

DOWNTOWN WATERFRONT PLAN

This framework study is intended to explore and outline potential waterfront and downtown improvements

- This effort is a starting point for discussion for a range of improvement projects, and is not intended to represent detailed design decisions. Additional discussion and input are needed for each enhancement identified.
- Opportunities are conceptualized to illustrate how upcoming street and utility reconstruction projects can also strengthen character and economic functions.
- Opportunities to create environmentally sustainable enhancements in keeping with Bayfield's ecomunicapitality goals are also identified.

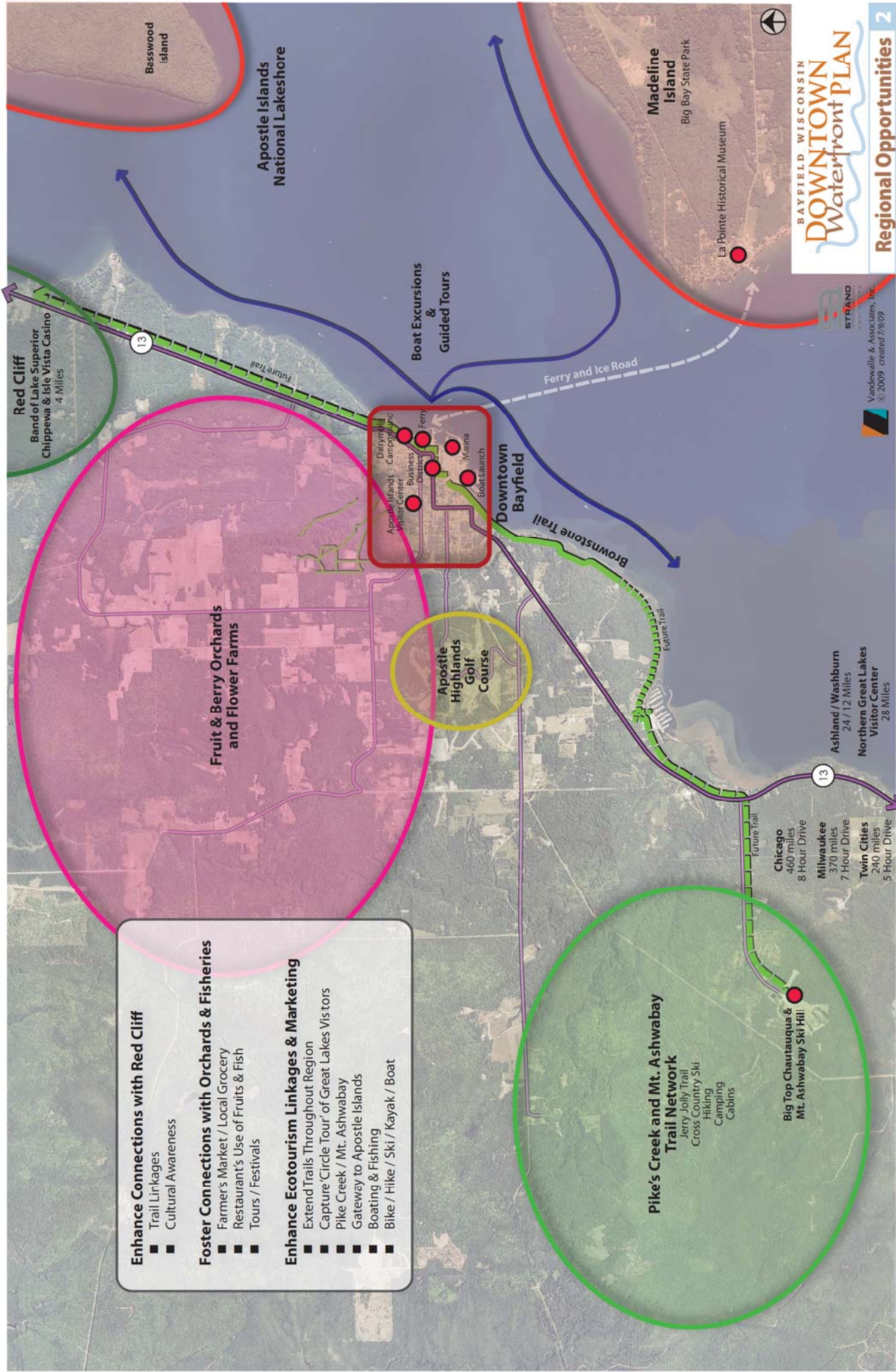
Big Opportunity

Establishment of stronger physical connections between the retail business and marina districts, and more prominent visual connections via wayfinding elements; strengthening the historic waterfront theme

Funding for the project has primarily been provided by a State of Wisconsin, Commerce Department, Waterfront Initiative planning grant



Vandewalle & Associates, Inc.
© 2009 created 3/7/09



Enhance Connections with Red Cliff

- Trail Linkages
- Cultural Awareness

Foster Connections with Orchards & Fisheries

- Farmer's Market / Local Grocery
- Restaurant's Use of Fruits & Fish
- Tours / Festivals

Enhance Ecotourism Linkages & Marketing

- Extend Trails Throughout Region
- Capture 'Circle Tour' of Great Lakes Visitors
- Pike Creek / Mt. Ashwabay
- Gateway to Apostle Islands
- Boating & Fishing
- Bike / Hike / Ski / Kayak / Boat

Chicago	460 miles	8 Hour Drive
Milwaukee	370 miles	7 Hour Drive
Twin Cities	240 miles	5 Hour Drive

Ashland / Washburn
24 / 12 Miles
Northern Great Lakes Visitor Center
28 Miles

Red Cliff
Band of Lake Superior Chippewa & Isle Vista Casino
4 Miles

Basswood Island

Apostle Islands National Lakeshore

Downtown Bayfield

Dailywild
Apostle Islands Visitor Center
Business District
Ferry
Mainna
Boat Launch

Apostle Highlands Golf Course

Boat Excursions & Guided Tours

Brownstone Trail

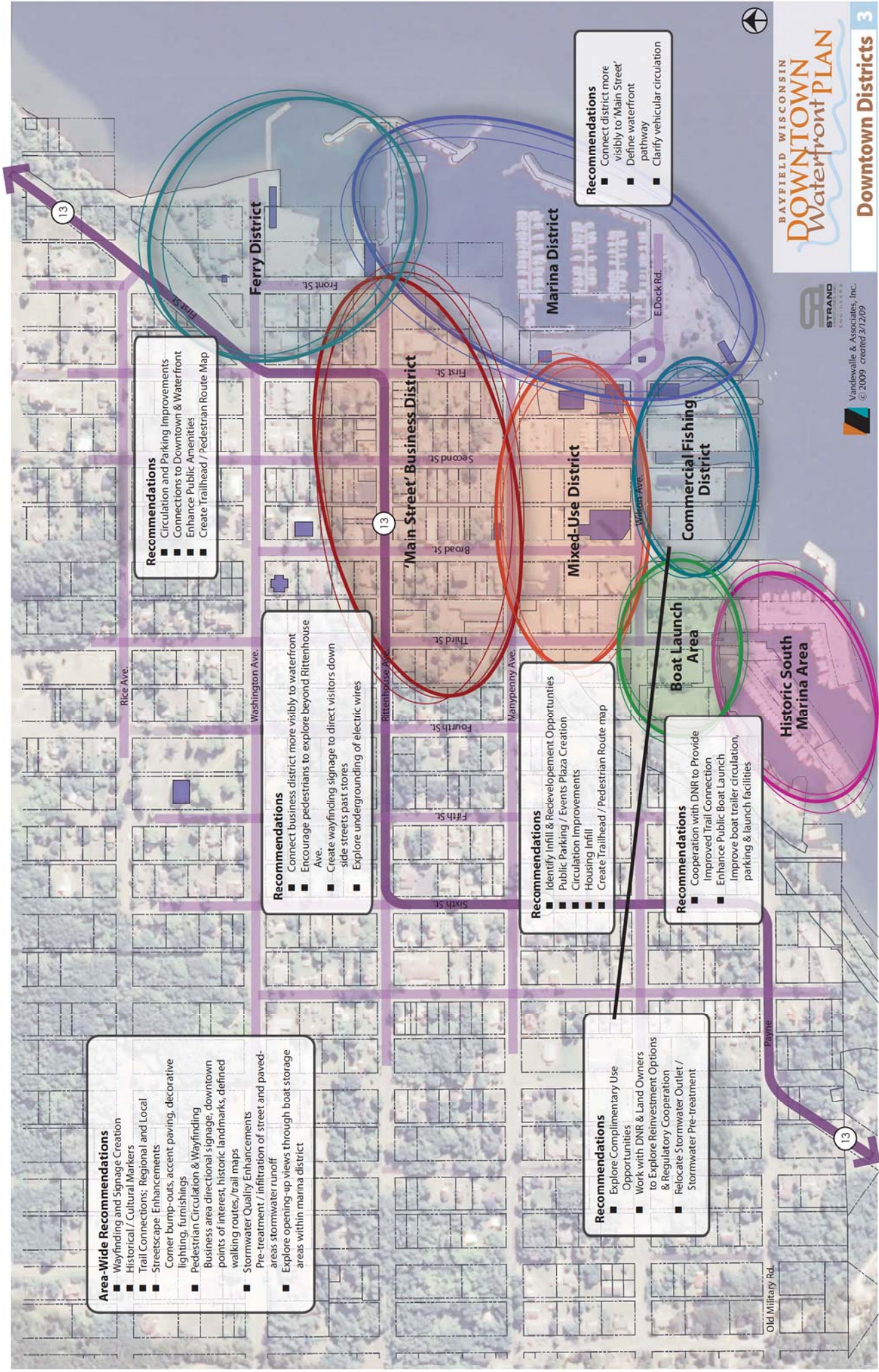
Pike's Creek and Mt. Ashwabay Trail Network

Jerry Jolly Trail
Cross Country Ski
Hiking
Camping
Cabins

Big Top Chautauqua & Mt. Ashwabay Ski Hill

Madeline Island
Big Bay State Park

La Pointe Historical Museum



- Area-Wide Recommendations**
- Wayfinding and Signage Creation
 - Historical / Cultural Markers
 - Trail Connections: Regional and Local
 - Streetscape Enhancements
 - Corner bump-outs, accent paving, decorative lighting, furnishings
 - Pedestrian Circulation & Wayfinding
 - Business area directional signage, downtown points of interest, historic landmarks, defined walking routes, trail maps
 - Stormwater Quality Enhancements
 - Pre-treatment / Infiltration of street and paved-areas stormwater runoff
 - Explore opening-up views through boat storage areas within marina district

- Recommendations**
- Circulation and Parking Improvements
 - Connections to Downtown & Waterfront
 - Enhance Public Amenities
 - Create Trailhead / Pedestrian Route Map

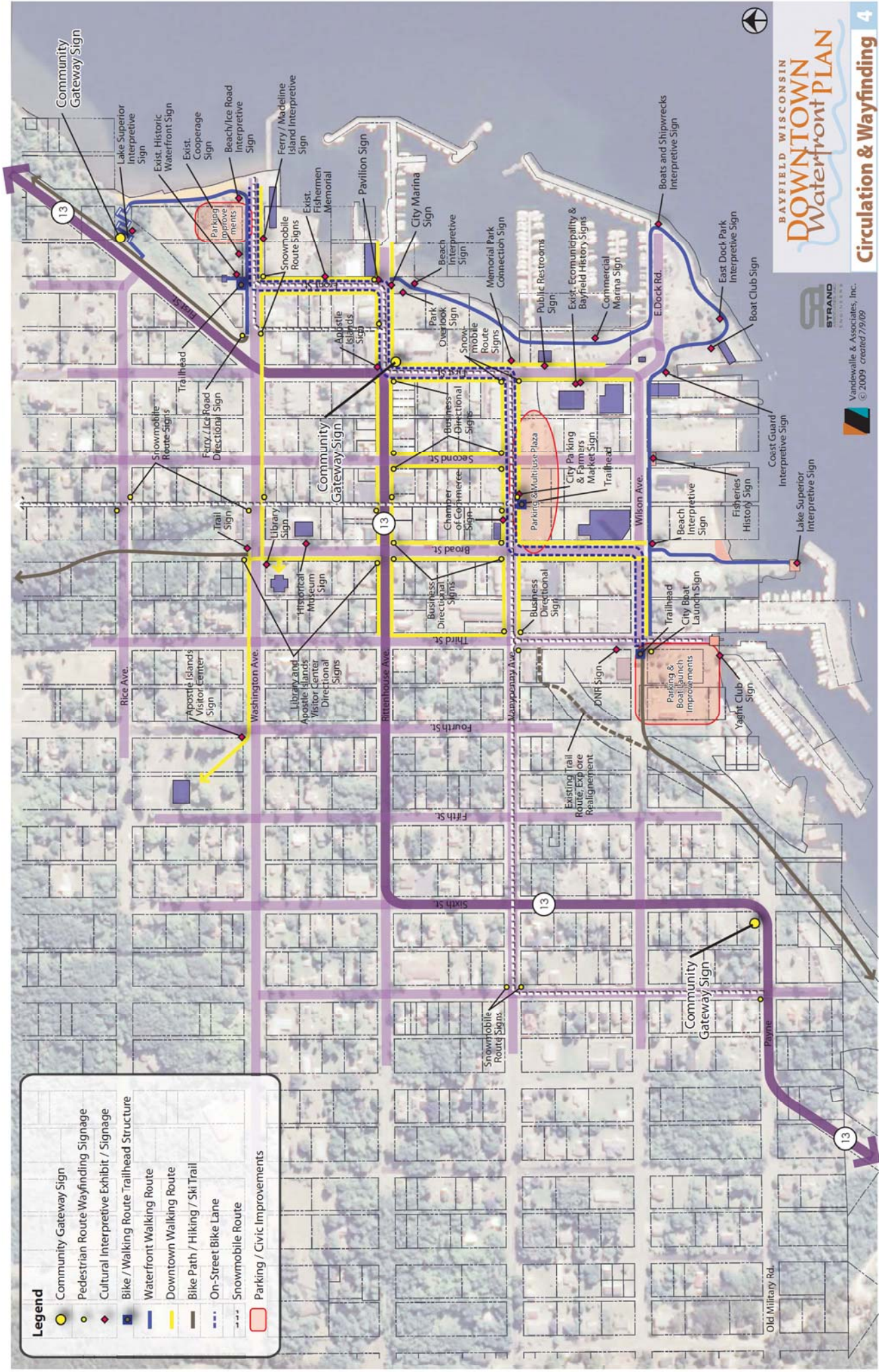
- Recommendations**
- Connect business district more visibly to waterfront
 - Encourage pedestrians to explore beyond Rittenhouse Ave.
 - Create wayfinding signage to direct visitors down side streets past stores
 - Explore undergrounding of electric wires

- Recommendations**
- Identify Infill & Redevelopment Opportunities
 - Public Parking / Events Plaza Creation
 - Circulation Improvements
 - Housing Infill
 - Create Trailhead / Pedestrian Route map

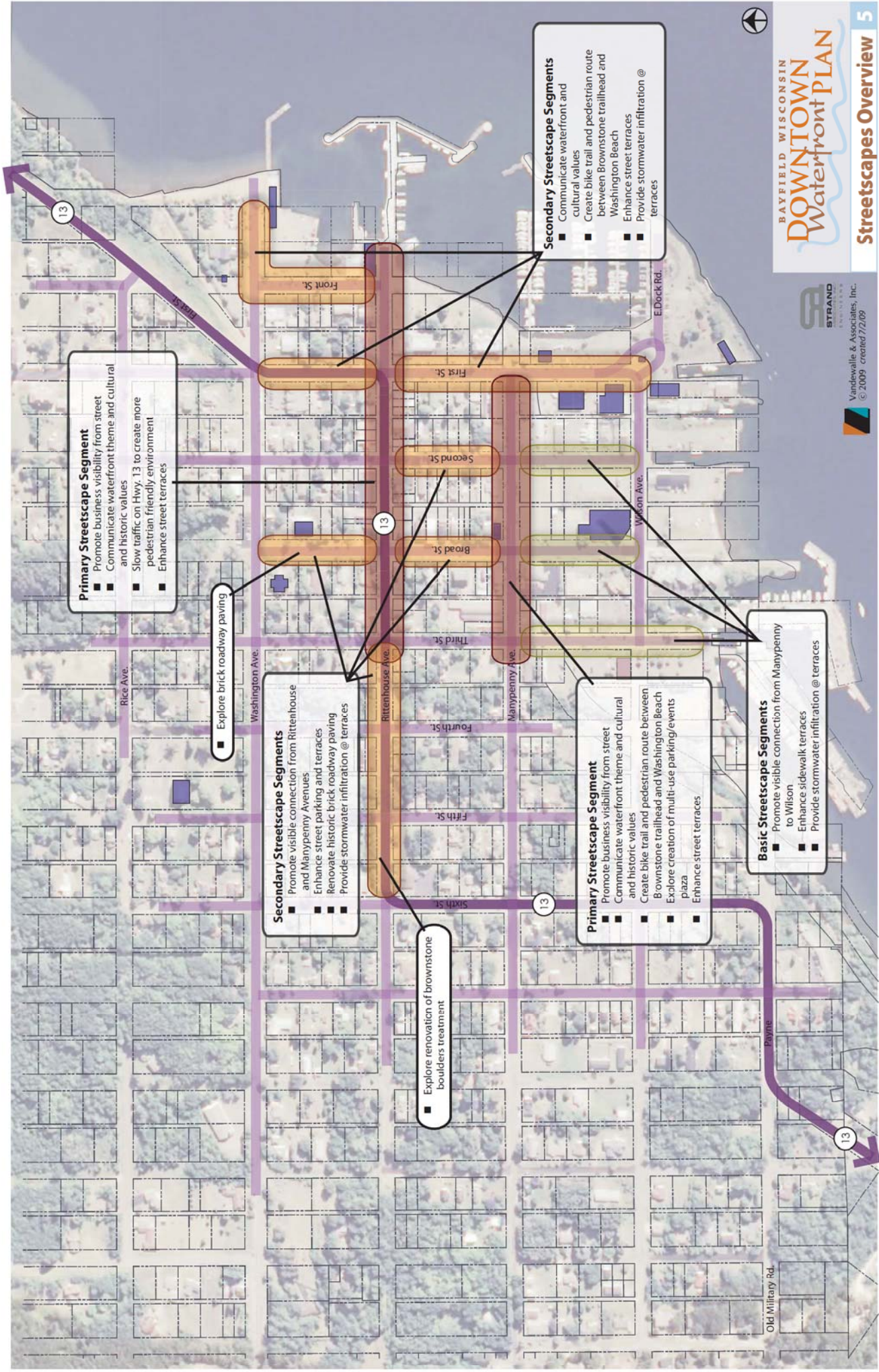
- Recommendations**
- Cooperation with DNR to Provide Improved Trail Connection
 - Enhance Public Boat Launch
 - Improve boat trailer circulation, parking & launch facilities

- Recommendations**
- Explore Complimentary Use Opportunities
 - Work with DNR & Land Owners to Explore Reinvestment Options & Regulatory Cooperation
 - Relocate Stormwater Outlet / Stormwater Pre-treatment

- Recommendations**
- Connect district more visibly to 'Main Street' pathway
 - Define waterfront
 - Clarify vehicular circulation



- Legend**
- Community Gateway Sign
 - Pedestrian Route Wayfinding Signage
 - Cultural Interpretive Exhibit / Signage
 - Bike / Walking Route Trailhead Structure
 - Waterfront Walking Route
 - Downtown Walking Route
 - Bike Path / Hiking / Ski Trail
 - On-Street Bike Lane
 - Snowmobile Route
 - Parking / Civic Improvements



Primary Streetscape Segment

- Promote business visibility from street
- Communicate waterfront theme and cultural and historic values
- Slow traffic on Hwy. 13 to create more pedestrian friendly environment
- Enhance street terraces

Explore brick roadway paving

Secondary Streetscape Segments

- Promote visible connection from Rittenhouse and Manyenny Avenues
- Enhance street parking and terraces
- Renovate historic brick roadway paving
- Provide stormwater infiltration @ terraces

Explore renovation of brownstone boulders treatment

Secondary Streetscape Segments

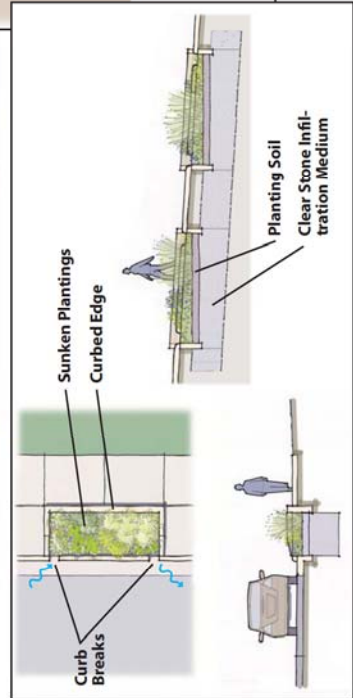
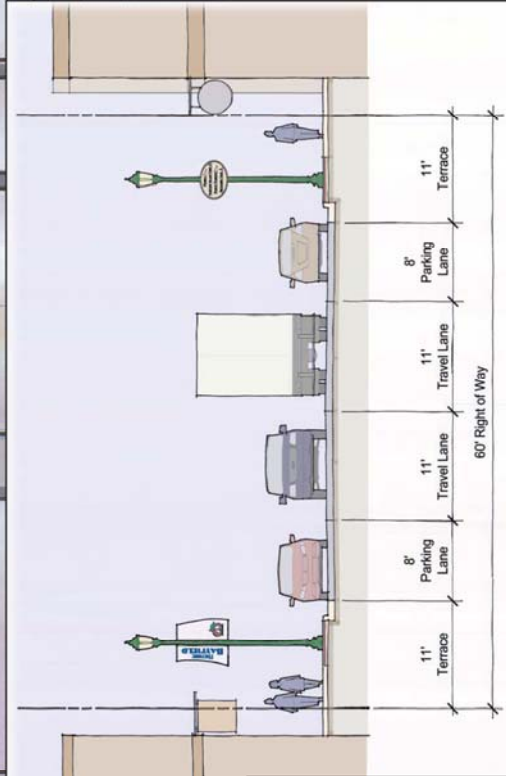
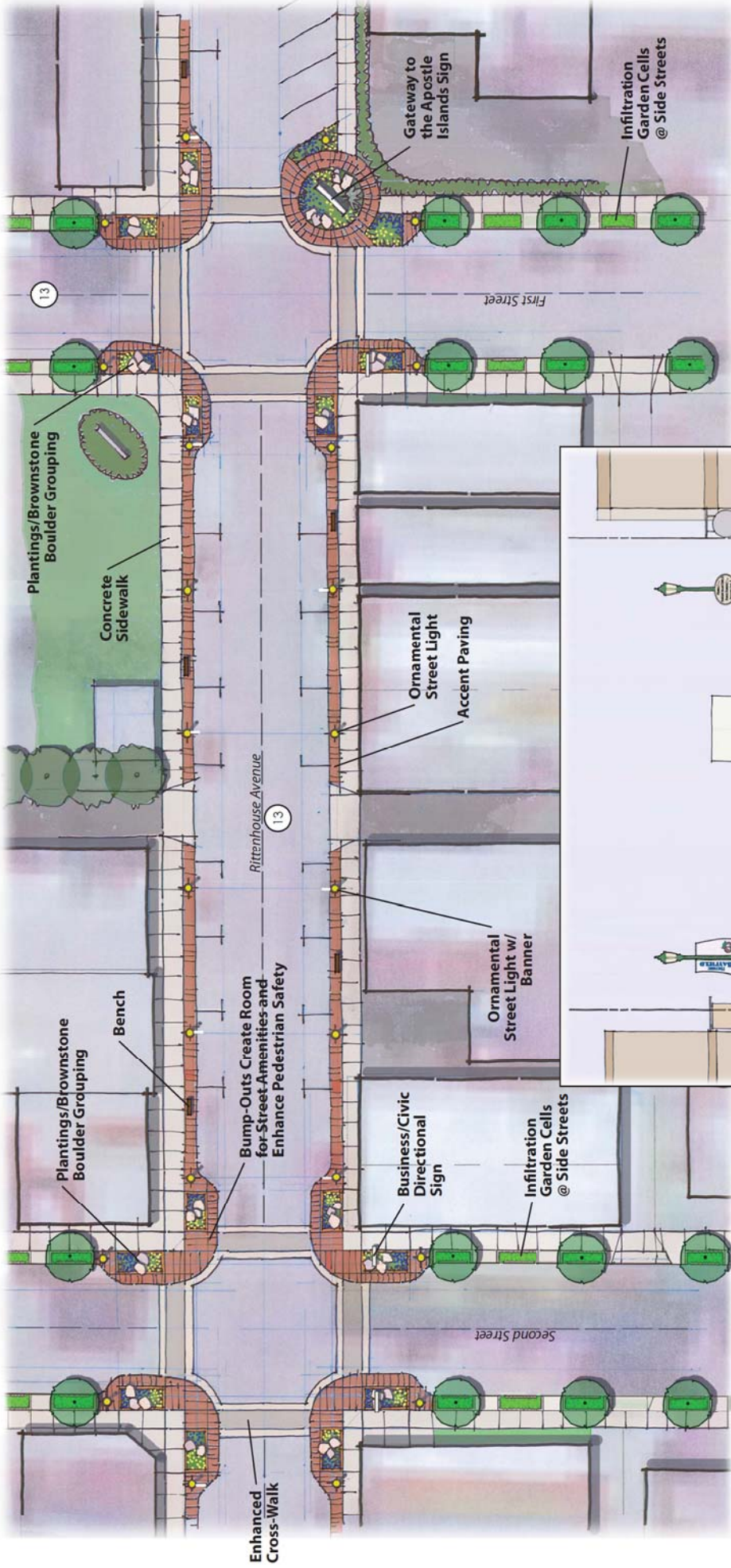
- Communicate waterfront and cultural values
- Create bike trail and pedestrian route between Brownstone trailhead and Washington Beach
- Enhance street terraces
- Provide stormwater infiltration @ terraces

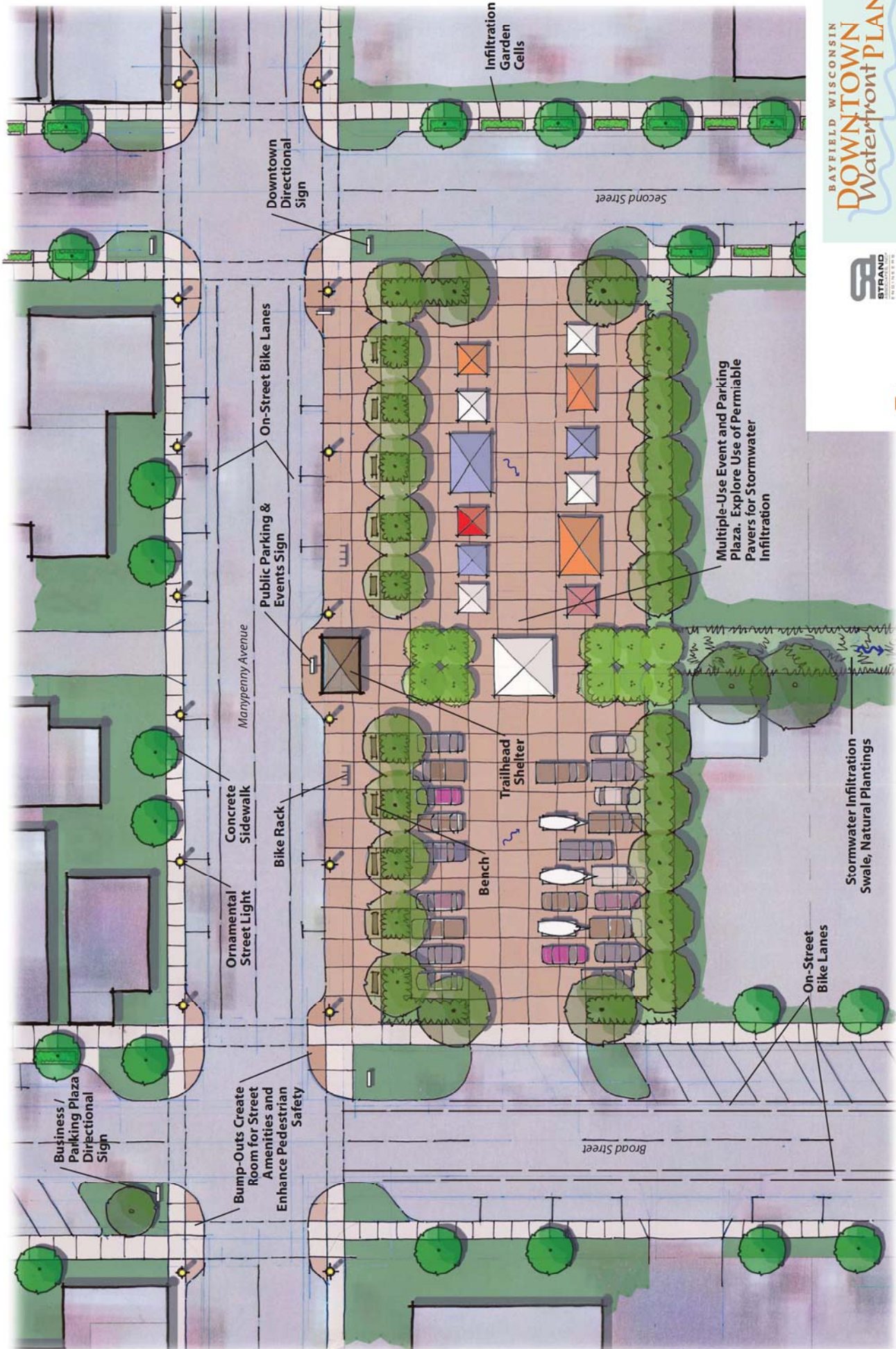
Primary Streetscape Segment

- Promote business visibility from street
- Communicate waterfront theme and cultural and historic values
- Create bike trail and pedestrian route between Brownstone trailhead and Washington Beach
- Explore creation of multi-use parking/events plaza
- Enhance street terraces

Basic Streetscape Segments

- Promote visible connection from Manyenny to Wilson
- Enhance sidewalk terraces
- Provide stormwater infiltration @ terraces





Business / Parking Plaza Directional Sign

Bump-Outs Create Room for Street Amenities and Enhance Pedestrian Safety

Ornamental Street Light

Concrete Sidewalk

Many Penny Avenue

Bike Rack

Public Parking & Events Sign

On-Street Bike Lanes

Downtown Directional Sign

Bench

Trailhead Shelter

Infiltration Garden Cells

Multiple-Use Event and Parking Plaza. Explore Use of Permeable Pavers for Stormwater Infiltration

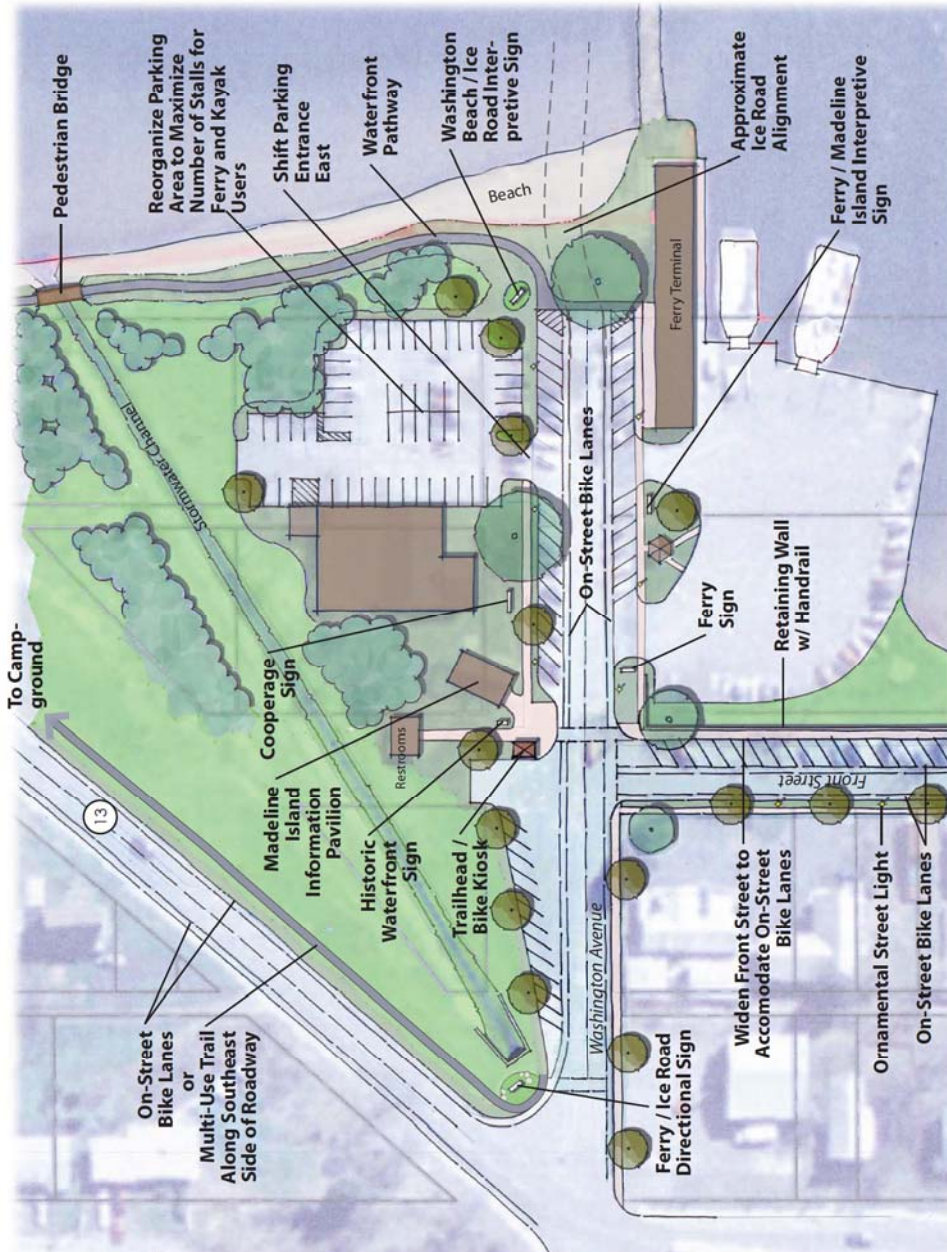
Stormwater Infiltration Swale, Natural Plantings

On-Street Bike Lanes

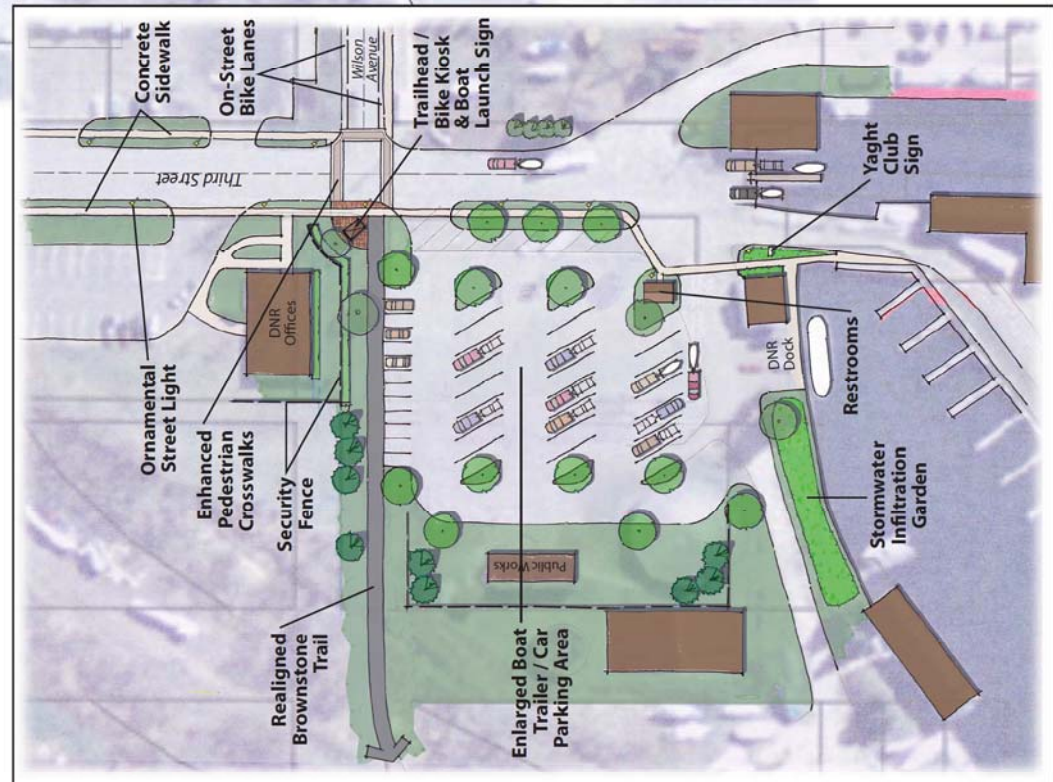
Broad Street

Second Street





Ferry District Concept

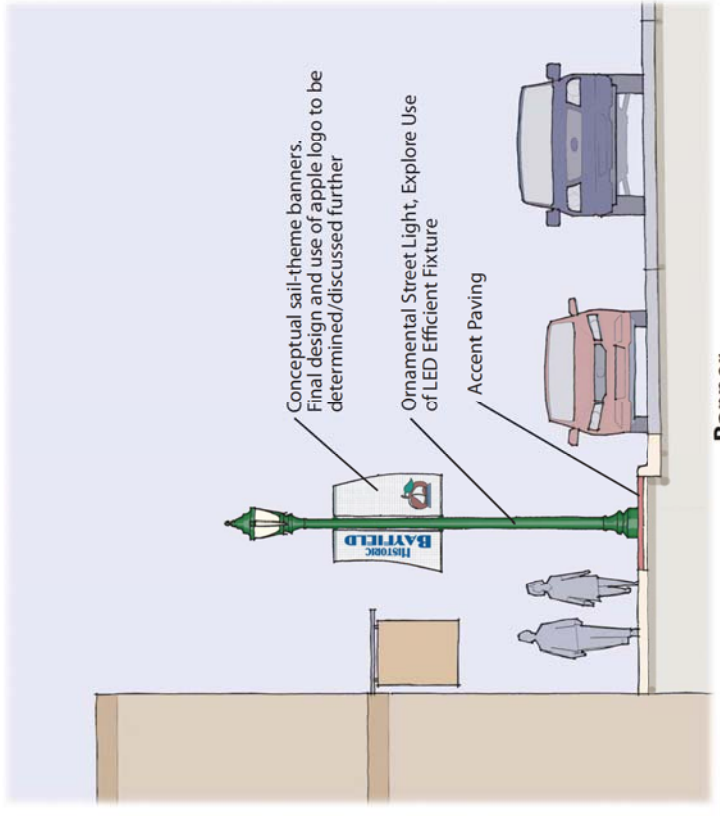


Boat Launch Area Concept

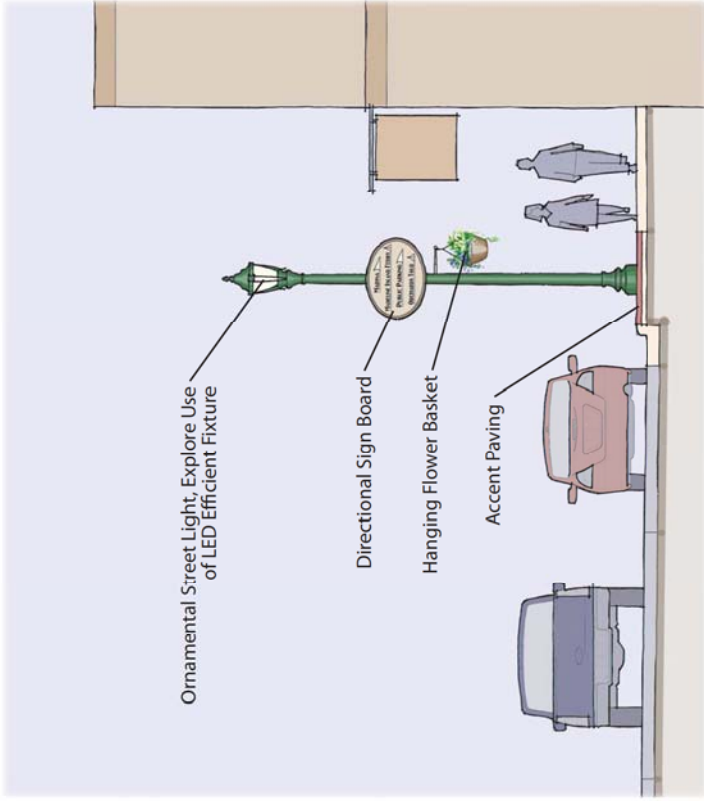


Vandewalle & Associates, Inc.
 © 2009 created 3/12/09

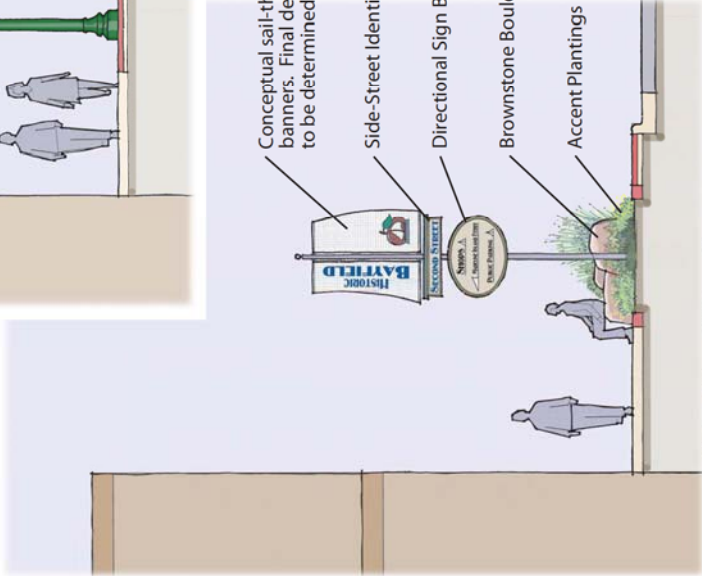




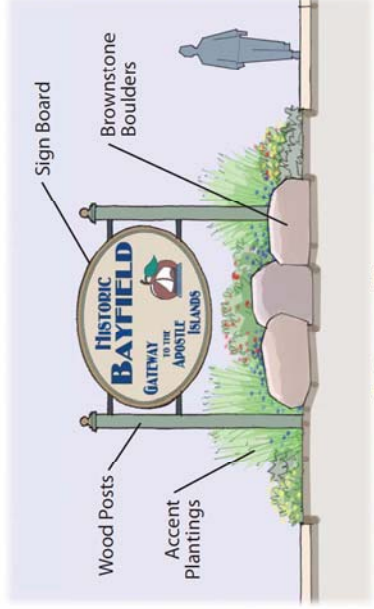
Banner



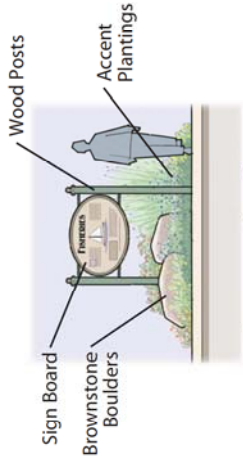
Downtown Directional Sign



Side Street Directional Sign



Gateway Sign



Interpretive Sign

Regional Opportunities

Bayfield's position as the 'Gateway to the Apostle Islands' can be tied to a variety of other ecotourism assets to strengthen opportunities for downtown waterfront enhancement. The variety of ecotourism assets in and around Bayfield is significant, including: the orchard tours and events, boating, fishing, kayaking trips, the Brownstone Trail, the Circle Tour scenic drive experience, Madeline Island & Ferry, Northern Great Lakes Visitor's Center, Red Cliff Isle Vista Casino, and Big Top Chautauqua. These opportunities are well publicized in appropriate markets as is documented in the *Marketing Plan*. Through careful planning and implementation these assets can be translated into physical reinvestment strategies and place-making iconography for the downtown and waterfront area.

Downtown Investment

The ecotourism efforts should be leveraged to create a physical presence and support structure for the downtown and waterfront. The downtown is missing a good venue where the farmers market can occur, where tours logically depart to orchards, or where evening concerts or festival attractions can be hosted. Many visitors passing through Bayfield on Hwy. 13 travel through the downtown without recognizing the many regional assets and opportunities, or conversely are not persuaded to stop and look around as they are focused on getting to a single destination or activity.

Regional Activities

The newly acquired Mt. Ashwabay natural area and trail network is a regional draw that needs to physically connect to downtown. It is anticipated that large cross country ski events will occur there, or perhaps mountain bike races. Through the extension of the Brownstone Trail as a multi-use recreational trail that accommodates bikers, hikers, skiers, and perhaps snowmobilers, nature based recreation can be routed directly through downtown Bayfield. Recreational users could then plan longer stays that take advantage of the trail, participating in races, going to Chautauqua performances, taking the ferry to Madeline Island, visiting the orchards, or camping at Dalrymple; all with Bayfield as the base camp for their stay.

Bayfield certainly has a laid-back, out-of-the-way feel that should not be changed. But with some relatively simple public improvements that do not attempt to change the nature of business uses or boutique nature of the experience, visitors can be made better aware of downtown amenities and events. The goal should be to lengthen their stays, increase shop and excursion patronage, and extend the ecotourism season throughout the year, multiplying opportunities for sustainable year round economic activities.

The *Regional Opportunities* graphic highlights the important big-picture ecotourism assets that should be tapped-into when considering any downtown enhancements.

Downtown Districts

Currently the downtown is divided into several somewhat disjointed districts. These areas should be made to better reinforce each other's functions, and all should be linked to the unifying waterfront opportunity. There is a disconnect, especially between the Rittenhouse Avenue retail business district and the rest of downtown. This is a physical separation due to the topography and a cultural separation due to lack of identifiable way-finding icons and routes.

Some physical improvements could improve the situation. A clear waterfront and historic theme needs to be communicated throughout downtown. This could manifest itself through the use of a palette of community signage, and a hierarchy of streetscape enhancements. Important business streets and trail linkages should stand out as special routes to be explored by visitors, with directional signs, and informational displays that point out community highlights. Visitors should be slowed down, to appreciate views of the water looking down the east-west streets, and to observe business and cultural opportunities along the way.

More specific improvements are described for each district in the *Downtown Districts* graphic.



Vandewalle & Associates, Inc.
© 2009 Created 3/12/09

Circulation & Wayfinding

Certain roadway, sidewalk, and bicycle routes need to stand out from other downtown streets and walkways. These have been identified as important business corridors, the waterfront walkway experience, or experiential pathways that feature community assets. Visitors like to stroll, but with careful guidance will be more willing to extend their routes beyond Rittenhouse and past interesting businesses, institutions, historic sites, and natural features throughout the downtown.

The *Circulation & Wayfinding* graphic illustrates development of this cultural network.

Key Elements:

The extension of the Brownstone Trail, as an on-street striped bike route, is shown heading from its current source to the Madeline Island Ferry terminal. It travels east from the boat launch area, up Broad St., east along Manypenny Ave. and its businesses, past a potential public parking/trailhead/festival site, up First St. along the waterfront and more businesses, then east to the Ferry. A northward extension of the Trail is shown heading up Hwy. 13 towards Dalrymple Campground and Red Cliff. This is envisioned as a pair of 4' wide dedicated bike lanes, clearly signed, that will allow bikers to pass through downtown and the waterfront in safety and comfort. This route strategically brings the trail users along a sequence of events, reinforcing the local businesses and cultural characteristics of the downtown area.

Rittenhouse Ave. is clearly the primary retail business corridor, and should be highlighted for visitors and better linked to other areas. It needs to have a clear connection to the waterfront and to Manypenny Ave. Business along the side streets can tend to languish as visitors fail to realize that Third, Broad, Second, and First Streets offer more shopping and dining opportunities. Clear signage and pedestrian routes can help address this issue.

The waterfront presents a somewhat disjointed assemblage of asphalt park walks, roadway edge routes, and beachfront. While the overall experience is certainly positive, a better delineation of the pedestrian routes is needed, and perhaps a unified paving solution. This need extends from the Commercial Fisheries north along Front Street, to the ferry and Washington Beach.

Other community features linked to the downtown walking route include the Historical Museum, the library, and the Apostle Islands Visitors Center.

Streetscapes Overview

Bayfield, at the time of this waterfront opportunity study, is planning to embark on a significant roadway and utility reconstruction project encompassing several important downtown streets. Through good planning and design this is also an opportunity to significantly enhance pedestrian comfort, safety, and ambiance. It is envisioned that a hierarchy of streetscape renovation projects will be made part of the street rebuilding, to reinforce the important connections described in the previous sections of this study.

The *Streetscapes Overview* graphic describes the location, hierarchy, and highlights of enhancement corridors recommended. More detailed graphics that follow show inspirational examples of streetscape and traffic calming amenities desired. This concept is intended to guide street reconstruction programming, and for use in fundraising and grant writing efforts.

Hierarchy of Streets

Three categories of streetscape enhancements are identified by location in the overview concept; these are primary, secondary, and basic segments. Primary segments are business / tourism - focused, with a rich palette of enhanced pavement, plantings, ornamental streetlights, furnishings, and signage icons. Secondary segments have retail business, mixed with residences, or have sequences of significant cultural highlights. These would have new sidewalks, street trees, stormwater infiltration elements, and signage elements. Basic segments simply extend new sidewalks to connect to important endpoints.

Primary Streetscape Concept

Currently the Rittenhouse Avenue businesses are somewhat separated from the rest of downtown and the waterfront, both visually and physically. Travelers along State Rte. 13 should be made better aware of waterfront opportunities and amenities just down the hill and around the corner. A variety of streetscape enhancements, traffic slowing devices, and wayfinding signs are envisioned to communicate a clear historic / waterfront community theme, creating a richer experience for strolling shoppers and visitors, and drawing visitors to the waterfront and other parts of downtown.

Slowing traffic on Rittenhouse would help drivers to identify retail niche shops, allow them to read wayfinding signs, and would help improve pedestrian comfort. This could be accomplished through creation of bumped-out corner treatments, which would narrow the travel lanes visually, through a slight narrowing of the travel lanes to 11' width, and creation of accented pedestrian crosswalks. The right-of-way for Rittenhouse is narrow for a commercial street (60' width), which translates to sidewalk terraces that are tight. Narrowing the roadway slightly would accommodate slightly wider sidewalks, and make shoppers more comfortable. These wider terraces could support a band of accent pavers, and provide more space for ornamental street lights, decorative benches, and planter pots. Bump-outs could provide additional space for amenities such as signs, furniture, bike racks, and incorporation of the historic Bayfield brownstone boulders in planter openings.

Wayfinding signage should direct visitors to side-street business areas, the ferry, marinas, City Hall, and a public parking/events plaza, etc. Ornamental street light poles could support waterfront-theme & community event banners. The palette of signs and banners should work in concert throughout downtown to communicate the historic/waterfront theme, and should include larger community gateway signage at key locations such as the southeast corner of Rittenhouse and First St., where travelers make the turn north on Hwy. 13, and get a glimpse of the lake.

The City should also explore the feasibility of undergrounding the power lines along the south side of Rittenhouse along this important retail corridor to clean-up sightlines and improve ambiance. If the street is to be reconstructed, then that would be the logical time to attempt this sort of enhancement.

The side streets such as Third, Broad, and Second Streets also have opportunities for eco-friendly stormwater infiltration techniques. The concept shows creation of infiltration garden cells between the curb and sidewalks. These are envisioned as breaks in the curbline to allow stormwater to flow into depressed planting areas, with moisture tolerant native plantings. These are shown conceptually with outlets in the curbline to allow overflow back into the street when the cells are filled. A stone infiltration layer would direct water deeper into the ground, and connect the cells into a drainage network. This would allow much of the water that currently flows down the streets and is piped into the lake to be pre-treated and it's volume reduced prior to discharge. Plantings in the garden cells are envisioned to be the domain of adjacent property owners if they like, and creative plant selections left to their discretion.

Flexible Public Parking / Event Plaza Space

A flexible use parking / plaza space that would draw visitors south from Rittenhouse should be explored for the general area on the south side of Manypenny Avenue, between Broad and First Streets. The attached concept highlights an opportunity for a paved plaza, that when not in use for events, could be made available for parking for anyone visiting downtown Bayfield. This site's location is advantageous as a potential crossroads of circulation routes: downtown commercial streets, an extension of the Brownstone Trail via on-street bike lanes, and a downtown walking-loop.

One major benefit of creating a parking plaza here is the increase in circulation possible between Rittenhouse and Manypenny, via the side streets whose shops could benefit from some more traffic. Signage along Rittenhouse would point towards public parking or events at the plaza, and plaza signs would direct visitors to the shops up the hill. The concept shows dedicated, striped bike lanes, such that bicyclists and other Brownstone Trail users are directed past businesses along Manypenny, the plaza, waterfront, ferry, and hence north to Dalrymple Campground. This would be a logical place for bikers to stop and explore downtown. A bike trailhead shelter is shown in the plaza that would contain information about the trail, downtown, and outstanding community features. The trailhead plaza space could also serve as a logical orchard tour departure point and seasonal marketplace for orchard products. The plaza could be used for farmers markets, featuring locally grown fruits and produce. During community events such as Applefest, the space could host attractions as it does currently. Community performances could be hosted here, as there is currently no outdoor concert venue downtown. It should remain flexible and mostly open, for various combinations of uses. i.e. half for parking & half for a market activity, as shown on the concept.

Manypenny Avenue is a primary streetscape corridor that would define the edge of the plaza. A similar treatment of enhanced sidewalks, bumped-out corner treatments, wayfinding signage, ornamental streetlights, furnishings, and banners as described for Rittenhouse Ave, is envisioned.

Ferry District Concept

Currently the east end of Washington Avenue at the lakefront presents a confusing, somewhat unwelcoming experience for visitors. With attractions such as the ferry, beach, and the kayak rental venue at the end of the road, it would make sense to improve this district. Currently it is unclear to visitors where the ferry terminal is located, that there is a public beach, and where to park once they have arrived. There is no clear route for pedestrians to get from the ferry area to other parts of downtown. Enhancements that improve pedestrian connectivity increase the number and organization of parking stalls, that highlight opportunities, and that create a better atmosphere for visitors are conceptualized in the attached concept graphic.

The area also hosts an opportunity for regional ecotourism through the connection of the Brownstone Trail to the Ferry district, and then northwards to Dalrymple Campground, and ultimately Red Cliff. The concept shows a network of on-street striped bike lanes that would lead visitors directly past the ferry terminal. It is envisioned that visitors could plan an excursion where they bike (or ski) from Mt. Ashwabay recreation area, up to Bayfield on the Brownstone Trail, and continue to take the Ferry to Madeline Island. Or they could transfer to a Kayak, or camp just up the trail in the City campground. Or the reverse trip could lead to a Big Top Chautauqua event.

A paved pathway heading north along the edge of the beach is shown on the concept. This leads to a staircase with overlooks as a connection up to Rice Avenue, and hence to the campground. Alternatively visitors could be directed to a striped on-street bike route heading up Hwy. 13, or this alignment could become a trail along the southeast side of the highway.

Improvements are conceptualized to increase and better organize parking in the gravel lot across from the Ferry. Shown in the concept is a new paved parking layout that maximizes the number and efficiency of stalls possible in that area.

Streetscape enhancements are also envisioned that include a sidewalk connection from the ferry to Front Street, interpretive and directional signage, a bike trailhead kiosk, and ornamental street lights. The bike trailhead structure/kiosk would have a bike map and information about downtown and the community. Interpretive signage in the district should include information about Washington Beach, the Ice Road, Madeline Island, and the ferry. A directional sign at the northeast corner of Washington Ave. & Hwy. 13 should direct visitors to the ferry and Ice Road.

Boat Launch Area Concept

The public boat launch area at the south end of Third Street does not encourage downtown exploration. The launch area is under-parked for boat trailers, and difficult to find. Complicating matters is a DNR property that sits between the launch and a public works property. This open space provides no clear purpose other than private access to a DNR research-vessel dock. The Brownstone Trail is challenged with its trailhead located between lumberyard stockpiles, making it unappealing and difficult to find.

The opportunity should be explored to reorganize this entire area into a more efficient and engaging public space. The concept shows making use of the southern portion of DNR land to increase the number of boat trailer stalls, and to provide additional public car parking for downtown visitors and Yacht Club use. Key to the concept would be acquisition of the DNR land, which will continue to need further discussion with all parties involved.

The reorganization concept shows additional boat trailer & car parking, and a direct sidewalk connection from the Yacht Club and Launch north to downtown. This layout also would make cueing of boats at the launch more efficient. A public restroom building is also shown close to the launch. Planting area treatments that allow for infiltration of stormwater along the south edge of the paved area are shown.

The Brownstone Trail is shown realigned along the north edge of this new public parking lot, connecting to on-street bike lanes running up Third St., which ultimately lead through downtown, along the waterfront, hence to the ferry terminal, and ultimately Dalrymple Campground to the north. A highly visible trailhead bike kiosk, with boat launch signage, would occupy a small plaza space at the northwest corner of Wilson Ave. and Third St., and would highlight the on-street bike route through downtown, the boat launch, and community features.

Streetscape enhancements shown for Third St. include ornamental streetlights, sidewalks, and enhanced pedestrian crosswalks at the intersection of Third Street & Wilson Ave.

Wayfinding Signage Concepts

Signage for downtown is envisioned to communicate a clear historic/waterfront theme. A palette of community-gateway, directional, and interpretive signs are conceptualized, along with ornamental streetlight banners. The concepts illustrated are intended to be representative of a sign type, but would need further community discussion and should not be interpreted as representative of a final design or wording.

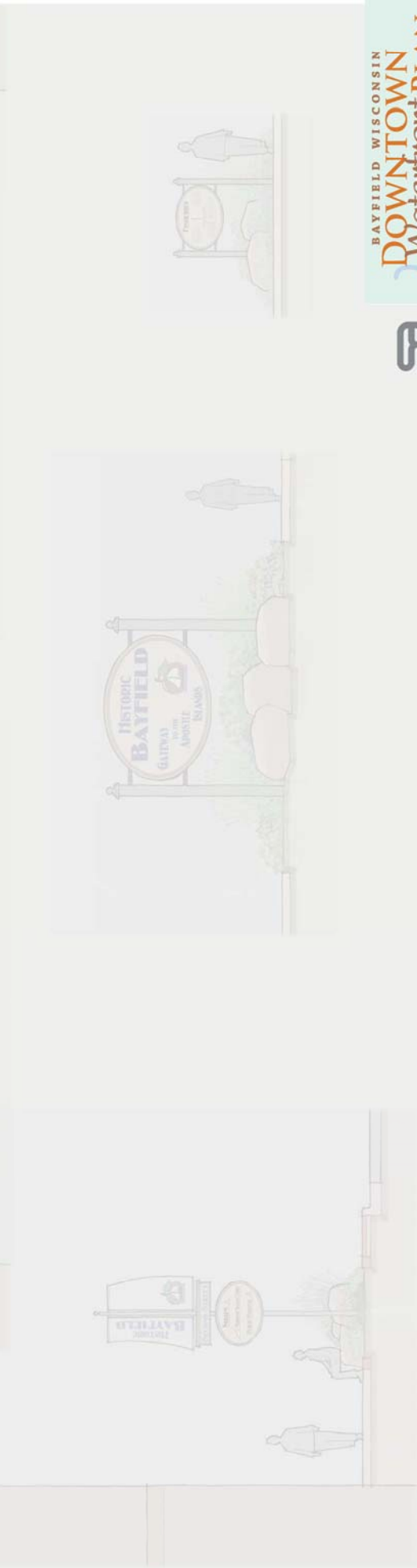
Wayfinding signs should not be overused, and need to be balanced with the other streetscape elements to convey a sense of cultural richness. Coordination with competing signs for highway safety is also important, and the same for highway cultural institution signs, and business location signs attached to buildings. All of these need to be coordinated to avoid unnecessary visual clutter.

The conceptual signs are shown as traditional carved wood panels with wood posts, an appropriate historic sign style. Banners are shown attached to traditional style ornamental streetlights. These are conceptualized as nautical themed, white metal mesh panels, with tall-ship sail shapes to reinforce a historic feel. Incorporation of the current apple-w/sailboat-logo is shown for most of the sign and banner concepts, however this logo may be about to be phased-out, and actual sign designs may need to include a new logo treatment. Historic brownstone boulders from the City stockpile are shown for use as landscape & seating features in groupings around sign locations.

Gateway signs at Hwy. 13 & Sixth Street, Rittenhouse Ave. & First St., and Hwy. 13 & Rice Ave, would be large enough to quickly communicate the “Gateway to the Apostle Islands” message to motorists.

Directional signs can be smaller, and mounted on the same streetlight posts, wood post signs, or on stand alone ornamental banner poles. These would be strategically placed to provide awareness of community features such as the ferry landing, public parking, marinas, boat launch, orchard tours, library, and Apostle Islands Visitor Center, etc. Signs along Rittenhouse and Manypenny in particular would direct visitors to shops along the side streets, but without calling out individual business names. i.e. “More Shops”.

Interpretive signs at culturally significant locations would make use of the same sign styles, and include historic or informative text and images of significant locations, historic events, businesses, or public amenities.



Vandewalle & Associates, Inc.
© 2009 created 7/2/09

Implementation

Several key physical improvements are identified in this study. They are illustrated conceptually to spark conversations and to improve grant funding applications. Additional detailed project planning and design will be needed, and more input from stakeholders obtained to determine the final program elements for each project identified. Some next steps that the City of Bayfield can advance on an ongoing project by project basis include:

Streetscape Enhancements – Coordination of pedestrian, environmental, and bicycle oriented design concepts into engineering of street/utility reconstruction projects

- Funds for basic streetscape treatments have been reserved in the preliminary budget for Phase II Downtown Street Reconstruction, and this budget should be compared with the concepts illustrated in this study to determine if more funds may need to be reserved.
- Rittenhouse Avenue is a state highway, and WisDOT, Community Sensitive Solutions funds (CSS) might be attached to the project to help accomplish the pedestrian-oriented goals illustrated on the concept. This should be explored with DOT project managers at the early stages of design for the roadway if the State is involved in design or construction.
- Transportation Enhancement funding - WisDOT Statewide Multi-modal Improvement Program, or SMIP (funds from Federal SAFETEA-LU program), could be applied to help fund streetscape and traffic calming elements of the plan.
- WisDNR, Urban Non-point Source and Storm Water Grants (UNPS and SW) might be applied to creation of infiltration garden cell elements to treat street runoff.
- If business owners in the main street business district judge that investment is worthwhile, more direct tax district funding methods could be used to fund the enhancements. i.e. Special Service Area or Tax Increment Financing district creation. Opportunities for new or redeveloped building sites would help make this a viable option.

Multi-use Parking Plaza Creation – Begin exploring acquisition scenarios with property owners to secure plaza space, and seek funding to construct the plaza.

- Explore a possible land swap with existing City gravel parking lot / public storage parcels adjacent to City Hall.
- Investigate site contamination remediation activities possibly underway and monitored by DNR and impact on plaza development, and if found, research cleanup grants.
- Plaza construction should coincide with streetscape improvements for Manypenny Avenue.
- State Department of Commerce, community development grants can be applied to help fund plaza construction, as a critical downtown economic driver. i.e. CDBG-PFED grants.
- The same funding sources listed above for streetscape enhancements could be applied to plaza creation.

Boat Launch Area – Begin site acquisition strategies with DNR to obtain land to improve the boat launch parking area and Brownstone Trail trailhead.

- WisDNR Recreational Boating Facilities Program grants can help fund design and construction of the launch area improvements
- WisDNR administered Federal Aid in Sport Fish Restoration Act funds should also be researched for application to boat launch improvements, and to charter fishing operations.
- WisDNR, Urban Non-point Source and Storm Water Grants (UNPS and SW) might be applied to creation of infiltration/rain garden elements to treat parking area runoff.

Wayfinding Signage – Perform more detailed study and design of wayfinding/interpretive sign program, and coordinate new signs with streetscape projects.

- Bayfield is a Preserve America Community, and can apply for Preserve America Historic Preservation Fund Grants, possibly to fund a detailed signage program and design project.
- National Endowment for the Arts grants, such as Challenge America, support promotion of community-wide arts activities and resources, including signage and public art projects.

Bicycle Trail/Bike Lanes – Creation of stripped on-street bicycle lanes as illustrated on the concept designs should be coordinated with street reconstruction efforts, and new bike trail segments heading north from Washington Beach Park explored.

- WisDNR Stewardship grants possibly Urban Green Space Program funds could be applicable to beach/trail improvements.
- Transportation Enhancement funding - WisDOT Statewide Multi-modal Improvement Program, or SMIP (funds from Federal SAFETEA-LU program), could be applied to help fund bike trail and trailhead amenities, coordinated with streetscape enhancements.
- Funding sources from Bayfield County should be researched for bike/ski trail creation.

Mount Ashwabay Recreation Area – Connection of the trail network to downtown via extension of the Brownstone Trail should be explored, and creation of possible competitive ski/bike events pursued.

- Wisconsin, Department of Tourism, Ready, Set, Go! Competition Grants might be useful to get cross-country race events started at the Mt. Ashwabay Recreation Area.
- WisDOT and County administered transportation grants listed above could help fund trail extension.



Vanderwalle & Associates, Inc.
© 2009 created 3/7/09

2003 Waterfront Plan

Some of the recommendations of the Waterfront Plan that the downtown waterfront plan should address:

1. A Waterfront Committee recommended specific improvements to the Broad Street Beach, most of which have been done. Some of the recommendations for Washington Avenue Beach which are still relevant include:
 - Investigate the possibility of obtaining more land for parking.
 - Consider access to city owned land on both sides of the sluiceway – Maybe erect bridge over sluiceway, north of public restrooms on Washington Avenue.
 - Develop land north of sluiceway into usable park land.
 - Create define walking area (west of sand, in berm area if possible).
 - Don't renew or sign new contracts with private businesses for use of beach property.
 - Continue to allow and support use of east of Washington Avenue for Ice Road Access.
2. Recommendations are made to improve and maintain existing marinas, the City Dock, City Marina, and L.E. Dockage, and fishing pier; and recommendation was made to keep them open to the public.
3. The large number of dry-docked boats is expressed as a concern.
4. A new breakwall west of the fishing pier is encouraged.
5. Recommendations to improve the public Boat Launch include:
 - Investigate and improve boat trailer parking – possible use of DNR land.
 - Consider providing restroom facilities – land acquisition may be needed.
6. Need for a Waterfront Interpretive Walking Trail is described
 - Connection from Brownstone Trail to Dalrymple Campground
 - Historical info, maps, photos of shipwrecks, docks, boats, buildings would form content of signage
 - Signs should be based on brownstone quarried stone from City stockpile
7. Improved parking for entire waterfront district.
8. City parking lot on Many Penny Avenue is underutilized and might be suitable for large vehicle parking.
9. Consider relocation of City Hall away from prime waterfront property.

2006 Chamber of Commerce Marketing Plan

Some key marketing opportunities highlighted in this plan that could influence downtown waterfront planning and design include:

1. Bayfield's Competitive Distinction
 - Bayfield and the Chequamegon Bay area, with its beauty, wilderness attractions, adventure opportunities, historic offerings and harbor town quaintness, continue to be a significant benefactor of tourism spending.
 - Branded as "Gateway to the Apostle Islands", Bayfield offers visitors a change of pace with the beauty and recreational activities of Lake Superior.
 - The orchards and their berries, fruit, honey, syrup and flower agricultural products compliment this change of pace opportunity
2. Types of Visitors
 - Bayfield's limited development and absence of national chain stores and strip malls differentiates it from other tourism competitors such as Door County and the North Shore of Minnesota.
 - The greatest number of visitors attracted to the Bayfield area is within 4 to 6 driving hours.
 - Bayfield also attracts the daytime visitor who is visiting Bayfield to be entertained or shop for the day or who is curious about Bayfield as the little harbor town that is visited when traveling westward or eastwardly.
 - Bayfield attracts a young active population seeking activities such as boating, sailing and kayaking, camping, hiking, biking, skiing and dog sledding.
 - It also draws retirees or baby-boomers who are RV owners and are interested in golf, the orchards, relaxation, and the area's beautiful scenery.
 - Bayfield also offers a romantic setting to those visitors seeking time together to experience the varied activities Bayfield has to offer or quiet time and solitude that is also readily available
3. Seasonality
 - The 2006 Marketing Plan seeks to efficiently position Bayfield as a diverse four season destination.
 - The 2006 marketing plan targets an increase of visitors during the winter season, fall and spring
 - Spring marketing efforts will continue to grow "Bayfield in Bloom" as a celebration of spring.
 - Fall marketing includes promotion of the Scarecrow Festival and Orchard Tours.
 - Winter marketing is directed to many audiences, one of which is winter sports enthusiasts who enjoy downhill skiing, cross country skiing, snow shoeing, snowmobiling, dog sledding, ice skating, and treks to the Lake Superior ice caves. Another audience is attracted to Bayfield's quiet beauty and snow who come to relax and reflect during the winter months or who enjoy the arts and educational offerings. Others participate and enjoy Bayfield's winter events, such as the 2006 Training Race for mushers, Apostle Island Sled Dog Race, the Run on Water, Blue Moon Ball, and holiday activities.

- Bayfield's summer market continues to be the strongest of the year in attracting visitors to Bayfield. Lodging, campgrounds, and marinas are filled with visitors who come to enjoy the warmth and the sun of the season. Lake Superior is one of the biggest attractions with sailing, fishing, and scuba diving charters booked with solid customers seeking fun and adventure.

2001 Comprehensive Plan

Key objectives of the Comp Plan that the downtown waterfront plan should address:

- Housing**
 - Objective 1.2: encourage the development of additional year-round housing units
 - Objective 1.4: increase the supply of housing that is affordable to low, moderate, and middle-income households and employees of local businesses.
- Economic Development**
 - Objective 1.7: seek regional and area wide opportunities to promote new business opportunities.
- Agricultural, cultural and natural resources**
 - Objective 1.4: preserve, maintain and develop walking trails in the city, including a continuous trail along Lake Superior's shore.
 - Objective 3.2: ensure the continuation and expansion of a diverse local agricultural economy.
 - Objective 4.1: preserve the city's historic district and the historic structures within it.
 - Objective 4.2: preserve the architectural character and unique "look" of Bayfield.
 - Objective 4.3: ensure that the region's cultural resources are an integral part of the city's economic development plan.
 - Objective 4.4: increase awareness of local and regional history and culture.
- Intergovernmental cooperation**
 - Objective 2.3: seek regional and area wide opportunities to promote new business opportunities.
 - Objective 5.1: identify parcels within and adjacent to the city as areas for potential easement acquisition or land purchase for future trail network development.
 - Objective 6.2: increase awareness of local and regional history and culture.
- Transportation**
 - Objective 1.2: develop, implement and maintain a high-quality system of signage and orientation markers that are both informative and compatible with the aesthetics and character of the community.
 - Objective 2.1: create partnerships to develop innovative parking solutions.
 - Objective 3.2: work to ensure that pedestrian destinations are adequately connected. And encourage foot travel to ease traffic and parking congestion.
 - Objective 4.1: work proactively with private sector partners for long-term solutions to marine access issues.
- Land Use Element**
 - Objective 2.1 & 2.2: provide a wide range of housing opportunities. Provide a variety of economic opportunities.
 - Objective 3.4: encourage quality and character of new development that is consistent with the existing built environment.
 - Objective 4.1: preserve and expand city parks, recreation areas and open space.
 - Objective 4.3: protect natural watercourses and ravines.
 - Objective 4.3: develop guidelines for creating and maintaining views both of the lake, from the lake and of the night sky.
 - Objective 5.1: support marine-related development along the shoreline.
- Utilities and Community Facilities**
 - Objective 2.1: determine cost/benefit of placing all city utilities underground for the aesthetic improvement of the city.
 - Objective 4.1: support city, county, state and federal efforts to reduce point source pollution into Lake Superior and its watershed.
 - Objective 4.2: provide education and develop alternatives to existing practices that negatively impact the city's water quality.

Background Research – History and Culture

Some of the books, reports, and information studied regarding Bayfield's culture include:

- "Tales of Bayfield Pioneers", Eleanor Knight
- "Souvenir Book, Celebrating 150 Years", S.C. Peterson
- "A Walking Tour of historic Bayfield", Bayfield Chamber of Commerce, Bayfield Heritage Assn., UW Sea Grant Institute
- "Community Viewscapes", Paul Van Aulen

Other documents and plans studied include:

- Sustainability in Bayfield from a "Historic Preservation Perspective
- "Buy Local First" – Conclusions from resident survey & focus group, Chamber of Commerce
- Historic District Guidelines, City of Bayfield



Vandewalle & Associates, Inc.
© 2009 created 3/7/09