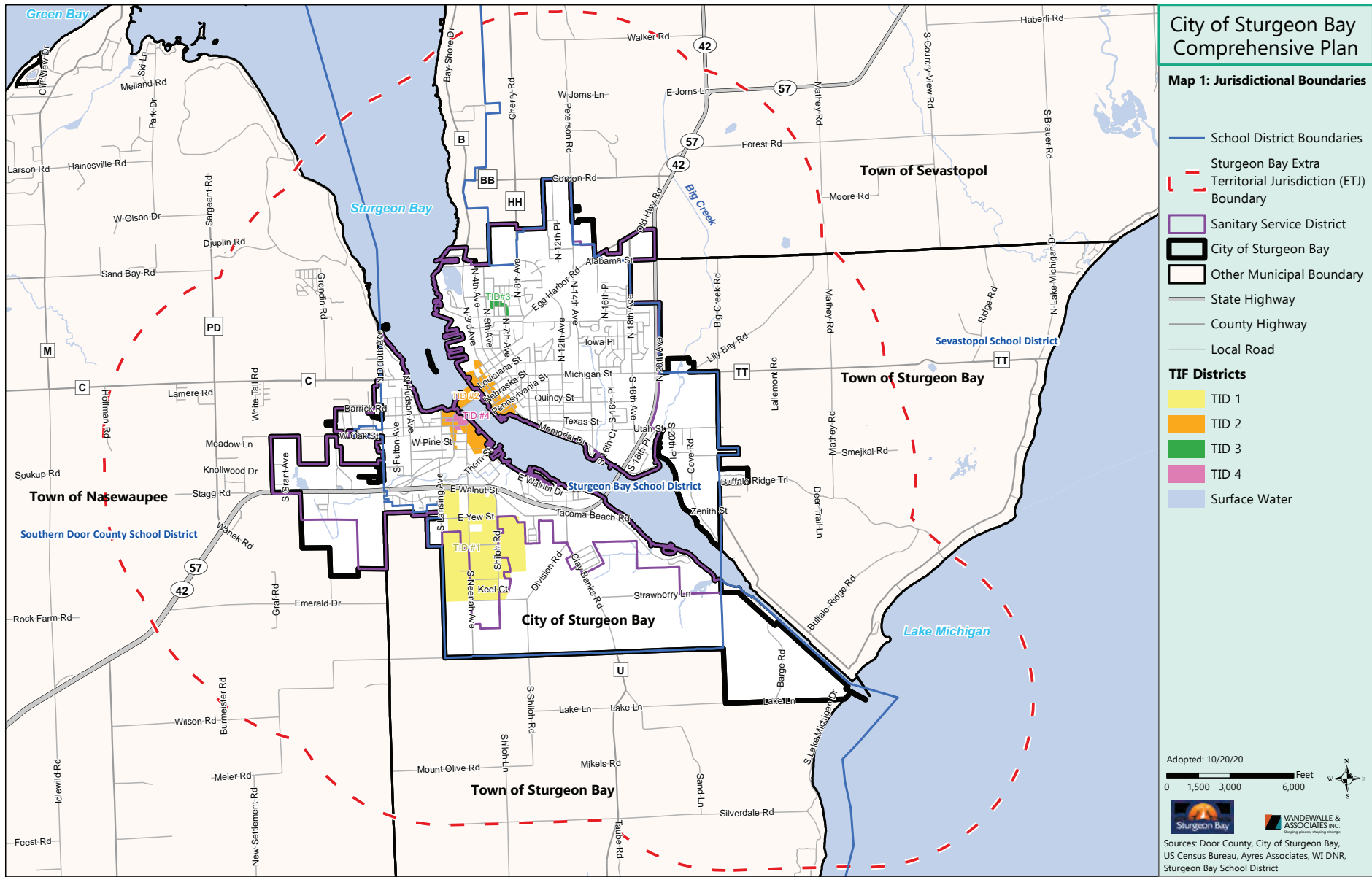


VISION FOR 2040: A VIBRANT, SUSTAINABLE  
COMMUNITY THAT VALUES ARTS, RECREATION, NATURAL  
AND HISTORIC MARITIME ASSETS AND IS SUPPORTED  
BY A FULL SERVICE, GROWING ECONOMY WITH A HIGH  
QUALITY OF LIFE.



VANDEWALLE &  
ASSOCIATES INC.  
*Shaping places. shaping change.*





# CHAPTER 2: NATURAL RESOURCES, ENVIRONMENTAL SUSTAINABILITY, AND AGRICULTURE

# 2







# CHAPTER 2: NATURAL RESOURCES, ENVIRONMENTAL SUSTAINABILITY, AND AGRICULTURE

# 2

## NATURAL RESOURCES, ENVIRONMENTAL SUSTAINABILITY, AND AGRICULTURE GOALS, OBJECTIVES, AND POLICIES

### **Goal:**

Sturgeon Bay will preserve, protect, and enhance its natural resources, deepen its focus on environmental stewardship and environmental justice, and continue to support agriculture as a critical regional land use.

### **Objectives:**

- a. Engage community stakeholders in collaborative decision making and implementation of local and regional environmental quality plans.
- b. Protect surface water and groundwater quality in the City and surrounding area.
- c. Effectively manage stormwater in Sturgeon Bay, reducing runoff and mitigating impacts on the local water system.
- d. Prepare for and respond to future demands on Sturgeon Bay resources and infrastructure due to environmental changes and future community growth.
- e. Pursue opportunities that both support natural resource protection and the health of the local economy.
- f. Highlight Sturgeon Bay's location in the region and natural assets as a destination for outdoor recreation and tourism.
- g. Work with the surrounding jurisdictions, including the Towns and Door County to protect agricultural areas and natural areas, through a compact development pattern.
- h. Encourage agricultural use of peripheral lands to protect and enhance agriculture and food production in Sturgeon Bay and Door County.
- i. Protect natural resources which enhance the quality of life and provide a balance between human-made and natural areas.

### **Policies:**

- a. Protect the City's sensitive natural areas including floodplains, wetlands, drainage-ways and steep slopes (shown on Map 2) through overlay zoning standards.
- b. Support waterfront management, restoration, erosion control, water clean-up initiatives, proper landscape practices, stormwater management, and use of vegetative buffers.
- c. Reduce impervious surfaces in the community by replacing paved areas with green infrastructure and limiting impervious surfaces in future development to manage stormwater and runoff.

- d. Require all site plans, preliminary plats, and certified survey maps to accurately depict sensitive environmental resources including wetlands, floodplains, steep slopes, and drainage-ways that are found on the site.
- e. Seek ways to preserve the natural features of a site, and natural resources in the area when development proposals are offered.
- f. Work to protect threatened or endangered species and wildlife habitat areas.
- g. Adhere to the wellhead protection requirements in the zoning code to prevent groundwater contamination.
- h. Cooperate with other units of government and non-profit land conservation agencies on preservation of natural resources which are under shared authority or cross government boundaries.
- i. Pursue funding opportunities to maintain, protect, and enhance environmental quality in the City.
- j. Encourage programs that help to educate citizens on the tools, programs, and incentives that protect the natural environment.
- k. Explore codifying the City's commitment to sustainability and resiliency through waste reduction, energy efficiency, and climate adaptation legislation.
- l. Carefully consider the location of productive agricultural lands before making decisions on the expansion of municipal services or growth.
- m. Promote best management and agricultural practices, including the use of pesticides and soil and water conservation techniques.
- n. Work with the surrounding jurisdictions to encourage a compact, orderly, and efficient development pattern within the current or future City boundaries that minimizes land use and/or intergovernmental conflicts.
- o. Continue and/or strengthen municipal programs and activities that promote healthy water resources such as street sweeping, leaf pick-up, planting of street trees, and maintaining beach dune.



## NATURAL RESOURCES, ENVIRONMENTAL SUSTAINABILITY, AND AGRICULTURE PROGRAMS AND RECOMMENDATIONS

### ***Make Sustainability and Resiliency a Community-Wide Priority***

This Plan was carefully informed by input from the public as well as City leadership, and again sustainability was identified as being critical to the community's future. Sturgeon Bay has already made strides in advancing sustainability. These early efforts reflect an understanding of the importance of the environment to the quality of life in the City. Moving toward 2040, the City should continue to increase and broaden its efforts on sustainability and champion new initiatives that demonstrate it is a citywide priority.

#### Recommended Actions:

- Advance a green infrastructure implementation plan to reduce the amount of impervious surfaces in the City to manage stormwater runoff, reducing contamination and flooding risks. Specific green infrastructure applications are described below.
- Prioritize efforts to preserve and enhance Sturgeon Bay's natural resources, including Crossroads at Big Creek, the Sturgeon Bay Canal Nature Preserve, and other potential areas for conservation.
- Form an Environmental Action group of citizens and leaders that will:
  - Advertise and promote community programs
  - Identify opportunities for specific action
  - Mobilize volunteers for local clean up and environmental stewardship programs
- Work with local non-profit community groups to expand community garden programs, assisting groups in identifying suitable land for gardens and urban agriculture.
- Pursue funding opportunities to address environmental issues, including Emerald Ash Borer mitigation and tree replacement efforts.
- Complete a climate event risk assessment in Sturgeon Bay, analyzing areas of vulnerability, identifying hazard mitigation steps, and prioritize an action plan to be ready for potential weather events, including floods.
- Establish a public stormwater utility to more equitably fund the City's stormwater management funds. Rates could be based on the amount of impervious surface on a lot and provide incentives and discounts for best practices, including rain barrels, rain gardens, permeable pavement and other green infrastructure.

### ***Support Connecting Local Food and Agriculture Producers with Consumers***

In addition to preserving land for farming, the City should be involved in efforts to ensure the economic viability of future agricultural operations. This will involve cooperating with the surrounding towns, counties, UW-Extension, DATCP, and other public and non-profit organizations to develop markets for and identify ways to add value to local agricultural products. Additionally, the City should work with its local and regional economic development partners to establish food- and agriculture-based economic development strategies to make Sturgeon Bay a destination for local food and tourism. Some ways in which the City can contribute to these efforts include the following:

- a. Farmers Markets: Local farmers markets provide a direct means for farmers and other value-add food producers and makers to sell their products to the consumer, contribute to the local economy, and encourage members of the community to come together. Sturgeon Bay currently hosts a weekly market through the Parks and Recreation Department. The market is currently held downtown in the Market Square parking lot adjacent to City Hall. While this location is advantageous for its ability to bring residents and visitors to downtown, the City should support the future growth and expansion of this event, including monitoring future space needs and improving vendor participation, community attendance, and coordination with markets held in other communities.
- b. Community-Supported Agriculture (CSA) programs: A CSA program allows farmers to sell shares of their products directly to consumers throughout the growing season. Such programs encourage healthful food choices, support local farmers, and relieve some of the burdens and uncertainties associated with conventional marketing approaches. There is an abundance of CSA programs in northeast Wisconsin, including many based in Door County. The City has an opportunity to advance these programs by supporting and promoting the programs wherever possible. Some relatively simple and straightforward approaches might be to arrange for the display of informational pamphlets for local CSA programs in City Hall, or to post information and links on the City's website that inform residents about available CSA programs. The City can also provide information on local farms and CSA programs to City businesses, including restaurants and hotels to encourage local sourcing.
- c. Restaurants: As a full-service community that attracts locals and tourists throughout the year, Sturgeon Bay has a substantial number of restaurants and food service businesses. These establishments provide residents with vital community gathering space. The City should build programs that expand the opportunity for restaurants, bakeries, and cafes to purchase, serve, and generally promote locally grown foods by reducing barriers between restaurants, food providers, and agricultural growers. Restaurants that offer handmade food from locally grown products are an asset to a family-oriented, hard-working community like Sturgeon Bay, but this concept could also be used to market the restaurant to people who live outside the City in surrounding communities.

- d. Schools and Institutions: Since it is necessary for schools and institutions like hospitals to consistently purchase large quantities of food, local food producers can offer fresh, in-season, healthful products that promote the health of students and patients. Sturgeon Bay Schools and Door County Medical Center could develop a farm-direct program to increase the purchasing of local food and expand their existing efforts like the High School's greenhouse and the Medical Center's community garden. A farm-direct program could encourage Sturgeon Bay Schools and other institutions to buy directly from local farmers and growing cooperatives and incorporate fresh, nutritious, local, and sustainably grown food to school lunch menus. Farm-direct programs also create hands-on opportunities for students to learn about healthy foods and nutrition through initiatives like "edible schoolyards," community gardens, cooking lessons, and expanded "garden bars" in cafeterias. The City should work to encourage Sturgeon Bay Schools to pursue connections with local food producers and consider opportunities to partner on developing and implementing local food programs.
- e. Value-Add Food Producers: Companies that manufacture food products provide an obvious target for the marketing of local, raw agricultural products. Sturgeon Bay and Door County are home to several food producing companies, from cheese makers to meat processors to commercial fishing operations. The City has the opportunity to pursue economic development strategies related to the expansion of value-add food production in Sturgeon Bay, including finding new ways to showcase, market, and sell local food-products to consumers and tourists.

### ***Protect Environmental Corridors***

Environmental corridors are important elements of the natural resource base. They help create the form and character of the City. They have environmental, ecological, passive recreational, stormwater management, groundwater protection and recharge, erosion control, wildlife, and scenic value. Environmental corridors also have limitations for development.

For the City, environmental corridors are shown on Map 2 and described more fully in the Land Use chapter. They represent the composite of mapped floodplain, wetland, woodland, public land, steep slope (20%+), and drainage-way and waterway buffer areas. In the City of Sturgeon Bay, most environmental corridors are on protected lands, areas surrounding the channel and Little Creek, and woodlands surrounding the City.

#### **Recommended Actions:**

- Existing development and land uses should be allowed to continue within mapped environmental corridors, but some improvements may be limited.
- Environmental corridors should be maintained of sufficient width and ground cover to provide movement of wildlife and fulfill their other functions.
- Maintained lawns and formal landscaping within environmental corridors should be strongly discouraged.

### ***Promote a Compact Development Pattern***

The City should implement land use policies that generally promote a more compact development pattern, focusing on techniques that minimize the amount of land required for additional growth, such as infill development, redevelopment, conservation neighborhood development, and smaller lots sizes (see Housing). A compact development pattern will benefit regional water quality, facilitate alternative forms of transportation (e.g. walking, biking), help keep development out of productive agricultural areas, and will be less expensive to serve with public utilities and services.

#### **Recommended Actions:**

- Maintain a distinct edge to the City by restricting sprawl and protecting agricultural land use in active farming areas outside the City.
- Focus on techniques that minimize the amount of land required for additional growth, such as infill development, redevelopment, conservation neighborhood development, smaller lot sizes, and increased density through multi-family housing, particularly in downtown.
- Create and maintain a complementary transportation network that facilitates compact development through alternative forms of transportation (e.g. walking, biking, transit).
- Create a vacant land inventory to promote and publicize lots available for redevelopment and infill.
- Implement the smart growth strategy depicted on the Future Land Use Maps (Map 5a and Map 5b).

### ***Protect Water Quantity and Quality***

One of Sturgeon Bay's most defining characteristics and vital assets is its location on Lake Michigan and Sturgeon Bay. This abundant freshwater resource not only contributes to the City's natural beauty, but it provides ecological and economic opportunities. Sturgeon Bay is not only dependent on its waterfront, but its drinking water comes from groundwater wells, further connecting the City and its residents to the sensitive local water cycle. It is unquestionable that the activities, uses, and management of land have critical impacts on the quantity and quality of water resources. As Sturgeon Bay is impacted by both lake water and groundwater, it is essential that the City utilize best practices to protect water quality in the region.



Recommended Action:

- Expand regional partnerships to implement environmental quality plans and best practices.
- Reduce impervious surfaces in the community and invest in green infrastructure to manage stormwater and runoff. Efforts could include retrofitting bioswales into existing parking areas. The City should participate in available green infrastructure funding programs to help property owners implement green infrastructure strategies.
- Partner with property owners in the identification, assessment, remediation, and reuse of “brownfield” sites. These sites have the potential to contaminate groundwater. Significant State and Federal dollars are available for brownfield assessment, planning, and clean-up in advance of redevelopment. The City should continue to be active in identifying and helping to clean up and restore to economic use those sites that contain soil contamination.
- Review and, as necessary, adjust City standards for new development so that designs of streets, sidewalks, and other infrastructure encourage effective stormwater management and advance other City sustainability goals.
- Strengthen municipal programs that promote water quality and quantity benefits, including planting and maintaining street trees, street sweeping, leaf pick-up, and beach grass maintenance.
- Continue to follow wellhead protection standards to prevent groundwater contamination.
- As part of Sturgeon Bay’s Environmental Management Plan, prepare and adapt to changes in Lake Michigan water levels.
- Establish a policy regarding the use of native plant species and the eradication of invasive species to improve shoreline and mitigate flooding impacts.
- Create an incentive program for utilizing sustainable stormwater infrastructure for residents and private sector businesses.

### ***Encourage Green Building Construction and Rehabilitation***

In recent years, communities around the country have encouraged more sustainable building practices oriented towards fighting global warming and building a green, low-carbon economy. Practices include requiring new municipal or municipally-funded buildings to achieve Leadership in Energy and Environmental Design (LEED), Energy Star, Passive House, or Living Building Challenge certification or meet local green building and sustainability standards. The City can also provide incentives for private developers who construct LEED or locally-certified green buildings, and create energy efficiency benchmarking programs for public and private buildings. Additionally, communities are encouraging or requiring the incorporation of infrastructure and technology that prepares City buildings for the future and enables residents to adopt green technology, including electric vehicle charging stations and smart home devices. These strategies move the City toward energy conservation and efficiency, and include retrofitting buildings to improve energy efficiency, wind power, solar power, and next generation biofuels, as used to protect human health and the environment.

#### **Recommended Action:**

- Explore opportunities to promote and encourage the construction of green buildings and consider adding green or sustainable standards into City codes and ordinances.
- Promote insurance industry benefits related to “green” investments in buildings, homes, and vehicles.
- Conduct periodic audits of existing municipal buildings to identify ways to reduce energy consumption and make building operations more sustainable.
- Consider requiring that energy consumption be tracked by property owners and disclosed to potential buyers or tenants to encourage energy efficiency and empower buyers and tenants to make informed decisions about energy consumption.
- Consider programs that support builders in constructing housing and commercial units that are energy efficient in their design and technology and enable residents to implement energy saving, smart home technologies. In particular, promote the Property Assessed Clean Energy (PACE) program adopted by Door County as a means to fund energy saving improvements.
- Create waste-reduction programs for construction and demolition waste.
- Explore opportunities for public and private sector technology upgrades to enable the future of transportation and mobility technology, including partnering with Sturgeon Bay Utilities and Destination Sturgeon Bay to install electric vehicle charging stations at municipal parking lots, particularly Market Square parking area.

### ***Establish Sturgeon Bay as a Center for Aquatic and Environmental Research***

Sturgeon Bay's location, natural assets, and collection of businesses, institutions, and infrastructure make it a unique community in Northeast Wisconsin and in the Great Lakes Region. The City should work with its local and regional academic and economic development partners, as well as the U.S. Coast Guard and other institutional partners to utilize these unique resources and establish Sturgeon Bay as a hub for environmental research and applied study. Deeper study of ecological systems is critical to increasing their resiliency in the future and Sturgeon Bay has the opportunity to be at the forefront of this research. In particular, the City has the opportunity to become the home of the third Great Lakes National Estuarine Research Reserve (NERR) established by the National Oceanic and Atmospheric Administration (NOAA).

#### **Recommended Action:**

- The City should continue to support the establishment of the NERR in Sturgeon Bay. The Common Council and the Door County Board of Supervisors indicated their support by resolution in 2019.
- The City of Sturgeon should continue to strengthen its partnership with University of Wisconsin-Green Bay, Door County, and other partners to pursue this opportunity.
- With the creation of the NERR, Sturgeon Bay should explore additional opportunities for complementary research, industry, and services to establish the City as a destination and hub for environmental research.

### ***Develop an Environmental Management Plan to Codify Best Management Practices***

To further Sturgeon Bay's commitment to sustainability, the City should develop an Environmental Management Plan and expand its discussion to include climate resiliency and mitigation. This plan will build off existing ordinances and programs to codify best management practices for the City and advance the goals of limiting run-off, protecting and improving water quality, reducing flooding, and addressing the impacts of climate change. An effective and comprehensive environmental management approach may include any or all of the following:

- Maintain and expand Sturgeon Bay's tree canopy, replacing dead or dying trees and addressing large-scale issues like Emerald Ash Borer.
- Evaluate existing flood mitigation efforts and climate event readiness and prepare an adaptation strategy.
- Stormwater Management strategies, including:
  - **Incorporate progressive construction site erosion control practices.** Construction sites generate a significant amount of sediment run-off if not managed properly. Under current State laws, erosion control plans are required for all construction sites that are larger than one acre. The City will continue to enforce erosion control ordinances

and techniques for the protection and continued improvement of water quality. In particular, progressive erosion control systems should be components of new development/redevelopment sites. These techniques include providing silt fencing surrounding the construction project, minimizing the amount of land area that is disturbed throughout the construction process, and quickly reestablishing any displaced vegetation.

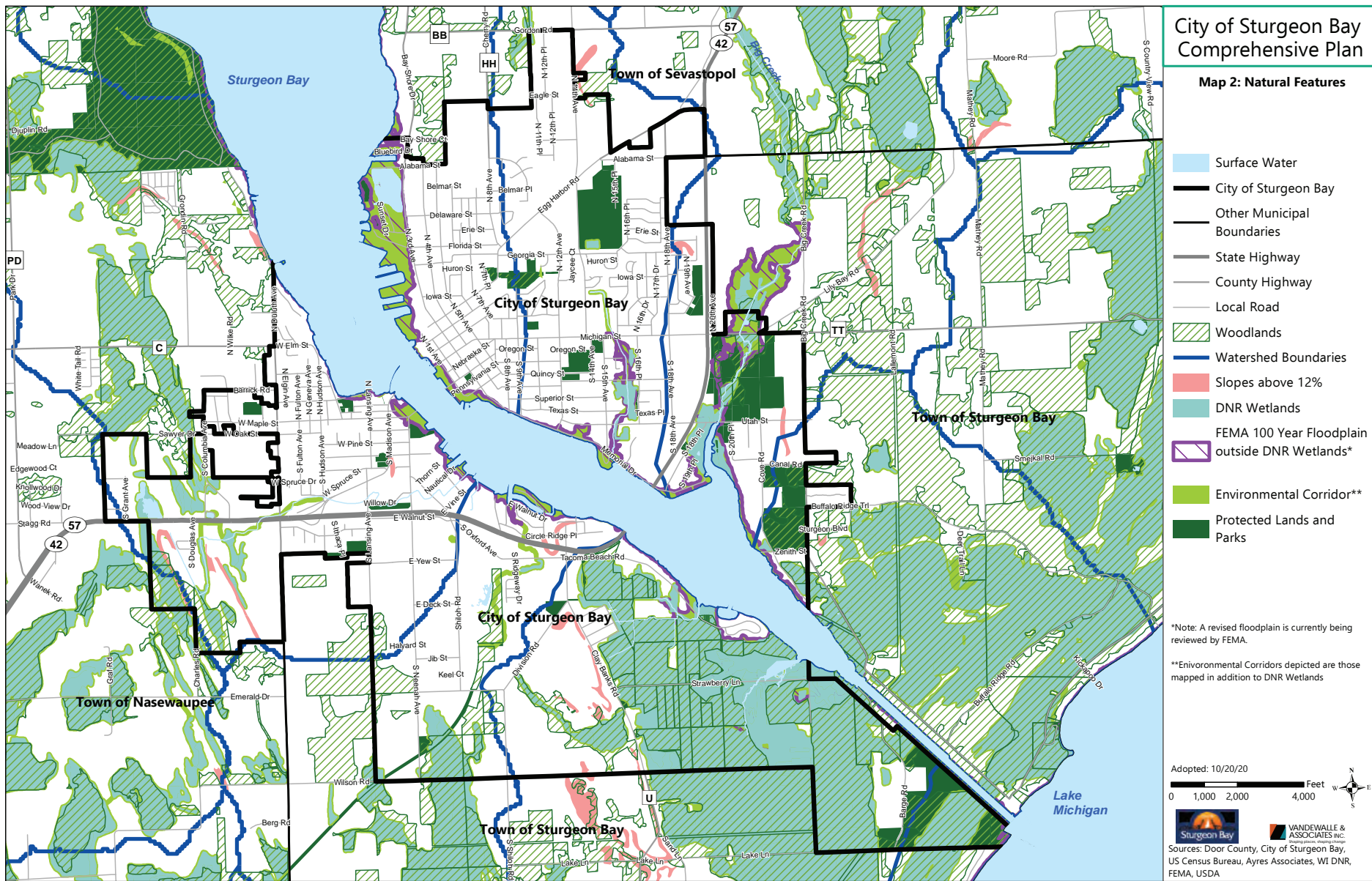
- **Utilize infiltration and retention areas.** Where stormwater basins are necessary to effectively manage run-off, such basins and associated conveyance routes should be carefully integrated into the surrounding development pattern and should incorporate native edge vegetation whenever feasible to ensure the aesthetic and functional integrity of the site.
- **Maximize permeable surface areas.** This technique focuses on reducing the impervious footprint of development sites and breaking up large paved areas with permeable surfaces and/or natural ground cover and vegetation. Where paved surfaces are necessary, these areas should be graded so they drain to infiltration areas. This approach also includes the incorporation of narrower street widths into neighborhoods, where possible, and the development of smaller lots, which are typically associated with less impervious surface per lots (e.g. less street frontage needed per lot).
- **Rain gardens:** A rain garden is a landscape feature that is designed, located, and installed for the purposes of capturing stormwater runoff and allowing it to infiltrate back into the ground. The City may consider codifying rain garden design standards as part of its landscaping ordinance, allowing the construction of rain gardens that meet these standards to apply towards the City's landscaping requirements.
- **Rain barrels:** A rain barrel collects and stores the water that drains from rooftops to prevent it from running off-site. A hose can be connected to the barrel and the collected rain can be used to water the lawn or garden, or to wash the car. Barrels can also be set to slowly empty themselves, allowing the water to filter back into the ground.



Example of a Rain Garden



- **Green (vegetated) roofs:** Green roofs effectively act like sponges, absorbing water from rainstorms that would otherwise run off the roof. Green roofs also function as filters, removing pollutants from rainwater. Other benefits to green roofs include reducing the amount of stormwater entering the storm sewer system, absorbing air pollution, protecting the building's underlying roof material by eliminating exposure to UV radiation and temperature fluctuations, providing habitats for birds and other small animals, functioning as a more attractive alternative to traditional rooftops, reducing the amount of outdoor noise entering the building, reducing energy costs by insulating the building from extreme temperatures, and reducing urban heat island effects. This is an area where the City could take a leadership role by installing green roofs on future municipal buildings or retrofitting existing buildings when roof replacements are necessary.
- **Vegetated buffer strips and berms.** Locating areas of vegetation either alone or in combination with landscaping berms around properties helps restrict the off-site flow of water. Also, the addition of organic material to soil aids in the decomposition and filtration of pollutants. The City should seek funds from programs that are designed to assist in efforts to protect and enhance surface water quality in key areas. Programs may include the DNR Target Runoff Management Program and the DNR River Protection Grant Program.
- **Permeable pavers.** Pavement and/or concrete is typically impervious, forcing water away from it. Permeable pavers aim to change that by allowing water to seep through the pavement itself or providing gaps for the water to seep into. Both methods allow stormwater to be controlled at the source, while helping to reduce runoff and increase the filtering of the water. Permeable pavement is a rapidly evolving and improving technology that offers a new form of on-site stormwater management.
- **Retention ponds.** Retention ponds aim to filter out sediment and other solids from stormwater, while also retaining runoff on-site. These ponds usually have some water in them most of the time to allow materials in the water to separate out and sink to the bottom. These are typically used in larger-scale developments or subdivisions.
- **Bioswales.** A bioswale is a small-scale combination of a detention pond and vegetate buffer strip. It is typically designed to be sloped, so that it both filters the water with organic materials that make up the buffer, while also containing the water during rain events. Bioswales are typically dry most of the time, other than directly after rain events or snow melts. Overall, they remove pollutants, silt, and other debris that might be in the water, while also mitigating peak stormwater flow.



# CHAPTER 3: CULTURAL RESOURCES AND COMMUNITY IDENTITY

# 3







**STURGEON AROUND THE BAY**  
Street Art Auction to be held Saturday, September 10, 2016  
Proceeds benefit the Sturgeon Bay Visitor Center & the area  
Title: Sturgeon 3  
Artist: Dan Danielson  
Sponsored by: Friends of the Sturgeon Bay Visitor Center  
PLEASE DO NOT SIT OR CLIMB ON THE STREET ART  
TITLE SPONSOR:  
Old-Fashioned Candy, Fudge, & Ice Cream  
316 Ave. B, Michigan St.  
St. Ignace with keywords SCARLETCANDY



# CHAPTER 3: CULTURAL RESOURCES AND COMMUNITY IDENTITY

# 3

## CULTURAL RESOURCES AND COMMUNITY IDENTITY GOALS, OBJECTIVES, AND POLICIES

### **Goal:**

Sturgeon Bay will build on its strengths, community character, and heritage to preserve and promote its distinctive identity.

### **Objectives:**

- a. Maintain and enhance the cultural integrity of the City through preservation and enhancement of historic, cultural, and archaeological resources.
- b. Continue to promote the historic identity of the City through signage, design, and preservation.
- c. Recognize and protect natural features as part of Sturgeon Bay's heritage.
- d. Promote the arts in Sturgeon Bay to establish the City as a regional arts center and attract artists, residents, and tourists.
- e. Increase diversity, inclusion, and representation in Sturgeon Bay's leadership and civic engagement across all racial, gender identity, religious, and socio-economic backgrounds.
- f. Maintain a community balance between tourism- and resident-focused culture and identity.
- g. Ensure Sturgeon Bay remains a place where all residents, including families, have access to supportive services and amenities – including safe childcare, high quality schools, and diverse cultural and recreational opportunities.

### **Policies:**

- a. Support opportunities to connect the City's cultural and economic activities with its natural resources and features.
- b. Encourage private landowners to protect and rehabilitate historic and archaeological sites and incorporate them into the planning of new development areas where appropriate.
- c. Support the organization, promotion, and development of the arts in Sturgeon Bay, including arts-based events, arts destinations, and integration of public art in City projects and places.
- d. Support opportunities to promote Sturgeon Bay as a year-round community with events, facilities, and amenities that are active and attractive throughout the year.
- e. Expand opportunities for diverse residents to participate in decision making and reduce barriers to leadership opportunities within the City.

## CULTURAL RESOURCES AND COMMUNITY IDENTITY PROGRAMS AND RECOMMENDATIONS

### ***Preserve Sturgeon Bay's Historic Character and Promote its Maritime Heritage***

Sturgeon Bay's deep history is still present today in its vibrant historic downtown and inventory of historic buildings, iconic bridges, and working waterfront; this present connection to the past distinguishes the City among its Door County peers. The City of Sturgeon Bay should continue to promote and preserve its historic character, particularly its connection to the historic and present-day maritime industry.

Recommended Action:

- Continue to support the preservation of historic buildings and sites in Sturgeon Bay, particularly in Downtown and the City's Third Avenue Historic District.
- Complete a new inventory of historic structures in Sturgeon Bay.
- Promote Sturgeon Bay's historic significance and community identity through unified signage, markers, banners, and other branding. Implement the wayfinding strategy and plan for branding materials that connects to Sturgeon Bay's heritage, community character, and exciting future.
- Work with local and regional historic preservation groups to develop preservation and education programs.
- Identify and pursue funding sources for historic building improvements and rehabilitations.
- Work with local partners to promote Sturgeon Bay's historic attractions, including the Door County Maritime Museum and the Door County Historical Museum.
- Continue to incorporate Sturgeon Bay's unique maritime history and its connection to the maritime industry in community events and promotions.
- Promote Sturgeon Bay's status as a Coast Guard City and continue to celebrate the presence of the US Coast Guard in Sturgeon Bay.
- Promote infill and adaptive reuse in Downtown Sturgeon Bay, particularly for arts-based uses.

### ***Establish Sturgeon Bay as a Regional Arts Center***

Sturgeon Bay is a place where people can create and enjoy fine arts, performance arts, live music, and culture. The City should further develop these assets and create new opportunities with creative infrastructure for artists to live and work.

#### **Recommended Action:**

- Encourage the adaptive reuse of buildings for arts-based activities, including artist live-work studios, artist housing, galleries, and arts education space, particularly in Downtown Sturgeon Bay and the Steel Bridge Creative District.
- Promote Sturgeon Bay to artists and students across the region as a place to live, work, and create, particularly through arts and educational channels.
- Support artist showcase events, public art programs, and performance opportunities for artists to bring their creativity to the public.
- Work with local partners, including Destination Sturgeon Bay and the Miller Art Museum, to promote arts in the Steel Bridge Creative District and throughout Downtown Sturgeon Bay.
- Partner with Sturgeon Bay Schools and local organizations to encourage a supportive pipeline for students in the arts that connects middle and high school students to internship and mentorship opportunities.
- Establish an arts incubator in Sturgeon Bay to expand opportunity for local artists and further cement the City's identity as an arts destination. Consider a downtown and/or historic reuse location for the arts incubator, including South 2<sup>nd</sup> Avenue in the Steel Bridge Creative District.
- Coordinate with community organizations and build off existing assets, including the burgeoning Steel Bridge Creative District, to promote the arts, cultural facilities, entertainment, and events for residents and tourism.

***Beautify Sturgeon Bay to Maximize its Sense of Place***

Sturgeon Bay should pursue opportunities to beautify its public spaces and streetscapes, utilizing public art and landscaping to establish a greater sense of place in the community.

Recommended Action:

- Complete a streetscape and community beautification plan that will:
  - Identify and prioritize public streets and public spaces for beautification improvements.
  - Establish design and materials guidelines for beautification.
  - Complete a public art opportunity inventory to identify spaces for public art, including buildings with blank facades suited for murals and locations that fit together to create a public art network in Sturgeon Bay.
- Complete implementation of the new wayfinding and signage system that connects City destinations with its natural features.
  - Identify potential funding sources, sponsorships and partnerships to implement beautification efforts.
- Increase public art in the City. Public art can include murals, sculptures, interactive art and kinetic sculptures, participatory and multi-sensory art projects.
- Create opportunities for art-related uses in vacant storefronts to increase foot traffic and occupy key commercial space.
- Connect students and youth with art education and resources.
- Establish community-wide programming around the arts, including a public art map that showcases opportunities to view public art that is accessible to pedestrians and bicyclists.
- Pursue funding opportunities to support and expand arts in Sturgeon Bay.



### ***Promote Sturgeon Bay as a Recreation Destination***

Door County is a destination across the Midwest for visitors and tourists looking for small-town charm, natural landscapes, beaches and other outdoor recreation opportunities. Sturgeon Bay has the natural resources, vibrant culture, and community amenities to make it a top attraction within the County. Access to the Bay, the flourishing art scene, downtown's restaurants and festivities, and its location along two major state and national trails, attract visitors across the region and the Midwest to Sturgeon Bay. Recreational events like offshore sport fishing tournaments and fishing charter companies can bring millions of dollars into Sturgeon Bay in tourism revenue. The City should work with tourism and economic development partners like Destination Door County, Door County Economic Development Corporation, and Sturgeon Bay Visitor's Center to promote Sturgeon Bay as a destination, particularly for outdoor recreation opportunities.

As a primary example of recreation-based economic development, Sturgeon Bay is the eastern terminus of the Ice Age Trail. It is one of only 11 National Scenic Trails (as designated by the US Congress) in the entire country and one of only three wholly contained within a single state. As the easternmost end of the trail, Sturgeon Bay has a unique opportunity to position itself as a destination for hikers seeking to walk the entire trail. Additionally, segments of the Ice Age Trail align with the Ahnapee State Trail, which connects communities across Kewaunee and Door Counties, bringing visitors right through downtown Sturgeon Bay.

While in town, hikers and visitors need places to stay, to eat, and to obtain supplies. The trail runs down Madison Avenue, through the heart of the west side retail district, adjacent to the Door County Maritime Museum and in close proximity to potential west waterfront redevelopment. The potential for additional economic impact for the City is significant. A recent study by UW Whitewater estimates 2.4 million visits per year to the trail, state-wide. The recent pandemic and social distancing restrictions on travel, entertainment, and public gatherings have led to a further increased interest in parks, trails, and outdoor recreation.

#### **Recommended Action:**

- Work with tourism and economic development partners to promote Sturgeon Bay in trade publications and media, including tourism and outdoor recreation associations.
- Work with Sturgeon Bay businesses to expand patronage from visitors interested in outdoor recreation.
- Work with the Ice Age Trail Alliance and Friends of the Ahnapee State Trail to promote the trails to Sturgeon Bay residents and visitors.
- Continue to host events, tournaments, and festivals that attract visitors to Sturgeon Bay.
- The City should work with the Ice Age Trail Alliance and its local volunteers to seek designation as an official Ice Age Trail Community.
- Implement the wayfinding and signage program to direct residents and visitors to trailheads, public access points, and natural assets within Sturgeon Bay.

### ***Increase Engagement with Sturgeon Bay Residents***

As Sturgeon Bay moves into the future, resident communication and engagement is critical. Supporting community development and involvement will help build and sustain momentum on City initiatives and build an open environment to achieve community consensus. It is important for the future growth and strength of Sturgeon Bay that its leadership and engagement is diverse and inclusive.

#### Recommended Action:

- Expand communication on Sturgeon Bay municipal activities and initiatives across multiple channels.
- Continue to recognize and elevate the work and contributions of all residents in Sturgeon Bay, particularly people of color and residents of diverse backgrounds.
- Develop open data policies regarding community data to increase transparency.
- Expand leadership pipelines that help incorporate more diverse residents into City employment and municipal boards and commissions.
- Expand opportunities for citizen involvement in City decision making.
- Leverage community-wide gathering opportunities through the school system to engage with diverse residents on municipal topics.
- Establish outreach opportunities with local leaders, including elected officials, community bodies, and the police department.
- Establish decision making metrics to identify, prioritize, and implement community-wide initiatives in an equitable and efficient manner, ensuring that resources are spread across the City.

# CHAPTER 4: HOUSING

# 4









# CHAPTER 4: HOUSING

# 4

## HOUSING GOALS, OBJECTIVES, AND POLICIES

### **Goal:**

Sturgeon Bay will provide a variety of quality, well-maintained housing types, densities, arrangements, locations, and costs to promote a desirable living environment for all residents.

### **Objectives:**

- a. Promote high quality residential development that enhances existing neighborhoods.
- b. Provide a range of housing types to address the demands of various age groups, household types, income levels, and those with special needs.
- c. Encourage infill development to enhance existing housing types in established neighborhoods.
- d. Encourage a mix of housing types in newly developed neighborhoods and existing neighborhoods where appropriate.
- e. Pursue zoning code changes that permit diverse housing types, including a smaller lot single-family residential district to encourage lower cost, attainable housing.
- f. Look for opportunities for the City to take a proactive role in housing development and pursue partnerships to construct new housing.
- g. Work to meet the housing goals of the 2019 Door County Housing Study and prepare an updated study after 2023.
- h. Promote maintenance of the City's existing housing stock.
- i. Ensure that new residential development can be conveniently served by parks, schools, and urban services.
- j. Develop well-designed neighborhoods oriented toward pedestrians and well-served by sidewalks and bicycle routes.

### **Policies:**

- a. As part of a compact development strategy, guide new housing to areas immediately adjacent to existing development and areas with infill opportunities.
- b. Plan for multi-family development in parts of the City where streets and sidewalks can handle increased volumes of traffic and where there are adequate parks, open space, and shopping facilities existing or planned.
- c. Plan new residential development to protect environmental resources, improve the creativity of site planning and design, and ensure the City's housing goals and objectives are met.
- d. Prioritize development of new neighborhoods in areas within the Sewer Service Area.
- e. Reduce the reliance on the R-1 zoning district for new development areas and incorporate an appropriate level of multi-family housing into the Sturgeon Bay inventory.

- f. Support programs that help maintain and rehabilitate the City's existing housing stock, such as adopting the International Property Maintenance Code in order to ensure older housing stock is maintained.
- g. Require housing development within the established floodplain to comply with the floodplain zoning code and explore feasibility and methods for protecting existing residence in or below the floodplain.
- h. Establish programs and incentives to encourage green construction and home rehabilitation standards, as well as the implementation of energy efficiency technology in residential development.
- i. Establish policies to encourage developers to include green infrastructure and technology in neighborhood design, from stormwater management to electric vehicle charging.

## HOUSING AND NEIGHBORHOOD DEVELOPMENT PROGRAMS AND RECOMMENDATIONS

### ***Support High-Quality Housing at All Income Levels***

Sturgeon Bay's residents are particularly proud of the City's housing stock and its attractiveness to area residents looking for quality housing at a more affordable price point, particularly for young families and professionals looking for access to a strong school district and idyllic natural landscape. However, market forces and national and regional trends have made affordable housing less attainable. The City should continue to support policies and programs that provide high-quality, affordable housing options in the community that meet the needs of a variety of residents while exploring new approaches to housing development.

It is essential for Sturgeon Bay to have a diverse supply of housing options that serve residents at different life stages, from apartments and other multi-family units, to entry level homes, to senior living options for older residents looking to trade in the maintenance and responsibility of a home for a smaller alternative. Providing this mix of housing options allows residents to stay in Sturgeon Bay as their lives and housing needs evolve and as people move on from an entry home to a larger family home or from an apartment to condo, their former units become available for other members of the community. Diverse housing options can also help attract new residents to Sturgeon Bay, particularly younger demographic groups interested in housing affordability, access to the employment centers and abundant natural and recreational opportunities that the City can offer. Additionally, Sturgeon Bay's tourism economy, large number of service sector employees, and the seasonal nature of some of its major industries make the availability of attainable, workforce housing even more necessary. Bringing these groups to Sturgeon Bay will be key in balancing the population and keeping the City vibrant into the future.

Recommended Actions:

- **Promote the Maintenance of Older Neighborhoods.** The existing housing stock in Sturgeon Bay is an important component of the housing supply, provided that housing is well maintained, and residents have access to resources for the upkeep and rehabilitation of their homes. Greater use of programs like Community Development Block Grant (CDBG) would help fund rehabilitation grants and loans for existing housing. A review of existing ordinances may also help facilitate proper maintenance and upgrading of new homes.
- **Diversify New Housing.** One of the most successful approaches to increasing the diversity in housing within a community is allowing a variety of housing types and development styles across the City. Allowing large, medium, and small lot single-family options in proximity to duplexes and townhomes, with some larger multi-family units mixed in provides a housing option to all areas of the market. It also moves larger projects through each development phase more quickly, which is beneficial to both the City and the developer.
- **Support Infill Residential Development and Densification.** In furtherance of the housing objectives and policies, the City should prioritize infill, redevelopment and adaptive reuse housing development where possible. This not only promotes densification and therefore higher efficiency and improved accessibility within the City, it also utilizes the existing capacity within the utility system. This approach applies not only to housing in Downtown Sturgeon Bay but to other open and underutilized areas within the City.
- **Support Housing in Mixed Use Areas, including Downtown.** As part of housing diversification efforts, the City should continue to emphasize the conversion and creation of upper story spaces into housing. Sturgeon Bay has a range of historic downtown buildings; condominiums, apartments, and townhomes could be incorporated into the redevelopment and reuse plans for certain sites and mixed with retail, office and commercial uses.
- **Allow High-Quality Multiple Family Housing.** Higher density housing that complements the character of surrounding neighborhoods can be an important component of the affordable housing stock. Multi-family housing includes both renter-occupied and owner-occupied (e.g., condos, townhouses) housing options as well as housing targeting seniors. Too often, resistance to higher density housing is a result of people's experience with poorly designed multi-family developments that do not reflect the character of the community, or are generally unattractive. Multi-Family developments should follow the design guidelines below.



- **Encourage Smaller City Lot Sizes.** Although the City has very few vacant lots suitable for single family housing, the City should adopt, utilize, and encourage residential zoning districts that allow smaller lot sizes and a smaller minimum house size. Smaller lot sizes result in lower development costs, lower lot prices, and a more compact land use pattern that uses land more wisely. These homes are attractive to a number of demographic groups important to the City of Sturgeon Bay, including young professionals, young families, and members of the local workforce, including police officers and teachers, looking for an entry level home, as well as active seniors looking to downsize from larger homes to smaller dwelling with less maintenance. The City's zoning code currently allows a minimum lot of 7,500 square feet; lots as small as 4,000 square feet and as narrow as 40 feet are becoming increasingly common in Wisconsin. The City should consider a zoning code amendment to create a new small lot single family zoning district, as recommended in Chapter 7 Land Use.
- **Allow Increased Housing Density in Sturgeon Bay.** Increased housing density helps the City achieve its land use and housing goals by promoting compact development and diversifying housing options for Sturgeon Bay residents. The City should pursue opportunities to increase housing density, including:
  - Increasing the maximum housing density of multi-family housing in and around Downtown.
  - Update the zoning code to encourage Accessory Dwelling Units.
- **Support Programs to Provide Affordable Workforce Housing.** Several State and federal programs exist to help provide affordable workforce housing. Programs such as the federal Low Income Housing Tax Credit (LIHTC) program, administered through the Wisconsin Housing and Economic Development Agency, can help provide high-quality housing for lower income residents. Additional recommended actions include:
  - Continue to support appropriate use of such programs to increase the supply of affordable housing for people who are often not accommodated through the private market.
  - Partner with housing advocacy groups to facilitate development that will serve low- to moderate-income residents and provide affordable housing alternatives.
  - Support innovative approaches to home financing and unique purchase models that allow residents to go from renting to owning.
- **Employ a Proactive Approach to Housing Development.** High construction costs, land values, dense development patterns, migration patterns, and the availability of capital have made constructing homes that are suitable for residents in diverse family, life-cycle, and income situations more difficult in recent years. Given these constraints on housing development in Sturgeon Bay, which also include, demographic changes, and shifts in market trends, the City should



consider taking a proactive role in the recruitment and creation of diverse housing options in limited instances. This proactive role could include a variety of actions, dependent on future needs, including:

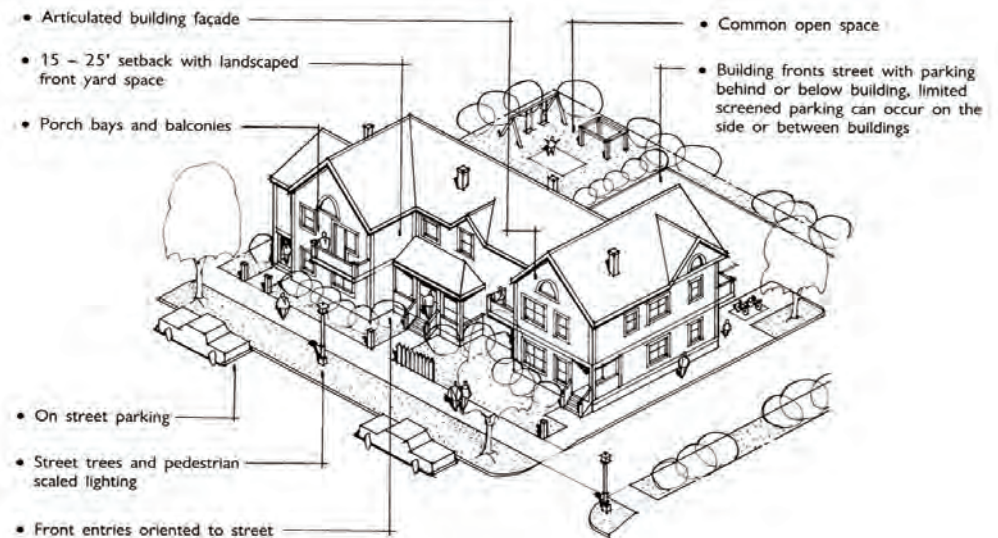
- Partnering with developers and builders to provide land or invest in infrastructure
- Acquiring land for future home development
- Exploring opportunities for housing options to be incorporated into different mixed-use development and work with developers to provide a variety of housing alternatives at different price points
- Creating local home construction and rehabilitation funds
- **Address the Challenges of Short-Term Rentals.** Short-term rentals provide a way for homeowners to earn extra income by renting all or part of their homes to tourists for a limited time. The popularity and profitability of short-term rentals (commonly using web platforms such as AirBnB and VRBO) has generated housing affordability issues for tourism-oriented communities in Door County and throughout the state, where significant proportions of residences have been converted to short-term rental properties. This negatively impacts housing affordability by reducing supply- as many homes have been taken off the market for short-term rentals- and by increasing demand- as the profitability of renting out homes drives up the cost of real estate in neighborhoods. Wisconsin law prevents local governments from prohibiting short-term rentals in single family homes for periods of 7 days or more. The City can prohibit rentals of less than 7 days and regulate the operations of short-term rentals of any duration. The City should remain up-to-date on current law and available tools to manage the number and operation of short-term rentals and to preserve housing affordability and consider the most appropriate actions.

### ***Enact Design Standards for Multiple Family Housing***

Multiple family housing provides options for the elderly, younger residents, and employees for Sturgeon Bay and other area businesses. However, such projects often cause community opposition. In some cases, this is because projects have been poorly designed. The City should include detailed design guidelines for all new or expanded multi-family residential developments in the zoning ordinance and enforce them during development review processes. The following guidelines provide a foundation:

- Incorporate architectural design that fits the context of the surrounding neighborhood, and Sturgeon Bay's overall character. Encourage layouts where buildings appear as a grouping of smaller residences. Promote building materials, designs, scale, and setbacks that are compatible with the City's urban form, particularly in mixed use areas.
- Use brick and other natural materials on building facades. Avoid monotonous facades and box-like buildings. Incorporate balconies, porches, garden walls, varied building and facade setbacks, varied roof designs, and bay windows.

- Orient buildings to the street with modest front yard setbacks, bringing street-oriented entries close to public sidewalks to increase pedestrian activity. Include private sidewalk connections. Locate parking, dumpsters, and other unattractive uses behind buildings.
- For parking lots and garages, (a) locate garage doors and parking lots so they are not the dominant visual element; (b) screen parking areas from public view; (c) break up large parking lots with landscaped islands and similar features; (d) provide direct links to building entrances by pedestrian walkways physically separated from vehicular movement areas; (e) large parking garages are undesirable, but where necessary, break up facades with foundation landscaping, varied facade setbacks, and recessed garage doors.
- Provide generous landscaping of sufficient size at time of planting. Emphasize landscaping (a) along all public and private street frontages; (b) along the perimeter of all paved areas and in islands in larger parking lots; (c) along all building foundations; (d) along yards separating land uses which differ in intensity, density, or character; (e) around all outdoor storage areas such as trash receptacles and recycling bins (also include screening walls in these areas); (f) around all utility structures or mechanical structures visible from public streets or less intensive land uses.
- Provide on-site recreational and open space areas to serve the needs of residents. Whenever possible, develop contiguous rear yards as a unit to encourage use by building residents and guests.
- For projects in denser areas, reduce parking requirements and increase pedestrian and bicycle infrastructure.



# CHAPTER 5: TRANSPORTATION

# 5







# CHAPTER 5: TRANSPORTATION

# 5

## TRANSPORTATION GOALS, OBJECTIVES, AND POLICIES

### **Goal:**

Sturgeon Bay will work with and support regional and state partners to provide a transportation system, including roads, pedestrian and bicycle infrastructure, and transit options, that is safe, reliable, efficient, convenient, equitable, and affordable.

### **Objectives:**

- a. Provide an overall transportation system that accommodates existing and planned development in the most efficient and effective manner possible.
- b. Ensure that transportation system improvements are coordinated with land development.
- c. Construct Complete Streets that provide safe and efficient access to all users, regardless of age, ability, and mode.
- d. Provide safe and efficient access between neighborhoods, employment centers, schools, service centers and recreational centers.
- e. Expand safe biking and walking routes in the City to serve all neighborhoods, schools, parks, playgrounds, places of worship, and activity centers.
- f. Enhance waterfront corridors with pedestrian and bicycle facilities where needed and feasible.
- g. Provide for adequate on- and off-street parking facilities.
- h. Ensure coordination with state, regional, county, and local transportation planning efforts that may have an impact on the City and its transportation system.
- i. Provide the highest quality regional bike and pedestrian trails and connections.
- j. Ensure that a publicly accessible transit system and programming remains available to Sturgeon Bay residents.
- k. Support Cherryland Airport by enforcing airport height limitations and preventing incompatible land use adjacent to the airport.
- l. Support water transportation and Sturgeon Bay's function as a port by supporting the Army Corps of Engineers' maintenance of Sturgeon Bay navigation channel and working with the Wisconsin Department of Transportation regarding harbor assistance grants.

### **Policies:**

- a. As municipal improvement projects are planned and implemented, monitor and coordinate with all local, regional and state bicycle, pedestrian, and other transportation plans.



- b. Preserve sufficient public street right-of-way to allow for needed street updates and improvements.
- c. Require all new streets in the City to be evaluated and designed to be Complete Streets that provide safe and efficient access to all users, regardless of age, ability, and mode.
- d. Utilize scheduled transportation improvements, including resurfacing or reconstruction, to enhance pedestrian and bicycle infrastructure, to create Complete Streets.
- e. Require traffic impact analyses for large commercial and industrial projects to determine on and off-site impact.
- f. Require sidewalks or other alternative pedestrian pathways in all new developments and retrofit these facilities along appropriate arterials and collector streets.
- g. Consider pedestrian and bicycle accessibility when selecting sites for new public facilities such as schools, parks, library, and community centers.
- h. Whenever feasible, aesthetic improvements such as canopy shade trees along terraces, pedestrian scale theme lighting, landscaped boulevards, banners, benches, etc. shall be included in all arterial and collector street construction and reconstruction projects.
- i. Working in conjunction with surrounding governments, periodically update the City's Official Map to reserve rights-of-way for future arterial and collector streets, pedestrian and bicycle paths, bridges, and other transportation-related features based on the recommendations of this Plan.
- j. Review all City infrastructure for compliance with the Americans with Disabilities Act and prioritize projects for improvements to ensure accessibility to residents of all abilities, including those with mobility issues as well as vision and hearing loss.
- k. Utilize traffic calming techniques to promote safe, walkable streets, particularly in residential neighborhoods. Traffic calming infrastructure can include roundabouts, curb bump outs, medians, and road diets.
- l. Work with WI DNR and Door County to complete the Ahnapee Trail connection between the trailhead on Neenah Ave and the Bayview Bridge.
- m. Work with Wisconsin Department of Transportation to improve safety and access at highway intersections in and around Sturgeon Bay.
- n. Complete the bicycle/pedestrian trail and underpass of the Bayview Bridge.
- o. All new development should be well connected to adjoining areas by a convenient, connected street network.

## TRANSPORTATION PROGRAMS AND RECOMMENDATIONS

### ***Official Mapping***

Recommended street system improvements in the City of Sturgeon Bay include updating and enforcing of an official map that identifies existing streets, expansions of existing street rights-of-way, and rights-of-way for proposed new streets. Chapter 62.23 Wis. Stats. authorizes cities to create and adopt official maps for lands within the municipality and the extra-territorial jurisdiction of the municipality. The Official Map allows the City to reserve right-of-way, prohibiting development within mapped streets and requiring developers to adhere to mapped streets.

### ***Maintain a Safe and Efficient Road System***

One of Sturgeon Bay's greatest strengths is its transportation network and connections. Sturgeon Bay holds a large responsibility in maintaining a safe and efficient road system to serve local residents and regional travelers.

Recommended Actions:

- Work with Door County and other regional and state entities on improvements to county- and state-owned roadways, including STH 42/57. Specific improvements could include:
  - Installation of a roundabout at Duluth and HWY 42/57
  - Installation of sidewalks on Cty. S
  - Implementing findings of the STH 57 traffic operation and safety study
- Continue to ensure adequate resources for the improvement and maintenance of streets and public rights-of-way.
- Where applicable, apply for state and federal grant opportunities to fund transportation repairs and improvements.
- Continue to update and implement the City's five-year street improvement program.
- Identify and correct safety issues at problem intersections.
- Update and enforce street standards in the subdivision ordinance.
- Explore new transportation alternatives to reduce single-vehicle traffic and congestion, including increased transit and ride share options, active transportation, and a downtown circulator trolley.
- Ensure quality and efficient infrastructure connections to employment centers, including Sturgeon Bay's working waterfront and industrial park.

- Improve street connectivity at strategic locations to improve safety and efficiency. In particular, the following connections are recommended:
  - Grant Avenue to Sawyer Drive
  - 18th Avenue to Memorial Drive
  - Circle Ridge Place to Vine Street
  - Alabama Place to 12th Place

### ***Implement the 2011 Bicycle Master Plan***

Non-vehicular options are an important component of the overall transportation system. Sturgeon Bay has already demonstrated a commitment to providing residents and visitors with these alternatives with its 2011 Bicycle Master Plan. The Bicycle Master Plan advances the City's goals to provide a well-connected bicycle network as part of its transportation system and recommends policies and improvements that enhance the community's livability and safety.

Bicycle Master Plan recommendations include:

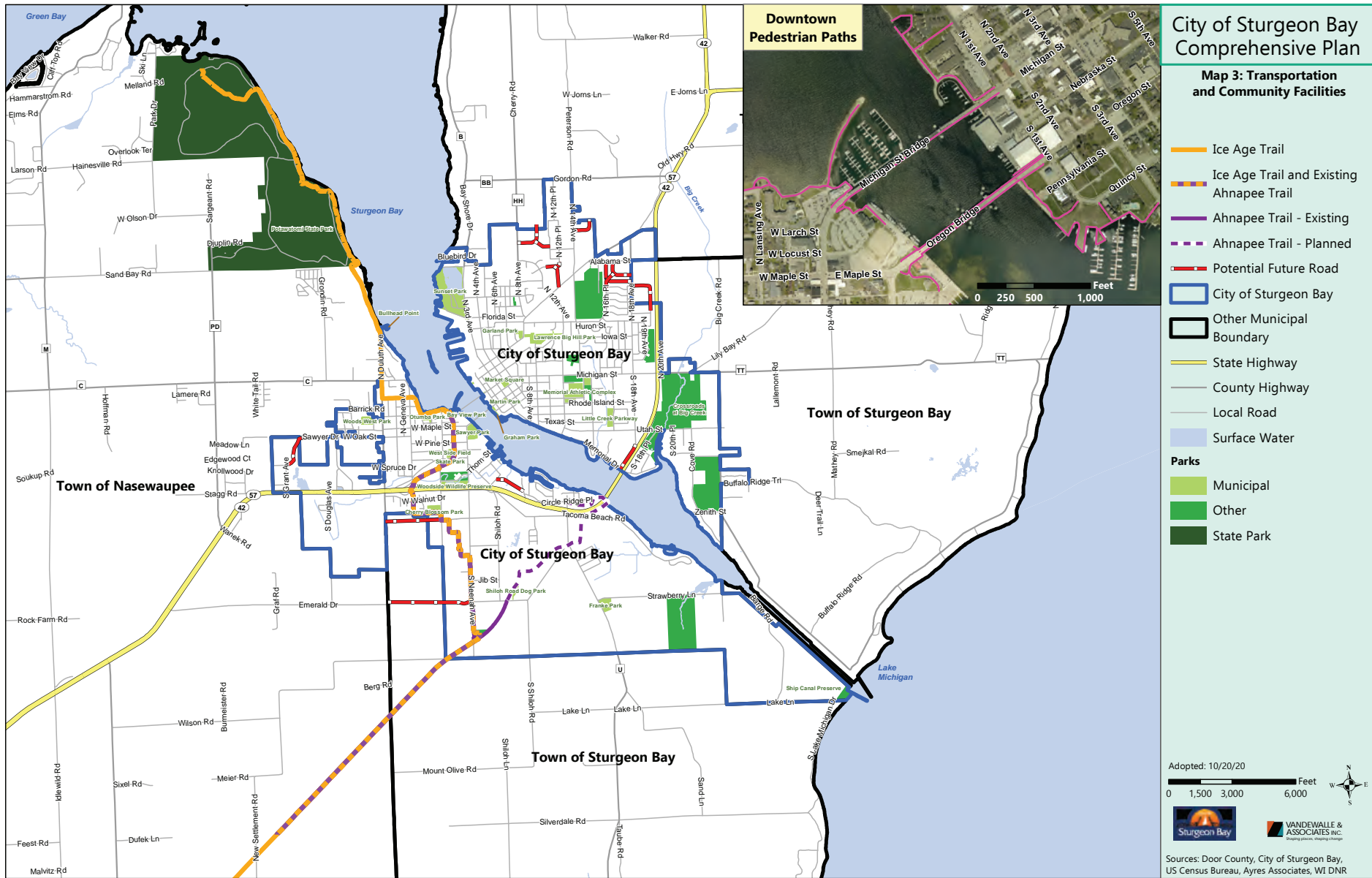
- Facility recommendations for four focus areas:
  - Michigan Street Bridge- clear signage that indicates how cyclists are supposed to operate on the bridge and approaches and a route connection to the Oregon/Maple Street Bridge as the preferred crossing location.
  - East Maple St./South Neenah Avenue- development of pedestrian refuge islands on both E Maple Street and S Neenah Avenue to provide accommodations for pedestrians. Bicycle lanes are also proposed on Maple/Oregon Street through the intersection at S Neenah Avenue to better indicate where cyclists should operate. Route signage and directional arrows should also be installed to enhance navigation.
  - South Lansing Ave./Green Bay Road – carry the Ahnapee Trail across to the southeast corner of the intersection and relocating the crosswalk to the eastern side of South Lansing Avenue.
  - 9th Court/Big Hill Park/Louisiana Street- develop a contraflow bike lane and shared-lane markings on the one-way drive through the high school connecting N 12th Ave to N 14th Avenue.

- Additional recommendations are found in the plan's Improvement Table and should be implemented and updated as projects are completed, and new opportunities are identified.
- Continue to convene the City's Bicycle and Pedestrian Advisory Board or Parks and Recreation Committee to monitor and promote bicycle and pedestrian needs and activities in Sturgeon Bay.
- The City should maintain and publish an up-to-date map of existing bicycle and pedestrian facilities in the City, working with partners to promote biking in Sturgeon Bay to tourists and residents.

### ***Advance Transit Opportunities in Sturgeon Bay***

The City should continue to work with the County and other transportation partners to support other transportation options, including commuter facilities, para-transit for the growing elderly and disabled populations, and transportation services for lower income workers. Door County provides Door 2 Door Rides shared ride taxi services. Sturgeon Bay is also served by the Aging & Disabled Resource Center of Door County transportation program, connecting elderly and disabled residents to transportation to essential services like medical appointments and grocery shopping. The City should explore opportunities to expand access to transportation alternatives for those unable to drive or who would prefer a car-free lifestyle. Options include a Downtown circulator trolley to connect visitors to destinations within the City's core and private ride share companies like Uber and Lyft.







# CHAPTER 6: ECONOMIC DEVELOPMENT

# 6





# CHAPTER 6: ECONOMIC DEVELOPMENT

# 6

## ECONOMIC DEVELOPMENT GOALS, OBJECTIVES, AND POLICIES

### **Goal:**

Sturgeon Bay will maximize its location and role in the region to promote an inclusive economy that supports innovative businesses, well-paid and fulfilling jobs, and vibrant retail and entertainment districts.

### **Objectives:**

- a. Ensure that future development along major community entryways establishes a strong architectural aesthetic and civic pride.
- b. Coordinate with developers and property owners at key development locations such as the West Waterfront, Egg Harbor Road and Downtown Sturgeon Bay, to ensure future uses and construction fit the fiscal and economic needs of the City.
- c. Strengthen the retail power of established commercial areas.
- d. Ensure Sturgeon Bay's core industries have the skilled workforce and land needed to grow their businesses.
- e. Retain and recruit businesses that provide employment opportunities that increase the wages of Sturgeon Bay workers.
- f. Encourage strong public-private investment in business district and industrial park improvements.
- g. Encourage infill development on underutilized or blighted business district properties.
- h. Encourage the development and promotion of arts and culture in Sturgeon Bay.
- i. Continue to support a strong mix of industrial and commercial uses in the City.
- j. Continue to support strong medical and health care facilities in Sturgeon Bay.
- k. Promote Sturgeon Bay as the front door to Door County and encourage year-round tourism.
- l. Promote outdoor recreation-based tourism in Sturgeon Bay, including the Ice Age Trail and Ahnapee State Trail as well as sport fishing events and resources.
- m. Establish Sturgeon Bay as a local food and agricultural product hub and destination, for everything from fresh produce to commercial fishing opportunities and value added products.

### **Policies:**

- a. Upgrade signage, landscaping, site design, and related development standards for commercial, office, and industrial development.
- b. Continue to enhance and beautify the streetscapes along major corridors and community gateways.

- c. Encourage thoughtfully planned, mixed-use centers that include employment, shopping, housing, and recreation opportunities in a compact, pedestrian-oriented setting.
- d. Support multiple housing options to meet the needs of the Sturgeon Bay business community, particularly regarding workforce housing.
- e. Encourage the clean-up and reuse of environmentally contaminated sites that threaten public health, safety, welfare, and perpetuate blight.
- f. Encourage recruitment of employers in key industries, including healthcare, maritime and water technology, food production, manufacturing, and advanced technology to further diversify the Sturgeon Bay economy, making it more resilient to market changes.
- g. Partner with educational institutions and industry to create career pathways and workforce development strategies from youth education to on the job training.
- h. Support Sturgeon Bay's existing businesses to promote growth in small- and medium-sized businesses.
- i. Limit development and business types that do not advance the economic and land use goals of this plan.
- j. Work with local and regional economic development partners to address the concerns and issues of area businesses to promote a healthy and vibrant business community.
- k. Work with the Door County Economic Development Corporation to build and implement a data-driven economic development strategy, including further identifying economic development targets.

## ECONOMIC DEVELOPMENT PROGRAMS AND RECOMMENDATIONS

### ***Develop Green Technology Economic Development Strategies***

Sturgeon Bay's vision for the future is one that balances the priorities of economic vitality and growth with environmental sustainability and preservation and protection of natural resources. Taking an intentional approach to economic development will help achieve this balance and help Sturgeon Bay reach a triple bottom line of economic, environmental, and social benefits. Additionally, Sturgeon Bay is well positioned to attract and support businesses in the growing field of alternative energy and green technology. It's location, abundant natural resources and connected infrastructure make it a desirable home for firms advancing solar, wind, and battery technology, as well as autonomous vehicle development. The proposed National Estuarial Research Reserve (NERR) would also provide an opportunity for research commercialization and knowledge generation. Each of these advanced fields hold potential to provide quality, highly paid, year-round jobs for Sturgeon Bay's workforce and would be well suited in its growing industrial park.

Recommended Action:

- Recruit new businesses, organizations, and employers focused on environmental research, sustainability, alternative energy, and water quality.
- Promote green business practice standards for industrial and commercial areas.
- Establish an Environmental Sustainability Coordinator position on City staff.
- Partner with local and regional economic development organizations to advance green economic development strategies.
- Support efforts by Door County Economic Development Corporation and local and regional education partners to train students and workforce in the needed skills and certifications to advance in green technology fields. Establish a career pipeline for students in Sturgeon Bay Schools and work directly with industry to set training curricula.

***Maximize Industrial Lands***

Over 200 acres in Sturgeon Bay are dedicated to industrial uses. Sturgeon Bay's industrial park on the City's southwest side is successfully located off a major transportation and freight thoroughfare and provides superior connectivity to local businesses. The City has critical infrastructure capacity to accommodate new businesses and should pursue a land use policy and economic development strategy that maximizes available industrial lands.

Recommended Action:

- Pursue expansion of the industrial park to accommodate new businesses and the expansion of existing facilities.
- Ensure that the industrial park and other industrial lands are well served by efficient transportation and technology networks.
- Require careful planning, site assessment, and high-quality design and materials of industrial facilities.

***Retain and Expand Existing Local Businesses***

Sturgeon Bay has a variety of locally-owned businesses that provide unique goods and services and contribute strongly to the community's identity. Local business retention and development is an important component of the City's economic development strategy. Since the owners of such businesses usually live within the community, there is a strong likelihood that the profits from such enterprises will be spent locally and recycle through the local economy. It is also easier to retain the City's existing businesses and industries than recruit new businesses. Most employment growth in any community occurs through existing business expansion. Sturgeon Bay should ensure that its economic development efforts support local businesses and strike a balance between retention and recruitment.



Recommended Action:

- Identify opportunities to create programs to support small and local businesses, including development approval assistance, business mentoring, development incentives, and small business loans.
- Work with community partners and business owners to promote shop local programs that encourage residents to patronize local businesses and advocate for businesses to obtain their services from other local businesses.
- Establish local purchasing programs for municipal services and departments.
- Continue to support Door County Economic Development Corporation's Business Development Center.
- Continue to meet regularly with businesses to understand their needs and concerns.

***Utilize Place-Based Assets to Promote Sturgeon Bay to Employers and Employees***

As this Plan has repeatedly shown, Sturgeon Bay is a community of many advantages: its location at the heart of the Door Peninsula; its full service economy; its access to key regional highway connectors, including STH 42/57; its quality school system and educational opportunities; its affordable housing stock; its abundant natural resources including its active waterfront; and its vibrant downtown and community character. The City should work to highlight these assets and promote Sturgeon Bay as a community of choice for potential employers and employees.

Recommended Action:

- Work with local and regional partners to promote and market Sturgeon Bay.
- Capitalize on the City's convenient access to both Sturgeon Bay and Lake Michigan to promote aquatic research and expand boating, fishing, and related maritime businesses.
- Utilize Sturgeon Bay's connection to agricultural production to promote the City as a center for value-added foods, food artisans, and local food.

### ***Pursue Economic Development Opportunities to Expand Wealth Generation for Sturgeon Bay Residents***

Continuing to promote Sturgeon Bay as a year-round, full-service city will help attract and retain residents and employers, diversifying the City's economy and expanding opportunities for wealth generation in the community. Stable, well-paying jobs in diverse economic markets, safe, attainable housing, and family-friendly amenities including licensed, affordable childcare, not only improve the quality of life but attract working adults and families to the community. Retaining a strong year-round economy lessens the community reliance on seasonal and hospitality-based industries, and diversifies the City's economic base. Specific recommendations to support these goals can be found in other chapters of the plan, including Housing, Utilities and Community Facilities, and Cultural Resources and Community Identity.

#### **Recommended Action:**

- Work with regional partners to provide quality, diverse business park space that will be attractive to target economic-base sectors.
- Pursue funding opportunities to implement high-speed Internet across Sturgeon Bay, attracting remote workers and employers.
- Work with regional partners and institutions of higher education to encourage entrepreneurial development in Sturgeon Bay.

### ***Continue to Support Top-Grade Medical Care and Medical Facilities in Sturgeon Bay***

As Door County's primary full-service and year-round community, it is essential that Sturgeon Bay remain the home to top-grade medical facilities and medical care systems like the Door County Medical Center.

#### **Recommended Action:**

- Maintain communication and collaboration with the Medical Center to understand its needs, including facilities, infrastructure, housing and workforce.
- Explore opportunities to provide supportive services and amenities that accommodate Medical Center staff and visitors, including complementary businesses, restaurants and service providers.
- Work with medical providers across the City to expand the continuum of care in Sturgeon Bay.





# CHAPTER 7: LAND USE

# 7







# CHAPTER 7: LAND USE

# 7

This chapter is intended to guide land use decision-making in the City. Long-range land use planning allows municipalities to guide development and redevelopment in a manner that promotes efficient use of municipal infrastructure and services, achieves the desired community character and protects sensitive environmental features.

## EXISTING LAND USE CATEGORIES

An accurate depiction of the existing land use pattern is the first step in planning for the desired future land use pattern. The set of categories below were used to prepare the Existing Land Use map for the planning area (Map 4). The Existing Land Use Map and categories were developed based on data from the City of Sturgeon Bay as well as Door County.

1. Single Family Residential: Single-family detached residential development;
2. Mobile Homes: Area occupied by manufactured housing;
3. Two-Family Residential: Two-family and attached single-family residential development (duplexes, flats, etc.);
4. Multi-Family Residential: Attached residential development (apartments, town homes, condominiums) of 3 units or more;
5. Commercial: Retail, office, and professional services;
6. Industrial: Manufacturing, warehousing, distribution, and associated office uses, with outdoor storage areas;
7. Governmental and Institutional: Public buildings, hospitals, schools, places of worship, and special-care facilities. Some types of smaller community facilities may be included in other land use categories;
8. Outdoor Recreation: Parks devoted to playgrounds, play fields, play courts, trails, picnic areas, and related active recreational activities;
9. Communication and Utilities: Land for communication and utility facilities and infrastructure;
10. Off-Street Parking: Publicly-owned land for parking;
11. Right-of-Way: Land used for public and private streets, roads, and highways;
12. Extractive: Quarries, gravel pits, clay extraction, sand extraction and related land uses;
13. Agricultural: Low density agricultural related uses, including cropland, pasture, and agriculture related buildings;
14. Natural Areas: Natural resource areas, including wooded area, waterfront, wetland, and open lands;
15. Surface Water: Lakes, ponds, rivers and perennial streams;
16. Vacant: Divided lots without a developed use or buildings.



## EXISTING LAND USE CATEGORIES

The City of Sturgeon Bay encompasses nearly 10 square miles. Figure 10 summarizes the existing acreage allocated to each of the various land use categories in the City. The existing land uses in the City are depicted on Map 4.

**Figure 10. Existing Land Use Acreage, 2020**

<b>Existing Land Use</b>	<b>Acres</b>	<b>Percent</b>
<b>Natural Areas</b>	<b>1,744</b>	<b>27.6%</b>
<b>Single-Family Residential</b>	<b>1,527</b>	<b>24.2%</b>
<b>Commercial</b>	<b>457</b>	<b>7.2%</b>
<b>Vacant</b>	<b>436</b>	<b>6.9%</b>
<b>Agricultural</b>	<b>412</b>	<b>6.5%</b>
<b>Right-of-Way</b>	<b>392</b>	<b>6.2%</b>
<b>Outdoor Recreation</b>	<b>347</b>	<b>5.5%</b>
<b>Governmental &amp; Institutional</b>	<b>335</b>	<b>5.3%</b>
<b>Industrial</b>	<b>229</b>	<b>3.6%</b>
<b>Multi-Family Residential</b>	<b>129</b>	<b>2.0%</b>
<b>Extractive</b>	<b>100</b>	<b>1.6%</b>
<b>Mobile Homes</b>	<b>76</b>	<b>1.2%</b>
<b>Communication &amp; Utilities</b>	<b>60</b>	<b>1.0%</b>
<b>Surface Water</b>	<b>42</b>	<b>0.7%</b>
<b>Two-Family Residential</b>	<b>22</b>	<b>0.3%</b>
<b>Off-Street Parking</b>	<b>12</b>	<b>0.2%</b>
<b>Total</b>	<b>6,321</b>	<b>100%</b>
<i>*Source: Vandewalle &amp; Associates, 2020.</i>		

## LAND SUPPLY

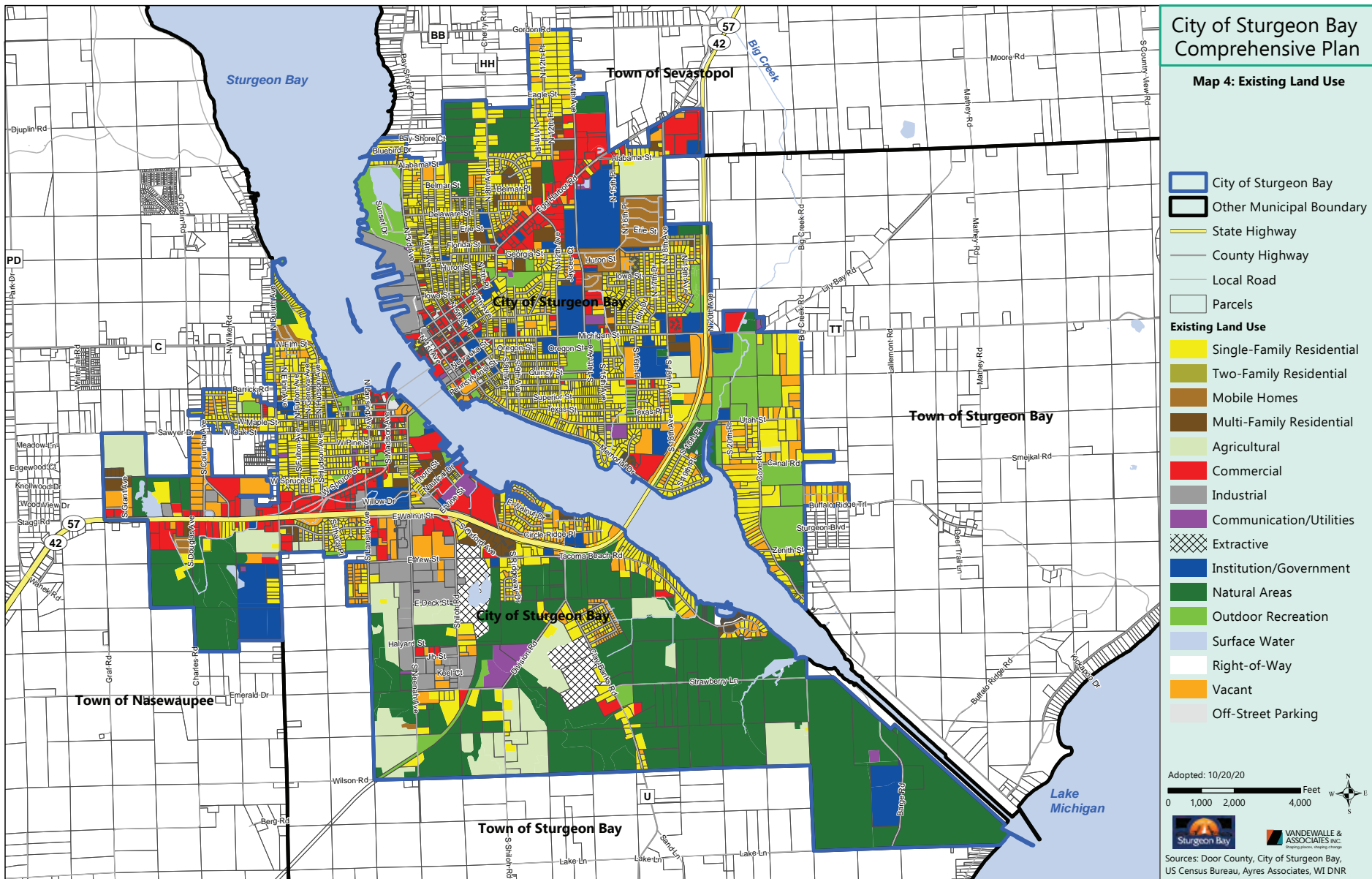
Supply of land available for development includes areas of the City that have been planned or approved for development, but not yet built-out; vacant areas within the City that have not been planned for development; developed land within the City that is appropriate for redevelopment; and land in the Planning Area that is not within the corporate limits of the City, but is potentially available for future annexation.

For vacant areas, the land actually available for development is determined by several factors. The area available for development is limited by any environmental corridors, areas of wetlands, floodplains, public ownership, conservation easements or other characteristics that make it undevelopable. Other potential building limitations (infiltration area, steep slopes, shallow depth to bedrock or depth to water table, and hydric soils) will also influence how much of vacant areas are actually appropriate for development. Building limitations will need to be measured and assessed by the developer and City when a specific development proposal is being considered.

## EXISTING AND POTENTIAL LAND USE CONFLICTS

There are minimal existing land use conflicts in the City of Sturgeon Bay. These conflicts mainly occur in older parts of the City where industrial uses and heavy commercial uses are in close proximity to residential uses without adequate buffering.





## LAND USE GOALS, OBJECTIVES, AND POLICIES

### **Goals:**

Sturgeon Bay will maintain an economically efficient and environmentally sustainable land use and development pattern.

### **Objectives:**

- a. Plan for a sufficient supply of development areas for a variety of land uses.
- b. Promote high-quality building design and building sizes that relate to existing buildings in the area.
- c. Maintain and enhance the aesthetic quality of the City.
- d. Encourage practices that minimize conflicts between nearby land uses.
- e. Encourage collaboration between the City of Sturgeon Bay, Door County, and neighboring jurisdictions with regard to planning initiatives and development policies.
- f. Identify opportunities for mixed-residential development throughout the City, rather than creating large concentrations of one type of development in a just a few areas.
- g. Direct new development to areas within and adjacent to existing development that can utilize existing infrastructure and utilities or short extensions thereof wherever practical.
- h. Continue a compact land use pattern that promotes sustainable development and environmental stewardship.
- i. Preserve architecturally, culturally, and historically significant structures, buildings, and sites.

### **Policies:**

- a. Follow the land use recommendations that are mapped and described in this Plan when reviewing new rezoning requests and making detailed land use decisions.
- b. Preserve and enhance the character of Sturgeon Bay by encouraging compatible new development and redevelopment.
- c. Redevelopment of architecturally, culturally, and historically significant buildings will undergo a rigorous review to ensure high standard design, landscaping, site preparation, materials.
- d. Ensure that incompatible land uses are not located close to one another, or, where necessary, require adequate buffering between incompatible land uses
- e. Promote vehicular, pedestrian, and bicycle connections between existing and new development areas.
- f. Adopt and use high-quality standards for building, site, landscape, signage, and lighting design in new development projects.

- g. Protect the visual quality of major community thoroughfares by requiring all development and redevelopment along these corridors to undergo site plan and building design review, such as by creating overlay districts.
- h. Modify local land development ordinances where necessary to implement the goals, objectives, and recommendations in this Plan, minimize potential land use conflicts, guide growth and development, ensure high-quality site development, and adequately protect water quality.
- i. Promote greater use of zoning districts and classifications that promote mixing land uses, including the Downtown and Neighborhood Mixed Use and Planned Neighborhood.

## FOCUS AREAS AND TARGETED PLANNING AREAS

Building on input from the public as well as community leaders, the Plan identifies eight Focus Areas. These areas present unique opportunity for change in the City; where land is currently underutilized, there are opportunities for redevelopment or a change in land use and character. The map below showcases the areas recommended for additional investment and planning efforts.

Eight Focus Areas were identified to highlight areas of opportunity and where additional planning and investment could have significant impact on the future of the community. These Focus Areas were then narrowed down to three Target Planning Areas: Egg Harbor Road Corridor, Downtown, and Downtown/West Waterfront. Specific goals were created for these areas related to the character, land use, and development potential. The following Target Planning Area Plans include recommendations and land use concepts, sparking opportunities for additional consideration by the City as well as developers and presenting a cohesive community vision.

## *Target Planning Area Goals:*

### ***Target Area 1 – Egg Harbor Road Corridor***

- Maintain the corridor as a commercial services destination serving residents and visitors
- Urbanize the corridor by locating new buildings close to Egg Harbor Road and constructing parking areas behind the buildings
- Infill underutilized parking areas with mixed use buildings containing commercial first floors and office or residential above
- Improve walkability by planting additional street trees, hanging baskets, and planters where possible
- Expand residential tax base through a variety of housing types
- Control community image at the intersection of Egg Harbor Road and Hwy 42/57

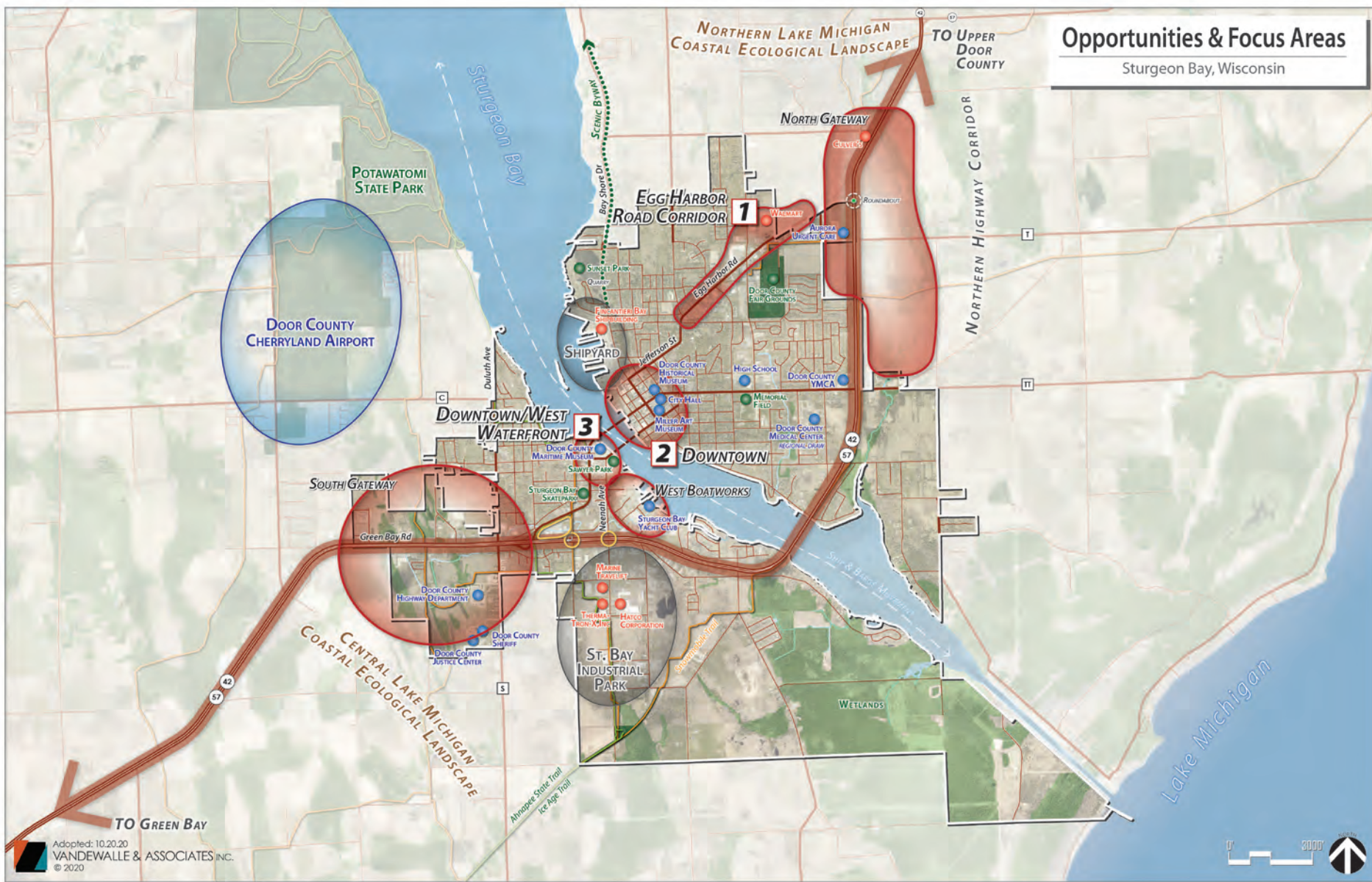
### ***Target Area 2 – Downtown***

- Preserve the historic character of downtown and enhance active businesses
- Maintain pedestrian scale and walkability
- Promote an active waterfront through planned activities and increased public access
- Encourage Complete Streets that accommodate automobiles, bicycles, and pedestrians
- Consider a trolley to circulate people throughout the community in high-visitor months
- Encourage downtown living in upper floors of buildings

### ***Target Area 3 – Downtown/West Waterfront***

- Infill underutilized parcels with mixed-use development to activate the area and increase tax base
- Encourage additional residential with water views, increasing year-round residents to support local businesses
- Brand the area as a community destination
- Preserve the waterfront for public use and construct a trailhead for the Ice Age & Ahnapee Trails
- Locate a public use on the waterfront such as a library outpost or Lake Water Research Facility

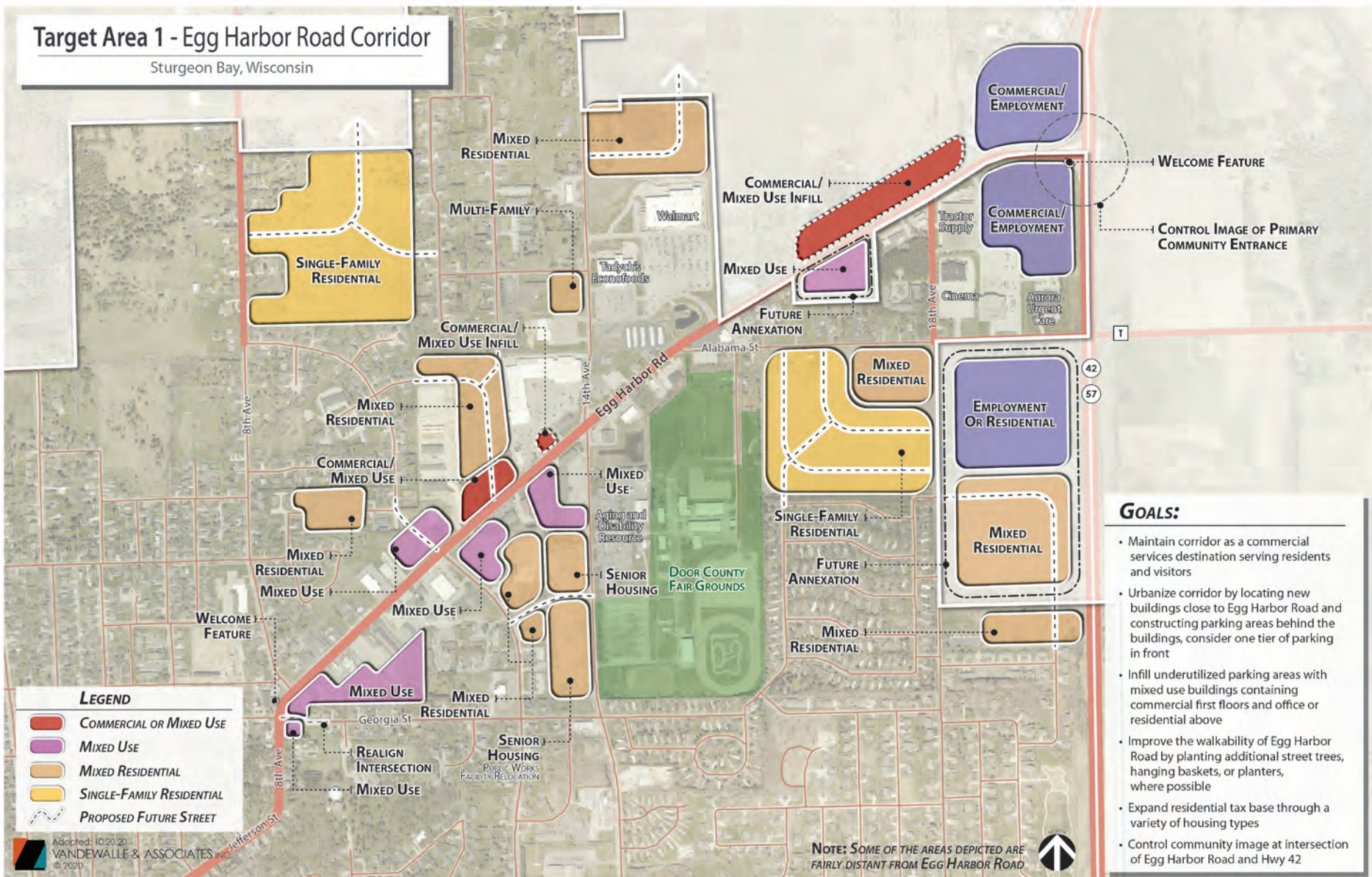






## Target Area 1 - Egg Harbor Road Corridor

Sturgeon Bay, Wisconsin













## LAND USE PROGRAMS AND RECOMMENDATIONS

This section of the Plan has the intent of guiding land use and development in the City through the year 2040. The Future Land Use map (Maps 5a and 5b) is the centerpiece of this chapter and the Plan's land use direction. Map 5 was prepared based on an analysis of a variety of factors, including overall development trends, location and availability of vacant land in the City, location of areas logical for future development based on existing development, environmental constraints, public and property owner input, areas of potential land use change, and this Plan's overall Vision.

The Future Land Use map and related policies described below should be used as a basis to update the City's regulatory land use tools, such as the zoning map. They should also be used as a basis for all public and private sector development decisions. These include rezonings, conditional use permits, subdivisions, and other public or private investments. Changes in land use to implement the recommendations of this Plan will generally be initiated by property owners and private developers. In other words, this Plan does not automatically compel property owners to change the use of their land. Not all land shown for development on Map 5 will be immediately appropriate for rezoning and other land use approvals following adoption of this Plan. Given service demands and other factors, careful consideration to the amount, mix, and timing of development to keep it manageable and sustainable is essential. The City advocates the phased development and redevelopment of land that focuses growth in areas and types that advance the vision of the community and can be efficiently served with transportation, utilities, public services, and other community facilities.

Each of the future land use categories shown on Map 5 is described below. Each land use category description summarizes where that type of land uses should be promoted, the appropriate existing and proposed new zoning districts to implement that category, policies related to future development in areas designated by that category, and overall approaches for achieving the City's overall vision for the future.



## LAND USE CATEGORIES:

### *Rural Residential*

#### **Description**

This future land use category designates residential areas that are characterized by private on-site wastewater treatment systems and low-density development, typically not more than one dwelling unit per acre.

#### **Recommended Zoning**

The City's R-1 zoning district is the most appropriate for areas mapped in this future land use category. The City should consider including a provision in the R-1 and R-2 districts require a minimum one-acre lot for un-sewered parcels.

#### **Policies and Programs**

- a. This development pattern should not be allowed in new developments within the City's boundaries and the City should limit approval of this land use in the future to areas that are unlikely to ever be cost-effectively served by municipal sanitary sewer and water facilities.

### *Lower Density Residential*

#### **Description**

This future land use category designates residential areas that are predominately comprised of single-family homes at a density of up to four units per acre. Some two-family homes may be included in these areas. This category is mapped in significant portions of the City of Sturgeon Bay where the future desire is to promote or retain single family character.

#### **Recommended Zoning**

The City's R-1 through R-3 residence zoning districts are the most appropriate for areas mapped in this future land use category.

#### **Policies and Programs**

- a. Pursue residential infill opportunities in existing residential neighborhoods where feasible.
- b. As maintenance and rehabilitation needs arise, work with the County, State and local lenders to assist homeowners and landlords with rehabilitation projects.
- c. Work to continually improve code enforcement efforts to maintain attractive, well-kept neighborhoods.
- d. Work with the local historical society and property owners to protect and celebrate historically significant residences within the community.
- e. Refer to Chapter Four: Housing for detailed housing recommendations.

## *Medium Density Residential*

### **Description**

This future land use category designates residential areas that are predominately comprised of single-family homes at a density of up to eight units per acre. Lot sizes in these areas are typically more compact than in lower density residential. Two-family dwellings and small-scale multi-family dwellings are often intermixed into these areas.

### **Recommended Zoning**

The City's R-2 through R-3 residence zoning districts are the most appropriate for areas mapped in this future land use category. The City should consider creating a small-lot single family zoning district to accommodate this land use category.

### **Policies and Programs**

- a. Pursue residential infill opportunities in existing residential neighborhoods where feasible.
- b. As maintenance and rehabilitation needs arise, work with the County, State and local lenders to assist homeowners and landlords with rehabilitation projects.
- c. Work to continually improve code enforcement efforts to maintain attractive, well-kept neighborhoods.
- d. Work with the local historical society and property owners to protect and celebrate historically significant residences within the community.
- e. Pursue a diverse mix of housing styles as allowed within this future land use category.
- f. Refer to Chapter Four: Housing for detailed housing recommendations.



## *Higher Density Residential*

### **Description**

This future land use category is intended for a variety of residential units but is primarily comprised of multi-family housing (3+ unit buildings), usually developed at densities up to 12.4 units per acre.

### **Recommended Zoning**

The City's R-3 and R-4 zoning districts are the most appropriate districts to implement this future land use category.

### **Policies and Programs**

- a. Meet minimum site, building, landscape, lighting, and other design standards included in the zoning ordinance.
- b. Support projects that include a strong program for maintaining the quality, value, and safety of the development over time.
- c. Work with development partners to provide a wide range of housing types such as condos, townhomes, and multi-unit dwellings.
- d. Pursue opportunities to increase multi-family housing to address attainable workforce housing as described in Chapter Four: Housing.
- e. Update detailed design standards for multi-family developments from Chapter Four of this Plan.





## *Planned Neighborhood*

### **Description**

The planned neighborhood future land use category is intended to provide for a variety of housing choices and a mix of non-residential uses such as parks, schools, religious institutions, and small-scale shopping and service areas. They are really a collection of different land use categories listed in this chapter. Planned neighborhoods should be carefully designed as an integrated, interconnected mix of these use categories. They are by no means intended to justify an “anything goes” land use pattern. Overall, the composition and pattern of development should promote neighborhoods that instill a sense of community with their design.

The planned neighborhood category encourages a mix of uses and densities across a region or planned area and not necessarily on a specific plat or development.

The planned neighborhood concept encourages a mix of medium density single family residential, multi-family residential, public and institutional, parks and open space, and neighborhood mixed use categories. Senior housing, assisted living, and Community-Based Residential Facilities (CBRF) are also appropriate for these areas. Maintaining a minimum percentage of single-family residential uses has the effect of dispersing higher density development throughout the community and limiting the concentration of any one type of development in any one area. Appropriate non-residential uses include neighborhood-oriented shopping opportunities, such as a small grocery store and convenience store, bakery, or pharmacy; personal services such as barber shop or dentist office; smaller employment opportunities (usually located on the edges of these neighborhoods); and small-scale religious institutions and educational facilities (usually elementary schools) for area residents. Large areas of planned neighborhood area mapped at the edge of the City.

### **Recommended Zoning**

The planned unit development or rezoning processes are well-suited to implement areas mapped under this future land use category.

### **Policies and Programs**

- a. Maintain overall residential development densities within Planned Neighborhoods of between six and eight dwelling units per residential acre.
- b. Accommodate a mixture of housing types, costs, and densities, while maintaining the predominance of single-family housing in the community. In planned neighborhoods, seek a housing mix where a minimum of 55% of all housing units are in single family detached residences, with desired a maximum of 20% of units in two-family dwellings and 15% of units in multiple family dwellings. This policy means that an area could develop as 100% single family, or it could develop as 70% single family, 20% two-family, and 10% multiple family, or another combination that the market supports, with a minimum of 50% single family dwellings.
- c. Avoid rezoning any area designated for planned neighborhood development until public sanitary sewer and water service is available and a neighborhood development plan and specific development proposal is offered for the site.

**Figure 11. Planned Neighborhoods**

d. Require each planned neighborhood to be developed following preparation of a detailed neighborhood development plan by a developer or the City, ideally adopted as a component of the City's Comprehensive Plan. Such plans shall specify land use mix, density, street layouts, open space, and stormwater management.

e. Adhere to the following design objectives for planned neighborhood areas.

- Create a distinct sense of place and human scale. Strategies can include bringing buildings close to the sidewalk and local streets; providing public focal points; and creating visual interest.
- Connect planned neighborhoods internally and to adjacent areas through a network of paths, sidewalks, and streets that discourage high travel speeds but still allow access to emergency and maintenance vehicles (e.g. fire trucks and snowplows).
- Design neighborhoods with interconnected open space systems for recreation and progressive stormwater management.
- Integrate a mix of uses and densities.
- Preserve and focus attention on environmentally sensitive areas and unique natural features.
- Lay out streets, buildings, and public open spaces which take advantage of long views created by local topography.



## *Unsewered Commercial*

### **Description**

This future land use category is intended for smaller-scale office and local-supporting institutional, retail, and commercial uses that are less customer and traffic intensive but require larger land areas.

### **Recommended Zoning**

The City's C-1 zoning districts will accommodate this future land use category. The City may consider creating a new zoning district for Unsewered Commercial that could include a limit on the total square footage and impervious surface area of development to maintain the rural feel of the area.

### **Policies and Programs**

- a. Require that all proposed commercial projects submit a detailed site plan, building elevations, lighting plan, grading/stormwater management plan, and signage plan prior to development approval.
- b. In unsewered commercial areas, require the use of high-quality building materials and designs that are compatible with residential areas, including residential roof materials such as shingles; generous window placements; and exterior materials such as wood, cement board, vinyl siding, brick, decorative block, stone, etc.



## *Regional Commercial*

### **Description**

This future land use category includes large-scale commercial and office land uses, including national and regional retailers, which serve the entire community and people from nearby communities on public sewer, public water, and other urban services and infrastructure.

### **Recommended Zoning**

The City's C-1 zoning district is appropriate for areas within this future land use category.

### **Policies and Programs**

- a. Adhere to site, building, signage, landscaping, and lighting design guidelines for commercial, large scale retail, and mixed-use development projects.
- b. Require that all commercial projects submit and have approved detailed building elevations and site plans, showing the proposed locations of the building(s), parking, storage, loading, signage, landscaping, and lighting prior to development approval.



## *Neighborhood Mixed Use*

### **Description**

This future land use category is intended to facilitate a carefully controlled mix of commercial and residential uses on public sewer, public water, and other urban services and infrastructure. This category advises a carefully designed blend of planned commercial, mixed residential, parks and open space, light industrial, and community facilities land uses.

### **Recommended Zoning**

The City's current C-5 district will accommodate this future land use category. It is also possible that combination of districts could be used or the Planned Unit Development (PUD) district.

### **Policies and Programs**

- a. Carefully review all projects in neighborhood mixed use areas to ensure an appropriate mix of uses which are compatible with neighboring properties and the City's vision for the area. The precise mix of uses and zoning districts should be at the City's discretion, rather than the property owner.
- b. Grant development approvals only after submittal, public review, and approval of site, landscaping, building, signage, lighting, stormwater, erosion control, and utility plans.
- c. Require the use of high-quality building materials and design objectives.
- d. Areas mapped neighborhood mixed use zoning districts should include compact, walkable design and adequate bicycle and pedestrian infrastructure.





Figure 12. Mixed-Use Neighborhoods



## Downtown Mixed Use

### Description

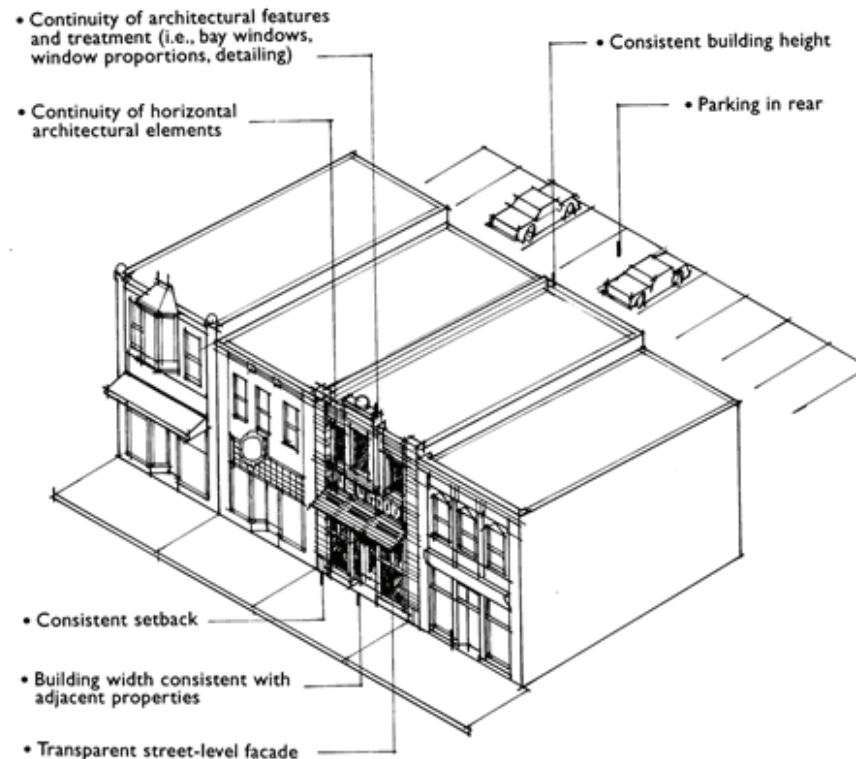
Downtown Sturgeon Bay is intended to remain the civic, social, and commercial hub of the community. This category is intended for a mix of retail, commercial service, office, institutional, governmental, and residential (mainly upper stories) uses arranged in a pedestrian-oriented environment with on-street parking; minimal building setbacks; and building designs, materials, placement, and scale that are compatible with the character of existing development. The downtown mixed-use future land use category is mapped over the historic Downtown area.

### Recommended Zoning

The City's C-2 central business zoning district is appropriate for areas in this future land use category.

### Policies and Programs

- Preserve the architectural and historic character of the core Downtown historic buildings, including those in the Steel Bridge Creative District and Third Avenue Historic District, by requiring that new development, expansions, and exterior renovations comply with design standards and historic preservation standards.
- Grant development approvals only after submittal, public review, and approval of site, landscaping, building, signage, lighting, stormwater, erosion control, and utility plans.
- Promote the expansion, retention, and upgrading of specialty retail, restaurants, financial services, offices, professional services, residential, and community uses through continued marketing, investment and incentive strategies.



## *Industrial*

### **Description**

This future land use category includes manufacturing, warehousing, distribution, and office uses, often with outdoor storage or processing of materials. New development should adhere to high-quality building design, generous landscaping, modest lighting, screened storage and processing areas, and limited and attractive signage. These areas should be located near arterial roads and away from residential areas and high visibility community gateways whenever possible.

### **Recommended Zoning**

The City's I-1 and I-2 zoning districts are most appropriate for areas within this future land use category.

### **Policies and Programs**

- a. As opportunities for reinvestment and redevelopment occur, improve the appearance of building facades exposed to the public view, including loading docks and storage areas.
- b. Encourage the use of high-quality building materials, improved window treatments, high-quality loading and storage screening devices and landscaping.
- c. Ensure that future industrial development is appropriately buffered from existing and planned residential development areas.
- d. Adhere to adopted site and building design guidelines for industrial projects.

## *Business Park*

### **Description**

This future land use category is an area predominately used for light manufacturing, corporate offices, and related uses as part of an overall coordinated development in a business park setting.

### **Recommended Zoning**

The City's C-4 and I-1 zoning districts are most appropriate for areas within this future land use category.

### **Policies and Programs**

- a. As opportunities for reinvestment and redevelopment occur, improve the appearance of building facades exposed to the public view, including loading docks and storage areas.
- b. Encourage the use of high-quality building materials, improved window treatments, high-quality loading and storage screening devices and landscaping.
- c. Ensure that future industrial development is appropriately buffered from existing and planned residential development areas.
- d. Adhere to adopted site and building design guidelines for industrial projects.

## *Office*

### **Description**

This future land use category is for nonresidential areas in which offices, medical related facilities and related business services predominate. The office land use designation is also appropriate in select residential areas that adjoin major institutional establishments such as neighborhoods surrounding the medical center, Door County Government Center or Justice Center.

### **Recommended Zoning**

The City's C-4 zoning district is most appropriate for areas within this future land use category.

### **Policies and Programs**

- a. As opportunities for reinvestment and redevelopment occur, improve the appearance of building facades exposed to the public view.
- b. Ensure that the scale and design of future office development is compatible with adjoining existing and planned residential development areas.
- c. Adhere to adopted site and building design guidelines for aspects like signage, landscaping, and lighting.

## *Public and Institutional*

### **Description**

This future land use category is designed to facilitate large-scale public buildings, schools, religious institutions, hospitals, special care facilities, and cultural facilities. Future small-scale institutional uses may also be located in areas planned for residential, commercial, office, industrial, mixed, or traditional neighborhood uses, while larger-scale institutional uses should generally be avoided in planned residential areas.

### **Recommended Zoning**

Government and Institutional uses are allowed in all residential, business, and industrial districts; however, the City should consider adopting an institutional or community facilities zoning district to implement this future land use category. A specific institutional or community facilities zoning district will allow the City to identify areas of the City for municipal development, including public buildings and parks, and more clearly indicate future land use priorities.

### **Policies and Programs**

- a. Require and review a detailed site and operations plan before approving new or expanded institutional uses.
- b. Consider the impact on neighboring properties before approving any new or expanded institutional use.
- c. Continue to work with Sturgeon Bay Schools to coordinate uses and activities on district-owned land.
- d. Encourage collaboration among the Public Works, Fire, and Police Department, and other providers of City services, on accommodating future service needs.



## *Open Space and Recreation*

### **Description**

This category generally includes land designated as open space or other recreational facilities. It also includes certain areas with little to no development potential due to the presence of limiting factors, especially wetlands. Some Park and Open Space areas may also be accommodated within other land use categories. The land use category is expected to remain undeveloped during the period of the Comprehensive Plan, except for recreational uses.

### **Recommended Zoning**

Parks and open spaces are allowed in all residential, business, and industrial districts. The Conservancy zoning district is recommended for lands within the open space and recreation category, especially for large expanses of such land.

### **Policies and Programs**

The following policies and programs are recommended for this future land use category in areas on Map 5 where this category is shown:

- a. Implement the 2015 Outdoor Recreation Plan and update that plan every five years.
- b. Ensure that all land use decisions take into consideration the recommendations included in the Utilities and Community Facilities chapter of this Plan.
- c. Practice environmental stewardship of natural lands, including eradication of invasive species and habitat restoration.
- d. To preserve the integrity of environmental corridors, avoid splitting tracts of land into multiple parcels of ownership.

## *Agriculture/Rural*

### **Description**

The Agriculture/Rural future land use category is established and mapped on Map 5 within the City's extraterritorial jurisdiction to preserve productive agricultural and forest lands in the long-term, protect existing farm operations from encroachment by incompatible uses, promote further investments in farming, and maintain farmer eligibility for incentive programs.

This category focuses on lands actively used for farming, with productive agricultural soils, with topographic conditions suitable for farming, and with long-term suitability for farming. This category also includes scattered open lands and woodlots, farmsteads, agricultural-related uses, such as implement dealerships, associated home occupations and small family businesses which do not interfere with the interests of nearby property owners, small-scale forest production and processing, and limited existing single-family residential development. This land use might also be appropriate for extraction, disposal, and uses requiring large land area such as golf courses and campgrounds.

### **Policies and Programs**

The following policies and programs are recommended for this future land use category, in areas on Map 5 where the category is shown:

- a. Continue to act as an approval authority on proposed land divisions within the City's extraterritorial jurisdiction to help assure the implementation of this desired future land use designation.
- b. Support land developments in this area only where clearly related to the description above and where proposed housing (or other non-farm use) is at a density of one home per 35 acres.
- c. Do not extend sanitary sewer service or public water service into agriculture/rural areas.
- d. Work with the adjoining Towns and County to achieve these policies and programs in a cooperative manner.

## OTHER LAND USE RECOMMENDATIONS

### *Opportunities for Redevelopment*

Opportunities for redevelopment currently exist across the City. Redevelopment may involve the rehabilitation of aging buildings, additions to existing structures to facilitate reuse, reconfiguration of site plans to maximize space, and construction of new buildings to infill vacant lots or to replace buildings where rehabilitation is impractical. All of these potential activities should be balanced against historic preservation interests. The City should continue to compile and market a list of sites that are prime for redevelopment and infill development.

Specific opportunities for redevelopment can be found in the discussion of the Target Planning Areas and include Downtown, Egg Harbor Road, and the West Waterfront.

### *“Smart Growth” Areas*

“Smart Growth” Areas are defined by the State of Wisconsin as “areas that will enable the development and redevelopment of lands with existing infrastructure and municipal, State, and utility services, where practical, or that will encourage efficient development patterns that are both contiguous to existing development and at densities which will have relatively low municipal, State governmental, and utility costs.”

Sturgeon Bay’s Smart Growth strategy focuses on redevelopment and infill of vacant and underutilized areas across the entire community, as well as planned future land uses that prevent sprawl. Growth areas are primarily designated planned neighborhood to encourage an efficient mix of housing styles and density to meet future housing demand while meeting needs for attainable workforce housing and an efficient land use strategy.

### *Community Character and Design*

Sturgeon Bay’s small-town atmosphere, friendliness, and historic character were cited as some of the top things residents value about the community during the public workshops and community survey described in Chapter One: Issues and Opportunities. To ensure that Sturgeon Bay’s unique characteristics are maintained over the planning period, this section of the Plan provides the basis of a comprehensive approach to community character planning, addresses in more detail the nature of development outlined in the Future Land Use Map, and sets the framework for more detailed transportation and community facilities recommendations presented in this document. New development, whether commercial or residential, should fit with the character of Sturgeon Bay while maintaining high-quality building and design standards.

### *Community Character Components*

A wide variety of elements contribute to the creation of community character. These elements should be considered with all development proposals and government actions associated with implementation of this Plan. The City has some measure of control over nearly all of these elements through zoning, subdivision, and building regulations, and public investments. These elements include:

#### ***Density and Intensity***

The most visually successful transitions of land use occur where residential densities (as defined by the number of dwelling units per acre) and nonresidential intensities (as defined by floor area ratios and the percentage of land left in green areas) are relatively consistent, even though dwelling unit types or land uses may vary significantly. The use of zoning districts that encourage a variety of uses with a similar density or intensity as defined by impervious surface ratios and floor area ratios make for more gradual and visually comforting transitions. The City's commitment to compact growth, environmental sustainability, and infill redevelopment provide new opportunities for increased density in Sturgeon Bay, particularly in the redevelopment of underutilized lands.

#### ***Building Scale***

The consistency of building scale is comparable to density and intensity issues. With the exception of carefully designed and properly sited institutional uses, large differences in building scale can be disruptive to an urban fabric. Proposed new buildings should be consistent with the scale of surrounding buildings (of all uses) or should incorporate design elements which create an appearance of several smaller structures. In general, the largest structures in a community should be located along its most important roadways.

### ***Building Location***

Consistent building setbacks (with exceptions possible for unique institutional structures complemented by pedestrian-oriented facilities) are also important in both residential and non-residential areas. Even industrial park development can suffer from the hodge-podge look created by wide variation in setback from streets. Where building setbacks are allowed to vary, they should vary only in a carefully planned manner. Restrictive covenants and zoning regulations should effectively address this concern. Consistent setbacks at the desired distance from the street are essential to creating and maintaining the character of a district, whether it be Downtown, residential or rural.

### ***Architecture***

Where a dominant architectural style exists, infill development should be complementary. Where a wider variety of styles exist, common architectural themes or elements (such as materials, colors, roof pitches or stylistic appurtenances) should be reflected. In peripheral locations and new development areas, quality of materials should be stressed, and the relative availability and affordability of the dominant architectural elements should be ensured. This maxim is especially true for the downtown and neighborhood mixed use areas.

### ***Public Furnishings and Spaces***

The use of public furnishings conveys a sense of public investment and pride in a community that cannot be replicated through other means. The use of public furnishings, particularly in public spaces relating to tourism, busy pedestrian streets, and institutional uses, should be encouraged. In all instances, these furnishings should be of high aesthetic quality and proven durability.

The creation of small gathering spaces with benches and perhaps tables is an emerging trend in large scale private commercial developments. Such features tend to humanize environments that are otherwise dominated by buildings, cars, and parking lots. The City should encourage creation of such spaces in its larger commercial developments.

### ***Urban Form***

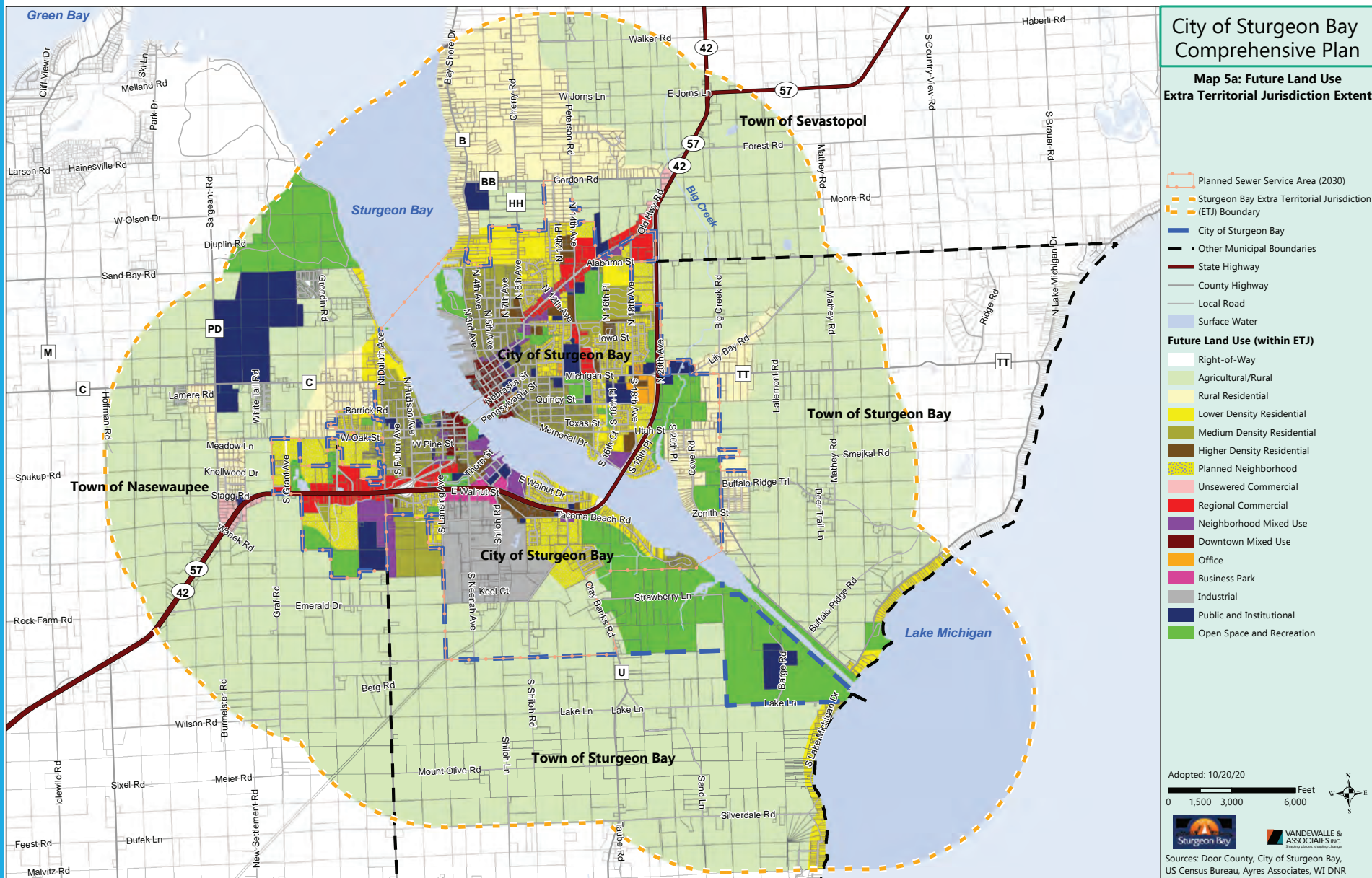
Sturgeon Bay's downtown, historic districts, and working waterfront define the urban form of the community. The City should explore opportunities for land acquisition and infill redevelopment to protect and expand walkable, mixed use districts to serve as signature destinations in the community. These districts, particularly Downtown Sturgeon Bay, should include public spaces for residents to gather and community events as well as traditional retail storefronts with office and residential above and connect residents and visitors to the nearby natural features and assets, like the waterfront and downtown parks.

### ***Community Entryways***

Entryways, or gateways as they are sometimes referred, are the first impression a community makes on visitors and residents alike. The entryway and related features go beyond marking the edge of the community; but also act as the "front door" to the community, or in this case to the region as Sturgeon Bay is also the gateway to Door County. Sturgeon Bay's north and south entries along STH 42/57 set the tone at the community edges and provide an ever-present opportunity to make a favorable impression on visitors, establishing and reinforcing the community's character and sense of place.

Given that all traffic to the northern part of the county passes through the City of Sturgeon Bay, the City has an opportunity to distinguish itself, and with proper land use, resource management, and wayfinding, encourage travelers to stay and visit as they continue on to other Door County destinations.







# City of Sturgeon Bay Comprehensive Plan

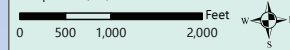
## Map 5b: Future Land Use Central City

- Planned Sewer Service Area (2030)
- City of Sturgeon Bay
- Other Municipal Boundaries
- State Highway
- County Highway
- Local Road
- Surface Water

### Future Land Use (within ETJ)

- Right-of-Way
- Agricultural/Rural
- Rural Residential
- Lower Density Residential
- Medium Density Residential
- Higher Density Residential
- Planned Neighborhood
- Unsewered Commercial
- Regional Commercial
- Neighborhood Mixed Use
- Downtown Mixed Use
- Office
- Business Park
- Industrial
- Public and Institutional
- Open Space and Recreation

Adopted: 10/20/20



Sources: Door County, City of Sturgeon Bay,  
US Census Bureau, Ayres Associates, WI DNR







# CHAPTER 8: UTILITIES AND COMMUNITY FACILITIES

# 8









# CHAPTER 8: UTILITIES AND COMMUNITY FACILITIES

# 8

## UTILITIES AND COMMUNITY FACILITIES GOALS, OBJECTIVES, AND POLICIES

### **Goals:**

Sturgeon Bay will provide residents with high-quality, accessible public services and community facilities to enhance the City's sense of community and quality of life.

### **Objectives:**

- a. Provide adequate government services and facilities necessary to maintain a high-quality living and working environment.
- b. Retain government services centered at City Hall in Downtown Sturgeon Bay.
- c. Provide community services and facilities in a logical, reliable, efficient, and cost-effective manner to serve a compact development pattern.
- d. Ensure that Sturgeon Bay is adequately served by both passive and active open space, parkland, and recreational facilities that are accessible and well maintained.
- e. Assure that the costs for new community services, facilities, and utilities are distributed fairly and equitably.
- f. Work with the school districts to ensure adequate school facilities to Sturgeon Bay students and families.
- g. Increase opportunities to connect Sturgeon Bay students and employers through higher education, workforce training, certification, and apprenticeship opportunities.
- h. Expand the coverage and implementation of technology networks across Sturgeon Bay in both the public and private sector.
- i. Continue to support Sturgeon Bay Utilities in providing top quality and innovative electric, water, and wastewater utility services, including expansion of its energy efficiency, renewable energy, and environmental initiatives.

### **Policies:**

- a. Require all new development in the City to make provisions for handling stormwater by either providing on-site facilities or contributing to the provision of regional facilities proportional to the development's run-off. These facilities should be constructed concurrent with development.
- b. Explore the feasibility of increasing Sturgeon Bay's generation and use of renewable energy, especially solar.
- c. Explore the feasibility of requiring developer exactions and fees to assure that new development pays for its proportional share of the cost of providing utilities and other community facilities.
- d. Coordinate with Sturgeon Bay Schools to identify and plan future school facilities, especially those that potentially support the non-student population such as performing arts or athletic facilities.

- e. Study the viability of technological infrastructure, such as small cell wireless or fiber networks, to provide access to technology citywide, and pursue local partnerships to explore Smart City opportunities.
- f. Promote the private development of licensed childcare facilities.
- g. Implement and regularly update the City's 2015 Outdoor Recreation Plan.
- h. Where possible, continue to move electric facilities and infrastructure underground, supporting Sturgeon Bay's Tree City USA status.
- i. Continue to plan water utility improvements in advance to replace aging water mains in conjunction with City road repair and replacement plans.
- j. Continue to investigate less disruptive technologies for the replacement of water and wastewater utility infrastructure to limit road re-builds. These technologies include slip-lining and pipe bursting
- k. Continue to construct and improve stormwater management facilities within the Little Creek drainage basin to reduce flooding and protect water quality.
- l. Pursue grants and other non-City sources of funds whenever capital expenditures are planned for community facilities.
- m. Implement Capital Improvement Plans to keep Sturgeon Bay's municipal facilities up to date.

## UTILITIES AND COMMUNITY FACILITIES PROGRAMS AND RECOMMENDATIONS

### ***Update and Implement the Comprehensive Outdoor Recreation Plan***

Sturgeon Bay offers a variety of outdoor recreation opportunities to residents and visitors, from parks and playgrounds to trails and public waterfront access. To expand the City's impact on outdoor recreation and support the expansion and maintenance of its recreational assets, the City should update and adhere to the 2015 Outdoor Recreation Plan. An Outdoor Recreation Plan not only allows the City to explore community priorities and goals, analyze existing conditions, and consider future potential park facilities, but it is essential for the City to qualify for both federal and state funding opportunities, including grants from the Wisconsin Department of Natural Resources. The City should update the Recreation Plan every five years.

### ***Include the School Districts in Future Planning Decisions***

The City should coordinate land use and development decisions with the long-range planning efforts of the various school districts. Collaboration on planning issues could be accomplished through periodic joint City and school district meetings, appointing a coordinating liaison, or by including a school district representative on the City Plan Commission.

Over the course of this planning period the Sturgeon Bay School District may need to consider changes to their school facilities, including closing Sunset School. The City will work with the District to proactively identify actions, and if necessary, mitigate impacts to surrounding areas, including the potential productive reuse of closed facilities. The City and School District may consider the development of a combination community park/school site, such as sports fields, which may allow for efficiencies in construction and maintenance costs.

### ***Prepare the City for Future Technologies***

Communities across the country are recognizing the future of technology and its role in the public sphere. From electric vehicle charging stations, to small cell networks, 5G, autonomous vehicles and blockchaining, technology has the potential to alter daily life in our cities. While technology is rapidly advancing, areas of Sturgeon Bay struggle to access high-speed Internet. High-speed Internet is a major quality of life factor for residents and is an economic development tool that can be used to attract and retain technology-based employers and remote employees. As more and more of the economy is built on employees who work from home, access to reliable Internet is essential to retaining the next generation of workers. The City should advance an economic development strategy that highlights access to high-speed Internet service along with the important quality of life assets, like natural resources, outdoor recreation opportunities and small-town charm to attract remote employees and employers.

#### Recommended Actions:

- Consider diverse partnerships, including private sector companies, to expand high-speed Internet access across the City.
- Complete a municipal technology inventory and needs assessment to study what the current and emerging technology needs are in Sturgeon Bay and identify how to most efficiently provide these services.
- Review and revise City ordinances to include provisions for installation of high-technology communications infrastructure, renewable energy infrastructure, and transportation technology.
- Where feasible, introduce technology upgrades that will make the provision of City services more efficient, equitable, and transparent.
- Consider developing an open data policy and platform for City data to increase transparency and engage residents through digital media, including the City website. An open data policy will determine what municipal data should be collected, what data should be made public, how it is shared or made available to the public, how data is updated, how sensitive data is protected and confidentiality is maintained, and how the public can be engaged with municipal data, including public safety, housing, development, parcel, and demographic data.



### ***Maintain Strong Public Education in Sturgeon Bay***

Education is a major factor in the decision on where to live. In addition to housing and accessibility to employment, the quality of the school system drives resident choice and is often central to a community's identity and sense of pride. Public input throughout the planning process repeatedly emphasized the importance of quality public education and maintaining high standards for Sturgeon Bay's schools. While schools are directly governed by the School District, it is important for the City to support education and emphasize it as a community priority in this Plan.

#### **Recommended Actions:**

- Continue to communicate and collaborate with Sturgeon Bay Schools to ensure adequate facilities and services for its students and families.
- Maintain critical transportation infrastructure, particularly sidewalks and bike trails, for students to safely travel to schools and other destinations within Sturgeon Bay.
- Pursue funding opportunities that can assist with the School Districts' various goals, including grants like Safe Routes to School.
- Ensure Sturgeon Bay has the appropriate mix of housing to suit families with children and that these housing options are accessible to school facilities.
- Maintain a diverse mix of employers to elevate the community tax base.
- Support opportunities for the City, Sturgeon Bay employers, and the School District to work together on education and workforce training.
- Maintain top quality public safety services to keep Sturgeon Bay schools a safe, welcoming environment.
- Work with regional educational and workforce training partners, including Northeast Wisconsin Technical College, to provide higher education and professional credentials to Sturgeon Bay students and employees.

### ***Promote Private Development of Childcare Facilities***

Continually throughout the public input process for this Plan the lack of licensed childcare options was raised as an issue. Access to safe, reliable, flexible childcare is essential for families to be able to live in a community of their choice and can be a major deciding factor in the whether to move to a community. Market and regulation trends have drastically impacted the childcare business model, causing many facilities to close or alter their staffing and services. The City should work with all public, private and non-profit partners to ensure the City is adequately served by safe, licensed childcare providers.

# CHAPTER 9: INTERGOVERNMENTAL COOPERATION

# 9







# CHAPTER 9: INTERGOVERNMENTAL COOPERATION

# 9

This chapter is focused on “intergovernmental cooperation,” defined as any formal or informal arrangement by which officials of two or more jurisdictions communicate visions and coordinate plans, policies, and programs to address and resolve land use, transportation, natural resource, utility, facility, services, or other issues of mutual interest. In a state with over 2,500 units of government and a movement towards greater efficiency, it is becoming increasingly important to coordinate decisions that may affect neighboring communities and overlapping jurisdictions (e.g. school districts). It incorporates by reference all plans and agreements to which Sturgeon Bay is a party under §66.0301, §66.0307, and §66.0309, Wisconsin Statutes. It is intended to promote consistency between this Plan and plans for neighboring jurisdictions.

## INTERGOVERNMENTAL COOPERATION GOALS, OBJECTIVES, AND POLICIES

### **Goals:**

Sturgeon Bay will work effectively with nearby and overlapping jurisdictions to promote mutually beneficial cooperation and will explore new opportunities to expand partnerships to increase the City’s impact for residents.

### **Objectives:**

- a. Work with the surrounding municipalities, Door County, local school districts, and State agencies on land use, natural resource, transportation, and community development issues of mutual concern.
- b. Cooperate with neighboring towns, school districts, Door County and State agencies on providing shared services and facilities.
- c. Explore an intergovernmental boundary and land use agreement between the City and nearby municipalities, particularly in areas important to the entryway character of Sturgeon Bay like the gateway areas along STH 42/57.
- d. Participate in County-level transportation, land use, and economic development efforts.
- e. Stay informed on activities of the various school districts to ensure the City has the opportunity to be involved in decisions that affect City residents, such as building improvements, tax issues, and transportation.

### **Policies:**

- a. Provide copies of this 2040 Comprehensive Plan Update and future amendments to surrounding governments.
- b. Work with Sturgeon Bay Schools on pursuing specific opportunities and challenges identified in this Plan, including long-term facility needs, and logical use and management of open space and recreational lands and facilities.
- c. Work with the surrounding towns on future comprehensive planning efforts, with a goal of achieving consistency with this Plan.
- d. Continue to work with Door County in areas related to growth management, farmland preservation, plan implementation, grant opportunities, and local and County ordinance development.
- e. Work with agencies like the Door County Economic Development Corporation and Destination Door County to help advance the economic viability of the Sturgeon Bay area.



## INTERGOVERNMENTAL COOPERATION PROGRAMS AND RECOMMENDATIONS

Intergovernmental communication, coordination, and cooperation are critical in implementing many of the recommendations in this Plan. This section builds off some of the key policies listed above, setting forth recommendations for enhanced relations with adjacent and overlapping jurisdictions. It focuses in particular in areas and relationships that are not described extensively in other chapters of this Plan, and where potential future conflicts may be the greatest without concerted future action.

### ***State Issues***

WisDOT and WisDNR are actively involved in programs and policies which directly affect, and are affected by, local land use decisions. The promotion of the policies of these agencies by this Plan is an imperative coordination tool. Specifically, this coordination is accomplished by reflecting the recommendations of the adopted land use and transportation plans for Northeast Wisconsin. State policies are also implemented through the aggressive promotion of best practices for the mitigation of land use impacts on transportation facilities and environmental resources. Finally, and most importantly, the benefits of controlled growth and compact development served by sanitary sewer facilities which are promoted and implemented through this Plan, are unquestionably the most effective way of accommodating population pressures in a manner which minimizes adverse impacts.

### ***County Issues***

There are no known conflicts between this City Plan and Door County plans. The City of Sturgeon Bay should continue to work with Door County on key land use issues. The City should continue to communicate with Door County Parks on green space issues, zoning and land use, and tourism and economic development.

### ***Regional Issues***

Because many of the City's goals and objectives relate to issues that transcend municipal boundaries (e.g., transportation, natural resource preservation, land use), the City intends to maintain an active and open dialogue with surrounding communities and county.

The interconnected nature of the Door County and Fox Valley area makes communication and cooperation among the different communities uniquely important and presents exciting opportunities for partnerships and collaborations that increase capacity and efficiency. The City of Sturgeon Bay should be committed to maintaining and expanding these partnerships as needed.

## CHAPTER 10: IMPLEMENTATION

# 10





Few of the recommendations of this Plan will be automatically implemented. Specific follow-up action will be required for the Plan to become reality. This final chapter provides the City with a roadmap for these implementation actions. It includes a compilation of programs and specific actions to be completed in a stated sequence.

## PLAN ADOPTION

A first step in implementing the 2040 Comprehensive Plan Update is making sure that it is adopted in a manner which supports its future use for more detailed decision-making. The City has included all necessary elements for this Plan to be adopted under the state's comprehensive planning legislation. The City has also followed procedures for adopting this Plan under Section 66.1001(4), Wisconsin Statutes.

## PLAN MONITORING AND ADVANCEMENT

The City should constantly evaluate its decisions on private development proposals, public investments, regulations, incentives, and other actions using the recommendations in this Plan as a guide. This Plan should be used as the first “point of reference” when evaluating these projects. Upon adoption zoning, subdivision, and official map ordinances and decisions will have to be consistent with the Comprehensive Plan.

This Plan will have value only if it is used, understood, and supported by the community. It is critical that the City make concerted efforts to increase community awareness and education on this Plan. To this end, efforts may include:

- Ensuring that attractive and up to date materials are easily accessible on the City's website
- Speaking to community organizations about the Plan
- Regularly presenting implementation progress reports to the City Council, Plan Commission, and other municipal bodies
- Incorporating Plan implementation steps in the annual budget process
- Encouraging all City staff to become familiar with and use the Plan in their decision-making



## PLAN ADMINISTRATION

This Plan will largely be implemented through an on-going series of individual decisions about zoning, land division, official mapping, public investments, and intergovernmental relations. The City of Sturgeon Bay intends to use this Plan to inform such decisions under the following guidelines:

### ***Zoning***

Proposed zoning map amendments (rezonings) should be consistent with the recommendations of this Plan. Specifically, the Future Land Use map should be used to guide the application of the general pattern of permanent zoning. However, the precise location of zoning district boundaries may vary, as judged appropriate by the Plan Commission and City Council. Departures from the exact land use boundaries depicted on the Future Land Use map may be particularly appropriate for Planned Unit Development projects, projects involving a mix of land uses and/or residential development types, properties split by zoning districts and/or properties located at the edges of future land use areas. However, in their consideration of zoning map issues, the Plan Commission and City Council also will evaluate the specific timing of the zoning map amendment request, its relationship to the nature of both existing and planned land uses, and the details of the proposed development. Therefore, this Plan allows for the timing of zoning actions and the refinement of the precise recommended land use boundaries through the zoning, conditional use, planned development and land division processes.

### ***Land Division***

Proposed land divisions should be generally consistent, but not necessarily precisely consistent, with the recommendations of this Plan. Specifically, the Future Land Use map and the Transportation and Community Facilities map (and the policies behind these maps) should be used to guide the general pattern of development, the general location and design of public streets, parks, and utilities. However, in their consideration of land divisions, the Plan Commission and City Council will also evaluate the specific timing of the land division request, its relationship to the nature of both existing and future land uses, and the details of the proposed development. Departures from the exact locations depicted on these maps shall be resolved through the land division process for certified survey maps, preliminary plats and final plats within the City limits. This Plan allows for the timing and the refinement of the precise recommended development pattern and public facilities through the land division process, as deemed appropriate by the Plan Commission and City Council.

### ***Official Mapping***

The Transportation and Community Facilities map will be used to guide the general location and design of both existing and new public streets, public parks, and utilities, as depicted on a revised Official Map. However, in their consideration of official mapping issues, the Plan Commission and City Council will also evaluate the specific timing of the development request, its relationship to the nature of both existing and future land uses, and the details of the proposed development. Departures from the exact locations depicted on these maps will be resolved through the official mapping and platting processes both within the City limits and the extraterritorial jurisdiction.

### ***Public Investments***

Proposed public investment decisions will be guided by the recommendations of this Plan. However, the timing and precise location of public investments may vary, as judged appropriate by the Plan Commission and City Council. This Plan allows for the timing and the refinement of the precise recommended public facilities and other public investments as deemed appropriate by the Plan Commission and City Council.

### ***Intergovernmental Relations***

Proposed intergovernmental relations decisions, including intergovernmental agreements, will be guided by the recommendations of this Plan, as deemed appropriate by the Plan Commission and City Council. However, in their consideration of intergovernmental decisions and agreements, the Plan Commission and City Council will also evaluate a wide variety of other factors, including specific provisions of the recommended agreements. Departures from the recommendations of this Plan shall be resolved by the City Council through the intergovernmental process.

## PLAN AMENDMENTS

This Plan can be amended and changed. Amendments may be appropriate in the years following initial plan adoption, particularly in instances where the Plan is becoming irrelevant or contradictory to emerging policy or trends or does not provide specific advice or guidance on an emerging issue. “Amendments” are generally defined as minor changes to the plan maps or text (as opposed to an “update” described later). The Plan should be evaluated for potential amendments regularly. However, frequent amendments only to accommodate specific development proposals should be avoided, or else the Plan will become meaningless.

As a dynamic community facing a myriad of development and redevelopment issues, the City is likely to receive requests for plan amendments over the planning period. To provide a more manageable, predictable and cost-effective process, the City will consider establishing a single plan amendment consideration cycle every year. Several Wisconsin communities use an annual plan review and amendment process cycle to ensure these evaluations and adjustments are handled in a predictable and efficient manner. This approach would require that all proposed plan amendment requests be officially submitted to City by a designated date of each year. A full draft of the amendments would then be presented to the Plan Commission for its evaluation and recommendation to the City Council. The Council could then act to approve the amendment(s), following a public hearing.

The City may bypass the annual amendment process described above if an amendment to this Comprehensive Plan is determined necessary to capture a unique economic opportunity that is both related to achieving the vision of this Comprehensive Plan and may be lost if required to wait for the regular plan amendment cycle. However, the City is still required to use the procedures outlined below.

The procedures defined under Section 66.1001(4), Wisconsin Statutes, need to be followed for all Plan amendments. Specifically, the City will use the following procedure to amend, add to, or update the Comprehensive Plan:

- a) Either the City Council or Plan Commission initiates the proposed Comprehensive Plan amendment. This may occur as a result of a regular Plan Commission review of the Plan or may be initiated at the request of a property owner or developer.
- b) The Common Council adopts a resolution outlining the procedures that will be undertaken to ensure public participation during the Plan amendment process (see Section 66.1001(4)a of Statutes and model resolution included in this Comprehensive Plan).
- c) The City Plan Commission prepares or directs the preparation of the specific text or map amendment to the Comprehensive Plan.

- d) The City Plan Commission holds one or more public meetings on the proposed Comprehensive Plan amendment. Following the public meeting(s), the Plan Commission makes a recommendation by resolution to the Common Council by majority vote of the entire Commission (see Section 66.1001(4)b of Statutes and model resolution in this Plan).
- e) The City Clerk sends a copy of the recommended Plan amendment (not the entire comprehensive plan) to all adjacent and surrounding government jurisdictions and the County as required under Section 66.1001(4)b, Wisconsin Statutes. These governments should have at least 30 days to review and comment on the recommended Plan amendment. Nonmetallic mine operators, any person who has registered a marketable nonmetallic mineral deposit with the local government, and any other property owner or leaseholder who has requested notification in writing must be informed through this notice procedure. These governments and individuals should have at least 30 days to review and comment on the recommended Plan amendment prior to adoption by the Council.
- f) The City Clerk directs the publishing of a Class 1 notice, published at least 30 days before a Common Council public hearing and containing information required under Section 66.1001(4)d, Wisconsin Statutes.
- g) The Common Council holds the formal public hearing on an ordinance that would incorporate the proposed Plan amendment into the Comprehensive Plan.
- h) Following the public hearing, the Common Council approves (or denies) the ordinance adopting the proposed Plan amendment. Adoption must be by a majority vote of all members. The Common Council may require changes from the Plan Commission recommended version of the proposed Plan amendment.
- i) The City Clerk sends a copy of the adopted ordinance and Plan amendment (not the entire Comprehensive Plan) to all adjacent and surrounding government jurisdictions, nonmetallic mine operators, any person who has registered a marketable nonmetallic mineral deposit with the local government, and any other property owner or leaseholder who has requested notification in writing as required under Sections 66.1001(4)b and c, Wisconsin Statutes.

## PLAN UPDATE

The state comprehensive planning law requires that a community's comprehensive plan be updated at least once every ten years. As opposed to an amendment, an update is often a substantial re-write of the Plan document and maps. Based on this deadline, the City should update this Plan before the year 2030 (i.e., ten years after 2020), at the latest. The City should continue to monitor any changes to the language or interpretations of the state law over the next several years.



## CONSISTENCY AMONG PLAN ELEMENTS

The state comprehensive planning statute requires that the implementation element “describe how each of the elements of the comprehensive plan shall be integrated and made consistent with the other elements of the comprehensive plan.” Because the various elements of this Plan were prepared simultaneously, there are no known internal inconsistencies between the different elements or chapters of this Plan.

As required in the 1999 Smart Growth law, and clarified by 2009 Wis. Act 372, beginning on January 1, 2010, all new zoning, subdivision, and official map ordinances and amendments to those ordinances, have to be consistent with the Comprehensive Plan.

## IMPLEMENTATION PROGRAMS AND RECOMMENDATIONS

Figure 13 provides a detailed list and timeline of the major actions that the City should complete to implement this Plan. Often, such actions will require substantial cooperation with others, including County and surrounding local governments and local property owners. Figure 13 has five different columns of information, described as follows:

- **Category:** The list of recommendations is divided into different categories—based on different implementation tools or plan elements.
- **Recommendation:** The second column lists the actual steps, strategies, and actions recommended to implement key aspects of the Plan. The recommendations are for City actions, recognizing that many of these actions may not occur without cooperation from others.
- **Reference:** The third column provides the chapter(s) of this Plan where the recommendation is described in greater detail.
- **2040 Vision Principle:** The fourth column connects the recommendation back the Plan’s guiding 2040 Vision by identifying the specific vision principle the recommendation and addresses and advances.
- **Implementation Timeframe:** The fifth column responds to the comprehensive planning statute, which requires implementation actions to be listed in a “stated sequence.” The suggested timeframe for the completion of each recommendation reflects the priority attached to the recommendation. Suggested implementation timeframes span the next 10 years, because the Plan will have to be updated by 2030.

**Figure 13. Implementation Table**

Category	Recommendation	Reference	2040 Vision Principle	Implementation Timeframe		
				Short (1 Year)	Medium (2-5 years)	Long/Ongoing (5-10 years)
Natural Resources, Environmental Sustainability, & Agriculture	Advance a green infrastructure implementation plan	Chapter 2	Environmental Sustainability			
	Partner with neighboring communities to advance best practices in stormwater management, energy efficiency, and community resiliency	Chapter 2	Environmental Sustainability			
	Form an Environmental Action group of citizens and leaders	Chapter 2	Environmental Sustainability			
	Complete a climate event risk assessment	Chapter 2	Environmental Sustainability			
	Support connections between local food and agriculture producers and consumers	Chapter 2	Environmental Sustainability			
			Active Economy			
	Create a vacant land inventory	Chapter 2 and 7	Smart Growth and Connectivity			
			Environmental Sustainability			
	Support establishment of the National Estuarine Research Reserve in Sturgeon Bay	Chapter 2	Environmental Sustainability			
Cultural Resources and Community Identity	Complete a streetscape and community beautification plan that includes wayfinding and signage	Chapter 3	Active Economy			
			Environmental Sustainability			
	Identify and pursue funding sources for historic preservation and arts programming	Chapter 3	Livability			
	Promote infill and adaptive reuse in Downtown Sturgeon Bay, particularly for arts-based uses	Chapter 3	Destination			
			Livability			
	Establish artist showcase events, public art programs, and performance opportunities for artists	Chapter 3	Smart Growth and Connectivity			
			Livability			
	Promote Sturgeon Bay to artists and students across the region as a place to live, work and create	Chapter 3	Destination			
	Expand communication on Sturgeon Bay municipal activities and initiatives across multiple channels	Chapter 3	Livability			
	Establish outreach opportunities with local leaders, including elected officials, community bodies, and the police department	Chapter 3	Livability			
	Establish decision making metrics to identify, prioritize and implement community-wide initiatives in an equitable and efficient manner	Chapter 3	Livability			

Category	Recommendation	Reference	2040 Vision Principle	Implementation Timeframe		
				Short (1 Year)	Medium (2-5 years)	Long/Ongoing (5-10 years)
Housing and Neighborhoods	Promote maintenance of the City's existing housing stock	Chapter 4	Livability			
	Establish programs and incentives to encourage green construction and home rehabilitation standards, as well as the implementation of energy efficiency technology in residential development	Chapter 4	Livability			
	Establish policies to encourage developers to include green infrastructure and technology in neighborhood design, from stormwater management to electric vehicle charging	Chapter 4	Livability Environmental Sustainability			
	Remain up-to-date on current law and available tools regarding short-term rentals	Chapter 4	Livability			
	Support programs to provide affordable workforce housing	Chapter 4	Livability			
	Update the zoning code to allow Accessory Dwelling Units	Chapters 4 and 7	Livability Smart Growth and Connectivity			
	Allow high-quality multi-family housing	Chapter 4	Livability			
	Support infill residential densification	Chapters 4 and 7	Livability			
	Support housing in mixed use areas, including Downtown	Chapters 4 and 7	Livability Active Economy			
	Diversify new housing	Chapters 4	Livability			
Transportation	Work with regional and state partners to implement local, regional and state transportation plans	Chapter 5	Smart Growth and Connectivity			
	Implement the 2011 Bicycle Master Plan	Chapter 5	Livability Smart Growth and Connectivity			
	Update and adopt the Sturgeon Bay Official Map	Chapter 5	Smart Growth and Connectivity			
	Apply for state and federal grant opportunities to fund transportation repairs and improvements.	Chapter 5	Smart Growth and Connectivity			
	Explore new transportation alternatives to reduce single-vehicle traffic and congestion, including increased transit and ride share options, active transportation, and a downtown circulator trolley	Chapter 5	Livability			
			Destination Smart Growth and Connectivity			

Category	Recommendation	Reference	2040 Vision Principle	Implementation Timeframe		
				Short (1 Year)	Medium (2-5 years)	Long/Ongoing (5-10 years)
Economic Development	Establish green business practice standards for city industrial and commercial areas	Chapter 6	Active Economy			
			Environmental Sustainability			
	Establish an Environmental Sustainability Coordinator position on City staff	Chapter 6	Livability			
			Environmental Sustainability			
			Active Economy			
	Partner with local and regional economic development organizations to advance green economic development strategies	Chapter 6	Active Economy			
			Environmental Sustainability			
	Establish workforce partnerships between education providers and employers, particularly in green industries	Chapter 6	Active Economy			
			Environmental Sustainability			
	Pursue expansion of the industrial park to accommodate new businesses and the expansion of existing facilities	Chapter 6	Active Economy			
			Smart Growth and Connectivity			
	Require careful planning, site assessment, and high-quality design and materials of industrial facilities	Chapter 6	Active Economy			
	Identify opportunities to create programs to support small and local businesses, including development approval assistance, business mentoring, development incentives, and small business loans	Chapter 6	Active Economy			
			Livability			
Land Use	Establish local hiring and purchasing programs for municipal services and departments	Chapter 6	Active Economy			
	Utilize place-based assets to promote Sturgeon Bay to employers and employees	Chapter 6	Active Economy			
			Livability			
	Utilize Sturgeon Bay's connection to agricultural production to promote the City as a center for value-added foods, food artisans, and local food	Chapter 6	Active Economy			
			Destination			
	Maintain communication and collaboration with the Door County Medical Center to understand its needs, including facilities, infrastructure, housing and workforce	Chapter 6	Active Economy			
	Update the zoning to include the following:	Chapters 4 and 7	Smart Growth and Connectivity			
	Create a small lot single family residential district					
	Update detailed design standards from this Plan for multi-family developments.					
Land Use	Consider regulatory provisions for short-term rentals	Chapters 2 and 7	Livability			
	Implement the Future Land Use Map (Map 5), including the addition of the planned neighborhood future land use category		Smart Growth and Connectivity			



Category	Recommendation	Reference	2040 Vision Principle	Implementation Timeframe		
				Short (1 Year)	Medium (2-5 years)	Long/Ongoing (5-10 years)
Utilities and Community Facilities	Implement the 2015 Outdoor Recreation Plan, and update the plan every 5 years	Chapter 8	Livability			
			Environmental Sustainability			
	Expand high-speed Internet access across the City	Chapter 8	Livability			
			Active Economy			
			Smart Growth and Connectivity			
	Introduce technology upgrades that will make the provision of City services more efficient, equitable, and transparent	Chapter 8	Livability			
			Smart Growth and Connectivity			
	Continue to communicate and collaborate with Sturgeon Bay Schools to ensure adequate facilities and services for its students and families	Chapter 8	Livability			
			Smart Growth and Connectivity			
	Promote Private Development of Childcare Facilities	Chapter 8	Livability			
Smart Growth and Connectivity						
Active Economy						
Complete a municipal technology inventory and needs assessment	Chapter 8	Smart Growth and Connectivity				
Intergovernmental Cooperation	Provide copies of this 2040 Comprehensive Plan Update and future amendments to surrounding governments.	Chapter 9	Smart Growth and Connectivity			
	Continue to work with Door County in areas related to growth management, farmland preservation, plan implementation, grant opportunities, and local and County ordinance development	Chapter 9	Smart Growth and Connectivity			
	Work with agencies like the Door County Economic Development Corporation and the Door County Visitor Bureau to help advance the economic viability of the Sturgeon Bay area	Chapter 9	Smart Growth and Connectivity			
Plan Monitoring and Advancement	Monitor development activity and future implementation strategies against the recommendations in this Plan.	Chapter 10	Smart Growth and Connectivity			
	Institute an annual Comprehensive Plan amendment process.	Chapter 10	Livability			
	Update this Plan as required by State statute.	Chapter 10	Smart Growth and Connectivity			
	Increase community awareness and education of the Plan	Chapter 10	Smart Growth and Connectivity			

# APPENDICES

# A

APPENDIX A. DATA INVENTORY AND ANALYSIS

APPENDIX B. ZONING ORDINANCE AND DESIGN STANDARDS REVIEW

APPENDIX C. PUBLIC INPUT SUMMARY

APPENDIX D. ADOPTING RESOLUTION AND ORDINANCE





# APPENDIX A: DATA INVENTORY AND ANALYSIS

# A

This appendix to the Plan includes an overview of demographic trends and background information for the City and correlates to each Plan chapter and element. This information provides an understanding of the changes taking place in the City of Sturgeon Bay. This Data Inventory presents data on population, household and employment trends and forecasts, age distribution, educational attainment levels, and employment and income characteristics. It also reviews relevant plans and programs on the state, regional, and local level. This material was prepared amid the COVID-19 pandemic, which had immediate impacts on virtually all sectors of the national economy. This document was prepared with the best information available, recognizing that economic conditions will continue to fluctuate.

## POPULATION TRENDS AND FORECASTS

Since 2000, the City of Sturgeon Bay has experienced approximately no population change. Door County and multiple neighboring communities experienced similar trends over the past 20 years. However, this does not reflect overall state trends where many communities experienced sustained growth between 2000-2010 and following the Great Recession, experienced very little or no growth for the majority of the last decade. To note, these figures do not account for seasonal population, only permanent residents.

**Figure A.1. Regional Comparison: Population Trends, 1980 - 2019**

	1980	1990	2000	2010	2019*	2000-2019 Change	2010-2019 Change
<b>City of Sturgeon Bay</b>	<b>8,847</b>	<b>9,176</b>	<b>9,437</b>	<b>9,144</b>	<b>9,467</b>	<b>0%</b>	<b>3%</b>
<b>Village of Egg Harbor</b>	<b>238</b>	<b>183</b>	<b>250</b>	<b>201</b>	<b>207</b>	<b>-21%</b>	<b>3%</b>
<b>Village of Ephraim</b>	<b>319</b>	<b>261</b>	<b>353</b>	<b>288</b>	<b>288</b>	<b>-23%</b>	<b>0%</b>
<b>Village of Forestville</b>	<b>455</b>	<b>470</b>	<b>429</b>	<b>430</b>	<b>427</b>	<b>0%</b>	<b>-1%</b>
<b>Village of Sister Bay</b>	<b>564</b>	<b>675</b>	<b>886</b>	<b>876</b>	<b>966</b>	<b>8%</b>	<b>9%</b>
<b>Town of Sturgeon Bay</b>	<b>863</b>	<b>895</b>	<b>865</b>	<b>818</b>	<b>826</b>	<b>-5%</b>	<b>1%</b>
<b>Town of Nasewaupee</b>	<b>1,899</b>	<b>1,798</b>	<b>1,873</b>	<b>2,061</b>	<b>2,441</b>	<b>23%</b>	<b>16%</b>
<b>Town of Sevastopol</b>	<b>2,520</b>	<b>2,552</b>	<b>2,667</b>	<b>2,628</b>	<b>2,743</b>	<b>3%</b>	<b>4%</b>
<b>Door County</b>	<b>25,029</b>	<b>25,690</b>	<b>27,961</b>	<b>27,785</b>	<b>28,650</b>	<b>2%</b>	<b>3%</b>
<b>Wisconsin</b>	<b>4,705,767</b>	<b>4,891,769</b>	<b>5,363,675</b>	<b>5,686,986</b>	<b>5,843,443</b>	<b>8%</b>	<b>3%</b>

\*Source: WisDOA 2019 Population Projections.

Source: U.S. Census Bureau, 1980-2010 Census.



Figure A.2 shows twenty different population projections scenarios that were derived using a variety of methodologies:

- Linear Growth Rate 1980-1990, 1980-2000, 1980-2010, 1980-2019, 1990-2000, 1990-2010, 1990-2019, 2000-2010, 2000-2019, and 2010-2019. These projections were calculated using the average annual population change over the time period and projecting that rate forward to 2040. The average annual population change for the various time periods ranged from losing an average of 29 residents per year to growing by an average of 36 residents per year.
- Compounded Percentage Rate 1980-1990, 1980-2000, 1980-2010, 1980-2019, 1990-2000, 1990-2010, 1990-2019, 2000-2010, 2000-2019, and 2010-2019. These estimations are determined utilizing the annual average percentage change over the time period and extrapolating that rate forward to 2040. The average annual percentage change for over these time periods ranged from -0.3% change to +0.4% change.

Based on this methodology, it is projected that the City of Sturgeon Bay's population will be between 8,852 – 10,279 in 2040, a range of between a total decrease of 615 residents and an increase 812 residents. Considering the wide range of population projection scenarios, the City will use the compounded growth rate projection between 1980-2019 to calculate future households and land use. The 9,831 projected 2040 population was chosen because it represents a modest total population change that considers both growth and decline over the past 40 years. To note, the previous comprehensive plan's projected 2030 population was 9,873, which exceeds this plan's 2030 population projection of 9,656. The difference is a result of the stagnant population totals experienced in the City since 2000.

Since 2000, it is estimated that the seasonal homeowner population in the City has nearly doubled from 138 dwelling units to 260 dwelling units. This is also evident in the total number of housing units in the City increasing between 2000-2010 despite a decline in population over that time. Additionally, assuming that the average household size for a seasonal dwelling unit is 2 (based on City's existing person per household average), the total seasonal population has increased from approximately 276 in 2000 to nearly 600 in 2019.

**Figure A.2. Sturgeon Bay Population Scenarios, 2019 - 2040**

	2019**	2020	2025	2030	2035	2040	2019-2040 Change
<i>Linear Growth 1980-1990*</i>	9,467	9,500	9,664	9,829	9,993	10,158	691
<i>Linear Growth 1980-2000*</i>	9,467	9,497	9,644	9,792	9,939	10,087	620
<i>Linear Growth 1980-2010*</i>	9,467	9,477	9,526	9,576	9,625	9,675	208
<i>Linear Growth 1980-2019*</i>	9,467	9,483	9,562	9,642	9,721	9,801	334
<i>Linear Growth 1990-2000*</i>	9,467	9,493	9,624	9,754	9,885	10,015	548
<i>Linear Growth 1990-2010*</i>	9,467	9,465	9,457	9,449	9,441	9,433	-34
<i>Linear Growth 1990-2019*</i>	9,467	9,477	9,527	9,577	9,628	9,678	211
<i>Linear Growth 2000-2010*</i>	9,467	9,438	9,291	9,145	8,998	8,852	-615
<i>Linear Growth 2000-2019*</i>	9,467	9,469	9,476	9,484	9,492	9,500	33
<i>Linear Growth 2010-2019*</i>	9,467	9,503	9,682	9,862	10,041	10,221	754
<i>Compounded Growth 1980-1990*</i>	9,467	9,502	9,680	9,862	10,046	10,234	767
<i>Compounded Growth 1980-2000*</i>	9,467	9,499	9,658	9,820	9,985	10,152	685
<i>Compounded Growth 1980-2010*</i>	9,467	9,478	9,531	9,584	9,638	9,692	225
<i>Compounded Growth 1980-2019*</i>	9,467	9,484	9,570	9,656	9,743	9,831	364
<i>Compounded Growth 1990-2000*</i>	9,467	9,494	9,630	9,767	9,907	10,049	582
<i>Compounded Growth 1990-2010*</i>	9,467	9,465	9,457	9,449	9,441	9,432	-35
<i>Compounded Growth 1990-2019*</i>	9,467	9,477	9,529	9,582	9,634	9,687	220
<i>Compounded Growth 2000-2010*</i>	9,467	9,438	9,292	9,149	9,008	8,869	-598
<i>Compounded Growth 2000-2019*</i>	9,467	9,469	9,477	9,484	9,492	9,500	33
<i>Compounded Growth 2010-2019*</i>	9,467	9,504	9,692	9,884	10,079	10,279	812
*Source: U.S. Census Bureau, 1990-2010 Census. **Source: WisDOA 2019 Population Projections. Source: Wisconsin Department of Administration, 2013 population estimate.							

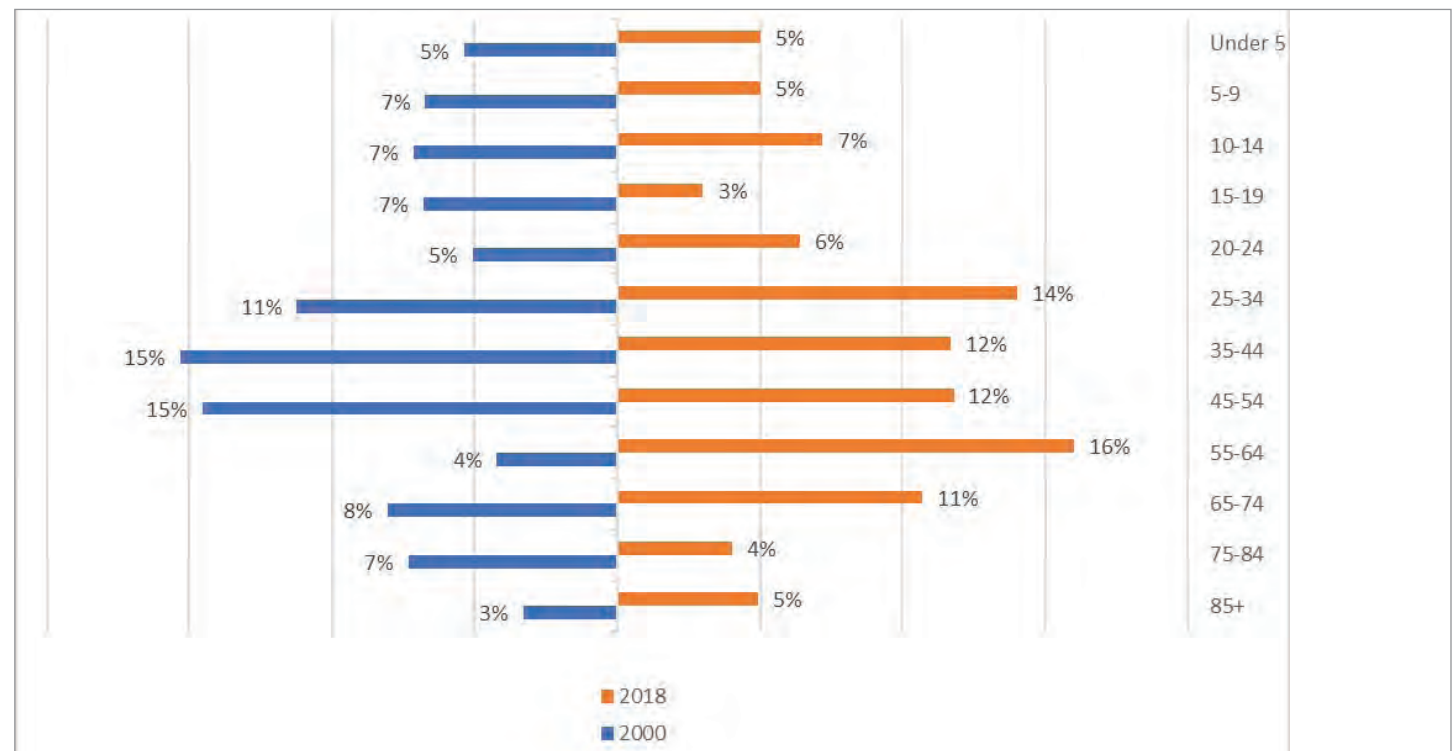
**Figure A.3. Seasonal Population Projections**

	2000	2010	2019**
<i>Permanent Population</i>	9,437	9,144	9,467
<i>Persons Per Household</i>	2.30	2.07	2.00*
<i>Total Housing Units</i>	4,447	4,903	5,051
<i>Permanent Housing Units (total - seasonal)</i>	4,309	4,659	4,753
<i>Seasonal Units (vacant housing units for seasonal or recreational use)</i>	138	244	298
<i>Percentage Seasonal Units</i>	0.03	0.05	0.06
<i>Total Households</i>	4,048	4,288	4,474
<i>Estimated Seasonal Population (assuming 2 ppl per HH for seasonal)</i>	276	488	596
<i>Estimated Total Peak Population (permanent + seasonal populations)</i>	9,713	9,632	10,063
*Source: U.S. Census Bureau, 2014-2018 American Community Survey 5-Year Estimates. **Source: WisDOA 2019 Projected Population. Source: U.S. Census Bureau, 2000-2010 Census.			

## DEMOGRAPHIC TRENDS

Figures A.4 and A.5 show Sturgeon Bay's age distribution and trends between 2000 to 2018. The City's median population age of 43 is the youngest of all nearby communities and the County, but higher than the State's average. This is generally reflective of the seasonal nature of Door County attracting permanent retirees to the area. Additionally, since 2000 the City's median age has increased, matching the percentage of the population older than 65 years old increasing and the percentage of the population younger than 18 years old decreasing. All of these trends mirror nearby communities, the County, and the State. Unsurprisingly, Sturgeon Bay's figures also match the national aging population trends. Over the next 20 years, an increasingly older population will present both potential opportunities and issues for the City. Because of this, the topic is highlighted throughout the Plan.

**Figure A.4. Age Distribution, 2018**



Source: U.S. Census Bureau, 2000 Census., U.S. Census Bureau, 2014-2018 American Community Survey 5-Year Estimates.

**Figure A.5. Regional Comparison: Age Distribution, 2000 - 2018**

	Median Age			Under 18 Years Old			Over 65 Years Old		
	2000	2010	2018*	2000	2010	2018*	2000	2010	2018*
<b>City of Sturgeon Bay</b>	40	45	43	23%	20%	19%	19%	19%	20%
<b>Village of Egg Harbor</b>	55	60	64	10%	7%	5%	30%	35%	45%
<b>Village of Ephraim</b>	53	59	65	19%	15%	9%	28%	33%	52%
<b>Village of Forestville</b>	41	44	39	23%	21%	24%	17%	18%	13%
<b>Village of Sister Bay</b>	61	63	63	11%	10%	11%	46%	46%	43%
<b>Town of Sturgeon Bay</b>	44	52	56	20%	16%	16%	17%	22%	32%
<b>Town of Nasewaupee</b>	43	50	53	21%	18%	17%	16%	20%	26%
<b>Town of Sevastopol</b>	43	52	58	18%	17%	16%	17%	23%	32%
<b>Door County</b>	43	49	52	22%	18%	16%	19%	23%	28%
<b>Wisconsin</b>	36	39	39	25%	24%	22%	13%	14%	16%
Source: U.S. Census Bureau, 2000-2010 Census.									
*Source: U.S. Census Bureau, 2014-2018 American Community Survey 5-Year Estimates.									

Figure A.6 addresses the racial and ethnic makeup of community's population and demonstrates a trend toward increasing diversity. The proportion of African American residents as well as Hispanic or Latino residents have both increased. The City must be cognizant and embrace the new diversification of the population over the next 20 year by continuing to recognize potential barriers, increasing inclusiveness, and striving to provide equitable services.

**Figure A.6. Race and Ethnicity, 2000 - 2018**

<b>Race</b>	<b>2000</b>	<b>2010</b>	<b>2018</b>
<b>White</b>	97.0%	95.0%	93.0%
<b>African American</b>	0.3%	1.0%	1.9%
<b>American Indian</b>	0.8%	1.0%	1.6%
<b>Asian</b>	0.4%	0.6%	1.0%
<b>Other</b>	0.5%	1.0%	0.0%
<b>Two or More</b>	0.9%	1.0%	2.9%
<b>Ethnicity</b>			
<b>Hispanic or Latino</b>	1.0%	3.0%	4.0%
*Source: U.S. Census Bureau, 2000-2010 Census.			
**Source: U.S. Census Bureau, 2014-2018 American Community Survey 5-Year Estimates.			



Figure A.7 shares economic data related to families and individuals in the City of Sturgeon Bay. Between 2000 and 2018 individuals and families in poverty have both steadily increased. The 2008 Recession effected the City's economy and the stagnant recovery since has played a part in these figures increasing. Nationally, the same poverty trends are taking place as the income inequality gap continues to get larger, wages stay stagnant, and student debt rises. It will be important for Sturgeon Bay to consider this trend when adding or revising services in the future.

**Figure A.7. Poverty and Unemployment Rates, 2000 - 2018**

<b>City of Sturgeon Bay</b>	<b>2000</b>	<b>2010</b>	<b>2018*</b>
<b>Population Over 16 Unemployment Rate</b>	<b>4.0%</b>	<b>7.0%</b>	<b>4.4%</b>
<b>Families in Poverty</b>	<b>5.5%</b>	<b>8.2%</b>	<b>6.8%</b>
<b>Individuals in Poverty</b>	<b>7.7%</b>	<b>10.0%</b>	<b>10.8%</b>
*Source: U.S. Census Bureau, 2014-2018 American Community Survey 5-Year Estimates.			
Source: U.S. Census Bureau, 2000-2010 Census.			

### **Household Trends and Forecasts**

Figure A.8 and A.9 compares various characteristics associated with housing, such as average household size, vacancy rates, owner occupancy rates, median owner-occupied value, and average renter costs. Compared to neighboring communities, the average value of a home in the City of Sturgeon Bay is the lowest, outside of the Village of Forestville. This is typical of the relationship between cities and neighboring towns, where larger lots in the towns facilitate the construction of larger homes and where older, smaller, and lower valued houses are in shorter supply. When compared to the County and state, the value of a home is also lower in Sturgeon Bay. It is important to note, that the City and several comparable communities experienced a substantial increase in the median home value between 2000-2010 and very little change since. This is a very common trend throughout Wisconsin and many parts of the Midwest with the slow economic recovery post-Recession.

Average household size is also another good metric that can be used to evaluate housing needs and preferences, in addition to land use demands in the future. Much like many surrounding communities and the nation as-a-whole, Sturgeon Bay has seen a decrease in average household size since 2000. This is in part due to the increase in the aging population, people waiting longer to start a family, and overall changing lifestyle preferences. This trend is important to consider moving forward.

The City of Sturgeon Bay also has a significantly lower percentage of owner-occupied homes than the surrounding jurisdictions and a lower vacancy rate than many of the comparison communities. This is reflective of the fact that Sturgeon Bay's population is larger and more permanent than most other communities in the region.

**Figure A.8. Regional Comparison: Housing Characteristics, 2000 - 2018**

	Total Housing Units			Average Household Size			Median Value of Owner-Occupied Units		
	2000	2010	2018*	2000	2010	2018*	2000	2010	2018*
City of Sturgeon Bay	4,447	4,903	5,051	2.3	2.1	2.0	\$89,700	\$138,400	\$142,000
Village of Egg Harbor	568	727	715	1.9	1.8	1.9	\$262,500	\$275,000	\$337,000
Village of Ephraim	771	654	681	2.2	1.8	1.8	\$225,000	\$316,700	\$387,500
Village of Forestville	202	206	223	2.4	2.4	2.4	\$79,300	\$128,900	\$118,000
Village of Sister Bay	945	1,335	1,397	1.8	1.8	1.7	\$200,000	\$246,000	\$250,200
Town of Sturgeon Bay	543	635	682	2.4	2.2	2.1	\$127,200	\$218,100	\$236,000
Town of Nasewaupee	1,320	1,637	1,637	2.4	2.3	2.2	\$123,000	\$159,500	\$192,400
Town of Sevastopol	1,554	1,859	2,002	2.5	2.3	2.1	\$157,300	\$273,100	\$275,300
Door County	19,587	23,966	24,717	2.3	2.2	2.1	\$120,800	\$189,500	\$207,100
Wisconsin	2,321,144	2,624,358	2,681,232	2.5	2.4	2.4	\$112,200	\$169,000	\$173,600

Source: U.S. Census Bureau, 2000-2010 Census.

\*Source: U.S. Census Bureau, 2014-2018 American Community Survey 5-Year Estimates.

**Figure A.9. Regional Comparison: Household Characteristics, 2000 - 2018**

	Percent Owner-Occupied Housing Units			Percent Housing Units Vacant			Median Gross Rent			Median Monthly Owner-Occupied Costs (with a mortgage)		
	2000	2010	2018*	2000	2010	2018*	2000	2010	2018*	2000	2010	2018*
City of Sturgeon Bay	67%	62%	61%	9%	13%	13%	\$452	\$717	\$757	\$831	\$1,221	\$1,157
Village of Egg Harbor	82%	75%	83%	78%	85%	82%	\$620	\$848	\$717	\$1,563	\$1,917	\$1,550
Village of Ephraim	88%	86%	89%	80%	79%	78%	\$506	\$613	\$581	\$1,250	\$1,375	\$1,425
Village of Forestville	81%	80%	71%	10%	11%	9%	\$502	\$425	\$738	\$725	\$979	\$1,027
Village of Sister Bay	61%	58%	60%	53%	66%	70%	\$634	\$628	\$881	\$978	\$1,566	\$1,250
Town of Sturgeon Bay	89%	90%	87%	34%	43%	40%	\$511	\$758	\$593	\$959	\$1,238	\$1,554
Town of Nasewaupee	90%	89%	94%	41%	45%	48%	\$454	\$754	\$717	\$1,060	\$1,410	\$1,361
Town of Sevastopol	88%	88%	92%	31%	39%	39%	\$557	\$697	\$875	\$886	\$1,505	\$1,508
Door County	79%	78%	78%	40%	48%	47%	\$481	\$695	\$770	\$894	\$1,365	\$1,332
Wisconsin	68%	70%	67%	10%	12%	13%	\$540	\$713	\$837	\$1,024	\$1,433	\$1,418

Source: U.S. Census Bureau, 2000-2010 Census.

\*Source: U.S. Census Bureau, 2014-2018 American Community Survey 5-Year Estimates.

Figure A.10 presents household projections for the City through the year 2040, which were calculated using the population projections numbers used in Figure A.2, in addition to the Wisconsin DOA average household size projections. As with Figure A.2, multiple projections were calculated using different methods and years to provide a range of potential household totals. Based on this projection, the City is estimated to have a total of between 4,659 – 5,410 households in 2040, or a between 244-995 more households than in 2018. For the purposes of consistency, the chosen projection method was the compounded growth rate projection between 1980-2019, the same method chosen for the City's population projection totals. This calculation method estimates that there will be 5,174 total households in 2040 or 759 more than 2018. The average household size projections also tell an important story. According to the Wisconsin Department of Administration, Sturgeon Bay's average household size is projected to decrease from 2.07 in 2010 to 1.9 by 2040, resulting in an increase number of projected households. This is important to consider because the City's future housing stock will need to continuously evolve to accommodate these smaller household size options in the future.

**Figure A.10. Household Projections, 2010-2040**

	2010	2018*	2020	2025	2030	2035	2040	Additional Households 2018-2040
<i>Linear Growth 1980-1990</i>	4,288	4,415	4,802	4,953	5,086	5,222	5,346	931
<i>Linear Growth 1980-2000</i>	4,288	4,415	4,800	4,943	5,067	5,193	5,309	894
<i>Linear Growth 1980-2010</i>	4,288	4,415	4,790	4,883	4,955	5,029	5,092	677
<i>Linear Growth 1980-2019</i>	4,288	4,415	4,793	4,901	4,990	5,079	5,158	743
<i>Linear Growth 1990-2000</i>	4,288	4,415	4,798	4,932	5,048	5,165	5,271	856
<i>Linear Growth 1990-2010</i>	4,288	4,415	4,784	4,847	4,890	4,933	4,965	550
<i>Linear Growth 1990-2019</i>	4,288	4,415	4,790	4,883	4,956	5,030	5,093	678
<i>Linear Growth 2000-2010</i>	4,288	4,415	4,770	4,762	4,732	4,702	4,659	244
<i>Linear Growth 2000-2019</i>	4,288	4,415	4,786	4,857	4,908	4,960	5,000	585
<i>Linear Growth 2010-2019</i>	4,288	4,415	4,803	4,963	5,103	5,247	5,379	964
<i>Compounded Growth 1980-1990</i>	4,288	4,415	4,803	4,961	5,103	5,249	5,386	971
<i>Compounded Growth 1980-2000</i>	4,288	4,415	4,801	4,950	5,082	5,217	5,343	928
<i>Compounded Growth 1980-2010</i>	4,288	4,415	4,790	4,885	4,960	5,036	5,101	686
<i>Compounded Growth 1980-2019</i>	4,288	4,415	4,794	4,905	4,997	5,091	5,174	759
<i>Compounded Growth 1990-2000</i>	4,288	4,415	4,799	4,936	5,055	5,176	5,289	874
<i>Compounded Growth 1990-2010</i>	4,288	4,415	4,784	4,847	4,890	4,933	4,964	549
<i>Compounded Growth 1990-2019</i>	4,288	4,415	4,790	4,884	4,958	5,034	5,098	683
<i>Compounded Growth 2000-2010</i>	4,288	4,415	4,770	4,762	4,734	4,706	4,668	253
<i>Compounded Growth 2000-2019</i>	4,288	4,415	4,786	4,857	4,908	4,960	5,000	585
<i>Compounded Growth 2010-2019</i>	4,288	4,415	4,804	4,968	5,115	5,266	5,410	995
<i>WisDOA Household Size**</i>	2.07	-	1.98	1.95	1.93	1.91	1.90	-
<p>Source: U.S. Census Bureau, 1990-2010 Census, WisDOA 2019 Population Projections.  *Source: U.S. Census Bureau, 2012-2017 American Community Survey 5-Year Estimates.  **Source: Wisconsin Department of Administration, 2013 Population Estimate.  1. Extrapolated based on the average annual population change over the given years.  2. Extrapolated based on the average annual percent change over the given years.</p>								



## AGRICULTURAL, NATURAL, AND CULTURAL RESOURCES

### ***Agricultural Resources***

#### **Character of Farming**

Agriculture is an important component of Wisconsin and Door County's economy. While there are lands being actively farmed within the City's 2020 municipal boundary, a much greater percentage of the surrounding towns is in agriculture. Crop and sod farms are generally located around the periphery of the City. Door County is also well known for its fruit orchards, including apples and cherries. Door County produces more tart cherries than any other county in Wisconsin, growing more than eight million pounds annually. Farming cash crops, such as non-feed corn, soybeans, and wheat, have increased in the last 30 years with more than 42,000 acres in production. Door County is also home to dairy farms and producers of value-added food products like cheese.

#### **Farmland Preservation Efforts**

Local farmers can participate in several federal and State programs and initiatives that are intended to encourage long-term farming activities. The 2018 Farm Bill established or renewed the following programs:

- The Conservation Reserve Program (CRP), which provides technical and financial assistance to eligible farmers and ranchers to address soil, water, and related natural resource concerns on their lands in an environmentally beneficial and cost-effective manner.
- The Agricultural Conservation Easement Program (ACEP), has replaced or consolidated the Wetland Reserve Program, the Farmland and Ranchland Protection Program, and Grassland Reserve Program, and provides technical and financial support to help conserve agricultural lands and wetlands.
- The Conservation Stewardship Program (CSP) is a voluntary conservation program designed to encourage producers to address resource concerns in a comprehensive manner by improving, maintaining, and managing existing conservation activities and by undertaking additional conservation activities.
- The Environmental Quality Incentives Program (EQIP), which provides a voluntary conservation program for farmers and ranchers that promote agricultural production and environmental quality as compatible national goals. EQIP offers financial and technical help to assist eligible participants install or implement structural and management practices on eligible agricultural land.

- The Grassroots Source Water Protection Program is a joint project by the USDA's Farm Service Agency (FSA) and National Rural Water Association (NRWA). The program is designed to help prevent source water pollution at the grassroots level. Local teams will be established to collaborate in the development of Rural Source Water Protection plans that promote clean ground water. Rural Source Water Protection plans will outline voluntary measures that farmers, ranchers, and other producers can install on their lands to prevent source water pollution. Teams will inform and educate producers about source water protection measures that benefit their neighbors and communities.
- The Voluntary Public Access and Habitat Incentive Program allows States and Tribal governments to apply for grants to encourage owners and operators of privately held farm, ranch, and forest land to voluntarily make that land available for access by the public for wildlife dependent recreation, including hunting or fishing under programs administered by the State and Tribal governments.

In addition, the Wisconsin Department of Revenue offers the Farmland Preservation Credit Program. The Farmland Preservation Credit Program strives to preserve Wisconsin farmland by means of local land use planning and soil conservation practices and provides property tax relief to farmland owners. To qualify for the credit, farmland must be 35 acres or more and zoned for exclusive agricultural use or be subject to a preservation agreement between the farmland owner and the State. In addition, in order to be eligible for this credit, all program participants must comply with soil and water conservation standards set by the State Land Conservation Board.

The continued viability of farming in the areas surrounding Sturgeon Bay largely depends on the commitment of the County, surrounding towns, and city's extra-territorial land use practices to promote farmland preservation outside of the City limits. Lands in the surrounding towns are a mix of different zoning districts, but there are large areas zoned EA Exclusive Agriculture, PA Prime Agriculture, and GA General Agriculture zoning districts intended to preserve land for long-term farming. These districts only allow very low-density development and only permits uses consistent with agriculture.

### ***Natural Resources***

A survey of Sturgeon Bay's natural resources provides an important framework for guiding several elements of the Comprehensive Plan. As a growing community, such information can help identify the appropriate locations for certain types of development and can pinpoint areas that should be preserved and managed for recreational purposes, stormwater management, and ground water protection. Maintenance of these natural features is also important for community appearance and for the functions they perform for natural communities. Map 2 in this Plan depicts the City's key environmentally sensitive areas, some of which are described in more detail below.

### **Geology**

Door County's geology is greatly influenced by its bedrock layer of dolostone, laid down 400 million years ago in the Silurian era. Dolostone is a sedimentary carbonate rock consisting of a large percentage of the mineral dolomite. In the past several million years, glaciers have modified the terrain by leveling hills and filling valleys. Therefore, depth to bedrock varies greatly throughout Door County. In some areas the bedrock is deeply buried in glacial till, while in other areas the bedrock is exposed to the surface, particularly in cliffs along the Green Bay shoreline.

The bedrock in Door County is part of the Niagara Escarpment, a thick crescent shaped formation of Silurian rock that is highly resistant to erosion resulting in frequent cliffs. The Niagara Escarpment extends from High Cliff State Park near Appleton, through the length of Door County, around the southern edge of Michigan's Upper Peninsula, across southern Ontario, and ending at Niagara Falls.

There are two types of glacial deposit common in Door County. The first is glacial till, which consists of a mixture of clay, sand, gravel, and boulders deposited directly by the glacier. The second type are glaciofluvial deposits. These consist of sand, gravel, and larger cobbles deposited by meltwater streams. Glaciofluvial deposits may form distinct landscape elements such as outwash plains, kames, or eskers. The thickness of unconsolidated glacial deposits in Door County range from 0 to 50 feet for most of the county, to 50 to 100 feet in southwest portion of the Sturgeon Bay area.

Door County's bedrock is subject to significant groundwater activity. Slightly acidic surface water slowly dissolves the bedrock layer, increasing the size of existing fractures, and forming sinkholes and cave systems. As a result, surface water rapidly infiltrates the groundwater supply in and around Sturgeon Bay, which increases the likelihood of groundwater contamination. Understanding the distinct attributes of each of these landscapes will be important when identifying future land management and land use goals. Many of these attributes are identified in the following sections.

## Topography

The topography of the Sturgeon Bay area is largely dictated by the underlying bedrock. Bedrock elevations range from 500 to 600 feet above sea level in the Sturgeon Bay Canal basin, to 700 to 800 feet above sea level at Potawatomi State Park and other locations in the west side of the city.

The surface elevations within the boundaries of Sturgeon Bay range from 580 feet above sea level at the waterfront to approximately 746 feet at the highest point, which is situated on a glacial ridge in the extreme southwest part near the south end of Douglas Avenue. There are several portions of Sturgeon Bay with rugged terrain. Perhaps the most notable topographic feature is Stevens Hill (Big Hill), which dominates the east side of the City and includes a municipal park.

## Metallic and Non-Metallic Resources

Historically, there have been many nonmetallic mining sites in and around Sturgeon Bay. In particular, limestone was a major export from the Sturgeon Bay area. Nearly all such mining sites have since been abandoned or converted to other uses. Currently, there are two active nonmetallic mining operations within the City. Sturgeon Bay Sand and Gravel operates a site that is about 40 acres in size off of Shiloh Road. This site is under Wisconsin DNR jurisdiction due to its proximity to Samuelson Creek, a navigable stream.

The other mining operation is operated by SE Holdings, LLC. located on Clay Banks Road (County Highway U). This pit is permitted through the Door County Reclamation program, which is administered by the Door County Soil and Water Conservation Department. There is a reclamation plan for this site and there are about 20 un-reclaimed acres out of the 30-acre mine site.

Nonmetallic mining is only permitted within Sturgeon Bay's Heavy Industrial (I-2) and Agricultural (A) zoning districts. If any new mine is proposed, it also would require a reclamation and operation plan. This ensures that groundwater and surface waters are protected during the operation of the site and that after the nonmetallic deposits are extracted, the site is returned to usable condition for either other types of development or wildlife habitat.

Under State Statutes (295.20), landowners who want to register their property as a nonmetallic mining deposit are required to notify each county, city, village and/or town that has zoning authority over their property. Registrations must be recorded at the County Register of Deeds in the County where the mineral deposit is located. State law limits the ability of a municipality or a county to rezone or otherwise interfere with the future extraction of a mineral resource from a registered nonmetallic mineral deposit. Zoning changes prohibiting mining on land registered as a marketable nonmetallic



mining deposit cannot take effect during the registration period. Registration is effective for 10 years and renewable for an additional 10 years. In addition, registration on property with active mining operations can be renewed for as long as mining is ongoing. Zoning changes may take effect after the registration has expired.

### **Groundwater**

Groundwater is comprised of the portion of rainfall that does not run off to streams or rivers and that does not evaporate or transpire from plants. This water percolates down through the soil until it reaches the saturated zone of an aquifer. Groundwater supplies all of the water for domestic, commercial and industrial uses in the City of Sturgeon Bay. In 2012, the City adopted a Wellhead Protection Ordinance to regulate development in key areas surrounding the community's wells.

The quality of groundwater in the City is generally good and the supply is adequate for the planning period. However, groundwater contamination is of concern primarily in areas around the City that are served by private wells. In rural areas, a common groundwater contaminant is nitrate-nitrogen, which can come from improperly functioning on-site wastewater systems, animal feedlots, livestock waste facilities, sludge and septage application, lawn and agricultural fertilizers, and decaying plant debris.

### **Watersheds and Surface Waters**

Water resources such as lakes, streams, and groundwater form an important element of the natural resource base of the City of Sturgeon Bay. The contribution of these resources is immensely important to economic development, recreational activity, and aesthetic quality of the City of Sturgeon Bay. Consequently, water resources recommendations will be included throughout the Comprehensive Plan.

All parts of the City of Sturgeon Bay drain to the waters of Sturgeon Bay except for the extreme southeast corner, which drains directly into Lake Michigan. For planning and programmatic purposes, the City is divided into two distinct watersheds, one on each side of the bay. The portion of the City of Sturgeon Bay located east of the Bay lies within the Upper Door County Watershed. The portion of the City located west of the Bay lies within the Red River and Sturgeon Bay Watershed. Both of the watersheds are part of the Great Lakes-St. Lawrence River drainage system.

Furthermore, since the City of Sturgeon Bay is located entirely east of the sub continental divide that separates the Mississippi River from the Great Lakes-St. Lawrence River drainage basin, the City is not subject to limitations on the use of Lake Michigan water that affect areas west of the divide.

Surface water resources consist of streams, rivers, lakes, and associated floodplains and shorelands. Lakes, rivers, and streams constitute a focal point for water-related recreation activities and greatly enhance the aesthetic quality of the environment. However, lakes, rivers, and streams are readily susceptible to degradation through improper land development and management. Water quality can be degraded by excessive pollutant loads, including nutrient loads from manufacturing and improperly located on-site waste treatment systems; sanitary sewer overflows; urban runoff, including runoff from construction sites; and careless agricultural practices. The water quality of surface waters may also be adversely affected by the excessive development of riparian areas and the inappropriate filling of peripheral wetlands. This adds new sources of undesirable nutrients and sediment, while removing needed areas for trapping nutrients and sediments.

Surface waters located within or immediately adjacent to the City of Sturgeon Bay include: Sturgeon Bay, which opens into Green Bay; Bradley Lake (also known as Little Lake); and the Sturgeon Bay Ship Canal, which connects Sturgeon Bay to Lake Michigan. Named streams include Big Creek, Little Creek, Strawberry Creek, and Samuelson Creek. All of these creeks empty into Sturgeon Bay. Sawyer Creek parallels the highway on the west side before entering the bay by the sewage treatment plant. Many parts of this stream are enclosed in storm sewer.

The City adopted a stormwater management plan to assist handling water runoff issues, both from a water quantity and water quality standpoint. The plan contains many projects designed to improve drainage and prevent pollution. The continued implementation of this plan will be vital for the protection of the City's surface water resources.

### **Floodplains and Flood Storage**

The Federal Emergency Management Agency (FEMA) designates floodplains. These are areas predicted to be inundated with flood waters in the 100-year storm event (e.g., a storm that has a 1 percent chance of happening in any given year). Development within floodplains is strongly discouraged so as to minimize property damage. The City of Sturgeon Bay Floodplain Ordinance regulates development within floodplain areas.

Map 2 shows the 543 acres of land in the City classified as floodplain, comprising approximately nine percent of the City's total land area. Floodplain areas in the City are located along the Bay, as well as portions of Little Creek and Big Creek. The National Flood Insurance Program maps produced by the FEMA should be referenced for official delineation and elevations of floodplain boundaries. The floodplain is an important consideration for development and redevelopment within the City of Sturgeon Bay. As of 2020, the floodplain along Lake Michigan is being studied and evaluated. Changes in the floodplain boundaries in and around the City are likely following completion of the study.

Flood storage areas are a portion of the floodplain that acts as a natural flood storage capacity area within a watershed. The volume of runoff water expected within a watershed is the basis for how much regional flood discharge the flood storage area is capable of holding. This is included in the FEMA floodplain flood fringe area extent.

The importance of these areas cannot be underestimated because they reduce the amount and duration of flooding that occurs within the floodplain immediately downstream. The most common example of flood storage areas are wetlands, also described below. Protecting these areas and keeping them intact is important for protecting all areas downstream, especially as impervious surfaces increase and larger stormwater events occur more frequently.

### **Shorelands and Wetlands**

Shorelands are defined by the Wisconsin Statutes as lands within the following distances from the ordinary high-water mark of navigable waters: 1,000 feet from a lake, pond, or flowage; and 300 feet from a river, stream, or to the landward side of the floodplain, whichever distance is greater.

Wetlands are defined as areas that are inundated or saturated by surface or groundwater at a frequency and duration that is sufficient to support a prevalence of vegetation typically adapted for life in saturated soil conditions. Wetlands occur in depressions, near the bottom of slopes, along lakeshores and stream banks, and on land areas that are poorly drained. Wetlands are generally unsuited for most agricultural or urban development purposes. According the Wisconsin DNR's Wetland Inventory Maps, wetland habitats comprise approximately 18 percent (1,121 acres) of the City's total land

area, not including small tracts of wetland that are less than five acres in size. These ecosystems play significant roles in maintaining the quality of groundwater and surface water and provide valuable habitats for fish, birds, and other wildlife. Wetland areas are generally located along the Bay shoreline on both east and west sides of the City, along Little and Big Creeks, and on the west side of the City (east of CTH U, east of Neenah Rd. and south of Leeward Rd.). The City of Sturgeon Bay Shoreland-Wetland Ordinance regulates the use and development of wetlands within 300 feet of navigable streams and 1,000 feet of lake and ponds.

### **Woodlands and Natural Vegetation**

With good planning practices, woodlands can serve a variety of beneficial functions. In addition to contributing to clean air and water, and regulating surface water runoff, woodlands help maintain a diversity of plant and animal life. The destruction of woodlands can contribute to excessive stormwater runoff, siltation of lakes and streams, and loss of wildlife habitat.

Some woodlands remain in the less developed areas in the City of Sturgeon Bay. The primary location includes the southeastern portion of the City along the Sturgeon Bay Ship Canal, which contains mostly forested wetlands. Other wooded areas include: the undeveloped southern portion of the city, which contains a mix of grasslands and broadleaf deciduous forest.

The original pre-European settlement vegetation in what is now the City of Sturgeon Bay included swampland conifers in the lowlands with a mixed forest of beech, hemlock, sugar maple, yellow birch, white pine, and red pine in the uplands.

The City Forester manages the City's tree programs. Currently street trees are required to be planted whenever residential property is developed. Existing street trees are managed through the City's tree replacement program. Through a grant in 2000 the City completed a tree management plan for its street trees which included a comprehensive street tree inventory and established priorities for replacing dead, dying, or damaged trees. Each year the City Forester determines which street trees to replace based on the plan. The tree management plan will need to be updated within the next several years. Over the past decade, the City has worked to counter the Emerald Ash Borer epidemic within the City right-of-way and parks. Specifically, a grant was received to remove the trees affected in Sunset Park.

Since the mid-1990s, Sturgeon Bay has been designated a "Tree City" by the National Arbor Day Foundation. The community actively works each year to retain this designation by meeting the various standards required. Some of the requirements include, maintaining an ordinance, having staff to manage the program, and spending a minimum per capita annually on the program.



### **Steep Slopes**

As shown on Map 2, slopes exceeding a 12 percent grade are located mainly south of the City. Generally, slopes that have between a 12 and 20 percent grade present challenges for building site development, and slopes that exceed a 20 percent grade are not recommended for any disturbance or development.

### **Rare and Invasive Species Occurrences**

WisDNR's Natural Heritage Inventory program maintains data on the general location and status of threatened or endangered plant and animal species and natural communities of special concern. There are occurrences of aquatic and terrestrial endangered species in the City's Planning Area, in addition to aquatic invasive species. More specific information on location and type of species is available from the State's Bureau of Endangered Resources.

### **Environmental Corridors**

Environmental Corridors are shown on Map 2. Environmental Corridors are continuous systems of open space that include floodplains, wetlands, public lands, and contiguous woodlands. Environmental corridors are located in the woodland and wetland areas to the east and west of the City as well as along the canal waterfront. It is recommended the City discourage development within areas that have been identified as Environmental Corridor.

### **State and Other Natural Areas**

State wildlife areas are intended to preserve wild lands for hunters, trappers, hikers, wildlife watchers, and all people interested in the out-of-doors. Furthermore, these areas help protect and manage important habitat for wildlife and help prevent draining, filling, and destruction of wetlands and the private blocking of important waterways, game lands, and lakes.

State natural areas are intended to protect the state's natural diversity, provide sites for research and environmental education, and serve as benchmarks for assessing and guiding use of other lands in the state. Natural areas consist of tracts of land or water that have native biotic communities, unique natural features, or significant geological or archaeological sites.

The Wisconsin DNR maintains two natural areas in Sturgeon Bay. One consists of approximately 20 acres located on both sides of Big Creek. The site adjoins the Crossroads at Big Creek property. It is mostly wetlands at the mouth of Big Creek and provides public access to this popular fishing area. Additional DNR property includes 80 acres of land along the south side Strawberry Lane and provides public access to Strawberry Creek.

Potawatomi State Park, located northwest of the City of Sturgeon Bay, provides 1,225 acres of recreational opportunities. The park contains two campgrounds providing a total of 123 campsites, 9 miles of hiking trails, 8 miles of biking trails, 8.5 miles of cross-country skiing trails, and 8.3 miles of snowmobiling trails. The park is also a base for water recreation on Green Bay.

Other natural areas include the Crossroads at Big Creek which is a 200-acre preserve on the far eastern side of the city. Crossroads at Big Creek is an independent donor supported organization with focuses on environmental education, astronomy, history, and recreation. There are about 7 miles of hiking and cross-country skiing trails through the preserve that are open to the public free of charge.

The preserve is comprised of three parts. The Big Creek Preserve is located between Michigan Street and Utah Street. This site contains the Collins Learning Center, the Leif Everson Observatory, the Heritage Village at Big Creek, the Hanson House historical site and other facilities. The Cove Preserve contains land where Big Creek meets Sturgeon Bay and contains a kayak launch. The Ida Bay Preserve is a 64.6-acre tract on the far eastern edge of the city bounded by Cove Road, Canal Road, and Zenith Street. The preserve is a mixture of forest and open land.

The Sturgeon Bay Ship Canal Nature Preserve is 445 protected acres with 2.5 miles of hiking trails. The preserve is owned by the Door County Land Trust and is located at the far southeast corner of Sturgeon Bay, immediately behind the southwest canal wall with frontage on Lake Michigan.

### ***Cultural Resources***

Cultural resources encompass historic buildings or structures and archaeological sites, as well as institutions and organizations which contribute to the cultural or artistic life of the community. Cultural resources help to provide the City of Sturgeon Bay with a sense of heritage, identity, and civic pride. Resources such as historical sites or districts and cultural attractions such as museums can also provide economic development opportunities for the City and its residents. For these reasons, it is important to identify historical and cultural sites in the City.

### **Historic Sites**

The City of Sturgeon Bay is named for the fish that was once plentiful in the bay it borders. It was settled in 1850 and development quickly after with more than 200 residents and 3 sawmills by 1862. The area then became a center of stone quarrying. In the 1880s, a canal was completed that connected the Bay with Lake Michigan. This attracted drove economic development and the City became a center of shipping traffic and ship building. It was incorporated in 1883.

The Wisconsin Historical Society's Architecture and History Inventory (AHI) contains data on a wide range of historic properties throughout the state. The AHI identifies 448 documented structures in the City of Sturgeon Bay. This list includes many private homes, commercial buildings, churches, schools, farm buildings, stables, and the Ahnapee and Western Railroad Station, among others.

The City of Sturgeon Bay contains 11 sites listed on both the National Register of Historic Places and the Wisconsin Register for Historic Places. The National Park Service within the United States Department of the Interior maintains the national registry, while the Wisconsin Historical Society's Division of Historic Preservation maintains the state registry. The registries may include sites, buildings, districts, or objects that are historically, archaeologically, architecturally, or culturally significant. The following list describes the registered historic sites:

- Bullhead Point Historical & Archaeological District – the site features three limestone barges that burned and sunk in 1931. They are visible from the shore during low water conditions. It was placed on the National Historic Register in 2003.
- Cardy Site – this area once served as the home to the Paleo-Indians, the earliest known settlers of North America. It was listed in 2010.
- Carnegie Free Library – completed in 1913, the library is one of 63 Wisconsin libraries built through grants from Andrew Carnegie and was placed on the National Historic Register in 1988. It is no longer the site of City's library.
- Joys Shipwreck – in 1898 the Joys, a 130-foot-long steam ship, sank in the Sturgeon Bay Ship Canal. It was listed on the register in 2007 and has a historical marker in Sunset Park.
- Lakeland Shipwreck – the SS Lakeland was an early steel-hulled Great Lakes freighter that sank in 1924. It was added to the National Historic Register in 2015.
- Adolph Larson Company Store – built in 1875, the site was home to Door County's first cabinet maker and was used in the late 1800's by a men's club during the pre-temperance movement called the Temple of Honor. It was listed in 1985.
- Louisiana Street/Seventh Avenue Historic District – bounded by Louisiana Street, Kentucky Street, and N. 5th, 7th, and 8th Avenue, it is home to several Queen Anne and Classical Revival style buildings built between 1875-1949. It was listed on the register in 1983.
- Sturgeon Bay (Michigan Street) Bridge – completed in 1931, the bridge contains 13 separate spans totaling 1,420 feet. It was listed in 2008 on the National Historic Register due to its Scherzer-type rolling-lift bascule design. The bridge was significantly rehabilitated by the Wisconsin Department of Transportation and reopened in 2010.

- Sturgeon Bay Post Office – constructed in 1937, the building was designed by the Office of the Supervising Architect and features a mural depicting the commercial fishing industry of the area. It was listed in 2000.
- Teweles and Brandeis Grain Elevator – this 120-year-old grain elevator is an important part of the agricultural history of the area. It was listed on the register in 2018.
- Third Avenue Historic Preservation District – this district makes up most of historic downtown featuring many buildings from the 1800s and early 1900s. The district was listed in 1983 and has been adopted into the City’s Zoning Ordinance.

The City is also home to the Door County Historical Museum, Door County Maritime Museum (new addition in 2020), Miller Art Museum, Door County Library, Third Avenue Playhouse, Historical Village at the Crossroads (Big Creek), Door County Historical Society, and the City of Sturgeon Bay Historic Preservation Commission. The area additionally hosts a variety of festivals and events, many which have a historic component. Some of the area’s events include: Door County Fair, Harvest Festival, Jefferson Street Festival, area Farmer’s Market, and others.

### **Archaeological Sites**

There are several archaeological sites within the City of Sturgeon Bay designated by the Wisconsin State Historical Society. All human burial sites, including cemeteries and Indian mounds, are protected under State law. The National Historic Preservation Act of 1966 requires federal agencies to ensure that their actions do not adversely affect archaeological sites on or eligible for listing on the National Register of Historic Places. Archaeological sites can be protected during the course of state agency activities if the sites have been recorded with the Office of the State Archaeologist.

Under Wisconsin law, Native American burial mounds, unmarked burials, and all marked and unmarked cemeteries are protected from encroachment by any type of development. Many of these sites are located on private land and may not be viewed by the general public.



**Figure A.11. Existing Land Use Acreage, 2020**

<b>Existing Land Use</b>	<b>Acres</b>	<b>Percent</b>
<b>Natural Areas</b>	<b>1,744</b>	<b>27.6%</b>
<b>Single-Family Residential</b>	<b>1,527</b>	<b>24.2%</b>
<b>Commercial</b>	<b>457</b>	<b>7.2%</b>
<b>Vacant</b>	<b>436</b>	<b>6.9%</b>
<b>Agricultural</b>	<b>412</b>	<b>6.5%</b>
<b>Street/Alley Right-of-Ways</b>	<b>392</b>	<b>6.2%</b>
<b>Outdoor Recreation</b>	<b>347</b>	<b>5.5%</b>
<b>Institution/Government</b>	<b>335</b>	<b>5.3%</b>
<b>Industrial</b>	<b>229</b>	<b>3.6%</b>
<b>Multi-Family Residential</b>	<b>129</b>	<b>2.0%</b>
<b>Extractive</b>	<b>100</b>	<b>1.6%</b>
<b>Mobile Homes</b>	<b>76</b>	<b>1.2%</b>
<b>Communication Utilities</b>	<b>60</b>	<b>1.0%</b>
<b>Surface Water</b>	<b>42</b>	<b>0.7%</b>
<b>Two-Family Residential</b>	<b>22</b>	<b>0.3%</b>
<b>Off-Street Parking</b>	<b>12</b>	<b>0.2%</b>
<b>Total</b>	<b>6,321</b>	<b>100%</b>
<i>Source: Vandewalle &amp; Associates, 2020.</i>		

## LAND USE

### **Existing Land use Pattern**

An accurate depiction of the City's existing land use pattern is the first step in planning for a desired future land use pattern. In 2020, an update of the City's existing land use map was completed. City staff and Planning Committee members had an opportunity to review and suggest corrections to the existing land use map before it was finalized.

The City of Sturgeon Bay encompasses approximately 10 square miles. Figure A.11 summarizes the existing acreage allocated to each of the various land use categories in the City. The existing land uses in the City are depicted on Map 4.

## Tax Rates

Another important data point to consider in planning for future growth and development is the City's tax rates in comparison to other surrounding communities. During the last several years, nearly every neighboring community's tax rate in the area has increased. This is common throughout Wisconsin. Sturgeon Bay's rate in 2018 was the highest among surrounding communities, due to the significantly larger number of services it offers comparatively. It will be important for the City to be conscious of this rate when competing with other surrounding cities for economic development opportunities in the future.

**Figure A.12. Regional Comparison: Tax Rate per \$1,000 of Assessed Value, 2014 - 2018**

	Tax Rate Per \$1,000 of Assessed Value				
	2014	2015	2016	2017	2018*
<b>City of Sturgeon Bay</b>	<b>\$22.00</b>	<b>\$22.30</b>	<b>\$23.03</b>	<b>\$22.33</b>	<b>\$22.24</b>
<b>Village of Egg Harbor</b>	<b>\$10.18</b>	<b>\$10.44</b>	<b>\$10.56</b>	<b>\$10.56</b>	<b>\$10.81</b>
<b>Village of Ephraim</b>	<b>\$10.18</b>	<b>\$10.50</b>	<b>\$10.41</b>	<b>\$10.38</b>	<b>\$10.43</b>
<b>Village of Forestville</b>	<b>\$14.25</b>	<b>\$14.37</b>	<b>\$14.36</b>	<b>\$13.82</b>	<b>\$13.84</b>
<b>Village of Sister Bay</b>	<b>\$12.63</b>	<b>\$13.04</b>	<b>\$13.13</b>	<b>\$13.23</b>	<b>\$13.27</b>
<b>Town of Sturgeon Bay</b>	<b>\$11.24</b>	<b>\$11.45</b>	<b>\$11.40</b>	<b>\$11.13</b>	<b>\$11.40</b>
<b>Town of Nasewaupee</b>	<b>\$13.85</b>	<b>\$14.01</b>	<b>\$14.36</b>	<b>\$13.85</b>	<b>\$13.65</b>
<b>Town of Sevastopol</b>	<b>\$11.00</b>	<b>\$11.27</b>	<b>\$11.26</b>	<b>\$11.00</b>	<b>\$11.47</b>

Source: Green Bay Press Gazette Property Tax Database.

\*Source: Wisconsin Department of Revenue.

## Land Market Trends

Trends in the City of Sturgeon Bay's land market show steady growth pre-2010 and stagnant values post-2010. Overall, land values have gone up considerably since 2000, but the amount of that growth that has occurred post-2010 valued \$103 million. It has been a slow recovery for many communities like Sturgeon Bay since the Great Recession, but there are some positive trends emerging in recent years that suggest more economic growth possibilities over the next decade. Specifically, \$150 million was added in the four-year period from 2015 to 2019. Additionally, Manufacturing in Sturgeon Bay has increased by over \$12 million since 2010.

**Figure A.13. Equalized Value, 1985 - 2019**

Year	Residential	Commercial	Manufacturing	All Land Categories
1985	\$154,623,700	\$46,857,000	\$30,596,200	\$250,588,400
1990	\$182,363,200	\$66,688,200	\$28,278,900	\$300,457,300
1995	\$217,624,500	\$95,635,000	\$30,571,700	\$364,293,600
2000	\$384,248,300	\$174,310,500	\$32,419,900	\$616,139,800
2005	\$477,213,500	\$239,985,200	\$31,345,100	\$775,575,100
2010	\$525,608,600	\$271,886,100	\$33,210,400	\$854,647,000
2015	\$514,902,700	\$227,585,600	\$37,477,000	\$805,100,000
2019	\$599,754,000	\$296,666,000	\$45,434,800	\$957,729,900
Change 2000-2019	56%	70%	40%	55%
Change 2010-2019	14%	9%	37%	12%
Source: Wisconsin Department of Revenue.				

**Land Development Trends**

Overall development trends in the City reflect investment in existing homes and businesses rather than new construction. Figure A.14 shows the number and type of building permits issued by the City from 2010 to 2019. During this nine-year period, the City issued building permits for 191 new residential units and 25 new commercial units. In this period, the City also issued 1,035 permits for residential improvements, including home additions, alterations, and garages. Additionally, the City issued 484 permits for commercial improvements. Investment in building alterations and additions suggest that residents of Sturgeon Bay are committed to maintaining existing building stock, keeping it at a high quality.

**Land Supply**

Supply of land available for development includes areas of the City that have been planned or approved for development, but not yet built-out; vacant areas within the City that have not been

planned for development; developed land within the City that is appropriate for redevelopment; and land in the Planning Area that is not within the corporate limits of the City, but is potentially available for future annexation.

For vacant areas, the land actually available for development is determined by several factors. The area available for development is limited by any environmental corridors, areas of wetlands, floodplains, public ownership, conservation easements or other characteristics that make it undevelopable. Other potential building limitations (infiltration areas, steep slopes, shallow depth to bedrock or depth to water table, and hydric soils) will also influence how much of vacant areas are actually appropriate for development. Building limitations will need to be measured and assessed by the developer and City when a specific development proposal is being considered.

**Figure A.14.****City of Sturgeon Bay: Building Permits, 2010 - 2018**

Year	Residential Units	Residential Improvements	Commercial Buildings	Commercial Improvements
2010	10	247	1	56
2011	9	181	1	58
2012	14	69	2	36
2013	16	73	2	49
2014	28	84	7	40
2015	19	77	4	45
2016	24	67	4	44
2017	17	80	1	53
2018	36	77	2	58
2019	18	80	1	45
Source: City of Sturgeon Bay, 2020.				

### Projected Land Use Demand

Population projection scenarios were calculated for the City through the year 2040. The chosen population projection for this planning process was the Compounded Growth calculation for 1980-2019 because it was a relatively modest figure that reflected both the growth and decline over the past 40 years. For the land use projections, this calculation was used.

The following land use demand projections use the following assumptions:

- WisDOA Average Persons Per Household projections 2020-2040
- Five dwelling units per acre, based on average lot area per dwelling unit type and Planned Neighborhood desired future housing mix
- For every acre of residential development, there will be an additional 0.33 acres of non-residential development
- Roads, parks, sidewalks, and other infrastructure will require an additional 0.33 acres per acre of new development
- A margin of error .5 times the total amount of development land projected was factored in

Based on the Compounded Growth calculation for 1980-2019, the projections suggest that there will be a need for approximately 678 new acres needed by 2040. This is simply a projection based on past trends and do not factor in future market fluctuations. In order to have the most accurate look into the future, these projections, in addition to other external economic, political, and societal conditions should be considered when planning for future development or expansion of City Boundaries.

**Figure A.15. City of Sturgeon Bay: Land Use Demand Projections, 2020-2040**

Using Population Projections	2019-2020	2020-2025	2025-2030	2030-2035	2035-2040	Total
<b>(1) Projected Population Increase (Compounded 1980-2019)</b>	<b>17.0</b>	<b>86.0</b>	<b>86.0</b>	<b>87.0</b>	<b>88.0</b>	<b>364</b>
<b>(2) New Household Projections</b>	<b>8.6</b>	<b>44.1</b>	<b>44.5</b>	<b>45.4</b>	<b>46.3</b>	<b>189</b>
<b>(3) Residential Acreage Demand</b>	<b>1.7</b>	<b>8.8</b>	<b>8.9</b>	<b>9.1</b>	<b>9.3</b>	<b>38</b>
<b>(4) Non-Residential Demand</b>	<b>13.7</b>	<b>70.3</b>	<b>71.0</b>	<b>72.6</b>	<b>73.9</b>	<b>302</b>
<b>(5) Preliminary Acreage Demand</b>	<b>20.6</b>	<b>105.5</b>	<b>106.5</b>	<b>108.8</b>	<b>110.9</b>	<b>452.3</b>
<b>(6) Flexibility Factor</b>	<b>30.9</b>	<b>158.3</b>	<b>159.8</b>	<b>163.2</b>	<b>166.3</b>	<b>678.5</b>

(1) Projections based on Compounded Growth 1980 – 2019

(2) WisDOA Average Persons Per Household projections 2020-2040

(3) 5 dwelling units per acre, based on average lot area per dwelling unit type and Planned Neighborhood desired future housing mix.

(4) For every acre of residential development, there will be an additional 0.33 acres of non-residential development

(5) Roads, parks, sidewalks, and other infrastructure will require an additional 0.33 acres per acre of new development

(6) A flexibility factor of .5 times the total amount of development land projected was factored in



The Future Land Use Map is showing approximately 792 additional acres of developable growth, including 496 acres of residential growth within the City boundary as the Plan emphasizes a compact growth pattern, infill, and increased density, particularly in residential areas. The growth shown in this Plan can accommodate future projected population growth.

## TRANSPORTATION

### ***Existing Transportation Network***

The City of Sturgeon Bay is well connected to the region through the existing roadway network. Other transportation facilities, such as airport service, and bike and recreational trails are located in or easily available to the City. This section describes the existing conditions of transportation facilities in the City. Map 3 shows existing and planned roadways in the City.

### **Roadways**

State Highway 57/42 runs through Sturgeon Bay and provides regional access throughout Door County. It splits into two separate highways just north and south of the City. There are also six County Trunk Highways in the City that include: B, C, S, U, HH, TT, and T. The nearest separated grade interstate highway is located 45 miles to the southwest in Green Bay (I-43). This facility serves a large portion of the eastern side of the state connecting Green Bay to Milwaukee and Milwaukee to Beloit.

Local streets are neighborhood roadways that provide access to individual homes and businesses, but do not serve as carriers of through traffic. In most of Sturgeon Bay, these streets are laid out in an interconnected grid pattern, but in newer neighborhoods, local streets are often curvilinear with cul-de-sacs so as to discourage through traffic.

As of 2020, there were 88.12 miles of roads in the City with the following breakdown by ownership:

- State of Wisconsin: 4.92 miles
- Door County: 4.13 miles
- City of Sturgeon Bay: 77.40 miles
- Privately Owned: 1.67 miles

### **Bridges**

Sturgeon Bay has three bridges; one located on the southeast side of the City where STH 54/72 crosses the Bay and two near downtown on Michigan Street and Oregon Street across the Bay. All three are draw bridges to accommodate boat

traffic. The Oregon Street Bridge was constructed in 2008 while the other two bridges have been refurbished in the past 10 years.

## Ports

The Port of Sturgeon Bay, on Lake Michigan, is home to a major ship repair and construction facility.

The Port of Sturgeon Bay has a 25-foot-deep channel and is served by cranes having a maximum capacity of 200 tons. The Port serves as a major lay-up and repair facility for Great Lakes vessels during the winter layover, with Fincantieri Bay Shipbuilding Company handling up to 18 vessels per season. Sarter Marine Towing Company is headquartered in the Port of Sturgeon Bay and provides tugboat services for the entire region. The port is also home to the U.S. Coast Guard Cutter Mobile Bay, which provides buoy tending and ice breaking services for the region's shipping lanes. Finally, there is a Marine Safety Detachment of the U.S. Coast Guard stationed in Sturgeon Bay, which handles inspection services for the commercial vessels.

The nearest water transportation includes the Washington Island Ferry, connecting Washington Island to the Door County mainland, and the S.S. Badger car ferry, running between Manitowoc, Wisconsin and Ludington, Michigan.

## Airports

The nearest airport is Door County Cherryland Airport, located in the Town of Nasewaupee. It is a publicly owned facility, owned by the County, and primarily serves corporate and general aviation. The airport has two paved runways. For non-pilots, Grizzly Air Tours provides a scenic air tour from Cherryland Airport.

The nearest commercial airport is Austin-Straubel International Airport in Green Bay, located 45 miles away. It is owned by Brown County and is the third largest airport in the State of Wisconsin.

## Rail

The City of Sturgeon Bay has not had any rail transportation since the demise of the Anhapee & Western line. The former rail corridor is utilized as the Anhapee State Trail, a 27.7-mile trail connecting Sturgeon Bay (northern end) with Casco.

## Roadway Function Classification System

Wisconsin's functional classification system groups roads and highways according to the character of service they offer, ranging from rapid through access to local land access. The purpose of functional classification is to enhance overall travel efficiency and accommodate traffic patterns and land uses by designing streets to the standards suggested by their functional class. The four main functional classes include:

- **Principal Arterials:** Serve longer inter-urban type trips and traffic traveling through urban areas, including interstate highways and other freeways (e.g. 42/57).
- **Minor Arterials:** Provide intra-community continuity and service trips of moderate length, with more emphasis on land access than principal arterials (e.g. Michigan Street).
- **Collectors:** Provide both land access and traffic circulation within residential neighborhoods, commercial areas, and industrial areas (e.g. 18<sup>th</sup> Street).
- **Local Streets:** Provide direct access to abutting land and access to collectors. Local roads offer the lowest level of mobility. Through traffic movement on this system is usually discouraged (e.g. Rhode Island Street).

Source: WisDOT, Facilities Development Manual, Procedure 4-1-15

## Bicycle and Pedestrian Facilities

The Ice Age Trail (IAT) is a 1,200-mile-long hiking trail which has its eastern terminus in Sturgeon Bay/Potawatomi Park and extends across Wisconsin, ending on the Minnesota border at the city of St. Croix Falls. This trail is one of only 11 National Scenic Trails (as designated by the US Congress) in the entire country and one of only three wholly contained within a single state. Interest in the trail continues to grow as day, section, and thru hiking begins to attract increasing numbers of individuals. In fact, the trail appears poised for a dramatic increase in use. A recent study by UW Whitewater estimates 2.4 million visits per year to the trail, state-wide.

The Ahnapee State Trail also winds through Sturgeon Bay, converging with the path of the Ice Age Trail for 17 miles, as it runs through downtown. A former railroad corridor, the Ahnapee State Trail is 48 total miles and is operated by Door County; it runs along the Ahnapee and Kewaunee rivers and connects Algoma, Casco, Luxemburg, and Kewaunee. The trail is suitable for bicyclists and pedestrians and allows horseback riding and snowmobiles.

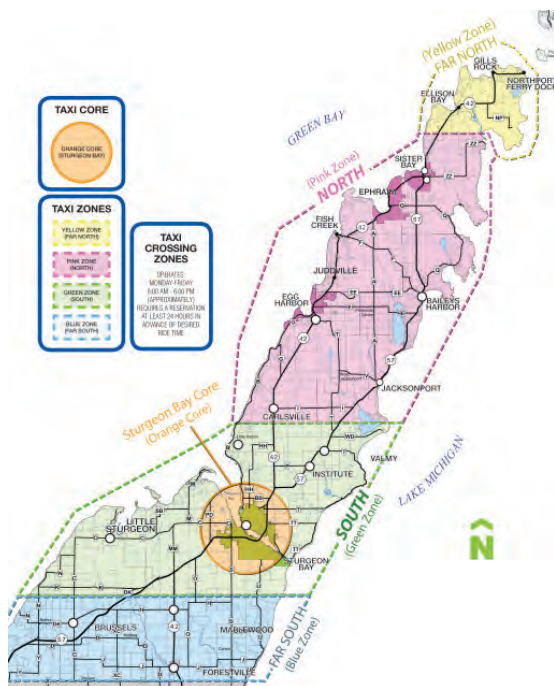
Additionally, in 2011, the City adopted the Bicycle Master Plan which includes a full on-street bike route map of the community that is actively being implemented. The majority of pedestrian-oriented facilities are sidewalks throughout the city, in addition to the waterfront walkways along the Bay around downtown.

In 2017, Sturgeon Bay was designated as a Bronze-level Bicycle-Friendly Community by the League of American Bicyclists. The City is only one of 10 communities in the state to attain this award.

## Public Transportation

Throughout Door County, but based in Sturgeon Bay, Door Tran Inc. serves the community with a variety of transportation-related programs. Since 2007, Door Tran has developed volunteer transportation programs for both veterans and the community at large. Their Vehicle Purchase/Repair Loan Program, Half-Price Gas Voucher Program, and Vehicle Repair Grant Program each keep vulnerable populations afloat when transportation problems threaten their mobility.

Sturgeon Bay is also served by Door County's Door 2 Door Rides, a public transportation that offers wheelchair accessible transportation for residents throughout the County. Door 2 Door Rides is a shared ride taxi service. Service is on-demand and provides affordable rates.



### ***Review of City, State, and Regional Transportation Plans***

Following is a review of state and regional transportation plans and studies that are relevant to the City.

#### **Sturgeon Bay Comprehensive Transportation Plan (2000)**

Written by HNTB, the Sturgeon Bay Comprehensive Transportation Plan was developed to address four major transportation issues:

- Year 2025 functional roadway classification system
- Southwest side sub-area transportation system needs, which included STH 42/57 west of Duluth Avenue
- Downtown bridge traffic circulation study review
- Safety analysis for selected intersections

Many of these issues have since been addressed, including the establishment of a collector within the southwest side sub-area and the resolution of bridge circulation within the downtown.

#### **City of Sturgeon Bay Bicycle Master Plan (2011)**

The Bicycle Master Plan is a full guide to decision making regarding facility improvement and installation, education opportunities, and funding related to bicycle infrastructure. It includes an assessment of existing facilities, establishes goals and policies, provides best practices, and includes an implementation action plan. Some of the key implementation action items include:

- Education and encouragement programs
- Improved enforcement of traffic laws
- Bike lanes on 12 different roadways
- Trails or trail connections at 10 different locations

#### **Door County Bicycle, Pedestrian, and Recreational Facilities Master Plan (2014)**

This plan guides the development of an interconnected network of bicycle routes linking towns and villages across the County. It includes economic benefits of bicycling and walking, encouraging tourism, assessing existing conditions, and recommendations for the bikeway network and related policies. Most of the recommended improvements include shared use paths, paved shoulders, and signed bike routes that traverse the County and connect to both existing and proposed facilities in Sturgeon Bay.



### **Regional Bicycle and Pedestrian Plan for Northeast Wisconsin (2018)**

In 2018, the Bay-Lake Regional Planning Commission completed a regional plan for bicycle and pedestrian facilities. The plan identifies a potential regional connection between the Ahnapee State Trail and other neighboring communities, in addition to other regional recommendations related to the connectivity of on-road facilities, multi-use pathways, national trails, transit, and ferries.

### **Connections 2030: Long-Range Multimodal Transportation Plan**

Connections 2030 is the state's long-range transportation plan adopted in 2009. The plan addresses all forms of transportation over the 20-year planning horizon and helps identify the state's priority corridors, along with a system-wide infrastructure inventory, developing trends, general themes, goals, and vision statements. It is the long-term guiding document for the WisDOT, which prioritizes investments and assists districts in identifying future segments for more detailed corridor plans.

### **Midwest Regional Rail Initiative**

The Midwest Regional Rail Initiative represents an ongoing effort by nine Midwest states, including Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Nebraska, Ohio, and Wisconsin, to develop an expanded and improved passenger rail system throughout the Midwest. The proposed regional system would use existing rail lines to connect these nine Midwest states. As of right now, there are no active rail initiatives in the surrounding area.

### **Wisconsin Northeast Region 2020-2025 Highway Improvement Program**

The WisDOT maintains a six-year improvement program for state and federal highways. Wisconsin has over 100,000 miles of public roads, from Interstate freeways to city and village streets. The highway improvement program covers only the state highway system which is administered and maintained by the WisDOT. The rest of the roadways are improved and maintained by the cities, towns, counties and villages in which they are located.

Projects near the City include enhancements and upgrades to STH 42 from Kewaunee through Sturgeon Bay to Egg Harbor. The City is also working with WisDOT to improve intersections at Ashland, Neenah, and Clay Banks Road. These improvements will be coordinated with WisDOT highway maintenance.

## UTILITIES AND COMMUNITY FACILITIES

### ***City Administration***

The Sturgeon Bay Municipal Building was completed in 2006 and is located downtown. It houses the police department, fire department, and administration personnel.

The City's Public Works (Street Department and Parks and Recreation) Department is located in a separate building. This facility houses offices, garages, and shop space for various City vehicles and equipment.

### ***Police Department***

The City Police Department is located within the Municipal Building. The Police Department has 21 uniformed officers, three community service officers, one police assistant, and one administrative and support staff person. The department also utilizes a marine patrol unit for the protection, security, and safety of a very active and growing waterfront. Officers of the Sturgeon Bay Police Department are members of the Door County/Sturgeon Bay SWAT Team, members of the regional dive/rescue team, members of the Door/Kewaunee regional drug task force, and members of the Internet Crimes Against Children (ICAC) task force. For a community of its size, Sturgeon Bay has one of the lowest crime rates in the nation. The facility, constructed in 2006, will meet the needs of the City through the planning period.

### ***Fire Department and First Responder Service***

The Fire Department operates two firehouses: the Department's headquarters is located at the Municipal Building and the other on the west side of the City (West Side Station). In the Municipal Building, there are seven vehicles, one boat, and an equipment trailer. At the West Side Station, built in 1974, there are three fire trucks housed. The Department consists of 14 career people: a full time Fire Chief and Assistant Fire Chief, three full-time lieutenants, nine full-time firefighters, and 15 part-time on-call firefighters. In total, the Fire Department provides first responder service, fire safety service, fire station tours, inspections, and issues burning permits.

The Towns of Sturgeon Bay and Sevastopol receive services from the Sturgeon Bay Fire Department on a contract basis. The Town of Jacksonport also receives fire inspection services from the City. The department covers approximately 70 square miles.

**Figure A.16. Public Park and Open Space, City of Sturgeon Bay, 2020**

<b>Municipal Facility</b>	<b>Acreage</b>	<b>Function</b>
<i>Bay View Park/Westside Waterfront</i>	<b>2.7</b>	<b>Neighborhood Park</b>
<i>Bullhead Park</i>	<b>1.3</b>	<b>Specialized Recreation</b>
<i>Cherry Blossom Park</i>	<b>5.6</b>	<b>Neighborhood Park</b>
<i>Eastside Waterfront Walkway/Sone Harbor Marina</i>		<b>Specialized Recreation</b>
<i>Franke Park</i>	<b>6.5</b>	<b>Neighborhood Park</b>
<i>Garland Park</i>	<b>2.2</b>	<b>Neighborhood Park</b>
<i>Graham Park</i>	<b>1.2</b>	<b>Neighborhood Park</b>
<i>Lawrence Big Hill Park</i>	<b>13.2</b>	<b>Neighborhood Park</b>
<i>Little Creek Parkway</i>	<b>6.0</b>	<b>Specialized Recreation</b>
<i>Market Square/Old School Park</i>	<b>3.5</b>	<b>Neighborhood Park</b>
<i>Martin Park</i>	<b>1.0</b>	<b>Neighborhood Park</b>
<i>Memorial Athletic Complex (City portion)</i>	<b>3.5</b>	<b>Athletic Play Fields</b>
<i>Nautical Drive Launch Ramp</i>		<b>Specialized Recreation</b>
<i>Otumba Park</i>	<b>3.7</b>	<b>Neighborhood Park</b>
<i>Sawyer Park</i>	<b>10.0</b>	<b>Neighborhood Park</b>
<i>Shiloh Road Bark Park (Dog Park)</i>	<b>4.2</b>	<b>Specialized Recreation</b>
<i>Sunset Park</i>	<b>44</b>	<b>Neighborhood Park</b>
<i>Westside Softball Field/Skate Park</i>	<b>3.3</b>	<b>Athletic Play Fields</b>
<i>Woods West Park</i>	<b>4.8</b>	<b>Neighborhood Park</b>
<i>Woodside Park</i>	<b>5</b>	<b>Neighborhood Park</b>

**Public Parks and Open Spaces**

In 2016, the City adopted its most recent update to the City's Outdoor Recreation Plan. This plan details the community's existing facilities, future facility and service needs, and outlines recommendations for new and existing parks and programs. Many of the goals, objectives, and recommendations mirror those found in the Comprehensive Plan. See the City's Outdoor Recreation Plan for further details. In order to stay Stewardship Grant eligible through the Wisconsin Department of Natural Resources, this plan must be updated every 5-years.

Sturgeon Bay owns and maintains 20 park, open space, and waterfront sites, totaling 150 acres. Facilities include the Memorial Athletic Complex with play fields and a running track, multiple waterfront walkways and water access points, parkways, a Market Square, Dog Park, Skate Park, multi-use trails, and traditional neighborhood parks. Additionally, there are also several recreational and tourism-focused facilities in the City owned by the School District, County, YMCA, U.S. Coast Guard, U.S. Army Corps of Engineers, and WisDNR.

The City's Parks and Recreation Department offers several year-round programs for youth, adults and senior citizens. The Department also offers an Adopt-A-Park Program to provide volunteer opportunities for residents to help maintain portions of the community's parks.

### ***Library***

The Door County Library Sturgeon Bay Branch is located downtown. The library is the main branch of eight total branches located throughout the County. In addition to books, it offers computer access, a digital library, events, clubs, research tools, and historical achieve access. It has 11 full-time and 22 part-time staff. The Library building is jointly owned and operated by the City and County and is also home to the Miller Art Museum.

### ***Water Supply, Wastewater Treatment, and Stormwater Management***

Much of the City is served by municipal sewer and water. However, properties like the Cove Road, Duluth Place, and Clay Banks Road areas as well as properties outside the City are served by private wells and individual on-site wastewater treatment systems, which generally discharge the wastewater to underground drainage fields.

Water, electricity and wastewater treatment are provided by the community-owned Sturgeon Bay Utilities (SBU). SBU was formed in 1904, and it is a standalone enterprise fund of the City of Sturgeon Bay. A seven-member Utility Commission is nominated by the Mayor and confirmed by City Council to direct the operations of the utility. SBU is an owner/member of WPPI Energy, a regional power company that provides electricity to 51 customer-owned electric utilities in Wisconsin, Upper Michigan and Iowa. SBU delivers electricity to over 8,800 customers in the City of Sturgeon Bay and the Townships of Clay Banks, Nasewaupée, Sevastopol, and Sturgeon Bay.

A fourth substation was completed in 2010, which added 37 megawatts of capacity to the system to accommodate future growth and provide needed redundancy for the eastern portion of SBU's service area. The new substation is designed so that its capacity could be doubled, should there be a significant future increase in electrical demands.

The Choose Renewable Energy Program allows any customer of a participating WPPI utility the option to purchase elec-



tricity from clean, green energy sources. Participation costs a few extra dollars each month. Choose Renewable for Business enables businesses, schools, and other organizations to purchase electricity from renewable resources.

Through SBU's membership in WPPI, customers have access to energy from the following renewable resources:

- Wind. Wind energy, the fastest growing source of renewable energy, comes from wind turbines and is 100% emission-free.
- Hydropower. Energy produced from flowing water. These power plants have a lower impact on the environment than facilities burning fossil fuels.
- Biogas. Landfill gas is converted into electricity, significantly reducing methane (a greenhouse gas) and lessening air pollution.

Sturgeon Bay receives its water supply from groundwater that is brought to the surface via five dolomite bedrock wells located throughout the city. After the initial pumping to extract the water from the ground, the water is disinfected and fluoridated at the well houses before being distributed to 4,350 customers through 76 miles of piping and appurtenances, including 812 fire hydrants. The water wells have a combined production capacity of 6,624,000 gallons per day. System pressure and storage requirements are met by five elevated and two ground storage reservoirs with a combined storage capacity of 2,300,000 gallons. The water supply system has sufficient capacity to meet current and expected future demands, however additional storage facilities may be needed in the distribution system as certain areas of the city continue to develop.

The unique geologic conditions in the area create some interesting challenges to delivering safe, potable water throughout the city. A basic consideration is the impact changing ground level elevations have on the water pressure in the system. Due to the local topography and terrain, the system is divided into four pressure zones to maintain acceptable pressure levels in all areas of the city.

A larger concern is the condition of the dolomite, a highly fractured aquifer with enlarged vertical crevices, horizontal planes and karst features, such as sink holes and collapse features, creating the potential of the aquifer to be impacted by ground level sources of contamination. To protect the source waters SBU, in conjunction with the county and neighboring townships, developed a Wellhead Protection Plan, which identifies the zones of contribution for each well and management strategies to prevent contamination of the aquifer. The City of Sturgeon Bay adopted its own Wellhead Protection zoning regulations in 2012.

SBU also owns property near Lake Michigan that is suitable for the construction of a surface water treatment facility if the groundwater resources would become unusable in the future.

Wastewater from Sturgeon Bay businesses and residences is collected by a network of underground piping and pumping equipment and delivered to SBU's regional wastewater treatment facility. In addition to providing service to the City of

Sturgeon Bay, the facility also accepts trucked in wastes from throughout the county. Refurbished in 1980, and a capacity rating of 2,800,000 gallons per day, the facility has adequate reserve capacity to meet the anticipated growth needs of the service area. Regulated by the Wisconsin Department of Natural Resources, the facility utilizes conventional activated sludge and temperature phased digestion processes to comply with regulatory requirements and for the production and beneficial reuse of exceptional quality biosolids.

Stormwater management is currently regulated through the Municipal Code, Chapter 33 Stormwater Management Utility Code. Adopted in 2006, the code addresses both construction site erosion and site stabilization and post-construction stormwater management. In 2005, the City of Sturgeon Bay adopted the Working Report: Developing a Stormwater Utility. Historically, the City dealt with stormwater by channeling drainage using public street surfaces, rural roadside swales (ditches), and a limited amount of sewer conveyance. These approaches have resulted in several drainage problems including:

- Routine and prolonged periods of flooding, even during small rain events.
- Exacerbation of seasonal conditions such as the spring freeze/thaw cycles that result in routine “icing” and slippery conditions.
- Limited property damage during rain events.
- High groundwater tables, resulting in specific subdivisions where homes cannot have basements or usable “crawl spaces.”

The report summarized the historical perspective to stormwater management in the community, identified current problems, and outlined the goals and objectives for future planning. Fiscal considerations were also included in the study. Goals and objectives cited in the report include:

- Improving problem areas within the City’s drainage infrastructure, including 20 identified project areas. Project areas were identified based on a review of historical drainage patterns, the frequency of observed flooding and drainage problems, pending new developments, and public works considerations.
- Planning for future improvements, including:
  - Future compliance with NR 151 and 216, which will be required by the DNR when Sturgeon Bay’s population surpasses 10,000.
  - Future growth and development, identifying “capacity limitations” and solutions to accommodate growth
- Improving drainage, including flood control and water quality.
- Establishing a dedicated funding source or method specifically for stormwater drainage needs.

### ***Solid Waste Disposal and Recycling***

The City of Sturgeon Bay conducts weekly curbside garbage collection. The City of Sturgeon Bay also offers curbside recycling on a bi-weekly basis. Paper, cardboard, and co-mingled items are collected from blue bins. Residents may also deliver recyclables to the waste management facility on Division Road. There is no curbside compost pick-up. Residents may deliver compost and brush to the city's compost pile on Division Road. In addition to garbage and recycling collection, the City also offers:

- Fall leaf pick-up of unbagged leaves placed at the street edge.
- Waste oil collection at the Street Department Garage located on North 14th Street.
- Snow removal from city streets and salt/sand for ice control. City residents are required to clear ice and snow from the sidewalks on their properties.

### ***Schools***

The City of Sturgeon Bay and its Planning Area is within three school districts. The majority of the City is located within the Sturgeon Bay School District. The northern and western portions of the City are assigned to the Sevastopol and Southern Door Districts, respectively. The Sturgeon Bay School District and the City have a history of cooperation in regard to planning and sharing facilities and services, such as athletic facilities. The City should continue to pursue projects of mutual interest in the future. To the degree possible, the City and Sturgeon Bay school systems should maintain reasonably similar service areas and coordinate on issues of housing and infrastructure. For new development within the City that is located outside of the Sturgeon Bay School District boundary, annexation into the Sturgeon Bay School District should be encouraged.

Enrollment for the Sturgeon Bay School District public schools is shown in Figure A.17. Enrollment in all public schools has consistently decreased over the past 15 years, with the exception of Walker Middle School. Overall, the district is down approximately 7% in enrollment over that time, with two of the three elementary schools seeing the most significant decline.

The Wisconsin Department of Instruction ranks schools every year on if they are meeting expectations or not. Any Accountability Rating above an 83 significantly exceeds expectations, between 82-73 exceeds expectations, 72-63 meeting expectations, and 62-53 meets few expectations. In an alternative measuring method, Sawyer Elementary School simply receives either a Satisfactory Progress rating or a Needs Improvement rating. Overall, there are a wide range in scores for each school within the district. Most exceed expectations and have seen a steady rise over the last 5-7 years in their rating, which is a positive sign for the district as-a-whole. Continuing to improve these scores will make for a stronger overall

**Figure A.17. Sturgeon Bay School District Enrollment, 2005 - 2019**

Year	Sawyer Elementary School	Sunrise Elementary School	Sunset Elementary School	Walker Middle School	Sturgeon Bay High School	Sturgeon Bay School District
2005-2006	219	196	90	260	527	1,292
2006-2007	218	198	91	254	524	1,285
2007-2008	225	212	83	245	487	1,252
2008-2009	240	210	90	228	475	1,243
2009-2010	155	220	165	235	437	1,212
2010-2011	157	221	185	238	429	1,230
2011-2012	165	245	173	245	398	1,226
2012-2013	180	258	175	236	393	1,242
2013-2014	165	245	179	259	381	1,229
2014-2015	151	251	160	262	372	1,196
2015-2016	155	239	145	269	387	1,198
2016-2017	130	246	136	237	394	1,143
2017-2018	136	217	141	266	388	1,148
2018-2019	129	213	145	253	405	1,145
Change 2010-2019	-22%	-4%	-28%	6%	-6%	-7%

Source: Wisconsin Department of Public Instruction.

**Figure A.18. Sturgeon Bay School District Achievement - Accountability Rating**

Year	Sawyer Elementary School	Sunrise Elementary School	Walker Middle School	Sturgeon Bay High School	Sturgeon Bay School District
2011-2012	72	68.8	67.5	74.5	-
2012-2013	70.8	72.3	68.9	75.1	70.7
2013-2014	71.6	74.6	74.8	75	72.6
2014-2015	-	-	-	-	-
2015-2016	Satisfactory	74.3	89.5	64.9	80.5
2016-2017	Satisfactory	74.7	86.1	67.1	77.0
2017-2018	Satisfactory	74.8	82.9	84.4	79.8

Source: Wisconsin Department of Public Instruction.



school district which can be leveraged in the attraction and retention of young families in the community:

- St. John Bosco Catholic School
- St. Peter's Evangelical Lutheran School

The Northeast Wisconsin Technical College is located in Sturgeon Bay. This two-year technical college was founded in 1912 and serves nearly 27,000 individuals annually. It is one of three main campuses and among an additional five regional centers and one specialty center in the greater seven-county region. The nearest four-year college campus is located at the University of Wisconsin-Green Bay.

### ***County Facilities***

A variety of county facilities are located in Sturgeon Bay, including:

- The Door County Justice Center is home to the county courthouse, the county jail, the Door County Sheriff's Department, and various county administrative functions.
- The Door County Government Center is located downtown. This is the site of the original Door County Courthouse. An extensive remodeling of the current three-story building was completed in 2009. The Government Center houses the County Clerk, County Treasurer and Register of Deeds offices. It also is home to most of the other non-court related county offices as well as the County Board meeting room.
- The Door County Highway Department is also located in Sturgeon Bay, just to the north of the Justice Center. In addition to the highway department's administrative offices, the facilities include storage and maintenance facilities for the county's fleet of truck, plows, and other equipment. Gas pumps for county vehicles, as well as storage sheds for salt and sand, are also located on the site.
- Door County operates the Aging and Disability Resources Center in Sturgeon Bay. The facility offers a wide variety of services, programs, events, and activities for area residents. The facility's services include a senior center, transportation, meal delivery, counseling, service coordination and management, and others. The Aging and Disability Resources Center is located in the former County highway shop and was refurbished and completed in 2018. This building also houses the County's emergency services and transportation departments. It is a valuable resource in the community for an increasingly aging population.

### ***Health Care Services, Assisted Living/Nursing Homes, and Child Care Facilities***

Door County Medical Center serves all of Door County and is based in Sturgeon Bay. The hospital and outpatient medical centers provide many specialties like the Women's and Children's Center, Orthopedic Center, Cancer Center, nursing facility, and rehab services. Throughout the county, 175 physicians serve on staff. Door County Medical Center also leads or partners on many different local initiatives including sporting, arts, and musical events, afterschool programs, nursing programs in local schools, occupational health, and a host of other local events, programs, and non-profits. Other health-related services are also provided through the Aging and Disability Resources Center of Door County and Lakeshore Cap/JAK's Place.

In addition to the medical center, the City is also home to nursing homes and assisted living facilities. There are two state licensed nursing homes in the community and nine different assisted living facilities. Assisted living facilities vary in the services and living situation provided. The types of assisted living facilities found in Sturgeon Bay includes adult care facilities, adult family homes, community-based residential facilities, and residential care apartment complexes.

Within Sturgeon Bay, there are a total of six Wisconsin Licensed Child Care Programs. These vary by type with three designated as Group Centers that provide care for more than nine children, two designated as Family Centers that provide care for four to eight children, and two Day Camps that provide care on a seasonal basis for more than four children.

### ***Telecommunications***

Both AT&T and Spectrum offer telephone, Internet, and cable services in the City of Sturgeon Bay.

### ***Cemeteries***

There are a total of five cemeteries located within 5-miles of Sturgeon Bay, one of which is located within the City limits where Oxford Ave becomes Tacoma Beach Road. This cemetery is owned by the Town of Sturgeon Bay.

## HOUSING AND NEIGHBORHOOD DEVELOPMENT

### *Housing Challenges and Opportunities*

A number of national, regional and local trends place constraints on housing opportunities in the City of Sturgeon Bay, particularly in the construction of new housing at affordable price points. As shown in figures A.1, A.3, and A.4 the City's population is both declining and aging. Population has declined by 6% since 2000, while the percentage of the population over the age of 65 has risen to 20% of the population. As people continue to live longer this could potentially increase the need for new city services and changing housing preferences. Some may choose to adapt their homes to deal with changing mobility issues, others may look to downsize to smaller housing alternatives and even multi-family housing to reduce maintenance requirements, and others may need staffed assisted-living or nursing care. Many older residents may also choose to move in with family, if possible, increasing the number of multi-generational homes and creating opportunities for new housing styles that include in-law apartments and accessory dwelling units. It is important that the City has housing options to serve these residents.

The aging population is not only due to Baby Boomer residents getting older, it is also due to population loss in younger demographic groups. Nationally, people in their twenties and thirties are choosing urban metro centers to live and work and value flexibility in their living arrangements. National trends also suggest that people are waiting longer to get married and have children, shrinking family sizes, increasing the number of single person households, and delaying homeownership.

For families with children, housing needs are also evolving. The shortage of affordable childcare options makes multi-generational housing appealing, allowing extended families to live together and provide support to one another in the form of childcare, caregiving to the elderly, and other domestic help.

Another factor making housing construction challenging is the low number of housing developers and home builders active in the area who are constructing homes at more affordable price points or in the diverse styles needed to attract new residents to the area. The Recession in 2008 vastly reduced the number of small, locally-based developers and builders. Primarily, the new homes built in the surrounding area over the last 10 years have been single-family homes sold for over \$300,000. High land value and increasing construction costs make building new affordable homes challenging.

Sturgeon Bay, among neighboring communities in Door County, provides the most affordable housing options in its existing housing stock and the lowest percentage of owner-occupied units. This reflects the fact that the City has the most diverse housing stock and largest percentage of permanent year-round residents among neighboring communities. However, the continuing decrease in household size and stagnant growth in new housing units means that some people may be forced to leave the community because the appropriate housing situation for them is not provided in Sturgeon Bay.

To address these challenges in housing development, the City should explore a number of approaches to promoting diverse housing options that address existing housing, expand housing varieties, and increase housing affordability in the city.

### ***Existing Housing Framework***

As of 2018, the City's housing stock was tallied at approximately 5,051 units distributed among single-family detached, two-family (attached), multi-family, and mobile home units. The City's housing stock is predominately comprised of single-family homes with 69 percent of the total housing units.

Sturgeon Bay's housing stock is similar to many other communities throughout the Midwest in the amount of pre-1939 houses that remain today. This provides an opportunity to embrace the historic nature of the community through rehabilitation, however it has also led to issues of deterioration, neglect, absentee ownership, and owner-occupied conversions to renter-occupied units in the older sections of the City where these types of units are most prevalent. Additionally, it's also important to recognize that historically most decades are relatively similar in their housing growth rates, but since 2010 there have been very few new housing units built in the community. This is a result of the various factors documented throughout this Plan.

Housing affordability is one of the most prominent issues of the decade. This is a result of a combination of factors, including the Great Recession and slow economic recovery, changing personal preferences, shifting demographics, tightened lending practices, lack of developers, and overall financial feasibility of building new housing in many areas of the country. As a result, the number of households that are cost burdened is on the rise. Cost burdened is defined as spending over

***Figure A.19. Housing Types, 2018***

<b><i>Units per Structure</i></b>	<b><i>2018* Total Units</i></b>	<b><i>2018* Percentage</i></b>
<b><i>Single-family (Detached &amp; Attached)</i></b>	<b><i>3,470</i></b>	<b><i>69%</i></b>
<b><i>Two Family</i></b>	<b><i>438</i></b>	<b><i>9%</i></b>
<b><i>Multi-Family</i></b>	<b><i>806</i></b>	<b><i>16%</i></b>
<b><i>Mobile Home/Other</i></b>	<b><i>337</i></b>	<b><i>7%</i></b>
<b><i>Total</i></b>	<b><i>5,051</i></b>	

*Source: U.S. Census Bureau, 2014-2018 American Community Survey 5-Year Estimates.*

30% of a household's total income on housing costs. Households spending greater than 30% often have trouble paying for essentials, like transportation, and have a greater chance of financial insecurity. While Sturgeon Bay's figures are reflective of the state and Door County, they show that 27% of the City's households are housing cost burdened and 12% spend over 50% of their income on housing. Housing affordability will remain one of the largest issues throughout Wisconsin and the country over the next decade.

**Figure A.20. Age of Housing Stock, 2018**

	<i>Total</i>	<i>Percentage</i>
<b>2010 or later</b>	<b>148</b>	<b>3%</b>
<b>2000-2009</b>	<b>591</b>	<b>12%</b>
<b>1990-1999</b>	<b>664</b>	<b>13%</b>
<b>1980-1989</b>	<b>649</b>	<b>13%</b>
<b>1970-1979</b>	<b>871</b>	<b>17%</b>
<b>1960-1969</b>	<b>471</b>	<b>9%</b>
<b>1950-1959</b>	<b>428</b>	<b>8%</b>
<b>1940-1949</b>	<b>395</b>	<b>8%</b>
<b>1939 or earlier</b>	<b>834</b>	<b>17%</b>
<b>Total</b>	<b>5,051</b>	<b>100%</b>
<i>*Source: U.S. Census Bureau, 2013-2018 American Community Survey 5-Year Estimates.</i>		

**Figure A.21. Housing Cost Burden, 2016**

	<i>City</i>	<i>Door County</i>	<i>Wisconsin</i>
<b>Housing 30% or Less of Household Income</b>	<b>71%</b>	<b>73%</b>	<b>70%</b>
<b>Housing 30% - 50% of Household Income</b>	<b>15%</b>	<b>15%</b>	<b>17%</b>
<b>Housing Greater Than 50 % of Income</b>	<b>12%</b>	<b>12%</b>	<b>13%</b>
<i>Source: U.S. HUD 2019 CHAS data calculated using ACS 2011-16.</i>			



## ***Housing Programs***

Several housing programs are available to City residents, including, but not limited to, the following.

### **Door County Housing Authority**

The Section 8 Housing Choice Voucher (HCV) program is run through the Door County Housing Authority and funded by the U.S. Department of Housing and Urban Development (HUD). As of 2019, they managed over 200 active Housing Choice Vouchers. There are additionally six low income apartment communities with a total of 400 affordable units for rent in Sturgeon Bay which vary between income-based apartments (pay no more than 30% of income), low rent apartments (subsidized), and Housing Choice Vouchers.

### **Door County Economic Development Corporation, Attainable Housing Committee**

Established in 2000, the Attainable Housing Committee works throughout Door County to inform, research, and facilitate conversations on attainable housing. In 2019, they helped organize, facilitate, and partner with local businesses and municipalities to fund the Door County Housing Study. The goal of the study was to quantify the problem and recommend strategies to counter those problems. The study found that the problem was multi-faceted and included a shortage of rental units, increasing housing, land, and construction costs, as well as other workforce market forces. Recommended strategies include funding opportunities, new partnerships and collaborative work, zoning changes, rental house online clearinghouse, infrastructure investments, and others. Many of the issues identified and recommendations discussed in this study are reflected in this Plan.

### **Door County Habitat for Humanity**

The non-profit organization partners with families who could not otherwise afford home ownership (income is 60% of county median family income) to help build and rehab homes through “sweat equity”. Over the past 26 years, the organization has completed 41 new homes and 42 home preservation projects.

### **Lakeshore Cap Community Action Program**

This non-profit 501c(3) serves Manitowoc, Kewaunee, Door, Calumet, and Sheboygan Counties with four locations, including two in Sturgeon Bay. Lakeshore Cap’s mission is to help individuals and families achieve economic self-sufficiency and well-being through housing, mental health, employment support, and nutrition programming. Specifically, the housing program includes home buying and rental assistance. This program offers financial planning, education, counseling, and low or no interest rate loans for down payments and closing costs.

**Door County Housing Partnership, Inc.**

The Door County Housing Partnership is a non-profit 501c(3) whose mission is to ensure affordable workforce housing is available and maintained in perpetuity. They act as a land trust, in addition to an advisor and educator to municipalities, the public, and developers. The organization's long-term goal is to help facilitate the development of a minimum of 10 new residences per year.

**Wisconsin Housing and Economic Development Authority (WHEDA)**

The state offers home buyer education, home loan lenders, and a variety of programs for purchasing or refinancing. They also work with municipalities and developers in promoting new affordable housing units throughout the state using low income housing tax credits (LIHTC). There are two types of LIHTC's that WHEDA administers, the 9% Federal Housing Tax Credit and the 4% State Housing Tax Credit.

**Community Development Block Grant (CDBG) Small Cities Housing Program**

Local governments and counties can apply for CDBG funds for a variety of projects to principally benefit low- and moderate-income households. Eligible projects include home rehabilitation assistance, programs to provide homeownership opportunities to renters, payment of relocation costs, small public facilities projects, demolition or removal of buildings, conversion of buildings to low- or moderate-income dwelling units, acquisition of property for the construction of low- to moderate-income dwelling units, and site improvements for the construction of low- to moderate-income dwelling units. This program is administered by the Wisconsin Department of Administration, Division of Energy, Housing, and Community Resources (DEHCR).

**HOME Investment Partnerships Program**

Federal grants that provides money to states and localities that can be used to fund a range of activities that build, buy, and/or rehabilitate affordable housing for rent or homeownership or provide direct rental assistance to low-income people. Wisconsin prioritized homeownership and the conservation of quality owner-occupied housing for these federal funds. Homebuyer assistance and owner-occupied rehabilitation are some of the eligible activities the DEHCR offers.

**Housing Cost Reduction Initiative (HCRI)**

This is another DEHCR program using state funds to award grant money to homebuyers for the purchase of affordable homes or to prevent of foreclosure. Eligible grant applicants include: counties, cities, village, or towns, among other non-profit and other organizations.

## ECONOMIC DEVELOPMENT

### *Assessment of Desired Economic Development Focus*

The Wisconsin comprehensive planning statute requires that this Plan “assess categories or particular types of new businesses and industries that are desired by the local government unit.” In order to do this, the City must understand its assets, and how to capitalize on those assets by identifying strengths and weaknesses for economic development.

**Figure A.22. Sturgeon Bay: Economic Strengths and Weaknesses**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>• <i>Economic development organizations in Door County</i></li><li>• <i>Many retirees in the community with a wide knowledge base</i></li><li>• <i>Marine/shipbuilding cluster</i></li><li>• <i>County seat</i></li><li>• <i>Regional tourism destination</i></li><li>• <i>Cultural, recreational, natural resources, and historical amenities</i></li><li>• <i>Strong manufacturing base</i></li><li>• <i>Healthy industrial park with room to grow</i></li><li>• <i>Regional destination within the County for retail, employment, entertainment</i></li><li>• <i>Comparatively affordable housing stock</i></li><li>• <i>Infrastructure and utility capacity</i></li></ul>	<ul style="list-style-type: none"><li>• <i>Aging population and sustainable long-term workforce</i></li><li>• <i>Not on an Interstate or near major airport</i></li><li>• <i>Distance from larger metropolitan areas</i></li><li>• <i>Loss of population and school enrollment</i></li><li>• <i>Slowed housing development</i></li><li>• <i>Somewhat seasonal economy</i></li><li>• <i>No rail service</i></li><li>• <i>Challenges of location on peninsula, including transportation, laborshed, increased cost for moving goods</i></li><li>• <i>Absence of child care facilities and amenities that attract and accommodate young families</i></li></ul>

## Existing Economic Development Framework

### Labor Force

The City's economy has changed over the years from being more diversified to now being dominated by two groups that make up nearly a half of all jobs: education, health, and social services and manufacturing. As the City's economy continues to shift more towards education, health, and social services, it's important to help prepare the workforce for these new types of jobs, work to retain skilled workers in those fields, and leverage the jobs in attracting new residents.

In 2016, the Wisconsin Department of Workforce Development calculated employment projections by occupational group for the counties of the Bay Area. While the Bay Area is a large area made up of ten different counties, these projections provide a look into where the region is headed in the future. To note, some of the projected fastest growing occupations include community and social services, healthcare support, and personal care and service, areas that fit within the fastest growing occupational group in Sturgeon Bay. Over the next 20 years, continuing to grow these occupations within the City will help the local economy adapt to changing demands and drive economic growth in the future.

**Figure A.23. Labor Force Characteristics, 2000 - 2018**

<i>Occupational Group (Residents Age 16 and Older)</i>	<i>2000</i>		<i>2010</i>		<i>2018</i>	
<b>Manufacturing</b>	<b>917</b>	<b>20%</b>	<b>820</b>	<b>16%</b>	<b>1,002</b>	<b>22%</b>
<b>Educational, health, and social services</b>	<b>760</b>	<b>17%</b>	<b>1,036</b>	<b>21%</b>	<b>959</b>	<b>21%</b>
<b>Retail trade</b>	<b>805</b>	<b>18%</b>	<b>649</b>	<b>13%</b>	<b>617</b>	<b>14%</b>
<b>Arts, entertainment, recreation, accommodation, and food services</b>	<b>598</b>	<b>13%</b>	<b>611</b>	<b>12%</b>	<b>468</b>	<b>10%</b>
<b>Professional, scientific, administrative, and waste management services</b>	<b>320</b>	<b>7%</b>	<b>316</b>	<b>6%</b>	<b>216</b>	<b>5%</b>
<b>Construction</b>	<b>276</b>	<b>6%</b>	<b>338</b>	<b>7%</b>	<b>259</b>	<b>6%</b>
<b>Transportation, warehousing, and utilities</b>	<b>137</b>	<b>3%</b>	<b>192</b>	<b>4%</b>	<b>247</b>	<b>5%</b>
<b>Wholesale trade</b>	<b>39</b>	<b>1%</b>	<b>136</b>	<b>3%</b>	<b>113</b>	<b>3%</b>
<b>Finance, insurance, real estate, rental, and leasing</b>	<b>195</b>	<b>4%</b>	<b>325</b>	<b>6%</b>	<b>162</b>	<b>4%</b>
<b>Other services (except public administration)</b>	<b>167</b>	<b>4%</b>	<b>286</b>	<b>6%</b>	<b>216</b>	<b>5%</b>
<b>Public Administration</b>	<b>215</b>	<b>5%</b>	<b>260</b>	<b>5%</b>	<b>178</b>	<b>4%</b>
<b>Information</b>	<b>76</b>	<b>2%</b>	<b>41</b>	<b>1%</b>	<b>83</b>	<b>2%</b>
<b>Agriculture, forestry, fishing, hunting, and mining</b>	<b>42</b>	<b>1%</b>	<b>-</b>	<b>0%</b>	<b>-</b>	<b>0%</b>
<b>Total</b>	<b>4,547</b>		<b>5,010</b>		<b>4,520</b>	

Source: U.S. Census Bureau, 2000-2010 Census.

\*Source: U.S. Census Bureau, 2014-2018 American Community Survey 5-Year Estimates.

**Figure A.24. Regional Labor Force Characteristics, 2000 - 2018**

<b>Occupational Group (Residents Age 16 and Older)</b>	<b>Sturgeon Bay</b>	<b>Egg Harbor</b>	<b>Ephraim</b>	<b>Forestville</b>	<b>Sister Bay</b>	<b>Town of Sturgeon Bay</b>	<b>Town of Nasewaupee</b>	<b>Town of Sevastopol</b>	<b>Door County</b>	<b>Wisconsin</b>
<b>Manufacturing</b>	22%	8%	12%	32%	11%	27%	23%	11%	18%	18%
<b>Educational, health, and social services</b>	21%	19%	17%	19%	11%	14%	13%	24%	18%	23%
<b>Retail trade</b>	14%	36%	4%	11%	16%	14%	14%	13%	13%	11%
<b>Arts, entertainment, recreation, accommodation, and food services</b>	10%	7%	31%	9%	28%	8%	11%	9%	13%	9%
<b>Professional, scientific, administrative, and waste management services</b>	5%	6%	7%	8%	5%	6%	9%	8%	7%	8%
<b>Construction</b>	6%	0%	7%	9%	3%	10%	6%	10%	8%	6%
<b>Transportation, warehousing, and utilities</b>	6%	1%	0%	1%	1%	3%	4%	4%	5%	5%
<b>Wholesale trade</b>	3%	5%	7%	0%	4%	3%	2%	2%	2%	3%
<b>Finance, insurance, real estate, rental, and leasing</b>	4%	8%	7%	4%	6%	4%	5%	4%	5%	6%
<b>Other services (except public administration)</b>	5%	4%	6%	4%	12%	7%	8%	5%	6%	4%
<b>Public Administration</b>	4%	2%	3%	1%	3%	2%	3%	3%	3%	4%
<b>Information</b>	2%	0%	0%	0%	0%	1%	0%	2%	1%	2%
<b>Agriculture, forestry, fishing, hunting, and mining</b>	0%	2%	0%	2%	0%	1%	4%	5%	3%	2%
*Source: U.S. Census Bureau, 2014-2018 American Community Survey 5-Year Estimates.										



**Figure A.25. Bay Area\* Employment Projections**

<b>Occupational Group</b>	<b>2016 Employment</b>	<b>2026 Projected Employment</b>	<b>Change in Employment 2016-2026</b>
<b>Management</b>	<b>24,655</b>	<b>27,295</b>	<b>10%</b>
<b>Business and Financial Operations</b>	<b>22,308</b>	<b>24,657</b>	<b>10%</b>
<b>Computer and Mathematical</b>	<b>8,653</b>	<b>10,110</b>	<b>14%</b>
<b>Architecture and Engineering</b>	<b>8,361</b>	<b>9,104</b>	<b>8%</b>
<b>Life, Physical, and Social Science</b>	<b>2,438</b>	<b>2,650</b>	<b>8%</b>
<b>Community and Social Service</b>	<b>6,321</b>	<b>7,244</b>	<b>13%</b>
<b>Legal</b>	<b>1,430</b>	<b>1,537</b>	<b>7%</b>
<b>Education, Training, and Library</b>	<b>24,213</b>	<b>25,494</b>	<b>5%</b>
<b>Arts, Design, Entertainment, Sports, and Media</b>	<b>6,377</b>	<b>6,751</b>	<b>6%</b>
<b>Healthcare Practitioners and Technical</b>	<b>21,808</b>	<b>23,930</b>	<b>9%</b>
<b>Healthcare Support</b>	<b>9,903</b>	<b>11,121</b>	<b>11%</b>
<b>Protective Service</b>	<b>9,210</b>	<b>9,652</b>	<b>5%</b>
<b>Food Preparation and Serving Related</b>	<b>36,431</b>	<b>42,212</b>	<b>14%</b>
<b>Building and Grounds Cleaning and Maintenance</b>	<b>12,454</b>	<b>13,064</b>	<b>5%</b>
<b>Personal Care and Service</b>	<b>19,326</b>	<b>22,669</b>	<b>15%</b>
<b>Sales and Related</b>	<b>43,352</b>	<b>45,358</b>	<b>4%</b>
<b>Office and Administrative Support</b>	<b>62,871</b>	<b>64,341</b>	<b>2%</b>
<b>Farming, Fishing, and Forestry</b>	<b>3,764</b>	<b>4,059</b>	<b>7%</b>
<b>Construction and Extraction</b>	<b>19,866</b>	<b>21,592</b>	<b>8%</b>
<b>Installation, Maintenance, and Repair</b>	<b>18,138</b>	<b>19,530</b>	<b>7%</b>
<b>Production</b>	<b>59,067</b>	<b>58,652</b>	<b>-1%</b>
<b>Transportation and Material Moving</b>	<b>32,662</b>	<b>35,230</b>	<b>7%</b>
*The Bay Area includes Brown, Door, Florence, Kewaunee, Manitowoc, Menominee, Oconto, Outagamie, Shawano, and Sheboygan Counties			
Source: Wisconsin Department of Workforce Development, LMI Data Access, 2016-2026.			

## Educational Attainment

Educational attainment is a variable used to assess a City's workforce. Among surrounding communities, Sturgeon Bay is in the average when it comes to the percentage of the population that has a high school diploma but falls slightly below average in terms of population with a bachelor's degree or higher. As with most other communities in the region and the country as-a-whole, since 2000, educational attainment has risen. However, as the economy continues to evolve over the next 20 years, it is critically important to have a prepared and educated workforce ready to adapt to new technologies and innovations.

**Figure A.26. Regional Comparison: Educational Attainment, 2000 - 2018**

	High School Graduates			Bachelor's Degree or Higher		
	2000	2010	2018	2000	2010	2018
<b>City of Sturgeon Bay</b>	<b>86%</b>	<b>91%</b>	<b>91%</b>	<b>17%</b>	<b>23%</b>	<b>26%</b>
<b>Village of Egg Harbor</b>	<b>92%</b>	<b>98%</b>	<b>100%</b>	<b>42%</b>	<b>58%</b>	<b>53%</b>
<b>Village of Ephraim</b>	<b>97%</b>	<b>98%</b>	<b>98%</b>	<b>48%</b>	<b>51%</b>	<b>59%</b>
<b>Village of Forestville</b>	<b>84%</b>	<b>91%</b>	<b>90%</b>	<b>13%</b>	<b>15%</b>	<b>14%</b>
<b>Village of Sister Bay</b>	<b>88%</b>	<b>95%</b>	<b>98%</b>	<b>31%</b>	<b>37%</b>	<b>47%</b>
<b>Town of Sturgeon Bay</b>	<b>89%</b>	<b>94%</b>	<b>95%</b>	<b>18%</b>	<b>23%</b>	<b>29%</b>
<b>Town of Nasewaupee</b>	<b>86%</b>	<b>94%</b>	<b>95%</b>	<b>17%</b>	<b>22%</b>	<b>21%</b>
<b>Town of Sevastopol</b>	<b>91%</b>	<b>97%</b>	<b>95%</b>	<b>23%</b>	<b>33%</b>	<b>37%</b>
<b>Door County</b>	<b>88%</b>	<b>93%</b>	<b>94%</b>	<b>21%</b>	<b>28%</b>	<b>32%</b>
<b>Wisconsin</b>	<b>85%</b>	<b>89%</b>	<b>92%</b>	<b>22%</b>	<b>26%</b>	<b>30%</b>
Source: U.S. Census Bureau, 2000-2010 Census.						
*Source: U.S. Census Bureau, 2014-2018 American Community Survey 5-Year Estimates.						

### Income Data

Figure A.27 presents income data for the City, surrounding communities, Door County, and the state. In 2018, the City's median household income was \$52,947. This is considerably lower than the median household income reported for the comparison communities (outside of Sister Bay and Forestville), in addition to being lower than the County and State figure. However, over the past 20 years, Sturgeon Bay has closed the gap in terms of median household income in comparison to the state. Similarly, the City's per capita income was \$32,195, which is also lower than most surrounding communities, outside of Sister Bay and Forestville. Per capita income is defined as the total personal income, divided by the total population. This is used as a measure of the wealth of the population and indicates that City residents have less disposable income than residents of neighboring communities.

Another component of income and community wealth is the cost of living. One of the most effective ways of analyzing the cost of living is through the comparison of different areas' living wage. A living wage is defined as, the hourly rate that an individual must earn to support their family, if they worked full time. In general, Sturgeon Bay and the surrounding area is relatively affordable, especially compared to the Green Bay metro areas. In fact, Door County has a lower living wage for one working adult with one child and two working adults with two children in comparison to Brown and Kewaunee Counties and the overall state.

**Figure A.27. Regional Comparison: Income Trends, 2000 - 2018**

	Median Household Incomes			Per Capita Income		
	2000	2010	2018*	2000	2010	2018*
<b>City of Sturgeon Bay</b>	\$31,935	\$41,169	\$52,947	\$18,899	\$27,188	\$32,195
<b>Village of Egg Harbor</b>	\$41,667	\$49,583	\$75,833	\$40,977	\$40,571	\$57,211
<b>Village of Ephraim</b>	\$52,500	\$47,411	\$77,500	\$30,579	\$42,197	\$48,312
<b>Village of Forestville</b>	\$46,818	\$61,397	\$49,500	\$19,174	\$24,460	\$25,640
<b>Village of Sister Bay</b>	\$50,893	\$38,917	\$40,944	\$25,029	\$30,679	\$27,311
<b>Town of Sturgeon Bay</b>	\$42,434	\$60,694	\$63,646	\$27,397	\$31,317	\$39,868
<b>Town of Nasewaupee</b>	\$43,292	\$40,107	\$61,667	\$20,815	\$28,677	\$38,118
<b>Town of Sevastopol</b>	\$47,227	\$56,063	\$64,609	\$24,150	\$31,583	\$41,271
<b>Door County</b>	\$38,813	\$47,775	\$58,287	\$21,356	\$29,154	\$36,155
<b>Wisconsin</b>	\$43,791	\$51,598	\$59,209	\$21,271	\$26,624	\$32,018
Source: U.S. Census Bureau, 2000-2010 Census.						
*Source: U.S. Census Bureau, 2014-2018 American Community Survey 5-Year Estimates.						

**Figure A.28. Regional Comparison: Living Wage, 2018**

	1 Working Adult & 1 Child	2 Working Adults & 2 Children
<b>Door County</b>	\$23.85	\$15.63
<b>Brown County</b>	\$24.30	\$15.86
<b>Kewaunee County</b>	\$24.30	\$15.86
<b>Wisconsin</b>	\$24.67	\$16.04
Source: MIT, 2018.		

**Figure A.29. Commuting Patterns, 2017**

	Total	Percentage
Employed in Sturgeon Bay and Live in Sturgeon Bay	2,699	36%
Employed in Sturgeon Bay, but live elsewhere	4,755	64%
Live in Sturgeon Bay and work elsewhere	2,298	46%
Employed in Door Co. and Live in Door Co.	9,273	75%
Employed in Door Co., but live elsewhere	3,087	25%
Live in Door Co. and work elsewhere	4,791	34%
Source: U.S. Census Bureau OnTheMap, 2017.		

**Figure A.30. Mean Travel Time Trends, 2000 - 2018**

	2000	2010	2018
Mean travel time to work (Sturgeon Bay)	13	18	15
*Source: U.S. Census Bureau, 2000-2010 Census.			
**Source: U.S. Census Bureau, 2013-2018 American Community Survey 5-Year Estimates.			

### Commuting Patterns

Over the past 18 years, the number of minutes spent commuting to work for Sturgeon Bay residents has increased from 13 minutes in 2000 to 15 minutes in 2018. This is not uncommon, nearly all cities across the US have experienced similar increases as people continue to live farther from their place of work.

Sturgeon Bay's diverse employers and economy make it a net importer of employees. A total of 7,454 jobs are present in Sturgeon Bay. Sixty-four percent of the people employed in Sturgeon Bay live outside the City. This suggests that more than half of employees in Sturgeon Bay commute to the City from elsewhere in the region. Additionally, 54% of Sturgeon Bay residents also work in the City. This suggests that more than half of Sturgeon Bay residents work in the City, rather than traveling to other communities for work. Overall, these trends reflect Sturgeon Bay being the largest job center in the area, and that it is within commuting distance of other smaller job centers in Door County. To note, 75% of the people who are employed in Door County, live in Door County.

### ***Economic Base Analysis***

The City's largest employers reflect the largest occupation groups – education, health, and social services and manufacturing. Other large employers include government activities, tourism, and some retail.

***Figure A.31. Fifteen Largest Employers***

<b><i>Employer</i></b>	<b><i>Product or Service</i></b>
<b><i>Door County Medical Center</i></b>	<b><i>Hospitals</i></b>
<b><i>Fincantieri Bay Shipbuilding</i></b>	<b><i>Ship Building and Repairing</i></b>
<b><i>Hatco Corp</i></b>	<b><i>Manufacturing</i></b>
<b><i>County of Door</i></b>	<b><i>Government</i></b>
<b><i>NEW Industries Inc.</i></b>	<b><i>Manufacturing</i></b>
<b><i>Door County YMCA</i></b>	<b><i>Social Services</i></b>
<b><i>Marine Travelift, Inc.</i></b>	<b><i>Manufacturing</i></b>
<b><i>Nicolet National Bank</i></b>	<b><i>Financial Institution</i></b>
<b><i>Wire Tech Fabricators Inc.</i></b>	<b><i>Manufacturing</i></b>
<b><i>Econo Foods</i></b>	<b><i>Grocery</i></b>
<b><i>Portside Builders Inc.</i></b>	<b><i>Construction</i></b>
<b><i>City of Sturgeon Bay</i></b>	<b><i>Government</i></b>
<b><i>Target</i></b>	<b><i>Department Store</i></b>
<b><i>C&amp;S Manufacturing Corp.</i></b>	<b><i>Manufacturing</i></b>
<b><i>Golden Living Center</i></b>	<b><i>Retirement Community</i></b>
<b><i>Source: <a href="https://jobcenterofwisconsin.com/wisconomy/pub/employer.htm#Viz">https://jobcenterofwisconsin.com/wisconomy/pub/employer.htm#Viz</a>.</i></b>	
<b><i>Source: Wisconsin Department of Workforce Development, Major Employers by Area.</i></b>	



### Environmentally Contaminated Sites

The Wisconsin DNR's Environmental Remediation and Redevelopment Program maintains a list of contaminated sites, or brownfields, in the state. The DNR defines brownfields as "abandoned or under-utilized commercial or industrial properties where expansion or redevelopment is hindered by real or perceived contamination." Examples of brownfields might include a large abandoned industrial site or a small corner gas station. Properties listed in the DNR database are self-reported, and do not necessarily represent a comprehensive listing of possible brownfields in a community.

According to the Bureau for Remediation and Redevelopment Tracking System (BRRTS), as of February 2020 there were nine contaminated sites in Sturgeon Bay that were either in need of clean up or where clean-up was already underway. Of the 12 open incidents shown, only one is classified as LUSTs, or leaking underground storage tanks. This tank is, or was, known to be contaminating the soil and/or groundwater with petroleum. Eight sites in the City are classified as environmental repair, or ERP. These sites are often times older and have been releasing contaminants to the soil, groundwater, or air over a long period of time. The ERP locations are typical brownfield sites. Many of the properties on the BRRTS list will need special attention for successful redevelopment to occur.

The locations of these environmentally contaminated sites were considered when making the land use recommendations in this Plan. The City encourages remediation and redevelopment of these sites for economic development where appropriate. To further support redevelopment of brownfield sites, the City should identify and pursue funding opportunities to assist in evaluation and remediation, including grants from the US Environmental Protection Agency and Wisconsin Economic Development Corporation (WEDC).

### Economic Development Programs

The City has a number of tools, programs, and agencies available to foster economic development:

Door County Economic Development Corporation: Since 1989, the Door County Economic Development Corporation (DCEDC) has partnered with companies and entrepreneurs to help build successful businesses in the County and improve the area's economic climate. DCEDC is a non-profit public/private partnership dedicated to improving the economic vitality of the County and its residents. The organization offers assistance related to a wide variety of topics including workforce development, entrepreneurship, financing and grants, site selection, and several databases, clearinghouses, and resource tools.

Door County Visitors Bureau Welcome Center: Located in Sturgeon Bay, the Door County Visitors Bureau operates the Welcome Center, a one-stop-shop for all things to do, see, and experience in Door County. The building is open to the public 24

hours a day, seven days a week and staffed during regular business hours. The Visitors Bureau also produces a seasonal newsletter, visitors guide, and other related tourism information.

Destination Sturgeon Bay and the Sturgeon Bay Visitors Center: Destination Sturgeon Bay is an economic and tourism organization focused on promoting the community. The organization produces tourism guide materials, promotes local businesses, events, and festivals, and operates the Visitors Center located downtown. Some of the unique economic development programs the organization offers includes the Sturgeon Bay Gift Certificate Program, networking opportunities, and inclusion in tourism and promotional materials.

Bay Area Workforce Development Board: Established through the Workforce Investment Act in 1998, the Bay Area Workforce Development Board is a non-profit that addresses local economic workforce issues in the 11-County region, including Door County. The organization offers a wide variety of programs for employers, job training for adults and youth, career development services, employment assistance, and literacy programs, among others. They partner with many other regional groups like Northeastern Wisconsin Technical College, We Are HOPE, Inc., New North, Inc., and others directly related to Door County and Sturgeon Bay.

New North, Inc.: This regional marketing and economic development organization works throughout the 18-County region, which includes Door County, to foster collaboration among private and public sector leaders. The organization works at a larger scale in helping get the region recognized nationally and globally. The majority of their services are related to collaborating with and connecting local partners, regional branding, site selection assistance, and in-depth business intelligence, data, and analysis. New North offices are located in Green Bay.

We Are HOPE, Inc.: HOPE stands for Helping Others Prosper and Excel. This non-profit 501c(3) provides employment services for Brown, Kewaunee, and Door Counties with a location in Sturgeon Bay. They run the Employment Resource Center (formerly the Door County Job Center) and offer services such as assisting offenders and individuals with disabilities in finding jobs.

Sturgeon Bay Industrial Park: The Sturgeon Bay Industrial Park is located on the west side of the City, immediately south of Highway 42/57. This industrial and business area contains over 280 acres, much of which has been developed by the City in several phases. There are approximately 14 acres available for new development. The park is governed by special development standards within the municipal zoning code to ensure high quality, well-maintained properties. Protective covenants are also used to protect the City's investment in the Industrial Park.

Under current policy, City-owned industrial property is priced at \$30,000 per acre. The City offers incentive financing on the purchase of industrial park land. Sales are subject to the following terms: \$10,000 per acre down payment, three-year term, 0% interest. The incentives are based on the number of jobs created and the real estate improvements that are completed on the subject property. Incentive credits listed below can be earned by the owner during the three-year finance term and are subtracted from the purchase price balance due the City.

- Jobs creation credits of \$4,000/job for each new full time equivalent (FTE) position that pays at least \$15.00/hr, exclusive of benefits
- Real Estate Investment Credit of \$4,000 for each \$100,000 in real estate improvements

Other incentives include Community Development Zone tax credits and available low-interest Revolving Loan Funds.

### **Economic Development Plans**

West Waterfront Redevelopment Plan: The Ad hoc West Waterfront Planning Committee guided the development of the West Waterfront Redevelopment Plan in the summer of 2019 to address the area on the westside of Sturgeon Bay between the Oregon Street bridge and the Madison Avenue Bridge. The plan outlines goals and principals for redevelopment and a full redevelopment plan with desired elements guided by public and stakeholder input. Within the consensus plan, there are several different elements including new mixed-use, multi-family residential, institutional uses, waterfront access, open space, and public art.





# APPENDIX B: ZONING ORDINANCE AND DESIGN STANDARDS REVIEW

# B

To: City of Sturgeon Bay  
From: Jackie Mich, AICP, Vandewalle & Associates  
Date: Thursday, April 2, 2020  
Re: Review of Zoning Ordinance & Design Standards

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Sturgeon Bay's zoning ordinance includes quality provisions and features, which are surely a result of years of refinement and responding to evolving land use trends and priorities. Numerous opportunities exist to help the zoning ordinance better meet the City's goals, implement the recommendations of the City's forthcoming Comprehensive Plan update, respond to emerging planning and zoning issues, and ensure high-quality development in the City of Sturgeon Bay.

1. **ZONING DISTRICTS FOR HIGH-IMPACT ACTIVITIES:** Changes to state law in 2018 have made it more difficult for cities to deny conditional use permits. The City could consider creating new zoning districts specific to intensive uses and high-impact activities, so that these uses would require a rezoning rather than a simple conditional use permit. For example, an Intensive Outdoor Activity zoning district would be created for uses such as racetracks, amusement parks, etc. An Institutional zoning district would be used for large-scale institutional uses such as prisons, hospitals, schools, etc. This concept would give the City the ability to deny the proposal based on location mismatch or impacts on the surrounding area, without the need to meet the strict criteria that the state has established for conditional use permits.
2. **LAND USE CATEGORIES:** The Sturgeon Bay code lists very specific land uses within each zoning district. I would suggest using broader land use categories, providing flexibility as new land uses emerge, reducing the need for amendments to the ordinance. For example, rather than "quick-printing/copy shops," the City could use a category called Indoor Sales/Service, which would permit a wide range of retail and service uses that all have minimal impacts on surrounding properties. Common examples would be included in the description of each land use category. I would also recommend including built-in standards such as parking requirements, hours of operation, outdoor storage, etc. in each land use category.
3. **LAND USE ORGANIZATION:** The Sturgeon Bay ordinance utilizes a modified "pyramid style" format, in which more intensive zoning districts refer to the permitted/conditional uses allowed in prior, less intensive districts. A more contemporary approach would be to include the list of permitted/conditional uses within each zoning district chapter. Although it does involve some repetition, it is much more user-friendly and does not require property owners to refer back to other sections. Additionally, most communities now also include a Table of Land Uses, which summarizes the list of permitted, conditional and prohibited uses by zoning district. Especially feasible when using the broader land use categories described above, this is a cleaner and more user-friendly approach. It is also a helpful tool when there is a "location looking for a use" and a "use looking for location."
4. **SHORT-TERM RENTALS:**
  - Short-term rental stays of 7 to 30 nights are exempt from local zoning regulations per state law. However, the City can prohibit or limit short-term rentals of less than 7 days. I would suggest the City create a separate "Vacation Rentals" land use category and carefully control which districts it is



allowed in. Many communities choose to allow Vacation Rentals only in select nonresidential zoning districts in order to preserve neighborhood character and preserve housing affordability in established neighborhoods.

- In addition, the City can put further limitations on short-term rental uses to reduce the number of absentee owners, thereby preserving community character. For example.
    - The City could limit short-term rentals to only homes which are the property owner's primary residence (or by a renter if allowed by lease).
    - If the operator does not occupy the residence at the time of rental, the short-term rentals could be limited to operating no more than 30 days per year. (No limit imposed if the operator occupies the residence during the time of rental.)
    - In addition to the short-term rental license required by the state, the City also has the ability to collect local room tax.
5. **SMALL LOT SINGLE FAMILY ZONING DISTRICT:** In order to support smart growth, reduce urban sprawl, and support attainable housing prices, the City could consider adding a new zoning district that allows smaller single-family lots, in the range of 4,000-6,000 square feet. This district would be accompanied by reduced setbacks and reduced minimum floor area as compared the City's current residential zoning districts. The new district should be used as new neighborhoods are platted or for specific infill situations, and they are not intended to enable smaller setbacks for existing homes within established neighborhoods.
  6. **DESIGN STANDARDS:**
    - In addition, the City can put further limitations on short-term rental uses to reduce the number of absentee owners, thereby preserving community character. For example.
  7. **MIXED USE DEVELOPMENT.** Mixed use buildings are not addressed in great depth in the current zoning ordinance. The City should consider adopting a definition for mixed use buildings and increasing the number of districts in which they are allowed. For instance, the City could allow mixed use buildings within all of its commercial zoning districts. Paired with the design standards for mixed use buildings described above, this would help drive redevelopment of aging properties, help meet growing housing demand, and support the City's smart growth goals.
  8. **PERFORMANCE STANDARDS:** I would recommend adopting the performance standards found in the C-3 district on a citywide basis. This will help ensure land use compatibility, particularly if the City seeks to see a greater mix of land uses within its nonresidential areas. Performance standards are a component of form-based zoning and commonly address topics such as outdoor lighting, outdoor storage and screening, vibration, air pollution, hazardous materials, and more.
  9. **LANDSCAPING:** I would recommend consolidating all of the landscaping requirements into a single chapter and applying them citywide. The City could consider points-based landscaping requirements that require a certain amount of landscaping "points" on different areas of a site (street frontage, building foundation, parking areas, etc.). Downtown districts (C-2) zoning district and single- and two-family development are usually exempted from landscaping requirements.

# APPENDIX C: PUBLIC INPUT SUMMARY

# C

## STAKEHOLDER FOCUS GROUP INTERVIEWS

On October 16, 2019, as part of the Comprehensive Plan kick-off, Vandewalle & Associates met with four groups of stakeholders to discuss important issues and needs in the community and priorities for the Comprehensive Plan Update. Stakeholders were grouped based on their work, interests, and expertise. Stakeholder groups interviewed include, civic and non-profit groups, economic development, downtown, tourism, natural resources, recreation, and private development and business. Topics and issues discussed include:

### Housing

- Need to diversify options, not enough small/affordable stock
  - Need options for families
- AirBnB presenting a challenge – affordable stock is being converted to AirBnB and taken out of the market
- Sturgeon Bay is behind other Wisconsin markets in providing housing options to meet needs, particularly around workforce housing
- Opportunity for the City to expand its role in providing housing, through financing, infrastructure, land acquisition, etc.

### Childcare

- There is a significant shortage of viable childcare options – only one licensed provider in the City. This makes it very difficult for working families and has the potential to put children in unsafe situations if parents become desperate
- Challenge to recruit families if there are not childcare options; difficult to have both parents working full time

### The City Needs to Focus on Attracting New Residents

- Sturgeon Bay's population and workforce is aging
- Need to retain and attract young people to live and work in the City
  - This requires that jobs are available, as well as housing, support services, and amenities
- There is an issue with enough jobs in the area to bring two people to the City. One spouse may find a job, but the other can struggle finding work in their field. Need to consider this and expand across fields

### **Employment**

- Need to expand the workforce pipeline, connecting schools and industry
  - Rebuilding the INSPIRE program
- There is a high attrition rate in shipbuilding and other skilled industries
  - Not able to find local workers with the hard and soft skills needed
  - Recruit workers from across country – they need housing solutions as well

### **Recreation Facilities**

- Sturgeon Bay has a lot of natural assets
- Need to maintain and expand connection to water
  - More docking space for public, transient/short-term slips
- Take larger, county-wide view to share resources

### **Arts**

- Sturgeon Bay has an arts presence and huge potential to grow the scene
- More spaces for young people to be creative
- Artists need affordable space – opportunity for Sturgeon Bay to be an arts incubator community
- Opportunity for cultural tourism

### **There is a balance of tourism and local focus in the community and economy**

### **Technology**

- Need to expand broadband and cell coverage to serve residents and be competitive as a community

### **Sturgeon Bay's lack of public transportation is a limitation and a challenge for people**

- There are gaps with the county door to door service

### **STURGEON BAY HAS A STRONG UTILITY WITH CAPACITY TO GROW**

### **Sustainability and environmental protection are critical to Sturgeon Bay's future**

- Groundwater, hazard mitigation plans needed

**Need to make sure the community has an open mindset, take steps to grow and improve, show leadership and not get in our own way**

## COMMUNITY VISIONING WORKSHOP

On November 20, 2019, approximately 35 attendees participated in a two-hour Community Visioning Workshop held at Sturgeon Bay High School.

### Activity 1

Participants were asked to share what the Value most about Sturgeon Bay. Responses included:

- Small town character and atmosphere
- Natural beauty
- Waterfront access
- Safety
- Historic downtown, bridges, and general sense of history
- Tourism – balanced focus on visitors and locals
- Stable real estate values, taxes, etc.
- Thriving industrial park and economic opportunity
- Arts
- Good school system
- Historic maritime industry and seasonal work opportunities
- Small town with big city amenities

Participants were also asked to share what they believe is the City's most important goal or direction for the future. Responses included:

- Attracting and retaining residents, particularly young people, young families, workforce
- Partner with education providers to link curriculum with workforce attraction
- Provide the support needed to attract and retain new residents: childcare, jobs, amenities, activities
- Climate mitigation and coastal resiliency
- Sustainability across community: recycling, organic waste management, solar, green infrastructure, etc.
- Provide spaces and activities for kids – programming for 0-10 age group, parks, children's museum, etc.
- Keep small town feel
- Maintain and improve what the city has
- Smart growth and infill development
- Develop both sides of the waterfront
- Diverse housing for all income level

- Keep housing at high-quality, address aging stock and provide for home repair
- Road and infrastructure maintenance
- Set realistic, achievable, outcome-based goals for economic development and business growth
- Affordable and adequate childcare
- Expand wi-fi and technology availability
- Maintain a strong sense of place

### **Activity 2**

Participants were asked to share how Sturgeon Bay's public amenities (parks, waterfront, infrastructure, etc.) could be improved to better serve residents. Responses included:

- Better signage and lighting for public spaces
- Determined use and programming for parks, more active recreation space
- Right size the park system – remove underutilized assets to focus on maintenance of other assets – quality over quantity
- Public art through public/private partnerships
- Public waterfront access, including transient docking
- Complete waterfront walkway/bikeway
- Programming and marketing in downtown to make it a destination for residents and visitors, day and night, year round
- Increase park department staff to increase capacity and expertise, particularly in horticulture and sustainability
- Add night market
- Free public wi-fi in downtown
- Connect neighborhoods to specific parks to give each a unique character and identity
- Dog park in downtown
- Provide pop-up venues
- Make parks destinations with interesting features (container park, etc.)



## TARGET AREA WORKSHOP: IDENTIFYING TARGET AREA ASSETS AND ISSUES

The City of Sturgeon Bay held a Target Planning Areas Public Workshop on February 12, 2020. The purpose of the workshop was to provide the public with an opportunity to discuss the proposed areas for additional focus in the ten-year update to Sturgeon Bay's Comprehensive Plan. The Comprehensive Plan will include conceptual redevelopment plans for three of these proposed areas around greater downtown and Egg Harbor Road. There were 40 attendees registered in attendance at the workshop.

Individuals were asked to identify assets and issues within each target planning area.

### TARGET AREA #1: EGG HARBOR ROAD

#### 1. What are Egg Harbor Road's best assets?

- Necessity shopping and businesses
- Traffic corridor – moves people
- Keep big box out of downtown
- Accessibility – sidewalks, benches
- Walkability. Great improvements to streetscape.
- Diverse businesses, cheaper to develop them downtown, room to grow, keeps the big box stores all together. Services. All Door County residents, not just Sturgeon Bay residents – lots of tourist traffic from 42/57
- A lot of businesses that service all of Door County, big box concentration.
- Main artery of east side along with 3rd Avenue. Ongoing opportunities for infill development. Sidewalks have been an improvement and asset.
- Access to the highway
- Direct route from residential to commercial districts. Good traffic flow. New sidewalks make for safer foot traffic.
- Developable areas/vacant spaces. Improved corridor streetscape. Significant anchors: Wal-Mart, TJ Maxx, Econo Foods
- A main traffic Thoroughfare for both residents and visitors (Door County/non-city residents) seeking goods and services. Has been improved for sidewalks, lighting, traffic lanes. No further physical improvements required, excepting extending sidewalks to Econo Food and Wal-Mart/14th Avenue N & S.
- Variety of businesses. Recently improved traffic flow. New sidewalks.
- Retail scale. Street/road – width, turning lanes, sidewalk. Apartment development. Near ADRC
- Commercial business outside downtown, traffic flow
- Commercial big boxes centralized. Can hit several stores at once. Small business grouping to make more interesting.
- A number of eating options – fast food to sit down. Shopping options – Wal-Mart, Dunham's, car, phone, TJ Max. Food stores – Wal-Mart/Econo Foods. Medical clinic. Bike shop

- Concentration of key services – mall, Wal-Mart, groceries, restaurants, etc. Room for expansion.
- Necessary commercial businesses. Good flow of traffic. Parking at mall. Sidewalk, benches, lights, safety
- Shopping options – good variety. Banking available. Available parking – adequate. Access to rehab.
- A couple business – i.e., Mexican restaurant, Dairy Queen, mall
- Business, wide road and sidewalk, mall, park
- Sidewalks. New businesses that are well known, coming in (CVS, Cherry Pt Mall, etc.). Available parking.
- Access to the highway for certain businesses that helps support certain businesses being situated in that part of town.
- Garland Park, the bike shop, the shopping centers, and grocery
- Shopping
- Available space for new or redevelopment.
- Diverse businesses and now some housing. Pedestrian friendly. Parking. Connectivity to city and highway.
- Many merchants/businesses; wide, well paved road; Cherry Point Mall
- Wal-Mart anchor on northeast end. Fill-in opportunities. Upgraded mall.
- Bike shop, Dairy Queen, old Mexico, new sidewalks, Tw3iddle Lane, retail
- Sidewalks, lighting, turning lane in center, Cherryland Mall, good traffic corridor, necessity shopping
- Turning lanes, walking lanes/sidewalks, lighting, crosswalks
- Sidewalks, reinvented mall/McDonalds/new apartment/etc.
- Sidewalks, space for biking, road quality, restaurants (old Mexico), lighting is nice, diversity of business
- Diversity of commercial businesses. North entrances to Sturgeon Bay. Direct access from Hwy 42/57. Sidewalks allowing pedestrians access. Commercial district for locals
- Has lots of open space for development. Could have traffic flow issues, but resolvable. Good variety of commercial businesses.
- Not too crowded. Sidewalks. Housing.

## **2. What are Egg Harbor Road's biggest issues?**

- Georgia Street – La Vine Properties
- Sign ordinances or lack thereof (city-wide)
- Bank Mutual – bank at 8th Rd and 14th
- Pamida
- Vacant buildings; awkward intersection by Pack N Ship
- Ugly, underutilized buildings that could be upgraded, improved. We need to do what we can to attract housing, residential-focused businesses to leverage our public investment.

- Parking is specific to the business you are visiting. Nothing to draw you up there that isn't a specific business. Not much foot traffic.
- Vacant buildings/unused land. The area is not bike/pedestrian friendly (especially considering connections to downtown). Dark Sky compliant, underground.
- Intermittent development of vacated buildings – spot zoning, spot development. Road conditions – pavement=poor! Unaesthetic corridor – lighting too much. Soften the landscape – more trees, native flowers. Promote solar PV.
- Too many closed/empty businesses. Street is horrible to drive on.
- Pedestrian friendliness is better, but still needs improvement. Entrance at both ends needs work. Lighting at some areas needs to be toned down.
- Vacant buildings
- Vacant business properties.
- Empty buildings. No public spaces for the adjoining neighborhoods of homes. No continuity.
- Big boxes, entry signage, vacancies
- Road surface getting bumpy. Empty storefronts on both ends.
- Empty buildings, sprawl, walkability
- Architecturally inconsistent. Chopped up. Walkability. Unattractive. Hardees area – roundabout. Empty buildings
- Not a pleasing appearance – a series of strip malls and parking lots – not very appealing. Negligible landscaping/few trees or plantings. Several empty buildings, some open lots.
- Traffic – latest road improvements helpful, but traffic can get congested. Entrance to new apartments is too small. Empty target building (at least ½).
- Empty buildings – or too commercial. Not exceptionally attractive buildings. Consistent huge planters. Better signage directing people to museum.
- Difficulty pulling out and turning left at 8th Street – used to be signage/stop sign on HER – could be easier to access if you could use cul-de-sac at end of Delaware.
- It's basically a road from point a to point b. Vacant buildings, underutilized buildings, building used as a church – and off the tax rolls – in a prominent location. It could be more vibrant.
- Dull looking, empty building/no storage units on main venue. Needed roundabout on Egg Harbor/8th Avenue. Roadway put in to access Bonnieview/Apple Valley so helps with relieving traffic congestion and better access for emergency vehicles. Added road between Kelly O'Reilly's/Nordoor bike
- Intersection at 8th and Egg Harbor Road needs a roundabout or redirect the traffic coming off side roads.
- It's not very attractive. Very few trees and greenspace.
- Traffic around N 8th place. The vacant Hardees building and semi-vacant liquor store office strip.
- Turning onto Egg Harbor Rd from Sunset School is challenging during school drop-off/pick-up. Put in bike path.
- Vacant buildings – parking needs to be hidden.
- Stormwater collection. Too much visible parking.

- Businesses for sale and maybe not in the appropriate location. Need open space. Traffic turning. Multi-use buildings = housing and commercial.
- Not truly pedestrian-friendly – more crosswalks. Empty bank. Not warm or welcoming if arriving off of 42/57.
- Basically strip development. Lacks connectivity to neighborhoods. Former Hardees – steakhouse properties vacant.
- Lack of connectedness to neighborhoods (reminiscent of old highway corridor). Looks like 1960s – 1980s commercial corridor strip.
- Planting beds filling in (daylilies missing for years) and updating plantings. Empty buildings. Industrial strip look to the area.
- Intersection by 12th Ave and Egg Harbor Road hard to turn out. No left turn signal heading north/west.
- K-Mart building/Hardees building/other empty buildings.
- Numerous unfinished spaces, too much mixed use, housing between commercial.
- Empty buildings at Hardees corner. Other vacant businesses. Too much mixed zoning – makes sense development.
- Too many empty buildings. Perception that nothing will change, and the city is neutral to development.

### **3. What do you want to see Egg Harbor Road change?**

- Love the sidewalk – widening. Love to see that continued.
- Incentivize business development of vacant buildings
- More infill housing in underutilized commercial areas. I'd like the Peil Property of 7 acres to a low-maintenance public greens space – an urban park with stormwater management possibilities.
- Public parking or park where you could park and walk to businesses. Roundabout at intersection where Hardees use to be. Small park by new apartments or next to NorDor. Better signage on 42 directing people to Egg Harbor/Downtown.
- A roundabout at the 9th/Georgia/Egg Harbor intersection. Add green space, maybe “block” parking so businesses share parking space, equip parking lots with trash cans/green runs.
- Relocate single family homes. Change street lighting to full cut off optics – dark sky friendly. Bury power lines – utilities. More upstream stormwater facilities – retention – control Incentivize – make all building exterior lighting dark sky friendly.
- More apartment buildings. More service building, like dental or other health business. Learning centers/off shoot of NWTC/UWGB. Professional services.
- More permanent housing/apartments mixed in. Pedestrian/bike improvements – access.
- Extension of sidewalks to 14th Avenue north and south of Egg Harbor Road.
- Make the exit from Highway 42/57 a more attractive entrance to Sturgeon Bay and directions for people coming into town as places to go, shop.
- Fill buildings
- Development at either end – old Kmart and Hardees corner. Housing – maybe on the Hardees site
- Roundabout at Jefferson/Egg Harbor Road
- More attractive north entrance to city. Mix of commercial and residential. Landscaping – park

- Find businesses to occupy empty buildings – especially retail. More trees/landscaping features/public art. Build apartments as infill.
- Fill in open areas. Add attractions viewable from highway to attract visitors. Connect businesses with downtown – signage.
- Possibly better landscaping. Big drama – giant planters. Better upkeep of some buildings. More consistent signage sizes. Provide incentive for either demolish empty buildings or incentive for new business.
- Easier access – safer intersection.
- What would it take to get buildings in use? What incentives do businesses need?
- Fill businesses, add more business, roundabout at Egg Harbor/8th Avenue
- Area by old Hardees – side roads redirect.
- Add greenspace and benches.
- I would love to see a roundabout on N 8th Place – that is a dangerous intersection.
- Maybe add a traffic light at 8th Avenue. Garland Park is in need of a playground!
- Better for walking. Needs a park – use wooded area next to Cherryland Mall.
- More housing opportunities.
- Public transportation. More trees and landscaping. Purchase properties to cleaner boundaries.
- Trees in tree lawn. Use of big parking lot/old bay ship lot? Big sign on 42/57 inviting people into downtown.
- Fill-in development
- Higher level of density. A few more hardscape features to make the area interesting.
- Benches – more; artwork; better when trees fill in; make streets go through; fill in development; extend sidewalks; people walk, but could be promoted with a “loop”; opportunities for green spaces
- An arrow would be better, or a roundabout.\
- Make it the shopping/commercial district for residents (daily needs). 3rd Avenue and westside geared towards tourists.
- More retail, mini malls, retire older spaces.
- Progress on filling vacant spaces. Progressive development. Options on redevelopment of old Pamida – Econo Foods.
- We need to either remove or repurpose the box stores and the other retail locations.
- New restaurant in old Hardees building.



## GROUP RESPONSES

### 1. What are Egg Harbor Road's best assets?

- NEC shopping diversity (2 votes)
- Traffic corridor (2 votes)
- Wide street (SW) (2 votes)
- Lower cost
- Room to expand
- Big box
- Regional retail and local
- Mall
- North entrance
- Econo Foods opportunity – large site

### 2. What are Egg Harbor Road's biggest issues?

- Traffic (12th Avenue) (3 votes)
- Hardees site (3 votes)
- Vacancy (2 votes)
- Pedestrian safety
- Parking
- L/M green
- Dull-no image, flowers
- Business not storage
- Residential to commercial
- Wayfinding at Hwy (to city) enhancements

### 3. How do you want to see Egg Harbor Road change?

- Sidewalks (2 votes)
- Housing (2 votes)
- Roundabout (2 votes)
- Increase density
- Parking
- Senior
- Green space
- Stormwater
- Garland Park
- Parking at rear
- Pedestrian scale
- Building placement
- Connect to Downtown)

## TARGET AREA #2: DOWNTOWN

### 1. What are Downtown's best assets?

- Businesses and their commitment to the city
- Activated green space (classes, future Graham Park)
- Arts/cultural opportunities
- Historic value combined with modern business needs
- Restaurants, health/wellness content
- Walkability
- Connectivity
- Public waterfront
- Arts! Miller Art Museum, Popelka/Trenchard, Lockwood, Holiday Music Motel; walkability, healthy way, Martin/Graham Parks
- Diverse businesses. Very walkable, can spend a lot of time downtown and be entertained for very little money, usually good parking.
- Pedestrian bump-outs to slow traffic, walkable businesses.
- Small business, walking friendly, bridges – sidewalks, art community, parks – Sunset, Martin, Otumba, Graham
- Shops/restaurants
- Pleasant area to walk. Diverse shopping and dining options. Close proximity to parks and water access. Parking options are sufficient.
- Two-way streets! Historic buildings, plenty of parking, streetscape, banks in the area, lots of restaurants/shops, offices, very walkable, county and city offices, vacant buildings and some lots.
- Original business buildings restored fronts and not all turned into fudge shops/tourist traps and still retaining actual stores that residents and tourists need.
- Some nice restaurants and stores. Access to the waterfront.
- Quaint, small business
- Historic buildings and look. Successful businesses (Cornucopia, Ace Hardware). TAP. Walkable. Development on east end – healthy way. Miller/Library. Restaurants.
- Walkability, local small business, traffic flow
- Walkable, historic maintained, TAP, some apartment above businesses, small businesses, Museum (historical)
- Downtown retains many older buildings that have not been destroyed by bad modernizing. Great atmosphere for walking, especially with water as a backdrop. Good retail shopping assets. Historical museum.
- Small and walkable. Diverse merchants.
- Historic buildings. Variety of shops is amazing in this day/the age of Amazon.

- Historic buildings; variety of shopping; outside seating; restaurants.
- Interesting businesses, updated historic buildings
- Filled businesses, variety of them, café type/unique venues
- Window shopping displays; wide sidewalks
- Waterfront, access to it. The Maritime Museum, library, general beauty. The parks are great! Invest in historical buildings.
- A diversity of shops/restaurants in one area. Ample parking/easy to walk around. Nice sized buildings.
- Downtown has great mom-and-pop stores like Dancing Bear, the Candy shop, Kick Coffee, and restaurants. The sidewalks are nice and flat. Martin Park! The waterfront is great. I like that we can pull our boat up to the park.
- Multiple small shops. Interesting architecture. Pleasing ambiance. Good for walking.
- Density and character.
- Historic character; diverse businesses
- Historical buildings. Long-term business (mostly).
- Proximity to improved waterfront redevelopment. Densely utilized 3 block area.
- Density, variety of opportunities for entry level entrepreneurship/business.
- Most buildings are occupied and kept. Downtown to waterfront is a plus. Restaurants, arts, Garland and Martin Parks, easy access, museum
- Local feel, many different options for different shopping and restaurants.
- They've done a nice job transitioning to a tourist destination. Stone Harbor. Historical.
- Bars/restaurants, shopping, and good walking areas
- Historical charm of buildings. Diverse businesses. Easy access from multiple directions
- The older style buildings seem to be a downtown draw. Fairly good access to parking.
- Water is close. Bridges – walkable.

## **2. What are Downtown's biggest issues?**

- Public restrooms
- Nicolet and 3rd Avenue Younkers, 4th Avenue Younkers purpose
- Building façade improvement grants
- People want to invest; we seem to put up barriers for that investment
- Handicapped parking
- Shopping hours
- Vacant buildings, parking (people don't know parking garage exists). More public restrooms and congestion during Saturday Farmer's Market
- Nothing besides town bars are open late, vacant storefronts, all apartments are becoming AirBnBs.

- Loud personal trucks, rude drivers, semi/work trucks. No public bathrooms.
- Need more public bathrooms. Vacated Younkers building. Parking – traffic.
- Parking, restaurants/business closing too early in summer. Each business snow/trash removal for public sidewalks not being done, city hires and downtown pays for it? That's any location, vacant building.
- Building vacancies.
- Currently, some large vacant buildings (Younkers and Nicolet). Sort term rentals. Public restrooms.
- Congested street parking and parking lots.
- Empty Younkers store. Signs to things people can see and do – parks, paths, etc.
- Parking, empty buildings
- Empty Younkers and Nicolet Bank buildings. Signage – wayfinding
- Parking, signage, public restrooms
- Younkers and Nicolet Bank buildings
- Empty Younkers and Nicolet buildings. Some buildings need repairs, upstairs are empty – decrepit. Some buildings were modernized during 60s and 70s – not well done.
- Empty buildings – bank, Younkers, etc. Parking, especially for events.
- Empty buildings; public restrooms; bigger planters – city takes care of planters and more consistent; not enough parking – employees parking in public parking.
- Parking – handicapped parking on street, snow on sidewalk – difficult for passengers to exit.
- Parking, one big vacant building.
- Need to make more attractive (new look); parking; empty buildings; trolley around town
- Confusing where the public shoreline access it. Parks need to be linked by walking corridors.
- Traffic! 4th Avenue should go through city hall. In the summer, traffic around downtown is a challenge. Especially, when there's an event at Martin Park.
- The vacant buildings – that are on 3rd & Jefferson are an eyesore. It would be nice to improve access to waterfront for walking and biking on both sides of canal. There are not always kid-friendly venues open.
- Empty buildings. No grocery stores. Lack of public transportation – trolley.
- Maintenance
- Traffic and pedestrian encounters
- Empty buildings. Too much traffic for Bay Shop. Miss that shortcut on First – will that ever open up again?
- Vacant former Younkers building. Limited parking – on streets. Consistent store hours.

- Many of the buildings are aged or out of date. Owners don't reinvest – appears extractive.
- Younkers on 3rd; traffic issues/parking spots; Nothing open late – special events.
- I always hear parking is a problem--over-development
- Empty storefronts. Parking
- Parking, vacant spaces, residential zoning mixed into commercial.
- Lack of adequate parking. Empty Younkers building. 2nd Avenue and Michigan vacant lot. Snow removal on closed business. Taken care of by other business.
- Could use more parking. Not a lot of issues. It's the busiest place in town – finally. Younkers building.
- Parking

### **3. How do you want to see Downtown change?**

- Connectivity of east & west waterfronts
- Sign ordinances rewritten and enforced
- DT housing – young professional group and retirees moving from ND looking for “life of the city” and walkability
- More investment in cultural assets. Development of new businesses.
- More housing above storefronts. Help store owners in any way we can to keep our core strong.
- Fewer vacant storefronts, shops open later even if it's a once a month event. Limit the number of AirBnB. Bike lanes, public bathrooms, more senior housing perhaps in Nicolet Bank Building, signs to all the parks.
- Bike lanes. Access to waterfront/water view. An inclusive focus on the 2nd Avenue arts districts.
- Senior living – intergenerational. Dark sky friendly. Stormwater remediation. Summer trolley – public transit?
- Weekends maybe shut down 3rd for walking traffic only or for good. Able to walk to alcoholic beverages like Bourbon Street in New Orleans. Walk up service for food and drinks. Children's Museum either in Younkers or Bank Building.
- More permanent residents/apartments. Reuse/renovate large vacant buildings.
- Consider another parking lot on 4th Avenue.
- Make people more aware of what is available downtown. Trail/sidewalk at Sunset Park.
- Fill buildings. Transport – trolley, bicycles, scooter rentals
- Housing, more retail, artwork, sidewalks
- Fewer empty buildings – old Younkers
- Public restrooms, senior housing with daycare (intergenerational housing) – Nicolet Bank, signage to Sunset Park, murals on buildings like in Algoma



- Younkers – St. Pt. made a children’s museum out of their old department store – with all our tourism – I believe would be used. Upgrade deteriorating buildings, enforce building codes, design.
- More connection with westside and Egg Harbor via signage. Create art district, add more public art, create family spaces.
- This is petty, but I hate the style of the planters. Have city do the planters downtown – even if businesses chip in money. Algoma does a first Friday night event – pretty cool Maybe consider a night in summer for an evening festival of lights.
- Fill empty storefronts/pop-up shops, food trucks
- Looking forward to seeing what happens to old Younkers building
- Make more attractive looking (update); expand into Egg Harbor; parking
- I’d like to see vacant buildings filled. Adjust traffic flow.
- Children’s Museum in one of the vacant buildings would be great! A playground in a park downtown would be used a lot.
- Keep it good for walking. Keep all buildings in good condition.
- More businesses open into evening. More residents.
- No parking on 3rd Ave = quasi pedestrian mall. Restore front facades to historic character.
- Solar panels – rooftop solar on as many buildings as possible. More green. More art – murals.
- Newer, modern buildings that are efficient and well built. Less street clutter.
- Public restrooms, signage, trolley, snow removal, children’s museum
- Farmers Market should be moved, perhaps to the fairgrounds (although county owned) or high school parking lot. It’s very congested in the summer. More handicap parking.
- Continue with creating a tourist destination – things to see, visit, do.
- Better code/zoning for upkeep of commercial zoning. More parking.
- Continue to improve vibrancy. Signage – wayfinding program. Better code/zoning for maintenance. Public restrooms.
- Provide a modern infrastructure. Public restrooms.
- Microbrewery.

## GROUP RESPONSES

### 1. What are Downtown's best assets?

- Restaurants/store diversity (2 votes)
- Public waterfront access/spaces
- Sunset Park
- Historic buildings
- Easy access (all directions)
- Business owner longevity
- Walkability
- Arts

### 2. What are Downtown's biggest issues?

- Signage to waterfront (2 votes)
- Empty Younkers building (2 votes)
- Traffic (employee parking) (2 votes)
- Parking (accessible, as well as main streets)
- 2nd Avenue and Michigan lot
- Snow removal (seasonal businesses)
- More diversity in buildings
- 1st Avenue closure
- Early closing time
- AirBnB
- Façade improvements grants

### 3. How do you want to see Downtown change?

- Public restrooms (2 votes)
- Outdoor seating/pub (2 votes)
- Extend downtown
- Add sidewalks / wider sidewalks
- Library downtown
- Code enforcement
- Trolley circulator
- Expand to Egg Harbor Road
- Children's Museum
- Events
- Senior housing (Nicolet)
- Childcare
- Downtown branding (both sides of canal)

### TARGET AREA #3: WEST WATERFRONT

#### 1. What are the West Waterfront's best assets?

- Waterfront and strong (getting stronger) business community
- Potential for public and private development
- Location – potential for open/green space with undeveloped land in/around granary. Granary, if developed property. Maritime Museum
- A conglomerate of attractions that will appeal to broad audience – DCMM, Granary, proposed playground, boat launch. Strong AdHoc plan.
- It's a blank slate, lots of potential. Could be a big draw to keep people in Sturgeon Bay for more of their vacation.
- Walkable district, small local businesses with a variety of goods.
- Access to water – walkability. Coast guard city. Working waterfront – tugs.
- View, space, potential
- Access to waterfront – boat access and walking paths. New businesses seem to attract more people to the area.
- Maritime Museum. Working waterfront/tugs. Open space.
- A true working waterfront, featuring a working fleet of tugboats, accessible at close range, to both admiring residents and visitors. The tugs are essential to Bay Shop.
- Places to observe multiple areas of the waterfront. Shops and restaurants, museum
- Maritime Museum
- The working waterfront; Maritime Museum
- Parks, small business, walkability
- Maritime Museum, Granary, railroad spur, walking path from Otumba around Bridgeport – out the railroad spur, Otumba Park
- Access to water/Iron bridge/working waterfront/Maritime museum/shopping
- On water, mostly public owned all along waterfront. Underdeveloped so lots of opportunities to create something special.
- Maritime Museum, tugboats, open area.
- Tugboats – there are very few waterfront towns that are involved in ship building and of those, even fewer that have tugboats located where the public can see them. People romanticize tugs and ship building.
- Tugboats, water views
- Working boats; Granary, once rehabbed; museum
- Waterview on water; tugs (some)
- View, boats, ships, tugs
- The water, view, and fishing. The fact that it is a working waterfront with great views of this work and boats.
- View and access to the water. Connecting the bridges together. It's a central point that brings people downtown.

- Access to water. Parking to access downtown (across bridge) and for parades.
- Views of water. Tugboats – working. Some good walkways.
- Waterfront walkway (coming)
- The water and working tugs. Public space and museum.
- Waterfront, situated between the bridges. Empty slate/canvas.
- Initially, a very valuable redevelopment site. Public access opportunities. Maritime Museum with new lighthouse venue.
- Maritime Museum, water opportunity for exciting and dynamic attractions
- Walkability along the waterfront – both sides. Access to the water. Everyone likes the boats!
- The tugs, the maritime history, the potential, family activities (walking, fishing, events).
- Boat launch/parks/walkways/railroad spur/Maritime Museum, new development
- Walkways along the water, area around Sonny's boat slips, coastguard presence, nautical scenery, Maritime Museum
- It's on Sturgeon Bay. It is joined by other waterfront. Maritime Museum. Surrounded by two bridged.
- I'm not sure there are many assets at this point. Maritime Museum, Sonny's, Sawyer Park.
- Maritime tower

## **2. What are the West Waterfront's biggest issues?**

- Keeping the ball rolling! Funds to develop the west waterfront. Finding developers willing to invest in that property.
- Congestion during summer months in and around Sonny's. Depending on perspective, The Granary.
- Need private development above DHWM that works well with public space.
- No one can agree on what it should be, no one is coming forward with ideas for Granary.
- Unknown future. Natural areas.
- Not developed.
- Vacant lots
- Open space needs to be developed into functioning space.
- The AdHoc Plan and its offspring, the Cedar Corp Plan disregard the linear footage for the tugs of dock front by over a hundred feet and remove parking for the tug crews at the working waterfront, all making the tug operation nonviable.
- Development between museum and Angora Street Bridge to make use of the TIF district. Protection from rising lake levels.
- Working waterfront. Not a lot of water access. Litter from tugs. Industrial waterfront
- Getting development to pay for amenities. Finishing and using the Granary.
- Parking, lack of development of vacant lots, lack of affordable housing
- Not accessible for walking right now. More accessibility for public

- What to do with the Granary space, how to link everything together?
- History of fighting (Granary, etc.) time to move on. Declining with OHW. Begin paying back TIF. Lack of parking for events.
- Needs clean-up of area and walkways. Keep the area open and inviting to public. Walkable and inviting – looks more like public walking than in front of Stone Harbor.
- Once blighted is slowly making comeback.
- Not so keen on new lighthouse, but will wait to see how it turns out. Seems large, dominant and very artificial.
- Land on what can be built (space); granary; parking
- No parking. Pedestrian crossing by Sonny's. In different states, I have seen red flags on each side of the road for the walkers to use when crossing. Then when crossed the flag goes in a pipe that has pedestrian crossing on it.
- That nothing has been accomplished in the last 10 years. The insatiable greed of the good old boys has effectively limited the voice of the public.
- Differing ideas of what should happen there. Unrealistic ideas/expectations for private development.
- It looks pretty industrial, not very welcoming or polished.
- Need to develop walkways. Need for park near water. Maybe a public market building for year-round use. More public walkways.
- Awkwardly shaped development spaces.
- So much contention – need to move forward.
- Wasted (undermined) redevelopment site as was planned for by city. Conflicts with interest groups – years. City does not need another park there.
- Hostility in community to anything that happens at the site. Attracting investor for difficult redevelopment site.
- Unfinished park area. Need development to make area financially viable. Neenal Street raceway to Hwy.
- No turn arrow on Maple/Madison intersection. The west side also lacks parking on Madison Avenue.
- Walkway extensions to a loop. What to do with Granary – how is it to be used? Attract developers to build tax base to pay for the parks people are asking for.
- Dirt pile...unfinished areas around the Maritime Museum. Little progress in years.
- Lack of development progress. Not enough developable space. Possible rising water levels.
- No commercial development. No reason to go there.
- Dirt piles. Access to tugs.

### **3. How do you want to see the West Waterfront change?**

- Want it done. Promenade is a good start, but hardly enough. Looking for vision for next 20 years and leadership to get us there.
- Continuity with east side of town. Take advantage of the open land to create green space. Would like to see family-friendly activities (i.e., similar to Ariens Hill/Titletown).



- It needs a great name and some marketing dollars put behind getting the word out – once improvements are made. Also needs public art. If the west waterfront AdHoc plan is adopted into the Comprehensive Plan, it should focus on the principles & guidelines page, not the exact image. Or if you include the image, include a few iterations.
- More green space after the waterfront walkway is finished, bike lanes, public bathrooms.
- Bike lanes! Parking for bikes. Research facilities at waterfront, west side school should be Sturgeon Bay's Kress Pavilion.
- Native trees and perennials. Public access – green space, keep coasties here. Tour boat.
- Multi-use event space, walkways throughout.
- Remaining open space developed into a functional, pedestrian-family friendly space.
- Both plans eliminate the service road which extended north from the tug dock area to past the Maritime Museum, which imperils fire response to the east/dock side of the museum. Cedar Corp representatives on 2.10.20 stated.
- Better signage. Revisit the Granary and ownership by a nonprofit or for profit, but not the city.
- Development
- Trail head – Ice Age Ahnapee Trails. Artwork. Promenade – walkway along bulkhead. Research activities related to water, the bays
- More affordable housing, signage
- Walking path; small coffee shop along water; more restaurants with outdoor seating along water; emphasis on “green” growth – Bridgeport uses pesticides on lawn; user-friendly like Sister Bay; more benches along railroad spur; murals on vacant sides of buildings.
- In Granary space – summer beer garden space like Milwaukee is doing in a couple of their parks; water feature for kids; art. Buy out the corner and adjoining building and have enough space for upscale hotel in area above high water mark.
- Open public space with appropriate development (i.e., apartments, hotel, mixed use) to fund the TIF. Create trail heads for Ice Age and Ahnapee trails.
- Lovely plantings and walkways. Signage that talks about the working waterfront and tugs. Please don't build giant structures right along the water. Tour boat!
- Clean up. Seating by waterfront perhaps tables. Food carts?
- Public access, attention to what modern travelers are looking for: authentic experiences, interesting novelty, scenery, access to good food.
- Start bringing revenue into pay TID. Listen to what people want. Family/tourist oriented. New venues, something different. Train bridge (patio tables/tiki bar). Building murals.
- Hotel needed. Parking ramp.
- Make it beautiful and usable. Lots of green space and enhanced waterfront access.
- Strategic changes that are a mix of private and public. Not just reacting to what a group of people think needs to happen.
- I'd like a park, beach, public access, kid-friendly and family-friendly space. Playground, beautiful natural space with vegetation (picnic and beach).

- Encourage shops and grocery store.
- Add residential living space.
- Multi-use development – multi-storied that is inviting and interesting to citizens and guests
- Public space – Sturgeon Bay has no real ‘city center’, no gathering place for people. Farmers Market. Skate rink/splash pad.
- Move tugboats to a more appropriate location. Fully explore options for better public use of dock wall with eye on more compatible public access. If Granary must be there, put it near the Maple Street bridge and keep as much property open for possible future development.
- Taller commercial buildings to match development elsewhere, building 311, grow the city vertically.
- Develop and finish the park. Identify signage for Ice Age Trail. Near-building. Tour boat.
- Development, but not resort or hotel. Some of it is old so maybe facelifts and public use. Keep the water view.
- Continue with new and rehabs of existing buildings.
- Want it to become the new city center for events. Space is large enough for events. New restaurant/retail options. Mixed use outdoor space.
- Move along at a steady pace of development. Enhance developers to join in. A good mix of development and public amenities. Less controversy.
- Get something done to develop TID 4 ASAP. Move the tugs to the south side of the Yacht Club.
- Promenade

## GROUP RESPONSES

### 1. What are the West Waterfront’s best assets?

- Walkability – both sides of canal
- Maritime Museum
- Working waterfront
- Mix of public and private – access to all
- Train bridge updated – public space (tiki)
- Location
- Tour boat
- Attractive waterfront artists
- Research to protect great lakes – opportunity on waterfront
- Building murals (both sides of canal)
- New development within TID



## COMMUNITY SURVEY FOR THE CITY OF STURGEON BAY COMPREHENSIVE PLAN

### PART 1: DEMOGRAPHIC INFORMATION

**1. Are you a resident of the City of Sturgeon Bay?**

176 (89.4%) Yes      16 (8.1%) No. I live in another community in Door County  
5 (2.5%) No. I live in a community outside of Door County

**2. Do you own or rent your house or apartment?**

165 (83.3%) Own      28 (14.2%) Rent      5 (2.5%) Other

**3. How long have you lived in the City of Sturgeon Bay?**

6 (3%) Less than 1 year      43 (21.8%) 1 to 5 years      22 (11%) 6 to 10 years  
41 (20.8%) 11 to 20 years      77 (38.9%) More than 20 years      9 (4.5%) Not Applicable

**4. How did you come to live in Sturgeon Bay?**

63 (32%) I was born and raised in Sturgeon Bay and/or I spent most of my childhood in Sturgeon Bay.  
115 (58%) I moved to Sturgeon Bay as an adult  
10 (5%) I moved to Sturgeon Bay as a retiree.  
10 (5%) Not Applicable.

**5. What is your age?**

<u>1 (.5%)</u>	Under 18 years old	<u>53 (27%)</u>	51 to 65 years old
<u>39 (19.5%)</u>	18 to 35 years old	<u>41 (21%)</u>	Over 65
<u>63 (32%)</u>	36 to 50 years old		

**6. Do you own a business located in the City of Sturgeon Bay?**

43 (22%) Yes      155 (78%) No

**7. Where do you work?**

<u>131 (66%)</u>	Within Sturgeon Bay	<u>11 (6%)</u>	Somewhere other than Brown, Door, and Kewaunee Counties
<u>16 (8%)</u>	Elsewhere in Door County		
<u>2 (1%)</u>	Within Brown County	<u>37 (19%)</u>	Not Applicable

**8. Do you own property in the City of Sturgeon Bay?**

145 (74%) Yes      51 (26%) No

## PART 2: OPINIONS ON EXISTING CONDITIONS & FUTURE GROWTH

### 9. Why do you live in Sturgeon Bay? Indicate how important the following reasons are for you and your decision to live in Sturgeon Bay.

Reason	Rating				
	Critical Factor	Moderate Factor	Slight Factor	Not a Factor	Not Applicable
Small City Atmosphere	88 (45.5%)	70 (36%)	25 (13%)	9 (5%)	1 (.5%)
Quality of Schools	77 (40%)	50 (26%)	27 (14%)	37 (19%)	0 (0%)
Near Job	80 (43%)	39 (21%)	16 (9%)	42 (22%)	11 (5%)
Close to Green Bay Metro Area	7 (4%)	45 (24%)	62 (32%)	67 (35%)	10 (5%)
Near Relatives and Friends	61 (32%)	36 (19%)	37 (19%)	46 (24%)	12 (6%)
Where I Grew Up	32 (17%)	22 (12%)	22 (12%)	77 (40%)	37 (19%)
Self-Contained, Full-Service City	44 (23%)	86 (45%)	38 (20%)	18 (9%)	4 (2%)
Quality of Life	131 (68%)	43 (22%)	15 (8%)	3 (2%)	0 (0%)
Historic Downtown	50 (26%)	55 (29%)	43 (23%)	39 (21%)	3 (1%)
Level of Taxation	28 (15%)	46 (24%)	56 (29%)	57 (30%)	4 (2%)
Public Safety	92 (48%)	60 (31%)	28 (15%)	10 (5%)	3 (1%)
Affordable House or Lot	63 (33%)	56 (29%)	35 (19%)	25 (13%)	11 (6%)
Sturgeon Bay's Maritime Heritage	30 (16%)	49 (26%)	45 (24%)	63 (33%)	3 (1%)
Historic Homes & Neighborhoods	30 (16%)	50 (26%)	49 (26%)	59 (31%)	3 (1%)
Natural Beauty & Scenic Landscape	121 (63%)	44 (23%)	20 (10%)	7 (3%)	1 (1%)
Close to Recreation Opportunities	92 (48%)	57 (30%)	26 (14%)	13 (7%)	3 (1%)
Other (specify):	35 (57%)	3 (5%)	1 (1%)	8 (13%)	14 (23%)

#### Other reasons specified:

- Arts district, Historic structures, Public Waterfront, Steel bridge, interesting people
- In the 20 years I have been here, the improvement has been wonderful. The area around centerpoint marina is beautiful and very family friendly. Sawyer park, the quarry boat facility, the west side, the future granary all lend themselves to the landscape of the community and welcome community use and enjoyment. A real plus for sturgeon bay.
- We were able to afford to build a house in Door County.
- Proximity to YMCA, library, downtown. Still safe to walk early morning. Retirees feel safe.
- I've traveled extensively to find a better location to live, but honestly for the cost of living, safety, amount of beauty and overall experience Door County is hard to beat.
- A vibrant art community and writers' groups
- Friendly people and churches
- Artistic community.
- Healthcare and shopping
- Cultural scene - art, music, theatre.
- I'm planning on leaving. There is just not enough to do here, and it

seems that people are obsessed about the past rather than seeking to provide a vision for the future. More young people needed in government.

- It's the wonderful people who live here that matter the most. For its size Sturgeon Bay is very sophisticated- and that's due to people.
- Near water.
- Hopefully not a high crime area.
- Taxes and Public Services
- Access to high speed Internet so I can work remotely.
- I grew up here, but can barely afford to live here. I work one full time job and one part time job just to rent a one-bedroom apartment. I'm on several non-profit boards and love being involved in my community.
- Opportunity to start my own business in a healthy tourist driven economy.
- A vibrant arts community of musicians, writers and artists.
- Friendly neighbors and residents. Good health care (hospital and clinic). The water/shoreline; the Y;
- The Bay of Sturgeon Green Bay and Lake Michigan
- It is where my job is.
- Economic growth, progressive and contemporary attitude to maintain a beautiful city (hasn't been for past 5 years but I'm hoping it returns); small business owners influx economy to help those of us in middle class jobs make ends meet
- Fine and performing arts available to the community.
- Water
- The arts community is vibrant and should be mentioned here. I am a musician and find the arts scene in Sturgeon Bay to be world class. Many artists like myself have moved here from urban environments for a better quality of life, affordable, inspiring and nurturing. Arts make a Community vibrant and strong
- Purchased a business on the edge of the City with property in both the Township and City.
- Playmates for my kids that are close by. A sense of community with the same age of children and parents socializing.
- I've grown up here and have grown to love the small-town atmosphere.

- Sturgeon Bay is home and I feel safe and a great place to raise kids and then of course retire. I love the summer activities and the beautiful views it offers, it's like heaven on earth!!
- Small city atmosphere.
- Youth activities and opportunities
- I'm lucky to rent in the downtown area. I love being able to walk to the library, grocery store, coffee shops, and other places.
- My family (on my mother's side) has lived in Sturgeon Bay since the late 1800s, and I have visited Sturgeon Bay on an annual since I was 6 months old (I'm now 44). I moved here in 2015 because I inherited the family property and because I had very fond memories of Sturgeon Bay and Door County in general. I also had a 2-year-old (now 6) and another on the way (now 4) in 2015 and thought Door County and Sturgeon Bay would be a great place to raise kids. Worth noting: I live just outside of Sturgeon Bay (by about a mile), in Sevastopol. However, my property taxes go to Sturgeon Bay Schools (not Sevastopol), and I own a business on 3rd Avenue in downtown Sturgeon Bay, and so also pay Sturgeon Bay business taxes. I would hope the fact that I don't physically reside in Sturgeon Bay wouldn't count against my opinions and thoughts as what happens in Sturgeon Bay greatly and directly impacts what happens in my life.
- Cultural opportunities - theater, galleries, music events
- Access to the water.
- We have good, steady, year-round employment. I know that's not the case for all.
- The safety of the children
- Wish there was more affordable housing for middle class families.
- The governing city council has to improve, enough of the "old boy's club".
- Arts District. Historic Districts. Historic buildings. Locally-owned businesses that give back. Home of Door County Community Foundation and a giving community -- in all ways. The Library! The Steel Bridge. The skatepark. Otumba Park. The HOPE for a creative, proactive, smart, long-term-thinking plan that emphasizes: livability, education, sustainability, environmental quality and preservation, historic preservation, arts, affordable housing, walking and biking and skateboarding, parks and their support, community generosity,



more university affiliations and higher education outposts, Lake Michigan freshwater research hub (National Estuarine Research Reserve invited here) -- to think long-term about building a diverse jobs economy, a vast connected public waterfront, kindness and inclusiveness modeled in the government (all departments and elected folks too).

- Wife is from Sturgeon Bay and has a great job with the county. I can't find a job in Sturgeon Bay for my field, so I commute to work in GB. Given the areas to live in and around sturgeon bay, living in the city is better for us than rural.

#### 10. How would you describe Sturgeon Bay's economy?

56 (28.4%) Growing    94 (47.7%) Stable    47 (23.9%) Declining

#### 11. What is your favorite thing about Sturgeon Bay?

- Historic waterfront, tugs & Granary
- The mixed use of space and the diversity of ages. The respect for the land and maintaining a small town feel with family values.
- Marine recreation opportunities and historic nature of community
- Small town with beautiful location on water with nature nearby.
- Getting to know the people.
- The community atmosphere. Great SAFE place to raise family.
- Neighborhoods.
- The geographical location
- Being able to walk to stores, restaurant and the beach
- Vibrant downtown area with few vacant shops
- Safe healthy environment for
- Small Town feeling. Good people live here.
- It's location.
- The waterfront
- Close proximity to freshwater recreational resources - It's the water!!!
- Small community w/ big resources. Opportunity to raise our family in small yet quality environment. The many offerings for people of all ages - in particular, the YMCA, NNWTC, ADRC
- A very good place to be an artist and to have a business. Good creative community.
- Big enough , but not too big.
- Sturgeon Bay is the gateway to Door County. Virtually everyone going Destinations further north in Door County passes through Sturgeon Bay. To be successful as a business one must simply give them a good reason to stop and make sure they are aware of it.
- Sense of community
- Walkability, ease of bikeability
- Safety, Small town, Friendly
- Convenience to stores, medical care, churches
- Surrounded by water for recreation, Abundance of natural resources
- Canal, good food, non-profits
- It is my home and I raised my family here.
- Its community and historic quality. The proximity to water.
- Everything I need is within biking distance and I've built a strong community of friends.
- Waterfront- I'm glad that there will be way-finder signs and greater access for the public.
- Scenery, creative community.
- It's where our families live
- People
- Green space. Water.
- The small-town atmosphere and support of local non-profits
- Safe, walkable, historic small-town atmosphere with incredible natural beauty & great amenities (local, non-chain coffee shops & restaurants & stores, quality theater, etc.)
- Close to water
- Waterfront
- It doesn't take long to get anything I need. Things are very convenient here vs living in the country or a larger metro area.

- Access to natural areas and small-town vibe.
- The proximity to preserved wild lands and the recreational opportunities they offer.
- The people
- Access to recreational opportunities, diverse community learning opportunities.
- Fresh and delicious food.
- Good amount of jobs. Balance between manufacturing and tourism jobs. Good schools and medical care.
- Proximity to Sister Bay and Egg Harbor; there is more going on there.
- The people are hardworking and friendly
- Natural areas and recreational activities associated with them
- Waterfront.
- The environment. Water
- Small town atmosphere. It was a great place to raise children. Multitude of various activities. music and art.
- Nothing really is favorite.
- Natural Beauty small town feel
- Maritime Museum
- waterfront
- Safe, great place to raise kids.
- Close-knit community / beautiful scenery / easy living
- Everything you need is within a couple miles and just when you're about to kill a tourist, they leave for the winter and you get a moment of peace.
- Small, quiet, safe
- Sturgeon Bay has a great small-town atmosphere combined with many lots of amenities normally seen in much larger towns.
- Being near the water
- Where my friends are and where I grew up.
- Historic buildings
- The people
- The small-town charm, the beauty, the water, the opportunity to be involved, the safety
- Scenery and outdoors, festivals and other activities
- Most residents care about each other and the things that make Sturgeon Bay/Door County special. I feel a strong sense of community, and commitment to a high quality of life.
- The small-town feel. The beauty of the water.
- The waterfront
- The water, but a feature I love that Mother Nature didn't provide is the walkability to all the things I need...great coffee shops, Healthy Way grocery store, parks, shopping. I rarely have to drive. My commute time to anything in Sturgeon Bay is so minute compared to my previous life in large cities.
- Integral with the bay. City is part of waterfront.
- The community comes together when anyone is in need.
- My favorite thing is the small town feel and community - the fact that I can bike to the grocery store, to work, and to a wilderness preserve all only 5 minutes from my house.
- Community
- Fishing
- Low crime rate in a beautiful setting.
- Small town, harbor town feel with city amenities
- Familiarity
- The sense of community. I enjoy interacting with neighbors and visitors to Sturgeon Bay, both young and old.
- Local community support/staying local
- Quality of life
- Access to water
- People
- Ppl, opportunities, geographical location
- A beautiful small town
- The small-town feel, and you know everyone
- Easy access to stores and community.
- Beauty and small-town charm
- View of the bay and waterfront
- Great place to live and raise a family.
- Wonderful location --- Peninsula . surrounded by water . One hour to Green Bay . a little over two hours to Milwaukee . Madison in three hours , etc.
- Being able to wave at someone every 5 seconds while

- walking/driving around town because you know most people within the city
- Real sense of small-town community with large city resources. I feel safe and there's lot of channels to stay engaged with my city.
  - The community
  - Connection to water and history.
  - The shipyard.
  - Great school district and something for everyone in terms of recreation.
  - Tourist destination so beaches, water, parks, atmosphere of a small and serene neighborhood feel but educationally challenged to promote skilled future workers that will want to return to keep our economy moving forward.
  - People, community, safety,
  - I hardly ever have to leave this city. Close to Northern Door and GB if needed
  - Access to beaches, parks, natural spaces. Schools are amazing.
  - The beautiful downtown area. There are opportunities to shop, dine, and enjoy the beauty of the bay.
  - Friendly people and natural beauty
  - The people
  - Water
  - The ability to walk to restaurants, library, friends' homes, galleries. theatre.
  - Access to both the bay of Green Bay and Lake Michigan. We are boaters and fishermen who spend all of our time on the water and on the land surrounding the water. In Sturgeon Bay we have access to the State Park and other recreational activities that are important to us. We live a lifestyle of hunting and fishing to sustain our family and being in SB allows us to do both that AND gives us access to the amenities of the city when we need them.
  - Everything is nearby, and the people are friendly
  - I live in the country and enjoy the peace and NON city life
  - The water and the land.
  - West Side Ball Field

- Good people, families and schools.
- Being close to water and parks.
- Wonderful community support of schools and the arts.
- Landscape, parks and events.
- Beauty and recreation
- Schools and activities
- I love Sturgeon Bay because of its history. It's a wonderful, safe, small town surrounded by many outdoor recreation options.
- Waterfront, water access, shipyards, tugs, variety of small restaurants and park space
- The sense of community.
- Vibrant downtown
- The views
- The interesting people you meet
- Sturgeon Bay has both a tourist draw, small town atmosphere, but also offers a thriving industrial center.
- Summer and Events offered
- Friendliness of residents.
- The people and what they bring to the city.
- Opportunity for children activities and recreation.
- Near the water
- All the Outdoor activities available year-round.
- There is always something to do.
- I love walking my dog in the downtown area. Especially around Sunset Park and Graham Park.
- The Bay
- Water/boats/ships
- It's historic personality
- Small town atmosphere
- Things to do, places to eat, people to enjoy...without having to travel too far
- The history and the historic downtown, as well as the city's proximity to the water (which I think is very underutilized from a business prospective).
- The multiple ways to use and enjoy the waterfront, parks, walking areas. Having a downtown to stroll and an arts district. The value of historical structures with character.

- The water and the upkeep of the waterfront.
- Walkable and historic downtown
- Historic downtown located on the water of Sturgeon Bay.
- Diversity of residents, interests, access to cultural and recreational opportunities. Good medical facilities.
- The different entertainment options and the access to water.
- a lot of opportunities to enjoy natural surrounds and community involvement
- So many things but I LOVE the waterfront the way it is, especially the west side.
- Small town where everyone knows each other and is willing to lend a helping hand.
- Small town
- Fishing and family
- The friendliness and caring for each other.
- Summers always have events going on. Winter null
- The maritime environment
- It is very unique. It is small but has a lot of culture and artistic outlets as well. It is also a beautiful area to live.
- The great people that choose to call it home.
- The entire waterfront & 3rd Avenue
- Nothing in particular
- Small enough that we know lots of people, yet big enough to have most of the services and stores that we need. It is close to everything else in Door County that we can travel to relatively quickly.
- Proximity to Green Bay and Northern Door.
- Everything is so close to where we live.
- Once you find people, the network and social structure is there. Close to recreational opportunities.
- historic small town

#### 12. What would you like to see change in Sturgeon Bay?

- More welcoming to outsiders, city planning that embraces our unique attributes (arts, music, ship building, tugs) and history (ships, agriculture, )
- Community
- The water, beautiful areas to just walk around, the quaintness of the city/county, the art.
- Arts District. Historic Districts. Historic buildings. Locally-owned businesses that give back. Home of Door County Community Foundation and a giving community -- in all ways. The Library! The Steel Bridge. Walking the downtown bridge loop. The skatepark. Otumba Park.
- A lot to offer for a smaller city. My parents live in a similarly sized city in SE Wisconsin and they don't have the landscape, diverse business, nor tourist economy that Sturgeon Bay has. Albeit, their housing situation is better, and homes are more affordable.
- The community of creative individuals who have moved here. All the non-profits and the people that support them.
- Waterfront and parks
- That it's not as "touristy" as Northern Door
- Friendly people.
- The great downtown. 3rd ave shops and restaurants
- On the water.
- small town, good services, good access to water and recreation.
- It's a real community -- a mix of people with deep roots and people with progressive ideas.
- Location
- Small town, safe, friendly, great place to raise my kids, close to nature activities
- Small town, safety
- Westside and downtown....think both sides should be called "downtown" ...one big beautiful downtown connected by a steel bridge
- The safe atmosphere that we enjoy here.
- An openness to maintain the identity of the area while embracing progress. Use what you have to keep the flavor, but move the community forward.

- More public space, especially on waterfront
- Better historic restoration. More new businesses. Find a tenant for the Younker's building.
- Please, please, please let the stoplights ALL blink every evening and during low tourist time frames. we would save 50% of the power in all the lights and countless powers of people idling at stoplights when not a single car crosses in front of them. I was in Green Bay today at almost 6 on Mason Street and all the lights were blinking. Green Bay, go figure.
- More sidewalks. Not only for myself, but for many others- we need sidewalks on 14th from Egg Harbor Rd to Walmart. Not safe to walk on side of street as there is too much traffic.
- Affordable housing for those moving here. I think rents of \$ 750. To \$ 950. Are still high for families starting out. Also, more incentives for young people to get into a house via purchase.
- Young families cannot move here as there is not nearly enough child-care in the City.
- SB needs to promote itself along with the rest of Door County. We need to be known as the BEGINNING OF DOOR COUNTY!!
- West side made walkable from where the Maritime museum is to the marina.
- Housing for seasonal workers. Housing for younger residents
- Bringing in a more diverse economy and population.
- The fighting to stop.
- Get rid of granary
- Hire at least a part time sustainability advisor, become a Green Tier Legacy community, educate citizens and staff about climate change , Look outside NE Wisconsin for new ideas that work, do creative problem solving by using more facilitated meetings, city council members MUST do more research on their own before coming to meetings 0 they don't have enough info to make decisions
- Development of West Side businesses - Continued waterfront development to facilitate residents and tourists. We have more shoreline than Northern Door County communities - yet majority of tourists pass us by. More childcare provisions for young families 0 making it affordable. A daycare facility in the

industrial park, supported by the businesses and convenient for parents.

- Better road maintenance and repair
- Less demanding control by minority groups
- Skate Park near high school + NWTC (like the one on the west side). Improved movie theater
- We have missed opportunities to attract more tourism to Sturgeon Bay. We need to allow our elected officials and Salaried Staff to make decisions that are not impacted by small interest groups .
- A more progressive city staff and council.
- I'd like it to be younger and diverse. My family is a single car household, so it also be nice to have a ride sharing infrastructure. Egg Harbor's free bike system is nice.
- Affordable rental and home purchase opportunities for locals and dorm housing for temporary residents during the tourist season.
- Preservation of downtown waterfront for posterity.
- More restaurants, furniture store, Kohl's, lower taxes,
- Not rely on the past to direct our future
- Preserve green space. Build on or fix up places that are deserted.
- More open to development both in affordable housing and in new business.
- I'd like the city to care more for its aesthetics and character. The ADRC is a great example. It might've been simpler to raze the old highway dept. building, but taking care in its design and renovation have resulted in a beautiful, functional, cost-effective facility.
- Roads more internet providers An Aldi's
- More development of the waterfront for enjoyment. I'd like to see the city do more to attract tourism. The streets are in bad need of repair / repaving!
- Stop adding additional amenities unless current amenities are removed or better maintained.
- More focus on development of town &resources within. Better streets, parks, trails & better restaurants, shopping.



- Less of a push for private individuals to make lots of money at the expense of the rest of us; and less fighting between the two groups.
- Less empty buildings
- Additional manufacturing, fed/state agencies, and corporate services companies locating within city limits to boost tax base. Roadway/infrastructure improvements thru Fed/State grants.
- Hijacking of city by those opposed to waterfront development. Must not give into their crazy high-water lines that restrict good development and public access.
- Stop obsessing on the granary. Start thinking about the future. More affordable housing. Elected officials and city staff that care about building a better city. A focus on sustainability is needed. Besides a couple solar flowers in front of the power company, what is being done to reduce the city's carbon footprint.
- More jobs and more forward-thinking businesses to locate here. We know people already want to live here- let's make the environment for business friendlier and better- i.e. we need faster cable services that high tech companies would like to use.
- Preserve open space and public access to those spaces as well as to waters surrounding peninsula.
- More restaurants
- West side waterfront development to finally be accomplished.
- Drain some water out of little lake before it takes over sunset park.
- Decrease in taxes, Fix TERRIBLE roads
- Attract more jobs, affordable single-family housing for young people. Stop attracting rich retirement summer developments. We need good paying year-round jobs.
- Westside waterfront, get rid of the granary
- More family/kid-friendly areas, activities and some road updates
- Allow developers to more easily develop their property
- More park / playground space specifically downtown, within walking distance. Sunset and Otumba are great parks, but I live

on the east side on Superior Street between 10th and 12th. There is no playground really in walking distance from us in that area other than the one at Sunrise school, which can't be used during the day in the school year. Maybe some kind of playground equipment at Graham park for people in that area?

- I would like to see the businesses on the West Side get as much attention as 3rd Ave and Jefferson St. We should also focus on making the city more accessible to silent sport participants like bikers and runners.
- Nothing
- A greater focus on making this a great livable community for year-round residents (affordable housing). Less focus on development/tourism. We need to have a better balance.
- More qualified representation. Currently the political party bias plays too much in how people vote.
- Affordable housing for families so they want to move and work here. Affordable childcare which is another reason we can't get people to live here. No more big box or chain stores and places to eat.
- Less new building and less sprawl
- Higher income white collar jobs
- More diversity. It is very white, and I have seen this lead to smaller thinking.
- Broadband access to more people, more childcare, focus on well-paying jobs
- I would like to see a grocery store on the west side of town!
- Better traffic control in certain intersections such as 8th Ave and Egg Harbor road.
- Street and sidewalk improvement. Every street should have a sidewalk
- We really need to improve on beautification. Take a tip from towns further north on how to landscape our city owned properties. Sticking a few spires bushes in the ground 6 feet apart isn't cutting it.
- Less fighting , less drama in politics. Easier opportunities for people to open a business. Less restriction on first time business owners. Clearing out vacant lots and unused /

- unusable buildings.
- Most importantly: More things for middle school-high school kids to keep them occupied instead of turning to drinking or drugs like a lot do because there's nothing to do for them. Real reasonable housing, Nicer roads, & better school systems Especially sturgeon bay high school when it comes to bullying and disciplining kids.
- Ban Round Up and other known cancer-causing chemicals used by the city. We should gear our city more to recreation and silent sports to attract younger people to the area. Make the city more bike/pedestrian friendly. Do something to attract more businesses to downtown and fill all the vacant buildings. Invest in green energy. Plant more trees (especially in the parks we already have) as well as along city streets).
- Increased amount of public parks, recreation opportunities and public waterfront. More trees. Less vacant buildings downtown.
- More attention to its roots as a maritime town. Any future commercial downtown development should be only done in a maritime theme.
- Better roads, and more bike trails.
- More businesses, dining entertainment more affordable housing options. Subdivisions (not all affordable housing needs to be for renters)
- Better road maintenance
- The "Old Boys Network" that has deep roots in the politics of the city and is so used to getting its way that any alternative idea to what it wants is considered radical heresy (for example, the hotel imbroglio on the west side waterfront).
- Entrepreneurship increasing without people having to worry about being obstructed by difficult groups that have no stake in the game/community. Allow people and businesses to grow
- Development of west waterfront
- road condition
- Service industry people, a large part of our tourist driven economy; I feel are ignored too often. Rent keeps rising as wages largely don't. So many businesses went short staffed this year possibly because of this.

- Have more places to bring children.
- Less commercial
- More focus on the people that live here year-round and less on the others
- Growth
- The ability to maintain roads in the city. Roads are old and should be replaced more frequently without needing to raise taxes. Snow removal is terrible. I would expect this level of snow clearance from a city in Florida. It is a (bad) joke.
- More affordable housing with actual human dollars being made used to recognize what is needed.
- Additional stores
- The declining of our land, woods, and fields for summer homes for people that do not live here year-round. I'd also love to see AFFORDABLE housing and raises for people trying to make a living here. Adding more hotels and businesses is NOT helping our city thrive. It is creating lack of employees that cannot afford to live here.
- Roads need to be better
- More economic growth. Think we are close enough to Green Bay, with a four-lane highway that we can attract business to build and grow here.
- Property taxes are very high .... Promote the development of vacant areas within the City ... Improve the overall efficiency of community services.
- A pedestrian/bike bridge over the highway, preferably on both sides of the bridge, so you can get around town walking or biking without worrying about crossing the highway. Clean up the westside and distribute events more evenly across town.
- Affordable rentals/better options to buy homes for low income/single parents
- I would like to see more millennials attracted to and remaining in sturgeon Bay, especially in industries outside of seasonal hospitality or manufacturing.
- Stop all of the granary nonsense
- Would like to see community embrace conservation, renewable energy and resiliency which would prepare us for a

changing climate and contribute to solving the problem while helping our local economy. Become a Green Tier community (DNR) statewide program. Do community solar. Help residents, businesses and public buildings become more efficient users of energy. Create a landscape of trees, shrubs and ground level native plantings.

- Better streets
- more waterfront venues
- More sidewalks on side streets. A grocery store on the west side or a Kwik Trip. Jobs that pay a livable wage with one full time income.
- Fix the streets! It's embarrassing hitting so many potholes or seeing newly fixed streets based on who lives on the street. City government that can be collaborative and focus on the needs of everyone, not just who you are or how much money you have or can influence. Update the West Side!! Make our city a continuity of beauty, not a bridge-divided that speaks to "one side is better than the other". Get more businesses to maintain an updated property space so it keeps our city looking historic and not run-down.
- less unused buildings, lower rent for commercial and residential property
- More indoor family friendly activities (indoor roller rink!) More adult activities or less alcoholic options. Perhaps more farm to table options. Kombucha on tap at taverns. Healthy Tea and food options offered.
- Cost of living needs to go down or the wages need to go up. Roads need significant improvement.
- For some reason, the Sturgeon Bay School District is attracting many low-income families to the area. Whether due to federally funded housing, transient workers, or other reasons, it is becoming increasingly difficult for teachers to educate children with huge skill gaps from low-income families (below the poverty line). I'm not sure that is the direction that Sturgeon Bay wants to continue to head in. We need more opportunities for well-paying jobs with benefits, and affordable housing for young adults that are single, as well as families.
- Updated school campuses.
- Forward thinking and planning for aging
- More support for artistic community from a City support basis. I love the music series, and film nights in Martin Park. We should have more city wide sponsored cultural events. Public transportation. On an environmental aspect, I feel there could be more services to promote healthy practices - composting, e-waste recycling, and hazardous waste pick up. On a beautification level, the old time lamp posts add a historic feel, but the lights are way too many and too bright. On any night, the entire downtown is lit like a football field. Being someone who lives on 3rd Ave, I have to close curtains at night or the light beams directly into my rooms and mostly my eyes. So, my question is what do these lights serve? Is it safety? Is it for charm? If so, you could still either reduce the amount of poles by 50% or add hoods to draw light down to the street, not out onto facades and into buildings. Commercial trucks should never be allowed on 3rd avenue unless actually delivering something. Trucks should not be allowed to idle on street.
- I would like to see Sturgeon Bay continue to develop by using (or replacing) existing structures to provide both business opportunities AND potential housing. Creative use of downtown spaces will enhance opportunities for all as well as improve the downtown experience (in contrast to having vacant buildings continue to be vacant).
- There needs to be housing that's actually affordable
- Better roads and more inclusion of what residents want not the elected people want.
- The local government to quit their squabbling. It's embarrassing to the residents.
- Better infrastructure maintenance...street repair and plowing in the winter...less fire and police protection to lower city costs.
- The mayor
- Better attention to pedestrian and bicycle traffic. Affordable housing for families. Continued commitment to parks and green space for the public.
- Better businesses and strong employment year-round.
- Providing more affordable housing opportunities for long term full-time year-round families. This city is desperately lacking in

this area.

- Lower property tax.
- Be more progressive. Attract younger people.
- Housing how is the new affordable housing starting at 1050 monthly for 2 bedroom
- I would love to see more retail attractions as well as bars and restaurants come to Sturgeon Bay. I certainly don't want to see it turn into cookie-cutter suburbia, but something that resembles the historic Main street in Breckenridge, Colorado that comes to mind.
- Cleaner entrance to the west side...Now it is car dealers, old run-down atmosphere and soon to be low income housing from the most picturesque hill in the city
- Environmental awareness, youth appreciation and involvement, an increase in progressive views on education and versatility of transportation and infrastructure.
- I would like to see actual affordable housing that does not cost \$1,000 or more per month. People have to work a lot of overtime or multiple jobs just to support their family. All the new housing going up is not for lower income people. Also, a lot of people need 3-4 bedrooms now and there are not a lot of options for bigger family's in this city. You guys are too worried about tourists to make the residents happy.
- More attainable housing for workforce.
- More priority put into infrastructure and also student resources such as programs in schools, outreach organizations, and more funding for organizations already established.
- Develop the west side waterfront!!!
- Improvement to the waterfront area downtown with more PUBLIC access. I would like to see less divisive politics in local government.
- More things to do for families in the winter or maybe I just need the knowledge of what there is.
- More improvement of streets.
- More agreement/collaboration at the city level on what is best for all city residents, regardless of income or influence. This seems to have improved since the last city election.
- Make this a much more walkable city. There are still too few sidewalks for residents to use. Funding for new sidewalks should be shared with all residents and businesses, which should spur more new sidewalks to be installed.
- More affordable options available.
- More childcare options
- Need more higher paying job opportunities, need more housing, need more bars, restaurant, stores. Improve for more year-round tourism.
- Lower taxes
- I would like to see the city support and get excited about our small businesses. We're fortunate to have a diverse group of small businesses and feel that they get overshadowed by the industrial park.
- Less arguing over silly things
- Better roads, higher paying jobs
- stop using TID's invest in residents, not developers
- Focus on getting people to realize sturgeon bay as part of dc. Get traffic off of the highway bridge and funnel it to downtown. Outdoor heated public pool.
- Nothing in particular at this time
- I would like for the city to realize that its appeal lies in its history. Tourists don't come to Sturgeon Bay and Door County because it's modern, but because it is quaint and hearkens back to an earlier era and way of life. It is possible to artfully combine the old and the new in wonderful ways (and in my opinion this should be the goal), but to completely disregard and tear down the past and replace it with contemporary structures in an effort to "modernize" the city seems to me to miss the point of why people move and visit this part of the country. Although I just mentioned the history of the city, I'm now going to contradict myself a little. The visual appeal of the city is just that, an aesthetic concern. However, I do worry that Sturgeon Bay relies too heavily on its economic past, that is, tourism and manufacturing. I don't have any problem with either sector of the economy (in fact, my business is very dependent on tourism), but I think it is important to diversify, to create an "economic table with more legs." For example, I

think there are an opportunities in science and education, especially in the area of freshwater science. Sturgeon Bay is a unique place that brings together separate freshwater ecologies. This is an area of great interest to science, and should be courted by the city. I would like to see the city become more family friendly in the future. As a working parent who has two small children, I have found childcare to be an enormous problem. There seems to be one prominent childcare center in Sturgeon Bay, the YMCA. The wait list is long and if one hires private childcare, it often costs more than you make. I know many parents that have struggled continuously with this problem: make more money (by having both parents work), which you then give away, or keep one parent at home and struggle financially. Finally, Sturgeon Bay (and Door County) has become a retirement community. This needs to be addressed. Young people don't want to come here. Some of the reasons for this problem I have outlined above. But the City needs to figure out ways to attract (or keep) young people by providing a more diverse array of economic opportunities.

- A more integrated and safe network for non-vehicular traffic. Connected walking paths and bike lanes/trails. More nightlife-things to do after a TAP show, live music. More affordable housing - not for me but to equip young professional families to make SB home.
- The stupid things people argue over. Also, junky, falling about houses.
- More support for retaining historic character of the town.
- Increase sustainability efforts - solar, recycling, repurpose, and reuse.
- More and more affordable housing for young families and senior citizens.
- Better bike trails
- neighborhood listening sessions in the evening
- Affordable housing, truly affordable, assisting low income families the ability to PURCHASE homes, rather than rent. Home ownership can really put roots to young, poor and struggling families. Rent is CRAZY. Air BNB's in a place where

tourists will pay tons of money, leaves our locals, who are the foundation of the city, leave as they cannot afford the housing here & landlords hold them over a barrel.

- Less affordable housing apartment complexes.
- Better parks
- Taxes to high. Roads are crap. Schools are okay. Nobody wants to make tough decisions. Promote what we have. Burn the big bird house west side
- More affordable housing.
- More winter events for families and kids that do not cost a lot
- More affordable housing owning and renting
- I would like to see more people have more access to good paying jobs, stable home lives and to be happier on a whole. I would like to see things like abuse and drug abuse and poverty decline.
- More cooperation between individuals and government to work together to better the city rather than people taking up causes of things to fight against.
- The politics.
- The changes I'd like to see are irrelevant to the growth or direction of the city
- Less political maneuvering and time and money wasted on the Granary and issues that keep the town from more pressing issues. Out roads are in terrible condition!
- Concentrate on bringing in youth rather than just concentrating on retirees. Sturgeon Bay needs to attract a younger EDUCATED workforce, but we need to continue to create jobs for them as well. The city government needs to welcome new development.
- Stop bringing drunk tourists to town via visitor bureau offerings and trolleys. It's stupid, is unsafe for our kids, and utterly unimaginative way to provide money to business owners downtown
- The granary issue resolved civilly by everyone involved.
- More opportunities for families with kids - Children's museum, indoor play areas, day care options, etc.
- Green infrastructure, promote walkability. Needs more street



trees. Prioritize incremental development.

- More childcare options; More indoor activities to do with kids
- Affordable things for the residents. For example: cheaper rates for locals. We shouldn't be paying the same amount as tourists to do things in our city.
- Kindness and inclusiveness modeled in city government. Feeling welcomed at city hall. Proactive city planning. (e.g., the west side housing development with loss of ballfield -- the issue could have been addressed ahead of time by being proactive -- by city staff working with developer to consider configuration options, by city staff exploring ballfield relocation options, and developer financial contribution to enable that, by meeting with community advocates to discuss potential alternatives, etc. -- rather than presenting a false dichotomy to the community... which happens too often). Creativity and welcoming of great ideas from a diversity of sources including other towns.
- Better sustainability outside of tourism. Our community is made predominantly of elderly/retired citizens and we need to plan accordingly. Sturgeon Bay is definitely a tourist/elderly destination, so being a 30-something adult with a great job is hard to fit in around the city with likeminded people.
- More waterfront available for the public. Creative ways of looking at space. I think that more creative entrepreneurial folks will find their way here and bring jobs.
- Jobs and housing
- Lower taxes and more housing opportunities

**13. If you could describe your vision for Sturgeon Bay's future (the next 10 to 20 years) in a few words, what would it be:**

- Sturgeon Bay is proud of our past and welcoming the future. In 10 to 20 we might be called; vibrant, welcoming, open to LGBT, families, new ideas, new people and cultures - a great place to visit and live.
- Shrink government, keep schools efficient, competitive, and strong. Keep our young families front and center in planning for the future.
- Balanced opportunity between tourism and commercial

- Doing something rather than fighting about things would be good
- Repurpose empty buildings and street repair.
- I want my city to enter into the Door County experience. Many tourists still do not stop or know about Sturgeon Bay. We need to maintain the small-town feel while providing more to do. We need to become the main Door County destination.
- More walkable. More historic restoration. More waterfront for everyone. Library on the water! More progressive government. Too many good old boys. Inter-generational situations like senior housing with daycare or preschool in it. Something like Kress Center!
- Develop year-round opportunities to attract young families and stable economies.
- We need a stronger local newspaper, but that is true everywhere. I'd like to see a more progressive city administrator.
- More emphasis on sustainability and tourism
- Affordable housing, locals able to afford buying a house, better access to social services
- More housing and day care
- Bigger business, affordable housing, more accessible high-speed internet
- westside waterfront park and granary project finished walkable waterfront around entire city
- Figure out a way to get funding to fix our roads and maintain our parks.

services

- Community participation. Expanded services. Preservation of historic buildings. Quality architecture for new buildings. Walkways along shoreline.
- Why are we not bending over backwards to get broadband internet here??? Get off your political duffs and let the entrepreneurs do their job and create a working internet system. This is a travesty in that our young people have to put

up with the terrible infrastructure we have here. Does anyone care about how our students are behind in the way of internet usage when they go into the real world? How about the Problems all the businesses have on this entire Peninsula because of the lack of Internet??? Also, does anyone have a plan for using the Waterfront? Now that we have put a huge box right on the water next to Stone Harbor Which makes it so we can't see the water at all, I shudder to hear what might be next. Moore Public Access is needed. Get rid of the silly Hotel idea on the west side and build a recreational Waterfront area for the public.

- Maintain and grow affordable places to shop for necessities - tj Maxx was a great addition, would love to see Aldi And/or Kwik Trip. Continue to invest in schools. Don't let programs fall apart.
- More affordable housing, both rental and ownership. Incentives for both, county and state. Vibrant downtown, especially west side. More transportation for the elderly and transport to and from Green Bay, locally sponsored. More residential standards in neighborhoods as in finish your house project, get rid of abandoned vehicles parked all over, get rid of all the campers in backyards (good Lord), and maintain an equitable building inspection mandate. Every time we remodel, the inspector comes. There are homes here still unfinished after 20 years, with exposed dry wall and beams. Really? Also, junk all over city lots is not too appealing. Walk the alleys like I do. I am on 8th and Rhode Island, nice area near Memorial Drive. Alleys are unsightly as are some properties. Start taking a harder line. When we owned an investment property at 444 N. 7th Avenue, the city was always there. Not so much when you own your home. Time to clean things up.
- Embrace year-round tourism.
- Pretty much as is, please avoid the high-rise condos that are taking over all the beautiful places in the world. More sustainable, with people growing gardens and food in the front of homes instead of lawns.
- No quarry development! Instead, a stable/growing downtown

filled with independent businesses serving the metropolitan area including a more diverse population.

- Become more appealing towards the younger population and families to help grow the city.
- To see it grow as a city should. I am for economic development.
- Maintain the small city New England of the Midwest - flavor while keeping the downtown working waterfront. SB will become the hub for invigorated growth in the eco/agra tourism businesses. Cruise Ships will eventually be stopping here . Encourage a more diverse city council and staff. SB should become a leader in sustainability and use it in its marketing. Policy and staff vehicles should be all electric or at least hybrid.
- Development of West side: Grocery store Portside development and Stone Harbor; good motes b/c it opened up access and view of water to the residents Continued growth and progress - holding and memories that are not productive (i.e. granary, west side field) are eyesores and . expenses the residents cannot afford. Move forward, not dwell on past
- Get rid of granary
- Keep the same atmosphere in terms of small-town friendliness. Also, promotion of its nautical prominence,
- Small town atmosphere retained with development of our waterfront
- Embrace diversity, improve/maintain our economy, and reforest our parks and green spaces devastated by invasive species.
- Closing the shipyard because it is a cancer to our community and redeveloping the 53 acres that would be available. Building up density of current city limits. Celebrate a public waterfront. Contain sprawl.
- Sturgeon Bay is pretty great already, but I'd love to see us have better infrastructure and incentive to use alternate transportation (walk, bike, ride share) to really take advantage of our full-service city. I'd love if it was easier for young people to move/stay here.
- Better employment opportunities for permanent residents. Many people I know have to work three jobs just to scrape by.
- Preserve and Beautify Downtown.

- Growth, more higher paying jobs
- Growth in industry, tourism and housing
- To be able to see the water from PUBLIC land. Preserve green space. > this will be a critical draw in the next 20 yrs.
- Diversify our economy to allow for more year-round residents, increase affordable housing both through building new and having fewer Airbnb homes taking up what would otherwise be an affordable purchase or long-term rental home.
- A true community where people of all ages live, work, play, & are concerned for each other's well-being.
- Maintain and improve
- Expansion of the waterfront for public enjoyment both residents and visitors, keeping it environmentally responsible. New commercial businesses (like any new chain stores that are BIG (like a Home Depot) should be kept on the outskirts of town. Keep downtown quaint!! There also seems to be an ,“us” vs. “them” mentality among residents ... (lifelong / blue collar vs relocated folks due to retirement, the ability to telecommute to jobs elsewhere) that needs to be addressed. I’m in the latter group, have made a commitment to S.B., am contributing to the economy and paying real estate taxes and would like to see the community retain its small-town persona while attracting tourism for shopping, lodging and restaurants.
- Stop adding additional amenities unless current amenities are removed or better maintained.
- More focus on development of town and resources within. Better streets, parks, trails plus better restaurants and shopping.
- Slow, careful growth with all citizen interests taken into account. Continued preservation of wild lands with public access. Strong schools.
- thriving, more younger families (affordable housing, good paying jobs, increased childcare options)
- Measured multifamily and stand-alone residential growth with a coordinated update/improvement on parks and infrastructure. Increased tourism draws (natural history or Native American museums, etc.)
- Continuing development of waterfront for economic

development and public access.

- To be more like Sister Bay or even Egg Harbor.
- Better support of our businesses so that they can be successful
- Concentrate on creating open space downtown "granary/museum" area where open space can host events which contribute to downtown vitality and diversity. Open space vs hotels/condominiums as open space allows a wide range of activities to occur and change over the years as needed to attract visitors. Tourism will always be a big slice of the pie and ability to encourage people to visit city center will be a constant economically infusion of vitality. Hotels/condominiums have their place but really just feed off of existing vitality. People don't typically come to an area that has a great hotel but no attractions. Rather they come to the great attraction and find accommodations.
- I would like to see its population increase.
- Economic development to decrease or stabilize taxes. Continued to enhance water environment
- Whatever can be done to attract young families to our community. Future will require care and services for the aging population. Affordable housing, childcare and better paying jobs are an absolute necessity to achieving these goals.
- Fill the empty building's with companies, like a good clothing store.
- more affordable housing, bringing GOOD paying jobs
- Economic growth, more for young professionals to do, better housing for workers
- See Above !!!!
- take action on empty/unused buildings or lots
- Active, healthy, safe community
- A unique vision that separates us from upper Door County. Less wine, cheese, fudge, shops and more health, wellness, and sustainability focus.
- Don't let growth take away our beauty.
- A sustainability-focused community that attracts remote workers, artists, and environmental activists working to preserve the astoundingly magnificent beauty of this area.

- Waterfront development that brings in a new tax base
- Get rid of the chains and big box stores and make it attractive to young families. Sturgeon Bay has gone commercial and I miss the "good old days".
- Preservation of the small-town character and charm with historic preservation of the downtown
- See # 13. Also, the ability to maintain infrastructure
- Invite and accept more diversity.
- Bring younger families or younger couples into town (as many as retirees), be open to change that younger people want
- I would like to see Sturgeon Bay be seen by the tourists as part of Door County. Too many people drive right past, to the "real" Door County, and we are losing tourism dollars because of it. We have great mom-and-pop stores, a very walkable downtown area, a beautiful waterfront, great museums and much more, but yet many tourists do not know what there is to do here. I'd love to see us compete with the rest of the peninsula.
- Economy growth but keep the small-town feel.
- Commercial improvements like Costco, Kwik Trip. A downtown parking garage would help with traffic.
- Maintain the charm and historic waterfront city feel, and continue to grow tourism. Attracting an educational campus or research facility would be amazing. I would most importantly like to see us do our part in addressing environmental issues and climate change. Take it seriously and plan projects and future infrastructure accordingly.
- Thriving waterfront village.
- Clean, not over run with hotels & expensive places to live. Keep the small town feel like the people come to visit for.
- I would like to see a sustainable year-round population that is more balanced (more families and young people) as opposed to Sturgeon Bay turning into a retirement community./tourist community like the rest of the peninsula. I would also like to see Sturgeon Bay focus more on our identity as the gateway to Door County by being a leader in environmental standards, green space, green energy - community.
- Community, downtown, silent sports, social hub, recreational opportunities in town connecting to outer lying natural areas
- To quit denying what it is. It's a maritime, tourist town. Wages are extremely low here. We don't need low income housing, which solves nothing, we need higher wages so people can live a decent life. Now, we are a sweat shop.
- More affordable housing and better paying jobs.
- Grocery store on West side. Business growth on East Egg Harbor road.
- Protect the rich history of the city, its historic buildings and institutions, with an eye towards making the city an attractive stop for tourists to Door County.
- Stable growth for businesses, new and old.
- Continued growth and tax base
- Change is inevitable, it would be nice to see it done tastefully though, with an eye on the future and a thought for the past. Too much focus lately has been on catering to the tourists and building places that don't fit the city. People come here for its quaintness and beauty. There are those with money as their goal that don't seem to care about that and only want to build the latest and greatest to draw them. In doing so, they end up pushing out the small business that made the city what it is.
- 100% dump the idea of the grainery, use that place as something else
- Don't try to make it like other cities. Let it be as natural as possible.
- More things for the everyday family to do
- Growth of younger generation
- I would like to see the city become more accessible via bicycle. Bike lanes start and stop with no apparent reason. would also like to see a city that doesn't make irrational decisions based on nostalgia. Instead, rationally considers other people's needs and the benefit to the community of ideas. The city should also move to make internet available to everyone. Broadband should become a utility similar to water while better cell service or Wi-Fi should be available in public areas (e.g. Third and Fourth Ave.)

- Affordable housing for all . Not 900-1500 rent pricing
- Less building, more affordable places to live, and more street repairs.
- Growth, but maintain small town charm.
- Focus on improving the quality of life . Do not accept sub-standard, lower quality expectations.
- More and more young people move in to truly revitalize the area and keep it sustainable into the future.
- Growth and a better, more reliable work force
- Continuing the trend to embrace change but honor history. The newest plan for the west side (including the Ice Age/Ahnapee trail heads) blew me away
- Grow, more affordable housing options for middle class, no granary
- Become a sustainable community supporting health of people, wildlife and a sense of place.
- A blend of industry, art, waterfronts and great restaurants
- More good-paying and corporate job opportunities for young families/people to be able to live and work here. Develop the waterfront for families, not just museums.
- more restaurants and events on the waterfront
- Continued support for the arts. Less poverty by more affordable housing and employers that offer a full-time livable wage.
- Historical, well-kept, all income levels of people surviving, homes being well cared for and lived in (not run down because of too much spent in property taxes), businesses needing skilled workers, not just entry level.
- performing arts district that supports both community and professional
- More ecofriendly jobs and businesses. Make our school calendar fit our tourism industry. More family friendly options, especially for cold/bad weather.
- A place anchored in families rather than the wealth and retirement communities.
- There is a huge amount of wealth disparity in this area. People take one look at the yachts parked on both sides of the bay in

the marinas and think there is a lot of wealth in this area. They would be shocked to see the poverty levels that we see in the Sturgeon Bay Schools. More than half of our student population is free and reduced lunch. Sturgeon Bay was not always like this. I cannot imagine what the poverty levels will be like in another decade if we continue to trend in this direction, and yet we are surrounded by extreme wealth that does not belong to the people living here-only those that vacation here. What we need is more community resources to help these families. We need opportunities for education and mental health services as well.

- I would like to see a way where we can take further advantage of tourism and put that money towards updating and improving school facilities in Sturgeon Bay.
- Create a comprehensive plan that supports successful aging and immigration/maintenance of young people.
- Better roads. Do something about the eyesore Kmart building/parking lot and Save a Buck building/parking lot
- A place for families to continue to grow- as full-time residents. Sturgeon Bay as a destination for people visiting DC instead of driving up the Peninsula and avoiding SB altogether. Increasing the downtown area and Madison area shopping districts, restaurants, including family themed to celebrate our heritage like the Maritime Museum does, and hopefully Granary will do. The fact that we are a working City with the boat yard and working tugs, including an historic Steel Bridge which is a Veterans monument, is also something to welcome and honor. Certainly, to honor and maintain our precious waterfront from development! Light the Steel bridge as many communities have done throughout the world brings in measurable tourism. Limit the size of any new hotels and to include real review of how many actual rooms SB needs, not what a future developer wants. Affordable housing.
- Sturgeon Bay is amazing and is often overlooked for communities further North. I think we can retain Sturgeon Bay's "city feel" while, at the same time, appealing to the masses through development of both the waterfront and downtown areas. Development of unique businesses



(boutiques, restaurants, waterfront entertainment/public spaces will appeal to locals and visitors alike.

- Good city with growth and opportunity
- Keep the businesses growing, but do not destroy the beautiful water and land we have left. Leave it natural and as is.
- Save West Side Field
- Prepare for post boomer world.
- To have an auditorium for all in the area to use. Too many places have little space for any crowd over 200.
- More activities for all ages. With so many hotels and restaurants we could hold popular concerts. Also, offer affordable activities especially for the teens. It would be nice to have a roller skating and indoor ice-skating rink.
- Better housing
- I would love for Sturgeon Bay to have the ability to attract more business and retail options to support a younger demographic. I would be thrilled to see the development that's happening in Egg Harbor and Sister Bay happen in Sturgeon Bay.
- Similar to Sheboygan. A working waterfront, with public access, kayak launches, well maintained parks, small tourist type restaurants and smooth main roads
- An expansion of environmental awareness and progressiveness that continually attracts young entrepreneurs and tourists to explore and consider Sturgeon Bay a place to live and build a livelihood and a family.
- Better paying jobs, more affordable housing for low income families and better housing for bigger families
- A high-quality residential community for younger families.
- Modern infrastructure and more public art; the investment of a new city layout will bring more people to the town and will boost the economic value.
- Lean in hard to tourism and growing the city for young families.
- I would like to see a town with a robust tourism oriented downtown waterfront, along with continued expansion of the industrial park area.
- Not to grow too much bigger losing the small-town living. This

would include number of people, no more apartments going up and losing green space. Keep it small, quaint and charming would be what I hope for.

- Improvement of city school buildings.
- A beautiful, safe, affordable and fun place to visit or call home.
- More affordable housing options.
- Keep our neighborhoods safe
- Truly become part of Door County from a tourism standpoint and have more to offer from job opportunity (higher paying professional jobs not just skilled labor jobs)
- Attract more younger people
- I'd love to see a focus on climate mitigation and coastal resiliency. I'd love to see growth in jobs focused on green technology or general IT companies. I'd like to see an attainable housing mix too.
- Improve waterfront areas and pathways/sidewalks for tourists and locals to enjoy the beautiful outdoor setting here.
- Bonfire every year commemorating the destruction of the granary and the dissolution of the Sturgeon Bay Historical Society.
- focus on keeping Sturgeon Bay different from anywhere USA. Invest in benefits to City taxpayers, like road repair, give incentives to local smaller developers to infill our housing needs in our city core, for workforce, low income, and elderly. Quit supporting big development and moving our tax dollars out of the area. improve walkability everywhere. step into the modern times with zoning and ordinance flexibility.
- Using our property wisely. Use our money wisely. Improve attractions. Use this format for every city decision. Control shipyard impact on the community.
- Resolution of the waterfront questions
- A greater presence and support for the arts. More diverse economy. Greater support for downtown businesses. Greater support for young families.
- A progressively driven city that embraces the arts, history, silent sports, maritime history, and nautical lifestyle. Securing a couple of mid-size company headquarters with professional

careers along with the rest of the city embracing a living wage and associated housing. Not only does Sturgeon Bay embrace its role as a destination for tourism but it also attracts young professionals starting families. It should be a city bustling with active lifestyles enjoying the many natural gifts of the surrounding water and parks.

- Walkable, good public and medical services, old fashioned, small town
- Maintain and feature our history and waterfront while encouraging cultural opportunities. Investing and growing these things now will make Sturgeon Bay a place that people will want to visit, invest in, and live in far into the future.
- Civil decision making; more opportunities for housing, etc. , at all income levels.
- Increase recreational opportunities
- Affordable housing for ALICE workers and senior communities. Health care safety net for no or under-insured. Replacement of Younkers-like retail facility
- Some type of building moratorium. I don't want the city's waterfront developed to the point it loses its beauty. I believe in free enterprise, but who will work those jobs anyways. We also need a more qualified workforce for retiree community's and homes. There is a true shortage and our seniors deserve the very best.
- Less affordable housing districts. We need less big apartment buildings.
- More things for young people to do. Attract young families to the area.
- Tourism, increase industry. Build modest homes for young
- The westside waterfront completed.
- A growing community built for everyone. With plenty of things to experience
- Continue to create a tourist environment, foster growth of small entrepreneurial businesses, create more affordable housing (\$450-\$500 a month) and more affordable houses to own
- That people who live here are happier and more content and that people's lives are more stable.

- Stable growth and modernization that still respects the natural beauty of the area.
- A beautiful waterfront, thriving 3rd Ave, Madison Ave, and Jefferson business districts.
- To not lose the small-town atmosphere
- Pursuit of clean sustainable industries that will bring in young families to grow our schools. Without that our taxes will continue to increase, and school enrollment will decrease. Our schools need to adopt cutting edge curriculum/philosophy and be able to pay their teachers at a competitive rate. This is a great place for all ages to live and we need to become more than just a retirement and tourist haven.
- Sustainable growth. Increased tax base. Increased income levels.
- Self-sustaining system of locals supporting each other
- See answer to question 13
- Cater to young families and expand identity from tourists and retirees.
- Walkable community - sidewalks everywhere, public transit, public transit. Community gardens in more neighborhoods. Abolish parking minimums.
- Keep things growing but not too fast. Door County is charming, we should try and keep it that way.
- Kind, inclusive, diverse community and representative government that models this attitude. Visionary projects that welcome all and inspire everyone. Shared support of history, environmental quality, education, arts, opportunity for all. Family-supporting wages and livability. Attention to the climate crisis.
- More diverse and less divided politically. Thriving community that growing young families want to live in versus moving away after high school. Plan the future around city residents and not tourists.
- A dynamic city that has more educational offerings to young people. A destination for those interested in theater, music, dining and the arts.
- Same as above

- Growth
- Attract some viable businesses here. Please, no more coffee shops
- Attract young residents with multiple types of jobs and income levels...need affordable housing.
- Become the main Door County attraction destination for tourism
- User friendly! Historic preservation! Small business strong.
- quality development of and access to the public waterfront, wireless technology, supported by services and good roads.
- A city that is very proud of its history and actively protects its structures and communicates their importance. A city that is seen regionally and state-wide as a model of progressive growth -- partner with educational facilities, follow best practices on sustainability, provide affordable housing, provide

well-curated public spaces and parks.

- A vibrant downtown area, a , green town that makes parks and natural areas a priority... a focus on getting families and kids outside (by making nature accessible) Natural areas are a good marketing point to draw young adults who might open businesses or fill needed jobs. Bringing in businesses that will have jobs for a younger generation to keep our city growing.
- Allow larger chain businesses, more affordable housing and internet accessibility to allow young people to stay or move in
- prevent sprawl and repurpose old buildings and spaces
- We need more ,”attainable house”, We need to address that much of our economy is based in the service industry. We need to find places for the people who work here to live here. Dorms??

**14. How often do you use each of the following to get from place to place?**

Mode of Transportation	A few times per week	A few times per month	A few times per year	Rarely or Never
Biking	37 (19%)	31 (16%)	68 (36%)	55 (29%)
Borrowing the personal vehicle of a friend, family member, neighbor, coworker or acquaintance	0 (0%)	4 (2%)	20 (11%)	163 (87%)
Getting a ride from a friend, family member, neighbor, coworker or acquaintance	5 (3%)	25 (13%)	55 (29%)	105 (55%)
Public transit (Door 2 Door Rides)	2 (1%)	0 (0%)	17 (9%)	171 (90%)
Riding a motorcycle or moped	9 (5%)	8 (4%)	16 (9%)	156 (82%)
Taking a taxi service or rideshare	1 (.5%)	3 (1.5%)	34 (18%)	152 (80%)
Walking	97 (50%)	54 (28%)	29 (15%)	13 (7%)
Your own personal vehicle	191 (98%)	2 (1.5%)	0 (0%)	1 (.5%)

**15. Sometimes we are not able to walk to the places we need or want to go. Do any of the following keep you from walking more often?**

	No	Yes
Health Issues	163 (87%)	25 (13%)
No nearby sidewalks or trails	125 (66%)	64 (34%)
No one to walk with	167 (90%)	19 (10%)
No shops or other conveniences nearby	132 (71%)	54 (29%)
Not enough lighting at night	119 (63%)	70 (37%)
Prefer to drive	96 (52%)	88 (48%)
Safety Concerns	146 (78%)	40 (22%)
Sidewalks or trails are in poor condition	124 (66%)	63 (34%)
Street crossings are unsafe	141 (76%)	44 (24%)
Too far to travel by walking	73 (39%)	113 (61%)
Too much traffic	160 (86%)	25 (14%)
Weather	56 (30%)	132 (70%)
Something else (please describe below)	50 (75%)	17 (25%)

**Describe specific issues:**

- Living on west/walking back up hill
- I walk and bike whenever possible!
- I have suffered two compound fractures in two years during the winter months: one on city property and the other not. I'm terrified trying to walk along Juniper Ave between Otumba and Bridgeview because the street plows cover the sidewalks with snow and the street is icy in the winter. Pedestrians shouldn't be forced to walk in the street any time of year, especially in the winter.
- Even main streets like Michigan St by the SCHOOLS is poorly lit, but over by the police station - nicely lit.
- Stores for regular needs like groceries and household items are too far and not near sidewalks. Downtown is walkable, but so overrun with tourists it is not enjoyable to go there. And so many areas have no sidewalks, so even walking just to walk is challenging in many areas.
- I would walk more and drive less, but many places I go in town (restaurants, stores, etc.) don't allow my dogs to enter. Therefore, I need to drive in order to have a place to leave my dogs while at my destination.
- Most of my walking is recreational.
- Don't have time to walk for all needs
- I use to walk to work every day, or ride my bicycle. Now retired.
- One thing that keeps us from walking to the grocery store is the lack of sidewalks along 18th Avenue between Florida and Alabama Streets. It is too narrow and dangerous of a road to walk on.
- I walked a lot with a stroller I've the past 1.5 years and the sidewalks are very difficult to navigate on the west side because they are in bad shape.
- I don't have a problem going to the places I need because I live downtown, but some improvements would be great for my leisurely walks. Expanding waterfront paths, connecting/filling in missing portions of neighborhood sidewalks.
- Rarely does city put pedestrian crossing signs up. And, multiple intersections near bridges dangerous for crossing.
- Time--such as attending a class at the college or Crossroads or seeing a movie.

- Not really a problem
- Walk less in winter. Other seasons, walk frequently.
- The highway. If there were a pedestrian/bike bridges to cross it and connect where I live to downtown, I would bike and walk a lot more.
- Working too much to make ends meet with the cost of living in the city.
- Sidewalks are sometimes not in good enough condition when I am pushing my daughter in her stroller. I never would have noticed or had an issue when I'm just walking myself.
- City could do more to keep snow removal at corners and keeping sidewalks clear are helpful to pedestrians. As someone who owns property on 3rd ave, I clear my sidewalk of snow and ice, only to find the city plows bury me in multiple times during a snow event. Drains are not cleared, and any melting snow builds up making walking a hazard.
- Traffic doesn't follow speed on our road. No sidewalks, lots of kids on our road, no lights
- It would be very nice to have a bike/walking route that spanned the county from Sturgeon Bay to Gils Rock (or Sister Bay...or something like that). Bay Shore drive, for example, has a pretty inadequate bike lane. I feel like within town, biking is ok, but outside of the downtown area, biking and walking can be dangerous...so to some extent this is a county-wide problem.
- Icy sidewalks prevent winter walking. I would like to see the city take over sidewalk snow removal in all neighborhoods. It's not safe to walk in the streets. Marked crosswalks are few and far between. Streetlights were removed a few years ago and should be put back.
- We do not need public transport now, but support it being available for when we do.
- Would love to walk or bike more often in town... only some neighborhoods have good sidewalks (or, any at all)Some areas are busy with traffic and there's no safe place to walk. (As was the case on Egg Harbor Rd. Now much better with sidewalks) would love to have a town that's connected by trails and sidewalks so we could walk more.
- Ice or unshoveled sidewalks can make things difficult

**16. In your opinion, is it possible to bike safely to most destinations in the City of Sturgeon Bay? Please describe specific opportunities for improvement.**

151 (79%) Yes

40 (21%) No

**Describe specific issues:**

- There are not enough marked bike lanes and make it more obvious.
- Third Ave, downtown and Egg Harbor road to the North are not bike friendly
- Need more designated bike paths.
- The public needs to be educated on how to drive around bikes in my opinion.
- designated bike lanes would be helpful
- Not qualified to answer as I don't bicycle at all and don't know the issue well
- Confusing and intrusive bike lanes in Michigan.
- Hwy 42/57 from Grant Rd needs to be compliant w/ DOT agreement @ intersection, Need back road connecting Grant Rd to Sawyer Dr. Adhere to safe routes to schools' protocols and Smart Growth
- Traffic Lanes narrow, fear off traffic
- Although it is relatively safe to bike in St. Bay, we could improve in this area by designating a downtown area that reduces the dominance of cars.



Starting with an enhanced crosswalk at 5th and Jefferson we should create bike lanes and continue to reduce traffic in downtown. My dream is to block off Third Ave from Jefferson to Michigan. Pedestrian/bikes only!

- I'm a confident biker and it's my favorite method of transportation, and I can get anywhere I want to go. Honestly one of the biggest issues is there aren't too many other bikers, so cars don't always know how to handle them. Some of my friends don't like to bike because they aren't comfortable being so close to cars (cars don't always give you plenty of space). My biggest concern is some of our streets have large potholes and they can be dangerous at night if you don't know where they are.
- I would like to see designated bike lanes on most streets.
- There are few bike lanes and many narrow and poorly lit streets that are not safe for cars and bikes to share.
- 2 lane streets where parking is allowed on both sides.
- It would be GREAT if we had designated bike lanes on all major streets (and the streets were repaired). I'm a senior and don't really have issues now, but would like to keep biking as I keep aging.
- I have previously lived in larger areas and biking here is considerably safer than other places I have lived.
- Roadways leading into downtown are in poor condition. Cars parallel parked create a safety risk.
- Would be nice to have bike/walking trails along busy roads
- Egg Harbor Road at Georgia intersection is unsafe. Crossing the highway on Neenah Road is unsafe. More bike lanes are needed.
- I would like to see trails that are not part of roadways.
- I am an active bike rider and find most streets safe. The biggest hazard involves road disrepair which usually starts near the sides and because of size or shape forces bikes to swerve or move towards the center of the road to avoid. Less active riders I know find traffic more intimidating and prefer marked bike lanes.
- Bring back the full-time bike lane on Michigan. Parking should NOT be allowed on a main city street like Michigan. Ron Vandertie got his way and changed it back to the UNSAFE configuration it is now.
- dangerous intersections downtown, particularly 3rd Ave, due to inattentive drivers; and crossing the highway via roundabout to/from bike path
- I think it is possible for most locations, but I think Sturgeon Bay has an opportunity to create more bike paths, particularly in the area north of Michigan Street and south of Alabama street between 18th Avenue and 12th Avenue. I think that paths in that area would greatly increase the number of people biking to and from the businesses on Egg Harbor Road.
- Jefferson St is dangerous, too many parked cars equal poor visibility.
- More bike lanes
- Definitely need more bike lanes
- Memorial drive needs a sidewalk.
- I don't consider Sturgeon Bay to be bike friendly. Egg Harbor Road would be scary on a bicycle- too many people turning into/out of all the businesses. Downtown there are a lot of distracted tourists who are unfamiliar with the area, or are looking at the water or at the stores, and I don't feel like they are looking for bicyclists.
- Clearly marked bike lanes would be helpful!
- There's no space on 3rd Avenue & Jefferson for people to freely bike. Kids get yelled at for biking on the sidewalks on 3rd, but shouldn't be in the streets where people drive like idiots & barely stop at stop signs.
- I am one of the lone bike commuters that bikes year-round, yes even in the winter. If it were up to me 3rd avenue would simply be a pedestrian zone (no automobiles).

- I frequently bike or walk to work downtown, at least twice/week. Drivers do not stop at crosswalks, nor do they look for walkers or bikers. I have almost been hit multiple times. Bike "lanes" (painted lines on the road) don't help. Bike bumpers actually stop traffic from coming too close to bikers.
- Weekend traffic. Cyclists not obeying traffic laws.
- Most don't honor grill sighs, don't share road etc.
- Honestly, I think bike traffic is generally unsafe and should be limited to parks.
- I only say "No" because I don't bike generally, but the traffic around the bridges, the roundabouts, and downtown would seem to make biking a bit of a problem.
- The bicyclists themselves are the real safety issue. They don't follow the rules of the road
- We need more "off the road" type of paved bike trails to get from point A to B without doing battle with auto traffic. Families with small kids won't take their kids on roadway trails and older folks won't either.
- The less bicycles, the better. Too much is being done to encourage bicycles in Sturgeon Bay/Door County. They are a hazard - and they don't seem to pay for their benefits.
- Continuous bicycle lanes are necessary. Community outreach to ensure that both cyclists and motorists understand the rules of the road for bikes and cars.
- The downtown areas that intersect with the two bridges can be busy and hectic at times. Often though, it is the bicyclist that make the issue harder.
- Egg Harbor Rd was a huge improvement. The roundabouts can be exciting on a bicycle ...
- Not if you're across the highway. We only live a 2 min drive from town, and yet we can't bike or walk downtown because we don't feel safe crossing the highway, so the only thing we can utilize without driving to it is the Ahnapee trail.
- Adding bike lanes has been a huge improvement. Roads ridden with potholes, construction or inattentive drivers still remains an issue.
- Roads can be a bit rough. There might be a few more areas that are marked for lane usage for bikes.
- More sidewalks and trails (like the bike trail by crossroads) to connect people just outside city limits to the city. More (safe) bike lanes to get to restaurants and shopping such as Walmart, grocery, Target, etc.
- no problems at all
- Crossing Egg Harbor Road is difficult.
- Drivers don't pay attention to pedestrians in a cross-walk and the police don't pull vehicles over because of it. Crossing guards or technology-lit warnings to vehicles so it's safe even for school kids/young adults to walk and cross busy roads. Better painted and better lighting. Also, the streets department doesn't respond to emails or phone calls. Their lack of communication is pathetic!
- No designated bike lanes and lack of education in the community about sharing the road.
- Crossing 42/57 is dangerous. Especially in the summer.
- Lack of sidewalk and bike lane is in traffic and with a lot of elderly drivers even my teenagers aren't safe
- Living on the other side of the highway in Sturgeon Bay poses a slight challenge in biking into downtown Sturgeon Bay, however it's certainly not a hindrance.
- As a driver the issue is bikers not following road laws, running stop signs, not being courteous to drivers
- Year-round our roads, specifically in some residential areas, are simply atrocious. During the winter, it's hardly convenient to bike anywhere, as the roads are covered in ice. It's difficult to even pull out of my driveway in a car and get any traction because the roads are so icy. That being

said, salt can cause a substantial run off problem into our beautiful lakes, canals and other water ways, and I would really appreciate if the city considered other options for how this problem could be dealt with.

- The fear of predators in the city keeps me from going on runs or doing more stuff on my own.
- Some of the downtown areas can get a little congested with little room between parked cars and driving lanes for bicycles.
- Probably more bike racks.
- Much like for pedestrians, the city's transportation infrastructure is skewed heavily toward roads and cars.
- Bad roads
- Safe for adults but I worry for my children. Wish there were more sidewalks to 3rd-12th grade schools.
- My answer is really "sometimes." It depends on where you're going. Biking/walking from downtown to the industrial park isn't that safe. Biking/walking within the downtown (Historic district and on the west side) is un concerning. The further one goes from the city center the less safe it becomes.
- Walgreens/Woldts area is not pedestrian friendly Walmart/econo foods area is dangerousThe government center is nowhere near anything...A clearly demarcated , 'bridge loop' so people could easily go out across the highway bridge to the downtown bridges and walk or bike an awesome circle
- More driver education is needed on how to approach and pass bicyclists. Designated bike lanes, suggested routes would be very helpful as well
- I think if you could have more designated bike lanes that would help. Riding your bike in the city can be a little hazardous at times.
- indicate bike lanes
- Bicyclists NEED to follow the laws, which means stopping at stop signs, riding single file, following traffic signals and right of ways.
- Sometimes just not enough room on edge of street to feel safe.
- Yes, it is possible for adults to bike safely most places here in sturgeon bay, IF the adult cyclist know how to ride/navigate as a vehicle (vehicular cycling) by controlling the lane and not ride the edge. Children need to be encouraged and instructed/educated on bicycle safety in schools - supported by the local police department. Wider streets (which causes vehicle speeding) should be narrowed. For instance, Michigan St., Memorial Drive, Maple Street are not safe because they invite speeding from vehicles. Bump-outs, chicanes and better lane striping would help calm traffic speeds and cyclists would not be pushed to the curb or forced in door zones.
- There are some hazardous areas though. Last year I hit a teen riding a bike.
- Need more marked bike routes -- ways to improve awareness of bikes and pedestrians from car drivers. Speeding cars on edges of town a problem. Egg Harbor road is very challenging.
- I'm comfortable biking in downtown Milwaukee, so biking in Sturgeon Bay is a cake walk. However, the city streets are not marked appropriately for cars and thus the safety of bikers is elevated. I like the few trails established, but there is only 1 bike lane on the west side of the city.
- Bikes can travel anywhere a car can drive ...so there are no restrictions
- Specific and well-marked bike paths to guide cyclists navigating through town and connecting to paths or destinations outside city limits.
- Past Sunset Park... Bayshore Rd and the area is too busy for my family to bike. I have kids... we use sidewalks to bike. Many of them are bumpy and in disrepair. Would love to be able to bike out to the dog park safely (on a bike trail, not a pothole road)

## 17. How often do you use a bicycle for each of the following activities?

Activities	A few times per week	A few times per month	A few times per year	Rarely or Never
Commuting to work or school	12 (6%)	17 (9%)	20 (11%)	137 (74%)
Recreation or exercise	35 (18%)	60 (31%)	55 (29%)	42 (22%)
Shopping or errands	17 (9%)	16 (8%)	42 (23%)	114 (60%)
Other, please specify	6 (8%)	7 (9%)	1 (1%)	62 (82%)

**Please specify here:**

- I bike for fun.
- To go to restaurants and the library. Also, Fat Tire Biking is a year-round activity, Sturgeon Bay should capitalize on this to encourage winter tourism in addition to snowmobiling, cross country skiing, snow-shoeing, ice fishing, etc.
- With the exception of winter.
- We live on the edge of the city of Sturgeon Bay and it's just not practical or efficient to bike to get to where we need to go. I would love to be able to walk/bike more, but we do not live close enough to downtown or other businesses.
- Don't do much riding once roads become icy or snow covered. Go Figure!
- Unable to due to health issue.
- You may not believe this, but everyone doesn't ride a bike !!!!!!!!!!!!!!! Nor do they want to .
- I have a bicycle, and would love an opportunity to use it within the city, but don't feel safe doing so. Lots of on-street parking is great for drivers, but greatly increases a bicyclist's chances of being "doored"!
- My son is 12 and loves riding his bike, but the way people drive & traffic violations aren't enforced like they should be it makes me scared for him to bike anywhere near downtown.
- Sometimes I take an hour ride on the outskirts of town just for exercise
- Walk Dog
- Love to ride to Crossroads Nature Center and use their trails to ride on with my bike.
- I really enjoy errands on my bike and for just plain fun/ exercise.
- Recreational bicycling.
- That's my kids who use some weekly depending on the month sometimes daily.
- I would really like to ride my bike more, as it's better for the environment and keeps me in shape. Unfortunately, the weather doesn't always permit stuff like that. And there aren't very many safe paths to bike on or go around in the city, which I think would be a great thing.
- Bicycling, for me is strictly recreational. As such when riding I stick to trails or rural roads, and have no issues.
- Biking through state and county parks and trails.
- the survey above doesn't allow for which season - bike daily during week in spring/summer/fall. Don't bike in winter.
- I would bike to work if I could find employment in the city
- I put more miles on my bicycles per year than I do my car.
- I used to bike more when I lived in the downtown area... closer to what I needed.

18. How would you rate the following SERVICES in Sturgeon Bay? Please put a ✓ in the appropriate box (excellent, good, fair, poor, or no opinion) for each of the services listed.

Service	Rating				
	Excellent	Good	Fair	Poor	No Opinion
Ambulance Service	75 (40%)	51 (27%)	9 (5%)	3 (2%)	48 (26%)
Fire Protection	100 (53%)	49 (26%)	2 (1%)	3 (2%)	34 (18%)
Police Protection	96 (52%)	57 (31%)	13 (7%)	6 (3%)	14 (7%)
Snow Removal	22 (11%)	72 (38%)	51 (27%)	44 (23%)	3 (1%)
Street Maintenance	5 (3%)	38 (20%)	65 (34%)	80 (42%)	3 (1%)
Trash Collection	84 (44%)	74 (39%)	11 (6%)	6 (3%)	15 (8%)
Brush and Tree Removal	25 (13%)	67 (36%)	41 (22%)	28 (15%)	27 (14%)
Recycling Services	53 (28%)	81 (43%)	28 (15%)	16 (8%)	11 (6%)
City Hall Services	36 (19%)	85 (45%)	24 (13%)	9 (5%)	34 (18%)
Drinking Water	44 (23%)	71 (37%)	40 (21%)	26 (14%)	10 (5%)
Stormwater Management	15 (8%)	63 (34%)	61 (32%)	26 (14%)	23 (12%)
Wastewater Treatment	42 (22%)	63 (34%)	42 (22%)	3 (1%)	38 (20%)
Electrical Services	64 (34%)	79 (43%)	26 (14%)	4 (2%)	14 (7%)
Recreational Programs for Adults	33 (17%)	56 (30%)	51 (27%)	21 (11%)	28 (15%)
Recreational Programs for Youth	31 (17%)	55 (29%)	44 (23%)	23 (12%)	36 (19%)
Child Care Services	2 (1%)	17 (9%)	37 (19%)	76 (40%)	58 (31%)
Health Care Services	57 (30%)	79 (42%)	39 (21%)	7 (3.5%)	7 (3.5%)
Senior Care Services	43 (23%)	69 (36%)	26 (14%)	5 (3%)	45 (24%)

19. How would you rate the following FACILITIES in Sturgeon Bay? Please put a ✓ in the appropriate box (excellent, good, fair, poor, or no opinion) for each of the facilities listed.

Facility	Rating				
	Excellent	Good	Fair	Poor	No Opinion
City Hall	61 (32%)	86 (46%)	14 (7%)	3 (2%)	24 (13%)
Library	75 (40%)	85 (45%)	21 (11%)	3 (2%)	5 (2%)
Fire Station (west side)	43 (23%)	58 (32%)	11 (6%)	1 (1%)	70 (38%)
Fire Station (east side)	78 (42%)	55 (30%)	1 (.5%)	1 (.5%)	50 (27%)
Municipal Athletic Fields/Courts	22 (12%)	78 (43%)	46 (25%)	6 (3%)	32 (17%)
Door County Senior Center	118 (63%)	27 (14%)	4 (2%)	1 (1%)	37 (20%)
Door County Medical Center	100 (53%)	65 (35%)	10 (5%)	3 (2%)	9 (5%)



Facility	Rating				
	Excellent	Good	Fair	Poor	No Opinion
Municipal Beaches	15 (8%)	55 (30%)	57 (31%)	41 (22%)	18 (9%)
Municipal Boat Launches	31 (17%)	85 (46%)	25 (14%)	3 (1%)	41 (22%)
Municipal Playgrounds	19 (10%)	84 (46%)	49 (27%)	4 (2%)	28 (15%)
Municipal Park Pavilions	27 (14%)	89 (48%)	46 (25%)	11 (6%)	14 (7%)
Municipal Natural Areas	38 (21%)	92 (50%)	31 (17%)	7 (3%)	17 (9%)
Municipal Services Building (city shop)	34 (18%)	59 (32%)	18 (10%)	1 (1%)	73 (39%)
Municipal Waterfront Walkways	32 (17%)	74 (40%)	51 (27%)	22 (12%)	8 (4%)
Sawyer Elementary School	49 (27%)	52 (28%)	12 (7%)	2 (1%)	68 (37%)
Sturgeon Bay Utilities Office	47 (25%)	74 (40%)	23 (12%)	4 (2%)	38 (21%)
Sunset Elementary School	15 (8%)	33 (18%)	35 (19%)	29 (16%)	73 (39%)
Sunrise Elementary School	21 (11%)	55 (30%)	27 (15%)	15 (8%)	66 (36%)
TJ Walker Middle School	24 (12%)	63 (34%)	27 (15%)	7 (4%)	64 (35%)
Sturgeon Bay High School	25 (13%)	70 (38%)	27 (15%)	9 (5%)	54 (29%)
Northeast WI Technical College	58 (31%)	70 (38%)	5 (3%)	2 (1%)	50 (27%)

**20. How much of a priority, if at all, should each of the following be for the City of Sturgeon Bay over the next 5 years? Please indicate the priority level for the following issues. Please put a ✓ in the appropriate box.**

	High Priority	Moderate Priority	Low Priority	No Opinion
Improve aesthetics of existing commercial areas	57 (30%)	68 (36%)	58 (31%)	4 (2%)
Attract new industrial and manufacturing jobs	78 (41%)	67 (36%)	41 (22%)	2 (1%)
Attract new white-collar jobs (office work)	93 (49%)	81 (43%)	13 (7%)	2 (1%)
Extend municipal sewer and water service to unserved developed areas	28 (15%)	71 (38%)	70 (37%)	20 (10%)
Improve stormwater management/drainage	44 (24%)	81 (44%)	42 (23%)	18 (9%)
Reduce energy usage	89 (47%)	54 (29%)	42 (22%)	3 (2%)
Improve the school system	82 (43%)	75 (40%)	21 (11%)	12 (6%)
Improve broadband/telecommunications	101 (55%)	42 (23%)	32 (17%)	10 (5%)
Pursue policies to attract replacements for aging workforce	99 (53%)	71 (38%)	12 (6%)	6 (3%)
Pursue policies to enhance income opportunities	129 (68%)	49 (26%)	6 (3%)	6 (3%)
Pursue policies that enhance the financial stability of the community	122 (65%)	56 (30%)	6 (3%)	5 (2%)

	High Priority	Moderate Priority	Low Priority	No Opinion
Attract new business and retail development	119 (63%)	54 (28%)	16 (8%)	1 (1%)
Provide more public parking	13 (7%)	49 (27%)	113 (61%)	9 (5%)
Provide more public access to the waterfront	96 (51%)	49 (26%)	42 (22%)	3 (1%)
Redevelop vacant downtown buildings	124 (65%)	54 (29%)	12 (6%)	0 (0%)
Preserve or reuse historic commercial buildings	88 (47%)	62 (33%)	39 (20%)	0 (0%)
Maintain/improve existing housing units	85 (46%)	70 (38%)	24 (13%)	6 (3%)
Plan for new single-family homes	80 (43%)	70 (37%)	33 (17%)	6 (3%)
Plan for more apartments and condos	53 (28%)	72 (39%)	59 (32%)	3 (1%)
Provide more affordable housing	127 (68%)	38 (20%)	19 (10%)	4 (2%)
Provide more parks	40 (21%)	54 (29%)	91 (49%)	2 (1%)
Provide more bicycle and pedestrian trails and routes	63 (34%)	62 (33%)	58 (31%)	5 (2%)
Other priorities, please specify.	25 (42%)	1 (1.5%)	1 (1.5%)	33 (55%)

**Please specify here:**

- More opportunities for young people. More young people hired at City hall, on boards and running this city.
- identify Sturgeon Bay heavily with the rest of Door County. Become an environmental leader in policies, just like Lacrosse and Eau Claire.
- Become a sustainable community encouraging solar and wind power, and home gardens instead of lawns.
- Use transect mapping, use PAYT for solid waste, transition zoning to more form-based codes , including artisanal manufacturing in downtown main streets, maintaining main street vibe and mixed use. Keep the working waterfront - it is an economic/tourism draw. Reduce or eliminate minimum parking requirements, Require to be energy star compliant fixtures, Become a Net Zero Energy city by 2030. EV charging at new housing developments and downtown industrial park
- West side grocery
- We are being overrun with apartments which will cause vacancies in all of them
- We have plenty of parks and could actually sell 1-2 on the Westside. The central district on Third Ave is a gem and needs a boost. The shipyard needs to clean up its act in various ways, including using their vacant buildings or sell/lease them. It is a disgrace to our city. Otumba Park should not be a Pickle Ball location. The historic granary is iconic and should be developed into a public use facility.
- I see overlap in so many of these, mostly, I'd like to see Sturgeon Bay create more employment opportunities that will allow for growth and sustainability for residents. Also, I'd like to see an aggressive approach to green and sustainable utilities and transportation for residents and tourists.
- Develop Peterson Builders property
- How about focus on doing what we currently have better? We have plow service. - they plow into gutters, so water floods and roads turn to ice.
- Some of the areas mentioned above, such as parks, are well maintained but never busy with many other people. It should not be a priority to add more parks if people don't use what we already have.
- Affordable housing and developing good paying jobs in all areas needs to be the top priorities of our city will survive long term, because that is what will attract younger workers and families.

- reduce involvement of government and allow private enterprise to create new ventures
- We need to attract more medical specialties to the area, at least on a part time basis, especially Rheumatology, Cardiology and Neurology.
- FIX THE ROADS
- Cap housing costs, they have doubled over the past 10 years and salaries haven't. Help fund a different Child Care , there is only one choice here and it's expensive so people can't afford to work.
- It is not called the Senior Center; it is the Aging & Disability Resource Center (ADRC).
- Happy to see wayfinding. Please get rid of unused / unusable building. We look rundown. And please fix the beach areas.
- Drinking Water Quality - 3/7 Wells are unusable due to contamination. If the water becomes unsafe you lose the locals and the tourists.
- Stop catering to the groups that have a soft spot for old decrepit buildings. To save these building that have sat vacant and only attract attention when people want to develop our community is nonsense
- It's been pretty appealing as it is. Don't spoil its charm, trying to be like everyone else!
- Affordable housing is a big issue. Average worker is being priced out of homes within the city, and rent is getting too high. A mortgage would be cheaper, but the worker can't find anything to buy.
- Make it so the city is more bike/walking friendly, which would also help reduce the traffic and parking issues downtown.
- Fix the roads
- Infrastructure! Tourists drive the streets and not just the highway and make judgments based on how well (or not) maintained they are while driving. Tourists drive so fast and don't pay attention and they don't seem to be pulled over or held accountable.
- Affordable daycare and daycare options is a HUGE issue for young families!!! I cannot stress this enough. There are huge waiting lists and not enough options!
- More specialist in dcmc
- Sturgeon Bay needs a safe home. A place for displaced families to stay when leaving an unhealthy and unsafe situation.
- Finalize the mess with "The world's largest birdhouse" on the West side.
- Preserve and enhance the public west side waterfront, especially the Granary, Tugs, and Steel Bridge.
- Fix city government. Wasteful. Can't fix roads but can waste time and money on alleys. Combine all schools into one complex. Burn the big bird house on west side. Put something there that would increase business traffic on west side.
- Provide the obvious driving conditions. Roads are riddled with potholes and temporary patching. Causing continuous maintenance on vehicles. This county brought in over 33 million in revenues during peak alone. There are zero reasons roads cannot be kept up
- The City of Sturgeon Bay needs to execute the Westside Waterfront Ad Hoc committee's plan. Stop screwing around with the demands of the SBHS and make decisions for the greater good rather than a special interest group. We have real issues here concerning increasing the tax base to attract young talented workforce and invest money into the city's amenities. We also need to attract self-sustaining workforce. We need to execute a sustainable development plan for the Westside Waterfront, not add an old granary to the cities list of liabilities. Someone needs to start making difficult decisions. You can't make everyone happy, but you need to make the majority happy that pays the bills. This city has a lot of opportunity.
- Again, we don't need more parking - parking minimums need to go away. Prioritize multimodal transportation.
- Need bioengineered living stormwater management, not "ponds". Need strong solar installation program and incentives and municipal commitment/installation of solar. Build/strengthen links and co-programming with higher education and research -- links to UW system. Attracting technology jobs. Attracting green sector jobs.
- There is a plethora of city parks, but all of them need attention and upgrades. Focus on cleaning or upgrades before adding more parks. There is an

abundant amount of quality manufacturing jobs, but there isn't enough affordable housing for their employees and is difficult to attract new hires this far north.

- Build a creative solution to the west-side that includes the granary rehabbed and the working tugs at the waterfront. Build areas for young people to enjoy and hang out in.
- Start making the shipyard pay their fair share. Many of the people working there don't live here. Imagine if all of Bay Ships' land were used for bettering the community instead of letting them not pay.
- Take better care of existing parks. Create a program to fund public art. Work on infill development. Avoid sprawl of services which increases costs.
- walkable inter-generational communities near community spaces.

**21. Currently, the City's housing stock includes roughly 68% single family homes, 11% duplexes and townhomes, and 14% apartments and condos. Which of the following statements best reflects your opinion about the availability of housing in the City of Sturgeon Bay? Please put a ✓ in the appropriate box.**

Housing Type	More Than Enough	About the Right Amount	Not Enough	No Opinion
Single family homes	12 (6%)	83 (45%)	83 (45%)	8 (4%)
Homeownership Options for First-Time Buyers (Starter Homes)	6 (33%)	47 (25%)	123 (66%)	11 (6%)
Duplexes and townhomes	16 (9%)	69 (38%)	78 (43%)	20 (10%)
Apartments	23 (12%)	56 (30%)	96 (51%)	13 (7%)
Condominiums	73 (40%)	51 (28%)	38 (21%)	21 (11%)
Housing that is affordable (workforce housing)	9 (5%)	18 (10%)	153 (81%)	8 (4%)
Assisted living/nursing care	16 (9%)	81 (44%)	58 (32%)	28 (15%)
Senior housing, independent living for downsizing seniors	13 (7%)	53 (29%)	89 (49%)	27 (15%)
Other, please specify	5 (12%)	1 (2%)	10 (23%)	27 (63%)

**Please specify here:**

- Mixed use building downtown should be encouraged. Buildings that are empty for more than one-year downtown are a blight and should be taxed at higher rates. Some towns do this to encourage development and reduce negative impact of real estate speculators.
- There are a lot of apartments and town homes (what's the difference between condo and town home?) being built right now. How do we include that information in this question?
- People have mentioned there isn't any community in Door County with independent living hoes for seniors.
- Allow ADU's by right in all residential, allow small home (cottage) developments. Include intergenerational co-op housing, missing middle housing of all type should be encouraged, encourage (incentives) employers to relocate employees to SB in P3 missing middle housing
- I'm not qualified to comment in this section.
- With several apartment complexes coming online now, we are finally catching up with demand.
- I'd like to see the development of sub-communities that have areas for growing food and the electrical infrastructure for promoting electric car use.
- We need more variety of options for seniors

- We need more affordable housing for people in the middle class who do not qualify as low income for subsidized housing, but do not earn enough to afford the astronomical rent or purchase prices currently out there.
- Accessory dwelling units.
- let supply and demand control housing development
- We are an aging county, we need care workers, for private personal people. Wages for these people are way too low, but the state, Family Care is the bad guy here.
- Single family rentals for those new to the area so we attract people to work here.
- Not enough in-home care providers to allow for the aging population to remain at home safely.
- We could probably use more single-family housing, but smaller homes. Like a cottage community or pocket neighborhood. Shared outdoor spaces instead of single large lots. I hear much interest in cohousing.
- All of the single-family homes that are affordable enough for younger families to buy are major fixer-uppers. It would be nice if they had options for either starter homes or something like a townhome so that they can own (and thereby pay taxes and feel like they're truly a part of the community) without having to commit to such a huge investment as a fixer-upper. This would give them an incentive to take a job here, or start a business here, if they can afford more than just an apartment without dealing with a fixer-upper.
- Housing study is best referred to for this information.
- Incentivizing or prioritizing smaller home footprints. Like what Rob Vogel did.
- There is more than enough transient (visitor) housing.
- Quality single family homes should be made available to folks. Families are truly at the mercy of greed up here. We NEED these workers for the service industry that we are. We need to quit slapping them in the face allowing others to rape them with rent more than a mortgage would be. Allow them to purchase something and they will be more vested in the community. We don't need more jobs, we have plenty. We need quality daycare. I'm unsure why that is so difficult. Why can't a nice daycare center be available to all, not just a select few. People are leaving at much higher rates and you won't attract new families. Population will continue to increase to the rich and elderly and decrease to the poor (working folks) and children (our future).
- There is a specific lack of downtown housing for young professionals/young people ages 23-30. As a 26-year-old young professional, the lack of downtown housing core hurts the area with one apartment building currently having a monopoly on price. Outlying suburban style apartments are not what people are interested in with no transportation options.
- Downtown housing/apartments - mixed use with retail/commercial
- There are enough condos in the area, along with a single-family homes; but due to the influx of tourists, there is a huge deficiency of affordable housing. If you can afford a half-million-dollar home, there's an abundance to choose from. However, there is not enough single-family homes for a first-time homebuyer's budget.
- Inter-generational housing communities. Small affordable homes. Even tiny home communities. Space that builds community.
- Air BNBs are helping to fix-up small homes in the area but taking them off the market for new homeowners. Something to watch and perhaps reduce, if possible.



**22. If you were planning to purchase or build a new home in Sturgeon Bay, what type of housing would you be interested in? Check all that apply.**

106 (26%)	Single family home on mid-size lot (less than 1 acre)	37 (9%)	Condo
24 (6%)	Duplex	88 (21%)	Single home on large lot (more than 1 acre)
33 (8%)	Townhome	34 (8%)	Senior housing
27 (7%)	Apartment	50 (12%)	Downtown housing
		13 (3%)	Not applicable

**Why? Optional**

- Mixed use building downtown. It is more interesting, fun and a better investment.
- I would want to take advantage of natural beauty of the peninsula
- The City has changed zoning too often and sporadically to be confident that my home wouldn't all of a sudden be next to multi-family or light industrial/commercial use.
- I like low living costs and having people around. I'm always looking for single family homes around here because of the work I'm in and it's impossible, and even worse in Northern Door.
- Needing to downsize, needing assistance for getting around.
- downsize
- Would like to own my own four walls and still maintain a single home environment.
- Age related downsizing, Would seriously consider downtown senior co-op housing
- Home ownership encourages one to set down roots, develops responsibility to maintain one's investment and become involved in the community/neighborhood.
- Affordable, smaller space senior housing
- I enjoy my single-family home on a large lot on the edge of Sturgeon Bay. My wife and I have considered moving to a smaller lot as we grow older.
- Live/work is really important. Walking distance to downtown is important.
- We own a house near downtown on a small lot, and we love it!
- I think we need many types of housing, and we should create building codes that allow for a variety of buildings that have architectural interest. No more ugly boxes.
- A condo would be nice as we get older, something with low maintenance and amenities
- Eco-friendly
- My preference would be purchasing a single-family home on a smaller lot; I am at a point in my life I have no interest in renting.
- I prefer not to have neighbors too nearby.
- prefer to have something with no maintenance as far as yard work and snow removal
- Housing type must not only fit our current lifestyle but must be sustainable without major renovation for several following owners/generations. Quality built with a comprehensive neighborhood plan.
- As a retiree, I still value my independence (senior housing holds NO appeal) so a small single level home on a small residential lot that I can maintain becomes my choice.
- I like open space around my home.
- quiet
- I prefer my own house within a neighborhood that has shopping and recreational opportunities nearby.
- My dream is to have a small farmstead
- I'd want pets, I don't want a lot of maintenance.
- Downtown living for workers/elders helps all the city center business, library and arts
- It's what I like
- I have a young family and we would like a yard but still be able to walk to things in town.
- If I were moving to Sturgeon Bay, I would like to be close to all of its conveniences, but do not like living in close proximity to neighbors, so would prefer a large lot.
- I prefer a single housing unit.
- I must be a short walk from downtown, particularly 3rd Ave. I would likely choose an old home that needs to be loved again. Or I

would consider a downtown building with commercial/residential. My next purchase would definitely be based on income generating potential, so something with a separate unit/space I could rent out.

- Why is single family home in a neighborhood not an option? Nobody under the age of 30 wants to live in a subdivision. Based off of your options I would choose single home on large lot because I would like to grow my own food, have a large yard, plant an orchard etc. Have privacy and space while still enjoying the amenities of the city.
- Biking, walking distance to downtown. Privacy of own walls, not shared like apartments, where you can hear everything. My own yard/space for a garden and space for my dog. I like to have neighbors, not roommates.
- Single family in rural setting. Don't care to live in town.
- low to no maintenance
- Single, don't need much
- As an ageing senior I want a home that is one level, low maintenance close to town & health care.
- Affordable condo - suitable for elderly
- Smaller single-family home.
- Two story home with a basement.
- retire
- Single family home with a large lot because it fits the needs of my family .
- nice to have options based on what current family status is, if elderly parent needs to move in, if I choose to live in a maintenance-free condo or maybe want to enjoy downtown housing. It shouldn't be for just the high-income to afford the views and nice places. It seems those of us who are year around residents and keep the economy going, are on the short end of the stick.
- Ideally, I would like to live in the country, but I cannot afford to love north, closer to my job. Likewise, I cannot afford to move further south from my job. I work in Baileys Harbor. I would love more space, less neighbors but still affordable single-family housing.
- Yard for kids to play
- I like to own my own home that I can do what I want with.

- to stay within the city limits affordably
- age factor and community building. Less maintenance. Sturgeon Bay should be a place where older people want to retire, and younger people want to stay and work.
- We do not care to live in a subdivision. We prefer to live on our own land with lots of space.
- Single or duplex depending on location and condition of unit. This is only if we decide to move into town.
- Many of the historic buildings on Third Avenue are not adequate for living conditions. I would like to see more second-story apartments downtown that energy-efficient and available to various family dwellings.
- Mobile home too .because that's all I can afford
- Just relocated to Sturgeon Bay from a suburb of Milwaukee and wanted to find something different than what we were currently living in. We opted to build just outside of the city on a wooded 1+ acre lot.
- I plan on establishing myself financially before starting a family and an apartment is a great way to start that relatively cheaply and temporarily. If there are more apartments put I however, the City of Sturgeon Bay needs to make sure we are attracting young people who would have the same plan as stated above and a heavy turn out on that front. I would only plan to live in the apartment a few years and then move to a single-family household.
- I would choose a townhouse or apartment downtown, I love that atmosphere.
- For my financial situation and age, I prefer a larger lot and more space.
- Because I would own more than just a box I live in; I believe the land is the worth of so much more and allows you to have your own space. I also am a country girl so ...
- House with some land
- Age in place as we age
- I love living in downtown Sturgeon Bay. I would choose a duplex or apartment that allowed me to live downtown. I would prioritize location over square footage. Plus, I wouldn't have to worry about snow removal (possibly) or lawn maintenance.

- Condo living is becoming more and more appealing as I get older
- Walkable to downtown
- Low maintenance housing with a high walk-ability location and access to the public waterfront ( NOT like Stone Harbor) and community/neighborhood parks.
- Water access would also be a priority.
- Affordable, accessible, quality housing for folks who are working but in the ALICE category and senior housing communities.
- I need just enough to get by. I don't need to profit over someone else's poverty or because I'm greedy. We should take care of each other.
- Single-family home just outside the city limits. Taxes are crazy high for size of community and services
- Single family. I want a better quality of life for my family. But the prices and demands for outrageous security deposits make it almost impossible. In turn hindering improving a family's quality of life
- My limitations, age, no automobile,

- Single family on a large lot to have a family and kids run around
- I prefer to be within walkable distances of where I need to go.
- Anything Downtown to have walk ability to both work and activities
- Downsizing and wanting to be closer to restaurants and shopping.
- Less maintenance
- Next downsize needed
- Want smaller housing with some outdoor space with walkable amenities
- We built a single-family house 13 years ago but, in the future, may need a condo, townhome, or senior living accommodations that includes maintenance services.
- Walkability. Proximity to shops, services and public areas.
- Single family home on a large lot, or on edge of city with open land. We want our kids to have more green space and places to be active.
- price, amenities, ease of getting around walkability.

**23. Select the types of businesses and non-residential development you feel are needed in Sturgeon Bay.**

97 (20%)	Neighborhood Commercial and Office Uses (e.g. convenience stores, bakery, coffee shop, hardware store, doctor's office)
55 (12%)	Community Commercial Uses (e.g. supermarkets, auto dealers)
68 (14%)	Regional Commercial Uses (e.g., discount super stores, Kohl's, Target, etc.)
77 (16%)	Industrial Development
52 (11%)	Office Park
116 (24%)	Technology Services
12 (3%)	None

List any other specific stores, offices or industries would you like to see that are not listed above?

- Mixed use building downtown should be encouraged.  
Buildings that are empty for more than one-year downtown are a blight and should be taxed at higher rates. Some towns do this to encourage development and reduce negative impact of real estate speculators.
- Gourmet grocery, New York style deli with great seasonal take out menu .i.e soups in winter and great pasta salads in summer etc. year-round farmers/craft/fresh flower/food market.
- Maybe a community kitchen where people could come cook bulk food and sell it.
- Hobby or craft store. Also allowing an increase in liquor licenses to attract more restaurants year-round.
- Anything that has to do with environmental conservation or the arts. I also think Tech companies would do good here if we had the internet infrastructure they need. Manufacturing in Door County just costs more because of shipping. We are at

the end of a dead-end road up here.

- I'd like to see the vacant building used by small businesses. I don't want any more chain stores.
- Kohls
- Home Depot or Menards
- An Aldi's
- Need a bodega on west side. Artisanal manufacturing on 1st floors . downtown (think gourmet manufacturing, small electronics, screen printing aqua culture, indoor organic vegetable farming. IT, AI and IoT design services, Need a bait & tackle shop on West Waterfront. Get West Marine to move to West waterfront new store. Inner harbor water taxi. Move SB Visitor Center to West Waterfront (maybe granary?)
- Kwik Trip, Supermarkets. Spare us from always needing to sharp in Green Bay or online for clothing, shoes, etc. Grocery store on the west side, Another movie theater such as Marcus
- Menards, Home Depot
- Office supply store; stationary store
- Late hour wine/coffee bar. Industries: environmentally friendly eco industries. Since we have lots of metal fabrication already, we should explore possibilities to bring small modern companies to settle here.
- I'd like to have more diverse restaurants and community social hangout spots.
- So glad we have a TJ Maxx, now let's get some more choices. Also, the West Side of Sturgeon Bay needs a cool grocery store, like a Trader Joe's.
- Kohl's,
- a casino to contribute to the tax rolls
- Aldi would be great!
- Larger commercial services (call centers, data centers, engineering services, banking)
- Try to attract businesses that pay larger salaries so workers can AFFORD to live here without juggling multiple jobs. The low pay scales that current employers use encourage talented people to leave our area and our continued reliance on J-1 visa workers which the rest of the taxpayers get to subsidize. I'm

tired of enabling employers to underpay their employees by relying on the taxpayers to fund "affordable" housing projects to attract a cheap work force (pay higher wages so workers can afford good housing).

- Menards or fleet farm
- Fleet Farm
- We need some business to fill Younkers
- Kohl's
- Probably a supermarket on the west side. But we have enough vacant buildings, like the old Pamida, and save a buck, also the former bank mutual building.
- Door County needs a benefits consultant that can help local businesses. Currently nearly all of the local businesses trust Green Bay benefit consultants to help them design benefits packages for their employees.
- Diversity in entertainment, dining, and personal growth and education
- Book Store, Child Care, quality clothing.
- Besides a grocery store on the west side, I would also like to see someplace like a Home Depot or Lowe's. Home improvement/landscaping projects typically require trips to Green Bay.
- Kohl's; Kwik Trip; Aldi's
- Costco, Kwik Trip, Fleet Farm, Office Max.
- Fresh fish market, downtown florist, a restaurant with a water view that is of good quality (I currently have to send tourists further north for good dining on the waterfront.
- I feel like none of the options above capture what we need. We need white-collar jobs that pay a living wage that will attract families - We should be doing everything we can to secure the NOAA facility or to have a community college or some sort of offshoot of a university campus that specializes in marine research or forest biology given the resources we have around us.
- College of water sciences, music and arts program. White collar jobs. office work . Our community has a gaping hole in childcare services. Can't raise a family and work/pay taxes if no

childcare.

- We need a department store like Younkers was.
- Aldi's, Kohls, Kwik Trip
- Kohl's, Aldi, Fast food or chain restaurants, Festival foods, Kwik trip
- A department store to occupy the old Younker's building.
- Fleet Farm
- Something to replace Yonkers
- Really miss Younkers
- Menards , Hardee's , Kwik Trip
- TJ Max helps. Difficult to find clothing in town now, since Younker's closed. Sturgeon Bay should be the hub for all of Door County, especially Northern Door. Aldi's would be a good addition.
- Something like a Whole Foods--something that's higher-end than Pick N Save and Walmart. Something like a Home Depot--the small hardware stores are nice but they're too expensive if you're doing big projects and they can't carry everything, so everyone is going to Green Bay already anyway (literally everyone we've talked to in town does this) and it would provide quite a few more jobs and income.
- Major hardware chain - Home Depot, Menards...Would LOVE grocery on the west side - Festival, Meijer...Bigger Uber & Lyft presence
- Commercial chain convenience restaurants: Panera bread, chipotle, drive thru coffee such as Starbucks or dunkin doughnuts on Egg Harbor Rd. Tear down the Hardee's already and Pizza Hut!!!! Menards or Home Depot. Industry...keep attracting more companies with jobs people can do out of high school AND with a college degree!!!!
- Kwik Trip, Menard's, Kohl's, a supermarket on the west side, Fazoli's, Domino's, Applebee's,
- Safe meeting place for young adults to hang out and be actively involved or entertained. Times have changed and teens don't "go to the movies" any longer. We need more modern and 21st century things to do, shop, visit, see, that don't always cost a lot of money either. An updated mini mall (TJ Maxx is a great

addition!) and more visually appealing places.

- Clothes and furniture are always a nice shopping experience. Walmart, Target and TJ max are focused on the norm. What about tall people and slightly hefty people, not Walmart quality, but better. Younkers at least served that purpose.
- With Younkers going out of business, there are very few places to purchase nice clothing for families and young professionals. It would be nice to have other options than Target and TJ Maxx.
- Kwik Trip, Festival Foods
- anything that supports local economy, small business owners, not franchises from national chains that are out of touch with true value and needs of residents.
- Kohl's, fleet farm, festival foods
- Kwik trip more restaurants. Fast food and regular sit down
- Would love to see tech companies or marketing/PR companies in Sturgeon Bay and Door County. It has the perfect atmosphere for those types of companies. Many of those companies would offer professional positions that could attract a younger generation of workers who could also leverage remote work possibilities if broadband internet could be advanced.
- I believe we need to prioritize diversity of food and clothing options, anything from low to high end, for increased access for a range of citizens, tourists and families.
- More healthy food places that are still affordable. Coffee houses, more restaurants, and just places where entry-level jobs are available. I think a 24-hour old-fashioned diner with a roller-rink would make Sturgeon Bay stand out and it would bring more people into the town.
- More manufacturing.
- Kohls, (though I've reached out to them twice and at this time they said it is a no, but maybe in the future)
- Festival Foods
- Grocery store on west side
- ALDI; Kohls; Festive Foods
- I would love to see businesses with higher wages, focused



around tech. Like a call center or green technology-focused business.

- Aldi
- More arts and education.
- Diverse restaurants - Chinese, Indian, etc...
- If we ever get broadband or 5G service, an insurance company would be a great addition.
- Younkers type store - higher quality name brand shoes, clothing, furniture, mattresses, housewares, etc. (Target and TJ Maxx don't carry the better brand names and do not carry good options for that type of dress pants, undergarments, and especially shoes. Now forced to go the Green Bay or Appleton to Macy's for those types of items.)
- More affordable clothing chains. Ex. American Eagle, pink.
- Offices or business that don't rely on making or shipping items. Instead get business here that manage people. Ex: Insurance companies, Headquarters Of companies, Telecommunications business
- Burger King, KFC, Piggly Wiggly, Aldi's, save a lot, Marshalls, Ross's, fresh bakery's, affordable furniture stores, (the thrift and bargain stores are ridiculously high here!)
- Aldi
- I lived in Minneapolis for about 12 years. I became addicted to Whoppers. I had to have one or two a week. When I came back to Sturgeon Bay, I went through culture shock. No Burger King.
- We don't need three discount grocery stores in Sturgeon Bay. The city should persuade Festival Foods to either acquire the
- to the city.

Econo Foods or Pick N Save locations or build a new store next to Target.

- Environmental consulting, environmental laboratories, business consulting, white collar well-paying jobs
- Grocery store on the west side.
- Aldi; Children's museum
- Incubator facility for young entrepreneurs
- Not a remote "office park" -- but offices integrated into downtown mixed-use, so that work and services are close. West side grocery. Great Lakes Research Center (National Estuarine Research Reserve) enticed here along with related business/commercial/manufacturing cluster.
- There are some commercial space developments, but they are in dire need of upgrade (cherry point mall & tractor supply building)
- Restaurants and cafes that are open later.
- Health food stores. Adult educational opportunities. Asian market. Trader Joe's. Coop grocery store. Movie theater not in a big box. Spa!Drive in movie theater. Something like One Barrel in Egg Harbor. Indoor cooperative market for handmade goods. Restaurants with outdoor patios. Door County Brewing Company. Good Restaurant with outdoor seating along the water.
- Education, crafts and trades and tourism.
- Community work areas... collaborative creative spaces, small business that have city and financial support - to bring new families and new businesses

**24. The former Younkers store at the corner of 3<sup>rd</sup>/Louisiana is currently vacant. What do you think should happen with the property?**

<u>111 (58%)</u>	Renovate and Reuse
<u>16 (8%)</u>	Demolish and create green space
<u>4 (2%)</u>	Demolish and create parking area
<u>52 (27%)</u>	Demolish and Redevelop new building
<u>9 (5%)</u>	No Opinion

**25. What kind of redevelopment or adaptive reuse would you like to see for the Younkers site? Check up to three options.**

<u>80 (17%)</u>	Apparel/Clothing Store	<u>30 (6%)</u>	Senior Housing
<u>50 (10%)</u>	Furniture/Home Goods Store	<u>30 (6%)</u>	Office or Research
<u>15 (3%)</u>	Restaurant, Fine Dining	<u>36 (7%)</u>	Child Care Center
<u>37 (8%)</u>	Restaurant, Casual/Family	<u>26 (5%)</u>	Art Gallery or Art Showcase Space
<u>51 (11%)</u>	Indoor Entertainment Facility	<u>29 (6%)</u>	Public Use
<u>10 (2%)</u>	Bar/Nightlife	<u>18 (4%)</u>	Non-Profit Use
<u>50 (10%)</u>	Apartments or Condos	<u>20 (4%)</u>	Other, please specify.

**Please specify here:**

- Great spot for the year-round farmers market !
- The lot is large enough to use for multi-use with apartments above and mixed-use below. I don't believe the building can be saved, however.
- Maybe the visitor center could move there and also share the space with a children's museum or play center. Our visitor center currently is hard to find and just not inviting.
- ReStore
- Ideally, the Miller Art Museum with a Child Care Facility. Small offices, with cafe. Retail? Only if it is high quality. We have enough junky retail.
- Make new businesses commit to a ,green charge an amount per year to help return the lot to green space if the business vacates.
- allow private development to re-purpose building
- A place for creativity - classes for all ages in Art, Photography, Performance Arts, Music, Cooking, Meeting rooms for playing games, book clubs, craft clubs, etc.
- Kohl's or Antique or secondhand store.
- I actually think mixed use space would make the most sense for the Younkers building and the former Baylake Bank (Nicolet Bank) building.
- I support more green space as well.
- Children's museum or child play center
- Parking garage
- 3 story building. Top two floors are apartments and ground floor retail/shopping/restaurants
- We are in desperate need in childcare, more than anything.
- Gym, Bouldering Gym, CrossFit, Something health related...
- Very unique, boutique type hotel
- Perfect downtown location for childcare! Make it affordable.
- Property should be developed privately. We don't need more public owned spaces.
- Retail
- Whole Foods type store, or tech office space--walking distance to downtown, but it's not really on the main walking part of downtown anyway so retail wouldn't make as much sense.
- I do think it should remain retail (or entertainment), instead of offices or residential. I'd love to see another attraction help bring more traffic to downtown.
- Chain restaurant...not a mom and pop. Buffalo Wild Wings!!!
- A mixture of green space, living space, and retail space would be great. What seems to be missing downtown for retail? A community meeting space with technology connection, a bit more formal meeting space for groups of people to get together would be nice too. What do other cities have that we could benefit from?
- No strong opinion. Whatever would be best for the community.
- this is a wonderful opportunity to take a downtown building and give it new life that serves the entire community. It is a large enough space to be make into multiple businesses, like a mix use mall- small offices, restaurants, apparel, place for young and old to connect.
- Having businesses and services located centrally is a nice idea.
- Even though I'm a sucker for green spaces, I believe it's more sustainable to use what we have. We definitely need more child

care in Sturgeon Bay if we are to encourage younger families to take up residence, however, I believe it could be utilized in a number of ways for entertainment or general public use, to continue to encourage a year round attraction or a multitude of other purposes to emulate a bigger more versatile city feel.

- I believe the old Yonkers building should be used as a banquet hall or some type of public space to host shows, venues for events, etc. I think having a space like that right downtown would be great foot traffic.
- Children's Museum.
- Public restrooms.
- Include parking.
- Yonkers type store - higher quality name brand shoes, clothing, furniture, mattresses, housewares, etc. (Target and TJ Maxx don't carry the better brand names and do not carry good options for that type of dress pants, undergarments, and especially shoes. Now forced to go the Green Bay or Appleton to Macy's for those types of items.)
- Since parking is so awful downtown, it's not feasible for furniture, elderly or children. Plus, not enough space for children to be able to be outside & the noise/smell pollution isn't a good options for daycare, even though we desperately need daycare, just not there.

We don't need any more bars or restaurants. We can't find service workers as it is and it's not a sustainable living. More apartments aren't needed in the downtown area. Keep it quaint.

- Get it on the tax rolls.
- I could see it being redeveloped into multiple independent facilities on the main level, maybe a restaurant, a bakery, a meat market, etc. that would complement each other and then have the upper or lower levels used for apartments/shops as the zoning would allow.
- Children's museum.
- I would like to see the Sturgeon Bay Library renovate the Yonkers building.
- This is your central intersection and needs to be a cornerstone development. Having office space with lower level retail and rooftop dining would be a cornerstone development for the area.
- Anything but parking and housing.
- We need a shoe store
- Apartments and retail
- Public bathrooms
- Could make a great space for a library or retail on the ground floor and housing of some kind above.

**26. The former Baylake Bank Building (Nicolet Bank) at the corner of 4<sup>th</sup>/Kentucky is currently vacant.**

**What do you think should happen with the property?**

<u>129 (67%)</u>	Renovate and Reuse
<u>18 (9%)</u>	Demolish and create green space
<u>11 (6%)</u>	Demolish and create parking area
<u>24 (12%)</u>	Demolish and redevelop new building
<u>10 (5%)</u>	No Opinion

**27. What kind of redevelopment or adaptive reuse would you like to see for the Nicolet Bank site? Check up to three options.**

37 (8%)	Apparel/Clothing Store	43 (9%)	Senior Housing
29 (6%)	Furniture/Home Goods Store	60 (13%)	Office or Research
18 (4%)	Restaurant, Fine Dining	40 (9%)	Child Care Center
25 (6%)	Restaurant, Casual/Family	13 (3%)	Art Gallery or Art Showcase Space
41 (9%)	Indoor Entertainment Facility	32 (7%)	Public Use
8 (2%)	Bar/Nightlife	18 (4%)	Non-Profit Use
70 (15%)	Apartments or Condos	19 (4%)	Other, please specify.

**Please specify here:**

- Mixed use building downtown should be encouraged.
- Mixed use space is always best as it is adaptable and can change with community needs
- I think the bank should be partially responsible for the redevelopment of that area. They obviously have the money.
- Downtown living!
- allow private development
- A place for creativity - classes for all ages in Art, Photography, Performance Arts, Music, Cooking, Meeting rooms for playing games, book clubs, craft clubs, etc.
- It seems like a natural site for a downtown hotel.
- casino/ sports book
- I actually think mixed use space would make the most sense for the Younkers building and the former Baylake Bank (Nicolet Bank) building.
- Youth/senior one-bedroom apartments
- Low income housing
- I support green space as well.
- Make it a Kwik Trip.
- Same as your keys site. 3 story. Top two floors apartment/condo and ground retail
- Wonder if this building has the ability to be mix use.
- A portion --- retail or restaurant ...
- Any kind of small business that would contribute to downtown, or maybe a tech business or shared office space.
- Like how Green Bay is developing by Lambeau...a mini Arien's Hill with a brewery/casual restaurant, skating rink. In the summer adapt it to sell local products at an outdoor market...or consider what Milwaukee has done with the Milwaukee Public Market downtown.
- Green space
- We need something to do at night, speaking as a youth in the Sturgeon Bay area. Being bored at home can lead to lots of trouble, and if there was something to do in town it would be amazing.
- Would make a good Rehab Center
- Would this be a possible location to build a new library instead of trying to renovate the old one?
- I think the financial burden here should be on Nicolet Bank. They "needed" another bank across the street? Why? They've created an eyesore because that building didn't meet their aesthetic standard. It's crazy that this is the taxpayer's problem, this is an example of corporate pandering that I think most people feel is unacceptable.
- No more bars are needed downtown. Created one of the spaces into some kind of public usage area/indoor market. We do not need another clothing store. I like Kohl's but would it draw in enough business? If so, that is my only exception to my previous statement.
- It would be nice to have a one-stop shop for the non-profits in the area. Shared resources such as printing, storage, etc. There is plenty of great parking available there and a great location for our struggling families.
- If no one buys it or renovates it. Rip it down. Sell the bank properties
- Two story parking ramp

- There is plenty of room there to place all the "HELP" resources in one building. Low income. Lakeshore cap. Programs for toys for tots. Low income childcare. Etc. A place where all your help can be found when needed. More and more people are looking to relocate out of major cities. Sturgeon Bay tends to send you all over the city to find any kind of help. That's preposterous. These facilities aren't easy to find.
- Again, I see mixed use as possible with affordable housing on the second level and/or the basement with retail on the main level.
- I don't understand why you ask this question. It's a brand-new building with an ongoing, thriving business. Why change???
- Children's museum
- The main area of focus for development should be the parking lot on Jefferson Street. There is currently a dead zone between the Jefferson Street shopping area and Third Ave. This must be eliminated in order to provide a flowing and consistent downtown area.
- Please "deconstruct", not "demolish". Big difference!
- Anything but condos. If you build condos, they will be purchased by tourists and not used to the full capability a downtown condo should be used for. Prime example is the bay lofts; majority of tenants are nonresident. Beautiful building and location, but doesn't help our housing shortage to residents that live here year-round.

**28. How frequently do you go outside of the City of the following goods and services? Please put a ✓ in the appropriate box.**

Business Type	A few times per week	A few times per month	A few times per year	Rarely or Never
Groceries	6 (3%)	62 (32%)	56 (29%)	69 (36%)
Clothing / Shoes	8 (4%)	73 (38%)	91 (48%)	18 (9%)
Furnitures / Appliances	5 (3%)	23 (12%)	109 (57%)	55 (29%)
Hardware / Building Supplies	5 (3%)	32 (17%)	79 (41%)	76 (40%)
Motor Vehicle / Auto	2 (1%)	12 (6%)	58 (31%)	118 (62%)
Pharmacy/Drug Store	3 (2%)	1 (1%)	14 (7%)	173 (90%)
Cosmetics / Beauty Retail	2 (1%)	16 (8%)	33 (17%)	140 (73%)
Entertainment / Leisure	11 (6%)	55 (29%)	93 (49%)	31 (16%)
Health Care	5 (3%)	15 (8%)	83 (43%)	88 (46%)
Professional Services (Legal, Accounting, Counseling, etc.)	5 (3%)	11 (6%)	31 (16%)	143 (74%)
Personal Services (Beauty Salon, Barber, etc.)	1 (1%)	10 (5%)	27 (14%)	152 (80%)
Other, please specify.	4 (16%)	2 (8%)	0 0%	18 (75%)

**Please specify here:**

- Sporting goods
- we have very little in options for men's clothing and shoes
- Quality sportswear and equipment.
- Service industry--the industrial companies here have much lower standards than those in Green Bay. I would rather spend the extra trip charge than use local companies--plumbers, electricians, hvac, roofing, siding, builders, all of them--we have a fixer-upper and have literally hired all of these from Green Bay after attempting to work in town
- Home Depot!!! Menards!!!! We need at least one of these.
- Re-vamp the old school building on the West Side and upgrade it into something that is appealing and useful for our community. It



seems like it takes the city a long time to make a decision and move forward with it. Let's see things get done!

- Many of the above items are ordered online.
- Most large purchases I feel I need to go out of town, as prices are usually 10-20% lower outside of door county.
- We have had both Sam's and Costco memberships. I would LOVE to see an Aldi's in town. We can usually find what we want right here. Spouse sees a cardiac specialist at Bellin. Clothing out of town is better so people aren't wearing the same clothes as other people. There is a bigger variety in GB and that's fine with me. Don't saturate Sturgeon Bay. People will go to GB if they want/need to.

- I drive to Green Bay to go to Aldi's for groceries
- Since I work in GB, I do all our shopping after work in GB. The only local shopping is grocery store and target. We order all our other goods online or travel to specialty stores in GB. The cost of products is higher in SB, so if it's not needed immediately, we wait until the work week for me to purchase in GB. However, I have been making an effort to shop more locally at HeathyWay Market Merchants Meats, and local restaurants to support the community I live in.
- Asian market. Costco

#### 29. How often do you visit or use the City's parks and trails? (

<u>53 (27%)</u>	At least a few times a week
<u>76 (39%)</u>	Once or twice a month
<u>50 (26%)</u>	A few times a year
<u>15 (8%)</u>	Seldom or never

#### 30. How often do you access the City's public waterfront?

<u>60 (31%)</u>	At least a few times a week
<u>73 (38%)</u>	Once or twice a month
<u>47 (24%)</u>	A few times a year
<u>14 (7%)</u>	Seldom or never

#### 31. Do you feel the amount of public waterfront is...

<u>17 (9%)</u>	More than sufficient
<u>72 (37%)</u>	Sufficient
<u>4 (2%)</u>	No Opinion/Do not use
<u>101 (52%)</u>	Less than sufficient

**32. Please indicate which statement best matches your opinion regarding the City investing in the following recreation facilities.**

<b>Business Type</b>	The City <b>definitely</b> needs to increase its level of investment/funding	The City <b>might</b> need to increase its level of investment/funding	The <b>current level</b> of investment/funding is <b>adequate</b>	The City should <b>reduce</b> its level of investment/funding
Athletic Fields (Soccer, softball, etc.)	27 (15%)	66 (36%)	79 (43%)	10 (5%)
Athletic Courts (tennis, basketball, pickle ball, etc.)	24 (13%)	88 (48%)	68 (37%)	4 (2%)
Beaches	71 (38%)	73 (39%)	41 (22%)	1 (1%)
Motor Boat Launches	12 (7%)	38 (21%)	124 (69%)	6 (3%)
Canoe/Kayak Launches	41 (23%)	64 (35%)	75 (41%)	2 (1%)
Off-road hiking trails	38 (21%)	65 (36%)	76 (42%)	4 (2%)
Off-road biking trails	36 (20%)	66 (37%)	71 (40%)	5 (3%)
Off-road mixed-use trails	38 (21%)	58 (32%)	82 (45%)	6 (3%)
Swimming pool/aquatic center	35 (19%)	31 (17%)	110 (60%)	6 (3%)
Splash pad	53 (28%)	43 (23%)	72 (39%)	18 (10%)
Indoor Sports Complex	50 (27%)	48 (26%)	68 (37%)	12 (5%)
Playgrounds	26 (14%)	79 (43%)	76 (42%)	2 (1%)
Dog Parks	26 (14%)	53 (29%)	91 (51%)	10 (6%)
Community Parks (greater than 10 acres)	30 (16%)	52 (28%)	94 (51%)	9 (5%)
Neighborhood Parks (less than 10 acres)	31 (17%)	64 (35%)	84 (45%)	6 (3%)
Nature Preserves	35 (19%)	54 (3%)	86 (47%)	9 (5%)
Other, please specify.	7 (26%)	4 (15%)	7 (26%)	9 (33%)

**33. Please feel free to write any additional comments you may have regarding your impressions of the City of Sturgeon Bay as it currently exists and/or how you would like to see the community change in the future.**

- Let's make our best effort to make Sturgeon Bay welcoming, diverse and multi-cultural.
- Preserve the history and move forward. Be progressive without tearing things down. Add fun things to do year-round that will draw people here.
- Develop the walkways along the shorelines.
- The city needs to take the existing businesses into consideration prior to bringing in new development. The debacle with the waterfront west-side hotel for example when existing occupancy is too low. Now you are adding apartments (and not many are actually affordable) to the west-side old school when I believe the housing study was faulty in not counting all units regardless of the number i.e. single or those with less than 16 units, I believe the number used was. Either way, the point is moot if there isn't child-care available.
- OUR BEACHES AND WATERFRONT SHOULD BE THE MOST IMPORTANT THING TO US. imagine if Ottumba or Sunset was used and promoted like Sister Bay or Fish Creek beach. Also, what if Sturgeon Bay had even more beaches near the downtown to use? People love beaches!!

- SB should become known as a Green/sustainable city. That will help shift the demographics to younger households.
- Just wanted to re-iterate that Sturgeon bay needs to be thinking future and be progressive I'd can maintain our 'quaintness' and still move forward. We need to attract young families w/ jobs and affordable housing. With that we need appropriate commerce convenient to residents on both sides of the canal. Stop dwelling on life 'the way it was'.
- Renovating old to make usable is good i.e. old library converted to accounting business and old county shop is now ADRC Center - Marvelous! But holding onto the eyesore granary, UGH!!! Keeping run down standing West School and ball field - reuse, refresh, renovate and make useful.
- Get rid of granary and Delols area for public or recreation use or commercial. Encourage west side for more and varied use and again a grocery store
- I would like to see the City recognize those properties that pile junk, old cars, appliances , etc. in their yards or adjoining property. Some kind of ordinance with fines attached for negligence or clean up. The City of Sturgeon Bay is generally very much a showcase except for several properties that need attention.
- Outdoor Skate park in the east side like the one on the west side
- Sturgeon Bay is doing much better than other WI cities of similar size but it is vulnerable to reckless development, sprawl, and excessive sucking up to shipyards. The future lies in modern smaller industries.
- I'd love to have more dedicated bike/walking paths to encourage alternate transportation. I'd also love to have better ride share opportunities (maybe even a community car service that you can use by the hour) to make single car households easier and more common. Sturgeon Bay is awesome since everything is close by, so we should emphasize that.
- Sturgeon Bay has incredible potential for growth, but also for preserving the iconic buildings and homes that make the city unique. Now is the time to get creative and attract new sustainable industries to create jobs so that more people want to live as well as visit here.
- We need to encourage development in our city, we need to have standards, but we can't be petty or unfriendly to Development. Get the west side done. I prefer a hotel on that sight
- First, how about a walking trail along the water??? Second, I feel like MANY more would ,access public waterfront, if anyone could tell where that is! Finally, can you break up the survey next time - or warn a person that an hour of their life will be used.
- What I see is a lot of people wanting to maintain things exactly as they are and fighting anything that even appears to be development, and the city government catering to that minority, rather than looking at the long-term big picture. That needs to change if the city is going to survive or grow as our current population ages.
- stop meddling with private developers and allow growth through private funding
- Thank you so much for the opportunity to provide input!
- We are fortunate to have so many community organizations and non-profits in the county that focus on natural open spaces and access that the City of Sturgeon Bay does not have to invest tax moneys in duplicate ventures. We are not in an urban jungle with municipalities crammed against our borders. Instead we are in the center of one of the most beautiful and accessible counties in the country. Public monies should be invested to aid access to additional revenues coming into the city from tourism and commercial industry, not thru additional tax burden on the residents.
- For any future plans to help the city project more "curb appeal" (aside from the proposed signage to direct everyone features they were not aware of) perhaps a revised building code should be considered: architecture around town suffers in comparison to Sister Bay, Fish Creek, Ephraim, etc. where a more consistent nautical/New England flavor is displayed. People want to live in or vacation at an attractive area--one that "soothes the soul". It may also help businesses attract qualified employees who would relocate here to upgrade the quality of life for their families (good schools, healthcare, safe and clean environment, top-notch public services, competitively priced and well-built homes, attractive community all

around). We need an immediate re-vamping of our city services in the area of leaf-removal (wonderful mess awaits us in the coming Spring!) and since winter is well-known to last 6 months with generous amounts of snow and ice, we need REAL improvement in keeping our streets safe in winter! Sorry, but you asked! These are areas screaming for improvement if the city is serious about expanding and maintaining qualified residents for its workforce.

- Thanks for getting public input
- I think there is enough of these small businesses downtown, I rarely shop downtown. Probably a good area for tourists to go. I hate it when they close off streets for events. but I guess we can get around those times.
- The city government is a JOKE. all they care about are pet projects. For the amount of services offered Taxes are WAY too high. Taxes are similar to major cities like Madison with less services. BRING BACK WEEKLY RECYCLING PICKUP. instead of paying someone to be at the compost site. Have biweekly grass and brush pickup in a can like other communities. NO ONE ON THE CURRENT CITY COUNSEL DESERVES A RAISE !!
- Too many parks in SB, already have 18-19 of them, with way too much cost to the city!
- I only checked "Beaches" in question 43 because I anticipate that we'll have to spend more money to repair our beaches from the high-water damage; not because I think they need improvement in any way.
- It would be very nice to have a playground that is accessible for kids with disabilities.
- I am eager to see the new signs that will help people find the waterfront. Hopefully the waterfront will become more cohesive in the future.
- The city of Sturgeon Bay is a good place to live. Of course, there is room for change for the better and I feel with the right choices and an increase in the economy and year-round recreation the city could be great!
- Do we even have a community pool and splash pad?
- I think sturgeon bay is too worried about growing more like bigger cities. But the thing is, people here need places to live, and things to do. Tourists come to sturgeon bay to escape the city, not leave one to visit another. Please find more things for teens to do, and more affordable housing. Stop worrying about things from the past, and worry about the future generations and what they need.
- I am concerned about the future of the city. As a young person who has bought a house here and hopes to raise a family here, I question whether I will have to leave this community to seek work elsewhere due to the economic downturn and reliance solely on tourist dollars and a retirement community. We need more young people and families - the way to bring them in is through high quality jobs and having a city that stands for something. Be a green city with trails and parks that capitalize on the beauty of Door County and you could attract people that would be willing to even commute to Green Bay for work if they have to. Look at what other cities (Green Bay, Eau Claire, Kenosha) are doing to develop their waterfront, create public spaces, and build community.
- Eau Claire, Kenosha, Duluth, Stevens Point. All these cities have booming public waterfronts with trails connecting to natural areas, beaches, boat launches and parks. All these cities have put money and effort into community/green spaces by their waterfront, and all these cities are attracting young adults because of this. Sturgeon Bay could be like this, if it put more effort into what young adults want and need in a community. Parks. Recreation. Biking trails. Community hub downtown. Childcare. City council members should have to research other growing/thriving communities and bring forward more positive feedback. I wonder how much people in our local govt experience other places to bring forth fresh ideas. I'm still not sold on starting/raising my family here for reasons listed. Waiting to see if/how anything changes.
- Sturgeon Bay needs to balance the needs of the community with the desires of industry. Right now, it seems that Bay Ship Building is catered to at the expense of the citizens of the community. Granted, they provide employment opportunities for many people--a good number of whom live elsewhere--but that doesn't mean they should be coddled.
- The fact that we have gone back and forth about the grain elevator is a joke. Everyone was okay letting this building slip away and fall apart until a

developer wanted to do something with the land. It's an eyesore and a liability for the city. They boasted compromise when they really stomped their feet like children until they got their way

- Probably the biggest is just this survey. It makes me happy this is being done to see what the people actually want and not what some board thinks they do. I would say more surveys and push them more. I found this on Facebook from a friend's post.
- I would like to see an indoor ice rink similar to what is put in place at De Pere Ice Arena
- We need more Affordable housing for our community , not the affordable housing they are building, needs to be much more affordable. Also leave our Westside ballpark Alone !!! That so-called affordable housing unit can be put somewhere else !! The Ballpark is historic , leave it alone .
- We love living here in general, but a few pedestrian bridges would make the town SO much more walking/biking friendly. Something like Home Depot would be beneficial too, since everyone goes to Green Bay any time, they need something more than a small piece of hardware.
- Waterfront access on Westside shoreline where Granary is going. Really think it is a good investment to push sustainability -keep fossil fuel money from leaving Sturgeon Bay community, better air quality, and important to some visitors. Egg Harbor and Sister Bay(?) are moving ahead with solar friendly policies, building energy efficiencies and electric car support. Make Sturgeon Bay a city that embraces being a vibrant livable community.
- Continuous walking trails/sidewalks along the waterfront are needed. Nothing goes on for very long or you end up walking in weird places like behind power plants or old buildings or your sidewalk ends.
- Grahm park should be made into a water fountain splash pad etc. similar to Charlevoux
- Activities during the time of year it's not easy to be outside would be ideal for ALL ages. An indoor sports complex would bring money into our community and even during the summer too. Sports and activity could be a year around and not traveling to club sports in Green Bay or De Pere. Look at where money is being lost. Has anyone reached out to current high school seniors or recent high school graduates? What would attract them to be in a career and want to return to our community? We need expansive thinking and future mobility; not stagnant. People will move away for jobs and may not be as loyal and committed as employers and owners like to think.
- Please try to come up with a solution to the daycare issue. The only daycare center option in SB right now is the YMCA. There is a HUGE waiting list. We need other options for young families that work. Thank You!
- We are at a wonderful point where decisions made today will deeply enhance the quality of life in Sturgeon Bay for the next generation. Statistically in the US, the population is aging, housing and real goods are increasing to a breaking point. Young people can't stay where they grew up due to rising costs of housing and lack of employment opportunities. The future of our City through a valuable comprehensive plan can help to bring a thoughtful process to ensure SB is a welcoming place, affordable and self-sufficient.
- Save West Side Field
- Sturgeon Bay could be the site of an indoor and outdoor sports facilities that could host.
- Unfortunately, I still see a lot of racial profiling especially in the SB police department. But a lot of stores here don't really want people of color in their but even Wal-Mart shows racism ....like following Black and or Hispanic males
- I am a young person in Sturgeon Bay and I would really like this town to be the one to raise my children, but I have always felt that Sturgeon Bay falls short of a lot of opportunities and resources for young people and their families. However, there are always other priorities for me too, so I believe this survey is a great idea and thank you for listening to the public opinion!
- I hope to see more environmentally friendly infrastructure and growth in the future. It would be beautiful to have little places of green and art pieces around the city. It would enhance the character Sturgeon Bay already has.
- Before the city starts focusing on parks, buildings, waterfront etc. It should focus on improving the condition of our roads. They are atrocious and a serious detriment to the attractiveness of our community.



- I really hope the city takes climate change seriously. There are things we can do as a city to cut our emissions and improve resiliency.
- You need answers to all this? Call me. Phil Rockwell 920.559.2810
- I think that the parks that we have are great and have been taken care of. I have appreciated the improvements of the beach areas over the past few years. I love our parks. Taking care of the geese problem has been a HUGE improvement at Sunset Park.
- Question 6 - I sold my business at age 75 and retired. Next question doesn't offer "retired" as an option.
- Assist in managing increasing flooding on Memorial Dr. and downtown area, affordable housing, Younkers type of retail option so don't need to travel to Green Bay/Appleton. Thank you!
- Often times the choices above may not have had a spot where I could explain. For instance, due to the extreme weather we have (either really hot or really cold), we may bike less due to snow, etc. or go walking at the public lands due to the heat. Tearing down the old Younkers building makes sense but for the right reasons. It will be costly to renovate and become ADA compliant. I say start over and make it up to code from the start. Quit messing with the beaches and all that grass. I've never heard anyone (tourists or locals) say how great that grass is. I have seen mice running around down there & people toss their trash in it. You can't walk on it or enjoy the sandy beach. I believe it was done for seagull population control, but we're surrounded by water, we're bound to have birds. And, although I don't use public transportation (yet), it is a true need here in the county for so many. I believe more emphasis should be put on ridesharing or carpooling to help reduce our carbon footprint as well. Sometimes I feel the city is necessarily responsible for items, but the county should be. For instance, I think broadband availability is good in the city but not in all of the county. It was a little hard to keep reeling myself in to answer the question as just "city" and not county. I'm sure others feel the same. Thank you for collecting data. I hope a lot of good comes from this survey. It's pretty long & overwhelming. I hope people aren't intimidated by the size.
- Fix the roads. Make a sports complex. Make Sturgeon Bay a destination for high school sporting events year around. Non door county communities love to visit what we have to offer
- I would really like to see more neighborhood parks or a splash pad. The only parks in my neighborhood are school playgrounds, which we cannot use during the day when kids are at school. The kids in this town need more local places to play outside that they can walk or bike to. Thank you!
- Changes to the plan should be made in a way that match the adjoining neighborhoods, meet actual current or future needs, and are fiscally responsible.
- I love the fact that you are doing this survey, but for the average person they will quit doing it before done. It needs to be more concise.
- The City of Sturgeon Bay has a ton of potential. The City needs its leadership to start executing sustainable plans for the city. The City needs to stop having itself held hostage by small interest groups and make decisions for the greater good of its citizens and its future. Sometimes tough decisions may hurt feelings. Not everyone can have everything THEY want. Develop the Westside Waterfront in a sustainable fashion. Make people want to visit and live in Sturgeon Bay. We need another option besides the YMCA for indoor activities. A field house for all ages could accommodate that need. We need better childcare. The city provides a lot of services for non-tax paying individuals. Maybe the city's borders can be increased to account for more tax income. All in all, the city needs to get off of cruise control and STEP IT UP!
- Please have cops come out of their cars and direct traffic on school days at corner of Michigan and 12th. Why are they sitting in their cars? Be proactive, or reactive.
- Children's museum is needed for locals and visitors alike.
- City of SB has many wonderful historic buildings, properties. I'd like to see ordinances to protect these.
- The state of the Sand Volleyball courts at both Otumba and Sunset are dismal. There are plenty of people looking to play that cannot be a part of the exclusive bar leagues.
- Important are: Arts District. Historic Districts. Historic buildings. Locally-owned businesses that give back. Home of Door County Community

Foundation and a giving community -- in all ways. The Library! The Steel Bridge. The skatepark. Otumba Park. The HOPE for a creative, proactive, smart, long-term-thinking plan that: emphasizes livability, education, sustainability, environmental quality and preservation, historic preservation, arts, affordable housing, walking and biking and skateboarding (healthy life), parks and their support, community generosity, more university affiliations and higher education outposts, Lake Michigan freshwater research hub (National Estuarine Research Reserve invited here) -- to think long-term about building a diverse jobs economy, a vast connected public waterfront that tells our stories and is a respite, kindness and inclusiveness modeled in the government.

- Spaces that build Community. Library with lots of light along the water.
- A great small town with great water access, sufficient basic services, great park system that needs to develop economic opportunities that attracts young families and teleworkers.
- I'm encouraged by the following: expansion of Healthy Way, reuse of the Advocate building, adoption of waterfront plan, renovation of the granary (and private investment in that), campaign to renovate Third Avenue Playhouse. I think we have to be careful about flagrant spending on police and fire -- enough but not too much. We should adopt the Green Tier program and build sustainability into all discussions/decisions. The City could use better communications. We have a lot going for us, but we don't communicate and celebrate it, so people see it. On the whole, the city staff is excellent. Should be encouraged to actively pursue good ideas, network and take advantage of opportunities. How about a "Best New Initiative Award" given to the staff member who researches and implements something that betters the city, either environmentally, financially or in terms of quality of life? To be awarded when this happens, not necessarily every year.
- Sturgeon Bay will need to do things differently, if we want to remain a vibrant community in the future. We can assume that the old industrial core of the economy will continue to decline. Sturgeon Bay must find a new reason for being and a new promise of value to residents and those looking to move here.
- In response to question 43: City ice rink needs updating, upkeep, organizing. Would be great to have a family facility with multiple rinks (maybe one indoor).
- Would love to see Sturgeon Bay fix the roads and streets, green up all spaces, make a plan for city growth that includes more parks, trails, and green areas, and more community engagement in outdoor spaces. We also need better housing options for everyone: apartments (affordable), townhomes, single family homes (affordable)
- Instead of an outdoor pool, have the city help subsidize the YMCA aquatic centers which are outstanding, help make them open to all community members.