

# DOOR COUNTY COASTAL BYWAY INTERPRETIVE MASTER PLAN



February 2014



*Front Cover: Visitors overlook Green Bay in Peninsula State Park (photo by Jon Jarosh/Door County Visitor Bureau)*

*Facing Page: Cana Island Lighthouse (photo by Jon Jarosh/Door County Visitor Bureau)*

# DOOR COUNTY COASTAL BYWAY INTERPRETIVE MASTER PLAN

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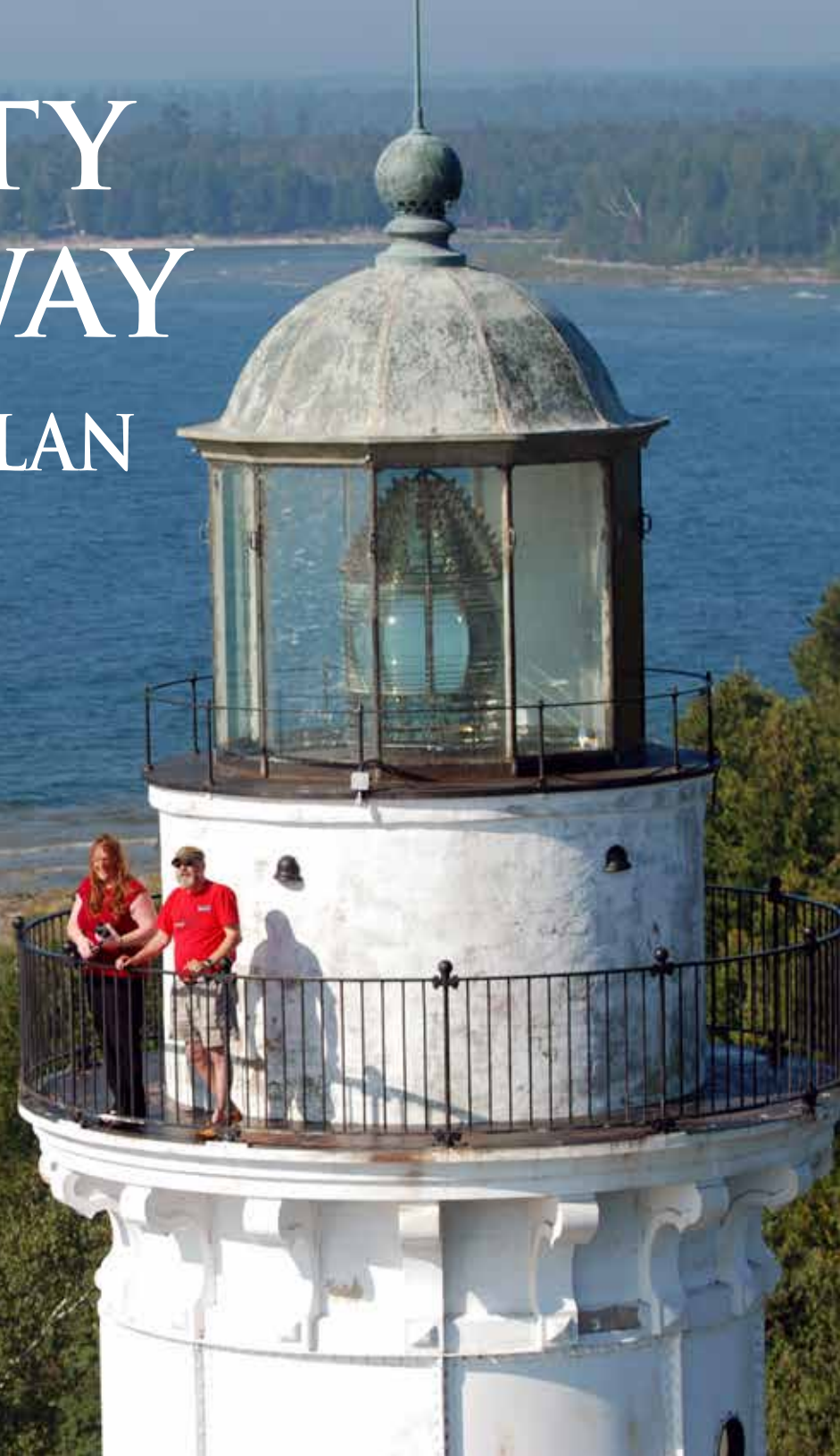


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**Submitted to:**



**Door County Coastal Byway Council**  
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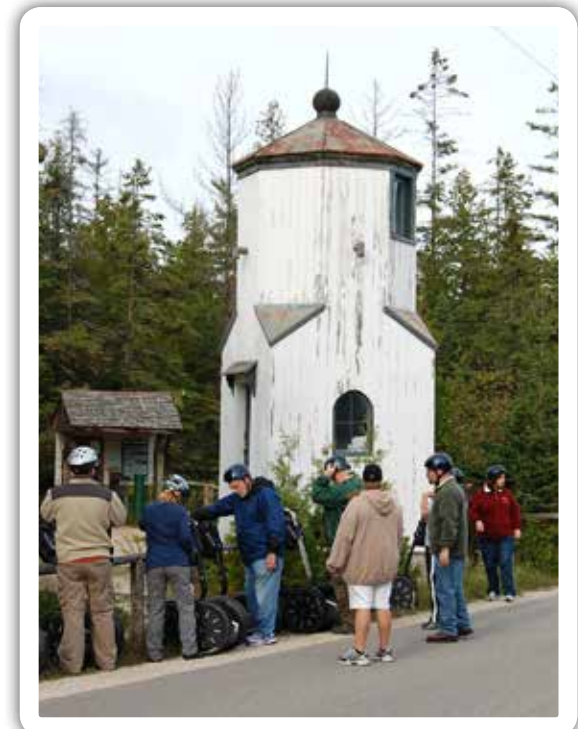


A family enjoys the sand dunes and beach at Whitefish Dunes State Park (photo by Jon Jarosh/DCVB).

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*Visitors on a segway tour stop to view the Lower Range Light in The Ridges Sanctuary, Baileys Harbor.*



*Gulls flock above the historic lighthouse on Pilot Island (photo: U.S. Fish and Wildlife Service).*

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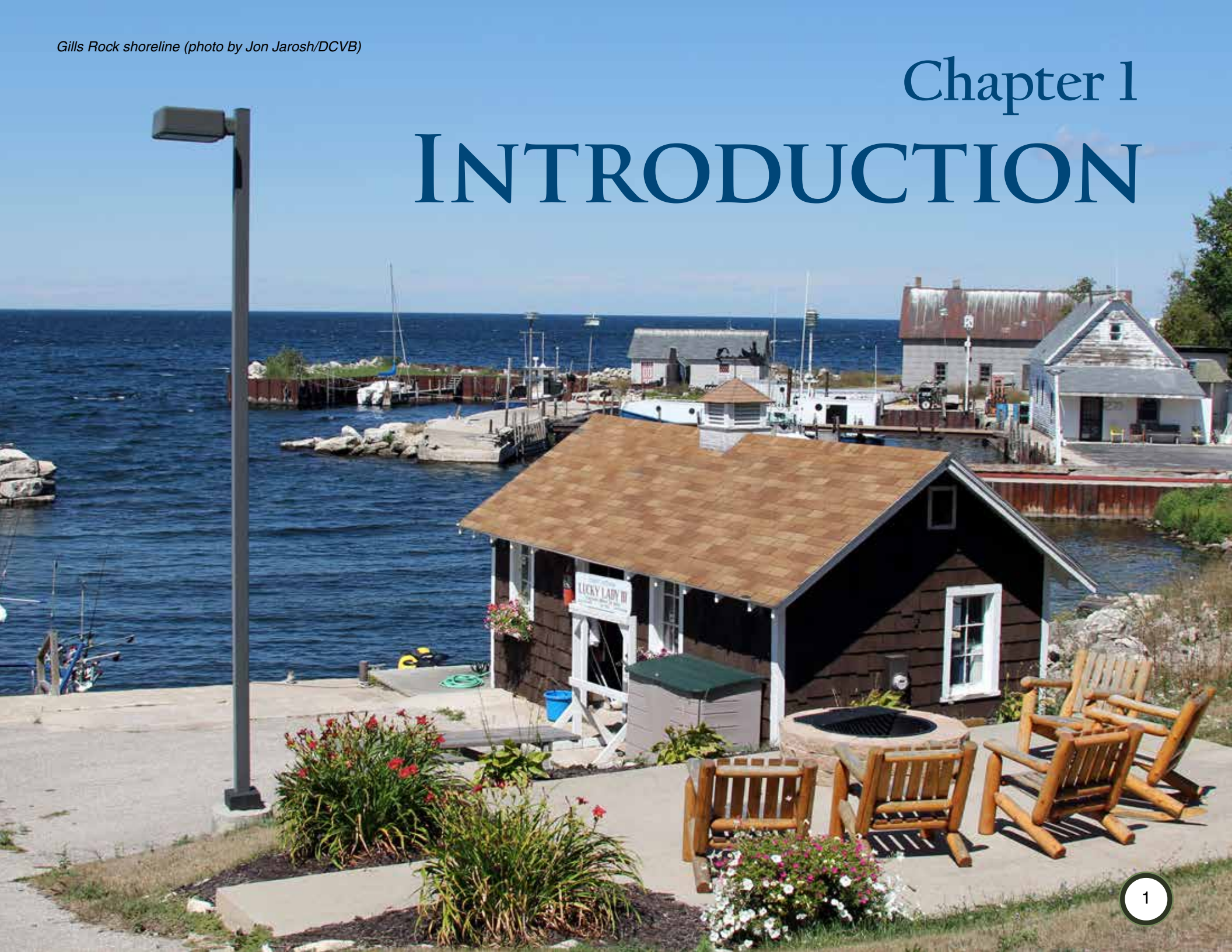
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*Visitors kayak below the towering dolomite cliffs of Eagle Bluff in Peninsula State Park (photo by Jon Jarosh/DCVB).*

# Chapter 1

# INTRODUCTION



## INTRODUCTION

The Door County Coastal Byway (DCCB) is a 66-mile loop on Wisconsin State Highways 42 and 57 showcasing the most ecologically rich and diverse county in the state. The county's 300 miles of shoreline interspersed with historic lighthouses and charming fishing villages have attracted generations of tourists seeking a vacation paradise.

The Door Peninsula presents two different faces of nature. The Green Bay coast offers cozy harbors nestled below high escarpment bluffs. The Lake Michigan side provides sandy beaches and inland lakes. The narrow peninsula allows people to make short forays

through farm orchards, forests, and wetlands between the shores of Lake Michigan and the bluffs of Green Bay.

The Byway corridor features three state parks, ten county parks, numerous state and local nature preserves, and seven lighthouses. Towns and villages along the way offer shops, restaurants, galleries, music, theater, festivals and events, and history museums. Year-round recreation activities include boating, fishing, exploring nature, hiking, biking, and golfing. It is in recognition of these outstanding natural, historic, and scenic qualities that this corridor was approved as Wisconsin's third State Scenic Byway.

*Fish boils, like this one at White Gull Inn in Fish Creek, are just one of the many ways that Door County has developed a unique sense of place.*







# DOOR COUNTY COASTAL BYWAY MAP

GREEN  
BAY

LAKE  
MICHIGAN



★ Byway Interpretive Kiosk  
— Byway Route

Miles  
0 2.5 5

N



Ellison Bluff County Park provides dramatic views of Green Bay from the Niagara Escarpment bluffs.



North Bay is representative of the wetlands and shallow bays on Lake Michigan. Many of these natural areas are preserved by public and private agencies and organizations.

## SCOPE OF WORK

In May 2011, the DCCB Council submitted a grant application to the National Scenic Byways Program for interpreting the cultural and natural history of the byway. The project description defined the scope of work:

*This project will fund an interpretive master plan and 12 kiosks for the Door County Coastal Byway (DCCB). Seven DCCB communities are stretched over a 66 mile route with many opportunities for byway travelers to explore the natural and cultural diversity of the Door Peninsula and Lake Michigan. To effectively interpret these stories, an interpretive master plan is needed to link DCCB experiences and themes from one community to the next. Based on the interpretive plan, 12 kiosks will be placed in the seven byway communities and five additional sites from partnering organizations. The kiosks will be community focal points to immediately develop awareness of the DCCB intrinsic qualities.*

On April 11, 2012, the DCCB Council entered into a contract with Schmeckle Reserve Interpreters to accomplish the following specific tasks:

- Develop an **Interpretive Master Plan** for the DCCB that will include:
  - **Corridor Assessment:** Inventory of significant interpretive nodes along the byway, digital photography library, community meeting facilitation, and interviews with local people.
- **Visitor Analysis:** Review existing market research and census data, identify priority target audiences.
- **Interpretive Theme Development:** Create framework of themes and messages to share stories of DCCB.
- **Interpretive Program Needs:** Determine and conceptualize programs and media that best connect visitors to the intrinsic qualities of DCCB.
- **Recommendations:** Identify prioritized matrix of strategies to help DCCB reach its interpretive goals and objectives.
- **Deliverables:** Deliver 20 full-color, bound copies of master plan booklet, digital copy of master plan, digital copy of photo library.
- Develop signage and frames for **12 Community Kiosks** to include:
  - **Research, writing, design, and fabrication of 48 interpretive signs.** Each hub will have 4 signs that interpret the byway corridor, regional natural history, cultural history, and attractions.
  - **Design and fabrication of 48 aluminum frames** to secure and protect the kiosk signs.

# DOOR COUNTY COASTAL BYWAY TIMELINE

- **February 2009:** The Town of Liberty Grove assumes the task of being the applicant for the various communities that comprise what would become a State of Wisconsin Scenic Byway. By summer of 2009, eight municipalities and Door County supported and worked cooperatively with Liberty Grove to seek designation for the route.
- **Summer 2009:** A drive-through assessment required by the Wisconsin Department of Transportation was completed using a rating system that assigns values to the scenic, historic, and cultural assets as well as distractions that might be noted along the route.
- **December 8, 2009:** The Wisconsin Department of Transportation Scenic Byway Advisory Board gave unanimous approval designating the Door County Coastal Byway (DCCB) as Wisconsin's third Scenic Byway. Phase II was immediately launched and the Corridor Management Plan (CMP) was developed using the Door County 2030 Comprehensive Smart Growth Plan as a basis, with input from council members, local organizations, and area citizens. The CMP laid out a 10-year plan with timeline goals that address protection and preservation, in addition to promotion and enhancement of the route. This plan and extensive supporting documentation were then submitted to the Secretary of the Wisconsin Department of Transportation for his review, and approval or denial.
- **April 6, 2010:** Frank J. Busalacchi, Wisconsin DOT Secretary, notified the DCCB that he had approved Phase II and granted the DCCB official State Scenic Byway Status.
- **May 24, 2011:** A grant application to the Federal Highway Administration sought funding for the development of an Interpretive Master Plan and for the planning and delivery of kiosks (experience hubs) along the byway.
- **September 27, 2011:** A \$138,200 grant was awarded to the DCCB.
- **December 14, 2011:** A Request for Proposal was approved by the DCCB Council seeking applicants to complete the work authorized under the grant.
- **March 6, 2012:** Schmeeckle Reserve Interpreters of Stevens Point was chosen to develop the Interpretive Master Plan and experience hubs.
- **June 2012:** Schmeeckle Reserve Interpreters held seven meetings in communities along the byway, seeking input for the development of the Interpretive Master Plan and experience hubs.
- **July 2012–October 2013:** Schmeeckle Reserve Interpreters researched, wrote inscriptions, designed, and coordinated fabrication of 12 experience hub structures, 48 interpretive signs, and the Interpretive Master Plan document.
- **May 2013:** Twelve experience hub frames and roof structures designed by Schmeeckle Reserve Interpreters and crafted by Best Exhibits of Baraboo were delivered.
- **September 2013:** Forty-eight panels developed by Schmeeckle Reserve Interpreters and fabricated by iZone Imaging of Temple, Texas were delivered.
- **December 2013:** Schmeeckle Reserve Interpreters submitted a draft of the DCCB Interpretive Master Plan to the DCCB Council for review.
- **January 2014:** Revisions and feedback from DCCB Council members were incorporated into the Interpretive Master Plan document.
- **February 6, 2014:** This final revised version of the DCCB Interpretive Master Plan was approved by the DCCB Council.

# THE PLANNING PROCESS

**Interpretation** is defined as a communication process that guides visitors in their search for meanings in objects, places, and landscapes. We adhere to the philosophy that interpretive planning is a process of consensus development—of achieving a shared perspective by all stakeholders of why interpretation is needed, who it will serve, and what significant stories it will tell. Effective planning answers the following questions, which can be illustrated by the Planning Triangle:

**Who?**  
Determine who the byway visitors are and the experiences that they are seeking. This includes activities and visitor groups that are not currently being targeted as byway users.

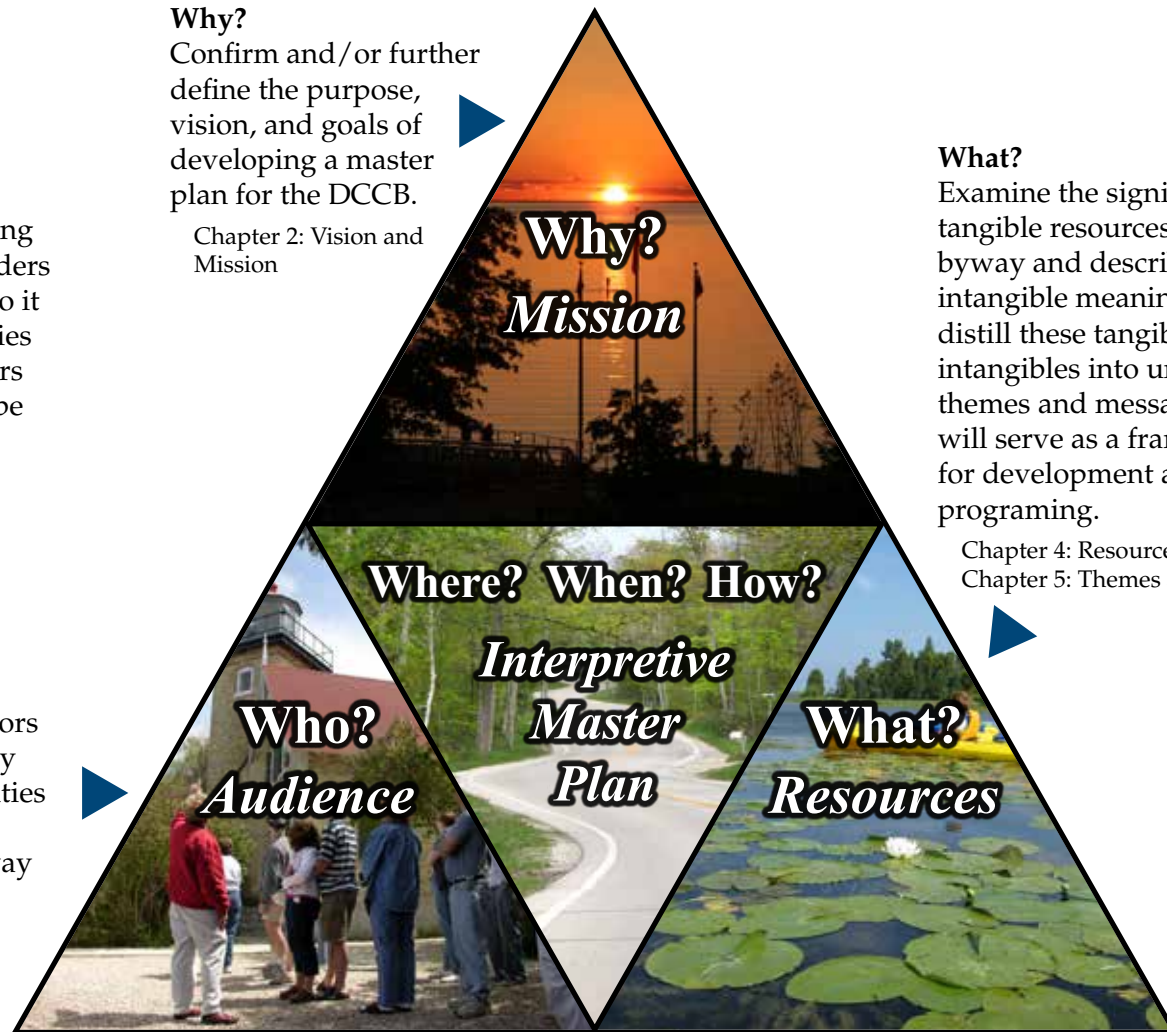
Chapter 3: Byway Travelers

**Why?**  
Confirm and/or further define the purpose, vision, and goals of developing a master plan for the DCCB.

Chapter 2: Vision and Mission

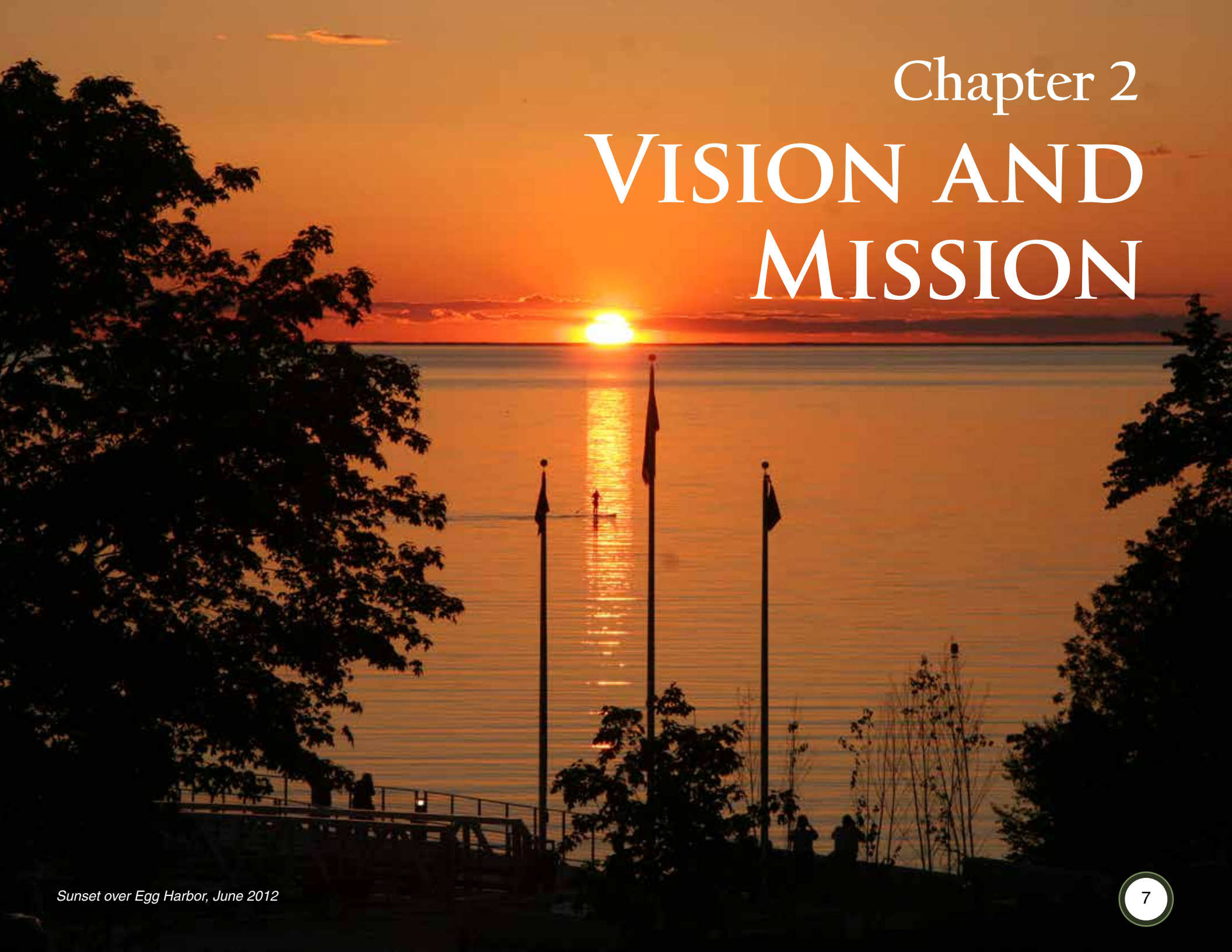
**What?**  
Examine the significant tangible resources of the byway and describe their intangible meanings. Then, distill these tangibles and intangibles into unifying themes and messages that will serve as a framework for development and programing.

Chapter 4: Resources and Stories  
Chapter 5: Themes and Messages



**Where? When? How?**  
Based on the why, who, and what, develop a plan for interpretive facilities, media, and programs that best facilitate visitor/resource connections within the parameters of the mission and vision of the DCCB.

Chapter 6: Interpretive Media

A sunset over a body of water, likely Egg Harbor. The sun is low on the horizon, creating a bright orange glow and a long, shimmering reflection on the water. In the foreground, three tall flagpoles stand on a dark, silhouetted shore. A small figure of a person is visible on the water near the reflection of the sun. The sky is a mix of orange and yellow, with some light clouds. The overall mood is peaceful and serene.

## Chapter 2

# VISION AND MISSION

*Sunset over Egg Harbor, June 2012*



*Showy Lady's Slipper at The Ridges Sanctuary. A goal of the DCCB is to broaden awareness and support actions that preserve and protect unique byway resources (photo: The Ridges Sanctuary).*

## VISION AND MISSION

A strong vision and mission supported by established values and goals will guide the future planning, management and implementation efforts for the Door County Coastal Byway (DCCB).

### Vision

The vision statement answers two questions:

1. What are the values or beliefs that inform your work?
2. What would you ultimately hope to accomplish as a result of your efforts?

### DCCB Values, Beliefs, and Vision Statement

#### Values and beliefs:

The Door County Coastal Byway—encompassing thousands of acres of accessible parks and preserves and an ecosystem rich in rare and endangered species of flora and fauna—is renowned locally, regionally, and nationally for offering visitors a unique ecological, environmental, and educational experience.

The Door County Coastal Byway highlights our rich geological, historical, and cultural heritage, articulated through historical markers, informational signage,

printed brochures, podcasts, and other digital media.

The byway is recognized as an integral part of a comprehensive Door County network of trails, preserves, and parks, educational and recreation facilities.

The byway serves as a vehicle for enhanced public-private collaboration and intergovernmental cooperation. It is also a highly effective catalyst for public and private investment, increased economic vitality, and sustainable development.

#### **Vision statement:**

Byway supported actions will help to maintain and preserve the unique scenic, natural, recreational, and archaeological resources in the Highway 42/57 corridor. Concerted efforts to market the DCCB will increase the number of visitors to our area, lengthen our tourism season to a more year-round industry, and increase economic viability in the DCCB area. Media and programs will be developed to enhance the visitor experience through interpretation of the DCCB area's natural and cultural history.

## Mission

The mission statement answers two questions:

1. How do you plan to work toward this broad vision?
2. For whose specific benefit does the organization exist?

### **DCCB Mission Statement:**

Through programs, projects, and initiatives, the DCCB organization and partners foster a strong sense of stewardship and pride in the byway and work collaboratively to protect the natural, cultural, and historic resources; preserve the local quality of life; develop interpretive media and programs that enhance the visitor experience; and promote and market the byway to increase tourism and economic vitality in the DCCB area.

## Values and Goals

Values and goals support the vision and mission. They are ambitious, broad statements of desired conditions. These are to be translated into actions (programs and projects) that the byway organization, partners, and supporters will strive to implement in order to achieve the values and goals.

(Note: Specific objectives and actions for many of these goals are provided in the DCCB Corridor Management Plan. The following is a reorganization and expansion of the goals under five value statements).

### **Value A: Protecting and preserving natural, cultural, and historic resources in the byway region**

Tourism is dependent on the resource base of the area to attract and hold tourists. In its strategic priorities, the Door County Board established “protection of natural resources, especially water,” and “responsible development that protects the natural and aesthetic qualities” as essential to maintaining tourism as the economic base (Door County Mission, Vision, Values and Strategic Priorities, January 26, 2010). Protection of cultural resources is also essential for tourism. The DCCB supports the efforts of the Door County Board.

### **Goals:**

1. Broaden awareness of the need for conservation, protection, and stewardship of sensitive and unique byway resources and intrinsic qualities (scenic, natural, archaeological, historical, cultural, and recreational).



*DCCB Community Meeting, Jacksonport, June 7, 2012*



*Whitefish Dunes State Park (photo courtesy of Jon Jarosh/DCVB)*



Visitors explore the Baileys Harbor Range Lights located in The Ridges Sanctuary. The DCCB will support actions that preserve and protect natural and cultural resources along the byway (photo by Jon Jarosh/DCVB).

2. Support county and municipal planning goals and objectives relevant to the byway.
3. Support actions (programs and projects of the various agencies and organizations) that preserve and protect:
  - Natural resources of the lake, river, stream, wetland, shoreline, escarpment, steep slope, and forest environments
  - Endangered, threatened, and sensitive wildlife
  - Unique vegetation and habitats
  - Agricultural resources
  - Historic buildings, objects, and sites, as well as cultural traditions, settings, and resources of human interaction with the land both past and present
4. Maintain, preserve, and enhance the community's rural atmosphere and agricultural heritage.
5. Establish education efforts for municipal officials, developers, business owners, and residents regarding historic preservation and design standards.
6. Pursue county-level historic preservation programs to encourage upkeep, preservation, and re-use of old buildings and out-buildings.
7. Enhance views and vistas (scenic resources) along the byway and the character of the corridor overall (example: The recent purchase of the Grand View Escarpment Overlook and Park).
8. Encourage state, county, and municipal boards to identify and seek the improvement of or removal of blighted properties and pursue other actions to beautify the byway.
9. Engage public and private agencies in joint planning efforts to acquire, maintain, and improve public recreation infrastructure to provide adequate and safe public recreation space.
10. Support the Door County Resources Planning Department in their shoreline and escarpment preservation efforts.
11. Develop new facilities, wayfinding signage, interpretive improvements, and other elements along the byway that enhance the scenic qualities, views, and vistas.

**Value B: Promoting tourism and economic vitality in the byway region and promoting its value as a tourism destination**

**Goals:**

1. Work with the DCCB communities to develop quality experiences (attractions, programs, and



activities), especially in the shoulder and winter seasons, which encourage word-of-mouth promotion of the byway as a year-round destination.

2. Work with the Door County Visitor Bureau (DCVB) to promote the opportunity for year-round experiences for byway visitors to increase visitation in the shoulder and winter seasons and expand economic benefits across all seasons.
3. Continually improve and enhance the DCCB website and brochure as a marketing tool for byway experiences.
4. Disseminate byway information at the Door County Visitor Bureau Welcome Center and at all other visitor information centers along the byway.

**Value C: Enhancing visitor experiences and creating lasting memories**

**Goals:**

1. Develop uniform branding and identification for the byway through the use of the DCCB logo and unified design standards on all media, including experience hubs, interpretive and wayfinding signs, publications, mobile tours, and online materials.

2. Create additional interpretive experience hubs for certain communities and for the entrance portals at the two junctions of Highway 42/57.
3. Work with DCCB communities and private, state, and county land management agencies to develop shoulder and winter accommodations, attractions, programs, and activities.
4. Work with county and municipal agencies to enhance the visitors' traveling experiences (convenience, wayfinding, comfort, safety, etc.) by providing additional scenic overlooks, interpretive waysides,

information hubs, restrooms/ rest area, and other services and amenities.

5. Create high-quality interpretive media and programs that engage visitors of all ages in the diverse stories that unify the peninsula and celebrate the uniqueness of each community.
6. Support cultural and historical festivals, events, and activities and increased membership/ participation levels for cultural and historical organizations.



*Fourth of July Parade in Baileys Harbor. The DCCB will support events and festivals celebrated in byway communities (photo by Jon Jarosh/DCVB).*



*This curvy section of Highway 42 in Liberty Grove was designed by Jens Jensen, a prominent landscape architect who established The Clearing in Ellison Bay. His idea was to slow down traffic so visitors could better appreciate the scenery.*



*The Door County Visitor Bureau in Sturgeon Bay is an important partner of the Door County Coastal Byway Council.*

**Value D: Promoting improvements to the transportation and utility infrastructure on the peninsula**

**Goals:**

1. Support development of a transportation system that is safe, economical, efficient, integrated, inter-modal, and interconnected, and adaptable to changes in demand and technology at the lowest possible environmental and social cost.
2. Advocate for a high level of safety and maintenance on the county's highways, while reducing overall travel times.
3. Encourage the development of safe and convenient pedestrian and bicycle travel systems within the community, particularly utilizing opportunities arising in conjunction with road development and redevelopment.
4. Encourage eco-friendly development, maintenance, and upgrade of utilities, community facilities, and services in an efficient, coordinated, and cost-effective manner to service the current and future needs of the community's residential and commercial uses.

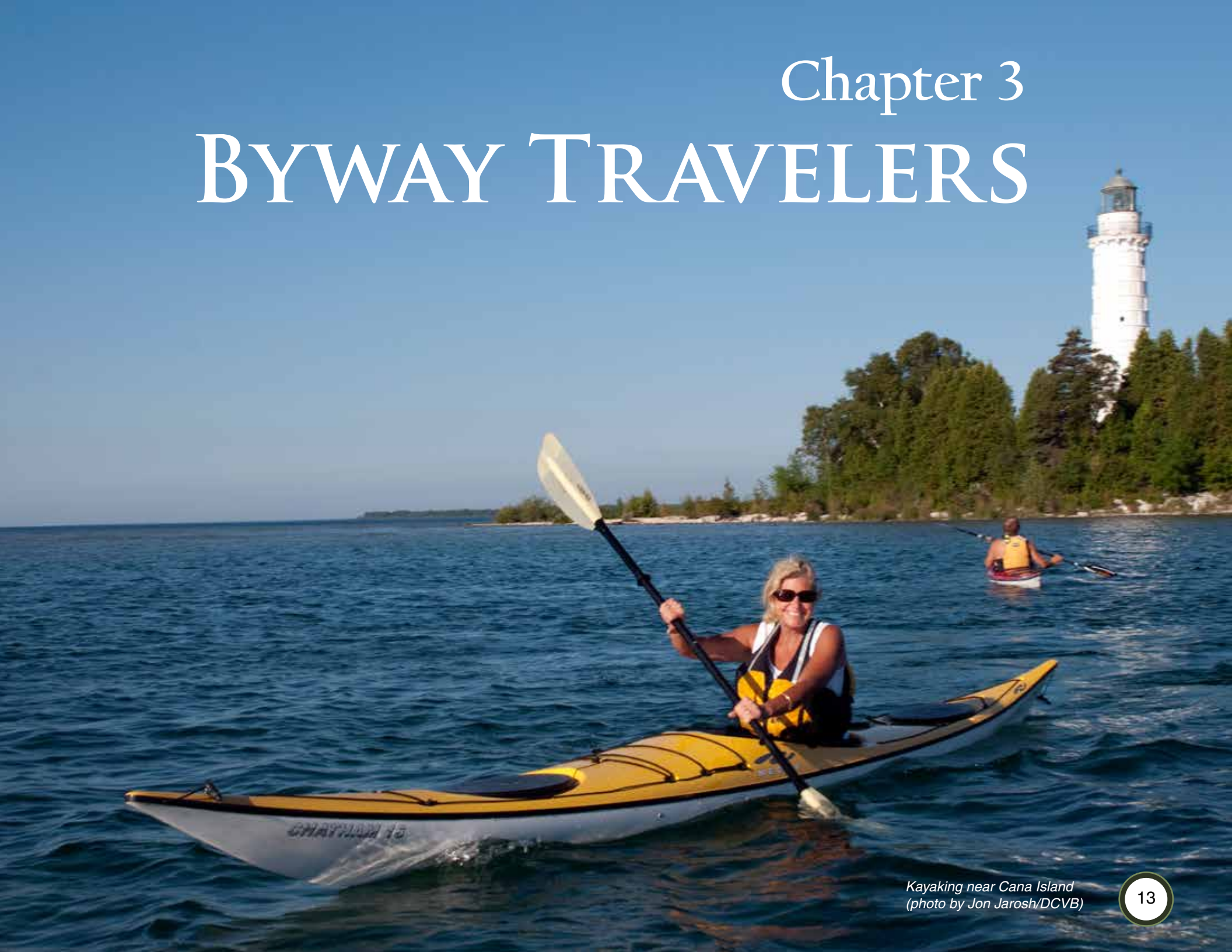
**Value E: Providing effective, ongoing management and organizational support to the byway**

**Goals:**

1. Improve communication and knowledge between all levels of government and residents, and support or initiate cooperative efforts on issues requiring multi-jurisdictional coordination.
2. Strengthen community and agency partnerships through collaborative programs and projects.
3. Sustain an active and engaged byway council over the long-term.
4. Leverage funding and resources through collaborative planning and partnerships.
5. Seek status under the National Scenic Byways Program to further enhance and promote the byway's special qualities.
6. Seek grants through the National Scenic Byways Program and other agencies for development of byway interpretive media and programs and amenities along the Highway 42/57 corridor.

# Chapter 3

# BYWAY TRAVELERS



*Kayaking near Cana Island  
(photo by Jon Jarosh/DCVB)*



Visitors snowshoe at The Ridges Sanctuary in Baileys Harbor. The byway has potential for increasing tourism in winter months (photo by Jon Jarosh/DCVB).

## BYWAY TRAVELERS

Tourism has been an important economic force in Door County since the 1800s when wealthy summer travelers would arrive from Milwaukee and Chicago by steamship to enjoy the cool climate at bay and lakeside resorts. The absence of railroad development on the peninsula created the need for good roads to supplement water travel. Door County was an early advocate for the Good Roads Movement of the early 20th century. Automobile travel has a long history in Door County.

The Door County Visitor Bureau (DCVB) identifies visitors driving within a five-hour radius of the peninsula as a primary target audience. The scenic byway is a natural medium to address the needs of this important market segment. People value the authenticity and intimacy of a Door County experience. It is a vacation from the routine of their daily lives and an excursion into a world of coastal lighthouses, forests, orchards, and quaint harbor villages.

Everyone is a byway traveler in Door County. Residents and tourists alike share the same roads that meander through harbor villages and past cliffs and beaches. The pulse of traffic is the veritable lifeblood that sustains the seasonal economy of the peninsula. The year-round population of 30,000

residents quintuples during the summer, and the county attracts an additional 2 million visitors. Bustling business districts of July fade into quiet residential villages in November.

### **A majority of visitors are unaware of the unique significance of Door County.**

Door County may be well known as a tourist destination, but the most significant characteristics that create its strong sense of place, distinctive personality, and history are not consciously recognized by most visitors.

According to the *Door County Strategic Destination Marketing and Management Plan* completed in August 2006, a majority of Door County tourists miss the big stories and patterns that could help to make their Door County experience more meaningful to them.

- Seven out of ten visitors are unaware of the importance of Door County being a peninsula that boasts over 300 miles of shoreline.
- They do not understand that the moderate climate here is a result of the buffering waters of Green Bay and Lake Michigan.
- They are largely unaware that fruit grows well here because of the diminished threat of frost in this lakeside climate.

- Only one in four people know that the small towns are historic fishing villages that have retained their orientation to their harbors.

While nearly everyone enjoys their visit, they would have a deeper appreciation of their vacation experience if they understood the geography and history of this peninsula and how its quaint villages came to be. The byway can improve their understanding and make their visits more personal and satisfying.

**Interpretive byway media can connect travelers intellectually and emotionally to the peninsula.**

Interpretive media on the DCCB should address these important oversights and help travelers develop a more holistic appreciation of the virtues of this unusually beautiful and compelling place. When people realize that forces of climate, geology, and emigration formed this distinct landscape and culture, they begin to value it in a deeper way.

Media should contain maps that orient travelers and constantly remind them that they are surrounded by water. Drawings and stories should demonstrate the importance of the Niagara Escarpment as the backbone of the peninsula so they can make the connection to the unique karst topography with its caves, disappearing streams, and bubbling springs.

Door County’s communities have unique cultural histories. Some towns were settled by Scandinavians, others by Germans; some towns, like Sevastopol, are rich in farmland while others are sanctuaries teeming with rare plants and animals. Byway interpretive media should highlight the unique personality of each community and invite travelers to experience the full gamut of diverse sites along the byway. The scenic byway presents an opportunity for visitors to learn the unique qualities that make each community different.

**Seasonal Visitation**

The seasonal fluctuation in activity on the peninsula encourages planning for opportunities to increase winter tourism. Many activities are limited by weather, by the critical number of visitors needed to support businesses year-round, and by the available workforce. However, the scenic byway visitor discovers the benefits of leisurely driving on empty roads, abundant parking, and quiet natural areas during the shoulder seasons and winter months. The nature of a byway trip buffers travelers from bad weather and the lightly traveled roads allow travelers to easily access the businesses that are open year-round. Traveling on the winter byway is potentially more rewarding and trouble-free than summer travel.



*Byway motorcyclists move with the curves of Highway 42 near Northport (photo by Jon Jarosh/DCVB).*



*Most visitors to Door County are 30–60 years old. Visitors enjoy a tour of the Eagle Bluff Lighthouse in Peninsula State Park (photo by Jon Jarosh/DCVB).*



A family walks on a trail at Whitefish Dunes State Park (photo by Jon Jarosh/DCVB).

According to the DCVB, about two million people visit the peninsula annually for its unique attractions and ambience. Primary visitation is between the May cherry blossom season and October fall color and apple harvest season, with peak visitation occurring in July and August. Visitor expenditures in the county in 2011 were \$271.2 million, with 54% of expenditures during the summer (June-August), 26% fall (September-November), 13% spring (March-May), and 7% winter (December-February). These seasonal expenditure statistics correlate with daily DOT traffic counts and daily visitor counts at the DCVB Welcome Center, which show a similar seasonal activity.

#### Visitor Profile

According to extensive data collected in the 2006 *Marshall Murdaugh Strategic Plan*, a characteristic Door County visitor is middle aged—75% are between 30 and 60 years old. Most visitors have discretionary incomes and are able to make purchases while vacationing on the peninsula. Three out of four visitors have an annual household income above \$50,000. Less than 3% of Door County visitors are 25–29 years old, although there are a large number of younger people who visit with families.

Nearly a third of all people visit with children, and half of all visitors are couples. These vacations are primarily

social experiences that are shared with loved ones. Therefore, byway media should be designed, as much as possible, so it can be enjoyed simultaneously by groups of people. Because many families visit, interpretation should be designed for children as well as adults. Activities for children are currently considered to be lacking in Door County. Children's activity packets could be sold or distributed at no user cost at the Door County Visitor Center. Interpretive techniques that involve children or that can be done as a family would be a welcome addition to the byway experience.

Most visitors drive to the peninsula. Some may travel by bus, but nearly all travelers will be driving on the scenic byway. The DCCB is located close to populations like the Fox River Valley and the Milwaukee and Chicago areas for vacationers seeking extended weekend getaways to drive to Door County. Road trips have been gaining in popularity as air travel has become more expensive and less comfortable. Door County's rural nature and relatively light traffic are inviting for many of these urban drivers. Interpretation along the byway is accessible to a majority of people visiting Door County.

It should be noted that even residents can learn more about their home county as they travel the byway. There are a large

number of seasonal residents, many of whom have not lived here long enough to fully understand the natural and cultural history of the area.

### How Visitors Plan

In the 2006 Strategic Plan, most visitors reported that they start planning their trip to Door County 1–4 months before they visit. Spontaneous visits are rare, with less than 5% of travelers reporting that they decided to take a trip at the last minute.

Most visitors planning extended weekend trips to the peninsula prepare months in advance by checking websites and tourism offices. Trip planning is increasingly influenced by social media, especially when that information is shared by trusted friends and acquaintances. More than eight out of ten people now use the internet to plan their vacations and a majority book motels, restaurants, and rental cars online. Therefore it is important to use these internet avenues to alert potential travelers to the opportunities along the byway. Off-season travel is especially important to advertise since it is largely an undeveloped market.

### What Vacationers Seek

Most Door County visitors take short vacations of fewer than six days. However, a third stay for a week or longer. Visitors are nearly unanimous

when they say that they take vacations to “soak up the flavor of the destination,” that they are seeking relaxation, and that they enjoy the outdoors.

Travelers report that what matters most to them when they choose to visit Door County are:

- Good value for money (73%)
- Beautiful scenery (73%)
- Safe place to walk around (68%)
- Friendly place (67%)
- Attractive climate (65%)
- Easy to get around (58%)
- Lots to do there (56%)

Door County satisfies most visitors’ expectations. People report that it is friendly, affordable, and that their money was well spent. The most important things people seek in a vacation destination they find in Door County: friendliness, climate, scenery, safety and security, plenty to do, good food, and convenience.

Major motivational appeals, in addition to the peninsula and shoreline features, include: local sightseeing, natural beauty, diverse dining options, unique local shopping, and arts and culture. Name recognition for villages and towns also should be stressed.



*Beautiful scenery and an attractive climate are reasons why visitors choose Door County as a vacation destination (photo by Jon Jarosh/DCVB).*



*A group of visitors explores Eagle Bluff in Peninsula State Park (photo by Jon Jarosh/DCVB).*

### **Interpretation on the Byway is a natural way to increase visitor satisfaction.**

Traveling the byway adds to visitor satisfaction because it invites a cost-effective, serendipitous exploration of a large part of the peninsula. Byway interpretation permits travelers to soak up the sense of place and to get a holistic overview of the region. This overview and awareness of the larger stories encourages return visits to explore more of the complex stories and places on the peninsula. Byway media can provide site-specific stories that give personality to towns and villages. Travelers' exploration of byway attractions can be serendipitous and fit easily into their other daily activities as they make short trips to beaches, restaurants, wineries, and art galleries around the peninsula.

### **Considerations for developing traveler satisfaction on the byway include:**

1. **Create an introductory portal to the byway experience:**
  - Utilize the current tendency for tourists to stop at the Door County Visitor Center to make travelers aware of the scenic byway.
  - Create an introduction to the byway that all travelers will see from the road such as an experience hub near the intersection of Highway 42/57 just north of Sturgeon Bay.
2. **Use experience hubs and wayside exhibits in places where people will easily see and access them:** Place them at strategic locations and attractions where people are naturally going to stop or congregate such as parks, town squares, and scenic overlooks.
3. **Theme the experiences:** Create a framework of themes that helps visitors to see a holistic picture of Door County and that helps them make connections between events and time periods.
4. **Develop a recognizable visual unity along the byway:** Use synchronized colors, typefaces, and construction materials that can be easily recognized as part of the byway.
5. **Engage all the senses:** Include the option for travelers to “get out of the car” and use their senses (smell, touch, hearing, taste, as well as sight). Scenic overlooks, hikes through natural areas, short walks through parks to view a wayside panel, orchard tours, and wineries are just a few ways that visitors can use their five senses.
6. **Create byway activities that families and children can participate in.** A third of Door County visitors are families, so media and activities should be planned to encourage social interaction and involvement for all ages.



*A couple soaks in the view of Green Bay from the overlook at Ellison Bluff County Park (photo by Jon Jarosh/DCVB).*



# Chapter 4

# RESOURCES AND STORIES



*The White Gull Inn, Fish Creek*



*A costumed interpreter gives tours of the Historic Noble House in Fish Creek (photo: Gibraltar Historical Association)*



*Participants in the Jacksonport Community Meeting, June 7, 2012.*

## RESOURCES AND STORIES

This chapter describes the tangible sites and artifacts of interpretive significance along the byway corridor, and references stories that provide meaning to the traveler's experience.

These resources have been gathered based on input from seven community informational meetings. It has been further developed using historical documents and photos gathered from Door County Historical Societies, the Door County Maritime Museum, community libraries, public and private conservation and parks agencies, the Wisconsin State Historical Society, and interviews with people who live and work along the byway.

### Community Meetings

In June 2012, Schmeckle Reserve Interpreters conducted community information meetings in each of the seven DCCB partner communities:

- Baileys Harbor Town Hall (June 6)
- Jacksonport Town Hall (June 7)
- Sister Bay Village Hall (June 7)
- Sevastopol Town Hall (June 11)
- Gibraltar Town Hall (June 11)
- Liberty Grove Town Hall (June 12)
- Egg Harbor Village Hall (June 12)

The purpose of the meetings was to gather information from community members about the regional places, things, activities, and stories that should be interpreted along the byway.

Each meeting began with a PowerPoint overview of the DCCB Interpretive Master Plan and Kiosk project presented by planners from Schmeckle Reserve Interpreters.

Following this introduction, an "Informational Gathering Form" was distributed to seek input on the interpretive resources within their community.

Participants were asked to respond to these questions:

1. What are some "must see" places, things, or activities that a Door County tourist should experience when they visit your area?
2. What "cultural" or "natural history" stories about your area would you share with tourists?
3. What documents, people, sources of photos or artwork or other resources will help us learn about your community and illustrate panels on your community's byway kiosk?

The responses were recorded, organized, and posted to the DCCB website with a request to review, comment, and add to the information provided. The final results are available in the Appendix.

## Resource Inventory Regions

For organization, the interpretive resources and stories have been divided by their location within major regions of the DCCB. These partnering municipalities form a framework for delivering holistic interpretive messages along the byway.

Each Resource Inventory Region includes:

- A summary of the unique nature of the region
- A brief history of the town or village
- Inventory of interpretive nature-related resources (parks, preserves, natural areas)
- Inventory of interpretive cultural-related resources (historic sites, museums, festivals)
- Interpretive stories of the region





## Town of Sevastopol

Stretching across the peninsula from Lake Michigan to Green Bay, the Town of Sevastopol has some of the best farmland in Door County. This is the historic site of the first orchards and largest cherry growers and packers. These growers have been aided for almost a century by the Peninsular Agricultural Research Station near the southern intersection of State Highways 42 and 57. The hamlet of Valmy celebrates its farm heritage with the annual Thresheree and Antique Machinery Show. The town also boasts undeveloped natural areas including Whitefish Dunes State Park where visitors can enjoy the beach or hike among the tallest sand dunes in Wisconsin.

*Joseph Zettel family in their orchard, circa 1900 (photo: Door County Historical Society).*



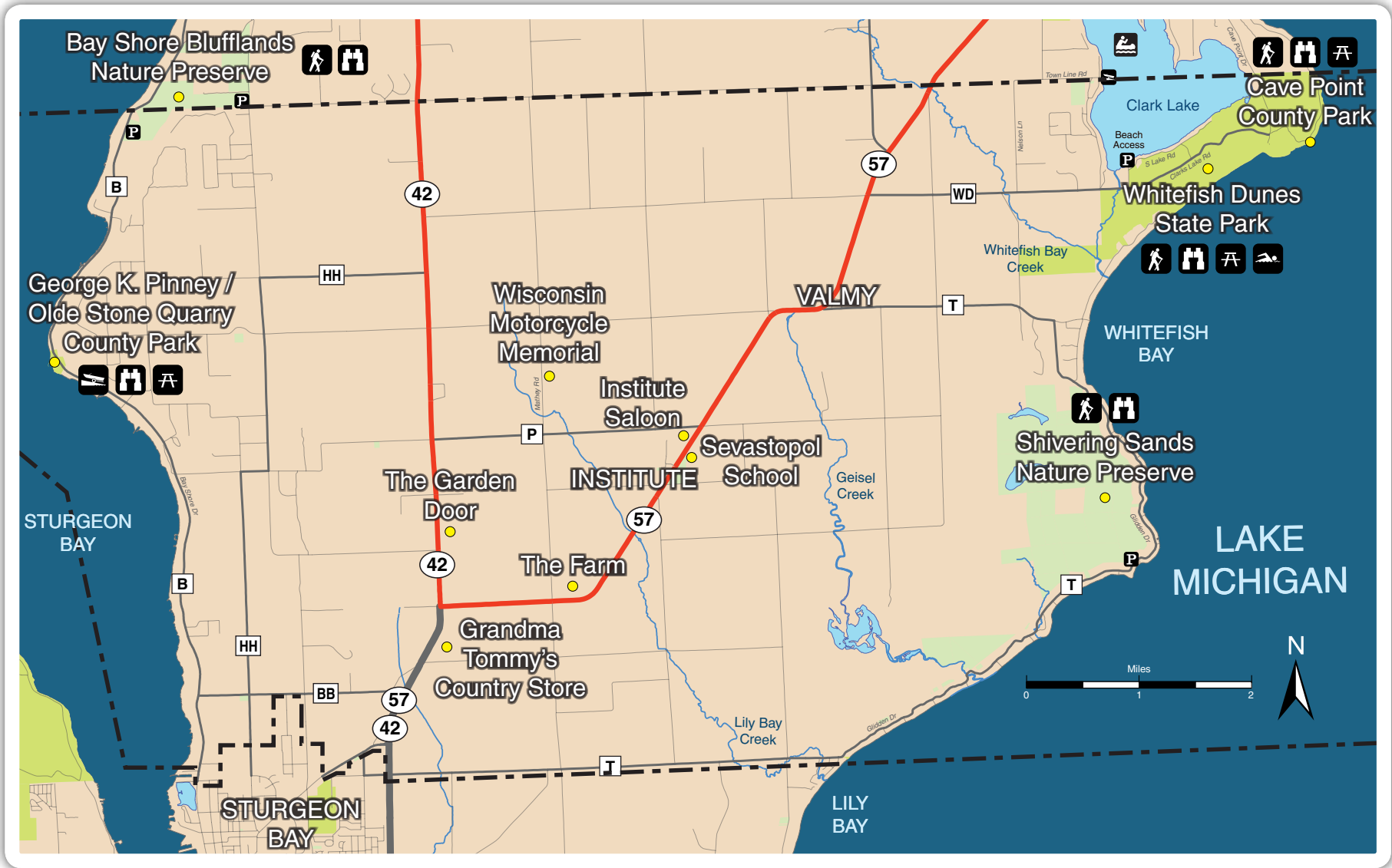
### History of Sevastopol

“The banner town in Door County is undoubtedly Sevastopol. Here the land is deep, rich and gently rolling, excellently suited to agriculture....” *History of Door County* (Holand, 1917).

Having heard from a Native American about this fine fishing ground, John P. Clark located to Whitefish Bay in 1838, becoming the first permanent settler in the town. To control the grounds, he bought 2,500 acres and nine miles of beach. He and his brother, Isaac, employed 30-40 fishermen and several coopers, shipping up to 2,000 barrels of whitefish to Cleveland each year on their schooner *Gazelle*.

The first farmers came from Fond du Lac in 1856. A party of land seekers led by George Bassford embarked on foot from Green Bay, trudging through swamps, fording creeks, and crawling over rotting windfalls. After three days and nights they finally emerged on the shores of Sturgeon Bay. They crossed the bay and pressed on five miles further into the primeval woods where they came upon timber and topography that indicated that no better lands for farming could be found. Bassford bought and cleared 240 acres, which became one of the largest farms in the county.

# TOWN OF SEVASTOPOL





Whitefish Dunes State Park



Cave Point County Park



George K. Pinney/Olde Stone Quarry County Park

Other land seekers soon arrived, including Swiss immigrant Joseph Zettel. He started to plant fruit trees in 1862 and by 1890 had 45 acres in apples, the largest orchard in the state. His 1893 Chicago World's Fair display of more than 20 varieties won awards for superior quality and flavor. Zettel's success spurred the boom in fruit growing that made Door County famous.

The Town of Sevastopol was incorporated on November 17, 1859. It was first named Laurieville after a prominent town family, but this name didn't suit the town's farmers and a special meeting was held to choose a fitting name. One townsman suggested Sebastopol, a famous Russian seaport that had just been captured by the French and English in the Crimean War. He thought this name would reflect their future greatness. However, the name was misspelled when written in the record book, and the name Sevastopol stuck.

#### Interpretive Resources in Sevastopol

- **Whitefish Dunes State Park:** Whitefish Dunes protects fragile dune habitats. It includes over a mile of sand beach, two miles of rocky shoreline, and 14 miles of hiking trails through the tallest sand dunes in Wisconsin. The park's nature center features exhibits and programs.
- **Cave Point County Park:** Located next to Whitefish Dunes, the park has grand views of powerful Lake Michigan waves crashing against the rocky cliffs below. A half-mile hiking trail connects to the more extensive trail system of Whitefish Dunes.
- **George K. Pinney/Olde Stone Quarry County Park:** This is the site of the Leathem and Smith Quarry, which began operating in 1893, providing building stone, rip-rap for harbors and jetties, and crushed road stone. It was once the largest quarry in Wisconsin, but closed soon after the Great Depression when markets for stone waned. Today, the park offers inviting views, launching ramps, a safe harbor, and access to the bay.
- **Shivering Sands Nature Preserve:** Part of the Cave Point-Clay Banks State Natural Area, this preserve protects more than 4,000 acres of biologically rich communities, including the largest cedar swamp in the state. The area was acquired as a joint project of the Nature Conservancy, Door County Land Trust, and private parties. It is considered one of the highest-quality natural landscapes remaining in Door County. A 0.75-mile rustic trail provides a closer view.
- **Clark Lake:** This 865-acre clear water lake, once a bay of Lake Michigan, offers opportunities for boating,

canoeing, swimming, and fishing. A boat launch is at the east end of Town Line Road. A public beach is on South Lake Road.

- **Large Cottonwood:** The largest tree in Door County is an Eastern Cottonwood in InSTITUTE, on the west side of Highway 57, near the Institute Saloon. It is 110 feet tall and 170 years old, with a circumference of about 35 feet.
- **Peninsular Agricultural Research Station:** This UW facility conducts fruit research and outreach efforts to support local and state fruit industries. It houses the U.S. Potato Genebank, the world's largest collection of wild and cultivated potato species.
- **The Garden Door:** This unique outdoor space created by Door County Master Gardeners Volunteers features a children's play area, fairie garden, pond with koi, wind and sound tunnel, butterfly garden, and annual and perennial flower beds. It is located on the grounds of the Peninsula Agricultural Research Station.
- **The Farm:** This privately operated "Living Museum of Rural America" is one of the most visited attractions in Door County (entry fee). It features a Farm Yard, historic buildings and equipment, and nature trails. Organic dairy farms and croplands continue

to play a major economic role in Sevastopol.

- **Wisconsin Motorcycle Memorial Park:** Five acres of gardens honor fallen motorcyclists. It is the only one of its kind in the nation.
- **Institute Saloon:** Opened in 1896, this is Door County's oldest continuously operating saloon. It was built by John Wester, Sr. and, like other centrally located buildings of that age, served as a post office until free rural delivery was initiated. The interior still looks much like it did a century ago.
- **Sevastopol School:** The idea of a consolidated school to serve the students of seven one-room schools was put forth by a group of Sevastopol area mothers beginning in 1918. Construction was started in 1921, with teams of horses used to dig the basement. On September 2, 1924, Sevastopol School opened its doors, the first consolidated school north of Milwaukee. Today, the original building anchors several additions and continues to serve the students and community of Sevastopol.
- **Grandma Tommy's Country Store:** In the 1940s, Yugoslavian immigrants John and Antonia Tomjanovich opened a produce stand in front of their house. They called it Tommy's Road Side Market, since "Tomjanovich" was difficult



*The Garden Door*



*The Farm Living Museum*



*Institute Saloon*



Clark Lake (photo by Bob Kufirin)



Bay Shore Blufflands Nature Preserve (photo by Julie Schartner)



Door County Barn Quilt (photo by Kathy4aday)

to pronounce. It closed in the late 1960s. In 2009, their grandson Steve Laubenstein and his wife, Kate, opened a new store across the road from the original stand. They named it “Grandma Tommy’s” for Antonia.

- **Glidden Drive Rustic Road:** Starting at Lily Bay, the 10-mile long Glidden Drive Rustic Road follows a winding path that passes beneath a canopy of trees and is fringed with expansive lake views. This picturesque route includes 93 curves.
- **Lily Bay:** In the late 1800s, Lily Bay was a busy shipping port and community with its own sawmill, blacksmith shop, and post office. Today, a boat launch is all that remains. A small sawmill and the quirky Smitty’s Lily Bay Social Center are nearby.
- **Door County Barn Quilt Project:** The project began in 2010 to promote the agricultural heritage of Door County and highlight the historical significance of barns. Barn Quilts are large, colorful, painted wooden quilt blocks that are attached to barns. They are painted and installed by 4-H and FFA members and other volunteers.
- **The Valmy Threshere and Antique Machinery Show:** In 1983, Bernie and Shirley Geisel asked a group of local farmers to produce a show that would bring back the old ways of farming, including working

machinery. The Northeastern Wisconsin Antique Power Association was formed to operate as a two-day event. For the first 15 years it was held on the Geisel farm, near Valmy. The club purchased 40 acres and the event now stretches over three days, with a country music band kicking off the festivities. Activities include a chainsaw competition, antique tractor pull, a kid’s tractor pull with games with a Little Farmer dress-up contest, a barefoot horse pull, antique machinery parade and—one of the most popular events—the mud pig wrestling competition.

#### Interpretive Stories of Sevastopol

- **Stone Quarries:** Five stone quarries operated near Sturgeon Bay, providing building stone, rip-rap for harbors, and crushed stone to build the roads of Door County. The Leathem and Smith Quarry, now George K. Pinney County Park, began operating in 1893 and was once the largest quarry in Wisconsin.
- **Cherry Orchards:** Sevastopol was home to the largest cherry orchards in the world. The **Reynolds Preserving Company** began canning peas in 1895, which expanded to producing hot-packed cherries around 1910, the first such cannery in the nation. With 600 acres planted to cherries, it was one of the largest fruit growers and packers in the nation. The



**James Martin Orchards** at 690 acres was also one of the world's largest orchards. During peak production in 1948 and 1949, 10,000 cherry pickers came to the 110 Door County worker camps from mid-July to mid-August.

- **Joe Wildcat:** Joe Marden, one of the most eccentric characters in Door County, lived at Shivering Sands. Joe was a Civil War veteran whose favorite sport was catching wildcats, earning him the nickname Joe Wildcat. When he discovered one in his traps, he would throw his overcoat over it and jump on it, to which ensued a great chorus of screechings and cussings until Joe emerged victorious. Joe built the first building for summer visitors in northern Door County at Shivering Sands. He used slabs and logs picked up on the beach, which he fashioned together with huge spikes, bolts, and twisted iron in the fashion of a mountain castle. He named it Castle Romance. In the first story of the building he kept pigs, in the second geese, and in the fourth, ducks. The third story was reserved for the weary summer resorter and was fitted out with a couple of iron beds and a piano. Unfortunately, he had neglected to put a foundation under the structure, and it soon sagged (*History of Door County, Holand, 1917*).

*The Reynolds Preserving Company was one of the largest fruit growers and packers in the nation.*

**Cherryland is Calling**  
*"Come Cherry Picking—Largest Crop in Years—Big Money"*  
**REYNOLDS' CHERRYLAND ORCHARDS**  
 STURGEON BAY, WISCONSIN



A general view of part of our buildings showing from left to right the Pickers' Reception and Dining Hall, Office, Canning Factory, Machine and Blacksmith Shop, Garage, Oil House, and Horse Boxes

**Wanted!—750 Pickers—July 15th to August 15th**  
 \$30,000 Paid for Picking 30,000 Heavily Loaded Trees—Pleasant Outdoor Work—Modern Camp for 500—Home-cooked Meals—Also Auto Camp Site  
 Recreation, Work, Health, Money

**General Information**

**PICKERS CAMP** Capacity 500 campers.

**SLEEPING QUARTERS** 10 x 15 army tents housing 5 to 8 persons. Spring cots and clean straw ticks. Wooden floors, electric lights. Also limited number of rooms in buildings.

**BEDDING** Pickers must bring their own bedding and plenty of it, for the stables are cold.

**SUPERVISION** A capable woman will be our matron this season. We expect everyone to conduct himself as a gentleman or lady and obey the camp rules. A night watchman will patrol the grounds from 6 P. M. to 6 A. M. There will be round-the-clock supervision of the dining hall.

**HOURS** MEALS— 6:00—6:30 A. M.; 11:30—12:00 Noon; 6:00—6:30 P. M.  
 PICKING— 4:30—11:30 A. M.; 12:00—5:30 P. M.  
 Lights Out—9:30 P. M. except Saturday.  
 Our Camp is noted for its well cooked, abundant, wholesome food. Plenty of tasty home-cooked meals, evening, dancing, trips to town, etc. Rationals and rubbers are useful. Cameras, musical instruments, etc. are fine. Bring your own toilet articles.

**CLOTHING AND EQUIPMENT** Wear any old clothes while working. Overalls, knickers, etc. Bring better clothes for evening, dancing, trips to town, etc. Rationals and rubbers are useful. Cameras, musical instruments, etc. are fine. Bring your own toilet articles.

**MAIL AND VALUABLES** Camp stationery and stamps can be had at the office. Money and other valuables that can be placed in an envelope will be kept in our safe and may be drawn out any evening.

**RATES** Our charge of \$5.50 per week covers all your expenses while at camp.



Camp House      Camp House



*Grovogel and Sons Fishery hauling in nets, circa 1910 (photo by Fred and Gertie Erskine)*

*Reynold's Pier, circa 1933 (photo by Charles E. Butler)*



## Town of Jacksonport

This historic lumbering, farming, and fishing township began as a Lake Michigan port connecting this community to Great Lakes markets. Today, it is a peaceful place for residents living along Lake Michigan who celebrate their heritage with festivals, weekly farmer's markets, and an outdoor Historical Society Museum. Tourism revolves around the Village of Jacksonport with its Lakeside Park and nearby Meridian and Cave Point County Parks.

### History of Jacksonport

The Town of Jacksonport was officially organized as the fourteenth and last township in Door County on March 9, 1869. There are historical accounts of

the Potawatomi Indians having a very large village known as Mechingan in the vicinity of the present center known as Jacksonport. Around the middle of the nineteenth century the first white man, Neil Blair, settled in Jacksonport. He was a commercial fisherman and farmer.

Perry Hibbard moved to Jacksonport in 1861, built a dock, and opened a store, lumbering, and shipping business near Hibbard's Creek. Commercial fishing was an important industry as well as lumbering in Jacksonport. Trout and whitefish were plentiful in the early days, being marketed as fresh or salted fish. The fish were caught in gill nets and packed in wooden kegs. At one time there were ten commercial fisheries in Jacksonport.

An abundance of cedar and cordwood attracted the first loggers in 1867. Three piers were built for sailing schooners to haul forest products to Milwaukee and Chicago. As logging waned, the piers were abandoned by 1920. Commercial fishermen used the piers until ice destroyed them in 1938. The last commercial fishing operation closed a few years later.

Farming became more important as the land was logged. Farmers worked in the woods during the winter and on their farms in the summer.

# TOWN OF JACKSONPORT





Lakeside Park (photo by Jon Jarosh/DCVB)



Logan Creek Preserve



Erskine Root Cellar

### Interpretive Resources in Jacksonport

- **Lakeside Park:** The park looks out over the site of Reynold's Pier. Several Jacksonport festivals and events are held here every year. The park features a sand beach, boat ramp, play area, and picnic shelters.
- **Meridian County Park and Wayside:** This park has a marker identifying the 45th parallel halfway between the equator and North Pole. A rustic trail winds beneath escarpment ledges through mature forests growing on high sand dunes and wet swales.
- **Logan Creek Preserve:** Managed by The Ridges Sanctuary, this 170-acre state natural area is located at the north end of Clark Lake. Trails and boardwalks wind through old growth cedar forests and spectacular overlooks on Clark Lake and Logan Creek.
- **Schauer Town Park:** The park, located north of Whitefish Dunes State Park, has a boat ramp for accessing Lake Michigan.
- **Clark Lake:** This 865-acre clear water lake, once a bay of Lake Michigan, offers opportunities for boating, canoeing, swimming, and fishing. A boat launch is located at the east end of Town Line Road. A public beach is located on South Lake Road.
- **Jacksonport Wharf Archaeological District** along the shoreline is listed in both the Wisconsin and National Register of Historic Places. This underwater sanctuary protects the remains of Jacksonport's three piers, along with three lumber schooners that sank here. A Wisconsin Maritime Trail marker interprets the site and includes a historic photo of logs waiting to be loaded on schooners. Another marker describes a capstan and fishing tug anchor recovered by divers.
- **Jacksonport Historical Society Museum:** Located on Highway 57 south of the downtown district, the museum property is a work in progress. It currently has two historic buildings: the Cote Cabin and the Lortiz Home.
- **Erskine Root Cellar:** Across Highway 57 from Lakeside Park is a rest area green space that preserves the root cellar of the Eureka Hotel built in 1873.
- **Town Hall Bakery:** The old Jacksonport Town Hall was built in 1890 and is a historic landmark. It now serves as a bakery.
- **Historic churches:** Jacksonport has four historic churches. The **United Methodist Church** (1892) is known as the "Little White Church by the Lake." It still has its original furnishings and no electricity or plumbing. The **Episcopal Church of the Holy Nativity** (1885) is identified with a historic marker. **St. Michael's Catholic Church** (1862) and **Zion**

**Evangelical Lutheran Church**  
(1889) still maintain their historic architecture.

### Jacksonport Festivals and Events

- **Jacksonport Polar Bear Plunge:** On New Year's Day at noon in Lakeside Park, the Jacksonport Polar Bear Club hosts the annual Polar Bear Plunge. Each year several thousand spectators come to Jacksonport to watch hundreds of "human polar bears" enter the invigorating and icy waters of Lake Michigan.
- **Jacksonport Easter Egg Hunt:** In April, the Jacksonport Area Business Association hosts an Easter Egg Hunt for hundreds of children in Lakeside Park.
- **Maifest:** In May, the Jacksonport Advancement Corporation hosts the annual Maifest celebration over the Memorial Day weekend in Lakeside Park and the Erskine Rest Area. Maifest is a celebration of the ethnic and cultural heritage of the early settlers to the Jacksonport area.
- **Weekly Farmer's Market:** The Jacksonport Area Business Association sponsors a weekly farmer's market in Lakeside Park. During the summer and into early fall, local vendors bring their fresh produce and other homemade goods for both residents and visitors to purchase and enjoy.

- **Art on the Scenic Side:** Over the Fourth of July holiday, the Jacksonport Fire Fighters Association hosts Art on the Scenic Side, a two-day outdoor arts and crafts show in Lakeside Park.
- **Cherry Fest:** On the first Saturday in August, the Jacksonport Historical Society sponsors Cherry Fest in Lakeside Park and the Erskine Rest Area. Cherry Fest is a celebration of the many cherry products grown and produced in Door County.
- **Thanksgiving Day Parade:** On Thanksgiving Day, downtown Jacksonport is the site of the only Thanksgiving Parade in Wisconsin. The quirky parade passes parade watchers twice (coming and going) and is held as a fundraiser to benefit needy families or individuals with health problems. It is sponsored by local residents using the "neighbors helping neighbors" philosophy to help those in need.

### Interpretive Stories of Jacksonport

- **Indian Villages:** The *History of Door County* (Holand, 1917) describes the significant historic and pre-historic Indian villages at Heins and Hibbard Creeks. It relates the story of the great siege by the Iroquois of an Ottawa stockade on one of these creeks during the Beaver Wars of the mid-17th Century.



*Historic United Methodist Church  
(photo by Bob Kufirin)*



*Maifest parade (photo by Jon Jarosh/DCVB)*



*Meridian County Park and Wayside*



*Silo filling at the Joseph Robinson farm, circa 1910  
(photo by Fred & Gertie Erskine)*



*Dedication of Lakeside Park, 1939*

- **Namesake of Jacksonport:** In 1867, Col. C. L. Harris and John Reynolds of Madison and Andrew Jackson, head of the Government Land Office in Menasha, learned of the great abundance of cedar and cordwood and facilities for water transportation. They formed a company and hired a large crew that “invaded the wilderness” by sleigh from Green Bay in the winter of 1867. They named the town Jacksonport after Mr. Jackson, the father of the plan. They bought the land for a pier from Perry Hibbard, a fisherman who had come there in 1861. (*The History of Door County*, Holand, 1917)

- **Extract of Polecat:** The logging company includes the story of a skunk that invaded the stores needed for the 37 boarders who worked for the company. Being shot, the skunk discharged his “extract of polecat” and ruined their provisions.
- **Thomas Reynolds:** The logging company slowly dissolved as the workmen faded away and after three or four years declared bankruptcy, eventually leaving only Thomas Reynolds (John’s brother) who obtained 700 acres and became a farmer. He was the first permanent settler in Jacksonport and later represented the county in the State Legislature.
- **Jacksonport Wharf Archaeological District** (*text from Wisconsin Historical Society*): “During the heyday of Wisconsin’s lumber industry, Jacksonport’s business and community life centered around three large piers: Hibbard’s Pier, LaMere’s Pier, and Reynolds’ Pier. Wooden schooners were frequently moored to the piers while loading cordwood, shingles, and posts bound for the ports of Milwaukee and Chicago. Other waiting schooners would anchor a short distance offshore, awaiting their turn to load. Today, the remains of the three piers that defined the Jacksonport community are extant on the lakebed along with the remains of three

lumber schooners. One unidentified schooner, tentatively identified as the *Annie Dall*, lies north of Hibbard's Pier. Two others, the *Cecelia* and the *Perry Hannah*, lie along the remnants of Reynolds' Pier, the southernmost pier of the complex.

"The schooner *Perry Hannah* was the first vessel to be lost when she was driven into Reynolds' Pier during the Great Alpena Blow of October 16, 1880. She lodged in the center of the pier, severely damaging her and the pier. The schooner was later hauled alongside the pier and abandoned. On September 9, 1885, the schooner *Cecilia* was lost while riding out a storm at anchor a short distance from shore. Her anchors dragged, however, and she came ashore, lodging her bow beneath Reynolds' Pier and sustaining significant damage. The *Cecelia's* masts were salvaged and her hull was abandoned. The *Annie Dall* also came ashore while riding out an east-southeast gale at anchor on October 18, 1898. The *Annie Dall* sustained significant damage in the grounding, and although she was pulled from the beach and an attempt was made to tow her to Sturgeon Bay for repairs,

the vessel was leaking too badly and a salvage pump placed aboard her was unable to keep up with the rising water in her hold. The *Annie Dall* was ultimately abandoned on October 22, 1898 following a salvage operation that lasted four days.

"By 1920, the Jacksonport lumber trade was logged out and the three piers were mostly abandoned, with only occasional use by local commercial fisherman until 1938 when an ice shove damaged the piers beyond repair. Today, during periods of calm water, the Reynolds' Pier pilings can be seen protruding from the water's surface."



In 1938, ice damaged the Jacksonport piers beyond repair.

Fishing boats at Reynold's pier, circa 1933 (photo by Charles E. Butler)





## Village of Egg Harbor

This progressive village became independent from the Town of Egg Harbor so residents could better develop their waterfront parks and other tourist amenities. In 2011, it was selected as the “Best Small Town in Wisconsin” in a survey conducted by *Wisconsin Trails Magazine*. The village boasts beautiful scenery with spectacular sunsets from Harbor View Park. Commercial development has created a thriving tourist industry that attracts visitors for shopping, dining, resort living and the many art, music and special events sponsored by the community.



*Kewaunee House, circa 1882  
(photo: Egg Harbor Historical Society)*

### History of Egg Harbor

The first settlers in Egg Harbor were Jacob and Levi Thorp who came in 1855.

They purchased about 1,600 acres, including and surrounding the present village. Levi developed the business, shipping cordwood and cedar from his pier.

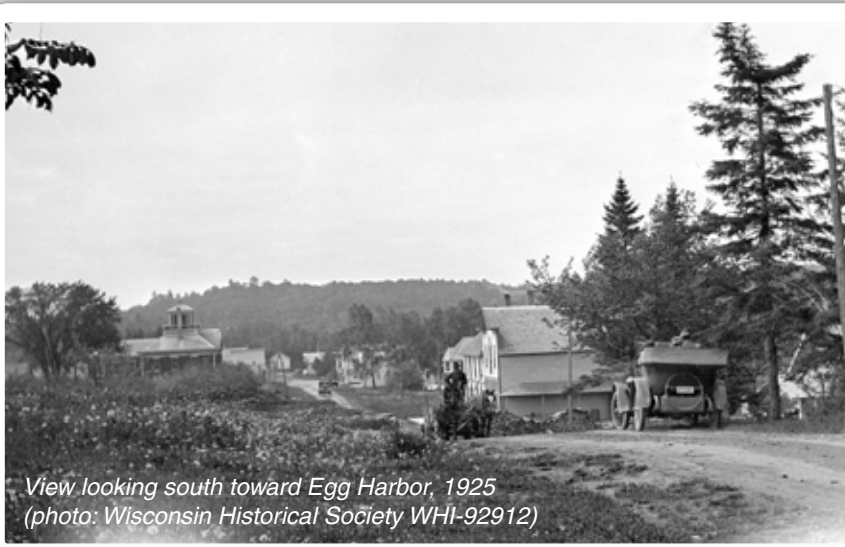
For many years, Levi Thorp was the principal business man north of Sturgeon Bay. He had panned out

\$6,000 in the California Gold Rush of 1849, which he used to build the Cupola House in 1871 as his family home.

Another significant resident was Dr. Horace Eames. He arrived in 1870 to practice medicine and farm. He was a trained chemist and provided prescriptions for his patients, making home visits by sleigh and buggy in every kind of weather. The Eames farm was renowned for its large cherry and apple orchards. His home on County E has been moved to the Cupola House lot where both are listed on the National Register of Historic Places.

John Bertschinger boosted the resort business in Egg Harbor with his purchase of the Kewaunee House in 1904. He added dining and hotel accommodations and renamed it the Harbor Inn. In 1922, he and his brother Paul opened the Alpine Resort, with steamboats transporting guests from Chicago and Milwaukee. It is still operated by descendants of these brothers.

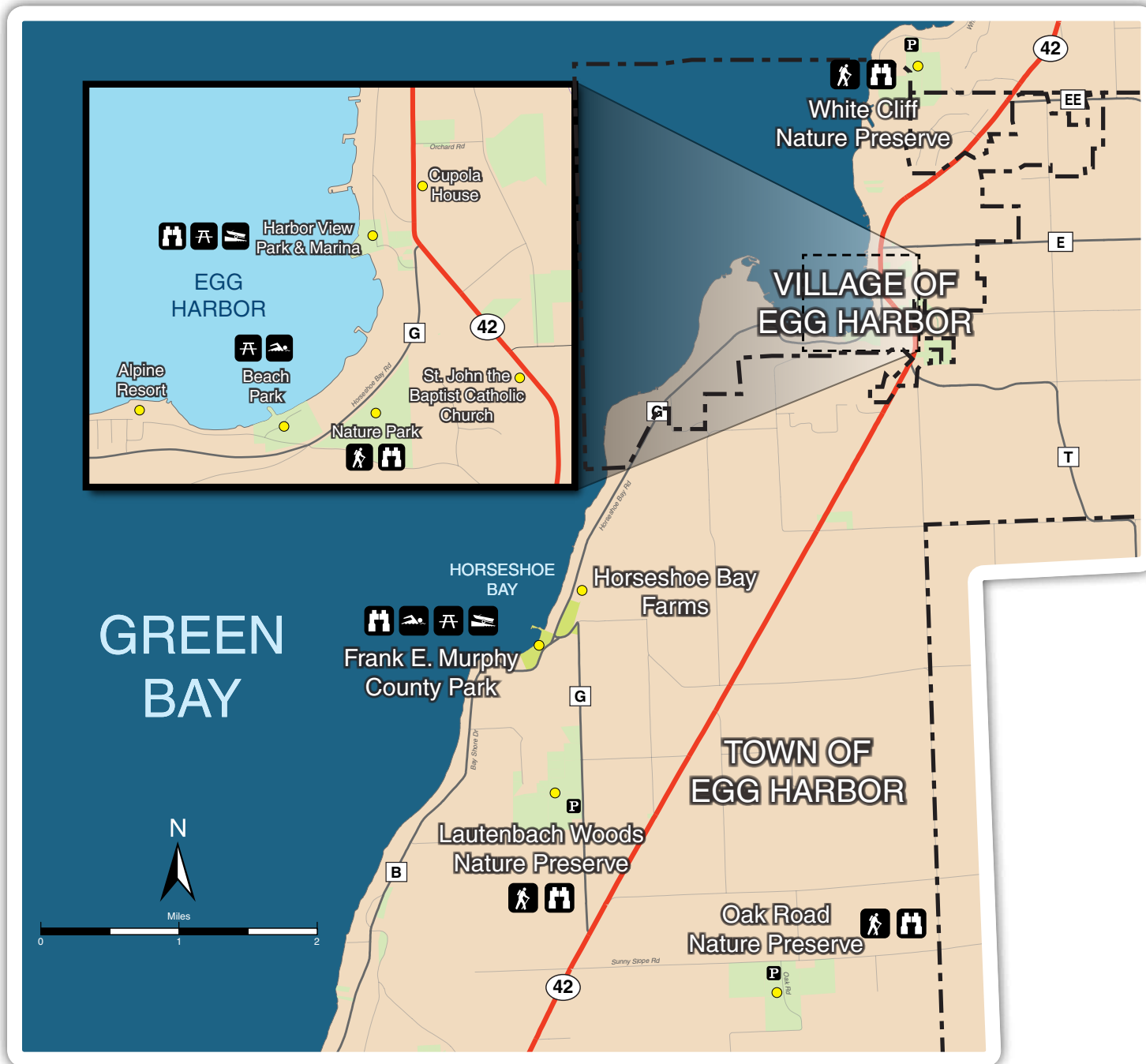
Horseshoe Bay Farms, just south of the village, was a progressive dairy and fruit farm. It was one of the largest fruit producers on the peninsula and a breeding site for purebred Holstein-Friesian stock. In the early 1920s, the farm was Door County’s largest employer.



*View looking south toward Egg Harbor, 1925  
(photo: Wisconsin Historical Society WHI-92912)*



# VILLAGE OF EGG HARBOR REGION





Frank E. Murphy County Park



Harbor View Park



Horseshoe Bay Farms

### Interpretive Resources in Egg Harbor

- Frank E. Murphy County Park:** This 14-acre park is located on Horseshoe Bay south of the Village of Egg Harbor. It features 1,600 feet of sandy beach, boat launching facilities, and the gated entrance to Horseshoe Bay Cave.
- Horseshoe Bay Cave:** This is the second longest cave in Wisconsin at 3,100 feet. The main entrance, gated since 1986, is located on county land adjacent to Horseshoe Bay Farms. Most of the cave is wall-to-wall water, with a stream nicknamed the “Mississippi River” flowing through the heart of the cave. The cave boasts the largest underground chamber in eastern Wisconsin, the “Big Room,” which has a 55-foot high dome ceiling. A 45-foot underground waterfall is also in the cave. Four species of bats hibernate in the cave. The county is currently working to secure underground rights to the cave, and it may be opened to the public in the future.
- White Cliff Nature Preserve:** Owned by the Door County Land Trust and The Nature Conservancy, this site preserves an undisturbed forest of white cedar, hemlock, American beech, and sugar maple surrounding an alkaline-rich fen. A 1.5-mile loop trail provides access.
- Lautenbach Woods Nature Preserve:** This preserve owned by the Door County Land Trust features a northern hardwood forest along the rocky slope of the Niagara Escarpment. A 1.25-mile trail provides access.
- Oak Road Nature Preserve:** A 40-acre wetland serves as the main feature of this site, along with forest and prairie habitat restorations. It is owned by the Door County Land Trust. A 2.9 mile trail leads to an overlook of the wetland.
- Harbor View Park:** This village park overlooks the Egg Harbor marina and Green Bay. It offers spectacular sunset views, walking paths down the hill, Concerts in the Park, and a memorial to the steamer *Hackley*.
- Beach Park:** A sandy swimming beach, pavilion, playground area, and kayak rentals attract visitors to this village park on Green Bay.
- Nature View Park:** Located on County G, this natural village park area has paths for leisurely walking and biking.
- Cupola House:** In 1871, village founder Levi Thorp built this impressive family home. He paid for it with gold dust he collected from the California Gold Rush of 1849. Today, the building houses shops and is on the National Register of Historic Places.

- **“Doc” Eames home:** “Doc” Eames arrived in 1874. Besides being a medical doctor, he farmed and was well known for his large cherry and apple orchards. His home on County E was moved adjacent to the Cupola House.
- **Shipwrecked Restaurant, Brewery, and Inn:** This building was once known as the Kewaunee House, Egg Harbor’s first saloon and boarding house. In 1904, John Bertschinger (who would later open the Alpine Resort) bought the building and added dining and hotel accommodations. He renamed it the Harbor Inn.
- **Casey’s BBQ Smokehouse:** This was the site of Jerry LeMere’s saloon and dance hall, built in 1889. The building burned in 1897, but was rebuilt. Bob Hope was a patron.
- **St. John the Baptist Catholic Church:** Built in 1910, this historic stone building is one of the most photographed in Door County.
- **Alpine Resort:** This 300-acre resort was established in 1922 by John and Paul Bertschinger. The resort offered golf, fishing, boating, and horseback riding. It even had a booking agency in Chicago. The owners built a 36-hole golf course where Bob Hope played.
- **Horseshoe Bay Farms:** This dairy farm dates to 1917 and is on the

National Register of Historic Places. It was once a breeding site for Holstein-Friesian purebred stock and its orchard operation was one of the largest on the peninsula. In the early 1920s, the farm was the county’s largest employer. The site includes numerous historic barns, buildings, and orchards that are visible from County G.

### Interpretive Stories of Egg Harbor

- **Egg Harbor Namesake:** A firsthand account in the *Door County Advocate* on April 26, 1862, relates that in June of 1825, three or four Mackinac boats left Green Bay to deliver furs to the trading post on Mackinac Island. The boats stopped at the yet unnamed harbor to rest for the night. While rowing ashore there was a race to

see who would reach the shore first. Food from the mess baskets was thrown at the leading boat and food was quickly returned. First, hard tack was the missile of choice, but soon eggs flew through the air. When the boats reached the shore, the battle continued until the eggs were gone. Everyone enjoyed the fun and the story of the battle, which was often repeated by the voyagers. The harbor was then identified as Egg Harbor.

- **Erie L. Hackley shipwreck:** A wayside exhibit in the village marina interprets the sinking of the steamer *Erie L. Hackley* on October 3, 1903, which was traveling from Menominee to Egg Harbor. Eleven people were lost, mostly residents of Egg Harbor and Fish Creek. This loss was a tragedy to the small Door County communities.



“Doc” Eames home (left) and Cupola House (right)



## Town of Baileys Harbor

Thousands of acres of wetlands and wilderness characterize the Town of Baileys Harbor. Private and public preserves include The Ridges Sanctuary, Mud Lake Wildlife Area, Kangaroo Lake, Toft's Point, and Björklunden. The town is a destination for nature lovers and outdoor recreationists and is considered the premier sport fishing destination on Lake Michigan. The annual 4th of July celebration is the longest running event in Door County.



*Baileys Harbor Coast Guard Station*

### History of Baileys Harbor

In the fall of 1848, Captain Justice Bailey discovered the harbor as he searched for a safe mooring during a violent storm on Lake Michigan. He explored the area and found an abundance of limestone and timber that he reported to his employer, Alanson Sweet. Sweet sent a crew to harvest timber and stone and build a pier. He named the new village after Captain Bailey. In 1851, Sweet induced the government to build a lighthouse. It was found to be inadequate and replaced by range lights in 1869. The Baileys Harbor Coast Guard Station operated from 1894 to 1948, responding to hundreds of calls for assistance. Lumbering became the main industry of the village with stone quarrying and fishing contributing to the economy. Later, hotels were built and tourism developed.



*The Ridges Sanctuary*

### Interpretive Resources in Baileys Harbor

- The Ridges Sanctuary:** With its incorporation in 1937, this is the oldest private nature preserve in Wisconsin, established through the efforts and vision of Albert Fuller, Jens Jensen, Emma Toft, Olivia Traven, and others. The Ridges protects the most biologically diverse ecosystem in Wisconsin: rare ridge and swale habitat, 475 plant species including 25 species of native orchids, 60 species of migrating and nesting birds, and the largest population of federally endangered Hine's Emerald Dragonflies. Visitors can hike or snowshoe on over 5 miles of trails and boardwalks. A new visitor center will be constructed on Highway 57. This center is also designated as a DCCB visitor center with an exhibit and information about the byway.
- Toft Point State Natural Area:** Managed by UW-Green Bay and The Nature Conservancy, this 686-acre site protects forest and shoreline concentrated on a 1-mile wide peninsula sandwiched between Moonlight Bay to the north and Baileys Harbor to the south. It features over two miles of Lake Michigan shoreline with dolomite cliffs and cobblestone beaches. It protects habitat for 440 plant species,

# TOWN OF BAILEYS HARBOR





Mud Lake State Wildlife Area (photo by Gloria Dougherty)



Anclam Park



Baileys Harbor Range Lights (photo by Ed Miller)

including orchids, and one of the most diverse bryophyte (mosses and liverworts) flora in the state. A historic lime kiln stands on the site, the state’s best intact example.

- **Baileys Harbor Boreal Forest and Wetlands State Natural Area:** The moderating climate of Lake Michigan allows northern boreal forests to thrive here. The 463-acre natural area, managed by the Wisconsin DNR, provides a refuge for rare orchids and other plants, as well as boreal birds and migratory shorebirds.
- **Mud Lake State Wildlife Area:** This 2,290-acre wildlife haven harbors a 155-acre shallow lake surrounded by swamp and thickets. Boreal forests support rare plants and animals. Reibolt Creek is the best access point for canoeing in from Lake Michigan.
- **Kangaroo Lake Nature Preserve:** This state natural area surrounds the northern tip of Kangaroo Lake and protects its picturesque natural shoreline and marsh habitat. A 1.5-mile trail begins on the Niagara Escarpment and winds through mature forest to the edge of the lake. This site is owned by the Door County Land Trust and The Nature Conservancy.
- **Heins Creek Nature Preserve:** Owned by the Door County Land Trust, the 74-acre preserve features a landscape of rolling sand dunes,

northern mesic forest, and Heins Creek, a popular trout stream. An easy 1-mile trail follows the creek.

- **Anclam Park:** This newly renovated park on Lake Michigan features a sand beach, playground, grills, and views of the harbor. The current pier is located where an 800-foot pier owned by John Anclam was used by steamship companies to ship lumber in the late 1800s and early 1900s.
- **Ridges Beach Park:** Owned by the county, the park features a sand beach on Lake Michigan with shallow water, ideal for families with children.
- **Baileys Harbor Light:** This original lighthouse was built in 1852 to guide ships into Baileys Harbor. It is one of only a few remaining lighthouses to retain a “bird-cage” lantern. It was replaced by range lights in 1869. Located on private property, it can be viewed by boat or at the end of Point Drive.
- **Baileys Harbor Range Lights:** Located at The Ridges Sanctuary, the historic range lights are another popular attraction. In 1869 Lighthouse Board construction crews put two range lights into service to replace the inadequate “bird cage” lighthouse at the harbor entrance (still standing). Ship captains simply lined up their vessels with the two lights to secure safe passage into

the harbor. Beginning with keeper Fabian Trudell, these range lights were operated by the U.S. Lighthouse Service continuously until 1930, when the last keeper was replaced by an automatic electric light. In 1934 the U.S. government deeded the “Range Light 40” surrounding the lights to Door County with the stipulation that the land be kept as a park. The lights were decommissioned in 1969. The buildings are not currently open for tours, but may be viewed from the trails of The Ridges Sanctuary.

- **Cana Island Lighthouse:** Built in 1870, this is one of the most popular lighthouses in Door County. Located on an 8.7-acre island in Lake Michigan, the lighthouse features an 89-foot tall tower, the original home of the keeper and his family, and the oil house where fuel was stored. The lighthouse is open for tours from May through October, seven days a week. It is operated by the Door County Maritime Museum.
- **Baileys Harbor Town Hall/McArdle Library:** Built in 1938, this beautiful limestone building houses the town hall and library. Michael McArdle, a native son and prominent Chicago businessman, left money in his will to establish a library in the town. It is on the National Register of Historic Places.

- **August Zahn Blacksmith Shop:** August Zahn built the first blacksmith shop in Baileys Harbor in 1906. This building is now on the National Register of Historic Places.
- **Globe Hotel:** Now a residence, the hotel was built by Adam Secrist in 1870. It is currently owned by his great-granddaughter, Eunice Schlintz. It is on the National Register of Historic Places.
- **“Bird Park” House:** Built by famous folk artist Albert Zahn in 1924, this house and yard was covered with unique carved animals. Some of Zahn’s carvings are on display at the Art Institute of Chicago and the Guggenheim Museum in New York. This house is on the National Register of Historic Places.
- **Björklunden/Boynton Chapel:** This 450-acre estate was donated to Lawrence University by the Boynton family, who had purchased it in 1928 for \$2,000. The property has over a mile of Lake Michigan shoreline. In 1939, Boynton Chapel was constructed on the grounds. It is designed as a *stavkirke* (stave church) after ones Mrs. Boynton had seen in Norway. Inside are ornate carvings and hand-painted murals. The chapel is now open to the public. This estate is also where the Door Shakespeare theater company performs during the summer.



*Baileys Harbor Town Hall/McArdle Library*



*August Zahn Blacksmith Shop*



*Boynton Chapel at Björklunden*



*Fourth of July Parade, circa 1920 (photo: Baileys Harbor Historical Society)*



*Frogtown Art Colony, circa 1924 (photo: Baileys Harbor Historical Society)*



*Evergreen Lodge, now Kangaroo Lake Resort, circa 1915 (photo: Baileys Harbor Historical Society)*

### Interpretive Stories of Baileys Harbor

- Baseball:** Baileys Harbor has a long history of baseball. Every Door County town fielded a baseball team and enthusiastic fans. The first baseball team, the Foresters, originated in the 1870s and played on their diamond just a block south of the Town Hall. The Baileys Harbor A's continue this tradition today.
- Fourth of July Parade:** The Baileys Harbor Fourth of July Parade is the longest running event in Door County.
- Frogtown Art Colony:** In 1922, the Frogtown Art Colony was created on the south side of Baileys Harbor by two Art Institute of Chicago professors. It lasted only three years, but established Door County as an art center in the state.
- First Door County Seat:** In 1851 town founder Alanson Sweet convinced the state legislature to grant county status to the peninsula and to make Baileys Harbor, due to its central location, the first county seat. Unfortunately, Alanson Sweet suffered business losses, and the settlement was abandoned. In 1858, Sturgeon Bay exerted its will and the county seat was moved, with no county business having ever been transacted in Baileys Harbor.
- Diphtheria Epidemic:** In the 1870s and '80s, a diphtheria epidemic took the lives of many Baileys Harbor residents including Lucy, the wife of the range lightkeeper, Marcus Shaler, after she volunteered to nurse other victims of the disease. Shaler resigned from his post in grief over the loss.
- "Bullshit Corners":** This 1916 country store is on County Road F at the intersection of Maple Grove Road between Fish Creek and Baileys Harbor. Locals would gossip around the potbelly stove, which led to the name for this intersection. A weaving and clothing design studio, the Maple Grove Gallery, was opened in the old store in 1973.
- Evergreen Lodge/Kangaroo Lake Resort:** Located on Kangaroo Lake, the original lodge was built in 1912 and named the Evergreen Lodge. It was the first summer resort in Baileys Harbor and on the Lake Michigan side of the peninsula. The original owners were Captain J. W. Wilson and his wife, Meg. Captain Wilson was a ship captain for the Goodrich Line on the lakes. The Henry Butler family purchased the resort in 1919 and renamed it Kangaroo Lake Hotel. In 1932, James and Anna McArdle were looking for a new home for their family. The bank offered the resort property at a reasonable price, and the McArdles became the new owners. They did not intend to run



the property as a resort, but so many people stopped to inquire about lodging, they began renting out rooms. They added cottages to the property, making a total of six cottage rentals, 11 rooms, and three sleeping porches. The resort was renamed the Kangaroo Lake Lodge and Cottages. In 1979 the property was sold to Arps and Pat Horvath. The Horvaths are the current owners and the resort is now known as Kangaroo Lake Resort. The McArdles retained one cottage to the north that is still in the family.

- **Moses Kilgore:** “The real beginning of the village [of Baileys Harbor] may be said to start with Moses Kilgore’s arrival in 1860. He built the first permanent pier in 1861, providing an outlet for the vast forest products that for forty years made Baileys Harbor the chief shipping point for cordwood, ties, and cedar poles in the county. Moses Kilgore was among the earliest permanent settlers of the town and it is commonly asserted that he did more for the improvement of the town than any other man. He was a remarkably energetic Yankee from the State of Maine with a picturesque flow of profanity and unadorned speech which was exceedingly entertaining or dreadfully horrifying according to the temper of his audience. He was the first great booster for good roads in the county. When he represented

the county in the State Legislature in 1867 he succeeded in putting through an appropriation for building the state road that runs through the county on the Lake Michigan side. He was also a prominent business man, stage driver and member of the county board for a number of years. His epitaph might be: ‘He was an indomitable hustler from his cradle to his grave’” (*History of Door County*, Holand, 1917).

- ***The Loving Spice of Life:*** This book tells the story of Hedwig Augusta Heinrich and her life in Germany, as well as her coming to live in Baileys Harbor as the mail order bride of

Otto Peil. It was written by Hedwig’s daughter, Adeline Edmunds, in 1980.

- **Freddie Kodanko:** “Kodanko was the self-crowned Door County Polka King, and had a purple cape and hat to prove it. He’d use his tractor to power speakers to play polka music at Door County League baseball games, and made a point to drive his tractor in every parade, or sit behind another tractor, and play music and percussion on the sturdy wooden crates he was known for building” (*Peninsula Pulse*, June 4, 2013).



*Sunday baseball game in Baileys Harbor, 1907  
(photo: Leann Despotes)*



## Town of Gibraltar

The Village of Fish Creek is the commercial and social hub of this town. The town and village have served tourism for over a century and boast historic inns that have been in continuous operation since the late 1800s. It is also the site of Peninsula State Park, Wisconsin's third largest and second oldest state park, which annually attracts 1 million visitors. The Gibraltar Historical Association is housed in the Historic Noble House and offers guided tours of the house and village.

*The Steamship Carolina delivers summer tourists to Fish Creek, 1915 (photo: Gibraltar Historical Association)*



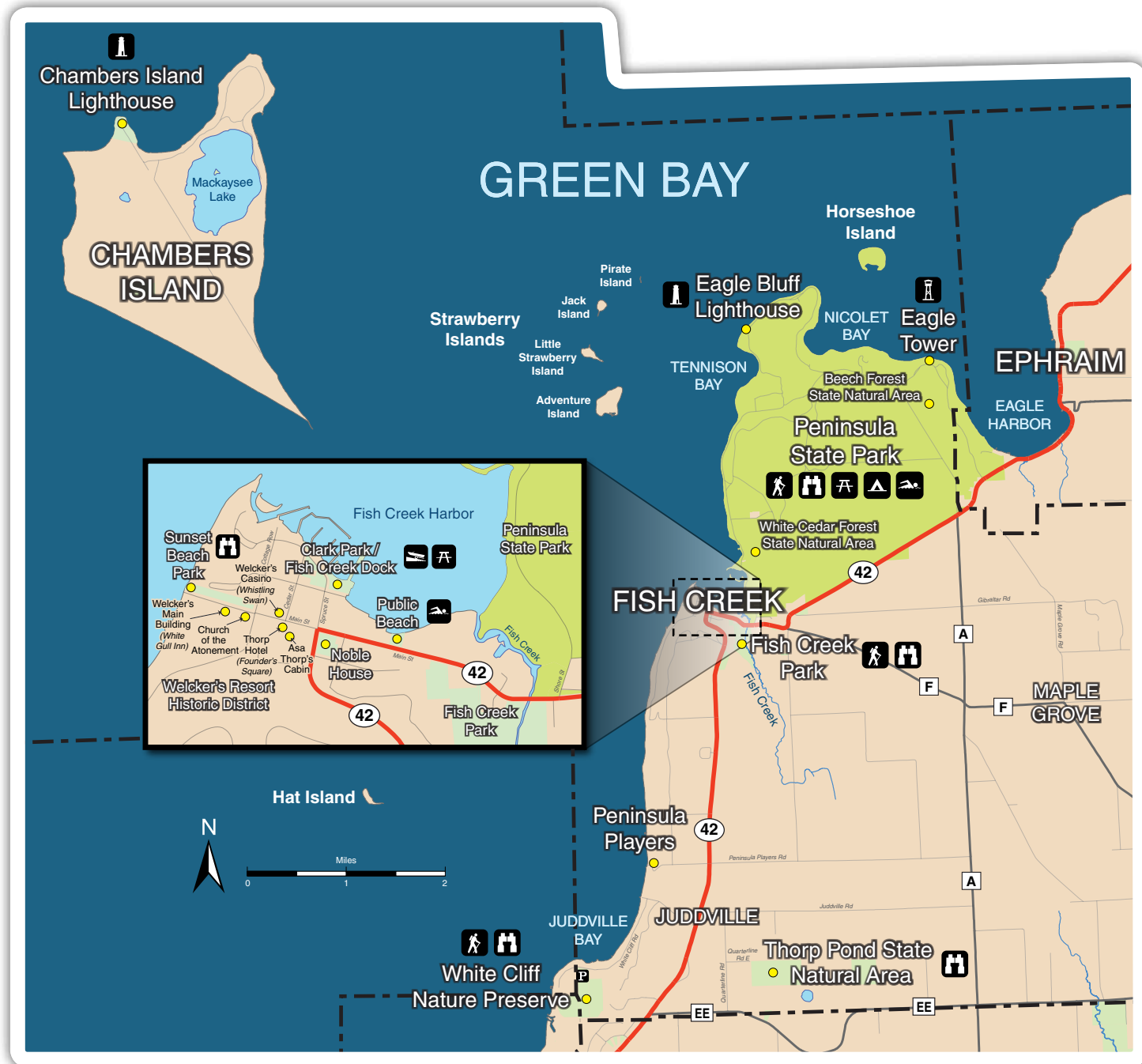
### History of Gibraltar

The first settler of Fish Creek was Increase Claflin and his family around 1844, but the village founder is considered to be entrepreneur Asa Thorp. In 1853, Thorp was riding on a steamer from Rock Island to Green Bay. While passing Fish Creek bay, the captain mentioned that it would be a good place for stopping and cutting firewood for his boat. Thorp claimed 700 acres around Fish Creek, built a large dock and sawmill, and hired men to log the land to make cordwood for ships. As ships stopped and loaded firewood, people would walk around the area. Thorp started renting rooms in his family home, which developed into the Thorp Hotel, the second oldest tourist hotel in Wisconsin.

Joining the settlement in 1854, John and Stephen Norton were woodchoppers in the days when axes were used in making cordwood. They were able to put up 400 cords of wood in a single season.

As the timber industry waned in the late 1800s to early 1900s, the number of tourists continued to explode. Decked out in elegant clothes, visitors arrived on steamers to escape the summer heat of Chicago and Milwaukee. Resorts, restaurants, and other businesses sprang up to meet the tourists' needs.

# TOWN OF GIBRALTAR





*Peninsula State Park (photo by Jonathan Bloy)*



*White Cliff Nature Preserve (photo by Zak LaCrosse)*



*Sunset Beach Park (photo by James Jordan)*

### Interpretive Resources in Gibraltar

- Peninsula State Park:** Established in 1909, this is Wisconsin's second oldest state park, and has always been an important attraction in Fish Creek. The 3,776-acre park features steep bluffs of the Niagara Escarpment, dropping 150 feet into the shores of Green Bay. The park also offers 468 campsites, hiking and biking trails, sand beaches, scenic overlooks, the 1868 Eagle Bluff Lighthouse, a summer theater called American Folklore Theatre, and a golf course. Visitors can climb the 75-foot Eagle Tower for spectacular views of Green Bay and the islands.
- Peninsula Park White Cedar Forest State Natural Area:** Located inside Peninsula State Park, this site protects a continuum of five distinct community types that change with elevation from the shore of Green Bay to the top of the Niagara Escarpment cliffs. Bird life is characteristic of areas found farther north.
- Peninsula Park Beech Forest State Natural Area:** Also located inside Peninsula State Park, this site protects forest types from a cobblestone beach at the edge of the Niagara Escarpment to rolling upland forests. The bluff drops 150 feet to several terraces which are forested with cedar and hardwoods.
- White Cliff Nature Preserve:** Owned by the Door County Land Trust and The Nature Conservancy, this site preserves an undisturbed forest of white cedar, hemlock, American beech, and sugar maple surrounding an alkaline-rich fen. A 1.5-mile loop trail provides access.
- Thorpe Pond State Natural Area:** This site includes a 6.4-acre bog lake surrounded by a boreal rich fen, wet-mesic forest, and hardwood swamp. It is owned in part by the Wisconsin DNR and by private individuals.
- Fish Creek Park:** This 27-acre town park, located across from the south entrance to Peninsula State Park, offers walking trails through woods and meadows, and a wooden gazebo for relaxing. The original site of the Peninsula Players Theater is here along Fish Creek.
- Fish Creek Public Beach:** The only designated swimming beach in Fish Creek, this park provides a sandy beach and playground.
- Clark Park:** Adjacent to the Fish Creek dock, the grassy square provides benches for visitors to soak up the harbor atmosphere.
- Sunset Beach Park:** Located at the west end of Main Street in Welcker's Resort Historic District, this is an ideal place to watch the sun sink into the bay.

- **Welcker's Resort District:** Dr. Herman Welcker (Herr Doktor), a German immigrant and Milwaukee virologist, enjoyed a visit to Fish Creek and fell in love with the area. In 1896, he purchased land from Asa Thorp and began building a popular resort for tourists with several main buildings and cottages. Welcker was a health nut who designed his program after European health spas of the era. He threw pebbles at guest windows if lights were on past ten o'clock sharp. This resort and its neighbors are on the state and National Register of Historic Places.
  - ▶ **White Gull Inn/Henriette Hotel:** The first building that Welcker constructed was the Henriette Hotel, named after his wife, in 1896. In the 1950s, owners Andy and Elsie Redmann introduced the "fish boil" tradition to their guests, which caught on with restaurants throughout the county. Today, the White Gull still offers lodging, dining, and fish boils.
  - ▶ **Whistling Swan/Welcker's Resort:** In 1907, Welcker brought a hotel across the ice from Marinette and reconstructed it one block east of the Henriette Hotel. He named this Welcker's Casino because of the card and game tables he provided. Today, the Whistling Swan still offers lodging and dining.

- **Alexander Noble House:** Built in 1874, this is Fish Creek's oldest unchanged residence and is on the National Register of Historic Places. The Gibraltar Historical Association offers tours and special events here. Noble (at various times blacksmith, postmaster, farmer, town chairman and county board member) sponsored Sunday afternoon horse races on Main Street with lots of gambling.
- **Founder's Square/Thorp Hotel/Asa Thorp's cabin:** Founder's Square was the original location of the Thorp Hotel, started by the founder of Fish Creek, Asa Thorp. His original 1849 cabin is on the site. Most of the stores in this district were original cottages where 1800s visitors would stay.
- **Thorp House Inn:** This historic hotel is listed in the National Register of Historic Places. In 1902, Freeman Thorp, nephew of Asa Thorp, began building the house. Tragedy struck on October 3, 1903, when the steamship *Erie L. Hackley* capsized in a sudden squall, claiming the life of Freeman and ten others (six from Fish Creek). Fate necessitated that the widowed Jessie Thorp begin renting rooms to tourists. Later named Cedar Ridge, Breezy Hill, and The Heritage, the Thorp home continues to accommodate guests today as a B&B.



*Alexander Noble House*



*Asa Thorp's cabin in Founders Square*



*Whistling Swan/Welcker's Resort*



*Church of the Atonement*



*Eagle Bluff Lighthouse in Peninsula State Park*



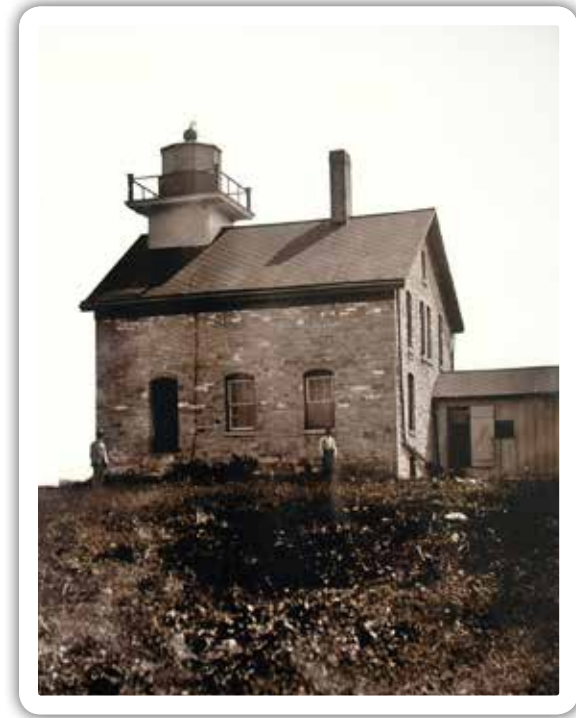
*Peninsula Players stage house*

- **Church of the Atonement:** Founded in 1878, this Episcopalian church started as the unfinished home of a fisherman. Services are still provided during the summer. It is on the National Register of Historic Places.
- **Chambers Island Lighthouse:** Located on Chambers Island, the largest island in Green Bay, this lighthouse was built in 1868. The first keeper was Lewis Williams, who was already living on the island. He cultivated a large and renowned strawberry patch near the lighthouse. Williams retired in 1889. The light was automated in 1955. In 1961, the Coast Guard erected a 97-foot tall metal tower to replace the light. The land around the lighthouse is open to the public as a town park.
- **Eagle Bluff Lighthouse:** Located inside Peninsula State Park, this lighthouse was built in 1868. It guided ships passing through Strawberry Channel, a narrow passage fringed by four islands that linked to Fish Creek Harbor. Lightkeepers and their families manned the light until 1926, when the light was automated. Today, the building and grounds are open for tours by the Door County Historical Society.
- **Peninsula Players:** This “Theatre in a Garden” was founded in 1935 by the brother and sister team of Caroline and Richard Fisher in a garden behind the Bonnie Brook Motel (now part of Fish Creek Park). In 1937, as it grew in popularity, the Fishers moved the theater to the recently vacated 22-acre Wildwood Boys Camp, along the shores of Green Bay between Egg Harbor and Fish Creek. There they built a barn-like proscenium stage house for an audience sitting under the stars. Today, the theater continues to provide productions of classic and contemporary literature.
- **Peninsula School of Art:** Over 100 years ago, artists began to retreat to Door County to seek inspiration from the landscape. They met and studied together informally and from this fledgling art colony grew the desire to create a permanent place for artistic study and development on the Door Peninsula. In 1965, Madeline Tripp Tourtelot founded the Peninsula School of Art, which has grown to become a year-round destination for artists and art appreciators of all ages and levels, with facilities for painting, drawing, metal arts, ceramics, sculpture, and photography.

## Interpretive Stories of Gibraltar

- **History of Peninsula State Park:** Established in 1909, Peninsula became Wisconsin's second state park. The land that makes up portions of the park had been settled by Increase and Mary Ann Claflin in 1842 (Weborg Point). Herman and Henrietta Welcker, owners of the health resort in Fish Creek, purchased a tract of land in 1894 (Welcker's Point). The first park manager, Albert Doolittle, was hired in 1913. He built towers at Sven's Bluff and Eagle Bluff in 1914 out of logs cut in the park. He also developed campgrounds and a 9-hole golf course. From 1916–1948, Camp Meenahga for girls operated in the park, teaching horseback riding, swimming, and dancing.

- **Prisoner of War camp history:** In the summer of 1945, Fish Creek was the site of a German POW camp. The prisoners did construction projects in Peninsula State Park, cut wood, and picked cherries. Later they were assimilated into Door County life.
- **Eagle Bluff Lighthouse Keepers:** Three keepers lived at the Eagle Bluff Lighthouse from 1868–1926. The first keeper, Henry Stanley, served for 15 years. The second, William Duclon, served for 35 years. He and his wife Julia raised seven sons in the lighthouse, some of whom served as lifesavers. The couple retired in 1918 and moved to Fish Creek (their house is still standing). The final keeper, Peter Coughlin, served for seven years until the light was automated.



*Historic photo of Eagle Bluff Lighthouse (photo: Gibraltar Historical Association)*



*Early campers at Weborg Point, Peninsula State Park (photo: Gibraltar Historical Association)*



## Village of Sister Bay

Located at the northern intersection of State Highways 42 and 57 on the Door County Coastal Byway, Sister Bay is the hub of northern Door County. Community life for the 876 residents revolves around the marina and parks. Known as the “Festival Village,” Sister Bay hosts seasonal festivals and events including the Fall Festival, the largest festival in Door County. Al Johnson’s Swedish Restaurant, with its famous goats on the roof, is renowned as a tourist destination. The Sister Bay Historical Society sponsors The Corner of the Past and Old Anderson House Museum, which has a farmer’s market and seasonal events for residents and tourists.

*Lumber schooner at Sister Bay  
(photo: Sister Bay Historical Society)*



### History of Sister Bay

Sister Bay was named in connection with the Sister Islands that flank the harbor opening to Sister Bay. Originally part of the Town of Liberty Grove, the first settlers in 1857 were Ingebrett Torgerson and the Dimond brothers, Thomas and Pat. In 1870, Sister Bay was opened as a shipping port with Thomas Dimond the leading man in the business. A sawmill, grist mill, two or three stores and a hotel were opened. With the new port there was a great demand for woodchoppers in the forests of Liberty Grove. A number of big strapping Swedes came from Marinette, chopping year-round. Many stayed and became prosperous farmers.

In 1873, the Sturgeon Bay Canal enabled a shorter and quicker route across the water and the need for log refueling switched from the lake side to the bay side. Sister Bay harbor provided one of the largest and deepest options. It also had docks on both sides of the harbor and the wood supply was plentiful. Sunday excursions back and forth to Marinette, Wisconsin and Menominee, Michigan were soon offered.

Sister Bay incorporated in 1912 to secure funding for better roads. That was a tragic year when drought led to a fire that destroyed most of the village, including the large Henry Fleck Hotel.



# VILLAGE OF SISTER BAY REGION





*Sister Bay Waterfront Park and Marina*



*Corner of the Past and Old Anderson House Museum*



*Gateway Park Information Center/Schoolhouse*

### Interpretive Resources in Sister Bay

- Sister Bay Waterfront Park and Marina:** This park is the largest public waterfront in Door County with 1,900 continuous feet of shoreline. It features a sand beach, playground, gazebo, picnic tables, and a “quiet craft” rental and launch area. A “Concerts in the Park” series is offered here each summer. The park is adjacent to the marina.
  - Sister Islands State Natural Area:** These two low, gravel islands are important nesting sites for Herring Gulls and Common Terns. Birds will nest on the same island for up to 20 years. It is one of the important gulleries in Green Bay. As the water level rises and falls, the size of the islands change. During low water periods, the islands are actually connected. The natural area is closed to public access during the nesting season.
  - Corner of the Past and Old Anderson House Museum:** This museum is operated by the Sister Bay Historical Society. The original 1875 Anderson family farmhouse features late 1800s furnishings, historic photographs, and artifacts depicting Sister Bay’s history. Authentic farm buildings that also have been moved to the site include a barn, granary, machine shop, two log cabins, migrant worker’s cabin, summer kitchen, sawmill, and blacksmith’s
- barn. All buildings are open to the public seasonally. The museum also features events such as the Saturday Heritage Programs, Saturday Farmer’s Market, annual quilt show, doll show, and pancake breakfasts in the barn.
- Gateway Park Information Center/ Old Schoolhouse No. 2:** This log cabin schoolhouse, built in 1866, remained open until 1881, when a larger school replaced it. The walls made from logs are original. The floor and ceiling were replaced after area residents moved the schoolhouse in 1978 from its original location on Hill Road. The Sister Bay Advancement Association information center contains exhibits that show what education was like in northern Door County during the mid-1800s.
  - Al Johnson’s Swedish Restaurant:** In 1949, Al Johnson opened a restaurant in Sister Bay, refurbishing a little grocery store with the help of his parents and friends. He called it Al’s Home Cooking. The real changes came after he married Inger Maria Forsberg from Sweden in 1960. She insisted that the interior be redecorated in traditional Scandinavian design. In 1973, Johnson had logs from a building in Norway shipped to Sister Bay, and reconstructed by Norwegian carpenters. A sod roof was added. After renovation, Johnson was given

a mean billy goat named Oscar as a joke. When someone put it on the roof, it caught the attention of pedestrians, and Johnson added more goats. Today, Al Johnson's is a Door County landmark.

- **Liberty Park Hotel (in Town of Liberty Grove):** Built in 1888 by Abraham and Christina Carlson just north of Sister Bay, the Liberty Park Hotel was the area's first tourist resort. Steamboat passengers sailing in Green Bay from Chicago typically stayed here for weeks at a time. Today, the hotel still operates as the Liberty Park Lodge.

### Interpretive Stories of Sister Bay

- **Swedish Lumberjacks:** A story from *History of Door County* (Holand, 1917) demonstrates the hardiness of the Swedish lumberjacks:

“One woodchopper was a Swedish giant by the name of John Johnson, but commonly known as Long John. He is famous as the champion woodchopper of the region but is equally famous for his tremendous appetite. James Hanson, a storekeeper of Sister Bay, had a case containing five dozen eggs standing on his counter. To test Long John's appetite he wagered \$5 that Long John could not eat them up in one meal. Long John accepted the wager on condition that he be allowed a pint

of whiskey. This was granted. Long John consumed the entire sixty eggs, drank his whiskey and then went home and ate a loaf of bread and a pan of milk.”

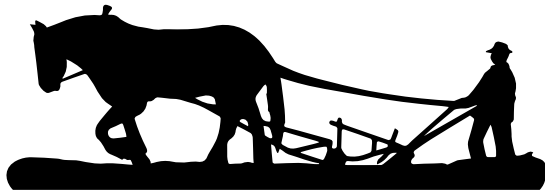
- **Sister Bay 1912 Fire:** In 1912, the community of Sister Bay was thriving and incorporated as a village. On a windy July night of that same year, tragedy struck as a great fire burned down nearly the entire downtown area. Four stores, a large hotel, and a residence were destroyed. The next morning, hundreds of people flocked to the site from all over the county, including tourists from Ephraim and Fish Creek.



Waitresses at Al Johnson's Swedish Restaurant (photo by Jon Jarosh/DCVB)



Downtown Sister Bay the day after the 1912 fire (photo: Sister Bay Historical Society)



## TOWN OF LIBERTY GROVE



Ellison Bay: Hotel Disgarden built in 1902  
(photo: Dottie Sladky)



Gills Rock: fishermen repairing nets, circa 1930  
(photo: Door County Historical Society)

### Town of Liberty Grove

This largest township in Door County anchors the northern tip of the Door Peninsula, covering approximately 34,750 acres and edged by 45 miles of shoreline. Numerous parks (one state, two county, and 11 township parks) offer its 1,730 residents and thousands of tourists access to the scenic bluffs of Green Bay, the turbulent waters of the Death's Door Straits, and the shallow bays and wetlands of Lake Michigan. The unincorporated communities of Ellison Bay, Gills Rock, North Bay, Northport, and Rowleys Bay are in this town. Grand View Park in Ellison Bay is home to the Liberty Grove Historical Society Museum with its collection of historic buildings and artifacts.

#### History of Liberty Grove

The Town of Liberty Grove was established in 1859 when it separated from the Town of Gibraltar. At the northern tip is *Porte des Morts*, or "Death's Door," a strait linking Lake Michigan and Green Bay between the peninsula and the Potawatomi Islands, a group of islands that includes Washington, Rock, Detroit, Plum, and Pilot Islands. The "Death's Door" strait derives its name from both a legendary battle between warring Native American tribes and the treacherous, unpredictable,

and often violent waters resulting in the many wrecks that lie below its surface. Door County was named for "Death's Door" in 1851.

**Ellison Bay** was founded by Danish immigrant Johan Eliason (later known as John Ellison) in 1865. He purchased 8,000 acres including a mile of shoreline, and advertised in Europe and Scandinavia for settlers. To make the offer more enticing, he built a pier, general store, and post office. Ellison promoted himself as a "Dealer in Cordwood, Cedar Posts and Telegraph Poles."

**Gills Rock** was originally known as "Hedgehog Harbor," the name given it by Washington Island fisherman and boat builder Amos Lovejoy. In 1855, Lovejoy decided to winter his sloop on the shores of a cove he liked to fish. Over that winter, a family of porcupines (which they called hedgehogs) moved on board. When Lovejoy launched his sloop again in spring, he didn't notice the numerous holes the porcupines had chewed in the hull. The boat began taking on water and Lovejoy was forced to abandon the boat and come ashore. The cove was renamed Gills Rock in 1870 in honor of Elias Gill, a prominent lumberman.

# TOWN OF LIBERTY GROVE





Newport State Park (photo: Wisconsin DNR)



Mink River Estuary State Natural Area (photo by Casey St. Henry)



Three Springs Nature Preserve (photo by Julie Schartner)

### Interpretive Resources in Liberty Grove

- **Newport State Park:** Located on Lake Michigan northeast of Ellison Bay, this is the state's only designated "wilderness park." Its 2,373 acres includes 11 miles of Lake Michigan shoreline, two state natural areas, 30 miles of hiking trails, and primitive backpack camping sites. From 1881 to 1921, Newport was the site of a thriving lumber community.
- **Europe Lake:** Once a bay of Lake Michigan, this shallow, 297-acre seepage lake provides fishing and boating opportunities. Access is from a boat launch at the east end of Europe Lake Road, or from Newport State Park.
- **Europe Bay Woods State Natural Area:** Located in Newport State Park, this site protects undeveloped shoreline habitat on an isthmus between Lake Michigan and Europe Lake.
- **Newport Conifer Hardwoods State Natural Area:** Also located in Newport State Park, this site features a mix of northern forest types that thrive along the cool and moist Lake Michigan shoreline. A wall of dolomite marks the ancient shores of Lake Nippissing.
- **Mink River Estuary State Natural Area:** This site, owned by The Nature Conservancy, protects one of the most pristine freshwater estuaries in

the country, where spring-fed water from the Mink River mixes with water from Lake Michigan. It is an important fish spawning and bird migration area. A canoe trip up the river from Rowleys Bay is the best way to experience the site. Hiking trails also provide access from Mink River Road on the west and County NP on the east.

- **North Bay State Natural Area:** This large wetland complex includes one of the longest stretches of undeveloped beach on Lake Michigan. The site preserves high quality communities such as sedge meadow, calcareous fen, wet-mesic forest, boreal forests, and springs, which provide habitat for threatened orchids, dwarf lake iris, and the endangered Hine's emerald dragonfly. North Bay is an important spawning area for the majority of Lake Michigan's whitefish population. It is owned by The Nature Conservancy and the Door County Land Trust.
- **Three Springs Nature Preserve:** Part of the North Bay State Natural Area, this site owned by the Door County Land Trust preserves mixed conifer forest and open fields. The site includes stone fences and historic 1800s buildings of the Erickson homestead. A 1.5 mile trail provides access to a viewing platform overlooking the springs. This is an

ideal place to view cranes, herons, and other water birds.

- **Ellison Bluff County Park:** This 174-acre park is southwest of Ellison Bay. A viewing deck on the brink of 100-foot Niagara Escarpment bluffs provides spectacular views of Green Bay. Hiking trails meander through the quiet woodlands.
- **Door Bluff Headlands County Park:** The most northerly part of the peninsula, this 156-acre park is an undeveloped area of woods and Niagara Escarpment cliffs. It offers views of Green Bay and Hedgehog Harbor.
- **Porte des Morts Town Park:** Perched on a cliff at the northern tip of the peninsula, this park offers spectacular views of the Death's Door passage. The park is also equipped with a picnic table and bench. Efforts are currently underway to raise funds for a staircase that will access the rocky shoreline 30 feet below the cliff.
- **Grand View Town Park:** Located at the top of the Ellison Bay hill, this overlook provides a breathtaking view of Ellison Bay and the Niagara Escarpment bluffs. It is located adjacent to the Liberty Grove Historic Park. It was donated by the Door County Land Trust.
- **Garrett Bay Town Park:** This park offers views of the peaceful Garrett Bay waters. A quiet sports launch

area is available. A Maritime Trail marker interprets the sinking of *The Fleetwing* in the late 1800s.

- **Hotz Memorial Town Park:** Located at the east end of Europe Bay Road on Lake Michigan, the wooded park features a sandy beach and picnic tables.
- **Ellison Bay Community Park:** This community park offers a sandy beach, picnic tables, large gazebo, and playground.
- **Ellison Bay—Wills Park and Marina:** Located at the Ellison Bay boat launch, this site provides sitting areas for watching boats and the bay.
- **Liberty Grove Drumlin Field:** Drumlins are tear-drop shaped hills left by the retreating glaciers. Excellent examples of these formations can be seen north of County ZZ. Just east of Old Stage Road, Hill Road actually bisects a drumlin.
- **Door County Maritime Museum at Gills Rock:** This museum interprets the area's commercial fishing tradition. Visitors can climb aboard a wooden fishing tug called *Hope* and explore a replica net shed complete with fishing boxes, net reel, and other traditional fishing supplies. It is open seven days a week from the beginning of June to late October.



Ellison Bluff County Park



Grand View Town Park



Door County Maritime Museum at Gills Rock



*Liberty Grove Historic Park*



*The Clearing Folk School (Visitor Center)*



*Reconstructed Pioneer Store in Ellison Bay*

- **Liberty Grove Historic Park:** Located just south of Grand View Park, this Liberty Grove Historical Society museum features a restored Lutheran Church with a display of artifacts from local families dating back to the 1800s, two picker's shacks, a granary, and a cottage from the Liberty Park Lodge.
- **Plum Island Range Lights and Lifesaving Station:** Owned by the U.S. Fish and Wildlife Service as part of the Green Bay National Wildlife Refuge, the island will be open for public tours beginning in 2014. It is a key stopover site for migrating songbirds. A lifesaving station and range lights were built in 1896 to guide ships through Death's Door. This was the largest station in Door County. The light was automated in 1969.
- **The Clearing Folk School:** In 1935, Jens Jensen founded this folk school on the wooded shores of Green Bay just north of Ellison Bay. Jensen is often considered to be the most important American landscape architect and The Clearing his "great work." A visitor center is open daily and programs are offered in the Danish folk school tradition where discussion, conversation, nature study, and hands-on work are emphasized.
- **Highway 42 Curvy Road:** One of the most photographed stretches of road in Door County, the 15 curves between Gills Rock and Northport were reportedly designed by landscape architect Jens Jensen. He wanted to slow down travelers so they could enjoy the scenery.
- **Old log barns/buildings:** These are still in use between the Baileys Harbor swamp and Sister Bay, and on side roads that intersect Highway 57. They were constructed by the German settlers in the area. Log construction styles include horizontal and stovewood. Stovewood style can be seen at the Alchemy Fields art gallery, which is open to the public and on the National Register of Historic Places (located on the southwest corner of Highway 57 and Old Lime Kiln Road).
- **Gustave's Getaway Historic Farmhouse:** In 1887, Robert and Louise Miller built log farm buildings in the German Settlement area. The original farmhouse was restored by Robert's great-granddaughter, Annie Miller, and serves as a rental cabin today.
- **Koepsel's Farm Market:** Located in the German Settlement area, this is one of the oldest family-operated farm markets in the county. It started in the 1940s as a wheelbarrow on the front lawn of the Koepsel family farm. As business grew, a small tool shed was moved across the road to serve travelers. By the 1960s, a larger



building replaced the tool shed. Five generations of Koepsels have worked the farm market since its beginnings.

- **Ellison Bay—Gus Klenke’s Garage:** Gus Klenke was legendary in Ellison Bay for helping farmers and fishermen repair equipment, often with scrap parts. The garage was restored by the Liberty Grove Historical Society.
- **Ellison Bay—Disgarden Hotel:** Built in 1902, this is one of the oldest continuously operating hotels on the peninsula.
- **Ellison Bay—Pioneer Store:** Built in 1900 as Ruckert’s store, the original building was destroyed in a 2006 explosion that killed two vacationers. The store was reconstructed in the style of the original.
- **Northport:** The site of the Washington Island Ferry terminal and the end of the byway and Highway 42. A Washington Island visitor center is here.
- **“Olde Ellison Bay Days” festival:** Held on the last weekend in June, from Friday afternoon through Sunday afternoon.

#### Interpretive Stories of Liberty Grove

- **German Settlement:** The German Settlement was begun by Wilhelm Dorn and Christian Hempel in 1857. They were persuaded by the lone

German member of the Ephraim Moravians to come from Green Bay to Door County. They were from Pomerania, where farmers were compelled to work in servitude to their landlords. Letters to friends in Pomerania brought others seeking freedom, equality, and free land, and soon a thriving farming community was established (*History of Door County*, Holand, 1917). Farmers often augmented their income by working in lumber camps or on steamboats. Their descendants still live on family farms, many of which still have the original log buildings. For example, Albert Zahn, renowned for his imaginative wooden bird carvings, was born in Pomerania in 1864 and immigrated to this area as a young man. The farm has remained in the Zahn family for four generations.

- **Rocky Soils:** The soils of the northern Door Peninsula are thin and rocky, unlike the deep soil of the southern peninsula. The glaciers scoured this region down to its dolomite bedrock. Although farming is difficult, orchards thrive in the mild and moist lake air that engulfs the peninsula.
- **Namesake of Door County:** *Porte des Morts*, or Death’s Door, is the treacherous and narrow strait that separates the mainland peninsula from the Grand Traverse islands: Plum, Pilot, Detroit, Washington, and Rock Islands.



Gustave's Getaway historic farmhouse



Koepsel's Farm Market



Gus Klenke's Garage



Illustration of Death's Door legend



Wrecks of the J.E. Gilmore and A.P. Nichols in October of 1892 on the rocky reefs around Pilot Island (photo: Great Lakes Marine Collection of the Milwaukee Public Library)

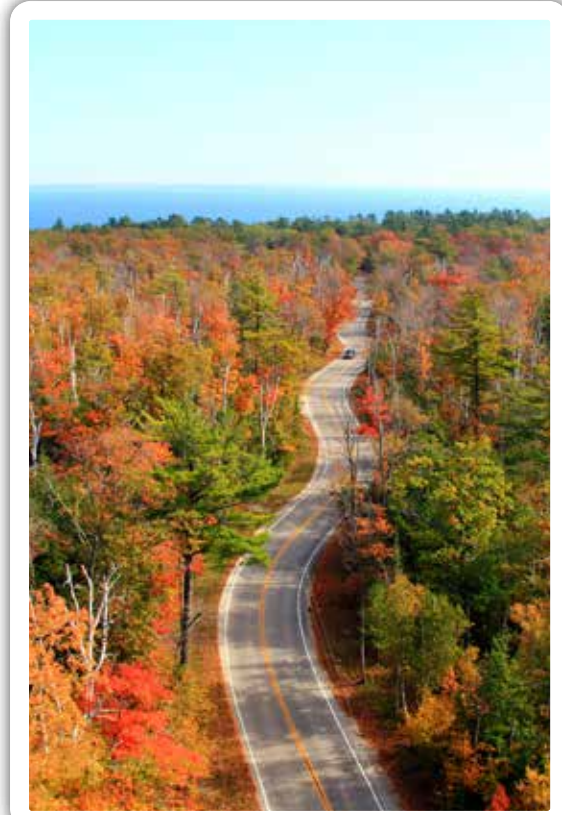
- **Legend of Death's Door:** The name of Death's Door is traced to a legendary battle between the Winnebago and Potawatomi tribes. Potawatomi warriors from the islands were lured by a signal fire set by the Winnebago on a cliff. Warriors from both sides were caught in a storm and dashed to death on the rocks below. Historians believe that over time the legend grew from a minor event in Native American history.
- **Indian Painting:** Story from *History of Door County* (Holand, 1917): "An 1831 account describes an Indian painting on either Door Bluff or Table Bluff N. of Gills Rock. 'On the face of the rock 15 or 20 feet above the surface of the water, there are figures of Indians and canoes painted Indian fashion, which must have been done with great difficulty...' It is probable that in 1856 these tracings were still visible. A Charles Schulten lived in one of the houses on top of the bluff...He devoted part of his idle hours in over-painting a thrilling scene of a violent storm and a fleet of Indian canoes, some capsized with their occupants struggling in the water. Others were clambering ashore only to be killed by other Indians, evidently a hostile force... This soon attracted the attention of seafarers. Having some resemblance to the famous Pictured Rock of Lake Superior for many years the pictured rocks of Door Bluff were viewed and described with great interest."
- **Shipwrecks at Death's Door:** The dangers of sailing through Death's Door was real. More sunken ships litter these straits than in any other freshwater portal in the world. In 1872, almost 100 shipwrecks were recorded here. From 1848 to 1962, lightkeepers and Coast Guardsmen based at Plum and Pilot Islands watched over the ships passing through the straits. They often risked their lives to save shipwrecked crew members.
- **Grand Traverse Islands:** At the northern tip of the Door County peninsula, the limestone Niagara Escarpment plunges beneath Lake Michigan, emerging periodically as rocky islands in a "grand traverse" across the lake to the Garden Peninsula of Michigan's Upper Peninsula. Many of the islands are critical to colonies of nesting birds. Hog Island (2 acres) was set aside by presidential decree in 1913 as the **Green Bay National Wildlife Refuge**. Pilot Island (3.7 acres) and Plum Island (325 acres), once important life-saving stations, were added to the wildlife refuge in 2007. To the east of the peninsula tip, Gravel Island (4 acres) and Spider Island (23 acres) were set aside in 1915 as the **Gravel Island National Wildlife Refuge**. The Wisconsin

**Islands Wilderness Area**, one of the smallest wilderness areas in the country at 29 acres, includes Hog, Gravel, and Spider Islands.

- **Ancient trees:** Growing on the vertical limestone cliffs of the Niagara Escarpment are some of the oldest and slowest growing trees on Earth. At a sluggish pace of less than an inch every 15 years, some of the white cedars clinging to the face of the bluffs have been there for more than 1,000 years.
- **POW Camps:** There were 38 branch POW camps in Wisconsin, including Camp Sturgeon Bay. Described as a “temporary camp,” Camp Sturgeon Bay held over 2,000 POWs in 1945, scattered across the peninsula, all waiting to go home. Locations of the seven POW groups here included Martin Orchard, Door County

Fairground, Reynolds Bros. Orchard, the M.W. Miller place, Goldman Orchard, Camp Witte, and Friedman Orchard (*Stalag Wisconsin: Inside WWII Prisoner of War Camps*, Cowley, 2002).

- **Unscrupulous Horse Traders:** Described in the *History of Door County* (Holand, 1917) is the account of thirteen deserted farms north of Baileys Harbor foreclosed because the farmers had been fleeced by unscrupulous horse traders. According to the great-grandson of Albert Zahn, their farm fell victim to this scam (personal communication, 2012).
- **Fall Colors:** A must-see on Highway 57 are the fall colors displayed by the large forests of sugar maple trees between the Baileys Harbor swamp and Sister Bay.



Fall colors along the curvy section of Highway 42 (photo by Jon Jarosh/DCVB)



The Robert and Louise Miller farm, built in the German Settlement area in 1887 (photo: Annie Miller)



## Wisconsin's Maritime Trails

The Wisconsin Historical Society in collaboration with the University of Wisconsin-Madison Sea Grant Institute has identified significant maritime attractions in Wisconsin above and below the waves. Through interpretive signs, websites, and public presentations, this program encourages people to enjoy the state's diverse collection of shipwrecks, lighthouses, museums, and archaeological sites.

Approximately 23 sites have been identified along the Door County Coastal Byway. Of these, eight are easily accessible wayside exhibits that provide interpretation about shipwrecks and maritime life.



Wayside exhibit interprets the Fleetwing shipwreck in Garrett Bay Town Park.



At the Village of Egg Harbor marina, a wayside exhibit interprets the sinking of the Erie L. Hackley.

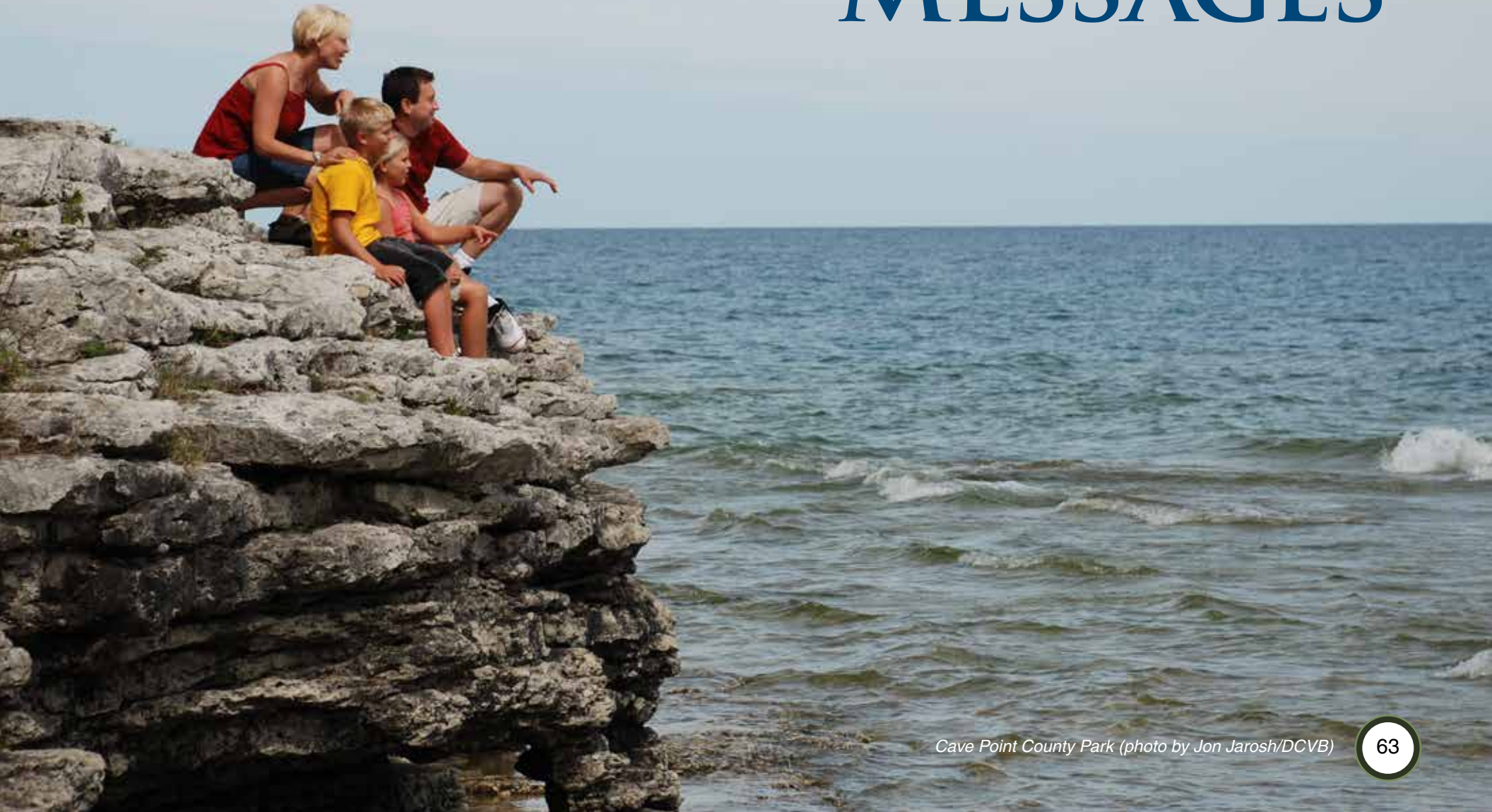
- **Ocean Wave shipwreck (Sevastopol/ Whitefish Dunes):** Located inside Whitefish Dunes State Park, this marker interprets the 1869 sinking of the *Ocean Wave* delivering a load of limestone.
- **Reynolds Pier (Jacksonport):** Located at Jacksonport's Lakefront Park, this marker interprets the historic piers of Jacksonport, along with the wrecks of the *Perry Hannah* (1880) and *Cecilia* (1885) schooners.
- **Christina Nilsson shipwreck (Baileys Harbor):** Located on an overlook of the Baileys Harbor

marina, this marker interprets the 1884 sinking of the schooner *Christina Nilsson* carrying 525 tons of pig iron.

- **Frank O'Conner shipwreck (Baileys Harbor/Cana Island):** This marker at the Cana Island Lighthouse interprets the 1919 sinking of the *Frank O'Conner* as it was carrying 3,000 tons of coal.
- **Erie L. Hackley shipwreck (Egg Harbor):** Located at the Village of Egg Harbor marina, this marker interprets the 1903 sinking of the *Erie L. Hackley* steamer that killed 11 people.
- **Newport historic waterfront (Liberty Grove/Newport):** Located inside Newport State Park, this marker interprets the once thriving lumber town of Newport.
- **Pilot Island shipwrecks (Liberty Grove/Northport):** Located at the Northport Ferry Terminal, this marker describes three shipwrecks near Pilot Island: *Forest* (1891), *J.E. Gilmore* (1892), and *A.P. Nichols* (1892).
- **Fleetwing shipwreck (Liberty Grove/Garrett Bay):** Located in Garrett Bay Town Park, this marker interprets the 1888 sinking of the *Fleetwing* carrying a load of lumber.

# Chapter 5

# THEMES AND MESSAGES





*Door Bluff Headlands County Park shoreline*

## THEMES AND MESSAGES

Themes are the important umbrella concepts that organize the messages to be communicated along the Door County Coastal Byway (DCCB). They create a framework for planning and help place resources and events into meaningful contexts for the audience. Based on these themes and their associated messages, decisions are made about programs and media that are most appropriate to communicate them.

A theme statement, the main idea of an interpretive opportunity, should contain **universal concepts**. A universal concept is an intangible meaning that has significance to almost everyone, but may not mean the same thing to any two people. They are the ideas, values, challenges, relationships, needs, and emotions that speak to the human condition. **Compelling interpretive themes link a tangible resource and its intangible meanings to the interests of visitors.**

For example, a lighthouse symbolizes safety and sanctuary to most people. Many lighthouses are remote and lonely places where lightkeepers and their families had to depend on each other. “Loneliness” and “family” are both universal concepts with which people can identify.

- A **primary theme** expresses the main idea that ties together the stories of the DCCB. To provide a cohesive visitor experience, all interpretation should relate to this holistic theme.
- **Sub-themes** split the primary theme into several more specific and workable ideas. These broad storylines guide visitors to discover deeper meanings and relationships with the resources of the site.
- **Messages** break down the broad sub-themes into specific, discrete stories that can be told with interpretive media and programming.

# Primary Theme

The Niagara Escarpment and the shores of Lake Michigan and Green Bay create a unique peninsula where the Door County Coastal Byway links charming villages, romantic lighthouses, and serene natural areas.



*Sunset over Green Bay*



*Cave Point County Park*

## Sub-Theme 1

The Door Peninsula owes its physical character and beauty to the Niagara Cuesta that underlies it and the escarpment bluffs overlooking Green Bay.

### Messages:

- 1.1 The Door Peninsula is formed by a Silurian dolomite cuesta with steep bluffs (the Niagara Escarpment) along Green Bay that slopes gently to the east into Lake Michigan.
- 1.2 Door County's Green Bay side has the true escarpment with exposed dolomite rock 200-250 feet high. At the base of these rock faces are remnants of the chunks of stone that fall from the cliffs to form "talus." The talus supports a unique ecosystem that can be degraded by overuse. Some of the oldest living trees in the Midwest, nearly 1,200 years old, are found on the Escarpment. These trees are the deformed white cedars found on the rock cliffs. The same tree growing in optimum conditions lives only a third as long as the "cliff hangers."
- 1.3 Cuesta (from Spanish: "slope") is a ridge formed by gently tilted sedimentary rock.
- 1.4 The peninsula owes its beauty to this escarpment and cuesta formed 425 million years ago in coral seas.
- 1.5 The cuesta forms an arc along the western and northern borders of Lake Michigan and northeastern Lake Huron and continues under Niagara Falls from which it gets its name.
- 1.6 Slightly acid water percolating through the alkaline dolomite rocks (manganese limestone) creates Karst features such as caves, sinkholes, and underground water features. The metamorphic rock dolomite is more resistant to dissolution and erosion than sedimentary limestone. It is this resistance that has allowed the cuesta to remain over eons of time.
- 1.7 Dolomite quarries were an important industry in the early European history of the Door Peninsula.
- 1.8 Marble was discovered in 1854 at "Door Bluff" (now Door Bluff Headlands County Park). A large pier was built; a town was laid out on the bluff, and blasting and quarrying begun. However, the marble proved to be in too thin of layers to prove profitable, and the enterprise died.



## Sub-Theme 2

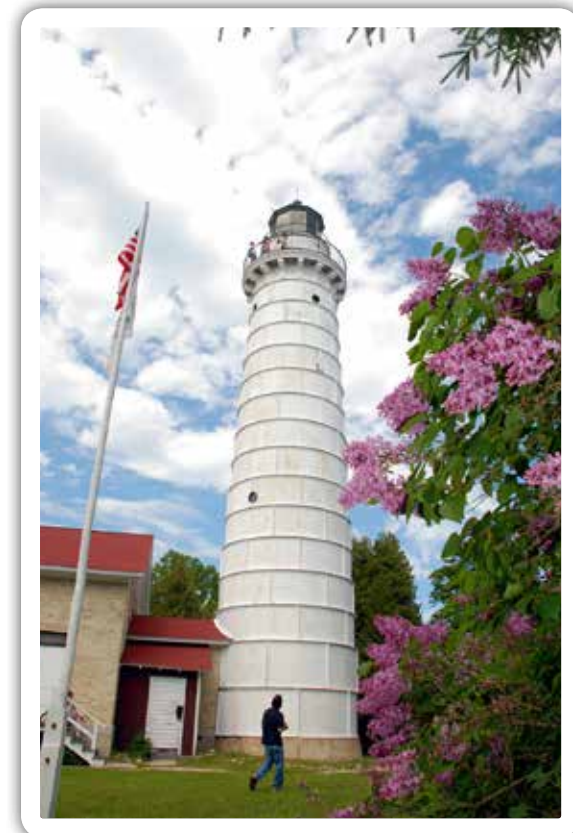
The long picturesque coastline of Door County engenders a sense of place and is a steadfast reminder of its maritime history.

### Messages:

- 2.1 Door County has eleven historic light stations that guided shipping on Lake Michigan and Green Bay for a century before automatic lights replaced their keepers.
- 2.2 Three historic light stations along the DCCB welcome visitors: Baileys Harbor Range Lights, Cana Island Lighthouse, and Eagle Bluff Lighthouse. Others can be viewed offshore.
- 2.3 Shipwrecks along the shores of Lake Michigan and Death's Door connecting Lake Michigan and Green Bay are testament to the hazards that Great Lakes ships encountered.
- 2.4 The Wisconsin Maritime Trails program, a collaborative effort between the Wisconsin Historical Society and the University of Wisconsin Sea Grant Institute, has placed shipwreck and maritime history markers that tourists encounter along the DCCB (Whitefish Dunes State Park, Jacksonport, Baileys Harbor, Cana

Island Lighthouse, Egg Harbor, Newport State Park, Northport ferry terminal, Garrett Bay).

- 2.5 With its 298 miles of waterfront, varying between deep bays and pebbly shores, Door County and the DCCB offer tourists unparalleled scenic vistas.
- 2.6 The DCCB courses through charming villages nestled in the harbors and bays of Green Bay and Lake Michigan that historically served the shipping, fishing, and resort trades and now serve seasonal tourists and recreational boaters.



*Cana Island Lighthouse*



*Egg Harbor postcard  
(Door County Historical  
Society)*



*Peninsula State Park*

## Sub-Theme 3

Parks and preserves throughout the Door County Coastal Byway invite tourists to become immersed in nature and the outdoors.

### Messages:

- 3.1 The Door Peninsula has rich upland forest, wetland, and lakeshore habitats that shelter some of the most diverse plant and animal communities in Wisconsin.
- 3.2 Over 241 rare species, including the Hine's emerald dragonfly, several species of orchids, ferns, and salamanders are found here.
- 3.3 The Lake Michigan side of the peninsula features sand beaches and shallow inland lakes that are the remnants of glacial bays that have filled in over time.
- 3.4 On the Green Bay side, escarpment bluff talus shores alternate with deep water bays with sandy shores.
- 3.5 The Door County peninsula has a proud tradition of stewardship. Thousands of acres are protected through the efforts of organizations like The Nature Conservancy, the Door County Land Trust, The Ridges Sanctuary, the Door County Green Fund, and county and state preserves and parks.
- 3.6 The Door Peninsula has thousands of acres protected as parks, preserves, natural areas, and wildlife areas. Some are well developed for tourist recreation and most are accessible for passive recreation such as hiking and viewing nature.

*Peninsula State Park postcard (photo: Door County Historical Society)*



## Sub-Theme 4

Tourism to Door County and the communities along the DCCB began with summer hotels and Peninsula State Park and grew into a major focus of Door County commerce today.

### Messages:

- 4.1 According to the Door County Visitor Bureau, each year about 2 million visitors come to the peninsula for its unique attractions and ambience, and their travel expenditures in the county are almost \$500 million.
  - 4.2 As early as 1865 the county was mentioned as a place sure to attract the attention of tourists. The Idlewild, built in 1879 at the mouth of Sturgeon Bay, was the first summer hotel in Door County.
  - 4.3 Immediately before and after 1900, several large summer hotels were built in Ephraim and Fish Creek, and later Sister Bay, and these villages became the favorite resorts on the peninsula, bringing tourists by steamship from Chicago who came for the summer to escape the heat.
- In 1917, it was reported that Door County catered to more than 2,000 guests per day during the months of July and August (*History of Door County*, Holand, 1917).
- 4.4 Many of these early 20th century resorts still operate. Welcker's Resort Historic District in Fish Creek is listed on the State and National Register of Historic Places, as are resorts in other villages.
  - 4.5 Peninsula State Park was established in 1909. Land was acquired for an average of \$20 per acre. The state legislature officially established Peninsula as a state park in 1910, making it the second state park in Wisconsin. In 1919 an estimated 20,000 people visited the park.



Family camping at Peninsula State Park in the 1930s (photo: Gibraltar Historical Association)



*Sister Bay Fall Fest Parade (photo by Jon Jarosh/DCVB)*

## Sub-Theme 5

Door County enjoys a distinct sense of place preserved by its insularity and valued by residents who identify with small town values, traditions, and history that are celebrated in each unique community.

### Messages:

- 5.1 The communities on the DCCB share a common history of fishing, logging, farming, and tourism.
- 5.2 The natural harbors and bays attracted settlers who established fishing and logging ventures and shipped their products, first with wooden sailing vessels and later with steamships.
- 5.3 After the timber was cut over, farmers homesteaded the land. They were supplied from ships that came to the harbors and carried their produce to market.
- 5.4 In the late 1800s, steamships brought tourists, mainly who sought escape from the summer heat of Milwaukee and Chicago, for extended stays. Soon hotels and resorts were established to accommodate them. In the early decades of the 20th century, new roads improved access to these developing tourist destinations.
- 5.5 Each community offers festivals and special events that celebrate civic pride and enhance visitor connections to the arts, history, and seasonal agriculture and nature offerings.
- 5.6 Each community has active historical societies that preserve historic structures and artifacts and ensure that their charm and traditions are preserved.
- 5.7 The sense of place is characterized as “Wisconsin’s Cape Cod” with its 300 miles of coastline punctuated with historic lighthouses and scenic fishing villages.
- 5.8 The area traversed by the DCCB has been known as “Cherry Land U.S.A.” since the early 20th century when a favorable climate led to development of commercial orchards. The orderly rows of fruit trees with their spring blossoms and late summer fruit are an important part of the Door County sense of place.

## Sub-Theme 6

Door County's climate is cool in summer and mild in winter owing to the moderating influence of the large bodies of water that surround the peninsula.

### Messages:

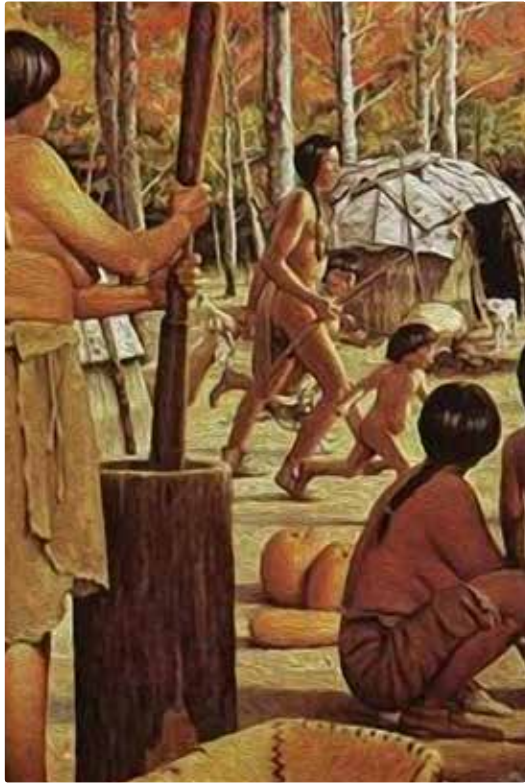
- 6.1 Fruit trees such as cherry and apple grow well in this moderate climate as documented by the Peninsular Agricultural Research Station and the over 3,000 acres of commercial orchards.
- 6.2 Boreal forests are located farther south in Door County than anywhere else in Wisconsin due to the cool moderating breezes off Lake Michigan.
- 6.3 Corn growing by prehistoric Indians (Oneota cultural tradition) has been documented by recent archeological excavations throughout the Door Peninsula, farther north than anywhere else on Lake Michigan.
- 6.4 The Door County Peninsula has long been a natural vacationland with the added benefit of cool summer breezes that moderated the temperature before the invention of air conditioning.
- 6.5 Daily reversal of shoreline breezes is responsible for the homeostatic temperature of the peninsula.
- 6.6 Door County is classified as being in Zone 5b on the USDA Hardiness Scale for vegetation. The Door Peninsula records 148 frost-free days annually.
- 6.7 Climate can actually be milder toward the northern tip of the peninsula due to the land-to-water ratio.



*Cherry blossoms (photo: Door County Visitor Bureau)*



*"Blossom Time" postcard (photo: Door County Historical Society)*



Artist's rendering of Potawatomi village.

## Sub-Theme 7

Native American people have lived on the peninsula for millennia because the moderate climate was suitable for agriculture and the lakeshore provided abundant natural food sources.

### Messages:

- 7.1 Oneota agricultural mounds were reported as common by European settlers everywhere on the peninsula.
- 7.2 Archeological excavations at Whitefish Dunes State Park document the remains of prehistoric Native American villages that are on the National Register of Historic Places, including evidence of eight separate occupations ranging from 100 B.C. to the late 1800s. Several factors made this a particularly good location for past settlement. The seasonal abundance of lake sturgeon, walleye, lake trout, and whitefish and the overall variety of fishing opportunities are believed to have been major reasons for repeated occupation. Cave Point, Whitefish Bay, and Clark Lake provided fishing diversity.
- 7.3 **North Bay people:** The earliest settlers were the North Bay people (100 B.C.–A.D. 300). Most of the pottery from this occupation comes from a single large vessel. Archaeologists value the information that pottery provides, since it

changed more rapidly than stone tools and better reflects social relationships. The North Bay pottery is thick and tempered with coarse grit. The territory of the North Bay people extends from Green Bay north to Rock Island. Within this area, there were probably several kinship-based bands that interacted frequently, traveling around the peninsula by canoe. The people probably arrived at the site in the spring, in time for sturgeon spawning. They seem to have stayed at least through early summer. After this occupation the lake level rose and flooded a portion of the site.

- 7.4 **Heins Creek people:** The descendants of the North Bay group are known as the Heins Creek people. The name comes from a site at the mouth of Heins Creek, about six miles north of Whitefish Bay. The Heins Creek occupation dates to about A.D. 500-750, placing it in the early portion of the Lake Woodland period. These people continued to occupy the shores of the Door

Peninsula. Judging from the number and size of their sites, the population was larger than ever before. Fishing continued to be an important focus of their livelihood.

- 7.5 **Late Woodland people:** Whitefish Dunes contains evidence of two other Late Woodland occupations shortly after the Heins Creek component. These two occupations date around A.D. 800-900. By this time the site was a substantial village, occupied from spring through late fall. After the fishing season drew to a close, family groups are believed to have traveled to their winter hunting camps. Such camps could be in caves or rock shelters on the Green Bay side of the peninsula, or on the edges of wetlands.
- 7.6 **The Oneota:** Around A.D. 900 the Oneota people appeared on the Door Peninsula. They were probably descended from local late Woodland people. There were two Oneota occupations. Between these occupations there was a second high-water episode that flooded part of the site. A third flood came later, sometime in the historic period. The Oneota practiced agriculture as well as fishing, hunting, and gathering. Both corn and squash were cultivated in the vicinity of the site. Some of the corn may have been ground to flour and formed into

dough for roasting in the ashes. The dig produced seven charred black lumps that contain corn flour. One came from a pit oven that was full of fire-reddened dolomite cobbles. Such “corn cakes” have not been found in other archaeological sites in the Midwest. The Oneota may have lived here year-round, or they might have left for the winter hunt like their Woodland predecessors.

- 7.7 **Potawatomi (Bode’wadni – Keepers of the Fire) people:** Potawatomi people were reported by French fur traders as living on the Door Peninsula in the late 1600s. The first French records suggest that they lived in what is now southwestern Michigan. During the Beaver Wars of the mid-17th century they fled to the Door Peninsula and areas around Green Bay to escape attacks by the Iroquois who were

seeking expanded trapping areas. The Potawatomi were the people encountered by early explorers and first settlers of Door County. They were closely aligned with their kindred Ojibwa and Ottawa tribes. Oral tradition, linguistic, archeological, and historical evidence indicates that they are from a common ethnic origin and once lived as a single tribe at the Straits of Mackinac.

- 7.8 The legend of *Porte des Morts*, or Death’s Door, is usually attributed to a pre-European battle that was interrupted by a white squall in the portal to Green Bay. A war party in canoes was dashed upon the rocks of Grand Bluff and the survivors were killed on the shore under the rocky cliff by the opposing tribe (probably Potawatomi and the invading Iroquois during the Fur Trade Wars).



Postcard of Potawatomi Indians in Peninsula State Park (Door County Historical Society)





# Chapter 6

# INTERPRETIVE MEDIA



*Peninsula State Park (photo  
by Jon Jarosh/DCVB)*



*Fern Trail, an accessible, self-guided nature trail at Newport State Park, showcases creative interpretive sign design.*

## INTERPRETIVE MEDIA

*Heritage interpretation is a communication process that guides visitors in their search for meanings in objects, places, and landscapes.*

The Door County Coastal Byway is rich in meanings associated with the natural and cultural resources of the Door Peninsula. The techniques used to communicate interpretive messages to byways visitors are referred to as interpretive media. Good media should result in a more satisfying trip for byway travelers.

Visitors are attracted to Door County to recreate—to rejuvenate their bodies,

minds, and spirits. They come to spend time with family and friends, to explore and seek adventure, and feel satisfaction when they discover meaning in what they experience. Well-planned interpretive media can open windows of revelation to our visitors who seek to find their own personal connections and meanings in these resources.

Interpretive media takes many forms. Wayside exhibits, trail signs, brochures, websites, audio tours, apps, and visitor center exhibits are some of the ways we attempt to help visitors find their way and enjoy their experiences.



*The nature center in Whitefish Dunes State Park encourages exploration with hands-on discovery stations about Lake Michigan dunes.*

## EXISTING MEDIA AND PROGRAMS

A variety of interpretive media and programs already can be found along the DCCB and in Sturgeon Bay:

- The **Door County Maritime Museum** has two excellent museums that interpret the rich maritime heritage.
- Three **historic lighthouses** are open to visitors and provide stories and insights into life and death on the cold waters of Green Bay and Lake Michigan.
- The **Wisconsin Maritime Trail** alerts people to unseen shipwrecks along the coastal waters.
- The **Door County Historical Society Museum** contains engaging artifacts, collections, and exhibits that humanize the history of the peninsula.
- **Peninsula and Whitefish Dunes State Parks** have nature center exhibits, wayside panels, and trails that invite visitors to be immersed in the forests, lakes, and dunes of this northern environment.
- **The Ridges Sanctuary** interpretive center being constructed in summer of 2014 will provide exhibits, audio-visual programs, and an interpretive trail showcasing ridge and swale habitats that harbor rare plants and animals.

- **Local historical societies** are rich with historic buildings and artifacts, offering museum collections and tours for visitors that personalize each community and foster deeper connections to the place.
- Many **informative brochures** are available from the Door County Visitor Bureau at the gateway to the byway.

Recommendations for DCCB media will be specific to byway travelers and supplement existing interpretive opportunities.



*A lifesaving exhibit at the Door County Maritime Museum at Gills Rock.*

*Eagle Bluff Lighthouse in Peninsula State Park is one of three historic lights that are open to visitors.*



*(Photo by Jon Jarosh/DCCVB)*



## HOLISTIC MEDIA PLANNING

The Door County Coastal Byway is an opportunity for visitors to see meaningful relationships between natural and cultural events that have shaped this peninsula into the unique place it is today. While most travelers enjoy their visit, many more appreciate understanding the forces and stories that give greater richness to their sense of place. The byway is the strand that ties the many stories together along this 66-mile ribbon of road.

Since travelers can enter the byway at countless places, it is important to provide information in multiple locations and with a wide variety of media. A comprehensive media package is needed if the byway stories are to appeal to a diversity of people with different interests and travel agendas.

This comprehensive approach includes the following:

- **Unification and branding:** The integration of stories into a holistic media package is especially important when dealing with a long loop corridor. Unified design standards such as a logo, color palette, fonts, and other design components should be easily recognized by casual viewers who travel the peninsula. All media should be cross-referenced so a

reader can access information that will connect them to related stories, resources, and media. For example, publications should direct people to websites, wayside exhibits, and audio tours.

- **Diversity:** Multiple delivery techniques are required to connect successfully with a diversity of travelers of varying ages, backgrounds, motivations, and interests during different seasons. Media should be designed to appeal to a full spectrum of learning styles (visual, auditory, and physical).
- **Accessibility:** Byway messages should be available to the greatest number of people possible. Media should be designed to connect with all tourists, summer residents, tour groups, and serendipitous travelers who accidentally encounter it.

# CREATE A POWERFUL VISUAL IDENTITY

Every roadway abounds with visual distractions that compete for the traveler's attention. Repetition of color, shape, and typeface are essential when creating a consistently identifiable style that is recognizable as one travels throughout the county. The byway, just like Door County, must capitalize on the strengths of its character and mythology.

Door County already possesses a defined personality and sense of place. It is a vacationland of scenic coastline, romantic lighthouses, and renowned resorts. Dolostone or limestone is the endemic building stone of the region and has been used to construct many public buildings. Log cabins and wooden barns are the rustic vernacular architectural structures. The villages are huddled around harbors while the highways still follow the lay of the land as they meander along coasts and hug the ridge of the Niagara Escarpment.

The current circular logo and experience hub design reflect a playful maritime theme for Door County and their design should serve as a prototype for other media. The hub's size and distinctive flowing form contrast with commercial signage, while the colors and images invite visual exploration by viewers.

*An experience hub installed at the Door County Visitor Bureau Welcome Center serves as an introduction to the byway for travelers and sets expectations.*

The DCCB's identity should be apparent along the entire byway. This can be achieved in several ways:

- Use the DCCB logo on all signs, interpretive panels, publications and other media sponsored by the organization.
- Use standardized bases, supports and materials for any structures.
- Use consistent graphic elements such as type style, artistic approach, and color palette (see "Unified Design Standards.")

## Portal Entries

First impressions are lasting, so entry points should convey the feeling of entering a special place. The quality of the design and interpretation will greatly affect whether visitors continue to stop at other media along the byway.

The first experience hub that many travelers will see is at the Door County Visitor Bureau Welcome Center in Sturgeon Bay. This four-sided hub includes introductory information about the byway and its communities. It sets expectations for the design and quality of other media.





*The Town of Sevastopol experience hub serves as an additional portal to the scenic byway for those who didn't stop at the Welcome Center. The stone base, benches, and landscaping convey a sense of quality and permanence.*

The beginning of the DCCB at the junction of Highway 42/57 is another opportunity for first impressions. The Town of Sevastopol has located its hub at Grandma Tommy's Country Store about a half mile south of this intersection (on the right for northbound travelers). The hub has information specific to the town, but the large map panel also provides orientation to the entire byway.

An official highway sign should be placed well back from this hub to notify travelers that they are entering the DCCB and it should announce the visitor information station just ahead.

## Improve Wayfinding

Wayfinding is a term that describes a traveler's ability to follow the byway and find features and destinations. It is fundamental for a good experience. The absence of proper wayfinding may result in frustration and confusion.

Travelers look for directional signs but they also navigate by using many other visual cues along the roadway. A thorough analysis of the whole byway with an eye to trouble spots and opportunities for assisting travelers with wayfinding should be undertaken every few years as the right-of-way evolves.

Recommendations for enhancing wayfinding include:

- Add the DCCB logo to the existing generic Wisconsin Scenic Byway sign markers.
- Work with state and county highway staff to develop standardized directional signage for the corridor. Duplicating the appearance of other pre-existing Wisconsin DOT brown directional signs would be desirable.
- Include directional information and maps on the website.
- Place the iconic and easily recognized experience hubs in prominent locations along the byway corridor

and where parking is easily available so that visitors can study the maps.

- Develop a new travel guide that includes prominent maps and directional information.
- Place the DCCB website address and QR code on all media such as experience hubs, wayside exhibits, brochures, and travel guides.

## Concept Design for Byway Directional Signage



*Ideally, highway signage for the byway will include the DCCB logo to reinforce its identity.*

## Unified Design Standards

To increase recognition and to provide a more cohesive experience for travelers, all media should be graphically and visually unified. The use of standardized colors, fonts, logos, and other graphic elements will combine media into a “family” of recognizable byway features. The following suggestions should be considered in the design of future media.

### Color Palette

A standard set of colors unites media, highlights important messages, and evokes feelings about a site or an organization. Blue is evocative of water and sky, and both are strong elements in the Door County environment. Byway media should capitalize on a mix of dark and light blue colors for titles, borders, faded backgrounds, and other elements. Tan, yellow, and orange add warmth to the design and complement the cooler blue colors. Tan can be used for tint boxes to highlight specific messages, titles over dark blue backgrounds, or borders on historic photos. A gradient of yellow to orange evokes a feeling of sunrise or sunset, and is ideal for the background of header bars, footer bars, or tint boxes. White letters on the dark blue background contrast sharply and command attention for main messages. However, most text should be black over a lighter background to increase readability.



*Following a set of design guidelines creates a “family” of media that is instantly recognizable as belonging to the DCCB.*

### Recommended Color Scheme

<b>Dark Blue,</b> CMYK= 90,57,30,9	<b>Light Blue,</b> CMYK= 15,0,2,0	<b>Tan,</b> CMYK= 8,12,50,0	<b>Light Yellow,</b> CMYK= 0,0,47,0	<b>Light Orange,</b> CMYK= 0,31,78,0
Titles, backgrounds, borders, lines	Backgrounds, text over dark blue	Tint boxes, borders, text over dark blue	Yellow/orange gradient: backgrounds of header bars, footer bars, tint boxes	
<b>White,</b> CMYK= 0,0,0,0	<b>Black,</b> CMYK= 0,0,0,100	<b>Maroon,</b> CMYK= 37,84,83,83	<b>Dark Green,</b> CMYK= 71,36,100,25	
Text over dark blue or green, map borders	Main text over light blue, tan, yellow, orange, borders	Maroon and Dark Green: Used as alternates for borders or other elements based on design		



This experience hub panel design demonstrates various styles of fonts to create character, along with a hierarchy of type sizes.

## Typography

The design and selection of letter forms creates the personality and readability of blocks of type on interpretive media. Each typeface expresses personality and sets a tone that reflects the organization or the message that is being interpreted, so it should be selected purposefully.

Combinations of various styles can add an interesting hierarchy to the media design and help create specific personalities for each message. Fonts can appear lighthearted and fun, informal, businesslike, old fashioned, rustic, or legalistic. They can seem difficult to wade through or look easy to read.

Stylized fonts attract attention when used for titles and in short headings, but can be burdensome to read when used in longer texts. **Trajan Pro** is recommended for main titles and headings of DCCB media. It has a formal look that mimics the style of the DCCB logo, evoking a sense of tradition and permanence.

**Segoe Print** is an informal font recommended for sub-headings to provide contrast with the more formal look of Trajan Pro. It evokes a sense of being welcoming and handwritten, inviting visitors to explore the media. This can also be used to add style to photographs or quotes, where handwritten messages are appropriate.

Simple, familiar fonts work best for longer texts that require more reading. **Californian FB** is recommended for the main text of DCCB media. This font has a friendly style that distinguishes it from more traditional serif fonts (like Times New Roman), but is still easy to scan and read. **Helvetica Medium** is a sans-serif font (no projecting features) that works well for smaller text like photo captions and credits.

A **hierarchy of type sizes** is also important to emphasize the relative significance of various messages. Typically, a main title is the largest size, followed by sub-headings, main text, captions, and credits.

### Recommended Typography

## TRAJAN PRO

*Main titles and headings*

## Segoe Print

*Sub-headings, hand-writing (quotes, photos)*

## Californian FB

*Main text*

## Helvetica Medium

*Captions*

*Helvetica Medium*

*Photo credits*



## Repeating Graphic Elements

Another important factor that contributes to a unified design style is the use of repeating graphic elements. These elements, blended with the color and typography schemes, develop a unique identity for the byway.

The DCCB logo is an essential graphic element that should be included on all byway media types, from interpretive signage and publications to digital websites and apps. This provides a unified brand for the byway.

Other more subtle graphic elements may not be directly noticed by most travelers, but subconsciously create a familiar pattern that reinforces the design identity. These may include:

- Graceful curved tops to backgrounds and elements
- Faded light blue backgrounds for elements
- Light yellow to orange gradient in headers and footers to evoke the feeling of sunset or sunrise.
- Wavy blue dividing lines with a “paintbrush stroke” to represent maritime heritage
- Large focal point images that have feathered edges and draw attention
- Blue “paintbrush stroke” effect on borders of smaller images
- “Historic photo” effects with tan borders, tilts, and shadows

- “Snapshot photo” effects with white borders, hand-written labels, tilts, and shadows for modern attractions
- Tint boxes with rounded corners and a “paintbrush stroke” border
- QR codes that link to the DCCB website



The DCCB logo is an essential graphic element to include on all media



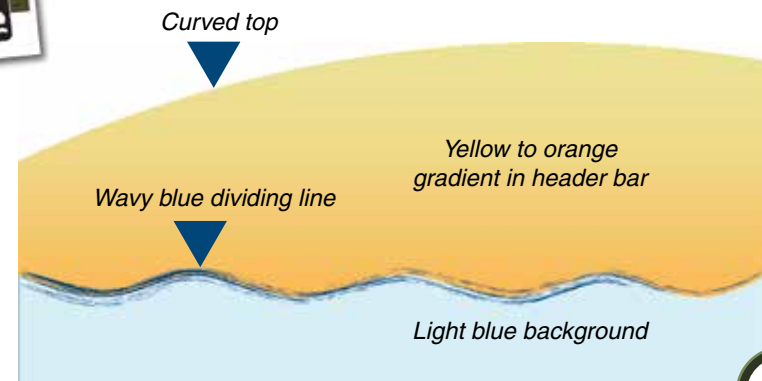
Blue “paintbrush stroke” effect on border



“Historic photo” effect with tan border, tilt, and shadow



“Snapshot photo” effect with white borders, label, tilt, and shadow





*Installing the DCCB Experience Hub in Egg Harbor, August 15, 2013*



*Grand revealing of the DCCB Experience Hub in Sevastopol, October 31, 2013*

## INTERPRETIVE EXPERIENCE HUBS

Experience hubs are thematic kiosk structures that orient travelers to the attractions and stories of a byway. They often consist of multiple signs clustered together that provide maps, information, and interpretation.

As part of this project, the Schmeckle Reserve Interpreters team was hired to develop the conceptual design for 12 DCCB experience hub kiosks, along with researching, designing, and fabricating 48 interpretive signs and frames to be installed in the kiosks. Each hub would have four interpretive panels:

- An overview map panel with general information about the DCCB
- A regional attractions panel that provides information and a more detailed map of natural and cultural history sites in the community
- A cultural history panel that interprets the significant historical events of each community
- A natural history panel that interprets the significant ecological and geological stories represented by each region

In November of 2012, the team submitted a conceptual design for a standardized 9-foot high kiosk, which featured three rustic posts topped by a blue, curving, aluminum roof structure. A large metal

DCCB logo, easily seen from the road, was attached to the roof. Smaller posts at the base of the tall posts and wrapped with rope provided a pier piling appearance. Two double-sided blue aluminum frames would hold the four interpretive panels between the posts. The frames included curves on the top that matched the roof above.

An alternative design was submitted for the Door County Visitor Bureau based on the site location. This kiosk had four sides, a stone base, metal posts, rectangle frames, and a smaller curved roof and logo. Both concept designs were approved by the DCCB Committee.

The rationale for the experience hub designs was to:

- Create a distinct symbol that would easily be identified as a Door County Scenic Byway stop.
- Celebrate the maritime identity of each community by using pier pilings, rope, and a maritime blue color in wavelike patterns.
- Provide a concise orientation to important sites and stories in all twelve locations and a connection to the other experience hubs.
- Present a clear but simple image of the uniqueness of each community's personality and its history.

# DCCB Experience Hub Concept Design



Hub has two panels 29.5" wide by 47.394" high and two panels 29.5" wide by 59.239" high, constructed out of 1/8"-thick high pressure laminate.

## DCCB Visitor Bureau Experience Hub Concept Design



Hub has four panels, 36" wide by 48" high, constructed out of 1/8"-thick high pressure laminate.

From March to August of 2013, the team worked with representatives from each community or organization to develop panel designs that captured the essence of the region. Draft layouts and text were submitted, and revisions were made based on feedback from representatives. At the end of August, approvals of final design had been received by all communities and the Door County Visitor Bureau.

The roof structures and frames were delivered on May 17. The panels were delivered on September 24. Each community was responsible for acquiring the posts and installing the structures. Many were completed in October and November of 2013.

These hubs provide a thematically unified overview of the byway while celebrating the uniqueness of each community region. They are touchstones to the stories of the DCCB for byway travelers and alert them to key attractions along the way. They are located in prominent locations easily seen on the byway.

## Recommendations for Future Development

The 12 experience hubs installed along the DCCB provide a strong visual identity for the byway and serve as foundational tools for telling the stories of cultural and natural resources.

Opportunities exist for enhancing this form of media:

- **Constructing additional kiosks** would enhance the holistic traveler experience, especially if other communities join the byway. Potential locations include Northport (as travelers wait for or depart from the ferry), Village of Ephraim, Town of Egg Harbor, and Sturgeon Bay.
- Experience hubs should be updated to include **future media developments**. For example, a QR code can be added that links to a specific “regional attractions” page on the DCCB website (provide directions, hours, etc. for attractions highlighted on the experience hub). Audio tour access information can be added. A brochure rack could be attached to one of the posts for distributing travel guides.
- **Maintenance of experience hubs** is essential for supporting the positive image of the byway. Frames and signs should be washed with a mild detergent at least annually. Landscaping should be kept fresh and attractive.


## DCCB Experience Hub Locations, 2013



# Door County Visitor Bureau Experience Hub

Installed at the Door County Visitor Bureau Welcome Center in Sturgeon Bay on the south side of Highway 42/57.


Welcome to the



## DOOR COUNTY COASTAL BYWAY

Discover the true spirit of Door County.

Travel this scenic byway as it loops 66 miles along the Green Bay bluffs and through the dunes and bays of Lake Michigan. Explore lighthouses, nature preserves, and historic communities to discover Door County's unique sense of place.



Map labels include: Gills Rock, Ellison Bay, Northport, Sister Bay, Ephraim, Fish Creek, Egg Harbor, Bailey's Harbor, Jacksonport, Carlsville, Sturgeon Bay, and Washington Island.


Map legend:   
 ★ Byway Interpretive Hub   
 — Byway Route

For more information, visit: [DoorCountyCoastalByway.org](http://DoorCountyCoastalByway.org)

## EXPERIENCE HUBS

Byway experience hubs are your gateway to Door Peninsula communities and regions.

Watch for blue-roofed kiosks along the road to discover unique natural and cultural stories about each region and learn about nearby sites to explore.

Map labels for hubs: Death's Door Hub, Ellison Bay Hub, Sister Bay Hub, Green Bay Hub, Egg Harbor Hub, Jacksonport Hub, Sturgeon Bay Hub, and Sunapee Orchard Country.

Associated photos and descriptions:

- Death's Door: Shipwrecks and Lighthouses
- Ellison Bay: Grand Views
- Sister Bay: Visit of the Peninsula
- Green Bay: Greater Historic Parks and Lodges
- Egg Harbor: Sheltered Bays
- Jacksonport: Lakes and Beaches
- Sunapee: Orchard Country
- Liberty Grove: German Settlement
- Bayliff Harbor: Native Coastlines

Map legend:   
 ★ Byway Interpretive Hub   
 — Byway Route



# Town of Sevastopol Experience Hub

Installed at Grandma Tommy's Country Store on the east side of Highway 42/57, just south of where the highways divide.

**Welcome to the DOOR COUNTY COASTAL BYWAY**

Discover the true spirit of Door County.

Travel this scenic byway as it loops 66 miles along the Green Bay bluffs and through the dunes and bays of Lake Michigan. Explore lighthouses, nature preserves, and historic communities to discover Door County's unique sense of place.

**GREEN BAY**

**LAKE MICHIGAN**

**YOU ARE HERE**

For more information, visit: [DoorCountyCoastalByway.org](http://DoorCountyCoastalByway.org)

Logos: Door County Coastal Byway, SBU, Michigan Department of Transportation.

**Orchard Country TOWN OF SEVASTOPOL**

Sevastopol is the heart of Door Peninsula's famous fruit orchards. Swiss immigrant Joseph Zettel planted the first orchard one mile from here in 1862. His State Fair apple exhibit led University of Wisconsin scientists Emmett Golf and Arthur Hatch to create research orchards nearby in 1892. Fruit production flourished in this lime rich soil and mild climate.

**"Cherryland USA"**

The first cherry orchard was planted in 1896 and Sevastopol soon boasted the largest orchards and the most cherry trees in the U.S. The peak of cherry production was from 1920 to 1960. Since then, disease, pests, severe winters, and poor profits have reduced production.

**Cherryland is Calling**

Cherryland is Calling  
Come Visit Today - Enjoy One - Taste the Most  
REYNOLDS CHERRYLAND ORCHARDS

**Tommy's Road Side Market**

John and Antonia Tomjanovich came to Door County from Zlobin, Yugoslavia in the early 1920s. In the 1940s, they opened a roadside market in front of their house. Because the name Tomjanovich didn't easily roll off the tongue, they named their stand "Tommy's." The stand closed in the late 1960s.

**Why Sevastopol?**

The town was named in honor of Sevastopol, a Black Sea port that famously fought off invading armies in 1854. The town's chief industry was copper and it was never changed.

Small photos and text boxes provide historical context and details about the cherry industry and local businesses.



# Limestone Bluffs to Sand Dunes

## NATURAL & HISTORIC SITES



### Whitefish Dunes State Park



Explore a mile of beautiful sand beach, two miles of rocky shore, and 14 miles of hiking trails through Wisconsin's highest sand dunes. A nature center tells the story of this unique place.

### Cave Point County Park



The park offers picturesque shoreline cliffs on Lake Michigan, picnic areas, and a half-mile hiking trail that connects to more extensive trails within Whitefish Dunes State Park.

### George K. Pinney/Quarry County Park



The site of the historic Inshore and South Quarry, this park offers inviting views and access to the bay. Launch your boat, enjoy a picnic, or fish off the dock.

### Bay Shore Blufflands Nature Preserve



Nestled on more than 3 miles of the Niagara Escarpment, the scenic bluffs above Green Bay protect diverse communities of plants and animals. Enjoy the scenic view on a 2.5 mile hiking trail.

### Shivering Sands Nature Preserve



Part of the Cave Point-Clay Banks State Natural Area, this preserve protects more than 4,000 acres of biologically rich communities, including the largest cedar swamp in the state. A 0.75-mile scenic trail provides a closer view.

### Clark Lake



Enjoy boating, canoeing, swimming, and fishing on this 80-acre clear water lake. Launch boats at the east end of Town Line Road. A public beach is located on South Lake Road.

### The Garden Door



This unique experience features annual and perennial beds, a children's play area, and a butterfly garden designed and maintained by the Door County Master Gardeners. Open to the public.

### The Farm



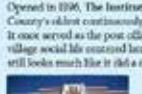
This living museum of rural America is alive with newborn and newly hatched farm animals in the spring and summer (early fall). Organic dairy farms and replants continue to play a major economic role in the community.

### Wisconsin Motorcycle Memorial



Five acres of garden oasis houses all motorcycle enthusiasts. It is the only one of its kind in the nation and is open to the public.

### Historic Institute



Opened in 1896, the Institute Saloon in Door County's oldest continuously operating saloon. It once served as the post office and much of village social life continued here. The exterior still looks much like it did a century ago.



In 1924, the Sevastopol School opened its doors and consolidated students from 7 one room schools, the first of its kind north of Milwaukee. Today, it continues to serve the students and community of Sevastopol.

# Fruitful Soils and Climate A FORTUNATE MIX



Sevastopol orchards thrive in an ideal blend of climate and soils.

Lime-rich soils provide essential nutrients for fruit trees. In addition, cool spring temperatures moderated by the waters and ice of Lake Michigan and Green Bay delay blooming. This prevents tender growth from freezing early in the season.



### Old Lashum and Sherry Quarry



The 1920s Quarry Company began operations in 1908. This quarried limestone became a primary building material in 1917 and became the world's largest quarry company.

Old Lashum and Sherry Quarry was once part of the original North Central University.

University of Wisconsin Agriculture Research Station

Shivering Sands Wetland

Sevastopol Limestone

### Bluff to Beach

Dolomitic limestone forms the thumb-shaped Door Peninsula. This bedrock slopes from high bluffs overlooking Green Bay down through wet lowlands into Lake Michigan. The biologically rich Shivering Sands wetland complex extends from Sturgeon Bay to Whitefish Dunes. It encompasses 4,000 acres of ancient beach ridges, wild lakes, spring-fed creeks, and the largest cedar swamp in Wisconsin.



The Shivering Sands State Natural Area is the largest unspoiled wetland area in Door County. The reserve is rich in diverse plants and wildlife, including rare species.

### A Stone with Many Uses

Limestone is quarried to produce riprap, road fill, and building blocks. It was once used extensively in construction to make lime mortar and whitewash.



Plat trees are often white-washed for protection from insects.

The Lashum and Sherry Quarry, now George K. Pinney County Park, was once the largest crushed stone plant in Wisconsin.

# Town of Jacksonport Experience Hub

Installed in Lakeside Park on the east side of Highway 57.

**Welcome to the DOOR COUNTY COASTAL BYWAY**

Discover the true spirit of Door County.

Travel this scenic byway as it loops 66 miles along the Green Bay bluffs and through the dunes and bays of Lake Michigan. Explore lighthouses, nature preserves, and historic communities to discover Door County's unique sense of place.

**GREEN BAY**

**LAKE MICHIGAN**

**YOU ARE HERE**

For more information, visit: [DoorCountyCoastalByway.org](http://DoorCountyCoastalByway.org)

Logos: Door County Coastal Byway, SBU, Wisconsin Department of Transportation.

## A Bustling Port on Lake Michigan

### TOWN OF JACKSONPORT

*A towering elm tree once guided sailing schooners into Jacksonport.*

In the mid to late-1800s, three bustling piers were the heart of the community. They connected loggers, farmers, and fishermen to markets in Chicago and Milwaukee. The lakeside air was alive with the pungent smell of split cordwood, drying fish nets, and the sounds of working horse teams, barking dogs, and laughing children.

*In the early days, Jacksonport's harbor to the west was divided into three long piers: Hubbard's Pier, LaMarche Pier, and Reynolds Pier (shown, circa 1880).*

#### Harvesting the Forest

A small logging company was formed here by Andrew Jackson, Charles Harris, and John Reynolds in 1867. The Town of Jacksonport, named in honor of Jackson, was established two years later. By 1873, Jacksonport had become a prosperous and busy shipping post. Lumber schooners docked at one of three piers to load cordwood, cedar posts, and shingles.

*Stacks of cordwood in what is now Lakeside Park, circa 1845. Each spring, farmers brought cordwood that they had harvested during the winter to the pier.*

*Small Lumber Harbor schooners (left) and their daily divided the pier. The Perry Schooner was the largest schooner, which anchored at Hubbard's Pier.*

#### Harvesting the Waters

Commercial fisheries thrived in the early days of Jacksonport. Bountiful harvests of whitefish, herring, and trout caught in gill nets were sold fresh or salted in wooden barrels.

*Commercial and family fishing boats in the harbor, circa 1850. The harbor looked out of Jacksonport for nearly 75 years.*

#### The Plow Follows the Axe

Starting in the 1860s, settlers from Canada, Germany, Austria, England, Ireland, New England, and other areas cleared the forests around Jacksonport for farming.

*Plowing with oxen in Jacksonport, circa 1860.*

#### Highway Comes to Town

In the early 1900s, new roads brought tourists and trucks to town. By 1920, as timber dwindled, the piers closed to commercial shipping.

*Traveller arrival at the Ely's House Hotel and post office in 1913, which originally stood in the "Old Town" area just across Highway 57.*

*Also filling at the Reynolds Pier, circa 1870. Joseph Robinson, originally from Ireland, settled in Jacksonport in 1869. He helped build the pier and purchased 180 acres for farming.*

# The Quiet Side of the Peninsula

## NATURAL & HISTORIC SITES



### Whitefish Dunes State Park



Explore over a mile of beautiful sand beach, two miles of rocky shore, and 19 miles of hiking trails through the highest sand dunes in Wisconsin. A nature center tells the story of this unique place.

### Cave Point County Park



The park offers picturesque shoreline cliffs on Lake Michigan, picnic areas, and a half mile hiking trail that connects up to more extensive trails within Whitefish Dunes State Park.

### Meridian County Park



This wayside is located near the 45th Meridian, halfway between the equator and North Pole. A rustic trail winds through magnificent firs through mature forests growing on high sand dunes and wet meadows.

### Logan Creek Preserve



Managed by The Ridge Sanctuary, this state natural area features trails and boardwalks through old growth cedar forests and spectacular overlooks on Clark Lake and Logan Creek.

### Kangaroo Lake Nature Preserve



Kangaroo Lake offers public wildlife watching surrounded by picturesque shorelands. A 1.5 mile trail begins on the Niagara escarpment and winds through mature forest down to the edge of Kangaroo Lake.

### Clark Lake



Enjoy boating, canoeing, swimming, and fishing on this 805-acre clear water lake. Launch boats at the east end of Town Line Road. A public beach is located on South Lake Road.

### Lakeside Park



This park is the center of Jacksonport community life with weekly farmers markets, the Mallon on Memorial Day weekend, "Art on the Seaside" celebration on the 4th of July, Cherry Fest the first weekend in August, and the New Year's Day Polar Bear Plunge.

### Jacksonport Wharf Archaeological District



On the State and National Register of Historic Places, this underwater sanctuary protects the remains of Jacksonport's three piers, along with three lumber schooners that sank here.

### Historic Jacksonport



Visit the Jacksonport Historical Society Museum to discover the history of the town. The Erikson Rest Area preserves the root cellar of the Furber House hotel built in 1871. The old Town Hall, built in 1890, is now open as a bakery.

### Historic Churches



Explore several historic churches, including St. Michael's Catholic Church (1862), Episcopal Church of the Holy Nativity (1865), Zion Evangelical Lutheran Church (1889), and United Methodist Church (1897).

## Gifts from Stone and Water

### LAKE MICHIGAN'S LOWLANDS

The diverse lakes, streams, and wetlands along Lake Michigan's shore are fed by water flowing through underground limestone.

The peninsula's limestone bedrock slopes gently from the steep bluffs of Green Bay down to Lake Michigan's lowlands where it slips under the waves. These lowlands harbor wetlands, cedar swamps, streams, and the largest lakes in Door County.



On the Lake Michigan side, the limestone slips beneath Lake Michigan covered by sandy beaches and dunes.

Jacksonport (in Lake Michigan)

On the Green Bay side, areas with more of the High Ridge of the Wisconsin 80.

As rainwater flows from the Green Bay bluffs toward Lake Michigan, it seeps into cracks and dissolves the limestone bedrock, creating a labyrinth of underground streams. In the lowlands, this water reappears in cold creeks, lakes, and wetlands.

### The Largest Lakes in Door County

Large shallow lakes, like Kangaroo and Clark, lie just above the limestone bedrock where they're replenished by spring-fed streams and groundwater. Once connected to Lake Michigan, these bays were cut off by sand dunes when lake levels dropped.

### Trees of Life

White cedars thrive in lime-rich water and soils, like those of the lowlands. Cedar logging was one of the first booming businesses in Jacksonport. White cedar is also known as arbovitae, which means "Tree of Life." Cedar swamps are ecologically rich areas that support unique ferns, willowows, and orchids.



# Town of Baileys Harbor Experience Hub

Installed in front of the McArdle Library on the west side of Highway 57.

**Welcome to the DOOR COUNTY COASTAL BYWAY**

*Discover the true spirit of Door County.*

Travel this scenic byway as it loops 66 miles along the Green Bay bluffs and through the dunes and bays of Lake Michigan. Explore lighthouses, nature preserves, and historic communities to discover Door County's unique sense of place.

**GREEN BAY**      **LAKE MICHIGAN**

**YOU ARE HERE** (at Baileys Harbor)

For more information, visit: [DoorCountyCoastalByway.org](http://DoorCountyCoastalByway.org)

## A Sanctuary on Lake Michigan

### TOWN OF BAILEYS HARBOR

*Baileys Harbor is a refuge for people and nature.*

In 1848, Captain Justice Bailey discovered this safe harbor as he sought shelter from a Lake Michigan storm. His employer, Alanson Sweet, sent crews of men to carve a town out of the wilderness. The first private nature preserve in the state, The Ridges, was founded here in 1937 as a sanctuary for rare plants and animals.

**Guarding the Harbor**

The Baileys Harbor "bird cage" lighthouse, built by Alanson Sweet, marked the harbor entrance from 1853 to 1870. It was replaced with the Baileys Harbor Range Lights, just north of here, which guided vessels into the harbor for nearly a century. The Coast Guard station at Baileys Harbor responded to hundreds of calls for assistance from 1894 to 1948.

**Protecting The Ridges**

The land surrounding the Range Lights was donated to Door County in 1934. Dedicated citizens worked together to save the rare habitat as The Ridges Sanctuary, the first private nature preserve in the state.

**Frogtown Art Colony**

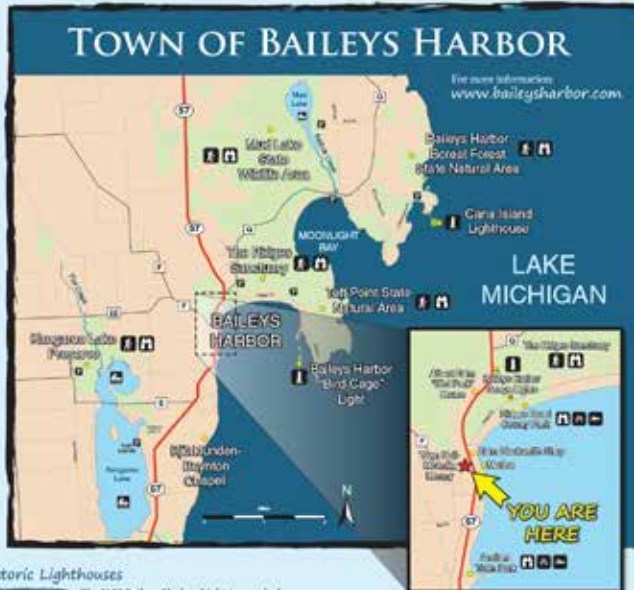
The Frogtown Art Colony, created in 1922, lasted just three years, but it popularized Door County as an art center. Two Art Institute of Chicago professors established it under a federal WWI Veterans rehabilitation program.

**Community Spirit**

Every Door County town fielded a baseball team and enthusiastic fans. The Baileys Harbor Giants played on their diamond one block south from here. The July 4th Parade in Baileys Harbor has a long tradition dating to the town's earliest years.

Nature at its Best

# NATURAL & HISTORIC SITES



### Historic Lighthouses

The 1852 Baileys Harbor Light is one of a few remaining lighthouses to retain a bird-cage lantern. It can be best viewed at the end of Peter Drive.



The 1870 Cana Island Lighthouse is open for tours from May 1st to the last Sunday in October. Climb the 89-foot tower.

The 1869 Baileys Harbor Range Light can be viewed by visiting The Ridges Sanctuary.

### Mud Lake State Wildlife Area



This 2,300-acre wildlife haven harbors a 155-acre shallow lake surrounded by swamp and thickets. Boreal forests support rare plants and animals. Faribault Creek is the best access point for covering its form Lake Michigan.

### Baileys Harbor Boreal Forest State Natural Area



The moderating climate of Lake Michigan allows northern boreal forests to thrive here. It provides refuge for rare orchids and other plants, as well as boreal birds and migratory shorebirds.

### Kangaroo Lake Nature Preserve



Kangaroo Lake offers paddlers wildlife watching surrounded by picturesque shorelines. A 1.5 mile trail begins on the Niagara escarpment and winds through mature forest down to the edge of Kangaroo Lake.

### The Ridges Sanctuary



This 500-acre wetlands preserve is a Door County treasure, harboring one of the largest concentrations of rare plants in the Midwest. A nature center and trails welcome visitors.

### Toft Point State Natural Area



A trail takes you through conifer and hardwood forests past historic log cabins and a lime kiln to the rocky shores of Moonlight Bay.

### Baileys Harbor Parks and Beaches



Sandy shores and shallow waters make these beaches good family destinations. Once the site of an 800-foot pier, Aselton Town Park is on the south end of town. Ridges Road County Park is north of town.

### Historic Baileys Harbor



Baileys Harbor, once the seat of Door County government, has many historic buildings like the 1904 August Zahn blacksmith shop, the 1924 Albert Zahn "Bird Park" Home, and the 1938 Town Hall and McAnally Library.

### Boynnton Chapel at Björklunden



Visit a handcrafted replica of a 19th-century Norwegian stone church built in the 1940s. Inside are intricate carvings and hand-painted murals. Located on the grounds of Lawrence University's Björklunden campus.

## A Grand Landscape on the Cool Side BOREAL HABITATS

The landscape north of Baileys Harbor is one of the last remaining stretches of wild Lake Michigan shoreline.

This grand sanctuary is the most diverse ecosystem in all of Wisconsin. Northern boreal forests and wetlands protect rare orchids, endangered Hine's Emerald Dragonflies, and, off shore, the richest whitefish spawning grounds in Lake Michigan.

### A Home For Rare Species



Hine's Emerald Dragonfly

The wetlands north of here protect the largest breeding population of federally endangered Hine's Emerald Dragonflies in the world. They only breed in spring-fed wetlands above limestone bedrock. The federally threatened Dwarf Lake Iris grows nowhere else but around the Great Lakes. It blooms in May and June.



A partnership of agencies and organizations protect broad natural corridors of wetlands and northern woods.

### Ridges and Swales



World renowned examples of old beach ridge and swale habitat are found right in Baileys Harbor at The Ridges Sanctuary. Over 25 species of wild orchids bloom here. Cool lake breezes create conditions for rich boreal forests of spruce, tamarack, and pine typical of Canada.

### Whitefish Reefs



If you enjoy a Door County fish boil, thank the clean water and rocky reefs between Baileys Harbor and North Bay. Nearly 80% of Lake Michigan's whitefish spawn in November just off these shores.

Boreal forest at The Ridges Sanctuary



# Town of Liberty Grove: German Settlement Experience Hub

Installed at Koepsel's Farm Market on the west side of Highway 57.

**Welcome to the DOOR COUNTY COASTAL BYWAY**

Discover the true spirit of Door County.

Travel this scenic byway as it loops 66 miles along the Green Bay bluffs and through the dunes and bays of Lake Michigan. Explore lighthouses, nature preserves, and historic communities to discover Door County's unique sense of place.

**DOOR COUNTY COASTAL BYWAY**

**GREEN BAY**

**LAKE MICHIGAN**

For more information, visit: [DoorCountyCoastalByway.org](http://DoorCountyCoastalByway.org)

## The German Settlement

### TOWN OF LIBERTY GROVE

*"Here immigrants from Pomerania, East Prussia converted a stony piece of timber into a beautiful farming community."*  
-Rudolf Bittel, History of Door County, 1977

The Liberty Grove German Settlement was founded in 1857 by Christian Hempel and William Dorn from Pomerania. Dorn wrote to friends in the old country, "In America all men are equal, fertile land can be had for nothing, and workers can earn in a month what they make in a year in Pomerania." For twenty years, Pomeranian families settled this region of Door County. Drive the backroads to view log buildings built by these immigrants.

**The Miller Farm**

Robert and Louise Miller built these log farm buildings in 1887 near here. Farmers, like Robert and Louise's son, Gustave, augmented their income by working in lumber camps or on steamboats. The original farmhouse has been restored by Robert's great-granddaughter, Anate Miller, as "Gustave's Getaway" rental cabin.

*Robert and Louise Miller's log cabin, 1887.*

*Gustave Miller, Robert and Louise's son, worked in the lumber camp in the early 1900s.*

**The Albert Zahn Farm**

Albert Zahn was born in German Pomerania in 1864 and immigrated to this area as a young man. He settled on a farm a short distance from here, which has remained in the Zahn family for four generations. Albert became renowned for his imaginative wooden carvings of birds. In 1974, he retired to Bailey's Harbor where he built "Bird's Fack," a house adorned with his carvings.

*Working hay on the Zahn farm circa 1910.*

*Albert Zahn is shown here carving his bird carvings.*

**Koepsel's Farm Market**

Koepsel's is the oldest family-operated farm market in Door County. It started in the 1940s as a wheelbarrow on the front lawn of the family farm. As business grew, a small tool shed was moved here to serve travelers. By the 1960s, a larger building replaced the tool shed, which found new life as a children's playhouse. Five generations of Koepsels have worked the farm market since its beginnings.

*A small building served as the storefront for Koepsel's Farm Market in the 1940s. The building still stands, but the site is now a parking lot.*

Return to the Wild Side

# NATURAL & HISTORIC SITES



### Three Springs Nature Preserve



Follow a winding trail 1.5 miles through fields and forests to a wildlife viewing platform to view cranes, herons, and other water birds in this northern part of the North Bay State Natural Area.

### North Bay State Natural Area



This large wetland complex includes one of the longest stretches of undeveloped beach on Lake Michigan. It also includes habitat for endangered and threatened orchids, shore birds, and the rare Blue's grasshopper.

### Mad Lake State Wildlife Area



This 2,290-acre wildlife haven harbors a 135-acre shallow lake surrounded by meadow and timber. Boreal forests support rare plants and animals. Reddy Creek is the best access point for canoeing in from Lake Michigan.

### Baileys Harbor Boreal Forests State Natural Area



The moderating climate of Lake Michigan allows northern boreal forests to thrive here. It provides refuge for rare orchids and other plants, as well as boreal birds and migratory shorebirds.

### Corner of the Past & Old Anderson House Museum



Tour an 1825 log house and a village of restored log cabins, barns, chicken coops, beach cottages, and sawmill. Learn how Door County pioneers cut ice for refrigeration, traveled by steamship, and logged. Open weekends June through September.

### Historic Log Buildings



The German settlers were familiar with loggers and log cabins. Timber was plentiful and winters were cold, so thick log walls were a natural way to keep the chill. Watch for historic log buildings like Gustave's Getaway, as you drive these country roads.

### Cana Island Lighthouse



Visit a vintage 1870 light house to tour the keeper's house and climb the 80-foot tall tower for views of Lake Michigan and the Door Peninsula shoreline. Open 7 days a week from May 1st to the last Sunday in October.

## A Stone-Faced Landscape THE NORTHERN DOOR INTERIOR

Glaciers scoured the northern Door Peninsula down to its dolomite limestone bedrock.

This highland region never received deep soils like the receding glacier dropped on the southern peninsula. Rivers poured out of the melting ice mass down bedrock of old riverbeds into Lake Michigan. These wide mouths became rich wetlands and coves like Baileys Harbor, North Bay, and Rowleys Bay.



Dolomite are near-dry shaped hills left by the retreating glacier. Visit the Liberty Grove Dolomite Field north of here, where Hill Road intersects a driveway east of Old Stage Road.



### Limestone on the Landscape

Limestone rocks hold fossils that hint at their origins. This stone is the cemented remains of corals, crinoids, and other creatures from ancient seas. Abandoned lime kilns and stone fences are scattered across Door County.

Lime kiln at Old Stage, Baileys Harbor



Limestone chunks buried in simple pits produced 'quartz lime'. This powder was used as mortar to hold stone and brick, and as whitewash to seal fence walls on pasture and orchard tree trunks.



### Farming in Rocky Soils

Thin soil over dolomite bedrock makes farming difficult in this region. However, orchards thrive in the mild and moist lake air that engulfs the peninsula.



# Village of Sister Bay Experience Hub

Installed in Waterfront Park on the west side of Highway 42, just north of the Highway 42/57 intersection.

**Welcome to the DOOR COUNTY COASTAL BYWAY**

Discover the true spirit of Door County.

Travel this scenic byway as it loops 66 miles along the Green Bay bluffs and through the dunes and bays of Lake Michigan. Explore lighthouses, nature preserves, and historic communities to discover Door County's unique sense of place.

**GREEN BAY**

**LAKE MICHIGAN**

For more information, visit [DoorCountyCoastalByway.org](http://DoorCountyCoastalByway.org)

## A Prosperous Port on Green Bay

### VILLAGE OF SISTER BAY

Village life has always revolved around this deep water port.

The community of Sister Bay was born in 1870 when the firm of Henderson, Coon & Dimond built a pier, sawmill, grist mill, hotel, and two stores. They hired Swedish woodchoppers from Marinette to cut timber from the wilderness for their mill. As lumbering declined, the deep harbor welcomed steamboats filled with tourists who flocked here for relaxation and recreation.

*Author Unknown purchased the pier and mill in 1878. Employees of Hanson posed for this 1924 photo on company boats. Note the stacked logs in the background.*

#### The Woodchoppers

Strapping Swedish lumberjacks crowded into Sister Bay lumber camps. One famous champion woodchopper, known as "Long John", had an appetite to match. A Sister Bay storekeeper bet \$5 that he couldn't eat five dozen eggs from the counter. Long John accepted on the condition that he also get a pint of whiskey. He ate all the eggs, drank his whiskey, then went home and artil had room for a loaf of bread and a pan of milk. (H.R. Roland, History of Door County, 1917)

#### Growing Village Faces Tragedy

When shipping vessels began using the canal at Sturgeon Bay in the late 1800s, the deep harbor and ample wood supply of Sister Bay became an important stop for log refueling. The community prospered and was incorporated as a village in 1912. That same year, however, tragedy struck as a great fire burned through the downtown.

*Downfall Sister Bay the day after the 1912 fire. The buildings are still standing.*

*"The village of Sister Bay was practically destroyed by fire... four store buildings, a large hotel and residence being wiped out. Hundreds of people visited the scene of the town's destruction the day following, coming from all parts of the county. Swarms were tourists stopping at Ephraim and Fish Creek were numerous and many took Kodak pictures of the ruins, which smoldered all the day after."*

*Door County Advertiser, July 26, 1912*

#### Steamships bring Tourists

As lumbering declined, entrepreneurs opened restaurants, hotels, and stores to attract the ever increasing number of tourists in Door County. Steamboats carrying passengers replaced the shipping vessels loaded with timber.

*Liberty Park Hotel built in 1888 just north of the docks, and the steam boat docked next to it in 1909.*



# The Hub of the Peninsula

## NATURAL & HISTORIC SITES



### Three Springs Nature Preserve



Follow a winding trail 1.5 miles through fields and forests to a wildlife viewing platform to view cranes, herons, and other water birds in this northern part of the North Bay State Natural Area.

### Ellison Bluff County Park



Enjoy spectacular views of Green Bay from a safe viewing deck on the brink of 100-foot limestone bluffs. An enclosed corridor extends out over the edge. Walk the quiet woodland trails.

### Mink River Estuary State Natural Area



This is one of the most pristine freshwater estuaries in the country, where lake and river waters mix. It serves as an important fish spawning and bird migration area. Paddle in from Rowley Bay, or hike in from parking areas on either side.

### Grand View Park



Take a short walk to the nearby overlook for a breathtaking view of Ellison Bay and the surrounding bluffs. A Door County Land Trust book describes their work in preserving rare places for nature, including this park.

### Sister Islands State Natural Area



These two low, gravel islands are important nesting sites for Herring Gulls and Common Terns. The natural area is closed to public access during the nesting season.

### Corner of the Past & Old Anderson House Museum



Take an 1873 farm house and a village of restored log cabins, barns, chicken coop, beach cottages, and sawmill. Learn how Door County pioneers cut ice for refrigeration, traveled by steamship, and logged. Open weekends June through September.

### Sister Bay Waterfront Park & Marina



This largest public waterfront in Door County features a swimming beach and a variety of park amenities. It also has a "quiet cove" trail and launch area. Concerts in the Park are offered each summer.

### Gateway Park Information Center



The Sister Bay Advancement Association Information Center is housed in a restored 1868 log white schoolhouse. It features an exhibit on school life in the late 1800s. The Center is staffed from summer through fall.

# A Face to the Sunset

## NATURE OF SISTER BAY

Sister Bay was named for the Sister Islands that flank its harbor.

This pair of small uninhabited islands is a significant nesting site for gulls and terns. The Village of Sister Bay offers the largest public waterfront in Door County for viewing the islands, birds, and spectacular sunsets.

### Sister Islands State Natural Area

### A Natural Area for Nesting Birds



The Sister Islands, located two miles northwest of Sister Bay's marina, are a historic nesting site for Herring Gulls and Common Terns. They are one of the most important galleries in Green Bay. Birds will nest on the same island for up to 20 years. Sister Islands was designated a State Natural Area in 1966.



### Herring Gulls

Watch and listen for these familiar, pink-legged "seagulls" patrolling the shoreline for food. In the late 1880s, the population was nearly wiped out by hunters seeking eggs and feathers. Today, however, they are the most widespread gull in North America. They live an average of 30 years and eat almost anything.

### Green Bay Has Its Ups and Downs

Door Peninsula 5,000 years ago



Imagine this park under 20 feet of water. Ancient Lake Nipissing was that high 5,000 years ago, dividing Door County into a string of islands. Today, Lake Michigan and Green Bay fill the same basin, but at a lower level. Cobblestone terraces of old shoreline still show the high watermark in Sister Bay.



# Town of Liberty Grove: Ellison Bay Experience Hub

Installed at Liberty Grove Historic Park on the west side of Highway 42, just south of Grand View Park.

**Welcome to the DOOR COUNTY COASTAL BYWAY**

Discover the true spirit of Door County.

Travel this scenic byway as it loops 66 miles along the Green Bay bluffs and through the dunes and bays of Lake Michigan. Explore lighthouses, nature preserves, and historic communities to discover Door County's unique sense of place.

**YOU ARE HERE**

Map regional attractions: SBU, Door County Historical Society, Door County Department of Transportation.

For more information, visit: [DoorCountyCoastalByway.org](http://DoorCountyCoastalByway.org)

## A Grand View to the Past

# ELLISON BAY

### TOWN OF LIBERTY GROVE

The land surrounding you was once owned by John Ellison.

Johan Eliason, later known as John Ellison, was a Danish immigrant who founded this community in 1865. He purchased 8,000 acres of land including a mile of shoreline, and advertised in Europe and Scandinavia for settlers. To make the offer more enticing, he built a pier, general store, and post office. Ellison promoted himself as a "Dealer in Cordwood, Cedar Posts and Telegraph Poles."

**VIEW FROM DOCK, ELLISON BAY.**

#### The Town on the Bay

Commerce revolved around Ellison's pier. Farmers brought grain and cordwood to ship, fishermen dried nets and shipped their catch, and tourists sought relief from the summer heat of cities like Chicago.

**The Farm on Ellison Bay Hill**

August Johnson, a Swedish immigrant, purchased this land in the 1870s and cleared it for farming. He also built the first frame house in the community, which still stands today next to the barn. Three generations of his descendants have called this home.

August's grandson, Russell Eliason, and his wife Virginia lived here starting in 1941. They maintained the land in an open state and purchased additional property, which has preserved the spectacular view.

John Ellison donated the land for building the German Lutheran Church in 1896. The congregation disbanded in 1904. Russell and Virginia Hanson saved the ruins from demolition in 1964, moved it to its current location, and renovated it. Today, it is part of the Liberty Grove Historic Park.

Grand Views, Hidden Gems

## NATURAL & HISTORIC SITES



### Ellison Bluff County Park



Enjoy spectacular views of Green Bay from a side viewing deck on the banks of 100-foot limestone bluffs. An enclosed catwalk extends out over the edge. Walk the quiet woodland trails.

### Door Bluff Headlands County Park



Located at the most northerly point on the peninsula, this undeveloped park offers views of Green Bay and Dodge Bay Harbor. Explore the spring display of wildflowers.

### Mink River Estuary State Natural Area



This is one of the most pristine freshwater estuaries in the country, where lake and river waters mix. It serves as an important fish spawning and bird migration area. Paddle in from Rowleys Bay, or hike in from two parking areas.

### Grand View Park



Take a short walk to the nearby overlook for a breathtaking view of Ellison Bay and the escarpment bluffs. A highway interpretive look describes how the Door County Land Trust preserves new places for nature, including this park.

### Garrett Bay Town Park



Enjoy views of the peaceful Garrett Bay waters. A quiet sports launch area is available. Discover a wooden shipwreck on the Maritime Trail.

### The Clearing Folk School



This artist's retreat was founded by landscape architect Jens Jensen on the wooded shores of Green Bay in 1933. The Jens Jensen Visitor Center, open to the public, interprets his legacy and the Folk School Tradition of learning.

### Liberty Grove Historic Park



This Liberty Grove Historical Society museum includes a restored Lutheran log church that houses artifacts from local families, two cherry picker's shacks, a granary, and a cottage from the Liberty Park Lodge.

### Ellison Bay Parks



Ellison Bay Community Park offers a sandy beach, picnic tables, and playground. Walk Park and Marina provides a boat launch and sitting area for enjoying the bay.

### Historic Ellison Bay



Discover several historic buildings that tell the early story of Ellison Bay. The Pioneer Store was built in 1800 as Roehrer's Store; the original building was destroyed in a 2006 explosion. The Douglass Hotel, built in 1902, is one of the oldest continuously operating hotels on the peninsula. Gus Klewka's Garage, was restored by the Liberty Grove Historical Society. Gus was legendary for helping farmers and fishermen repair equipment, often with scrap parts.

## A Grand View of the NIAGARA ESCARPMENT

The limestone bluffs you see along Green Bay are part of the same formation that Niagara Falls plunges over in New York.

The Niagara Escarpment arches for a thousand miles around the Great Lakes. Lower layers of soft, erodible shale are protected by a hard cap of dolomite limestone. As the uplifted edges of the shale erode, the hard limestone snaps off to form steep cliffs.



The Niagara Escarpment rises in cliffs 230 feet above Green Bay providing lingering views of sunsets over water. The dolomite bedrock slopes eastward and disappears beneath Lake Michigan.

The Door Peninsula is on the western rim of a geologic formation called the Michigan Basin. The rim forms the byside cliffs of Door County while the incline of the bowl slopes east below Lake Michigan.



Jens Jensen was a Danish immigrant who embraced the use of native species in landscape to help create a sense of place.

### The Clearing—Connecting with Nature

Jens Jensen, the renowned landscape architect and conservationist, was inspired by the "grand view" on top of this hill. He chose a site overlooking Green Bay to create his folk school, The Clearing, in 1933. This site is nestled in forest openings high above the bay, where busy people can clear their minds and reconnect with nature.




The Clearing is the folk school that Jensen created to allow people to learn as they relaxed and connect to nature with nature and each other.

# Door County Land Trust Experience Hub

Installed at the top of Grand View Park on the west side of Highway 42.

## Scenic Overlook and Park

# A GRAND VIEW





*This view has inspired people for more than a century.*

From this vantage point, you can see Ellison Bay nestled into the wooded bluffs of the Niagara Escarpment, the waters of Green Bay, and Washington Island in the distance. A Door County resident returning after years away reminisced, "No matter how much I changed or Door County had changed, this view remained the same. When I saw it, I knew I was home."

### Partnering to Preserve the View

This Grand View was saved for all to enjoy through the efforts of the Door County Land Trust, the Town of Liberty Grove, and countless friends and partners who value the natural treasures of Door County. Although privately owned and cared for by the Hanson and Olson families since the 1900s, this view has always been a community treasure. This park was the first project funded on the Door County Coastal Byway in March, 2012.





GREEN BAY

ELLISON BAY

LAKE MICHIGAN


This aerial view shows the diverse agencies and organizations that preserve natural spaces in northern Door County.

## A Place Like No Other

# ECOLOGICAL TREASURES

The Door Peninsula is an ecological treasure with more shoreline and rare plants and animals than any other county in Wisconsin.

Ancient rivers and glaciers carved valleys through the soft limestone peninsula creating rich and varied environments. A valuable wetland valley, called the Mink River Estuary, stretches from Ellison Bay (in front of you) to Rowleys Bay on the other side of the peninsula.




YOU ARE HERE

### A Story of Water and Ice

Mighty rivers once surged across the Peninsula from Upper Michigan carving deep valleys through the soft limestone. During the last Ice Age, massive glaciers scoured out Green Bay and widened the valleys. Today, the ancient river valleys are marked by wetlands that stretch across Door County.


### Rare Plants and Animals

Ancient river valley wetlands, like the nearby Mink River Estuary, cradle a diversity of habitats that support plants and animals found few other places in Wisconsin.




Black-crowned Night-Heron


Species of Special Concern




Dwarf Pink Spirea  
Rare & Sensitive  
Threatened



Whitefish spawning habitat



Dwarf Thistle  
Rare & Sensitive  
Threatened



### Mink River Estuary

The Mink River Estuary, where river and Lake Michigan waters blend, is one of the most pristine freshwater estuaries in the country. It is an important fish spawning and bird migration area. Several rare plants and animals call the estuary home.

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Door County Coastal Byway: Interpretive Master Plan

# Caves By Land and Sea

## THIS IS KARST COUNTRY

The Door Peninsula is a dynamic landscape formed by water and limestone.

The Niagara Escarpment, a high limestone ridge along Green Bay, tilts at a 6-degree angle toward Lake Michigan where it disappears under water. This limestone is easily dissolved by acidic rainwater. The resulting karst topography is defined by sinkholes, disappearing streams, caves, and springs. Since water rushes through Door County's thin soils and fissured bedrock nearly unfiltered, special efforts must be taken to prevent groundwater contamination.



### Dissolution Caves

Door County has some of the state's best examples of dissolution caves. Horseshoe Bay Cave near Egg Harbor is the second longest cave in Wisconsin. It formed as slightly acidic water ran through rock fissures and slowly dissolved the stone into chambers.



A limestone formation in Horseshoe Bay Cave.

### Sea Caves

Sea caves form in limestone cliffs when waves work away at faults and weak areas. Some caves are perched high above Green Bay where ancient lake levels were 30 feet higher than they are in today's Great Lakes.



Lead cliff that was once 400 feet high and is now 100 feet high at Camp Park County Park.



Sea cave at Peninsula State Park, which has the world's largest sea cave entrance in Wisconsin.



High Cliff in Peninsula State Park is a sea cave that was once 400 feet high and is now 100 feet high.

Note that the content of these panels is different from the standards set for community panels. This experience hub was sponsored by an organization, the Door County Land Trust, and is in close proximity to the Town of Liberty Grove/Ellison Bay experience hub. To avoid unnecessary duplication (like the byway map and community history), different topics were chosen in conjunction with the Land Trust and approved by the DCCB Council.

## Nature Preserves of the DOOR COUNTY LAND TRUST

The Door County Land Trust, a local non-profit conservation organization, protects a network of thousands of acres. These nature preserves showcase the scenic beauty and natural diversity that make Door County so special. The preserves on this map are open to the public for hiking and wildlife watching.

1. Egg Lake Nature Preserve  
2. Dixon Hill Nature Preserve  
3. Lake Umbagog Nature Preserve  
4. Green Bay Nature Preserve  
5. Dunes and Marsh Nature Preserve  
6. Lake Umbagog Nature Preserve  
7. White Cliff Nature Preserve  
8. Egg Lake Nature Preserve  
9. Egg Lake Nature Preserve  
10. Lake Umbagog Nature Preserve  
11. Lake Umbagog Nature Preserve  
12. Spring Nature Preserve  
13. Egg Lake Nature Preserve  
14. Egg Lake Nature Preserve  
15. Egg Lake Nature Preserve

For more information, visit [www.DoorCountyLandTrust.org](http://www.DoorCountyLandTrust.org)

# Town of Liberty Grove: Death's Door Experience Hub

Installed at Porte des Morts Town Park, about a half-mile north of Highway 42 on Park Drive.

**Welcome to the DOOR COUNTY COASTAL BYWAY**

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**YOU ARE HERE**

GREEN BAY

LAKE MICHIGAN

For more information, visit: [DoorCountyCoastalByway.org](http://DoorCountyCoastalByway.org)

## Legends of Death's Door

### TOWN OF LIBERTY GROVE

Porte des Morts, or Death's Door, is the treacherous strait that separates the peninsula from the Grand Traverse Islands.

French explorers named it after hearing tales of native warriors who perished in the turbulent waters. The strait lives up to its name. Countless sailing vessels have met their end on the rocky shoals and islands that dot this passage. Death's Door is the namesake of the Door Peninsula.

#### Native Legends

The name of "Death's Door" is traced to a legendary battle between the Winnebago and Potawatomi tribes. Potawatomi warriors from the islands were lured by a signal fire set by the Winnebago on this cliff. Warriors from both sides were caught in a storm and dashed to death on the rocks below. Historians believe that over time the legend grew from a minor event in Indian history.

#### A Graveyard for Ships

Fact or myth, no mariner doubts the dangers of sailing through Death's Door. In 1872 almost 100 shipwrecks were recorded here. More sunken ships litter these straits than any other freshwater portal in the world.

In October 1880, the schooner J.K. Gilman and A.H. Winkley were wrecked on the rocky reefs around Plum Island. 11 men of each ship.

#### Guardians of Death's Door

From 1848 to 1862, lightkeepers and Coast Guardsmen based at Plum and Pilot Islands watched over the ships passing through Death's Door. They often risked their lives to save shipwrecked crew members.

Plum Island Light House, circa 1860

Plum Island Light Station, circa 1860

# Top of the Thumb

## NATURAL & HISTORIC SITES



One of the most photographed stretches of road in Door County, the curves of Highway 42 near Newport were designed by famed landscape architect Jens Jensen.

### Newport State Park



Newport is the state's only designated wilderness park, with 11 miles of Lake Michigan shoreline, two state natural areas, 30 miles of hiking trails, and primitive backpack camping.

### State Natural Areas in Newport State Park



Europe Bay Woods protects shoreline habitat on an isthmus between Lake Michigan and Europe Lake. Newport Coastal Hardwoods features a mix of northern forest types growing above a dolomite ledge.

### Europe Lake



This shallow 207-acre lake is an inviting gateway for fishing or kayaking. Visitors have access to the lake from a public boat landing at Newport State Park.

### Mink River Estuary State Natural Area



This is one of the most pristine freshwater estuaries in the country, where lake and river waters mix. It is an important fish spawning and bird migration area.

### Gills Rock/Hedgehog Harbor



The small village of Gills Rock keeps the traditions of commercial fishing alive. Boat tours of lighthouses and sunset cruises depart from the dock. This area is also popular with scuba divers who explore shipwrecks around Death's Door.

### The community was originally named "Hedgehog Harbor" by

fisherman Anton Lowmyer. In 1873, he over-estimated his boat's size and "hedgehog" (porcupine) chewed holes in it causing it to sink.



### Door County Maritime Museum at Gills Rock



The museum traces the area's commercial fishing tradition. Check out the wooden fishing log Rap and explore a replica net, shod trawlers with fishing, looms, net reel, and other traditional fishing supplies.

### Plum Island (Green Bay National Wildlife Refuge)



This island is a key stopover for migrating songbirds. It possesses unique habitats and historic maritime structures. The U.S. Fish and Wildlife Service is opening it for public use beginning in 2014.

# Stepping Stones Across the Lake THE GRAND TRAVERSE ISLANDS

You are standing at the northern tip of mainland Door County.

Here, the limestone Niagara escarpment plunges beneath Lake Michigan, emerging periodically as rocky islands in a "grand traverse" across the lake to the Garden Peninsula of Michigan's U.P.



### The Potawatomi Islands

French fur traders named these islands for the Potawatomi Indians who fled here from Michigan during the Beaver Wars of the 1600s. The islands later acquired new names like Washington Island, named for a ship sent to establish Fort Howard at Green Bay.

### Islands for the Birds

Spider, Gravel, Pilot, Plum, and Hog Islands are critical to colonies of nesting birds. Managed as national wildlife refuges, they provide important breeding grounds for birds such as Ring-billed Gulls, Herring Gulls, Double-crested Cormorants, and Black-crowned Night Herons.



Hog Island (2 acres) was set aside by Presidential Decree as the Garden State National Wildlife Refuge in 1916. It is part of the Potawatomi Island Wildlife Refuge.



Pilot Island (2.5 acres) and Plum Island (30 acres) were preserved as two nesting colonies were added to the Garden State National Wildlife Refuge in 1967.

# Town of Gibraltar Experience Hub

Installed at Fish Creek Town Park on the south side of Highway 42.

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**GREEN BAY**

**LAKE MICHIGAN**

For more information, visit [DoorCountyCoastalByway.org](http://DoorCountyCoastalByway.org)

## A Summer Tourist Haven

# TOWN OF GIBRALTAR

*One hundred years ago, the Fish Creek dock was a bustling portal to a summer vacationland.*

Arriving tourists, decked out in elegant clothes, waved cheerfully as steamers delivered them from the summer heat of Chicago and Milwaukee. Many stayed for the summer at the Welcker Resort, the Thorp Hotel, or other places around the harbor.

*The Steamship Company steamer docked at Fish Creek, circa 1910.*

### It Began with Asa Thorp

Asa Thorp, one of the first settlers in Door County, was drawn to Fish Creek in 1855 to create a town. He and his hired men built a pier and cut cordwood to fuel steamships on Green Bay. Soon, ships loaded with settlers and tourists began to arrive. The Thorp Hotel, the second oldest tourist hotel in Wisconsin, started from Asa renting rooms in his family home.

### Welcker's Resort

Dr. Herman Welcker, German immigrant and Milwaukee violinist, enjoyed a family vacation at the Thorp Hotel. He fell in love with Fish Creek, bought land from Thorp, and built the Henriette Hotel in 1896, named after his wife (now the White Gull Inn). He added a casino and 12 cottages of various sizes at Welcker's Resort.

### Sweet Memories of Summer

The lake steamer would deposit us in all of our finery on the shabby dock planks where we would be welcomed by "my brother," proprietor of Welcker's Resort. A carriage whisked us to the cottages hidden in the woods. A gang announced dinner time where schnitzel, cabbage and "oleary leechen" were served family style. For a month we fished toadpoles, played chipmunk in a leopard rowboat, plunged into the lake, rode horses through the streets, watched flickery movies in the town hall, or went to the casino where we listened to kielbasa singers, watched melodramas and played games.

*Adel Clark, Fish Creek Editor*



# White Cliffs of the Peninsula

## NATURAL & HISTORIC SITES



### Peninsula State Park

Discover Wisconsin's second-oldest state park, established in 1909. Enjoy camping, hiking, bike trails, scenic overlooks, summer theater, a sand beach, and a golf course. Climb the 73-foot Eagle Tower for spectacular views of Green Bay and islands.

### Eagle Bluff Lighthouse

Perched on a bluff 75 feet above Green Bay in Peninsula State Park, this lighthouse has guided ships since 1891. The building and tower are open for tours.

### White Cliff Nature Preserve

Like a 1.5-mile loop trail through an undisturbed forest of white cedar, hemlock, American beech, and sugar maple surrounding an alkaline-rich fen.

### State Natural Areas

In Peninsula State Park, White Cedar Forest and Beech Forest natural areas protect unique communities along dolomite cliffs. South of Fish Creek, Thoop Pond is a bog lake surrounded by a fen, wet meadow forest, and hardwood swamp.

### Peninsula Players Theater

This "Theater in a Gazebo" started behind a movie near here in 1913. It moved to its current location along the shores of Green Bay in 1937. It continues to provide productions of classic and contemporary literature.

### Fish Creek Parks

Fish Creek Park, where you're standing, offers walking trails through the woods along Fish Creek. It is the original site of the Peninsula Players Theater in 1913. The Fish Creek Public Beach is a sandy retreat on hot summer days.

Clark Park, adjacent to the Fish Creek dock, is a great place to walk up the lighthouse.

Sunset Beach Park, on the west end of Main Street, is an ideal place to watch the sun sink into the bay.

### Historic Fish Creek

Fish Creek embraces its rich history. Four sites are listed on the National Register of Historic Places, and the Welcker's Resort Historic District features many early buildings. Take the Gibraltar Historical Association self-guided tour and step back in time.



### Alexander Noble House

Built in 1873, this is the oldest home residence in Fish Creek. Tour the restored house with many original furnishings and artifacts and discover what early village life was like. Open daily from June to mid-October.

# High Headlands and Sheltered Bays

## NIAGARA ESCARPMENT

Peninsula State Park protects the largest contiguous tract of Niagara Escarpment in Wisconsin.

This limestone ridge was formed by the deposit of ocean animals, plants, and mud on the floor of an ancient sea. Today, rare plants flourish in the micro-habitats of the ridge. Trees like the northern white cedar are uniquely adapted to cling to life on the ledge. Some of these cedars have survived for over 500 years.

### Stairstep Communities



The steep escarpment cliffs along Green Bay create a vertical "bookshelf" of natural communities. Peninsula State Park White Cedar Forest State Natural Area contains five distinct community types that change dramatically from the water's shore to the top of the ridge.

### Protecting Plant & Animal Habitats



Two State Natural Areas in Peninsula State Park preserve beech-maple and cedar forests much as they were before settlement. The park's 3,776 acres are a Wisconsin Migratory Bird Stopover Site designated to protect habitat for migratory birds. Warblers are abundant in the park during migration.

### People Connecting With Nature for Over 100 Years



The prominent headland between Fish Creek and Ephraim became Peninsula State Park in 1909. Wisconsin's second state park. Tourists came to camp and enjoy nature, some staying the entire summer.

# Village of Egg Harbor Experience Hubs

Two kiosks were constructed for Egg Harbor. One kiosk (shown here) was installed in Harbor View Village Park on the west side of Highway 42.

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**YOU ARE HERE** → Egg Harbor

Map labels include: Gills Rock, Northport, Ellison Bay, Sister Bay, Ephraim, Fish Creek, Egg Harbor, Baileys Harbor, Jacksonport, Carlsville, Vainoy, Institute, Sturgeon Bay.

Logos: Door County Coastal Byway, SBU, Michigan Department of Transportation.

For more information, visit: [DoorCountyCoastalByway.org](http://DoorCountyCoastalByway.org)

## A Prosperous Village on the Bay

### VILLAGE OF EGG HARBOR

*Blessed with good farmland and a deep water port, Egg Harbor has thrived since its beginning in 1861.*

In the early years, Egg Harbor served fishermen, farmers, and lumbermen. It was the first community in Door County to hard surface its road. The Keweenaw House, a tavern and boarding house, was the village gathering place where residents and travelers alike swapped stories.

**The Great Egg Battle**

According to legend, a fleet of boats departed Green Bay in 1823 to deliver furs to the Mackinac Island trading post. The men stopped at this unnamed harbor for the night. While landing, the boat crews raced each other to reach the shore first. Eggs were thrown at the leading boat and quickly returned. When the boats reached the shore, the battle continued until the eggs were gone. In honor of the battle, the men named this bay "Egg Harbor."

**Resort Getaways**

John Bretschinger bought the Keweenaw House in 1804, added dining and hotel accommodations, and renamed it the Harbor Inn. In 1922, he and his brother Paul opened the Alpine Resort on 300 acres overlooking Green Bay. The resort offered golf, fishing, boating, and horseback riding. Steamboats transported guests from Chicago and Milwaukee, who paid \$18-\$20 per week for lodging and meals.

**Horseshoe Bay Farms**

The fertile lands around Egg Harbor supported productive farms and orchards. Horseshoe Bay Farms, just south of the village, dates to 1917. The progressive dairy farm was once a breeding site for Holstein-Friesian purebred stock and its orchard operation was the largest fruit producer on the peninsula. In the early 1920s, the farm was Door County's largest employer.

Forests, Fens, and Farms

# NATURAL & HISTORIC SITES



### Frank E. Murphy County Park

This 14-acre park is located on Horseshoe Bay. Notable features include 1,000 feet of sandy beach, boat launching facilities, and the gated entrance to Horseshoe Bay Cave.

### White Cliff Nature Preserve

Hike a 1.3-mile loop trail through an oak-bud forest of white pine, hemlock, American larch, and sugar maple surrounding an alibonick-creek.

### Laurenbach Woods Nature Preserve

A 1.25-mile trail leads through a northern hardwood forest of mature hemlock, red oak, white pine, birch, and sugar maple and descends the rocky slope of the Niagara Escarpment.

### Oak Road Nature Preserve

A 2.2-mile hiking trail loops through a beautiful valley of forest and prairie meadows. An overlook provides views of a 40-acre natural wetland that hosts hundreds of migrating waterfowl.

### Horseshoe Bay Farms

This picturesque farm, once the largest employer in Door County, dates to 1917 and was recognized as a National Historic Site for its architectural and cultural significance. It can be viewed from County G.

### Village of Egg Harbor Parks

Harbor View Park overlooks the Egg Harbor Marina and Green Bay. It offers spectacular views, concerts in the Park, and a memorial to the steamer Hackley which sank in 1901.

### Beach Park

Beach Park features a sandy swimming beach, pavilion, playground area, and kayak rentals. A trail connects it to downtown. Across the road, Nature Park is a natural area with walking trails.

### Historic Egg Harbor

The Capota House was built in 1871 by village founder Levi Thorp. It is on the National Register of Historic Places and houses a museum and shops.

### St. John the Baptist Catholic Church

Built in 1901, the stone St. John the Baptist Catholic Church is a favorite photo stop.

### Alpine Resort

Visit this classic Door County resort family owned since 1921. Enjoy warm Swiss hospitality and spectacular views of hills and shoreline.

The second kiosk will be installed at the site of the new Egg Harbor visitor information center, south of the village on the northeast side of Highway 42. All panel content is the same, except for the YOU ARE HERE arrow and star on the "Natural & Historic Sites" sign.

# A story of sunsets and caves KARST LANDSCAPE

Towering headlands command views of sunsets over Green Bay, but hidden beneath these same bluffs is a dynamic world of caves and underground rivers.

The Door Peninsula is composed of dolomitic limestone which dissolves in acidic water. Rainwater filtering through the ground over thousands of years carved a honeycomb of fissures, caverns, and canyons. This eroded landscape is called karst.

Scenic from Harbor View Park in the Village of Egg Harbor

### Horseshoe Bay Cave

Horseshoe Bay Cave, the second longest cave in Wisconsin, is located 2.5 miles south of here. The winding passageways were carved by an underground stream that still flows today. Counting all of the side tunnels, the cave is at least 3,100 feet in length, but cave explorers believe that it continues much further. It is the largest of an estimated 80 caves in Door County.



The Horseshoe Bay Cave entrance is protected by a steel gate that allows bats to pass through. The entrance can be viewed in Frank E. Murphy County Park.



### A Sanctuary for Bats

The temperature of Horseshoe Bay Cave is 46°F year-round, an ideal environment for bat hibernation. Of the four species of bats that hibernate in the cave, Little Brown Bats are the most common.



A Little Brown Bat hibernating in Horseshoe Bay Cave.

### A Subterranean Labyrinth

Wisconsin Speleological Society members have explored and mapped the Horseshoe Bay Cave since the 1940s. Most of the cave is wall-to-wall water. An underground stream nicknamed the "Mississippi River" flows through the heart of the cave. The "Big Room" is the largest underground chamber in eastern Wisconsin with a 33-foot high dome ceiling. "The Wall" or "H-H Room" is 150 feet high. The "Waterfall Room" features a 45-foot underground waterfall.





Wayside exhibits, like this one on the Great River Road in Prescott, Wisconsin, connect visitors to site-specific stories.



Arched frames and sign panels, like those found along the Columbia River Gorge byway, attract attention and convey a sense of gracefulness.

## WAYSIDE EXHIBITS

Wayside exhibits are interpretive panels placed along roads and trails to help visitors understand stories and meanings behind a resource or landscape. Photos, illustrations, and concise messages attract and hold a viewer's attention as they learn the stories of a site.

### Rationale

Wayside exhibits are an effective media to communicate with byway travelers because they are always available regardless of time of day or weather. When located next to the objects or sites that they interpret, they can immediately answer questions that a viewer has about the site. They can be made very visible and can be designed thematically for easy recognition and uniformity. They are a straightforward, non-threatening way to connect visitors with significant stories on the byway.

Today's technology offers a range of opportunities that can enhance standard interpretive panels. Panels can be cut into different shapes. Digital audio recordings can be incorporated to add dramatic first-person stories. Touchable elements can be affixed to the panels for added visitor involvement. QR codes can be highlighted to connect visitors to mobile websites, video, and audio.

Wayside exhibits can show visitors what a place looked like historically. They can show exciting events when they happened or can give views from space or of enlarged microscopic perspectives of tiny objects. Old photos can bring the past to life and place a site into a larger regional context.

Wayside interpretive panels can share site-specific stories of a community and place them into more broad histories and universal meanings. They are the "for instances" and human examples that help visitors connect intellectually and emotionally to a site.

### Design Recommendations:

- **Unified design elements:** Structures should resemble the style developed in the experience hubs, so they can be readily identified as part of the "family" of signs associated with the byway. This should include:
  - A curved frame with a blue aluminum arch on the top
  - An obvious DCCB logo in the header bar
  - Replicating colors, font styles, and graphic elements used on the experience hub panels
  - Website and QR code to connect visitors to online content

# DCCB Wayside Exhibit Concept Design

(would be installed in Meridian County Park)



## GOOD ROADS

### An All-Season Solution



Ernest Isaacson stands with his 1916 Ford on the hard road near Sister Bay.

*"Door County is now the foremost county in the state, regardless of population or wealth, in the number of miles of well paved roads."*

-H.R. Holand, 1917

Door County led Wisconsin in building hard surfaced roads. Prior to 1900, steamships were the only way to reach the peninsula, but they were limited by winter ice. Roads became an all-season link between isolated communities and paved the way for greater tourism and commerce. By 1917, a traveler could drive on 150 miles of "good roads" from one end of the peninsula to the other.

#### The Good Roads Movement

In 1880s, bicycling enthusiasts, farmers, rural businessmen, and politicians joined together in pursuit of public funding for better roads. Door County, dependent on steamships, joined in the crusade.



Farmers, like the Albert Zahn family, depended on hard roads to transport their crops.



"Macadam" road being constructed through Jacksonport circa 1916 (now Highway 57).

#### Building the Hard Roads

The first roads in Door County were built in a "macadam" style, where gravel and sand are evenly spread and sprayed with tar to bind them together. Steam tractors were used to clear timber, flatten the ground, and apply the hard surface.

For more information, visit [DoorCountyCoastalByway.org](http://DoorCountyCoastalByway.org)



22.5"

32.5"



- **Size:** Wayside exhibit panels should be large enough to be noticeable and easily read, but not too large that they detract from the landscape. The concept design shows a panel that is 32.5" wide by 22.5" high to the top of the arch. The arch itself is about 3" high.
- **Panel materials:** High-pressure laminate material is recommended for the fabrication of panels. This durable plastic material allows for full-color, high-quality images and text. It is graffiti and scratch resistant. Companies typically offer a 10-year warranty against UV fading and delaminating.
- **Support materials:** Powder-coated aluminum is recommended for the fabrication of frames and bases. The material is durable, weather-resistant, and light.
- **Installation:** Wayside exhibit panels should be installed at a 30 to 45 degree angle to the ground, which offers the best view to a standing person. They should be placed high enough above the ground (a minimum of 30 inches) to allow a person in a wheelchair to get close enough for easy reading.

## Proposed Wayside Exhibits

### Institute Saloon

This is Door County's oldest continuously operated saloon and early post office. With its proximity to Highway 57, this site lends itself well to an interpretive panel. Historic photos and first-person stories can relate how much of community life revolved around this old saloon. It sponsored baseball teams and other events that were significant to Door County culture.

### Meridian County Park

Visitors to this Highway 57 wayside and County Park would benefit greatly from one or more interpretive panels. Currently, a small metal marker from the Door County Historical Society describes the significance of the meridian located near the wayside. However, there is much more of significance that should be interpreted:

- **Trailhead:** This State Natural Area has a trail that traverses a 15 foot high Niagara Escarpment ridge and a mile-long area with 50-60 foot high sand dunes. These tell the story of a receding shoreline along Lake Michigan. This wayside should be placed at the trail entrance. It should include a map that illustrates key features along the trail. The panel theme would be that this trail tells the story of the receding Lake Michigan shoreline. The trail meanders through

a mature northern mesic forest that should be described on the panel.

- **Building of Highway 57:** The Good Roads Movement between 1880 and 1920 was a national campaign to improve rural roads. It was begun by the League of American Wheelmen, a bicycle group, who enlisted farmers and other interests in the pursuit of public funding for better roads. Since Door County was dependent on Lake Michigan steamers and wooden schooners, it was an early joiner in the crusade for better roads. H.R. Holand's 1917 *History of Door County* describes this effort:

*"To Door County's honor, however, it can be said that this county was one of the first to wake up to a desire and active campaign for better things. In 1905 an era of good road building was inaugurated which has done more to put Door County on the map than anything else. Door County is now the foremost county in the state, regardless of population or wealth, in the number of miles of well paved roads. Door County now (in 1917) has 150 miles of macadam roads, many miles of which have been oiled and are as pleasant to travel on as on an asphalt street. This fine system of roads, running continuously from one end of the county to the other has been built without any bond issue and without a dollar of debts. The county is at present building about twenty*



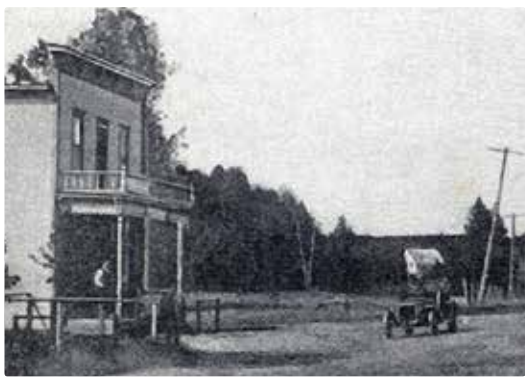
*The Institute Saloon is an ideal location for interpreting community gathering places in Door County.*



*The existing informational sign at Meridian County Park could be supplemented by visually appealing wayside exhibits.*



A wayside exhibit in Fish Creek would interpret the significance of the historic resort buildings, such as the Maple Tree Cafe. (Photo: Gibraltar Historical Society)



A wayside exhibit installed in Ellison Bay would serve as a direct connection to the existing historic buildings. (Photo: Door County Historical Society)

*miles of new macadam annually. In 1916 the Town of Gibraltar constructed five miles of macadam road besides building an expensive concrete bridge. In acknowledgment of this enterprise and public spirit the Wisconsin Highway Commission sent the chairman of the town a letter in which it states that "the Town of Gibraltar has built more miles of macadam this year than has been done by any town in the state in any year."*

### Corner of the Past and Old Anderson House Museum

This Sister Bay Historical Society museum on Highway 57 hosts many special events and a summer farmer's market. However, it is staffed infrequently with volunteers and so the casual tourist may have a hit-or-miss experience here. One or several interpretive panels would weave the buildings and artifacts into a meaningful story with historic photos that connect visitors to the past and to this site. This interpretation would be available even when the site is unstaffed.

### Fish Creek Historic Resort District

Visitors to Fish Creek walk among the many historic resort buildings constructed by Asa Thorp and "Herr Doktor" Welcker with little appreciation for their significance. An interpretive panel placed near the turn on Highway 42 at the Whistling Swan (formerly Welcker's Resort) could bring the early

20th century to life with historic photos and first-person accounts of summers in Fish Creek. This panel would lend itself to an audio message where these accounts could be presented with first-person reenactments of these stories.

### Ellison Bluff County Park/Door Bluff Headlands County Park

Although located off the DCCB, interpretive panels would greatly enhance the visitor experience to these parks. Currently only site maps are provided. There are many stories that could be told to relate the significance of these Niagara Escarpment bluffs. There is the geologic story that, although told elsewhere, should be repeated at these sites because the escarpment features seen here beg for interpretation. There are the history stories—the failed attempt to mine marble at Door Bluff; the early explorers that passed by; the entrance to Death's Door and site of the Indian battle legend—and many more that could be told here.

### Historic Ellison Bay

The Pioneer Store, Klenke's Garage, and Disgarden Hotel are tangible connections to Ellison Bay's past. An interpretive panel with historic photos could bring this past to life and help visitors appreciate this village. The panel should be placed along Highway 42 in the vicinity of the Pioneer Store.



## Historic Gills Rock and Hedgehog Harbor

Gills Rock is an excellent community to interpret the commercial fishing history of Door County. There is presently little evidence anywhere else on the byway of this important part of Door County history. An interpretive panel along Highway 42 within view of the harbor could be placed next to a net reel and other artifacts of commercial fishing. The story of "Hedgehog Harbor," so named in 1855 by fisherman Amos Lovejoy could be told, and historic photos of commercial fishing in Gills Rock could be included.

## Curvy Section of Highway 42

One of the most photographed sites on the DCCB, this roadway begs for interpretation. This section was the product of famed landscape architect and Door County resident Jens Jensen. He was renowned for his landscape designs and for the landscaping of the earliest coast-to-coast highways in North America. His vision was to design roadways that allowed people to appreciate beauty on the landscape. Ideally, a turn-out would be constructed here to provide a safe place for travelers to take a photo. This would then be an ideal location for the wayside exhibit. If no turn-outs are built, this panel could be sited at Northport, where all travelers stop before going on the ferry or returning on the DCCB.



*Gills Rock still retains its commercial fishing heritage and is an ideal location for a wayside exhibit. (Photo: Door County Maritime Museum)*

*Travelers are naturally curious about the number of tight curves on this short stretch of Highway 42 between Gills Rock and Northport. A turn-out and wayside exhibit can answer questions. (Photo by Jon Jarosh/DCVB)*





*Welcome center touchscreen computer exhibits with associated printed media, like at the Great River Road Visitor Center in Prescott, Wisconsin, provide trip planning and interpretive opportunities for byway travelers.*

## WELCOME/VISITOR CENTER EXHIBITS

Town welcome centers and other tourist information facilities are important locations where byway information should be prominently displayed. In addition to basic brochures and booklets, an interactive exhibit in the form of a touchscreen computer should be considered at these locations to alert travelers to the existence of the byway and to help them plan trips to byway attractions.

Some of these tourist hubs include the new Ridges Sanctuary Visitor Center and/or the Baileys Harbor Visitor Center located in the town hall, the Sister Bay Information Center, the proposed Egg Harbor Visitor Center, Northport Pier Visitor Center and Ferry Landing, and the Door County Visitor Bureau Welcome Center in Sturgeon Bay.

The purpose of a byway exhibit is to:

- Make visitors aware of the byway and its attractions, especially those that are nearby.
- Facilitate impromptu planning and orientation for visitors.
- Heighten people's expectations with dramatic visuals of scenic attractions, wildlife, and dynamic events such as festivals, parades, and other happenings.
- Introduce the "byway brand"

through its logo, blue wave, characteristic fonts, and identifiable colors. This prepares travelers to recognize byway attractions like experience hubs and wayside exhibits as they drive through the peninsula.

A touchscreen computer system is an ideal tool to achieve the purposes above, because:

- They are easy to use. Reaching out and touching symbols on the screen comes more naturally than using a mouse and keyboard. The technique empowers visitors to do it themselves when staff are busy.
- They take up less space in already crowded lobby areas and can be affixed to a wall or a kiosk.
- Without moving parts, a touchscreen can be durable, water resistant, and able to be placed in a protected entry area for 24-hour use.
- Touchscreen technology utilizes icons and symbols that are more universally understood by people than written words.

### Design Recommendations

The exhibit structure will be designed small enough to fit inside existing welcome centers where space is limited, yet large enough to attract attention.

- A **dimensional blue wave** (visually unified with the experience hub roof waves) topped with the **DCCB logo** hung on the wall will attract attention and introduce unified design elements.
- A large, printed, **air photo map** of the byway can be hung below the wave to introduce the byway and its main attractions. The map should welcome travelers to the byway and include a “You are here” arrow. Iconic photographs of landscapes and attractions with short captions encourage further discovery.
- **Brochure racks** installed on the map will hold printed byway media, such as general brochures and travel guides.
- Below the map, a durable **touchscreen computer** housing, painted blue, will provide access to online information about the byway that can be easily updated. For a unique touch, the byway can be overlaid on top of a digital air photo, and users can press arrows to fly over the landscape. When a byway attraction moves into the current view, a label will appear that users can press for more information.



<http://www.sandhillsjourney.com>



<http://alabamacoastalconnection.com>



*Effective byway websites, like the Sandhills Journey Scenic Byway in Nebraska and the Coastal Connection Scenic Byway in Alabama, convey a thematic personality. They provide attractive design, clean organization, obvious navigation, dramatic focal point images, and concise writing.*

## ONLINE MEDIA

More than 80% of people today use the Internet to plan their vacations. A strong online presence is essential for sharing information and interpretive messages about the Door County Coastal Byway.

### DCCB Website

The current DCCB website located at <http://doorcountycoastalbyway.org> is a solid starting point for sharing information about the byway with potential visitors. It provides a short introduction to the byway, and links to information about the byway's history, partners, the council, donors, and the Niagara Escarpment. The site also links to outside websites, including each partnering community's website, the Door County Visitor Bureau, Door County Parks, the Niagara Escarpment Resource Network, and the DCVB Calendar of Events page.

### Future Development and Design Recommendations

As documented in Chapter 2, beyond the tourism/trip planning information provided by the DCVB and other websites, the DCCB website can create opportunities for interpreting the natural and cultural history of the peninsula.

With this in mind, the DCCB website should avoid duplicating information provided on the DCVB and community websites, and instead focus on the themes presented in this master plan, supplemented by marketing of the unique byway experience.

The **navigation of the website** should be obvious and directly link to pages that are most important to visitors planning their trip. These would include:

- **About:** Includes a general overview of the byway, a brief history of its development, council members, donors, contact information.
- **Plan Your Trip:** Includes publications that can be downloaded (general brochure, travel guide), suggested itineraries based on available time (I have 2 hours on the Lake Michigan side, what should I see?), suggested itineraries based on topics (I'm interested in experiencing the maritime history, what should I see?), a link to upcoming events.
- **Map:** An interactive map can be used both for planning purposes and while driving on the byway. The map should use a familiar format (like Google Maps) and clearly indicate the byway route. Different icons can show the location of various attractions and categorize them by

# DCCB Website Concept Redesign

Clear and obvious navigation categories link to the most important web pages.

Logo, font styles, colors, and painted wavy line replicate style of other media

Dramatic focal point photo banner has images that change every few seconds to represent different areas and seasons. Inspirational phrases on each encourage visitation.

Snapshot photo style images are informal and connect users to natural and cultural interpretive messages

Other printed media and tours should be made available on the website to reach the widest audience.

Social networking icons (Facebook, Twitter, YouTube, Instagram) are readily available on every page.

The "upcoming events and news" section should focus on byway news and partner events

Contact information in the footer is available on any page for visitor questions.





*The DCCB website design needs to accommodate the smaller screens of mobile devices. The messages and photos are reduced to a single column. The site must be easy to scroll and links large enough to press with fingers. To reduce clutter, the navigation menu is hidden under a “down arrow” at the top right of the screen, which is familiar to smart phone users. Clicking the “down arrow” will bring up a menu with large buttons showing the different navigation categories.*

topic (maritime history, cultural history, parks, nature preserves, etc.) When a user clicks on an icon, they see a concise description of the site, with a link to a more detailed description under the “Attractions” category.

- **Communities:** It is important for the byway to recognize its partnering communities on the website. Instead of just linking to each community’s individual website, we recommend that each community has a page on the DCCB website that is unified in terms of design style and messaging. Avoid messages that sound like a promotional advertisement; focus on the unique sense of place and historical connections. Each community’s page will also link to nearby attractions and sites.
- **Attractions:** Includes detailed descriptions of the natural and cultural history attractions listed in this master plan. The attractions can be categorized by **type** (e.g., maritime history, agricultural history, museums, scenic vistas, parks, nature preserves) or by **location** (e.g., within 5 miles of Egg Harbor), allowing users to filter the results based on their interests. Each attraction would include at least one photo, hours and admission (if applicable), contact information, a link to its location on a map, and a link to its website (if available).

- **Mobile Tours:** As the number of travelers with mobile devices increases, audio-visual tours are an ideal way of sharing interpretive messages along the byway. See the next section, “Mobile Digital Media,” for more information.
- **News and Events:** Includes news stories and events that are specific to the byway or partnering communities. It is important to keep this updated on a weekly basis to show that the byway is actively supported.

The **design of the website** should be updated to encourage discovery and reflect the unified design standards recommended in this plan. This would include:

- Unified font styles, colors, and graphic elements (like the wavy paintbrush stroke line) reinforce the visual identity of byway media.
- Incorporate dramatic and engaging photographs of byway scenery and attractions.
- On the home page, a rotating banner can switch photos every few seconds, representing different regions and seasons along the byway. An inspirational message superimposed over each image can reinforce the themes.
- The focus on natural and cultural history should be made clear through

the website design and message writing. The home page, for example, could feature “snapshot style” photos that link to interpretive messages about the nature and culture of the Door Peninsula. Video clips would enhance these themes.

- Social media options, such as Facebook, Twitter, YouTube, and Instagram, should be available on every page of the website. This encourages interaction.
- Contact information should also be available on every web page, providing opportunities for potential travelers to ask questions or learn more.
- Other engaging media, such as audio-visual tours, family activities, experience hubs, and travel guides, should be highlighted on the home page to encourage exploration.
- Design for mobile device viewing, which are increasingly being used by travelers. Methods for coping with small screens include:
  - Prioritizing content and features because resolution is reduced
  - Arranging hierarchal information in shortened step-by-step sequential stages, not displayed on one screen but on sequential screens.
  - Design to encourage selection of choices instead of making the viewer type on a tiny keyboard

## Social Media



At an accelerating pace, people share, discuss, and exchange information online through social media networks. Facebook is the largest and most popular social media site, reporting over one billion active users in October of 2012. Facebook allows registered users to share messages, pictures, and videos with other users, and provides a forum for receiving feedback. According to a 2012 study by Friend2Friend, travelers are 80% more likely to book a trip when a friend “likes” a page on Facebook.

An active Facebook presence allows the byway to get the word out on current events and projects on the byway while serving as an information gathering tool to assist the byway committee to stay in touch with travelers and their needs. Other social media opportunities recommended for DCCB include Twitter (sharing text messages limited to 140 characters; 500 million users), YouTube (sharing videos), and Instagram (sharing square photos with filters applied; 100 million users).

Social media sites must be active and kept updated to remain pertinent, but they can be well worth the time invested. They are inexpensive to communicate through, are instantaneous, and are easy to change or alter.



*The Illinois Route 66 Scenic Byway Facebook page generates a great deal of interest among its 11,890 fans. Byway staff create posts every few days that ask questions and encourage interaction.*



Trail users on a bike trail in Rapid City, South Dakota use mobile devices to scan QR codes on interpretive panels.



Cell phone tour for "Looking for Lincoln" sites in the Springfield, Illinois area.

## MOBILE DIGITAL MEDIA

The number of people who own mobile devices, such as smartphones and tablet computers, continues to increase exponentially in the U.S. According to a 2013 Pew Research Center survey, 56% of adults now own a smartphone, up from just 35% in 2011. For those between the ages of 18-34, 80% own a smartphone. About 35% of people 16 and older own a tablet computer, up from 10% in 2011.

Travelers on the road expect to stay connected and find information through social media sites, Internet searches, GPS navigation, apps, and other technologies that are constantly evolving. Scenic byways, like the DCCB, should plan innovative solutions for connecting with visitors who are using mobile technologies. The proliferation of personal mobile devices opens up a vast world of opportunities for sharing interpretive messages.

### Audio-Visual Tours

Audio tours have always been an effective method for interpreting messages along a scenic byway. Interpretive audio provides short clips of narration, sound effects, and music themed to specific sites along the byway.

Benefits of audio tours:

- Hearing a human voice adds a personal character to the tour, something difficult to accomplish with other forms of media.
- Music and sound effects are powerful connections to different places and times.
- Travelers on scenic byways often have long stretches of time driving from one point to another, an ideal situation for listening to interpretive audio messages.

Evolving from cassette tapes and CDs, the Internet provides a means for sharing audio (and even video) tours with a much wider audience through the use of mobile devices. Several forms of distribution are available, each with its own advantages and disadvantages.

### Cell Phone Audio Tours

Developed prior to the influx of smartphones on the market, a traditional cell phone tour is a system where visitors call into a centralized phone number, punch in a specific tour code, and listen to the interpretive message.

Benefits of a cell phone tour:

- The vast majority of U.S. adults today own a cell phone, 91% according to the 2013 Pew Research Center survey.



The technology is very accessible to most people.

- Easy to update audio messages in a centralized database as resources and events along the byway change.
- Allows for tracking of visitors for marketing purposes. How many people are accessing messages? Which messages are they accessing? Where are they accessing them from?

Limitations of a cell phone tour:

- Requires a cell phone signal in order to work. Rural areas away from cell towers wouldn't be the best candidates for inclusion in the tour.
- Requires monthly maintenance fees (average of \$175 per month).

### Podcasting/Downloadable Tours

Another distribution method is to offer the digital message files online for users to download. This can be done through a podcasting feed (user subscribes to a feed for automatic downloads and updates of the files) or posted on a website for manual downloading. These files are then transferred to a personal audio device, like an iPod or MP3 player, or a mobile device that plays sound (or video), like a smartphone or tablet.

Benefits of a downloadable tour:

- Messages can be downloaded prior to the trip for planning purposes.

- Depending on the size, files can usually be provided on an existing website for free (no monthly maintenance fee above and beyond the normal web hosting costs).
- Messages can be recorded in-house and easily updated on the website.

Limitations of a downloadable tour:

- Users must own a personal audio device (just over 50% of Americans) and be knowledgeable about how to transfer files from a computer to the device.
- Audio and video files can take up large amounts of precious space on a mobile device, which may limit their use.

### Mobile Website Tours

Mobile websites are similar to regular websites, but designed specifically for the smaller touchscreens of mobile devices. As tours, they can incorporate both visual and audio components, enhancing the sensory experience for visitors. They are also interactive—when a visitor touches a button, the website responds, providing an engaging experience.

Benefits of a mobile website tour:

- Encourages interactive participation.
- Works with all brands of mobile devices; just requires an Internet browser



*The Freedom Trail Audio Tour in Boston, Massachusetts can be downloaded to a mobile device prior to the visit.*



*The A1A Scenic & Historic Coastal Byway in Florida shares its messages through a mobile website at Myoncell.mobi/19045960029*



*The Harriet Tubman Underground Railroad Byway has an impressive tour guide app that can be downloaded for free ([harriettubmanbyway.org](http://harriettubmanbyway.org)).*



*Visitors to J.N. 'Ding' Darling National Wildlife Refuge scan QR codes on signs to view videos along an innovative "iNature Trail."*

- Doesn't require any downloading of files; all pages, sound, and video are streamed directly through the Internet when viewed.
- Easy to create and update using common website editing tools.
- Services can be added to the website to track visitor usage.

#### Limitations of a mobile website tour:

- Requires access to the Internet. A strong cell phone signal or Wi-Fi connection is needed.
- Website programming has some limitations in terms of visual layout, responsiveness, and tools. They don't look or react as slick as apps.

#### Byway Tour Apps

Mobile apps are convenient programs that are downloaded to a smartphone or tablet, providing quick and easy access to interpretive messages. Like mobile websites, apps incorporate both visual and audio components, and encourage interactive participation. An app can tell a story through historic photos, narration and music, video, games, demonstrations, and other techniques.

#### Benefits of a byway tour app:

- Encourages interactive participation.
- Provides nearly unlimited options for design and techniques.
- Can use the GPS feature of a mobile device to automatically trigger site-

specific messages or show attractions near the user's current location.

- Typically much faster and responsive than web-based media.
- Does not require Internet access to run (although some features of the app may require this).

#### Limitations of a byway tour app:

- App must be downloaded and installed onto mobile device. Depending on content, this may take up a considerable amount of space.
- Apps are more difficult to program and update; each mobile operating system has a different programming language.
- Apps are specific to a mobile device's operating system. For example, Apple apps are different than Google Android apps. This requires multiple apps to be developed to reach the largest number of users.

#### QR (Quick Response) Codes

QR (Quick Response) codes are matrix barcodes that quickly link mobile devices to online media such as websites, audio clips, and videos. QR codes can be incorporated into publications, interpretive panels, and even artifacts along the byway. A traveler uses the camera on their smartphone or tablet to scan the QR code with an app, which

decodes the information and uses other apps on the device to show the interpretive content. Stone masons in Japan have even engraved QR codes on tombstones so visitors can see information about the deceased person.

#### Benefits of QR Codes:

- Quickly connects mobile devices to online resources without the need to meticulously type in a URL address.
- Can be created and printed on media for free. Multiple websites provide services that create personalized QR codes.
- Since QR codes link to online resources, the resources can easily be developed, changed, or updated at minimal cost. The website can also track visitor usage.
- Different QR codes can be generated to link to different messages. For example, a wayside exhibit might have one QR code that links to messages for adults, and a second QR code that links to messages for children.

#### Limitations of QR Codes:

- QR codes require access to the Internet. A strong cell phone signal or Wi-Fi is needed.
- Traditional QR codes are composed of black and white squares, not always an attractive addition to a media design.

- Once created, the QR code will always point to the URL address that it is encoded with. If the online resource address changes, the QR code on all media will also need to be changed.

## Recommendations for DCCB

The DCCB has great potential for tapping into the mobile devices that the majority of travelers bring with them on their byway journey. Cell phone coverage can be spotty in Door County with certain carriers, but most of the main communities have adequate reception.

Our team recommends the development of a professional audio-visual byway tour that can be distributed to travelers in multiple ways. This would include:

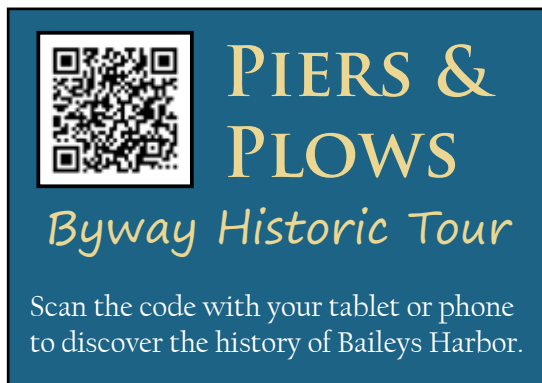
- **Set a clear theme for the tour**, which will assist in the collection of stories and interviews. Some options include “Piers and plows: the colorful history of communities along the DCCB,” “Lighthouses and shipwrecks: the story of maritime lifesaving and tragedy,” or “Orchards to vineyards: the story of food along the DCCB.”
- **Record oral histories and interviews** with people who lived and worked along the byway, and those who have special expertise based on the theme. High-quality video recordings will provide the most flexibility for producing an audio-visual tour.



*Each iNature Trail panel is thematic and features two QR codes: one that links to a video geared toward adults, and the other geared toward kids.*

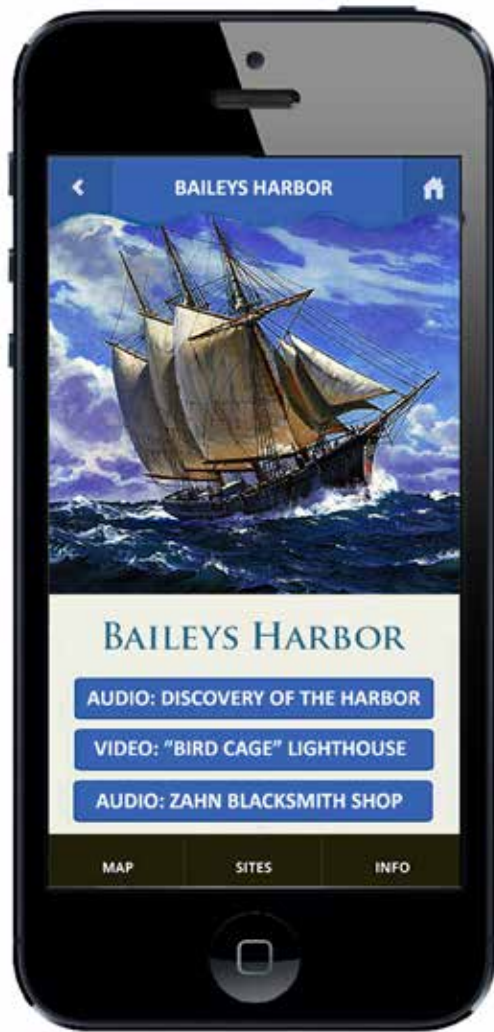


*Conceptual rendering of a DCCB Tour App that would provide a flexible way of sharing audio and visual interpretive messages with travelers.*



*QR codes, like the sample label above, can be added to existing media or made into separate signs. They link directly to the byway tour website.*

- **Edit the messages down to their essence.** Choose messages that relate to universal concepts, those beliefs and ideas that mean something to all of us (love, family, tragedy, survival, etc.). These make the most interesting and engaging stories for visitors. Keep the messages short. Travelers will likely not listen to anything more than 3 minutes long. Short, intriguing messages will encourage visitors to choose more messages.
- **Create a narrative storyline.** Narrators are often necessary to tell the story in a concise way and introduce the various oral histories and interviews. Narration should be concise, active, and friendly. More than one narrator, a male and female for example, provides variety. They should provide oral directions to the next stop. Sound effects can be added to enhance the audio experience.
- **Develop a DCCB Tour App that ties the narration and stories together into a holistic tour.** An app provides a great deal of flexibility for presenting interpretation. Messages can be offered in an audio or video format. If only audio is available, photos can be shown on the screen to enhance the message (for example, historic photos of the community). The app should provide a map with tour locations indicated, and be linked to the user's current GPS location. It can also be programmed to read a GPS location to automatically offer site-specific messages. However, the user should also have the ability to listen to any of the messages available when and where they want to.
- **Develop a DCCB Tour Web Page that provides the ability to download or stream audio/visual messages.** Once an app is developed, it will be easy to take the audio from specific messages and make them available in other formats. A web page with links to the audio or video files provides options for users to either: (1) download the tour prior to the trip onto a mobile device, or (2) stream the messages directly through a mobile device while at the site itself (as long as a cell signal is available).
- **Add QR Codes to different media that link to the audio/visual tour files.** When audio or video files have been added to a web page, QR codes can be created that link directly to the messages. A user can simply scan a QR code with their mobile device, and that specific audio or video file will be streamed automatically to the device (as long as a cell signal is available). QR codes can be added to experience hub or wayside exhibit panels, travel guide and map publications, or welcome center exhibits.



*Conceptual rendering of the Baileys Harbor tour page on the DCCB “Piers & Plows” app. A mobile website could also be designed in the same style, which would provide the ability for travelers to download the messages or stream them directly to their mobile device. A QR code placed on the Baileys Harbor experience hub, for example, would link travelers directly to the Baileys Harbor tour web page.*

### Example Audio Tour Message

The following sample audio message would be listened to at the Baileys Harbor experience hub, just across from the marina. This would fit under a theme of “Piers and plows: the colorful history of communities along the DCCB.”

A sample recording of this audio clip is available on the DVD included as part of the Interpretive Master Plan package.

#### **Baileys Harbor History: Audio Tour Clip #1**

[Sound of a thunder clap, gusting wind, and roaring waves]

Narrator: “In the fall of 1848, Captain Justice Bailey, sailing toward Detroit, was caught in a violent Lake Michigan storm off the coast of this peninsula.”

[Sound of a thunder clap]

Narrator: “In a desperate attempt to save his ship and crew, Bailey steered into an uncharted cove praying for calm waters.”

[Storm sounds fade away to silence]

Narrator: “He and his crew survived.”

[Sound of birds singing and gentle breeze in the trees fades in]

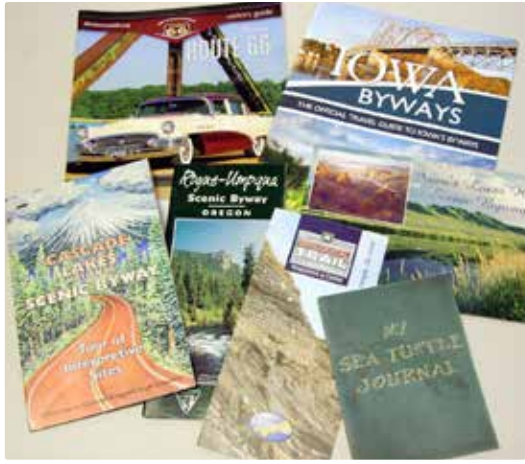
Narrator: “As the sun broke through the clouds the next morning, Bailey discovered that...”

Captain Bailey: “The shore around the harbor has an abundance of limestone and timber. This is a prime location for business and settlement.”

[Sounds of a chopping axe, whirring sawmill, horse whinny, and clopping horse hooves are introduced one at a time and create a chorus of bustling activity]

Narrator: “In a few short years, the community of Baileys Harbor was bustling with the sounds of timber cutting, sawmills, and sailing vessels being loaded with boards and stone.”

## PUBLICATIONS



While most travelers prepare for their trips to Door County online, there are many reasons to develop printed publications.

Visitors don't often plan all aspects of their trip prior to arriving. An important part of the adventure is discovering something new and unplanned in the midst of their vacation. The Door County Visitor Bureau in Sturgeon Bay receives 50,000 visitors annually. Publications are an ideal way to introduce visitors to the byway.

Although the amount of travelers with smartphones is rising, a significant number still do not have these conveniences, or prefer to view printed materials. A publication is something that

travelers can bring anywhere, and aren't limited by spotty cell phone signals or low batteries.

Publications also have take-home value. People keep publications to remember their experiences or plan for future trips, and share publications with others who are interested. They have an important physical presence more permanent than a digital screen.

### General Byway Brochure

A basic brochure is intended to make visitors aware of the Door County Coastal Byway. It is an easy way to discover exciting stories and places on the peninsula. This brochure should not try to do everything or to answer all questions, but it should direct readers to other resources that can give them additional information.

The brochure should be designed for multiple target markets, with a Wisconsin state map for distribution to regions outside of Door County, and a more detailed map of the byway that will be useful to Door County travelers.

The purpose of the brochure is to get visitors excited about their trip along the byway. It should have a simple, clean design with dramatic images to showcase the variety of interpretive attractions the

byway has to offer. It should also connect travelers to other byway media, such as the website and experience hubs.

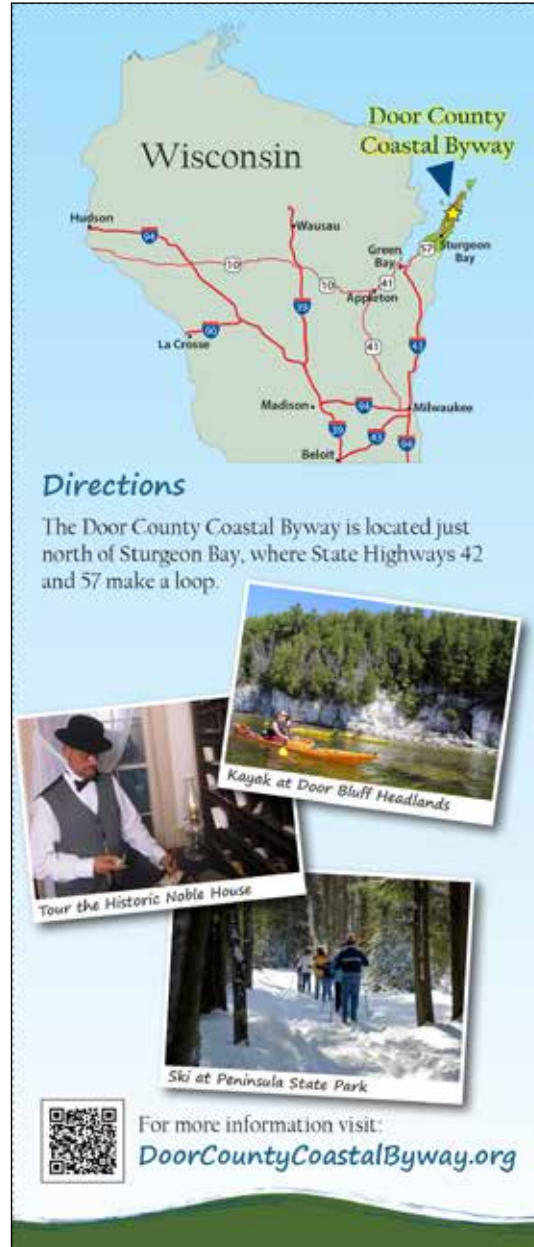
### Design Recommendations:

- **Size and folds:** An 11"x17" 12-panel leaflet brochure, as the current DCCB brochure utilizes, is an effective layout for introducing the byway.
- **Design elements:** Colors, font styles, and graphic styles should be unified with other byway media (see "Unified Design Standards").
- **Front Cover:** Needs to be designed to be noticed in a rack with other brochures. An obvious "Door County Coastal Byway" title should be visible above the rack holder. A dramatic focal-point photograph that represents the byway, like the curvy section of Highway 42, encourages readers to open the brochure. The DCCB logo should be added to unify with other media.
- **Back Cover:** The back cover would be an ideal place to include a map of Wisconsin showing the location of Door County and the DCCB. Contact information will also be important here.
- **First Reveal:** When a reader first opens the brochure, another dramatic image (like visitors atop the Cana Island Lighthouse tower) draws the eye toward a concise and active description of the byway.

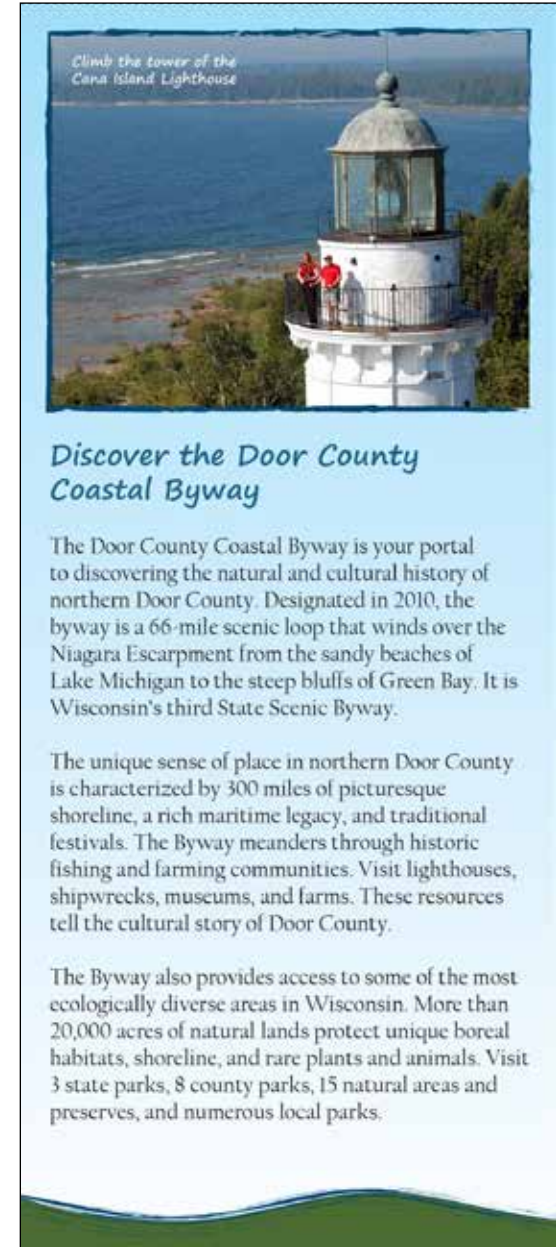
# DCCB General Byway Brochure Concept Design



Front Cover



Back Cover



First Reveal

## BYWAY COMMUNITIES

Explore the villages and towns that make up the Door County Coastal Byway. Each community has its own character, history, and attractions that contribute to the peninsula's unique sense of place. The following communities partnered together to create the byway and share the natural and cultural stories of their regions.

### Town of Sevastopol

Orchard Country (Institute & Valmy)



The Farm, A Living Rural Museum

Stretching across the peninsula from Lake Michigan to Green Bay, Sevastopol has some of the best farmland in Door County. This is the historic site of the first orchards and largest cherry growers.

The town also boasts natural areas such as Whitefish Dunes State Park, with the tallest sand dunes in Wisconsin.

[www.TownofSevastopol.com](http://www.TownofSevastopol.com)

### Town of Jacksonport

Lakes and Beaches (Jacksonport)

This historic lumbering, farming, and fishing town began as a port connecting this community to Great Lakes markets. Today it is a peaceful place for residents living along Lake Michigan who celebrate their heritage with festivals, weekly farmer's markets, and an outdoor Historical Society Museum.



Lakeside Park

[www.Jacksonport.net](http://www.Jacksonport.net)

### Town of Baileys Harbor

Nature Sanctuaries (Baileys Harbor)



Orchids in The Ridges Sanctuary

Founded by Captain Justice Bailey in 1849, Baileys Harbor protects thousands of acres of wetlands and wilderness. Explore the parks and history of the first Door County Seat. Look for orchids at the Ridges Sanctuary or walk through the big trees to Toft Point. View Lake Michigan from high atop the Cana Island Lighthouse.

[www.TownofBaileysHarbor.com](http://www.TownofBaileysHarbor.com)

### Town of Liberty Grove

Top of the Thumb (Ellison Bay & Gills Rock)

Stand on a bluff at the northernmost point of the peninsula and gaze across the dangerous strait named Death's Door. Visit quaint fishing villages like Gills Rock and tour the Door County Maritime Museum. Newport State Park, Wisconsin's only wilderness park, is located here on the shores of Lake Michigan.

[www.LibertyGrove.org](http://www.LibertyGrove.org)



Fishing village of Gills Rock

### Village of Sister Bay

Hub of the Peninsula

Named for the Sister Islands that guard its harbor entrance, Sister Bay has the largest public waterfront in northern Door County. Artisans and volunteer interpreters bring history to life at the Corner of the Past and Old Anderson House Museum.

[www.CometoSisterBay.com](http://www.CometoSisterBay.com)



Sister Bay Fall Fest Parade

### Village of Ephraim

Historic Charm

Nestled along the Eagle Harbor Bluffs, this picturesque village offers one of the most accessible shorelines of any Door County community. Its blend of Moravian and Norwegian heritage is reflected in its architecture. It is a favorite subject and refuge for artists.

[www.Ephraim-Wisconsin.com](http://www.Ephraim-Wisconsin.com)



Historic Anderson Dock

### Town of Gibraltar

Historic Parks and Lodges (Fish Creek)

A popular stop for tourists since the steamship days, Fish Creek preserves its history through the Welcker's Resort Historic District and Historic Noble House. A short detour off the byway will lead you on a beautiful drive through Peninsula State Park, Wisconsin's second oldest park.

[www.TownofGibraltar.com](http://www.TownofGibraltar.com)



Peninsula State Park

### Village of Egg Harbor

Sheltered Bays

Blessed with good farmland and a deep water port, this community is rich in history and natural beauty. The Cupola House, the Kewaunee House, and the Alpine Inn are a few of the historic buildings still open to the public. Watch the sunset from Harbor View Park.

[www.VillageofEggHarbor.org](http://www.VillageofEggHarbor.org)



Sunset from Harbor View Park

Second Reveal: Community Information



- **Second Reveal** (3 panels): As the reader continues to open the brochure, 3 adjacent panels will highlight the byway partner communities. A diversity of interpretive attractions should be represented here to pique the visitor's interest. Each community should have a concise description that focuses on its interpretive attributes: cultural and natural history.
- **Full Reveal Inside** (6 panels): The inside of the brochure features a map of Door County with the byway route clearly indicated. An air photo of the county provides a unique look and increases the keepsake value of the publication. Major roads, communities, islands, harbors, state parks, and other significant landmark features are labeled. The reader is encouraged to visit experience hubs, which are described in a tint box and locations are marked on the map.

Full Reveal Inside: Byway Map

Welcome to the



# DOOR COUNTY COASTAL BYWAY

Discover the true spirit of Door County.

Travel this scenic byway as it loops 66 miles along the Green Bay bluffs and through the dunes and bays of Lake Michigan. Explore lighthouses, nature preserves, and historic communities to discover Door County's unique sense of place.



**GREEN BAY** **LAKE MICHIGAN**

★ Byway Interpretive Hub  
 — Byway Route


 For more information visit:  
[DoorCountyCoastalByway.org](http://DoorCountyCoastalByway.org)

**Byway Experience Hubs** ★



Byway experience hubs are your gateway to Door County communities and regions. Watch for blue-topped kiosks along the road to discover unique natural and cultural stories about each region and learn about nearby sites to explore.



*An interpretive travel guide showcases the unique attractions and stories of a byway in visually appealing format.*

## Travel Guide Booklet

An in-depth, multi-page, interpretive guide booklet is a physical tool that travelers can use to discover the engaging history of each byway community and all the cultural and natural resources they can experience along the way.

### Benefits of a Guide Booklet:

A paper publication has a physical presence that is difficult to obtain in electronic media. They do not need special devices or Internet access. Booklets can be displayed prominently in the store or business of a sponsor. Since booklets are a well-known format to all readers, tech savvy or not, it will be accessible to the widest audience possible.

There is a tactile aspect to a printed publication that is not available in electronic media—quality paper, its thickness, glossiness, or texture all convey subliminal messages about the byway experience. A tangible printed booklet can be held, paged through casually, and easily returned to as they tour the peninsula. It also serves as an important take-home tool for reference or sharing with others after the trip is over.

A printed guide booklet can also present a greater amount and more detailed interpretation to travelers than many

other types of media. Since visitors physically carry them along on their journey, there is more time to read and discover the messages. Like magazines, guide booklets encourage browsing and scanning; if they are well organized, travelers can quickly find topics that they are interested in.

### Design Recommendations:

- Design the booklet with large pages (8.5"x11") that can be opened face-to-face. This allows for the creation of dramatic visual sequences for viewers to study or to select from.
- Organize the booklet according to regions so a traveler can see at a glance what attractions and amenities are found nearby. Use logos and emphasize each community's unique sense of place.
- Each listed attraction should have a lively and succinct description of its significance and an address and telephone number when applicable.
- Local maps should accompany the attraction descriptions so the viewer doesn't have to keep flipping back to another page to locate places on a more holistic map.
- Unify the font styles, colors, and graphic elements with other byway media to create a visual family.
- Provide layered levels of information and sub-stories. Maps and

# Guide Booklet Concept Design

(two pages interpreting Baileys Harbor)



## Town of Baileys Harbor

Baileys Harbor is a refuge for people and nature

In the fall of 1848, Captain Justice Bailey discovered the harbor as he searched for a safe mooring during a violent storm on Lake Michigan. He explored the area and found an abundance of limestone and timber which he reported to his employer, Alanson Sweet. Sweet sent a crew to harvest timber and stone and build a pier. He named the new village after Captain Bailey. In 1851 Sweet induced the government to build a lighthouse. This was found to be inadequate and replaced by range lights in 1869.



Dwarf Lake Iris

### Toft Point State Natural Area

Hike through hardwood forests to Moonlight Bay and the historic lime kiln and log cabins at "the point".

### The Ridges Sanctuary

Stroll boardwalks and rustic trails through beautiful ridges and swales in this 1,600 acre wildflower preserve which harbors the largest concentration of rare plants in the Midwest. Enjoy exhibits at the visitor center and join a naturalist walk through the sanctuary.

### The Zahn Blacksmith Shop

August Zahn built the first blacksmith shop in 1906. This building, at 8152 Highway 57, across from the town hall, is now on the National Register of Historic Places.

### The Bird Park

The private home at 8223 Highway 57 is known as the "Bird Park" and was built by Albert Zahn. It was covered with animals he carved and mounted on the home. Some of his carvings are on display at the Art Institute of Chicago and the Guggenheim Museum in New York. This house also is on The National Register of Historic Places.

### Baileys Harbor Range Lights

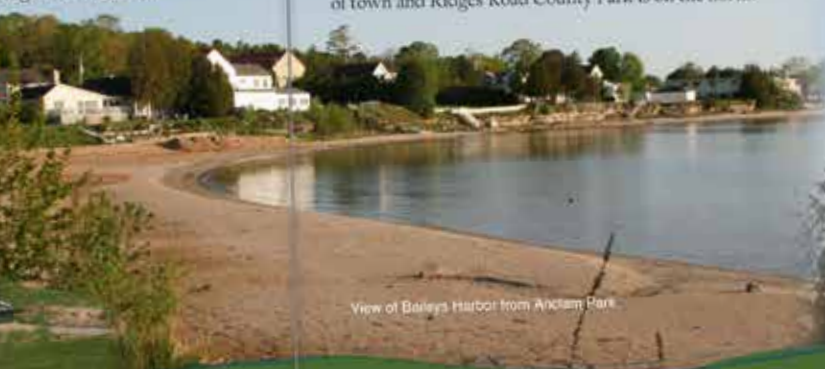
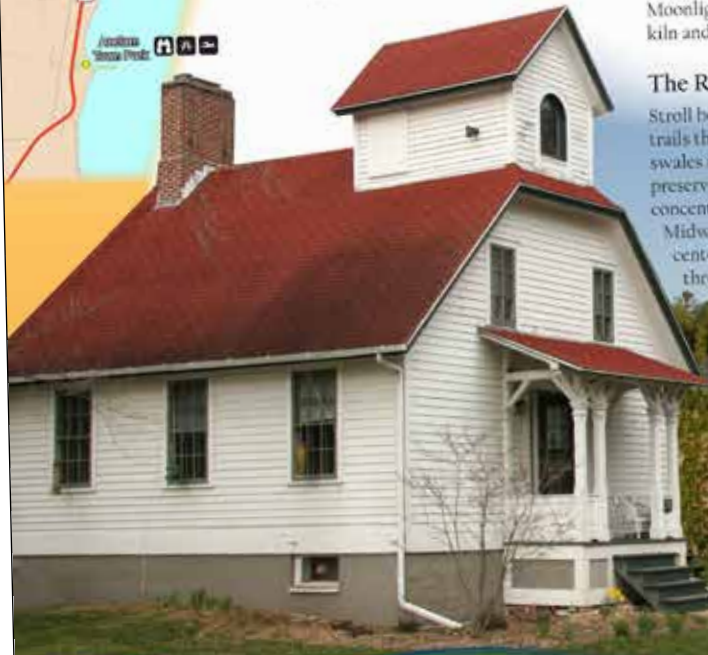
Located on The Ridges Sanctuary property, the historic range lights were built in 1869 to replace the inadequate "bird cage" lighthouse at the harbor entrance (still standing). Ship captains simply lined up their vessels with the two lights to secure safe passage into the harbor.

### Cana Island Lighthouse

Built in 1870, climb the 89-foot tower and see Lake Michigan from a light keeper's view. Open from May to the last Sunday in October.

### Baileys Harbor Parks and Beaches

Sandy beaches and shallow water make these parks family favorites. Anclam Town Park is on the south end of town and Ridges Road County Park is on the north.



View of Baileys Harbor from Anclam Park

**Advertisements**

Tour Door County's lighthouses by trolley! Check availability and buy tickets at [www.doorcountytrolley.com](http://www.doorcountytrolley.com).



Cana Island Lighthouse

- photographs can share the same page and readers can see relationships in a complete and integrated way.
- Pertinent advertisements (as will need to be defined by the DCCB Council) can be placed on the same page with nearby attractions and site specific historical information without appearing out of context on the page.

- Use dramatic focal point photographs and concisely worded captions that appeal to viewers on an emotional level. The themes identified in the master plan should be reflected in the photographs to help illustrate the unique sense of place people will experience in Door County. Lighthouses, ledge-top overlooks of Green Bay, quaint village harbors,

- and pristine natural areas and parks should all be represented by dramatic photos.
- The Door County Coastal Byway website should be featured prominently throughout the booklet to encourage travelers to check for complete and up-to-date information online.



*Iowa Byways had developed an attractive travel guide booklet that incorporates visually appealing elements, provides interpretive messages, showcases attractions and resources, and includes a detailed map for wayfinding.*

## BYWAY ARTWORK

The Door Peninsula is renowned for its artists and galleries. It is only natural to create aesthetically pleasing works of art that communicate ideas and feelings that connect visitors to the meanings of the byway. Art is universally appealing to people of all ages and can be enjoyed casually as one drives by or can be studied in a more introspective way. Byways have incorporated artwork in several imaginative ways.

### Murals

Many organizations and communities have initiated mural programs to provide

“through the windshield” touchstones to the natural and cultural history of each community on the byway. Every old downtown has some unsightly walls that were exposed when an adjacent building was demolished. These serve as a canvas for historic images of what the communities were once like. The large size and prominence of a billboard-sized mural is an eye-catching way to focus attention on the byway and on the unique qualities of a community. The Illinois Lincoln Highway Coalition in northern Illinois has developed an award-winning program of byway murals in dozens of small towns on the



*The Village of Egg Harbor has expressed interest in adding a mural to the wall adjacent to the DCCB experience hub in Harbor View Park. Locations like this could be identified in each of the byway communities.*



*A large mural in Baileys Harbor along the byway depicts icons of the town including historically significant citizens.*

historic Lincoln Highway. Each mural depicts a singular event or person that was specific to that particular site along the road.

DCCB could follow the lead of Baileys Harbor, which created the Baileys Harbor Mural Project to celebrate the past, present, future, and the natural beauty of the town. The mural is within view of the experience hub across Highway 57 at the McArdle Library.



*The Village of Egg Harbor has installed several sculptures in the community, such as the “Blue Sail” public art piece above. They harmoniously reflect the maritime theme of the village and byway.*

## Sculptures

Three-dimensional works of art are a unique and imaginative way to share the diverse stories of the byway. According to Chip Isenhardt of ECOS Communications (2013), interpretive sculptures:

- Have an increased attracting power
- Stir a traveler’s imagination
- Bring a story to life
- Make a visit more memorable (e.g., serve as a photo opportunity)
- Heighten participation and interaction
- Add diversity to the visitor experience
- Create a meaningful dialog

For example, El Camino Real National Scenic Byway along the Rio Grande River in New Mexico commissioned an artist to design a “caravan” of iron silhouettes that symbolize the many historic travelers on this route. The large three-dimensional exhibits are in scale with the monumental landscape of the arid mountains that surround them. Some byways have incorporated similar flat steel figures into their wayside exhibits to add a visual element to the story that is being told.

The DCCB can help support and foster relationships with local artists to install sculptures along the byway that interpret the peninsula’s unique sense of place. Each sculpture should be supported by a wayside exhibit panel that links the

*El Camino Real near Los Lunas, New Mexico is interpreted with a combination of wayside exhibits and a caravan of flat steel silhouettes depicting the diverse historic travelers on this “Royal Road.”*



artwork to the interpretive messages. For example, the transportation history of the peninsula could be told through sculptural elements: dogsled mail deliveries, steamships, bicycles, horse-drawn wagons, and model T's.

*Sculpture created by Thrussell and Thrussell, Cornwall, UK*



*Sculpture created by Richard Howie, Currumbin beach, Australia*



*Sculptures that symbolize the rich habitats and rare species of the peninsula could be placed in parks and villages close to where they are found.*

## Interactive Waysides

Sculptures can be interactive and involve the viewer. As an example, places like the Fish Creek Town Park is home to the Gibraltar experience hub that tells the story of the Niagara Escarpment. A fun way to help visitors understand the geology is to stack big blocks of dolomite rock into a miniature "mountain" with a small crawl-through cave for kids to explore. An interpretive panel could tell the story of Karst country, sinkholes, and caves. Water flow through the fissures would be shown in the structure and on the panel.

## Thematic Bicycle Racks

Door County communities have already invested in some decorative bicycle racks in the shape of fish. Byways can design thematic bike racks to celebrate the character and advertise their road's history, while encouraging exploration by bicycle. A byway logo affixed to the creative design positively identifies it as a DCCB amenity.



*A crawl-through cave of limestone blocks, like this one at the Tamarack Nature Center in White Bear Lake, Minnesota, invites fun discovery while teaching about Karst country. "Fossils" can be embedded in the surrounding concrete.*



*Artistic fish bike rack installed near the Village of Egg Harbor marina.*

Photo: The Ridges Sanctuary



Photo by Jon Jarosh/DCVB



*A scavenger hunt along the byway is an ideal way for kids and families to discover the significant natural and cultural resources of Door County.*

## FAMILY ACTIVITIES

Identifying and developing family activities should be considered a priority for the byway, since families make up over 30% of Door County visitors. The DCVB reports that there are limited children's or family activities available on the peninsula today.

### Byway Scavenger Hunt

We all have a natural urge to explore. Scavenger hunts can provide our explorations some immediate purpose. The friendly competition is fun and motivational. If more incentives are needed, consider awarding small prizes for a completed hunt form. Perhaps candy or ice cream from a local outlet, a bag of corn at a petting zoo, or dessert at a participating restaurant would be fitting rewards for a child and an incentive for parents to purchase some additional items from the same vendor.

Scavenger hunts can be a bonding activity for parents and children since adults can guide and assist the kids and can share their observations and wonderment at details that are missed by a casual observer. There is just enough purpose and direction in a scavenger hunt to provide activity without overwhelming the social enjoyment of doing things as a family.

A scavenger hunt can provide a general introduction to a place like:

- What is the name of a business in Sister Bay where you can see goats on the roof?
- Visit a cherry orchard. What is the orchard's name?
- See a sea cave. What is the name of the place where you saw it?
- Visit a stone quarry in a park.
- Find a sailboat under sail. Where did you see it?
- See a kayak paddling on water. Is it Green Bay or Lake Michigan?
- Spot a great lakes freighter. Where were you when you saw it?
- Visit three towns with "Bay" in their name. Name them.
- Visit two towns that have a name that ends in "port." Name them.
- Find four boats named for women and list the names.
- Visit the "end point" of State Highway 42. What is the name of the community?
- Find a shipwreck (hint: look for signs!) Name the ship.
- Find a quilt board barn. Where did you see it?
- Find a log cabin. Where was it?



## Byway Coloring/Activity Book

- See six lighthouses and list their names.

Some scavenger hunts can encourage activities that require stopping the car and experiencing a place:

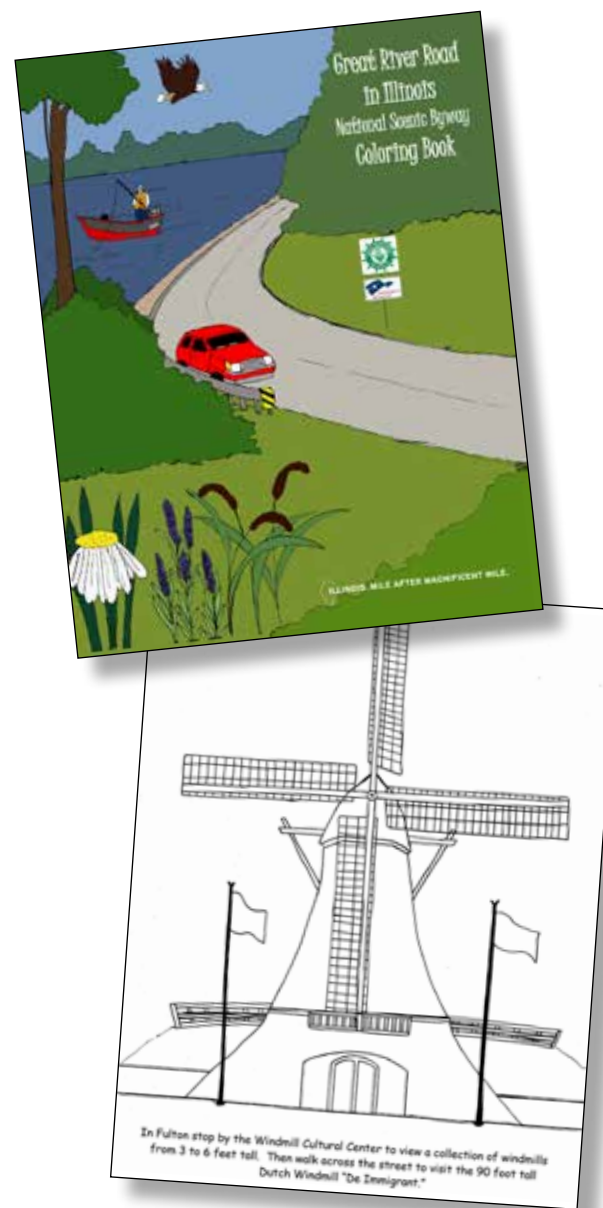
- Skip a stone on the water at least two skips.
- Climb a sand dune (Where is it?).
- Climb an observation tower or a lighthouse (What is its name?).
- Hike to the Lime Kiln at Toft's Point.
- Find deer tracks or droppings.
- Smell a white cedar tree.
- Find bird tracks in mud or sand.
- Find an antlion funnel (Hint: they like dry sand).
- Find a lightning bug.
- Watch a dragonfly.

Scavenger hunts can be developed for very specific topics like safe harbors and lighthouses, nature walks, beaches, or farms and crops.

Some clues can be given in unique ways such as words written backwards so you have to read them in a car mirror. Some questions could be answered by reading interpretation on experience hub panels located in each village. Children could document their finds on a digital camera.

Coloring is a fun, involving, and educational pastime for children, whether they are waiting at a crowded restaurant or traveling in the backseat of the family car. Coloring helps children focus on a task and concentrate on the subject that they are coloring. Coloring books that include activities and games, such as crossword puzzles, connect-the-dots, scrambled words, etc., can be developed at little expense and are popular tools to help children become familiar with new ideas and places. Pictures of deer, frogs, dragonflies, and gulls are all animals that can be introduced in a coloring book to prepare kids to look for them on their visit to Door County.

Orchards, fruit stands, sailboats, beaches, and lighthouses are all iconic Door County images that help define the visit for kids. Pictures of specific places like Cana Island Lighthouse, the Cupola House in Egg Harbor, or the sand dunes at Whitefish Dunes provide a permanent memory of their visit. Pictures could even show historic events such as Captain Bailey discovering Baileys Harbor in a storm, the egg fight at Egg Harbor, tapping maple trees for syrup, or the mail being delivered over the ice by dog sled from Green Bay over 150 years ago.



The Illinois Great River Road National Scenic Byway has developed a fun coloring book with large pictures of attractions along the road and short kid-friendly interpretive messages. A digital version can be downloaded at: [www.greatriverscountry.info/scenic\\_byway.php](http://www.greatriverscountry.info/scenic_byway.php)



A Byway Discovery Kit, like this kid's naturalist package above, would include fun tools, resources, and activities for exploring Door County.



Louisiana's Creole Nature Trail All-American Road has developed a thematic children's travel kit with toys, binoculars, crayons, and an activity booklet.

## Byway Kids Discovery Kit

A children's discovery pack or box (or even a sand bucket with a lid) can be made available for checkout or for purchase at key locations on the byway. These kits can be filled with fun tools that entice kids to learn more about the peninsula. They can contain authentic tactile objects as simple as a dolomite rock or a water-worn piece of beach glass or pebble.

The kit can contain objects like:

- Songs of sailors and lighthouses
- Toy boat
- Magnifying glass
- Bug box and insect net
- Sand scoop
- Simple beach comb or's guide
- Miniature lighthouse
- Inexpensive binoculars and a simple bird guide

A children's byway audio tour could also be developed as part of the discovery kits. Use young people to narrate the stories and have themes that interest children. For example, a boy might tell how he learned commercial fishing from accompanying his dad and grandfather. Or a girl might relate what it was like to grow up in a lighthouse as part of a lightkeeper's family. Or a young worker might tell about life in the tent city of a

big orchard where she earned summer money by picking cherries. An audio tour could include sound effects that add drama to the stories with wind, waves, storms, the call of gulls, or the bark of dogs. The stories should be about children and the unique things that make growing up on the peninsula exciting and different.

*Discovery kits help reveal the stories of Door County through the unique perspective of children (photo: The Ridges Sanctuary).*



# MEDIA DEVELOPMENT TIMELINE

The following timeline prioritizes the interpretive media proposed in this plan. The media with the greatest benefit to visitors—those that provide comprehensive information about the

byway— are given the highest priority. However, if a source of funding becomes available for a specific medium, it should be moved up in the timeline. For example, a village might obtain funds

to create a mural or other artwork. Cost estimates for each category should be considered broad estimates for the purpose of seeking funds.

Prior-ity	Media Type	Info	Rationale	Cost Estimate	Proposed Schedule
1	Website redesign and social media development	Pg. 118	A website reaches a large audience, and the information is needed for use in developing other media. Messages can be easily updated as media is developed.	\$15,000	2014-15
2	General byway brochure redesign & printing	Pg. 128	Needed for general awareness of the byway and to highlight the newly installed experience hubs. Estimate based on design and printing of 7,500 copies.	\$1,600	2014-15
3	Wayfinding improvements	Pg. 80	Essential for visitors to find attractions during the crowded busy season. Cost is variable depending on needs assessment done by each community.	Variable	2014-15
4	Welcome Center exhibits	Pg. 116	Existing visitor centers need a way to share interactive information about the byway. A new Ridges Sanctuary facility will open in 2015.	\$12,500 per unit	2014-15
5	Develop mobile byway tour	Pg. 122	An ideal way to share audio and video stories of the byway. Requires considerable time for recording and developing app/mobile website.	\$25,000	2014-17
6	Additional experience hubs	Pg. 84	The additional sites recommended are optimal locations to enhance access to visitor information and encourage byway partnerships.	\$12,000 per hub	2015-17
7	Wayside exhibits	Pg. 110	To focus attention on “must-tell stories” at specific byway sites where interpretation is lacking or nonexistent.	\$5,000 per unit	2015-17
8	Travel guide booklet	Pg. 132	Many visitors prefer information in a hardcopy form while traveling. Estimate based on design and printing of 10,000 24-page copies.	\$10,000	2015-17
9	Children’s scavenger hunt booklet and discovery kits	Pg. 138	Children’s activities are currently lacking at many locations along the byway. This would meet the needs of this significant audience. Cost estimate based on printing 1,500 guides and assembling 25 kits.	\$5,000	2015-17
10	Byway artwork installation	Pg. 135	Highly desirable to tell community stories, but not essential for byway functionality. Cost is variable based on type and quality of artwork.	Variable	2016-20



# APPENDIX



## DCCB COMMUNITY MEETING RESULTS

In June 2012, Schmeeckle Reserve Interpreters conducted community information meetings in each of the seven DCCB partner communities:

- Baileys Harbor Town Hall (June 6)
- Jacksonport Town Hall (June 7)
- Sister Bay Village Hall (June 7)
- Sevastopol Town Hall (June 11)
- Gibraltar Town Hall (June 11)
- Liberty Grove Town Hall (June 12)
- Egg Harbor Village Hall (June 12)

The purpose of the meetings was to gather information from community members about the regional places, things, activities, and stories that should be interpreted along the byway.

During this meeting, participants were asked to respond to three questions:

1. What are some “must see” places, things, or activities that a Door County tourist should experience when they visit your area?
2. What “cultural” or “natural history” stories about your area would you share with tourists?
3. What documents, people, sources of photos or artwork or other resources will help us learn about your community and illustrate panels on your community’s byway kiosk?

The responses were recorded, organized, and posted to the DCCB website with a request to review, comment, and add to the information provided. The final results for each meeting are included below.

### Town of Baileys Harbor June 6, 2012

#### “Must see” places, things, or activities

##### Historic Sites

- Lighthouses: Cana Island, Birdcage Lighthouse off Ridges Road (only 2 exist), Range lights (on Ridges property)
- Björklunden Boynton Chapel-Lawrence University
- North Bay: Gordon Lodge
- Albert Zahn House (bird house): Folk artist... displayed bird carvings on property and named it Bird’s Park. Some bird carvings are in Smithsonian
- Historic buildings in town: Blacksmith Inn, Pulse (cheese factory), Harbor Fish Market, Library, Red Geranium, Nathan Nichols Building, churches: There is a list of buildings on the National Register
- Shipwrecks (around the Birdcage Lighthouse)

- Old farms: Polish Settlement (County EE, A)
- Historic cemetery
- Nelson Hardware
- Churches

##### Parks, natural sites, and natural features

- Ridges Sanctuary
- Anclam Park (town park: picnic tables, sand beach, jetty)
- Ridges Road County Park Beach
- Toft Point Natural Area (public trail)
- Land Trust Properties
- Kangaroo Lake (Irish Settlement)
- Mud Lake

##### Cultural attractions

- Stones Throw Winery
- Maxwellton Braes Golf Course
- Farms and orchards
- Working cherry processing plant: Ahrens Road
- Working small scale dairy farm
- Waseda Farms (organic beef farm)
- Marina-Viewing platform
- Commercial Fishing: Hickey Brothers (buy fish there)

## Activities

- Sunday afternoon baseball game
- Lake Michigan Fishing Charters
- Kayaking
- Swimming in Lake Michigan
- Concerts in the Park (free)
- Thursday evening lectures at the Town Hall (by the Ridges)
- Snorkeling and scuba diving (coming)
- Kite boarding
- Fourth of July Celebration

## Future attractions

- Large historic mural is being planned. Partnership with the BH Historical Society to collect donations. Nancy Rafal (920-839-2191, mrsticket@gmail.com) originated the idea for a mural on the entire north side wall of Nelson's Shopping Center with both a historic and literary connection (Lorraine Niedecker, Wisconsin poet, visited the Ridges in her lifetime and wrote a now well-known poem about her trip here). Nancy has secured the talent of artist, Ram Rojas who also did murals for Wittenberg.

## Cultural or Natural History Stories

- Founding of Baileys Harbor by Capt. Bailey
- Always been a multicultural community... earliest white

settlers were Polish, Irish, English, Scandinavian, and German

- First Door County Seat
- Logging, sawmills, and shipping: cedar posts for earning revenue (3 docks in downtown Baileys Harbor)
- Anclam Park story: Once an 800-foot pier owned by John Anclam and used by steamship companies to ship lumber in the late 1800s and early 1900s.
- Long history of baseball in Bailey's Harbor
- The story of The Ridges: Emma Toft
- History of tourism in Baileys Harbor
- Horse stable on beach: Lee Traven used to ride his horse along the beach; could rent a horse for a nickel
- Baileys Harbor was known as "Sin City"
- Late 1880s, diphtheria epidemic... Baileys Harbor considered sewer and water
- Prisoner of War men came to Baileys Harbor
- Old art colony in Frogtown
- Indian villages between here and Jacksonport (Paul Burton?)
- "Bullshit Corners" (between Baileys Harbor and Fish Creek on County F)... 1916 general store where locals used to gossip around the potbellied stove... now Gloria Hardiman's Maple Grove Gallery

- Boynton estate, Björklunden Vid Sjön story (how it came to be)
- Evergreen Hotel: First "resort" on this side of the peninsula (now Kangaroo Lake Resort)
- Maxwellton Braes Golf Course: Bob Hope golfed there
- First cross-county road went from Baileys Harbor to Fish Creek.
- Moses Kilgore story: developed Baileys Harbor community, became a state senator
- Story of Cana Island Lighthouse
- Mail order bride story. The Loving Spice of Life (late 1880s)
- Freddie Kodanko: Door County Polka King
- Half-way to the North Pole... at Meridian Park.
- Stories about the Karst/geology
- Life-saving station
- Boat builders
- Supper club experience
- Experiencing Baileys Harbor from the water
- Rolling logs onto jetty for shipping
- Lumber mills: cedar posts, boards
- Commercial fishing stories (books available, Mary Ann Johnson)
- Orchard history: Krowas Orchard (just west of Kangaroo Lake, land purchased in 1908, still in the family)
- Fourth of July parade celebration

- Story of the old resorts
- Story of a ghost town... community on North Bay vanished
- Professional football team training (1930s-40s)
- Designated as a Bird City
- Toft Point Stories: Quarry, highlighting Emma Toft
- Lee Traven and Moses Kilgore story
- Walking cows through town: Prust Farm

#### Resources

- Baileys Harbor Library: old photos (names and places), local books, videos of programs
- Baileys Harbor Historical Society: Pictures, movies, and personal stories of residents; programs (all taped at library)
- Baileys Harbor Research (VHS)
- Baileys Harbor Community Association
- Historic tapes at Town Clerk's office
- Door County Land Trust: Terri Cooper
- Old register from one of the hotels (historic society)
- Old Town Meeting records
- Senior Lunch (Wednesdays and Fridays at noon, library/auditorium)
- Postcards of northern Door County (historical society)
- Everyday community members, such as storekeepers, farmers (dairy and fruit), loggers, fishermen, midwives, carpenters, resort owners... the people who keep Baileys Harbor moving forward.
- Hickey Brothers Fishing
- Jeff Kita: Dairy and Fruit Farmer, Polish Settlement
- Herb or Dan Krowas: Cherry Industry
- Bill Becker: baseball
- Mary Ann Johnson
- Roy Lukes
- Lee Traven
- Gary Nelson
- Annie Peil
- Betty Anderson: Old laundry
- Margaret Poole: Stories of Frogtown Art Colony
- Trudie Eckman: Lives in house on Frogtown Rd.
- Florian Kwaterski
- Dorothy Walsehlagel
- Loren Prel
- Jane Pluff
- Bob Schultz
- Paul Gray
- Krowas family: orchards
- Dorothy Wallschlaeger (now around 84 or 85, I think) whose grandfather ran the gristmill in the early days of

BH and whose father and his siblings were all born and raised here as was she. She now lives in the Meadows apartments at Good Samaritan Scandia Village in Sister Bay.

## Town of Jacksonport

June 7, 2012

### "Must see" places, things, or activities

#### Historic sites

- Erskine Rest Area (in town): Root cellar
- Jacksonport Wharf Archeological District (on State and National Register)
- Town Hall Bakery (used to be town hall... pictures on wall?)
- Sunrise Tavern
- Stone house of Campbell property (may be the oldest standing stone building in town.. owned by Jeanne Desmond)
- Foundation of the Cardy barns (near Town Cemetery north of town)
- Old farm houses
- One-room schools (3)
- Stella Maris (contact Stella Maris office in Egg Harbor)
- Local churches (Catholic: Stella Maris, Jacksonport Methodist Church (1800s), Episcopalian, Lutheran)



- Jacksonport Craft Cottage Gifts (built in 1860s and is the Butler Homestead... contact Sue Jarosh)

### **Parks and natural areas**

- Lake Michigan and shoreline
- Lakeside Park (most heavily used town park in Door County: many events, picnics, and reunions)
- Whitefish Dunes State Park ("hidden" family spot on the cool side of the peninsula in summer)
- Cave Point County Park (rock formations, forests)
- Schauer Park (north of Cave Point)
- Logan Creek State Natural Area (managed by Ridges Sanctuary)
- Clark Lake
- Kangaroo Lake
- Lost Lake
- Meridian Park

### **Cultural attractions**

- Farms of small and large sizes
- Orchards
- Plum Loco Animal Farm (Animal Acres, Hands-on Play-Farm Village, pumpkins)
- Eating establishments: Mike's Port Pub, JJ's, Mr. G's
- Bley's grocery: custom butcher, homemade German sausages

- Antique shops
- Baseball field
- Ice skating rink in winter

### **Events**

- Polar Bear Plunge (New Year's Day at Lakeside Park)
- Maifest (Memorial Day Weekend at Lakeside Park)
- Tuesday Farmer's Market (at Lakeside Park)
- Cherry Fest (early August at Lakeside Park)
- Thanksgiving Day Parade
- Art on the Scenic Side (end of June, early July, fine art fair at Lakeside Park)
- Dairy breakfast
- Sand sculpture contest
- Candlelight walks/ski at Whitefish Dunes

### **Activities**

- Canoeing and kayaking on Clark Lake and Logan Creek
- Hiking trails at Logan Creek
- Thimble berry picking

### **Future developments:**

- Historical Society museum being built on Highway 57, south edge of town (possible information center?)

- Shores of Jacksonport Neighborhood Association (SJNA) developed plan for Schauer Park for kayaking, canoeing, picnicking, biking, etc.

### **Cultural or Natural History Stories**

- Logging history: docks, piers, and shipping of timber
- Fishing industry: historic
- Farming: active and historic, Barn building and threshing crews
- Cherry picking by families and kids
- Maritime history: docks, sunken ships, shipwrecks
- Indian stockade/warfare at Hibbard's Creek (Mike Madden resource)
- Indian burial ground at Heins Creek (on Lake Michigan)
- Stories from the Sunrise Tavern
- Spiritual health: three active churches
- Cutting ice from Clark Lake for ice boxes
- Jacksonport Swamp Beach and Social Club (group of friends north of Jacksonport)
- Al Capone story at the Simon Creek Winery
- Culture of volunteering (several organizations in town)
- Sense of "community": neighbors helping neighbors
- Environmental ethic

**Resources**

- Jacksonport Historical Society: Nine volumes published (information at our website: [www.jacksonporthistoricalsociety.org](http://www.jacksonporthistoricalsociety.org)). Includes historic stories from the area
- Fred Erskine's historic photos from late 1800s (hanging in Town Hall) were donated to the historical society.
- Town website ([www.jacksonport.net](http://www.jacksonport.net))
- Door County Branding Session information
- Bayard Michael photos donated to historical society (contact Jo Wahlen)
- Dan Carmody: family owned grocery store
- Joe LeClair Sr.: fishing
- Helen Frings: Old photos from the Campbell family
- Roy Noel: One of the Reynolds family
- Kay Krueger: Reynolds family
- Eileen Roberts
- Kari Anderson: Local artist
- Mike Madden
- George Bagnall
- Interview "old timers": Bleys, Ben Logerquist
- Sue Jarosh: many old photographs
- Marie Hein (Erskine daughter): lives in Green Bay

**Village of Sister Bay**

June 7, 2012

**"Must see" places, things, or activities****Parks and natural areas**

- Waterfront Park (Sister Bay)
- Newport State Park
- Cave Point County Park (Sevastopol)
- Washington Island and Rock Island State Park
- Cana Island Lighthouse (Baileys Harbor)
- Peninsula State Park (Fish Creek)
- Potawatomi State Park (Sturgeon Bay)
- Whitefish Dunes State Park (Sevastopol)
- The Ridges Sanctuary (Baileys Harbor)
- Chambers Island (in Green Bay near Fish Creek, ferry to island during summer, Chambers Island lighthouse and Chambers Island County Park, Holy Name Catholic Retreat)

**Historic sites**

- Corner of the Past and Old Anderson House Museum (Sister Bay)
- Al Johnson's Swedish Restaurant & Butik (Sister Bay)
- Sister Bay Information Center (Old Schoolhouse No. 2, 1866)
- Little Sister Cemetery

- Door County Maritime Museum (Sturgeon Bay)
- Sturgeon Bay Shipyards (Sturgeon Bay)
- Wilson's Ice Cream Parlor (Ephraim)

**Other attractions**

- Sister Bay Marina
- Dog Park and Community Garden (Sister Bay)
- Sister Bay Sports Complex (Sister Bay)
- Various wineries in Door County: Simon Creek Winery in Carlsville, Stones Throw Winery in Baileys Harbor, Door Peninsula Winery in Carlsville, Lau Tenbach's Orchard Country Winery in Fish Creek
- American Folklore Theatre (in Peninsula State Park)

**Cultural or Natural History Stories**

- Al Johnson's Swedish Restaurant, opened in late 1940s or early 1950s, is still operated by the Johnson family. Many current restaurant owners once worked at Al Johnson's.

**Resources**

- Sister Bay Historical Society

# Town of Sevastopol

June 11, 2012

## “Must see” places, things, or activities

### Historic Sites

- Institute Saloon: Historic saloon in Door County... at one time was a post office
- Lily Bay Sawmill (east of Sturgeon Bay on Lake Michigan)
- Gerhard C.F. Miller Gallery (first art gallery in Door County 1943, north of Sturgeon Bay on Bay Shore Dr.)
- Steam tunnels (downtown Sturgeon Bay)
- Coast Guard Station Lighthouse (Sturgeon Bay)

### Parks and Natural Features

- Whitefish Dunes State Park (protects fragile dune environment on eastern Door County peninsula: cross-country skiing, hiking, nature center)
- Highest dunes on the west shore of Lake Michigan (some in Whitefish Dunes)... identified by Gifford Pinchot
- Cave Point County Park (Lake Michigan side, north of Whitefish Dunes: Shoreline cliffs, picnic area, improved hiking trail, restrooms)
- Olde Stone Quarry County Park (Green Bay side, just north of Sturgeon Bay: boat launch, fishing pier, pavilion, picnic area, restrooms)

- The Garden Door: Created by the UW Peninsular Research Station and maintained by the Door County Master Gardeners Association, Inc.
- UW Peninsular Research Station: Fruit research and outreach efforts to support local and state fruit industries. NRSP-6 US Potato Genebank (world’s largest collection of wild and cultivated potato species)
- Shivering Sands State Natural Area (DNR Land Trust)... south of Whitefish Dunes, Glidden Drive forms east boundary. Largest natural area in Door County. Includes largest cedar swamp in Wisconsin, dunes, swales, ancient beach ridges, wild lakes, creeks, bogs, wetlands, and conifer forest
- Toft Point State Natural Area
- Sevastopol portion of Clark Lake (swimming, boating, dam)
- Logan Creek Natural Area (Jacksonport)
- Crossroads at Big Creek: Environmental Education, Historical Village, Observatory (Sturgeon Bay)
- Largest tree in Door County: Eastern Cottonwood in Institute (west side of Highway 57, near the Institute Saloon). 110 feet tall and 170 years old.

### Cultural Attractions

- The Farm: “A Living Museum of Rural America.” Farm Yard, historic buildings and equipment, nature trails
- Wisconsin Motorcycle Memorial: Park to honor fallen motorcyclists (Mathy Rd.)
- Glidden Drive Rustic Road
- Orchards (cherry and apple blossoms in May, harvests in July and Sep./ Oct.)
- Bay Shore Drive (Green Bay side)
- Local farm roadside stands (seasonal)
- Barn Quilt project: Large, colorful, painted wooden quilt blocks attached to barns, created by 4-H members, FFA members, and other volunteers
- Cajun Acres: Harley the camel, llamas, alpacas (Town Line Rd. north of Sturgeon Bay)
- Rocky Ridge Elk Ranch (Clarks Lake Rd)
- Sevastopol Town Hall
- Gerhardt Miller Museum in Sturgeon Bay’s Library (Sevastopol resident artist)

### Events

- Northeast Wisconsin Antique Power Association Thresheree : farming event (tractor pulls, pig wrestling)
- Seasonal local food markets

- FFA Dairy Breakfast on the farm
- Turkey Trot (Early November, Sevastopol Town Park, Institute)
- Sevastopol Earth Day events

### Activities

- Bicycling on back roads
- Door County Rod and Gun Club (pistol, archery, rifle, trap)
- Wildlife viewing opportunities: pelicans, Sandhill cranes

### Future Developments

- Potential welcome center near the intersection of 42 and 57. Old realty office. Intersection of BB and 42/57

### Cultural or Natural History Stories

- Institute means the “Place of learning endeavors”
- History of the community/township names
- Historic farming community started by many immigrants in the 1800s
- History of commercial fishing
- Whitefish Bay community, named for whitefish commercial fishermen (1900s-1950s). Many relatives still live in that area. Created the fish boil. Once had a post office.
- History of logging and lumber operations
- Lily Bay was a major port for the

export of wood products until the canal was built. Still is a port for the salmon fishermen (closest ramp to the big reef).

- History of stone quarrying
- History of cherry harvest and migrant labor camps
- Cherry industry: two largest processing factories in the state. One was the only hot pack plant in the state.
- Story of Reynolds family, prominent in Door County for their lumbering and cherry and apple orchards. Choice Orchards is the former Reynolds cherry camp operation
- History of tourism
- Glidden Lodge Beach Resort (built during the “construction days” of WWII... just south of Whitefish Dunes)
- Lost taverns
- Had a brewery down on Bay Shore Drive... building is no longer there.
- Steam tunnels beneath Sturgeon Bay
- Ahnapee Trail: first segment of the Ice Age Trail
- Sturgeon Bay Post Office has a WPA mural... could be others.
- Stagecoach Stop and Cat House (we think!)
- Only township in Door County that has a cable TV station (PEG Cable TV)
- Sevastopol school identified as one of

the safest places to be during nuclear threat

- Sevastopol is the first consolidated school district in Wisconsin
- Brewery on Bay Shore Drive about one mile north of Sturgeon Bay (no longer standing)
- Many artists in residence and galleries (painters, glass, clay, furniture, etc.)

### Resources

- Sevastopol Historical Society: Linda Wait, Donna Rudolph, Ginnie Haen)
- Door County Historical Society (Sturgeon Bay) has lots of photos and documents (contact Ginnie Haen)
- Sevastopol Stories-150 years by Laddie Chapman (Sesquicentennial celebration info)
- History of Door County, Wisconsin (Hjalmar Holand, 1917, two volumes)
- Book on Institute Post Office-Saloon
- Glidden Lodge
- Families of fishermen still live in town and could provide historical photos
- George Evenson: History
- Carl Scholz: History
- Laddie Chapman, program director and videographer for PEG Cable TV
- Ed Tomjanovich
- Sally Schopf: May have husband Orv’s historical collection yet

- Jane Moeller: May have info on Whitefish Bay and schools
- Don Petersilka (Jr. or Sr.)
- Mike Madden: Logging info
- Brad Birmingham
- John Miles, Sevastopol resident, director of Door County Fair
- High school art departments
- Local artists
- Bicycle Federation of Wisconsin: Contracted to develop a new County-wide Bicycle and Pedestrian Plan

## Town of Gibraltar

June 11, 2012

### “Must see” places, things, or activities

#### Historic Sites

- Eagle Bluff Lighthouse (in Peninsula State Park, built in 1868 before roads)
- House built by William Duclon in 1915
- Noble House Museum and Square (1875, home of Alexander Noble family)
- Downtown buildings

#### Parks and natural features

- Waterfront (Green Bay)
- Niagara escarpment (bluffs entering town, Peninsula State Park, Cottage Row)

- The actual creek of Fish Creek
- Peninsula State Park (includes Eagle Bluff Lighthouse and Nicolet Bay Beach)
- Fish Creek Park (town park, Silurian beach ridge, just south of entrance to Peninsula State Park, Hwy. 42. 27-acre park with walking trails through woods and to small ponds)
- Sunset Beach Park (town park, west end of Main Street where road ends, CCC)
- Clark Park (town park) and marina at waterfront
- Chambers Island (in Green Bay near Fish Creek, ferry to island during summer, Chambers Island lighthouse and Chambers Island County Park, Holy Name Catholic Retreat, contact Joel Blanik)
- Horseshoe Island (administered as part of Peninsula State Park, contact Sharon Kellner)

#### Cultural attractions

- Peninsula Players (first summer stock theater in U.S.)
- Peninsula School of Art
- Peninsula Music Festival (symphony, August)
- American Folklore Theater (in Peninsula State Park)
- Cottage Row: road along shoreline south of town

#### Activities

- Historic walks
- Fish Creek Heritage Days (early June)
- Gibraltar Historical Association talks

#### Cultural or Natural History Stories

- Niagara Escarpment: S-curve on hill coming into town: Properties in the Land Trust... places to observe Niagara Escarpment? Cottage Road, Island View, White Cliff
- Asa Thorp and the founding of Fish Creek: Thorp in 1853, second resident in Fish Creek, was riding on a steamer from Rock Island to Green Bay. While passing Fish Creek bay, the captain mentioned that this would be a good place for stopping and cutting firewood for his boat. Thorp claimed 700 acres around Fish Creek, built a large dock and sawmill, and hired men to log the land to make cordwood for ships. As ships stopped and loaded firewood, people would walk around the area. Thorp built a hotel (first “inn keeper”) and tourism began.
- Dr. Herman Welcker: Whistling Swan/White Gull Inn=casino... gaming room (building moved from Menomonee over the ice)... Dr. Herman Welcker, German doctor from Milwaukee... health nut... threw pebbles at guest windows if lights were on past 10:00.

- Alexander Noble: blacksmith, had horse races (main street on Sunday afternoon)... lots of gambling
- Schreiber... drilled well at lighthouse... horse treadmill
- Increase Claflin: First white settler in Door County
- Story of other families important to region: Slaby, Bluer, Lautenbach, Orsted, Kinsey, Yorke
- History of Juddville settlement
- History of Maple Grove
- Cordwood/Lumber/Shipping Industry
- Fishing Industry: First "lighthouses" were the fishermen's cottages on the shore, Asa Thorp, Cooper... Fishing Boat = Mackinaw
- Tourism History: many stories about early places people came to stay... came by steamships from Chicago to escape the heat... families would stay for the summer
- Orchard (cherry and apple) Industry
- Farming Industry
- Sinking of the steamer *Erie L. Hackley* (October 3, 1903): traveling from Menominee to Egg Harbor. Major event in the history of Fish Creek... 6 crew members (including captain) and 5 passengers; 11 people were lost (6 from Fish Creek).
- Story of the lighthouse keepers (Eagle Bluff lighthouse, keeper William

Duclon, settled in Fish creek after he retired in 1918... house is still there... died in 1926 and buried in Blossomberg Cemetery)

- Races, regattas (1919-1920s)
- Peninsula Players History: "Theater in the garden"
- Prisoner of War camp history
- Harvesting ice and ice boat
- Story of Barrel Making (Coopers): Asa Thorp
- History of Peninsula State Park (Albert E. Doolittle, first superintendent in 1913)
- Strong religious heritage
- Artist colony (many artist studios)

#### **Resources**

- Taped talks from GHA (Gibraltar Historical Association), Barbara
- GHA photos
- Clark photos
- Hotz: Landowner and photos
- Photos of dock (many pictures)
- Several books that have stories about Fish Creek
- Smart Growth Historic Resource survey
- Historic District research
- Comprehensive Plan
- Myrvin Somerhalder (airport history)

- Joel Blaknik (keeper of Cana Island Lighthouse)
- Asa Thorp's grave in Blossomberg Cemetery
- Holand's history books
- Sharon Kellner
- Fish Creek Echoes: A Century of Life in a Door County Village (Virginia Kinsey and Edward Schreiber)
- Fish Creek Voices: An Oral History of a Door County Village (Edward and Lois Schreiber)
- Postcards: Yesteryears of Fish Creek (CD)
- Ferdinand Hotz: Collection of 1890 "Pictorialis"

## **Town of Liberty Grove**

June 12, 2012

### **"Must see" places, things, or activities**

#### **Historic Sites**

- Cana Island Lighthouse
- The Clearing... visitors center open to the public (Jensen's hideaway on the bluff)
- Silly Goose General Store, Ellison Bay... John Kopitzke's home
- Gus Klenke's Garage in Ellison Bay... historical society helped restore the building.

- Old barns (100+ years old)... Alchemy Fields sw corner of Old Lime Kiln Rd... on the National Register of Historic Places... barn is open to public
- Old settler homes, plus early summer shore homes
- Liberty Grove School... intersection of 57 and German Rd... privately owned
- Beach Road... Peterson Estate... only rolling boathouse in the U.S.... rolled in every year on railroad tracks... Greg Diltz
- Christ Evangelical Lutheran Church on Hwy. 57... site of the original German-American school... connection to the German community in West Jacksonport
- First Baptist Church, 135th anniversary, Sister Bay
- Shepherd of the Bay church... small log cabin at the historic society site... original
- Cemeteries... look at the old grave stones (Hwy. 42 just south of Peninsula State Park entrance)

#### **Parks and natural features**

- Park bluff views
- Niagara Escarpment, limestone bluffs: Ellison Bluff Park (viewing area can see the escarpment well)... interpretive center about Niagara

Escarpment being planned at Grand View Park

- Newport State Park: Wisconsin's only formally-designated wilderness park. 11 miles of Lake Michigan shoreline, 30 miles of hiking trails, hike-in campsites
- Ellison Bluff County Park (wooded bluff, overlook area, improved hiking trails, picnic area, restrooms, great views of Niagara Escarpment)
- Door Bluff Headlands County Park (undeveloped natural area of woods and cliffs on Green Bay, west of Gills Rock)
- Grand View Scenic Overlook and Park, Door County Land Trust (maybe the highest escarpment in the U.S... the private road will be closed). Long-range plans include the creation of hiking trails, habitat restoration, and transfer of ownership to Town of Liberty Grove.
- Porte Des Morts Town Park... see the water churning... stories about shipwrecks and Indians
- Pebble Beach Road (past the Little Sister Cemetery)
- Mud Lake Wildlife Area... down a two-track dirt road... open for public hunting, can cross-country ski
- Mink River Estuary... for kayaking
- Europe Lake for kayaking
- Boreal forest ecosystems east of Q (Toft Point and natural areas)...

special plants... along the area of North Bay

- Wildlife viewing areas... Mink River basin (swans, eagles, Sandhill cranes, Wild Turkeys)... part of a migratory bird route... Steve Leonard
- In winter, many areas are open that aren't typically accessible. Snowmobile trails across private land.
- Fall colors
- Cherry blossoms in spring
- Boat launching ramps for kayaking; identify scenic views that can only be reached by the water.

#### **Cultural attractions**

- Commercial fishing (Gills Rock, Sand Bay): Scandinavian, Norwegian,
- Washington Island/Rock Island
- Boat tours of lighthouses and shoreline... Sunset Cruises (Charlie Voigt, Gills Rock... Rock Island)
- Commercial sport fishing/charter fishing... Gills Rock, Sister Bay
- Cherry and apple orchard industry... Dale Seequist (store just south of Ellison Bay)
- Fish Boils

#### **Activities**

- Kayak/canoe inland lakes and shores (quiet sports)

### Cultural or Natural History Stories

- Geological importance and role of the Niagara Escarpment: connection to Niagara Falls and other cities in Wisconsin... micro-ecosystems
- Influence of Lake Michigan on the seasons
- Geological role in shaping the area and the Great Lakes formation... watershed... Roger Kuhns
- The story of Porte des Morts: "Death's Door," a strait linking Lake Michigan and Green Bay between the northern tip of the peninsula and the Potawatomi Islands (group of islands that includes Washington, Rock, Detroit, Plum, and Pilot Islands). Namesake of Door County. Battle between Winnebago and Potawatomi tribes. Famous for its many shipwrecks.
- Shipwreck lore: Trudy Herbsts at the Maritime Museum... Christmas Tree ship
- Logging, quarrying, and mining history. North Bay Railroad... tracks through the woods. Float logs into North Bay. Sending logs down to Chicago and Detroit. Dave Anderson. Jane Green Room in Door County Library.
- Native Americans: Indian battle
- Story of Gus Klenke and his service station in Ellison Bay. In the 1950s, the only way to contact visitors in the

Ellison Bay area was to call Gus at his garage, and he would give a message to the visitors so they could call the person back. Contact Gary Farber, Liberty Grove Historical Society.

- Explosion in 2006 in Ellison Bay... boat carrying dynamite and kerosene also exploded in the harbor.
- Pigeon Berry Lane (Waters End Road-West): 99-year old history of three families building the first "Shore Houses" in the Sister Bay locale
- Albert Zahn (Bird House was his summer house... this was the first gift shop in Baileys Harbor)... lived in Liberty Grove for rest of year.

### Resources

- Liberty Grove Historical Society
- Shepherd of the Bay Church (Bruce Foster)
- Snowmobile clubs
- Carrie Oram has many historic photographs.
- Liberty Grove Historical Society was interviewing older individuals: Gary Farber
- Anne's dad knows about German Settlement history
- Door County Ice Cream has many historic photographs
- Two kayaking groups... kayaking is a big activity
- Lon Kopitzke

- Jeff Weborg
- Winona Smith
- The Peninsula Pulse and Advocate had an article about the "Christmas Tree Ship" talk at the Door County Maritime Museum today (6/24/12). There is a little bit of info in the paper. The author of the book on the subject is Rochelle Pennington. Trudy Herbst at the DCMM at [www.dcm.org](http://www.dcm.org) will probably be able to give you some tidbits on the subject as well as other maritime info.

## Village of Egg Harbor

June 12, 2012

### "Must see" places, things, or activities

#### Historic Sites

- Horseshoe Bay Farms (National Register), dairy farming (1900s-1930s): Numerous historic barns and buildings, orchards
- Alpine Resort (90 years old), run by the Bertschinger family... arrived by boat or bus in the early days. 36 hole golf course. Historic buildings, built in 1922. Bob Hope played golf here.
- Cupola House, 1871, built by Levi Thorp
- Doctor Eames home, same property as Cupola House: Dr. Eames farm was the entire ridge (no longer exists)... dairy and orchard... 1890s-1930s



- Kewaunee House (now Shipwrecked)...1890s... ghosts and Al Capone stories (ghost tour)
- Jerry LeMere's saloon and dance hall (where Casey's BBQ Smokehouse now is)... building been here since the 1880s... burned down and rebuilt. Bob Hope was a patron.
- St. John the Baptist Catholic Church, 1910... the most photographed building in Door County (Stella Maris)

### **Parks and Natural Features**

- Views of Green Bay
- Harbor View Park (village park): Walking paths, views of the marina and sunset
- Egg Harbor Beach Park (village park): On Beach Road, a sandy beach, pavilion, playground, and swimming area. New beach landscaping
- Frank E. Murphy County Park: Sand beach, dock, boat launch, playground, picnic area, restrooms. South of Egg Harbor on Cty. G
- Horseshoe Bay Cave: Recently acquired by the county and being developed for visitation and education. Second-longest natural cave in Wisconsin. Largest known cave chamber in Wisconsin (50-foot ceiling). A 45-foot underground waterfall. (Contact, Gary Soule out of Sturgeon Bay, caver)

### **Cultural Attractions**

- Egg Harbor Marina (story of the egg fight, 1825)
- Chief Oshkosh Trading Post (Native American arts)
- Becoming the village of fine arts... music, sculptures, murals, Peg Egan Performing Arts Center, Harbor View Park, Birch Creek Music Center

### **Events**

- Fourth of July celebration
- Door County Pumpkin Patch Festival (early October)

### **Cultural or Natural History Stories**

- Niagara Escarpment
- How Egg Harbor got its name (legendary egg battle by traders traveling from Green Bay to Mackinac Island)
- Story of Jacob and Levi Thorp (connection with Fish Creek), first settlers in Egg Harbor, who purchased land and began lumbering operations. They built a pier. Jacob built the Cupola House in 1871
- Story of Ferdinand Jorns, son of a German shipbuilder who was one of the first immigrant settlers in Egg Harbor in 1857.
- Story of John Bertschinger family: Bought the Kewaunee House, enlarged to the Harbor Inn, built the Alpine Resort with brother Paul.

- Story of Dr. Eames, known for not only medicine, but also his large orchards of cherries and apples. Home on County E was moved to the Cupola House lot.
- Sinking of the steamer *Erie L. Hackley* (October 3, 1903): traveling from Menominee to Egg Harbor. 11 people were lost. Displays in the marina.
- Story of Chief Oshkosh: Real chief of the Menominee Indians, recruited to the shipyards in Sturgeon Bay. Built the trading post after WWII.... Roy Oshkosh...used to have Powwows there
- Tornado in 1997
- Village seceded from the town, 1964... village wanted a streetlight, but the town wouldn't give it.
- Logging history
- Dairy farming and orchards history: Horseshoe Bay Farms and Dr. Eames Farm

### **Resources**

- Egg Harbor Historical Society books (Celebrating Egg Harbor)
- Photos on the history website (www.eggharborwi.com)
- Bill Bertschinger
- Giz and Cinda Herbst
- Gloria Hansen

