Ashland's Waterfront Development Efforts:
An "Extreme Makeover" in Progress

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Historical Perspective

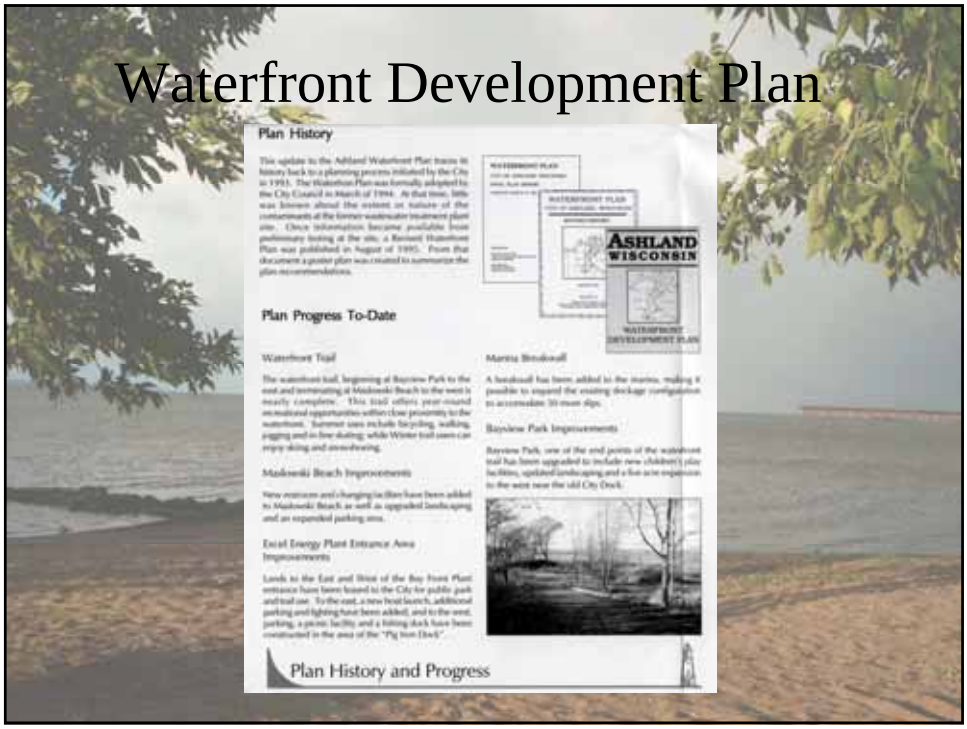
- Ashland was once a boomtown in the 1890's
  - Leading port for shipping many abundant area natural resources
  - Population was once estimated near 17,000 Up to 16 commercial docks existed at one time
  - Over 6,000,000 tons of iron ore were shipped from the Soo Line Ore Dock during World War II
- Today's population is approximately 8,700 and holding steady
- The City remains a regional hub for the area

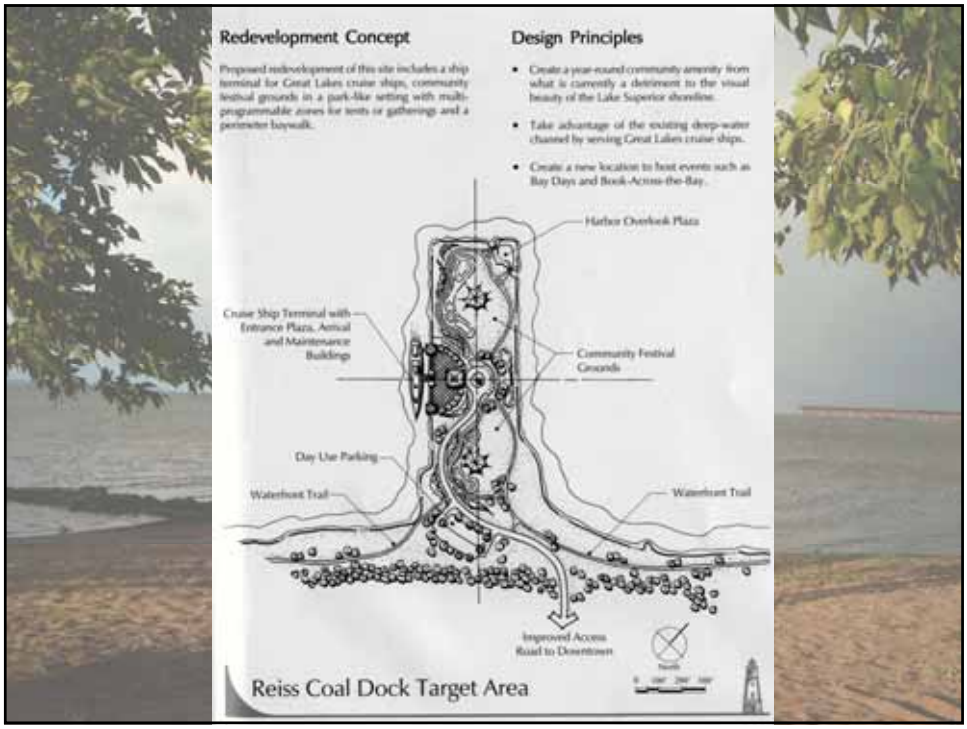
Change and Progress…

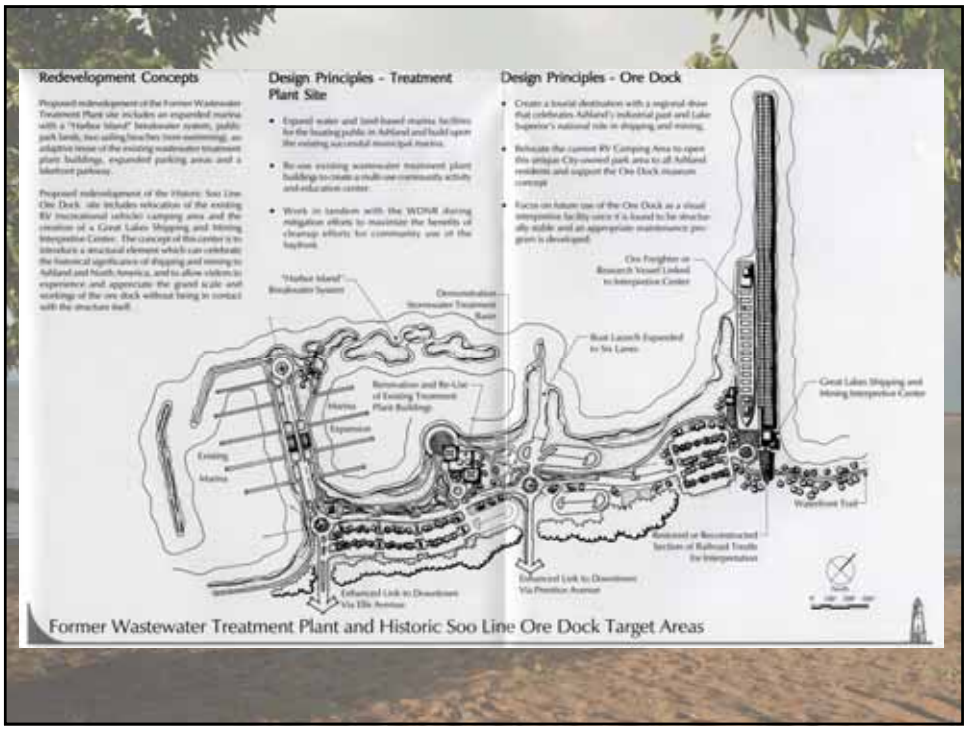
- Waterfront Development Plan
  - 1994
  - 2002 (Updated)
- Waterfront Trail Construction
  - One small step for mankind…
- Waterfront Storm Water Treatment
  - St. Claire Pre-Treatment Meadow/Basin

Waterfront Development Plan

Waterfront Development Plan

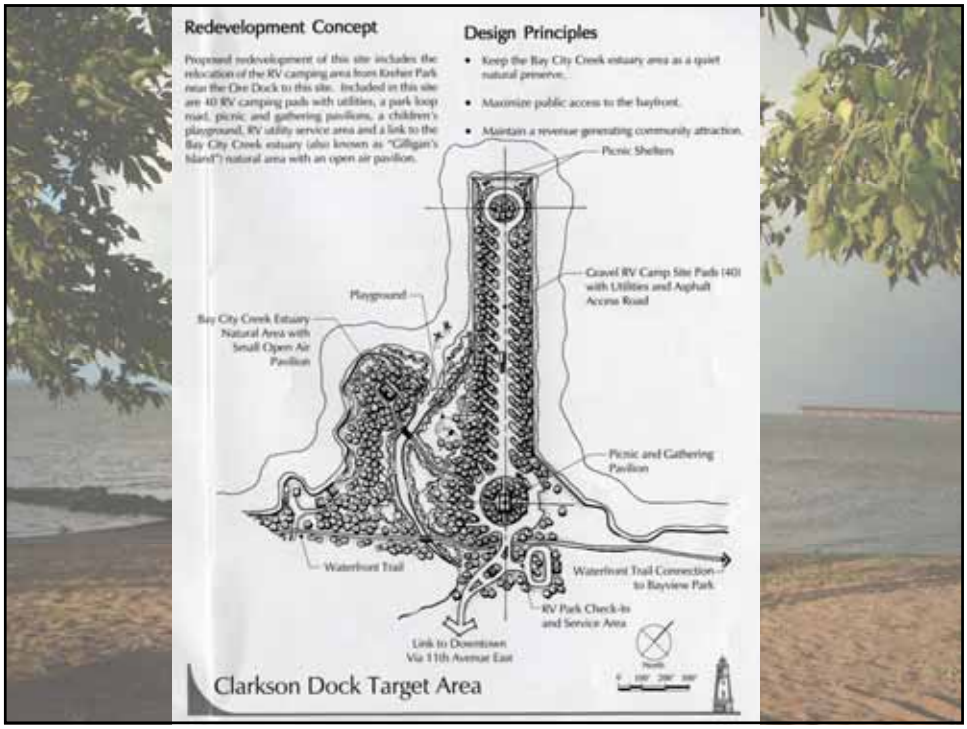



Redevelopment Concept
Proposed redevelopment of this site includes a ship terminal for Great Lakes cruise ships, community festival grounds in a park-like setting with multi-programmable zones for tents or gathering and a perimeter boardwalk.
Design Principles
• Create a year-round community amenity from what is currently a detriment to the visual beauty of the Lake Superior shoreline.
• Take advantage of the existing deep-water channel by serving Great Lakes cruise ships.
• Create a new location to host events such as Bay Days and Book-Across-the-Bay.
Harbor Overlook Plaza
Cruise Ship Terminal with Entrance Plaza, Arrival and Maintenance Buildings
Community Festival Grounds
Day Use Parking
Waterfront Trail
Waterfront Trail
Improved Access Road to Downtown
Reiss Coal Dock Target Area


Redevelopment Concepts
Design Principles - Treatment Plant Site
• Expand water and land-based marina facilities for the boating public in Ashland and build upon the existing successful municipal marina.
• Re-use existing wastewater treatment plant buildings to create a multi-use community activity and education center.
• Work in tandem with the WDNR during mitigation efforts to maximize the benefits of cleanup efforts for community use of the bayfront.
Design Principles - Ore Dock
• Create a tourist destination with a regional draw that celebrates Ashland's industrial past and Lake Superior's national role in shipping and mining.
• Relocate the current RV Camping Area to open this unique City-owned park area to all Ashland residents and support the Ore Dock museum concept.
• Focus on future use of the Ore Dock as a visual interpretive facility once it is found to be structurally stable and an appropriate maintenance program is developed.
"Harbor Island" Breakwater System
Demonstration Wastewater Treatment Basin
Ore Freighter or Research Vessel Linked to Interpretive Center
Boat Launch Expanded to Six Lanes
Great Lakes Shipping and Mining Interpretive Center
Renovation and Re-Use of Existing Treatment Plant Buildings
Marina Expansion
Existing Marina
Waterfront Trail
Restored or Reconstructed Section of Railroad Trestle for Interpretation
Enhanced Link to Downtown Via Ellis Avenue
Enhanced Link to Downtown Via Prentice Avenue
Former Wastewater Treatment Plant and Historic Soo Line Ore Dock Target Areas

Soo Line Ore Dock

Soo Line Ore Dock



Waterfront Trail

- Over 6 miles of waterfront access for pedestrians
- Heavily used
- Still under development in key areas
  - Needs a gateway

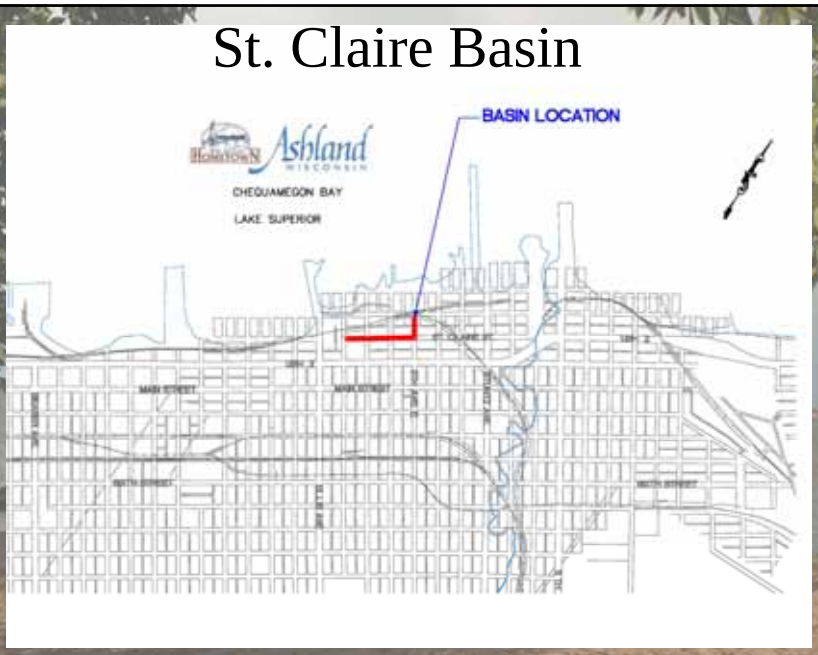
Maslowski Beach

Kreher Park

Kreher Park

Interpretive Stations

St. Claire Basin



St. Claire Storm Sewer Relocation Project Location

Background

- Environmental Cleanup Site has been under study (Superfund)
- WisDNR asked the City to re-route storm sewer outfalls at two key location
  - 2nd Ave. E.
  - 3rd Ave. E.
- Wisconsin Coastal Management was instrumental in providing funding
  - $112,000+ awarded in 2
  - Increased to $150,000+ in 2003

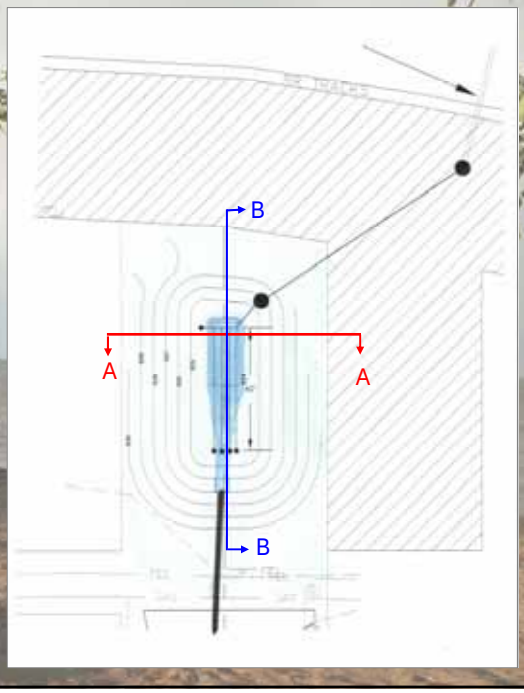
Background (cont'd)

- Clean Water Act (c. 1972) cleaned up "point" discharges to lakes and streams
- New "Phase II" rules will require treatment of "non-point" discharges
  - Ashland's proximity to Lake Superior is key
- The City is being proactive:
  - The Engineering Division is incorporating Best Management Practices into all new projects
  - Planning efforts are underway for the future
- This project was VERY challenging – a big city project in Ashland…

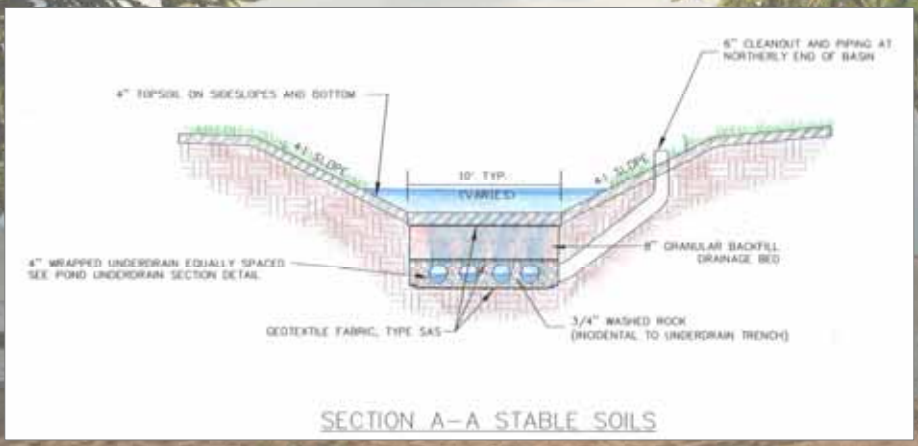
Aerial Photograph of the Project Area

Existing Site

Plan View of the Basin

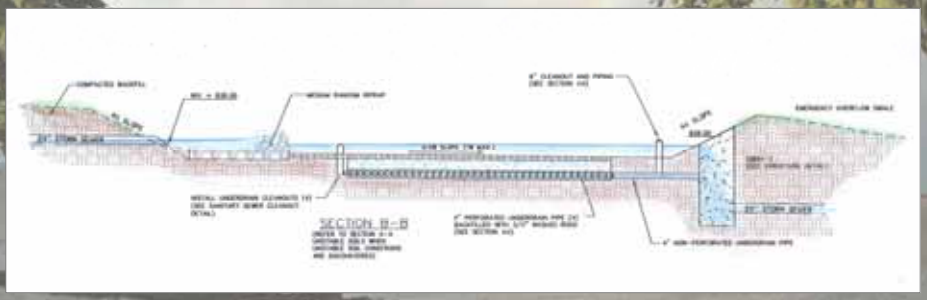


Cross-Section of the Basin



Cross-Section of the Basin:

Water flows from left to right…discharge is "clean"



Note the 4-stage Outlet System:

1. **Drain Tile**: Frequent Storm Events
2. **Weir** *(with trash guard)*: Strong Storm Events
3. **Sloped Overflow Grate** *(with 1"x1" steel grid as trash guard)*: Overflow
4. **Grass Overflow Swale**: Emergency Overflow

The finishing touches…

- Ecological renovation is needed to enhance the appearance AND functionality…call in the specialists!
- Opportunity to partner with Northland College's Sigurd Olson Environmental Institute!

Planting Day – July 23, 2004

Today…

Conclusion

- One step at a time…
- Success builds on itself…
- Innovation and creativity is key
- Diplomacy
- Persistence
- Partnerships