

FINAL
PRESENTATION

RENARD ISLAND STRATEGIC MASTER PLAN

December 16, 2019



PROJECT TEAM

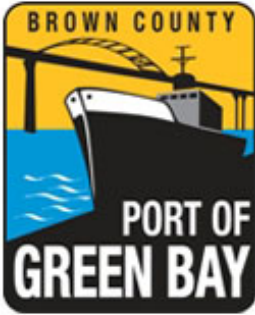
SMITHGROUP
Project Lead
Planning & Design
Coastal Engineering

Edgewater Resources
Economic Development

Foth Environment & Infrastructure
Infrastructure
Beneficial Reuse of Sediment

Applied Ecological Services
Ecological Team Lead

MFA
Economic & Market Research

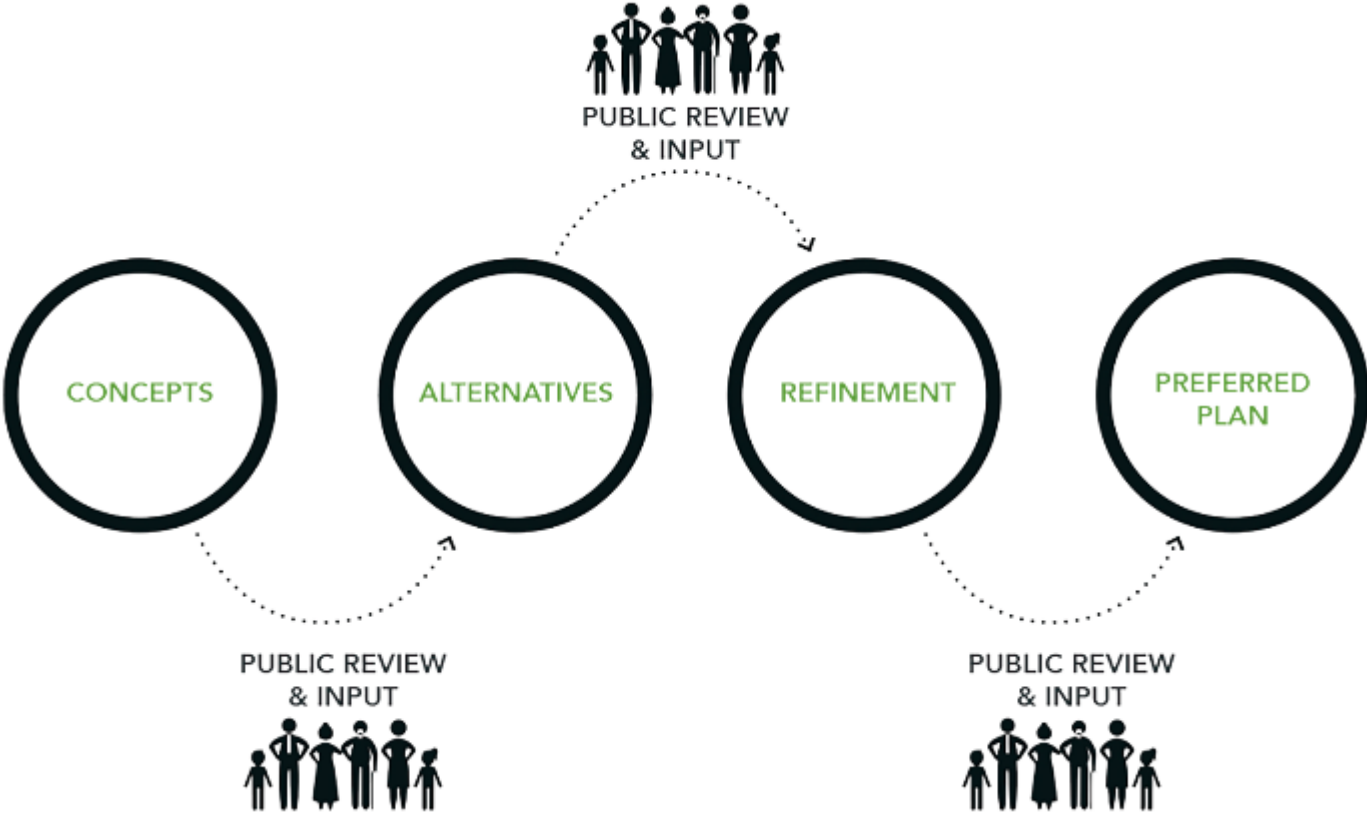


AGENDA

- Master Plan Process
- What We Heard
- Master Plan Recommendations
 - Plan features
 - Implementation considerations



COMMUNITY ENGAGEMENT PROCESS



INTERACTIVE PLANNING EVENT SCHEDULE

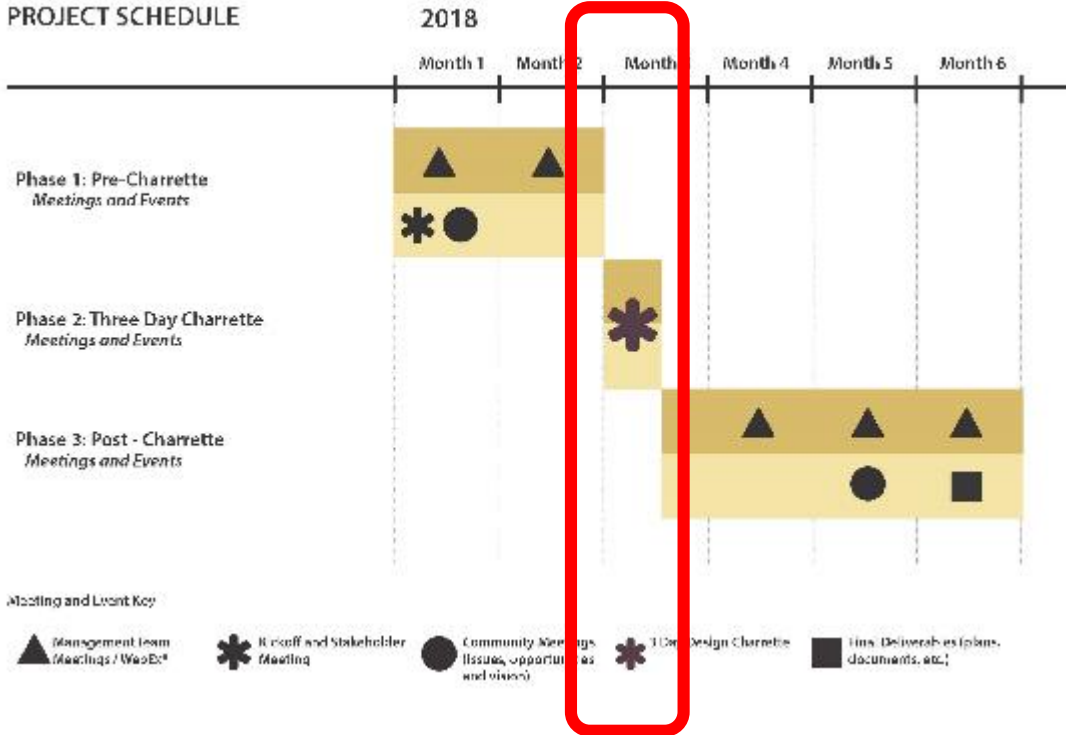
CHARETTE DATES

- October 16th (Day 1): Programming Workshop
- October 17th (Day 2): Alternatives Workshop
- October 18th (Day 3): Master Plan

Draft

CHARRETTE LOCATION

- T2 Incubator:
340 N. Broadway



RENARD ISLAND BACKGROUND

- 55 acres
- Originally constructed in 1978 by Army Corps
- Owned by Brown County Port and Resource Recovery
- Created as a confined disposal facility for dredged sediment



RENARD ISLAND SETTING



RENARD ISLAND

SOUTH BAY MARINA

NEW Water

SAUK AVE.

GREEN BAY

BAY BEACH RD.

BAY BEACH AMUSEMENT PARK

43

N. QUINCY ST.

KASTLE PARK

CHIP ST.

ANGIE AVE.

E. SHORE DR.

N. IRWIN AVE.

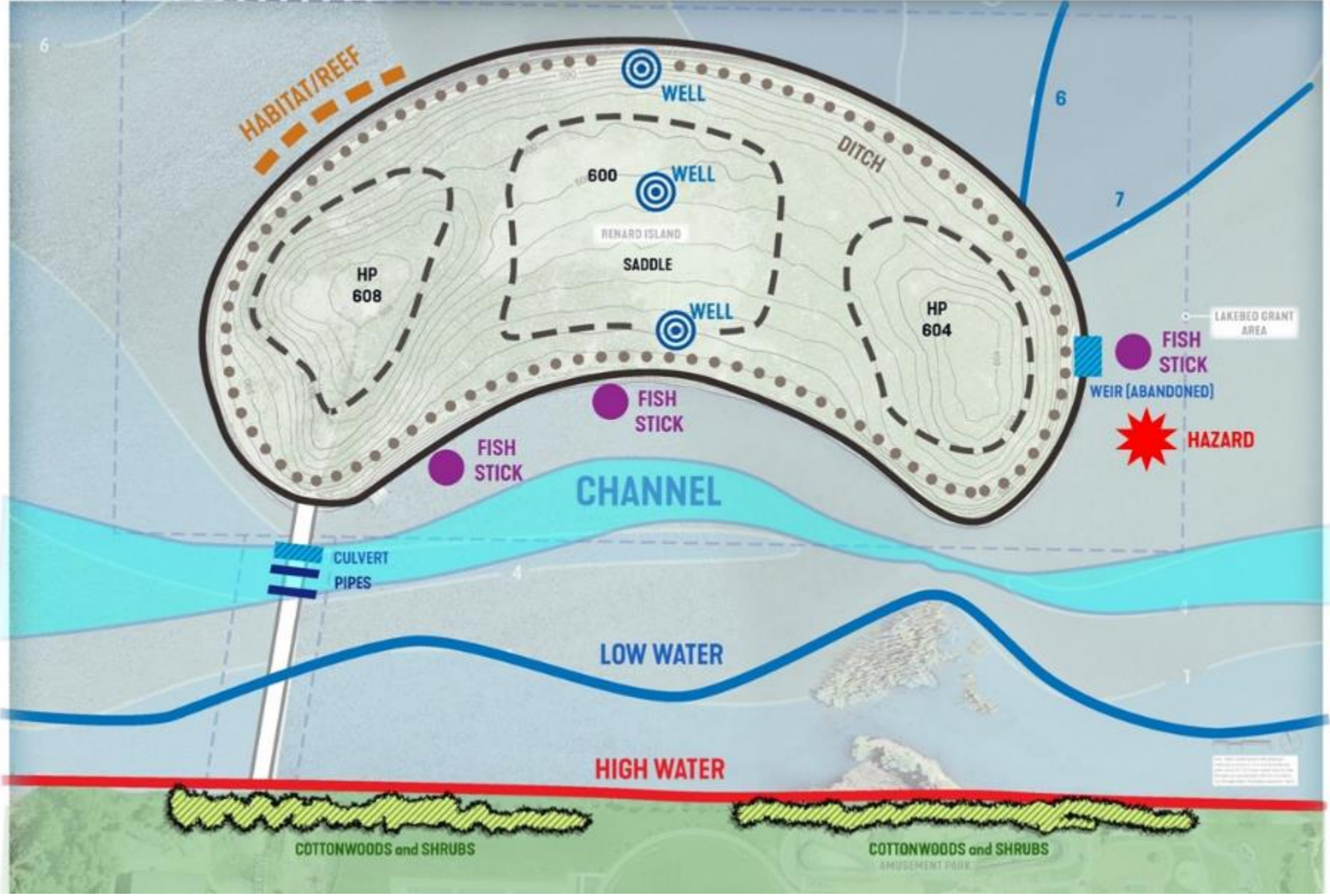
BAY BEACH WILDLIFE SANCTUARY

FOX RIVER

RENARD ISLAND TOUR

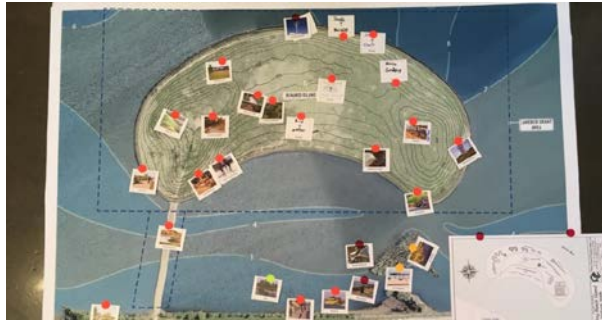


EXISTING CONDITIONS ANALYSIS



PUBLIC MEETINGS





SIM-ISLAND EXERCISE

PROJECT GOALS

Economic	Ecological	Social	Human Spirit
Recover operational costs through revenue	Improve water quality	Maximize public access to the water	Create an authentic sense of place
Spur economic development	Create ecological resiliency	Incorporate educational opportunities	Celebrate the culture of the area
Maximize fundability (grants, private investment)	Target priority wildlife communities	Create multi-season recreation experiences	Highlight the uniqueness of the island
Minimize maintenance costs	Design using conservation principles	Facilitate social gatherings	Make it interactive and memorable

ALTERNATIVE CONCEPTS

Concept 1: Eco Island



Concept 2: Exploration Island



Concept 3: Active Island



ALTERNATIVE 1 ECO

CONCEPT 1: ECO ISLAND



RENRARD ISLAND SITE MAP
RENRARD ISLAND STRATEGIC MASTER PLAN

ALTERNATIVE 2 HYBRID

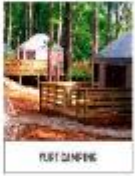
CONCEPT 2: EXPLORATION ISLAND



TRADITIONAL PARK PAVES WITH SOME NATIVE



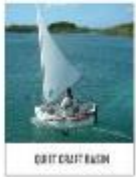
PUBLIC ART



RUSTIC CAMPING



DOGS ON PATH



BOAT CRAFT BAY



PERMEABLE BRIDGE



BREAKWATER HARBOUR EDGES



NEAR HARBOUR SHORE EDGES



MULTI-USE LAWN



FULLY ENCLOSED SUBCITY



ALT 2 - EXPLORATION ISLAND

RENARD ISLAND SITE MAP
RENARD ISLAND STRATEGIC MASTER PLAN

ALTERNATIVE 3 ADVENTURE

CONCEPT 3: ACTIVE ISLAND

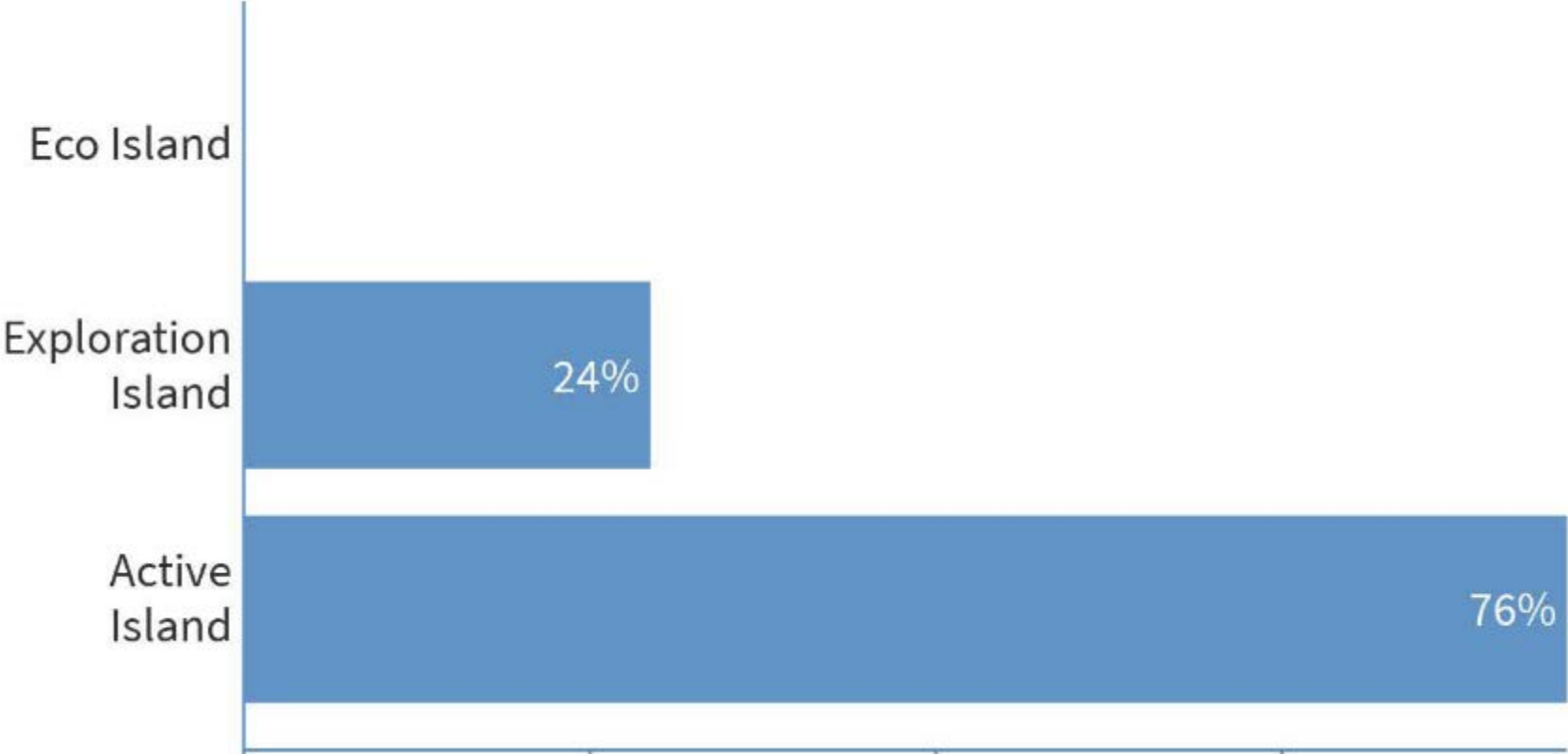


ALT 3 - ACTIVE ISLAND
RENARD ISLAND STRATEGIC MASTER PLAN

PUBLIC ALTERNATIVES VOTING

18. Which concept do you feel would be most valuable overall for the community?

🗳️ When poll is active, respond at PollEv.com/sgurban 📱 Text **SGURBAN** to **22333** once to join



ALTERNATIVES RANKING

Goal		Weighted Priority	Concept 1: Eco Island		Concept 2: Exploration Island		Concept 3: Active Island	
			Score	Points	Score	Points	Score	Points
Economic	1 Recover operational costs through revenue	3	0	0	0	0	100	0
	2 Spur economic development	3	0	0	12	0	88	0
	3 Maximize fundability (grants, private investment)	2	25	50	31	100	44	200
	4 Minimize maintenance costs	3	38	114	38	342	25	1026
Ecological	5 Improve water quality	1	50	50	36	36	14	14
	6 Create ecological resiliency	2	44	88	19	38	38	76
	7 Target priority wildlife communities	1	94	94	0	0	6	6
	8 Design using conservation principles	2	6	12	53	106	41	82
Social	9 Maximize public access to the water	3	0	0	27	81	73	219
	10 Incorporate educational opportunities	2	13	26	50	100	37	74
	11 Create multi-season recreation experiences	3	0	0	25	75	75	225
	12 Facilitate social gatherings	2	0	0	18	36	82	164
Human Spirit	13 Create an authentic sense of place	1	13	13	50	50	37	37
	14 Celebrate the culture of the area	1	12	12	53	53	35	35
	15 Highlight the uniqueness of the island	1	6	6	47	47	47	47
	16 Make it interactive and memorable	3	0	0	29	87	71	213
Total Score			465		1151		2418	

DRAFT MASTER PLAN

Merges most popular features of each alternative:

Concept 1: Eco Island



- Mix of native ecosystems
- Boardwalks and nature trails
- Naturalized shoreline

Concept 2: Exploration Island



- Artful landforms
- Island extension
- Overlooks/piers
- Iconic observation tower
- Flexible lawn spaces

Concept 3: Active Island

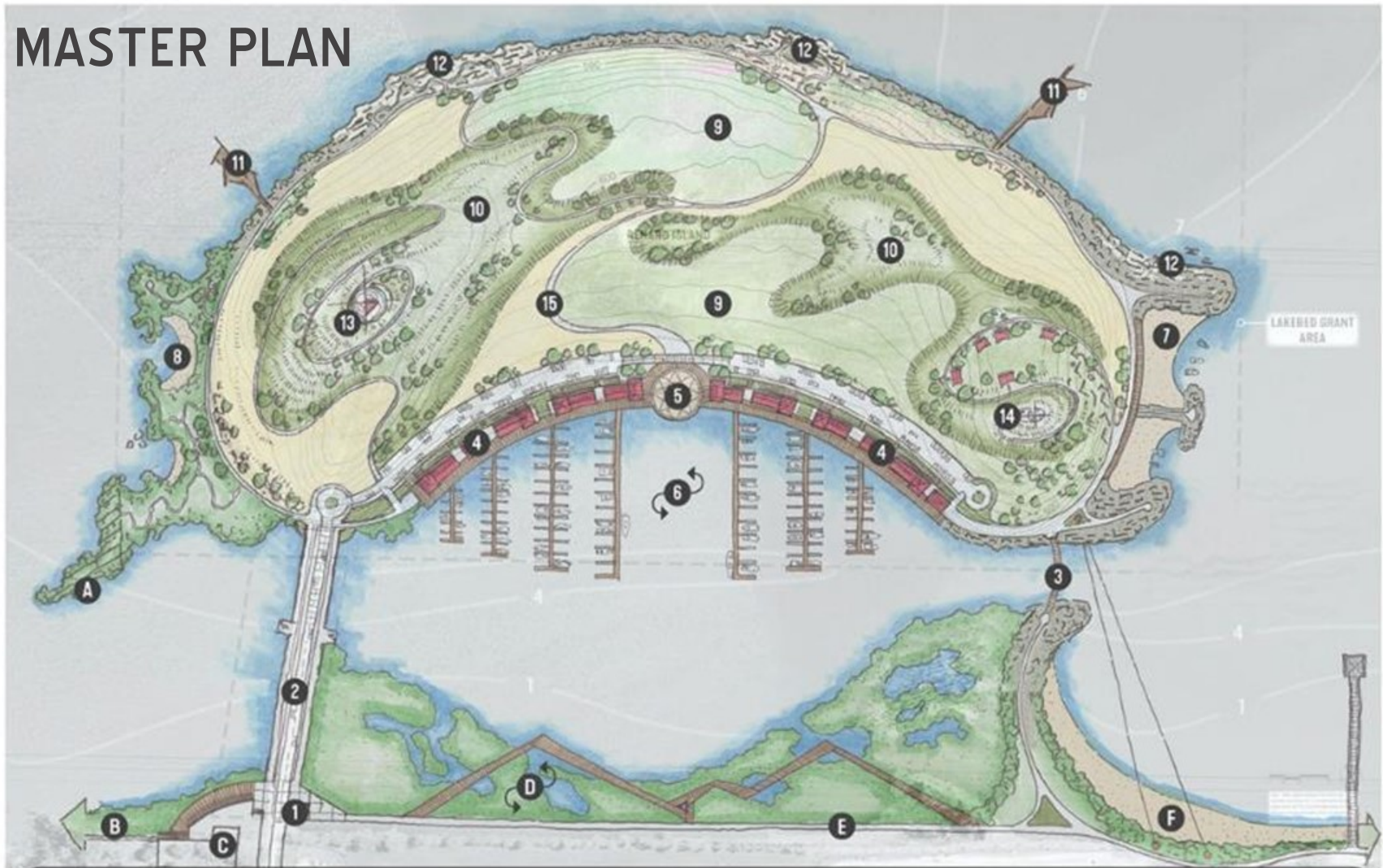


- Activated waterfront with marina slips
- Boater beach
- All-season retail/food zone
- Adventure play

CONTEXT & CIRCULATION



MASTER PLAN



RENARD ISLAND IMPROVEMENTS

- | | | |
|---|---|---|
| 1 Gateway plaza & trailhead | 6 Marina w/ programmable water & transient facilities | 12 Stepped stone edge |
| 2 Vehicular access / causeway enhancements | 7 Beach w/ boat access & dog area | 13 Interpretive overlook w/ wind energy / public art / cultural celebration |
| 3 Pedestrian access / movable bridge | 8 Cobble beach & wetland habitat | 14 Overlook hill w/ picnic & adventure play |
| 4 Promenade w/ boardwalk, support concessions, retail & parking (+/-300 spaces) | 9 Flex lawn / event area | 15 Trail system |
| 5 Interactive plaza | 10 Landforms / habitat w/ picnic & yurt camping | |
| | 11 Fishing pier | |

IMPROVEMENTS BY OTHERS

- | |
|--------------------------------------|
| A Regional habitat links |
| B Regional trail / open space links |
| C Museum or commercial development |
| D Boardwalk & wetland habitat |
| E Harbor loop trail |
| F Beach w/ adventure play / zip-line |









Figure 4-9. Rendering of the west overlook/fishing pier



Figure 4-10. Rendering of the potential future boardwalk / wetland habitat on the mainland, looking across the lagoon towards Renard Island (not part of Renard Island scope)

MASTER PLAN - PROGRAMMING

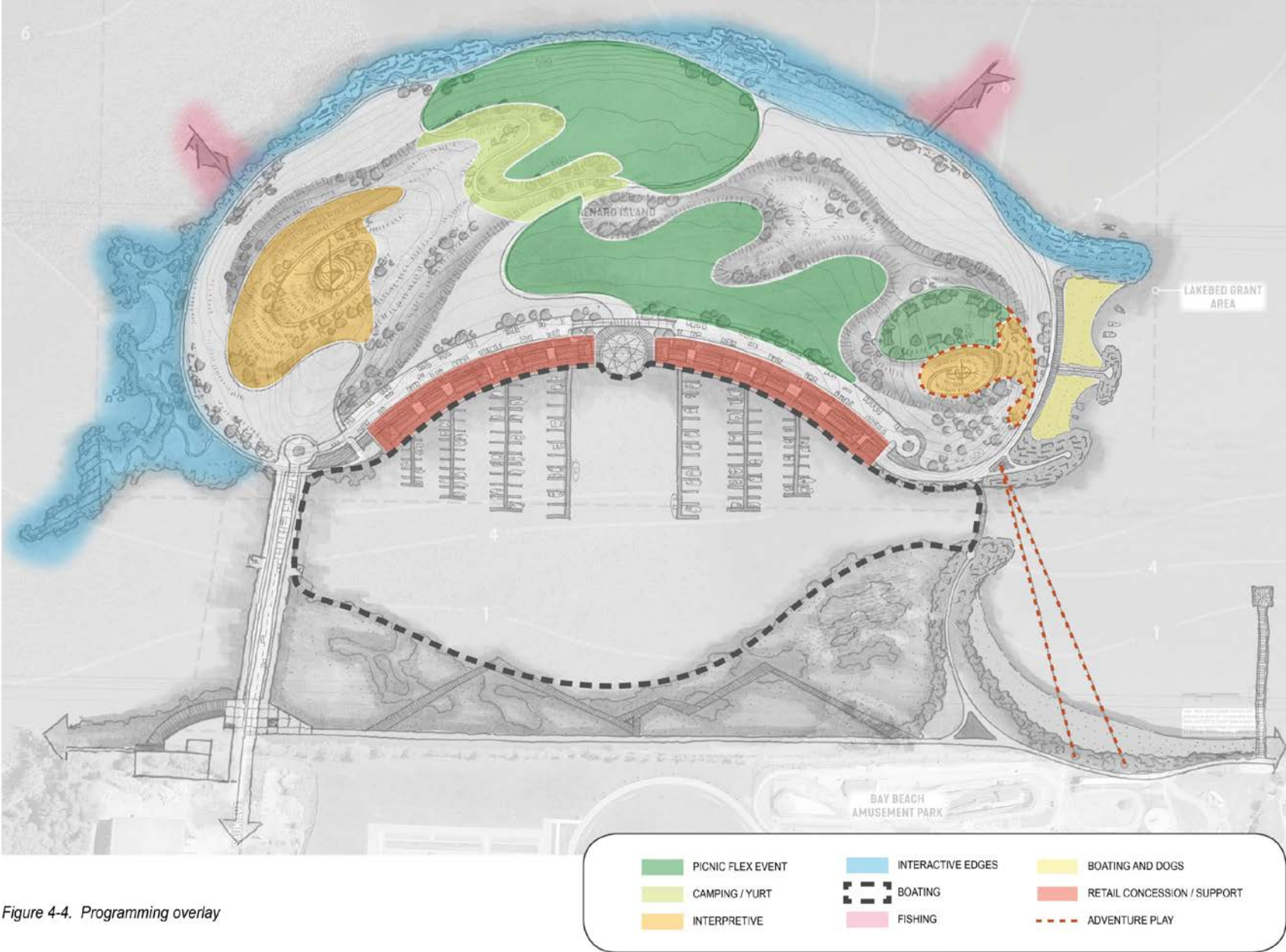


Figure 4-4. Programming overlay

MASTER PLAN - KEY PLACES TO EXPLORE



Figure 4-15. Places to explore on the island

	FISHING		EVENT AREA		DOG AREA
	BOATING		RETAIL & CONCESSION SUPPORT		ADVENTURE PLAY
	BEACH AREA		PICNIC FLEX		CAMPING YURT

ACTIVE WATERFRONT PROMENADE



MASTER PLAN - CIRCULATION

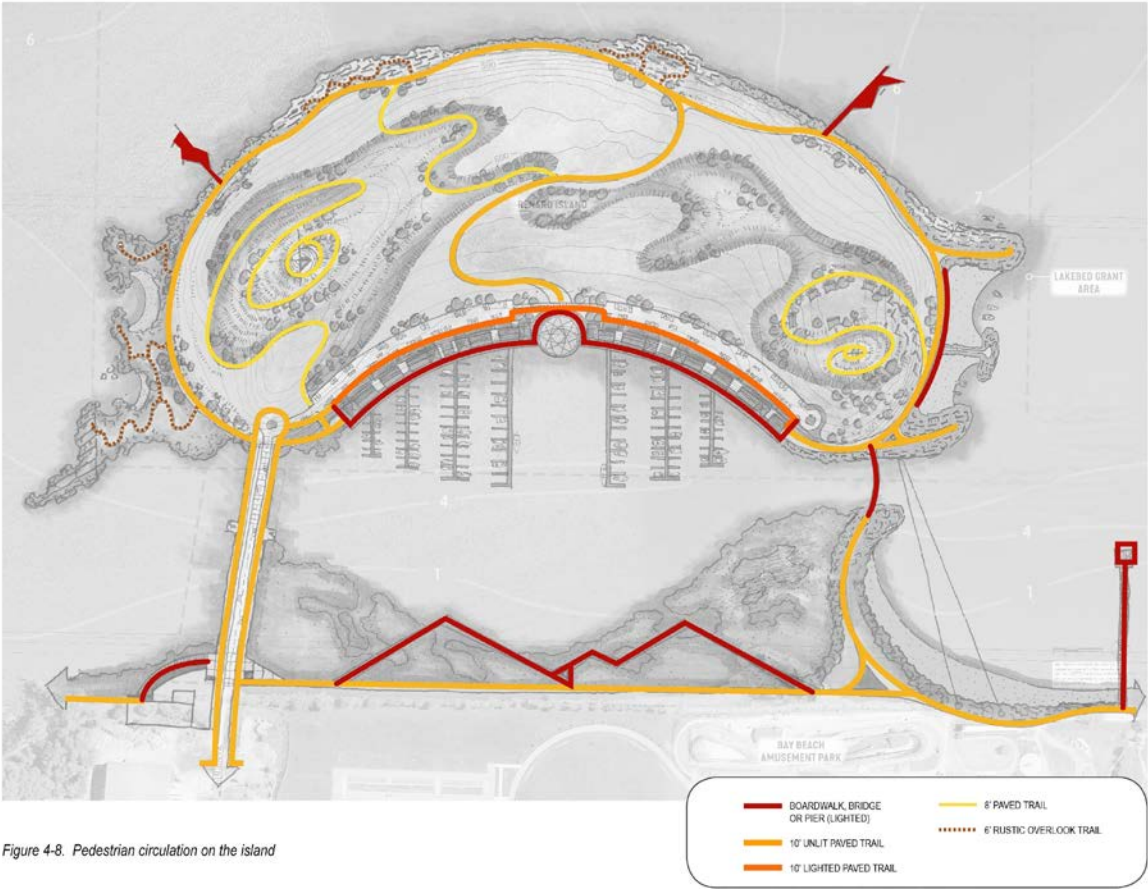
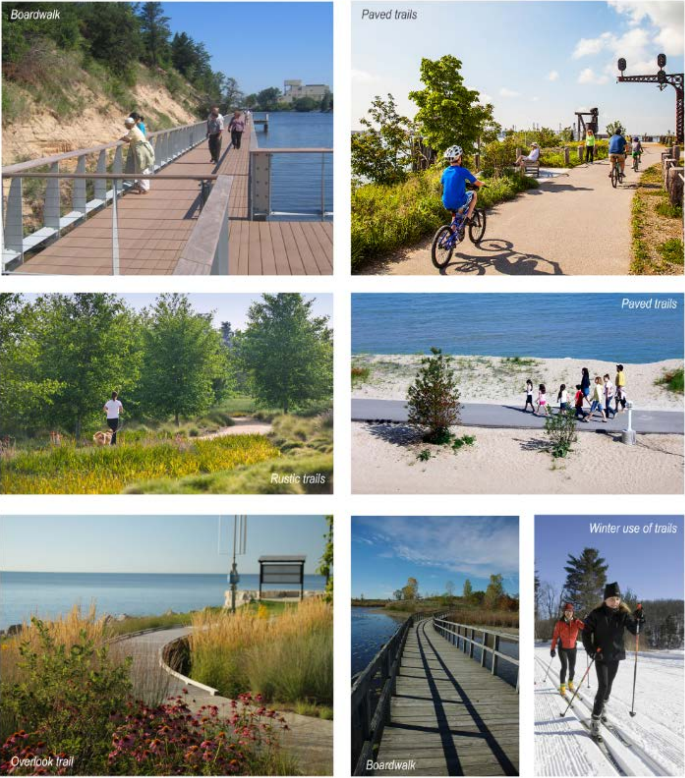
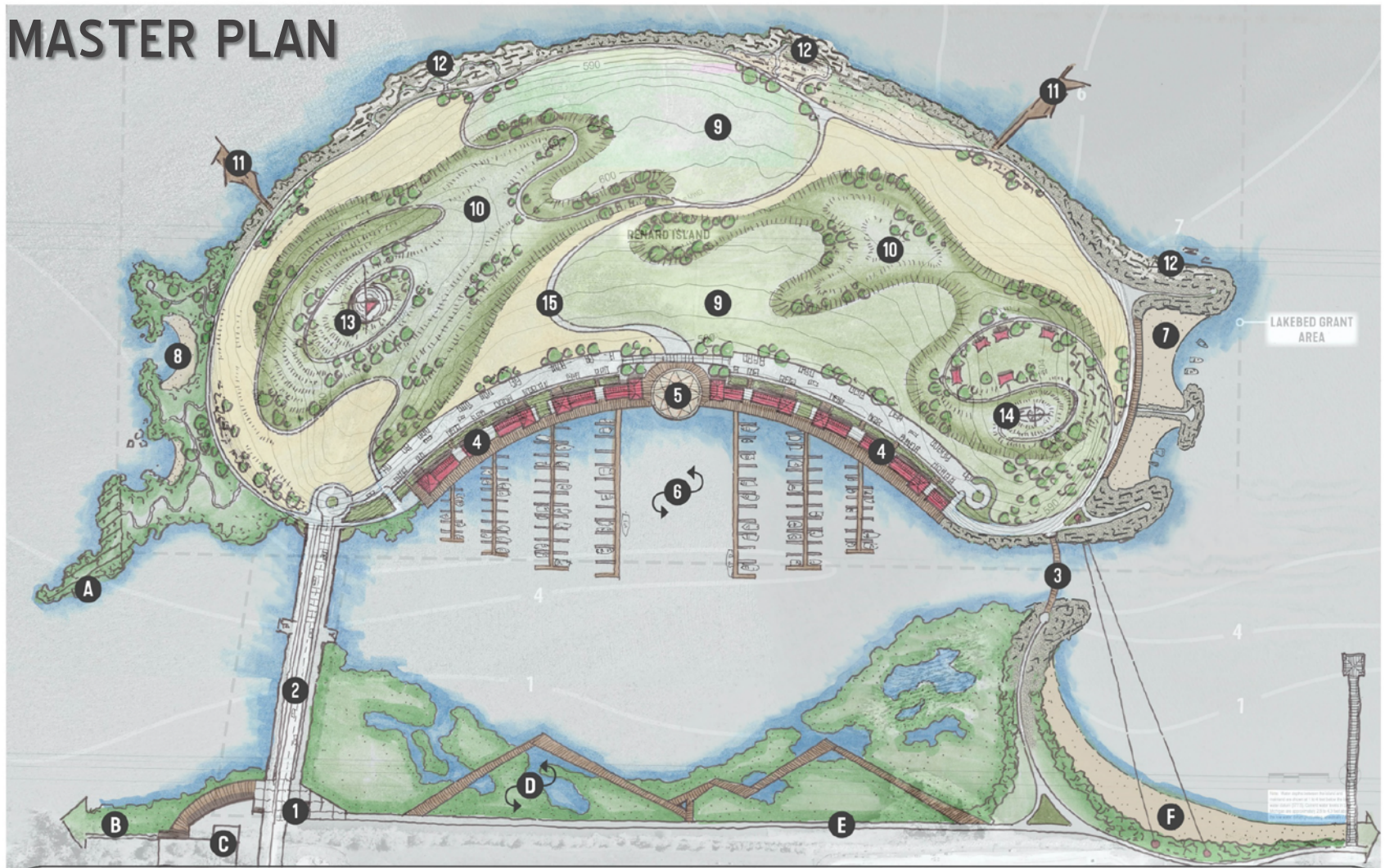


Figure 4-8. Pedestrian circulation on the island

LANDSCAPE CHARACTER



MASTER PLAN



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IMPLEMENTATION CONSIDERATIONS

- Infrastructure considerations
- Permitting
- Funding & development partnerships
- Direct and indirect income models

ECONOMIC MODELS

- Direct Revenue Generation – Leases, Rentals, Commercial Activities on the Island
- Indirect Revenue Generation – Improvements to the Island Create a Catalyst for Economic Development on Adjacent Properties

DIRECT REVENUE

- Long Term Lease Revenues
 - Cultural Attractions
 - Restaurant / Hospitality
 - Entertainment Venues
- Commercial Activities
 - Kayak, Paddleboard, Paddleboat Rentals
 - Bike, Rollerblade, Snowshoe, Ski Rentals
 - Concessions, Drinks, Etc
- User Fees
 - Parking Fees?

ECONOMIC CONSIDERATIONS

- Creating a Destination Requires Capital Investments and Operating Skills
- Attracting concessionaires (lease holders) to invest capital, create operating plans and operate profitably - to cover development and the ongoing operating cost of the new Renard Island
- The attractive concession operations, in turn, will draw residents and visitors to the Island – hopefully repeatedly as well as grants & donors
- The result: improved quality of life for the residents of Green Bay and economic and fiscal impact (jobs & tax revenue) – and likely investment in the waterfront area as it becomes more appealing
- This will spur increased investment and visitation to Bay Beach, diversify the waterfront appeal and increase market draw with longer visits

THANK YOU

QUESTIONS?

