



TOWN OF GIBRALTAR, WISCONSIN  
Wayfinding, Parking, and Streetscape Design Plan  
September 5<sup>th</sup> 2017

# SCHEDULE

<b>SEPTEMBER 5</b>	<b>ALTERNATIVES WORKSHOP</b>
<b>SEPTEMBER</b>	<b>TOWN BOARD SELECTS PREFERRED ALTERNATIVES</b>
<b>OCTOBER</b>	<b>DRAFT FINAL DESIGN PLAN COMPLETE</b>
<b>NOVEMBER</b>	<b>TOWN BOARD APPROVES FINAL DESIGN PLAN</b>

# PROJECT OBJECTIVES

1. Develop preliminary wayfinding signage program
2. Provide parking recommendations
3. Develop preliminary streetscape design concepts



0 500 1,000 Feet



# MAY 31<sup>ST</sup> AND JULY 25<sup>TH</sup> PUBLIC WORKSHOPS

See Inset Map

## FISH CREEK WISCONSIN

## COMMENTS 5.31.17 VISIONING WORKSHOP



# WAYFINDING + IDENTITY





Maple Grove

Fish Creek

Juddville

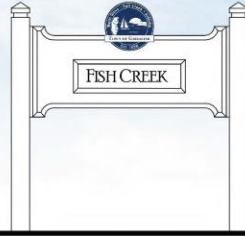
TOWN OF GIBRALTAR

Est. 1858

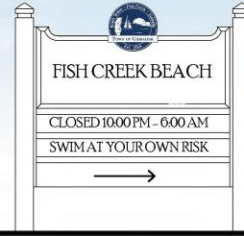
# OPTION A "SAIL WHITE"



GATEWAY SIGN



SECONDARY GATEWAY SIGN



DESTINATION SIGN



PEDESTRIAN DIRECTIONALS FOR DESTINATIONS

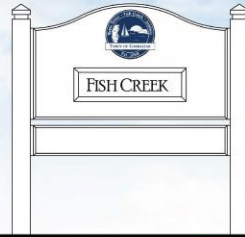


VEHICULAR DIRECTIONALS FOR DESTINATIONS

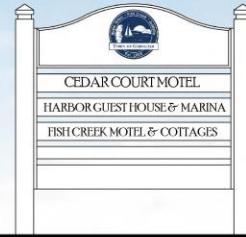
# OPTION B "SAIL WHITE"



GATEWAY SIGN



SECONDARY GATEWAY SIGN



DESTINATION SIGN



PEDESTRIAN DIRECTIONALS FOR DESTINATIONS



VEHICULAR DIRECTIONALS FOR DESTINATIONS

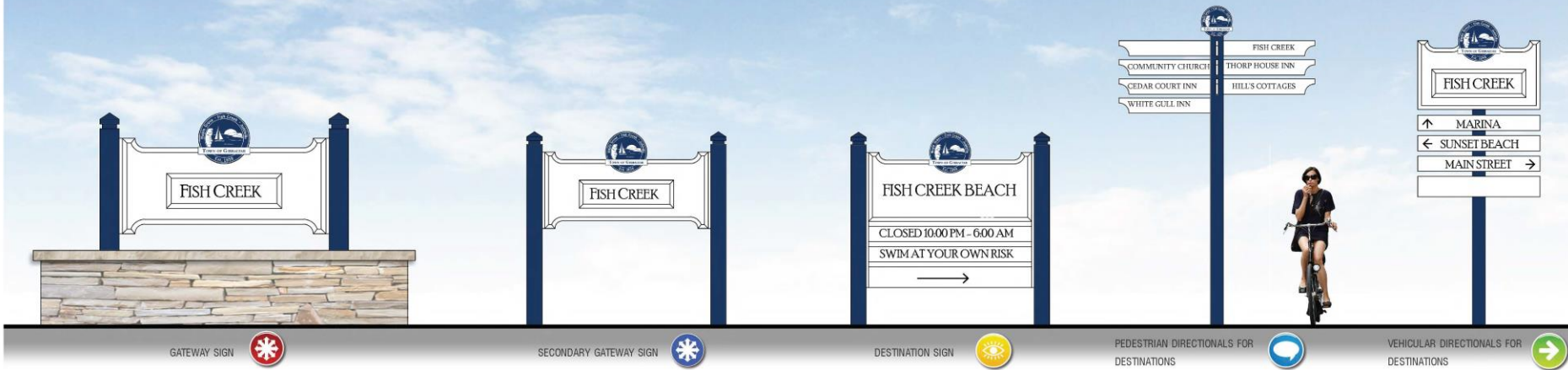
## WAYFINDING SIGN COLLECTIONS

TOWN OF GIBRALTAR STREETScape, DOOR COUNTY, WI



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# OPTION A "MARITIME BLUE"



# OPTION B "MARITIME BLUE"



## WAYFINDING SIGN COLLECTIONS

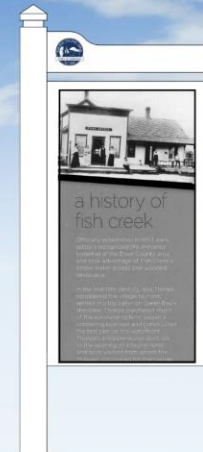
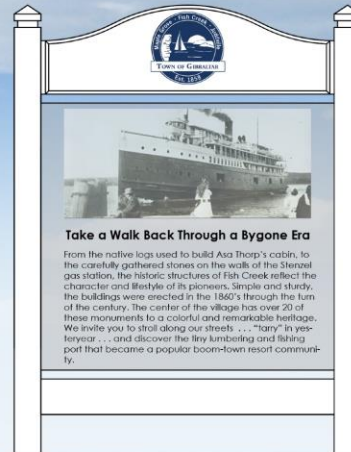
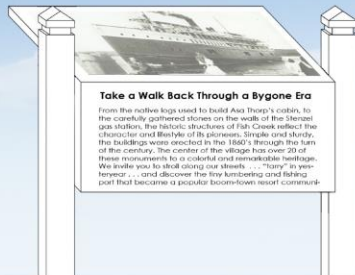
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# HISTORIC INTERPRETATION





# BRONZE DESTINATION LOCATER

THE RED DOT SYMBOLIZES WHERE YOU ARE, WHILE BLACK DOT SHOWS THE LOCATION OF ALL THE OTHER BRONZE LOCATORS.



## PRECEDENTS



SEATTLE, WA



OKLAHOMA CITY, OK



DULUTH, MN

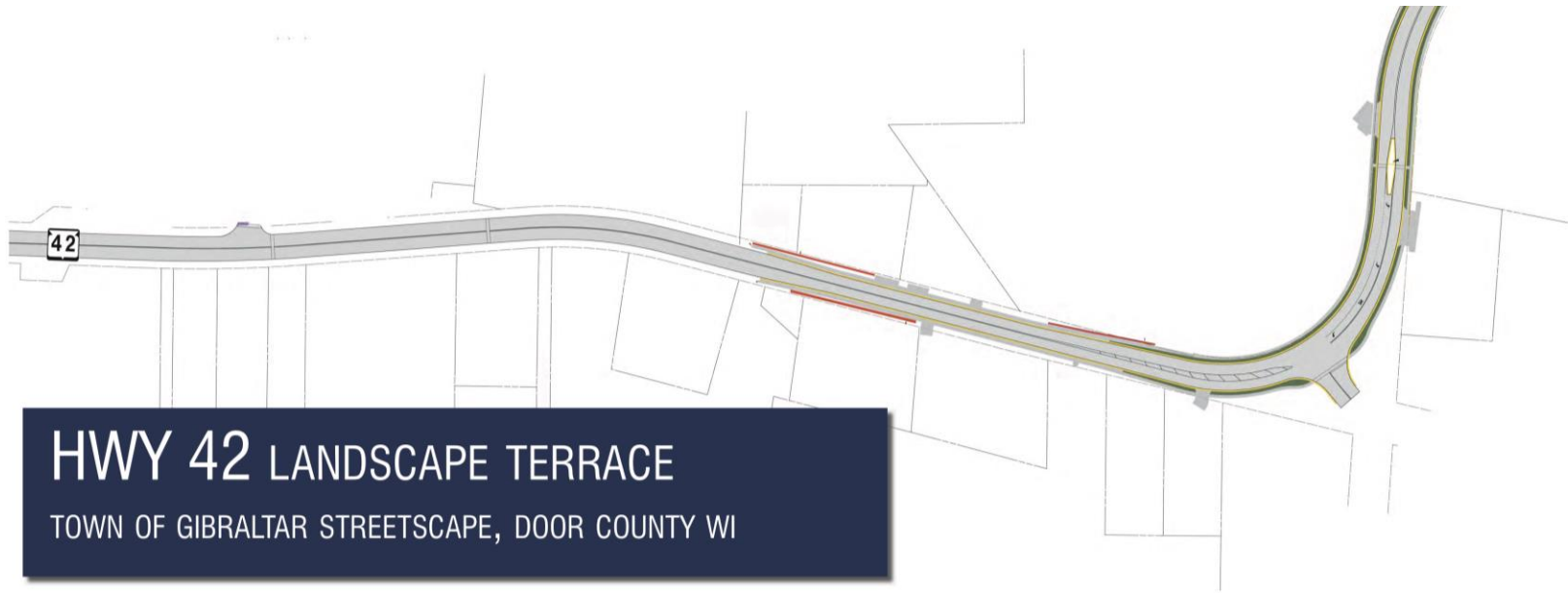
HISTORICAL SIGNAGE + BRANDING

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# STREETSCAPE



## HWY 42 LANDSCAPE TERRACE

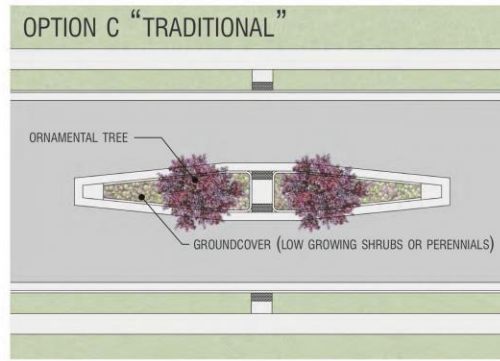
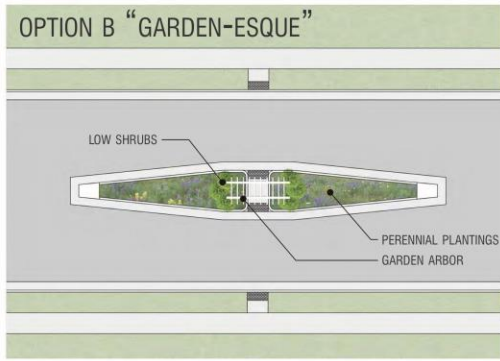
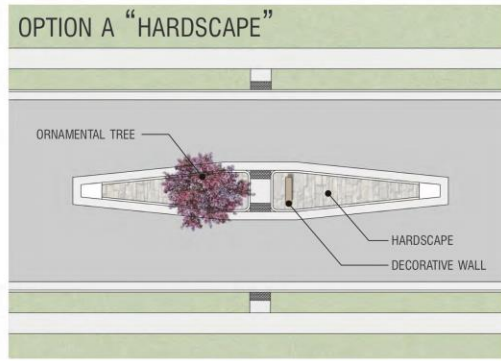
TOWN OF GIBRALTAR STREETSCAPE, DOOR COUNTY WI

TERRACE LOCATIONS



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# HIGHWAY 42 MEDIAN ISLANDS



# GIBRALTAR AREA SCHOOLS



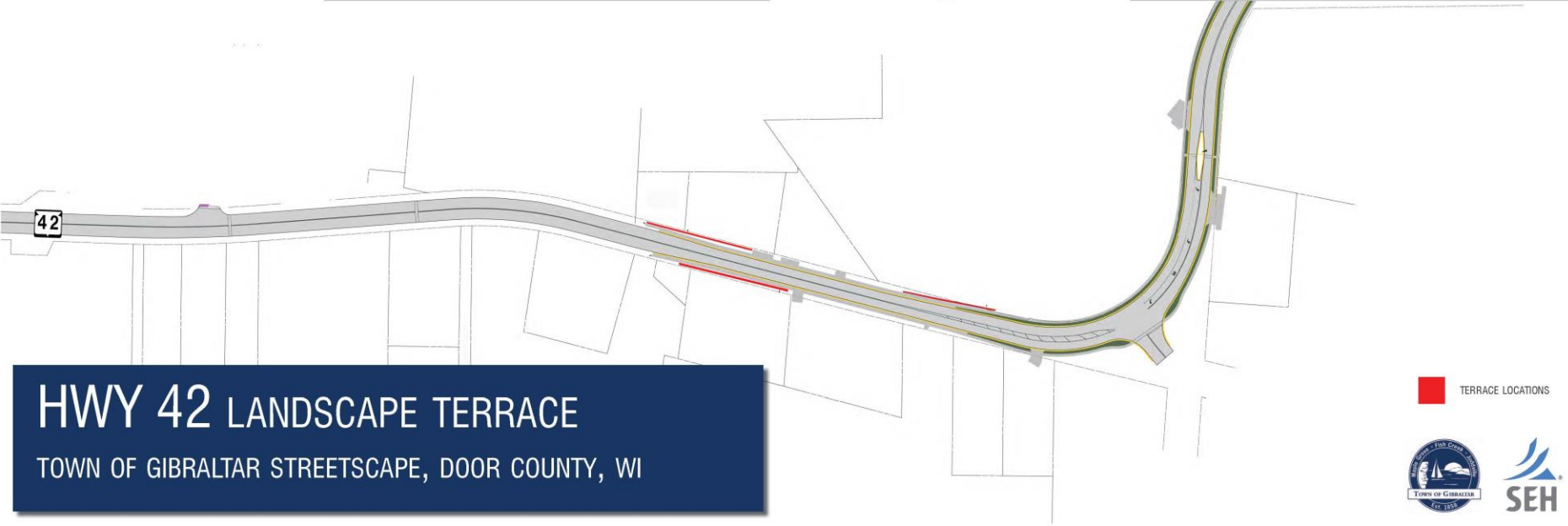
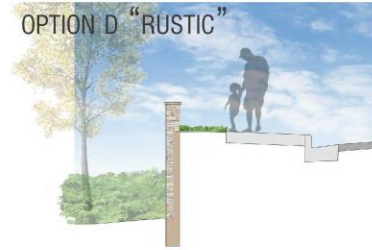
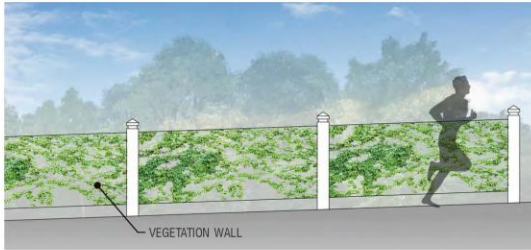
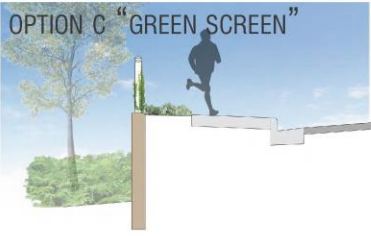
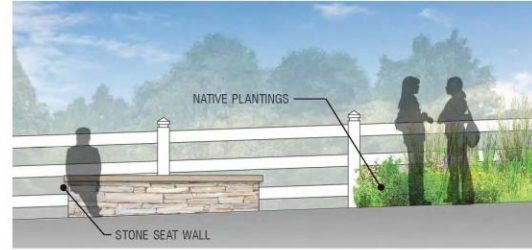
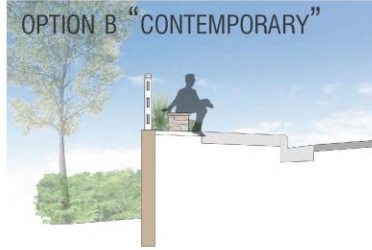
**HWY 42 LANDSCAPE ISLANDS**  
 TOWN OF GIBRALTAR STREETSCAPE, DOOR COUNTY WI

ISLAND LOCATIONS



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# HIGHWAY 42 TERRACE LANDSCAPE



**HWY 42 LANDSCAPE TERRACE**  
 TOWN OF GIBRALTAR STREETScape, DOOR COUNTY, WI

■ TERRACE LOCATIONS

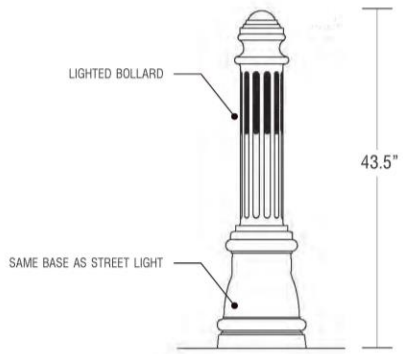




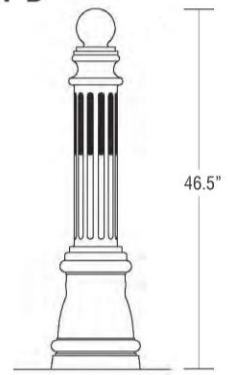
- HWY 42 STREET LIGHTS
- HISTORIC DOWNTOWN STREET LIGHTS
- BOLLARDS

### BOLLARDS

#### OPTION A



#### OPTION B



### STREET LIGHTS



**STREET LIGHTING**  
 TOWN OF GIBRALTAR STREETScape, DOOR COUNTY, WI





# MATERIALS



COMPACTED AGGREGATE



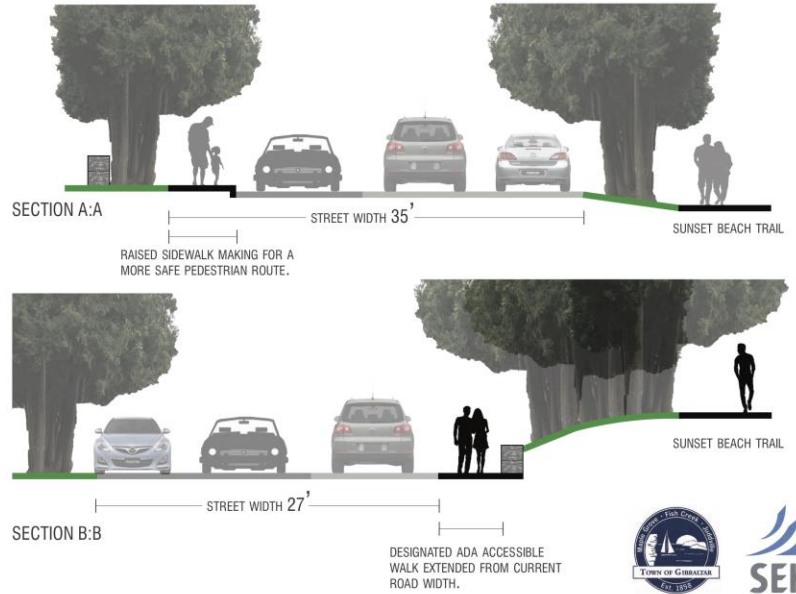
RUBBER AGGREGATE



CONCRETE

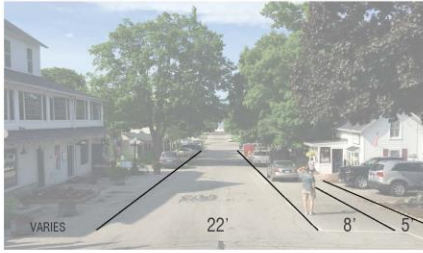
# PEDESTRIAN CONNECTION + MATERIALS

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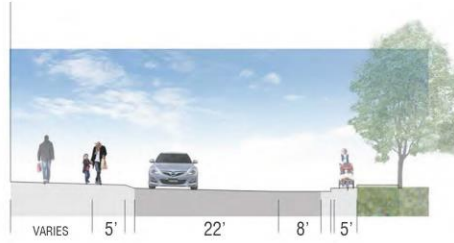




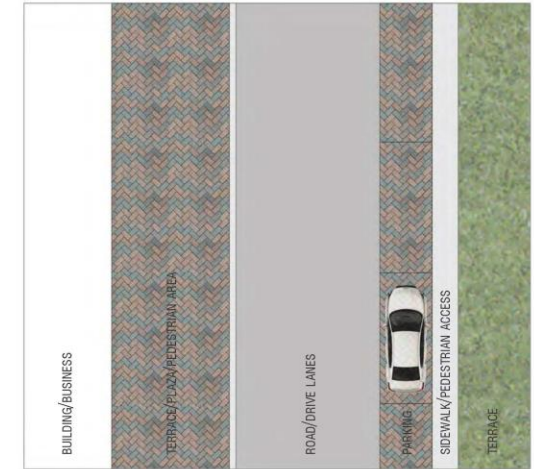
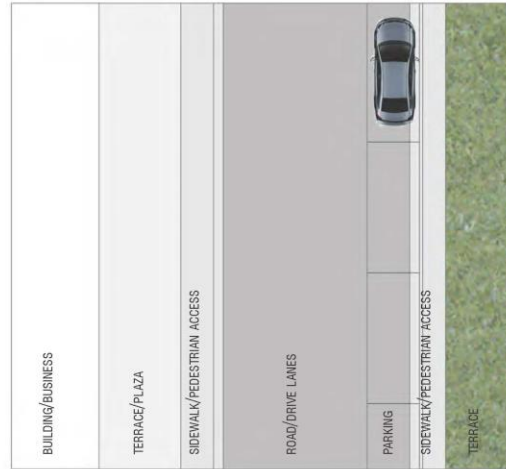
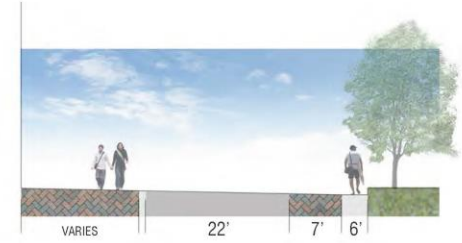
## OPTION A



## OPTION B



## OPTION C



### EXISTING CONDITIONS

### RAISED CURB

ADDING CURB AND GUTTER ALONG CEDAR COURT WILL CREATE A SEPARATION OF GRADE BETWEEN PEDESTRIAN AND VEHICULAR MOVEMENTS. THIS WILL HELP TO BETTER DEFINE PEDESTRIAN AND VEHICULAR SPACES. THIS ALSO PROVIDES SMALL OUTDOOR GATHERING AREAS OR PLAZAS FOR THE SHOPS NEAR THE INTERSECTION OF MAIN STREET AND CEDAR COURT.

### PERMEABLE AT GRADE

THE USE OF PERMEABLE PAVERS WILL HELP TO DELINEATE VEHICULAR SPACE FROM PEDESTRIAN SPACE. IN LIEU OF GUTTERS, THE PAVERS ACT AS STORMWATER RUNOFF MANAGEMENT. BY INCORPORATING THEM INTO BOTH SIDES OF THE ROAD, WATER RUNOFF FROM BOTH SIDES IS CAPTURED. THESE AT GRADE IMPROVEMENTS WOULD NOT REQUIRE THE CREATION OF CURBS, MAINTAINING THE CURRENT FEEL OF CEDAR COURT.

# CEDAR COURT RENOVATIONS

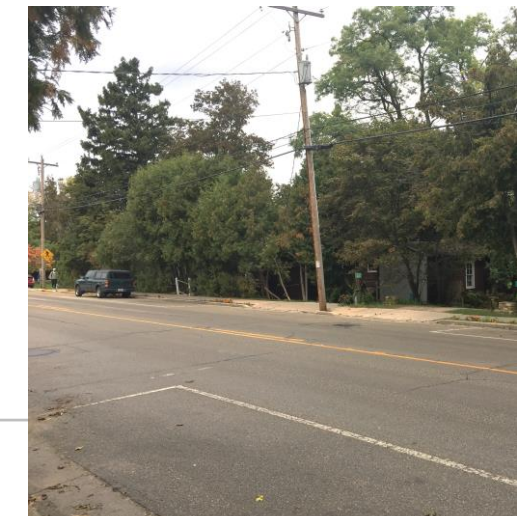
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# TOWN CENTER & BEACH

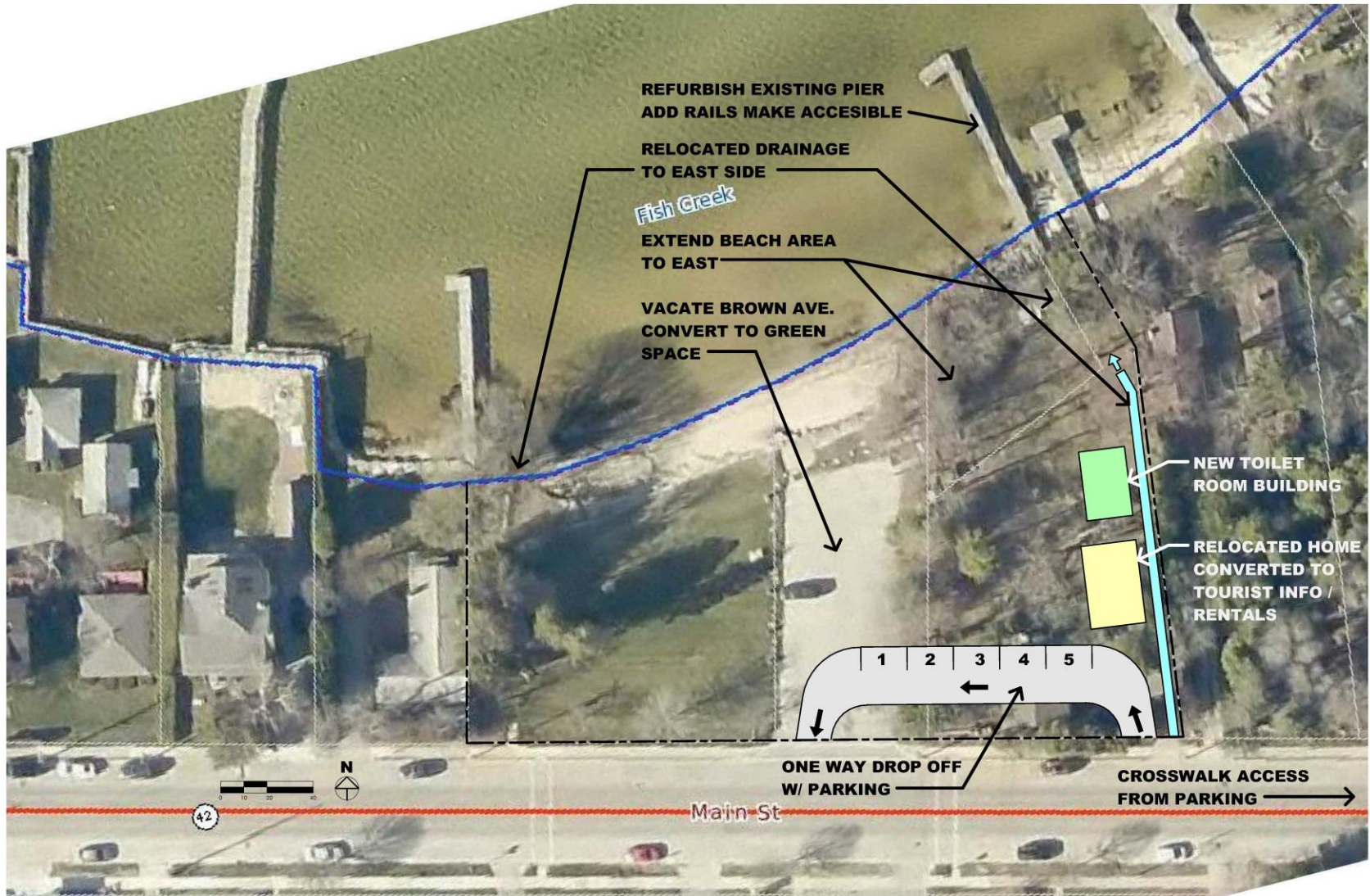


# TOWN CENTER & BEACH

- 1. PURPOSE OF CURRENT STUDY TO DETERMINE FATE OF EXISTING HOUSE AND INGRESS, EGRESS TO BEACH**
- 2. TOWN MADE DECISION TO RELOCATE EXISTING HOUSE**
- 3. THREE OPTIONS PRESENTED TO PUBLIC ON MAY 31<sup>ST</sup> AND JULY 25**

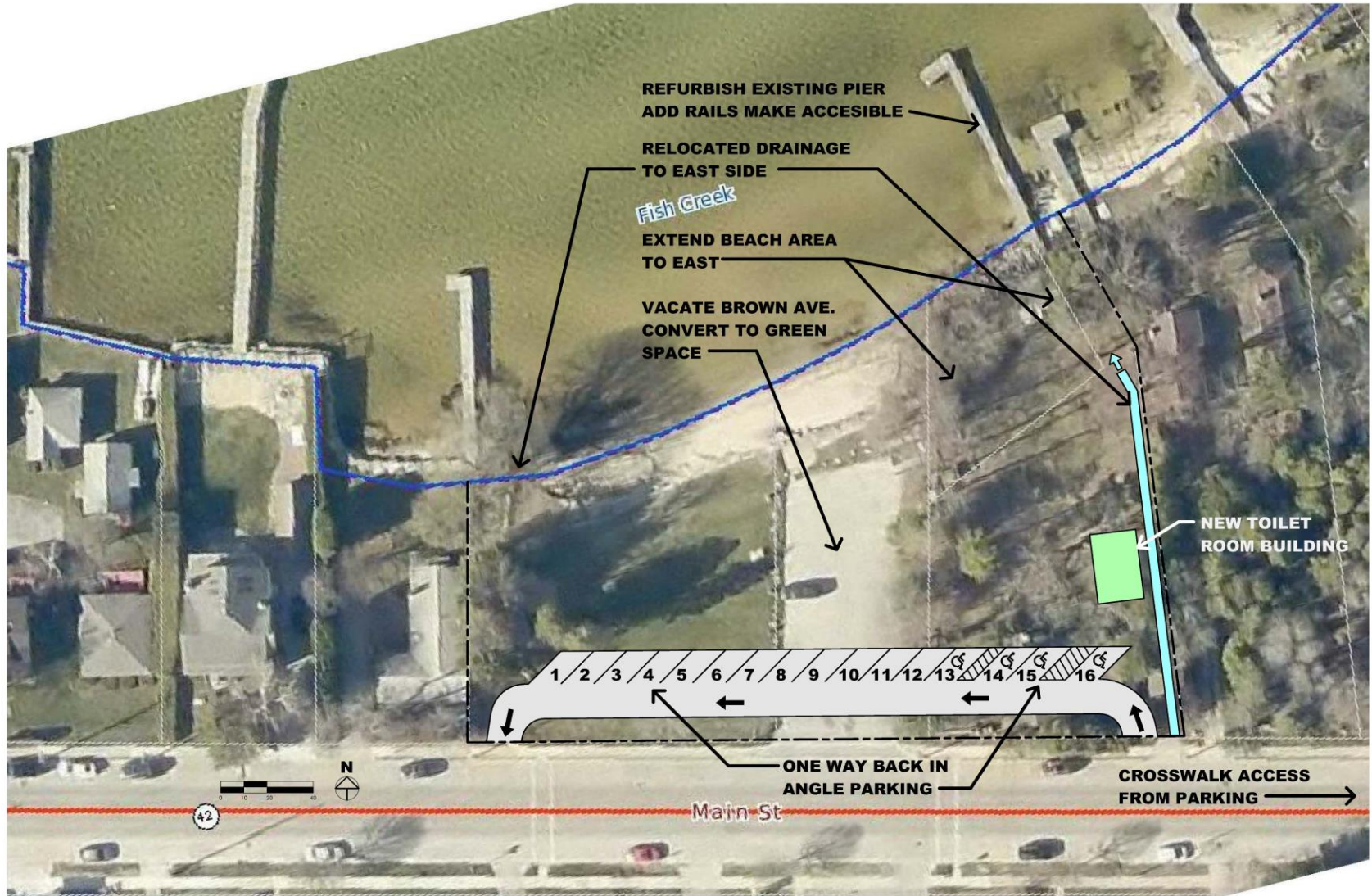


# BEACH ACCESS OPTION 1



**SITE ACCESS / OPTION 1: LIMITED OFF STREET PARKING / 2 FACILITIES**

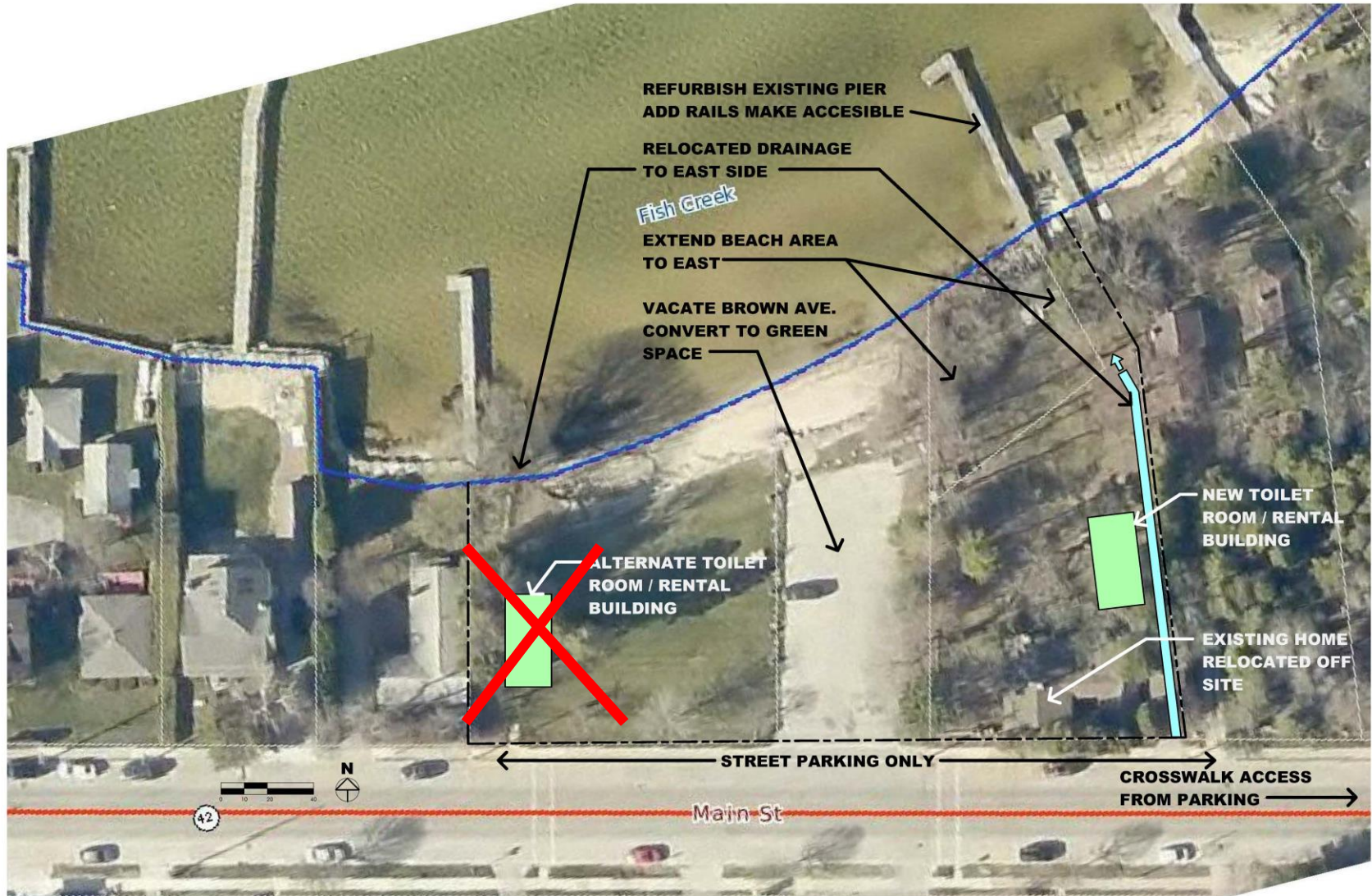
# BEACH ACCESS OPTION 2



**SITE ACCESS / OPTION 2: LARGER OFF STREET PARKING / 1 TOILET FACILITY**



# BEACH ACCESS OPTION 3



**SITE ACCESS / OPTION 3: NO OFF STREET PARKING / 1 COMBINED FACILITY**

# TOWN CENTER & BEACH

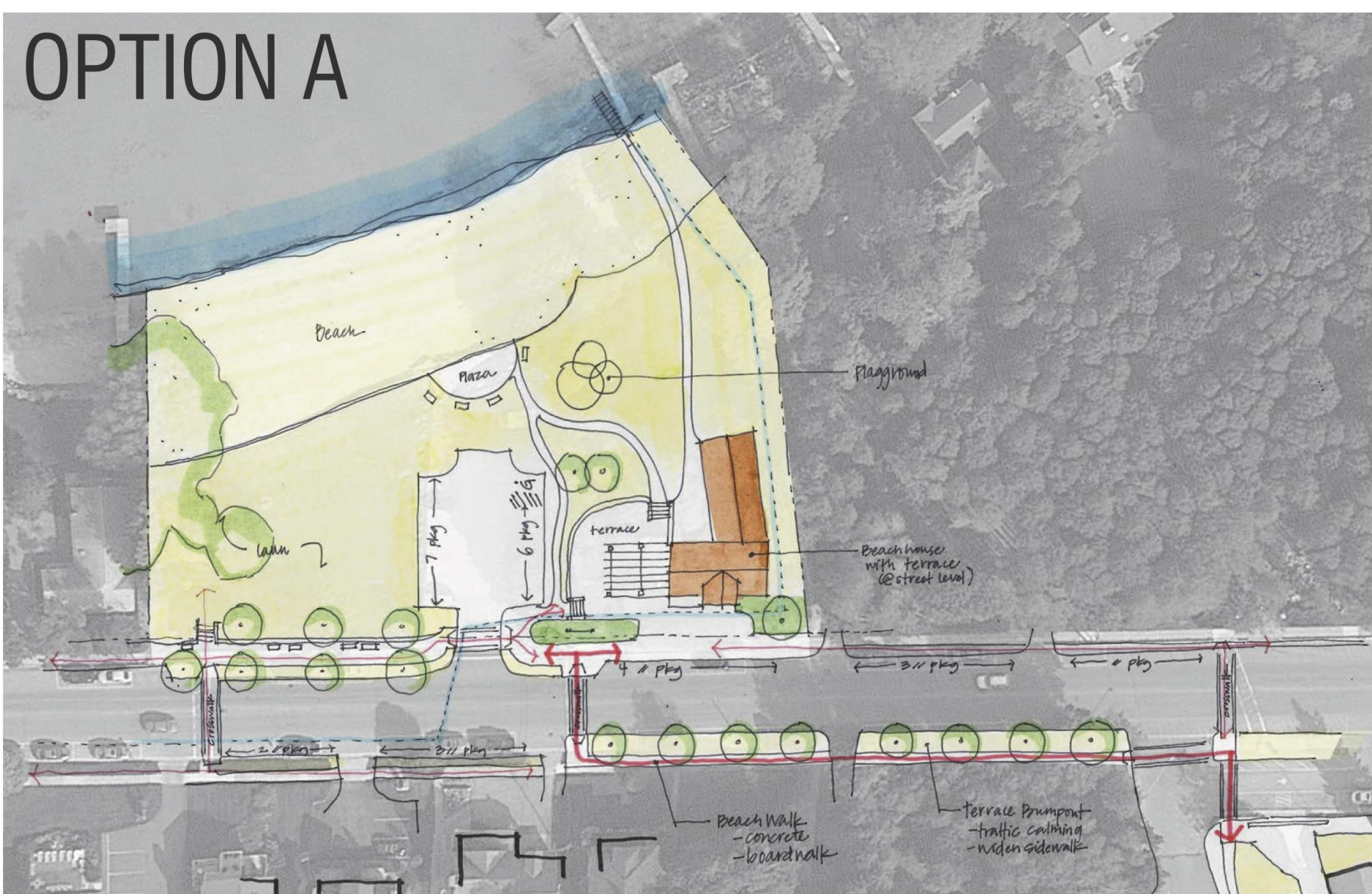
**BASED ON PUBLIC INPUT  
THREE ADDITIONAL OPTIONS  
WERE PREPARED**

**THE NEW ALTERNATIVES  
SHOW OPTIONS FOR  
ENHANCING BEACH TO  
TOWN CENTER  
CONNECTIONS**

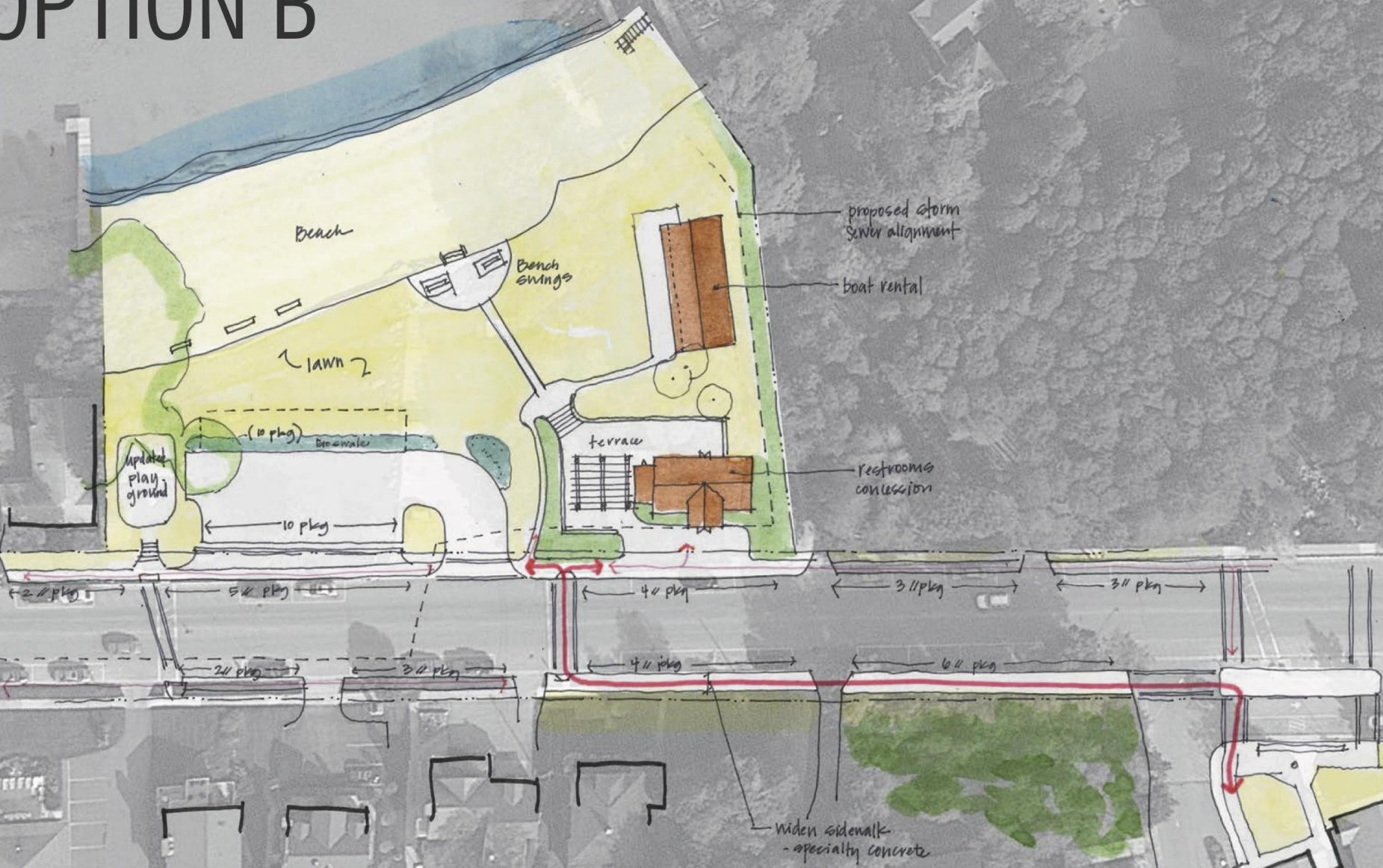




# OPTION A



# OPTION B



# OPTION C



# PARKING - PROJECT APPROACH

- 1) Conducted June and July parking counts
- 2) Calculated parking generation demand
- 3) Verified parking supply
- 4) Focus group with businesses
- 5) On-line business survey
- 6) Two public open houses
- 7) Town Board presentation of draft final recommendations – Aug. 2<sup>nd</sup>

# PARKING - RECOMMENDATIONS

1. Short term (0-2 years)
2. Medium term (2-4 years)
3. Long term (4+ years)



# PARKING – SHORT TERM RECOMMENDATIONS

1. Stripe stalls in boat trailer parking
2. Remove trees, underbrush from boat trailer parking to improve visibility of lot
3. Create designated Town Ctr. employee parking stalls at rear of building
4. Consider permitting or encourage use of up to 20 spaces at rear of Town Center building for employees or island residents

# PARKING – SHORT TERM RECOMMENDATIONS

5. Discuss options to increase utilization of Town Dock lot with Harbor Commission
6. Encourage downtown employees to utilize old Diocese lot. Consider permits for a portion of the lot.
7. Create a parking map for study area; post to websites; provide to visitors at dock and visitor center

## PARKING – SHORT TERM RECOMMENDATIONS

8. Encourage business to business arrangements to share parking where opportunities exist
9. Explore potential for officially signing and utilizing Catholic Church and Gibraltar Schools parking lots for temporary special event and holiday parking (possibly in conjunction with shuttle or trolley service).



# PARKING – SHORT TERM RECOMMENDATIONS

10. Incorporate public parking signage into wayfinding plan
11. Consider providing tourist bus drop off location at Town Center

# PARKING – MEDIUM TERM RECOMMENDATIONS

1. Convert portion of boat trailer parking to visitor parking adjacent rear of Town Center lot (improve lighting, entrance, paving)
2. Investigate potential for regional park and ride trolley system
3. Work with business owners to investigate potential for public-private partnership to provide parking using existing, underutilized private lots

# PARKING – MEDIUM TERM RECOMMENDATIONS

4. Encourage businesses to develop better signage to direct customers to private lots
5. Modify existing Boat Trailer Parking signage to include Public Parking, and improve connection to Town Lot

# PARKING – LONG TERM RECOMMENDATIONS

1. Implement regional park and ride system to allow visitors to bike, walk, explore Fish Creek and neighboring communities without having to drive
2. Consider purchase of existing private parking lot(s) downtown to convert to public lot(s)
3. Expand boat trailer parking lot

# NEXT STEPS

1. Town Board select preferred alternatives (September)
2. Complete preliminary design and cost estimates for preferred alternatives (Fall)
3. Complete final design for priority projects

# QUESTIONS?

