

OPPORTUNITY
KNOCKS

We are at a
threshold . . .

We have done this before . . .

- The Community Center
- The Howe Property (now Noble House Museum)
- The Fire House
- Fish Creek Park property
- The Maintenance Building
- Fish Creek Beach Property and Bath House

Along with other communities of Northern Door, additions of the YMCA and Door Community Auditorium and non-profits like Northern Sky, Peninsula School of Art, Penn Players and others . . . have all flourished.

When opportunities knocked
we answered!

How did the discussion of purchasing the Redmann property begin?

**TOWN OF GIBRALTAR
ANNUAL MEETING APRIL 15, 2014
GIBRALTAR TOWN HALL
4176 MAPLE STREET FISH CREEK WI 54212**

- Renny Lea said she heard the Redmann property was for sale and asked the Town Board to consider purchase of the property given its beauty, uses, hiking and biking, and on part of the watershed.
- Corina Lea stated the Redmann property would be an asset to the town, a tourist destination and is adjacent to Fish Creek Park.
- Bob Speilman questioned the boundaries of the property.

- Dick Skare added the property also touches the town boat trailer parking lot and there are 200 acres for sale. Dick Skare wanted to make everyone aware, that if a town wishes to purchase a property there are specific requirements that include a meeting of the electors and town board closed session meetings for negotiations.
- Skip Kaeske stated that a method be explored on how qualified electors are determined for a meeting of that type.
- Linda Merline added the Comprehensive Plan states that the Town will work to preserve the Niagara Escarpment and wetlands. She agreed the purchase should be explored.
- MOTION: (Tom Thurman, Marne Kaeske) that the Plan Commission make a recommendation to the Town Board regarding the possibility of purchasing a portion of the Redmann property that would represent an extension to the Fish Creek municipal park and preserve the unique natural features that are inherent in that property.
- *Dick Skare called for a show of hands. A majority of hands were in favor, none were opposed.*

TOWN OF GIBRALTAR PLAN COMMISSION
TUESDAY, APRIL 22, 2014
7:00 P.M. GIBRALTAR TOWN CENTER

2014 Annual meeting advisory motion for Plan Commission recommendation; to the Gibraltar Town Board, to pursue the purchase of the Redmann property that abuts municipal property:

The original Annual Meeting advisory motion was read. Merline reiterated the Comprehensive Plan stresses preservation and protection of wetlands. The Commission is to make a recommendation based solely on the Comprehensive plan; anything else would be beyond its scope of authority.

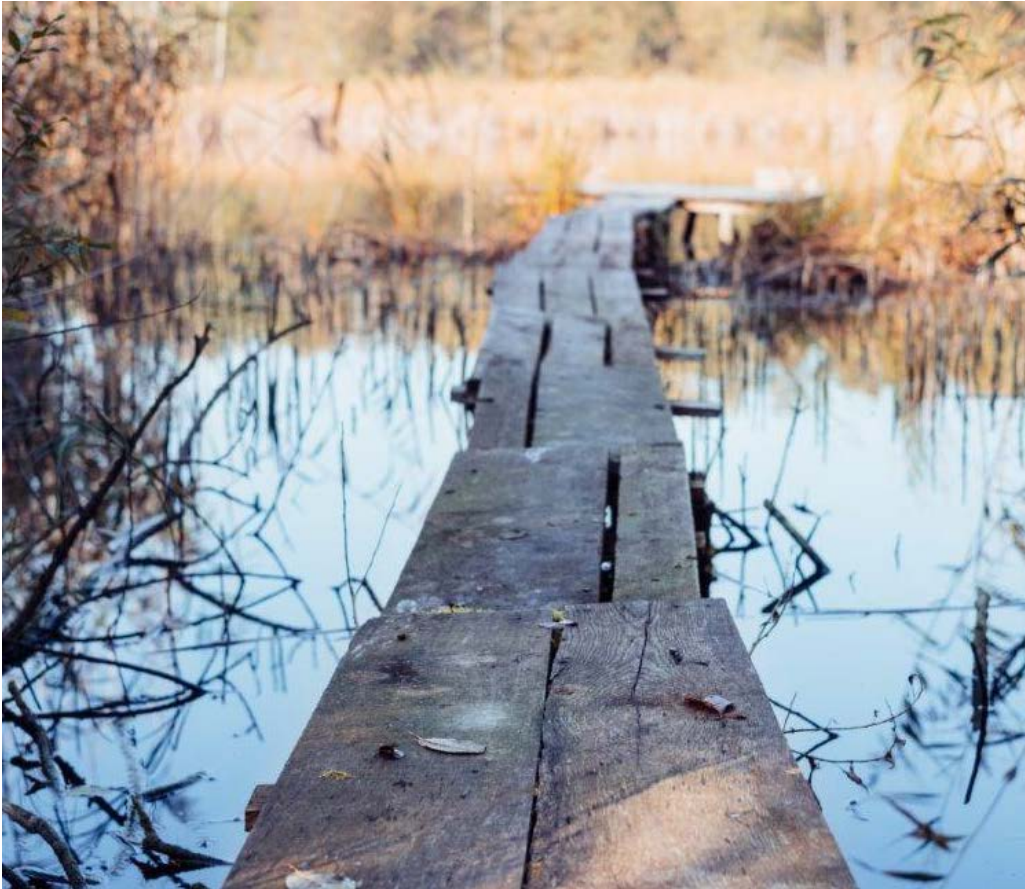
MOTION: (Young, Minten) the plan commission recommends the Town Board investigate and pursue the possibility of purchasing the land owned by the Redmann's adjacent to the town park. The recommendation is in accordance with 2010 Comprehensive Plan Agricultural & Natural Resources Goal 1, Objective 1.1. Carried

So, what is the opportunity?

- ▶ The town has the opportunity to purchase 195 acres of land above and below the bluff south of the town referred to as the Redmann property.
- ▶ The property is being sold with approx. 265 building permits attached.
- ▶ The Town Board secured an Option to Purchase the property. This gives the Town the option, but not the obligation to purchase the property.
- ▶ The price is \$2.15 million.

Why is this opportunity important?

- ▶ It allows **Gibraltar** to develop the property in a way that is thoughtful and in alignment with the Town's comprehensive Plan. (Smart Growth Plan)
- ▶ If we don't purchase it, someone else will and control is lost.
- ▶ It preserves and protects key environmental features and coincides with the current efforts to protect and preserve the Fish Creek watershed.



Goal 1: Preserve and protect all wetlands, ground and surface water, and environmental corridors, green space, forests, environmentally sensitive areas, endangered species, parks and wildlife in the Town.







Why is this opportunity important?

Population and Housing

- ▶ Geography, real estate value differentials, and a shortage of apartments make it difficult for people to live in proximity to where they work.
- ▶ Consistent out-migration of younger households and correspondingly fewer children in high school to support seasonal workforce needs.
- ▶ Structurally fewer college students in Wisconsin constrain the supply of people who can work during the summer.
- ▶ An expanding economy has increased full-year employment at higher wages, placing seasonal employers at a relative disadvantage.
- ▶ And changes to State of Wisconsin unemployment laws have made it more difficult to take off-season unemployment.
- ▶ **Currently unfolding housing market constraints will ultimately lead to decreases in year-around workforce and a reduce pace of economic activity for Door County.** (DCEDC Housing Analysis, 2019)



Goal 1: The Town of Gibraltar is a community in which people of diverse ages and economic background can attain housing.

- Increase the supply of housing that is affordable to low and moderate income households.
- Encourage the settlement of young people and their families in the TOG.
- Provide a range of land and housing opportunities that will meet the current and future social and economic needs of a diverse community.

Why is this opportunity important?

Economic Development / Land Use

- ▶ The large acreage with approximately 265 permits would provide enough space to address some of the housing shortage in our community in a way that allows affordability yet preserves the natural beauty of the bluff and surrounding area.
- ▶ An enhanced trail system could increase a recreational opportunity for residents and visitors alike. Mountain biking is a strong component in the recreation economy providing:
 - ▶ 6.1 million American jobs across the country
 - ▶ \$646 billion dollars in recreational spending each year
 - ▶ \$39.9 billion in federal tax revenue
 - ▶ \$39.7 billion in state/local tax revenue.
 - ▶ Example: In Crosby, MN, population 2,386, the 25-mile trail system welcomes 25,000 cyclists a year and adds an estimated \$2 million dollars to the local economy.



Goal: The Town of Gibraltar promotes year around employment with a diverse mix of businesses that include existing, expanded and new businesses, while recognizing that tourism will continue to be the economic driver in the community.

- Promote the TOG/Fish Creek and the local area as a viable location in which to live, work, and purchase goods and services.
- Recognize and support retention and creation of businesses that meet community needs.
- Promote economic development that has little or no environmental impact.
- Ensure that all growth and development will respect and preserve the unique natural environment of the Town; its woodlands, the escarpment, the shoreline, its open spaces characterized by a variety of housing types and densities, pedestrian accessibility of neighborhoods and parks, inclusion of open green spaces within developments, new trail ways, and environmental protection.







A potential UW-Green Bay satellite campus could become a reality . . .

- Discussions have been and are ongoing with Chancellor, Gary Miller, and Associate Vice-Chancellor Matt Dornbush regarding a satellite campus in Door County that would include a program in “Hospitality” and a Masters Program in “Managing the Arts” .
- The Pulse recently reported that UWGB is also leading the effort to establish a National Estuarine Research Reserve (NERR) in the region. “The bay, this estuary, there’s nowhere else in the world like this,” said Dornbush.



Why is this opportunity important?

Agriculture and Natural Resources

- ▶ **Goal: Preservation and protection of the Township's unique rural character.**
 - Promote development and activities that protect the Town's rural character.
 - Support land protection and conservation.
 - Promote environmentally and aesthetically sound sources of infrastructure materials within the Town of Gibraltar (ie. Sand, gravel, stone).
 - Minimize conflicting land use.











Why is this opportunity important?

Cultural Resources

- ▶ Goal: Enhance the quality of life through the identification, preservation and protection of cultural resources that are significant for their cultural, scenic, historical, architectural, and archaeological value as an integral part of the Town of Gibraltar.
- ▶ Support the development of cultural resources within the Community.
- ▶ Promote and support community recreational activities.







How will this project benefit a resident of Gibraltar?

Increases tourism revenue

- Tourism in Door County generated \$38.5 million in state and local taxes in 2017.
- An increase of \$1.1 million over the \$37.4 million collected in 2016. Tourism **is** the economic driver in this community.
- According to the Wisconsin Department of Tourism, each household would have to pay an additional \$660 in taxes without the revenue generated by the state's visitor spending.

Creates a larger tax base

- By building housing options that will accommodate a multi-faceted community of residents (e.g. young families, year round and seasonal) will increase and strengthen the current tax base.

Ways to mitigate tax increases...

Grants

- Some of the projects can be funded through grants
 - Wisconsin Department of Natural Resources, Transportation and Administration (Funding for Wisconsin Trails)
 - IMBA: Trail Accelerator Grant
 - PeopleForBikes Community Grant Program
 - Community Land & Housing Trust
 - USDA Rural Development Grants
- In 2018 and 2019 Town of Gibraltar received grants for various projects: \$75,000 Fund for Lake Michigan; \$75,000 Palmer Foundation (in process); Wisconsin Department of Natural Resources \$24,750 for creek restoration.

Outside partnerships and private donors

Funds from selling portions of the parcels to developers

Addressing questions & concerns...

- ▶ What is the overall cost?
- ▶ What is the project timeline?
- ▶ How will we pay for this?

All great questions!

Having the option to purchase the property gives us the opportunity as a community to begin to answer these questions and plan our future.
We invite you to be a part of the process!

