CITY OF WASHBURN
119 Washington Avenue
P.O. Box 638
Washburn, WI 54891

715-373-6160
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NOTICE OF SPECIAL PARKS COMMITTEE MEETING

DATE: January 10, 2023

TIME: 5:30 p.m.

PLACE: Washburn City Hall

This meeting may have members participating via tele or web conferencing.
Public participants can listen to the proceedings on-line at this link:
https://us02web.zoom.us/j/82685108449?pwd=Zi9VK0JCVzU1MmxuR0xRTE1rN0lwdz09 or by calling 888-788-0099 (Toll-free) and entering Mtg ID: 826 8510 8449 and Passcode: 011023. Limited seating will be available.

Agenda:

- Call to Order/Roll Call
- Discussion & Action on Concept Development Planning for Lakeshore Parkway & West End Park Campground Expansion
- Adjournment

It is possible that members of, and possibly a quorum of, other governmental bodies including the Common Council of the City of Washburn are in attendance at the above meeting. No action will be taken by any governmental body other than the Parks Committee.

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To: Parks Committee

From: Tony Janisch, Assistant City Administrator

Re: Concept Development Planning for Lakeshore Parkway & West End Park Campground Expansion

Date: January 4, 2023

At the November 14, 2022 City Council meeting, Council approved the Overflow Area for campground expansion. Council further approved that the Parks Committee discuss conceptual development of the Open Field Area and report back at the March Council meeting.

At the December 20, 2022 Parks Committee meeting, the Committee decided to hold two additional public meetings to gather further information for a recommendation to Council for further campground expansion development.

The primary intent of this special meeting is to begin planning for these public meetings and to continue discussions of potential camping options.

For your reference, I have included the 2015 Expansion of West End Park Report, the 2020 Lakeshore Parkway & Walking Trail Management Plan, and the 2022 West End Campground Expansion plans.

1

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PLOT DATE: Jun 23, 2022 - 03:40pm

NO.	BY	DATE	REVISIONS	CEC PROJECT NO. 22290008	PROJECT MANAGER NICOLE HODKIEWICZ
				DRAWN BY NKH	CHECKED BY NKH
				ISSUE DATE 6/23/2022	APPROVED BY NKH

COOPER ENGINEERING
2600 COLLEGE DRIVE, P.O. BOX 230
RICE LAKE, WISCONSIN 54868-0230
TELEPHONE (715) 234-7008
FAX (715) 234-1025

CITY OF WASHBURN	WEST END PARK CAMPGROUND	
CITY OF WASHBURN, BAYFIELD COUNTY	AREA OVERVIEW	SHEET 1

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WISCONSIN STREET

EXISTING GRAVITY SANITARY SEWER

SIXTH AVENUE WEST

DIRECTIONAL DRILL 630 FEET - 2" FORCE MAIN TO EXISTING GRAVITY SANITARY SEWER IN WISCONSIN STREET

PROPOSED STORMWATER TREATMENT LOCATION ALTERNATIVE

EXISTING WATERMAIN

2" WATERMAIN

WEST HOLMAN LAKEVIEW DRIVE

EXISTING GRAVEL ROAD

ELECTRIC SERVICE 400 AMP

60'

16'

4" SANITARY LINE (TYP.)

WELL #2 PUMPHOUSE

PROPOSED STORMWATER TREATMENT LOCATION BELOW CAMPSITES AT BOTTOM OF HILL

WEST HOLMAN LAKEVIEW DRIVE

TRAFFIC FLOW ONE WAY

YARD HYDRANT

1650 GALLON SEPTIC TANK

1" WATER LINE (TYP)

EFFLUENT PUMP TANK

SANITARY MANHOLE

PICNIC TABLE PAD HANDICAP ACCESSIBLE 21' X 12' (TYP.)

12'

21'

RV PAD 60' X 16' (TYP.)

ELECTRICAL SERVICE 50, 30, AND 20 AMP SERVICE AT PANEL

4" x 4" WOOD POST FOR WATER AND ELECTRIC MOUNTING

LEGEND

- APPROXIMATE TREE LINE
- FENCE LINE
- EXISTING BUILDING
- WETLAND

N

GRAPHIC SCALE

50 0 25 50

PLOT DATE: Jun 23, 2022 - 11:55am

NO.	BY	DATE	REVISIONS

CEC PROJECT NO. 22290008
DRAWN BY NKH
ISSUE DATE 6/23/2022

PROJECT MANAGER NICOLE HODKIEWICZ
CHECKED BY NKH
APPROVED BY NKH

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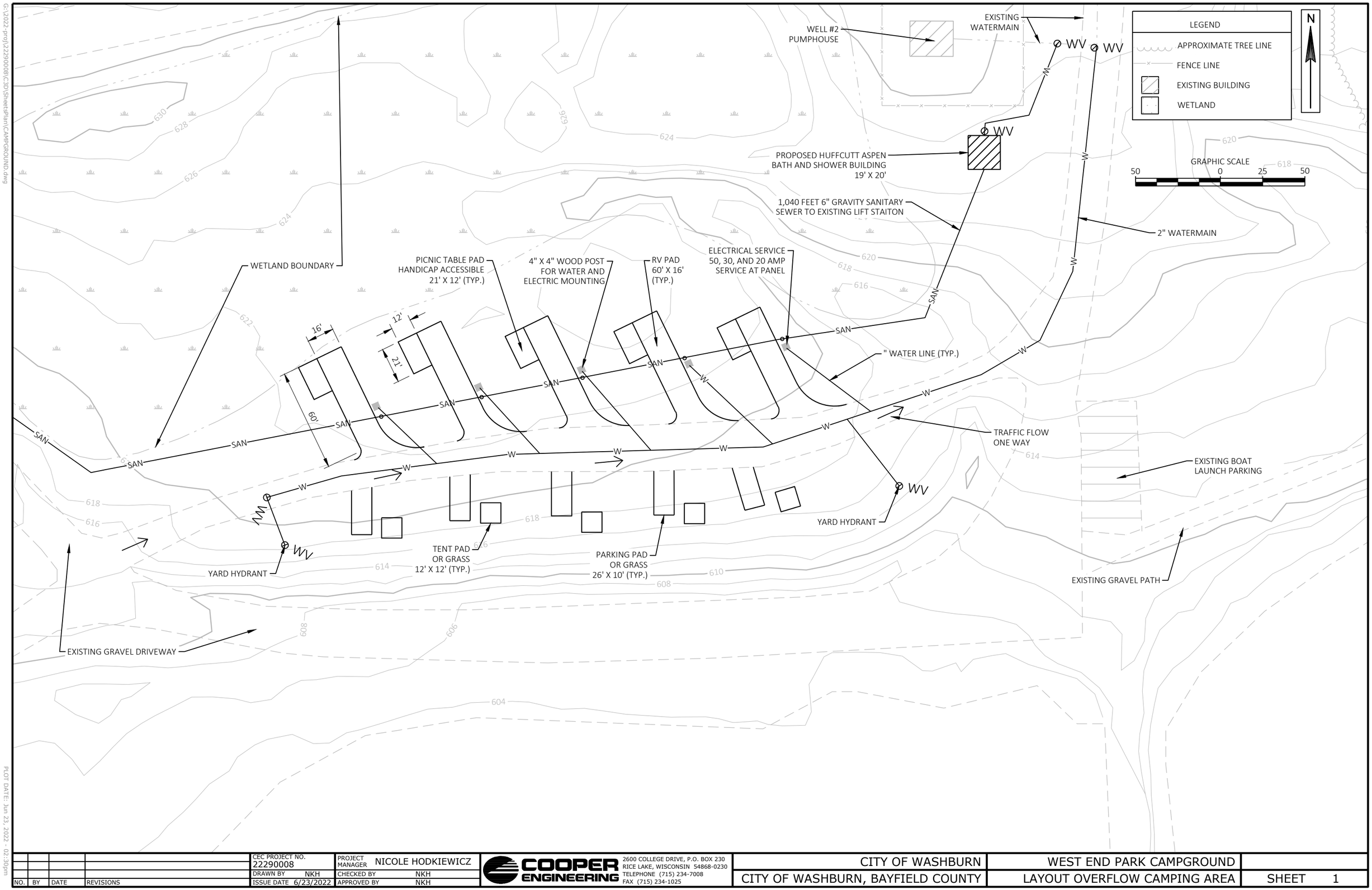
CITY OF WASHBURN
CITY OF WASHBURN, BAYFIELD COUNTY

WEST END PARK CAMPGROUND
LAYOUT FIRST OPEN FIELD E 6TH AVE W

SHEET 1



NO.	BY	DATE	REVISIONS	CEC PROJECT NO. 22290008	PROJECT MANAGER NICOLE HODKIEWICZ
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CITY OF WASHBURN	WEST END PARK CAMPGROUND	
CITY OF WASHBURN, BAYFIELD COUNTY	LAYOUT OVERFLOW CAMPING AREA	SHEET 1

2

2020

LAND MANAGEMENT PLAN:
WASHBURN LAKESHORE PARKWAY AND WALKING TRAIL

Written by Parks Committee

Adopted by Washburn City Council

3/9/2020

Contents

INTRODUCTION

Background

Located on the Bayfield Peninsula in the Superior Coastal Plain Ecological Landscape of Wisconsin, the Washburn Lakeshore Parkway is a unique, natural area within the City of Washburn and a place for education, quiet reflection, and exercise. The area comprises approximately 54 acres of public land and is located in northern Bayfield County, Wisconsin in Township 48N, Range 4W, Section 5 (Exhibit A). The land comprises approximately 5,000 linear feet of Lake Superior's shoreline between Thompson's West End Park and the area just east of the Washburn Marina adjacent to the City's coal dock and Pumphouse Road. An approximate one-mile non-motorized trail traverses the land. In January 2020, Washburn City Council designated a portion of the walking trail as a historic site. This includes the trail from the trailhead at the east end of Thompson's West End Park at the end of 6th Avenue West to the Washburn Marina. The width of the historic site shall be from eight feet north of the existing pathway south to the normal high-water line of Lake Superior. This designation should not affect routine maintenance and management of the trail and structures.

History of the Washburn Walking Trail

The City of Washburn was platted and surveyed in 1882. Past residents believed that there was once a footpath connecting the town where many workers lived to their jobsites along the water's edge. In 1976, a group of local residents worked together to create a natural pathway along the lakeshore, a simple, quiet retreat from the noise of humanity, where residents can enjoy nature. The City of Washburn owns the walking trail and has managed it since the 1980s. In 2001, two new bridges were built across ravines, and the trail was widened and resurfaced. Additionally, 350 native trees have been planted along the trail. The trail and its natural area continue to be maintained and improved by the City of Washburn with support from residents, partners, and grant funding. It is an incredible resource for Washburn residents and visitors.

Management Plan Update

This updated land management plan focuses on the section of the trail between Thompson's West End Park and the area just east of the Washburn Marina adjacent to the City's coal dock and Pumphouse Road. This plan primarily focuses on land management actions related to vegetation and habitat. While there is some reference to recreational infrastructure along the trail, a recreational section will be created and added at a later date. We recognize that the lakeshore and walking trail extends further to Memorial Park; management actions for that area will also be included at a later date. It will replace the management plan and conservation plan appendix adopted by Washburn's City Council in 2000; and the updated management plan/action plan in 2006. This updated management plan was written to improve clarity, be comprehensive in scope while also being user-friendly, and in consideration of best management practices/best science related to natural resources. It complements recommendations in the Expansion of West End Park Report written in 2015 and adopted by City Council. It builds on the direction of the past plans and on the West End Park Report. This updated land management plan will focus on a three-year program of work. The plan will be revisited as needed in response to changes in on-the-ground conditions after invasive plant species treatments and as future desired conditions and uses are determined for various areas in the parkway.

Exhibit A - Map of Natural Area

Property Description, Past & Current Conditions

The property includes ravines, low elevation uplands, and forested as well as shrub-scrub wetland areas. Several view corridors are located throughout the area, as well as infrastructure. In addition to the diverse types of habitat on the property, there are various wildlife species including migratory birds and breeding birds (due to its close proximity to Lake Superior), turtles, deer, mink, beaver, fox, and otter as well as others. While much of the parkway is viewed as a natural area, the majority of the plant communities within the park have seen significant disturbance from past and current land use activities. As a result, invasive plants are prevalent throughout the natural area, and high density of these plants exist. These areas will be documented in the near future, and a map/data will be added to this management plan. For a visual picture of the existing conditions as of summer 2019, see Appendix A for Photopoint Map, Coordinates of Photopoints, and Photos.

Historically, this area was dominated by boreal forest and mixed coniferous-hardwood forest plant communities. Topographic variations prior to human settlement and wetland soil indicators in present day soils indicate that there were likely substantial areas dominated by wetlands throughout the park area. Historic plant communities were black spruce swamps, boreal forests, mesic cedar forest, northern hardwood swamps, and northern forests ranging from wet to dry mesic throughout. The area also likely contained a variety of non-forested wetland communities including shore fen and emergent marsh on the coast, and emergent marsh, alder thicket, fens, northern sedge meadow and shrub carr slightly inland.

At the time of the creation of this management plan, several access points, infrastructure improvements, and interpretive signs exist including:

- *Parking* - A small parking area is located at the east end of Thompson's West End Park at the end of 6th Avenue West. An additional small parking area is located near the corner of 4th Avenue West and W. Holman Lakeview Drive.
- *Main Trail* - A trail made of packed limestone, approximately 8-10 feet in width, exists. This width includes the turf/low-growing plants on each side of packed trail. Resurfacing may be needed in various areas in the future.
- *View Corridors* - View corridors constitute approximately 2,000 linear feet or just over 1/3 of the shoreline. See Appendix B for View Corridor Map and Criteria.
- *Structures* - Benches and picnic tables are present in several locations. A set of exercise equipment is located at the entrance to the walking trail off of 6th Avenue West. Currently, only one waste container exists at the entrance to the walking trail off of 6th Avenue West. Other structures include staircases and bridges.
- *Interpretive Signage* - Historical interpretive signs are posted along the trail's length, emphasizing logging and shipping history. Additional signage communicating various information such as navigation (maps), allowable/permitted uses, natural resources, history, culture, and/or other pertinent information may be useful.

Descriptions of Habitat Areas

This management plan lists multiple plant species that may be appropriate to achieve desired future conditions. To refine a list of species, additional surveys should be conducted, and planting plans will be created as funding allows. Trees, shrubs, and other herbaceous species native to this region

of Wisconsin and of special cultural importance will be stressed, with the goals of creating a diversity of forest types, shrub-scrub habitat areas, and pollinator habitat areas as well as to build climate resiliency along the lakeshore. Additionally, edible plants (such as raspberry, blueberry, blackberry, serviceberry, wild plum, high bush cranberry, elderberry, hazelnut, etc.) may also be a good choice for particular areas and would provide food to wildlife and visitors.

Area	Current Condition	Desired Future Condition
Area 1 and 3	Wetland and low elevation upland areas inhabited by alder, red osier dogwood, willow, and sumac as well as a mix of native trees including tamarack, aspen, ash, and white pine, among others. Invasive plants include garden valerian (*Valeriana officinalis*), non-native honeysuckle (*Lonicera spp*.), common buckthorn (*Rhamnus cathartica*), common tansy (*Tanacetum vulgare*), reed canary grass (*Phalaris arundinacea*), Bird's-foot trefoil (*Lotus corniculatus*), and crown vetch (*Coronilla varia*), among others.	Native, long-lived species such as cedar, white pine, and oak as well as others. Early successional shrub species in wetter areas such as swales and along the lake. These are hardy species which are the first to establish in a site after a disturbance. Appropriate species may include alder, red osier dogwood, and willow among others and native understory species. Continue to use the high ground of Area 1 for Book Across the Bay parking.
Ravine 1	Ravine area inhabited by boxelder, red osier dogwood, alder, willow, and sumac, among others. Invasive plants include garden valerian, non-native honeysuckle, and common buckthorn.	Native, long-lived and low maintenance conifers. Early successional shrub species along the lake. These are hardy species which are the first to establish in a site after a disturbance. Appropriate species may include alder, red osier dogwood, and willow among others and wetland understory species.
Areas 2	Wetland area mowed in 2018 and previously dominated by red osier dogwood and alder, as well as other wetland plants such as native sedges. Invasive plants are now becoming established including garden valerian and common tansy.	Native, long-lived species such as cedar, white pine, and oak as well as others. Trees could be planted in groups to still allow lake views and for maintenance ease. Early successional shrub species in wetter areas such as swales and along the lake. These are hardy species which are the first to establish in a site after a disturbance. Appropriate species may include alder, red osier dogwood, and willow among others and native understory species. Understory/groundcover plants should also be utilized to help minimize erosion and the establishment of invasive plants.
Ravine 2	Ravine area inhabited by boxelder, dogwood, alder, willow, and ash, among others. Invasive plants include garden valerian, non-native honeysuckle, and common buckthorn.	Native, long-lived and low maintenance conifers. Early successional shrub species along the lake. These are hardy species which are the first to establish in a site after a disturbance. Appropriate species may include alder, red osier dogwood, and willow among others and wetland understory species.

Area 4	Wetland area mowed in 2018 and previously dominated by red osier dogwood and alder, as well as other wetland plants. Near the lake, aspen, balsam fir, ash, and red osier dogwood, among others, are present. Invasive plants include garden valerian, common tansy, ornamental silvergrass (*Miscanthus spp.)*, garden valerian, non-native honeysuckle, and common buckthorn.	Native, long-lived species such as cedar, white pine, and oak as well as others. Trees could be planted in groups to still allow lake views and for maintenance ease. Early successional shrub species in wetter areas such as swales and along the lake. These are hardy species which are the first to establish in a site after a disturbance. Appropriate species may include alder, red osier dogwood, and willow among others and native understory species. Understory/groundcover plants should also be utilized to help minimize erosion and the establishment of invasive plants.
Ravine 3	Ravine area inhabited by boxelder, aspen, ash, alder, hawthorn, willow, red osier dogwood, serviceberry, and sumac, among others. Invasive plants include garden valerian, non-native honeysuckle, and common buckthorn.	Native, long-lived and low maintenance conifers. Early successional shrub species along the lake. These are hardy species which are the first to establish in a site after a disturbance. Appropriate species may include alder, red osier dogwood, and willow among others and wetland understory species.
Area 5 and 6	These areas are dominated by mown turf grass on land owned by the City of Washburn and adjacent to private residences. Along the lake, native shrubs and trees are present as well as invasive plants such as common buckthorn and non-native honeysuckle. Some parts of the slopes have been frequently mowed causing erosion and sedimentation.	Native shrubs, such as red osier dogwood, short-growing willow, snowberry, ferns, ninebark, and spirea as well as others to minimize erosion, provide habitat, and protect water quality. Continue to leave some of the area in turf grass or convert some area to low growing pollinator gardens.
Area 7	This area is located in front of area businesses and adjacent to the marina. Vegetation consists of native shrubs and some invasive plants including purple loosestrife (*Lythrum salicaria*). The vegetation along the lakeshore's slopes is often mowed.	Native short-stature shrubs, such as red osier dogwood, short-growing willow, snowberry, ferns, ninebark, and spirea as well as others to minimize erosion, provide habitat, and protect water quality.
Area 8	This area is located east of the marina, adjacent to the City's coal dock and Pumphouse Road. It is approximately 8 acres in size, and the small beach is well used by local residents and visitors to access the lake. It is a low elevation upland area inhabited by alder, willow and other shrubs along the lakeshore, as well as a mix of native trees including aspen, paper birch, and balsam fir, among others. Invasive plants include non-native honeysuckle and common buckthorn.	Native, long-lived species such as cedar, white pine, and oak as well as others. Early successional shrub species along the lake. These are hardy species which are the first to establish in a site after a disturbance. Appropriate species may include alder, red osier dogwood, and willow among others and native understory species. City will evaluate long-term use of small open picnic area. It is currently being mowed.

MANAGEMENT ACTIVITIES

Goals

As the landowner, the City of Washburn (hereinafter "City") will oversee all activities on the property. Management activities will be designed, coordinated and/or implemented to:
(a) Preserve, restore, and enhance natural habitats for wildlife and nearby fisheries.
(b) Maintain water quality of Lake Superior and its associated nearshore wetlands by choosing management actions that minimize erosion, runoff, and sedimentation.
(c) Provide recreational and educational opportunities for the public, including citizens and visitors with physical limitations, while minimizing the impact of public use on natural resources and adjacent private properties.

Restoration Opportunities and Practices

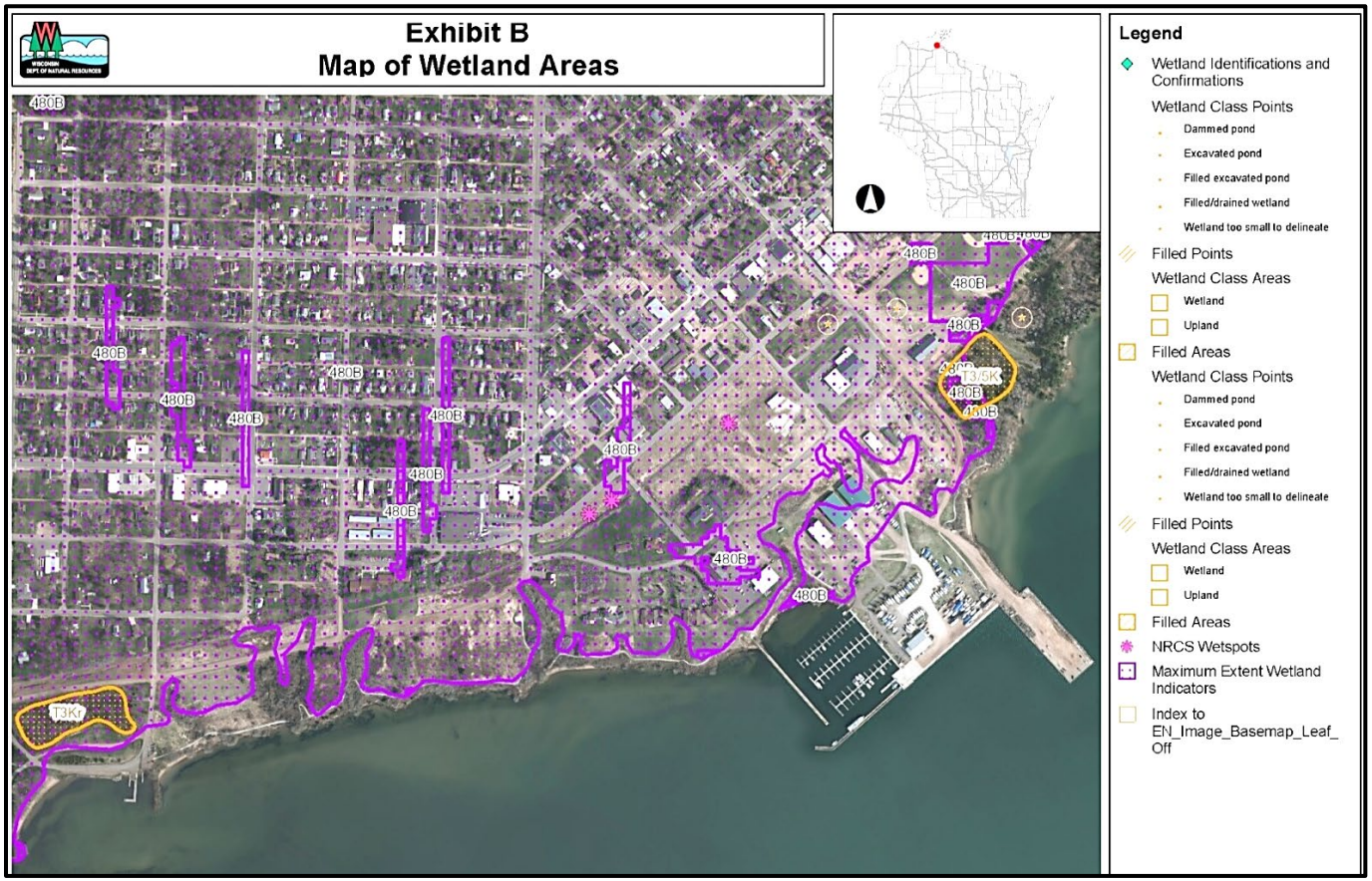
According to the Expansion of West End Park Report, the existing habitat within the parkway represents a unique opportunity to restore habitat to the Lake Superior coastline through careful planning and implementation of restoration activities. Restoration efforts should concentrate on:
1) Removing/controlling invasive species, and replacing them with native plants; 2) Creating or promoting suitable habitat for rare, threatened, or endangered species; and 3) Maintaining or promoting ecologically important or valuable habitat components that will/would otherwise succumb to natural succession/conversion. For Options 2 and 3, a plan will be written by a qualified natural resource expert and reviewed by the City's Staff before implementing restoration activities.

Best Management Practices

The City will follow applicable local, county, state, and federal laws as well as Best Management Practices recommended by the State of Wisconsin when conducting management activities.

- Invasive Plant Species Removal & Control
  To achieve desired future conditions, it is important to remove/control invasive plant species and replace them with native plant species appropriate for that area. Over the next several years (2020-2023), the focus will be on invasive species eradication and restoring habitat. See Appendix C for Descriptions of Invasive Plant Species and Treatment Recommendations.
  - If mowing is used to remove/control invasive plants, it will be timed with the plant's phenology (i.e. completed before going to seeds).
  - If mowing occurs after invasive plants have seeded, equipment will be cleaned.
  - If invasive plants are mixed in with native plants, City staff or volunteers will strive to adjust their mowing heights to leave at least 2 feet of height on native species to minimize impacts to wildlife species using these areas.
  - When invasive species removal/control activities are occurring, temporary signage will be posted along the trail to help educate the public.

- Wetland Protection & Management
  Wetland conditions exist throughout the natural area. These are areas that have either one or multiple wetland indicators - wetland plants, wetland soils, and/or wetland hydrology. These areas will be managed carefully by the City, and the City will strive to leave native vegetation in place to slow-the-flow of water across the landscape, reduce erosion rates to protect the water quality of Lake Superior, and provide wildlife habitat. If the City desires to convert a habitat area to another use, it will first assess on-the-conditions and determine how it will mitigate for future ecological impacts. In some areas, the City may desire to work with a natural resource partner(s) to identify opportunities for restoration and enhancement. If view corridors are a concern, wetland vegetation will be thinned and/or limbed appropriately rather than mowing the entire area. By minimizing disturbance, the City will prevent invasive plants from establishing in these areas and will continue to provide important wildlife habitat.



- Lakeshore & Slope Protection
  Several slopes within the parkway and adjacent to Lake Superior are steep in nature and contain sensitive soils. Even a stable looking slope is just marginally stable, and any slight land or vegetation disturbance can swing the slope to being unstable. Once slope failure begins, it is very difficult and expensive to repair.

  The relative stability of a slope is related to many factors. One of the most important slope failure factors is the presence of water, both on top of the slope and within layers which make up the slope (shallow groundwater and water bearing sediment layers). Other than engineering methods to collect and/or redirect the water or best management practices to redirect the water away from the slope, vegetation is one of the best methods for slope water control. Vegetation helps strengthen the slope by binding soil particles within its roots, and by transpiring water from their leaves which also removes slope water. The best types of vegetation to use for slope stability are native grasses and shrubs. Because shrubs, such as willows, alders, and dogwoods, tolerate cutting and pruning, they can be a good choice in view corridors.

  Mowing in the ravines, or along the lakeshore banks or slopes is highly discouraged (except in designated view corridors (See Appendix B) or to remove/control invasive plant species) in an effort to prevent erosion and promote bank stabilization, and to protect water quality and nearshore habitats of Lake Superior.

- Sourcing Fill
  If fill is needed for a project, the City will strive to source clean fill meaning that all materials in the fill dirt are natural and do not contain any additive or dangerous materials such as refuse, metal, glass, invasive plant fragments or seeds, etc. Trail Creation
  In the future, the City may desire to create additional trails. If so, they will be designed and implemented throughout the parkway with an emphasis on long-term sustainability, minimal impacts to natural resources, and to further enhance safe and enjoyable use by the public.

- Trail Creation
  In the future, the City may desire to create additional trails. If so, they will be designed and implemented throughout the parkway with an emphasis on long-term sustainability, minimal impacts to natural resources, and to further enhance safe and enjoyable use by the public.

- Infrastructure
  Additional trash cans, pet waste bag dispenser stations, benches, picnic tables, signage and other minor infrastructure may be considered in the future. To maintain the natural integrity of the area, materials will blend in with the natural environment.

City of Washburn Department of Public Works Maintenance Activities

Program of Work 2020				
Type of Activity	**Description/Location**	**Timeline**	**Equipment**	**Criteria**
Maintenance Mowing	Existing Trail corridor - 6 foot gravel trail tread and 2-3 feet of turf/low-growing plants on each side of trail	As needed		No restrictions
Maintenance Mowing	Upper area of Area 1 (Book Across the Bay parking)	As needed	Varies	No restrictions
Maintenance Mowing	Parking lot of Area 4 and picnic area of Area 8	As needed	Varies	No restrictions
Maintenance Mowing	Near trail entrance and exercise equipment	As needed	Varies	No restrictions
Maintenance Mowing	Turf grass area of Areas 5 and 6	As needed	Varies	No restrictions
Invasive Plant Species Mowing	Garden valerian in Area 2, Area 4, and existing trail corridor	Early summer before plant sets seed, and again in August to repress new growth	Brush mower, brush saw, or hand pulling	No restrictions
Invasive Plant Species Mowing	Garden valerian intermixed in brush near trail	Early summer before plant sets seed, and again in August to repress new growth	Brush saw or hand pulling	Leave 2-3 feet in height of native vegetation intact
Invasive Plant Species Mowing	Silvergrass near Area 4	Early summer before plant sets seed, and again in August to repress new growth	Brush mower	No restrictions
View Corridor Maintenance	Maintenance of vegetation in established view corridors	As needed	Varies	In accordance with Appendix B criteria
Monitor Infrastructure	Throughout natural area	As needed		

Program of Work 2021				
Type of Activity	**Description/Location**	**Timeline**	**Equipment**	**References**
Maintenance Mowing	Existing Trail corridor - 6 foot gravel trail tread and 2-3 feet of turf/low-growing plants on each side of trail	As needed	Varies	No restrictions
Maintenance Mowing	Upper area of Area 1 (Book Across the Bay parking)	As needed	Varies	No restrictions
Maintenance Mowing	Parking lot of Area 4 and picnic area of Area 8	As needed	Varies	No restrictions
Maintenance Mowing	Near trail entrance and exercise equipment	As needed	Varies	No restrictions
Maintenance Mowing	Turf grass area of Areas 5 and 6	As needed	Varies	No restrictions
Invasive Plant Species Mowing	Garden valerian in Area 2, Area 4, and existing trail corridor	Early summer before plant sets seed, and again in August to repress new growth	Brush mower, brush saw, or hand pulling	Mow garden valerian selectively around new plantings and native plant growth in Areas 2 and 4. Do not mow native plants.
Invasive Plant Species Mowing	Garden valerian intermixed in brush near trail	Early summer before plant sets seed, and again in August to repress new growth	Brush saw or hand pulling	Leave 2-3 feet in height of native vegetation intact
Invasive Species Removal	Buckthorn and honeysuckle re-sprouts in previously treated areas throughout natural area	Late September/early October	Cut-stump treatment of larger stems Foliar treatment of smaller stems	Do not mow as this will cause re-sprouts
View Corridor Maintenance	Maintenance of vegetation in established view corridors	As needed	Varies	In accordance with Appendix B criteria
Monitor Infrastructure	Throughout natural area	As needed		

Program of Work 2022				
Type of Activity	**Description/Location**	**Timeline**	**Equipment**	**References**
Maintenance Mowing	Existing Trail corridor - 6 foot gravel trail tread and 2-3 feet of turf/low-growing plants on each side of trail	As needed	Varies	No restrictions
Maintenance Mowing	Upper area of Area 1 (Book Across the Bay parking)	As needed	Varies	No restrictions
Maintenance Mowing	Parking lot of Area 4 and picnic area of Area 8	As needed	Varies	No restrictions
Maintenance Mowing	Near trail entrance and exercise equipment	As needed	Varies	No restrictions
Maintenance Mowing	Turf grass area of Areas 5 and 6	As needed	Varies	No restrictions
Invasive Plant Species Mowing	Garden valerian in Area 2, Area 4, and existing trail corridor	Early summer before plant sets seed, and again in August to repress new growth	Brush mower, brush saw, or hand pulling	Mow garden valerian selectively around new plantings and native plant growth in Areas 2 and 4. Do not mow native plants.
Invasive Plant Species Mowing	Garden valerian intermixed in brush near trail	Early summer before plant sets seed, and again in August to repress new growth	Brush saw or hand pulling	Leave 2-3 feet in height of native vegetation intact
Invasive Species Removal	Buckthorn and honeysuckle re-sprouts in previously treated areas throughout natural area	Late September/early October	Cut-stump treatment of larger stems Foliar treatment of smaller stems	Do not mow as this will cause re-sprouts
View Corridor Maintenance	Maintenance of vegetation in established view corridors	As needed	Varies	In accordance with Appendix B criteria
Monitor Infrastructure	Throughout natural area	As needed		

Other Activities

These activities may be implemented as funding, resources, and need allow. City staff may wish to draw on experience and expertise from local and area natural resource agencies, organizations, and individuals for technical assistance. The City may also obtain assistance from local residents and organizations.

Type of Activity	Description/Location	Timeline	Equipment	References
Invasive Plant Species Inventory and Monitoring	The parkway area will be annually monitored for the presence and density of invasive plants, either by City staff or by volunteers familiar with invasive plant identification. By doing this, an inventory will be created, and areas will be more easily prioritized for removal and control activities. Following removal/control activities, the areas will continue to be evaluated for new infestations. As of 2018, the more prolific invasive species include common buckthorn (*Rhamnus cathartica*), non-native honeysuckle (*Lonicera spp.*), garden valerian (*Valeriana officinalis*), common tansy (*Tanacetum vulgare*), and watercress (*Nasturtium officinale*). Location: Throughout natural area.	During growing season	GPS, Recording Notebook	See Appendix C
Invasive Plant Species Removal and Control	Invasive plants will be treated by following Best Management Practices for the State of Wisconsin. This includes addressing at minimum: - Garden valerian - this is a NR40 listed species that is rapidly spreading in the northern counties of Wisconsin. - Buckthorn and honeysuckle - Ornamental Silvergrass Location: Throughout natural area.	Annuals - Biannuals - Woody Species - Fall	Mower Brushsaw Loppers Herbicide as prescribed	See reference section for plant descriptions and treatment recommendations
Native Plantings	Trees, shrubs, and understory species native to Wisconsin and climate resilient as appropriate. Native trees, shrubs, and understory species will create a diversity of forest types, shrub-	Spring (May)	Planting plan and design by qualified natural resource expert Planting shovels	See reference section for list of native plant species and how to plant

	scrub habitat areas, and pollinator habitat areas which will provide habitat and build climate resiliency. Location: In previously disturbed areas such as Area 2 and Area 4, and along the lakeshore. In areas where invasive plants have been removed and controlled.		Deer protection if needed	
Edible Plantings	Species such as raspberry, blueberry, blackberry, serviceberry, wild plum, highbush cranberry, elderberry, hazelnut, etc. Location: In areas easily accessible by the public.	Spring or Fall (species dependent)	Planting plan and design Shovels Deer protection if needed	
Maintenance of Restored Areas	Activities that will ensure plantings and restoration activities are successful including minor erosion fixes, watering, reseeding, and mowing to control non-native species and competitive species. Location: Recently restored areas, sensitive areas (Area 5 and Area 6), and as needed throughout natural area.	Spring/Summer		
Public Outreach & Education	Adjacent landowners and/or other City residents may not be aware of the importance of vegetation along the lakeshore and its steep slopes for wildlife habitat, water quality, and climate resiliency in the face of rising lake water levels, changing wave action, and more frequent and severe rain events.	Anytime	Letters Meetings Phone Calls	
Implementing Green Infrastructure Projects	Green infrastructure projects such as permeable pavement, bioswales, rain gardens, infiltration trenches, plantings, and more effective stormwater management can be used to reduce erosion and sedimentation, resulting in improved water quality. Location: Near the lakeshore, in other key locations	Variable	Variable	See reference section for Seagrant publication

PROPERTY ACCESS AND MONITORING ACTIVITIES

Access

As resources allow, the Washburn Lakeshore Parkway and Walking Trail will be made accessible to citizens and visitors including those with physical limitations, such as the elderly and people with physical disabilities. If funding and resources allow, ADA accessibility may be explored for at least parts of the trail.

- Recreational Use: the property will be open to the public for non-motorized forms of recreation, including, but not limited to, walking, hiking, biking, snow shoeing, cross-country skiing, swimming, picnicking, paddle sports, nature observation or study, fishing in accordance with local, state, and federal laws.
- Hours of Operation: 7:00 am - 10:00 pm
- Camping and Overnight Use: to be determined in the future.
- Property Boundaries: boundaries will be marked as needed, as determined by the City, through a licensed surveyor. If construction is planned near a known property boundary, surveying is advised.
- Emergency Property Closure: during times of high fire risk, severe flooding, or other events/issues where public safety is a concern, the property may be closed, or admittance restricted, as determined by the City.
- Pets: pets are to be leashed at all times, except in designated areas, and the owners will be held responsible for their pet's behavior.
- Commercial Use: no commercial advertising, distributions, solicitations or similar activities will be permitted. No commercial collection or harvesting of material or activity that results in for profit collection or harvesting of material is permitted.
- Other Restrictions: to be determined by the City.

Monitoring

Monitoring activities are a proven, reliable system for detecting any management and/or environmental issues that require attention and/or action. The management plan will be reviewed annually by the City's Parks Committee. The property will be regularly monitored by the City's Public Works Department or the City's Parks Committee to evaluate, among other things, the following:

- Presence of trash or similar debris specifically along walking trail, parking areas, beaches, and ravines. Monitoring will occur on a regular basis, more frequently during periods of high use. Monitoring levels will be adjusted accordingly, based primarily on the season and level or intensity of public use.
- Condition of the trail and parking areas. Additional monitoring and/or maintenance may be required depending on observations. Repairs will be made as needed, as funding allows, as determined by the City.
- Condition of infrastructure, including interpretive signs, benches, stairs, bridges, or other similar items. Damaged items/objects will be replaced as needed, as funding allows, as determined by the City.

- Hazard trees - the presence of hazard trees along and/or near any designated trail, trailhead, parking area or similar feature or in areas that receive regular public use, particularly those that pose an immediate or future safety concern. All identified hazard trees will be addressed based on the level of threat, as determined by City Public Works staff.
- Invasive plant species - presence and density
- Soil compaction and erosion - particularly off the designated trails, along the lakeshore and ravines, or within other sensitive areas. Additional mitigation efforts and/or signs may need to be adopted if public use is causing, or has potential to cause, significant degradation to the landscape, as determined by the City.
- Progress and effectiveness of restoration efforts, as opportunities arise, and actions are implemented.

IMPLEMENTING, REVIEWING, AND REVISING THE PLAN

Implementation

The City's Parks Committee recognizes that the ability for the City to implement this plan is funding and resource dependent. Additionally, it recognizes that the size of City staff is small, and not all City staff may have the experience or expertise to implement each activity. To implement this plan, the City should draw on experience and expertise from local and area natural resource agencies, organizations, and individuals for technical assistance. These groups may also be able to recommend funding resources to the City. Many natural resource professionals live in and near the City, and they are passionate about Washburn's Lakeshore Parkway and Walking Trail. The following agencies and organizations, among others, may be of assistance:

- USFS Washburn Ranger District - wildlife biologists, foresters, planners, etc.
- USFWS Ashland office - wildlife biologists, fish biologists, planners, etc.
- USDA Natural Resources Conservation Service - planning assistance
- Bayfield County - land and water conservation department, planning and zoning department, land records department, and forestry and parks department, as well as other
- Wisconsin Department of Natural Resources - wildlife biologists, stormwater and water quality experts, and foresters, etc.
- University of Wisconsin Extension Service - planning assistance
- University of Wisconsin Sea Grant - coastal assessment and engineering assistance
- Northland College - professors and students in the natural resources department
- Northwoods Cooperative Weed Management Area
- Chequamegon Audubon Society

Additionally, other municipalities in the Chequamegon Bay area may be able to offer experience and expertise, including the City of Ashland and the City of Bayfield.

Review and Revision of Management Plan

The City of Washburn's Public Works Department, with the help of the City Staff will oversee the property and assess progress toward the management plan objectives. Any citizen or city employee may suggest a revision to the Washburn Lakeshore Parkway and Walking Trail Maintenance Plan, which the City Staff will review. If a proposed revision is recommended by the Committee, it will be brought before City Council. If approved, it will be incorporated into the plan, and the new Land Management Plan will be dated and noted as a revision.

APPENDICES

Appendix A: Photopoint Map, Coordinates of Photopoints, and Photos

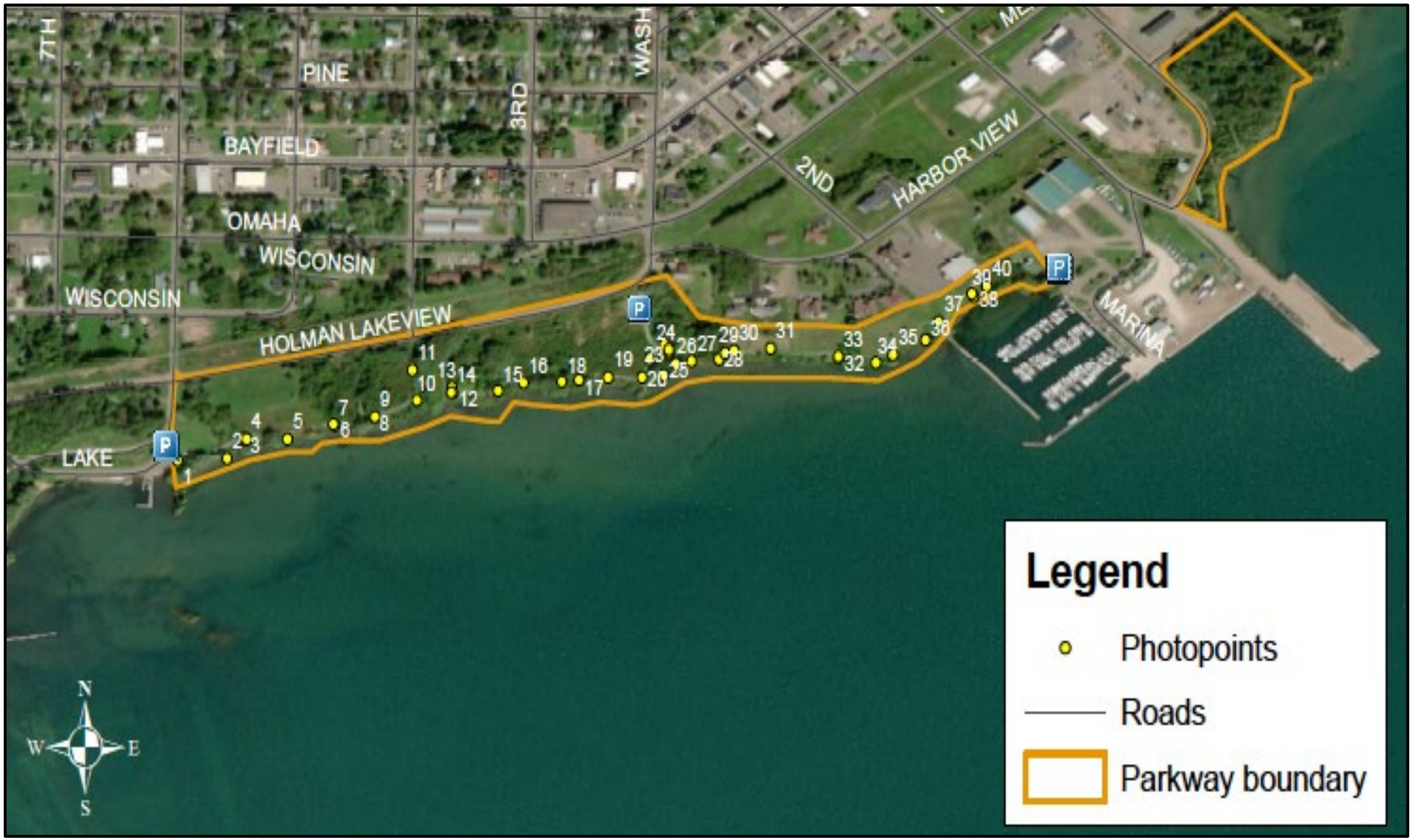


Photo #	Description	Longitude	Latitude	Compass Bearing (degrees)
1	Trail Entrance	-90.90237	46.6665	67
2	Interpretive Sign	-90.90159	46.6666	128
3	Interpretive Sign	-90.901316	46.6668	47
4	Culvert and Erosion	-90.90129	46.6668	129
5	Shoreline	-90.90065	46.6668	92
6	Shoreline near bridge	-90.8999	46.667	103
7	Bridge in Ravine 1	-90.89992	46.667	95
8	Bench and View Corridor	-90.89928	46.6671	155
9	Bench and View Corridor	-90.89927	46.6671	225
10	Area 2	-90.89861	46.6673	324
11	Bridge in Ravine 2	-90.89868	46.6677	59
12	View Corridor	-90.89804	46.6674	170
13	Area 3	-90.89806	46.6675	67
14	View Corridor and Picnic Area	-90.89807	46.6674	102
15	View Corridor and Picnic Area	-90.89734	46.6675	210
16	Area 4	-90.89693	46.6676	83
17	Area 4	-90.89606	46.6676	26
18	Culvert and small drainage	-90.89633	46.6676	190
19	View Corridor	-90.89561	46.6676	166
20	Interpretive sign and view corridor	-90.89507	46.6676	169

21	Unauthorized trail	-90.89495	46.6679	97
22	Interpretive sign	-90.89472	46.6681	309
23	Bench	-90.89464	46.668	207
24	Stairs to beach/Ravine 3	-90.89465	46.668	179
25	Bridge and beach	-90.89464	46.6672	145
26	Stairs	-90.89454	46.6678	53
27	Eroding slope	-90.89429	46.6679	252
28	Wetland area and culvert	-90.89387	46.6679	348
29	Condo area and trail	-90.89376	46.668	76
30	View Corridor	-90.89363	46.668	140
31	Culvert and drainage	-90.89305	46.668	80
32	Bridge	-90.89197	46.6679	61
33	Bridge	-90.89198	46.6679	86
34	Eroding slope and view corridor	-90.89139	46.6678	121
35	Eroding slope	-90.89113	46.6679	61
36	View corridor and bench	-90.89061	46.6681	207
37	Interpretive sign and access to dock	-90.8904	46.6684	159
38	Fishing Dock	-90.88985	46.6687	197
39	Marina area	-90.88989	46.6688	65
40	Trail entrance - Marina end	-90.88965	46.6689	51

Photo 1

Photo 2

Photo 7

Photo 8

Photo 3

Photo 4

Photo 9

Photo 10

Photo 5

Photo 6

Photo 11

Photo 12

Photo 13

Photo 14

Photo 19

Photo 20

Photo 15

Photo 16

Photo 21

Photo 22

Photo 17

Photo 18

Photo 23

Photo 24

Photo 25

Photo 26

Photo 31

Photo 32

Photo 27

Photo 28

Photo 33

Photo 34

Photo 29

Photo 30

Photo 35

Photo 36

Photo 37

Photo 38

Photo of Area 8 - Taken 1/4/2020

Photo 39

Photo 40

Photo of Area 8 - Taken 1/4/2020

Appendix B: View Corridor Criteria and Map

Maintaining view corridors along the pathway and near overlook benches allow for community enjoyment of Lake Superior as an integral part of the natural beauty of the walking trail.

Criteria for View Corridor Maintenance

View corridors will be maintained in the existing multiple locations along the walking trail (See Map Below and Appendix A). Strategies for maintenance of the view corridors will be tailored toward minimizing the need for regular trimming or mowing in acknowledgement of the limited resources of City staff for these tasks. While photos of each view corridor exist, each corridor should be assessed to determine what type of management actions are appropriate given existing plants, slope stability, erosion risk, etc. Activities may include:

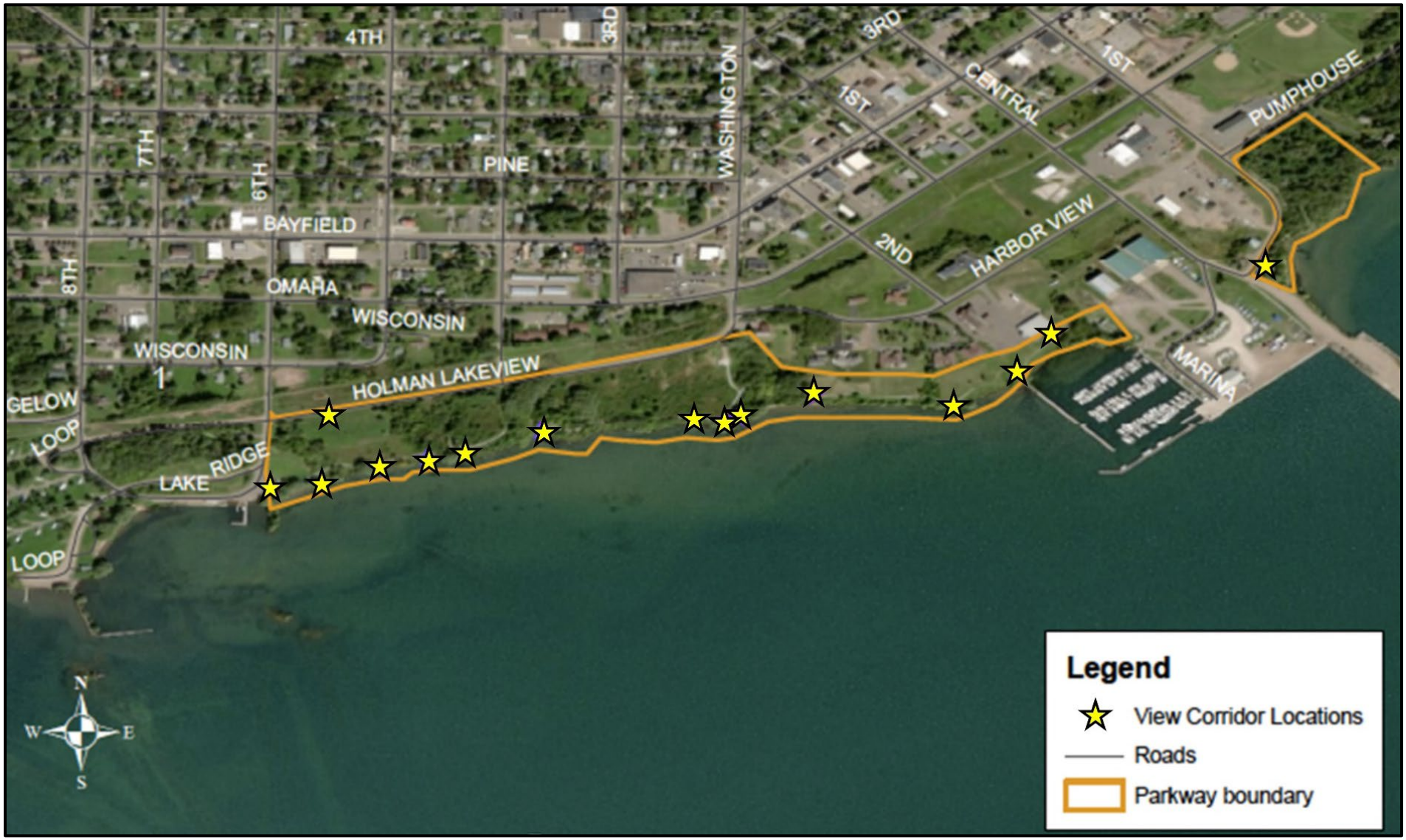
- Limiting cutting and trimming to retain low growth of plants. If vegetation is cut, it is recommended that it will not be cut below 2-3 feet in height. Limit root disturbance during corridor maintenance activities.
- Selectively limbing mature trees to allow for viewsheds below the tree canopy level without removing mature hardwood and conifer trees. Removing trees is discouraged unless they pose a safety hazard.
- Selectively planting view corridor areas (using appropriate species and spacing) to encourage plant species that contribute to slope stabilization while reaching a lower mature height. If necessary, a plan will be written by a qualified natural resource expert and reviewed by the City's Staff before implementing restoration activities.
- Maintain lake views in front of the condo/business area (Area 5 and 6) while protecting the shoreline and slopes. To accomplish this, trees and shrubs on banks and slopes may be selectively limbed as needed but at minimum, low-growing vegetation will be left in place to hold the soil. It is recommended that vegetation will not be cut below 2-3 feet in height and limit root disturbance during viewshed maintenance activities.

Criteria for New Corridor Creation

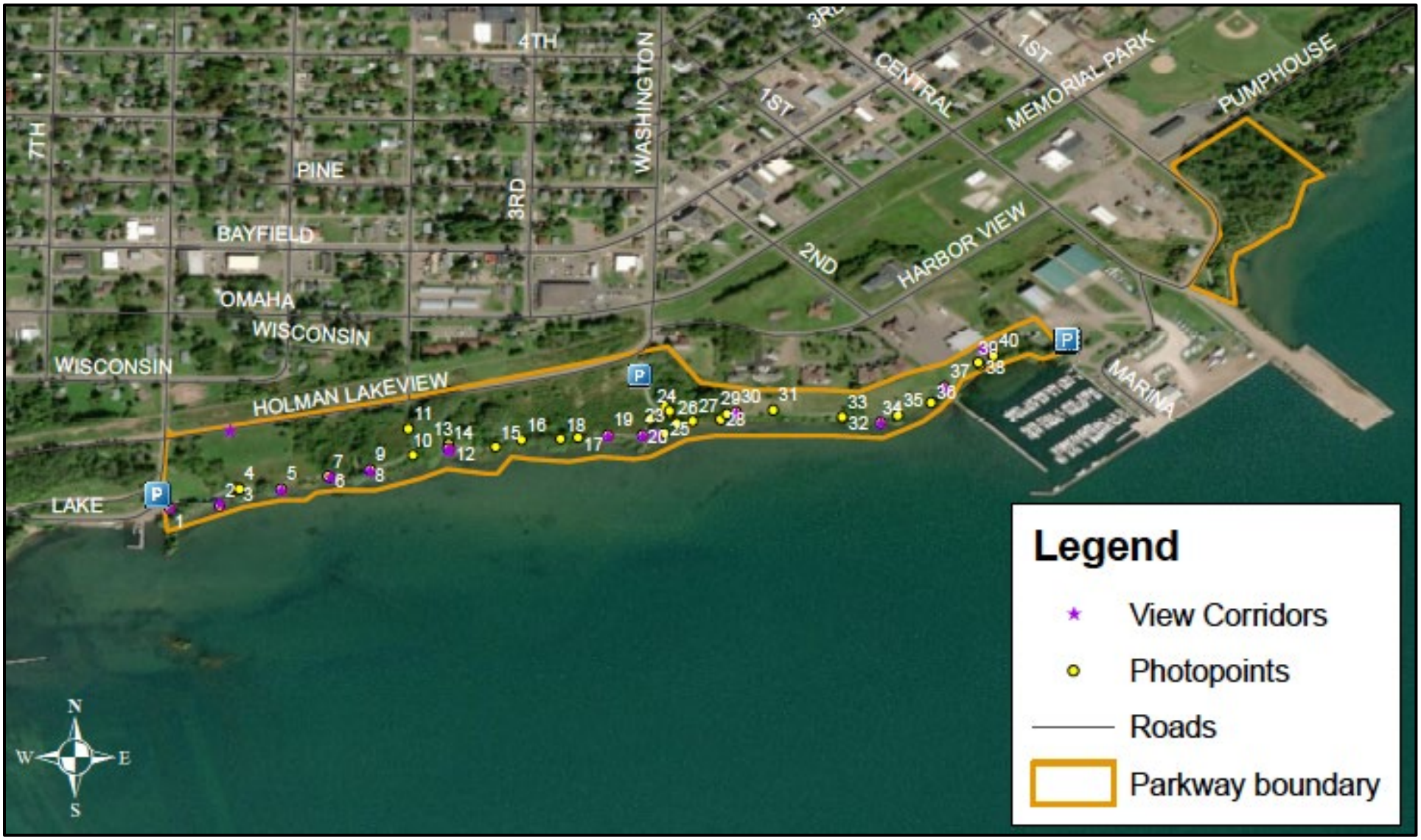
If additional view corridors are desired, location and size will be carefully considered by the City's Parks Committee (if committee is still standing) and City Staff. Activities may include:

- Consultation with natural resource partners as needed, to evaluate erosion vulnerability and other natural resource impacts that may result due to clearing vegetation.

View Corridor Map



Infrastructure Locations & Current Conditions with View Corridors



Appendix C: Description of Invasive Plant Species and Treatment Recommendations

Invasive plant species have multiple negative impacts. The Great Lakes sport and commercial fishing industry, valued at almost $4.5 billion and supporting 81,000 jobs, is at risk due to the growing numbers of invasive species present in its waters. According to US Forest Service, invasive species have contributed to the decline of 42% of endangered and threatened species in the U.S. Invasive plants compete directly with native species for moisture, sunlight, nutrients, and space and decrease plant diversity. Additionally, the establishment and spread of invasive species can degrade wildlife habitat and decrease recreation opportunities.

Controlling invasive species and their spread is possible, but each species requires a different solution. Sometimes, herbicide is the most effective treatment. Best Management Practices recommended by the State of Wisconsin will be followed when addressing invasive plants. By addressing the invasive plants that occur in high densities along the parkway and the invasive plants that are just gaining a foothold, the City will help protect and enhance native plants and wildlife habitat as well as set an example for residents and other communities. As conditions change, the City may prioritize the control/removal of additional invasive plants.

Invasive Plants in Washburn's Lakeshore Parkway that will be targeted for removal/control include:

Common Buckthorn – *Rhamnus cathartica*

Description

- Understory tree or shrub that grows 20-25 feet tall
- Gray to brown bark, with gray-white pores on the stem
- Dark green and glossy leaves remain on plant into late fall
- Fruit is black in color and pea-sized and grows in clusters
- Inhibits growth of other plants by releasing chemicals

Treatment

- Mechanical removal of plant and roots
- Cut stump treatment with herbicide in the fall
- Basal bark treatment with herbicide in winter and early spring

Common Tansy – *Tanacetum vulgare*

Description

- Perennial herbaceous plant, 2-5 feet tall
- Alternate, pinnately compound leaves. Leaves are strongly aromatic.
- Bright yellow, button-like disc flowers
- Extensive spreading root system

Treatment

- Mow prior to seeding
- Mechanical removal of plant and roots
- Foliar treatment with herbicide prior to flowering. Target rosettes if possible.

Eurasian Honeysuckle – *Lonicera spp.*

Description

- Deciduous shrub growing up to 15 feet tall
- Hollow, shaggy stem. Leaves appear early and remain green late
- White to pink flowers
- Fruit is orange-red and is eaten and spread by birds
- Inhibits growth of other plants by releasing chemicals

Treatment

- Mechanical removal of plant and roots
- Cut stump treatment with herbicide in the fall
- Basal bark treatment with herbicide in winter and early spring

Garden Valerian – *Valeriana officinalis*

Description

- Opposite, pinnately compound leaves
- White to pale-pink tiny flowers in tight clusters
- Small capsules release powdery seeds
- Invades forests, wetlands, grasslands, and stream edges

Treatment

- Mechanical removal of plant and roots prior to flowering
- Mow plants prior to flowering
- Foliar treatment with herbicide prior to flowering

Ornamental Silvergrass – *Miscanthus spp.*

Description

- Popular ornamental landscaping grass that is spreading
- Invades woodlands and grasslands
- Leaves are up to 3 feet long with silvery mid-ribs and sharp tips
- Plants produce fluffy, silvery-pink to beige, fan-shaped seed heads
- Extremely flammable and increases fire risk

Treatment

- Must kill entire root system due to rhizomous habit
- Foliar treatment with herbicide prior to flowering
- Mow plants very short each month throughout the growing season to reduce density
- Do not mow while dormant. Do not burn unless herbicide is used first.

Purple Loosestrife – *Lythrum salicaria*

Description

- Perennial wetland plant
- Pink-rose or light purple flowers closely attached to the stem
- Seeds produced July through October, with a single stem producing 100,000-300,000 seeds per year. Seeds are viable for at least 7 years.

Treatment

- Mechanical removal of young plants if all root fragments removed. Landfill all plant parts.
- Do Not Mow as plant parts may re-establish
- Foliar treatment with herbicide prior to flowering. If near water, aquatic formulas should be used.
- Biocontrol beetles available in some areas

3

City of Washburn

Expansion of West End Park

Final Report

July 31, 2015

Submitted by:

Marek Landscaping LLC
Stewardship • Design • Contracting

arcint architecture

Table of Contents

CITY OF WASHBURN
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Washburn,WI 54891

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715-373-6161
FAX 715-373-6148

CITY OF WASHBURN WISCONSIN MAYOR'S OFFICE

In the spring of 2012, the West End Park Ad Hoc Committee was formed with the intention of expanding the number of campsites within the City's parks. Early in the 3-year process, it became clear that West End Park is one of Washburn's greatest assets, highly treasured by both residents and visitors alike. The mission of the committee evolved from the seemingly simple task of adding campsites, to the incredibly challenging responsibility of enhancing the park for the benefit of the entire community.

There is a diverse array of visions for the future of Washburn's cherished lakeshore. The challenge is to capture the essence of these various ideas, and synthesize them into a park that holds something for everyone.

What you see in this plan is the culmination of thousands of people hours; countless conversations, meetings, public gatherings, ideas & debates, dreams & pragmatism; fortified with a healthy dose of cooperation & compromise. What you see, is a plan that was created with integrity, a transparent public process and a strong consideration for the diverse needs and desires of our community. What you see is an aspirational vision for a world-class park on the greatest of the Great Lakes.

Whether you were actively involved in the process of creating this plan, or whether you are seeing it for the first time, I would encourage you look at this plan with an open mind. Imagine walking into this park ten years from now, built as it is illustrated in these pages. If you truly imagine this plan as reality, I think you will agree that Thompson's West End Park has a bright future as a crown jewel on the lakefront of this town we call home.

Many thanks to West End Park Ad Hoc committee for their dedication; to the City Staff for moving this lofty undertaking along as efficiently as possible; to Marek Landscaping and Arcint Architecture for facilitating the process, and creating a coherent vision from a diversity of viewpoints; and finally to all the members of the public who participated, adding ideas, inspiration and insight. Together we have envisioned a park that Washburn can be truly proud of.

Sincerely,

Scott Griffiths
Mayor

II. Executive Summary

This Expansion of West End Park Plan, developed by the community of Washburn along with Marek Landscaping, LLC and Arcint-Architecture represents a huge and optimistic investment in the future by the residents of the City of Washburn and surrounding region. The process was comprehensive and inclusive, and the plan was developed in a way that each participant can see his or her fingerprint on the final outcome. Seven public meetings, countless letters, emails and phone calls, the review of historical documents, and the writing and revision of plans and reports all show a massive outpouring of energy, expertise, patience, and time. This effort demonstrations the diligence and commitment of this community, who did so not out of a desire for personal gain, but out of civic pride, love, and respect for Lake Superior.

The vision that the City has developed is a benchmark for how public waterfronts can be renewed and revitalized. The Ad Hoc Committee, City Council, staff, planners, Mayor, residents, and visitors agreed to set aside the areas closest to the water's edge for the enjoyment of everyone, turning the entire central third area of the park into a common area. This celebration of and connection to water is a defining characteristic of the community and the resulting Masterplan. Nowhere in the Plan is this concept more evident than in conversion of Lake Drive and parking area next to the water to a public boardwalk closed to cars.

The Plan includes a wide variety of improvements; but focuses on the key concepts of camping, circulation, wayfinding, architecture, playspace, and natural resources. The natural and cultural resources of the park, such as the artesian well, are preserved and celebrated through humble yet monumental designs. Close attention was given to the wildlife that call this shoreline home, and several habitat improvements have been recommended alongside human use.

At the center of the park will be a new pavilion that offers an elevated vantage point over the bay and a place for the community to use on a day to day basis, and for large gatherings, family events, or celebrations. Arcint has developed a template for all the buildings in the park, inspired by some of the classic structures in our nation’s most beautiful parks. Local materials and timeless design will combine to create a memorable space that will be appreciated for several generations.

The RV camping area has been reconfigured to optimize space and improve character, amenities, and services. A new shower and restroom building has been thoughtfully designed for families. Space has been allocated on the east end of the park for new camping opportunities such as group sites, rustic tent sites, and five glamping (glamourous camping) sites. Glamping represents the fastest growing type of camping and luxury travel and provides an upscale camping experience that offers beds and a durable, semi-permanent shelter which could enhance winter use of the Park.

This report and the accompanying Masterplan is the foundation on which future phasing, fundraising, implementation, and stewardship will be based. It can be used to market the opportunities to funders and to inspire other communities to follow this new investment strategy. The phased implementation the plan will also strengthen the region by bringing in more visitors and sharing the admiration and celebration of water with those who are unfamiliar with the joy that comes from living by a lake.

III. Introduction

Thompson's West End Park and the Lake Superior Shoreline are incredible resources for the community of Washburn. The foresight that led to the creation of the park many decades ago is again being applied by the City though the Ad-Hoc Committee for the Expansion of West End Park (Ad-Hoc Committee) and the engaged and concerned citizens of Washburn to set the stage for the redesign and future construction of an enhanced park. This report describes the process by which the vision of Thompson's West End Park has been realized through the results of the design project.

The Ad-Hoc Committee developed the overall goal of the project, as written in the request for proposal (RFP) document, which is to complete a "design and engineering study of the areas close to the current West End Park for the purpose of expanding camping and recreational space that adds and enhances the aesthetic of the space and areas around it".

Beginning in January of 2014, Marek Landscaping LLC, (Marek) along with Arcint-Architecture (Arcint) worked with the community of Washburn though the Ad-Hoc Committee to provide a long term vision for the park. Project goals, determined by the Ad-Hoc Committee, stakeholders, and the public, are summarized to the right. In simple terms the project can be described as a journey from information gathering, to brainstorming and envisioning options, to creative collaboration, to detailed design. We hope that the community of Washburn continues to exhibit the will and foresight to enhance the shores of Lake Superior for the benefit of local residents and visitors alike.

Project Goals:

- A fun park for people of all ages, during all seasons
- A park for the community, as well as visitors
- A park that celebrates the natural and cultural resources of Washburn
- A park that preserves and enhances views and public access to Lake Superior
- A park with enhanced camping opportunities
- A sustainable ("green") park
- A park that is integrated with existing trails
- A park that provide access to downtown
- A park that is informative and educational
- A park that is bike and pedestrian friendly
- A park that is financially viable for the community

IV. Existing Conditions

Thompson's West End Park (TWEP) is a 27 acre municipal park located on the shores of Chequamegon Bay in Washburn, Wisconsin. It offers a wide variety of recreational opportunities including camping, swimming, hiking, fishing, and paddling. It also offers a variety of low impact activities such as bird watching, hiking, and relaxation. While much of the park is viewed as a natural area, the majority of the plant communities within the park have seen significant disturbance from past and current land use.

Historically, the area now known as TWEP was dominated by boreal forest and mixed coniferous-hardwood forest plant communities. Furthermore, topographic variations prior to disturbance by man and wetland soil indicators in present day soils indicate that there were likely significant areas dominated by wetlands throughout the park. We can infer from data that possible historic plant communities were black spruce swamps, boreal forests, mesic Cedar forests, northern hardwood swamps, and northern forests ranging from wet to dry mesic throughout the property. The property likely contained a variety of non-forested wetland communities along the shoreline of Lake Superior as well. Probable communities include shore fen and emergent marsh on the coast, and emergent marsh, alder thicket, fens, northern sedge meadow and shrub carr slightly inland. Bogs and tamarack swamps were also likely a component near the present day park. Aerial photographs from the 1930's show the area that is now TWEP as mostly forested. This indicates that the area was likely farmed and timber was harvested sometime after.

Washburn has had a rich connection to Lake Superior since it was founded in 1883. The City was a hub for the transport of resources of the region such as timber and brownstone. TWEP was tied to the lumber industry as the site of the Bigelow and later Hines Lumber mills. Remnants of the industrial history remain at TWEP, including timber pilings in the lake from the trestle that extended past the end of 6th Avenue West, fill from construction of the City, and bark on the bottom of the Lake. These historical elements have altered the natural character of the Park, but also provide unique opportunities for education and cultural celebration.

Existing Conditions

The majority of TWEP is currently in mown turf grass with ornamental plantings established throughout. In May 2012, five wetlands were delineated by Chequamegon Bay Engineering, Inc. and were composed of both forested and non-forested wetlands of various sizes (Grafelman 2012). Three of the delineated wetlands occur within the project area. The report indicates that the wetlands were relatively undisturbed and of decent vegetation quality with a

Existing Wetlands

high diversity of herbaceous flora. Upland areas are mostly converted to either mowed cool season grass fields, or old field plant communities dominated by bird's foot trefoil (*Lotus corniculatus* L.), clover (*Trifolium sp.),* reed canary grass (*Phalaris arundinacea* L.), timothy grass (*Phleum pratense* L. subsp. *Pretense*), perennial rye (*Lolium perenne* L.), and garden valerian (*Valeriana officinalis* L.).

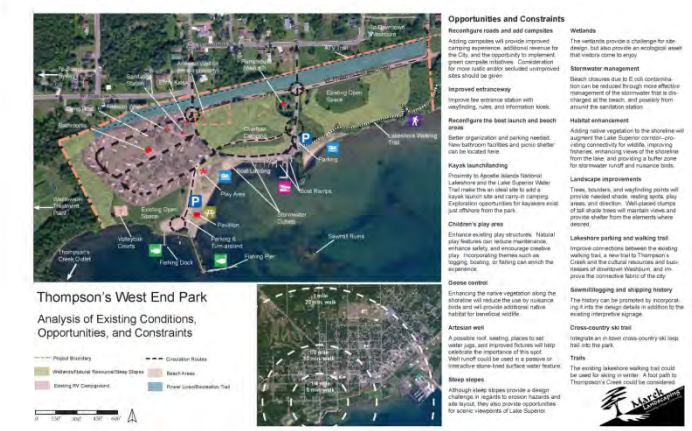
Ecological Restoration Opportunities

The existing habitat within the park represents a unique opportunity to restore habitat to the Lake Superior coastline through careful planning and implementation of restoration activities. High priority areas would include the three existing wetlands within the project area, shoreline restorations, and bird habitat restorations throughout the park.

Vegetation within the existing wetlands should be inventoried three times throughout the year to understand the full complexity and diversity of the sites. Results will also act as a baseline to gauge the success of restoration efforts in the field. Restoration efforts should concentrate on enhancing the existing plant community by removing invasive species and planting native species that occur in similar communities throughout the area. Boardwalks, trails, and interpretive signage would be an excellent feature to both engage and educate the public on the benefits of their local natural resources.

Disturbed upland areas dominated by nonnative vegetation that will not be dedicated to other uses within the park could be planted with species representative of plant communities most likely to flourish under current conditions. These areas would include unused old fields, disturbed shorelines, bird habitat protection areas, and possibly even combined with primitive camp site use. Depending on the area, invasive species present will need to be removed and replaced with a native planting to prevent reinvasion in the future. Plantings would include a variety of herbaceous plants, shrubs, and trees that will provide the most benefit for a given area. The areas should receive regular maintenance and watering to ensure the plantings are a success. Maintenance of the area would include minor erosion control fixes, water, reseeding small bare areas, mowing's (if needed to control annual species), and invasive species control. Success will be determined by regular vegetation monitoring visits to track the total percent cover, bare ground, and the percent of vegetative cover that is native or nonnative. Generally, large scale native plantings with less than 5% invasive species cover after 5 years are considered a successful restoration.

Amenities



The Park includes many diverse opportunities for recreation. The existing conditions graphic to the right (included in Appendix A) highlights some of these opportunities. The park is generally bounded to the north by Holman Lakeview Drive, which is a wide gravel road with limited views to the lake. The historic Spargue Well is a large artesian well located near the entrance to the park. The existing RV Park includes 50 sites with a paved road and gravel pads. Overflow camping is allowed in the flat area between 8th Avenue West and 6th Avenue West. Volleyball courts are located in the southwest corner of the park, and appear to be underutilized. A popular children's playground is located at the end of 8th Avenue West adjacent to the beach and Pavilion. Parking is provided adjacent to the play area, and in a gravel lot near the lakefront. A short fishing pier is near the parking lot, and a boardwalk trail leads to the longer fishing pier on the south end of the park. Both timber fishing piers and their access ways are damaged and are in need of repair. A boat launch ramp and parking are provided at the end of 6th Avenue West. The bulkhead wall west of the launch ramp is damaged, and finger piers previously located in this area have been removed. The North Coast Community Sailing Center has set up temporary operations including a small storage building, tent, and boat storage near the launch ramp. The east side of TWEP includes open space, a second smaller swimming beach, and the Maritime Trail.

Existing Conditions of Comfort Station

The seasonal comfort station serves the popular RV area of Thompson's West End Park, and provides toilet, sink and shower facilities to the users. The original structure of concrete masonry with a wood timber and deck roof system, appears sound and intact, and with continued upkeep including roofing & flashings, tuck pointing, painting and miscellaneous repairs will remain serviceable.

Interior layouts, while not barrier-free and accessible, are in generally fair to good condition which would benefit from fresh coat of paint and miscellaneous repairs. Cleaning and adjusting of ventilation systems would benefit the building and users by limiting mold growth and eliminating musty odors common to such facilities. Water heating systems appear to be functional. Lighting is dated and not energy efficient, and consideration to update to LED would reduce operational cost. If the roof is replaced, a consideration for Solar Tube style skylights would provide sufficient interior lighting during daytime hours.

Utilities

Utilities including sewer, electric, and water are provided though out the park. The City and Xcel Energy were not able to provide specific survey files of utility locations, but in general terms, there are electric, gas, and communications lines along the north edge of the park along or under Holman Lakeview Drive. These utility corridors are viewed as a constraint, and proposed masterplan elements were designed to avoid impacts to the lines. Future design phases will require actual surveys to determine utility locations. Sewer service is included to the existing RV washrooms. Electric service is included to the RV park, the pavilion, and near the existing boat launch ramp. A City pumphouse, Well #2, is located along 6th Avenue West within the park.

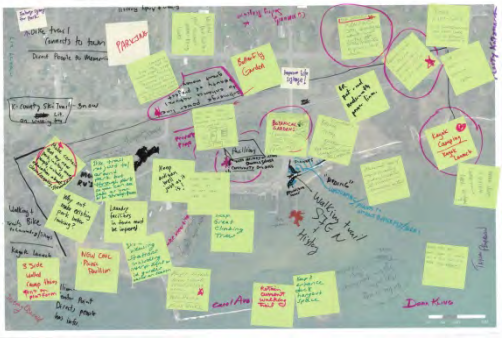
V. Public Process

The design of the expansion of Thompson's West End Park project has been a public process from start to finish. Marek's primary point of contact and direction was the Ad-Hoc Committee, which was formed by motion of the City Council in 2012 to create the RFP for the project, and was later tasked with coordinating the design process with input from the community, City Administration, and City Council. A list of design team meetings attended by Marek is shown to the right, and the public process is described below.

Project Team Design Meetings:

- 2014-02-18: Project Kickoff
- 2014-03-26 Public Design Workshop I
- 2014-07-09 Public Design Workshop II
- 2014-09-03 Conceptual Design
- 2014-10-24 Public Meeting
- 2014-12-11 Ad-Hoc Committee
- 2015-02-16 Ad-Hoc Committee
- 2015-03-30 Ad-Hoc Committee
- 2015-07-28 Public Meeting

The Project Kickoff Meeting was an excellent introduction to the project, and allowed the project team to coordinate the initial approach, schedule, and process. Five indicators of a successful project were identified: reflects history; is aesthetic and place based; has regional significance; enhances habitat; and provides educational opportunities.



It is clear that the RV campers, city residents, and visitors have a strong connection to West End Park. For any design to be successful, active participation and consensus among stakeholders and the public is essential. The first opportunity for stakeholders and the public to participate in the design was at the Public Design Workshop I in March of 2014. The workshop consisted of various stakeholders and experts being brought together to address a particular design issue; which can be viewed as a creative burst of energy that builds momentum and sets a project on a course to meet goals. Charrettes use a collaborative approach to create realistic and achievable design ideas that can be transformed into a buildable plan. Marek presented an initial analysis of site opportunities and constraints, and a series of aerial photos and high-resolution oblique aerial images along with several slide presentations detailing opportunities. Twenty-nine stakeholders including residents, business, park users, council members, harbor commission members, grant managers, regional planners, and state agency planners actively participated in small breakout group design sessions to investigate opportunities and spatial possibilities for the site. The breakout sessions allowed the attendees to actively discuss the project and place sticky notes with design features and comments onto aerial photographs of the site. The meeting was incredibly productive, but it was decided that there was not enough participation by campers (likely due to winter and distance).

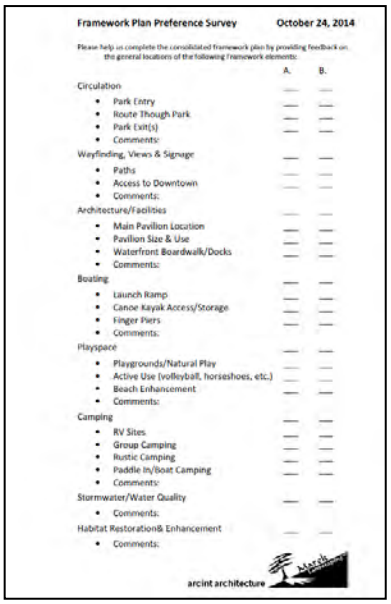
Public Design Workshop II was even better attended, with fifty-one community members with diverse backgrounds and interests attending. The format was similar to Workshop I, with attendees breaking

into six teams to actively provide feedback via trace paper, sticky notes, lists, and marking on aerial photos of the park. Groups were asked to discuss camping in relation to open spaces, identify ways of connecting the park with City, how to bridge/connect experience with ecology, and to actively place park facilities and amenities on the map. There was an abundance of ideas generated through these team-based problem solving exercises. Each group presented their thoughts, and the concepts created through each team's analysis formed the basis of the design of Thompson's West End Park.

Marek completed a detailed analysis of the notes, comments, and feedback received during the two workshops. The spatial layout and frequency of occupancy of individual comments or project elements were synthesized into word clouds, shown to the right, (and in Appendix A). The feedback from the workshops and the word cloud was a design driver in the next step in the design process – framework plans.

The framework plans were graphic, conceptual planview representations of the public's vision for the park, and were submitted to the Ad-Hoc Committee for review. There were two frameworks created in an effort to show some divergent concepts. The two framework plans were then presented to the public at a meeting at the high school cafeteria in October of 2014. The meeting included a summary of the design process, descriptions of project elements, and an opportunity for participants to again provide feedback in small groups. In addition to feedback via sticky notes, participants were also asked to provide feedback on which elements of the framework plans they favored through a preference survey.

The results of the preference survey and breakout group feedback on Frameworks A and B were consolidated into a Combined Framework drawing, which was presented to the Ad-Hoc Committee. Due to additional feedback received via email, phone calls, and meetings; a public lack of consensus was observed with the Combined Framework, primarily due to the expansion of RV campsites in the east half of the park along Holman Lakeview Drive. Marek worked with the Ad-Hoc Committee to address these public comments and concerns in a Revised Combined Framework; which became the basis of the park masterplan.


Framework Plan Preference Survey October 24, 2014

Please help us complete the consolidated framework plan by providing feedback on the general locations of the following framework elements:

	A.	B.
Circulation		
• Park Entry		
• Route Though Park		
• Park Exit(s)		
• Comments:		
Wayfinding, Views & Signage		
• Paths		
• Access to Downtown		
• Comments:		
Architecture/Facilities		
• Main Pavilion Location		
• Pavilion Size & Use		
• Waterfront Boardwalk/Docks		
• Comments:		
Boating		
• Launch Ramp		
• Canoe Kayak Access/Storage		
• Finger Piers		
• Comments:		
Playspace		
• Playgrounds/Natural Play		
• Active Use (volleyball, horseshoes, etc.)		
• Beach Enhancement		
• Comments:		
Camping		
• RV Sites		
• Group Camping		
• Rustic Camping		
• Paddle In/Boat Camping		
• Comments:		
Stormwater/Water Quality		
• Comments:		
Habitat Restoration& Enhancement		
• Comments:		

arcint architecture

The park master plan was presented to the public on July 27, 2015 at the existing Pavilion in Thompson's West End Park. The public meeting was well attended by Ad-Hoc Committee and Common Council members. The plan was well received, and represents the results of a robust and inclusive public process throughout the project.

VI. Programming

The individual pieces of the park which facilitate use are known as program elements. They form the basis on how the park is used. The Ad-Hoc Committee identified several key program elements that are to be included in the proposed plans. Examples of program elements include campsites or playgrounds. A list of program elements was developed though feedback from the Design Workshops. Program elements that were selected for the final masterplan are described in Section X of this report. The program elements generally fit into the following five categories:

A. Camping

Several types of camping are desired at the park. Public input indicated that additional opportunities for rustic, or tent, camping would be more effective at meeting the goals and character of the community. Additionally, "glamour camping", known as glamping has been identified as a growing trend to provide an enhanced outdoor experience to those who may not have the experience or desire to tent camp nor the financial resources to acquire an RV. Glamping represents the fastest growing type of camping and luxury travel; it provides an upscale camping experience that offers beds and a durable, semi-permanent shelter.

Glamping Example

B. Circulation

Park visitors move access and move through the site in many different ways. The proposed improvements to the park seek to accommodate pedestrian bicycle, water, and vehicular transportation though defining safe and logical circulation patterns. Examples of circulation improvements include enhanced paths, boardwalks, skiing or biking trails, well defined crosswalks, kayak launches, defining areas that would be adequately served though narrower roads, and the conversion of some roads to one way traffic flow. The priority is put on biking and walking, while efficient and direct vehicle routes are considered.

C. Wayfinding

Improving wayfinding, or navigation through the park, will make the park much more usable and enjoyable for visitors and local residents alike. Wayfinding is often improved through the use of signage, symbology, paving materials, road widths and geometry, or maps. We have identified several opportunities for improved signage that will direct visitors to the park from Highway 13 and from downtown. Once in the park, a series of architectural elements will help visitors find areas of interest. Maps could be strategically placed to enhance wayfinding. Another key element of wayfinding is views and site lines. Our directive was to enhance views throughout the park for navigation, safety, vistas to the Lake, and views of the Park and shoreline from the water.

D. Architecture

Brownstone Building

The original architectural concerns for the park centered around providing improvements to the existing restrooms at the RV campground. It was made clear during workshops and through feedback that a multiuse waterfront pavilion should exist within the community. This building will fulfill a need for small and medium sized gatherings such as educational events, weddings, or other celebrations. The waterfront pavilion could also provide a space for the North Coast Community Sailing Center and/or other water-based operations. Other architectural elements include a main entrance to the park, shelter for the artesian well, enhancements to the existing pavilion and firepit, additional restrooms, etc.

E. Playspace


Water Based Playspace

Providing a fun park for the community to use is a key success factor for the project. Recreation and play is important for park visitors of all ages. Examples of playspace include playgrounds, natural play areas, games such as volleyball, horseshoes, or tetherball, an event lawn, beaches, trails, kayak launches, or boating with the North Coast Community Sailing Center.

F. Natural Resources

Finally, improvements to the park will address potential enhancements to the rich natural resources of the park and the surrounding areas. West End Park is currently popular for bird watching. Proposed improvements to the park will work to enhance the natural habitat that is present. One key way to improve the natural habitat of the park is to aggressively manage the invasive species that have moved into the park, gradually replacing them with the native species that once flourished here. Management of habitat areas will be guided by existing natural conditions and habitat types, known as reference sites. Another key opportunity to improve the natural area of the park is to capture, filter, and treat stormwater on the site to improve water quality in the nearshore environment and to celebrate rain water as a resource. Several water quality projects are ongoing at the park, but additional opportunities to creatively reduce erosion, limit the impacts of waterfowl, demonstrate water stewardship, and treat runoff exist. We suggest that the removal of invasive species and revegetation with native plants begin in the near term.

VII. Framework Plans

Framework plans are graphic diagrams showing relationships on the site. They aim to communicate the core functions of the park without detailing specifics. Framework A and B (shown right and in Appendix A) were created though the development of the word clouds from the Design Workshops. An example of the level of detail that should be expected in a framework plan is parking. Rather than specifying exact numbers of parking stalls or dimensions, a framework plan illustrates a small oval indicating a location and approximate footprint of a parking lot. The value of framework plans early in the design process is that an intense number of alternatives can be analyzed and vetted efficiently. Consolidation of the two initial framework plans into one combined framework with input from the public, stakeholders, regulatory agencies, and grant providers was the next task. This became the foundation for the conceptual masterplan.

In additon to the public feedback from the Workshops and the Programming identified by the Ad-Hoc Committee, the Framework Plans were shaped by an Opportunities and Constraints Analysis completed by the project team. A summery of these design criteria are listed below:

Reconfigure roads and add campsites
Adding campsites will provide improved camping experience and provide additional revenue to the City, and implement green campsite initiatives. Consideration for more rustic and/or secluded unimproved sites should be given.

Improved entranceway
Improve fee entrance station with wayfinding, rules, and information kiosk.

Reconfigure the boat launch and beach areas
Better organization and parking needed. New bathroom facilities a picnic shelter can be located here. If expansions are considered relocating to the West bay may be beneficial.

Kayak launch/landing
Proximity to Apostle Islands National Lakeshore and the Lake Superior Water Trail make this an ideal site to add a kayak launch site and carry in camping. Exploration opportunities exist just offshore from the park that could be explored by kayakers.

Children's play area
Enhance existing play structures. Natural play features can reduce maintenance, enhance safety, and encourage creative play.

Incorporating themes such as logging, boating, or fishing can enrich the experience.

Goose control
Enhancing the native vegetation along the shoreline will reduce the use by nuisance birds and will provide additional native habitat for beneficial wildlife.

Artesian well
A possible roof, seating, places to set jugs and improved fixtures will help celebrate the importance of this spot. Runoff could be used in a passive or interactive stone-lined surface water feature.

Steep slopes
Although steep slopes provide a design challenge in regards to erosion hazards and site layout, they also provide opportunities for scenic viewpoints of Lake Superior.

Wetlands The wetlands provide a challenge for site design, but provide an ecological asset that visitors come to enjoy.

Stormwater management
Beach closures due to E.coli contamination can be reduced through more effective management of the stormwater that is discharged at the beach, and possibly from around the sanitation station.

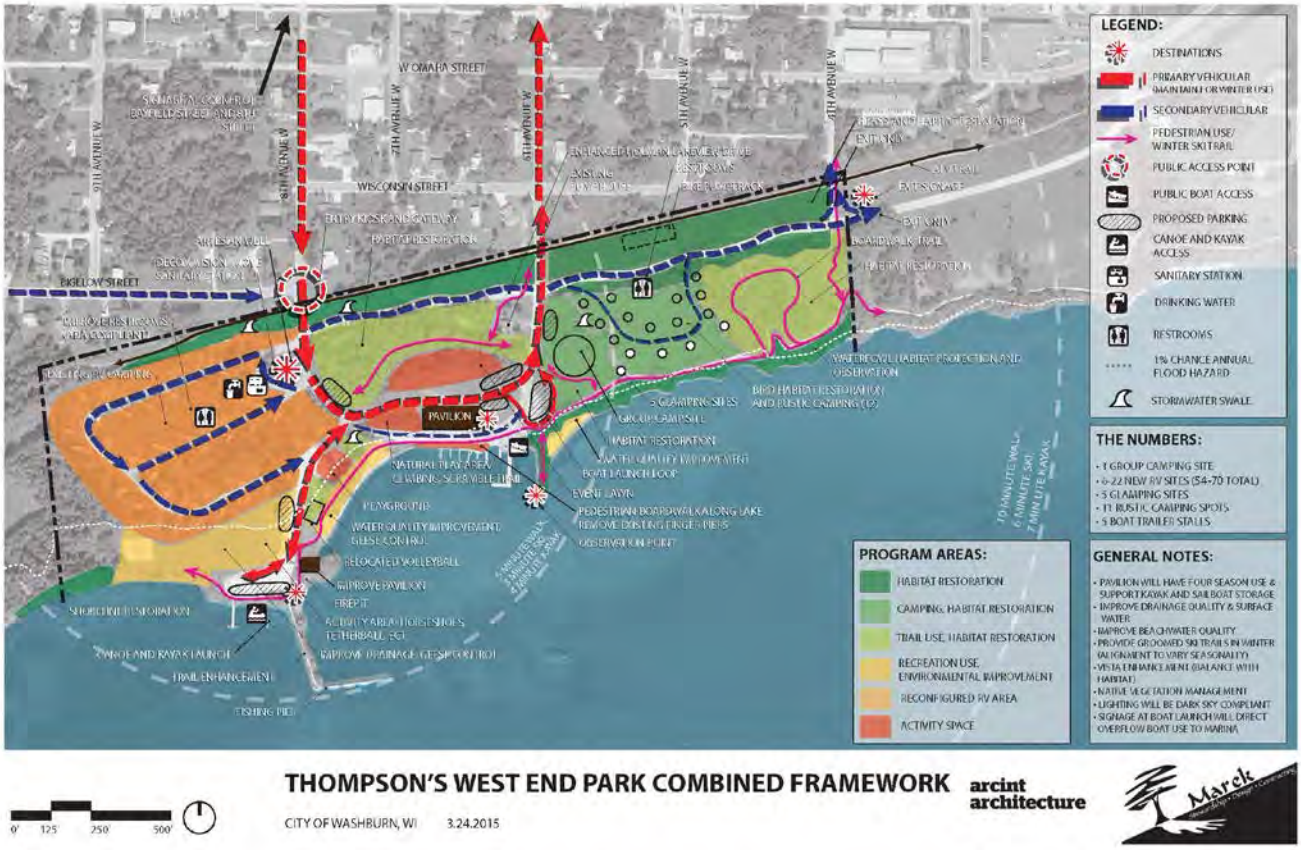
Habitat enhancement
Adding native vegetation to the shoreline will augment the Lake Superior corridor--providing connectivity for wildlife, improving fisheries, enhancing views of the shoreline from the lake, and providing a buffer zone for stormwater runoff and nuisance birds.

Landscape improvements
Trees, boulders, and wayfinding points will provide needed shade, resting spots, play areas, and direction. Well-placed clumps of tall shade trees will maintain views and provide shelter from the elements where desired.

Lakeshore Parking and Walking Trail
Improve connections between the existing walking trail, a new trail to Thompson's Creek and the cultural resources and businesses of downtown Washburn, and improve the connective fabric of the city.

Sawmill/Logging and Shipping History
The history can be promoted by incorporating it into the design details in addition to the existing interpretive signage.

Though discussions with the Ad-Hoc Committee, the design team reached a consensus of a Combined Framework Plan that achieved the City's goals and addressed many of the public's comments and concerns. The Combined Framework plan is shown below and in Appendix A. This plan is the basis for the more detailed planning that is illustrated in the masterplan.



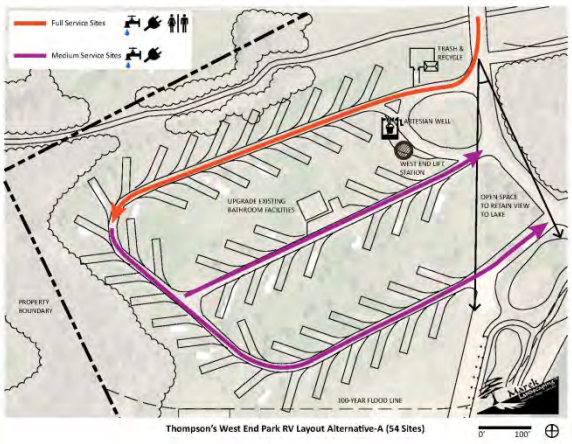
VIII. Campground Study Sketches

Marek prepared four study sketches to analyze alternatives for the RV campground redevelopment. The sketches are shown below, and represent range of options for density and extent within the current RV footprint. The Ad-Hoc Committee selected Alternative D as the most feasible and representative of the desired character for the site. It was later requested that the circulation be reversed to orient the campsite pull-offs towards the lake.

The design of the study sketches responded to the following criteria:

- Concentrating RV development in this area enhances the rest of the park for local residents and park visitors.
- Visual impact of RV sites will be limited with vegetation, open spaces, and view corridors.
- The extent of the proposed RV sites is uphill (north) of the 100 year flood line.
- There may be opportunities to locate overflow camping south of the 100 year flood line.
- Future park enhancements could enlist mobile septic sewage removal services rather than providing costly sewer connections at each RV site.
- Utilities are provided to RV sites in a phased approach:
  - Full service (water, electrical, sewer) provided along north road only
  - Water and electrical service would be provided at remaining RV sites
  - Future full service sites would require an additional lift station and sewer infrastructure
- Service area (dumpsters, recycling, firewood, campground info) provided near RV entrance
- Dump station is relocated offsite.

RV Alternative 'A' (54 sites)

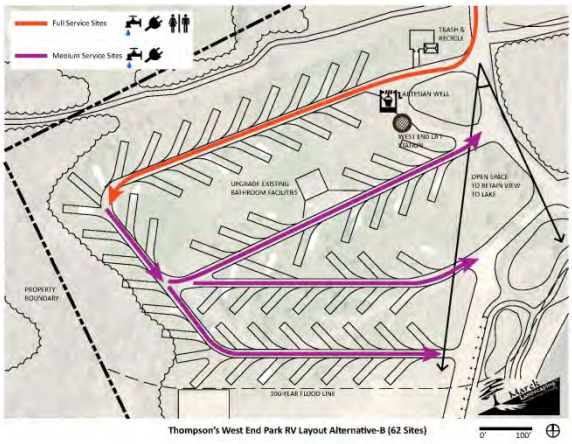


Thompson's West End Park RV Layout Alternative-A (54 Sites)

1. Retains existing road layout
2. Reconfigure RV stall spacing, sizing, and layout
3. Conversion to full service sites along north road of RV campground
4. Upgrade bathroom facilities at existing location
5. Park entry view corridor is enhanced through removal of easternmost RV sites
6. Expand open space at east end of the RV area
7. Relocate dumpster/recycling area and other utility services to location west of park entry

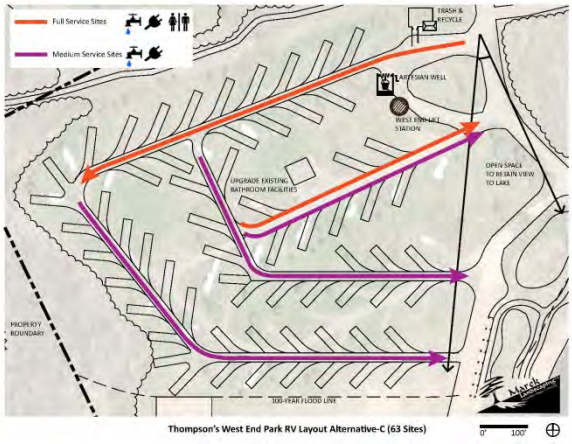
RV Alternative 'B' (62 sites)

1. Retains some existing road layout (north loop)
2. Reconfigure RV stall spacing, sizing, and layout;
3. Conversion to full service sites along north road of RV campground
4. Upgrade bathroom facilities at existing location
5. Park entry view corridor is enhanced through removal of easternmost RV sites
6. Expand open space at East end of site and expand activity space near bathroom facilities
7. Relocate dumpster/recycling area and other utility services to location west of park entry



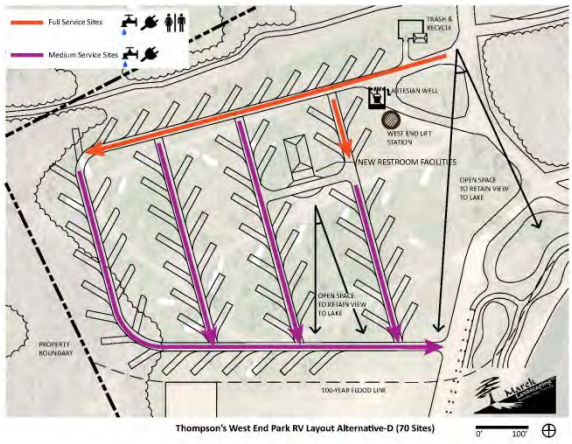
RV Alternative 'C' (63 sites)

1. Retains some existing road layout (north loop)
2. Double loop design to improve traffic circulation
3. Larger open activity/park space



RV Alternative 'D' (70 sites)

1. Efficiently reconfigures entire RV campground; new roads, campsite pads, and infrastructure
2. Greatly enhances the character of the park by providing a buffer and open view corridors from 8th Ave W.
3. Requires additional site excavation and grading.
4. May require wetland mitigation
5. Conversion to full service sites along north road of RV campground and option to implement full service sites throughout campground through construction of additional lift station
6. New bathroom/activities building with lake views and activity/open space



7. Roadway design improves circulation; pedestrian paths connect to the rest of the park.
8. Roadway and vegetative screening design provides greater separation from the rest of West End Park.
9. Series of open view corridors towards lake and large open space/park area

IX. Architectural Design Guide

Refer to Appendix B

The fundamental purpose of this Design Guide is to provide a thoughtful long-term vision for the structures of West End Park. The proposed structures are reserved in character and work to preserve the beauty of nature as a primary purpose, and every construction as a thoughtful and attractive consideration.

Rustic in character, the chosen materials reflect historic and economic heritage of the City of Washburn as a regional economic generator. The structures and markers are designed to include the Lake Superior Brownstone; with it's beautiful cross bedding and ripple marks. These structures are intended to 'grow' into place with natural mosses adding character with time. It will be perfectly acceptable to allow grasses to grow at the foot of the structures, which add to the character, as well as reduce the hand maintenance of the grounds.

Timber is utilized as exposed structures, with detailing that reflects the mechanical aspects of Washburn's industrial past. All of the structures and markers are designed to act as a family of built work to unify the culture of the park and reflect the timeless being of place.

Park Entry Gate (Plate 1)

As the first impression to West End Park, the entry gate introduces a material palette to the visitor as well as the overall scale and mass of the rustic design concept. The stone is grounded to the site with a masonry battered style signage, with opposing stone pylons forming the "gate."

Artesian Well Pavilion (Plate 2)

The source of pride of the park is the Artesian Well, which offers citizens as well as visitors a source of refreshing and clean ground water. The structure protects the source from contamination, and the collecting pool allows for visitors to visually check the clarity of the water prior to consumption. Drinking fountains mounted to the structure allow for walkup use.

Shower Building (Plate 3)

The shower building serves as the social and informal gathering of the campers.

A four-season shower and toilet facility increase the number of facilities available for use of Thompson's West End park for larger number of users and campers, with the ability to extend the seasonal use as necessary. Indicated are eight uni-sex showers, which in the future may be expanded as necessary with the popularity and usage of the park.

As a covered pavilion, families may visit the facilities to shower, with opportunities to wait under covered shelter if the weather warrants. The layout offers the ability to separate the seasonal use and openings, as well as a central point for information and news. The center aisle will also feature multiple plugins for device charging.

Multi-Purpose Pavilion (Plate 4)

The multi-purpose pavilion forms the central formal gathering location in West End Park, where users may rent the event space for family gatherings, weddings or other social events. The lower level is indicated as multipurpose space and is initially intended for the youth sailing club as a summer gathering location for lessons, launches and classes. Other uses might be a location for central kayak storage, a gathering and warming house for Book Across the Bay, Paddle Across the Bay or the many other festive gatherings in the Park.

Four season restrooms serve a need for facilities near the water, and are accessible from outside or inside for flexible use of the facility.

Small Pavilion (Plate 5)

Serves as a secondary informal gathering space in the Park, and offers an opportunity for a small gathering or warming shelter and an opportunity to seek relief from seasonal weather.

Interpretative Pavilion (Plate 6)

A marker of place and an interpretive component that describes the history of Washburn, and its relationship to the landscape. This also serves as an impromptu shelter from the immediate weather.

Observation Point (Plate 7)

A walkout path surrounded by water to provide an unique vantage point for birding, sailboats or shipping passages. This will be the spot for wedding pictures in Washburn.

Kayak Storage Pavilion (Plate 8)

This structure located near Lake Superior provides a safe storage option for long or short term storage for up to 12 kayaks/ canoes/ SUPS of various lengths. Users approaching from the Sea Trail will be able to enjoy West End Park while remaining confident of the security and protection the Pavilion provides.

Rustic Toilet Building (Plate 9)

A small pit toilet structure with three “holes” and constructed with a broad overhang for temporary shelter during a brief rainstorm. Primarily built of the brownstone, and located near the rustic camping sites, the smaller scaled Toilet Building is more discrete and private.

Trailhead Marker and Wayfinding (Plate 10)

Trailhead Markers are located at the starting points of trails, and are important meeting points. As a primary means of wayfinding within the park, these stations incorporate a seating bench and optional power outlets for recharging devices and become an informal hangout area. Smaller, less conspicuous markers serve the function of marking the trail between heads, and a reassuring reminder of the path.

Flag Standards (Plate 11)

Every significant park has a dedicated Flag Stand in a prominent place in the park. This design gives the appropriate space for viewing and also provides a prominent marker to facilitate wayfinding for guests, kayakers and sailors. Sailors will also use the stand for observing wind directions and approximate speed.

X. Recommended Conceptual Masterplan

The framework plans were especially useful in determining spatial relationships within the park and general layout. Following the approval of the Combined Framework Plan by the Ad-Hoc Committee, Marek prepared a Conceptual Masterplan of the park. The Masterplan (shown below and in Appendix A) represents a scaled plan for the park that reflects existing conditions of the site, the program elements identified by the public, and established landscape architectural and engineering standards. The Masterplan provides a basis for future design projects that will complete biddable construction documents for individual pieces of the park. It is also the vision from which funding opportunities can be sought and phasing plan will be based.

A. Program Elements

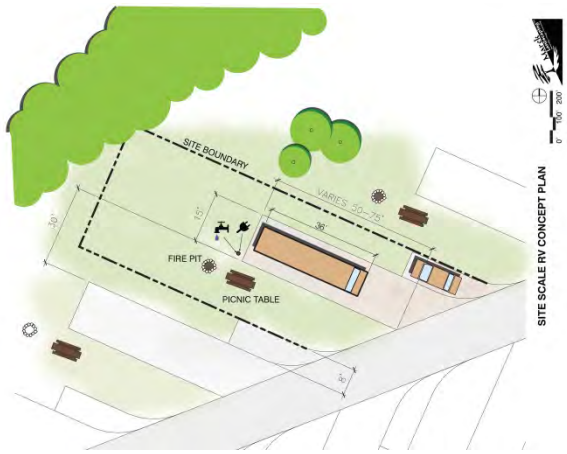
The following section provides a brief description of select program elements that appear on the masterplan beginning with the Entrance Signage, Park Gateway, and Entry Kiosk (which were described in the Architectural Design Guide) and grouped into the programming categories listed above. Note that many features fall into multiple categories, with wayfinding being integrated into all.

Camping

- RV Camping

  RV campsites have been designed using RV industry standards, including example projects published by the National Parks System, Jellystone, and others. The city's goal was to increase

RV sites within the existing RV area. We have accommodated that goal by maximizing efficiency and re-orienting the drive lanes. More RVs have a view of the water and the sites will accommodate the larger RVs. One limitation is that boats, ATVs, and other recreation equipm ent can't be stored at each individual site. Turning radii for roads though the site are based on American Association of State Highway and Transportation Officials (AASHTO) Standards. A sample site with dimensions is shown to the right and in Appendix A.



- Sanitary Station

  We suggest that the sanitary pump out station for RVs eventually be decommissioned and moved to an alternate location outside of Thompson's West End Park. The sanitary station's proximity to the artesian well is not conducive to the ceremony around the artesian well. The two do not mix. The dump station can be moved to an area outside the wastewater treatment plant and a "honeywagon" service should be sought and can be offered by a vendor.

- Group Camp Site

  A group camp site will be provided, with accommodations for several families including picnic tables, tent pads, and a large fire pit area.

- Rustic Camping

  Simple tent camping sites are still very popular, and were deemed appealing at West End Park from public input. The sites would be landscaped for privacy and include picnic tables, tent pads, and firepits. It may be possible to utilize the area for Book Across the Bay parking.

- Glamping

  Glamping sites offer a superb opportunity for setting Washburn apart from other destinations in northern Wisconsin. Glamping sites could be constructed in a variety of ways, including yurts, wood frame tents, or tepees. Yurts would be well suited for winter camping, providing year round interest and use of the park.

- Paddle-in Glamping Site

  One glamping site will be reserved or preferred for paddle in access. This will be a unique and desirable experience along the Lake Superior Water Trail, and especially exclusive in the context of Apostle Islands paddling and camping accommodations.

- Service Area

  Currently trash receptacles and dumpsters are located throughout the campground area. We suggest providing a consolidated service area near the park entrance for larger dumpsters for trash and recycling. Smaller receptacles could be located strategically in three to four locations in the RV campground with the expectation that they would be transferred to the service area more frequently; with the dumpsters being emptied during the existing Washburn trash collection schedule. The service area would also serve as a firewood storage and sales site, and storage for small park maintenance tools and supplies.

Circulation

- Pedestrian Promenade

  The conversion of Lake Drive adjacent to Lake Superior to a pedestrian promenade is of the keystone improvements to the park that will change the character of the area to a positive celebration of the lake. The promenade will be maintained for service and emergency vehicles, but will be accessible only to pedestrians and bikes under normal circumstances.

- Enhanced Holman Lakeview Drive

  The existing wide, dusty expanse of Holman Lakeview Drive will be constricted to provide traffic calming for a more appealing walking and biking experience. Between 6th Avenue W and 4th Avenue W, the single lane road with bike lanes will be meandered within the existing right-of-way. This will not disrupt any existing utilities, and will be reversible if the City ever decides to restore two way traffic flow to Holman Lakeview Drive.

- Parking Area with Bioswale

  In an effort to naturalize the shoreline and improve water quality while maintaining an opportunity for waterfront parking stalls, a new parking lot has been designed adjacent to the water's edge. The new parking lot will occupy a slightly smaller area than the existing parking lot while still providing a similar number of parking stalls through more efficient design. The parking lot will include a bioswale to capture and clean stormwater runoff before it enters the lake. The bioswale will be vegetated with plant species suited for varying moisture levels encountered in stormwater management features and will capture and treat sediment, nutrients, and fecal matter from birds using the area.

- Parking

Parking along Holman Lakeview Drive will allow access to the park without detracting from the precious character of the Lake Superior shoreline. Easy access to the waterfront will be provided by a boardwalk trail.

- Boardwalk Trail

A boardwalk trail through the existing wetland area will provide a much needed east/west connection around the boat launch as well as a north/south connection from the pavilion to parking on Holman Lakeview Drive. The boardwalk will be an excellent environmental education feature, through a unique ecosystem.

- Boardwalk Trail

A boardwalk trail through the existing ravine at the east end of the park will provide a unique look into the steep, cool environment of the ravine.

- Exit Signage

Simple signage will indicate that Holman Lakeview Drive is one way (eastbound) between 6th Avenue W and 4th Avenue W.

- Boat Launch Parking

The existing boat launch will be maintained, though the City wishes to place an emphasis on the newly improved boat launch at the marina. Five 50' parking stalls will be provided for the launch ramp at West End Park. This is to accommodate normal use for average length rigs. Overflow parking will be accommodated along Holman Lakeview Drive.

Architecture

- Construction Materials

The City should allocate a sufficient design and construction budget to ensure that all materials are coherent throughout the initial construction of the park, and during all ongoing maintenance activities. Materials should be locally sources, recycled, or reclaimed when possible. Opportunities may exist to reuse materials from the stockpile along the shoreline near the volleyball courts. Roadway materials should be consistent throughout the park, and elements such as sign posts or boulders should be integrated into the wayfinding elements of the park.

- Artesian Well Daylighting and Improvements

  In addition to the architectural elements proposed around the artesian well, we suggest that the water flowing out of the well be rerouted out of the existing channel and pipe ("Daylighted") and routed through a new, above ground streambed. The new streambed would include the water from the main artesian well, in addition to the secondary well to the east. The stream would facilitate a pleasant entrance to the park with open views to the lake, and might ultimately provide for an interactive play feature on the slope and area near the beach.

- Multi-Use Pavilion, NCCS Center

  Refer to Architectural Design Guide

- Subdued, Night Friendly Lighting

  Lighting throughout the park will be designed for safety, but strictly filtered and specified to preserve the nighttime character of the park, reduce light pollution, ("dark sky compliant"), and likely will be solar powered.

- Restrooms

  Simple pit toilets will be provided for the rustic campground. The location adjacent to Holman Lakeview Drive will be especially suitable for easy maintenance access.

- Observation Point

  Park visitors are naturally drawn to the water, and an observation point would offer a unique view of the park, the lake, and the City of Washburn.

Playspace

- Playground

  A redesigned playground with the existing willow trees removed will provide a safer and more appealing experience, and will be much better integrated with the beach than the existing playground.

- Natural Play Area/Climbing Scramble Trail

  The existing slope in the center of the park is an excellent opportunity for a fun natural playground area. We envision this as a challenging and fun climbing area and scramble trail.

- Bike Pumptrack

  A bike pumptrack has been proposed as a unique and positive outdoor recreation opportunity for the community and park visitors. The concept of a pumptrack is to create a fun and

challenging trail that is a continuous loop which can be used by bicycles without peddling. The rider uses momentum and "pumping" of the bike over smooth berms, ridges and corners. According to WTB Pro Mountain Bike Racer Mark Weir- "Pumptracks are the new horseshoes". Pumptracks are designed to be accessible to riders of all ability and age levels, and can be used by mountain bikes, BMX bikes, kids bikes, or even scooters. A compact pumptrack at Thompsons West End Park is an excellent addition to the community that would provide entertainment for local youth, and could bring in additional tourism money to the community.

- Event Lawn

  The flat turf overlook adjacent to the pavilion will be used as a gathering space for events and as informal open space for picnicking and relaxation.

- Canoe and Kayak Launch

  A new carry in boat launch will be designed to provide easy access to the beach area directly south of the parking lot. Kayak storage structures could be considered in this area as well.

- Fishing Pier and Trail Enhancement

  The existing fishing pier is a unique feature of the park that is currently difficult to access. Simple improvements such as removing brush and resurfacing the trail would make the site much more appealing. More significant construction may be required to provide long term, safe access to the fishing pier.

- Firepit

  We suggest that the existing firepit be moved slightly north and redesigned to provide more open access. This area would be greatly improved by trimming or eliminating the existing willow trees that shade and enclose the beach.

Natural Resources

- Shoreline Restoration

  A future path connecting the park with Thompson's Creek will be created though the restoration of the shoreline in the southwest corner of the park. This area is highly overgrown, and includes piles of debris that will be removed along with invasive species.

- Improve Drainage/Geese Control

  The existing lawn space where the Book Across the Bay Tent is typically located is poorly drained and is often inhabited by geese. Shallow grading of this area with a low point to the west entering the lake will make the area more appealing to park visitors and less appealing to geese. Other goose control measures (Per DNR) include:

  - Habitat Modification such as reducing forage (grass).
  - Eliminating sight lines
  - Disrupting walking access from lake to lawn
  - Disrupting flight access from lake to lawn
  - Harassment such as deterrents, repellants, dogs, disrupting eggs, or hunting.

- Activity Area: Volleyball, Horseshoes, Tetherball, Etc.

  By moving the volleyball closer to the beach, and providing horseshoe pits, bocce courts, and tetherball courts; the activity area near the improved existing pavilion will be a hub of activity for the park. This will be a pleasant location with easy access to the beach, pavilion, and firepit.

- Water Quality Improvement/Geese Control

  It is essential that the proposed stormwater management feature (rain garden) be integrated into the long term vision of West End Park. The stormwater feature should be combined with the playground rather than simply constructed to engineering standards.

- Water Quality Improvement

  The existing ravine east of the group camp site could be stabilized and velocities slowed to capture sediment and improve water quality.

- Habitat restoration

  Invasive and aggressive species will be removed from the existing ravine to restore habitat and reduce erosion.

- Waterfowl Habitat Protection and Observation Enhancements

  Existing shoreline habitat will be enhanced though invasive species management and maintenance of observation areas.

- Bird Habitat Restoration/Grassland Habitat Restoration

  Terrestrial bird habitat will be restored though invasive and aggressive species management.

- Stormwater BMP

  A stormwater collection and treatment best management practice is proposed above the boat launch ramp. This feature will provide important water quality improvements to prevent contaminated runoff from 6th Avenue West, the boat trailer parking area, and paved turn-around area.

B. Conceptual Opinion of Probable Cost

The following cost statement has been prepared for budgeting purposes. Future design phases will provide detailed construction cost estimates that will meet the budget and specific design goals.

Cost Category	Allocated Cost
Planning & Permitting	
Professional Services	
Landscape Architecture/Engineering	$ 245,000
Architecture	$ 205,000
Survey	$ 5,500
Permitting	
Building	$ 1,000
Water	$ 500
Septic/Sewer	$ 500
Electric	$ 500
Plumbing	$ 500
HVAC	$ 500
Environmental Permitting/Agency Coordination	$ 10,000
Site Entrance and Egress	
Architectural Features	
Entry Gateway	$ 18,000
Flag Standards	$ 45,000
Entry/Exit Monuments	$ 11,000
Entry Landscaping	$ 7,700
Exit Landscaping	$ 5,200
RV Camp Amenities	
Architectural Features	
Artesian Well Structure	$ 45,000
Improved Service Area	$ 13,300
Decommission Sanitary	$ 1,100
Landscape Improvements	$ 5,700
Trails Enhancement	
Architectural Features	
Wayfinding & Signage	$ 26,500

Interpretive Pavilion	$	180,000
Ravine Boardwalk (275 LF)	$	102,900
Woodland Boardwalk (700 LF)	$	123,200
Waterfront Trail (2,000 LF)	$	44,000
Entertainment & Games		
Architectural Features		
Improved Pavilion	$	250,000
Observation Point	$	1,750,000
"The Dune"	$	5,000
Maritime Lumber Playground	$	33,000
Group Fire Pit	$	6,100
Volleyball Court	$	8,800
Small Activities/Games	$	2,800
Canoe/Kayak Launch	$	11,000
Kayak Pavilion	$	250,000
Fishing Pier Access	$	8,700
Landscape Improvements	$	10,100
Harbor Area		
Architectural Features		
Multi-Purpose Pavilion	$	2,750,000
Pedestrian Boardwalk (15,000 SF)	$	632,000
Event Lawn (20,000 SF)	$	6,000
Landscape Improvements	$	11,600
Road & Parking Improvements/Additions		
Holman Lakeview Improvements	$	13,800
Ridge Drive Improvements	$	16,900
Book Across the Bay Parking (33 Stalls)	$	47,900
Boat Launch Trailer Parking (5 Stalls)	$	10,800
Additional Parking Stalls (66 Stalls)	$	36,300
Environmental Restoration		
Artesian Well Daylighting	$	29,700
Water Quality Improvement Basin	$	40,000
Woodland Habitat Restoration	$	38,500
Waterfowl Habitat Restoration	$	4,400
Bird Habitat Restoration	$	22,000
Grassland Habitat Restoration	$	44,000
Forested Floodplain Restoration	$	16,500
Beach Restoration	$	16,500
Group Camping		
Group Camp Sites	$	26,900

Glamping Sites		
Hillside Glamping Sites (4 Sites)	$	111,100
Paddle-In Glamping Site (1 Site)	$	14,500
RV Camp Area		
Architectural Features		
Full Service Restroom/Shower Building	$	900,000
Earthwork	$	14,600
Roads	$	88,000
Trail	$	28,600
Landscape Improvements	$	15,800
RV Sites (Full Service) 17 Sites	$	351,800
RV Sites (No Sewer) 52 Sites	$	936,200
Rustic Camp Area		
Architectural Features		
Rustic Restroom	$	150,000
Earthwork	$	8,600
Roads	$	19,800
Trail	$	4,800
Landscape Improvements	$	10,100
Rustic Camp Sites	$	63,000
Total:	$	9,943,800

XI. Economic Analysis

Marek has prepared the following analysis of the economic factors affecting the current and proposed expansion of camping at West End Park. The report is based on data provided by the City of Washburn, national statistics from several trade groups and agencies, and reference sites from nearby. The purpose of the report is to help guide the City in planning and design decision making based on return on investment and operations and maintenance costs.

A. Existing revenue

The City currently brings in revenue at the West End and Memorial Park campgrounds from several streams including seasonal camping, daily and weekly camping, showers, and other fees (pavilion rentals, boat launch fees, etc.). A summary of revenue (excluding launch ramp fees) is provided below based on data provided by the City. Note that shower and "Other" revenue reflects both Memorial and West End parks and has been divided by two to provide an average yearly revenue for West End Park of $99,292, as summarized below:

Revenue	*2009*	*2010*	*2011*	*2012*	*2013*	*2014*	Average
Camping West End Park	$84,249	$90,838	$95,055	$102,374	$106,705	$103,706	$97,155
Shower Fees West End & Memorial	$3,541	$3,548	$3,737	$3,828	$4,054	$3,043	$3,625
Other Fees West End & Memorial	$420	$569	$590	$831	$870	$624	$651
Total Revenue - West End Park							**$99,292**

B. Existing Expenses

The City currently pays expenses for the operation of the RV campground at West End Park. The expense items and revenue streams are not itemized to account for all specific items nor is staff time tracked by task. As such, the economic analysis uses a series of generalizations. These generalizations are founded in the assumption that fifty percent of the expenses paid by the City can be attributed to West End Park, with the remainder being attributed to Memorial Park. A more accurate breakdown of expenses and receipts would be valuable for a complete economic analysis, as there are several expense items that are not being tracked closely. The accuracy of the findings in this report should be considered with the knowledge that income is tracked more carefully than expenses.

The City provided a spreadsheet summarizing revenues and expenses for West End and Memorial Parks for the years 2009 to 2013. Provisional data was provided for 2014. The yearly transfer of funds to the Park Outlay has been disregarded, as the transfer is a net zero transaction. It is important, however, to acknowledge the outlay, as this approach provides a yearly set of funds that are set aside for improvements to the park, which could be important for future development. It is also important to note that the "Other" expenses are for undetermined tasks such as staff time. It is assumed that the majority of the expenses relate to operating the campground. The expenses have been averaged over

the period from 2009 to 2014 and divided by two to determine the total yearly expenses for West End Park of $79,398, as summarized below:

Expense	*2009*	*2010*	*2011*	*2012*	*2013*	*2014*	Average
Electric/Gas West End & Memorial	$16,457	$18,621	$19,469	$22,791	$23,830	*	$20,234
Water/Sewer West End & Memorial	$9,202	$6,232	$7,997	$9,634	$6,970	*	$8,007
Garbage West End & Memorial	$5,012	$4,570	$4,720	$4,792	$4,817	*	$4,782
Cable West End & Memorial	$6,334	$6,499	$6,431	$9,415	$3,593	*	$6,454
Other Expenses West End & Memorial	$100,416	$91,982	$102,175	$117,265	$152,168	*	$112,801
Total Expenses- All Parks	$137,421	$127,905	$140,792	$163,897	$191,378	$191,378	$158,795
Total Expenses - West End Park							**$79,398**

*2014 data included total expenses only

C. Net Revenue and Expenses per Campsite

The revenue and expenses have been divided by the total number of campsites for a cost per campsite basis as summarized below:

	Total	Per Campsite
Revenue	$99,292	$1,986
Expenses	$79,398	$1,588
Net Revenue	$19,894	$398

D. Existing Occupancy Rates

West End Park currently includes 50 campsites. Occupancy rates for these sites have been provided by the City for the 2009 to 2014 seasons. The campground is nominally open from April 15th until October 15th each year (182 days), though the 2014 season began on May 1. Each year, 17-18 of these sites are reserved as seasonal sites, with the remainder filled on a first come, first served basis. Potential visitors often call City Hall for general availability. Occupancy rates are summarized below for the entire campground, the 32 non-seasonal sites, and the peak season:

Year	Occupancy Rate Entire Campground	Occupancy Rate Non-Seasonal Sites	Occupancy Rate Peak Season (June/July/August)
2014	67.3%	51.7%	71.9%
2013	73.1%	59.8%	76.9%
2012	72.6%	58.2%	80.7%
2011	71.9%	57.8%	80.1%
2010	71.4%	61.3%	81.0%
2009	73.4%	62.6%	80.8%
Average	**71.6%**	**58.7%**	**78.6%**

E. Existing Reservation Rates

Campsites at West End Park are reserved on a daily or seasonal basis, with 2014 rates shown below. Potential revenue for nightly sites is $4,550 assuming 100% occupancy over the 182 day camping season. The occupancy rates shown above suggest that the revenue potential from a given overnight, non-seasonal site would be closer to $2,700 (60% of the total potential seasonal revenue).

		(Potential Seasonal Revenue)
Dump Station Fee (Non Campers)	$10	
Overnight- electric	$25	($4,550)
Weekly- electric	$150	
Overflow area parking per vehicle or camping unit	$20	
Seasonal (April 15th to Oct. 15th - 182 Days)	$2,500	($2,500)

The tables below include rates from other similar parks in the region.

Rustic Sites	Daily	Weekly
Apostle Islands	$10	
Big Rock	$13	
Birch Grove	$10	
Saxon Harbor	$13	$75
Delta	$24	
Flying Eagle	$18	
Prentice - Ashland	$15	$90

RV Sites	Daily	Weekly	Monthly
Birch Grove	$25	$150	$550
Drummond Lake	$28	$175	
Saxon Harbor	$20	$120	$335
Delta	$29	$175	
Flying Eagle	$30		
Kreher - Ashland	$25-30	$150-180	$575-690
Prentice - Ashland	$20	$120	$480

F. Standard Campsite Construction Costs

Standard costs have been developed for constructing several types of campsites. Cost data was referenced from the following: Wisconsin DNR, KOA, and other standards; previous cost estimates provided by the City of Washburn; and the current conceptual design. Conceptual cost estimates for all proposed types of sites include: site clearing; grading; a gravel or paved parking pad; a gravel, grass, or paved camping pad; basic landscaping; and furnishings (site post, picnic table, and fire pit). The RV sites have those items plus electrical service and hookups, Wi-Fi internet, cable TV, potable water, optional sanitary sewer, and a gravel or bituminous road. Campsites could vary in quality and materials: a basic RV site assumes a gravel pad and limited landscaping, while a premium RV site assumes paved pads, patio area, sewer service, and higher end amenities and landscaping. Campsite development costs are summarized below for comparison, though future design and bidding phases may provide additional cost detail.

Concept Glamping Sketch- Canvas Tent, Fieldstone Platform

Basic RV site without sewer	$15,000
Basic RV Site with sewer service	$17,000
Premium RV Site	$20,000
Rustic Tent Site	$8,000
Glamping Site	$20,000-$40,000

G. Generalized Return on Investment per Proposed RV Campsite

Our economic analysis focuses on the general return on investment (ROI) of a given campsite type and occupancy rate. ROI is based on the construction cost divided by a set amount of seasonal or daily ($25) revenue, less the $1,588/site currently allocated for expenses. Typical RV sites are shown below, with a ROI for seasonal sites and daily sites indicated.

		Seasonal		Daily: $25 at 60% Occupancy	
	Cost	*Revenue*	*ROI (Years)*	*Revenue*	*ROI (Years)*
RV Basic	$15,000	$912	**16.4**	$1,142	**13.1**
RV Mid	$17,000	$912	**18.6**	$1,142	**14.9**
RV Deluxe	$20,000	$912	**21.9**	$1,142	**17.5**
Yearly Expenses	$1,588				

H. Generalized Return on Investment from Rustic Sites

Rustic sites have a significantly lower development cost, and a slightly lower daily rental cost than RV sites. ROI is based on the construction cost divided by a set amount of daily ($20) revenue, less the $1,588/site currently allocated for expenses. Expenses may be less for rustic sites than RV sites, leading to a shorter ROI period. Rustic sites would typically not be rented on a seasonal basis; a daily ROI is indicated below.

		Daily: $20 at 60% Occupancy	
	Cost	*Revenue*	*ROI (Years)*
Tent	$8,000	$596	**13.4**

I. Generalized Return on Investment from Glamping Sites

Glamping sites are rustic semi-permanent sites with a shelter, which is furnished with basic camping amenities, such as a bed or beds (bunk beds are common, as is single occupancy), a table, a nightstand, a basic countertop, and natural lighting; electric service is optional. The sites would also include a firepit, picnic table, and small deck or patio with partial cover. Some examples are yurts, outfitter tents, huts, or small cabins. A small cooking area can be included, but is sometimes not allowed in the shelter.

Glamping sites will have a higher development cost than RV sites, though could be reserved for a higher fee. ROI is based on the construction cost divided by a set amount of daily revenue options ($50 to $150), less the $1,588 currently allocated for expenses. However, a higher daily rental rate will result in a similar ROI to a Tent Site, even when assuming a 40% occupancy rate, as indicated below. A 60% occupancy rate may be achievable. Furthermore, glamping offers the unique opportunity for year-round use, enhancing visibility for the City, and possible revenue streams.

			40% Occupancy	
	Cost	*Daily Rate*	*Revenue*	*ROI (Years)*
Glamping	$40,000	$50	$2,052	**19.5**
		$75	$3,872	**10.3**
		$100	$5,692	**7.0**
		$150	$9,332	**4.3**
			60% Occupancy	
	Cost	*Daily Rate*	*Revenue*	*ROI (Years)*
Glamping	$30,000	$75	$3,872	**7.7**
		$75	$6,602	**4.5**
		$100	$9,332	**3.2**
		$150	$14,792	**2.0**

J. Discussion

When considering priorities for updating West End Park, the ROI as well as the initial construction costs must be considered. A combination of approaches is always prudent. While it is true that camping at West End Park provides revenue for the City, this revenue is paired with significant expenses incurred through the maintenance and management of the RV sites. In general terms, West End Park generates roughly $20,000 per year ($99,292 in average revenue less $79,294 in average expenses). When divided over the 50 existing campsites, the revenue averages approximately $400 per year per campsite.

An ROI of 13.1 to 17.5 years could be expected for RV sites based on existing expense and revenue. Decision makers will want to track multiple sources for energy costs going forward, as fuel costs have varied significantly, and RV use and site occupancy may go down as fuel costs go up.

Our research indicates that a shorter term return on investment may be achieved through the development of rustic campsites and glamping sites. Initial construction costs, as well as operating expenses for rustic tent sites, would be lower than RV sites. Exact operating costs are unknown due to a lack of detailed record summarization, but based on existing expenses, tent sites may achieve an ROI in a comparable time of a basic RV site. Benefits to local economy may be better with tenting as compared to RVs in that tent campers may utilize local businesses more frequently.

Glamping sites offer an opportunity to provide a unique experience that will set Washburn apart from other communities, potentially bringing additional economic benefits beyond the camping revenue only. Rustic campers and glamping occupants are also more likely to use services in town. While the development costs of a glamping site are higher than RV or tent sites, the higher fee rate provides an ROI that is superior to tent or RV sites. Assuming a conservative 40% occupancy rate, the ROI is approximately 4 years for a $100 per night rental rate. A preliminary survey of glamping sites (shown below) indicates that $100 per night is reasonable, and demand will likely be high based on the novelty and appeal of the sites.

Glamping site rental rates:

Name	State	Nightly Rate
Mount Bohemia	MI	$285 (sleeps 10)
Mount Bohemia	MI	$315 (sleeps 13)
Edenwood Ranch	WI	$200
Snooty Fox	MI	$150
Timber Ridge	IL	$120
Yellowstone	MT	>$99

K. Other Revenue

In addition to the revenue potential from glamping sites, the pavilion presents significant opportunities for bringing visitors to Washburn, and revenue to the City. A preliminary analysis of similar facilities along Lake Superior indicates that event fees could be on the order of $500 to $2,000 for indoor use, or up to $1,500 for outdoor tent type events. There may be opportunities to develop additional revenue

from operations of the existing facilities at West End Park. The current overflow sites are in a more desirable, lakeside location than the developed RV sites, yet are charged a lower nightly rental rate. While the lower rate is due to the limited services that are provided in the overflow area, a higher price could be charged for the overflow campers simply based on demand-though this would only be a temporary opportunity as future development of the park will utilize this high quality area as a public amenity. With seasonal sites being in very high demand, consideration should be given to a rate increase. Scarcity of sites is not a bad thing and balance between ROI and city resources should be struck.

L. Recommendations

The economic analysis has been conducted with the data provided. However, several unknowns exist with respect to the actual cost of running the campground such as the utilities, communications, small repairs, routine maintenance/cleaning, deferred maintenance, and city staff time; all of which are incomplete data sets for West End. It is recommended that additional data be collected to analyze hours and expenses for City staff to manage and maintain both West End Park and Memorial Park. This understanding of maintenance costs will help refine the ROI for proposed modifications to the RV sites and other amenities.

The second recommendation and solution to the problem above is to implement an online reservation system for the campgrounds. The reservation system will help define the demand for campsites and utilities at both West End and Memorial Park. As reservations are currently not accepted for camping, an online reservation system may actually result in higher occupancy and more revenue. The analytical tools available through the online service would be invaluable for decision making. For example, cancellations could be tracked, occupancy rates could be accurately tracked, and trends could be evaluated ahead of making annual budgets for the camping, pavilion and other future park uses. Trends could be compared to fuel cost and other economic indicators to forecast use and investment decisions. These statistics could also be plotted against other events in town, weather, fishing data, and national trends.

We understand that the City has expressed hesitation to implement an online reservation system. While specific recommendations for an online reservation system are beyond the scope of this project, we believe that online tools would benefit the City. Other options may exist, such as utilizing the Campground Host to more accurately assess demand and usage of the park. Additional advertising or marketing may be beneficial as well. Regardless of whether a new management system is implemented, we suggest that the City consider improving the record keeping practices for the park to accurately assess the true costs and revenue from the RV campground, launch fees, and pavilion use.

As is the case in any investment strategy, a diversity of assets will help balance the variation in trends, visitor preferences, and expenses. Good data will aid good decision making. A balance must be struck with regards to investment and the level of service the park provides to its residents and visitors. If it is underdone, the site will not be attractive to new people or residents, and if it is overdone the city will

not recoup its investment. Discussions of possible revenue for the City must be balanced with less direct returns such as the benefits that the park offers residents of the City. Careful consideration should also be given to the co-benefits to area businesses.

M. Summary

- Total average annual expenses for the campground at West End Park were $79,398 from 2009-2014.
- Total average annual camping revenue was $99,292 for West End Park from 2009-2014.
- Average annual income was $19,894 from camping at West End Park from 2009-2014.
- Average annual expenses per site were $1,588 for West End Park from 2009-2014.
- Average annual net revenue per RV site is approximately $400.
- No reservations are currently accepted for camping; a reservation system is needed.
- There is a slightly shorter ROI on daily campsites than seasonally reserved sites.
- The ROI is significantly faster for Glamping sites than RV sites.
- The City should consider setting up an online reservation system and improving the experience and marketability of the site;
- The City needs to accurately track expenses for campground maintenance and management.

XII. Implementation Plan

It was suggested after the project was underway that a preferred timeframe for improvements to West End Park would be ten years. We recommend that the community to approve a plan that envisions a long-term investment for the Park that can be implemented in strategic phases. The masterplan is based on a robust public involvement process, and addresses the needs and wants of the community and a strategically phased implementation plan will allow Washburn's aspirations to evolve based on a common vision.

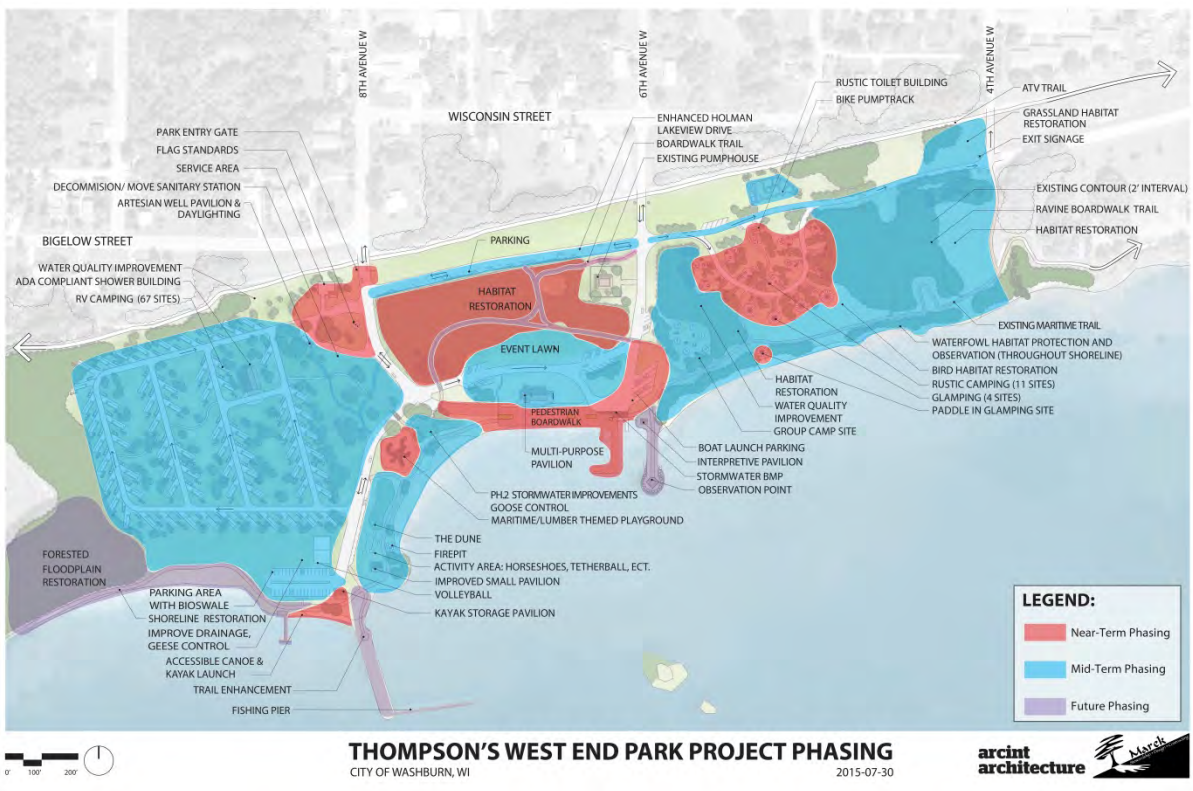
A. Project Phasing

The Ad-Hoc Committee proposed a set of priorities for the planning process along with the development of the project Request for Proposals. This set of priorities has been a starting place for determining a phasing plan, and is shown below.

Priorities *(According to Ad-Hoc Committee RFP Addendum, 2013)*		
1st Priority	2nd Priority	3rd Priority
• 30 new campsites or what the area can accommodate comfortably and aesthetically. • New bathroom/shower facilities • Working interface with existing walking trail • 2nd Pay Station/Entrance/Information Kiosk • Openness to improving road structure and design including boat landing/parking. • Children's Playground • Goose control	• Improve area around Flowing Well • Bike friendly design • Horseshoe court • Bocce Ball • Tether Ball • Flag Pole • Picnic Area w/ picnic tables and fire rings • Coordination with scenic byway • Extend Walking trail towards Thompson's Creek • Disc Golfing • Features that help campers minimize their environmental impact by making simple, commonsense changes, such as recycling, reducing solid waste, conserving energy, and using water efficiently.	• Primitive Camping • Swimming Area - East of Breakwater/wall and boat landing • Historic Information Plaques/displays • Public Art Object • Weather Shelter/Picnic shelter, possibly tied in with new bathroom facilities

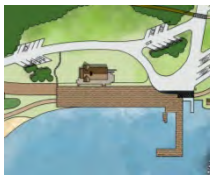
Through discussions with the Ad-Hoc Committee, the City, and the Public; several other priorities such as rustic camping, glamping, group camping, and the bike pump track were identified, resulting in a reprioritization of project elements. These priorities are included in the plan and have evolved into an arrangement that provides significant immediate improvements within the next five to ten years. We have arranged and prioritized a number of elements that the City can begin budgeting for in the 2-7 year range. Larger investment elements can be addressed in the future when funding allows. Below is a table of proposed improvements, and a graphic showing phasing.

Project Phasing		
Near-term	Mid-term	Future
• Pursue grant funding for ecological/habitat restoration. • Begin creating waterfront pedestrian plaza. • Park Gateway • Entry Kiosk • Glamping Sites, rustic sites • Service area (recycling) • Children's play area with water quality project • Kayak launch/storage	• Multi-Purpose Pavilion • Natural play area/scramble trail • Bike Pump Track • Enhance Holman Lakeview Drive • Artesian Well Daylighting • Activity area: bocce, tetherball, horseshoes, volleyball • RV Sites, Move Sanitary Station • Group Sites • Waterfront parking area with Bioswale	• Observation Point • Trail/Fishing Pier Enhancements • Boardwalk Trail • Shoreline restoration, westward trail connection • Improve Existing Pavilion/Firepit • Additional trail connections, wayfinding elements. • Fishing Pier



Before future project elements can be implemented, additional design and preparation of bid documents will be necessary. By breaking the implementation of improvements to TWEP into phases and smaller projects, the community will be able to prioritize projects, the City will be able to budget capital improvements, and designers will be able to efficiently provide the required level of detail for varying types of improvements. Examples of design projects are described below.

Design of a Waterfront Pedestrian Plaza at Thompson's West End Park



- Purpose: analyze and design repairs to sea wall, provide phased approach to waterfront plaza.
- Elements: seawall, dockage, launch ramp, pedestrian plaza, lighting, landscaping, utilities, access for NCCS, circulation, access/phasing for future pavilion, stormwater management.
- Tasks: survey; geotechnical/structural analysis; landscape architecture; civil engineering; public involvement; 30%, 60%, 90%, & bid documents; engineering services during construction.
- Timeframe: design 1-4 months; construction 2-4 months

Design of Entry Improvements for Thompson's West End Park

- Purpose: creation of a gateway for TWEP.
- Elements: park gateway, entry kiosk, signage, service area, decommissioning of sanitary station, flag standards, artesian well daylighting and improvments.
- Tasks: survey; landscape architecture; architecture; civil engineering; public involvement; 30%, 60%, 90%, & bid documents; engineering services during construction.
- Timeframe: design 1-2 months; construction 1-2 months.

Ecological Restoration Planning and Implementation Thompson's West End Park

- Purpose: provide analysis and methodology for initial and ongoing vegetation management.
- Elements: Ecological restoration design, invasive species removal, native planting, habitat restoration.
- Tasks: plant survey; ecological consulting; landscape architecture; maintenance and monitoring.
- Timeframe: design 1-2 months; construction 1 week several times per year for up to 5 years.

Design of a Bike Pump Track at Thompson's West End Park

- Purpose: creation of a bike pump track for all ages.
- Elements: grading, bike track, parking, landscaping.
- Tasks: survey; landscape architecture; bike trail design; civil engineering; public involvement; 30%, 60%, 90%, & bid documents; engineering services during construction.
- Timeframe: design 1-3 months; construction 1-2 months.

Design of Rustic and Glamping Sites at Thompson's West End Park

- Purpose: creation of camping between 6th Avenue West and 4th Avenue West.
- Elements: grading, roadway, rustic sites, group camp site, glamping sites, rustic restrooms, ecological restoration, paths, parking, and lighting.
- Tasks: survey; landscape architecture; architecture; civil engineering; public involvement; 30%, 60%, 90%, & bid documents; engineering services during construction.
- Timeframe: design 1-4 months; construction 2-4 months (could be phased- glamping, rustic, group)

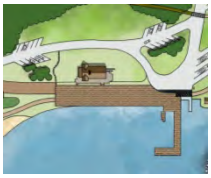
Design of Waterfront Improvements at Thompson's West End Park

- Purpose: creation boating and waterfront improvements.
- Elements: kayak launch, kayak storage, restoration of existing fishing piers, parking lot, bioswale, integration of Book Across the Bay tent.
- Tasks: survey; landscape architecture; architecture; civil engineering; public involvement; 30%, 60%, 90%, & bid documents; engineering services during construction.
- Timeframe: design 1-2 months; construction 1-3 months.

Design of Playground Improvements at Thompson's West End Park

- Purpose: creation of playground and waterfront play features.
- Elements: grading, maritime themed playground, firepit, activity area, volleyball, scramble trail, natural play area, landscaping, ecological restoration, small pavilion, utilities.
- Tasks: survey; landscape architecture; architecture; civil engineering; public involvement; 30%, 60%, 90%, & bid documents; engineering services during construction.
- Timeframe: design 1-3 months; construction 1 months (could be phased)

Design of a Multi-Purpose Pavilion at Thompson's West End Park



- Purpose: creation a multi-purpose pavilion
- Elements: grading, pavilion, parking, event lawn, landscaping, ecological restoration, utilities.
- Tasks: survey; landscape architecture; architecture; civil engineering; public involvement; 30%, 60%, 90%, & bid documents; engineering services during construction.
- Timeframe: design 2-6 months; construction 2-5 months

Design of a RV-Campground at Thompson's West End Park

- Purpose: creation of rebuilt RV campground
- Elements: grading, roads, utilities, landscaping, ecological restoration, restroom/shower building.

- Tasks: survey; landscape architecture; architecture; civil engineering; public involvement; 30%, 60%, 90%, & bid documents; engineering services during construction.
- Timeframe: design 1-3 months; construction 1-4 months (could be phased to avoid peak camping season)

Design of Trail Access Improvements at Thompson's West End Park

- Purpose: creation of an updated and expanded trail system
- Elements: grading, trail building, boardwalks, landscaping, ecological restoration, trail markers, signage.
- Tasks: survey; landscape architecture; architecture; public involvement; 30%, 60%, 90%, & bid documents; engineering services during construction.
- Timeframe: design 1-2 months; construction 1-3 months (could be phased)

B. Creation of a Friends Group

For the purpose of maintaining momentum, soliciting continued public input, fundraising, and some construction implementation purposes it is recommended that a "Friends Group" be formed for West End Park, or all of Washburn's parks serve as the champion for the implementation of the Plan and continued improvements to the parks system. Supportive Council members and The Ad Hoc committee members are good potential candidates for leadership roles in this group. People that love the park, leadership from the North coast Community Sailing center, area kayak groups, the Book Across the Bay, Brownstone Days, kayakers, and area experts could also participate as leaders of the group. This may help take some burden off of the City Administration during the strategic phasing and implementation. The friends group can initiate meetings with funding agencies, prepare grants, assist the City with construction and keep the public engaged. In some instances they may be able to manage the funds and contracting.

C. Funding Opportunities

Improvements to the Park may be funded through general capital projects from the City. However, due to the scale of proposed improvements, and the desire of the City to begin improvements within the next five to ten years, additional funding opportunities should be considered. The City of Washburn, and West End Park in particular, may be particularly eligible for grant opportunities associated with Great Lakes Restoration. Below is a list of applicable grants and other possible strategies for funding park improvements. Many of these opportunities will change due to political uncertainty and available funding, but many current opportunities exist through numerous federal and state programs. Never before has Great Lakes investment been a higher national priority.

Grant Opportunities

- **National Fish & Wildlife Foundation - Sustain our Great Lakes**
    - The Sustain Our Great Lakes program is soliciting pre-proposals to restore and enhance habitat in the Great Lakes basin. The program will award grants for on-the-ground

habitat improvements, with a focus on improving the quality and connectivity of streams, riparian zones and coastal wetlands.
    - Funding categories: Stream and Riparian Restoration & Coastal Wetland Restoration
    - $25,000 to $1.5 million
    - 50% match
    - Eligible grant recipients include non-profit organizations, state, provincial, tribal and local governments, and educational institutions.
    - http://www.nfwf.org/greatlakes/Pages/2015rfp.aspx#.VLVwBdLF-aI
- **National Fish & Wildlife Foundation - Five Star and Urban Waters Restoration Grant**
    - Must address the following 3 elements: *Ecological Restoration*: Projects must include on-the-ground wetland, riparian, in stream and/ or coastal habitat restoration. *Environmental Education:* Projects must integrate meaningful education into the restoration project either through community outreach, participation and/or integration with K-12 environmental curriculum. *Measurable Results:* Projects must result in measurable ecological, educational and community benefits.
    - Awards range from $20,000* to $50,000 with an average size of $30,000 and 40-50 grants awarded per year.
    - 50% match
    - Any private or public entity is eligible. Must include 5 partners (gov't agencies, youth groups, universities, conservation orgs, soil and water conserve districts, businesses or corporations', citizen & comm. groups, technical and design experts, foundations)
    - http://www.nfwf.org/fivestar/Pages/home.aspx#.VICxNNLF-aI
- **Wisconsin Department of Natural Resources - Urban Nonpoint Source & Stormwater Management Grant Program**
    - Reimbursement up to 50 percent to construct Best Management Practices (BMP). The maximum possible grant is $150,000 for construction & engineering activities.
    - 50% match
    - Eligible applicants include cities, towns, villages, counties and tribes.
    - Project Types: Eligible areas are urban lands with population density of at least 1,000 people per square mile or non-permitted commercial or municipally-owned industrial use. Projects may be in areas that are expected to become urban within 20 years.
    - *Planning grant eligible projects.* Storm water management planning for urban areas. Preparation of local ordinances affecting storm water discharge (construction site or post construction erosion control, pet waste, or illicit discharge management). Local financing options for evaluation of storm water utilities/programs. Administrative costs for initial establishment of local storm water management funding programs. Illicit discharge detection and elimination. Public information and education activities.
    - *Construction grant eligible projects.* Construction of structural urban best management practices (BMPs) including detention, wet, infiltration, or wetland basins, or infiltration trenches. Engineering design and construction services for BMPs installation. Land acquisition and easement purchase, including appraisal cost. Storm sewer rerouting and removal of structures. Streambank and shoreline stabilization.

  - http://dnr.wi.gov/Aid/UrbanNonpoint.html
- **U.S. Fish & Wildlife Service (Department of the Interior Fish & Wildlife Service) - Sports Fish Restoration Program**
  - http://wsfrprograms.fws.gov/Subpages/GrantPrograms/SFR/SFR.htm
  - Provides funds for developing and implementing programs that benefit wildlife and their habitats, including species not hunted or fished. Priority is placed on projects that benefit species of greatest conservation concern. Includes boat ramp construction, parking lot, lighting, & restrooms.
  - administered locally through the Southeastern WDNR (State Wildlife Grant Program)
  - 50% match
- **Wisconsin Department of Administration - Wisconsin Coastal Management Program**
  - Award amount: Applicants requesting more than $100,000 should contact the Wisconsin Coastal Management Program to discuss their proposal. WCMP Grant projects totaling $60,000 or less require a 50% match. Projects with a total budget larger than $60,000 require a 60% match.
  - Eligible applicants are local units of governments, state agencies, colleges and universities, school districts, regional planning commissions serving coastal areas, tribal units of government and private, nonprofit organizations.
  - Project Types: Grants are available for coastal wetland protection and habitat restoration, nonpoint source pollution control, coastal resource and community planning, Great Lakes education, public access and historic preservation.
  - http://www.doa.state.wi.us/Divisions/Intergovernmental-Relations/Wisconsin-Coastal-Management/grant-program/
- **Wisconsin Department of Natural Resources - Land and Water Conservation Fund (LWCF) Program**
  - Amount awarded varies; last year it was $350,000 - $375,000
  - 50% match
  - Eligible applicants include towns, villages, cities, counties, tribal governments, school districts or other state political subdivisions.
  - "recreational trails & facilities, habitat
  - Encourages the creation and interpretation of high-quality outdoor recreational opportunities.
  - http://dnr.wi.gov/aid/LWCF.html
- **ATV Trail Aids (administered by Wisconsin Department of Natural Resources)**
  - Counties, towns, cities, villages and tribes can apply for funds to acquire, insure, develop and maintain ATV trails, areas, and routes.
  - 50% match.
- **Wisconsin Department of Natural Resources - Recreational Boating Facilities Grants**
  - Offers cost sharing for up to 50% of costs with projects concerning enhancement or construction of facilities such as boat ramps, boarding docks, and boating supporting facilities.

- **Knowles Nelson Stewardship Program**
    - Local assistance may be provided for NCO's for funding from eight stewardship grant sub-programs for land acquisition, conservation easements, and park facilities/amenities.
- **Economic Development Assistance (EDA) - Regional Innovation Grants, Department of Commerce**
    - Dependent upon economic climate of the area compared to national averages
    - $100,000 - $1,250,000
    - 50% - 80% match
    - Projects can include campsites and facilities, boat ramp, parking lot, restrooms (EAA)
    - http://www.grants.gov/web/grants/view-opportunity.html?oppId=263990
- **Recreational Trails Aids (RTA) Program (Administered by Wisconsin Department of Natural Resources)**
    - Federal program providing reimbursement for maintenance or restoration of existing trails, development or rehabilitation of trailside facilities/linkages, and construction of new trails. Eligible sponsors may be reimbursed for up to 50% of eligible project costs.
- **Great Lakes Commission - Great Lakes Sediment and Nutrient Reduction Program**
    - An estimated ten to fifteen small scale projects will be funded for up to a maximum of $30,000 each. An estimated three to five watershed-scale projects will be funded up to maximum of $250,000 per project.
    - 25% match
    - Eligible applicants include nonfederal units of government, or incorporated nonprofits.
    - An example of a small scale project is stabilization a 500 foot section of a severely eroding streambank to reduce sediment and particulate phosphorus from entering the Great Lakes. An example of a watershed scale projects is planting cover crops on 50,000 acres to reduce phosphorus runoff.
    - Projects can be up to 36 months in duration. All grant projects must be explicitly relevant to the reduction of sedimentation and/or phosphorus into the Great Lakes.
    - http://keepingitontheland.net/apply-for-funding/
- **Great Lakes Protection Fund**
    - Fund created by governors of great lakes states
    - 100% funding. Matching funds are not required.
    - Any type of organization is eligible.
    - Projects that take concrete actions to achieve basin-wide ecological results. Project must be "regional".
    - http://glpf.org/working-with-us/get-funding
- **U.S. Army Corps of Engineers Estuary Habitat Restoration Project Funding**
- **The Coastal and Estuarine Land Conservation Program (CELCP). NOAA.**
- **Sea Grant**
- **National Fish & Wildlife Foundation - Wells Fargo Environmental Solutions for Communities Grant**

  - may be eligible for funding under other NFWF programs as well
  - $25,000 - $100,000
  - 50%
  - water quality, spring systems, projects that link economic development and community well-being to the stewardship and health of the environment, main emphasis on habitat
  - http://www.nfwf.org/environmentalsolutions/Pages/home.aspx#.VICwNNLF-aI
- **Great Lakes Basin Program for Soil Erosion and Sediment Control**
- **Great Lakes Aquatic Habitat Network and Fund**
- **US EPA Region 5-Nonpoint Source Water Pollution Control. Section 319 (h) of the Clean Water Act (CWA)**

Fundraising Opportunities

- Sell municipal bonds
- Camping fees, launch, fees, and trail fees
- Sponsorship opportunities
- Consider concessioner arrangements for management, operations, or maintenance
- Utilize partnerships

Marketing Opportunities

- Marketing/Branding Campaign
- Advertising
- Raise Awareness of Washburn
- Attract Funding
- Advertise services and amenities of the Park and Community
- Create “Friends of Thompson’s West End Park” group to support project & maintain momentum

D. Permit Requirements

Improvements to West End Park will require regulatory permitting at local, county, state, and federal levels due to its location adjacent to Lake Superior and the diverse resources existing within the park. The following is a list of permits and authorizations that might be required to complete the project:

- City of Washburn Site Plan and Zoning
- City of Washburn Building Permits
- Washburn County Floodplain Zoning
- WDNR and Corps of Engineer Chapter 30/Section 404 Wetland and Waterway Permits
- WDNR Chapter 216 Stormwater Management and Erosion Control Permits

The City should be cognizant of potential regulatory concerns when moving to final design for individual park program elements. We have attempted to propose only project elements and locations that are viewed as permittable. Continued coordination with permitting agencies, verification of required permits, and obtaining permits will be required when completing final design and going into

construction. For instance, initial discussions with WDNR indicate that proposed work elements are outside the 100-year floodplain and the ordinary high water mark. Thereby, Ch. 30/Section 404 wetland and waterway permitting might not be required. This should be verified with WDNR during final design.

XIII. Appendices

Appendix A: Design Figures

Thompson's West End Park

Analysis of Existing Conditions, Opportunities, and Constraints

Project Boundary

Wetlands/Natural Resource/Steep Slopes

Existing RV Campground

Circulation Routes

Beach Areas

Power Lines/Recreation Trail

0 150' 300' 450' 600'

Opportunities and Constraints

Reconfigure roads and add campsites

Adding campsites will provide improved camping experience, additional revenue for the City, and the opportunity to implement green campsite initiatives. Consideration for more rustic and/or secluded unimproved sites should be given

Improved entranceway

Improve fee entrance station with wayfinding, rules, and information kiosk.

Reconfigure the boat launch and beach areas

Better organization and parking needed. New bathroom facilities and picnic shelter can be located here.

Kayak launch/landing

Proximity to Apostle Islands National Lakeshore and the Lake Superior Water Trail make this an ideal site to add a kayak launch site and carry-in camping. Exploration opportunities for kayakers exist just offshore from the park.

Children's play area

Enhance existing play structures. Natural play features can reduce maintenance, enhance safety, and encourage creative play. Incorporating themes such as logging, boating, or fishing can enrich the experience.

Goose control

Enhancing the native vegetation along the shoreline will reduce the use by nuisance birds and will provide additional native habitat for beneficial wildlife.

Artesian well

A possible roof, seating, places to set water jugs, and improved fixtures will help celebrate the importance of this spot. Well runoff could be used in a passive or interactive stone-lined surface water feature.

Steep slopes

Although steep slopes provide a design challenge in regards to erosion hazards and site layout, they also provide opportunities for scenic viewpoints of Lake Superior.

Wetlands

The wetlands provide a challenge for site design, but also provide an ecological asset that visitors come to enjoy.

Stormwater management

Beach closures due to E.coli contamination can be reduced through more effective management of the stormwater that is discharged at the beach, and possibly from around the sanitation station.

Habitat enhancement

Adding native vegetation to the shoreline will augment the Lake Superior corridor--providing connectivity for wildlife, improving fisheries, enhancing views of the shoreline from the lake, and providing a buffer zone for stormwater runoff and nuisance birds.

Landscape improvements

Trees, boulders, and wayfinding points will provide needed shade, resting spots, play areas, and direction. Well-placed clumps of tall shade trees will maintain views and provide shelter from the elements where desired.

Lakeshore parking and walking trail

Improve connections between the existing walking trail, a new trail to Thompson's Creek and the cultural resources and businesses of downtown Washburn, and improve the connective fabric of the city.

Sawmill/logging and shipping history

The history can be promoted by incorporating it into the design details in addition to the existing interpretive signage.

Cross-country ski trail

Integrate an in-town cross-country ski loop trail into the park.

Trails

The existing lakeshore walking trail could be used for skiing in winter. A foot path to Thompson's Creek could be considered.

Marek Landscapings LLC
Stewardship • Design • Contracting

LEGEND:

- DESTINATIONS
- PRIMARY VEHICULAR (MAINTAIN FOR WINTER USE)
- SECONDARY VEHICULAR
- PEDESTRIAN USE
- PUBLIC ACCESS POINT
- PUBLIC BOAT ACCESS
- PROPOSED PARKING
- CANOE AND KAYAK ACCESS
- SANITARY STATION
- DRINKING WATER
- RESTROOMS
- 1% CHANCE ANNUAL FLOOD HAZARD
- STORMWATER SWALE

THE NUMBERS:

- 14 NEW RV SITES (64 TOTAL)
- 5 GLAMPING SITES
- 18 RUSTIC CAMPING SPOTS
- 5 BOAT TRAILER STALLS

GENERAL NOTES:

- PAVILION WILL HAVE FOUR SEASON USE
- IMPROVE DRAINAGE QUALITY & SURFACE WATER
- IMPROVE BEACHWATER QUALITY
- PROVIDE GROOMED SKI TRAILS IN WINTER (ALIGNMENT TO VARY SEASONALLY)
- VISTA ENHANCEMENT (BALANCE WITH HABITAT)
- NATIVE VEGETATION MANAGEMENT
- LIGHTING WILL BE DARK SKY COMPLIANT

0′ 125′ 250′ 500′

THOMPSON'S WEST END PARK FRAMEWORK A

CITY OF WASHBURN, WI 10.22.2014

arcint architecture

Marek Stewardship • Design • Contracting

0′ 125′ 250′ 500′

THOMPSON'S WEST END PARK FRAMEWORK B

CITY OF WASHBURN, WI 10.22.2014

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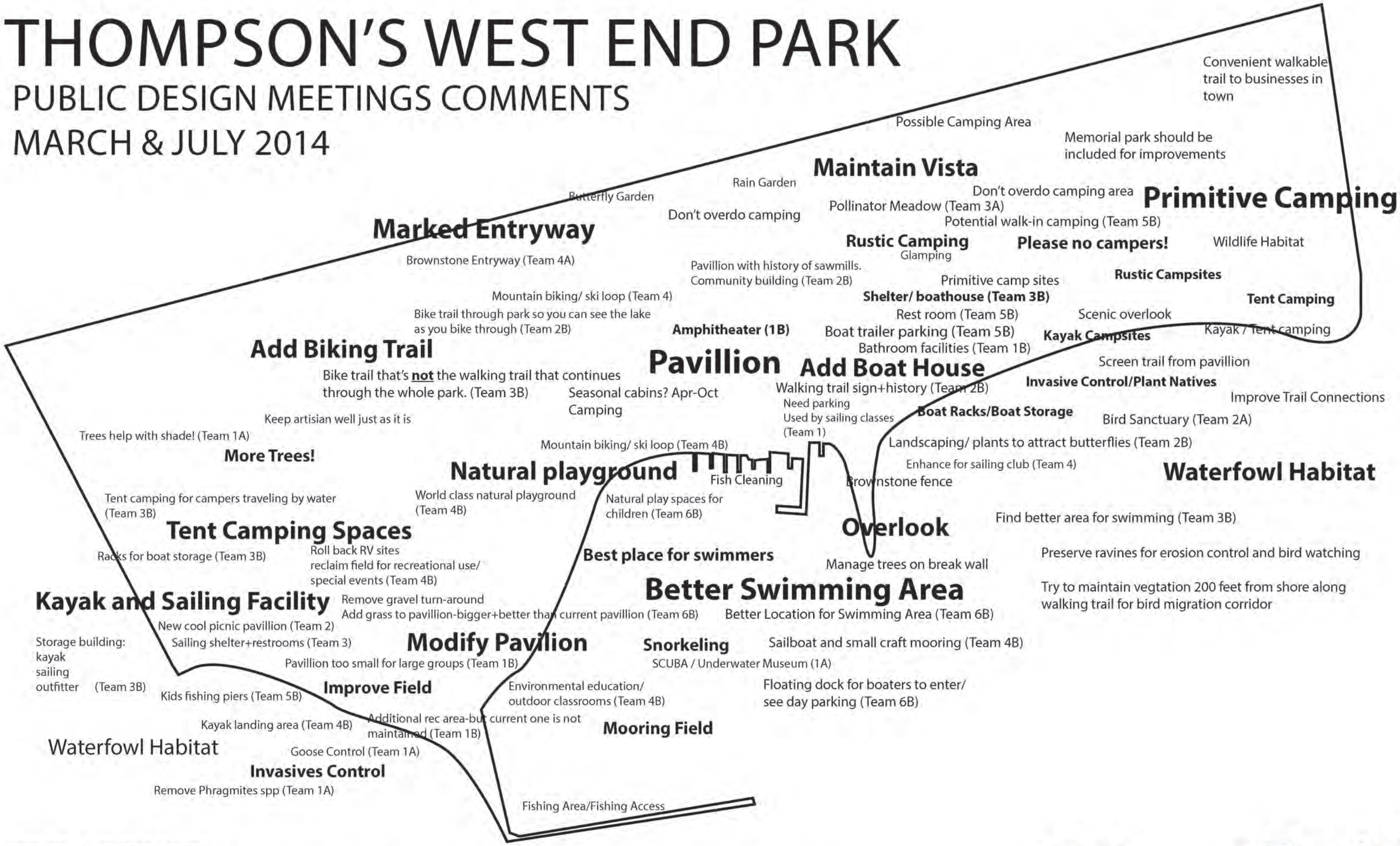
THOMPSON'S WEST END PARK

PUBLIC DESIGN MEETINGS COMMENTS
MARCH & JULY 2014



GENERAL COMMENTS:

-maximize greenspace
-campsite reservation system
-mindful of homeowners taxes
-do not overdevelop
-create trail connections
-beautify park
-consider run off issues
-improve waterfront/beaches
-improve wayfinding / navigation
-more diverse uses
-bird and wildlife habitat improvements

arcint architecture

Marek Stewardship • Design • Contracting

LEGEND:

- DESTINATIONS
- PRIMARY VEHICULAR (MAINTAIN FOR WINTER USE)
- SECONDARY VEHICULAR
- PEDESTRIAN USE/ WINTER SKI TRAIL
- PUBLIC ACCESS POINT
- PUBLIC BOAT ACCESS
- PROPOSED PARKING
- CANOE AND KAYAK ACCESS
- SANITARY STATION
- DRINKING WATER
- RESTROOMS
- 1% CHANCE ANNUAL FLOOD HAZARD
- STORMWATER SWALE

THE NUMBERS:

- 1 GROUP CAMPING SITE
- 6-22 NEW RV SITES (54-70 TOTAL)
- 5 GLAMPING SITES
- 11 RUSTIC CAMPING SPOTS
- 5 BOAT TRAILER STALLS

PROGRAM AREAS:

- HABITAT RESTORATION
- CAMPING, HABITAT RESTORATION
- TRAIL USE, HABITAT RESTORATION
- RECREATION USE, ENVIRONMENTAL IMPROVEMENT
- RECONFIGURED RV AREA
- ACTIVITY SPACE

GENERAL NOTES:

- PAVILION WILL HAVE FOUR SEASON USE & SUPPORT KAYAK AND SAILBOAT STORAGE
- IMPROVE DRAINAGE QUALITY & SURFACE WATER
- IMPROVE BEACHWATER QUALITY
- PROVIDE GROOMED SKI TRAILS IN WINTER (ALIGNMENT TO VARY SEASONALLY)
- VISTA ENHANCEMENT (BALANCE WITH HABITAT)
- NATIVE VEGETATION MANAGEMENT
- LIGHTING WILL BE DARK SKY COMPLIANT
- SIGNAGE AT BOAT LAUNCH WILL DIRECT OVERFLOW BOAT USE TO MARINA

0′ 125′ 250′ 500′

THOMPSON'S WEST END PARK COMBINED FRAMEWORK

CITY OF WASHBURN, WI 3.24.2015

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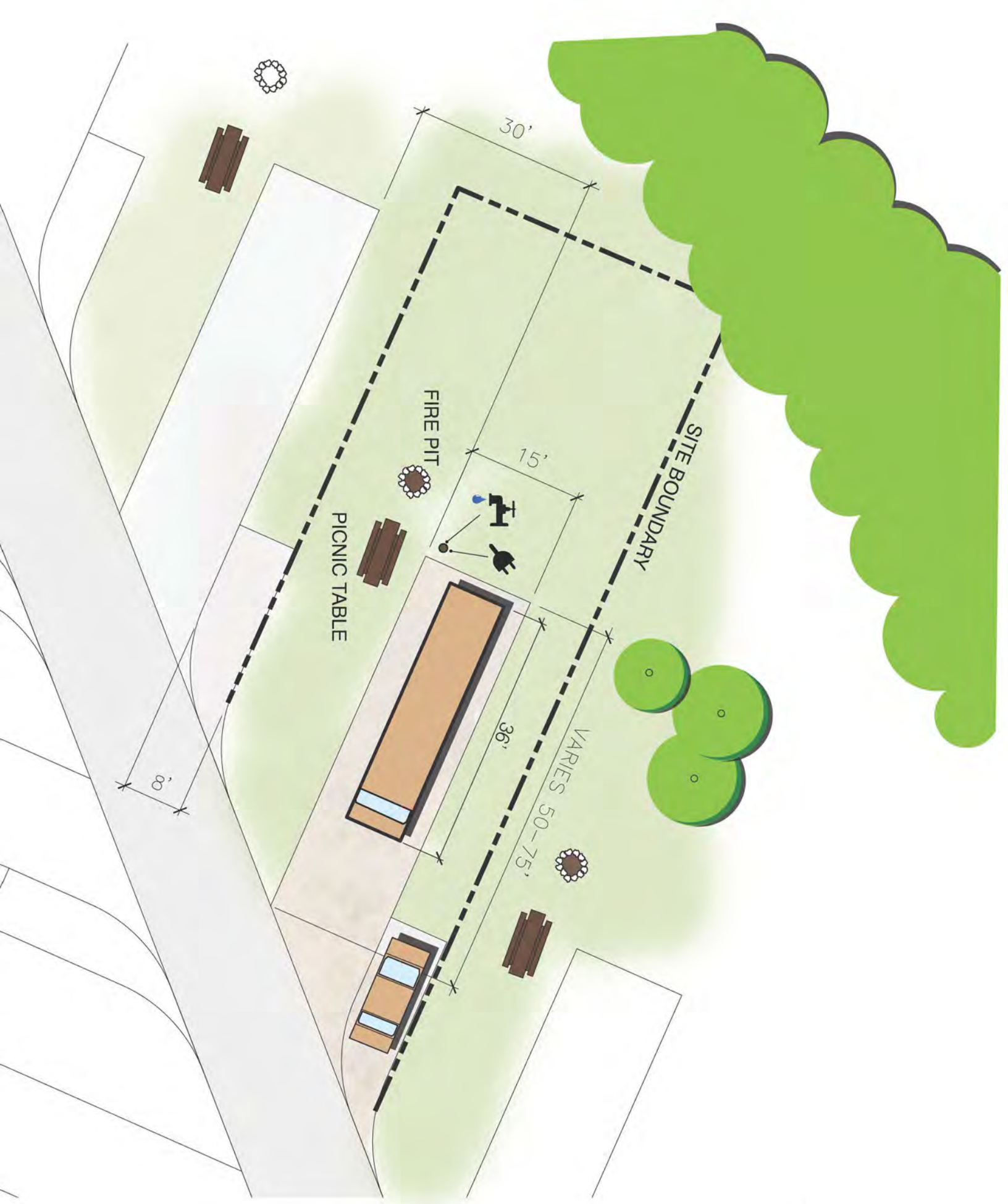

SITE SCALE RV CONCEPT PLAN

0' 100' 200'

Marck Landscaping LLC

0′ 100′ 200′

THOMPSON'S WEST END PARK MASTERPLAN

CITY OF WASHBURN, WI

2015-07-22

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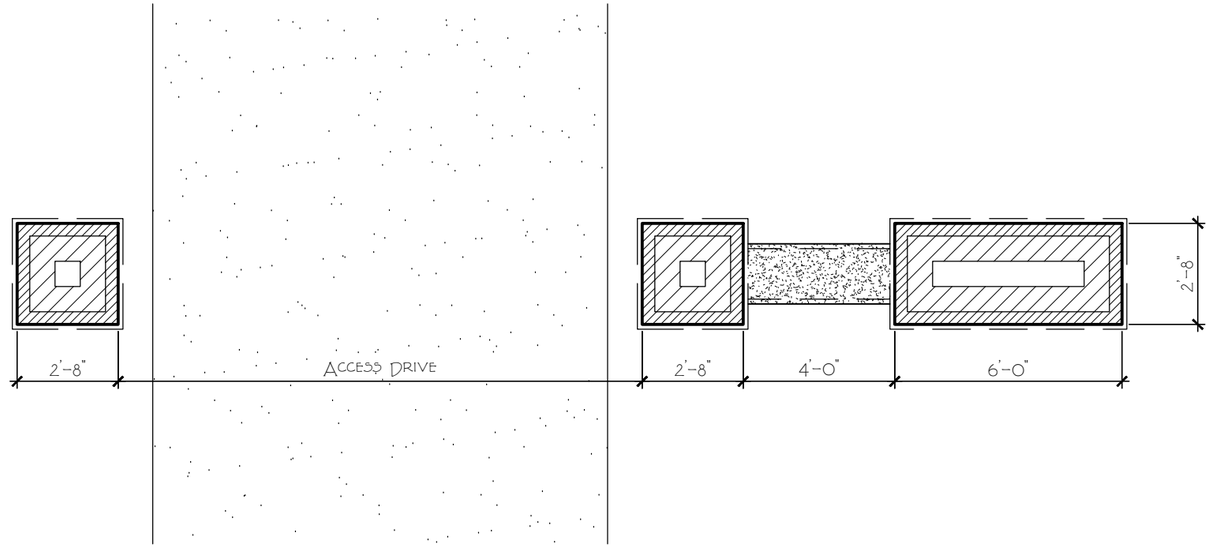
Appendix B: Architectural Figures

PARK STRUCTURES ~ PARK ENTRY GATE

PLATE 1



PLAN
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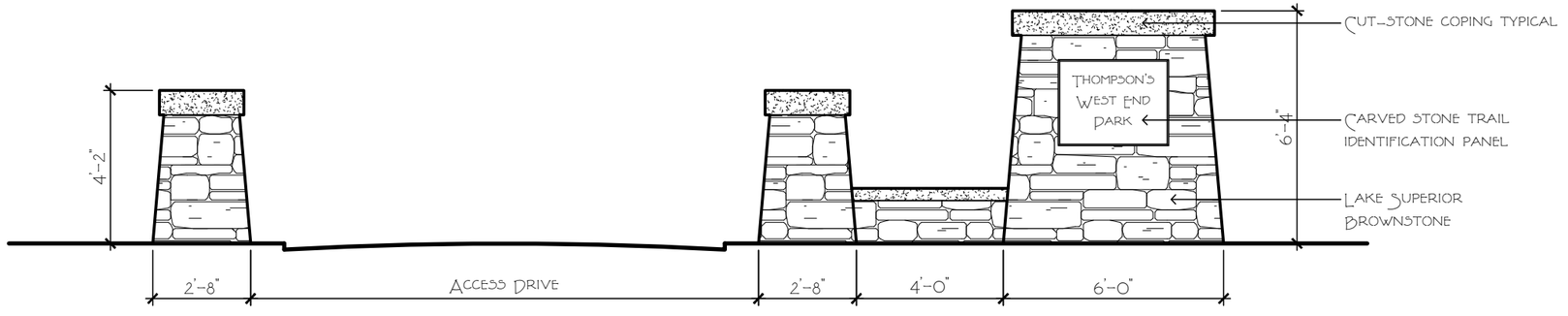


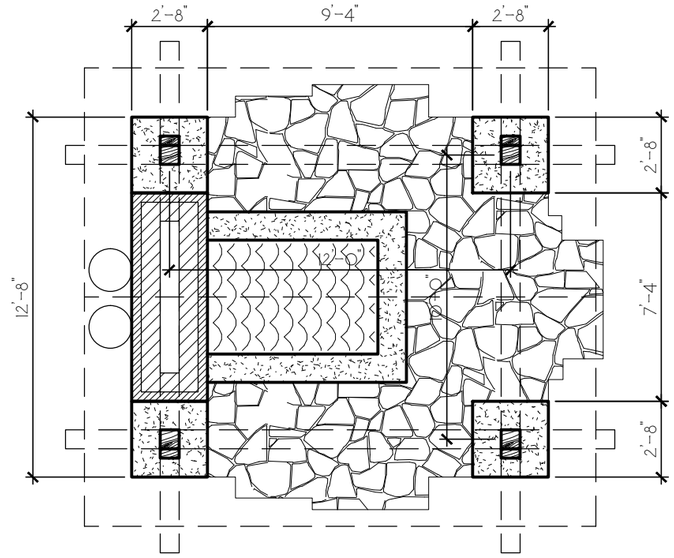
FRONT ELEVATION
SCALE 1/4" = 1'-0"

CITY OF WASHBURN ~ EXPANSION OF WEST END PARK

MAREK LANDSCAPING
ARC-INT ARCHITECTURE

PARK STRUCTURES ~ ARTESIAN WELL PAVILION

PLATE 2



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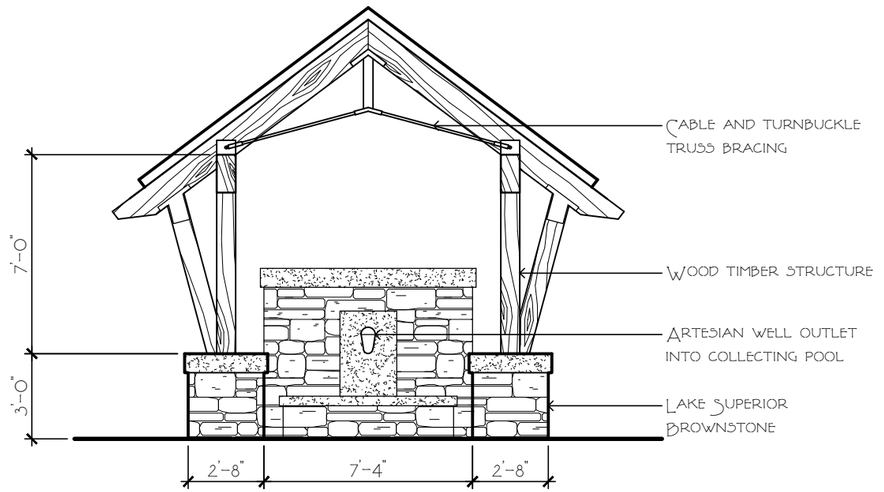
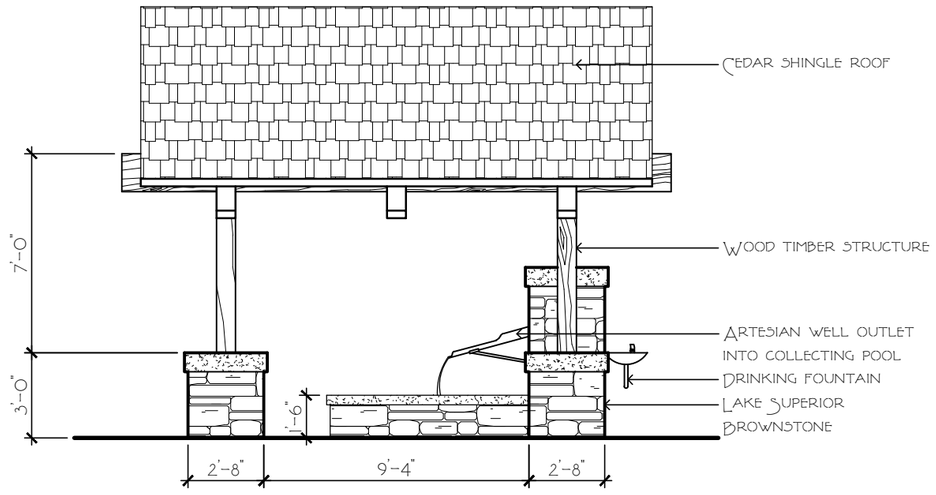
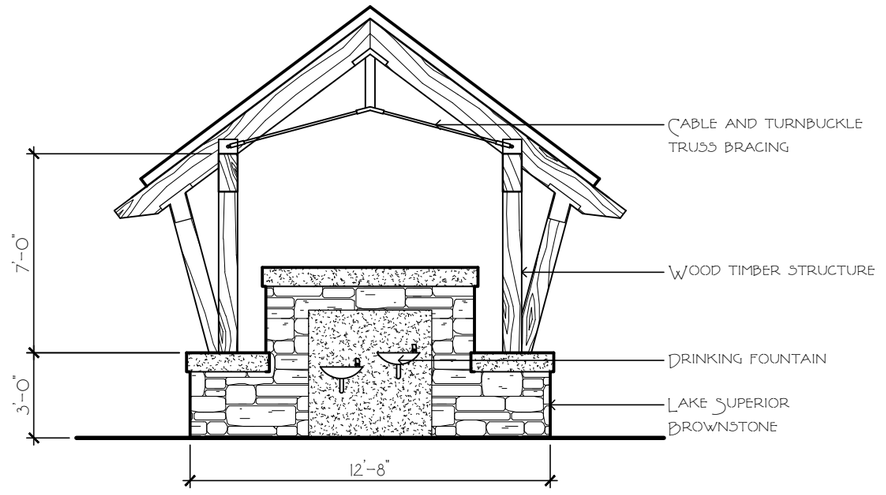


FRONT ELEVATION
SCALE 3/16" = 1'-0"



SIDE ELEVATION
SCALE 3/16" = 1'-0"



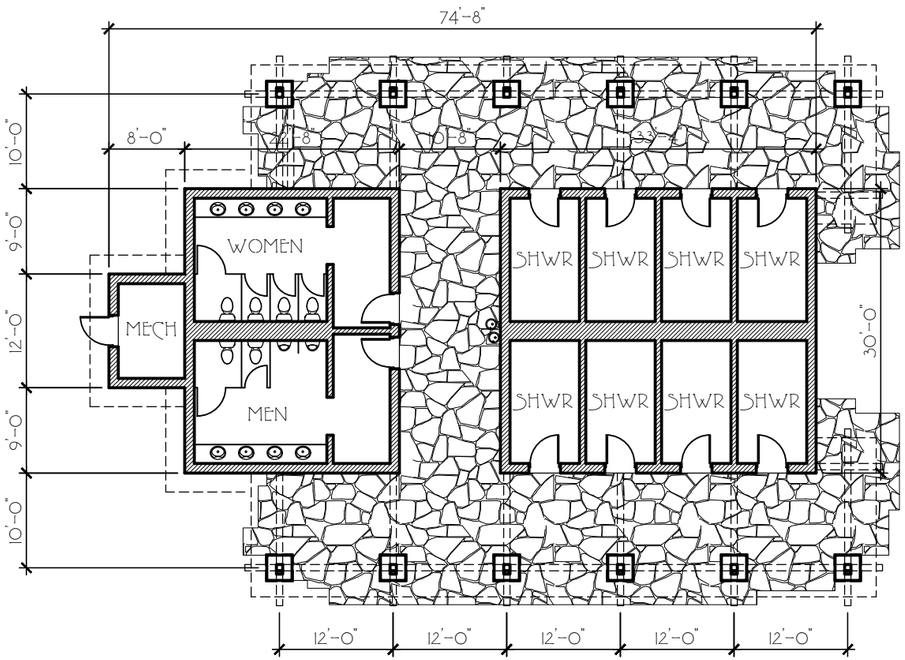
REAR ELEVATION
SCALE 3/16" = 1'-0"

CITY OF WASHBURN ~ EXPANSION OF WEST END PARK

MAREK LANDSCAPING
ARC-INT ARCHITECTURE

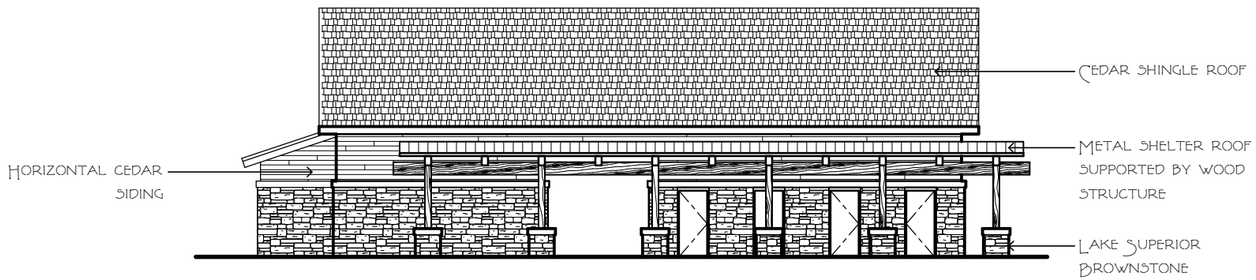
PARK STRUCTURES ~ SHOWER BUILDING

PLATE 3



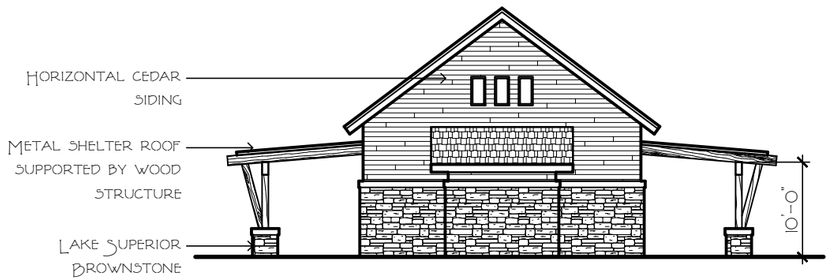
PLAN

SCALE 1/16" = 1'-0"



SIDE ELEVATION

SCALE 1/16" = 1'-0"



END ELEVATION

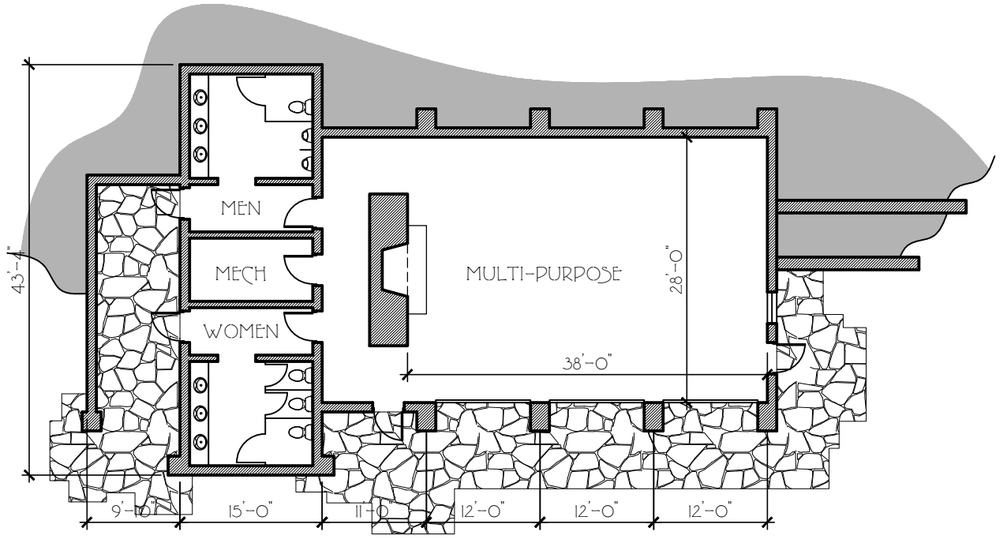
SCALE 1/16" = 1'-0"

CITY OF WASHBURN ~ EXPANSION OF WEST END PARK

MAREK LANDSCAPING
ARC-INT ARCHITECTURE

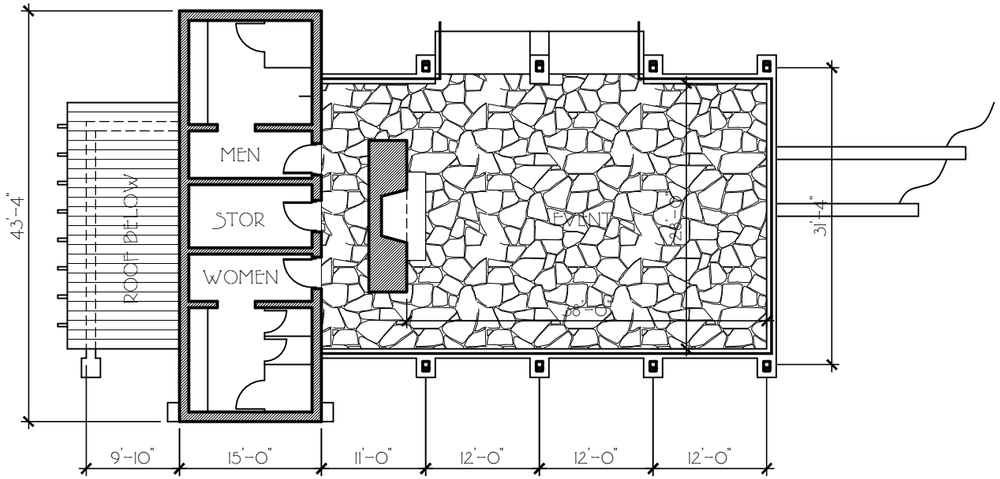
PARK STRUCTURES ~ MULTI-PURPOSE PAVILION

PLATE 4



LOWER LEVEL FLOOR PLAN

SCALE 1/16" = 1'-0"

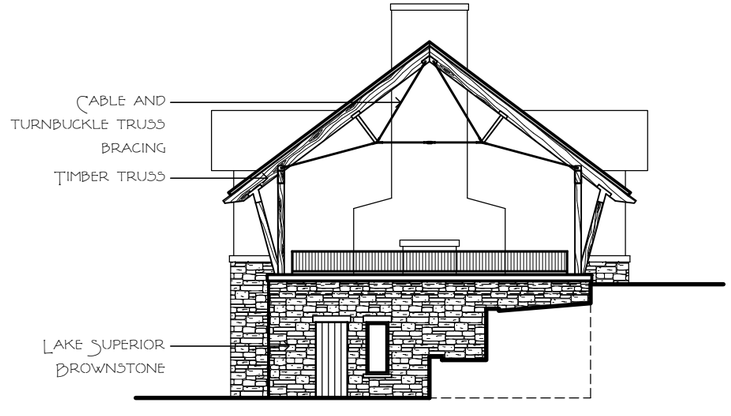


UPPER LEVEL FLOOR PLAN

SCALE 1/16" = 1'-0"

SIDE ELEVATION

SCALE 1/16" = 1'-0"



END ELEVATION

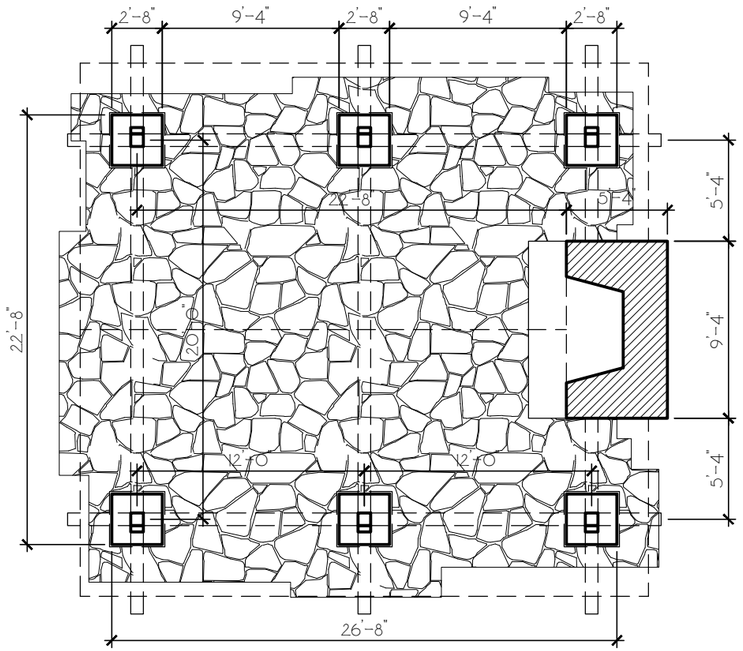
SCALE 1/16" = 1'-0"

CITY OF WASHBURN ~ EXPANSION OF WEST END PARK

MAREK LANDSCAPING
ARC-INT ARCHITECTURE

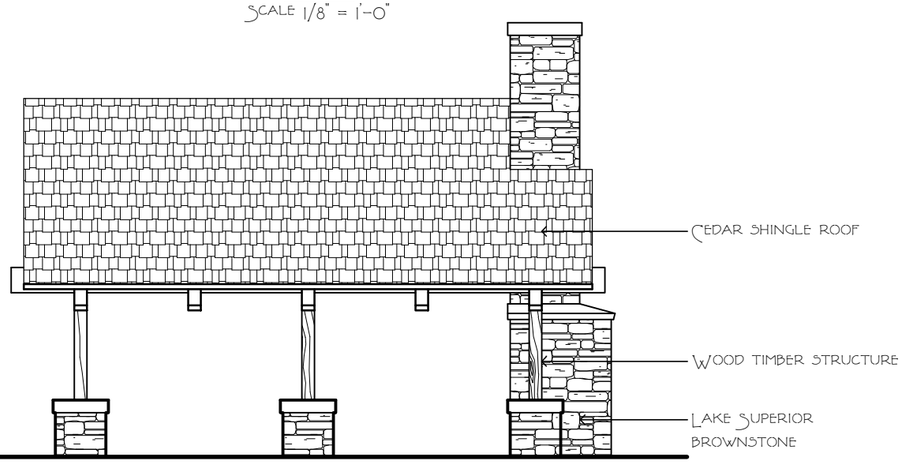
PARK STRUCTURES ~ SMALL PAVILION

PLATE 5



PLAN

SCALE 1/8" = 1'-0"



SIDE ELEVATION

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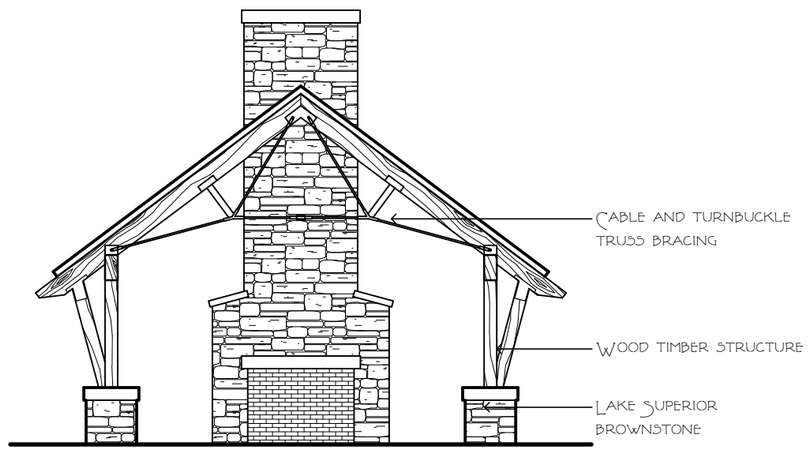


FRONT ELEVATION

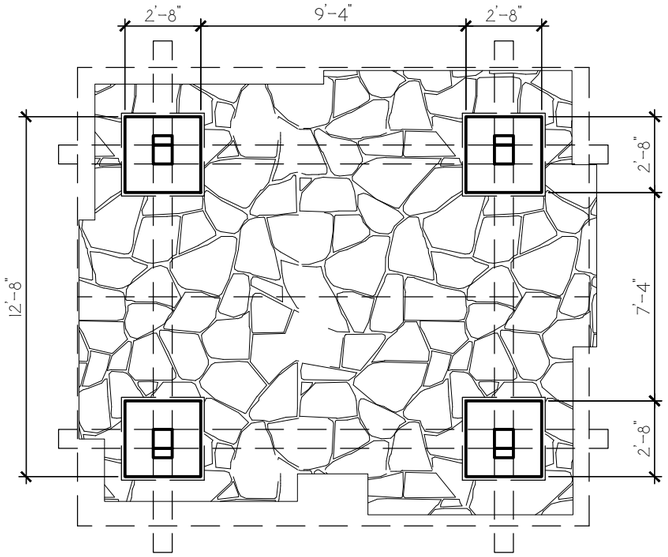
SCALE 1/8" = 1'-0"

CITY OF WASHBURN ~ EXPANSION OF WEST END PARK

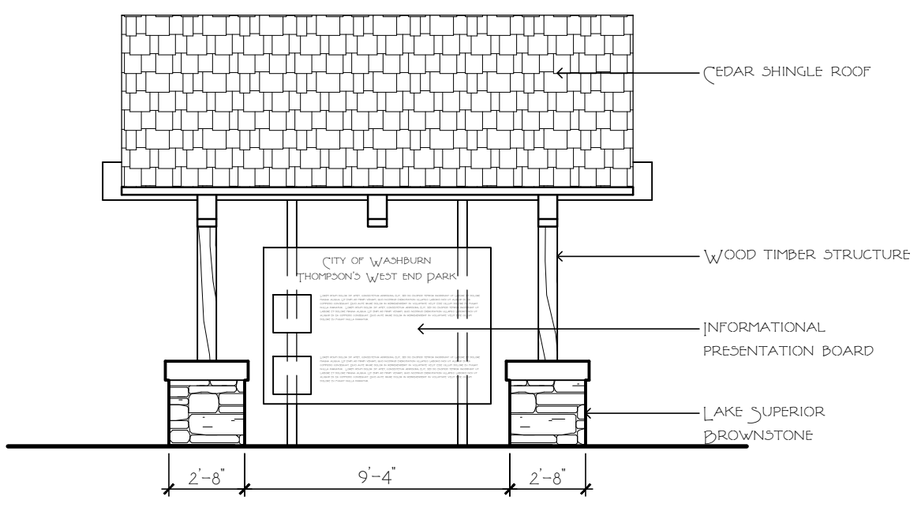
MAREK LANDSCAPING
ARC-INT ARCHITECTURE

PARK STRUCTURES ~ INTERPRETIVE PAVILION

PLATE 6



PLAN
SCALE 3/16" = 1'-0"



SIDE ELEVATION
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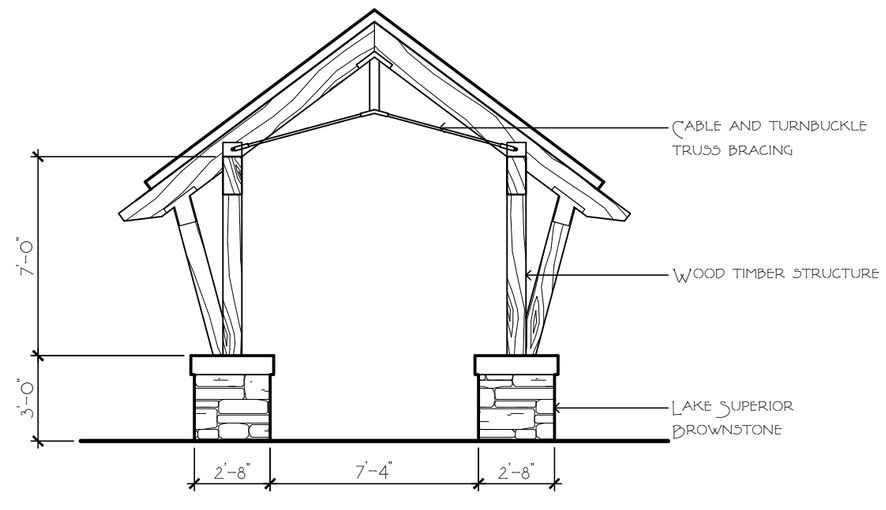


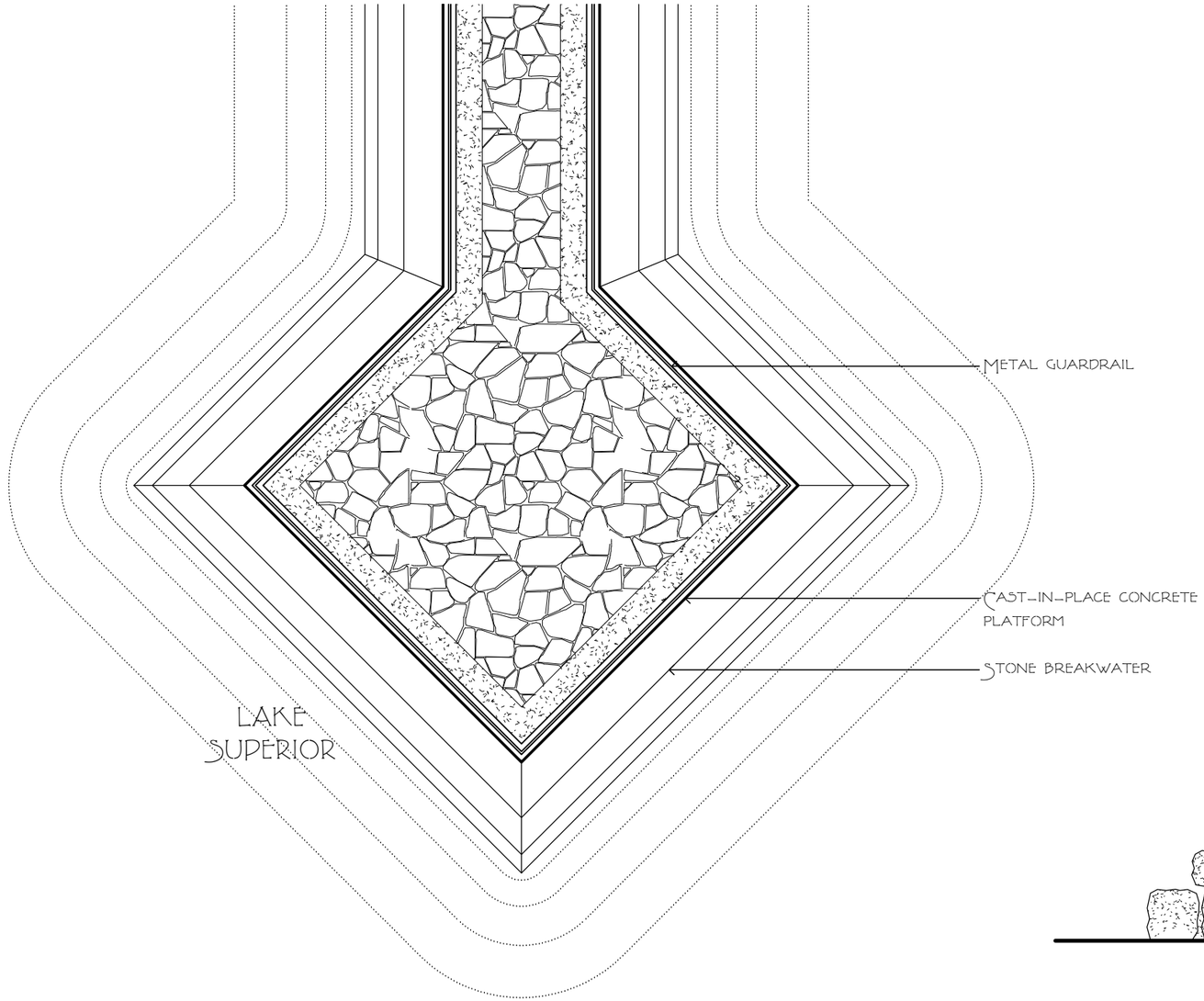
REAR ELEVATION
SCALE 3/16" = 1'-0"

CITY OF WASHBURN ~ EXPANSION OF WEST END PARK

MAREK LANDSCAPING
ARC-INT ARCHITECTURE

PARK STRUCTURES ~ OBSERVATION POINT

PLATE 7



PLAN
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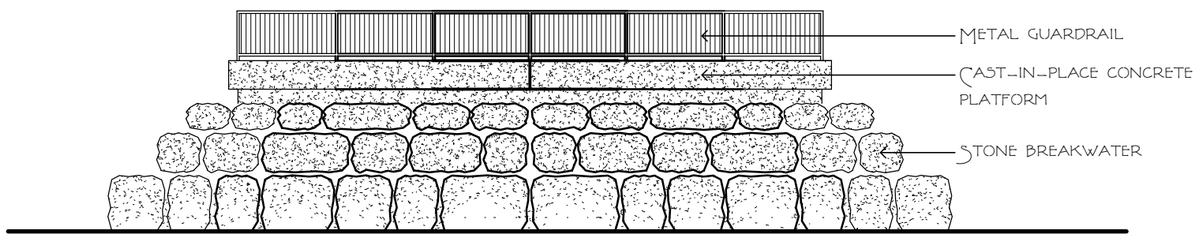


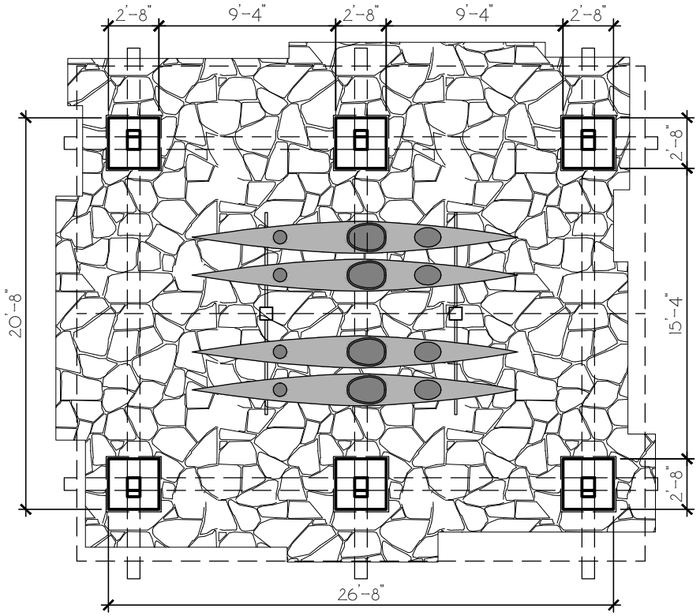
FRONT ELEVATION
SCALE 3/32" = 1'-0"

CITY OF WASHBURN ~ EXPANSION OF WEST END PARK

MAREK LANDSCAPING
ARC-INT ARCHITECTURE

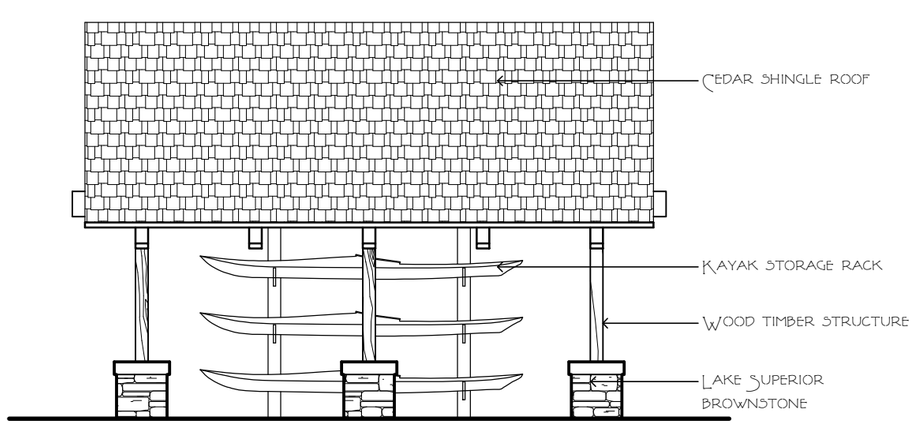
PARK STRUCTURES - KAYAK STORAGE PAVILION

PLATE 8



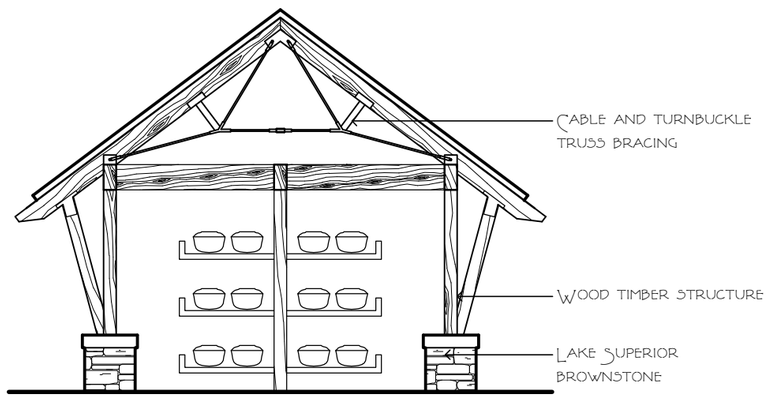
PLAN

SCALE 1/8" = 1'-0"



SIDE ELEVATION

SCALE 1/8" = 1'-0"



FRONT ELEVATION

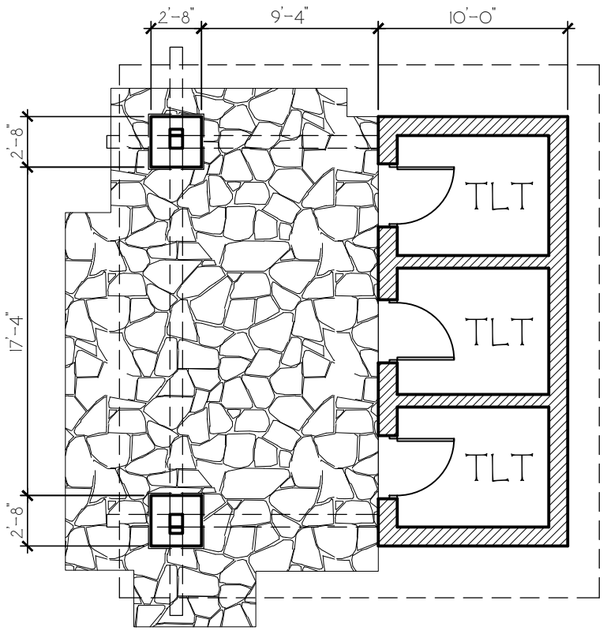
SCALE 1/8" = 1'-0"

CITY OF WASHBURN ~ EXPANSION OF WEST END PARK

MAREK LANDSCAPING
ARC-INT ARCHITECTURE

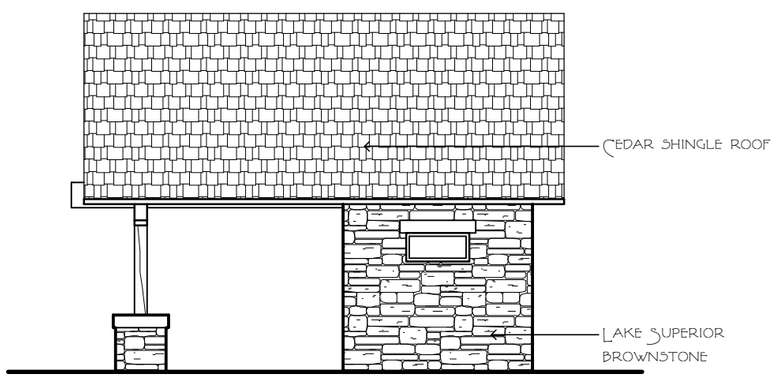
PARK STRUCTURES ~ RUSTIC TOILET BUILDING

PLATE 9



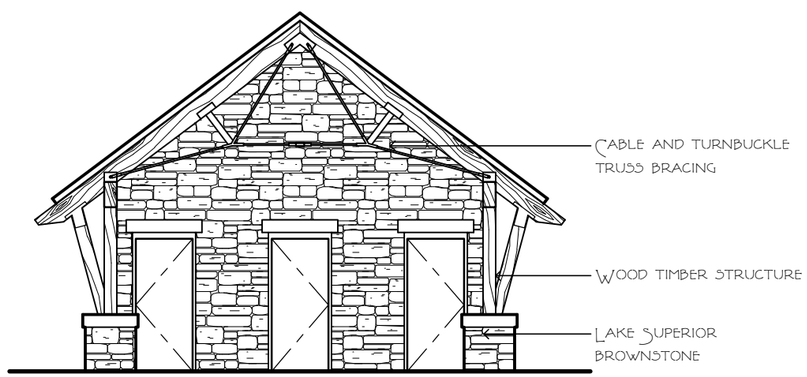
PLAN

SCALE 3/16" = 1'-0"



SIDE ELEVATION

SCALE 3/16" = 1'-0"



FRONT ELEVATION

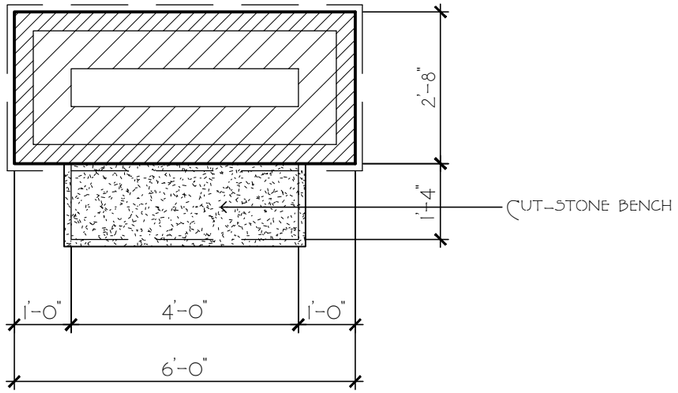
SCALE 3/16" = 1'-0"

CITY OF WASHBURN ~ EXPANSION OF WEST END PARK

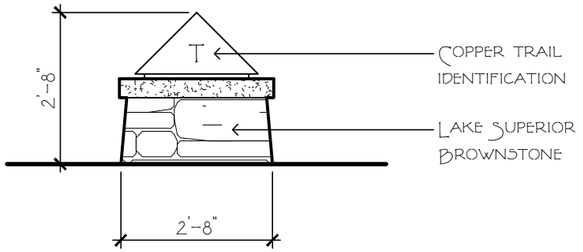
MAREK LANDSCAPING
ARC-INT ARCHITECTURE

PARK STRUCTURES ~ TRAILHEAD MARKER AND WAYFINDING

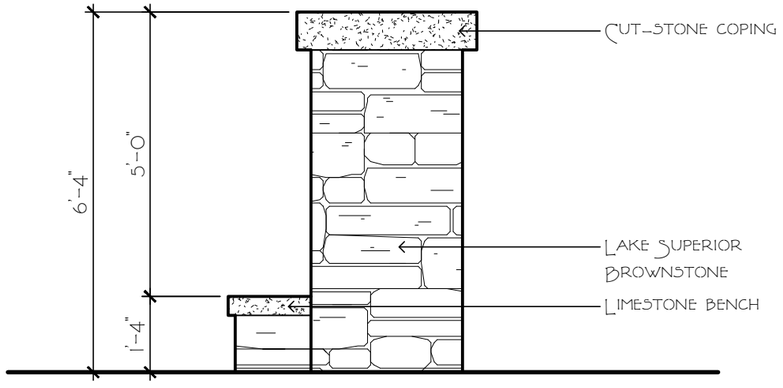
PLATE 10



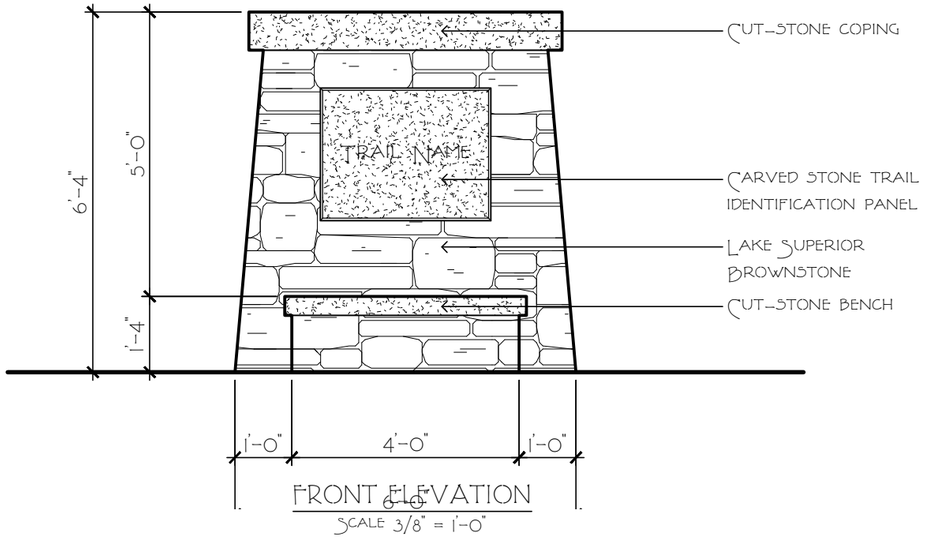
PLAN
SCALE 3/8" = 1'-0"



SMALL GROUND MARKER
SCALE 3/8" = 1'-0"



SIDE ELEVATION
SCALE 3/8" = 1'-0"



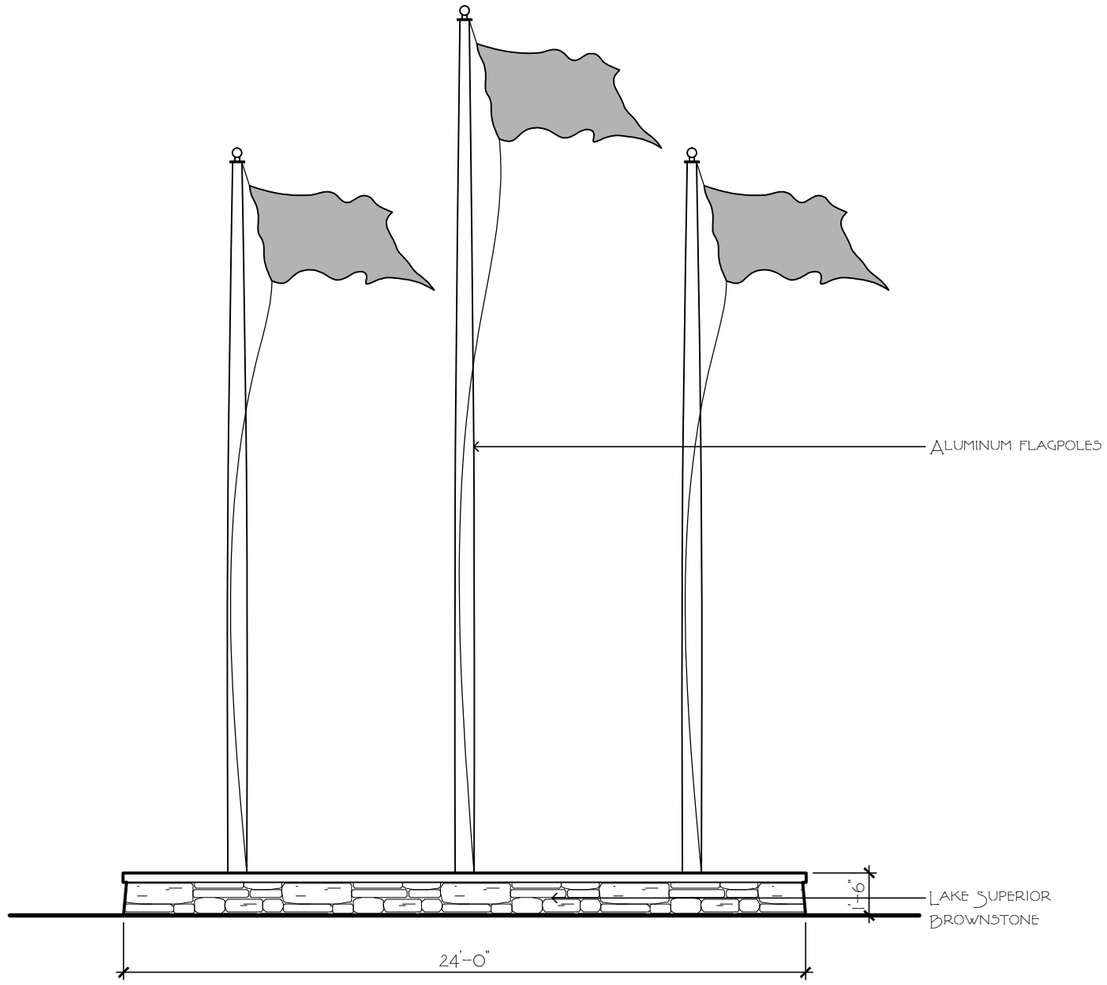
FRONT ELEVATION
SCALE 3/8" = 1'-0"

CITY OF WASHBURN ~ EXPANSION OF WEST END PARK

MAREK LANDSCAPING
ARC-INT ARCHITECTURE

PARK STRUCTURES ~ FLAG STANDARDS

PLATE 11



ELEVATION

SCALE 3/16" = 1'-0"

CITY OF WASHBURN ~ EXPANSION OF WEST END PARK

MAREK LANDSCAPING

ARC-INT ARCHITECTURE

ARCHITECTURAL DESIGN GUIDELINES

THE FUNDAMENTAL PURPOSE OF THIS DESIGN GUIDE IS TO PROVIDE A THOUGHTFUL LONG-TERM VISION FOR THE STRUCTURES OF WEST END PARK. THE PROPOSED STRUCTURES ARE RESERVED IN CHARACTER AND WORK TO PRESERVE THE BEAUTY OF NATURE AS A PRIMARY PURPOSE, AND EVERY CONSTRUCTION AS A THOUGHTFUL AND ATTRACTIVE CONSIDERATION.

RUSTIC IN CHARACTER, THE CHOSEN MATERIALS REFLECT HISTORIC AND ECONOMIC HERITAGE OF THE CITY OF WASHBURN AS A REGIONAL ECONOMIC GENERATOR. THE STRUCTURES AND MARKERS ARE DESIGNED TO INCLUDE THE LAKE SUPERIOR BROWNSTONE; WITH IT'S BEAUTIFUL CROSS BEDDING AND RIPPLE MARKS. THESE STRUCTURES ARE INTENDED TO 'GROW' INTO PLACE WITH NATURAL MOSSES ADDING CHARACTER WITH TIME. IT WILL BE PERFECTLY ACCEPTABLE TO ALLOW GRASSES TO GROW AT THE FOOT OF THE STRUCTURES, WHICH ADD TO THE CHARACTER, AS WELL AS REDUCE THE HAND MAINTENANCE OF THE GROUNDS.

TIMBER IS UTILIZED AS EXPOSED STRUCTURES, WITH DETAILING THAT REFLECTS THE MECHANICAL ASPECTS OF WASHBURN'S INDUSTRIAL PAST. ALL OF THE STRUCTURES AND MARKERS ARE DESIGNED TO ACT AS A FAMILY OF BUILT WORK TO UNIFY THE CULTURE OF THE PARK AND REFLECT THE TIMELESS BEING OF PLACE. OVERALL MAINTENANCE OF THE STRUCTURES WILL BE MINIMAL DUE TO THE PALETTE OF DURABLE AND NATURAL MATERIALS. THE CEDAR SIDING ON SEVERAL OF THE STRUCTURES WILL REQUIRE SOME STAINING ON A 8-12 SCHEDULE.

LIST OF PLATES

PARK ENTRY GATE (PLATE 1)

AS THE FIRST IMPRESSION TO WEST END PARK, THE ENTRY GATE INTRODUCES A MATERIAL PALETTE TO THE VISITOR AS WELL AS THE OVERALL SCALE AND MASS OF THE RUSTIC DESIGN CONCEPT. THE STONE IS GROUNDED TO THE SITE WITH A MASONRY BATTERED STYLE SIGNAGE, WITH OPPOSING STONE PYLONS FORMING THE "GATE."

ARTESIAN WELL PAVILION (PLATE 2)

THE SOURCE OF PRIDE OF THE PARK IS THE ARTESIAN WELL, WHICH OFFERS CITIZENS AS WELL AS VISITORS A SOURCE OF REFRESHING AND CLEAN GROUND WATER. THE STRUCTURE PROTECTS THE SOURCE FROM CONTAMINATION, AND THE COLLECTING POOL ALLOWS FOR VISITORS TO VISUALLY CHECK THE CLARITY OF THE WATER PRIOR TO CONSUMPTION. DRINKING FOUNTAINS MOUNTED TO THE STRUCTURE ALLOW FOR WALKUP USE.

SHOWER BUILDING (PLATE 3)

THE SHOWER BUILDING SERVES AS THE SOCIAL AND INFORMAL GATHERING OF THE CAMPERS.
A FOUR-SEASON SHOWER AND TOILET FACILITY INCREASE THE NUMBER OF FACILITIES AVAILABLE FOR USE OF THOMPSON'S WEST END PARK FOR LARGER NUMBER OF USERS AND CAMPERS, WITH THE ABILITY TO EXTEND THE SEASONAL USE AS NECESSARY. INDICATED ARE EIGHT UNI-SEX SHOWERS, WHICH IN THE FUTURE MAY BE EXPANDED AS NECESSARY WITH THE POPULARITY AND USAGE OF THE PARK.
AS A COVERED PAVILION, FAMILIES MAY VISIT THE FACILITIES TO SHOWER, WITH OPPORTUNITIES TO WAIT UNDER COVERED SHELTER IF THE WEATHER WARRANTS. THE LAYOUT OFFERS THE ABILITY TO SEPARATE THE SEASONAL USE AND OPENINGS, AS WELL AS A CENTRAL POINT FOR INFORMATION AND NEWS. THE CENTER AISLE WILL ALSO FEATURE MULTIPLE OUTLETS FOR DEVICE CHARGING.

MULTI-PURPOSE PAVILION (PLATE 4)

THE MULTI-PURPOSE PAVILION FORMS THE CENTRAL FORMAL GATHERING LOCATION IN WEST END PARK, WHERE USERS MAY RENT THE EVENT SPACE FOR FAMILY GATHERINGS, WEDDINGS OR OTHER SOCIAL EVENTS. THE LOWER LEVEL IS INDICATED AS MULTIPURPOSE SPACE AND IS INITIALLY INTENDED FOR THE YOUTH SAILING CLUB AS A SUMMER GATHERING LOCATION FOR LESSONS, LAUNCHES AND CLASSES. OTHER USES MIGHT BE A LOCATION FOR CENTRAL KAYAK STORAGE, A GATHERING AND WARMING HOUSE FOR BOOK ACROSS THE BAY, PADDLE ACROSS THE BAY OR THE MANY OTHER FESTIVE GATHERINGS IN THE PARK. FOUR SEASON RESTROOMS SERVE A NEED FOR FACILITIES NEAR THE WATER, AND ARE ACCESSIBLE FROM OUTSIDE OR INSIDE FOR FLEXIBLE USE OF THE FACILITY.

SMALL PAVILION (PLATE 5)

SERVES AS A SECONDARY INFORMAL GATHERING SPACE IN THE PARK, AND OFFERS AN OPPORTUNITY FOR A SMALL GATHERING OR WARMING SHELTER AND AN OPPORTUNITY TO SEEK RELIEF FROM SEASONAL WEATHER.

INTERPRETATIVE PAVILION (PLATE 6)

A MARKER OF PLACE AND AN INTERPRETIVE COMPONENT THAT DESCRIBES THE HISTORY OF WASHBURN, AND ITS RELATIONSHIP TO THE LANDSCAPE. THIS ALSO SERVES AS AN IMPROMPTU SHELTER FROM THE IMMEDIATE WEATHER.

OBSERVATION POINT (PLATE 7)
A WALKOUT PATH SURROUNDED BY WATER TO PROVIDE AN UNIQUE VANTAGE POINT FOR BIRDING, SAILBOATS OR SHIPPING PASSAGES. THIS WILL BE THE SPOT FOR WEDDING PICTURES IN WASHBURN.

KAYAK STORAGE PAVILION (PLATE 8)
THIS STRUCTURE LOCATED NEAR LAKE SUPERIOR PROVIDES A SAFE STORAGE OPTION FOR LONG OR SHORT TERM STORAGE FOR UP TO (12) SMALL WATERCRAFT OF VARIOUS LENGTHS. USERS APPROACHING FROM THE SEA TRAIL WILL BE ABLE TO ENJOY WEST END PARK WHILE REMAINING CONFIDENT OF THE SECURITY AND PROTECTION THE PAVILION PROVIDES.

RUSTIC TOILET BUILDING (PLATE 9)
A SMALL PIT TOILET STRUCTURE WITH THREE "HOLES" AND CONSTRUCTED WITH A BROAD OVERHANG FOR TEMPORARY SHELTER DURING A BRIEF RAINSTORM. PRIMARILY BUILT OF THE BROWNSTONE, AND LOCATED NEAR THE RUSTIC CAMPING SITES, THE SMALLER SCALED TOILET BUILDING IS MORE DISCRETE AND PRIVATE.

TRAILHEAD MARKER AND WAYFINDING (PLATE 10)
TRAILHEAD MARKERS ARE LOCATED AT THE STARTING POINTS OF TRAILS, AND ARE IMPORTANT MEETING POINTS. AS A PRIMARY MEANS OF WAYFINDING WITHIN THE PARK, THESE STATIONS INCORPORATE A SEATING BENCH AND OPTIONAL POWER OUTLETS FOR RECHARGING DEVICES AND BECOME AN INFORMAL HANGOUT AREA.
SMALLER, LESS CONSPICUOUS MARKERS SERVE THE FUNCTION OF MARKING THE TRAIL BETWEEN HEADS, AND A REASSURING REMINDER OF THE PATH.

FLAG STANDARDS (PLATE 11)
EVERY SIGNIFICANT PARK HAS A DEDICATED FLAG STAND IN A PROMINENT PLACE IN THE PARK. THIS DESIGN GIVES THE APPROPRIATE SPACE FOR VIEWING AND ALSO PROVIDES A PROMINENT MARKER TO FACILITATE WAYFINDING FOR GUESTS, KAYAKERS AND SAILORS. SAILORS WILL ALSO USE THE STAND FOR OBSERVING WIND DIRECTIONS AND APPROXIMATE SPEED.

Appendix C: Preference Survey Results

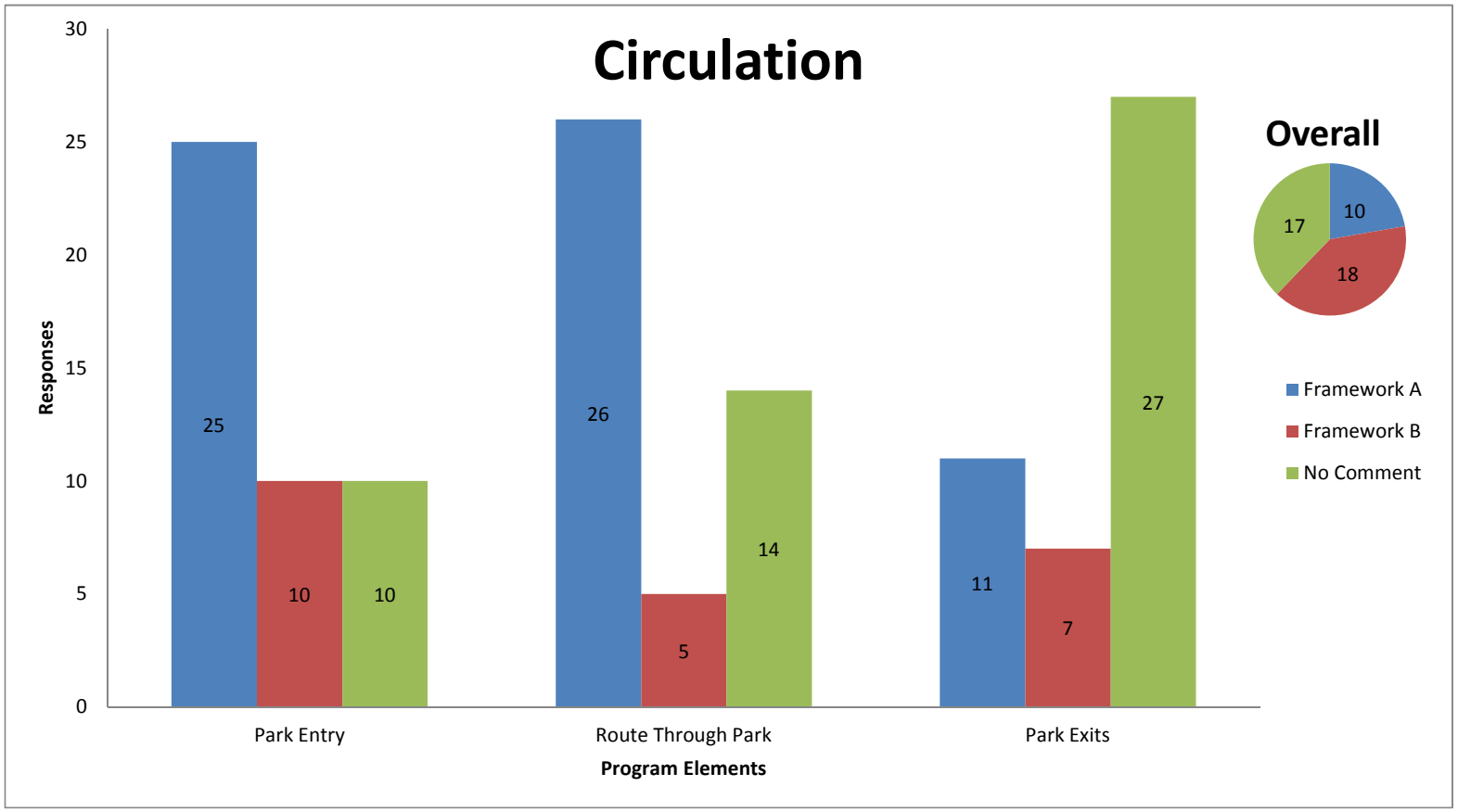
Framework Plan Preference Survey **October 24, 2014**

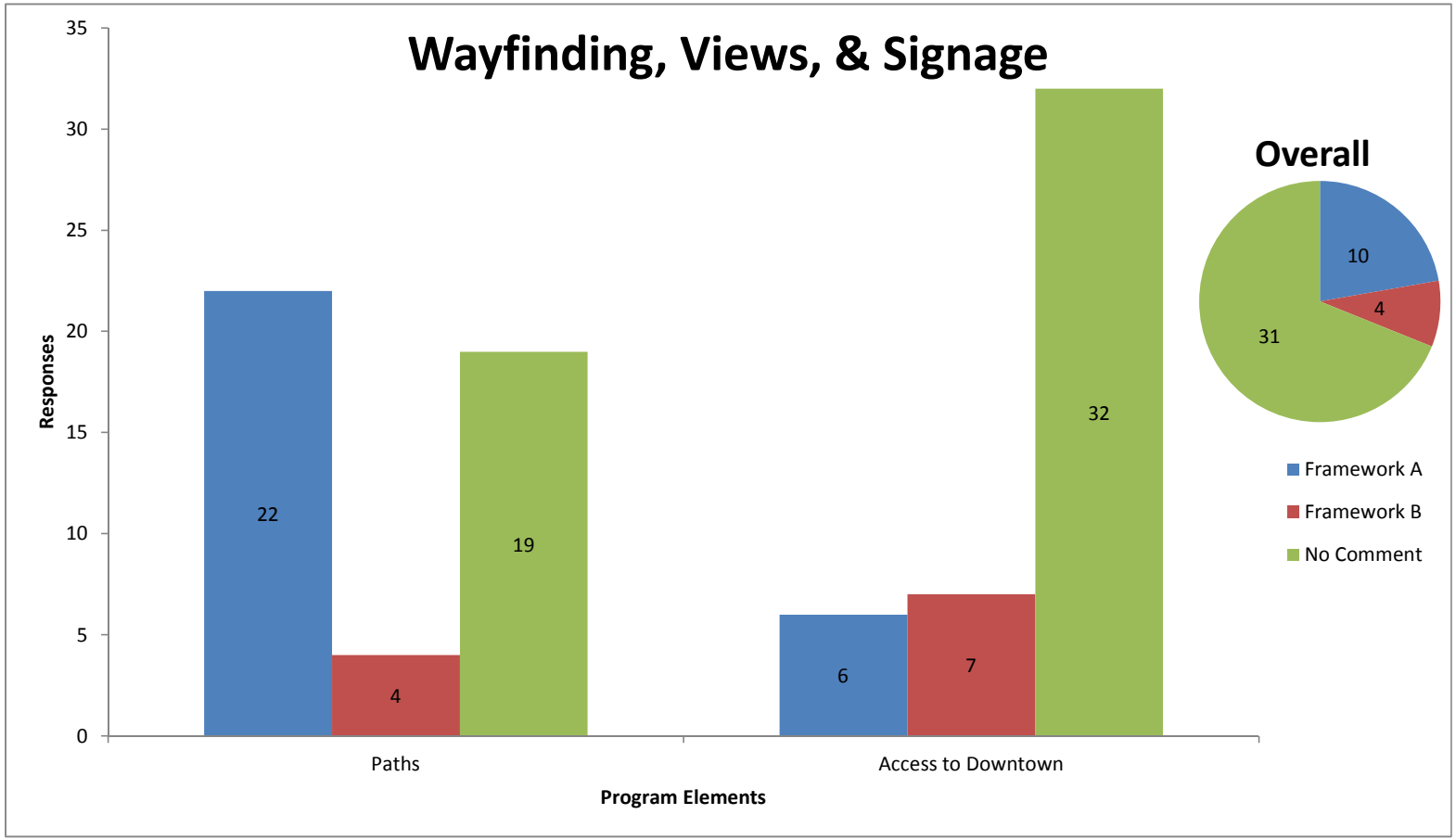
Please help us complete the consolidated framework plan by providing feedback on the general locations of the following Framework elements:

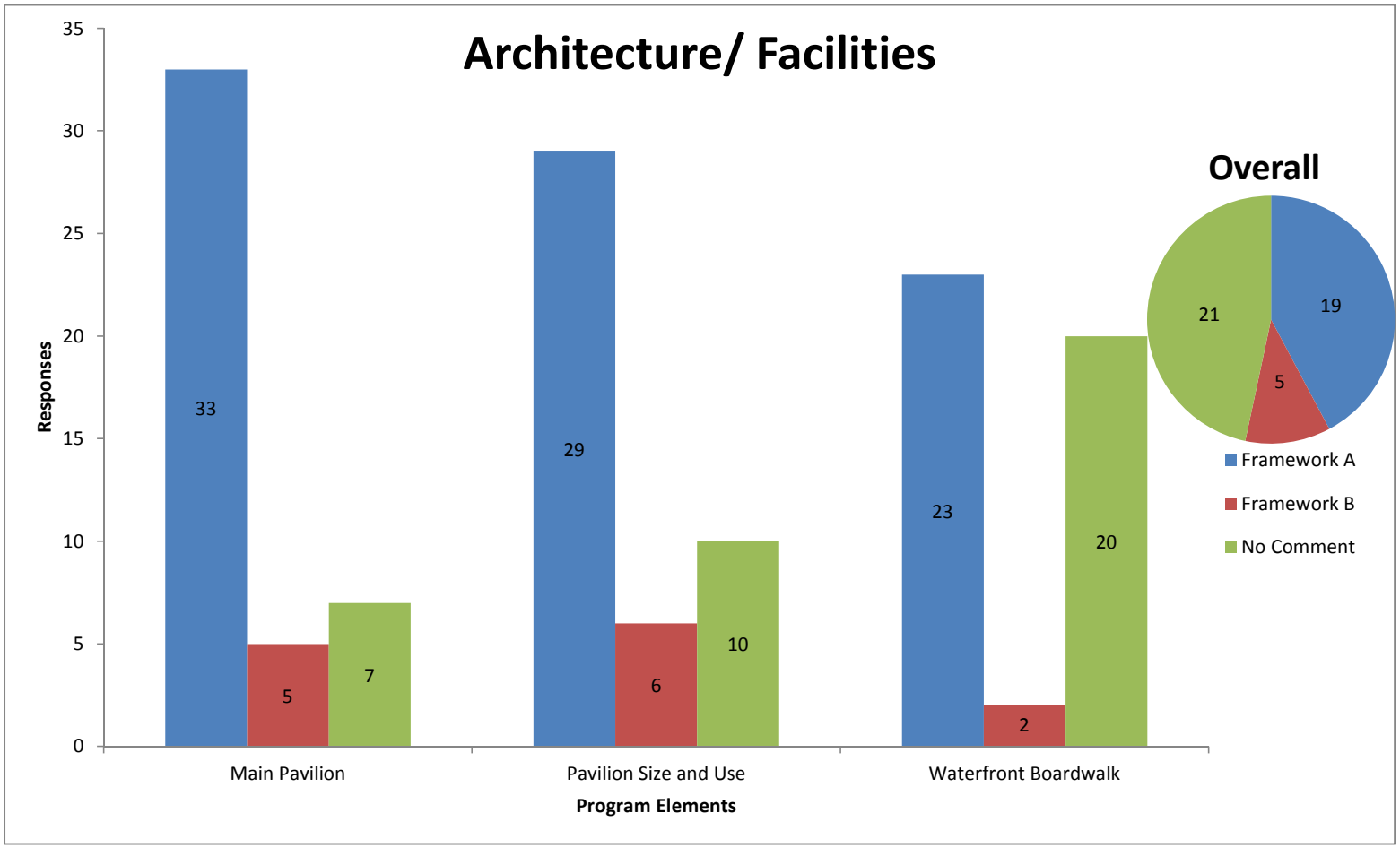
	A.	B.
Circulation	___	___
• Park Entry	___	___
• Route Though Park	___	___
• Park Exit(s)	___	___
• Comments:		
Wayfinding, Views & Signage	___	___
• Paths	___	___
• Access to Downtown	___	___
• Comments:		
Architecture/Facilities	___	___
• Main Pavilion Location	___	___
• Pavilion Size & Use	___	___
• Waterfront Boardwalk/Docks	___	___
• Comments:		
Boating	___	___
• Launch Ramp	___	___
• Canoe Kayak Access/Storage	___	___
• Finger Piers	___	___
• Comments:		
Playspace	___	___
• Playgrounds/Natural Play	___	___
• Active Use (volleyball, horseshoes, etc.)	___	___
• Beach Enhancement	___	___
• Comments:		
Camping	___	___
• RV Sites	___	___
• Group Camping	___	___
• Rustic Camping	___	___
• Paddle In/Boat Camping	___	___
• Comments:		
Stormwater/Water Quality	___	___
• Comments:		
Habitat Restoration& Enhancement	___	___
• Comments:		

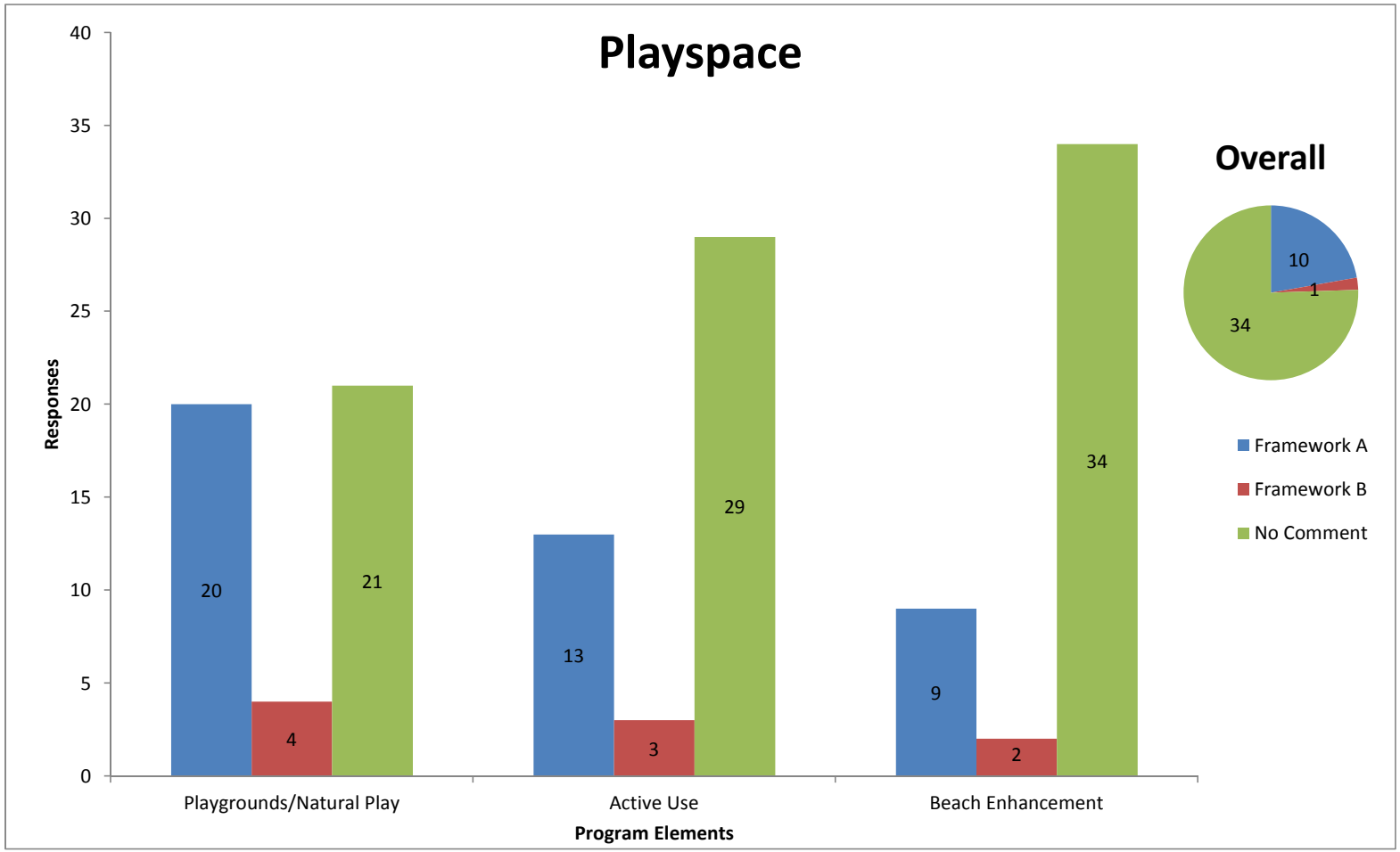
arcint architecture

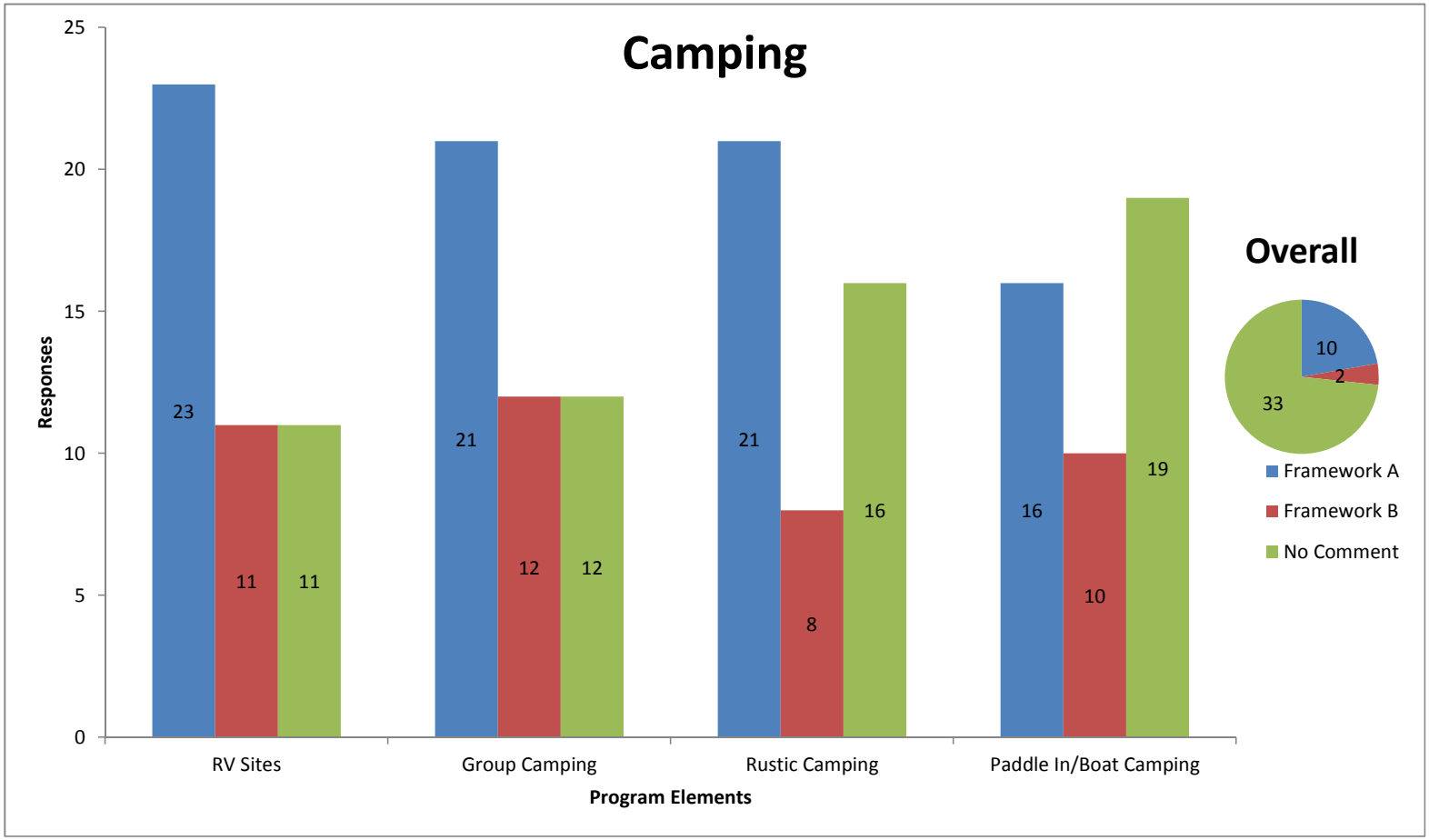
Marek Landscaping

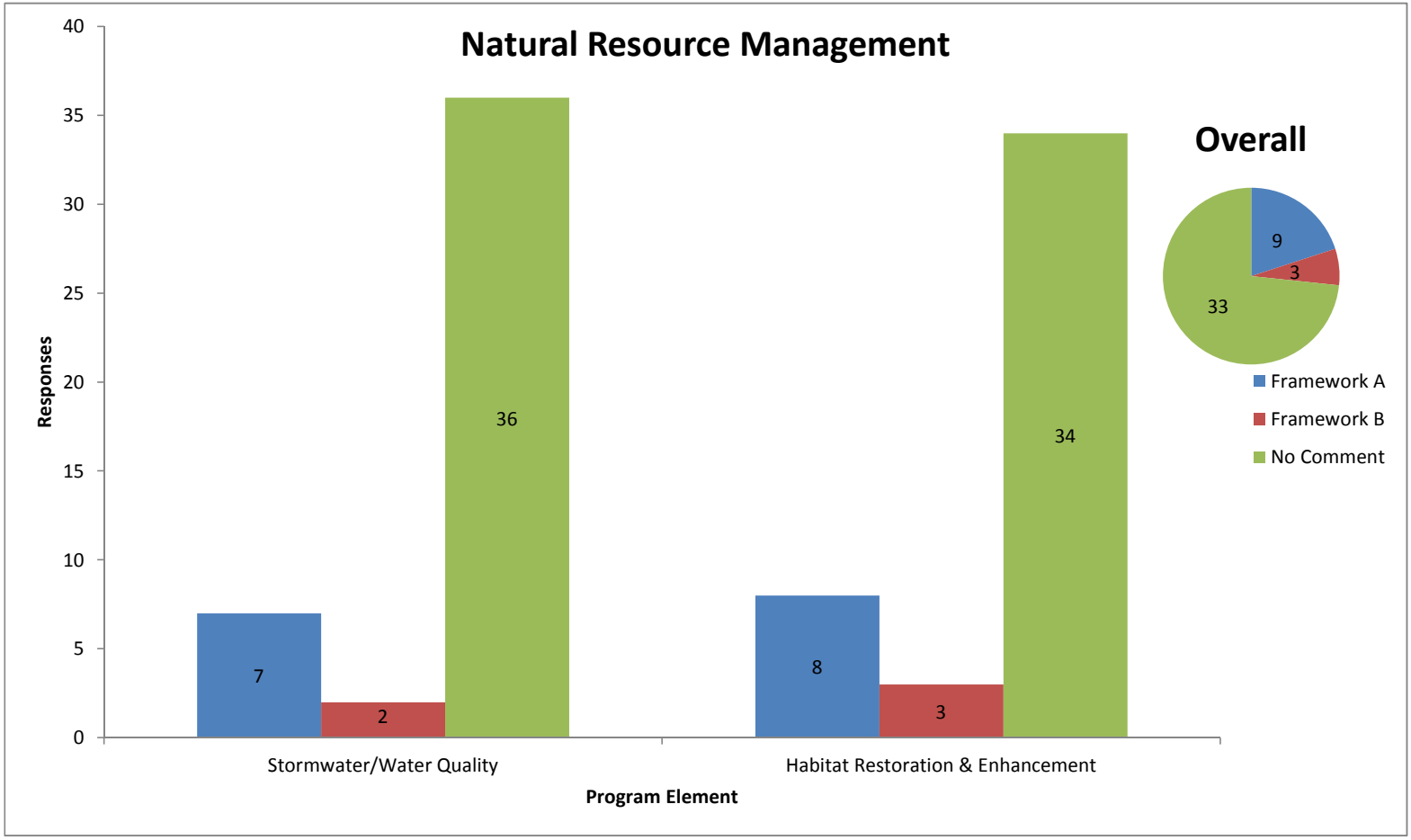

Circulation
Responses
30
25
20
15
10
5
0
25
10
10
26
5
14
11
7
27
Park Entry
Route Through Park
Park Exits
Program Elements
Overall
10
18
17
Framework A
Framework B
No Comment

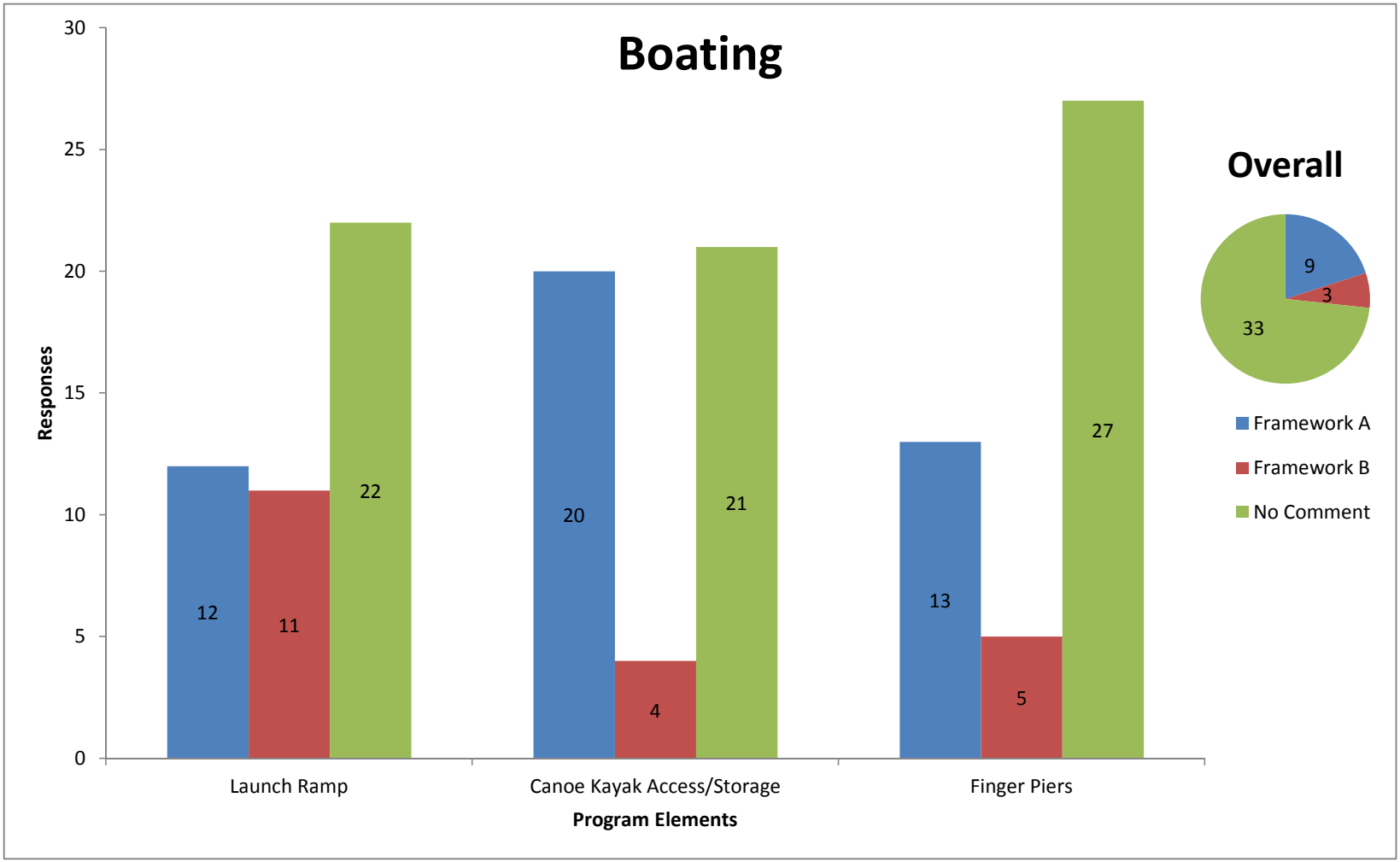

Wayfinding, Views, & Signage
Responses
35
30
25
20
15
10
5
0
22
4
19
6
7
32
Paths
Access to Downtown
Program Elements
Overall
10
4
31
Framework A
Framework B
No Comment


Architecture/ Facilities
Responses
35
30
25
20
15
10
5
0
33
5
7
29
6
10
23
2
20
Main Pavilion
Pavilion Size and Use
Waterfront Boardwalk
Program Elements
Overall
19
5
21
Framework A
Framework B
No Comment


Playspace
Responses
40
35
30
25
20
15
10
5
0
20
4
21
13
3
29
9
2
34
Playgrounds/Natural Play
Active Use
Beach Enhancement
Program Elements
Overall
10
1
34
Framework A
Framework B
No Comment


Camping
Responses
25
20
15
10
5
0
23
11
11
21
12
12
21
8
16
16
10
19
RV Sites
Group Camping
Rustic Camping
Paddle In/Boat Camping
Program Elements
Overall
10
2
33
Framework A
Framework B
No Comment


Natural Resource Management
Responses
40
35
30
25
20
15
10
5
0
7
2
36
8
3
34
Stormwater/Water Quality
Habitat Restoration & Enhancement
Program Element
Overall
9
3
33
Framework A
Framework B
No Comment


Boating
Responses
30
25
20
15
10
5
0
12
11
22
20
4
21
13
5
27
Launch Ramp
Canoe Kayak Access/Storage
Finger Piers
Program Elements
Overall
9
3
33
Framework A
Framework B
No Comment

Appendix D: References

References

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