Project Introduction

In the summer of 2014, Community Design Solutions (CDS) assisted the City of Port Washington, WI with a re-visioning effort for their historic downtown. The City encouraged development along the edge of Lake Michigan, but needed assistance in developing a vision for balancing development, public spaces, and parking. CDS met with multiple Port Washington stakeholders and held a large community input session to gauge the interest and market viability for a wide scope of proposals. Based on public input, CDS developed concepts to a schematic design level and presented them to the Community Development Authority.

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Overall Map
Precedent Analysis

These two cities were studied because of the similar manner in which they address the waterfront. Both contain a marina as a defining element of the city and are located in a similar climate. From these precedents, public space shaping, as well as material choices, were drawn for the ultimate proposal for Port Washington.

Charlevoix, MI

Traverse City, MI
At the public input session, participants were split into groups of 4 to 8 people gathered around tables containing large overall maps and detailed maps of the focus areas. Participants spent 10-20 minutes per site discussing and sketching potential uses and ideas. At the end of the evening, CDS collected the text and sketches and presented them to the overall group.

The following lists represent the concept ideas that were generated by the group. The drawings represent a small sampling of the images created.

**Site 1**
- Residential
- Connect to Grand
- Avoid isolation
- No retail, focus retail downtown
- Performing arts
- Lofts/artist housing/townhomes
- Grocery
- Repair bridge
- Senior center
- Creek beautification

**Site 2**
- Restaurant/microbrewery
- Grocery
- Banquet facility
- Demolish building
- Public market
- Open up to lake
- Housing on second story
- Break into multiple buildings
- Year round patio
- Replace offices with housing
- Public use/community center
Site 3
Banquet center
1-2 Stories
Permanent indoor market
Condos/mid-rise/shops
Mixed use
Combine with gateway project
Bike lanes/safety is important
Walkup residential
Don’t block views of lake

Site 4
Rental apartments/townhomes
Oyster bar/restaurant
Small scale
Wait on site 2 until this site is done
High-end grocery
All age recreation

Site 5
70% Greenspace with 30% parking
Pavers to create a parking/plaza space
Ice rink/splash pad
Interactive fountain
Public art
Private use
Community sailing center
Youth sailboat rental

Site 6
Entryway signage
Narrow the street
Move farmers market to Washington
Public space at dead end
Add gardens/seating
Sports bar
Market running 3-4 days a week
Move farmers market to dead end by lake
Roundabout with public space in center
Restaurant along main st
Add bike paths
Expand farmers market west
SITE CHARACTERISTICS

- Large site setback behind Grand Avenue
- Alleyway access
- Dense wooded area and creek to the south
- Limited views to the lake
- Adjacent to the downtown businesses
- Opportunity for larger scale development because its location would not disrupt the views of surrounding businesses and residences.
### Design Goals:

Create an area of dense housing that has access to downtown and the lakefront.

Provide greenspace along the creek bed.

Pay tribute to the industrial nature that once defined Port Washington.

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[15] 2,500 sf townhomes with private parking in rear

[50] 1,250 sf apartments with shared parking at grade

20,000 sf commercial, parking provided
Jadair Site_View Looking West
Located near the downtown core and waterfront, though offering only limited views of the lake, this parcel's scale allows for the creation of a large housing development. Two different housing typologies were created: a large six story structure containing loft style apartments with parking on the first floor and a series of row-house style walk-ups with parking in the rear.

A third proposal for this site was a 20,000 sf retail building on the corner of Grand and Wisconsin. All of the residential units would have access to a naturalized yard and the creek to the south.
Townhome Site_218 E Washington Street

**SITE CHARACTERISTICS**

Currently vacant restaurant

On-site, surface parking

Larger lot with opportunity for outdoor space along with adjacent building development

Located adjacent to and across from single family homes
Design Goals:

Create a housing configuration that meshes into the surrounding fabric, accommodates the tight site constraints, and provides a pedestrian friendly street frontage.

Provide lake views where possible.
The surrounding context of this site dictated a small scale residential development. Two sets of townhomes share a common alley that allows access to private garages tucked under the units. Private main entrances face Pier and Washington streets respectively. Balconies in the rear of the units allow for grilling and larger groups, while smaller balconies in the front of the units offer views of the lake and the hill.
SITE CHARACTERISTICS

Lakefront property with public access

Unobstructed views of the lake and marina

On-site, surface parking

Bike and pedestrian path directly to the east of the building
Rentable suites ranging from 1,200-2,400 sf
- weddings
- indoor winter farmers market
- conferences and city events
- private parties and events for community members

Classrooms and meeting space
- public meetings
- adult/child education and art classes
- business meetings/conferences

Total Building Size = 11,000 sf

Design Goals:
Provide a multi-use facility that activates the site, adds value to downtown and the lakefront, and accommodates a variety of uses. Potential activities could include weddings, meetings and community events.

Define a new look for a structure that has sat vacant for some time.

Create new outdoor space associated with building.
Grocery Site View Looking South from E. Washington Street
A former grocery store, this building has suitable ceiling heights and square footage to act as an event space, be it a wedding, indoor farmers market, or public meeting. The building is re-skinned to give it a contemporary feel and small outdoor gathering spaces have been added to the lakeside of the property. Space within the building would be flexible so that adjacent buildings could use it as flex space for seating and could adapt to groups of different sizes. The form of the building is in unison with the restaurant site which sits to its immediate east.
Mixed Use Site_301 E Pier Street

SITE CHARACTERISTICS

Located along a potential gateway into the marina

Unobstructed views of the lake and marina

On-site, surface parking

Large lot with opportunity for outdoor space along with building development
3 levels - approximately 8,000 sf each

level 1 - Retail on south side
  Space 1 - 4,000 sf
  Space 2 - 1,800 sf
  Space 3 - 1,800 sf

level 2-3 - Condos
  [8] 3 bedroom condos 2,000 sf
  [16] 2 bedroom condos 1,050-1,200 sf

Design Goals:

Provide market rate housing with a lake view.

Create destination type retail that will tie in with the overall downtown marina district.
The site proximity to the waterfront makes it a prime candidate for a multistory mixed-use development. The first floor has retail looking towards the harbor, with parking on the north side. The upper floor would have modern loft style condos that would be afforded great views of the lake from private balconies. A portion of the surface lot to the east is reserved for trailer parking and customers of the retail component.
**Design Goals:**

Enhance the entrance to the marina - providing a prominent gateway.

Maintain marina parking while also providing an aesthetically pleasing public space for residents and visitors to enjoy the lakefront and marina.
Current Parking Capacity:
- 215 car stalls
- 96 trailer stalls

Proposed Parking Capacity:
- 176 car stalls
- 87 trailer stalls

Marina Gateway View without Proposed Development on Sites 4 and 5
Total Site Area - 15,000 sf

8,000 sf brewery, restaurant, storage
2,000 sf indoor/outdoor beer garden
- option to rent for outdoor events

*no onsite parking, parking available in surrounding public lots to promote biking/walking

Design Goals:

Provide public access along the waters edge.

Create a destination type development that will draw people to the marina district and provide views of the waterfront.

Include a public space as part of the development.
Currently functioning as a public parking lot, the proposal for this site is to maintain public access along the waterfront while adding a restaurant feature that would serve the public. The two story height of the building does not obstruct views of the water and offers the opportunity for a second story patio.
Restaurant Site_View Looking South