

Detroit Harbor Enhancement Plan

Prepared for the
Town of Washington, WI

3 June 2013

Funding for this project was provided by the Wisconsin Coastal Management Grant and generous donations made by local residents and businesses.

SMITHGROUP JJR



ACKNOWLEDGEMENTS

Steering Committee

Valerie Carpenter
Kirby Foss
Tim Garland, RLA
Michael Kickbush, AIA, Chair
Mary Marik
Louis Munao
Pete Petrie
Hoyt Purinton
Randy Sorensen

Town of Washington

Joel Gunnlaugsson, Chairman, Town Board
Kirby Foss
Elizabeth Holmes
Tom Jordan
Randy Sorenson
John Rader

Local Business Owners

The Danish Mill
Kap's Marina
Washington Island Ferry Line

The Steering Committee and project consultants would like to thank all the residents who attended the various public meetings for sharing their insights and personal histories of living on Washington Island.

Project Consultants

SmithGroupJJR: Ed Freer, Principal Designer/Planner
Bill Brose, Principal Engineer
Martha Eberle, Staff Landscape Architect
Jessie Fink, Associate Landscape Architect
Heather Clifford, Staff Engineer
Foth: Brian Hinrichs, PSS/POWTS, Funding Strategist

1. Introduction

Project Intent	2
Project Background.....	4
Existing Conditions	6
Planning Process	10
Project Goals.....	12

2. Harbor Enhancement Plan

Opportunity Areas and Connections	14
Multi-Use Path Treatments.....	16
Ferry Dock District.....	18
Ferry Dock District Recommended Voluntary Acquisitions	22
Harbor Right-Of-Way Access Changes.....	24
Gislason Beach Area.....	26
Wayfinding	28
Programming	29

3. Implementation

Economic Strategies and Public Policy	30
Funding Strategies by Program.....	31
Ferry District Priority Projects.....	34
Next Steps.....	38

I. INTRODUCTION

Project Intent

The following pages contain a summary of the analysis and recommendation process for the perimeter of Detroit Harbor as defined in the study area. The planning team, with the help of the steering committee, the Town of Washington, and local residents, has identified a number of opportunities for improvement which would enhance the quality of life on the island while providing additional economic sustainability for the Town of Washington and its residents.

The intent of this process was to:

- a. Increase safety, use, and attractiveness of Detroit Harbor
- b. Support maritime-related businesses
- c. Promote tourism
- d. Attract private investment
- e. Improve public access to the water's edge
- f. Evaluate water-based recreational opportunities including piers, launches, and marinas
- g. Identify and prioritize harbor improvements
- h. Provide guidance for implementation and funding strategies

The recommendations in this document focus on the public realm and the ways in which infrastructure improvements that provide public amenities can be leveraged to attract private investments.

It is important to note that this approach in no way discounts the importance of private investment. Communities typically do not control private investment or the marketplace, nor engage in the associated risks. However, a community does control how it plans, builds and manages its public resources.

This process not only helps identify desirable improvements, but outlines how to best align the Town's resources in the pursuit of funding sources needed to realize specific enhancements along the waterfront.

The benefits of this approach include but are not limited to:

1. Demonstrates to private investors that the community is ready to commit to public improvements
2. Uses public funding programs that will enhance private investment
3. Accesses public funding that private investors are not eligible for
4. Rebrands the community as a unique destination
5. Utilizes federal, state, and county resources as the primary funding source for improvements, minimizing any negative impacts on the local tax base



Historic Detroit Harbor

Project Background

Washington Island is located above the northernmost tip of the Door County peninsula at the mouth of the historic “Death’s Door” passage into Green Bay. The island is accessible from the mainland by ferry service from Northport or Gills Rock, via the Washington Island Airport, or by personal watercraft. Detroit Harbor, a protected cove formed by Detroit Island to the south, is the primary entry point to Washington Island for residents, visitors, and services. It supports the operations of two ferry lines, a U.S. Coast Guard station, and two marinas. The harbor is central to the everyday operation of commercial activity on the island and provides visitors with their first impressions of the community.

The Town of Washington selected SmithGroupJJR to develop a harbor enhancement plan with recommendations for improvements that would strengthen the town’s economy without compromising its character. The Detroit Harbor Enhancement Plan is meant to complement the existing Washington Island Comprehensive Outdoor Recreation Plan 2011-2015 as well as the Door County Comprehensive Plan 2030.

Setting

Washington Island, like most of Door County, has a seasonal economy with high and low cycles. Most visitors come to island in the summer which challenges the ability of local businesses to sustain operations during the winter months.

However, the island markets itself as an escape from the throngs of tourists often found on the peninsula. Residents consider the island to be more laid-back or “above the tension line”, and many visitors are seeking an experience that is different than what is found at other Door County destinations. The challenge to retain its off-the-beaten-path identity while attracting enough visitors to support the local economy is a very difficult one, but it is also what makes the island such a unique and intriguing place.



Summer crowds at Schoolhouse Beach



Point of departure from the peninsula (Northport)



A locally-owned business near the ferry dock (Washington Island)



Picturesque Jackson Harbor (Washington Island)

Existing Conditions

During the three-day workshop held on the island, the team assessed existing conditions by reviewing maps and photos, touring the island, and listening to the stories of local residents. Through an open dialogue, many residents voiced concerns that the harbor gives a negative first impression to visitors arriving to the island by the ferry. First impressions are important. Today, the arrival experience is a view of stockpiled materials, an abandoned barge, and inoperative dockage as well as a perception of limited public waterfront access. The presence and organization of commercial properties is unclear. There are a lack of flexible transportation options from the ferry dock, particularly for children and the elderly. The sense of arrival beyond the ferry dock is weak, and the district lacks the physical characteristics that contribute to creating a memorable sense of place.

The only dedicated public access points to Detroit Harbor are a very narrow public boat ramp north of the main ferry dock, a rutted ice access road at the south end of Main Road, and Gislason Beach. The ferry dock landing, although private, provides the public an opportunity to engage with the waterfront.

Kap's marina is located just south of the ferry dock and is the first view of the island for most visitors. Lobdell Point, the most visible part of the marina from the water, is currently being used to store equipment, materials, and a partially sunken barge. Bulkheads and boat dockage have begun to deteriorate in a number of locations.



Ferry dock zone of Detroit Harbor



View of Lobdell Point and Kap's Marina from the ferry entering Detroit Harbor

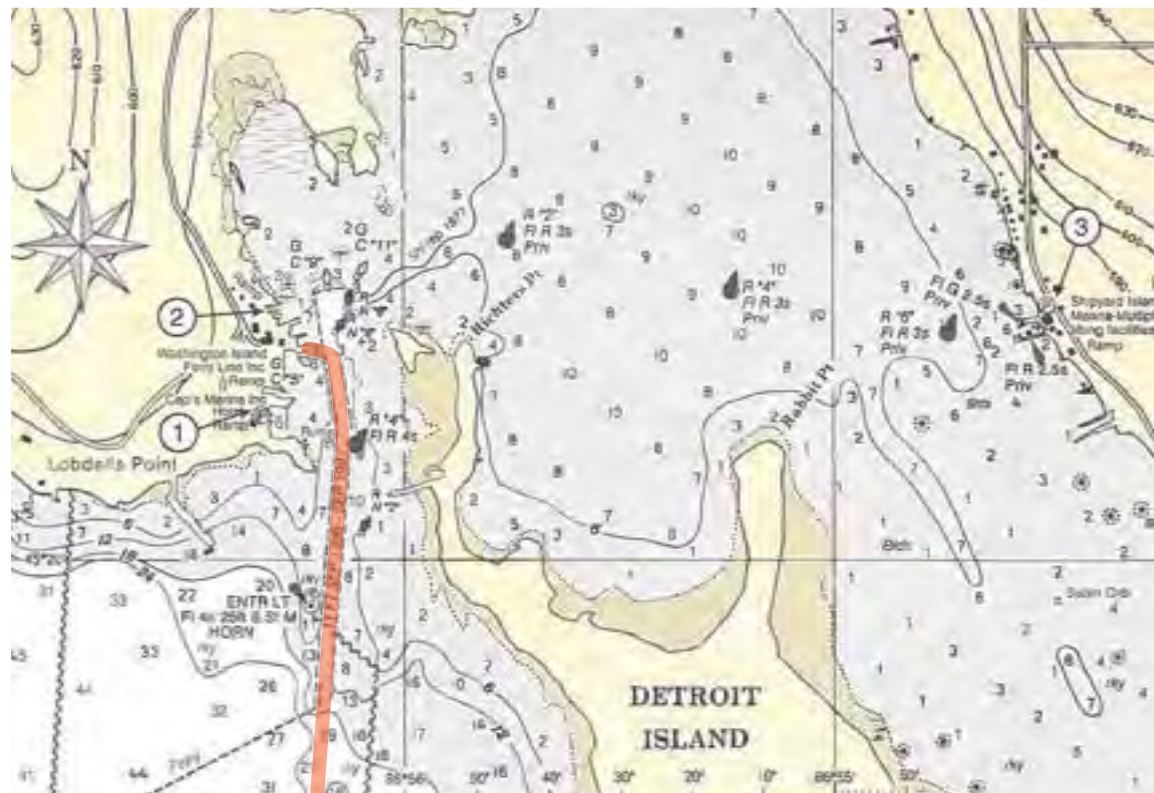
**Exhibit 1:
Existing Conditions**



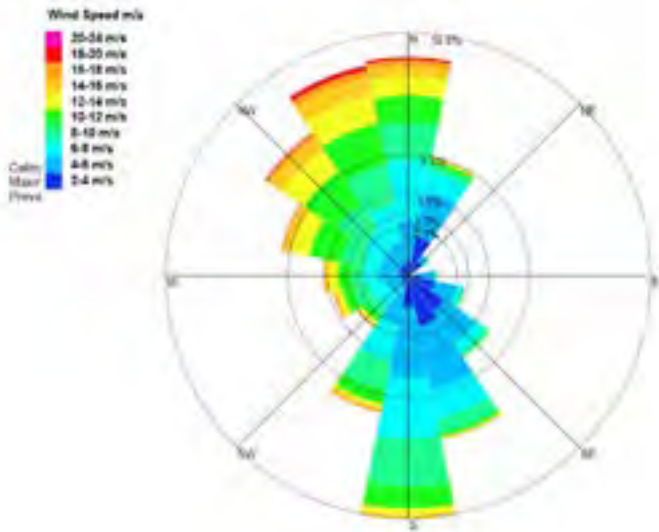
Existing Conditions

Prevailing winds in Detroit Harbor come primarily from the north during winter months. Over the summer, winds shift to enter the harbor from the south. Detroit Island and the collection of small islands in the “Death’s Door” passage shield the harbor from most strong waves. During high wind conditions, waves may reach up to approximately three feet in height. The following wind roses illustrate the wind patterns influencing the microclimate of Detroit Harbor. (Data sourced from the town of Sister Bay.)

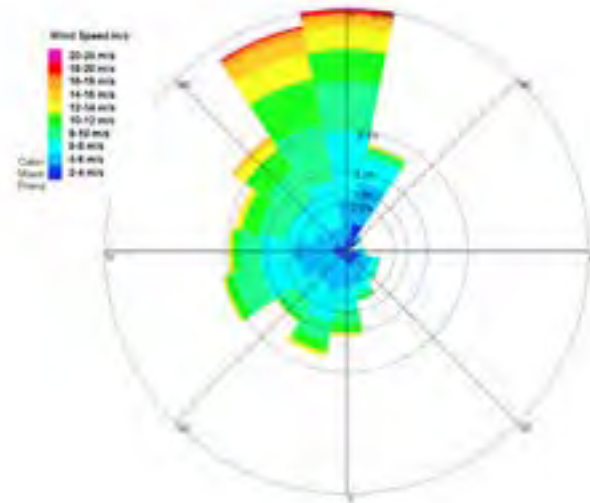
Recent low water levels on Lake Michigan have had a negative impact on both the function and aesthetics of local marinas, beaches, and other waterfront areas on the island. Current projections show water levels continuing to fall in the near term, and water-related improvements should be designed and engineered with the ability to adapt if lake levels remain near historic lows.



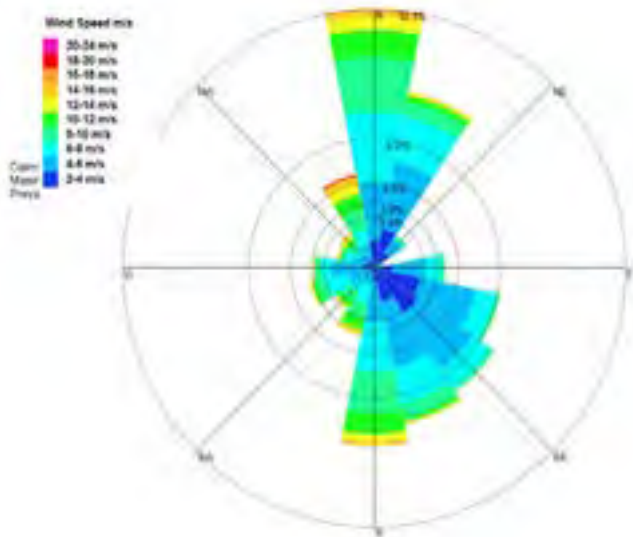
Ferry entry channel into Detroit Harbor



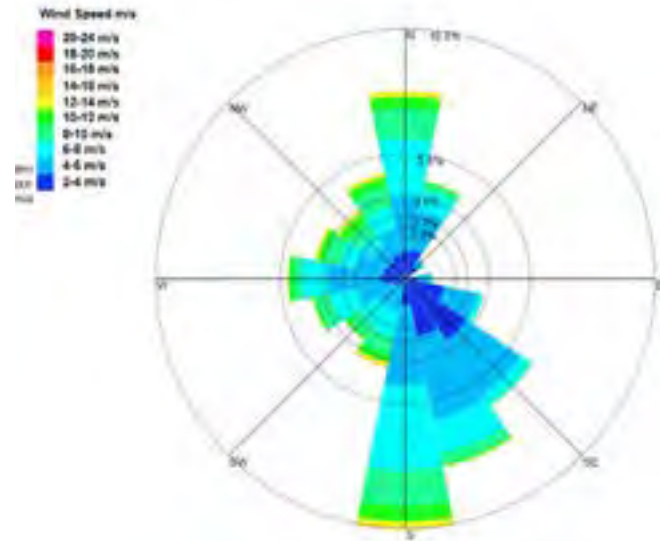
Wind rose for Sister Bay 2005-2011 Autumn (Sept - Nov)



Wind rose for Sister Bay 2005-2011 Winter (Dec - Jan)



Wind rose for Sister Bay 2005-2011 Spring (Mar - May)



Wind rose for Sister Bay 2005-2011 Summer (Jun - Aug)

Planning Process

The planning process was open and inclusive. The project team participated in a three-day planning workshop on the island and hosted public meetings for each of the following study areas: (1) the ferry dock area; (2) access points at the end of existing public roads; and (3) the Gislason Beach area. The team also held two meetings with the steering committee to discuss goals, strategies, and feedback received during the team's visit to the island.

The project team then developed an overall harbor connectivity plan with recommended solutions for the three study areas. The team solicited feedback from community residents and steering committee members throughout this process.



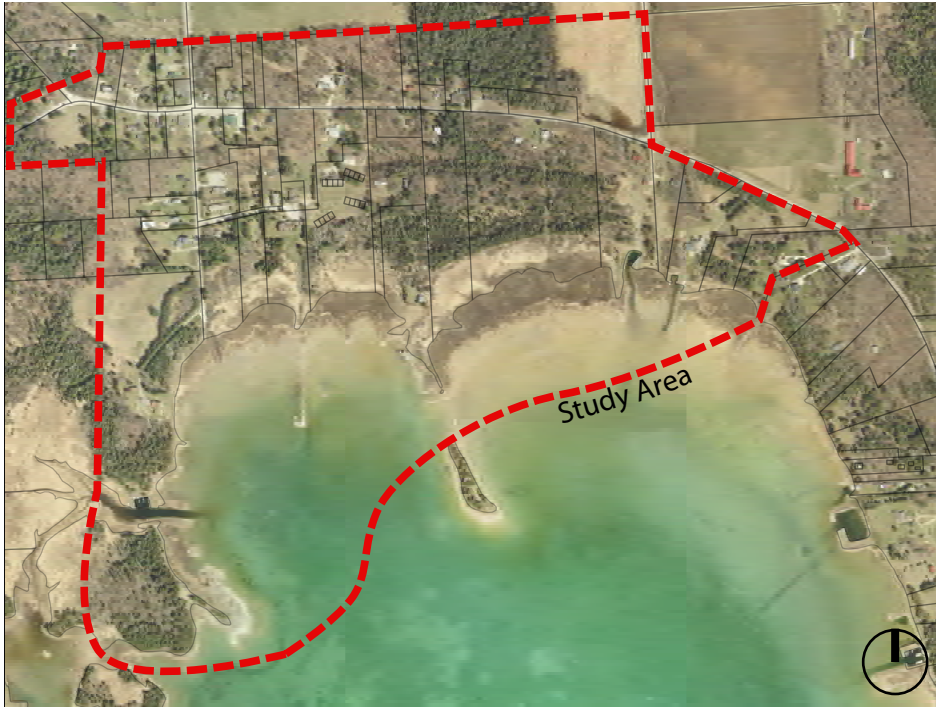
Kick-off meeting



Exploring the waterfront



Ferry dock study area



Public street right-of-way access areas to Detroit Harbor



Gislason Beach study area



Stakeholder and public meetings (morning, afternoon, and evening)



Project Goals

As part of the planning process, the project team and steering committee developed a set of goals to guide the development of harbor enhancement recommendations. These goals were drawn from the discussions held during the workshop as well as continued public dialogue. They include:

1. Provide additional public access to the waterfront.
2. Communicate the identity and character of the island to visitors.
3. Encourage and support an array of recreational activities within the harbor.
4. Create opportunities for more flexible transportation systems that operate without personal vehicles.
5. Provide opportunities to improve the economy of the island and expand beyond the summer season.



Winter recreation on Washington Island



Linear public path along the waterfront (Newport, VT)



Improved safety and aesthetics for bikers and walkers (Ohio)



Public access along the waterfront (Traverse City, MI)



Boater's Beach (Milwaukee, WI)



Interaction with the water (Carmel, IN)



Spaces for children's activities (Milwaukee, WI)

II. HARBOR ENHANCEMENT PLAN

Opportunity Areas and Connections

Washington Island offers a diversity of experiences for visitors and residents, but it is difficult to get from one place to another without the use of a personal vehicle. Auto-centric environments can be uncomfortable, unsafe, and can give a negative first impression to visitors. The team recommends that the town develop an improved bike/ped trail system through public lands to connect nodes of activity in the harbor with local destinations along the Main Road corridor. The town should also explore alternative shuttle routes, modes, and schedules to give visitors more flexibility and improved access to recreational and commercial areas.



Alternative modes of transportation (Seattle, WA)



Existing Visitor's Center in Detroit Harbor



Wayfinding and Signage (Northern Illinois)



Alternative modes of transportation (Florida)



Existing Business District at Lobdell Point Rd and Main Rd



Moorings for sail boats (Door County, WI)



Off-road paths (Peninsula State Park)

Multi-Use Path Treatments

Off-road paths provide a more relaxed and safe walking/biking experience than battling traffic on or near the road. The public land adjacent to Lobdell Point Road could host a paved path leading from the ferry dock to Main Road. Along Main Road and roads on the eastern edge of the harbor, the town could create a path network using a combination of roadside trail and voluntary easements.



Existing trail signage is difficult to see from road (Lobdell Point Rd)



Existing bike path striping (Lobdell Point Rd)



Off-road walking path along right-of-way (Fish Creek, WI)



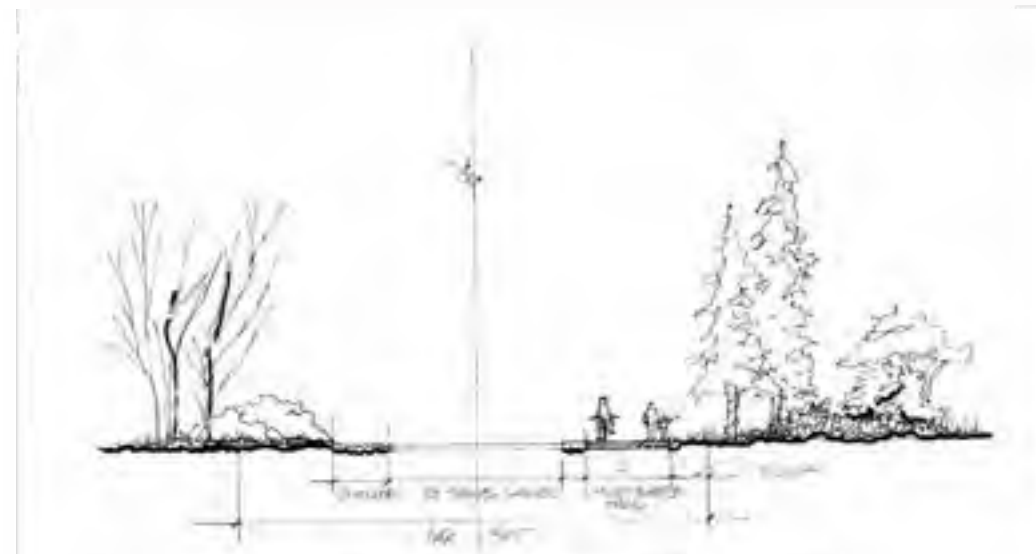
Walking path over the water (Crosswinds Marsh, MI)



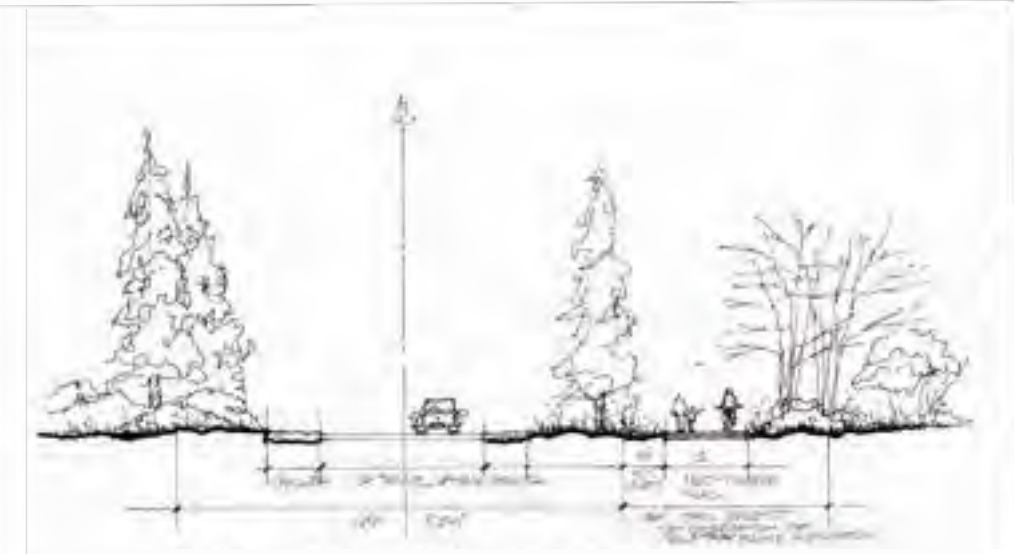
Typical Town/County Road



Paved Shoulder with Bike Route



Two-Way Trail Parallel to Road on One Side



Off-Road Trail (Voluntary Easement)

Ferry Dock District

The Ferry Dock District is the gateway to Washington Island. Its appearance shapes the first impressions of the tens of thousands of visitors that come to the island every year. It is a working waterfront, a social hot spot, and has enormous economic potential. The key features of the district are its relationship to the water and its character as a working waterfront. The adjacent diagram illustrates how the town can leverage the district's physical setting and blend public and private uses to create a seamless waterfront experience for residents and tourists alike.



Existing view of Kap's Marina as approaching the harbor



Existing public boat launch



Waterfront walking path (Traverse City, MI)



Attractive working waterfront (Sheboygan, WI)



Marina used for special events (Seattle, WA)



Improved marina aesthetic (Egg Harbor, WI)



Kayak launch docks (Port Washington, NY)



Ferry Dock District

The following recommendations can enhance the town's identity, sustain existing commercial properties, and provide additional opportunities for economic investment within the Ferry District:

1. Cohesive and Intuitive Waterfront Trail System
 - Establish public access and develop a waterfront promenade
 - Expand waterfront trails in adjacent parkland
 - Integrate voluntary public access along adjacent privately-owned bulkheads
 - Capitalize on regional trails and create linkages to upland trails
 - Incorporate a public launch service (water shuttle) to serve Detroit Harbor
 - Develop landing points linked to a blue trail in Detroit Harbor
2. Marina Upgrade
 - Redevelop and expand the private marina as a private or publicly-owned marina
 - Complete an Economic Impact Study to better understand the feasibility of a publicly-owned marina. Include a market study analysis for the Lobdell Point Road core development area and a business plan for the town of Washington
 - Incorporate public waterfront access within the public marina where appropriate
 - Add a public fishing pier/breakwall
 - Integrate recent Coast Guard improvements
3. New Two-Lane Public Launch
 - Incorporate a new launch at Lobdell Point with trailer parking and trailhead parking (as part of a waterfront park)
4. Convert Existing Boat Launch to Public Kayak Livery
 - Maintain existing public launch and work with local businesses to create public kayak/canoe livery
5. Public Space Upgrade
 - Develop new waterfront parkland
 - Create additional public trails

- Create new fishing opportunities
 - Visually enhance Lobdell Point to elevate the arrival experience
 - Incorporate restrooms and fish cleaning station
6. New Public Beach
- Develop a passive beach area for walking, sitting, and observing wildlife
7. Upgraded Public Amenities
- Develop better wayfinding
 - Develop a comprehensive approach for placing public art
 - Develop a strategic sidewalk plan
 - Develop a comprehensive district lighting plan
8. Enhance Arrival Experience
- Improve streetscape
 - Create a sense of “there”
 - Create prominent street frontage for commercial properties
 - Strengthen the Visitor Center’s relationship to the district
9. Economic Development
- Leverage street improvements
 - Convert Visitor Center parking to a public lot for the district’s commercial activities
 - Use enhanced beach as a catalyst for upland residential development
 - Use marina as a catalyst for investment and upland development
 - Maintain private ownership of commercial waterfront properties to allow restaurants and commercial businesses to exist adjacent to or near (but not in) public lands



Public Walk at Duncan Clinch Marina (Traverse City, MI)



Fish cleaning station in Sheboygan, WI

Ferry Dock District Recommended Easements and Voluntary Acquisitions

The acquisition of Kap's Marina, the addition of a public fishing pier, and the development of waterfront park spaces would create key links in a chain of public and quasi-public spaces along the waterfront surrounding the ferry dock. With the cooperation of adjacent private property owners, a seamless public/private walkway could activate the waterfront and allow visitors and residents to recreate, relax, and support businesses in the ferry dock district.



Existing view from Kap's Marina looking north



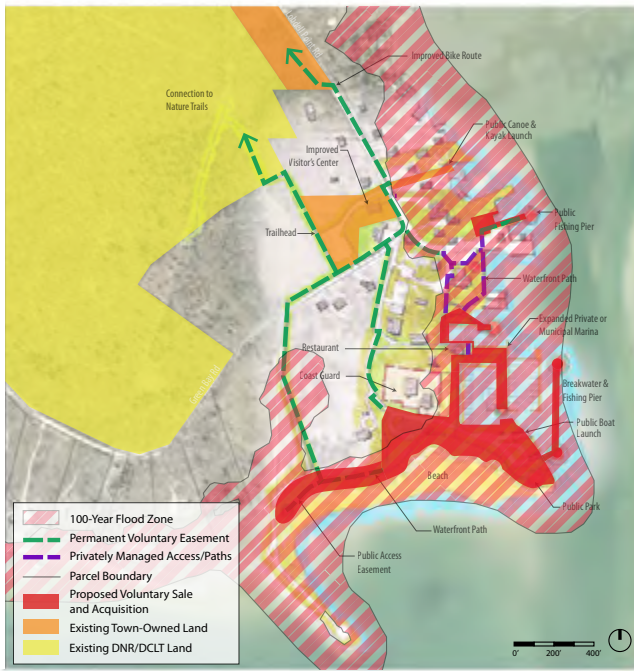
Existing view of Hansen's dock



Walkway/Outdoor Dining Area (Port Credit, Ontario)



Public walkway with restricted access to marina (Sheboygan, WI)



Ferry Dock District with 100-Year Flood Zone Overlaid

It should be noted that the suggested public access, public open space improvements, and acquisition/easements are all located in areas that are designated as non-buildable due to flood plain or wetland designation.



Kayak and canoe launch (Cape Canaveral, FL)

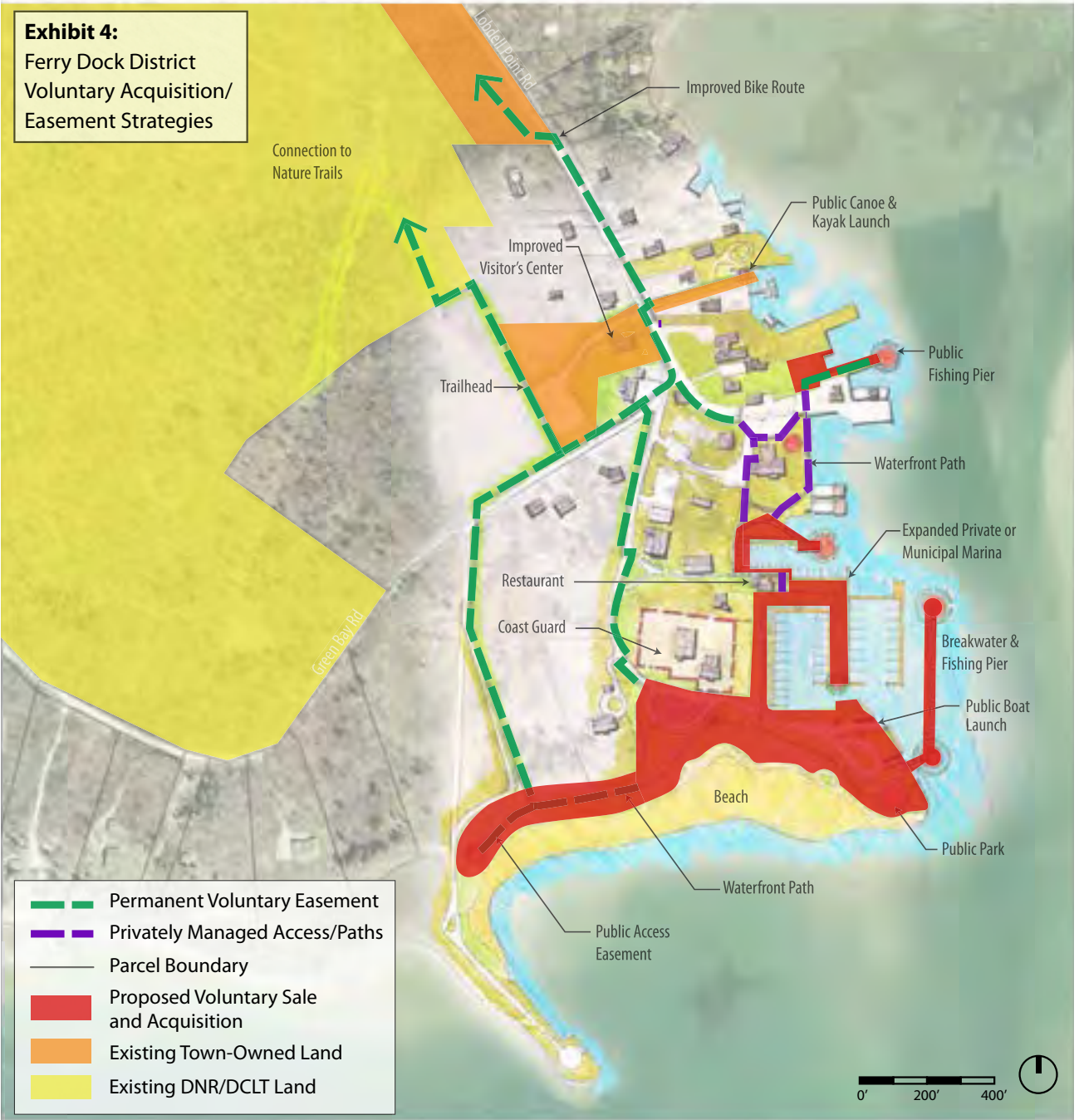


Exhibit 4:
Ferry Dock District
Voluntary Acquisition/
Easement Strategies

Harbor Right-of-Way Access Changes

The existing public access points at the ends of Main Road, Airport Road, and Homestead Road are currently underused, poorly maintained, and poorly marked. With some minor improvements, these points could provide much-needed public access to the waterfront in Detroit Harbor. The team recommends the most amenity improvements at the Main Road access and recommends minor improvements for functional access at Airport Road and emergency access at Homestead Rd.



Existing Main Road access



Existing Main Road Access viewed from west of right-of-way



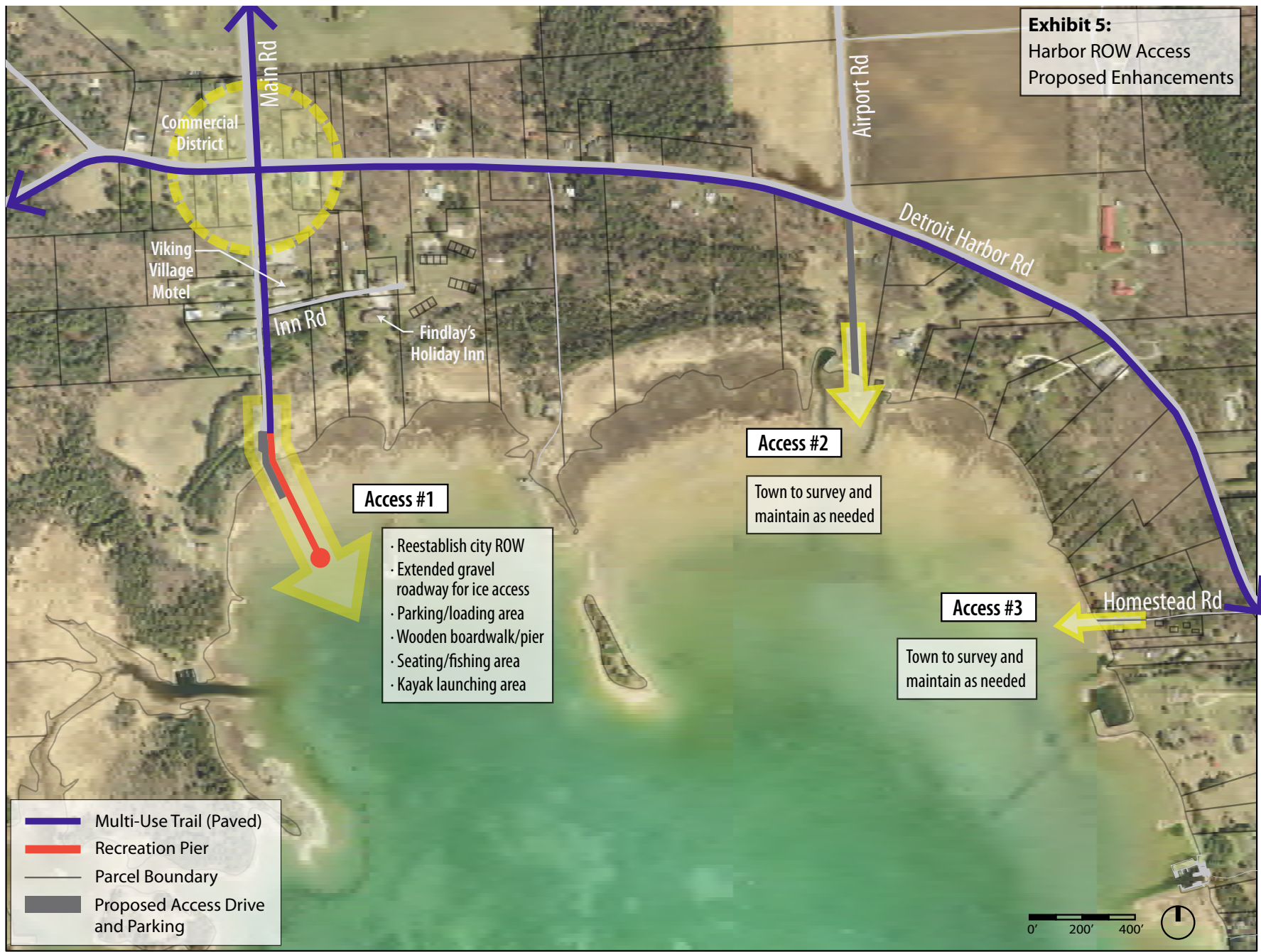
Educational opportunities (Crosswinds Marsh, MI)



Shelter built into pier (Crosswinds Marsh, MI)



Bird watchers (Madison, WI)



Gislason Beach Area

Gislason Beach and the Red Barn Park are the only improved public waterfront access areas in Detroit Harbor. The beach is not a far bike ride or drive from the ferry landing, and its shallow water is perfect for small children. The Red Barn is an asset to the community, and serves as a rare entertainment venue for residents and visitors of all ages. In addition to the sand and vegetation improvements currently slated for the beach area, the team recommends the following improvements for both the beach and park (keyed into Exhibit 6 at right):

- ① · Addition of benches, umbrellas, trash cans, and other site furnishings on the beach
- ② · Painted crosswalk connecting the beach and park
· Perpendicular parking and drop-off zone for beach users (on beach side)
- ③ · Provide additional outdoor gathering amenities such as fire pits, grills, shelters with seating, and game areas.
- ④ · Develop an outdoor performance area that can be used for music and theatre
· Add directional and interpretive signage at trailhead
- ⑤ · Develop an off-street parking area with a restroom facility
- ⑥ · Improve the condition of the existing trail system and add interpretive signage along the trail
· Reroute trail network to add distance and provide for looping opportunities

In addition, the town should develop a prioritized strategy for the acquisition of adjacent properties as they become available.



Spaces for children (Madison, WI)



Rustic outdoor fireplace (Georgia)



Raised crosswalk with bulb-outs (Florida)



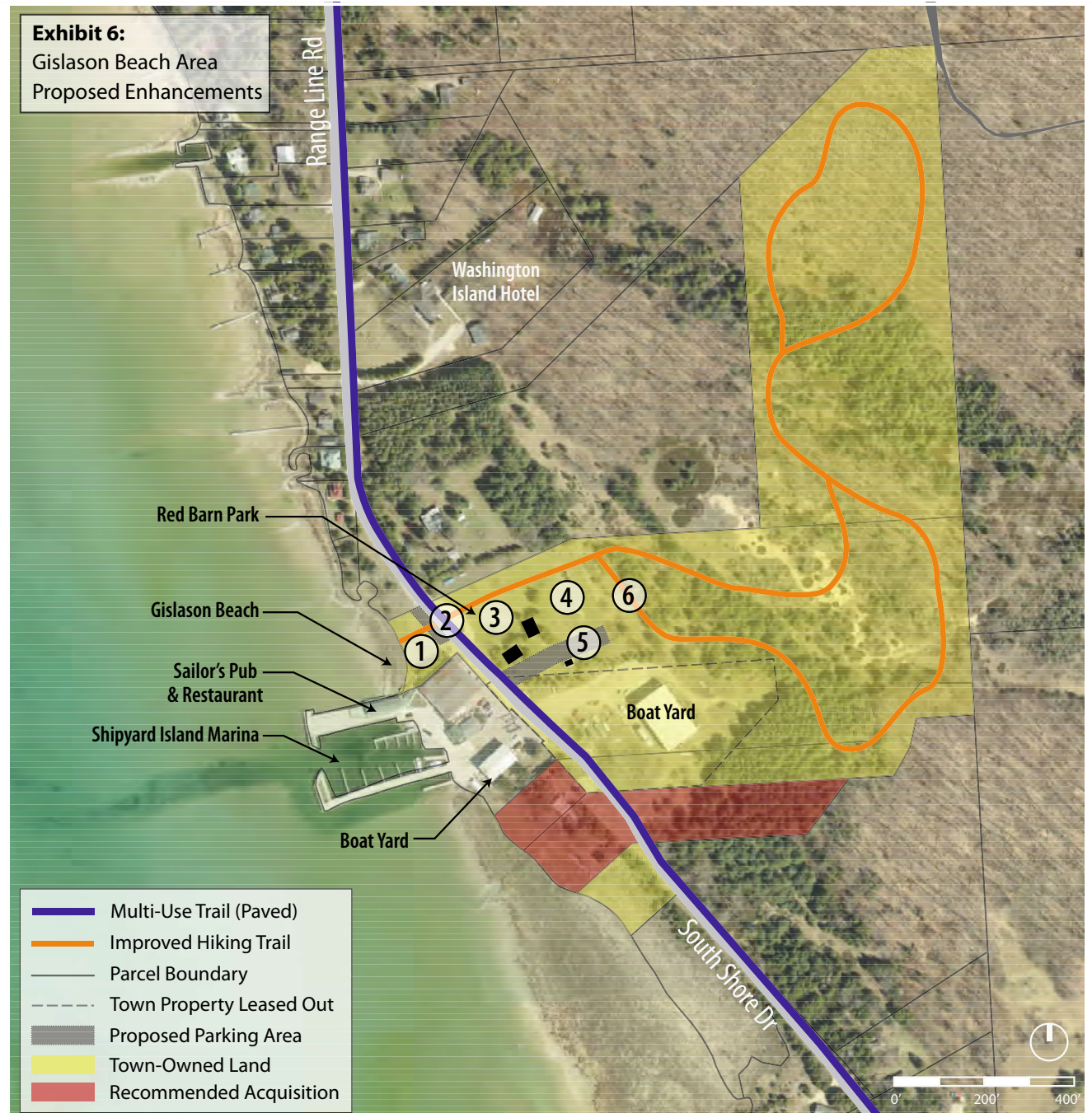
Interpretive signage along trails (Northern Illinois)



Public art as warming hut (Norway)



Public art as crosswalk (California)



Wayfinding

Signage not only helps visitors understand how to get from point A to point B, it also communicates the range of experiences that a place has to offer. Different styles of wayfinding can showcase the values of the community and set the tone for an experience. The town of Washington Island is in dire need of improved directional and interpretive signage for its trails, parks, and commercial zones. Special attention should be paid to the ferry landing area.



Easy to read (Nantucket, MA)



Winter wayfinding (N. Illinois)



Existing Visitor's Center signage on Lobdell Point Rd



Integrate shelters and benches (Northern Illinois)



Branding on signage (Cleveland, OH)



Existing welcome signage on Lobdell Point Rd



Signage visible from a distance (Northern Illinois)



Trailside markers (N. Illinois)

III. IMPLEMENTATION

Economic Strategies and Public Policy

The improvements suggested in this report enhance the island’s arrival experience, redefine the island’s identity, and increase public amenities. These changes will help to sustain local businesses while improved infrastructure will act as a catalyst to encourage new investment in the community.

In order to successfully implement the ideas illustrated in this document, development policies and economic strategies must align so that both promote and support the realization of the vision. The recommendations in this report are not necessarily consistent with the development codes typically found in county ordinances, which tend to emphasize rural development patterns and avoid urban standards.

The current zoning overlay that applies to the Core Commercial and Mixed Commercial districts should be evaluated and appropriately adjusted to allow for the Town’s vision to advance. As a next step, it would be helpful to develop a finer grain district plan for both the ferry dock and Main Street commercial districts to understand how to appropriately define setbacks and lot size in order to improve the commercial streetscape.

Economic initiatives should: (1) Focus on the promotion of the island at a peninsula/county-wide level; (2) Develop an understanding of how to best identify, recruit and assemble a cluster of synergistic commercial businesses in the ferry district; (3) Support the voluntary transition of private waterfront property ownership to support public access and the strategic development of green infrastructure; (4) Develop incentives to promote public waterfront access with a seamless interface between public and private property; (5) Redevelop the marina basin as a public marina; and (6) Endorse public infrastructure improvements as a necessity to attract new investments.

The following pages identify the various public funding sources that can be instrumental in garnering financial support for the completion of the suggested improvements. The intent of this section is to demonstrate ways in which the community can bundle available state and federal resources in order to realize its dreams while minimizing the burden on local tax obligations.



*Public art that reflects the community’s history
(Newport, VT)*



*“Paddle and Portage” competitive event
(Madison, WI)*

Funding Strategies by Program

Agency Source	Program	Overview	Grant	Match	Appl Due	Contact
Bikes Belong	Bikes Belong Grant Program	In 2013, Bikes Belong will accept Community Partnership Grant Applications only. These proposals must come from a partnership that is minimally comprised of one government agency or office, one non-profit organization, and one business. Proposals may be for facility or advocacy projects. For the facility category, Bikes Belong will accept applications from nonprofit organizations whose missions are bicycle and/or trail specific. We will also accept applications from public agencies and departments at the national, state, regional, and local levels, however we encourage these municipalities to align with a local bicycle advocacy group that will help develop and advance the project or program. For the advocacy category, Bikes Belong will only fund organizations whose primary mission is bicycle advocacy. Projects include bike paths and rail trails, as well as mountain bike trails, bike parks, BMX facilities, and large-scale bicycle advocacy initiatives. from organizations and agencies within the United States that are committed to putting more people on bicycles more often. Fundable projects include paved bike paths, lanes, and rail-trails as well as mountain bike trails, bike parks, BMX facilities, and large-scale bicycle advocacy initiatives. requests for funding of up to \$10,000 for facility and advocacy projects. We do not require a specific percentage match, but we do look at leverage and funding partnerships very carefully. We will not consider grant requests in which our funding would amount to 50% or more of the project budget.				bikes belong
US ACE	Section 103	Beach erosion control projects; construct beach restoration and protection projects against damages caused by storm driven waves and ocean currents	65%	35%		Chief of the Plan Formulation Branch
US ACE	Section 107	Feasibility study ; project development and construction; substantial benefits to recreation and commercial navigation; navigation, including dredging of channels, anchorage areas, and turning basins and construction of breakwaters, jetties and groins; Needs Congressional support; requires "reconn" study (USACE fund)	100 % federally funded to \$100,000; 10 % of cost of developing plans/specs			Chief of the Plan Formulation Branch
US EPA	Brownfield Grants (BG)	Assessment and cleanup programs for hazardous and petroleum contaminated brownfields		no match	fall	Deborah Orr
WDHS	Preventive Health & Health Services Block Grant	Federal Block Grant provides funding to address health problems, prevent diseases and promote health in Wisconsin. Grants to local health departments and tribal health agencies. Grants support capacity building and core service development in various areas, including chronic disease prevention, health promotion, communicable disease prevention, environmental health, injury prevention, and emergency medical services.				Angela Nimsgerm
WDNR	Boating Infrastructure Grant (BIG) Program	Eligibility & Purpose: Tier 1 is designed for smaller projects that add transient boating infrastructure to the area. Tier 2 is awarded to larger projects, and are competitively judged at the national level	75%	25%	open (Jun - Sep)	Kari Beetham
WDNR	Federal Aid in Sport Fish Restoration Act (SFR)	These funds are apportioned each year to the states by the Department of the Interior on the basis of a formula set forth in the Act. The DNR uses the balance of their Sport Fish Restoration (SFR) funds for other fish management projects such as land acquisition, habitat restoration and development, aquatic education, public fishing piers and shore fishing, fish propagation and stocking, and research, renovate or construct boat access sites			open: awards made quarterly	Regional DNR Community Services Specialist - Chritine Halbur
WDNR	Knowles-Nelson Stewardship Program (Stewardship)	The conservation and recreation goals of the Stewardship Program are achieved through the acquisition of land and easements, development of recreational facilities, and restoration of wildlife habitat		50%	1-May	LaVane Hessler
WDNR	Recreational Boating Facilities (RBF)	For recreational boating facility projects: ramps and service docks for access to the water, feasibility studies, purchase of aquatic weed harvesting equipment, navigation aids and dredging waterway channels	-50%	-50%	open: awards made quarterly	Regional DNR Community Services Specialist - Chritine Halbur
WDNR	Recreational Trails Aids (RTA) Program	Development , maintenance or restoration of recreational trails and trail-related facilities for both motorized and non-motorized recreational trail uses, includes trailside/trailhead facilities and trail linkages, property acquisition for trails	≤50%		1-May	Tim Parsons

Agency Source	Program	Overview	Grant	Match	Appl Due	Contact
WDNR	Snowmobile Trail Aids	Available to counties and tribes to apply for funding to provide maintenance for a statewide system of well-signed and well-groomed snowmobile trails for public use				Diane Conklin
WDOA	Coastal Management Program (Coastal)	Supports the management, protection and restoration of Wisconsin's coastal resources, and increases public access to the Great Lakes. Project Areas: Coastal Wetland Protection and Habitat Restoration; Nonpoint Source Pollution Control; Nonpoint Source Pollution Control; Coastal Resources and Community Planning; Great Lakes Education; Public Access and Historic Preservation	<\$60,000-50%; > \$60k-60%		-Nov	Mike Friis
WDOT	Harbor Assistance Program (HAP)	Assist local governments to provide necessary water access and to maintain or improve the economically effective commodity and passenger movement capabilities of Wisconsin's harbors on the Great Lakes and the Mississippi River. The project must benefit facilities that are used for cargo transfer, ship building, commercial fishing or regular ferry service; applicant must be a local unit of government or a private owner of a harbor facility; project must pass a rigorous benefit-cost analysis; project must have been identified in a current Three-Year Harbor Development Plan	20% (w/o USACE funding) or 50% (w/USACE funding)		Aug 1; Feb 1	Sheri Walz
WDOT	Local Roads Improvement Program (LRIP)	Eligible projects include the following categories: Reconstruction, Resurfacing, Reconditioning and Structure projects. May include feasibility studies, design, right-of-way acquisition, any items that are an integral part of street and road reconstruction and related engineering costs. No LRIP funds may be used as the local match for federal aid projects. No federal aid funds may be used as the local match for an LRIP project.	≤50%		11/1, odd yrs	Janice Watzke
WDOT	Safe Routes to School (SRTS)	Recently revised by Moving Ahead for Progress in the 21st Century (MAP-21), the federal transportation act that was signed into law on July 6, 2012. MAP-21 provisions took effect on October 1, 2012. SRTS programs remain eligible for federal funding pursuant to MAP-21. MAP-21 integrates SRTS-type projects into a more comprehensive funding category called Transportation Alternatives ("TA"). Separate funding and administration of SRTS programs is not a component of MAP-21 legislation. SRTS 2013-2014 award notification has been delayed as the department assesses the potential impacts of MAP-21 and awaits guidance from the Federal Highway Administration			none in 2013; tentative schedule-Notice of Application in spring 2014, Due in mid 2014, Award in late 2014, Funds Available in late spring 2015	Tressie Kamp
WDOT / FTA	Bicycle and Pedestrian Facilities Program	The TE program and the BFPF were impacted by Moving Ahead for Progress in the 21st Century (MAP-21), the federal transportation act that was signed into law on July 6, 2012. MAP-21 provisions took effect on October 1, 2012. TE and BFPF projects generally remain eligible for funding within a comprehensive funding category designated as Transportation Alternatives ("TA"). Certain categories such as bicycle and pedestrian educational projects were altered by MAP-21			none in 2013; tentative schedule-Notice of Application in spring 2014, Due in mid 2014, Award in late 2014, Funds Available in late spring 2015	Tressie Kamp
WDOT / FTA	Local Transportation Enhancements (TE) program	The TE program and the BFPF were impacted by Moving Ahead for Progress in the 21st Century (MAP-21), the federal transportation act that was signed into law on July 6, 2012. MAP-21 provisions took effect on October 1, 2012. TE and BFPF projects generally remain eligible for funding within a comprehensive funding category designated as Transportation Alternatives ("TA"). Certain categories such as bicycle and pedestrian educational projects were altered by MAP-21. The revised program will fund eligible preliminary design activities.			none in 2013; tentative schedule-Notice of Application in spring 2014, Due in mid 2014, Award in late 2014, Funds Available in late spring 2015	Tressie Kamp
WDOT / FTA	Rural & Small Urban Area Public Transportation Assistance	Allocates federal funds to local public bodies or Native American tribes. These funds under Federal Section 5311 support <u>capital</u> and <u>operating</u> expenses for public transportation services that are scheduled for and operated in non-urbanized areas (population between 2,500 and 50,000)	80-90%	10-20%	fall	Ian Ritz or Jake Miller

Agency Source	Program	Overview	Grant	Match	Appl Due	Contact
WDOT / FTA	Supplemental Transportation Rural Assistance Program (STRAP)	Pilot project created and authorized under the federal transportation bill SAFETEA-LU. STRAP funds may be used to fund the creation or expansion of public transit service in non-urbanized areas in the state of Wisconsin. Any public transit service project that began in 2011 or later is eligible for STRAP funding, but due to budgetary constraints, there is no guarantee that all applications will be funded. Projects served rural or non-urban areas with populations less than 50,000	80%	20%	fall	Jake Miller
WDOT / FTA	Surface Transportation Rural Program (STP-Rural, STP-R)	Improve federal aid eligible highways outside of urban areas (primarily county trunk highways), roads and streets in rural areas functionally classified as principal arterial, minor arterial or major collector.			spring, odd yrs	Jason Barrett
WEDC	Blight Elimination and Brownfield Redevelopment Program (BEBR)	Grant funds to assist local governments, businesses and individuals with assessing and remediating the environmental contamination of an abandoned, idle or underused industrial or commercial facility or site. The maximum grant award is \$1.25 million		20 to 50 %		Al Rabin, Jason Scott
WEDC	Brownfield Site Assessment Grant (SAG) Program	Funds to local governments to perform environmental investigations; demolition of structures; and removal of abandoned containers and underground tank systems. The primary purpose of the program is to identify and quantify the degree and extent of soil and groundwater contamination		50%	open	WEDC Community Account Managers - Naletta Burr
WEDC	Brownfield Site Assessment Grant (SAG) Program	Funds to local governments to perform environmental investigations; demolition of structures; and removal of abandoned containers and underground tank systems. The primary purpose of the program is to identify and quantify the degree and extent of soil and groundwater contamination				WEDC Community Account Managers - Doug Thurlow; Regional Acct Mgr - Mary Gage
WEDC	CDBG Planning Grants (CDBG-PLNG)	Available to local governments for slum and blight elimination planning; community-wide economic development plans; or local business promotion planning		50%	open	WEDC Community Account Managers - Naletta Burr
WEDC	CDBG Public Facilities (CDBG-PF)	Available to local governments to increase the capacity of local infrastructure systems; expand services offered to local citizens through construction or expansion of eligible public facilities; or prevent or remove slum and blight				WEDC Community Account Managers - Naletta Burr
WEDC	CDBG Public Facilities Economic Development (CDBG-PFED)	Available to local governments to increase the capacity of local infrastructure systems; expand services offered to local citizens through construction or expansion of eligible public facilities; or prevent or remove slum and blight		50 to 70%	open (currently)	WEDC Community Account Managers - Naletta Burr
W-Tourism	Tourist Information Center (TIC) Grant Program	Open to non-profit tourism organizations, municipalities or Native American tribes who operate a regional tourist information center, providing information on cultural, recreational and other tourism businesses. Eligible expenses are specifically limited to: Staffing costs for the TIC, Costs to acquire promotional materials (such as signage or audio visual equipment), Costs for standard display equipment such as racks or shelving	≤50%		open	Abbie Hill

Ferry District Priority Projects

The following tasks are recommended as priority initial steps to advance redevelopment of the Town of Washington's Detroit Harbor district. The Town has a one-time opportunity to leverage current HAP dredging activities/road repair funds for road realignment tasks. Funding for planning, either from the CDBG-Planning (after a blight determination) and/or the WDOA's Coastal Management programs is strongly recommended as a vital initial step to advance additional planning and implementation of these enhancements.

It is recommended that the Town work with their consultants to develop a plan to obtain a "blight" determination as defined by WEDC/ HUD for the harbor district. This determination would allow for planning, economic development and infrastructure funding (\$25,000 for planning and up to \$500,000 for design/construction) for projects within and adjacent to the district. The availability of this funding vehicle for projects within a majority of the study area is a critical first step in securing funding for both private and publicly-funded redevelopment activities. The process can typically be completed in less than three months with funds available within six months of initiation of the process.

The following is a list of priority projects and recommended funding vehicles to advance the projects. Funding programs are for listed for publicly-owned redevelopment only.

1. Marina renovation with expanded dockage area

<u>Proposed Enhancement</u>	<u>Potential Funding Programs</u>
New slips and Head Pier	CDBG Planning, BIG, CDBG-PF
Fuel dock	CDBG Planning, CDBG-PF
Pump out	Clean Vessel
Marina dredging	RBF, CDBG-PF
Utilities	CDBG Planning, CDBG-PF
Landscape allowance	CDBG Planning, CDBG-PF, Stewardship
Amenities allowance	CDBG Planning, CDBG-PF, Stewardship

It is highly recommended that the Town prepare a Blight Determination as the initial step, which will allow for CDBG funding for planning, design and implementation. This should be done immediately to allow for grant application development in the fall of 2013. After a plan is developed, applications for programs including CDBG Planning, CDBG-Public Facilities (PF), Recreational Boating Facilities (RBF), Boating Infrastructure Grant (BIG) and Clean Vessel can be prepared beginning in late 2013 and spring of 2014. A meeting with the WDNR Stewardship Grant coordinator should be arranged by April 1, 2013 to meet grant notification requirements and to obtain WDNR staff advocacy for the project. Publicly held lands would be eligible for these programs.

2. Breakwater / Fishing Pier

<u>Proposed Enhancement</u>	<u>Potential Funding Programs</u>
Breakwater	BIG, CDBG Planning, CDBG-PF
Amenities	SFR, CDBG Planning, CDBG-PF, Stewardship
Fishing pier/public access	SFR, BIG, Stewardship
Landscaping activities	SFR, CDBG Planning, CDBG-PF, Stewardship

The afore mentioned Blight Determination will allow for CDBG funding for planning, design and implementation. This should be done immediately to allow for grant application development in the fall of 2013. After a plan is developed, applications for programs including CDBG Planning, CDBG-PF, Sport Fish Restoration (SFR), Recreational Boating Facilities (RBF), and Boating Infrastructure Grant (BIG) programs can be prepared beginning in late 2013 and spring of 2014. A meeting with the WDNR Stewardship grant coordinator should be arranged by April 1, 2013 to meet grant notification requirements and to obtain WDNR staff advocacy for the project.

Additionally, the Town should immediately notify the USACE of its intent to request Section 107 funding for a feasibility study for a breakwater.

3. Lobdell Point Park development

Proposed Enhancement	Potential Funding Programs
New boat launch	RBF, CDBG Planning, CDBG PF
Travel hoist well renovation	CDBG Planning, CDBG PF
Vehicular access	Stewardship, CDBG Planning, CDBG PF
Trailhead with trailer parking	CDBG Planning, RBF
Waterfront park	CDBG Planning, Stewardship
Restrooms & fish cleaning station	RBF, SFR, Stewardship
Waterfront trail	CDBG Planning, RTA, Stewardship
Beach rehabilitation	Stewardship, HAP (existing funding)
Utilities	CDBG-PF, Stewardship
Landscape allowance	CDBG-PF, Stewardship
Amenities allowance	CDBG-PF, Stewardship

It is highly recommended that the Town prepare a Blight Determination as the initial step, which will allow for CDBG funding for planning, design and implementation. This should be done immediately to allow for grant application development in the fall of 2013. The Stewardship application can be prepared in March/April 2014 with applications for programs including CDBG Planning, CDBG-PF, Sport Fish Restoration (SFR), and Recreational trails (RTA), Recreational Boating Facilities (RBF) programs prepared beginning in late 2013 and spring of 2014. A meeting with the WDNR Stewardship grant coordinator should be arranged by April 1, 2013 to meet grant notification requirements and to obtain WDNR staff advocacy for the project. Publicly held lands would be eligible for these programs.

4. Standard Oil Dock acquisition

Proposed Enhancement

Pedestrian surface and
edge enhancements

Potential Funding Programs

CDBG Planning, CDBG-PF, Stewardship

It is highly recommended that the Town prepare a Blight Determination as the initial step, which will allow for CDBG funding for planning, design and implementation. This should be done immediately to allow for grant application development in the fall of 2013. After a plan is developed, applications for programs including CDBG planning, CDBG-PF, and WDNR Stewardship programs can be prepared beginning in late 2013 and spring of 2014. A meeting with the WDNR Stewardship grant coordinator should be arranged by April 1, 2013 to meet grant notification requirements and to obtain WDNR staff advocacy for the project.



Next Steps

The recommended improvements described in the previous section represent a long-range vision for the enhancement of Detroit Harbor that was developed based on input received throughout the planning process. While establishing a consensus vision is important, the community needs to continue to commit time, energy, and resources to advance toward implementation.

Immediate next steps are outlined below.

- **Define roles and leadership for project advancement.** To effectively implement the recommendations found within this plan, the Town should identify roles and entities to lead specific initiatives. Successfully advancing toward implementation requires a project champion(s) who can leverage the local resources and who is committed to seeing the project through to completion.
- **Engage local business owners and private property owners.** Implementation of the Ferry Dock District project can only be achieved through collaboration with the Washington Island Ferry Line and other nearby property and business owners. The Town and the property owners in this area have the opportunity to work together for the benefit of the entire island. Continuing this process will clarify any issues and determine how best to partner in order to achieve both parties' goals.
- **Endorse, adopt and communicate the plan.** The Town's endorsement, support and adoption of the plan will clearly communicate the importance of these projects to the broader community. This step is critical to securing additional grant funds.
- **Establish a funding strategy.** Evaluate the projects identified within the plan against current and future funding programs and determine how best to allocate and leverage the available local funds. Leverage budgeted capital improvement and maintenance funds for existing infrastructure to support the plan's recommendations.
- **Sustain momentum through incremental implementation approaches.** Strategies that allow the availability of public funds to guide priorities can often be more effective than traditional phasing strategies. As funds become available, illustrating a commitment to implementation of the plan's recommendations through completing even relatively small physical improvements creates positive momentum.

- **The steering committee should continue to function as a clearing house.** The Steering Committee should continue to champion and advance the enhancements of Detroit Harbor. Through ongoing communication with the public, the Committee will help the Town strive towards the successful implementation of the various proposed projects. The committee should function as a clearing house to the various committees (zoning, parks, economic development, public works, etc).
- **Develop an organized and proactive developer recruitment strategy.** Leverage this plan and the public funding sources to start formalizing the search for appropriate private investment. Create marketing material that develops these concepts to the next level of detail. The outreach should include illustrative graphics and verbiage that present a compelling story of the Town's transformation while preserving the elements that make the Island a unique and special destination. This should be paired with continued programming of year-round events. Tell your story and take control of the choreography of daily events.
- **Clearly demonstrate the Town's commitment to improving the Island through a series of successfully completed strategic demonstration projects.** It is through investing in

the public realm that the Town will leverage and attract quality private investment. By being proactive, the Town will create positive momentum and attract more than one investment interest. Ideally, the Town will be in the desirable position of entertaining multiple offers. This will foster a competitive environment for investment inquiries and put the town in a position to choose which option best matches its goals for the future.

It is this kind of positioning that will allow the Town to develop appropriately while improving employment opportunities and expanding the tax base. These positive changes will insure that the Island can provide services needed by year-round residents, increase its appeal as a four-season destination, and build an economic base that will support a better quality of life for all residents.

Completion of the Harbor Enhancement Plan represents a milestone for the community. With continued support and commitment from residents and town leadership, this vision can become a reality.