



SHEBOYGAN WATERFRONT + MARINA MASTER PLAN

Presentation to Council

AGENDA

1 INTRODUCTION

2 PROCESS AND FEEDBACK

3 MASTER PLAN

WHY NOW

Marina

- Infrastructure
- Buildings
- Budget

Park

- Use
- Opportunity
- Programming

Community

- Tourism
- Connectivity
- Safety



WATERFRONT AND MARINA MASTER PLAN

DESIGN PROCESS



UNDERSTAND

- 1.1 Kickoff and Data Collection
- 1.2 Stakeholder Interviews and Community Workshop
- 1.3 Online Survey
- 1.4 Goals and Vision Summary



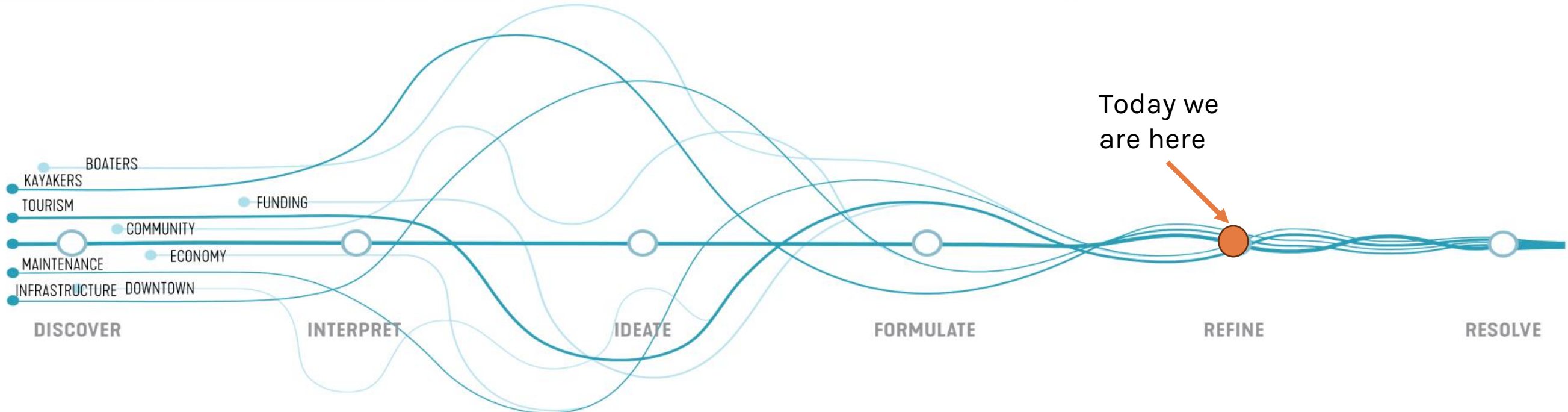
EXPLORE

- 2.1 Design Alternatives
- 2.2 Steering Committee Workshop and Public Open house
- 2.3 Summary Review

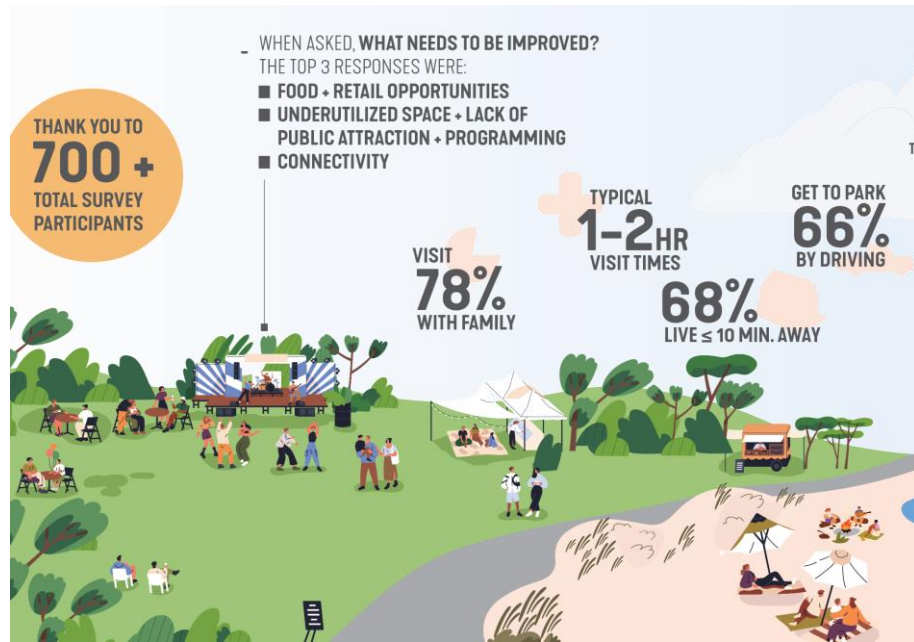


REALIZE

- 3.1 Preferred Alternative
- 3.2 Master Plan
- 3.3 Master Plan Presentation



COMMUNITY ENGAGEMENT



Public Listening Session

- Stakeholder Interviews
- Online Survey



Design Charrette

- 4-day on-site workshop
- Online Survey



Council Presentation

- Online Survey

COMMUNITY FEEDBACK

700+

Online survey entries

200+

Attendees at the kickoff meeting

85+

Visits to open design studios +
Public open house



COMMUNITY FEEDBACK

THANK YOU TO
700 +
TOTAL SURVEY PARTICIPANTS

- WHEN ASKED, **WHAT NEEDS TO BE IMPROVED?**
THE TOP 3 RESPONSES WERE:

- **FOOD + RETAIL OPPORTUNITIES**
- **UNDERUTILIZED SPACE + LACK OF PUBLIC ATTRACTION + PROGRAMMING**
- **CONNECTIVITY**

HOW DO YOU USE THE AREA?

BEACH WALKING SAILING MARINA EVENTS
TAKE KIDS TO PLAY
BOATING PARK VISITS
FAMILY RECREATION

VISIT
78%
WITH FAMILY

TYPICAL
1-2 HR
VISIT TIMES

GET TO PARK
66%
BY DRIVING

68%
LIVE ≤ 10 MIN. AWAY

+ WHEN ASKED, **WHAT IS WORKING WELL?**
THE TOP 3 RESPONSES WERE:

- **LANDSCAPE + VIEWS**
- **BEACH + FIRE RINGS**
- **MULTIUSE PATH**



THINGS TO WORK ON

BROUGHTON DRIVE

- TRAFFIC CALMING
- BUMP-OUTS
- NARROWER
- BIKE LANE
- CROSS WALKS
- BEACON / HAWK
- SHADE TREE / LANDSCAPING

PENNSYLVANIA AVE

- MORE PEDESTRIAN FRIENDLY WITH COAST GUARD ACCESS

PIER

- TO DEFLECT DEBRIS

PADDLE LAUNCH

- SAFER + EASIER ACCESS



WATERFRONT CONNECTION

- HABITAT OR
- RECREATION LAUNCH
- JETSKI/PONTOON RENTAL

BUILDING & PUBLIC FACING USE

- NEW OR OLD BLDG

ENHANCED DOCK LAYOUT

- DOCK ACCESS
- SMALL CRAFT (250 MIN)
- LARGE CRAFT
- ATTENUATOR
- LONG TRANSITORY

RAMP AREA

- REORGANIZE PEDESTRIAN + MARINA ACCESS/CONFLICTS
- MOVE BUILDING
- POTENTIAL EDUCATION FACILITY
- ENHANCE FISH CLEANING

KEY GOALS & DESIGN PRIORITIES

1 COMMUNITY GATHERING & RECREATION

Expand the park offerings to create a year-round destination that serves daily use, flexes for large events and creates opportunities for residents and visitors to use the park.

2 ECONOMY AND EDUCATION

Create tourism opportunities that leverage the waterfront that could include education, art, concessioned space for a restaurant or bar, flexible, rentable space for vendors, opportunities to connect with the water through rentals or tours

3 LAKEFRONT AMENITIES

Protect, repair and enhance the Marina, provide essential services and management with and flexibility for vendor spaces. Provide amenities to support local slip holders and attract boaters from other communities. Provide opportunities to support charter fishing, boat and paddlecraft rentals. Seek boat storage alternatives offsite.

4 ECOLOGICAL FUNCTIONS

Provide enhancements to support habitat and water quality, embrace the natural character for the beach and shoreline, provide clean marina facility, consider WEDG certification

5 CONNECTIVITY

Improve trails and wayfinding for an intuitive multimodal experience, right size parking and introduce traffic calming measures and complete streets enhancements to connect the park with the downtown and local businesses and enhance pedestrian safety

MASTER PLAN

PROGRAM LEGEND

PARK & UPLAND

- 1 RELOCATED LOTTIE COOPER
- 2 UPDATED PLAYScape
- 3 DUNE RESTORATION
- 4 GATEWAY BUILDING
- 5 ICE RIBBON
- 6 HMONG MEMORIAL
- 7 PICKLE BALL COURTS
- 8 SHADE STRUCTURE

PROMENADE & POINT

- 9 CONCESSIONAIRE KIOSKS
- 10 WATER EDUCATION BLDG
- 11 RESTAURANT + EVENT BLDG

MARINA

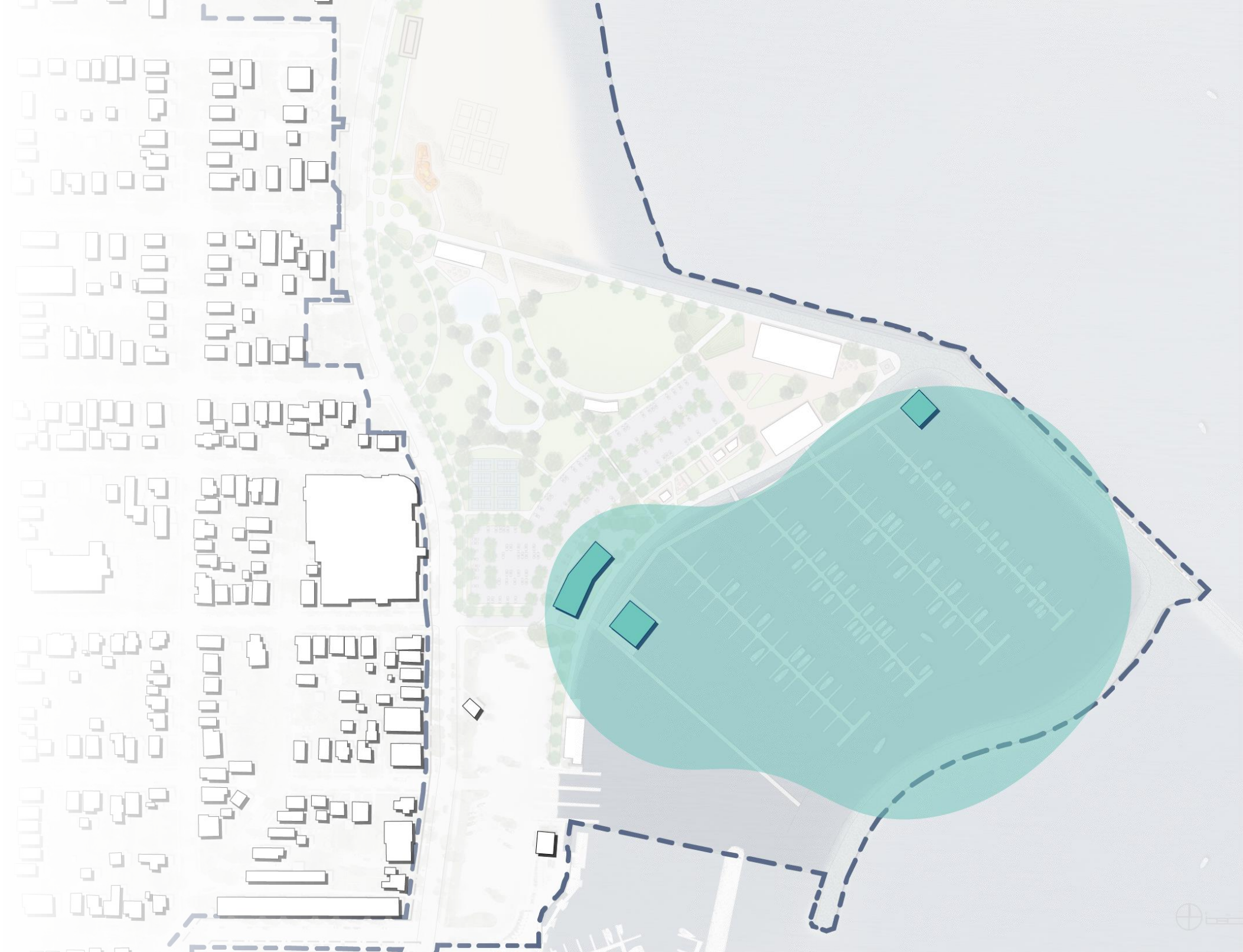
- 12 MARINA + PARK ADMIN BLDG
- 13 MARINA FACILITIES
- 14 FUEL STATION + MAINTENANCE



MASTER PLAN

ORGANIZATION

1 MARINA & WATER BASED IMPROVEMENTS

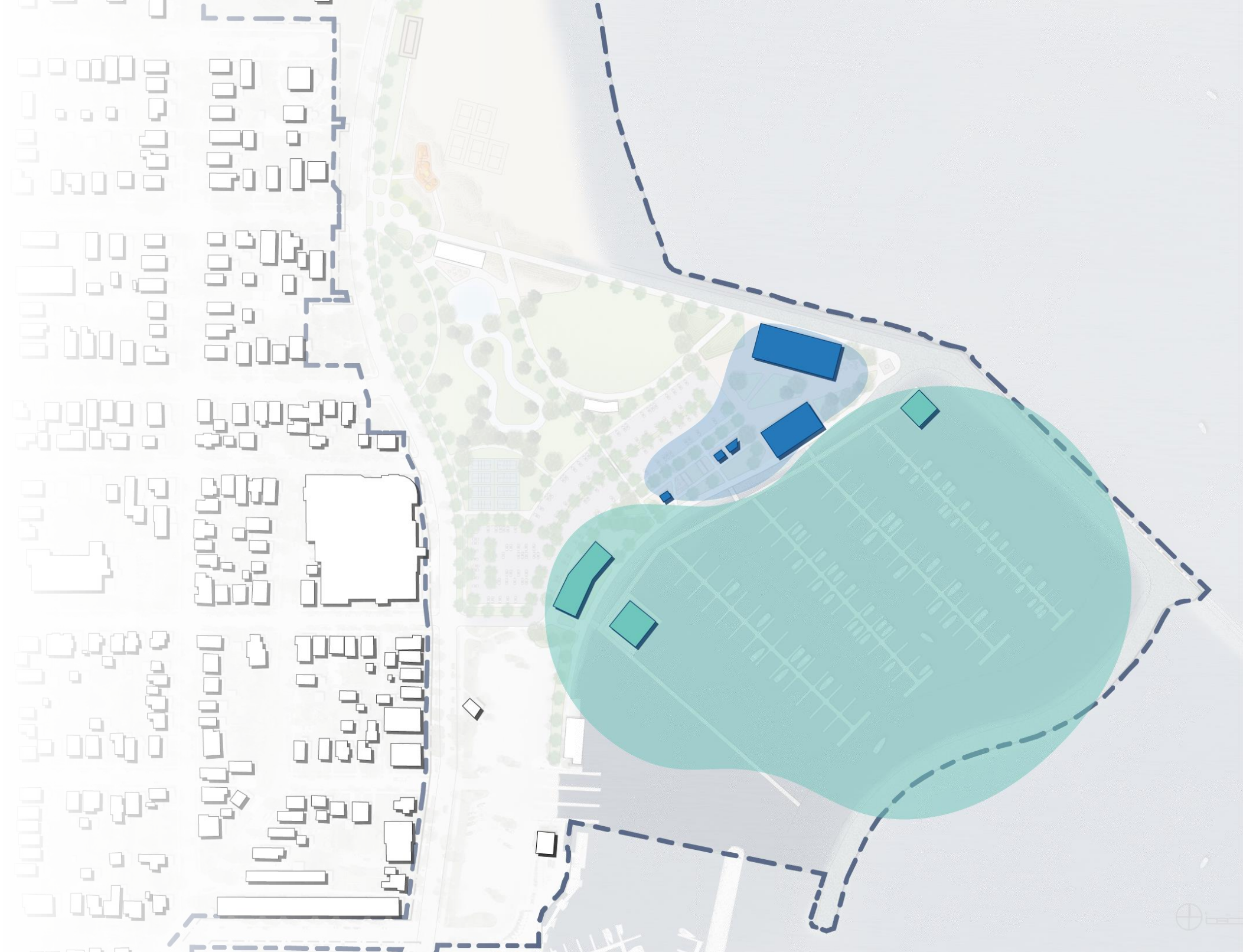


MASTER PLAN

ORGANIZATION

1 MARINA & WATER BASED IMPROVEMENTS

2 DESTINATION PROMENADE



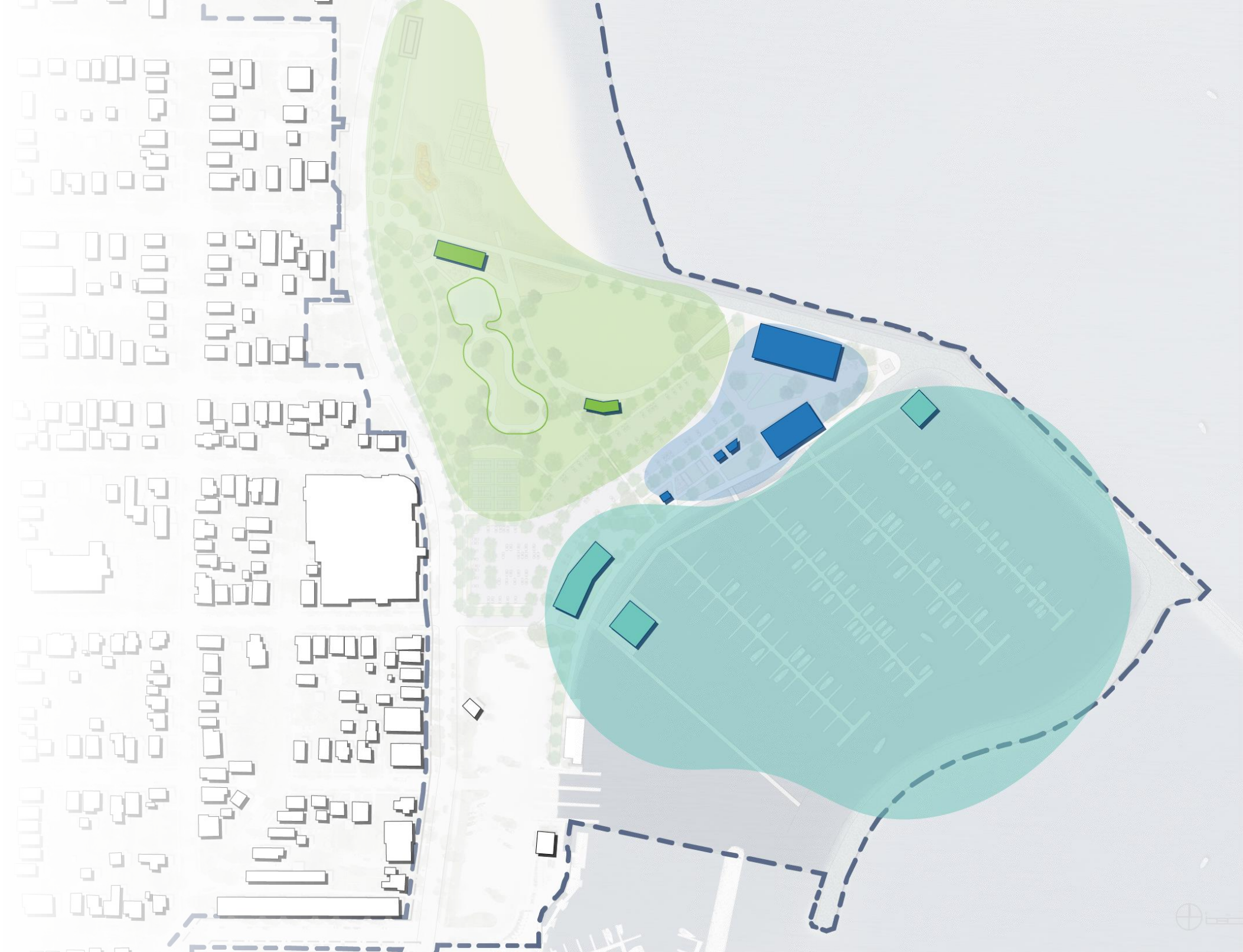
MASTER PLAN

ORGANIZATION

1 MARINA & WATER BASED IMPROVEMENTS

2 DESTINATION PROMENADE

3 PARK AMENITIES



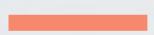
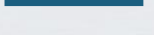

MASTER PLAN

ORGANIZATION

- 1** MARINA & WATER BASED IMPROVEMENTS
- 2** DESTINATION PROMENADE
- 3** PARK AMENITIES
- 4** ENHANCE CIRCULATION AND SAFETY



LEGEND

-  PEDESTRIAN CIRCULATION
-  VEHICULAR CIRCULATION
-  TRAFFIC CONTROL

MASTER PLAN

ORGANIZATION

- 1** MARINA & WATER BASED IMPROVEMENTS
- 2** DESTINATION PROMENADE
- 3** PARK AMENITIES
- 4** ENHANCE CIRCULATION AND SAFETY
- 5** INTEGRATE LANDSCAPE



MASTER PLAN

DESIGN DRIVERS

- 1** MARINA & WATER BASED IMPROVEMENTS
- 2** DESTINATION PROMENADE
- 3** PARK AMENITIES
- 4** ENHANCE CIRCULATION AND SAFETY
- 5** INTEGRATE LANDSCAPE



MASTER PLAN



MASTER PLAN

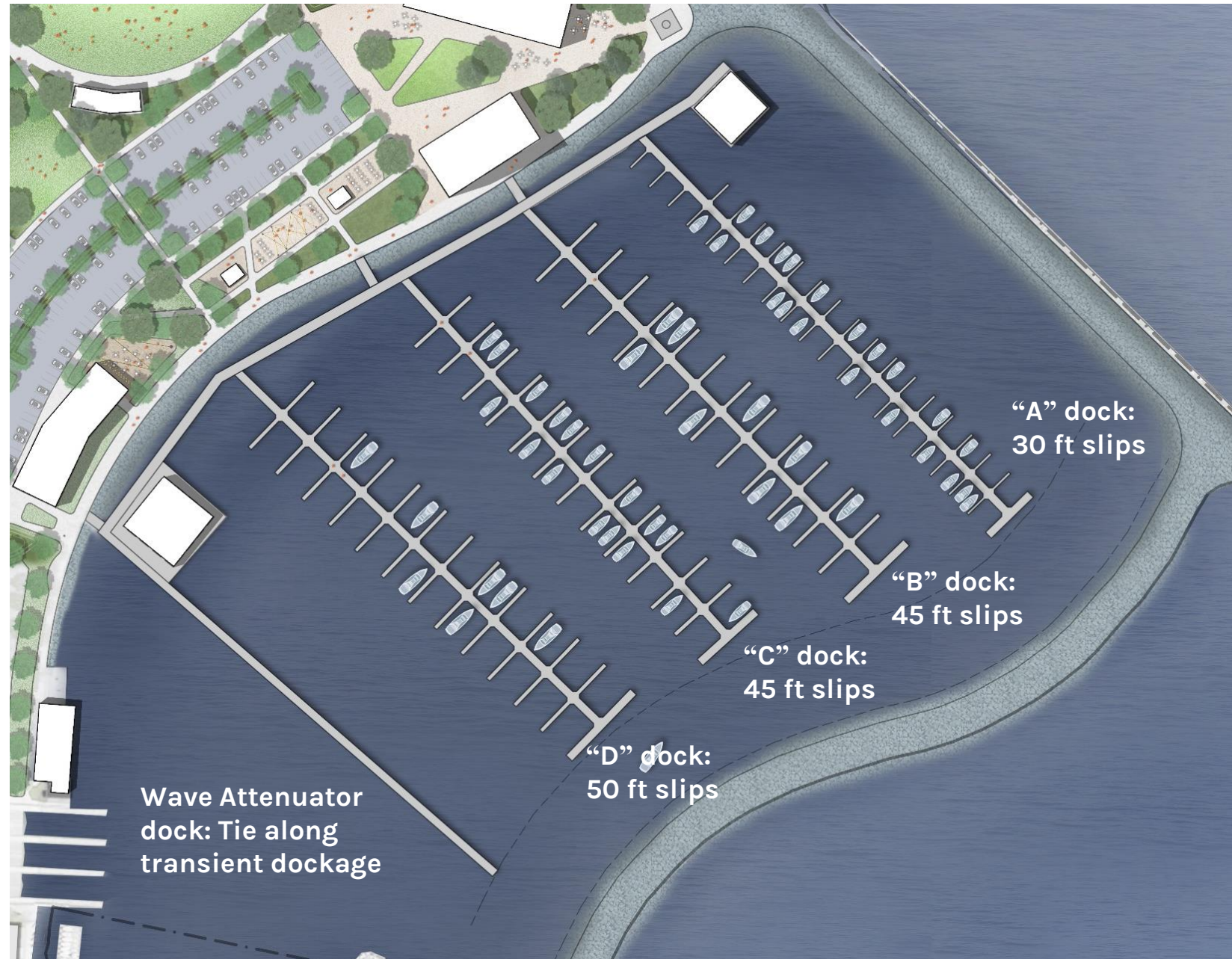
MARINA

- 1) NEW DOCKS**
Wave Attenuator
Slip Mix
Dock Construction
- 2) MARINA FLOATING BUILDINGS**
3,000 SF Building (Restrooms, Clubhouse, Storage)
1,600 SF Building (Restrooms, Kitchenette, Storage)
- 3) MARINA + PARK ADMIN**
Restrooms, marine education, office, laundry, event space, outdoor boater gathering space
8,000 sf
- 4) FUEL SERVICE + PARK MAINT.**
Pumpout equipment, workroom, storage, offices
2,900 sf
- 5) PADDLE CRAFT ACCESS (offsite)**
Rotary Park



MASTER PLAN

MARINA DOCKS



MASTER PLAN

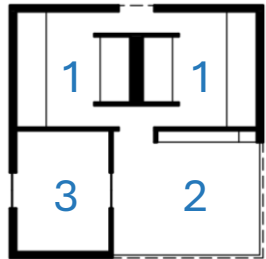
MARINA – FLOATING BUILDINGS

1 | Primary Building | 3000 SF

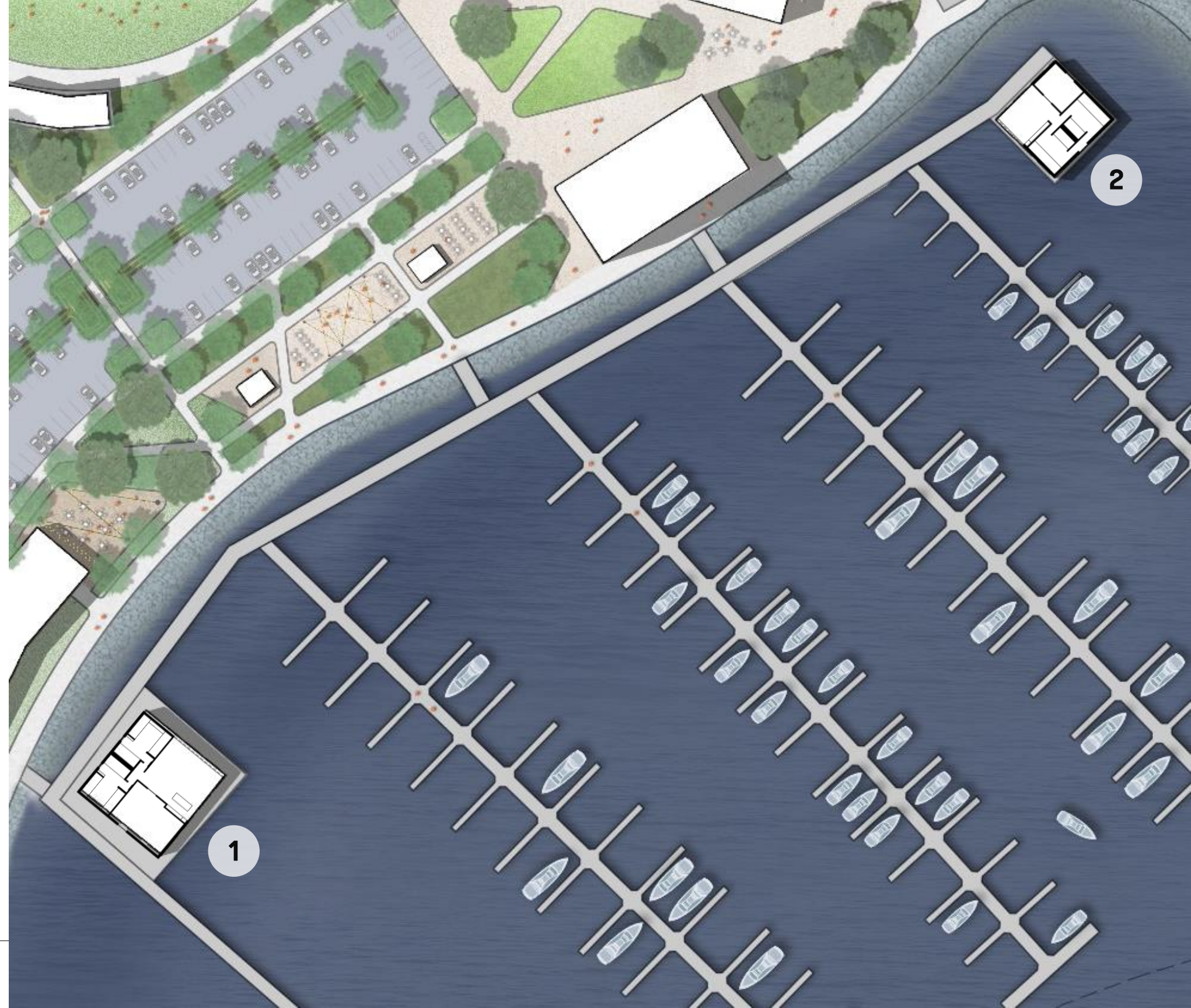


- 1: 1100 SF restrooms + shower facilities
- 2: 1000 SF clubhouse + kitchenette
- 3: 900 SF storage + mechanical

2 | Secondary Building | 1600 SF

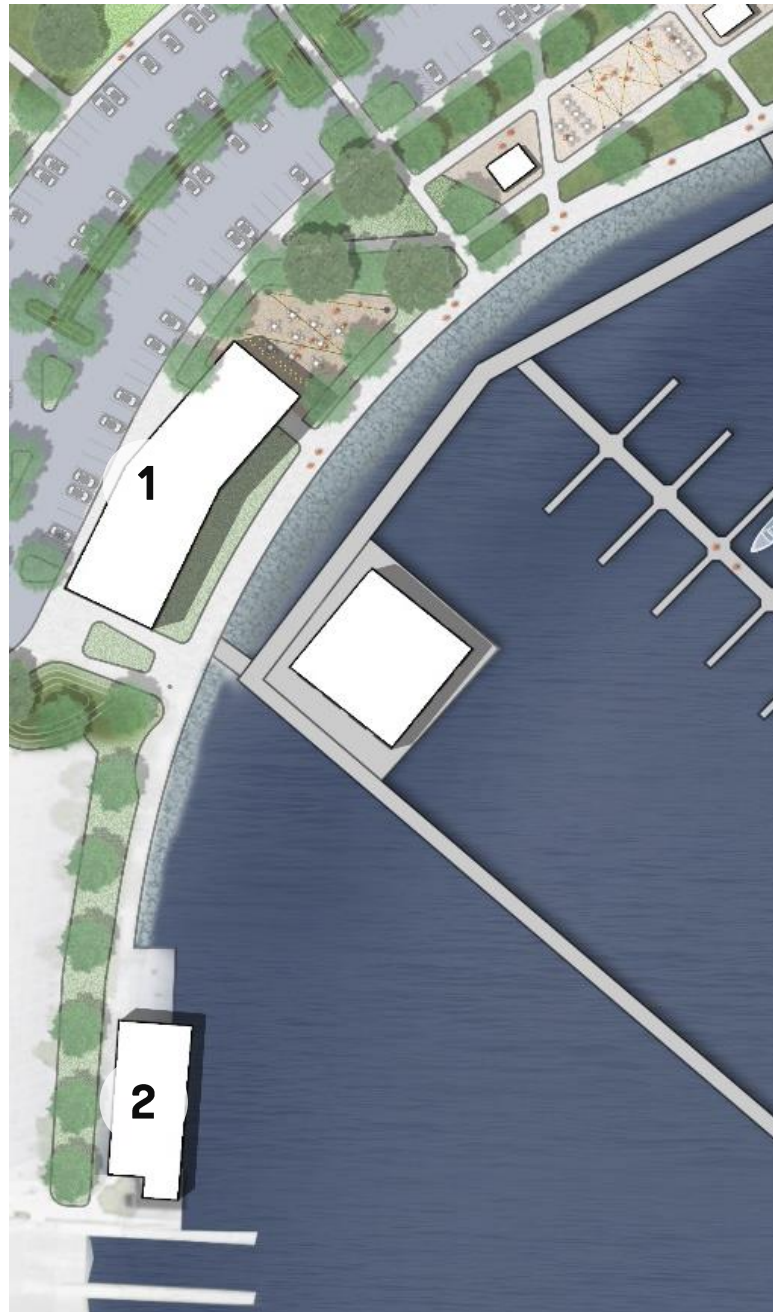


- 1: 790 SF restrooms + shower facilities
- 2: 315 SF storage + mechanical space
- 3: 500 SF lounge + vending



MASTER PLAN

MARINA ADMINISTRATION AND PARK BUILDING



1: MARINA ADMINISTRATION AND PARKS BUILDING

8000 SF Total

- 550 SF Restrooms (accessible from exterior)
- 2500 SF Marine Education
- 800 SF Admin Offices
- 500 SF Laundry (accessible from outdoor boater's patio)
- 430 SF Storage (250 SF accessible from exterior only)
- 1100 SF Outdoor Covered Boater's patio
- 1300 SF Upper-Level Event Space (interior)
- 550 SF Upper-Level outdoor terrace

2: FUEL DOCK BUILDING

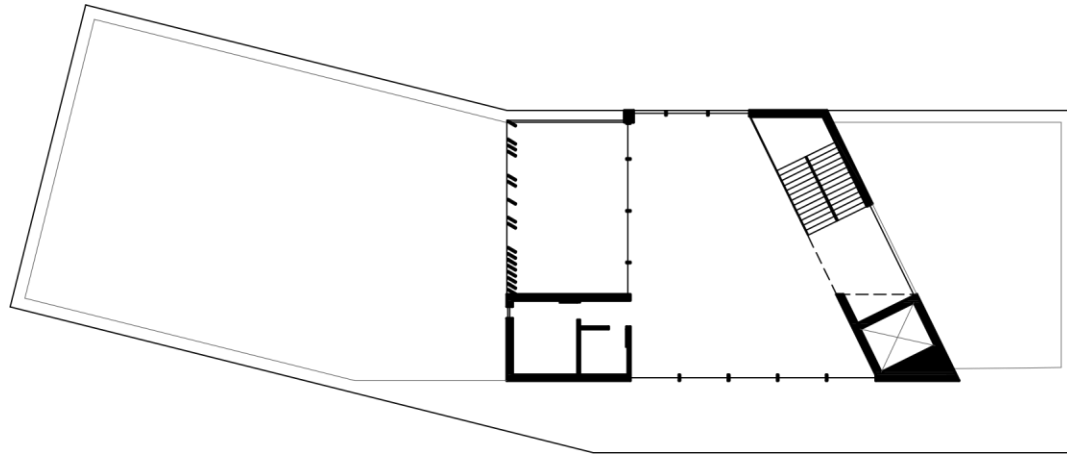
2900 SF Total

- 500 SF Workroom
- 1800 SF Park Storage
- 200 SF Office
- Fuel Dock and Pump Out

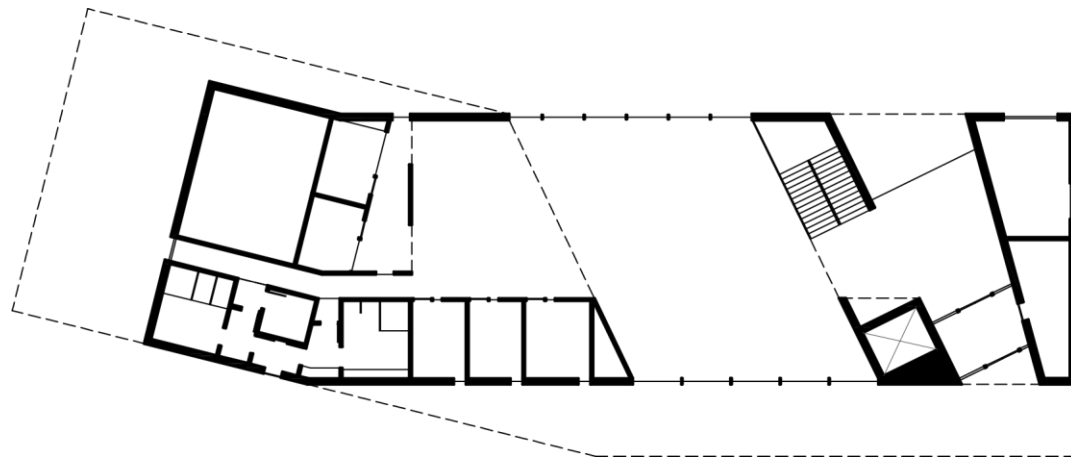


MARINA

MARINA PARK + ADMIN BUILDING



UPPER LEVEL



MAIN LEVEL



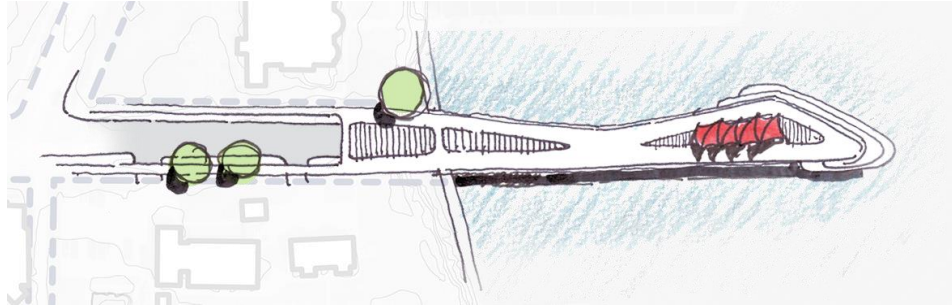
1: MARINA PARK + ADMIN BUILDING

8,000 SF

- 2500 SF Marine Education
- 800 SF Admin/offices
- 550 SF Restrooms
- 500 SF laundry (accessible from boater's patio)
- 430 SF storage (250 SF accessible from exterior)
- 1300 SF Upper level event + 550 SF outdoor roof terrace
- 1100 sf private outdoor boater's patio

PENNSYLVANIA PIER

- Pedestrian pier as a unique destination and photo moment
- Solid construction to improve debris and sedimentation protection
- Explore agreement between Yacht Club and USCG for potential joint project



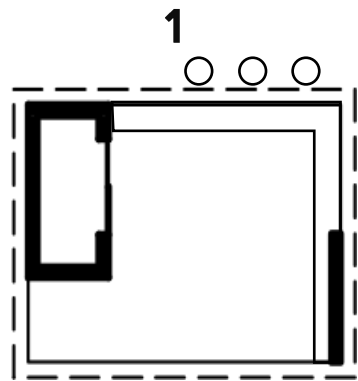
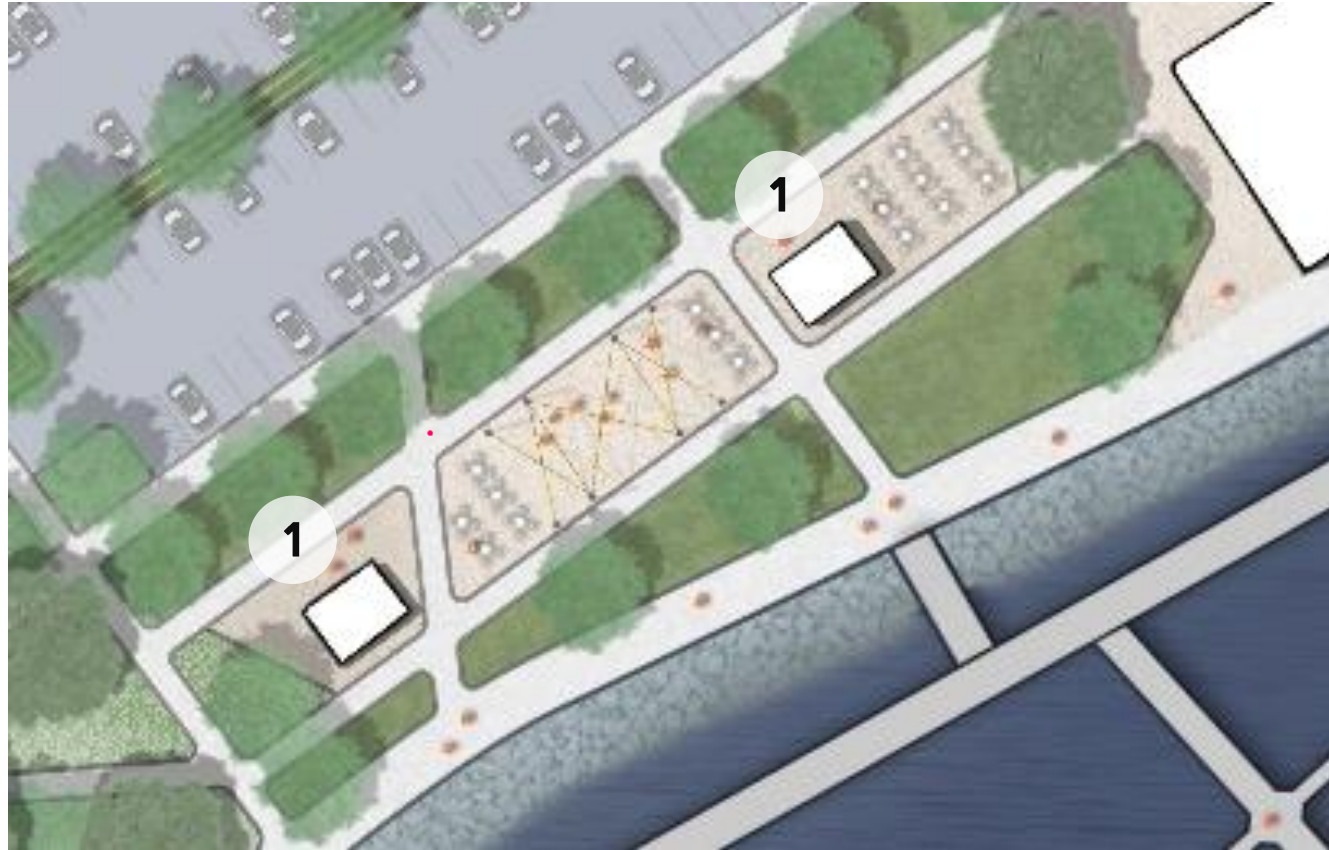
ROTARY PARK

SHADE PAVILION + KAYAK RENTAL



PROMENADE AND POINT

PROMENADE + KIOSKS



PROMENADE AND POINT

PROMENADE + KIOSKS



PROMENADE AND POINT

1) **RESTAURANT / EVENT**
8,500 SF INDOOR/OUTDOOR
RESTAURANT
2,500 SF EVENT SPACE

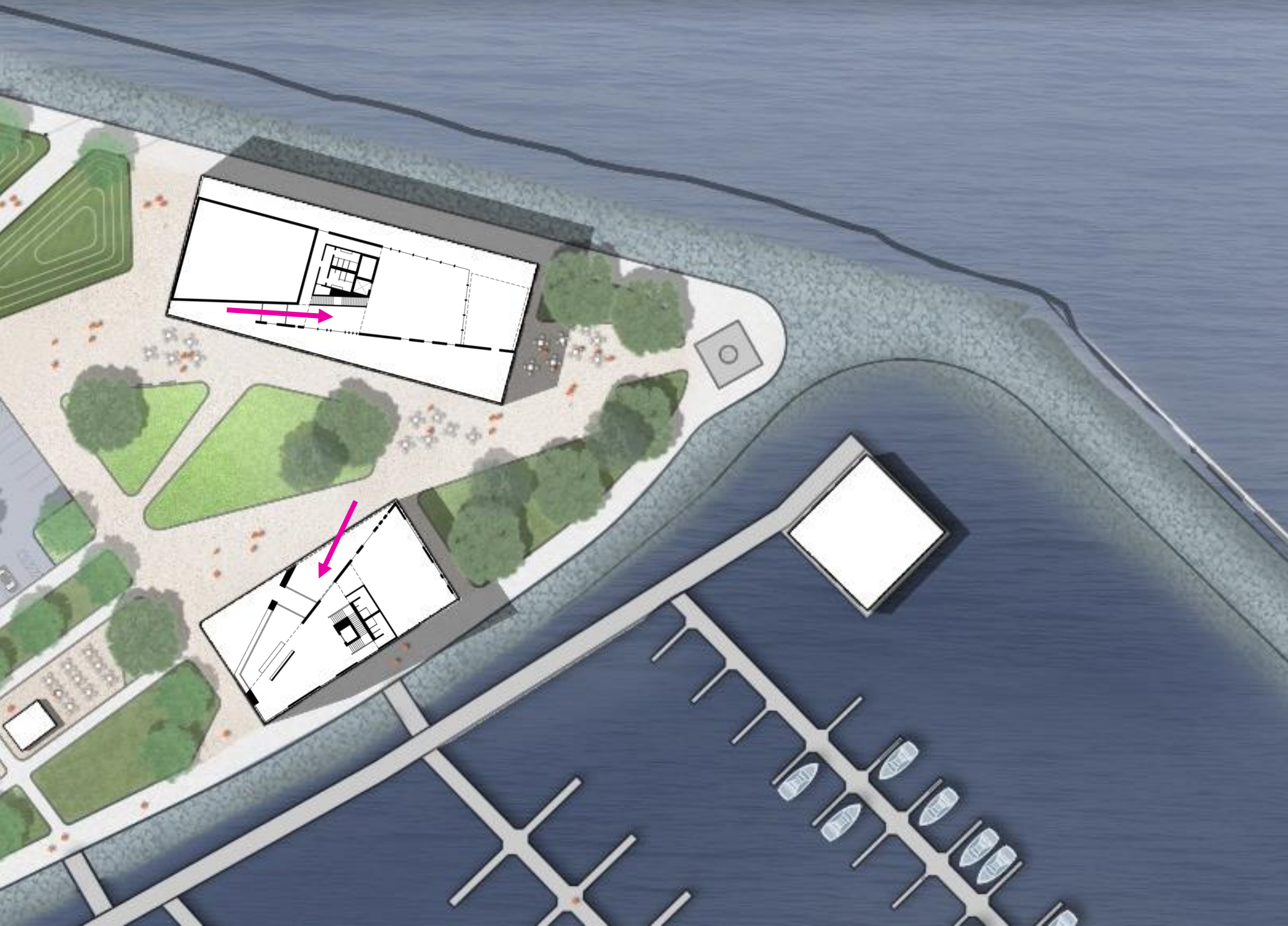
2) **WATER EDUCATION BLDG**
VISITOR EDUCATION CENTER, RETAIL,
STORAGE
9,900 SF

3) **KIOSKS + FLEX GATHERING**
300-500 SF KIOSK PARK

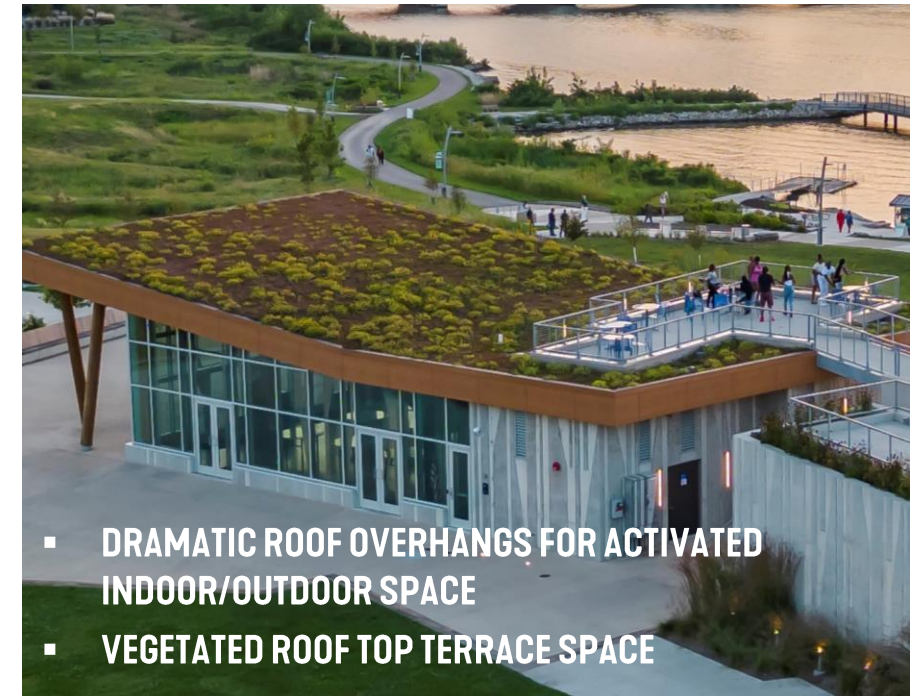


PROMENADE AND POINT

POINT PLAZA



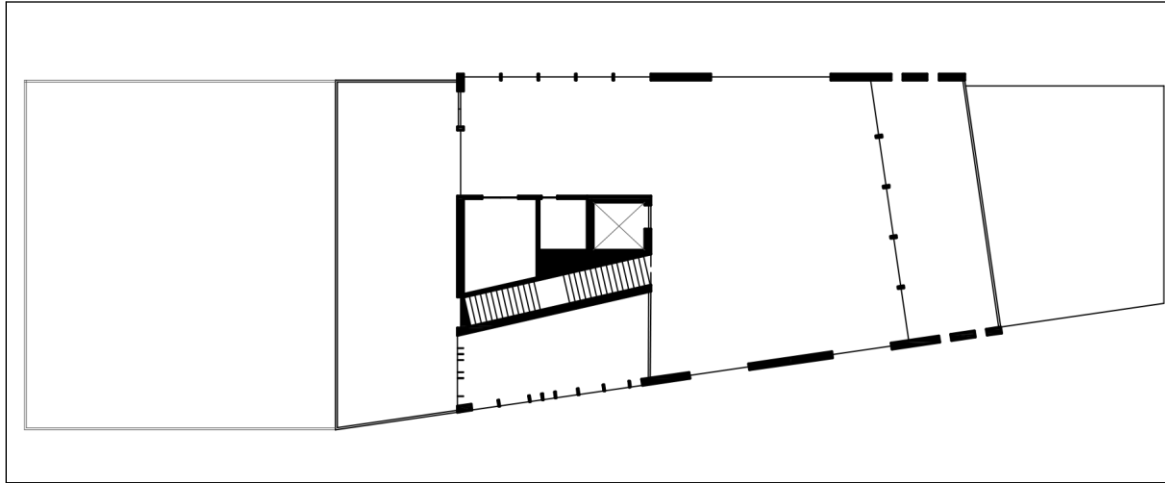
PRECEDENT: GLASS CITY METROPARK



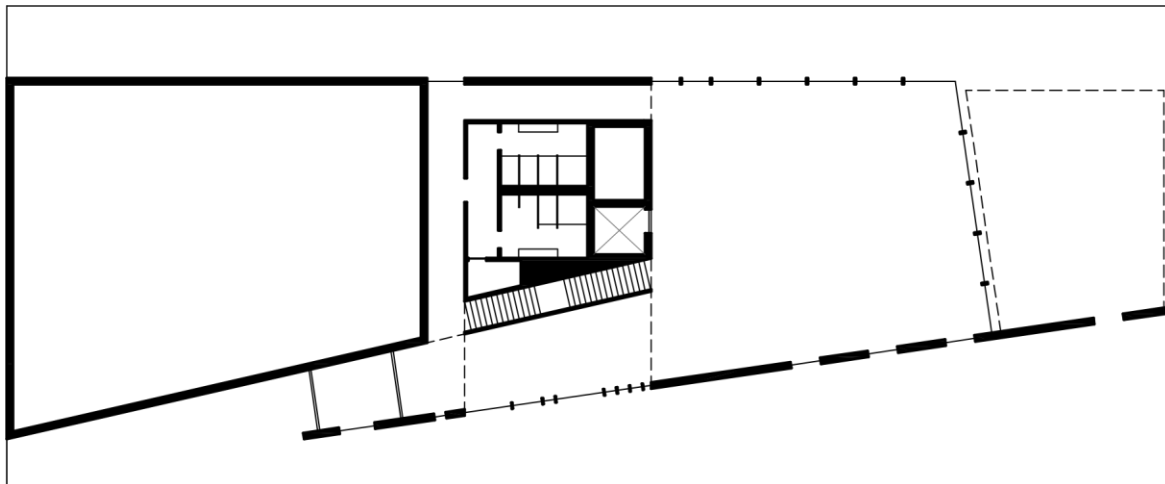
- DRAMATIC ROOF OVERHANGS FOR ACTIVATED INDOOR/OUTDOOR SPACE
- VEGETATED ROOF TOP TERRACE SPACE

PROMENADE AND POINT

RESTAURANT + EVENT SPACE



UPPER LEVEL



MAIN LEVEL



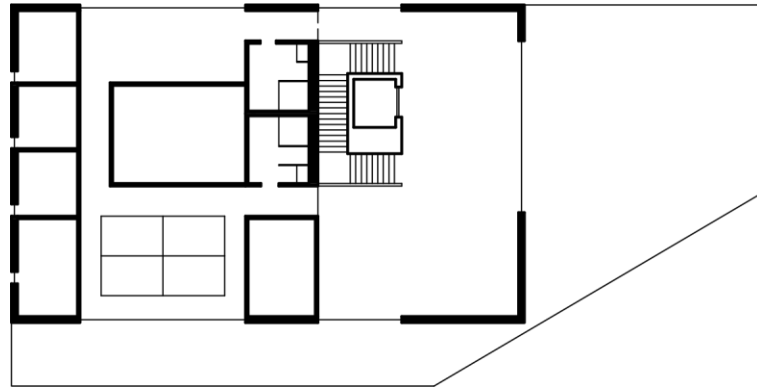
1. RESTAURANT + EVENT BUILDING

11,000 SF

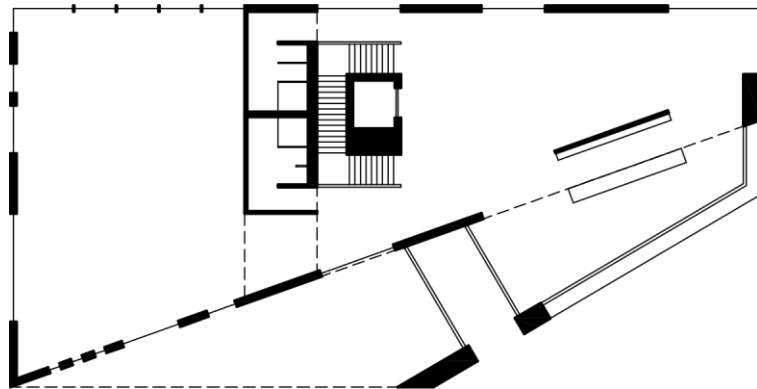
- 3400 SF Kitchen + Back of House
- 3000 SF Dining/Bar Lounge
- 680 SF Restrooms
- 2500 SF Upper-Level Event Space
- 1500 SF Outdoor Roof Terrace
- 2400 SF Main-Level Covered Outdoor Dining + Terrace

PROMENADE AND POINT

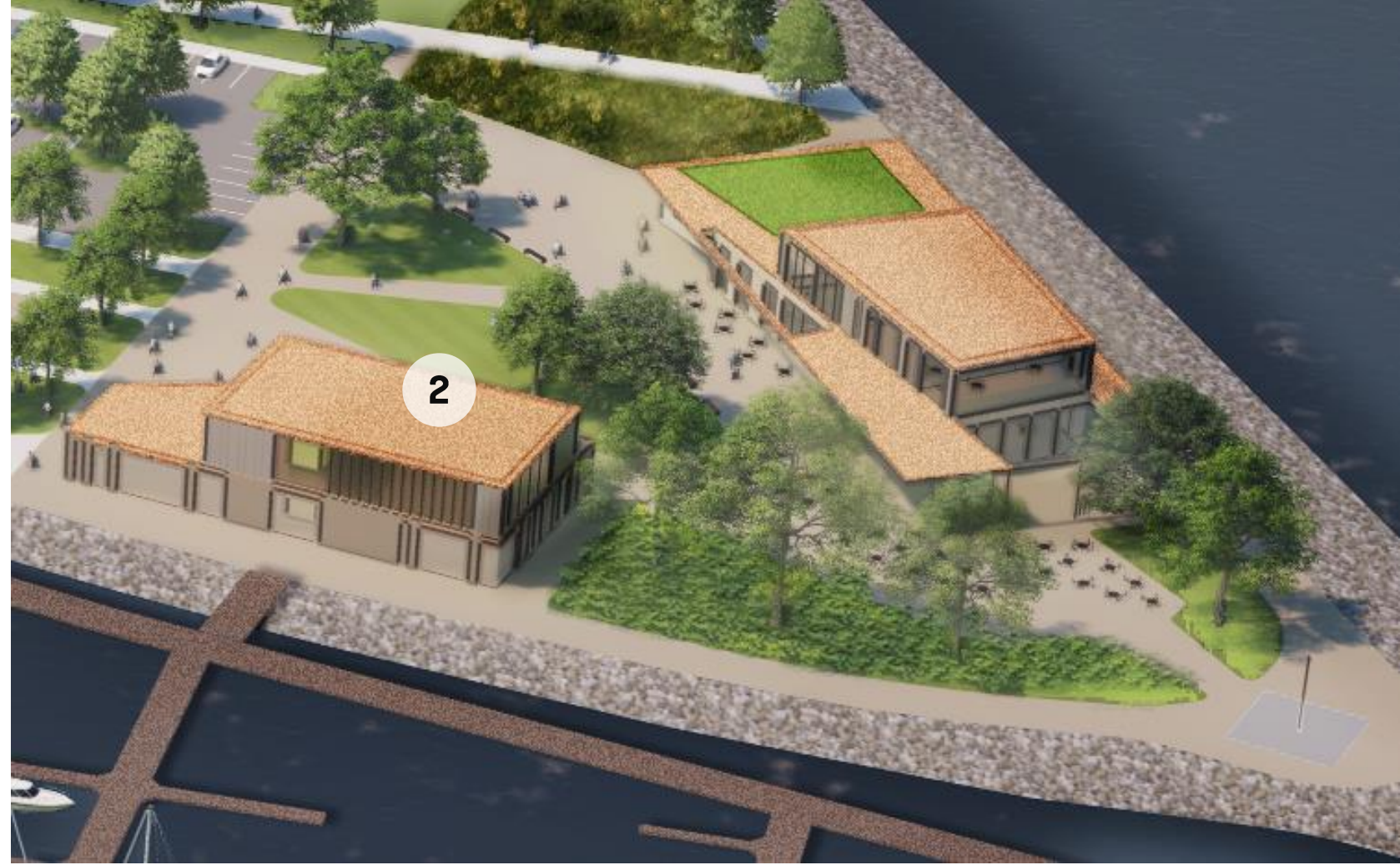
WATER EDUCATION BUILDING



UPPER LEVEL



MAIN LEVEL



WATER EDUCATION BUILDING

10,000 SF

- 4000 SF Visitor Education Center
- 1600 SF Administration Offices
- 1000 SF Restrooms + Storage
- 2000 SF Retail Space

PROMENADE AND POINT

POINT PLAZA



PARK & UPLAND

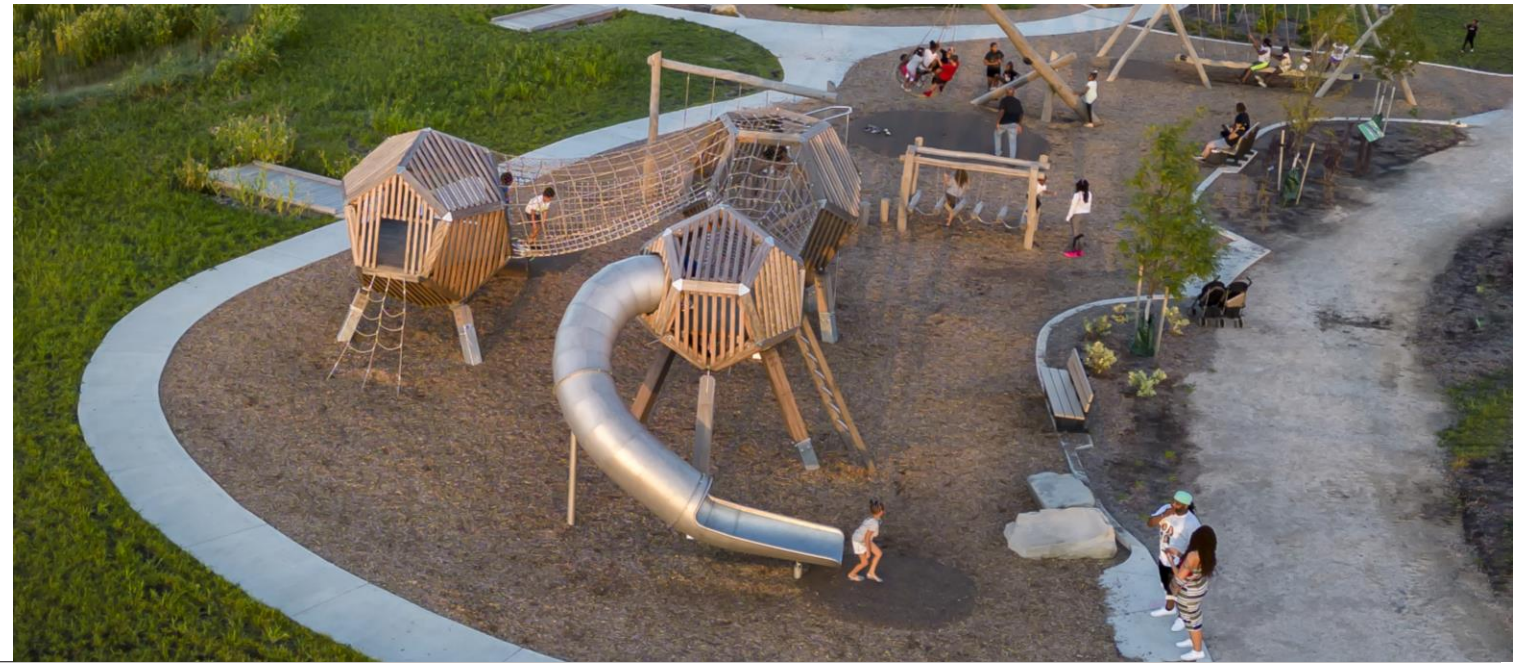
- 1) ICE RIBBON
- 2) SHADE PAVILION
- 3) SPLASH
- 4) GATEWAY PAVILION
- 5) PLAY
- 6) LOTTIE COOPER
- 7) PICKLEBALL COURTS



ICE RIBBON



PLAY



GATEWAY PLAZA



BROUGHTON DRIVE

INTEGRATE COMPLETE STREETS



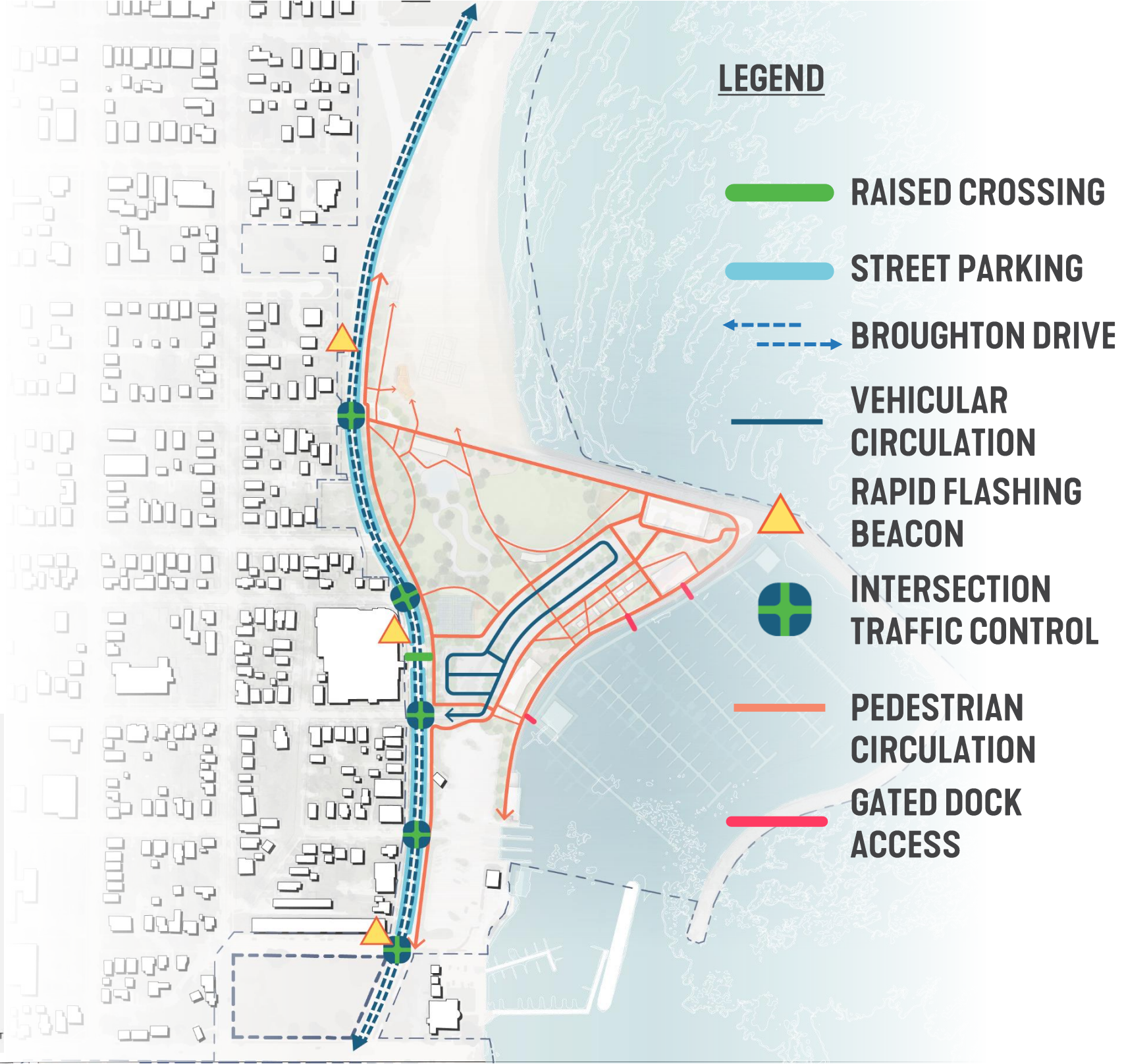
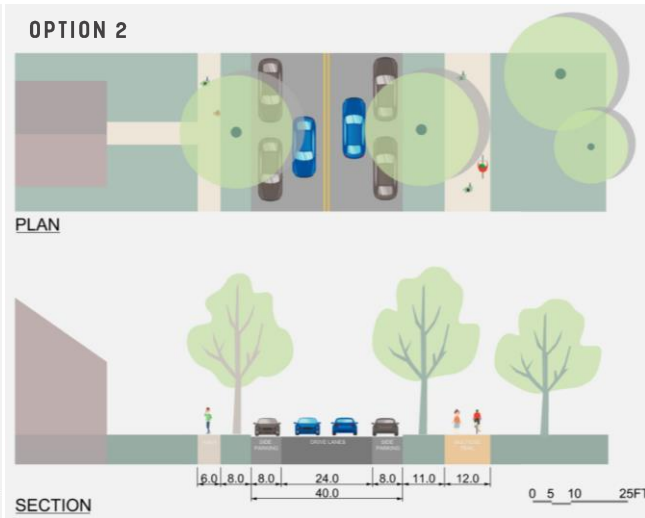
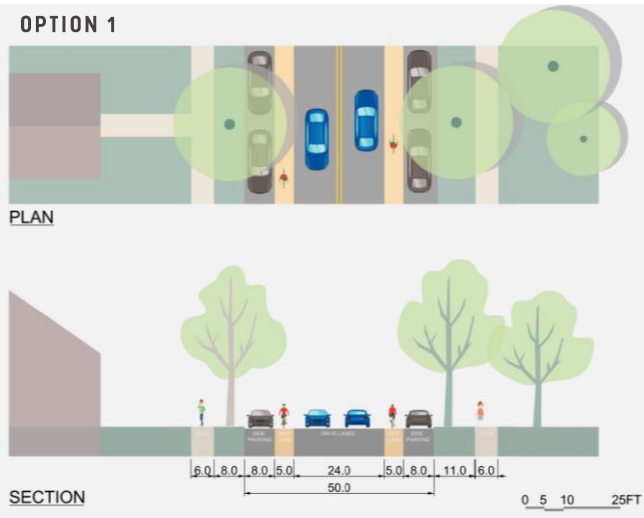
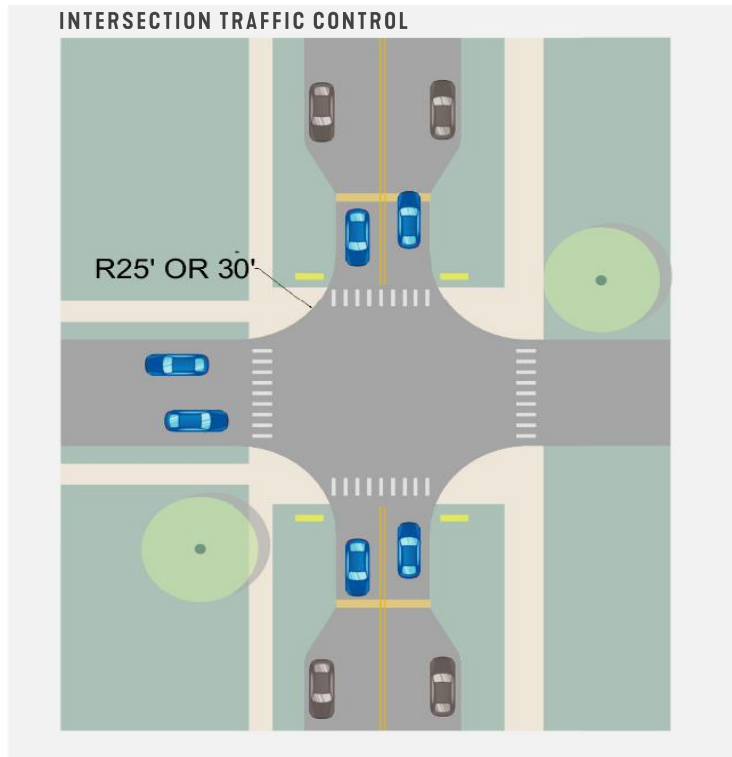
Traffic Bump



Raised Crossing



Rectangular Rapid Flashing Beacons (RRFB)



MASTER PLAN

BUDGET CONSIDERATIONS

MARINA & WATER BASED IMPROVEMENTS

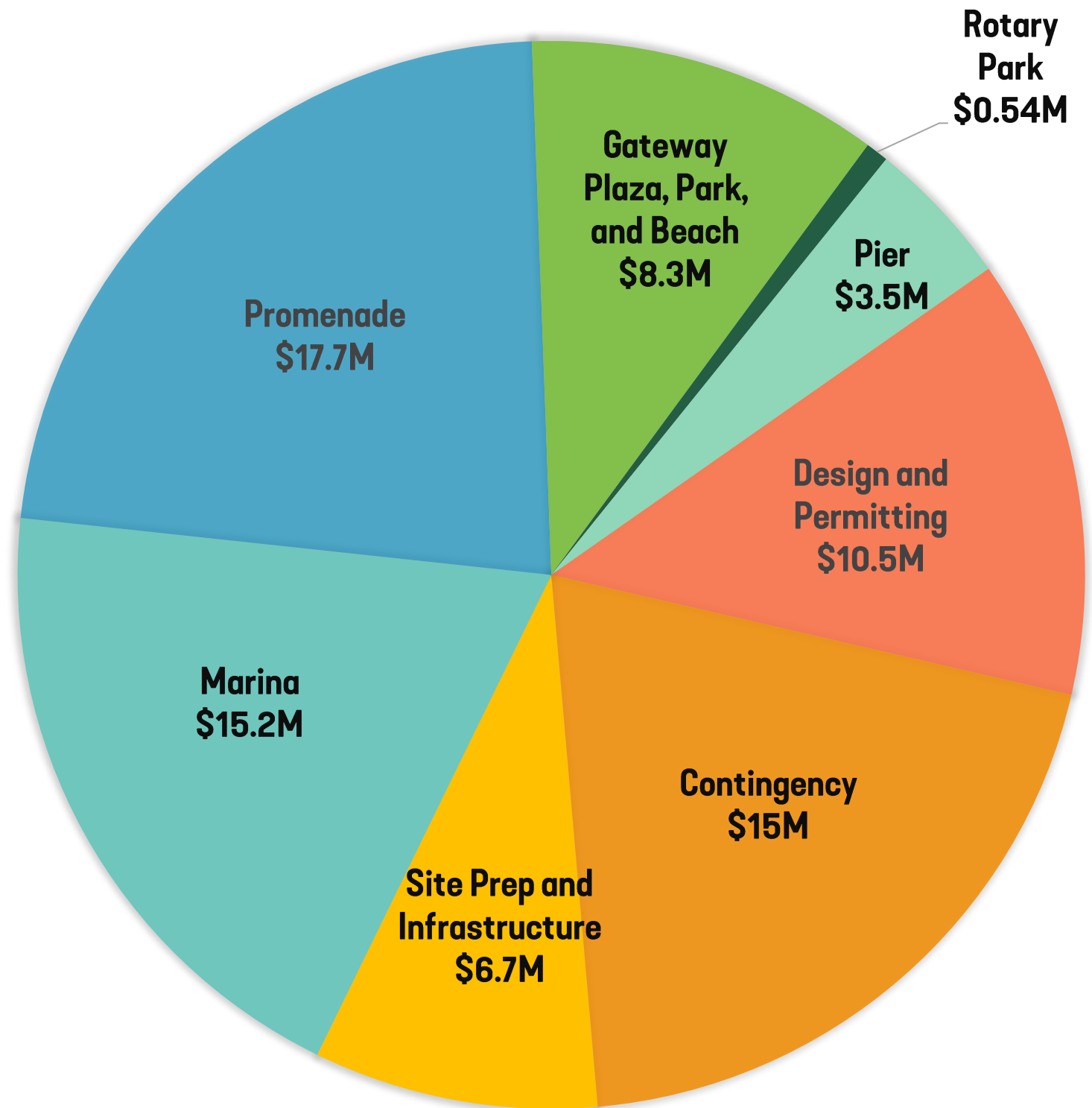
- Docks (including wave attenuator) ~\$3.7M
- Floating Marina Buildings \$3.4M
- New Administration Building \$4.8M

BUILDING IMPROVEMENTS

- Restaurant \$8.4 M
- Water Education ~\$7M
- Gateway Plaza \$2.25M
- New North Beach Restroom ~\$500k

PARK AMENITIES

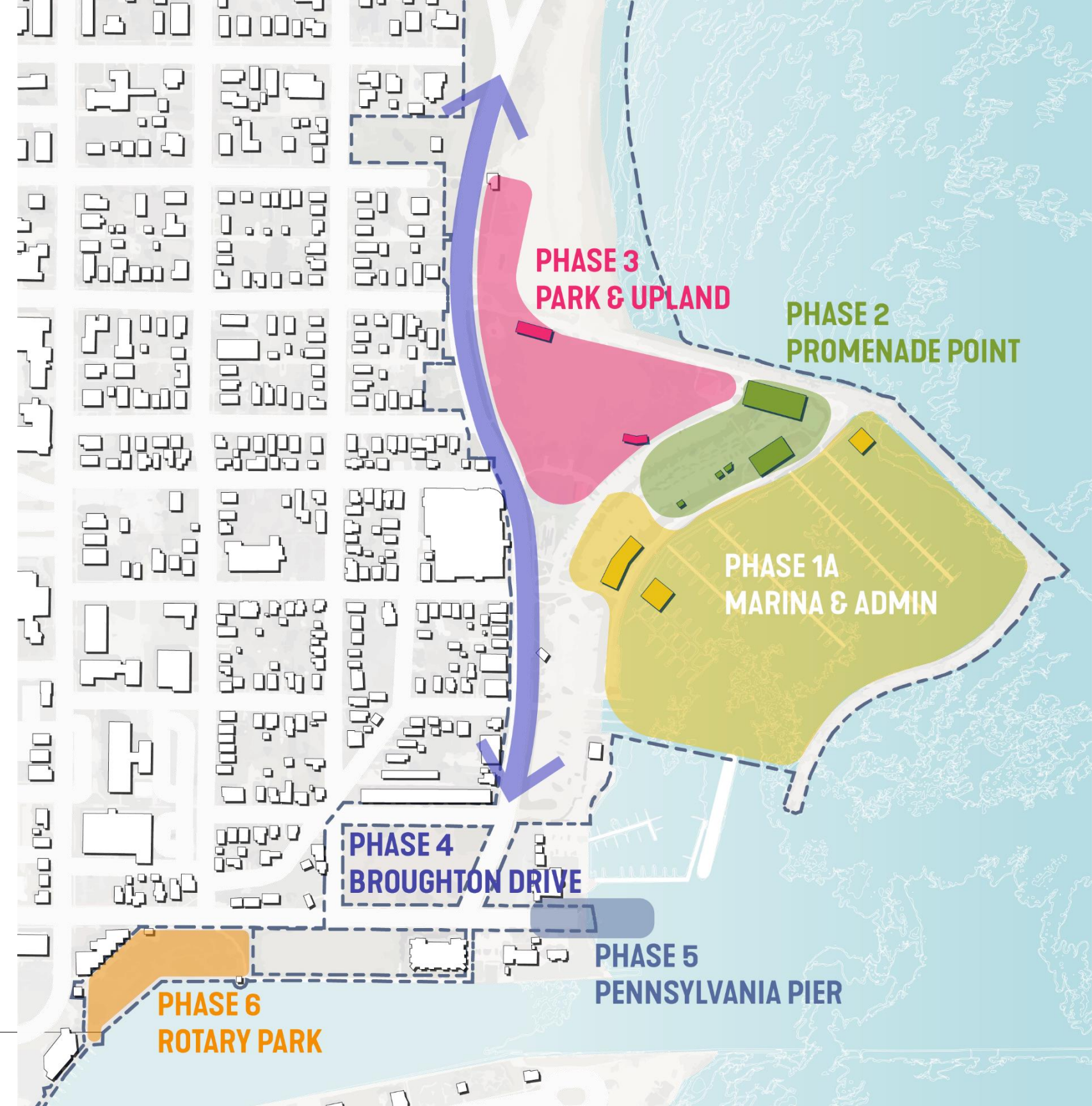
- Splashpad \$650k
- Ice Ribbon \$1.5M
- Pickleball Courts \$240k
- New Playground \$1.25M



PHASING

PRIORITIES

- **Phase 1:** Marina & Fuel Dock/Administration Building
- **Phase 2:** Promenade Point
- **Phase 3:** Park & Upland
- **Phase 4:** Broughton Drive
- **Phase 5:** Pennsylvania Pier
- **Phase 6:** Rotary Park



FUNDING OPPORTUNITIES

- **Trails**
 - CMAQ
 - Knowles-Nelson
- **Marina/Boat Launch**
 - BIG
 - RBF
 - Clean Vessel Act
 - Sportfish Restoration
 - Harbor Assistance Program
- **Green Infrastructure, Resilience, Eco and Habitat**
 - NFWF SOGL
 - NCRF
 - FFLM
 - WDOA CMP
 - USFWS Coastal Management Program
- **Community and Economic Development**
 - CDBG
 - TIF
 - Private/Corporate Donations and Sponsorships



MASTER PLAN

PROGRAM LEGEND

PARK & UPLAND

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QUESTIONS