

## ***DOOR COUNTY COASTAL BYWAY CORRIDOR MANAGEMENT PLAN***

### ***What is the National Scenic Byways Program?***

Congress created the National Scenic Byways program in 1991. Under the national 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 national scenic byways for their scenic and other related characteristics. The third is that the National Scenic Byways Program offers competitive grant funds to routes that are designated as state or national scenic byways. These funds are for the provision or enhancement of traveler amenities such as informational kiosks, marketing materials, and interpretive centers, etc.

### ***What is the Wisconsin Scenic Byways Program?***

The Wisconsin Department of Transportation, 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 Wisconsin Scenic Byways Program recognizes and celebrates some of the most beautiful landscapes in our state.

Wisconsin's 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 grant funding from the National Scenic Byways Program to enhance and promote the byway's special qualities. Wisconsin Scenic Byways also become eligible to apply for designation as a National Scenic Byway in a separate application process.

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

A Corridor Management Plan" (CMP) is a plan that addresses the goals, protection and promotion strategies, an action schedule, and the responsible entities by which the designated Wisconsin Scenic Byway corridor will be managed. Each Wisconsin Scenic Byway shall have a CMP intended to balance the preservation, protection, and promotion of the scenic resources of the corridor.

### ***What is the relationship between the CMP & resource protection?***

The Wisconsin Scenic Byways is NOT a regulatory program but a *management strategy*. Land use, zoning, preservation & oversight will be done with current agencies and practices. The CMP can help highlight regional connections between communities and the need to balance preserving natural resources with economic development for future generations.

### ***What is the relationship between the CMP & Tourism?***

The Scenic Byways Program is corridor oriented. Rather than focusing on one community or attraction, it seeks to highlight and promote the entire route. Thus, regional coordination and cooperation is needed in order to try and obtain marketing grants through WI Dept of Tourism or Wisconsin Scenic Byways Program, increase revenue through increased visitation to the corridor and increase community and civic pride about scenic and complimentary resources.

### ***Where is the Door County Coastal Byway Loop Located?***

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

The loop corridor provides very different geographical and cultural opportunities to travelers as they wind their way North up one side of the island and South down the opposite side. Formal designation of these portions of STH 42 and 57 as a Scenic Byway will allow us the ability to better and more fully share our unique geographical, natural and cultural assets with both our visitors and residents.

### ***Scenic Resources***

Phase 1 of the WI DOT Scenic Byway Program application process asked us to gather information about the present condition of our scenic resources and assess our complimentary resources including historical, natural, and cultural. This mile-by-mile assessment process allowed us to scrutinize the routes using a standard set of guidelines. Those guidelines give us a baseline of current conditions, which is the starting point for this corridor management plan.

In December 2009 the WI DOT Scenic Byway Advisory Committee convened after reviewing the materials we as applicants submitted, and the independent assessments of the corridor submitted by Byway Advisory Committee members. A unanimous decision was made in favor of recommending the Door County Coastal Byway based on its scenic and complimentary resources. These application materials are part of Appendix 1.

### ***An Overview of Scenic and Complimentary Resources from Phase 1***

The County of Door in its entirety 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 shapes our past, present and future.

The DCCB begins in a traditionally agricultural area with small family dairy farms and the UW Agricultural Experimental Station. Farming then becomes interspersed with orchards and vineyards between community centers. Lands adjacent to the route that were not suitable for or have been abandoned by agriculture feature heavily forested areas that contain 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 STH 42 and serve as the entrances and exits from each coastal town and village along the western shoreline of Northern Door. The terminus of STH 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 on today.

After a short drive southward from the Northport/Gills Rock area to Sister Bay, the byway traveler will then encounter the northernmost junction of STH 42 /57. Traveling south to Baileys Harbor on STH 57 will lead visitors through the rural landscapes. Here stone fences, a byproduct of farm life on the escarpment, still mark their territorial area despite the technology of the surveyor’s transient. Fallow fields are interspersed with thousands of acres of hardwood and coniferous forests; many of them open for free public access. Natural areas and wildlife are abundant with many endangered, rare, and species of concern in both flora and fauna present adjacent and near to the eastern side of the STH 42/57 corridor loop. The area from the northern Mink River Estuary south to the Ridges Sanctuary in Baileys Harbor has been designated as the most biologically diverse landscape in the State of Wisconsin.

As travel continues to Jacksonport, the forest envelops STH 57 and the underlying sand dune forest floor as the highway is sandwiched between the Lake Michigan and Kangaroo Lake shorelines and the escarpment topography. Many creeks cross STH 57 as it winds its way through wooded and rural vistas back to the southern terminus of the loop, and this stretch includes Door County’s Meridian Park and Wayside.

Public access to the shoreline is recognized as a very important aspect of daily life along the entire corridor. The public is welcomed to enjoy numerous beautiful public sand and pebble swimming beaches, parks and recreational areas on the water, public marinas and boat launches, fishing spots, and restful spots where you can sit and enjoy the water lapping the beach or view the sunrises and sunsets. Our shores feature the largest number of lighthouses of any county in the Midwest thanks to our rock and reef-laden coastline. Some of these lighthouses are open to the public. We are also home to a large variety of silent sports and equipment rentals and instructional classes are readily available, allowing visitors to explore less visible areas of the county.

Wildlife sightings are common along the corridor and include large and small mammals, many varied species of large and small avian species including large predatory birds and waterfowl, and an occasional bear or Grey wolf sighting.

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

Lodging facilities and dining opportunities range from homemade ice cream cones or a picnic at the beach to gourmet dining experiences and historic or luxury accommodations. Vacations can be tailored to fit any budget.

Our primary distractions are some billboards, a few communication towers, an occasional blighted building or abandoned vehicle and some structures that are out of character not blending into the area in which they are sited.

### ***DCCB Vision Statement – A Multi-Pronged Approach***

The Door County Scenic Byway – 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 Door County Scenic Byway highlights our rich geological, historical, and cultural heritage, articulated through historical markers, informational signage, printed brochures, podcasts and other digital media.

The Byway is recognized as an integral part of a comprehensive Door County network of trails, preserves, and parks, educational and recreation facilities.

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

### **Goal 1: What is Resource Protection in regards to the Scenic Byways Program?**

The concept is that the STH 42/57 corridor has some unique scenic, natural, recreational, and archaeological resources. Thought must be given to how to maintain and preserve these for current and future generations.

The Minnesota River Valley Corridor Mgt. Plan makes this observation which seems relevant to the Door County Coastal Byway as well:

*The Scenic Byway has a diversity of resources that contribute to its significance. These resources require thoughtful long-term management strategies. While generally speaking the byway is not under threat from change, there are still a variety of ways in which the resources that make it special could erode...*

***Overview of the Current Major Resource Protection Efforts on the DCCB***

Protection of Land through Land Use and Zoning

The municipalities of the Door County Coastal Byway are protected through the County of Door zoning ordinance, or local zoning, with the Villages having more stringent zoning guidelines than the County as it relates to the Byway Corridor. In addition, the County of Door has in place additional specialized land management ordinances over and above the zoning code. For complete information on these Door County Ordinances visit the following link:

<http://map.co.door.wi.us/planning/>. Zoning ordinances for the Villages of Egg Harbor, Ephraim and Sister Bay are available at each municipality's respective web site.

The 2030 Door County Comprehensive Plan incorporates the comprehensive Smart Growth Plans of each participant community in the Byways Program. In addition, some of the municipalities already have design review in place. The purpose or importance of design review is *desirable development on a local level* consistent with the character of an individual community. The Door County Planning Department has conducted educational outreach seminars for our municipalities to teach them how to develop plans tailored to individualized community needs. In order to educate all interested municipalities in Door County on Building/Structure Control Permit Ordinances, an educational outreach session, developed by the Wisconsin Towns Association, is currently scheduled. The Building/ Structure Control Permit Ordinances are important to "promote the good order" of the Town or Village and "for the health, safety, welfare and convenience" of the public in the Town or Village.

Also, the Door County Planning Department and County of Door are working currently to amend the zoning ordinance regulations regarding outdoor advertising signage so as to mirror Federal and State requirements for Scenic Byways. Those new regulations should be in place in March 2010. This will also aid in the preservation of scenic resources along the DCCB. It should be noted that the Door County Zoning Ordinance since 1996 has had much more restrictive size (24 sq. ft. and 32-sq. ft.) on freestanding outdoor advertising signs than the WI DOT Byway language currently allows.

Additional Protection:

The Role and responsibility of our Byway Governmental, Conservation, and Community Partners (see Appendix 3)

Protection of the Shoreline

Currently 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 Wis. Department of Natural Resources (WisDNR), and the County of Door. These agencies have the major responsibility for shoreline protection, including what can be built close to the shoreline, and in

the water. USFW, USACE, and WisDNR can all come into play when quality or development within or near the Waters of the State is concerned.

The County of Door is the entity responsible for carrying out Wis. DNR –NR115 Shoreline protection rules. Traditionally the County of Door has included in the Door County Zoning Ordinance additional protection rules more stringent than Wis. DNR –NR 115 has required.

Participant Byway partners currently have a track record in place for acquisition of properties that add to public shoreline access and areas of special significance. Some properties have added enhancements to those areas to make more desirable and attractive areas for the use of the public such as parks, water recreational facilities for both motorized and non-motorized craft, and scenic overlooks; while others are left in a natural state.

Areas of special concern and significance utilize multiple partnering options to preserve areas of significance. Any combination of the following entities works together in concert to achieve goals. They include, but are not limited to: municipalities, agencies from the County of Door, WI DNR, LAWCON, The Nature Conservancy, Door County Land Trust, concerned non-profit organizations and the general public, working together on preservation of properties while allowing public access. The afore mentioned organizations are active participants and partners in the DCCB program in addition to numerous other organizations mentioned in the appendix section of our document.

#### Protection of Historic Resources

The Door County Historical Society is also working in conjunction with Town and Village Historic organizations to strengthen their presence and preservation efforts in the County. The goal is to get greater numbers of our historic structures registered and to encourage development and implementation of more aggressive plans for preservation of our heritage. The DCCB encourages and supports their efforts, recognizing their obvious importance to this aspect of our Byway.

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

As demonstrated by the discussion above, protection of the land-based scenic and other resources is being done at the corridor level though the combined efforts of all units of governments through zoning and the utilization of municipal Smart Growth Plans, as legislated by the State of Wisconsin. 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 in this. The DCCB will take on active or supportive roles as needed and appropriate.

WI DNR and the County of Door Resources Planning Department are carrying out shoreline protection of the Bay of Green Bay and Lake Michigan. With the revision of NR-115, shoreline preservation regulations have been increased. The DCPD is seeking grants to assist in the revision of the Door County shoreline ordinances to even higher levels of protection. Preservation of escarpment and development inward of the shoreline areas currently have

protection mechanisms in place, but more comprehensive measures are being addressed in the Goals and Actions portion of the Door County 2030 Comprehensive Plan.

With ever-present development pressures it will be critical for increased resource protection efforts from all these partners to be carried out to protect the intrinsic values of the Scenic Highway corridor.

***Resource Goal:***

The scenic and natural resources are a large part of our region's collective identity. The DCCB committee shall monitor and support, as necessary, the various on-going resource preservation efforts that are currently occurring within the County.

***Resource Action Steps***

In an effort to tie the byway into our communities and regions, the DCCB agreed the most prudent and practical step was to base our action steps directly from the County of Door 2030 Comprehensive Plan. The 2030 Plan is comprised from public input at a county-wide level in addition to the inclusion of the Comprehensive "Smart Growth" Plans of each municipality within the County. Excerpts of pertinent Goals, Objectives and Action items appropriate to the mission of the Byway were pulled out of the 2030 plan. These items were then adapted to develop the Goals, Objectives and Action items of the DCCB with timelines included in the tables. Various agencies and their involvement are included in the key portion of the Acronyms and Abbreviations section of our document.

The presence of government, conservation, and community partners found in Appendix 3 and the integration of the Resource Action Steps into the County of Door 2030 Comprehensive Plan are very much in line with the National Scenic Byways Program "Livability Criterion" which integrates scenic byways designation into the fabric of the community.

See Appendix 1:

- DCCB Objectives, Goals and Actions Tables document

**Goal 2: Our Marketing Plan for the DCCB**

***Who is currently visiting the region?***

- **Demographics:** Key vacation decision makers – women 35-54, \$75,000+ household income.
- **Core Markets:** Prime interests include: arts & culture, silent sports, heritage travel, shopping, culinary, motorcycling.
- **Niche markets:** In addition to the core markets Door County's welcoming culture attracts 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?***

Door County is and has been promoted aggressively as a tourism destination throughout the years. Our WIDOR Sales Tax revenues to the State reflect that. Despite this, as an island community our tourism base has traditionally been of a more seasonal nature.

The DCVB is working to position Door County and its unique product offerings to regional and national travel consumers in order to increase the economic impact of traveler expenditures. DCVB 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 Scenic Byways Designation fit in?***

Shoulder seasons are becoming more popular, and the hope is that the Scenic Byway Program will complement, enhance, and grow our tourism base and generate additional revenues year around for all involved.

***Scenic Byways Marketing Goal:*** Use 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 we have that make us a more desirable four-season vacation destination.

**The Door County Visitor Bureau (DCVB) to take the lead role in marketing DCCB**

Currently the Door County Visitor Bureau (DCVB) is the selected primary marketing entity for Door County as a whole by the Door County Tourism Zone Commission based on its proven marketing track record. Local DCCB municipalities have business or civic based tourism-marketing organizations independent of local governments, or as a committee-based branch of the local government. Local governments do work cooperatively in various projects with the community tourism based organizations, donating funds, expertise, or in-kind services to assist in promotion of the community promotion, improvements and events. The DCVB and the local entities were made aware that the Byway communities would need to be marketed as a whole in any Byway oriented promotional materials.

The DCVB is poised to begin promotional marketing of the Coastal Byways as soon as we obtain final approval from WisDOT Secretary of Transportation. Some items such as DCCB web site promotion can be implemented immediately. The DCCB has plans to work inter-governmentally and with community partners to develop a strategy to market and educate the public on the DCCB story. This will be done through the development of uniform interpretive marketing and educational materials, displays and infrastructure.

Having DCVB be the primary marketing effort and incorporating scenic byway marketing efforts with existing efforts in Door County is also in line with the National Program's "Livable Communities" Criterion.



See Appendix 2:

- Door County Coastal Byway Promotional Plan and timeline for actions: author Mary Denis, DCVB.
- Existing promotional brochures from participant communities

### **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 opportunities are the stories that connect visitors to a site or resource. A variety of interpretive media (interpretive programs, brochures, website, interpretive trails, wayside exhibits, visitor guides, etc.) can effectively 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 the need for protection.

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

Currently there are very few interpretive efforts that have been addressed by any organization. The Maritime Trail is an interactive part of our communities. Interpretive panels have been positioned at various historic shipwreck sites around the county. Interpreting other stories of the Scenic Byway corridor needs attention and is part of our goals and objectives.

#### **What will scenic byway designation add to current interpretive efforts in the byway?**

The National Scenic Byway believes that each byway is unique and has its own set of stories associated with it. We will begin partnering to develop and convey our "message" of uniqueness. In working together as a larger group ideas are exchanged that can guide us in research to develop and implement an effective means to convey our coordinated story to the public. Partnering between communities will unify and simplify efforts to seek targeted funding sources to assist us consistently developing our story throughout the byway.

#### **Interpretation Themes:**

One of the strengths of the Door County's Coastal Scenic Byway is the cultural and geographic 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. These stories need to be inventoried to identify each community's character plus overarching interpretive themes to make connections throughout the Coastal Scenic Byway. Once the interpretive themes are defined, a unified design standard for the variety of interpretive media will be developed to enrich the visitor's experience from one community to the next.

**Goal:** The Coastal Scenic Byway interpretation goal will be to develop interpretive media focusing on the Niagara Escarpment, the surrounding natural landscapes, and the cultural history of each community.

#### Near Term Action Steps:

The Byway group seeks to identify stakeholders to form an Interpretation subcommittee to coordinate projects and set goals. Funding will be sought for a consultant firm to create an interpretive master plan to identify themes, inventory cultural and natural history stories and resources, identify existing and future visitors, interpretive media to use, and issues and actions to protect resources. The intended goal is to create a natural history booklet to communicate a sense of place to visitors and residents visiting and living in the Niagara Escarpment and surrounding natural communities

#### Long Term Action Steps:

In the long term an inventory of natural and cultural resources in each Scenic Byways community with resulting interpretive themes that define each community's character and other stories that can be developed into overarching themes to connect communities throughout the Coastal Scenic Byway. A determination of possible interpretive media (brochures to facilities) for existing and future visitors to enhance their experience will provide this connection. Interpretive media and programs should develop awareness and meaningful, learning experiences so visitors and residents help protect the natural and cultural resources of the Scenic Byway

- The coordinator assisting in this portion of the Byways initiative is Steve Leonard, Executive Director of the Ridges Sanctuary in Baileys Harbor Wisconsin.

#### **What We Have to Work With**

The primary industry in the DCCB corridor is tourism. We are prepared to handle a large influx of visitors. The area has adequate 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. We have a willing work force, but the seasonal volatility of employment and subsequently the stable flow of income of our workforce on a year around basis have historically been problematic.

In addition to the goals cited in previous individual sections of the Phase 2 part of our DCCB Application the Byway Program itself encourages/requires participants to improve upon the overall appearance of the corridor involved. The Byways process has taught us the importance of viewing our corridor in ways we have not previously.

The DCCB application process has been a very positive cooperative effort between a variety of organizations, agencies, Local, County and State government.

### **What are we Proposing to Do with What we Have?**

The current DCCB “story” consists of many threads. The Byway Program teaches us to weave these fibers into an intricate tapestry and convey it to the public. It allows us to access multifaceted opportunities not previously explored. Many improvements were previously dreamed of, but the Byways Program gives us an avenue and reason to bring them to fruition. .

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. We now have a chance to tackle projects we may have considered overwhelming or financially unattainable as solo entities.

We are currently in the process of developing a standing inter-governmental/inter-agency organization to address shortcomings raised in Phase I of our designation, and carry out goals and action items in Phase II of the application. Our primary goal is to utilize the Scenic Byway Program to increase the number of visitors to our area, lengthen our tourism season to a more year around industry and increase economic viability in the DCCB area.

The Wisconsin Scenic Byway Program – communities working together with a renewed sense of pride in place!

**GOALS, OBJECTIVES, AND ACTIONS**

Action items sorted by 1) Lead entity and partner entities 2) timeline.

**ENTITY INVOLVEMENT AND TIMELINE**

Lead Entity	Partner Entity	Years
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**List of Acronyms and Abbreviations**

- County Board** – Door County Board of Supervisors
- DCCB** – Door County Coastal Byway
- DCEDC** – Door County Economic Development Corporation
- DCHD/HC** – Door County Highway Department/Highway Committee
- DCPD** – Door County Planning Department
- DCVB** – Door County Visitor Bureau
- DCZO** – Door County Zoning Ordinance
- DNR** – Wisconsin Department of Natural Resources
- DOT** – Wisconsin Department of Transportation
- Museum** – Door County Museum/Museum-Archives Committee
- Parks/APC** – Door County Parks Department/Airport and Parks Committee
- RPC** – Resource Planning Committee
- SWCD/LCC** – Door County Soil and Water Conservation Department/Door County Land Conservation Committee
- UWEX/A&E** – University of Wisconsin-Extension Door County/Agriculture and Extension Committee
- WSHS** – Wisconsin State Historical Society

- Key to Colored Text** in Body of Goals, Objectives and Actions Attachment to DCCB CMP
- Black Text** – Denotes Door County Comprehensive Plan 2030 Goals, Objectives, and Action Items.
- Purple Text** – Denotes Door County Coastal Byway involvement in levels of action indicated.
- Red Text** – Denotes involvement by our various “Conservation Organization” Partners and levels of action indicated.

**GOAL 1: Improve communication and knowledge 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.**

**GOAL 3: Protect lakes, rivers, streams, wetlands, steep slopes, wildlife habitat, and other natural features.**

**Objective 3.1: Revise or undertake zoning and other land use management ordinances and regulatory programs to prevent any negative environmental impacts that might result from development.**

**GOALS, OBJECTIVES, AND ACTIONS****ENTITY INVOLVEMENT AND TIMELINE**

Action items sorted by 1) Lead entity and partner entities 2) timeline.

**Lead Entity****Partner Entity****Years**

Action 3.1.1: Identify, preserve, protect, and enhance sensitive areas and designate environmental corridors around them.

- Corridors should be reviewed and approved by the county and local municipalities.
- Research and consider implementing regulatory mechanisms to preserve and protect environmental corridors. (i.e., how have other areas translated identification of those corridors into protection?).
- Consider using officially identified environmental corridors as an overlay to guide land use decision-making.
- Revise the zoning ordinance to eliminate or minimize fragmentation of environmental corridors.

DCPD

- County Board
- DNR
- City, Villages, Towns
- Local conservation groups
- **DCCB Supportive**

2010-  
2012

Action 3.1.3: Review, consider strengthening, 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.

DCPD

- DNR
- City, Villages, Towns
- Local conservation groups
- Property owner associations
- **DCCB Supportive**

2010-  
2012; then  
annual

Action 3.1.2: Preserve and protect unique natural features, including escarpments, drumlins, dunes, rockholes, bluffs, woodlands, ridges and swales complexes, shoreland vegetation, and wetlands.

- Cooperate with public and private agencies in determining future uses of escarpment areas.
- Review zoning ordinances for any potentially necessary amendments to protect geological features.
- When reviewing and deciding upon conditional use permit applications, consider significant geological features and how they will be affected.
- Consider the impact of new zoning regulations or districts on areas with known significant geological features.
- Identify, preserve, and protect all wetlands, including unzoned areas, and create natural area buffers around wetlands (e.g., "stepped" setbacks depending on the district and/or use).
- Consider requiring a tree plan for major land divisions within woodland areas.

DCPD

- DNR
- SWCD/LCC
- Local conservation groups
- **DCCB Supportive**

2010-  
2012; then  
on-  
going/as  
needed

GOALS, OBJECTIVES, AND ACTIONS Action items sorted by 1) Lead entity and partner entities 2) timeline.	ENTITY INVOLVEMENT AND TIMELINE		
	Lead Entity	Partner Entity	Years
<p>Action 3.1.4: Work to minimize negative impacts on natural resources by guiding growth to identified future development areas (planned growth areas with appropriate infrastructure for high density development).</p> <ul style="list-style-type: none"> <li>Minimize negative impact on natural resources within identified future development areas.</li> </ul>	DCPD	<ul style="list-style-type: none"> <li>City, Villages, Towns</li> <li>DCCB Supportive</li> </ul>	On-going/as needed
<b>Objective 3.2: Increase voluntary land stewardship and public and private acquisition.</b>			
<p>Action 3.2.4: Increase acquisition of lands containing important/significant natural features, open spaces and scenic view-sheds along Scenic Byway corridor</p>	DCCB Active and Supportive	<ul style="list-style-type: none"> <li>DNR</li> <li>Local conservation organizations</li> <li>Parks/APC</li> <li>City, Villages, Towns</li> </ul>	2010 - ongoing
<p>Action 3.2.4.a: Secure acquisition of the 16 acre Grand View property in Ellison Bay to preserve the scenic view-shed along the Scenic Byway Corridor route on Hwy 42 and to provide public access, Scenic Byway education and recreational opportunities. Apply for DOT Scenic Byway and Wisconsin State Stewardship grant funds.</p>		<ul style="list-style-type: none"> <li>Door County Land Trust in partnership with Town of Liberty Grove (3.2.4.a)</li> </ul>	2010
<p>Action 3.2.4.b: If successful in acquiring 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 DOT Scenic Byway, Wisconsin State Stewardship and other municipal recreational grant funds.</p>		<ul style="list-style-type: none"> <li>Town of Liberty Grove in partnership with DCCB (3.2.4.b)</li> </ul>	2011-2016
<b>GOAL 5: Preserve existing agriculture and promote more sustainable agricultural operations, providing local food sources to serve present and future generations.</b>			
<b>Objective 5.1: Develop local plans, ordinances, and programs to help retain large, contiguous areas of prime agriculture.</b>			
<p>Action 5.1.1: Consider other zoning ordinance amendments that would encourage development on smaller parcels of land:</p> <ul style="list-style-type: none"> <li>Decrease lot size requirements in agricultural and wooded areas.*</li> </ul>	DCPD	<ul style="list-style-type: none"> <li>DNR</li> <li>City, Villages, Towns</li> <li>DCCB Supportive</li> </ul>	2010

**GOALS, OBJECTIVES, AND ACTIONS**

**ENTITY INVOLVEMENT AND TIMELINE**

Action items sorted by 1) Lead entity and partner entities 2) timeline.

**Lead Entity                      Partner Entity                      Years**

- Help maintain farmland/forest land in larger blocks by increasing density bonuses, etc., for conservation/cluster housing.\*\*

**Objective 5.2: Support and preserve small family farms as well as low-impact and emerging agricultural operations.**

Action 5.2.4: 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 viticultural designation.

- UWEX/A&E
- DCVB
- Door County Co-op
- DATCP
- Local agriculture groups
- DCCB supportive

On-going/as needed

**GOAL 6: Engage public and private agencies in joint planning efforts to acquire, maintain, and improve public recreation infrastructure in order to provide adequate and safe public recreation space.**

**Objective 6.1: Increase education and establish cooperative relationships and efforts.**

Action 6.1.1: Undertake (increased) educational efforts regarding public recreation issues, particularly with new property owners.

- Work to combat negative attitudes regarding recreation – educate property buyers/owners on the status of trails that run through their property.

- Parks/APC
- DNR
- Local conservation organizations
- Local user groups
- City, Villages, Towns
- Door County Board of REALTORS
- Property owner associations
- DCCB supportive

2010-2020

Action 6.1.2: Devise cooperative, voluntary efforts with private landowners to provide adequate recreational lands.

- Explore and consider implementing appropriate tax/financial incentives for private landowners in exchange for allowing recreational activities on property.

- Parks/APC
- County Board
- DNR
- Local user groups
- City, Villages, Towns
- Local conservation organizations
- Property owner association
- DCCB Supportive

Ongoing

**GOALS, OBJECTIVES, AND ACTIONS**

Action items sorted by 1) Lead entity and partner entities 2) timeline.

**ENTITY INVOLVEMENT AND TIMELINE**

**Lead Entity                      Partner Entity                      Years**

<p>Action 6.1.3: Consider forming an umbrella organization comprised of state and local conservation/preservation agencies that would coordinate recreational areas and user groups with regard to activities such as purchasing and sharing equipment and identifying/pursuing specific funding solutions and grants.</p> <ul style="list-style-type: none"> <li>• Grant opportunities for recreation development.             <ul style="list-style-type: none"> <li>○ Look at partnering with non-profits, capitalizing on their ability to get grant money.</li> <li>○ Get more people from the community involved in pursuing grants to establish more ownership in projects.</li> <li>○ Explore creating a database of grants for use by all county agencies.</li> </ul> </li> <li>• Multi-use equipment (i.e., tractors to groom trails for both cross-country skiing and snowmobiling) could be purchased to share amongst user groups.</li> </ul>	<ul style="list-style-type: none"> <li>• Local user groups</li> <li>• State and local conservation groups</li> <li>• Parks/APC</li> <li>• City, Villages, Towns</li> <li>• DNR</li> </ul>	<ul style="list-style-type: none"> <li>• DCCB Supportive</li> </ul>	<p>2010-2020</p>
<p><b>Objective 6.2: Evaluate and increase public and private acquisition and creation of recreational land and infrastructure.</b></p>			
<p>Action 6.2.4: Promote adequate public access to Lake Michigan and Green Bay.</p> <p>Action 6.2.4.a: Coastal Byway Towns and Villages on an ongoing basis acquire and or expand public water access to Lake Michigan and the Bay of Green Bay as opportunities arise and funding and public support permit.</p>	<ul style="list-style-type: none"> <li>• DCCB Active and Supportive</li> <li>• Parks/APC</li> <li>• DNR</li> <li>• City, Villages, Towns</li> <li>• Local conservation organizations</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	<p>2010- and ongoing</p>
<p>Action 6.2.5: Work to develop a continuous, multi-use trail system under permanent easement or ownership:</p> <ul style="list-style-type: none"> <li>• Develop a trail system from/including Ahnapee Trail up to Gills Rock, with side trails for snowmobiling, horseback riding, hiking, and biking.             <ul style="list-style-type: none"> <li>○ Incorporate trail access and staging areas for snowmobilers and horseback riders.</li> <li>○ Incorporate accessible and family-oriented multi-use trails for equestrian camping and snowmobile camping.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• DCVB</li> <li>• Parks/APC</li> <li>• City, Villages, Towns</li> <li>• DNR</li> <li>• Local user groups</li> </ul>	<ul style="list-style-type: none"> <li>• DCCB Active and Supportive</li> </ul>	<p>2010-2020</p>



**GOALS, OBJECTIVES, AND ACTIONS**

**ENTITY INVOLVEMENT AND TIMELINE**

Action items sorted by 1) Lead entity and partner entities 2) timeline.

Lead Entity	Partner Entity	Years
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<p>Action 6.2.1: Work to update and implement county and town Outdoor Recreation Plans.</p> <ul style="list-style-type: none"> <li>• Protect and incorporate natural features into public space acquisition and improvement plans.</li> <li>• <b>6.2.1.a: Maintain and preserve Highway 42/57 Wayside areas for motorists.</b></li> </ul>	<ul style="list-style-type: none"> <li>• County Board</li> <li>• Parks/APC</li> <li>• City, Villages, Towns</li> </ul>	<ul style="list-style-type: none"> <li>• DNR</li> <li>• <b>DCCB Active and Supportive</b></li> <li>• <b>Local Conservation Groups</b></li> </ul>	<p>2010-2020</p>
<p>Action 6.2.2: Conduct professional evaluations of municipal and county parks in the county.</p> <ul style="list-style-type: none"> <li>• Contact the Wisconsin Park &amp; Recreation Association to utilize their expertise.</li> <li>• Consider conducting a park-acreage per person study, to include non-residents and residents in counts.                             <ul style="list-style-type: none"> <li>○ Determine what the current threshold is and establish a minimum number of acres per person that the county will work (with other entities owning/operating parks and public recreational areas) to achieve and maintain.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Parks/APC</li> <li>• City, Villages, Towns</li> </ul>	<ul style="list-style-type: none"> <li>• <b>DCCB Active and Supportive</b></li> </ul>	<p>2013-2020</p>
<p>Action 6.2.3: Build/acquire more recreational infrastructure.</p> <ul style="list-style-type: none"> <li>• Build more sport fields and facilities for children’s sport tournaments and camps.</li> <li>• Establish more access points to waterways for recreation and more safe harbors on Lake Michigan:</li> <li>• Communities should evaluate their dredging needs.</li> <li>• Consider building an indoor ice rink, for hockey in particular; it may bring tourists during the winter.</li> </ul>	<ul style="list-style-type: none"> <li>• Parks/APC</li> <li>• City, Villages, Towns</li> <li>• DNR</li> <li>• Local user groups</li> <li>• Local schools</li> <li>• <b>Local conservation organizations</b></li> </ul>		<p>2010-ongoing</p>
<p>Action 6.2.4: Expand existing parks and establish more county parks:</p> <ul style="list-style-type: none"> <li>○ More/diverse uses.</li> <li>○ More user-friendly.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Parks/APC</b></li> </ul>		

**GOALS, OBJECTIVES, AND ACTIONS**

Action items sorted by 1) Lead entity and partner entities 2) timeline.

**ENTITY INVOLVEMENT AND TIMELINE**

**Lead Entity                      Partner Entity                      Years**

Action 6.2.4.a: Door County Parks Department is pursuing acquisition of 14 acres at Murphy Park in the Town of Egg Harbor and two parcels totaling 3 acres at Cana Island in the Town of Baileys Harbor. Additionally, the County is pursuing acquisition of 35 acres near Michigan Street in the City of Sturgeon Bay for the expansion of the Ahnapee State Trail.

2010

Action 6.2.4.b: Door County Parks Department will pursue acquisition of over 70 acres at the Olde Stone Quarry County Park, 79 acres adjacent to the Door Headlands County Park and 40 acres adjacent to Meridian County Park.

2011-2015

**GOAL 7: Maintain, preserve, and enhance the community’s rural atmosphere and agricultural heritage.**

**Objective 7.1: Regulate new development to fit in with the county’s communities by minimizing its visual impact.**

Action 7.1.1: Guide highway corridor development and improve corridor appearance so as to minimize blending of communities and to preserve the county’s scenery.

- Work to preserve open/green space between communities along highways.
- Any future corridor development should be well-screened and designed.
- When reviewing conditional use permits and re-zoning petitions, consider highway corridor appearance.
- Encourage county-wide signage standards and elimination of billboards, possibly through county-wide regulations or development of a model signage ordinance.
- Review zoning ordinances for any potentially necessary amendments.
- Consider adopting the DOT Scenic Byways program.

DCPD

- City, Villages, Towns
- DOT-Scenic Byways Program
- DCCB Active and Supportive

2010, zoning ordinance review; then on-going/as needed

Action 7.1.2: Consider the impact of development on adjacent cultural and historical resources, minimize any negative impacts, and discourage adjacent incompatible land uses.

DCPD

- Door County Historic Preservation Commission
- Museum
- City, Villages, Towns
- Local historical societies and

2010, zoning ordinance review; then on-going/as

**GOALS, OBJECTIVES, AND ACTIONS**

Action items sorted by 1) Lead entity and partner entities 2) timeline.

**ENTITY INVOLVEMENT AND TIMELINE**

	<b>Lead Entity</b>	<b>Partner Entity</b>	<b>Years</b>
		foundations • <b>DCCB Supportive</b>	needed
Action 7.1.5: Develop a model ordinance addressing the design of commercial developments.	DCPD	• City, Villages, Towns • WI Towns Association • County Board • <b>DCCB Supportive and Active</b>	2010-2012
Action 7.1.6: 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.	DCPD	• City, Villages, Towns • WI Towns Association • <b>DCCB Supportive</b>	2010-2012
Action 7.1.4: 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.	DCPD	• City, Villages, Towns • WI Towns Association • <b>DCCB Supportive</b>	2010-2012
Action 7.1.3: 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.	DCPD	• Door County Historic Preservation Commission • Museum • County Board • City, Villages, Towns • Local historical societies and foundations • <b>DCCB Supportive</b>	2010-2014
<b>Objective 7.2: Preserve rural character by retaining/preserving large areas of natural and open space that provide scenic views.</b>			
Action 7.2.1: Encourage alternative development styles, including conservation/cluster developments, as alternatives to conventional developments.	DCPD	• County Board • City, Villages, Towns • <b>Local conservation organizations</b> • <b>DCCB Supportive</b>	2010, land division and zoning ordinance review/visions; then, on-going/as needed

**GOALS, OBJECTIVES, AND ACTIONS**

Action items sorted by 1) Lead entity and partner entities 2) timeline.

**ENTITY INVOLVEMENT AND TIMELINE**

	<b>Lead Entity</b>	<b>Partner Entity</b>	<b>Years</b>
Action 7.2.2: Work cooperatively with developers and government agencies to promote development patterns that reflect rural character.	DCPD	<ul style="list-style-type: none"> <li>• City, Villages, Towns</li> <li>• UWEX/A&amp;E</li> <li>• <b>DCCB Supportive</b></li> </ul>	On-going/as needed
<b>GOAL 8: Preserve historic sites and character.</b>			
<b>Objective 8.1: Establish education efforts for municipal officials, developers, business owners, and residents regarding historic preservation and design standards.</b>			
Action 8.1.1: 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: <ul style="list-style-type: none"> <li>• the importance of design ordinances and historically (re)designing buildings;</li> <li>• the value to the county of design standards; and</li> <li>• the value of being on state/federal historic registries.</li> </ul>	<ul style="list-style-type: none"> <li>• Door County Historic Preservation Commission (see Action 8.2.1)</li> </ul>	<ul style="list-style-type: none"> <li>• Museum</li> <li>• City, Villages, Towns</li> <li>• WSHS</li> <li>• Local historical societies and foundations</li> <li>• UWEX/A&amp;E</li> <li>• DCPD</li> <li>• <b>DCCB Supportive</b></li> </ul>	2010-2012; then annual
Action 8.1.2: 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.	<ul style="list-style-type: none"> <li>▪ <i>Door Co Historic Preservation Commission</i></li> </ul>	<ul style="list-style-type: none"> <li>• Museum</li> <li>• City, Villages, Towns</li> <li>• Local historical societies and foundations.</li> <li>• <b>DCCB Supportive and Active</b></li> </ul>	Ongoing
<b>Objective 8.2: Pursue county-level historic preservation programs and ordinances to encourage upkeep, preservation, and re-use of old buildings and out-buildings.</b>			
Action 8.2.3: To encourage (re)construction in keeping with a community's character, consider providing all permit applicants (zoning or building, county-wide) information regarding historic preservation and design standards – no zoning or building permit would be issued without acknowledgment that material had been received.	DCPD	<ul style="list-style-type: none"> <li>• <i>Door County Historic Preservation Commission</i></li> <li>• Museum</li> <li>• City, Villages, Towns</li> <li>• Local historical societies and foundations</li> <li>• <b>DCCB Supportive and Active</b></li> </ul>	2012-2014
Action 8.2.1: Create a <i>Door County Historic Preservation Commission</i> , which would:	<ul style="list-style-type: none"> <li>▪ DCPD</li> </ul>	<ul style="list-style-type: none"> <li>• Museum</li> </ul>	2010-2014

**GOALS, OBJECTIVES, AND ACTIONS**

**ENTITY INVOLVEMENT AND TIMELINE**

Action items sorted by 1) Lead entity and partner entities 2) timeline.

**Lead Entity                      Partner Entity                      Years**

- 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.

- County Board
- City, Villages, Towns
- WSHS
- Local historical societies and foundations
- UWEX/A&E
- **DCCB Supportive and Active**

Action 8.2.2: Explore funding options, code problems, etc. regarding adapting, re-using, and maintaining older buildings.

- Investigate financial tools out there for municipalities to help support historically appropriate (re)development.

DCPD

- *Door County Historic Preservation Commission*
- Museum
- City, Villages, Towns
- WSHS
- Local historical societies and foundations
- **DCCB Supportive and Active**

2010-2014

**GOAL 9: Develop and support cultural and historical festivals, events, and activities and increased membership/participation levels for cultural and historical organizations.**

**Objective 9.1: Coordinate and support cultural and historical resource institutions.**

Action 9.1.1: Educate and work cooperatively with public and private agencies toward the preservation and enhancement of cultural and historical resources.

- |   |   |                |
|---|---|----------------|
| <ul style="list-style-type: none"> <li>• City, Villages, Towns</li> <li>• Local historical societies and foundations</li> <li>• Local business/com</li> </ul> | <ul style="list-style-type: none"> <li>• <i>Door County Historic Preservation Commission</i></li> <li>• Museum</li> <li>• Local arts associations</li> <li>• UWEX/A&amp;E</li> <li>• <b>DCCB Active and Supportive</b></li> </ul> | <p>Ongoing</p> |
|---|---|----------------|

**GOALS, OBJECTIVES, AND ACTIONS**

**ENTITY INVOLVEMENT AND TIMELINE**

Action items sorted by 1) Lead entity and partner entities 2) timeline.

	<b>Lead Entity</b>	<b>Partner Entity</b>	<b>Years</b>
		community associations	
Action 9.1.2: Establish (or strengthen existing) county-wide networks, with strong non-profits and “umbrella” organizations providing support/guidance for others.	<ul style="list-style-type: none"> <li>Local business/community associations</li> <li>Local arts associations</li> </ul>	<ul style="list-style-type: none"> <li><i>Door County Historic Preservation Commission</i></li> <li>Museum</li> <li>City, Villages, Towns</li> <li>Door County Community Foundation</li> <li>Local historical societies and foundations</li> <li><i>DCCB Supportive</i></li> </ul>	Ongoing
<b>Objective 9.2: Increase funding for and quantity of cultural activities.</b>			
Action 9.2.1: Consider establishing a county-wide cultural fund to support and develop cultural resources and activities. (Note: “culture” = arts, history, and nature.)	<ul style="list-style-type: none"> <li>Local business/community associations</li> <li>Local arts associations</li> </ul>	<ul style="list-style-type: none"> <li><i>DCCB Supportive</i></li> <li>County Board</li> </ul>	2013
Action 9.2.2: 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.	<ul style="list-style-type: none"> <li>DCVB</li> </ul>	<ul style="list-style-type: none"> <li>Local business/community associations</li> <li>Local historic societies and foundations</li> <li><i>DCCB Supportive</i></li> </ul>	2013
Action 9.2.3: Establish more “art crawls.”	<ul style="list-style-type: none"> <li>DCVB</li> <li>Local business/community associations</li> </ul>	<ul style="list-style-type: none"> <li><i>DCCB Supportive</i></li> </ul>	Ongoing

GOALS, OBJECTIVES, AND ACTIONS Action items sorted by 1) Lead entity and partner entities 2) timeline.	ENTITY INVOLVEMENT AND TIMELINE		
	Lead Entity	Partner Entity	Years
		<ul style="list-style-type: none"> <li>Local arts associations</li> </ul>	
Action 9.2.4: Develop “culinary tourism.”	<ul style="list-style-type: none"> <li>DCVB</li> <li>Local business/community associations</li> <li>Local arts associations</li> <li>UWEX/A&amp;E</li> </ul>	<ul style="list-style-type: none"> <li>DCCB Supportive</li> </ul>	Ongoing
<b>Objective 9.3: Develop both resident and tourist awareness of, increased interest in, and attendance at cultural events and historic districts, buildings, and sites.</b>			
Action 9.3.1: 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.	<ul style="list-style-type: none"> <li>DCCB Active and Supportive</li> </ul>	<ul style="list-style-type: none"> <li>DCVB</li> <li>Door County Historic Preservation Commission</li> <li>Parks/APC</li> <li>Museum</li> <li>City, Villages, Towns</li> <li>Local historical societies and foundations.</li> <li>Local business/community associations</li> <li>Local arts associations</li> <li>Local private conservation organizations</li> </ul>	2010-2020
Action 9.3.1a: 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.			
Action 9.3.2: Enhance research on marketing and membership strategies. <ul style="list-style-type: none"> <li>Look to cultural/historical organizations/sites that have been increasing visitors/membership to see what/how they did it.</li> <li>Issues/things to investigate: marketing and membership strategies, exhibits, etc.</li> </ul>	DCVB	<ul style="list-style-type: none"> <li>Door County Historic Preservation Commission</li> <li>Museum</li> <li>City, Villages, Towns</li> </ul>	Ongoing

**GOALS, OBJECTIVES, AND ACTIONS**

**ENTITY INVOLVEMENT AND TIMELINE**

Action items sorted by 1) Lead entity and partner entities 2) timeline.

Lead Entity	Partner Entity	Years
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- Local historical societies and foundations
- Local business/community associations
- Local arts associations
- DCCB Active and Supportive

**GOAL 11: Expand strong existing industries and businesses in the county, while promoting new industries, trends, and economic development implementation ideas that fit Door County.**

**Objective 11.3: Expand strong existing industries and businesses in the county, and take advantage of other general/national trends.**

Action 11.3.3: Work to attract businesses we want and that are feasible to establish here:	DCEDC	<ul style="list-style-type: none"> <li>• DCCB Supportive</li> <li>• DCVB</li> <li>• City, Villages, Towns</li> </ul>	Ongoing
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- 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).

Action 11.3.4: 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.	<ul style="list-style-type: none"> <li>• DCEDC</li> <li>• UWEX/A&amp;E</li> <li>• Local agriculture groups</li> <li>• DCVB</li> </ul>	<ul style="list-style-type: none"> <li>• DCCB Supportive</li> </ul>	2010-2020
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- 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.

Action 11.3.5: Support maritime-related businesses.	• DCEDC	• DCCB Supportive	2010-2020
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**GOALS, OBJECTIVES, AND ACTIONS**

**ENTITY INVOLVEMENT AND TIMELINE**

Action items sorted by 1) Lead entity and partner entities 2) timeline.

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

- Shipbuilding cluster businesses

**Objective 11.4: Keep our tourism industry strong.**

Action 11.4.1: 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.

- | Lead Entity                | Partner Entity   | Years     |
|----------------------------|--|-----------|
| DCCB Supportive and Active | <ul style="list-style-type: none"> <li>• DCVB</li> <li>• City, Villages, Towns</li> <li>• Local business/community associations</li> </ul> | 2010-2020 |

Action 11.4.2: 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.

- | Lead Entity                | Partner Entity  | Years     |
|----------------------------|---|-----------|
| DCCB Active and Supportive | <ul style="list-style-type: none"> <li>• DCVB</li> <li>• DCEDC</li> <li>• City, Villages, Towns</li> <li>• Local business/community associations</li> </ul> | 2010-2020 |

Action 11.4.3: Work to provide sufficient activities for tourists to keep them here for longer visits, and to 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.

- | Lead Entity | Partner Entity   | Years   |
|-------------|--|---------|
|             | <ul style="list-style-type: none"> <li>• DCVB</li> <li>• Parks/APC</li> <li>• City, Villages, Towns</li> <li>• Local business/community associations</li> <li>• Local arts associations</li> <li>• Local private conservation</li> </ul> | Ongoing |

GOALS, OBJECTIVES, AND ACTIONS	ENTITY INVOLVEMENT AND TIMELINE		
Action items sorted by 1) Lead entity and partner entities 2) timeline.	Lead Entity	Partner Entity	Years
	organizations • DCCB Active and Supportive		
Action 11.4.4: Continue to work to lengthen the tourist season.	<ul style="list-style-type: none"> <li>• DCVB Local business and community associations</li> <li>• Local arts associations</li> </ul>	<ul style="list-style-type: none"> <li>• DCCB Active and Supportive</li> <li>• Parks/APC</li> <li>• City, Villages, Towns</li> <li>• Local private conservation organizations</li> </ul>	Ongoing
Action 11.4.5: Improve promotion of all Door County recreational facilities, including the county parks. <ul style="list-style-type: none"> <li>• Cooperate with the DCVB to help them better promote recreation in the county to tourists, especially younger tourists.</li> <li>• Promote county parks as much as state parks.</li> <li>• Create stronger links/better marketing of eco-tourism and year-round tourism opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>• Parks/APC</li> <li>• City, Villages, Towns</li> <li>• DCVB</li> </ul>	<ul style="list-style-type: none"> <li>• DCCB Active and Supportive</li> <li>• Local business/community associations</li> </ul>	2010-2020
<b>GOAL 12: Develop, maintain, and up-grade 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.</b>			
<b>Objective 12.1: Maintain 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.</b>			
Action 12.2.5: Promote unobtrusive installations of electric, cable, and telephone services. <ul style="list-style-type: none"> <li>• Work with easement holders – such as DOT and American Transmission Company – to share easements for utility siting.</li> <li>• Consider implementing regulations regarding utility line aesthetics.</li> <li>• Consider environmental corridors when siting utilities.</li> </ul>	<ul style="list-style-type: none"> <li>• County Board</li> <li>• City, Villages, Towns</li> <li>• Utilities</li> </ul>	<ul style="list-style-type: none"> <li>• DCPD</li> <li>• DCCB Supportive</li> </ul>	2010-Ongoing

GOALS, OBJECTIVES, AND ACTIONS Action items sorted by 1) Lead entity and partner entities 2) timeline.	ENTITY INVOLVEMENT AND TIMELINE		
	Lead Entity	Partner Entity	Years
<b>GOAL 13: Develop a transportation system that is safe, economical, efficient, integrated, inter-modal, and interconnected, and adaptable to changes in demand and technology at the lowest possible environmental and social cost.</b>			
<b>Objective 13.1: Undertake educational programs and activities for elected officials, government staff, and private citizens.</b>			
Action 13.1.1: Develop educational programs and activities that utilize state, regional, and local specialists and experts.	<ul style="list-style-type: none"> <li>• DOT - including Bureau of Aeronautics</li> <li>• DCHD/HC</li> <li>• DCCB Active</li> </ul>	<ul style="list-style-type: none"> <li>• DCPD</li> <li>• City, Villages, Towns</li> <li>• Door-Tran</li> <li>• DNR</li> <li>• UWEX/A&amp;E</li> <li>• DCCB Supportive</li> </ul>	2010 - Ongoing
Action 13.1.1.a.: DCCB provides educational programs for those involved or interested in the program as needed on an ongoing basis.			
<b>Objective 13.4: Provide for a high level of safety and maintenance on the county's highways, while reducing overall travel times.</b>			
Action 13.4.1: 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.	<ul style="list-style-type: none"> <li>• DOT</li> <li>• DCHD/HC</li> <li>• City, Villages, Towns</li> <li>• DCCB Supportive and Active</li> </ul>	<ul style="list-style-type: none"> <li>• DCPD</li> </ul>	2010 - Ongoing
Action 13.4.1.a.: 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.			
Action 13.4.3: Allow for appropriate highway informational signage.	<ul style="list-style-type: none"> <li>• DCCB Active and Supportive</li> </ul>	<ul style="list-style-type: none"> <li>• DOT</li> <li>• DCHD/HC</li> <li>• City, Villages, Towns</li> <li>• DCPD</li> </ul>	2010
<b>Objective 13.5: Provide for safe and convenient pedestrian and bicycle travel systems within the community, particularly utilizing opportunities arising in conjunction with road development and redevelopment.</b>			
Action 13.5.4: Work to develop safe and convenient pedestrian sidewalks, crosswalks, and walking paths, particularly within community core areas.	<ul style="list-style-type: none"> <li>• DCHD/HC</li> <li>• City, Villages, Towns</li> <li>• Local bicycle</li> </ul>	<ul style="list-style-type: none"> <li>• DOT</li> <li>• DCVB</li> <li>• DCPD</li> <li>• DCCB Supportive and Active</li> </ul>	2010 - Ongoing
<ul style="list-style-type: none"> <li>• Develop walking paths that connect residential and commercial areas, etc.</li> </ul>			

**GOALS, OBJECTIVES, AND ACTIONS**

**ENTITY INVOLVEMENT AND TIMELINE**

Action items sorted by 1) Lead entity and partner entities 2) timeline.

Lead Entity	Partner Entity	Years
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associations

Action 13.5.2: Look at the existing Bicycle Capital Improvement Plan and determine if need to update/revise; convene necessary players to do so.	DCPD	<ul style="list-style-type: none"> <li>• Parks/APC</li> <li>• DCHD/HC</li> <li>• DCVB</li> <li>• Local bicycle associations</li> <li>• <b>DCCB Supportive</b></li> </ul>	2012
Action 13.5.3: 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. <ul style="list-style-type: none"> <li>• Develop biking paths that connect residential and commercial areas, etc.</li> </ul>	<b>DCCB Active</b>	<ul style="list-style-type: none"> <li>• DOT</li> <li>• DCHD/HC</li> <li>• DCPD</li> <li>• Parks/APC</li> <li>• City, Villages, Towns</li> <li>• Door-Tran</li> <li>• DCVB</li> <li>• Local bicycle associations</li> </ul>	2012
Action 13.5.1: Work toward eventually offering paved space for walking and biking on all roads (not necessarily a designated bike path, just paved space). <ul style="list-style-type: none"> <li>• State and federal funds should be actively sought to assist in such installations.</li> <li>• Installation or enhancement of sidewalks and bike paths along current roads should be undertaken where practical.</li> <li>• Separate sidewalks and bike paths, running parallel, would be ideal; combined is also an option but less preferable.</li> <li>• Walking/biking paved space should be actively pursued when new roads are established or old roads re-done.</li> </ul>	<ul style="list-style-type: none"> <li>• DCHD/HC</li> <li>• DOT</li> <li>• <b>DCCB Active and Supportive</b></li> </ul>	<ul style="list-style-type: none"> <li>• Parks/APC</li> <li>• Local bicycle associations</li> <li>• City, Villages, Towns</li> </ul>	2011
Action 13.5.6: Increase the number of bike racks throughout the county.	<ul style="list-style-type: none"> <li>• Local bicycle associations</li> <li>• City, Villages, Towns</li> </ul>	<ul style="list-style-type: none"> <li>• Parks/APC</li> <li>• DCHD/HC</li> <li>• Door-Tran</li> <li>• <b>DCCB Supportive</b></li> <li>• DOT</li> </ul>	As Needed

**GOALS, OBJECTIVES, AND ACTIONS**

Action items sorted by 1) Lead entity and partner entities 2) timeline.

**ENTITY INVOLVEMENT AND TIMELINE**

	<b>Lead Entity</b>	<b>Partner Entity</b>	<b>Years</b>
Action 13.5.7: Update existing suggested "bike route" maps to include those highways with wider than standard paved shoulders.	DCVB	<ul style="list-style-type: none"> <li>• Door-Tran</li> <li>• DCHD/HC</li> <li>• DCCB Supportive and Active</li> <li>• Local bicycle associations</li> </ul>	2011
<b>Objective 13.7: Provide safe access to and use of public waterways as part of the transportation system within the county.</b>			
Action 13.7.1: Maintain existing public piers, launches, harbors and consider developing more when /if necessary.	<ul style="list-style-type: none"> <li>• DNR</li> <li>• City, Villages, Towns</li> </ul>	<ul style="list-style-type: none"> <li>• DCCB Supportive</li> </ul>	2010-2020
<b>Objective 13.9: Minimize impacts on buildings and structures resulting from the location of transportation facilities.</b>			
Action 13.9.3: 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.	<ul style="list-style-type: none"> <li>• DCHD/HC</li> <li>• Parks/APC</li> </ul>	<ul style="list-style-type: none"> <li>• DCCB Supportive</li> <li>• Utilities</li> <li>• DCVB</li> <li>• DCPD</li> </ul>	2012-2014
Action 13.9.1: Minimize the dislocation of households, businesses, industries, and public and institutional buildings caused by the reconstruction of existing or the construction of new transportation facilities. <ul style="list-style-type: none"> <li>• Minimize the total amount of land used for transportation facilities.</li> </ul>	<ul style="list-style-type: none"> <li>• DOT</li> <li>• City, Villages, Towns</li> </ul>	<ul style="list-style-type: none"> <li>• DCHD/HC</li> <li>• Airport/APC</li> <li>• Local business/community associations</li> <li>• DCCB Supportive</li> </ul>	2011
Action 13.9.2: 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. <ul style="list-style-type: none"> <li>• Consider access point standards and traffic and pedestrian flow when developing design review or historic preservation regulations.</li> </ul>	<ul style="list-style-type: none"> <li>• City, Villages, Towns</li> </ul>	<ul style="list-style-type: none"> <li>• DOT</li> <li>• DCHD/HC</li> <li>• DCCB Supportive and Active</li> <li>• Door County Historic Preservation Committee</li> <li>• Local historical associations</li> </ul>	2010
<b>Objective 13.10: Enhance scenic vistas while avoiding or minimizing any negative impacts on natural resources resulting from the location of transportation facilities.</b>			

**GOALS, OBJECTIVES, AND ACTIONS**

**ENTITY INVOLVEMENT AND TIMELINE**

Action items sorted by 1) Lead entity and partner entities 2) timeline.

	<b>Lead Entity</b>	<b>Partner Entity</b>	<b>Years</b>
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.	<ul style="list-style-type: none"> <li>• DCHD/HC</li> <li>• City, Villages, Towns</li> </ul>	<ul style="list-style-type: none"> <li>• DOT</li> <li>• DCPD</li> <li>• DCCB Supportive</li> </ul>	On-going/as needed
Action 13.10.2: 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.	<ul style="list-style-type: none"> <li>• City, Villages, Towns</li> </ul>	<ul style="list-style-type: none"> <li>• DOT</li> <li>• DCHD/HC</li> <li>• SWCD/LCC</li> <li>• DCCB Supportive and Active</li> </ul>	Ongoing as needed