

Urban Regeneration of Sheboygan

South Pier Redevelopment

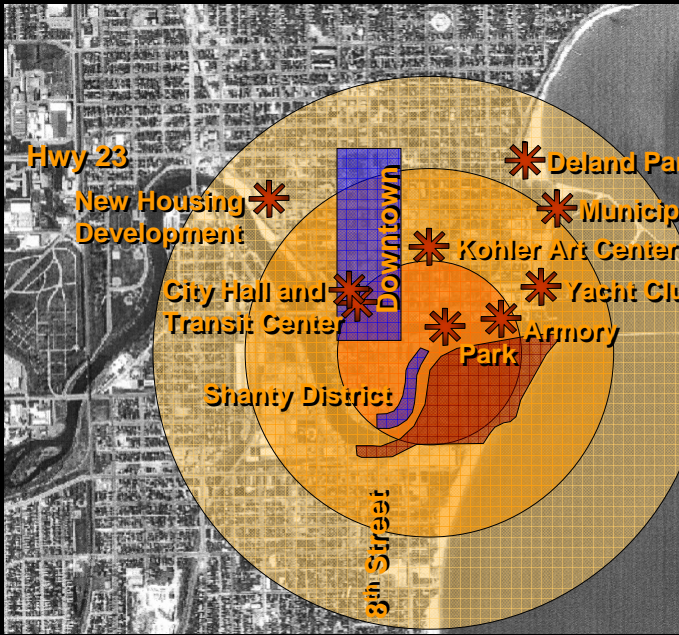
JJR







Urban Context



Project Goals

- **Revitalize and redevelop underutilized waterfront property with economically and environmentally sustainable uses.**
- **Promote a mixed-use development encouraging water-related uses.**
- **Create an architecturally cohesive district with a distinct identity.**
- **Provide a continuous pedestrian experience along Sheboygan's waterfront, with connections to regional trail systems.**
- **Promote a balance between private economic development and public use and access.**

Project Goals

- **Promote and protect public access to the water.**
- **Stimulate reinvestment in Sheboygan's Central Business District.**
- **Improve water-based recreational facilities and navigational access to the Sheboygan River.**
- **Establish Sheboygan as a regional waterfront destination attraction.**
- **Build upon Sheboygan's maritime identity.**
- **Seek public / private opportunities and funding sources that minimize negative impacts on local taxpayers.**

Mixed Use



Indoor/Outdoor



Buildings on the Water



Buildings on the Water



Accommodating Community



Outdoor Life



Amenities



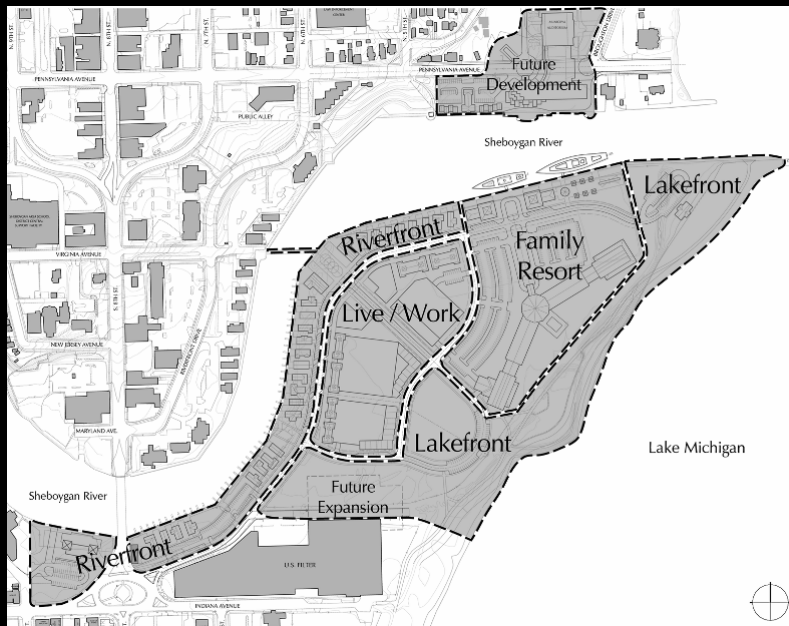
Pedestrian Bridge



Concept Plan



District Diagram



Street and Block Diagram



Public Open Space



Concept Plan



From Vision to Reality







Project Highlights To Date

12 Million investment in public improvements

- **Land Acquisition**
- **Remediation / Demolition**
- **Seawall, Promenade, Plazas - \$1.5 Million**
- **Streets**
- **Utilities**
- **Beach Restoration and Trail - \$1.3 Million**
- **Public Realm Amenities**
- **Future Pedestrian Bridge - \$1.5-2.5 Million**

Project Highlights To Date

First Catalytic Projects

- **Hotel / Resort Development**
 - **\$ 54 Million**
 - **\$ 15-20 Million in Economic Impact**
 - **\$ 1 Million in Tax Revenue**
 - **330 - 400 New Jobs**
- **Projects in progress**
 - **Redevelopment of Reiss Admin. Building**
 - **First Riverfront Shanty Projects**



Thank You