

CITY OF KEWAUNEE

Community Development Block Grant
Planning Grant Report

WATERFRONT PLAN



September 2009

AVRES
ASSOCIATES

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Section 1. Introduction

In December of 2008, the City of Kewaunee hired Ayres Associates to prepare a Waterfront Plan. The project has resulted in identifying improvements for the Kewaunee River Harbor and Lake Michigan waterfront. In addition, the plan will evaluate elements of the Central Business District as it relates to drawing residents and tourists to the waterfront and the downtown business district.

The plan is intended to serve as a guide to assist the City, public and private agencies, and private developers for long and short term development activities. The content of the plan has been developed as a result of working with an advisory committee comprised of community stakeholders and city officials. The planning process is summarized below.

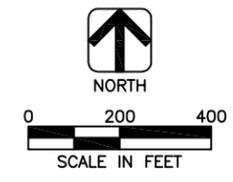
- The Waterfront Planning Area is identified on Map 1. The waterfront and downtown Kewaunee are in close proximity to each other. Both of these areas are adjacent to Lake Michigan and the Kewaunee River.

Public Involvement Process

- An Advisory Committee was established comprised of stakeholders representing various interests of the City of Kewaunee. The Committee was given the responsibility to oversee and provide input during the planning process, review data and consultant information and provide feedback to initial recommendations as presented.
- Site Awareness Visit

After the first meeting of the Advisory Committee, members of the committee visited locations of the project study area with the consultant to provide feedback regarding existing conditions and other information about the site(s) and the waterfront.

- Advisory Committee Meetings:
 - April 7, 2009
 - May 5, 2009
 - June 2, 2009
 - July 7, 2009
- Public Involvement Meetings:
 - March 31, 2009
A Visioning Workshop was held open to the general public, stakeholders in the community and city officials to provide feedback regarding the existing conditions, constraints and opportunities of the waterfront project area as well to provide their "vision" of the waterfront for the future.
 - August 18, 2009
A meeting to gather feedback regarding waterfront recommendations was held to gather additional responses.



- LEGEND**
-  AHNAPEE STATE TRAIL
 -  DOWNTOWN DISTRICT

Section 2. Guiding Principles for Waterfront Planning

At the first meeting, the advisory committee was presented with previously established policies and recommendations from other planning exercises completed by the City. The committee determined that the policies and recommendations could serve as guidelines for this waterfront planning effort.

The waterfront should be a destination that attracts both Kewaunee residents and visitors alike. It is an important part of the local quality of place as well as an enriching component of the tourist experience. The following policies and recommendations are taken from the City’s comprehensive plan and the *Tourism and Market Analysis Study* and are applicable to the Lake Michigan and Kewaunee River areas. These recommendations will serve as guiding principals for the waterfront planning process.

Table 1. Summary of Policy and Recommendations from Previous Planning Documents

| Plan Component | Policy and/or Recommendation |
|-----------------------|---|
| Natural Resources | Encourage the preservation of scenic vistas. |
| | Developments adjacent to steep slopes, rivers, streams, and wetlands should be planned in a manner that protects the integrity of these areas. |
| | Promote the Kewaunee River, lake Michigan and other relevant natural areas in and around the city as quality recreational opportunities. |
| | Participate in efforts to maintain the natural beauty and integrity of the Lake Michigan shoreline while providing for public use and access. |
| | Encourage efforts to improve the quality of the beaches in the area. |
| Cultural Resources | Continue to promote the Marquette Historic District, Tug Ludington, and other historic assets of the city for tourism activities |
| | Continue to support the city’s marine heritage through enhancement of the city’s harbor area |
| Housing | Encourage new housing in areas where municipal infrastructure is already available or could be efficiently extended. |
| Economic Development | Promote downtown as pedestrian friendly and safe by ensuring areas are clean and well lit, plus offer pedestrian amenities such as benches that encourage foot traffic. |
| | Protect existing corridors and create new corridors to provide opportunities for non-motorized travel. |

**Table 1. Summary of Policy and Recommendations from Previous Planning
Continued**

| | |
|------------------------------------|---|
| Economic Development | Determine how businesses will fit the city's character and can be accommodated by the city's infrastructure. |
| | Encourage the redevelopment of brownfields and other contaminated sites in existing areas of the city. |
| | Create and maintain an environment that is pleasant and inviting to visitors. |
| Tourism and Market Analysis Study: | Community events that attract tourists should consider adding leisure activities that are desirable to consumer groups attracted to the area. |
| | Continual improvement and revitalization of downtown retail business climate is critical to encouraging locals and visitors to shop. |
| Transportation | Advocate for transportation projects that contribute to the protection of the city's natural resources, scenic view, etc. |
| Parks and Recreation | Explore the development of a detailed waterfront plan to enhance the harbor area, lakefront, and Kewaunee River |
| | Continue to promote and utilize natural features for enhancing the recreational opportunities in the city's planning area. |

Source: City of Kewaunee 20 Year Comprehensive Plan Completed by Bay-Lake Regional Planning Commission, March 2007. Other items identified from the City of Kewaunee Market Analysis completed by Kewaunee County - UW Extension, February 2008.

Section 3. Demographic and Market Information

Market Area

An evaluation of the market area involves demographic information, including income levels, associated with populations in the market areas and how these populations change over time. These data, as well as other factors, are factors that are evaluated when investments are considered within a community. The market area information is separated into driving times away from the waterfront/downtown and presented in Tables 2 – 4.

Table 2. Market Area Identification

| | <i>10 Minute Drive</i> | <i>15 Minute Drive</i> | <i>30 Minute Drive</i> |
|--|------------------------|------------------------|------------------------|
| 2000 Population Census | 3,444 | 4,911 | 20,947 |
| 2009 Population Estimate | 3,490 | 5,001 | 21,785 |
| 2014 Population Projection | 3,532 | 5,069 | 22,302 |
| 2009 Household Estimate | 1,439 | 2,001 | 8,443 |
| 2014 Household Projection | 1,475 | 2,053 | 8,738 |
| 2009 Household Income (avg) Estimate | \$53,888 | \$57,769 | \$61,628 |
| 2009 Household Income (median) Estimate | \$47,223 | \$50,718 | \$54,570 |

Source: Claritas Inc. Site Reports, 2009.

Population increases have not occurred at the same rates when evaluated over time. The positive indicator is, however, that population is increasing and that household incomes are also increasing as the market area expands as indicated in Table 2-1 above.

Table 3. Population Growth Trends

| | <i>10 Minute Drive</i> | <i>15 Minute Drive</i> | <i>30 Minute Drive</i> |
|-------------------------|------------------------|------------------------|------------------------|
| Growth 2009-2014 | 1.20% | 1.36% | 2.37% |
| Growth 2000-2009 | 1.34% | 1.83% | 4.03% |
| Growth 1990-2000 | 3.21% | 4.07% | 7.85% |

Source: Claritas Inc. Site Reports, 2009.

Retail Opportunity Analysis

Claritas provides information that allows for the evaluation of an area for “gaps” and “opportunities”. The data offers the comparison of the existing volume of retail sales in a specific area, or the *supply*, and compares it with the expected retail expenditures by persons living in the area, or the *demand*. The evaluation is based on the idea that a “gap” indicates that there is a surplus of demand and that local expenditures are forced to take place outside of the market area in order to be met. In terms of the local economy, this is called a leakage from the area. Capturing this leakage by providing the service or retail need is a way of keeping the dollars invested within the community.

There are many factors that determine retail location decisions such traffic volumes, property availability, type of access, type of market consumers, surrounding land uses and other considerations. However, in terms of gaps and therefore *opportunities* within the driving time market areas, this evaluation identifies areas where the demand exceeds the supply of goods and suggests there are possibilities within the retail markets listed in Table 4.

Table 4. Retail Market Area Opportunities Identified by an “X”

| | <i>5 Minute Drive</i> | <i>10 Minute Drive</i> | <i>15 Minute Drive</i> | <i>30 Minute Drive</i> |
|---|-----------------------|------------------------|------------------------|------------------------|
| Motor Vehicle and Parts Dealers | X | X | X | X |
| Furniture and Home Furnishings Stores | X | X | X | X |
| Electronics and Appliance Stores | X | X | X | X |
| Building Material, Garden Equip Stores | X | X | X | X |
| Food and Beverage Stores | X | X | X | X |
| Health and Personal Care Stores | X | X | X | X |
| Clothing and Clothing Accessories Stores | X | X | X | X |
| Sporting Goods, Hobby Book, Music Stores | X | X | X | X |
| General Merchandise Stores | X | X | X | X |
| Food Service and Drinking Places | X | X | X | X |

Source: Claritas Inc. Site Reports, 2008.*

*Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey) which is fielded by the U.S. Bureau of Labor Statistics. The supply data is derived from the Census of Retail Trade which is made available by the US Census.

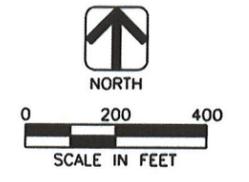
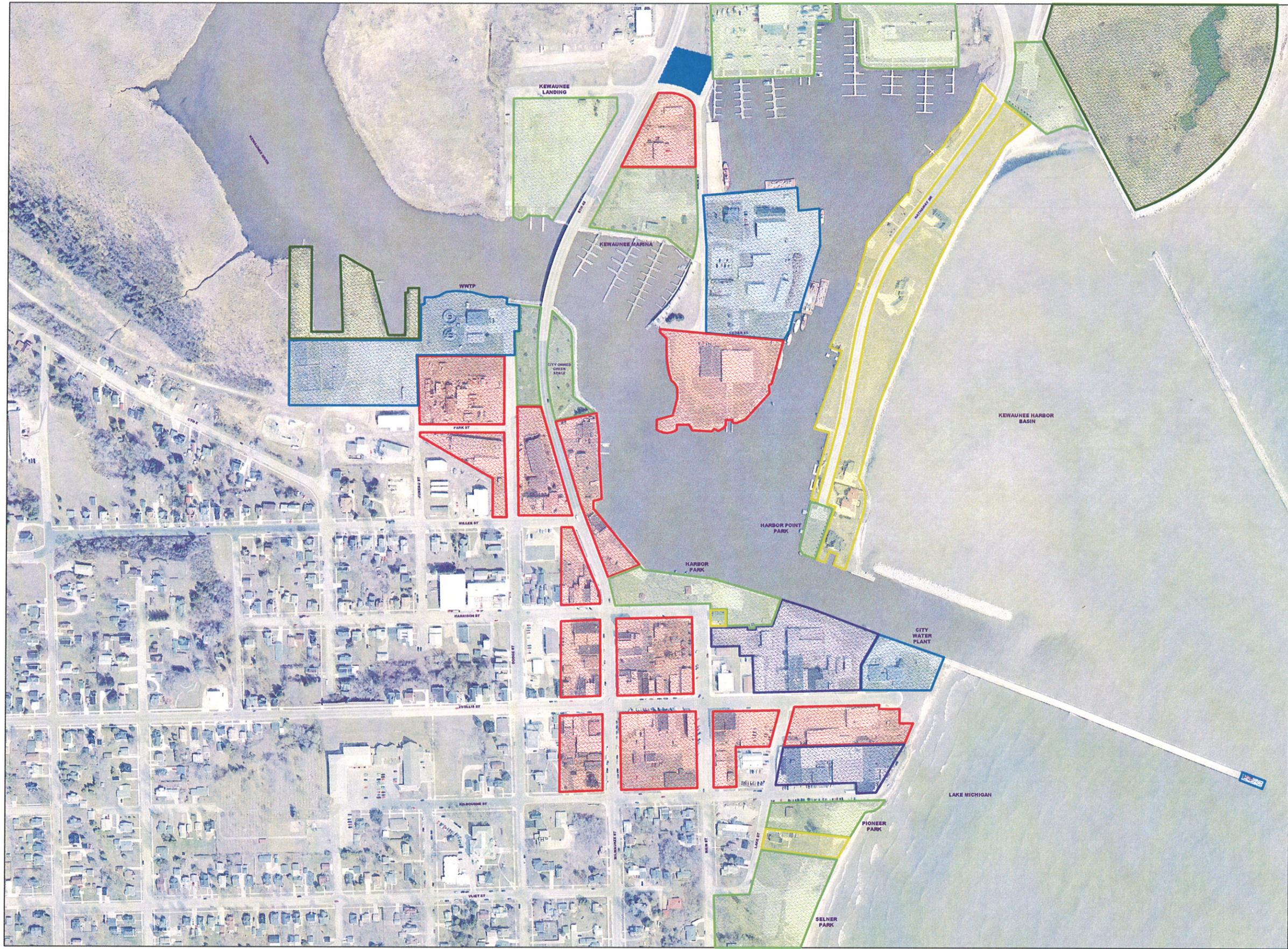
Section 4. Land Use

Existing Land Use

The land uses in proximity to the waterfront include a variety of uses. The Kewaunee Harbor contains a mix of commercial, some industrial sites that are still presently active, recreational and residential uses. The harbor itself consists of an inner and outer harbor divided by a peninsula. The City of Kewaunee is located on the west shore of Lake Michigan and at the mouth of the Kewaunee River. The Kewaunee Harbor area has several areas of public access to the waterfront. Map 2 indicates land uses in the planning area.

Zoning

The City currently maintains a general Zoning Ordinance located within Chapter 94 of the Municipal Code of the City of Kewaunee. The planning area is zoned primarily Waterfront District. This district is intended to restrict uses to industrial, recreational, residential or commercial uses that are water related or have an advantage by being at the waterfront. There are a few areas zoned Community Commercial District. This zone is intended for a more traditional, central business district; however, there are some specific descriptions for an arts and cultural overlay within this district.



- LEGEND**
- PARK & RECREATIONAL FACILITIES
 - OPEN SPACE
 - GOVERNMENT/INSTITUTIONAL
 - INDUSTRIAL
 - DOWNTOWN BUSINESS AND WATER FRONT MARINA USES
 - RESIDENTIAL

Central Business District and Waterfront Connection

The proximity of the central downtown area to the waterfront makes both areas a natural draw for visitors and residents. Using this geography as an advantage to provide services, employment, housing and waterfront recreation together is the challenge in this interconnected area. A sample of photos taken within the project area provides examples of the structures and conditions within and around the waterfront.

Figure 1. Existing Downtown Business



Located on STH 42

Figures 2 & 3. Existing Downtown Businesses



Post office on Ellis Street



Located on Harrison Street

Figure 4. Existing Downtown Business



Located on STH 42

Figure 5. Existing Downtown Business



Located at Harrison Street and STH 42

The appearance of downtown and property maintenance issues were identified as a recommendation in the City's *Market Analysis Report* completed in 2007 as well as in the City's Comprehensive Plan. The Market Analysis Report recommends that continued improvements and revitalization of Kewaunee downtown is critical to encouraging local residents and visitors to shop in the downtown area. The City has recently initiated an "Upkeep Program" which is movement forward on this recommendation.

In support of building improvement programs, communities can develop financial resources to be made available for businesses, in particular, to invest in their buildings. These funds would be made available for façade improvements. Demonstrated in Figures 6 and 7 on the next page is the transformation of a building. The building experienced façade improvements and other changes contributing to an improved, downtown environment.

Figures 6 & 7*. Façade/Structural Improvement Example in Lacrosse, Wisconsin



S. Gantert Building: Before



After

In addition to facade improvements to buildings, communities can employ landscaping beautification and greening techniques. Landscaping can assist with stormwater filtration purposes. Figure 8 provides an example in the City of Kewaunee that has exposed dumpsters located in a parking lot. The parking lot has no landscaping and is located along STH 42 across from the waterfront. There are other areas that have unscreened parking lots and dumpsters that could benefit from landscaping enhancements to serve as beautification and stormwater purposes.

Figure 8. Area along STH 42



Area along 42 without landscaping or screening for trash receptacles

* Photo credit and reprint permission: City of La Crosse Planning Department

Figure 9. Example of stormwater vegetation and parking lot beautification technique.



Building Improvement Program Benefits

Upgrading and revitalizing buildings is beneficial to business owners and the community as a whole. Business owners will have a rehabilitated building which generally will increase the value of the structure and result in an improved exterior appearance. The goal of façade improvement programs, where the funds are loaned at low rates by municipalities, is that funds are available, that guidance is available in terms of design for the planned improvements, and that economic development opportunities occur as a result as well.

The programs are designed to assist the property owner in reaching business goals in addition to improving the value of their buildings through improvements. The Wisconsin Main Street Program offered through the Department of Commerce provides economic impact information in regard to private and public investment. Investment can result in building rehabilitation, new business opportunities, job creation and buildings being sold. All of these activities represent potential economic development for the City of Kewaunee. The statistics below indicate that both the business owners and the municipalities receive economic benefits from the investments made into property.

Table 5. Wisconsin Main Street Program Results, 1988 – 2007

| | |
|--------------------------------------|---------------|
| Public Improvements | 1,243 |
| Public Investment | \$172,657,272 |
| Building Rehabilitated | 4,353 |
| Private Investment | 248,425,071 |
| New Businesses | 3,325 |
| New Jobs | 15,097 |
| Buildings Sold | 1,300 |
| Private Investment in New Buildings | \$255,533,579 |
| Private Investment in Buildings Sold | \$184,848,265 |
| Total Public and Private Investment | \$861,465,188 |

Source: Wisconsin Department of Commerce, <http://commerce.wi.gov/CD/CD-bdd-impact.html>

Tools Available for Local Implementation

Enhancing and strengthening the downtown presence continues to build the downtown as a destination location. It also continues to develop it as a natural location for waterfront visitors to patronize while in the area. There are tools the City can use to strengthen this connection between the downtown and the waterfront.

4.1 Establish a Building Improvement/Façade Program

The purpose of these types of programs is to improve the local business climate, improve all sides of building façades and these programs generally target specific areas within communities.

In conjunction with Façade Improvement Programs:

- Local Lending Commitment Programs: The city could work with local lenders to establish a low interest fund to supplement the Façade Improvement Program. Compliance with this type of program could be tied to design guidelines (see below).
- Tax Increment Financing: TIF revenues can be used to fund low interest loans, streetscaping or other private building redevelopment activities. Typically a maximum loan amount and matching funds from the owner is required.

4.2 Recruit local design firm(s) to provide services for property owners that are interested in making façade improvements.

There is local talent that may be a resource for expertise in the regard to the review of plans for building and façade renovations and for landscaping improvements. The idea is to spur downtown improvement activity with expert design consultation where possible.

If a firm is available to offer or donate services, businesses can invest in the appropriate design improvements perhaps are discounted rates. In return, the design firm and property owner both benefit by being promoted as a local program success story. The effort will demonstrate local services and materials were purchased and, very importantly, demonstrate the strength of local businesses helping each other within their areas of expertise.

The key to this recommendation, however, is that consistent architectural standards for façade improvements are applied. These are discussed in greater detail on the next page.

4.3 Seek volunteer groups to “adopt a parking lot” and other areas for plantings and maintenance.

There are areas and spaces that need to be landscaped. If volunteers are used, it is important to have a sound, attractive design in place for these locations. Using local design talent for landscaping may be an option. Or if there is local Master Gardeners Club/Program(s) perhaps this resource could be tapped into for landscaping expertise. For labor assistance, there may be an opportunity to use Kiwanis/Rotary type groups, boy scouts, brownie groups, to assist with community improvements that involve plantings and the subsequent maintenance.

4.3 Apply to the Wisconsin Main Street Program

This program is a comprehensive program designed to assist with promoting the historic character and improving economic development within traditional business districts. This program provides assistance with design and promotion but it does require local financial commitment. The program seeks applicants every two years and has specific requirements and financial commitments that must be met by communities in order to be accepted into the program. In return, technical assistance is provided by Wisconsin Commerce staff. Program details are at: <http://commerce.wi.gov/cd/CD-bdd-overview.html>.

4.5 Develop Architectural Design Guidelines

The City of Kewaunee can develop Design Guidelines to be applied within certain zoning districts in the city. The City's *Comprehensive Plan* recommended that a waterfront plan be developed. It continued by recommending that design standards be a part of that process. Architectural design standards provide criteria for building design, materials used, lighting and other elements. It is suggested that specific architectural design guidelines be developed.

The City's *Comprehensive Plan* recommends design standards as it relates to the waterfront area and the downtown commercial area. The design review process can come under the purview of City's Plan Commission. Optimally, the Commission would eventually include an expert(s) such as an architect or landscape architect to become a member or be available to review the designs proposed to meet the architectural standards that become developed by the city for the waterfront and community commercial districts.

The Waterfront Zoning District (WFD) covers the majority of waterfront area. There are also a few sections in the City within this area zoned Community Commercial District (B-2). Modifying both of these zoning districts will achieve a more cohesive and enhanced waterfront and downtown area as revitalization occurs overtime.

Section 5. Streetscape Zones

Streetscaping improvements are meant to be built upon steps already taken by the City. The suggestions are targeted for the Streetscape Enhancement Areas identified on the Waterfront Concept Map which are the access points leading into the City of Kewaunee. Tying together the amenities within the Central Business District and the waterfront for a unified approach to beautification efforts within the planning area will provide a cohesiveness and increased level of functionality.

Streetscaping Recommendations

- 5.1 Enhanced pedestrian crossings, streetscaping amenities should include, street trees, benches, bicycle racks, consistent choices of trash receptacles, planters, and banners. Streetscape zones are identified on Map 2 where these recommendations should be focused.
- 5.2 A streetscaping program should be in place and include the above items. Improvements should be coordinated with wayfinding improvements.

Figures 10 & 11. Current Receptacles and planters in the planning area



Figures 12 & 13. Planters for beautification



Planters that coordinate with the city's choice of metal trash receptacles.

Section 6. Wayfinding Signage

Signage plays many roles in informing the public. Signs provide the location of available access, indicate where particular destinations are and relay cultural and historical information about communities.

During the public input process there was a need expressed for enhanced signage directing visitors to public parking, to parks and beaches and in conveying information more effectively about Kewaunee's maritime history. The photos below show some of the existing destination and cultural signs. Also included are examples from other locations that may be of assistance in the development of a sign program in the future.

The following is a brief description of the types of signs and the role each plays:

Directional: These signs indicate users' current location and providing notice of what other facilities and destinations can be found in various directions. Directional signage should also be used to help visitors access the other areas in the community when not necessarily on the Kewaunee Waterfront per se.

Interpretive: These signs should be placed along the waterfront indicating historic facts about the site, or pointing out sites of note along the harbor.

Situational: A map showing key locations along the waterfront. A "You are here" would help the visitor know where they were, while at the same time show linkages to other areas in the City of Kewaunee, such as the Chamber, the boat landings(s), other key locations, etc.

Temporary: If signage is determined to be inadequate in an area along the waterfront and central business district, there should be signs directing the public on the route

Kewaunee has several types of signs:

Figures 14 & 15. Existing Kewaunee Signage



Welcome sign entering at STH 29

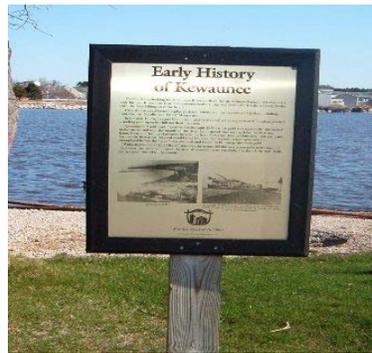


Existing Directional Sign

Figures 16 & 17. Existing Kewaunee Signage



Event/Locational Sign at Harbor Park



Cultural Marker at Harbor Park

Figures 18-21. Signage examples from other communities



Cultural: Story board Sign



Situational Sign



Cultural Marker



Public Parking Sign

Wayfinding Signage Improvements

There are some signage improvements for the downtown and waterfront that can be implemented in conjunction with the city's existing signage system. The improvements are intended to create a more comprehensive signage system addressing all four types of signs mentioned earlier to guide visitors and customers around the waterfront and downtown. An optimal signage system can be easily used by those traveling in vehicles, by pedestrians and bicyclists. There are areas identified for potential locations for new/modified signage and are indicated on the Waterfront Concept Plan Map 3. Signage considerations for the City of Kewaunee's waterfront are as follows.

Key components of the wayfinding improvements should address:

6.1 Create a comprehensive signage program.

It is recommended that the City engage in an overview and inventory of the types of existing signs within the city. When completing this evaluation, it should also be done from the perspective of a visitor so there are no assumptions made about locations. By examining the types of signs present and the way information is presented it may become more evident where information is lacking. By promoting amenities more effectively, residents and visitors benefit because more people become aware of the resources and businesses available to patronize and enjoy.

In terms of the sign quality, a consistent design should be applied throughout the waterfront area and the downtown for a cohesive signage program.

Specific Sign Needs:

- 6.2 Enhance the Interpretive Sign Category for a more coordinated and connected system. Along the pedestrian path convey the City's maritime history along the waterfront with the new signage.
- 6.3 Enhance the Informational and Situational signs in key public places to identify destinations in the downtown and along the waterfront – especially directions to the lighthouse. It will contribute to a more pedestrian friendly transportation system.
- 6.4 Provide clear signage to the dock and pier amenities - considering the visitor's perspective.
- 6.5 Additional signage for public transient docking at Harbor Park.
- 6.6 Directional signage to public beaches at both Selner and Pioneer parks.
- 6.7 Public parking lots in all locations near the waterfront, near the downtown area and the City owned green space need to be more clearly identified for available parking.

Potential Marketing Events associated with Signage and Access:

Walking Tours

As signage and pedestrian connections improve, walking tours could be developed along the waterfront. These tours could be both in conjunction with historic districts and independent of them to target many audiences. Other audiences include those looking for the Ahnapee State Trail and the Marshland Walk.

Tours can include events targeting stops for the arts, especially when there are events. Walking tours can be promoted in chamber events, city festivals, etc. Maps could be developed and made downloadable.

Section 7. Land Transportation

The circulation of vehicles, pedestrian and bicyclists within and throughout the City of Kewaunee is important to the vitality of the waterfront and the central business district. Improving areas that are lacking pedestrian access is an opportunity to enhance the quality of life for all Kewaunee residents. Enhanced access and the feeling of safety will encourage more walking and the patronizing of businesses.

Milwaukee Street (STH 42) and Ellis Street (STH 29) are roadways that serve as entryways into the community. These roadways experience the highest levels of traffic within the city limits and there are intersections along them that have been identified as pedestrian crossings of concern. In other sections of the waterfront planning area, there is a lack of pedestrian access and connectivity. This lack of connectivity for pedestrian traffic removes an opportunity for seamless interaction between waterfront visitors and downtown business visits.

To address areas that have needed improvements for pedestrian and bicyclist access and concerns for safety, the following list of recommendations are identified on the next few pages.

Safe Crossings

7.1 Implement crosswalk enhancements at the STH 42 and STH 29 intersection. The crosswalk striping has faded as a result of winter conditions.

Safe accommodation for pedestrians at intersections is extremely important by minimizing points of conflict with vehicles. The Federal Highway Administration's *Flexibility in Highway Design* indicates that at pedestrian crosswalks there should be appropriate curb ramps for accessibility and that crosswalk and ramps should be clearly marked. The design handbook further indicates that two parallel painted lines generally are not enough of a distinguishing marking because often motorists confuse these lines with the stopping line and pull up to the edge of the crosswalk. At a minimum, some type of striping or painting inside the crosswalk is recommended to improve safety.

Figure 22. STH 29 and 42 Intersection



View of STH 29 at the intersection with STH 42 looking east toward Lake Michigan

Figures 23 & 24. Intersections needing pedestrian enhancements



Views of STH 29 and STH 42 Intersections

Recommended enhancements for pedestrian friendliness at the intersection of STH 29 and 42 include: (Options)

- At a minimum additional crosswalk striping
- Enhanced (colored) curb ramps/curb cuts with truncated domes at the base of the crosswalks for handicapped accessibility
- Bump outs to enhance pedestrian crossing opportunities while not impairing on-street parking or roadway traffic volumes
- Non-permanent pedestrian crossing signage during peak hours/season to remind vehicular traffic that roadways are available to all modes of transportation

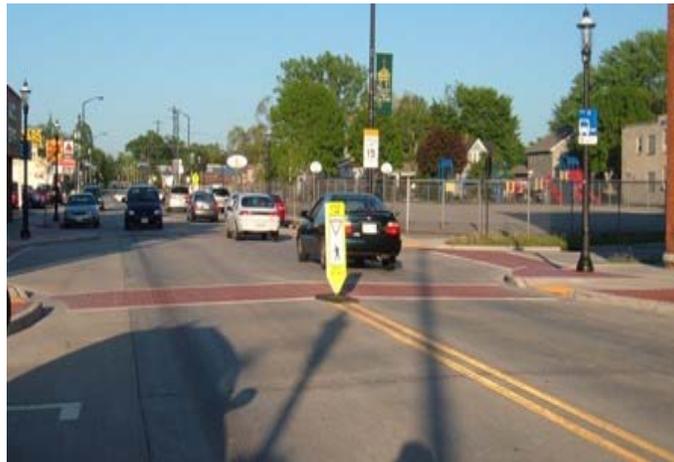
Figures 25 and 26 on the next page show examples of the type of intersection enhancements suggested above. A coordinated intersection treatment program can become part of an overall streetscaping opportunity for the City.

Figure 25. Example of On Street Parking



Bump outs with on-street parking and special colored, textured crosswalks

Figure 26. Example of Colored Crosswalk and Sign for Crossing



Pedestrian right to cross signage

7.2 Other areas in the City of Kewaunee where crosswalks have faded due to winter conditions and/or or need improvements:

Figures 27 & 28. Intersections needing improvements



Intersection STH 42 and CTH E



Ahnapee Trail Access at CTH E

- Intersection at STH 42 and CTH E (shown above)
- Intersection at Harrison Street and STH 42
- Ahnapee Trail Crossing at CTH E
- Additional Intersections marked on Waterfront Concept Map to ease crossing street points in downtown areas and along the waterfront

Providing and enhancing pedestrian connectivity is also needed along the waterfront. Beginning with Harbor Park, there are several areas where there are gaps in connectivity:

7.3 There is limited accessibility for persons with disabilities from the on street parking on Harrison Street. To accommodate these needs, curb cut(s) and a stable path is needed along the edge of the park to increase accessibility. (See Figure 29)

Figure 29. Harbor Park



Harrison Street is on the left and Harbor Park is on the right.

7.4 There is no sidewalk access along the eastern side of STH 42 as indicated in Figure 30. This particular segment is along Harbor Park. A pedestrian pathway should continue along this route northward all the way to the STH 42 Bridge maximizing pedestrian connectivity.

Figure 30. Harbor Park along STH 42



View of STH 42 looking north where there is no sidewalk

Moving to the waterfront, Figures 31 and 32 show the deteriorated condition of the pathway along the harbor dockwall area. This area has been exposed to the harsh conditions of winter combined with Lake Michigan winds and water over the course of time which has been damaging to the walkway.

Figures 31 & 32. Harbor Park shoreline.



View looking east toward Lake Michigan



View looking west

The Harbor Park dock wall has had an underwater inspection which was completed in 2004. Three options were presented in the resulting report. The options are contingent upon how the area adjacent to the wall will be used. The existing wall was estimated to have a remaining life of 5 to 15 years. The full inspection report is included in Appendix C.

Summarized below are the dock wall options included in the report:

Option 1: If the City is considering the construction of a walkway along the shore, it is recommended that the walkway be offset from the wall at least 10-15 feet to allow construction equipment access if repairs or replacement are needed.

Option 2: The soil can be retained behind the wall by use of steel piling, or timber planking on the backside of the back rows of the existing piles in conjunction with reinforcement of the existing soil. For reinforcement of the existing soil, soil should be removed and replaced in lifts with each lift separated by a geo-synthetic grid. It should be noted with this option that to retain the soil behind the existing wall may not extend the life of the existing wall.

Option 3: If a structure were to be constructed near the wall that requires support from the adjacent ground, retaining the soil behind the wall would be required. The recommended method for retaining the soil is steel sheet piling. This option would include replacement of the existing wall with a sheet piling and tieback system. An estimated cost for steel sheet piling placed along the entire length of the existing wall, approximately 490 feet, in 2004 was estimated to cost approximately \$756,000 to \$864,000.

Shoreline Pathway Recommendations:

7.5 Consider options from the dockwall study for future shoreline decisions prior to any shoreline treatment for pathways.

7.6 A wooden, boardwalk along the dockwall from Harbor Park up to the access point leading to the Kewaunee Lighthouse. This was recommended in the Outdoor Recreation Plan and concurred with during this process.

7.7 A continuous pedestrian pathway along the shoreline from Harbor Park northward and southward to Pioneer and Selner Parks.

Section 8. Waterfront Area

Kewaunee Harbor

The Kewaunee harbor consists of an inner and an outer harbor. A peninsula of land separates the inner basin from the outer harbor. The outer harbor is formed by two projecting breakwaters and is the location of the deep water harbor. On the east side of the outer harbor is Lake Michigan and to the north is a confined dredge facility.

The US Army Corp of Engineers has a district office located on the peninsula separating the inner basin from the Kewaunee River. The Corp of Engineer Office is responsible for operations and maintenance of harbors, permanent facilities such as breakwaters, and waterways on the western shore of Lake Michigan.

The Kewaunee Harbor is open to all of Lake Michigan and therefore winds generated can be quite strong. The inner harbor can be an area subject to occasional rough water conditions resulting from high winds generated from the east and southeasterly direction.

The Federal Emergency Management Agency (FEMA) information provides surface elevations, and the existence and potential severity of flood hazards. The FEMA Summary of Elevations are identified in Table 6.

Table 6. Summary of Elevations

| Location | Elevations | | | |
|---------------|------------|---------|----------|----------|
| | 10 Year | 50 Year | 100 Year | 500 Year |
| Lake Michigan | 582.5 | 583.4 | 583.7 | 584.3 |
| Green Bay | 583.5 | 583.4 | 584.7 | 585.3 |

Source: FEMA Flood Insurance Study, 1980.

FEMA maps are in the process of being updated and the elevations will most likely be adjusted officially by FEMA as a result of that process. However, in general, the elevations in the City of Kewaunee decrease moving west toward Lake Michigan.

Water depths vary as impacted by winter conditions. Around the shore, the water depths are shallow and can be as little as four feet deep. Near the City's marina, water depths can be six to eight feet deep and in greater depths near commercial harbors there have been depths as great as 16 to 18 feet.

Boating

The Kewaunee Harbor serves both recreational and commercial boat traffic. The Great Lakes are an economic development resource as well as a natural resource. The deep water port offered by Lake Michigan serves commercial boat traffic which is an important benefit to the City of Kewaunee's economy and the region's.

There are recreational boating opportunities at public and private marinas in the city limits. Both of the marinas are located on the north side of the Kewaunee River. The City also has a boat launch area on the north side of river at the Kewaunee Landing. These areas of waterfront access support boating and fishing opportunities in the community. The boating opportunities also include sailing because of the winds generated from the Lake. Other non motorized boating enjoyed in Kewaunee includes kayaking and canoeing on both the Kewaunee River and Lake Michigan.

Fishing

Fishing in Kewaunee is very popular because of access to the Kewaunee River and the breakwater. Enhancing the fishing experience is the Wisconsin Department of Natural Resources, Besadny Fisheries fish stocking program associated with the Kewaunee River. The program at the Besadny Fisheries Facility consists of a warm water stream, Little Scarborough Creek, and a Class 1 brook trout stream containing a self-sustaining fishery. The Kewaunee River has native populations of smallmouth bass and northern pike. The program is in response to the public demands of recreational fishing which comes from very heavy fishing during seasonal runs of trout and salmon from Lake Michigan.

Dredging and the Confined Dredging Facility

The City's Harbor is a part of the US Corp of Engineers Maintenance Dredging Program to remove the sediment and maintain the navigation channels for both the commercial and recreational boating that occurs in Kewaunee. Recently, dredging occurred in 2008 and is expected to occur in the fall of 2009.

There are several factors contributing to an accumulation of the sedimentation in the Kewaunee Harbor. These factors include the sloping nature of the coastline, wave actions transporting sediment into the harbor, and silt transported downstream by the Kewaunee River into the inner harbor.

The sediment that is dredged is transported to a confined dredge disposal facility. This facility is located north of the outer harbor and it covers approximately 28 acres. The confined dredge disposal facility has been conveyed to the City of Kewaunee (Chapter 217 Law 1979). The conveyance states that this area must be held and used by the City for public recreation purposes. It further identifies uses such as parks, public boat slips, basins, docks, wharves, and wildlife refuges as possibilities.

Waterfront Recommendations

Key waterfront locations are associated with the recommendations listed for the Kewaunee Harbor and Lake Michigan adjacent land uses. The concepts discussed below are shown on Map 3 the Waterfront Concept Plan.

Harbor Park

This 1.69 area park offers a variety of recreational activities for residents and visitors. It is located downtown and is a prime location for community events. Ten transient boat slips are available and the Tug Ludington is docked for tours.

The recommendations for Harbor Park include:

- 8.1.
 - a. Improve shoreline pathways along the shoreline. (Please see the Dockwall Study Appendix C)
 - b. Add a pathway along the portion of STH 42.
 - c. Add seating area in front of the gazebo.
 - d. Improve the “safe harbor” for transient boat slip signage and bumper/fender quality for these slips on the seawall.
 - e. There is currently a gap along the shoreline (heading toward the lighthouse). Keeping it “as is” is unsafe. It currently has a temporary cover. This is identified as a location for stairs to serve as another boat slip or a kayak launch.
 - f. Provide landscaping as beautification, buffering and stormwater management assistance for the public parking lot(s) that serves the park.

Selner and Pioneer Parks

Selner Park is located along the shoreline of Lake Michigan. The elevated, grassy park area provides incredible views of Lake Michigan and has a stairway descending to the parking lot and shoreline.



View from upper Selner Park onto Lake Michigan

Recommendations for these two parks include:

- 8.2 There is a residential property situated between Selner and Pioneer Parks. The City has expressed a desire to combine these two parks into one for a larger recreational area and access point to Lake Michigan. To facilitate this process the City will need to continue working with the property owner.

8.3 Beach cleaning was an issue of concern expressed during the public involvement. The City is developing a beach cleaning program to address this concern for these beaches as well as other public beaches in the City.

Waste Water Treatment Plant

The City of Kewaunee owns and operates the Kewaunee Wastewater Treatment Facility (WWTF). It is located at 77 Dodge Street and is situated on the Kewaunee River. This facility treats a combination of residential, commercial, public, and industrial wastewater. Originally constructed in 1957 it has been upgraded several times and is again in need of upgrading. The design for the facility upgrades is in progress, funding for these changes have been applied for and construction is scheduled to begin in 2010.

The WWTF site must include a security fence. The fencing provides an opportunity for a decorative fencing and landscaping as it is located along the Kewaunee River and along STH 42, an entryway into the community. The requirements for the fencing do not specify a type of fence that must be selected. Therefore, the City will have some flexibility in choosing an attractive, maintenance-free fence. The City could go further and have some landscaping done for further visual appeal.

The City is considering:

8.4 Decorative fencing for the more visible portions of the wastewater treatment plant.
Some sample fencing is below:

Figures 34-37



Examples of fences some with landscaping applications and some without.

Area to the West of the Waste Water Treatment Plant

This area of the waterfront is located to the west of the treatment plant and to the north of the reed beds associated with the plant.

8.5 The City has expressed a desire for additional boat slips in this area and possibly in front of the waste water treatment plant should demand for transient slips exceed supply. Incorporating landscaping and other treatments would assist in making this attractive.

8.6 The transient boat slips would be for smaller boats. The smaller boats are defined as being approximately 18 feet or smaller.

Figure 38



Example of boat slips with landscaping and public art incorporated in the design.

Municipal Marina

The Kewaunee Municipal Marina is a full service marina within a deep water harbor. It has 100 slips and ninety of these slips are available for seasonal renting. The remaining ten slips are available for transient users. The marina provides easy accessibility to Lake Michigan and the Kewaunee River. Available at the marina is a fish cleaning station, access to charter fishing, and needed supplies for fishing and boating trips. The fish cleaning station here and at the Kewaunee Landing will be improved in conjunction with the WWTP so that the waste materials can be developed into fertilizer and the other fish materials can be processed properly at the WWTP.

8.7 Because the boat slip rentals are in such demand additional transient slips are recommended in other locations in the Kewaunee Harbor. Also, improved signage directing visitors to existing and any future transient docking facilities is recommended throughout the area to relieve some of the pressure on the Kewaunee marina.

City Owned Green Space

The City owned space is located adjacent to the STH 42 Bridge, spans both the east and west side of the bridge with a passageway underneath. The green space is a currently a passive recreational site with a wooden boardwalk along the Kewaunee River shoreline.

During the public input process, responses regarding this park included that this area should be more connected so as not to appear to be isolated without access and connection. In terms of committee discussions, there was agreement that additional enhancements could include public art and seating alternatives.

Discussed for this area:

8.8 Improved signage for pedestrian and vehicle connections as well as vehicle parking

8.9 The addition of public art displays along the boardwalk. The public art creates points of interests, adds beauty, draws and encourages people to continue along the waterfront.

Figures 39 & 40



Example of public art along a waterfront

8.10 Additional seating is recommended to supplement the wooden benches already present. Landscaped seating pockets, shown in Figure 41, offer a different perspective to view the water and offer an alternative material along the waterfront for the purposes of seating and for a bit of climbing around. This seating could be located at the southern end of City's green space area.

Figure 41



Pocket seating along a water body – Kewaunee's ideally would be at a higher elevation however this photo provides an example of the type of seating discussed

8.11 There currently is a non-operational fish market property for sale contiguous to the southern end of the City Owned Green Space. To further enhance the visibility and access to the City Owned Green Space, the City is negotiating the purchase of the property. This location would also provide additional parking for those using the green space.

Fisherman's Point Area

Fisherman's Point is a very visible location just to the east of the City's marina. The property has approximately 1,200 feet of frontage along the harbor and is currently listed for sale. Within the City's comprehensive plan, this area has been identified as Marina/Waterfront which includes marina related mixed uses.

8.12 Mixed use was the land use preference identified for this location during this planning process. The type of mixed use discussed was commercial, office and retail on the ground floor with residential uses on upper floor(s). Identified for this area was the potential that this site could offer including a private, gated, marina for residents, while offering a continued pathway available for the public to enjoy views and access along the Kewaunee Harbor.

Father Marquette Park

Father Marquette Park is located adjacent to Lake Michigan and has a sandy beach area. It currently has playground equipment, picnic tables, a pavilion and other amenities. This area has qualities that make it a good location for additional recreational opportunities.

Additional recreational opportunities for this location identified are:

- 8.13 A kayak launch because of the proximity to parking and appropriate water levels that make it possible to lower kayaks easily into the water.
- 8.14 The addition of sailboat moorings for transient and/or seasonal sailors to expand sailing opportunities in the community. This location may also be an opportunity for ice sailing/boating to expand winter recreational activities.

Redevelopment Opportunities

Klockner Property, 97 Ellis Street

The Klockner property was awarded a Site Assessment Grant to assist in the determination of environmental questions existing about the site. The City, working in tandem with the site owners, KHS USA, Inc., authorized Ayres Associates to perform a Phase II Environmental Assessment in February 2008. The Phase II objectives were to assess and characterize the hydrogeologic and environmental conditions at the site, the potential impacts of any findings and if remedial action is necessary. In addition, an asbestos survey was performed for future demolition activities.

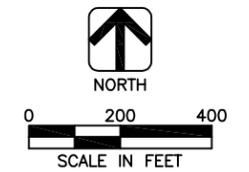
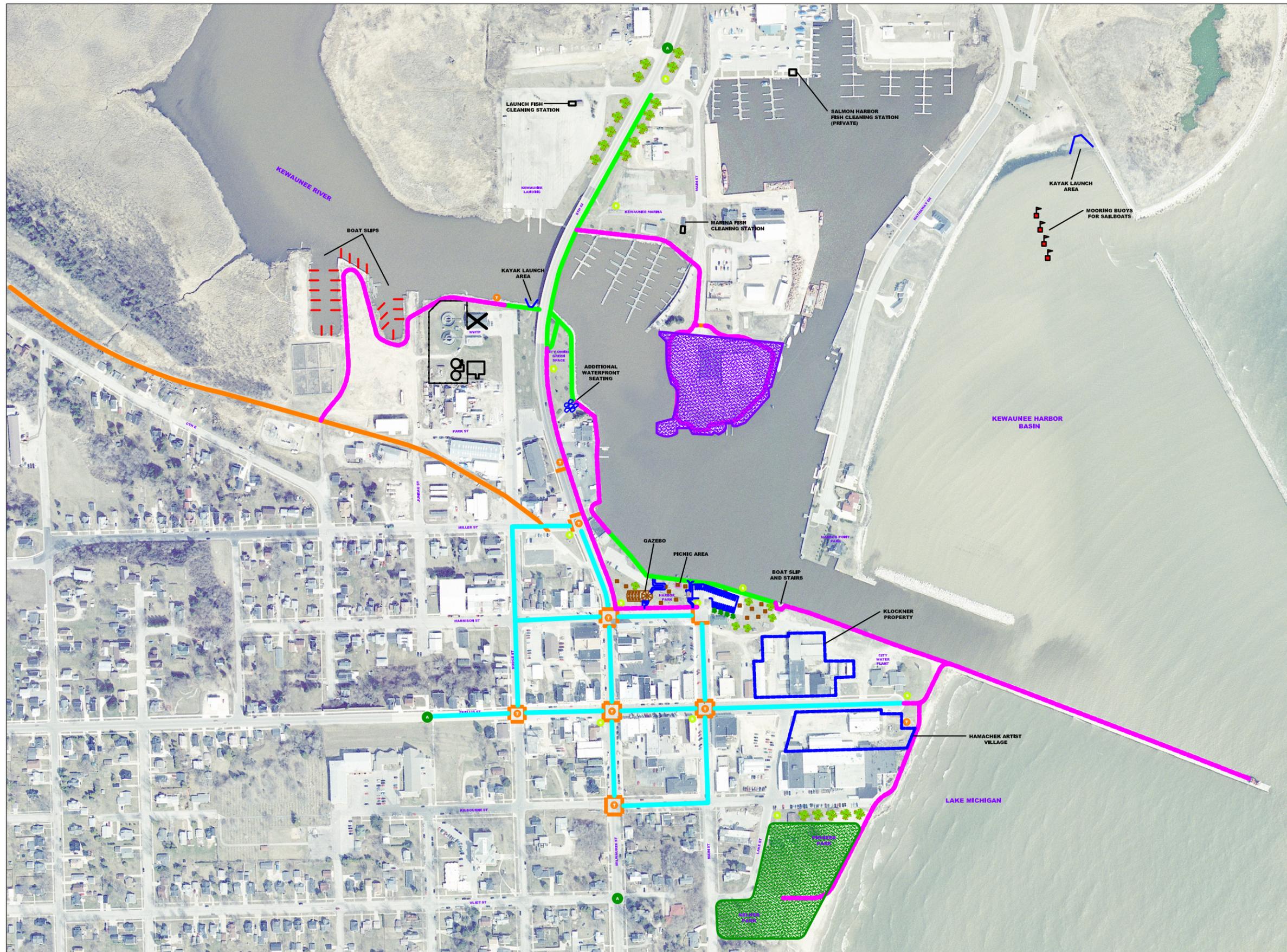
It was determined that there was an absence of significant impacts to the groundwater. Based on the results of the site assessment and the three rounds of groundwater sample collections and analysis, Ayres Associates believes that no additional assessment is warranted and that the site should be submitted for closure. A summary report of these findings was presented to the City of Kewaunee, the Wisconsin Department of Natural Resources, and to the site owners in December of 2008.

Currently, the City and the site owners are working together to address the demolition of the structures. As of July 2009 the bidding has occurred for demolition at the site.

- 8.15 The preferred redevelopment opportunity for this property is identified as mixed use. The preference is for a mix of residential uses such as condominiums and commercial, office, tourist shops, type of businesses to occupy the same space as the residential uses.

Hamachek Village 122 Ellis Street

This property is in the process of redevelopment. It is owned by Kewaunee Renaissance, LLC which is leading the adaptive reuse of this property and others within the City of Kewaunee. Hamachek Village is located on Lake Michigan and is serving as an artist center for cultivating talent in the City and drawing people to the area to work on their craft. While the site is very much a work in progress, it is intended to be modeled after the successful Torpedo Factory located in Alexandria, Virginia, a venue for artists that is located on an active waterfront.



- LEGEND**
- AHNAPEE STATE TRAIL
 - STREETScape ZONE
 - EXISTING PEDESTRIAN WALKWAYS
 - PROPOSED PEDESTRIAN WALKWAYS
 - REDEVELOPMENT OPPORTUNITIES
 - T TRANSPORTATION ENHANCEMENT
 - S SIGNAGE ENHANCEMENT
 - A COMMUNITY WATERFRONT ACCESS
 - PICNIC TABLE
 - MIXED USE AREA
 - PARK AND RECREATION AREA

Section 9. Preservation along the Waterfront

Lighthouse

The Kewaunee Pierhead Lighthouse is an important component of Kewaunee's maritime's history. It is also a component of the city's tourism portfolio and is shown below in Figure 42. Lighthouses have been under the management of the US Coast Guard, Department of Transportation as a part of the federal navigation system. As resources have become constrained, the US Coast Guard has been forced to evaluate which properties are no longer needed and should be transferred, leased or sold to others.

In 2009, the Kewaunee Lighthouse is being made available at no cost to eligible entities due to determination of it being budgetary constraints. These entities include federal, state, and local agencies, non-profit corporations, and educational organizations under the provisions of the National Historic Lighthouse Preservation Act (NHLPA).

Figure 42.



Kewaunee Pierhead Lighthouse

In response, the City of Kewaunee has formed a Lighthouse Preservation Committee to explore the operation and maintenance of the lighthouse. The City has determined that it will pursue the lighthouse operation and has submitted a letter of interest and an application. (2009).

The lighthouse is not currently open to the public. Once the transfer is completed, it could be open for tours and it could be used in part as a museum serving in an educational capacity and tourist and educational offering for the community.

Tug Ludington

The Tug Ludington is a boat usually docked in the Kewaunee Harbor at Harbor Park. The Tug is listed on the State and National Register as a result of operations during World War II. Tours are provided on the Tug and it serves as an attraction for tourists. It is, however, in need of some restoration. Historic preservation funding sources are identified in the funding section of the report.

Section 10. Funding

The following funding sources are grouped by types of funds. A brief description is included along with a web link for most of the sources.

Local Funding:

- *Tax Incremental Financing (TIF)*
Tax Incremental Financing is a local tool that is available that provides a municipality with the ability to capture new development values within an identified area. Projects using TIF funding generally include redevelopment projects public infrastructure, building and facade improvement, streetscaping, design and planning activities supporting the improvements.

Wisconsin Department of Commerce for Infrastructure funding:

- *Community Development Block Grant for Public Facilities (CDBG-PF)*
CDBG-PF is intended for public building projects. To be eligible the project must specifically 1.) benefit individuals of low to moderate income, 2.) eliminate blight, and 3.) meet an urgent local need, typically following a disaster. The commerce website is <http://commerce.wi.gov/CD/CD-index-gov.html>.
- *Community Development Block Grant for Economic Development (CDBG-ED)*
This program is specifically intended to help fund public infrastructure projects, to result in business development and increase jobs within the community. Commerce website is: <http://commerce.wi.gov/cd/CD-bcf-cdbg-pfed.html>.

Bureau of Land Management

- *Wisconsin State Trust Fund Loan Program:*
The State Trust Fund Loan Program allows schools and municipalities to borrow money from the state trust fund and repay it at below market rates. The loans can be used for infrastructure improvements, and some non-infrastructure programs. The website is: <http://bcpl.state.wi.us/asx/>

Economic Development Funding

- *Community Development Block Grant - Economic Development (CDBG-ED)*
The goal of this program is to invest in local business in order to create jobs. To do this, the program provides local government with funds that the government then loans to local businesses. The loan repayments remain in the community as a revolving loan program. The Commerce website is: <http://commerce.wi.us/MT/MT-FAX-0806.html>.
- *Blight Elimination and Brownfield Redevelopment Grants (BEBR)*
The BEBR grant is administered through the Wisconsin Department of Commerce. This funding source is usually is the course of action once assessments have been made, demolition occurs and developer agreements are in place. The website for this program is: <http://commerce.wi.gov/CD/CD-bfi-grants.html>.

- *Wisconsin Housing and Economic Development Authority (WHEDA)*
WHEDA provides creative financing resources for residents and businesses. The WHEDA foundation receives and administers grants and programs that include small businesses. The WHEDA website is: <http://www.wheda.com/>

Wisconsin Department of Natural Resources (WDNR)

- *Acquisition and Development of Local Parks (ADLP)*
This program allows up to 50 percent grant through the WDNR. Funds can be used to develop recreational facilities including park areas, sanitary and shelter buildings, signs, interpretive items, and disabled accessibility improvements. An approved comprehensive outdoor recreation plan is required prior to the application. Applicants compete on a regional basis for a 50 percent grant.
- *Urban River Program*
Funds are available to acquire land, rights to land, and to enhance shorelines on or adjacent to rivers that flow through urban or urbanizing areas, in order to preserve or restore urban rivers or riverfronts for the purposes of nature based outdoor recreation activities. Eligible activities include land acquisition, shoreline enhancement such as stabilization, lighting, open shelters, fences, signage, access, and the removal of retaining walls, roads, buildings, and overhead wires. Engineer and design costs of enhancement projects are also eligible. This program can assist up to 50 percent of the total project costs, competing statewide.
- *Urban Greenspace Program*
A 50 percent grant is available through this program to protect scenic or ecological features, acquire lands for natural space within or near urban areas, and to provide land for nature based outdoor recreation. This is not for redevelopment projects but to protect natural areas with scenic, ecological or natural values. Applicants compete on a statewide basis for a 50 percent grant.
- *Acquisition of Development Rights*
This program helps purchase development rights or easements in areas where restrictions on residential, industrial or commercial development could improve outdoor recreation by protecting natural, agricultural, or forestry areas. Funding criteria includes proximity to other permanently protected land, having frontage on a river or other body of water, provides or enhances nature based outdoor recreation opportunities, acquisition of land threatened by development pressures, and other criteria. Applicants compete on a statewide basis for a 50 percent grant.
- *Recreational Boating Facilities*
This program provides cost sharing up to 50 percent for eligible projects. Eligible programs include ramps and service docks required to gain access to the water, bulkheads and breakwaters. Dredging for safe water depths for recreational boating (not as a part of a maintenance program), support facilities such as parking lots, lighting and feasibility studies are also eligible under this program. Grants are becoming highly competitive under this program and while applications are quarterly the DNR should be consulted about applying.

Wisconsin Department of Transportation

- *Local Transportation Enhancement Program*
This highly competitive program funds up to 80 percent of project costs focusing on non-motorized transportation projects. Funds can be used for bicycle and pedestrian facilities, historic transportation structures, streetscaping and scenic beautification, and tourist or welcome centers.
- *Congestion Mitigation Air Quality (CMAC) Program*
Kewaunee County is a non attainment area. As such, this designation may offer potential funds for non motorized transportation alternatives.

Arts and Culture Funding

The programs below are usually intended for non-profits. If the City partnered with a qualified organization the funds below could be pursued.

- *Wisconsin Humanities Council*
The Humanities Council awards various types of grants to public programs that are engaged in activities that represent some form of art and/or cultural experience. There are planning grants, mini grants (less than \$2,000), major grants (\$2,000-\$10,000) and media grants. The website for more information is: <http://www.wisconsinhumanities.org/resources/html>.
- *National Endowment for Humanities*
The National Endowment offers 25 different grant programs intended to support and expand arts activities. For a complete listing the website is: <http://www.neh.gov/grants/>

State Historical Society – Division of Historic Preservation

- *Historic Preservation Funding*
These funds provide matching grants to communities to prepare historic surveys necessary for nominations to the National Register on State Historic Districts. The preparation for nominations and educational activities related to historic surveys are eligible activities.
- *Federal Historic Preservation Tax Credits*
This program offers 20 percent of the cost of rehabilitating registered historic buildings or historic buildings in a registered historic district to owners as a direct reduction of their federal income taxes. Wisconsin also has a supplemental historic preservation tax credit that returns an additional 5 percent of the cost of rehabilitation to owners as a discount on their Wisconsin State income taxes. Buildings must be rehabilitated to standards established by the Department of Interior to earn the tax credit. The program and grant site is <http://www.wisconsinhistory.org/hp/grants/>.

- *Preserve America Program*
Communities must become a designated Preserve America community to apply for funds under this program. This program supports planning, development, and implementation of heritage tourism such as surveying and documenting historic resources, interpreting historic sites, marketing and training. Planning could involve tourism plans, adaptive reuse of existing historic resources and feasibility studies to determine if historic structures can become future tourism assets. For further details the website is <http://www.preserveamerica.gov/communities.html>

Private Source

- *Jeffris Family Preservation Fund for Wisconsin:* <http://www.jeffrisfoundation.org/>

Appendix A: Public Involvement Results

Public Involvement Meeting held March 31, 2009

There were 13 in attendance however responses are still coming in. The summary results of the 13 attendees are reflected below. The actual responses from each exercise are attached. Overall, many detailed responses were provided regarding existing conditions and suggestions for the future of the waterfront.

Exercise 1: Existing Conditions

1.Selner Park

Use of the park was perceived to be by both local (5) and tourists (4)

“It is excellent for swimming and walking

“Grooming of the beach is needed” (2)

“Like the new bathrooms”

“Unknown to visitors, not promoted”.

2.Pioneer Park

Use of the park was perceived to be by local, particularly by Volrath employees (3) and families with small children due to the type of play equipment there.

Remaining comments included “seldom used park”, “infrequent use”, “Is this a park?”, and “A park of little known existence”.

3.Harbor Park

Use of the park was perceived to be by both local (3) and tourists (5) and fishermen were also identified.

This park was described as an area used for entertainment and festivals.

“Most visible location (2) and generally good condition (2)

4.Kewaunee Landing

Use of the park was perceived to be by locals, (1) fishermen (2) and boaters (1).

This area was described as “unattractive” (4)

These responses made various types of suggestions for beautification including the incorporation of green spaces and types of landscaping for the facility.

5.Kewaunee Marina

Use of the park was perceived to be by locals, fishermen and boaters.

Comments included the facility is in “very good condition”/ maintained” (6).

A suggestion of more slips was made.

6.City owned Green Space along 42

Use of the park was perceived to be by both local (2) and tourists (3)

Comments about this facility were its “lack of connection” to other uses along the waterfront (5). There needs to be “more reasons to use this facility”.

Public Involvement Meeting held March 31, 2009

Exercise 2 Part A: Preferences

| Likes: #1 | Dislikes: #1 |
|---|---|
| Harbor Park (4) views and visibility of waterfront | Beaches and grooming concerns, Lake Michigan water issues and algae washing ashore. (4) |
| Kewaunee Marina (3) quality, dock space, and attraction for boaters | Too much "clutter hiding harbor and waterfront from passers by" |
| Accessibility, views of Lighthouse (3) | Signage off of 29 and 42 for tourists to allow for tent signs to encourage tourist to stay awhile |
| Great amount of waterfront for walking, fishing, photographs, swimming | Pier should be "reinforced...along south side of harbor" |
| Accessibility for public use – downtown area- Harbor Park to Lighthouse to downtown | City owned green space is not accessible. |
| Pedestrian walkways | Former Hamachek property needs cleanup and removal. |
| | City should move sanitary facility closer to Park Street.. |
| | Kewaunee Landing is underutilized. |

| Likes: #2 | Dislikes: #2 |
|--|--|
| Beaches: natural beach front to the south of Pioneer and Selner, clean, enhance Selner Beach (3) | Brownfield buildings not demolished yet/ KHS area (3) |
| Enhance boardwalk to include as much of harbor as possible – well groomed beach with perhaps a boardwalk like Algoma (2) | Beaches not groomed at times. Beach area should be cleaned up from Pioneer Park and south (2) |
| Harbor Point Park has great potential and is best designed area in the city (2) | Difficult for tourist to get to lighthouse (1) |
| Kewaunee Municipal Marina – also very visible – needs trees – landscaping, etc | Park Street property clean up – get rid of the junk yard. |
| Launch area and camping | Campground on Hathaway Drive |
| Green space | Back ends of Citgo & Fiagas buildings along Harbor; poor condition of Cedar Street Peninsula and Green Slime |
| Like the future expansion of Harbor Park | The City has parks that are under utilized |

Public Involvement Meeting held March 31, 2009

Exercise 2: Part A Preferences (continued)

| Likes: #3 | Dislikes: #3 |
|--|--|
| Harbor Park (4) responses regarding views and visibility | Empty factory buildings, eyesore buildings (2) |
| Kewaunee Marina (3) responses regarding the marina's quality, dock space, and attraction for boaters | Buildings/trees places haphazardly without focal point consideration |
| Accessibility, views of Lighthouse (3) | City to invest funds for promotion and development |
| Great amount of waterfront for walking, fishing, photographs, swimming | Regular garbage pick up |
| Hathaway Landing parks | Lack of overlooks at every street that end at the waterfront. |
| Marsh walk OK but should be expanded a lot | Algae along Pioneer and Selner beach |
| City owned green-space – about useless because of the geese!! | Fisherman's Point needs development (for housing or waterfront retail/commercial business) |

Exercise 2 Part B: What do you envision for the waterfront?

Each Individual Response Listed: a. Waterfront activities and land use?

- KHS building demolished and retail/condo development with green space, boardwalk from Harbor Park to lighthouse, purchase of Kohler property and combine Pioneer and Selnor Park into lake front recreational area. (Survey 1)
- Fishing in Lake Michigan, kayaking and canoeing down the Kewaunee River, walking along the waterfront areas with appropriate boardwalks that are clean and nicely maintained, swimming area by the lake with children play areas, volleyball courts and other new activities (that they do 20 years from now). (Survey 2)
- Paddle boats, row boating, increased canoe activities along the river. (Survey 3)
- Expanded marina, combined business/residential structures, boardwalk around harbor area, renovation of dock area, and expand launch ramp area. (Survey 4)
- Expand walk way and connect from bridge all the way to the pier. At same time improve the bulkhead for transient boats. See red marking on drawing. Use Hamacheck property for condos? (Survey 5)
- All industrial areas turned to condominiums and public areas A, B, C, D. (Survey 6)
- I would like to see the waterfront and water views developed into the highest and best use, condos, also preserving the green space and beach areas. It would be great to see social events weekly at a park or a facility at Hamachek Hall, artists activities. City to promote the area more and say what we have to offer. (Survey 7)
- Lively, mixed use, walkable harbor front, town civic center connect to post off. (Lake, Main, Ellis, Harbor block). Relocate city hall, library, new community center, hotel expanded to include conference facility. (Survey 8)
- Reacquire Fisherman's Point. Move tug and stage there. Great location for Trout Fest and other events. Reacquire property east of Catholic Church. Great location for park with overview of harbor and downtown. Also great place to start walking tour of Marquette district. Use containment area for primary launch and parking. Safer for traffic, less congestion in harbor and channel from 3 sources of boat traffic. (Survey 9)
- Move industrial area from the waterfront and use for public use, maybe establish arts area next to water. Fishing will always be popular. Fix the pier/lighthouse. Beach area attracts swimmers in summer, fix up beach area to attract visitors. (Survey 10)
- Continue to enhance waterfront for silent sports: canoeing on river, sailing, and dock fishing. (Survey 10)
- Move picnic areas and beaches. Move restaurants (outdoor dining) and retail establishments that attract residents (locals) and tourists to waterfront. (Survey 11)
- Preserve public use and more development of condo's on the waterfront. (Survey 12)

b. Aesthetics, design qualities? i.e. appearance of the area

- Wood/steel building area developed into small water craft marina. (Survey 1)
- I would like to see natural beauty that is clean and kept up. A boardwalk area along the beach. Appropriate bathroom and changing facilities that are well kept. (Survey 2)
- I would like to see more green space and fewer gravel areas. O would like to see removal or renovation of a couple storage buildings at the end of Ellis Street by the former Hamachek property. (Survey 3)
- Additional green space and additional decorative lighting. (Survey 4)
- Sewage treatment plant? Move west away from bridge? (Survey 5)
- Downtown area rehabilitated and restored to attractive shopping and retail areas. Possibility of a street closed to traffic and create a pedestrian walking area E. Use of brick, cobblestone and antique lighting. (Survey 6)
- Clean-up beach areas. Develop a theme for the City of Kewaunee. The businesses (some of them) need a face lift. It would be great to see an overall theme to preserve the design of the business district. See Hamacheck condo's or apartments. (Survey 7)
- Preserve savable historic buildings. Use brick, stone, etc.. (need not be faux-historic style) (Survey 8)
- Logical layout of downtown and harbor. Artist and photographers having input of layout. (Survey 9)
- Expand board walk/public walking space along harbor area down to lakefront. Expand green space down to lake front from Harbor park to pier. (Survey 10)
- Maintain, develop, enhance green spaces. Beautify with landscaping. (Survey 11)
- Boardwalk along the south side of the harbor to the break wall south side. Eliminate all industry on the waterfront. (Survey 12)

c. Connectivity by transportation choices? i.e. walking, boating, etc.

- Walking paths and boardwalks, amenity parks and downtown. (Survey 1)
- Local residents and tourists should be able to walk the beach, swim in the water along with boating areas for water skiing and tubing. (Survey 2)
- More walking paths would be nice. (Survey 3)
- Boardwalk, possible ferry service. (Survey 4)
- Most areas are in walking distance. (Survey 5)

- Create a public walkway to replace a street of automobiles. Create a public parking area (free) in the downtown vicinity. (Survey 6)
- The marina should be promoted much more as slip holders and transient boaters bring money into the community and many of them in the community. Transportation unfortunately, is a thing of the past and no train tracks to bring tourists in. Support places like Barnsite Art Studio. Each class brings in \$25,000 to the city. The closest studio is Chicago, one in London and Australia, etc. This is a wealth of income for our city but for 2 people to do on their own is impossible. (Survey 7)
- Bus/trolley line (rte 42 as well as in town). (Survey 8)
- Should try to have central location for parking and access entire harbor area. Hope to see carriage rides added to walking and boating in summer months. (Survey 9)
- Walking from downtown area should be to anywhere along harbor down to lake front once containment area is filled. Parking area could be large and boats could launch out that way. Fix Ahnapee Trail into town and connect to downtown area. (Survey 10)
- Need more pedestrian friendly and aesthetically pleasing walkways. Connectivity between green space bridge and Harbor park all the way to Selner Park. Bike lanes. (Survey 11)
- See public parking available along with green space. (Survey 12)

d. Other comments

- Key is to capture drive-by tourists who do not think there is anything to do in Kewaunee. Key audience: Door County bound tourists from Friday 12 noon – 8pm and Sunday 4pm – 8pm.
Civic center: relocate city hall, library, create community and youth center (similar to Manitowoc).
Need at least pedestrian safety striping and cones at intersection of rte's 29 and 42 to slow traffic for ped safety.
Beaches clean-up: green slime
Kochner properties: remediate and redevelop,
Ahnapee Park: relocate state park, relandscape
Improve pumping station (esp. fencing on hill)
Create harbor walk from Harbor park to Pioneer and Selner park
Continue Lake Street north to Harbor
Acquire ____ and extend harbor edge parkland
Regrade Harbor Park to make gazebo at center (bottom) of an amphitheater
Acquire and prepare Cedar Street peninsula for redevelopment
Help Citgo improve its harbor facing property
Plant evergreen forest between Vollrath and Pioneer Park to screen view of industrial
Assume that Vollrath 350 jobs remain for near future
Landscape waterfront areas with shoreland plant materials (after removing debris and amending soils) (Survey 8)

Appendix B: Demographic and Market Information

Pop-Facts: Household Quick Facts Report

DrvTim 1: 310 MILWAUKEE ST, KEWAUNEE, WI 54216-1439, aggregate

DrvTim 2: 310 MILWAUKEE ST, KEWAUNEE, WI 54216-1439, aggregate

DrvTim 3: 310 MILWAUKEE ST, KEWAUNEE, WI 54216-1439, aggregate

| Description | 10 Minute(s) | | 15 Minute(s) | | 30 Minute(s) | |
|---|--------------|-------|--------------|-------|--------------|-------|
| | DrvTim 1 | % | DrvTim 2 | % | DrvTim 3 | % |
| Households | | | | | | |
| 2014 Projection | 1,475 | | 2,053 | | 8,738 | |
| 2009 Estimate | 1,439 | | 2,001 | | 8,443 | |
| 2000 Census | 1,373 | | 1,898 | | 7,863 | |
| 1990 Census | 1,293 | | 1,756 | | 6,938 | |
| Growth 2009 - 2014 | 2.50% | | 2.60% | | 3.49% | |
| Growth 2000 - 2009 | 4.81% | | 5.43% | | 7.38% | |
| Growth 1990 - 2000 | 6.19% | | 8.09% | | 13.33% | |
| 2009 Est. Households by Household Income | | | | | | |
| | 1,439 | | 2,001 | | 8,443 | |
| Income Less than \$15,000 | 193 | 13.41 | 234 | 11.69 | 792 | 9.38 |
| Income \$15,000 - \$24,999 | 192 | 13.34 | 239 | 11.94 | 859 | 10.17 |
| Income \$25,000 - \$34,999 | 143 | 9.94 | 197 | 9.85 | 854 | 10.11 |
| Income \$35,000 - \$49,999 | 234 | 16.26 | 316 | 15.79 | 1,321 | 15.65 |
| Income \$50,000 - \$74,999 | 371 | 25.78 | 521 | 26.04 | 2,171 | 25.71 |
| Income \$75,000 - \$99,999 | 158 | 10.98 | 245 | 12.24 | 1,294 | 15.33 |
| Income \$100,000 - \$149,999 | 113 | 7.85 | 194 | 9.70 | 894 | 10.59 |
| Income \$150,000 - \$249,999 | 31 | 2.15 | 44 | 2.20 | 205 | 2.43 |
| Income \$250,000 - \$499,999 | 2 | 0.14 | 7 | 0.35 | 43 | 0.51 |
| Income \$500,000 or more | 1 | 0.07 | 4 | 0.20 | 12 | 0.14 |
| 2009 Est. Average Household Income | | | | | | |
| | \$53,888 | | \$57,769 | | \$61,628 | |
| 2009 Est. Median Household Income | | | | | | |
| | \$47,223 | | \$50,718 | | \$54,570 | |
| 2009 Est. Per Capita Income | | | | | | |
| | \$22,872 | | \$23,580 | | \$24,064 | |
| 2009 Est. Households by Household Type | | | | | | |
| | 1,439 | | 2,001 | | 8,443 | |
| Family Households | 953 | 66.23 | 1,395 | 69.72 | 6,164 | 73.01 |
| Nonfamily Households | 486 | 33.77 | 606 | 30.28 | 2,279 | 26.99 |
| 2009 Est. Group Quarters Population | | | | | | |
| | 134 | | 137 | | 277 | |



Pop-Facts: Household Quick Facts Report

DrvTim 1: 310 MILWAUKEE ST, KEWAUNEE, WI 54216-1439, aggregate

DrvTim 2: 310 MILWAUKEE ST, KEWAUNEE, WI 54216-1439, aggregate

DrvTim 3: 310 MILWAUKEE ST, KEWAUNEE, WI 54216-1439, aggregate

| Description | 10 Minute(s) | | 15 Minute(s) | | 30 Minute(s) | |
|---|--------------|-------|--------------|-------|--------------|-------|
| | DrvTim 1 | % | DrvTim 2 | % | DrvTim 3 | % |
| 2009 Est. Households by Household Size* | 1,439 | | 2,001 | | 8,443 | |
| 1-person household | 464 | 32.24 | 577 | 28.84 | 2,124 | 25.16 |
| 2-person household | 457 | 31.76 | 659 | 32.93 | 2,853 | 33.79 |
| 3-person household | 233 | 16.19 | 332 | 16.59 | 1,383 | 16.38 |
| 4-person household | 178 | 12.37 | 260 | 12.99 | 1,238 | 14.66 |
| 5-person household | 79 | 5.49 | 123 | 6.15 | 591 | 7.00 |
| 6-person household | 22 | 1.53 | 39 | 1.95 | 193 | 2.29 |
| 7 or more person household | 6 | 0.42 | 12 | 0.60 | 62 | 0.73 |
| 2009 Est. Average Household Size | 2.33 | | 2.43 | | 2.55 | |
| 2009 Est. Household Type, Presence Own Children* | 1,439 | | 2,001 | | 8,443 | |
| Single Male Householder | 193 | 13.41 | 254 | 12.69 | 937 | 11.10 |
| Single Female Householder | 270 | 18.76 | 323 | 16.14 | 1,186 | 14.05 |
| Married-Couple Family, own children | 358 | 24.88 | 523 | 26.14 | 2,389 | 28.30 |
| Married-Couple Family, no own children | 437 | 30.37 | 653 | 32.63 | 2,902 | 34.37 |
| Male Householder, own children | 31 | 2.15 | 43 | 2.15 | 179 | 2.12 |
| Male Householder, no own children | 23 | 1.60 | 37 | 1.85 | 154 | 1.82 |
| Female Householder, own children | 51 | 3.54 | 69 | 3.45 | 309 | 3.66 |
| Female Householder, no own children | 54 | 3.75 | 69 | 3.45 | 231 | 2.74 |
| Nonfamily, Male Householder | 13 | 0.90 | 18 | 0.90 | 104 | 1.23 |
| Nonfamily, Female Householder | 9 | 0.63 | 11 | 0.55 | 51 | 0.60 |

*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.



Pop-Facts: Population Quick Facts Report

DrvTim 1: 310 MILWAUKEE ST, KEWAUNEE, WI 54216-1439, aggregate

DrvTim 2: 310 MILWAUKEE ST, KEWAUNEE, WI 54216-1439, aggregate

DrvTim 3: 310 MILWAUKEE ST, KEWAUNEE, WI 54216-1439, aggregate

| Description | 10 Minute(s) | | 15 Minute(s) | | 30 Minute(s) | |
|------------------------------------|--------------|-------|--------------|-------|--------------|-------|
| | DrvTim 1 | % | DrvTim 2 | % | DrvTim 3 | % |
| Population | | | | | | |
| 2014 Projection | 3,532 | | 5,069 | | 22,302 | |
| 2009 Estimate | 3,490 | | 5,001 | | 21,785 | |
| 2000 Census | 3,444 | | 4,911 | | 20,941 | |
| 1990 Census | 3,337 | | 4,719 | | 19,417 | |
| Growth 2009 - 2014 | 1.20% | | 1.36% | | 2.37% | |
| Growth 2000 - 2009 | 1.34% | | 1.83% | | 4.03% | |
| Growth 1990 - 2000 | 3.21% | | 4.07% | | 7.85% | |
| 2009 Est. Population by Age | | | | | | |
| | 3,490 | | 5,001 | | 21,785 | |
| Age 0 - 4 | 185 | 5.30 | 269 | 5.38 | 1,270 | 5.83 |
| Age 5 - 9 | 187 | 5.36 | 271 | 5.42 | 1,275 | 5.85 |
| Age 10 - 14 | 194 | 5.56 | 284 | 5.68 | 1,357 | 6.23 |
| Age 15 - 17 | 125 | 3.58 | 192 | 3.84 | 967 | 4.44 |
| Age 18 - 20 | 108 | 3.09 | 161 | 3.22 | 758 | 3.48 |
| Age 21 - 24 | 179 | 5.13 | 258 | 5.16 | 1,085 | 4.98 |
| Age 25 - 34 | 439 | 12.58 | 620 | 12.40 | 2,717 | 12.47 |
| Age 35 - 44 | 413 | 11.83 | 613 | 12.26 | 2,935 | 13.47 |
| Age 45 - 49 | 252 | 7.22 | 385 | 7.70 | 1,773 | 8.14 |
| Age 50 - 54 | 277 | 7.94 | 399 | 7.98 | 1,684 | 7.73 |
| Age 55 - 59 | 247 | 7.08 | 365 | 7.30 | 1,487 | 6.83 |
| Age 60 - 64 | 190 | 5.44 | 283 | 5.66 | 1,169 | 5.37 |
| Age 65 - 74 | 266 | 7.62 | 391 | 7.82 | 1,607 | 7.38 |
| Age 75 - 84 | 254 | 7.28 | 311 | 6.22 | 1,081 | 4.96 |
| Age 85 and over | 176 | 5.04 | 200 | 4.00 | 620 | 2.85 |
| Age 16 and over | 2,872 | 82.29 | 4,099 | 81.96 | 17,529 | 80.46 |
| Age 18 and over | 2,800 | 80.23 | 3,985 | 79.68 | 16,916 | 77.65 |
| Age 21 and over | 2,692 | 77.13 | 3,823 | 76.44 | 16,158 | 74.17 |
| Age 65 and over | 695 | 19.91 | 902 | 18.04 | 3,308 | 15.18 |
| 2009 Est. Median Age | | | | | | |
| | 42.96 | | 42.27 | | 39.99 | |
| 2009 Est. Average Age | | | | | | |
| | 42.82 | | 41.90 | | 39.91 | |



Pop-Facts: Population Quick Facts Report

DrvTim 1: 310 MILWAUKEE ST, KEWAUNEE, WI 54216-1439, aggregate

DrvTim 2: 310 MILWAUKEE ST, KEWAUNEE, WI 54216-1439, aggregate

DrvTim 3: 310 MILWAUKEE ST, KEWAUNEE, WI 54216-1439, aggregate

| Description | 10 Minute(s) | | 15 Minute(s) | | 30 Minute(s) | |
|---|-----------------|-------|-----------------|-------|-----------------|-------|
| | <i>DrvTim 1</i> | % | <i>DrvTim 2</i> | % | <i>DrvTim 3</i> | % |
| 2009 Est. Population by Single Race Classification | 3,490 | | 5,001 | | 21,785 | |
| White Alone | 3,398 | 97.36 | 4,867 | 97.32 | 21,210 | 97.36 |
| Black or African American Alone | 15 | 0.43 | 20 | 0.40 | 73 | 0.34 |
| American Indian and Alaska Native Alone | 10 | 0.29 | 15 | 0.30 | 70 | 0.32 |
| Asian Alone | 24 | 0.69 | 32 | 0.64 | 92 | 0.42 |
| Native Hawaiian and Other Pacific Islander Alone | 0 | 0.00 | 1 | 0.02 | 1 | 0.00 |
| Some Other Race Alone | 6 | 0.17 | 16 | 0.32 | 139 | 0.64 |
| Two or More Races | 36 | 1.03 | 50 | 1.00 | 200 | 0.92 |
| 2009 Est. Population Hispanic or Latino | 3,490 | | 5,001 | | 21,785 | |
| Hispanic or Latino | 37 | 1.06 | 66 | 1.32 | 364 | 1.67 |
| Not Hispanic or Latino | 3,453 | 98.94 | 4,935 | 98.68 | 21,421 | 98.33 |
| 2009 Est. Population by Sex | 3,490 | | 5,001 | | 21,785 | |
| Male | 1,746 | 50.03 | 2,536 | 50.71 | 10,994 | 50.47 |
| Female | 1,744 | 49.97 | 2,465 | 49.29 | 10,791 | 49.53 |
| Male/Female Ratio | 1.00 | | 1.03 | | 1.02 | |



RMP Opportunity Gap - Retail Stores 2008

DrvTim 1: 310 MILWAUKEE ST, KEWAUNEE, WI 54216-1439, 5 Minute(s) Total

| | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|--|-----------------------------------|--------------------------|----------------------------|
| Total Retail Sales Incl Eating and Drinking Places | 44,018,023 | 22,732,885 | 21,285,138 |
| Motor Vehicle and Parts Dealers-441 | 8,633,571 | 4,849,001 | 3,784,570 |
| Automotive Dealers-4411 | 7,475,108 | 4,397,904 | 3,077,204 |
| Other Motor Vehicle Dealers-4412 | 500,726 | 336,658 | 164,068 |
| Automotive Parts/Accsrs, Tire Stores-4413 | 657,737 | 114,438 | 543,299 |
| Furniture and Home Furnishings Stores-442 | 1,032,276 | 15,389 | 1,016,887 |
| Furniture Stores-4421 | 553,416 | 0 | 553,416 |
| Home Furnishing Stores-4422 | 478,860 | 15,389 | 463,471 |
| Electronics and Appliance Stores-443 | 944,092 | 111,425 | 832,667 |
| Appliances, TVs, Electronics Stores-44311 | 722,928 | 111,425 | 611,503 |
| Household Appliances Stores-443111 | 167,889 | 0 | 167,889 |
| Radio, Television, Electronics Stores-443112 | 555,039 | 111,425 | 443,614 |
| Computer and Software Stores-44312 | 184,097 | 0 | 184,097 |
| Camera and Photographic Equipment Stores-44313 | 37,067 | 0 | 37,067 |
| Building Material, Garden Equip Stores -444 | 5,029,428 | 13,086 | 5,016,342 |
| Building Material and Supply Dealers-4441 | 4,634,039 | 0 | 4,634,039 |
| Home Centers-44411 | 1,831,591 | 0 | 1,831,591 |
| Paint and Wallpaper Stores-44413 | 94,959 | 0 | 94,959 |
| Hardware Stores-44413 | 375,322 | 0 | 375,322 |
| Other Building Materials Dealers-44419 | 2,332,168 | 0 | 2,332,168 |
| Building Materials, Lumberyards-444191 | 789,892 | 0 | 789,892 |
| Lawn, Garden Equipment, Supplies Stores-4442 | 395,389 | 13,086 | 382,303 |
| Outdoor Power Equipment Stores-44421 | 63,559 | 0 | 63,559 |
| Nursery and Garden Centers-44422 | 331,830 | 13,086 | 318,744 |
| Food and Beverage Stores-445 | 5,319,024 | 4,568,432 | 750,592 |
| Grocery Stores-4451 | 4,834,558 | 4,464,965 | 369,593 |
| Supermarkets, Grocery (Ex Conv) Stores-44511 | 4,575,432 | 4,124,109 | 451,323 |
| Convenience Stores-44512 | 259,126 | 340,856 | (81,730) |
| Specialty Food Stores-4452 | 143,364 | 103,468 | 39,896 |
| Beer, Wine and Liquor Stores-4453 | 341,102 | 0 | 341,102 |
| Health and Personal Care Stores-446 | 2,471,150 | 444,567 | 2,026,583 |
| Pharmancies and Drug Stores-44611 | 2,142,400 | 439,211 | 1,703,189 |
| Cosmetics, Beauty Supplies, Perfume Stores-44612 | 85,720 | 0 | 85,720 |
| Optical Goods Stores-44613 | 91,240 | 0 | 91,240 |
| Other Health and Personal Care Stores-44619 | 151,789 | 5,355 | 146,434 |



RMP Opportunity Gap - Retail Stores 2008

DrvTim 1: 310 MILWAUKEE ST, KEWAUNEE, WI 54216-1439, 5 Minute(s) Total

| | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|--|-----------------------------------|--------------------------|----------------------------|
| Gasoline Stations-447 | 5,383,305 | 8,142,360 | (2,759,055) |
| Gasoline Stations With Conv Stores-44711 | 4,055,828 | 5,891,821 | (1,835,993) |
| Other Gasoline Stations-44719 | 1,327,477 | 2,250,540 | (923,063) |
| Clothing and Clothing Accessories Stores-448 | 1,650,653 | 41,495 | 1,609,158 |
| Clothing Stores-4481 | 1,198,881 | 3,458 | 1,195,423 |
| Men's Clothing Stores-44811 | 83,651 | 0 | 83,651 |
| Women's Clothing Stores-44812 | 283,056 | 0 | 283,056 |
| Childrens, Infants Clothing Stores-44813 | 70,853 | 0 | 70,853 |
| Family Clothing Stores-44814 | 659,918 | 3,458 | 656,460 |
| Clothing Accessories Stores-44815 | 26,005 | 0 | 26,005 |
| Other Clothing Stores-44819 | 75,399 | 0 | 75,399 |
| Shoe Stores-4482 | 221,986 | 38,036 | 183,950 |
| Jewelry, Luggage, Leather Goods Stores-4483 | 229,786 | 0 | 229,786 |
| Jewelry Stores-44831 | 210,873 | 0 | 210,873 |
| Luggage and Leather Goods Stores-44832 | 18,913 | 0 | 18,913 |
| Sporting Goods, Hobby, Book, Music Stores-451 | 716,658 | 0 | 716,658 |
| Sportng Goods, Hobby, Musical Inst Stores-4511 | 505,783 | 0 | 505,783 |
| Sporting Goods Stores-45111 | 252,392 | 0 | 252,392 |
| Hobby, Toys and Games Stores-45112 | 164,754 | 0 | 164,754 |
| Sew/Needlework/Piece Goods Stores-45113 | 41,749 | 0 | 41,749 |
| Musical Instrument and Supplies Stores-45114 | 46,889 | 0 | 46,889 |
| Book, Periodical and Music Stores-4512 | 210,875 | 0 | 210,875 |
| Book Stores and News Dealers-45121 | 137,633 | 0 | 137,633 |
| Book Stores-451211 | 128,079 | 0 | 128,079 |
| News Dealers and Newsstands-451212 | 9,554 | 0 | 9,554 |
| Prerecorded Tapes, CDs, Record Stores-45122 | 73,242 | 0 | 73,242 |
| General Merchandise Stores-452 | 5,040,565 | 689,289 | 4,351,276 |
| Department Stores Excl Leased Depts-4521 | 2,318,625 | 175,264 | 2,143,361 |
| Other General Merchandise Stores-4529 | 2,721,940 | 514,025 | 2,207,915 |
| Warehouse Clubs and Super Stores-45291 | 2,343,938 | 0 | 2,343,938 |
| All Other General Merchandise Stores-45299 | 378,002 | 514,025 | (136,023) |
| Miscellaneous Store Retailers-453 | 1,154,913 | 111,936 | 1,042,977 |
| Florists-4531 | 79,500 | 39,266 | 40,234 |
| Office Supplies, Stationery, Gift Stores-4532 | 443,011 | 37,844 | 405,167 |
| Office Supplies and Stationery Stores-45321 | 251,283 | 0 | 251,283 |
| Gift, Novelty and Souvenir Stores-45322 | 191,728 | 37,844 | 153,884 |
| Used Merchandise Stores-4533 | 86,152 | 34,826 | 51,326 |
| Other Miscellaneous Store Retailers-4539 | 546,249 | 0 | 546,249 |



RMP Opportunity Gap - Retail Stores 2008

DrvTim 1: 310 MILWAUKEE ST, KEWAUNEE, WI 54216-1439, 5 Minute(s) Total

| | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|---|-----------------------------------|--------------------------|----------------------------|
| Non-Store Retailers-454 | 2,712,764 | 2,089,406 | 623,358 |
| Electronic Shopping, Mail-Order Houses-4541 | 1,830,991 | 0 | 1,830,991 |
| Vending Machine Operators-4542 | 106,589 | 0 | 106,589 |
| Direct Selling Establishments-4543 | 775,184 | 2,089,406 | (1,314,222) |
| Foodservice and Drinking Places-722 | 3,929,624 | 1,656,500 | 2,273,124 |
| Full-Service Restaurants-7221 | 1,812,113 | 335,808 | 1,476,305 |
| Limited-Service Eating Places-7222 | 1,588,253 | 740,587 | 847,666 |
| Special Foodservices-7223 | 327,875 | 0 | 327,875 |
| Drinking Places -Alcoholic Beverages-7224 | 201,385 | 580,104 | (378,719) |
| GAFO * | 9,827,254 | 895,442 | 8,931,812 |
| General Merchandise Stores-452 | 5,040,565 | 689,289 | 4,351,276 |
| Clothing and Clothing Accessories Stores-448 | 1,650,653 | 41,495 | 1,609,158 |
| Furniture and Home Furnishings Stores-442 | 1,032,276 | 15,389 | 1,016,887 |
| Electronics and Appliance Stores-443 | 944,092 | 111,425 | 832,667 |
| Sporting Goods, Hobby, Book, Music Stores-451 | 716,658 | 0 | 716,658 |
| Office Supplies, Stationery, Gift Stores-4532 | 443,011 | 37,844 | 405,167 |

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.



RMP Opportunity Gap - Retail Stores 2008

DrvTim 1: 310 MILWAUKEE ST, KEWAUNEE, WI 54216-1439, 10 Minute(s) Total

| | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|--|-----------------------------------|--------------------------|----------------------------|
| Total Retail Sales Incl Eating and Drinking Places | 59,779,655 | 27,687,355 | 32,092,300 |
| Motor Vehicle and Parts Dealers-441 | 11,839,384 | 5,610,013 | 6,229,371 |
| Automotive Dealers-4411 | 10,253,179 | 5,070,731 | 5,182,448 |
| Other Motor Vehicle Dealers-4412 | 683,627 | 407,336 | 276,291 |
| Automotive Parts/Accsrs, Tire Stores-4413 | 902,578 | 131,946 | 770,632 |
| Furniture and Home Furnishings Stores-442 | 1,410,841 | 22,445 | 1,388,396 |
| Furniture Stores-4421 | 754,048 | 0 | 754,048 |
| Home Furnishing Stores-4422 | 656,793 | 22,445 | 634,348 |
| Electronics and Appliance Stores-443 | 1,285,033 | 128,472 | 1,156,561 |
| Appliances, TVs, Electronics Stores-44311 | 982,914 | 128,472 | 854,442 |
| Household Appliances Stores-443111 | 228,062 | 0 | 228,062 |
| Radio, Television, Electronics Stores-443112 | 754,852 | 128,472 | 626,380 |
| Computer and Software Stores-44312 | 251,390 | 0 | 251,390 |
| Camera and Photographic Equipment Stores-44313 | 50,729 | 0 | 50,729 |
| Building Material, Garden Equip Stores -444 | 6,895,026 | 515,587 | 6,379,439 |
| Building Material and Supply Dealers-4441 | 6,352,710 | 205,052 | 6,147,658 |
| Home Centers-44411 | 2,509,936 | 0 | 2,509,936 |
| Paint and Wallpaper Stores-44412 | 131,696 | 0 | 131,696 |
| Hardware Stores-44413 | 512,312 | 0 | 512,312 |
| Other Building Materials Dealers-44419 | 3,198,766 | 205,052 | 2,993,714 |
| Building Materials, Lumberyards-444191 | 1,084,880 | 69,925 | 1,014,955 |
| Lawn, Garden Equipment, Supplies Stores-4442 | 542,316 | 310,535 | 231,781 |
| Outdoor Power Equipment Stores-44421 | 86,572 | 15,958 | 70,614 |
| Nursery and Garden Centers-44422 | 455,744 | 294,576 | 161,168 |
| Food and Beverage Stores-445 | 7,157,716 | 5,267,348 | 1,890,368 |
| Grocery Stores-4451 | 6,506,509 | 5,148,051 | 1,358,458 |
| Supermarkets, Grocery (Ex Conv) Stores-44511 | 6,158,286 | 4,755,048 | 1,403,238 |
| Convenience Stores-44512 | 348,223 | 393,003 | (44,780) |
| Specialty Food Stores-4452 | 193,409 | 119,297 | 74,112 |
| Beer, Wine and Liquor Stores-4453 | 457,798 | 0 | 457,798 |
| Health and Personal Care Stores-446 | 3,293,089 | 538,383 | 2,754,706 |
| Pharmancies and Drug Stores-44611 | 2,853,766 | 531,737 | 2,322,029 |
| Cosmetics, Beauty Supplies, Perfume Stores-44612 | 113,955 | 0 | 113,955 |
| Optical Goods Stores-44613 | 123,518 | 0 | 123,518 |
| Other Health and Personal Care Stores-44619 | 201,849 | 6,646 | 195,203 |



RMP Opportunity Gap - Retail Stores 2008

DrvTim 1: 310 MILWAUKEE ST, KEWAUNEE, WI 54216-1439, 10 Minute(s) Total

| | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|--|-----------------------------------|--------------------------|----------------------------|
| Gasoline Stations-447 | 7,264,213 | 9,542,983 | (2,278,770) |
| Gasoline Stations With Conv Stores-44711 | 5,469,673 | 6,793,199 | (1,323,526) |
| Other Gasoline Stations-44719 | 1,794,540 | 2,749,784 | (955,244) |
| Clothing and Clothing Accessories Stores-448 | 2,278,435 | 50,649 | 2,227,786 |
| Clothing Stores-4481 | 1,654,793 | 4,157 | 1,650,636 |
| Men's Clothing Stores-44811 | 114,899 | 0 | 114,899 |
| Women's Clothing Stores-44812 | 393,920 | 0 | 393,920 |
| Childrens, Infants Clothing Stores-44813 | 96,501 | 0 | 96,501 |
| Family Clothing Stores-44814 | 909,019 | 4,157 | 904,862 |
| Clothing Accessories Stores-44815 | 36,041 | 0 | 36,041 |
| Other Clothing Stores-44819 | 104,413 | 0 | 104,413 |
| Shoe Stores-4482 | 305,696 | 46,492 | 259,204 |
| Jewelry, Luggage, Leather Goods Stores-4483 | 317,946 | 0 | 317,946 |
| Jewelry Stores-44831 | 291,798 | 0 | 291,798 |
| Luggage and Leather Goods Stores-44832 | 26,148 | 0 | 26,148 |
| Sporting Goods, Hobby, Book, Music Stores-451 | 977,107 | 0 | 977,107 |
| Sportng Goods, Hobby, Musical Inst Stores-4511 | 691,797 | 0 | 691,797 |
| Sporting Goods Stores-45111 | 346,547 | 0 | 346,547 |
| Hobby, Toys and Games Stores-45112 | 224,476 | 0 | 224,476 |
| Sew/Needlework/Piece Goods Stores-45113 | 56,789 | 0 | 56,789 |
| Musical Instrument and Supplies Stores-45114 | 63,986 | 0 | 63,986 |
| Book, Periodical and Music Stores-4512 | 285,310 | 0 | 285,310 |
| Book Stores and News Dealers-45121 | 186,043 | 0 | 186,043 |
| Book Stores-451211 | 173,239 | 0 | 173,239 |
| News Dealers and Newsstands-451212 | 12,804 | 0 | 12,804 |
| Prerecorded Tapes, CDs, Record Stores-45122 | 99,267 | 0 | 99,267 |
| General Merchandise Stores-452 | 6,845,126 | 1,175,520 | 5,669,606 |
| Department Stores Excl Leased Depts-4521 | 3,160,448 | 582,855 | 2,577,593 |
| Other General Merchandise Stores-4529 | 3,684,679 | 592,665 | 3,092,014 |
| Warehouse Clubs and Super Stores-45291 | 3,170,696 | 0 | 3,170,696 |
| All Other General Merchandise Stores-45299 | 513,983 | 592,665 | (78,682) |
| Miscellaneous Store Retailers-453 | 1,563,613 | 141,361 | 1,422,252 |
| Florists-4531 | 108,502 | 45,273 | 63,229 |
| Office Supplies, Stationery, Gift Stores-4532 | 600,221 | 46,154 | 554,067 |
| Office Supplies and Stationery Stores-45321 | 340,333 | 0 | 340,333 |
| Gift, Novelty and Souvenir Stores-45322 | 259,888 | 46,154 | 213,734 |
| Used Merchandise Stores-4533 | 117,502 | 40,815 | 76,687 |
| Other Miscellaneous Store Retailers-4539 | 737,388 | 9,119 | 728,269 |



RMP Opportunity Gap - Retail Stores 2008

DrvTim 1: 310 MILWAUKEE ST, KEWAUNEE, WI 54216-1439, 10 Minute(s) Total

| | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|---|-----------------------------------|--------------------------|----------------------------|
| Non-Store Retailers-454 | 3,678,328 | 2,628,074 | 1,050,254 |
| Electronic Shopping, Mail-Order Houses-4541 | 2,489,308 | 0 | 2,489,308 |
| Vending Machine Operators-4542 | 143,603 | 0 | 143,603 |
| Direct Selling Establishments-4543 | 1,045,417 | 2,628,074 | (1,582,657) |
| Foodservice and Drinking Places-722 | 5,291,743 | 2,066,520 | 3,225,223 |
| Full-Service Restaurants-7221 | 2,439,727 | 406,551 | 2,033,176 |
| Limited-Service Eating Places-7222 | 2,139,830 | 921,673 | 1,218,157 |
| Special Foodservices-7223 | 441,887 | 0 | 441,887 |
| Drinking Places -Alcoholic Beverages-7224 | 270,299 | 738,297 | (467,998) |
| GAFO * | 13,396,763 | 1,423,239 | 11,973,524 |
| General Merchandise Stores-452 | 6,845,126 | 1,175,520 | 5,669,606 |
| Clothing and Clothing Accessories Stores-448 | 2,278,435 | 50,649 | 2,227,786 |
| Furniture and Home Furnishings Stores-442 | 1,410,841 | 22,445 | 1,388,396 |
| Electronics and Appliance Stores-443 | 1,285,033 | 128,472 | 1,156,561 |
| Sporting Goods, Hobby, Book, Music Stores-451 | 977,107 | 0 | 977,107 |
| Office Supplies, Stationery, Gift Stores-4532 | 600,221 | 46,154 | 554,067 |



RMP Opportunity Gap - Retail Stores 2008

DrvTim 2: 310 MILWAUKEE ST, KEWAUNEE, WI 54216-1439, 15 Minute(s) Total

| | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|--|-----------------------------------|--------------------------|----------------------------|
| Total Retail Sales Incl Eating and Drinking Places | 88,430,073 | 31,690,841 | 56,739,232 |
| Motor Vehicle and Parts Dealers-441 | 17,872,840 | 5,668,315 | 12,204,525 |
| Automotive Dealers-4411 | 15,487,198 | 5,070,731 | 10,416,467 |
| Other Motor Vehicle Dealers-4412 | 1,022,483 | 465,638 | 556,845 |
| Automotive Parts/Accsrs, Tire Stores-4413 | 1,363,159 | 131,946 | 1,231,213 |
| Furniture and Home Furnishings Stores-442 | 2,112,892 | 32,158 | 2,080,734 |
| Furniture Stores-4421 | 1,123,030 | 0 | 1,123,030 |
| Home Furnishing Stores-4422 | 989,862 | 32,158 | 957,704 |
| Electronics and Appliance Stores-443 | 1,910,244 | 128,472 | 1,781,772 |
| Appliances, TVs, Electronics Stores-44311 | 1,457,870 | 128,472 | 1,329,398 |
| Household Appliances Stores-443111 | 337,233 | 0 | 337,233 |
| Radio, Television, Electronics Stores-443112 | 1,120,637 | 128,472 | 992,165 |
| Computer and Software Stores-44312 | 376,209 | 0 | 376,209 |
| Camera and Photographic Equipment Stores-44313 | 76,164 | 0 | 76,164 |
| Building Material, Garden Equip Stores -444 | 10,353,783 | 1,848,448 | 8,505,335 |
| Building Material and Supply Dealers-4441 | 9,539,683 | 828,577 | 8,711,106 |
| Home Centers-44411 | 3,765,394 | 0 | 3,765,394 |
| Paint and Wallpaper Stores-44412 | 201,382 | 0 | 201,382 |
| Hardware Stores-44413 | 764,307 | 0 | 764,307 |
| Other Building Materials Dealers-44419 | 4,808,600 | 828,577 | 3,980,023 |
| Building Materials, Lumberyards-444191 | 1,632,085 | 282,555 | 1,349,530 |
| Lawn, Garden Equipment, Supplies Stores-4442 | 814,100 | 1,019,872 | (205,772) |
| Outdoor Power Equipment Stores-44421 | 128,391 | 66,299 | 62,092 |
| Nursery and Garden Centers-44422 | 685,709 | 953,573 | (267,864) |
| Food and Beverage Stores-445 | 10,389,941 | 5,522,310 | 4,867,631 |
| Grocery Stores-4451 | 9,445,731 | 5,331,097 | 4,114,634 |
| Supermarkets, Grocery (Ex Conv) Stores-44511 | 8,941,119 | 4,938,094 | 4,003,025 |
| Convenience Stores-44512 | 504,612 | 393,003 | 111,609 |
| Specialty Food Stores-4452 | 281,993 | 191,213 | 90,780 |
| Beer, Wine and Liquor Stores-4453 | 662,217 | 0 | 662,217 |
| Health and Personal Care Stores-446 | 4,685,989 | 592,339 | 4,093,650 |
| Pharmancies and Drug Stores-44611 | 4,057,328 | 584,071 | 3,473,257 |
| Cosmetics, Beauty Supplies, Perfume Stores-44612 | 161,319 | 0 | 161,319 |
| Optical Goods Stores-44613 | 181,440 | 0 | 181,440 |
| Other Health and Personal Care Stores-44619 | 285,902 | 8,268 | 277,634 |



RMP Opportunity Gap - Retail Stores 2008

DrvTim 2: 310 MILWAUKEE ST, KEWAUNEE, WI 54216-1439, 15 Minute(s) Total

| | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|--|-----------------------------------|--------------------------|----------------------------|
| Gasoline Stations-447 | 10,619,725 | 9,863,071 | 756,654 |
| Gasoline Stations With Conv Stores-44711 | 7,986,714 | 6,793,199 | 1,193,515 |
| Other Gasoline Stations-44719 | 2,633,011 | 3,069,872 | (436,861) |
| Clothing and Clothing Accessories Stores-448 | 3,473,990 | 60,321 | 3,413,669 |
| Clothing Stores-4481 | 2,522,388 | 4,742 | 2,517,646 |
| Men's Clothing Stores-44811 | 173,823 | 0 | 173,823 |
| Women's Clothing Stores-44812 | 609,111 | 0 | 609,111 |
| Childrens, Infants Clothing Stores-44813 | 143,210 | 0 | 143,210 |
| Family Clothing Stores-44814 | 1,380,749 | 4,742 | 1,376,007 |
| Clothing Accessories Stores-44815 | 55,384 | 0 | 55,384 |
| Other Clothing Stores-44819 | 160,113 | 0 | 160,113 |
| Shoe Stores-4482 | 463,964 | 55,579 | 408,385 |
| Jewelry, Luggage, Leather Goods Stores-4483 | 487,638 | 0 | 487,638 |
| Jewelry Stores-44831 | 447,616 | 0 | 447,616 |
| Luggage and Leather Goods Stores-44832 | 40,022 | 0 | 40,022 |
| Sporting Goods, Hobby, Book, Music Stores-451 | 1,457,160 | 0 | 1,457,160 |
| Sportng Goods, Hobby, Musical Inst Stores-4511 | 1,037,986 | 0 | 1,037,986 |
| Sporting Goods Stores-45111 | 523,731 | 0 | 523,731 |
| Hobby, Toys and Games Stores-45112 | 334,336 | 0 | 334,336 |
| Sew/Needlework/Piece Goods Stores-45113 | 84,267 | 0 | 84,267 |
| Musical Instrument and Supplies Stores-45114 | 95,652 | 0 | 95,652 |
| Book, Periodical and Music Stores-4512 | 419,175 | 0 | 419,175 |
| Book Stores and News Dealers-45121 | 272,543 | 0 | 272,543 |
| Book Stores-451211 | 254,097 | 0 | 254,097 |
| News Dealers and Newsstands-451212 | 18,447 | 0 | 18,447 |
| Prerecorded Tapes, CDs, Record Stores-45122 | 146,631 | 0 | 146,631 |
| General Merchandise Stores-452 | 10,118,879 | 1,962,169 | 8,156,710 |
| Department Stores Excl Leased Depts-4521 | 4,705,698 | 1,369,504 | 3,336,194 |
| Other General Merchandise Stores-4529 | 5,413,180 | 592,665 | 4,820,515 |
| Warehouse Clubs and Super Stores-45291 | 4,651,412 | 0 | 4,651,412 |
| All Other General Merchandise Stores-45299 | 761,768 | 592,665 | 169,103 |
| Miscellaneous Store Retailers-453 | 2,300,495 | 176,824 | 2,123,671 |
| Florists-4531 | 161,833 | 45,273 | 116,560 |
| Office Supplies, Stationery, Gift Stores-4532 | 884,560 | 51,877 | 832,683 |
| Office Supplies and Stationery Stores-45321 | 501,259 | 0 | 501,259 |
| Gift, Novelty and Souvenir Stores-45322 | 383,301 | 51,877 | 331,424 |
| Used Merchandise Stores-4533 | 175,278 | 42,825 | 132,453 |
| Other Miscellaneous Store Retailers-4539 | 1,078,823 | 36,848 | 1,041,975 |



RMP Opportunity Gap - Retail Stores 2008

DrvTim 2: 310 MILWAUKEE ST, KEWAUNEE, WI 54216-1439, 15 Minute(s) Total

| | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|---|-----------------------------------|--------------------------|----------------------------|
| Non-Store Retailers-454 | 5,424,969 | 3,389,124 | 2,035,845 |
| Electronic Shopping, Mail-Order Houses-4541 | 3,690,915 | 0 | 3,690,915 |
| Vending Machine Operators-4542 | 208,995 | 0 | 208,995 |
| Direct Selling Establishments-4543 | 1,525,060 | 3,389,124 | (1,864,064) |
| Foodservice and Drinking Places-722 | 7,709,166 | 2,447,290 | 5,261,876 |
| Full-Service Restaurants-7221 | 3,552,880 | 446,564 | 3,106,316 |
| Limited-Service Eating Places-7222 | 3,120,245 | 1,084,740 | 2,035,505 |
| Special Foodservices-7223 | 644,738 | 0 | 644,738 |
| Drinking Places -Alcoholic Beverages-7224 | 391,303 | 915,987 | (524,684) |
| GAFO * | 19,957,725 | 2,234,998 | 17,722,727 |
| General Merchandise Stores-452 | 10,118,879 | 1,962,169 | 8,156,710 |
| Clothing and Clothing Accessories Stores-448 | 3,473,990 | 60,321 | 3,413,669 |
| Furniture and Home Furnishings Stores-442 | 2,112,892 | 32,158 | 2,080,734 |
| Electronics and Appliance Stores-443 | 1,910,244 | 128,472 | 1,781,772 |
| Sporting Goods, Hobby, Book, Music Stores-451 | 1,457,160 | 0 | 1,457,160 |
| Office Supplies, Stationery, Gift Stores-4532 | 884,560 | 51,877 | 832,683 |



RMP Opportunity Gap - Retail Stores 2008

DrvTim 3: 310 MILWAUKEE ST, KEWAUNEE, WI 54216-1439, 30 Minute(s) Total

| | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|--|-----------------------------------|--------------------------|----------------------------|
| Total Retail Sales Incl Eating and Drinking Places | 389,742,231 | 141,889,194 | 247,853,037 |
| Motor Vehicle and Parts Dealers-441 | 79,879,612 | 32,129,997 | 47,749,615 |
| Automotive Dealers-4411 | 69,244,712 | 23,345,735 | 45,898,977 |
| Other Motor Vehicle Dealers-4412 | 4,574,866 | 6,189,346 | (1,614,480) |
| Automotive Parts/Accsrs, Tire Stores-4413 | 6,060,034 | 2,594,916 | 3,465,118 |
| Furniture and Home Furnishings Stores-442 | 9,425,046 | 799,647 | 8,625,399 |
| Furniture Stores-4421 | 5,004,555 | 307,787 | 4,696,768 |
| Home Furnishing Stores-4422 | 4,420,491 | 491,859 | 3,928,632 |
| Electronics and Appliance Stores-443 | 8,528,622 | 634,726 | 7,893,896 |
| Appliances, TVs, Electronics Stores-44311 | 6,487,337 | 486,728 | 6,000,609 |
| Household Appliances Stores-443111 | 1,484,670 | 327,604 | 1,157,066 |
| Radio, Television, Electronics Stores-443112 | 5,002,667 | 159,124 | 4,843,543 |
| Computer and Software Stores-44312 | 1,696,561 | 147,998 | 1,548,563 |
| Camera and Photographic Equipment Stores-44313 | 344,723 | 0 | 344,723 |
| Building Material, Garden Equip Stores -444 | 45,409,800 | 12,965,982 | 32,443,818 |
| Building Material and Supply Dealers-4441 | 41,803,158 | 9,618,592 | 32,184,566 |
| Home Centers-44411 | 16,545,308 | 173,026 | 16,372,282 |
| Paint and Wallpaper Stores-44412 | 883,301 | 0 | 883,301 |
| Hardware Stores-44413 | 3,361,598 | 2,865,438 | 496,160 |
| Other Building Materials Dealers-44419 | 21,012,952 | 6,580,128 | 14,432,824 |
| Building Materials, Lumberyards-444191 | 7,168,618 | 2,243,902 | 4,924,716 |
| Lawn, Garden Equipment, Supplies Stores-4442 | 3,606,642 | 3,347,390 | 259,252 |
| Outdoor Power Equipment Stores-44421 | 559,670 | 1,440,131 | (880,461) |
| Nursery and Garden Centers-44422 | 3,046,972 | 1,907,258 | 1,139,714 |
| Food and Beverage Stores-445 | 45,324,373 | 26,636,385 | 18,687,988 |
| Grocery Stores-4451 | 41,200,790 | 25,736,400 | 15,464,390 |
| Supermarkets, Grocery (Ex Conv) Stores-44511 | 38,991,872 | 24,585,790 | 14,406,082 |
| Convenience Stores-44512 | 2,208,918 | 1,150,609 | 1,058,309 |
| Specialty Food Stores-4452 | 1,235,553 | 899,985 | 335,568 |
| Beer, Wine and Liquor Stores-4453 | 2,888,030 | 0 | 2,888,030 |
| Health and Personal Care Stores-446 | 19,834,206 | 1,022,453 | 18,811,753 |
| Pharmancies and Drug Stores-44611 | 17,157,295 | 995,879 | 16,161,416 |
| Cosmetics, Beauty Supplies, Perfume Stores-44612 | 677,665 | 0 | 677,665 |
| Optical Goods Stores-44613 | 796,401 | 0 | 796,401 |
| Other Health and Personal Care Stores-44619 | 1,202,844 | 26,574 | 1,176,270 |



RMP Opportunity Gap - Retail Stores 2008

DrvTim 3: 310 MILWAUKEE ST, KEWAUNEE, WI 54216-1439, 30 Minute(s) Total

| | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|--|-----------------------------------|--------------------------|----------------------------|
| Gasoline Stations-447 | 45,875,977 | 33,333,442 | 12,542,535 |
| Gasoline Stations With Conv Stores-44711 | 34,529,970 | 26,513,350 | 8,016,620 |
| Other Gasoline Stations-44719 | 11,346,007 | 6,820,093 | 4,525,914 |
| Clothing and Clothing Accessories Stores-448 | 15,974,853 | 1,839,556 | 14,135,297 |
| Clothing Stores-4481 | 11,599,761 | 72,523 | 11,527,238 |
| Men's Clothing Stores-44811 | 786,323 | 34 | 786,289 |
| Women's Clothing Stores-44812 | 2,840,774 | 21,998 | 2,818,776 |
| Childrens, Infants Clothing Stores-44813 | 657,980 | 0 | 657,980 |
| Family Clothing Stores-44814 | 6,319,378 | 12,929 | 6,306,449 |
| Clothing Accessories Stores-44815 | 255,806 | 0 | 255,806 |
| Other Clothing Stores-44819 | 739,500 | 37,562 | 701,938 |
| Shoe Stores-4482 | 2,133,730 | 166,034 | 1,967,696 |
| Jewelry, Luggage, Leather Goods Stores-4483 | 2,241,362 | 1,600,999 | 640,363 |
| Jewelry Stores-44831 | 2,058,280 | 1,600,999 | 457,281 |
| Luggage and Leather Goods Stores-44832 | 183,082 | 0 | 183,082 |
| Sporting Goods, Hobby, Book, Music Stores-451 | 6,564,135 | 578,549 | 5,985,586 |
| Sportng Goods, Hobby, Musical Inst Stores-4511 | 4,703,321 | 532,042 | 4,171,279 |
| Sporting Goods Stores-45111 | 2,386,147 | 323,701 | 2,062,446 |
| Hobby, Toys and Games Stores-45112 | 1,513,067 | 208,341 | 1,304,726 |
| Sew/Needlework/Piece Goods Stores-45113 | 372,236 | 0 | 372,236 |
| Musical Instrument and Supplies Stores-45114 | 431,871 | 0 | 431,871 |
| Book, Periodical and Music Stores-4512 | 1,860,813 | 46,507 | 1,814,306 |
| Book Stores and News Dealers-45121 | 1,199,828 | 45,067 | 1,154,761 |
| Book Stores-451211 | 1,119,837 | 43,999 | 1,075,838 |
| News Dealers and Newsstands-451212 | 79,991 | 1,068 | 78,923 |
| Prerecorded Tapes, CDs, Record Stores-45122 | 660,986 | 1,440 | 659,546 |
| General Merchandise Stores-452 | 44,880,720 | 4,909,553 | 39,971,167 |
| Department Stores Excl Leased Depts-4521 | 21,033,784 | 2,469,999 | 18,563,785 |
| Other General Merchandise Stores-4529 | 23,846,936 | 2,439,554 | 21,407,382 |
| Warehouse Clubs and Super Stores-45291 | 20,472,326 | 834,511 | 19,637,815 |
| All Other General Merchandise Stores-45299 | 3,374,611 | 1,605,043 | 1,769,568 |
| Miscellaneous Store Retailers-453 | 10,103,066 | 715,419 | 9,387,647 |
| Florists-4531 | 712,156 | 151,502 | 560,654 |
| Office Supplies, Stationery, Gift Stores-4532 | 3,914,269 | 220,155 | 3,694,114 |
| Office Supplies and Stationery Stores-45321 | 2,216,544 | 40,973 | 2,175,571 |
| Gift, Novelty and Souvenir Stores-45322 | 1,697,725 | 179,181 | 1,518,544 |
| Used Merchandise Stores-4533 | 786,463 | 118,705 | 667,758 |
| Other Miscellaneous Store Retailers-4539 | 4,690,179 | 225,057 | 4,465,122 |



RMP Opportunity Gap - Retail Stores 2008

DrvTim 3: 310 MILWAUKEE ST, KEWAUNEE, WI 54216-1439, 30 Minute(s) Total

| | Demand (Consumer Expenditures) | Supply (Retail Sales) | Opportunity Gap/Surplus |
|---|-----------------------------------|--------------------------|----------------------------|
| Non-Store Retailers-454 | 23,944,224 | 11,765,365 | 12,178,859 |
| Electronic Shopping, Mail-Order Houses-4541 | 16,432,055 | 67,605 | 16,364,450 |
| Vending Machine Operators-4542 | 917,038 | 0 | 917,038 |
| Direct Selling Establishments-4543 | 6,595,132 | 11,697,761 | (5,102,629) |
| Foodservice and Drinking Places-722 | 33,997,598 | 14,558,121 | 19,439,477 |
| Full-Service Restaurants-7221 | 15,659,315 | 7,062,618 | 8,596,697 |
| Limited-Service Eating Places-7222 | 13,787,146 | 3,640,670 | 10,146,476 |
| Special Foodservices-7223 | 2,847,485 | 571,440 | 2,276,045 |
| Drinking Places -Alcoholic Beverages-7224 | 1,703,651 | 3,283,393 | (1,579,742) |
| GAFO * | 89,287,644 | 8,982,185 | 80,305,459 |
| General Merchandise Stores-452 | 44,880,720 | 4,909,553 | 39,971,167 |
| Clothing and Clothing Accessories Stores-448 | 15,974,853 | 1,839,556 | 14,135,297 |
| Furniture and Home Furnishings Stores-442 | 9,425,046 | 799,647 | 8,625,399 |
| Electronics and Appliance Stores-443 | 8,528,622 | 634,726 | 7,893,896 |
| Sporting Goods, Hobby, Book, Music Stores-451 | 6,564,135 | 578,549 | 5,985,586 |
| Office Supplies, Stationery, Gift Stores-4532 | 3,914,269 | 220,155 | 3,694,114 |

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.



Appendix C: Underwater Inspection Report

UNDERWATER INSPECTION

**CITY OF KEWAUNEE
HARBOR PARK DOCK WALL
KEWAUNEE RIVER**

KEWAUNEE, WISCONSIN

May 6, 2004



Engineers/Architects/Scientists/Surveyors

3433 Oakwood Hills Parkway
P.O. Box 1590
Eau Claire, WI 54702-1590
(715) 834-3161, FAX (715) 831-7500

Ayres Associates Project No. 42-0553.00
m:\kewaunee city of\16-0261.11\revised report.doc

Introduction

The purpose of the underwater inspection was to inspect the underwater portions of the harbor dock wall.

Using surface supplied air, an underwater camera, and a diving helmet, the divers were able to spend extended time underwater to perform visual inspection and obtain an audio-video recording of part of the inspection. This equipment also allowed audio and visual communication between the diver, boat operator, and tender which aided in note taking. The visibility on the video is representative of what the diver saw. The underwater video can be viewed on a PC using the included CD.

Upon completion of the inspection, this report was generated. It includes a description of the inspection findings, pictures of the site, sketches of the site plan and typical cross sections of the wall, notes relating to the video provided, and options to repair the affected areas.

Underwater Inspection

The underwater inspection began approximately 100 feet west of the tugboat location at Station 0+00 and proceeded easterly towards the tugboat. At this time the diver was able to capture a video clip. The diver proceeded easterly to approximately station 1+40 (about middle of the tug boat) then was moved to the east side of the tugboat and finished the inspection from station 1+75 westerly to station 1+40. The inspection boat could not pass between the wall and the timber pile dolphins near the tugboat. The diver then proceeded to move easterly from station 1+75 to station 4+80. A sketch of the plan view of the wall is shown on page 4.

The wall consists of two rows of timber piles with a concrete cap sitting on top of the piles. Sketches of the wall cross-section and profile are shown on page 5.

Gaps are between the piles several locations through which small gravel has spilled. A mound of small gravel was observed at each of these gaps.

The timber piles are in good condition below water. At the water line, the timber piles show signs of decay and are in poor to fair condition. Zebra mussels are attached to the both rows of piles.

The concrete cap at the water line has scaled away in various locations. That is, the cap has lost part of its cross section due to wave action and the freeze-thaw cycle of the water. The section loss can be seen in the video.

The water depth ranged from 6 feet to 15 feet deep along the wall.

The visibility throughout the dive was approximately 1 foot or less.

Site Pictures



West end of wall



Timber pile dolphins near tugboat and wall

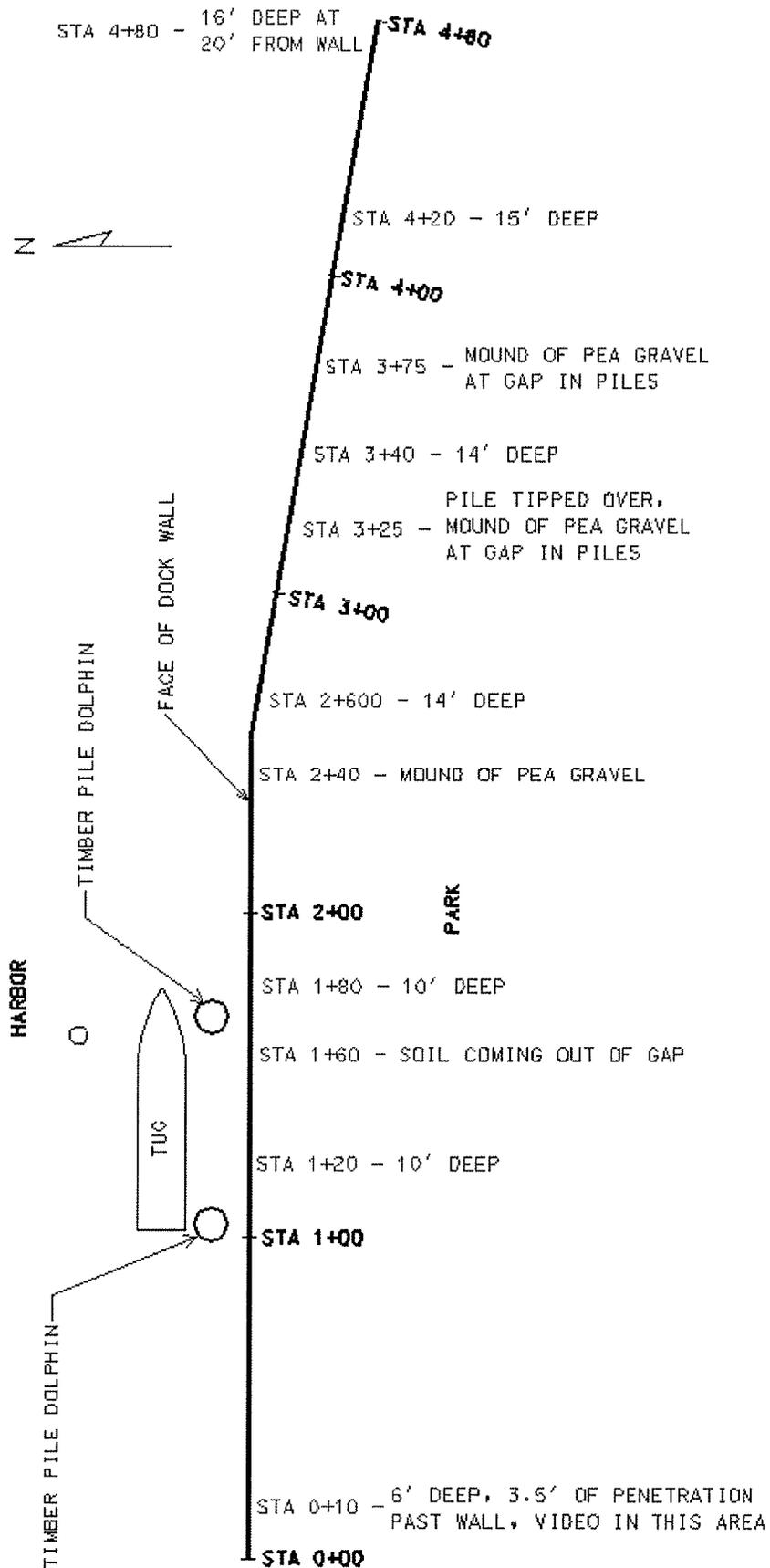


Looking west along wall at tugboat

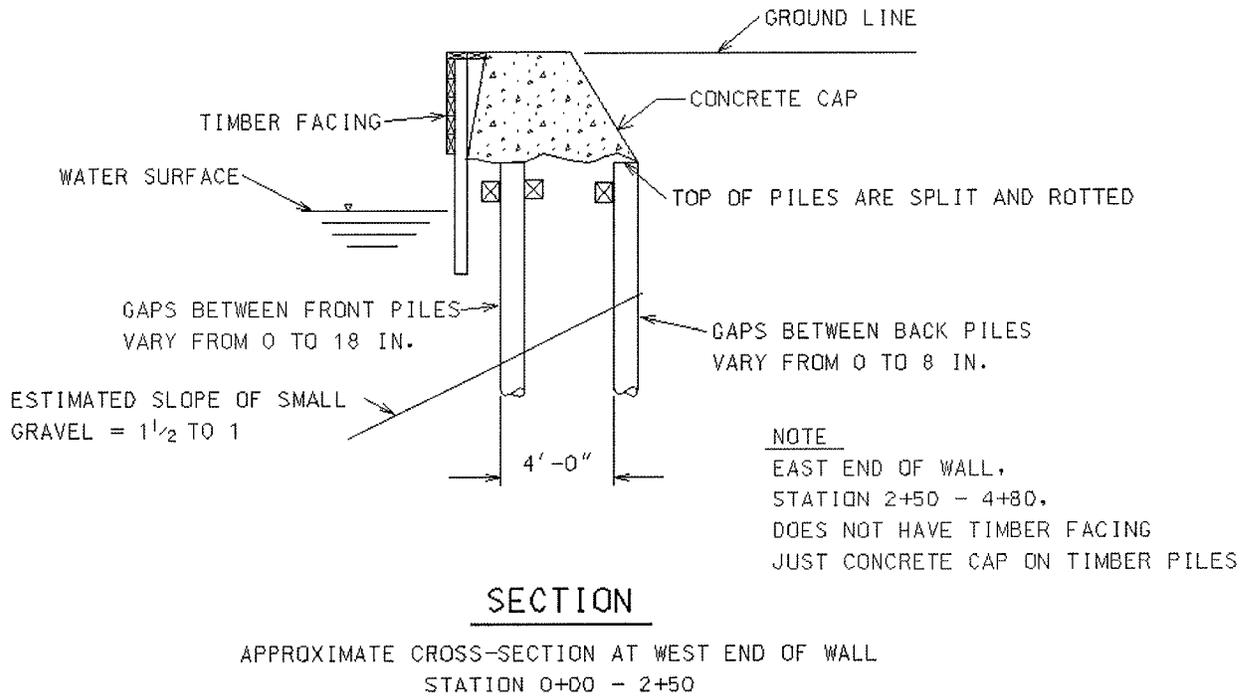


Looking east along wall

Sketch of Site Plan



Sketch of Wall Cross Section



Video Notes

Notes

Base of cap above water, note loss of section

Close up view of timber piles

Timber pile in back row

Video Time

00:40 – 01:21

01:43 – 01:59

02:30 – 02:34

Repair Options

The repair options are contingent upon how the area adjacent to the wall will be used. The existing wall has an estimated remaining life of 5 to 15 years.

Option No. 1

If the park area adjacent to the wall were to remain in its current configuration, no immediate repairs to the existing wall would be required. When the small gravel begins to spill through the gaps, gravel and larger stones can be added to fill in the voids behind the wall as has been done in the past. If the City is considering the construction of a walkway along the shore, it is

recommended that the walkway be offset of the wall at least 10-15 feet to allow construction equipment access if repairs or replacement is needed.

Option No. 2

The soil can be retained behind the wall by use of steel sheet piling, or timber planking on the backside of the back rows of the existing piles in conjunction with reinforcement of the existing soil.

For reinforcement of the existing soil, soil should be removed and replaced in lifts with each lift separated by a geo-synthetic grid.

However, please note repairs made to retain the soil behind the existing wall may not extend the life of the existing wall.

Option No. 3

If a structure were to be constructed near the wall that requires support from the adjacent ground, retaining the soil behind the wall would be required. The recommended method for retaining the soil is steel sheet piling. This option would include complete replacement of the existing wall with steel sheet piling and a tieback system.

An estimated cost for steel sheet piling placed along the entire length of the existing wall (approximately 480' long) is approximately \$756,000 to \$864,000.

Appendix D: Resolution of Adoption

RESOLUTION NO. 987-09

STATE OF WISCONSIN
COUNTY OF KEWAUNEE
CITY OF KEWAUNEE

RESOLUTION ADOPTING THE CITY OF KEWAUNEE WATERFRONT PLAN

WHEREAS, the City of Kewaunee, has completed a waterfront planning process as a recipient of a grant award through the Wisconsin Waterfront Initiative Program administered through the Wisconsin Department of Commerce; and

WHEREAS, the City of Kewaunee Waterfront Plan provides an assessment of waterfront amenities and facilities and provides recommendations for the City's consideration for future improvements: and

WHEREAS, adoption of the plan is required as a part of the Wisconsin Waterfront Initiative Program: and

NOW, THEREFORE, BE IT RESOLVED by the Kewaunee City Council that the City of Kewaunee Waterfront Plan be adopted as the approved Waterfront Plan for the City.

The foregoing resolution was introduced by Alderman Sperber and seconded by Alderman LuMaye who moved for its adoption and vote on the acceptance was recorded as follows:

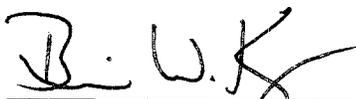
Ayes: Kostka, Kunkel, LuMaye, Jeske, D. Kickbusch, Sperber, Vollenweider
Nays: None
Abstain: None

The Mayor then declared this resolution passed this 14th day of September, 2009.



John Blaha, Jr., Mayor

ATTEST:



Brian W. Kranz, City Administrator