

DOOR COUNTY COASTAL BYWAY

Corridor Management Plan

What is the National Scenic Byways Program?

Congress created the National Scenic Byways program in 1991. Under this program, the U.S. Secretary of Transportation recognizes certain roads as National Scenic Byways based on their archaeological, cultural, historic, natural, recreational, and scenic qualities, and their ability to provide a unique travel experience. There are three noteworthy parts to the National program. The first is that individual states have the option of forming their individualized state program in connection to the national program. The second is that routes may be approved as state and then possibly All-American Roads or National Scenic Byways for their high levels of intrinsic values, amenities, protection, preservation and promotion to the traveling public. The third is recognition garnered by achieving designation as All American Road, or National Scenic Byway lends a credibility to the route as tourism destination. This recognition enhances acceptance as a legitimate, trustworthy partner when the named Byway and community partners seek grant and/or foundation funding for projects enhancing the intrinsic values, amenities, protection and promotion of our corridor communities and the lands that surround them.

What is the Wisconsin Scenic Byways Program?

The Wisconsin Department of Transportation (WisDOT), with agency and public input, established a Scenic Byways program in 2005 to identify, through local government initiatives, State Trunk Highway routes with outstanding scenic characteristics and other related qualities and features that provide travelers with an exceptional travel experience. The Scenic Byways Program recognizes and celebrates some of the most beautiful landscapes in our state.

Scenic Byways start at the local level with a grass-roots byway organization. Once the byway organization applies for and receives scenic byway designation by the state, the route becomes eligible for the chance to apply for designation as an All-American Road or National Scenic Byway in a separate application process.

What is a Corridor Management Plan and why is one needed?

Federal and state requirements specify that each Scenic Byway have a Corridor Management Plan (CMP) intended to balance the preservation, protection, and promotion efforts in the corridor. A CMP addresses goals/action items, protection and promotion strategies, and entities responsible for managing the byway corridor.

How was the original a Corridor Management Plan Developed & Updated?

A volunteer community advisory group was formed to develop the CMP for the Door County Coastal Byway (DCCB). The original members consisted of three members from the Town of Liberty Grove, one from the Town of Jacksonport, and representatives from the Ridges Sanctuary and the Door County Land Trust. Membership and participation grew from there.

After gathering and compiling the required information for the Wisconsin Scenic Byway application, the core group identified key stakeholders, including all the byway communities and other nature-based or conservation groups. Members of the advisory group volunteered to meet with these stakeholders at public meetings to give an overview of the proposal and address any questions or concerns.

All Northern Door County municipal governments, with one exception, endorsed the idea of Scenic Byways designation and passed resolutions to that effect. Ultimately the Town of Egg Harbor municipal board members declined to participate. Their major concern appeared to be that scenic byway designation could possibly trigger additional financial burdens or requirements by the state or federal government.

Additionally, the County of Door Board of Supervisors passed a resolution of support. Thus, the byways proposal received county-level review and ultimately support and endorsement.

After state designation, the volunteer committee turned into a formal intergovernmental committee with representatives from each of the municipalities. This committee is responsible for the day-to day operations of the byway.

The Door County Coastal Byway 2010 – 2020 CMP was written based on the county comprehensive plan that was in effect at the time. Most of the items in the 2010 – 2020 CMP are identical to what was in the county plan at the time. After the 2010 – 2020 CMP was completed/approved, the county updated its comprehensive plan, the Door County Comprehensive and Farmland Preservation Plan 2035, in 2014. The county also updated its sign ordinance in 2019. These factors and the DCCB's decision to apply for Federal All-American Road designation are the reasons for updating the CMP.

Aligning the 2020 – 2030 CMP with the County's plans and policies is an effective and efficient strategy for maintaining and enhancing the intrinsic qualities for which the byway was designated. Additionally, basing the DCCB on the County's documents provides clarity on who has the responsibility for certain functions and what the support or coordinating role of the DCCBC might be.

During its November 18, 2019 meeting, the DCCB Committee voted unanimously to prepare and submit an application to the Federal Highway Administration (FHWA) for National Scenic Byway and All-American Road designation. In subsequent meetings in January and February of 2020, specifics from the application packet were discussed. There were no objections to pursuing national application by either board members or meeting participants. Furthermore, no board member has received individual complaints or concerns from citizens or businesses regarding pursuing this designation. The DCCB has found local support for the designation with many organizations willing to provide information or images in support of designation.

What is the relationship between the CMP and resource protection?

The CMP is a management strategy, not a regulatory program. Land use regulation and the control of outdoor advertising is done through existing agencies. The CMP helps to promote

connections between communities and the need to balance the preservation of featured intrinsic qualities and resources in conjunction with economic development.

What is the relationship between the CMP and tourism?

The CMP Program is corridor-oriented. Rather than focusing on one community or attraction, it seeks to highlight and promote the entire route. The CMP provides guidance for local coordination and cooperation necessary to convey the quality of traveler experiences on the byway. The CMP also promotes increased visitation to the corridor through increased community and civic pride in the area's scenic and other complimentary resources, and economic revenues.

Where is the Door County Coastal Byway Loop Located?

The Door County Coastal Byway (DCCB) begins its journey at the junction of State Highways (WIS) 42 and 57 in the Town of Sevastapol, approximately one mile north of the City of Sturgeon Bay. The DCCB creates a 67-mile loop, allowing the traveling public the opportunity to begin their journey either via the west coast route on WIS 42, or the east coast route on WIS 57.

The loop corridor provides very different geographical and cultural opportunities to travelers as they wind their way north up one side of the county and south down the opposite side of the county. Formal designation of these portions of WIS 42 and 57 as a Scenic Byways allows communities to better and more fully share their unique geographical, natural, and cultural assets with both visitors and residents.

Byway Intrinsic Resources

An advisory committee, the Door County Coastal Advisory Committee, headed by the Town of Liberty Grove and composed of municipal and partner stakeholders, formed and initiated the state application process in 2009. This process involved conducting a mile-by-mile highway assessment to gather information about the condition of scenic resources along the highways and to assess complimentary natural, historical, and cultural resources. The assessment was done using a standard set of guidelines that established a baseline of conditions current at the time. The CMP was written shortly after the highway assessment was completed.

In December of 2009, the WisDOT Scenic Byway Advisory Committee convened after reviewing the application materials (see Appendix) and assessments of the corridor submitted by the advisory committee members. A unanimous decision was made in favor of recommending the DCCB based on its scenic and complimentary resources. WisDOT Secretary Frank Busalacchi formally approved the byway designation in April, 2010.

The application material highlights are presented below.

An Overview of Primary and Complimentary Intrinsic Resources

The entire county encompasses a portion of the 650-mile dolostone capped rock geological formation known as the Niagara Escarpment. This rock escarpment outcrop is part of an ancient seabed that forms the basin of Lake Michigan and the Bay of Green Bay. It is this limestone rock formation that has shaped much of the county's past and present, and will continue to do so in the future.

The DCCB begins in a traditionally agricultural area with small family farms and the UW Agricultural Experimental Station. Further north, between community centers, farming becomes interspersed with orchards and vineyards. Lands adjacent to the route that were not suitable for or have been abandoned by agriculture feature heavily forested areas with thousands of acres of parks and preserves. Travelers experience first-hand the steep slopes of the Niagara Escarpment as they descend and ascend the steep grades that define WIS 42 and serve as the entrances and exits from each coastal town and village along the western shoreline of Northern Door. The terminus of WIS 42 winds its way back and forth to the Northport dock where the daily car ferry to Washington Island departs.

The fury of waters through the strait of Porte des Morts, or "The Door of Death", where the waters of the Bay of Green Bay and Lake Michigan converge may be witnessed here. Porte des Morts gained its reputation and name through the large number of lives and boats lost beginning in the era of the Potawatomi and Winnebago tribes, through the tall ships era, and continuing today. Many of the sunken ships are part of the National Register of Historic Places.

After a short drive southward from the Northport/Gills Rock area to Sister Bay, the byway traveler encounters the northernmost junction of WIS 42 /57. Visitors traveling south to Baileys Harbor on WIS 57 pass through the rural landscapes. Stone fences, a byproduct of farm life on the escarpment, still mark the area. Fallow fields are interspersed with thousands of acres of hardwood and coniferous forests, many areas of which are open to the public for free.

Natural areas and wildlife are abundant with many endangered, rare, and species of concern, both flora and fauna, existing adjacent to and near the eastern side of the WIS 42/57 corridor loop. The natural features contribute to this area being one of 38 sites designated in the US by the Ramsar Convention of Wetlands of International Importance. The Mink River Estuary is the largest pristine freshwater estuary in the US.

The Ridges Sanctuary in Baileys Harbor has one of the greatest concentrations of rare plants in the Midwest. Designated in 1937, it is Wisconsin's oldest State Natural Area as well as a National Natural Landmark. Toft's Point is designated a National Natural Landmark by the National Park Service for its native plant communities and its 2+ miles of shoreline with wave-cut dolomite cliffs. Mud Lake Wildlife Refuge is home to the endangered Hein's Emerald Dragonfly, one of two locations in the US.

This demonstrates why the area from the northern Mink River Estuary south to the Ridges Sanctuary in Baileys Harbor are designated as the most biologically diverse landscape in the State of Wisconsin, Mid-West and in various aspects, the United States.

Another historical and recreational resource involves the Jacksonport Wharf Archaeological District, a National Register property. This site is popular with divers who wish to explore the ruins.

As travel continues to Jacksonport, the Lake Michigan and Kangaroo Lake shorelines sandwich STH 57 with its forest and underlying sand dune forest floor. Many creeks cross WIS 57 as it winds its way back to the southern terminus of the loop through wooded and rural vistas. This stretch also includes Door County's Meridian Park and Wayside.

Recreational opportunities abound on the Byway. The DCCB provides access to three state parks, 10 county parks and numerous local parks. The state parks have statewide or national significance. Peninsula State Park is the oldest and one of the most-visited state parks, Newport Beach is the only wilderness park in the state and is the only International Dark Sky Designation in Wisconsin. Newport is home to Mount Baldy, the highest sand dune in Wisconsin.

The public is welcome to enjoy numerous public sand and pebble swimming beaches, parks and recreational areas on the water, public marinas and boat launches, fishing spots, and restful spots where one can just sit and enjoy the water lapping on the beach or view the sunrises and sunsets. Door County's shores feature the largest number of lighthouses of any county in the Midwest thanks to its rock and reef-laden coastline. Some of these lighthouses are open to the public. The county is also home to a large variety of silent sport equipment rental and instructional businesses, allowing visitors to explore less visible areas of the county.

Wildlife sightings are common along the corridor. Many large and small mammals and avian species can be seen, including an occasional bear or Grey wolf.

The corridor is also home to a large and varied arts community. Music of all types, theater, and studios and galleries dealing in all types of media are readily available to art aficionados. Local communities and organizations host numerous festivals and events year-round. Also along the route are opportunities to experience what the Niagara Escarpment has to offer agriculturally. The rich soil and limestone bedrock created by the escarpment makes the perfect environment to grow premium crops that enhance the county's agri-tourism industry.

Lodging facilities range from historic buildings to newer luxury accommodations. Dining opportunities offer everything from homemade ice cream, picnic supplies, to gourmet dining experiences. Vacations can be tailored to fit any budget.

Primary distractions are several grandfathered billboards, an occasional blighted building or abandoned vehicle, and some pre-WisDOT Byway designation structures that are out of character and do not blend with the surrounding area, but are well maintained.

In summary the number, diversity and quality of the intrinsic resources including natural, scenic, historic and cultural allow for a variety of recreational opportunities and experiences. There are also a wide range of visitor support amenities (e.g. food, lodging, etc.) available. DCCB visitors can customize their perfect itinerary without ever leaving the 67-mile route. It is impossible to do

everything that the Door County Coastal byway offers even staying a week. That's why DCCB is a destination unto itself.

DCCB Vision Statement – A Multi-Pronged Approach

The DCCB – encompassing thousands of acres of accessible parks and preserves and an ecosystem rich in rare and endangered species of flora and fauna – is renowned locally, regionally, and nationally for offering visitors a unique ecological, environmental, and educational experience.

The DCCB highlights the county's rich natural, geological, recreational, historical, and cultural heritage, articulated through historical markers, informational signage, printed brochures, podcasts, and other digital media.

The DCCB is recognized as an integral part of the county's comprehensive network of trails, preserves, parks, and educational and recreational facilities.

The DCCB serves as a vehicle for enhanced public-private collaboration and intergovernmental cooperation. It is also a highly effective catalyst for public and private investment, economic vitality, and sustainable development.

Goal 1: Resource Protection in Regards to the Scenic Byways Program

WIS 42/57 corridor has many unique scenic, natural, recreational, and archaeological resources. Byway designation has sparked a concerted effort on many fronts to maintain and preserve these resources for current and future generations. Existing protection efforts at the federal, state, and local levels of government are described below.

Overview of the current major resource protection efforts along the DCCB

- Protection of Land through Planning and Zoning

The municipalities of the DCCB are protected through the County of Door zoning ordinance or by village zoning ordinances. The county also has in place additional specialized land management ordinances in addition to the zoning code. Furthermore, the Door County Comprehensive and Farmland Preservation Plan 2035 incorporates the comprehensive plans of each participant community in the DCCB.

Outdoor Advertising

Federal regulations (United States Code 131s) prohibit any new, off-premise outdoor advertising signs (billboards) from being erected along state or federal scenic byways. The outdoor advertising signs that were erected prior to 2010 along the Door County Coastal Byway may stay, have their messages changed and the structure be maintained in its current footprint. This provision does not pertain to other types of signs including on-premise signs or directional signs.

The Wisconsin Department of Transportation and the County of Door have incorporated this Federal policy into state administrative rule and into county ordinance respectively in order to comply with Federal regulations.

When designated as a Wisconsin State Scenic Byway, the seven DCCB municipalities each passed resolutions of support that specifically included all business districts within their jurisdiction for scenic byway designation. As such, no new billboards have been allowed on the DCCB since 2010. Additionally, in 2019 the County of Door revised and clarified language in its sign ordinance.

The majority existing (grandfathered) billboards are in the southern portion of the byway route, on both WIS 47 and 52. These billboards along the DCCB are medium-sized compared to the industry standard. There is just one 2-sided structure located in Jacksonport. Additionally, there are two unlit, single-sided on WIS 42 south of the north border of the Town of Sevastopol/ south border of the Town of Egg Harbor.

Overall, citizens cherish the byway's many natural resources which the DCCB and its partners have collectively worked to preserve.

Additional Protection:

The Role and responsibility of our Byway Governmental, Conservation, and Community Partners (see Appendix)

- Protection of the Shoreline

Protection of the coastal areas is governed by various agencies including U.S. Fish and Wildlife Agency (USFW), U.S. Army Corps of Engineers (USACE), the Wisconsin Department of Natural Resources (DNR), and the County of Door. These agencies have the majority of responsibility for shoreline protection, including what can be built along the shoreline and in the water. The County of Door is responsible for carrying out DNR –NR115 Shoreline protection rules.

DCCB partners have a track record of acquiring properties that add to and enhance public shoreline access and areas of special significance. Some properties have made more desirable and attractive public areas such as parks, water recreational facilities for both motorized and non-motorized craft, and scenic overlooks. Other properties have been left in a more natural state.

Many entities work together to protect areas of special concern and significance and provide greater public access to the water. These partners include, but are not limited to: local municipalities, County of Door, DNR, Land and Water Conservation Fund, The Nature Conservancy, Door County Land Trust, and many non-profit organizations. These organizations are active participants and partners in the DCCB program in addition to numerous other organizations mentioned in the appendix section of this document.

For further description of shoreline protection efforts and partners, see Chapter 6, Natural Resources, Door County Comprehensive and Farmland Preservation Plan 2035:
http://map.co.door.wi.us/planning/Comp-Plan_2035.htm.

- Protection of Historic Resources

The Door County Historical Society works in conjunction with local municipalities and historic organizations to strengthen their preservation efforts in the County. Their goal is to get greater numbers of historic structures registered and to encourage development and implementation of more aggressive plans for preservation of our heritage. The DCCB recognizes the importance of the historic aspect of the byway and supports their efforts.

What is needed? Possible areas where additional Resource Protection efforts are needed

As previously mentioned, protection of the county's land-based scenic, natural, recreational and other resources is being done at the corridor level through zoning. Partner organizations including conservation and civic groups have played a lead role in resource protection as well and will continue to take an active role. The DCCB will take on active or supportive roles as needed and appropriate.

With ever-present development pressures it is critical to increase resource protection efforts from all partners in order to protect the intrinsic values of the DCCB corridor. The goals, policies, and action items from the county's comprehensive plan pertaining to preserving historic sites and community character are listed at the end of this document. The action items high-lighted in yellow have yet to be done by the county, but, in the meantime, could potentially be taken on by other groups.

Resource Goal:

The DCCB committee shall monitor and support, as necessary, the various on-going resource preservation efforts that occur within the county.

Resource Action Steps

The DCCB's action steps are based on the Door County Comprehensive and Farmland Preservation Plan 2035. This plan includes goals/policies/action items based on public input gathered during the county-wide planning process and local municipal plans. Excerpts of goals/policies/action items relevant to the DCCB mission were considered by the DCCB committee and adapted to this plan.

The partners listed in the Appendix include government, conservation, and community partners. The Resource Action Steps are in line with the National Scenic Byways Program "Livability Criterion" which promote the integration of the scenic byways designation into the fabric of the community.

- DCCB Objectives, Goals and Action Items document

Goal 2: Marketing Plan for the DCCB

Destination Door County

Destination Door County (DDC, previously Door County Visitor Bureau) is designated by the Door County Tourism Zone Commission as the marketing entity for Door County. Local municipalities also have local business associations independent of local governments or as a committee-based branch of the local government that work to support the local businesses and also to promote their community. Local governments work cooperatively with these associations through donations, expertise, and in-kind services. The DCC promotes the entire county and the local business associations provide marketing materials and websites for their specific community.

Having DDC as the primary marketing organization that incorporates scenic byway marketing into its existing efforts is also in line with the National Program's "Livable Communities" Criterion.

A summary of Door County visitors, according to DDC, is provided below.

- **Demographics:** Key vacation decision makers are women aged 35-54 with \$75,000+ household income.
- **Core Markets:** Primary interests include nature and nature-based recreation including silent sports, agri-tourism, arts and culture, history, shopping, culinary affairs, and motorcycling.
- **Niche markets:** In addition to the core markets, Door County promotes LGBT audiences (committed couples) and multi-cultural travelers.
- **Primary geographic markets** (past history of over indexing for ROI): Fox Valley, Madison and Milwaukee, Wisconsin; greater Chicago and northern Illinois; Grand Rapids, Michigan; Twin Cities, Minnesota; Cedar Rapids, Iowa.

What are some major strategies currently underway to attract these visitors/promote the regions?

Destination Door County (DDC) continues to aggressively promote the county as a tourist destination. The Wisconsin Department of Revenue sales tax records reflect the success of this promotion. The tourism base has traditionally been of a more seasonal nature.

The DDC is working to position Door County and its unique product offerings to regional, national and international travel consumers in order to increase the economic impact of traveler expenditures. The DDC continues to conduct a four-season regional advertising campaign emphasizing Door County's Brand Promise of a "relaxing, restorative maritime experience" with special focus on niche themes.

How does State Scenic Byways Designation fit in?

Shoulder seasons are becoming more popular, and DDC is working to enhance and grow the county's tourism base in order to generate additional revenues year-round.

Scenic Byways Marketing Goal: Use the Scenic Byway designation as a tool or strategy to make residents and tourists more aware of the importance of balancing economic development while maintaining, improving, and enhancing the assets that make the county a more desirable four-season vacation destination.

See Appendix :

- Door County Coastal Byway Promotional Plan and timeline for actions

How does National Scenic Byways Designation as an All-American Road fit in?

All-American Road (AAR) designation supports Destination Door County's (DDC) goal of attracting additional national and international travelers to the peninsula to further to enhance and grow the county's tourism base in order to generate additional revenues year-round.

Possible Promotion Efforts. Destination Door County would look to incorporate AAR status through a wide range of the promotional avenues to promote year-round tourism in Door County. This includes articles in the annual Door County Destination Guide, features on our primary web site DoorCounty.com and through the distribution of literature in our Door County Welcome Center as well as other promotional avenues social media, trade shows, video, and audio/video podcasts.

In terms of state marketing, DDC would propose working with the Wisconsin Department of Tourism to help promote DCCB's AAR designation. It would provide the State another avenue for promotion and attraction of visitors.

In terms of international marketing, DDC will continue to maximize its reach by partnering with Green Bay (the closest regional center) and the Wisconsin Department of Tourism to attend or

have a presence in such events as the IPW, or Great Lakes USA. DDC will also work with international media to promote Wisconsin's offerings through editorial media coverage. DDC may host some international travel journalists as part of statewide press trips for international journalists.

Capacity for increased tourism visitation

Door County is well-equipped and has the capacity to handle possible increased tourism visitation as a result of AAR designation. With tourism being the #1 economic driver in Door County, municipalities and businesses are continually looking at ways to best accommodate existing and future visitors to the county. Destination Door County is looking at ways to spread out visitors across the entire county as well as at all times of the year, compared to just one specific community on summer weekends. We've outlined a number of ways we aim to do this in our recently published 2020-2022 Strategic Marketing Plan.

From an occupancy standpoint, according to data from the Door County Tourism Zone, the average occupancy was 43.43% in Door County for 2018, the most recent yearly data available. With annual lodging occupancy less than 50% for the year, capacity concerns from a lodging standpoint should not be an issue. Like any primarily seasonal travel destination, occupancy percentages are higher during peak season, but even then, July 2019, the busiest month of the year for lodging in Door County, saw a 75% occupancy percentage. Capacity shouldn't be an issue for the foreseeable future.

International Visitors & Multi-lingual Needs

International travelers that visit Door County are not specifically tracked, but anecdotal evidence indicates it is low. A vast majority of International travelers typically drive up from Chicago, which is a relatively easy drive.

Enhancing DDC multi-lingual information options is a longer-range goal. Currently there are Welcome letters available in a dozen different languages and Certified Tourism Ambassador classes are taught in both English and Spanish.

Goal 3: Enhancement of the Visitor Experience through Interpretation of Door County's Natural and Cultural History

What is interpretation and how does interpretations enhance the visitor experience?

Interpretative stories connect visitors to a site or resource. Interpretive media (programs, brochures, website, trail signs, wayside exhibits, visitor guides, etc.) tell those stories to enhance the visitor experience. The more meaningful the experience, the greater the chance visitors and residents will understand the resources and need for protection of those resources.

What are the major interpretive efforts in the Peninsula and who is currently undertaking them?

One of the strengths of the DCCB is the natural, geographic, and cultural diversity from one community to the next. Each community has numerous stories defining its cultural history as

well as its natural landscape in relation to the Niagara Escarpment. To effectively tell DCCB's stories, Schmeckle Reserve Interpreters created an interpretive master plan with the assistance of a National Scenic Byway discretionary grant. The identification of a universal theme, sub-themes and stories were assisted by extensive public outreach.

https://www.uwsp.edu/cnr-ap/schmeckle/Documents/Consulting/DCCB_master_plan_secure.pdf

These stories identify each community's character and helped define overarching interpretive themes for each community. A unified design standard has been set for the variety of interpretive media used to enrich the visitor's experience from one community to the next.

Based on the plan, the Door County Coastal Byway Council officially unveiled the experience hubs (kiosks) that lead visitors on a coordinated tour through northern Door County on October 31, 2013. There are 12 kiosks along the WIS 42/57 loop, beginning just north of Sturgeon Bay and traveling up to the tip of the peninsula. The bright blue steel roofs and colorful panels were designed to attract people to stop and spend time learning about the individual communities and what make each unique. The kiosks are also community focal points, helping travelers develop awareness of the DCCB's intrinsic qualities.

Other interpretive panels, sponsored by the Maritime Trail, are positioned at various historic shipwreck sites around the county. The Greater Escarpment Organization – Door County has Niagara Escarpment interpretive panels, and community historical societies use similar panels for walking self-guided tours with additional tours and future projects anticipated.

Goal: The DCCB will continue to develop and refine interpretive media that focuses on the Niagara Escarpment, surrounding natural landscapes, and cultural and historical assets of each community.

What will National Byway designation add to current interpretive efforts in the byway?

The National Scenic Byway Program believes that each byway is unique and has its own set of stories associated with it. The DCCB is a partnership that develops and conveys the message of uniqueness. In working together as a larger group, ideas are exchanged that guide the partnership in research, development, and implementation of effective means to convey a coordinated story to the public. Partnering between communities will continue to unify and simplify efforts to seek targeted funding sources to assist us consistently in enhancing and refining our story throughout the byway.

The benefit to the byway traveler is that many of the core stories have been identified and refined thanks to the interpretive master plan. The byway kiosks with their unified eye-catching design, the Maritime Trail's interpretive panels about the historically significant shipwrecks and displays about the Niagara escarpment helps travelers to understand the unique and outstanding intrinsic qualities and invites them to explore the DCCB.

Long Term Action Step. An inventory of natural and cultural resources in each Byway community have resulted in interpretive themes that define each community's character. Other

stories have and continue to be developed into overarching themes to help connect communities throughout the Coastal Scenic Byway. Interpretive media and facilities help provide this connection. Interpretive media and programs develop awareness and meaningful, learning experiences in order to motivate visitors and residents to help protect the natural and cultural resources of the Door County Coastal Byway.

- This long-term action plan has and is being executed as a combined effort with the DCCBC, DDC, County of Door departments, and non-profit partner and other agencies working towards this common goal.

Highways 42 and 57 are the “Backbone of the Byway”

The Door County Coastal Byway is comprised of two Wisconsin State Highways; 42 and 57. These two highways are literally and figuratively the main arterials in the Northern Door Peninsula connecting communities, providing access to businesses and residences, and allowing the movement of people by vehicles, by bicycle or by foot, the movement of goods and products by different sized trucks and vans to commercial centers, and access and parking to said centers. The different aspects of the highway as it relates to scenic byway designation is discussed below.

Maintenance and Improvement of the Highways. WIS 42 & 57 are two-lane highways paved with either asphalt or concrete. As such, these highways are designed, constructed, and maintained for travel by a range of vehicles from 2 wheel to multi-axel. Wisconsin DOT contracts with the County of Door for routine maintenance and snow removal while larger reconstruction or rehabilitation projects are done by competitive bid.

Goal: Maintain on-going communication and contact with the County or Wisconsin DOT to keep apprised of any significant highway maintenance or reconstruction projects which may have a possible impact on tourist traffic or have an impact on DCCB’s intrinsic qualities. Engage in a dialogue to identify alternative that maintains the highway while preserving DCCB’s intrinsic qualities.

Safety. Highways 42 and 57 are state highways, designed and maintained to ensure mobility and safety for all vehicles and higher volume traffic. Specific measures are taken in terms of terrain. Rumble strips have been installed on longer straight stretches to alert drivers of approaching steeper grades on WIS 42. High-friction surface treatments are present where the highway traverses down the steepest escarpment bluffs on WIS 42 as they enter/exit shore side communities.

Upgraded guardrails have been installed as needed in areas of concern where there are steep slopes, and creeks. Where allowable, the open road speed limit is 55 mph. The speed limit is reduced to 45 mph when the terrain dictates due to hills and curves. In residential and commercial areas, the speeds are 25-30 mph based on WisDOT guidelines. Downcast lighting is prevalent in commercial districts or rural areas for nighttime safety while addressing dark sky aesthetics.

Goal: Maintain on-going communication and contact with the County or Wisconsin DOT to know of safety concerns as they emerge. If appropriate, engage in a dialogue to see if options are available to help preserve DCCB's intrinsic qualities.

Bicyclists/Pedestrians. DCCB bicycle and pedestrian travelers use paved shoulders on WIS 42 & 57 that vary in width from 2 ft. to 5 feet. In commercial districts with speed limits of 30 mph and lower, pedestrian/bike crossings are delineated in areas with sidewalks or other high usage areas by pavement markings and/or special break-away signage positioned on the roadway. Pedestrians and joggers sometimes use these paved shoulders on WIS 42 and 57. However, these recreationists are more inclined to use town/village roads, sidewalks, beaches, and trail systems to accommodate their recreational and mobility needs since these two state highways, which comprise the official byway route, are the principal arterials in the northern Door County Peninsula. As such they have high volumes of traffic, and also serve to connect communities and provide access to residences, businesses and tourist attractions.

Goal: Support the adoption and implementation of the Door County Bicycle, Pedestrian, and Recreational Facilities Plan so that bikers and pedestrians have alternatives to the use of a vehicle. There is a bicycle route map layer on the county web map site that people can turn on and see the suggested slower pace route. DDC also has bike and snowmobile maps available in the welcome centers and other locations.

Bus Traffic. The Door County Coastal Byway has the experience and the capacity to accommodate increased bus traffic should it be designated as an All-American Road. Since the early 1960's, DCCB businesses and tourist destinations have welcomed and accommodated day-trip and extended-stay bus tours. Currently bus tours from the mid-western U.S. visit the byway for May blossom season, lighthouse tours, July cherry and fall apple picking seasons and through October for fall color foliage season. One iconic Sister Bay restaurant, operational since 1949, currently hosts on average 80+ tours per season. There are multiple large lodging facilities with adequate parking that typically accommodate overnight/multi-day tours.

Goal: Maintain communication with Destination Door County and the businesses supporting the bus tours to promptly identify if any new issues or trends have developed.

Freight & Commercial Traffic. As noted previously, there are only two state trunk highways serving the northern Door Peninsula and the DCCB. Larger semis carrying commodities or other freight tend to use WIS 57. If they need to access a community on WIS 42, they will generally use WIS 57, then a county trunk highway to minimize their use of WIS 42. No concerns regarding the interaction of freight and commercial traffic have been raised with the DCCBC.

Commercial Districts. WIS 42 & 57 pass through many of the Coastal Communities downtown or commercial districts. Most businesses view traffic from these state highways as beneficial to their business since driving by encourages many people to stop by their establishment. Issues regarding parking, sidewalks, and other downtown improvements involving the highway are handled primarily by the municipality and/or WisDOT. Door Co. Land Use Services (planning dept) have requirements for business parking accommodations based on volume of business

Goal: Consider the merits of having various DCCBC members give periodic updates regarding their commercial districts, commercial traffic or freight to the entire committee. Consider contacting the Door County Economic Development Council or Door County Highway Department on an annual basis to find out if any new issues or trends have developed.

Wayfinding. It is important that visitors know they are traveling on a Wisconsin Scenic Byway and they can find the significant places for which it was designated. All officially designated Wisconsin Scenic Byways are signed with the state scenic byway logo sign featuring the state flower, the wood violet. These signs are posted on average every 3-5 miles, and at major intersections along the route to provide reassurance to travelers that they are on the byway. Additionally, there is directional signage for county and local roads that intersect with the byway. There is also TODS (tourist oriented directional signage) signing and white arrow board signs controlled by WisDOT that are available to businesses located off the state highway right of way. The DCCB route of WIS42 and 57 create a well-defined loop that is navigated easily by travelers. Cross linking signage from WIS42 to 57 and vice versa is also in place.

Goal: Conduct a periodic evaluation to ensure that the byway signs are in good shape and have not been damaged because of winter snowplowing, faded by the sun or vandalized. Conduct a periodic evaluation to ensure that TODS and arrow board signs reflect businesses that are currently active and operating.

How Does the DCCBC Communicate with Citizens and Stakeholders?

The DCCB Intergovernmental Council is comprised of representatives from all the DCCB municipalities to manage day to day operations. As a legal governmental entity, all meetings/agendas and minutes are posted. Meetings are open to the public. Additionally, all DCCB committee appointees report back to their local municipal boards on business taking place. Door County Coastal Communities are small towns. As such residents feel comfortable asking questions or sharing any concerns with DCCB Council appointees on a one to one basis. Between the posting of meetings and interpersonal interactions, community involvement and citizen participation are assured.

Goal: When there is a high cost project that impacts a large portion of the byway, consider what additional public outreach measures may be utilized to ensure input is received from stakeholders.

What We Have to Work With

The primary industry in the DCCB corridor is tourism. The area has a range of lodging, dining, shopping, and cultural, natural, and recreational facilities, as well as infrastructure to accommodate the surge of visitors during the peak season, which is from July to the end of October. This tourism-based economy creates seasonal volatility in employment and the subsequent unstable flow of income has historically been problematic.

In addition to the goals cited in previous sections of this document, the byway program encourages/requires participants to improve upon the overall appearance of the corridor involved. The byways program brings the communities together to view the byways corridor as

an entity to be promoted as a whole. The DCCB application process has been a very positive cooperative effort between a variety of organizations, agencies, and levels of government.

What is the DCCBC Doing with what we have?

The current DCCB “story” consists of many threads. The Byway Program weaves these fibers into an intricate tapestry and conveys it to the public. The DCCB Committee expects that no stone will go unturned as the corridor community begins to take advantage of the partnering aspects the State and National program provide. The DCCB Committee is currently a chartered, inter-governmental/inter-agency organization. Our primary goal is to utilize the National and WisDOT Byway Programs to increase the number of visitors to our area, lengthen our tourism season to a more year around industry, continue to increase economic viability in the DCCB area using our natural resources, and continue enhancing our destination experience for all to enjoy and participate in.

The AAR/NSB and Wisconsin Scenic Byway Program champion communities working together with a renewed sense of pride in place!

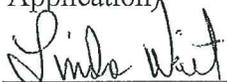
Respectfully submitted,

DOOR COUNTY COASTAL BYWAY COUNCIL

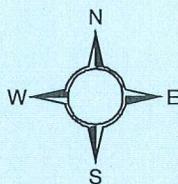
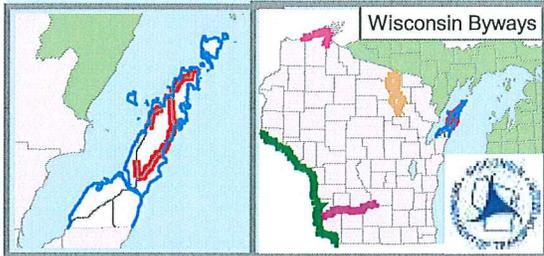
By: 
Ann Miller, Chair

Dated: March 12, 2020

(as approved by Door County Coastal Byway Council as of March 12, 2020 by a vote of four (4) in favor and zero (0) nay, for attachment to the 2020 All-American Road / National Scenic Byway Application)

Attest: 
Linda Wait, Secretary

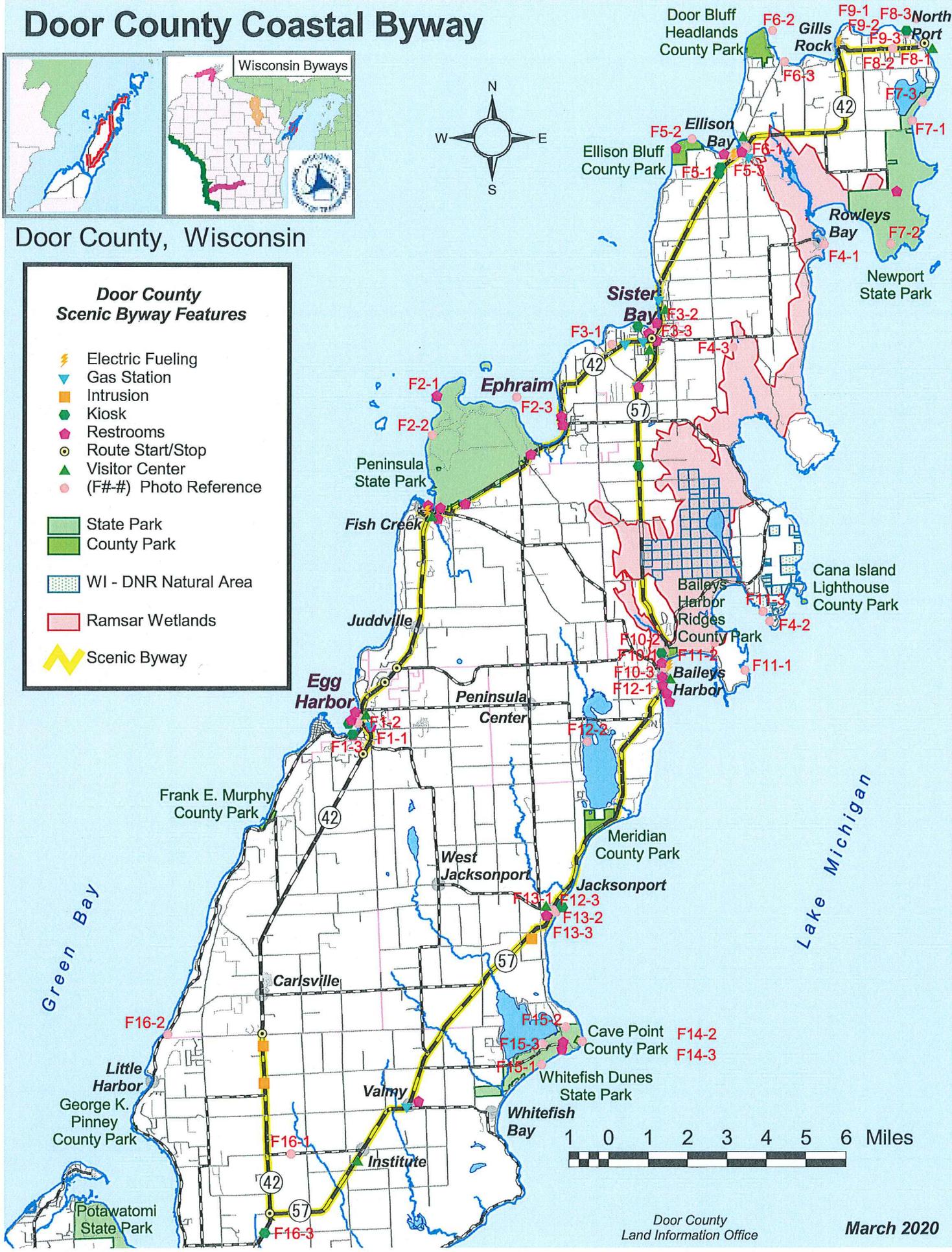
Door County Coastal Byway



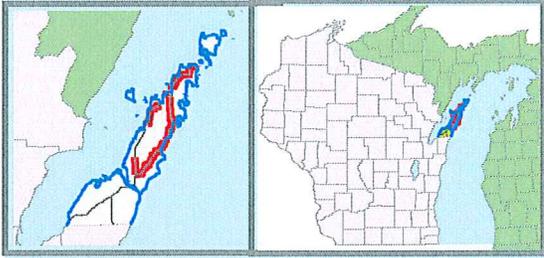
Door County, Wisconsin

Door County Scenic Byway Features

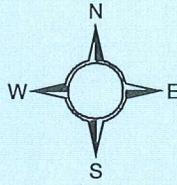
- Electric Fueling
 - Gas Station
 - Intrusion
 - Kiosk
 - Restrooms
 - Route Start/Stop
 - Visitor Center
 - (F#-#) Photo Reference
-
- State Park
 - County Park
 - WI - DNR Natural Area
 - Ramsar Wetlands
 - Scenic Byway



Coastal Byways of

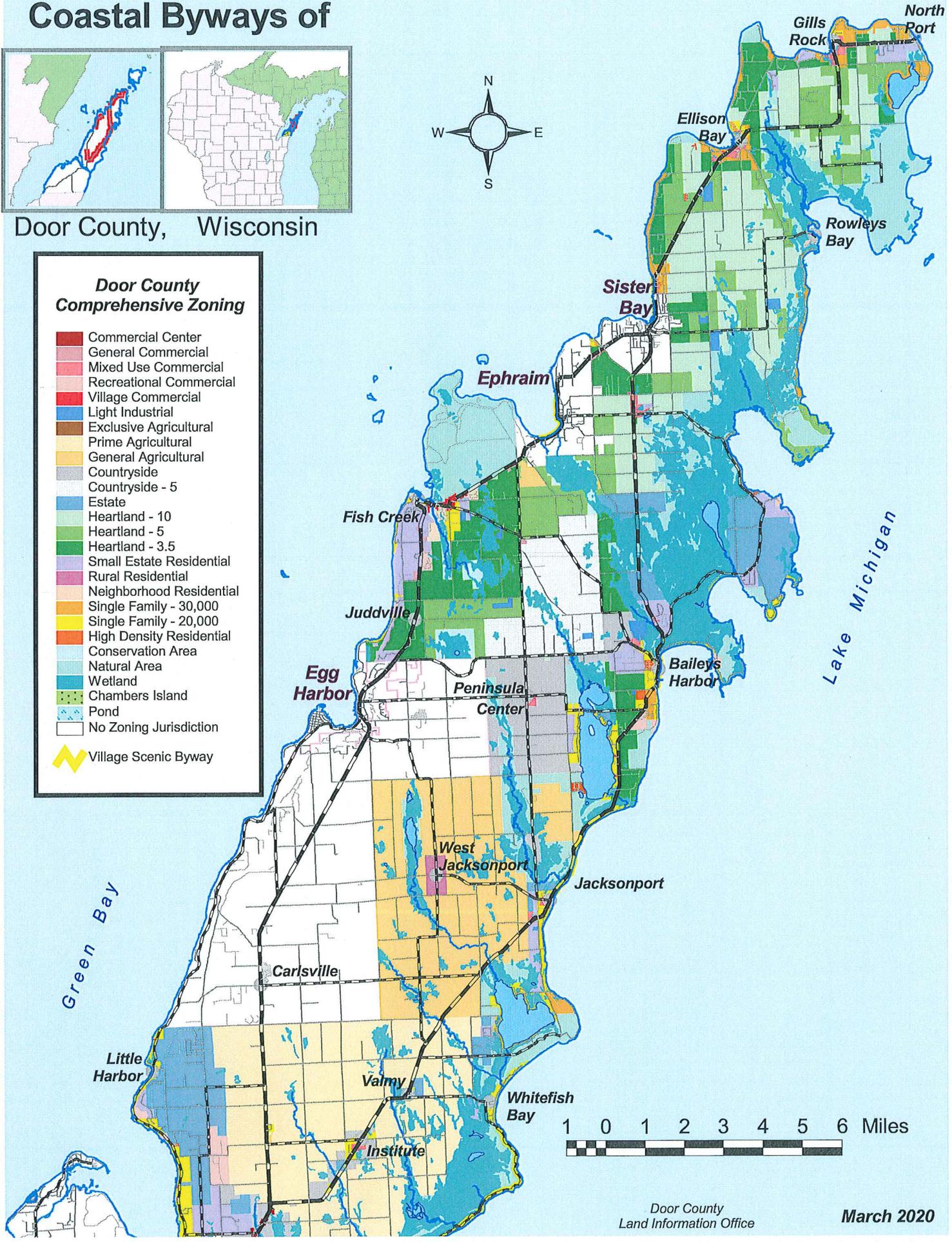


Door County, Wisconsin



Door County Comprehensive Zoning

- Commercial Center
- General Commercial
- Mixed Use Commercial
- Recreational Commercial
- Village Commercial
- Light Industrial
- Exclusive Agricultural
- Prime Agricultural
- General Agricultural
- Countryside
- Countryside - 5
- Estate
- Heartland - 10
- Heartland - 5
- Heartland - 3.5
- Small Estate Residential
- Rural Residential
- Neighborhood Residential
- Single Family - 30,000
- Single Family - 20,000
- High Density Residential
- Conservation Area
- Natural Area
- Wetland
- Chambers Island
- Pond
- No Zoning Jurisdiction
- Village Scenic Byway



APPENDIX, GOALS, POLICIES & ACTIONS
To
DCCB CORRIDOR MANAGEMENT PLAN
2020 – 2030 PLAN

GOAL 1. Improve communication and knowledge regarding land use issues between all levels of government and residents, and support or initiate cooperative efforts on issues requiring multi-jurisdictional coordination. The DCCB has and will continue to pursue an active role as it relates to issues that are of significance that relate to the Scenic Byway Program corridor and its goals.

Policies. *The implementation of these policies will be an on-going process, to be undertaken by the DCLUS/RPC.*

1. Promote proper understanding and implementation of the comprehensive plan.
2. Coordinate growth, consistent with the county and municipal future land use maps and goals.
3. Continue to establish and improve planning- and zoning-related relationships.
 1. Offer assistance to all municipalities, not just areas under county jurisdiction.
 2. Promote communication and sharing of planning- and zoning-related information and resources between the county and the towns, villages, and city.
 3. Communicate and coordinate land use decision-making processes and plan/ordinance implementation activities with municipalities and other governing agencies.
 4. Discuss and regularly review zoning and planning issues with local, county, and regional agencies.
 5. Develop educational tools to help municipal officials visualize the effect of potential policies, zoning districts, etc.
 6. Develop increased and on-going educational and information-sharing opportunities for local elected/appointed officials and the general public.
 7. Support and participate in, as appropriate, educational programs and activities for elected officials, government staff members, and private citizens.
 8. Limit the use of critical sites for critical use. For example, a shipyard has to be built on the water, but hotels, restaurants, multi-family condominium complexes, etc. do not necessarily have to be.

Action Items. *The implementation of these action items will be undertaken by the DCPD/RPC, potentially in cooperation with the following Door County departments, including their associated oversight committees, and outside agencies:*

Door County Departments:

- *Technology Services*
- *Soil & Water Conservation*
- *University of Wisconsin-Extension*

Outside Agencies:

- *City, villages, towns*
- *Local business/community associations*

- *Local conservation groups*
- *Property owner associations*
- ***Door County Coastal Byway***

Time Frame: On-going

1. Ensure new development is as consistent as possible with the comprehensive plan by creating or updating zoning, subdivision, and other ordinances and programs.
 2. Work with local elected officials at educational meetings on analyzing the vision for the county expressed in the comprehensive and farmland preservation plan and evaluate and prioritize the plan's goals and actions to implement this vision.
 3. Develop model ordinances (zoning and others), including residential development architecture/design, commercial development design, and lighting ordinances.
 4. Write staff reports – with recommendations – for issues going to public hearing (text and map amendments, conditional use permits, variances), using the plan as the basis for the recommendation. The plan should be referred to in order to:
 - a. evaluate new developments/projects/subdivisions to see if they fit vision, goals, etc.
 - b. guide decisions regarding requests for re-zonings (map amendments), text amendments, conditional use permits, and variances.
 5. Include an “executive report” (condensed version of staff report) on RPC agendas that briefly explains the agenda item, including staff interpretation of the issues and potential staff recommendation to approve/deny.
1. Record reasons for individual re-zonings on a RPC decision document (similar to what Board of Adjustment does for variances now).
 2. Ensure that the burden of proof rests on the applicant and not on the RPC for conditional use, zoning amendment, and other permit applications.
 3. Assist towns in understanding the appropriate criteria by which to evaluate proposed zoning changes or development proposals.
 4. Provide 5-year updates to the full county board on the Smart Growth plan and its implementation.

Time Frame: 1 - 5 Years

10. Develop a process for identifying and resolving potential land use conflicts.
11. Evaluate conducting more outreach to local officials, such as:
 - a. holding planning meetings for local elected and appointed officials more frequently
 - b. addressing topics and issues towns have identified as important in their plans to discuss with each other, not just planning/zoning issues
12. Create criteria by which the Board of Adjustment and the RPC may evaluate development proposals and provide them with a list of standard questions and issues to consider when evaluating rezoning and other requests.
13. Develop a “book” of information – explanation of municipal issues, ordinances, etc. – to help guide local elected officials in decision-making so that all municipalities are operating off of the same

standards.

14. Develop "build out" scenario maps.
15. Provide links to all local municipal Web sites.

Time Frame: 5 - 10 Years

16. Collect models and research intergovernmental agreements in other areas, their periodic review, expiration of agreements, and plans for future agreements.
 - a. Work with municipalities to address potential conflicts through the development of border or other cooperative agreements, including annexation, extraterritorial, and zoning/plat review.
 - b. For example, the county could assist municipalities in considering when/why/how annexation should be considered/undertaken.
-

GOAL 2. Preserve and protect the county's surface water, groundwater, wildlife habitats, and natural features.

Policies. *The implementation of these policies will be an on-going process, to be undertaken by the DCLUS/RPC.*

1. Be proactive about working with public and private - local, county, regional, and state - agencies to preserve, protect, and improve the quality of surface water, ground water, and wildlife habitat.
2. Support and participate in as appropriate coordinated and cooperative relationships with the state and local units of government regarding topics, such as:
 - a. assisting in grant writing for acquisition of lands containing significant natural features.
 - b. funding and staffing educational and regulatory programs.
 - c. offering incentives to protect natural resources.
3. Support and participate in as appropriate local education efforts regarding natural resource protection, preservation, and conservation, including:
 - a. regulations regarding natural resources.
 - b. criteria for decision-making.
 - c. voluntary land stewardship and good management practices.
 - d. sharing of information between landowners and conservation groups.
4. Identify, preserve, and protect natural features, including escarpments, bluffs, steep slopes, drumlins, dunes, rockholes, bluffs, woodlands, ridge and swale complexes, shoreland vegetation, wooded areas, and wetlands.
 - a. Revise or undertake zoning and other land use management ordinances and regulatory programs to prevent any negative environmental impacts that might result from development.
 - b. Designate environmental corridors around sensitive areas, including unzoned areas.
 - c. Guide growth to planned growth areas with appropriate infrastructure for high density development and minimize impact to natural resources within growth areas.
 - d. Base land use decisions, at least in part, on soil types.
 - e. Develop a better understanding of permeable geological structures, including the bedrock and associated karst features, and consider the impact of new zoning regulations or districts on areas with known significant geological features.
 - f. Cooperate with public and private agencies in determining future uses of escarpment areas.
5. Manage the impact of new development on water quality through appropriate land use designations, decisions, and conditions.

- a. Concentrate intense waterfront recreational facilities, especially marinas, in order to reduce impact on water quality.
 - b. Consider basing land use decisions, at least in part, on soil types and the SWCD's analysis of what that means for the proposed development.
6. Partner with county Soil and Water Conservation and Sanitarian Departments to review and potentially update ordinances, programs, and policies in order to better protect water quality.
- a. Research and evaluate how to use watershed boundaries and natural drainage patterns to guide allowable types and intensities of development.
 - b. Improve management of runoff.
 - c. Support Sanitarian/Board of Health inspection programs designed to evaluate and determine suitability for new septic systems.
7. Adequately regulate quarry operations.
- a. Existing and future mining sites should not negatively impact natural resources or residents.
 - b. Operations should affect neighbors as little as possible (noise, hours, etc.).
 - c. Scenic views, the natural environment, and rural characteristics should be preserved.
 - d. Incompatible uses should not be developed adjacent to one another (quarrying operations should be adjacent to compatible uses).

Action Items. *The implementation of these action items will be undertaken by the DCLUS/RPC, potentially in cooperation with the following Door County departments, including their associated oversight committees, and outside agencies.*

Door County Departments:

- *Parks*
- *Sanitarian*
- *Soil & Water Conservation*

Outside Agencies:

- *City, villages, towns*
- *Local conservation groups*
- *Property owner associations*
- *WI Department of Natural Resources*
- ***Door County Coastal Byway***

Time Frame: On-going

1. Identify and discuss shared natural resources.
2. Evaluate all rezoning and development proposals for potential impact on natural features.
3. When reviewing and deciding upon conditional use permit applications, consider significant geological features and how they will be affected.
4. Inform residents of proposed mining sites.

Time Frame: 1 - 5 Years

5. Evaluate using officially identified natural features/resource maps as an overlay to guide land use decision-making.
 - a. Research regulatory mechanisms to preserve and protect environmental corridors. (i.e., how have other areas translated identification of those corridors into protection?).

- b. Corridors would need to be reviewed and approved by the county and local municipalities.
6. Study watersheds - determine boundaries, drainage patterns, impervious surface capacity, etc. - and develop a county-wide map of drainage areas.
 - a. Examine existing regulations in regard to impervious surfaces and potentially reduce impervious surface allowances within known drainage areas.
 - b. Research and evaluate requiring developers to study the impact a development will have on water quantity and quality.
 7. Consider county-level coordination of agricultural and natural resource preservation efforts, particularly with regard to education and landowner outreach.
 - a. DCPD could serve as coordinators.
 - b. Consider coordinating some efforts with The Ridges, which is doing a lot of education and outreach.
 8. Rewrite Chapter 5, Natural Features Protection Requirements, Door County Zoning Ordinance, to better protect natural and geological features.
 - a. Review and undertake education efforts regarding zoning restrictions that limit shoreline vegetation removal, mitigate the visual impact of bluffscape and shoreline vegetation clearing, and shoreline building setbacks.
 - b. Create natural area buffers around wetlands, such as "stepped" setbacks, depending on the district and/or use.
 - c. Research and evaluate how to use existing inventory of karst features to help guide development.
 - d. Examine existing regulations in regard to filling crevices and rock holes to see if effective and/or if other regulations need to be adopted.
 9. Consider requiring a tree plan for major land divisions within woodland areas.
 10. Amend the definition of "junk" in zoning ordinances so as to include hazardous or toxic substances. Those substances should not be allowed to accumulate at all, even within current square footage allowances for junk.

Time Frame: 5 - 10 Years

11. Revise the zoning ordinance and other ordinances to eliminate or minimize fragmentation of environmental corridors.
12. Evaluate providing incentives and options to landowners to retain contiguous areas of agricultural lands, natural areas, and open spaces, such as conservation subdivisions, purchase of development rights and/or transfer of development rights programs, and other tools.
 - a. Research purchase and/or transfer of development rights programs as a way to balance private property rights with conservation and other community-level goals.
 - b. Research other county-level programs (Mission Peninsula, Michigan, for example).
 - c. Consider lower permit fees for developments preserving natural resources and/or providing recreation areas.
13. Review/analyze/change zoning classifications based on results of a maximum density study.
 - a. Calculate the maximum density the county can support based on hydrology, soil type and depth, geology, etc. to figure out homes per acre that the county's geology can support without sewer/water.
14. Research existing drinking water quality programs in other areas that would help the county update its ordinances, programs, and policies.

- a. Research Minnesota regulations and standards regarding testing requirements and how it is determined which types of septic systems can go where.
15. Support and participate in as appropriate Department of Natural Resources outreach and education regarding sustainable forestry practices, including:
 - a. education on locally harvested timber and how it is being used.
 - b. conveying that forest lands are a renewable resource available to the county for economic and environmental benefit and that managed forests provide better habitat for wildlife.
 - c. informing people about DNR forestry staff and programs.
 16. Revise zoning ordinances such that regulations regarding clear-cutting/forestry practices match DNR sustainable forestry recommendations.
 - a. Create explicit "exemptions" from zoning ordinance clear-cutting restrictions for DNR managed forestry enrollees and persons reclaiming forested lands for agricultural use.
 - b. Modify rules for non-enrollees in DNR forestry programs to coincide with sound forestry management practices.
 17. Identify areas with potential sources of infrastructure materials for future development (i.e., sand, stone, and gravel).

DCCB is supportive of and active in the implementation of the policy and action item below (in partnership with local municipalities):

DCCB Policy 1: Increase voluntary land stewardship and public and private acquisition of lands containing important/significant natural features, open spaces and scenic view-sheds along Scenic Byway corridor.

DCCB Action Item 1. Expand, enhance Grand View property in Ellison Bay – develop Scenic Byway welcome center, interpretive signage, scenic overlook, walking trails and passive use recreational facilities (i.e. picnic tables, restrooms) for public. Apply for WisDOT, Wisconsin State Stewardship and other municipal or private/public foundation recreational grant funds as applicable.

GOAL 3. Protect existing agriculture and promote sustainable agricultural operations.

Policies. *The implementation of these policies will be an on-going process, to be undertaken by the DCLUS/RPC.*

1. Develop local plans, ordinances, and programs to help retain large, contiguous areas of prime agriculture.
2. Minimize conflicts between agricultural and other uses and discourage adjacent uses which may negatively impacting farming.
3. Encourage local food sources to serve present and future generations.
4. Support the preservation of small family farms, as well as low-impact and emerging agricultural operations.
5. Encourage development in areas with less productive soils.
6. Encourage development on smaller parcels of land.

Action Items. *The implementation of these action items will be undertaken by the DCLUS/RPC, potentially in cooperation with the following Door County departments, including their associated oversight committees, and outside agencies:*

Door County Departments:

- *University of Wisconsin-Extension*

Outside Agencies:

- *City, villages, towns*
- *Local agricultural groups*
- *Door County Cooperative*
- *Destination Door County*
- *WI Department of Natural Resources*
- *WI Department of Trade, Agriculture, and Consumer Protection*
- **Door County Coastal Byway**

Time Frame: On-going

1. Investigate incentives to retain the most productive farmland – as determined by factors such as soil type – in agricultural use.
2. Review new development proposals for potential negative impacts on farming, so as to identify and address at public hearings.

Time Frame: 1 - 5 Years

3. Ensure zoning and other regulations are not impeding establishment of new agricultural uses, the expansion or maintenance of existing operations, or the development of businesses/industries needed to support agriculture.
4. Assist local agricultural operators in producing, processing, and selling crops locally by allowing appropriate processing and sales options on-site for agricultural uses.
5. Examine zoning maps for high-density residential uses adjacent to agriculture and revise if appropriate.

DCCB is supportive of the implementation of the policy and action item below, in cooperation with the following agencies:

DCCB Policy 1: Support and preserve small family farms as well as low-impact and emerging agricultural operations.

DCCB Action Item 1: Identify ways to tap into the growing “buy local” movement.

- Spotlight the “100-mile diet” challenge in Door County and other similar/on-going efforts, which will help educate as to the economic, environmental, and health benefits of buying local food.
- Get stores to label local produce as such.
- Develop ways to improve the marketing of farm markets so that producers can sell more.
- Encourage local restaurant use and store sales of locally grown products.
- Support the Niagara Escarpment viticulture designation.

GOAL 4. Maintain, preserve, and enhance the community's rural atmosphere and agricultural heritage.

Policies. *The implementation of these policies will be an on-going process, to be undertaken by the DCLUS/RPC.*

1. Preserve rural character by retaining/preserving large areas of natural and open space that provide scenic views.
2. Work cooperatively with developers and government agencies to promote development patterns that reflect rural character.
3. Regulate new development to fit in with the county's communities by minimizing its visual impact.
4. Avoid or mitigate highway corridor development so as to minimize blending of communities and to preserve the county's scenery by leaving open/green space between communities.
 - a. Any future corridor development should be well-screened and designed.
5. Encourage county-wide signage standards and elimination of billboards.
6. Encourage alternative development styles, including conservation/cluster developments, as alternatives to conventional developments.

Action Items. *The implementation of these action items will be undertaken by the DCLUS/RPC, potentially in cooperation with the following Door County departments, including their associated oversight committees, and outside agencies:*

Door County Departments:

- *Historical Museum*
- *Parks*
- *University of Wisconsin-Extension*

Outside Agencies:

- *City, villages, towns*
- *Local historical societies and foundations*
- *Local user groups*
- *Destination Door County*
- *WI Department of Natural Resources*
- *WI Department of Transportation – Scenic Byways Program*
- *WI Historical Society*
- ***Door County Coastal Byway – DCCB is active and supportive of and/or active in all of Goal 4 items above, as well as the items below.***

Time Frame: On-Going

1. Consider the appearance of new development, particularly along highway corridors, when reviewing conditional use permits and rezoning petitions.

Time Frame: 1 - 5 Years

2. Consider county-wide signage standards and elimination of billboards, possibly through county-wide

regulations or development of a model signage ordinance.

3. Review zoning ordinances for any potentially necessary amendments to improve corridor appearance and minimize blending of communities.

DCCB is supportive of and active in the implementation of the action item below, in cooperation with local municipal government:

DCCB Action Item 1: Develop a model ordinance addressing the design of commercial developments.

DCCB is supportive of the implementation of the action items below, in cooperation with local municipal government:

DCCB Action Item 2: Consider the impact of development on adjacent cultural and historical resources, minimize any negative impacts, and discourage adjacent incompatible land uses.

DCCB Action Item 3: Work with local municipalities to develop a model lighting ordinance in order to minimize light pollution through appropriate down lighting, low wattage, and high efficiency lighting fixtures, while preserving safety.

DCCB Action Item 4: Work with local municipalities to develop a model architecture/design ordinance in order to maintain the desired character of residential areas and minimize visual impact of new developments.

DCCB Action Item 5: Work to maintain rural character through appropriate site design standards, such as buffers, setbacks, landscaping, fencing, vehicle entry-way design, parking, architecture, construction materials, lighting, signage, and service area design.

- Consider adopting zoning, design review, and/or historic preservation regulations that address these issues.

GOAL 5. Preserve historic sites and community character, and support, as appropriate, cultural and historical festivals, events, and activities.

Policies. *The implementation of these policies will be an on-going process, to be undertaken by the DCLUS/RPC.*

1. Establish education efforts for municipal officials, developers, business owners, and residents regarding historic preservation and design standards.
2. Pursue county-level historic preservation programs and ordinances to encourage upkeep, preservation, and re-use of old buildings and out-buildings.
3. Regulate new development to fit in with the county's communities by minimizing its visual impact.
4. Encourage (re)construction in keeping with a community's character.
5. Consider the impact of development on adjacent cultural and historical resources, minimize any negative impacts, and discourage adjacent incompatible land uses.
6. Consider adopting zoning, design review, and/or historic preservation regulations that maintain rural character through appropriate site design standards, such as buffers, setbacks, landscaping, fencing, vehicle entryway design, parking, architecture, construction materials, lighting, signage, and service

area design.

7. Minimize the destruction of or negative impacts to historic buildings and historic, scenic, scientific, archaeological, and cultural sites caused by the reconstruction of existing or the construction of new transportation facilities.
 - a. Consider access point standards and traffic and pedestrian flow when developing design review or historic preservation regulations.
 - b. Consider the aesthetic quality of transportation facilities and the areas through which they pass.
 - c. Consider transportation access and improvement in order to promote desirable land use patterns.

Action Items. *The implementation of these action items will be undertaken by the DCLUS/RPC, potentially in cooperation with the following Door County departments, including their associated oversight committees, and outside agencies:*

Door County Departments:

- *Historical Museum*
- *University of Wisconsin-Extension*

Outside Agencies:

- *City, villages, towns*
- *Local arts associations*
- *Local business/community associations*
- *Local conservation organizations*
- *Local historical societies and foundations*
- *Door County Community Foundation*
- *Door County Visitor Bureau*
- *WI Historical Society*
- ***Door County Coastal Byway – DCCB is active and supportive of and/or active in all of Goal 5 items above as well as the items below.***

Time Frame: 1 - 5 Years

1. Create a Door County Historic Preservation Commission, which would:
 - Identify and recruit potential sites with willing property owners for voluntary preservation efforts.
 - Support municipalities or others working on preservation.
 - Support and coordinate municipal, agency, and other preservation efforts.
 - Look into a county-level historic preservation ordinance, which would allow the county to apply for "Certified Local Government Status" from the State Historic Preservation Board. This designation would give the county access to increased funds/support for preservation non-profits.
 - Encourage preservation of places on the Door County Historical Society sites list and other inventories that are not yet preserved.
2. Examine zoning and other ordinances governing cultural and historical resource institutions for potential unnecessary or illogical requirements.

Time Frame: 5 - 10 Years

3. Develop educational information on the value of historic preservation/design standards and design ordinances, and the benefits of being on state/federal historic registries, such as:
 - a. the importance of design ordinances and historically (re)designing buildings.
 - b. the value to the county of design standards.
 - c. the value of being on state/federal historic registries.

4. Investigate financial tools out there for municipalities to help support historically appropriate (re)development.
5. Explore funding options, code problems, etc. regarding adapting, reusing, and maintaining older buildings.
6. Evaluate providing all permit applicants (zoning or building, county-wide) with information regarding historic preservation and design – no zoning or building permit would be issued without acknowledgment that material had been received.

DCCB is supportive of and active in the implementation of the action items below (in partnership with local historical associations).

DCCB Action Item 1: Conduct an exhaustive inventory of historic points/places to promote/preserve – things we don't want to lose that make us unique – for all municipalities (in partnership with a potential Door County Historic Preservation Commission).

DCCB Action Item 2: Develop both resident and tourist awareness of, increased interest in, and attendance at cultural events and historic districts, buildings, and sites. (In partnership with local arts, business, and historical associations and municipalities.):

- Explore ways to integrate community history into recreational sites and activities and develop strategies to better direct visitors to all recreational, historical, and cultural assets.
- Work with all DCCB communities to communicate the “theme” of the “Door County Coastal Byway” and the unique geographical, natural, historic, and cultural properties of each community along the route. Utilize the interpretive process in varied types of media to achieve a better understanding of our area and its importance and significance. Examples: Interpretive panels, learning centers, print and visual media.
- Enhance research on marketing and membership strategies.
 - Look to cultural/historical organizations/sites that have been increasing visitors/membership to see what/how they did it.
 - Issues/things to investigate: marketing and membership strategies, exhibits, etc.

DCCB is supportive of the implementation of the action items below to increase funding for and quantity of cultural activities:

DCCB Action Item 3: Establish (or strengthen existing) county-wide networks, with strong non-profits and “umbrella” organizations providing support/guidance for others.

DCCB Action Item 4: Consider establishing a county-wide cultural fund to support and develop cultural resources and activities. (Note: “culture” = arts, history, and nature.)

DCCB Action Item 5: Look into National Trust for Historic Preservation Heritage Tourism and/or Historic Inns programs – funding and/or marketing assistance to increase membership in and attendance at cultural events may be available.

DCCB Action Item 6: Establish more “art crawls.”

DCCB Action Item 7: Develop “culinary tourism.”

GOAL 6. Encourage quality affordable housing and economic opportunities for the current and future population.

Policies. *The implementation of these policies will be an on-going process, to be undertaken by the DCLUS/RPC.*

1. Enact regulatory changes at the local level that will encourage provision of affordable housing and allow for desired housing and economic development.
2. Support the expansion of strong existing industries and businesses in the county.
3. Support the promotion of new industries, trends, and economic development implementation ideas that fit Door County.
4. Locate new commercial/industrial development within areas served by sewer, storm water drainage facilities, electric power, and communications; areas contiguous to existing commercial/industrial development; or designated commercial/industrial neighborhoods or parks.
5. Support and participate in as appropriate the provision of telecommunications and other infrastructure needed to attract new and appropriate businesses to the county.
6. Provide a range of housing types, densities, and lot size options, with smaller minimum lot sizes and higher densities in areas where appropriate, such as in or adjacent to existing residential areas, downtowns, hamlets, or other commercial areas, or, areas served by public sewer, facilities, and other infrastructure, etc.
7. Develop programs, policies, and ordinance language that encourage "green" building.

Action Items. *The implementation of these action items will be undertaken by the DCLUS/RPC, potentially in cooperation with the following Door County departments, including their associated oversight committees, and outside agencies.*

Door County Departments:

- Airport
- Technology Services
- University of Wisconsin-Extension

Outside Agencies:

- City, villages, towns
- Door County Housing Partnership
- Door County Economic Development Corporation
- Door and Kewaunee County Business Education Partnership
- Destination Door County
- Door-Tran
- Local agricultural groups
- Local airports
- Local arts associations
- Local business/community associations
- Local conservation organizations
- Local development organizations
- Local utilities
- Schools

- *Shipbuilding cluster businesses*
- *We Are Hope, Inc.*
- ***Door County Coastal Byway***

Time Frame: On-going

1. Identify preferred growth areas that offer the best opportunities to site new businesses and then assess and improve community facilities, services, and infrastructure needed to foster economic growth in these areas.
2. Continually monitor local population characteristics as to changing demographics/characteristics and distribute any information relevant to housing agencies and organizations.
3. Review zoning regulations to ensure they do not prohibit or excessively restrict desirable economic development activities.
4. Consider creating more light industrial sites to foster business opportunities.

Time Frame: 1 - 5 Years

5. Examine current zoning maps and ordinance text to ensure we have enough area available for economic development, including new agricultural uses.
6. Research/consider adopting/amending zoning to encourage or require more affordable, alternative, and denser housing options, such as inclusionary zoning, and mandated provision of employee housing for new businesses.
 - a. Consider amendments that would separate lot size from density (like Brussels and Union have done), perhaps in combination with a requirement that those homes/lots be clustered.
 - b. Research/consider requiring developments (such as land divisions and multiple occupancy developments) to designate a certain percentage of the units/lots to be sold/rented to low- to moderate-income residents.
 - c. Explore other ordinance tools to encourage or require affordable housing.
 - d. Research/create a "workforce housing" zoning district along the lines of Sister Bay's district:
 - District would not be placed on zoning maps, but would rather be created as an option within the zoning ordinance text for which property owners/developers/town officials could petition to establish.
 - The only or primary use allowed would be workforce housing; all other uses would have to be supportive of the housing development.
 - Consider requiring establishment of this district (or some other affordable housing provision) when someone is petitioning to rezone to commercial; the housing would need to be located relatively nearby.

DCCB is supportive of and active in the implementation of the action items below (in partnership with local municipalities and DDC):

DCCB Policy 1: Keep our tourism industry strong.

DCCB Action Item 1: Seek All American Road designation to showcase Byway at a national-level.

DCCB Action Item 2: Support and assist in the promotion of the Niagara Escarpment.

DCCB Action Item 3: Work with residents to address the county's increasingly tourism-based economy and to explore options to address the issues raised by such an economy.

DCCB Action Item 4: Develop and promote ways tourism helps or could help those who live here year-round.

- Determine how to better use tourism to more widely benefit the entire year-round community.
- Help small businesses catering to tourists be financially able to offer employee benefits.

DCCB Action Item 5: Work to lengthen the tourist season, provide sufficient activities to keep tourists here for longer visits, and adequately advertise and promote those activities.

- Invest in the protection or expansion of natural resources and/or other sustainable tourism attractions for visitors.
- Develop and promote eco-tourism activities, including kayaking, astronomy, bicycling, birding, etc.
- Develop marketing strategies that utilize the Door County name and image, promoting tourism via better branding and utilization of the internet and other media.
- Promote the existing and future Door County trail system to generate more tourism.

DCCB Action Item 6: Improve promotion of all Door County recreational facilities, including the county parks.

- Cooperate with the DDC to help them better promote recreation in the county to tourists, especially younger tourists.
- Promote county parks as much as state parks.
- Create stronger links/better marketing of eco-tourism and year-round tourism opportunities.

DCCB is supportive of the implementation of the action items below (in partnership with local municipalities and DDC):

DCCB Action Item 7: Actively leverage the arts/cultural industry and adult education institutions/opportunities here – those resources can improve/enhance economic development efforts (attracting businesses and/or individual people/families).

- Enhance and market Door County's potential as a place for meetings/conferences.
- Emulate or tap into projects in other areas, such as the Film Wisconsin project (filming occurring in Milwaukee and Madison – entice Hollywood up here).

DCCB Action Item 8: Work to take advantage of the national trends of increasing transportation costs, coupled with increasing demand for local product, to support/enhance/market foods and other products produced here.

- Educate businesses, residents, and visitors regarding impact of purchasing local products.
- Support marketing efforts of small businesses and agricultural operations producing things we need.
 - Develop a brand for Door County products.
 - Target marketing at businesses, residents, and visitors.

DCCB Action Item 9: Support maritime-related businesses.

- Maintain a strong shipbuilding cluster and related service/ support businesses, and the cluster's continued sharing of infrastructure.
- Support municipal maritime facilities.

GOAL 7. Support the development, maintenance, and up-grade of utilities, community facilities, and services in an efficient, coordinated, and cost-effective manner to service the current and future needs of the community's residential and commercial uses.

Policies. *The implementation of these policies will be an on-going process, to be undertaken by the DCLUS/RPC.*

1. Support and participate in, as appropriate, efforts determining adequate staffing and funding levels to establish, improve, and maintain programs, regulations, and education efforts by exploring and

implementing solutions to financial issues and constraints.

- a. Help determine how the aging population affects community facilities issues.
2. Support or participate in, as appropriate, joint planning efforts to acquire, maintain, and improve public recreation infrastructure in order to provide adequate and safe public recreation space.
3. Assist as appropriate with updates to county and town outdoor recreation plans.
4. Locate new commercial/industrial development within areas served by sewer, storm water drainage facilities, electric power, and communications; areas contiguous to existing commercial/industrial development; or designated commercial/industrial neighborhoods or parks.
5. Work to achieve consensus between the county, municipalities, and providers as to where we want our energy sources to be located (based on or with specificity re: type).
 - a. Ensure decisions/goals are not in conflict with each other or with general "Smart Growth" principles.
6. Develop programs, policies, and ordinance language that encourages "green" building.

Action Items. *The implementation of these action items will be undertaken by the DCLUS/RPC, potentially in cooperation with the following Door County departments, including their associated oversight committees, and outside agencies:*

Door County Departments:

- Emergency Services
- Highway
- Parks
- Sheriff
- University of Wisconsin-Extension

Outside Agencies:

- City, villages, towns
- Local fire departments
- Local haulers/recyclers
- Local schools
- Local utilities
- Nicolet Federated Library System
- WI Department of Natural Resources
- **Door County Coastal Byway**

Time-Frame: On-going

1. Periodically monitor population characteristics in relation to services provided, review facilities to determine any need for new or expanded services, and explore options for maintaining/improving upon the level of existing services.
2. RPC decision-making should include consideration of matters related to pertinent utilities and community facilities.

DCCB is supportive of the implementation of the action item below (in partnership with local municipalities):

DCCB Action Item 1: Promote unobtrusive installations of electric, cable, and telephone services.

- Work with easement holders – such as DOT and American Transmission Company – to share easements for utility siting.
- Consider implementing regulations regarding utility line aesthetics.
- Consider environmental corridors when siting utilities.

GOAL 8. Support the development - at the lowest possible environmental and social cost - of a transportation system that is safe, economical, efficient, integrated, inter-modal, and interconnected, and adaptable to changes in demand and technology.

Policies. *The implementation of these policies will be an on-going process, to be undertaken by the DCLUS/RPC.*

1. Support, as appropriate, public and private transportation that is accessible to all people regardless of age, abilities, and income.
2. Avoid or minimize the negative impact on environmental corridors, natural areas, significant wildlife habitats, endangered species, wetlands, and waterways resulting from the location of transportation facilities.
3. Enhance scenic vistas while avoiding or minimizing any negative impacts on natural resources resulting from the location of transportation facilities.
4. Require, when appropriate, safe and convenient pedestrian, bike, and walking paths, sidewalks, and crosswalks, particularly within dense or community core areas, that connect to residential and commercial areas.
5. Encourage dense housing developments to be built near jobs and services, in order to minimize automobile dependency.

Action Items. *The implementation of these action items will be undertaken by the DCLUS/RPC, potentially in cooperation with the following Door County departments, including their associated oversight committees, and outside agencies:*

Door County Departments:

- *Airport*
- *Emergency Services*
- *Highway*
- *Parks*
- *Sheriff*
- *Soil and Water Conservation*

Outside Agencies:

- *City, villages, towns*
- *Door County Economic Development Corporation*
- *Door County Silent Sports Alliance*
- *Door County Visitor Bureau*
- *Local airports*
- *Local business/community associations*
- *Local ferries*
- *Local utilities*

- *WI Department of Natural Resources*
- *WI Department of Transportation*
- *U.S. Coast Guard*
- **DCCB**

Time-Frame: On-going

1. Review and revise zoning so as to allow appropriate land uses that do not require automobile transportation, e.g., uses in conjunction with residences and agricultural operations.
2. Help implement the county bicycle/pedestrian plan.
3. Continue assisting Door Tran and Door 2 Door with research, editing, etc.
4. Address safety and efficiency issues by identifying dangerous intersections, providing adequate traffic controls, assessing lines-of-sight, providing appropriate access points, maintaining a minimum Level of Service (LOS) on all highways and roads, and other appropriate safety/efficiency methods.
 - a. Points of vehicle ingress and egress should be properly located and controlled to prevent safety problems and traffic congestion on adjacent arterial streets.
 - b. Adjacent streets should be capable of accommodating any increased traffic associated with new commercial development.
 - c. Protect highway corridors – particularly State Trunk Highways 42, 57, and 42/57 – as high-speed, limited access corridors in order to encourage:
 - Traffic safety (speed, cross-traffic, intersection issues when/if corridors compromised).
 - Road functionality (high-speed, limited access transportation system routes).
 - d. Any highway corridor development should only be served by “reverse frontage roads” (developments take access from frontage roads located behind the development).
 - Allows for beautification of any new development or even some existing development (parking and driveways behind development; land along highway for screening landscaping, etc.).
 - Allows safer traffic movement for areas already developed (existing driveways could be eliminated) and any new areas that might be developed.
 - e. Minimize the use of cul-de-sacs, which can act as barriers for many transportation options and for safety vehicles.

Time-Frame: 1 - 5 Years

5. Review land use regulations for areas surrounding air transportation facilities for consistency with FAA guidelines and regulations.

Time-Frame: 5 - 10 Years

5. Identify and preserve abandoned rail and/or utility rights-of-way corridors for future transportation facilities such as bicycle, pedestrian, transit, and/or arterial streets.

DCCB is supportive of the implementation of the action items below. (In partnership with local municipalities.):

DCCB Action 13.10.1: Avoid or minimize the negative impact on environmental corridors, natural areas, significant wildlife habitats, endangered species, wetlands, and waterways resulting from the location of transportation facilities.

DCCB is supportive of and active in the implementation of the action items below. (In partnership with

local municipalities.):

DCCB Policy 1: Provide a high level of safety and maintenance on the county's highways, while maintaining to the extent possible the scenic characteristics of the roads.

DCCB Policy 2: Provide for safe and convenient pedestrian and bicycle travel systems within the community, particularly utilizing opportunities arising in conjunction with road development and redevelopment.

DCCB Policy 3: Provide safe access to and use of public waterways as part of the transportation system within the county.

DCCB Policy 4: Minimize impacts on buildings and structures resulting from the location of transportation facilities.

DCCB Policy 5: Enhance scenic vistas while avoiding or minimizing any negative impacts on natural resources resulting from the location of transportation facilities.

DCCB Action Item 1: Coordinate with local, county, and state transportation agencies on assessing safety and efficiency issues; developing long-range plans for road pavement, maintenance, and improvement programs; and in addressing access to recreational, residential, and commercial establishments.

DCCB Action Item 2: The Town of Liberty Grove is exploring improvements along the DCCB stretch of Hwy 42 from Hill Rd. to Water's End Rd. to address vehicle, bicycle and pedestrian safety and to add additional vehicular parking.

DCCB Action Item 3: Allow for appropriate highway informational signage.

DCCB Action Item 4: Work to develop safe and convenient pedestrian sidewalks, crosswalks, and walking paths, particularly within community core areas.

- Develop walking paths that connect residential and commercial areas, etc.

DCCB Action Item 5: Work to develop safe and convenient bicycle routes through the development of bike paths, increased road shoulders, marked lanes, and other recommendations as outlined in local, state, and regional bicycle plans.

- Develop biking paths that connect residential and commercial areas, etc.

DCCB Action Item 6: Work toward eventually offering paved space for walking and biking on all roads (not necessarily a designated bike path, just paved space).

- State and federal funds should be actively sought to assist in such installations.
- Installation or enhancement of sidewalks and bike paths along current roads should be undertaken where practical.
- Separate sidewalks and bike paths, running parallel, would be ideal; combined is also an option but less preferable.
- Walking/biking paved space should be actively pursued when new roads are established or old roads re-done.

DCCB Action Item 7: Update existing suggested "bike route" maps to include those highways with wider than standard paved shoulders.

DCCB Action Item 8: Minimize the destruction of or negative impacts to historic buildings and historic, scenic, scientific, archaeological, and cultural sites caused by the reconstruction of existing or the construction of planned transportation facilities.

- Consider access point standards and traffic and pedestrian flow when developing design review or historic preservation regulations.

DCCB Action Item 9: Develop transportation construction plans using sound geometric, structural, erosion control, and landscape design standards that consider the aesthetic quality of the transportation facilities and the areas through which they pass.

DCCB Policy 6: Undertake educational programs and activities for elected officials, government staff, and private citizens.

DCCB Action Item 1: Develop educational programs and activities that utilize state, regional, and local specialists and experts.

DCCB Action Item 2: DCCB provides educational programs for those involved or interested in the program as needed on an ongoing basis.

DCCB Action Item 3: Look at the Door County Bicycle, Pedestrian, and Recreational Facilities Plan 2014 and determine if need to update/revise; convene necessary players to do so.

DCCB Action Item 4: Increase the number of bike racks throughout the county.

DCCB Action Item 5: Maintain existing public piers, launches, harbors and consider developing more when /if necessary.

DCCB Action Item 6: Identify and preserve abandoned rail and/or utility rights-of-way corridors for future transportation facilities such as bicycle, pedestrian, transit, and/or arterial streets.

DCCB Action Item 7: Minimize the dislocation of households, businesses, and public and institutional buildings caused by the reconstruction of existing or the construction of new transportation facilities.