

# Kewaunee



Wisconsin's authentic lakeshore town

Prepared and Presented by

Design Wisconsin

A volunteer effort led by

The Community Vitality & Placemaking Team

University of Wisconsin-Extension

# Agenda

I. Charge to Design Team & Process Overview

II. Identity

III. Vision Sketch

IV. General Overview

V. Hamacheck/Klockner Site/Ellis Point

VI. Fisherman's Point

VI. Implementation



Charge to the Design Team



# The Charge

To illustrate concepts and design ideas for high priority areas as identified by the community

# Process

- Convened a mayor-appointed committee to update the waterfront plan
- Surveyed residents and students to identify their desired future for the waterfront
- Identified study area, assess and inventoried parcels, reviewed comprehensive plan, prioritized areas of study
- ...and the work continues



Identity

# One of the Last Authentic Lakeshore Towns



# Well Preserved Vistas



# Easy Access to Outdoor Activities



Amenity-Dense





~~Tourists~~  
Visitors



# The New Kewaunee Story









Vision Sketch

# Growth & Change

## Vision ideas around:

- Increasing business activity, pedestrian traffic downtown from locals and visitors
- Expanding our tourism footprint
  - Including expanding our season, build on our wedding venue businesses, as well as our fishing and boating industries

# Linkages & Connectivity

## Vision ideas around:

- Hope for linkages and connectivity throughout the waterfront, from the inlet area, to the marina, business district/downtown and the beach, increasing gathering and walking/pedestrian use



# Communications & Marketing

## Vision ideas around:

- Creating, communicating, clarifying our identity and message/brand of who we are and what we have
- Having better media advertising; that we are no longer the best kept secret

# Implementation

## Vision ideas around:

- The need for staging/phasing of implementation, with short-term wins to build confidence and accountability for future development
- Marketing specific parcels and sites

# Activities

## Vision ideas around:

- Expanding opportunities for visitors and residents who come solely to fish - building from our core economic base and their families
- Expanding physical activity and entertainment/engagement in spaces and places (e.g., sites, with youth, families, visitors)

# Sites

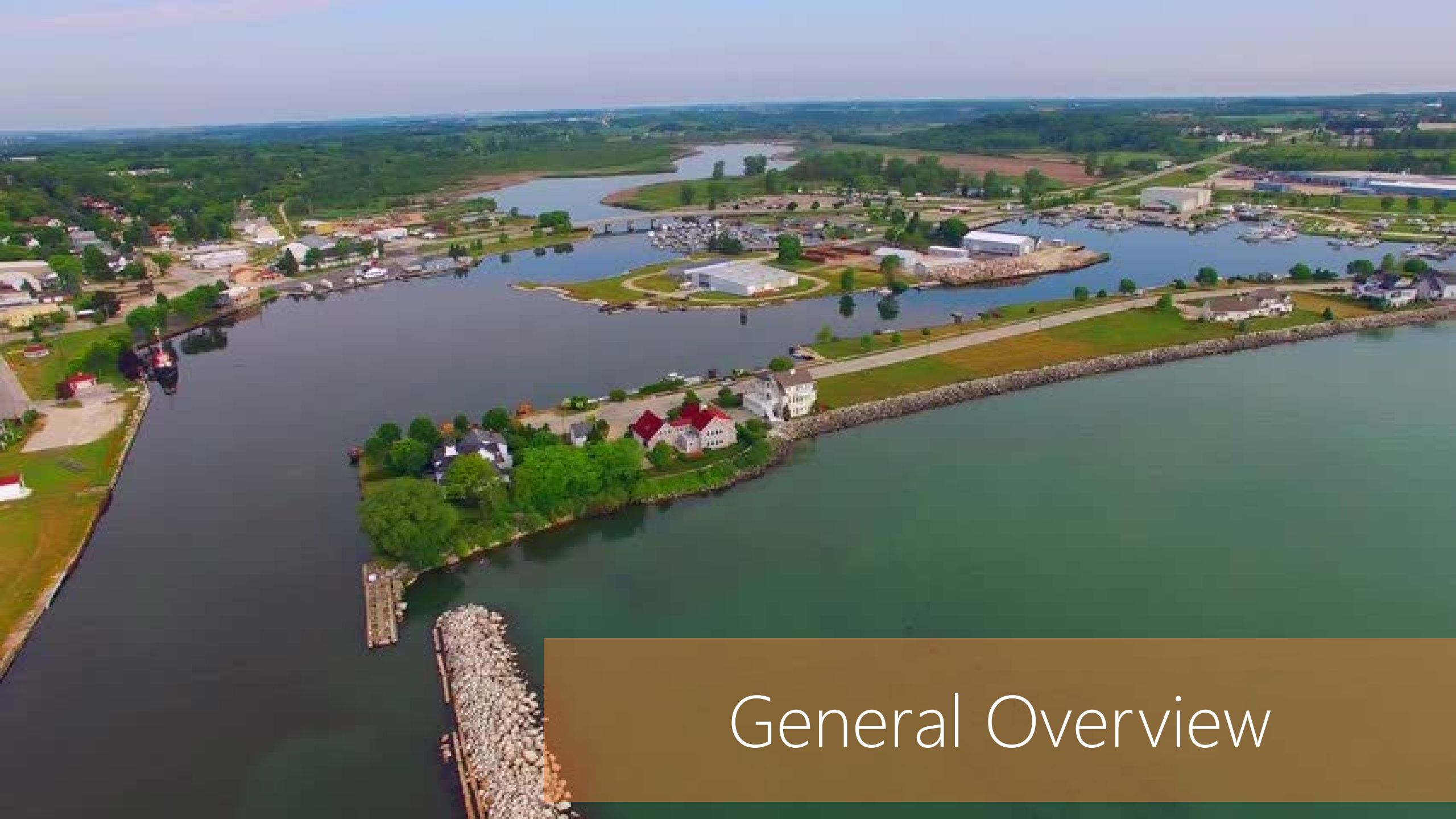
## General recommendations and design concepts for:

- Downtown/Business District, including Harbor Park
- Ahnapee Landing
- Pioneer & Selner Parks
- City Campground
- Containment Area

# Sites

Vision ideas were the basis for our team's designs, for:

- Hamacheck/Klockner Site
- Fisherman's Point



# General Overview



### ANNAPEE LANDING

- DOCKS FOR KAYAKS & SMALL BOATS
- PARKING & STAGING AREA
- COMMUNITY FLEXIBLE SPACE (YELLOW BUILDING) WITH AN EMPHASIS ON BIKE & KAYAK RENTAL

### CAMPGROUND IMPROVEMENTS

- EXPAND TO THE NORTH TREE LINE
- PLANT TREES & MORE LANDSCAPING
- NEW COMMUNITY FLEXIBLE SPACE (YELLOW BUILDING)
- FIRE PIT

CONTAINMENT AREA

FOR FUTURE PLANNING & DEVELOPMENT

### FISHERMAN'S POINT REDEVELOPMENT

- LODGING
- DINER
- DOCKS

### KLOCKNER REDEVELOPMENT

- LODGING
- RESTAURANT
- PUBLIC PLAZA
- WATER/ICE FEATURE
- BEER GARDEN
- OUTDOOR AMPHITHEATRE
- FIRE PIT
- COMMUNITY FLEXIBLE SPACE (YELLOW BUILDING) WITH ABILITY TO SUPPORT OUTDOOR ACTIVITIES

### PUBLIC EASEMENT

### CITY PARK IMPROVEMENTS

- IMPROVED PLAYGROUND EQUIPMENT
- BASKETBALL COURT
- VOLLEYBALL COURT AT BEACH
- FIRE PIT AT BEACH







## FISHERMAN'S POINT REDEVELOPMENT

- ° LODGING
- ° DINER
- ° DOCKS

KLOCKNER RE  
° LODGING







- PUBLIC PLAZA
- WATER/ICE FEATURE
- BREWERY
- OUTDOOR AMPHITHEATRE
- FIRE PIT
- COMMUNITY FLEXIBLE SPACE (YELLOW BLDG)  
WITH ABILITY TO SUPPORT WEDDING PLAN

- FIRE PIT

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community  
space

## PUBLIC EASEMENT

VOLEY BALL  
COURTS AT BEACH

FIRE PIT  
AT BEACH

## CITY PARK IMPROVEMENTS

- o IMPROVED PLAYGROUND EQUIPMENT
- o BASKETBALL COURT
- o VOLLEYBALL COURTS AT BEACH
- o FIRE PIT AT BEACH



# AMNAPPEE LANDING

- DOCKS FOR KAYAKS & SMALL BOATS
- PARKING & STAGING AREA
- COMMUNITY FLEXIBLE SPACE (YELLOW BUILDING) WITH AN EMPHASIS ON BIKE & KAYAK RENTAL

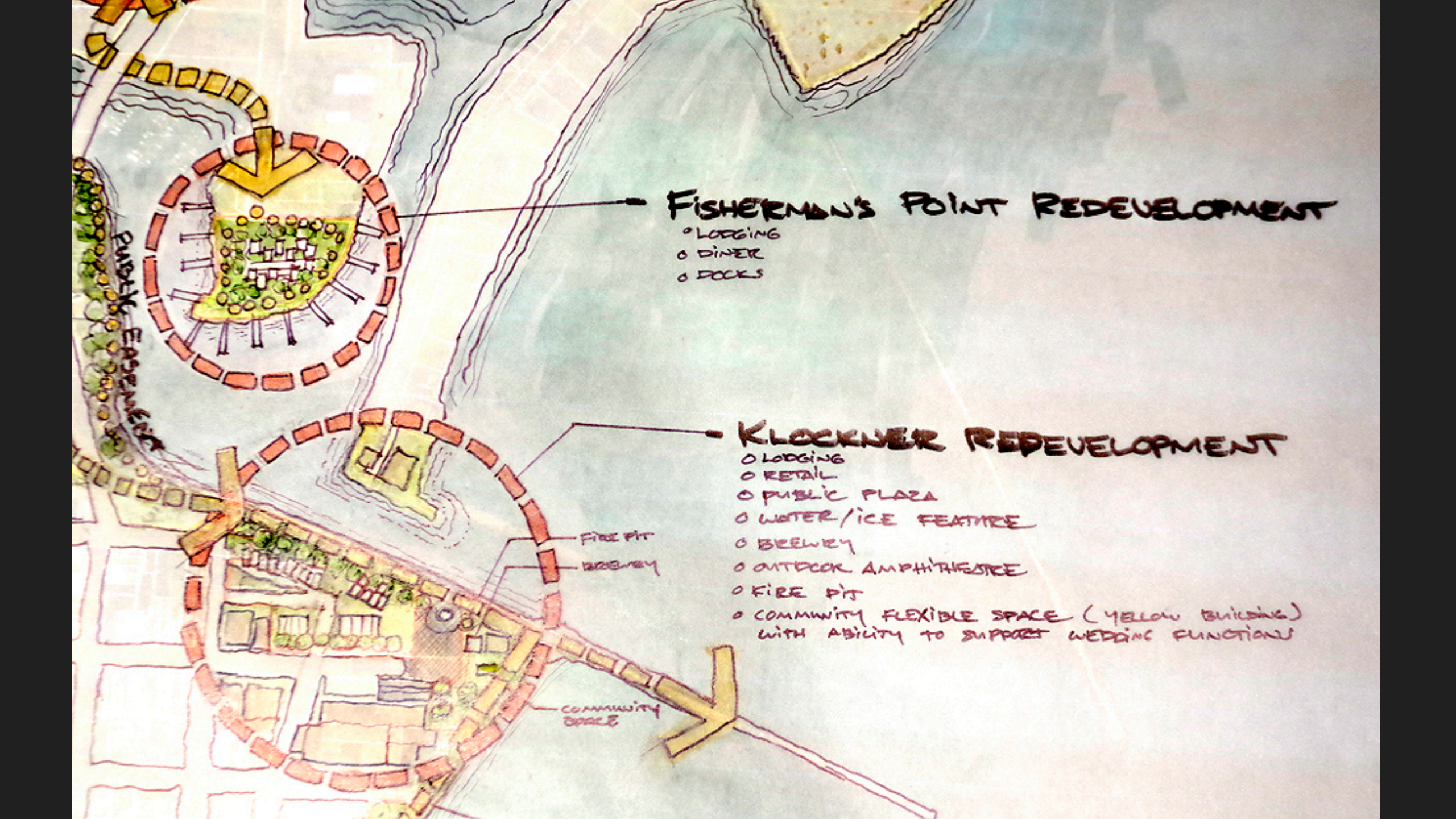


FIRE PIT

COMMUNITY SPACE

PUBLIC EASEMENT





The image is a hand-drawn site plan on a light-colored background. It features two main development areas. The top area, 'Fisherman's Point Redevelopment', is a semi-circular peninsula with a dashed orange border. Inside, there's a yellow-shaded area with a large yellow arrow pointing down towards a cluster of small green circles representing trees. A line points from the title to this area. To the left of this peninsula is a curved path labeled 'Public Esplanade' with small green circles along its edge. The bottom area, 'Klockner Redevelopment', is a larger, more irregular shape with a dashed orange border. It contains several yellow-shaded buildings and a large yellow arrow pointing towards the bottom right. A line points from the title to this area. Various other features are labeled with lines pointing to them: 'Fire Pit' and 'Brewery' near the top of the Klockner area, and 'Community Space' near the bottom right. A list of features for each area is provided to the right of the plan.

## FISHERMAN'S POINT REDEVELOPMENT

- o LODGING
- o DINER
- o DOCKS

## KLOCKNER REDEVELOPMENT

- o LODGING
- o RETAIL
- o PUBLIC PLAZA
- o WATER/ICE FEATURE
- o BREWERY
- o OUTDOOR AMPHITHEATRE
- o FIRE PIT
- o COMMUNITY FLEXIBLE SPACE (YELLOW BUILDING)  
WITH ABILITY TO SUPPORT WEDDING FUNCTIONS

FIRE PIT

BREWERY

COMMUNITY  
SPACE







## CAMPGROUND IMPROVEMENTS

- EXPAND TO THE NORTH TREE LINE
- PLANT TREES & OTHER LANDSCAPING
- NEW COMMUNITY FLEXIBLE SPACE (YELLOW BUILDING)
- FIRE PIT

COMMUNITY BUILDING

CONTAINMENT AREA

[FOR FUTURE PLANNING & DEVELOPMENT]



## ANNAPEE LANDING

- o DOCKS FOR KAYAKS & SMALL BOATS
- o PARKING & STAGING AREA
- o COMMUNITY FLEXIBLE SPACE (YELLOW BUILDING) WITH AN EMPHASIS ON BIKES & KAYAK RENTAL

- CAMP ROUND IMPROVEMENTS

- EXPAND TO THE NORTH TREE LINE
- PLANT TREES & OTHER LANDSCAPING
- NEW COMMUNITY SLEEPING SPACE (YELLOW BUILDING)
- FIRE PIT

CONTAINMENT  
ATK.

FOR FUTURE  
PLANNING &  
DEVELOPMENT

## FISHERMAN'S POINT REDEVELOPMENT

- LOGGING
- DINNER
- DOCKS

## - KLOCKNER REDEVELOPMENT

- LOOKING
- KIDN
- PUBLIC PLACE
- WATER/ICE FREEZE
- BEELINE
- OUTDOOR EMPLOYMENT
- KICK PIT
- COMMUNITY FLEXIBLE SPACE (TRADING BUILDING)  
WITH ABILITY TO SUPPORT VARIOUS ENVIRONMENTS

## PUBLIC EASEMENT

## CITY PARK IMPROVEMENTS

- o IMPROVED PLAYGROUND EQUIPMENT
- o BASEBALL COURT
- o VOLLEYBALL COURT AT BEACH
- o FIRE PIT AT BEACH

Рыжасова

Budget Ball

VALLEY BALL COURT AT NEECHU

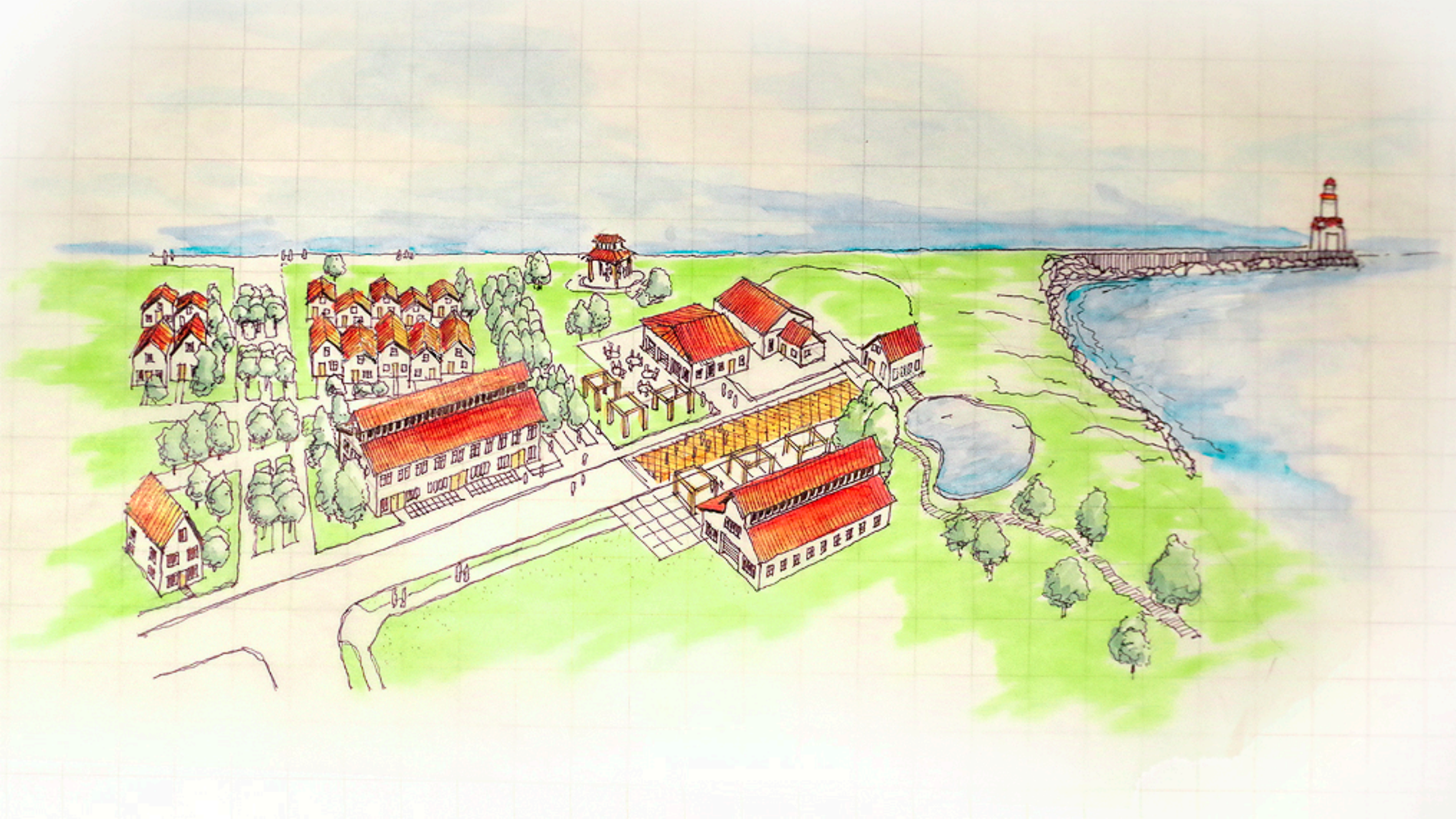
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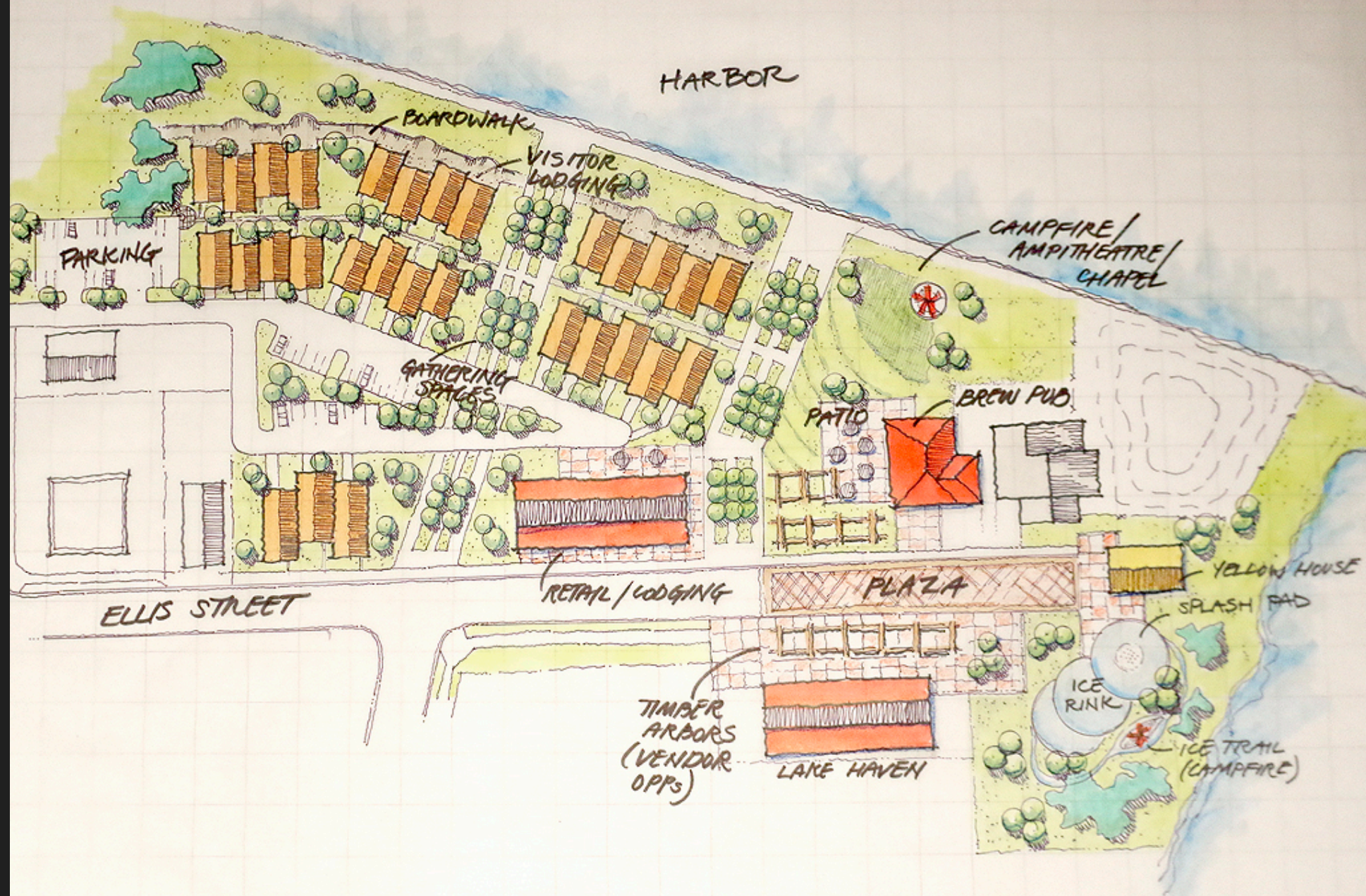


Ellis Point

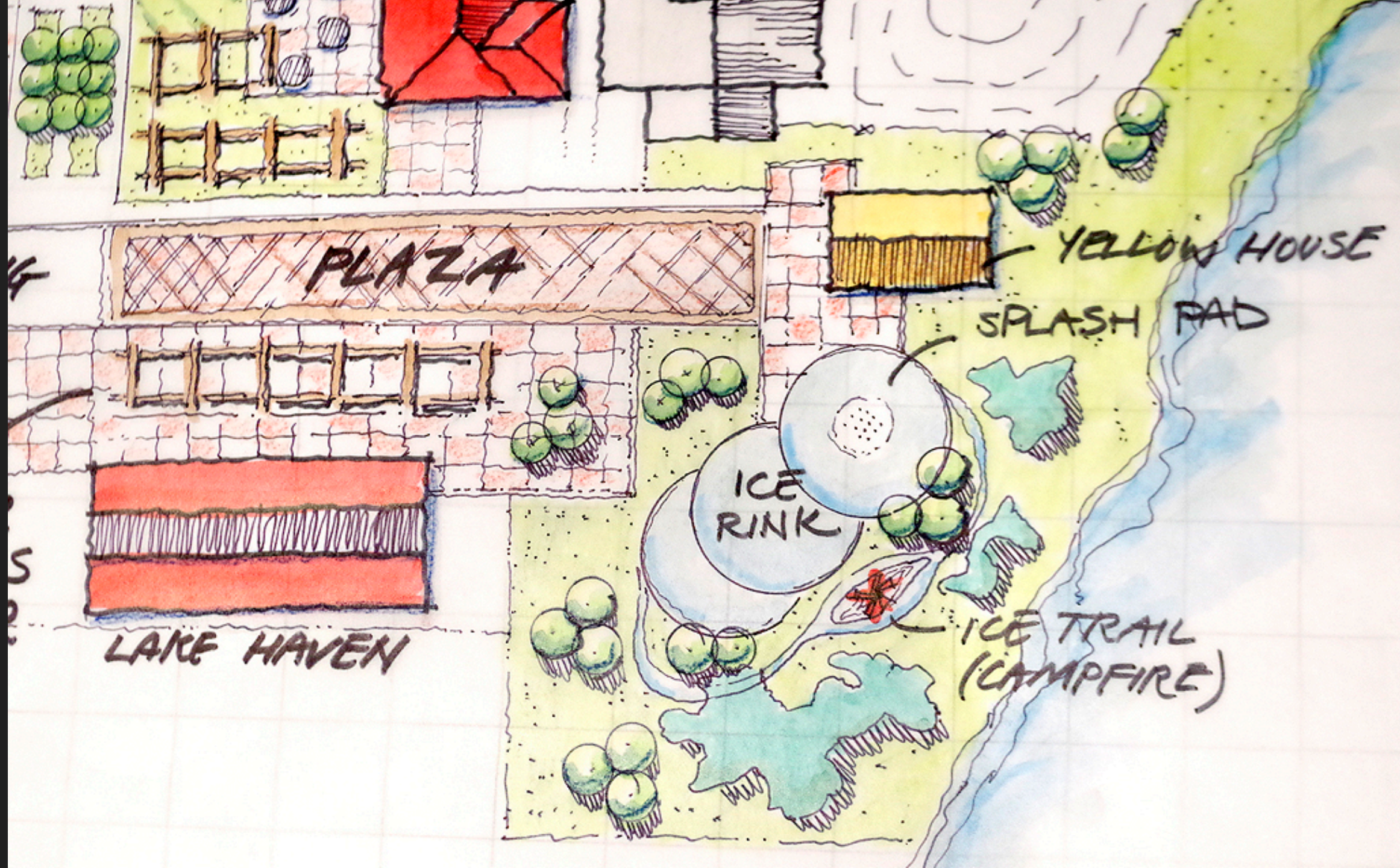




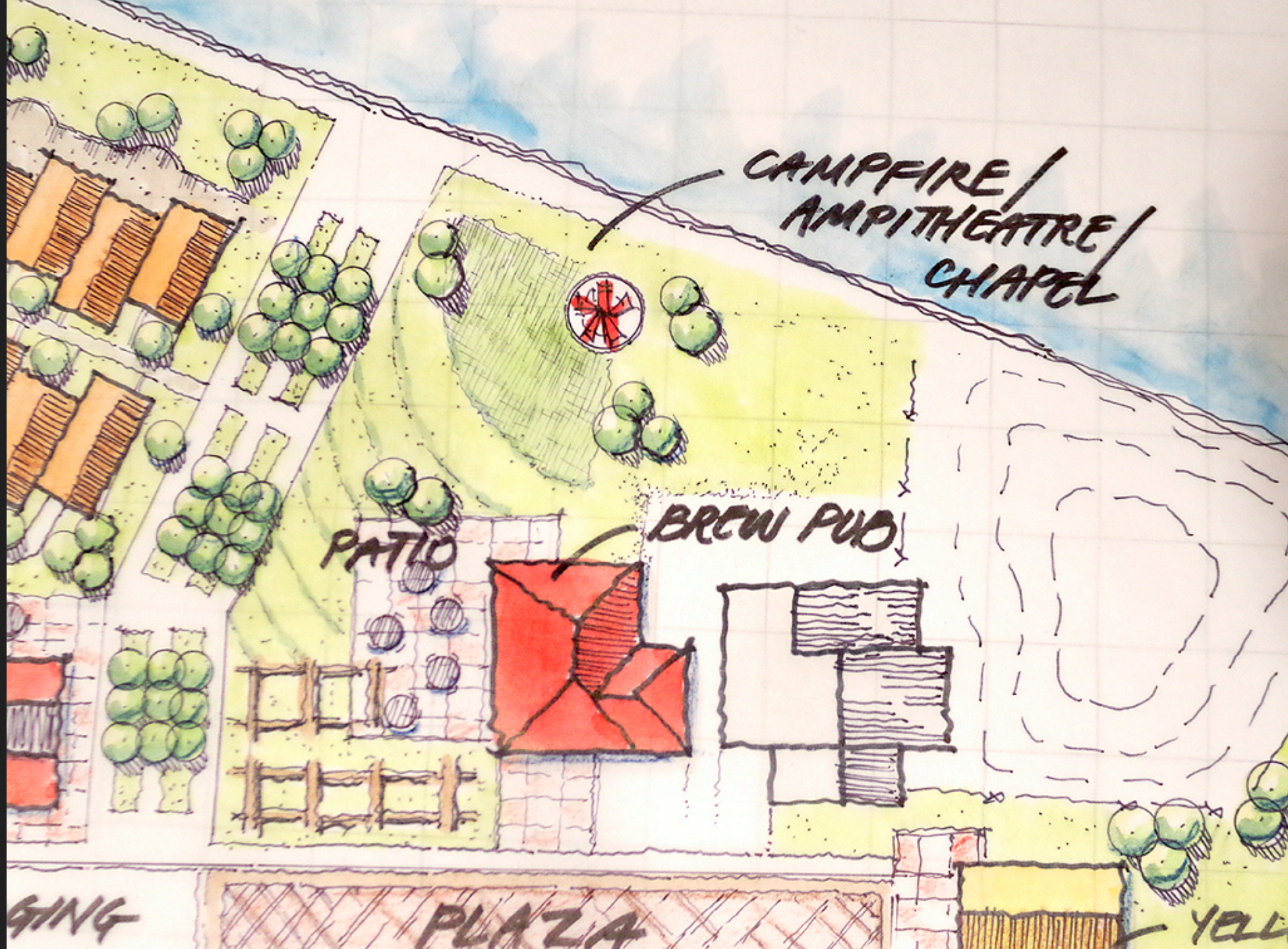








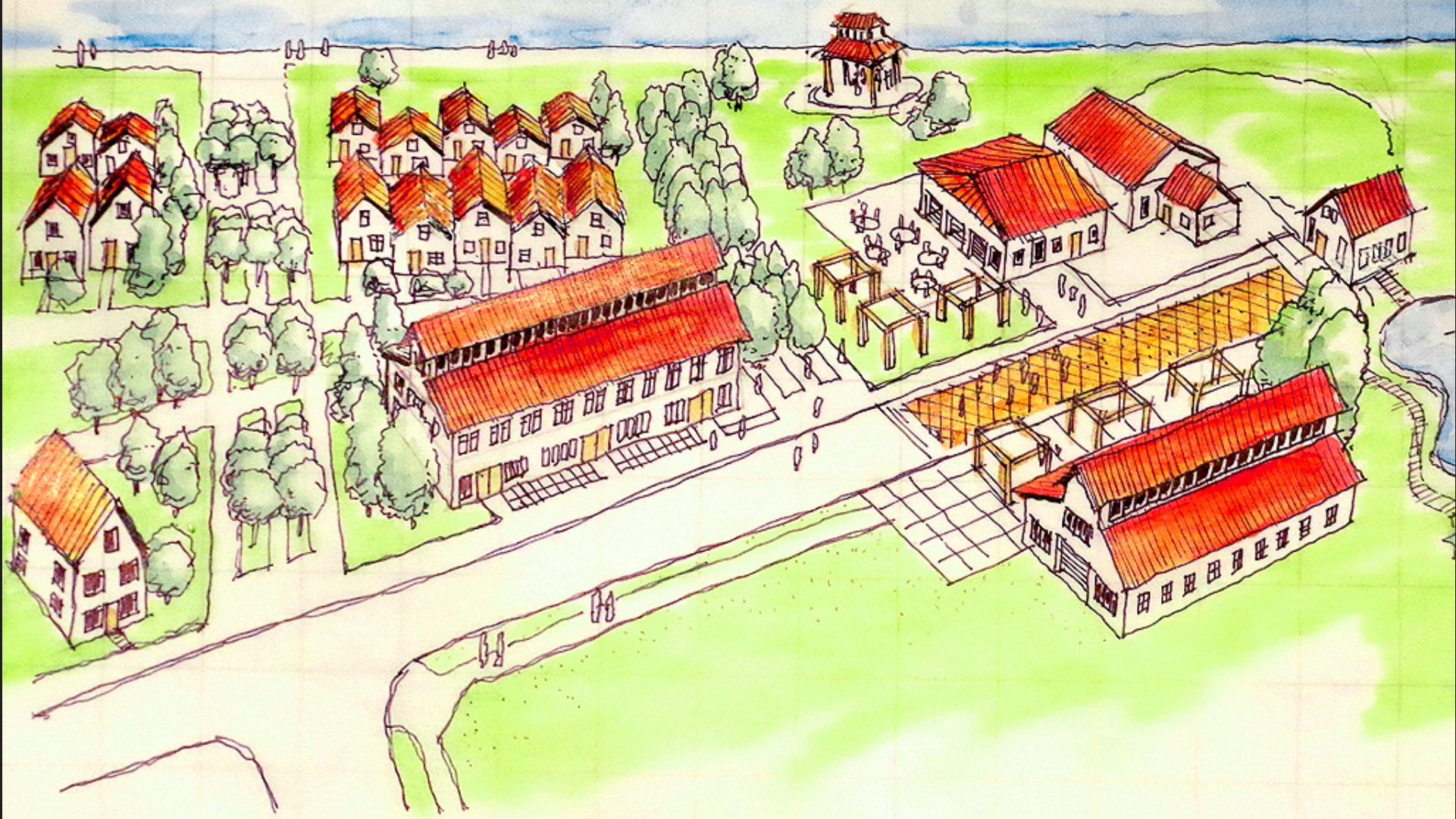










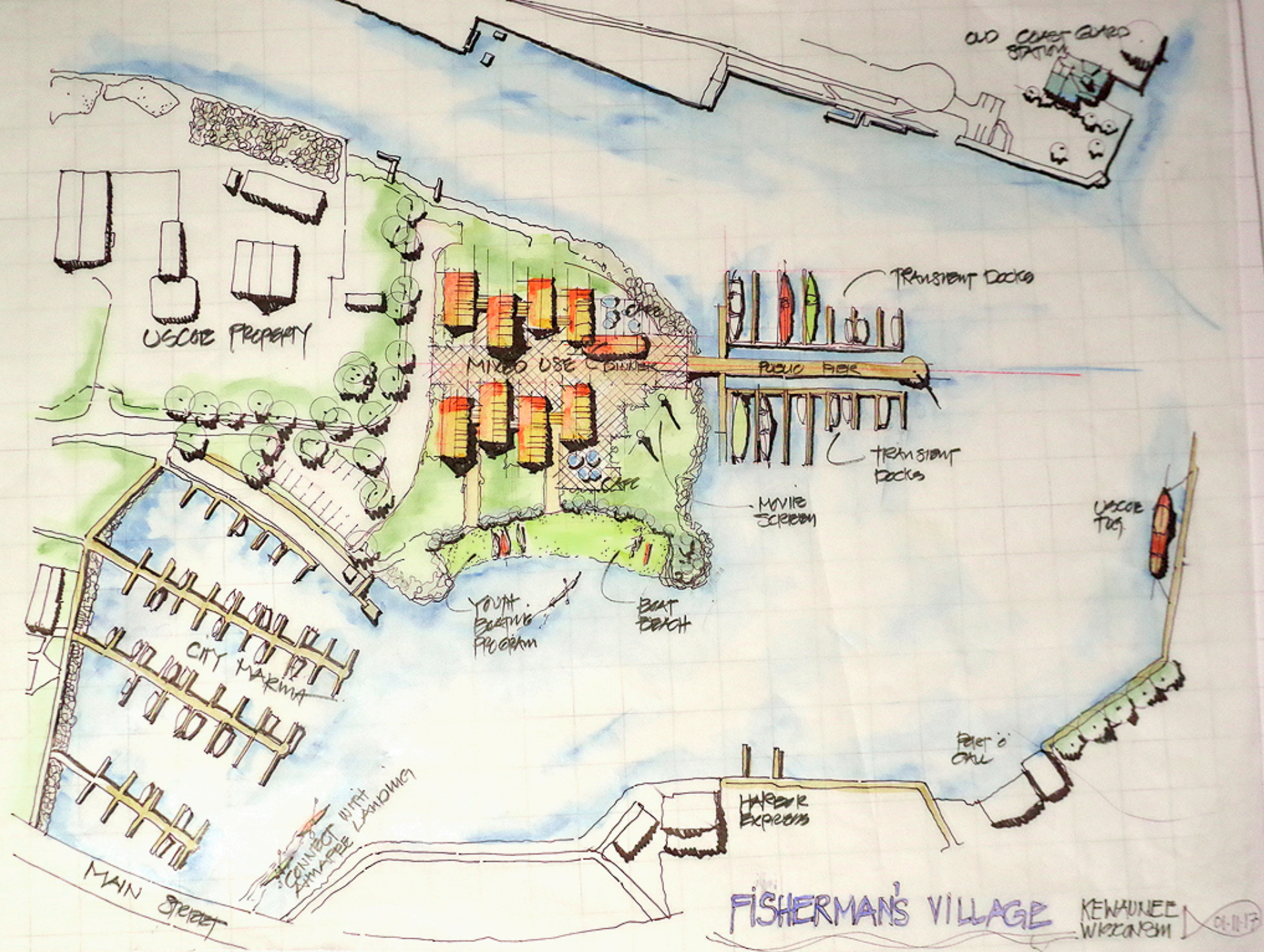




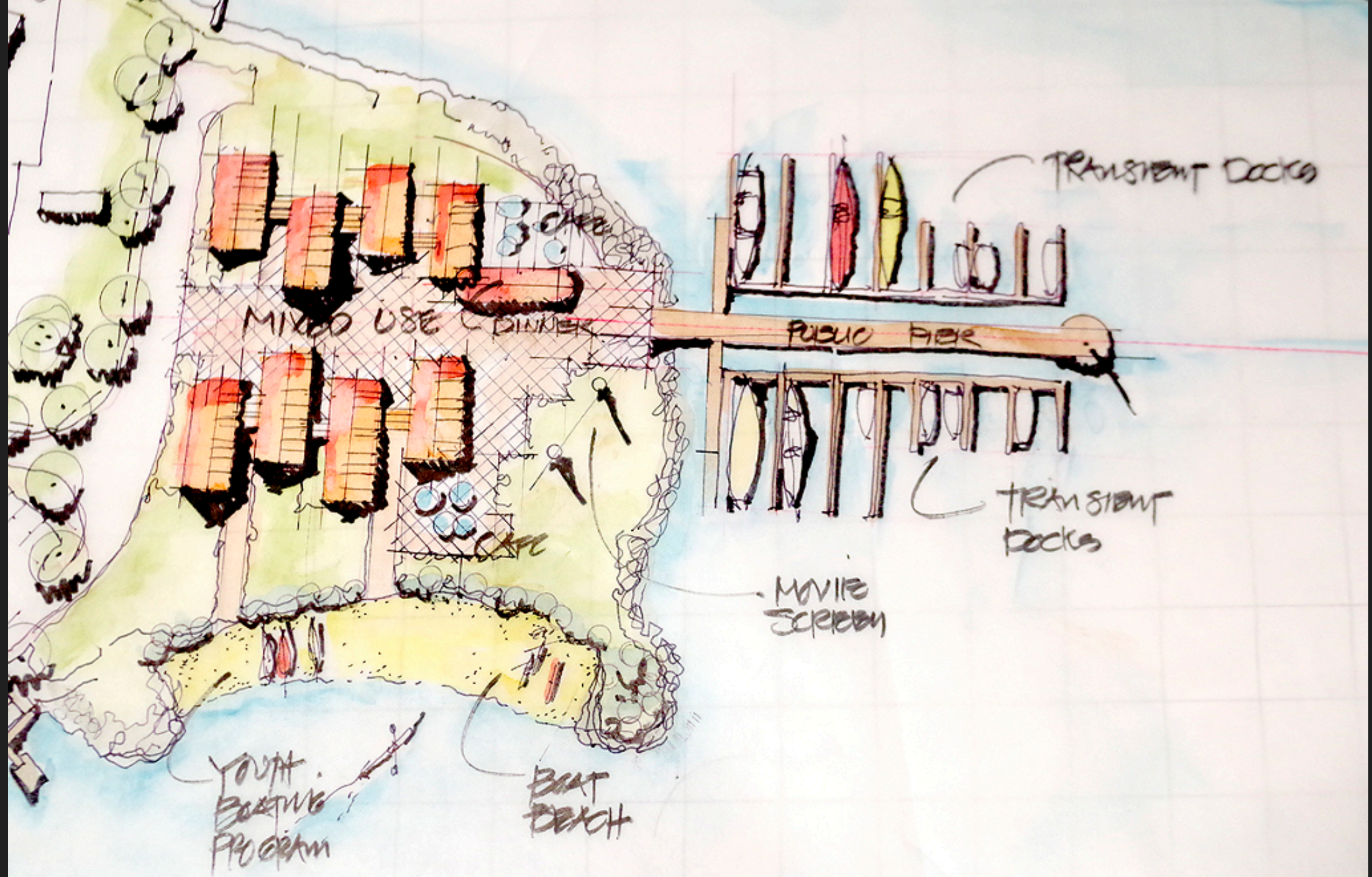


Fisherman's Point

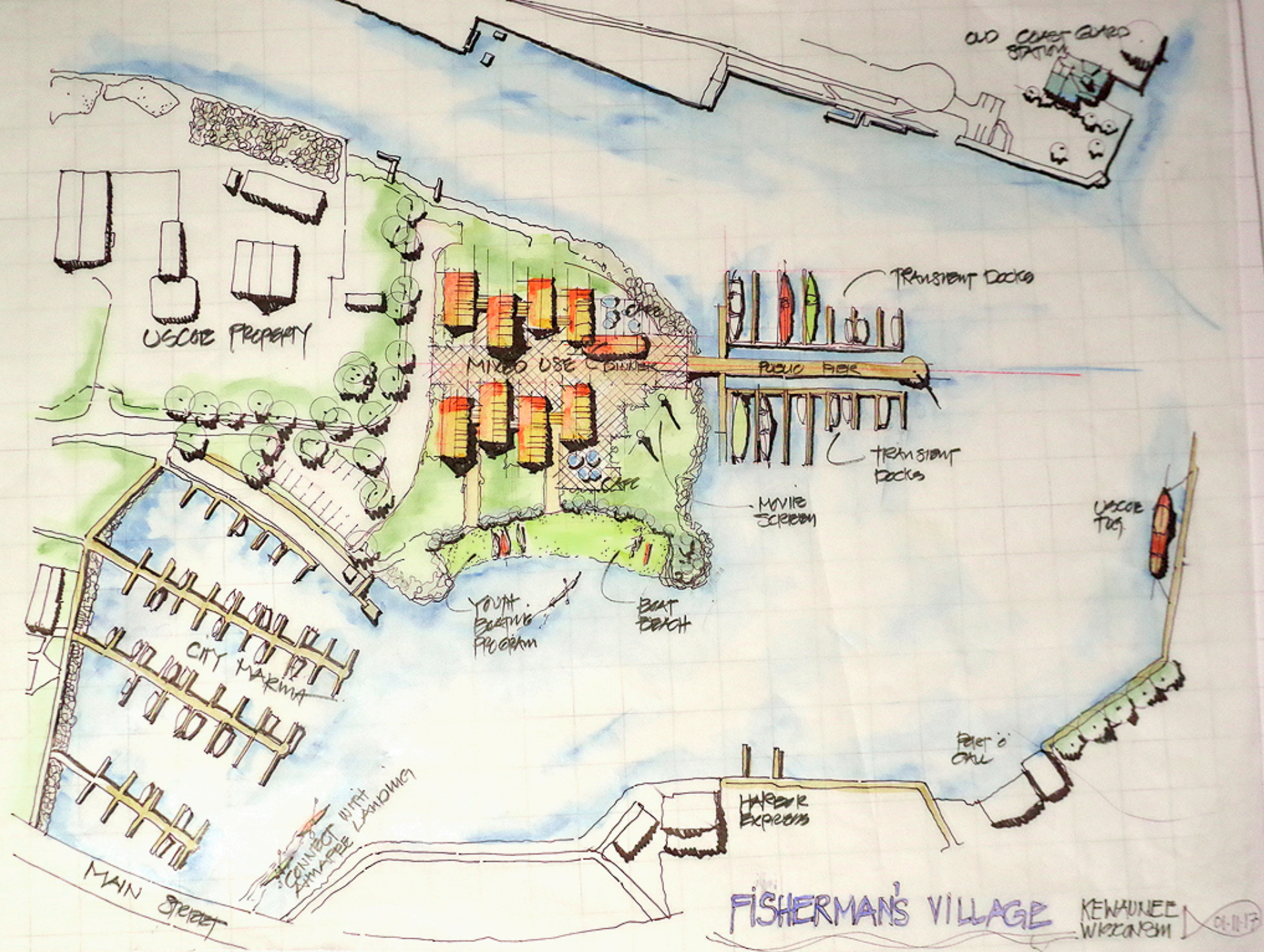
























Marketing Communication



# Marketing & Strategic Communication

- Strategy: Low Cost/High Impact Social Media Marketing
- Strategy: Leverage Existing Assets
  - Case Study: Weddings


# Paid Social Media Advertising

YOUR LOGO

**Kewaunee, Wisconsin**  
Sponsored

Like Page

Uncrowded, Unspoiled, Unbelievable.



Chris Knight Aerial Photography

**Lake Michigan, Like it Used to Be**

With miles of uncrowded beach, plentiful boat launches and vast uninterrupted views of the rugged lakeshore, Kewaunee, Wisconsin is Lake Michigan like you remember it. Uncrowded, Unspoiled, Unbelievable.

[WWW.KEWAUNEE.ORG](http://WWW.KEWAUNEE.ORG)

Learn More

20

562 Comments 311 Shares

Like

Comment


Share

YOUR LOGO

**Kewaunee, Wisconsin**  
Sponsored

Like Page

Your Lakeshore Wedding Destination



**Relaxed. Romantic. Unique.**

Kewaunee offers a romantic lakefront setting for your "I dos." The area's farms and wineries allow you to design a menu filled with fresh, local ingredients and delicious wines. Guests can stay busy boating, biking, hiking, fishing or touring the local lighthouses, galleries and museums.

[WWW.KEWAUNEE.ORG](http://WWW.KEWAUNEE.ORG)

Learn More

20

562 Comments 311 Shares

Like

Comment


Share

YOUR LOGO

**Kewaunee, Wisconsin**  
Sponsored

Like Page

Catch of the Day



**Great Lake, Great Fishing**

Every day is a great day when you're fishing at the Kewaunee Marina.

[WWW.KEWAUNEE.ORG](http://WWW.KEWAUNEE.ORG)

Learn More

20

562 Comments 311 Shares

Like

Comment

Share

# Marketing: Weddings

- Chamber of Commerce Wedding Coordinator
- Planning Packages from Chamber of Commerce
  - Sample weekend and week-long guest itineraries
  - Plug-ins for personal wedding websites, links to Air BnB, area hotels, day activities etc.
- Pre-planned add-ons to “upsell” revenue generating community amenities
  - Bridesmaid luncheon
  - Charter fishing
  - Kite flying and catered picnic at beach ... get creative!
- 1<sup>st</sup> anniversary cards, and promotions to return to celebrate anniversaries







Implementation &  
Next Steps



# Groundwork

- Explore the creation of a Waterfront Business District or similar to directly oversee implementation.
- Secure waterfront easement from Vollrath for grade separated walking path.
- Pedestrianize Ellis Street east of Lake Street.
- Remove equipment from city garage on Klockner site. Make legal preparations for reuse of portion of building.
- Begin process of re-acquiring Fisherman's Town site.

# Phase 1: Quick Wins

- Extend Ahnapee Trail through Klockner site to Sellner/Pioneer Park Beach, around Vollrath via waterfront easement and/or Lake Street as appropriate.
  - Lake Street improvements for pedestrians/cyclists, lighting, signage, markings.
  - Construction of grade separated path along Vollrath waterfront.
- Prepare city garage for reuse as a food service place, especially brewpub or similar, and market on spec.
- Site improvements (signage, parking, lighting) to Ahnapee Landing site for use as primary Ahnapee Trailhead and paddling livery.
- Market existing resources, especially leveraging Lakehaven weddings.



## Phase 2

- Construct amphitheater on Klockner site.
- Clear Fisherman's Town site, prepare site for new construction.
- Lakehaven Hall improvements and expansion (acoustic improvement/support facilities).
- Ellis Street Pedestrian Plaza construction and streetscaping.

# Phase 3 and 4

## Phase 3

- Begin construction of mixed-use development on Klockner site.
- Begin construction of Fisherman's Town.

## Phase 4+

- Dredging of Ahnapee Landing to permit docking of small boats.
- Improvements to Kewaunee Marina permitting docking of larger craft (40').



# Projects of Opportunity

- Amenity improvements at campground (showers, expanded fish cleaning station, playground).
- Tree planting at campground.
- Preservation of Tug Ludington.
- Move gazebo to location where it may be better utilized (Sellner Park etc.).
- Construct Yellow Buildings around town as funds permit.

# More strategies

## Façade and landscape renovation revolving loan fund

- Design guidelines
- Review committee: design and financial review
- Street side building back upgrades

## Tax Increment Financing District – Waterfront focused

### Review Zoning

- Does it force suburban development?
- Explore form based code for downtown area.

## Explore and choose alternative business models

- Community Supported Restaurant – model on Community Supported Agriculture/CSA
- Not-for-profit – community benefit services, e.g. Lakehaven Hall
- Public-Private Partnerships



# Organization

**Key Need:** Waterfront Business District/Main Street Program

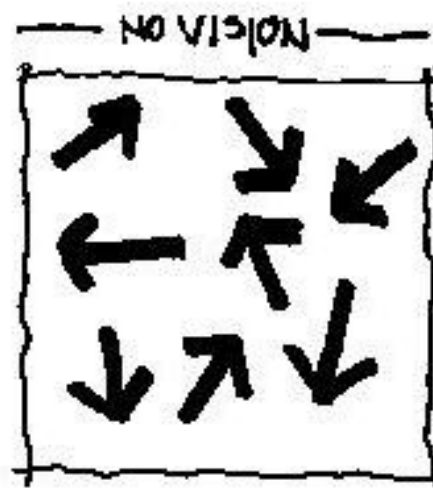
**Key Need:** Staff

- Skills: Grant Writing, Fund Development, Historical Preservation, Planning

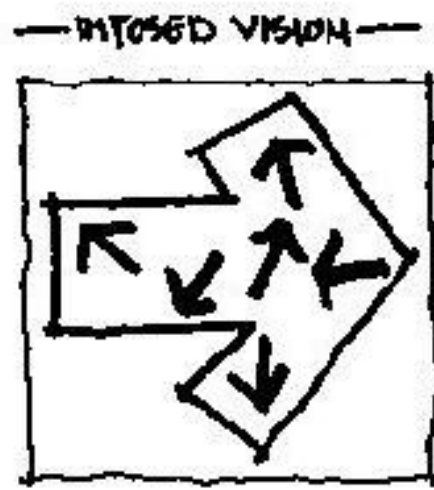
# Partners

- Wisconsin Economic Development Corporation
- Wisconsin Coastal Management Program
- Wisconsin Department of Natural Resources
- US Environmental Protection Agency
- Historical Preservation Entities
- Private Donors

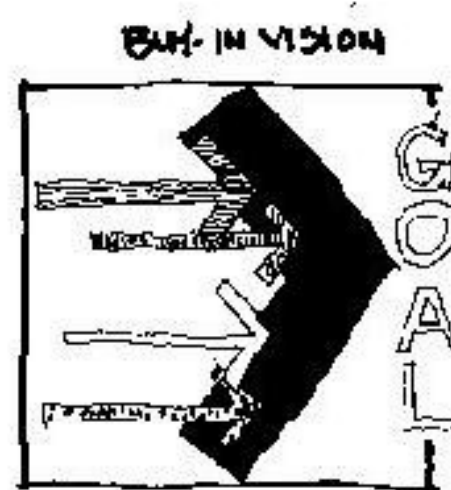




- GROUPS MOVE IN MANY DIRECTIONS
- NO PLAN OR COORDINATION



- PLAN MADE W/OUT COMMUNITY INVOLVEMENT
- LOTS OF ENERGY, LITTLE MOVEMENT
- NO FORWARD MOMENTUM



- PLANNING CONSULTS COMMUNITY
- ENERGY USED SELLING VISION
- TYPE & AMOUNT OF MOMENTUM VARIES W/ GROUP



- GRASSROOTS PLANNING
- ALL GROUPS ACTING IN CONCERT
- FORWARD MOVEMENT & MOMENTUM
- PLANS BECOME REALITY

Shared Vision

# What the Experts say:

Establishing Urgency: You brought us here!

Forming Coalitions: You formed a Coordinating Committee for Community Design!

Create a Vision: We created a vision for Kewaunee today!

Communicating the Vision: We started tonight!

Empowering Action:

- Who has the passion?
- Who has the commitment?
- Who has the ability and skills?

• Sign up tonight!



# What the Experts say:

## Planning and Creating “Wins” for the Community”:

- Use Kewaunee’s existing community groups to tackle these projects.
- If an existing group can’t do what needs to be done, create a new work group!
- Use our suggestions tonight to start progress: [Quick Connections!](#)

Produce still more change: Make Kewaunee a leader for Community Placemaking!

Implementation and Next Steps

# What it means to you!

You brought us here!

Together we have laid the foundation for community change!

Now it's up to you to build the Kewaunee you want!

Small steps are great, just keep walking!

We'll be around to help:

- Claire Thompson, Kewaunee County UW-Extension
- Todd Johnson, Community Development Specialist
  - He'll do a formal check-in six months from now!
- They can connect you to UW-Extension Specialists and Centers
  - Urban and Regional Planning, Landscape Architects, Community and Economic Development, and more!

**Implementation and Next Steps**



# Kewaunee



Wisconsin's authentic lakeshore town