

ORDINANCE NO. 2025-008

An Ordinance Adopting a Comprehensive Plan Pursuant to Sec. 66.1001 of the Wisconsin Statutes

WHEREAS, on June 20, 2023, the Village of Sister Bay approved a contract with the Bay-Lake Regional Planning Commission to prepare a 20 Year Comprehensive Plan update to the Village's 2003 Comprehensive Plan under the guidelines of Sec. 66.1001 of the Wisconsin Statutes; and,

WHEREAS, the project included a public participation plan for gathering public input during the preparation of the *Village of Sister Bay 2025 Comprehensive Plan*, which addressed provisions for the required distribution of the proposed elements of the comprehensive plan and provided an opportunity for written comments to be submitted by the public and for the Village to respond to such comments; and,

WHEREAS, the Village of Sister Bay Plan Commission held a public hearing on March 11, 2025, which was preceded by a Class 2 Notice as described in Chapter 985 of the Wisconsin Statutes, the last publication of which was at least one week before the public hearing was held and included all of the following information:

1. The date, time and location of the hearing;
2. A summary of the proposed comprehensive plan;
3. The name of the individual employed by who may provide additional information regarding the proposed ordinance; and,
4. Information relating to where and when the proposed comprehensive plan could be inspected before the hearing and how a copy of the plan could be obtained; and,

WHEREAS, on March 11, 2025, the Plan Commission recommended adoption of the *Village of Sister Bay 2025 Comprehensive Plan* by resolution to the Village Board (Exhibit A), with that vote recorded in the official minutes of the Plan Commission; and,

WHEREAS, the Sister Bay Village Board, having carefully reviewed the recommendation of the Sister Bay Plan Commission; having determined that all procedural requirements and notices have been satisfied; having given the matter due consideration, including consideration of the plan elements relating to issues and opportunities, natural, agricultural and cultural resources, population and housing, economic development, transportation, utilities and community facilities, intergovernmental cooperation, land use and implementation; and having determined that the comprehensive plan will serve the general purposes of guiding and accomplishing a coordinated, adjusted and harmonious development of Sister Bay, which will, in accordance with existing and future needs, best promote the public health, safety, order, convenience, and the general welfare, as well as efficiency and economy in the process of development.

NOW, THEREFORE, the Sister Bay Village Board of Trustees, Door County, Wisconsin, does hereby ordain,

Section 1: The comprehensive plan recommended by the Sister Bay Plan Commission to the Sister Bay Village Board, attached hereto as Exhibit B, is hereby adopted.

Section 2: The Village Clerk is directed to file a copy of the attached comprehensive plan for the Village of Sister Bay with all the following entities:

1. The Clerk of every local governmental unit that is adjacent to the Village of Sister Bay;
2. The Wisconsin Department of Administration;
3. The Bay-Lake Regional Planning Commission; and
4. The Sister Bay-Liberty Grove Library.

Section 3 – Availability for Public Inspection.

A copy of this Ordinance shall be permanently on file and open to public inspection in the Office of the Village Clerk after its enactment and for a period of not less than two (2) weeks before its enactment.

Section 4 – Ordinances in Conflict.

All other Ordinances in conflict herewith are hereby repealed.

Section 5 – Effective Date.

This Ordinance shall take effect and be in full force from and after its passage and publication according to law.

Section 6 – Severability.

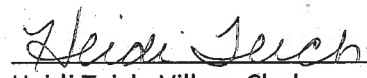
If a court of competent jurisdiction adjudges any section, clause, provision or portion of this ordinance unconstitutional or invalid, the remainder of the ordinance shall not be affected thereby.

Village of Sister Bay

By: 

Nate Bell, President

Attest:


Heidi Teich, Village Clerk

Vote: Ayes 6 Nays 0

Filed/Posted: Mar. 26, 2025
Village Administration Office, 2383 Maple Dr.
Sister Bay Post Office, 10685 N Bay Shore Dr.
Sister Bay Liberty Grove Library, 2323 Mill Rd.
Effective Date: May 26, 2025

EXHIBIT A

RESOLUTION NO. 2025-001

RECOMMENDING ADOPTION OF THE VILLAGE OF SISTER BAY 2025 COMPREHENSIVE PLAN

WHEREAS, Wis. Stats. 66.1001 outlines requirements and procedures for preparing, updating, and adopting a Comprehensive Plan; and,

WHEREAS, the Village of Sister Bay previously adopted a Comprehensive Plan on September 4, 2003; and,

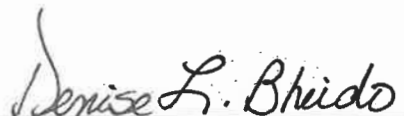
WHEREAS, in order to foster public participation in the comprehensive land use planning process the Village of Sister Bay Board of Trustees adopted a Public Participation Plan on October 17, 2023, pursuant to Section 66.1001(4)(a) of the Wis. Stats.; and,

WHEREAS, to serve as a guide for future growth and decision-making within Sister Bay, Village staff and the Plan Commission, with input from residents, businesses, and other stakeholders, has prepared the Village of Sister Bay 2025 Comprehensive Plan with all nine elements specified in Wis. Stats. 66.1001(2); and,

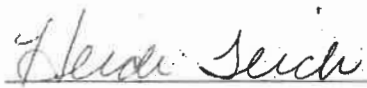
WHEREAS, the Plan Commission has properly followed adoption procedures detailed in the Public Participation Plan and Wis. Stats. 66.1001(4), including a public hearing on March 11, 2025.

NOW, THEREFORE, BE IT RESOLVED, that pursuant to Wis. Stats. 66.1001(4)(b), the Village of Sister Bay Plan Commission, by a majority vote, hereby recommends the Village of Sister Bay Board of Trustees enact an ordinance adopting the Village of Sister Bay 2025 Comprehensive Plan.

Dated this 18th day of March, 2025.


Denise Bhirdo, Plan Commission Chair

ATTEST:


Heidi Teich, Village Clerk

VOTE: Ayes 3 Nays 0

VILLAGE OF SISTER BAY

Comprehensive Plan



VILLAGE OF SISTER BAY

Comprehensive Plan



Adopted: March 25, 2025



Developed by:
Bay-Lake Regional Planning Commission
1861 Nimitz Drive
De Pere, WI 54115

ACKNOWLEDGEMENTS

VILLAGE OF SISTER BAY STAFF

Julie Schmelzer, Village Administrator

VILLAGE OF SISTER BAY PLAN COMMISSION

Nate Bell, Village President

Denise Bhirdo, Village Trustee and Chairperson

Patrice Champeau, Village Trustee

Ron Kane, Village Resident

Laurel Harff, Village Resident

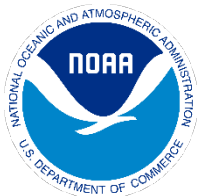
Mitch Ohnesorge, Village Resident

BAY-LAKE REGIONAL PLANNING COMMISSION

Sydney Swan, Assistant Director

Natalie Blackert, GIS Specialist

Bryce Thompson, Planning Assistant



The preparation of this plan was partly funded by the Wisconsin Department of Administration, Wisconsin Coastal Management Program and the National Oceanic and Atmospheric Administration, office for Coastal Management under the Coastal Zone Management Act, Grant # AD239125-024.14.

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INTRODUCTION

VILLAGE OVERVIEW

The Village of Sister Bay is situated on the northwestern shore of the Door Peninsula in Door County, Wisconsin. The Village lies adjacent to the Bay of Green Bay and the Town of Liberty Grove and is located approximately 30 miles north of the City of Sturgeon Bay and 75 miles northeast of the City of Green Bay. The Village covers an area of 2.7 square miles and boasts over four miles of picturesque shoreline. The Village is celebrated for its small-town charm, natural beauty, and inviting atmosphere.



PLAN PURPOSE

The *Village of Sister Bay Comprehensive Plan* provides Village officials, decision-makers, and residents with a long-range plan that will help to guide the physical, social, and economic development of the community through 2045. This plan outlines goals and objectives, along with strategies for managing growth, preserving natural resources, promoting sustainable development, and more. This document represents the third update to the Village's comprehensive plan. The initial comprehensive plan was adopted in 1995 and in 2003.

Wisconsin's Comprehensive Planning Law (Wis. Stats. 66.1001) requires every governmental jurisdiction that regulates the use of land through a land division ordinance, shoreland zoning ordinance, general purpose zoning ordinance, or official map to have an adopted comprehensive plan. As part of these requirements, a comprehensive plan must be updated every 10 years at minimum.

The Wisconsin statutes require that a comprehensive plan must contain, at a minimum, the following elements:

- Issues and Opportunities;
- Housing;
- Transportation;
- Utilities and Community Facilities;
- Agricultural, Natural, and Cultural Resources;
- Economic Development;
- Land Use;
- Intergovernmental Cooperation; and
- Implementation

This plan includes all the elements noted above and more to go beyond meeting state requirements. The Village should continue to review this plan annually and update it at a minimum every ten years, or when officials, the public, or stakeholders identify a pressing need. Completing updates will allow the Village to integrate new ideas, developments, and outcomes not known at the time of this planning process.

PLAN DEVELOPMENT

This plan was developed by the Bay-Lake Regional Planning Commission (Bay-Lake RPC) and Village staff, with assistance and input from the Village Plan Commission, residents and stakeholders of the Village. The development of this plan was partly funded by the Wisconsin Coastal Management Program.

Throughout the development of this plan, the Plan Commission received updates at several meetings and had the opportunity to ask questions and provide feedback on the draft plan components. The Plan Commission assisted with identifying background information, goals, objectives, strategies, future land use, and more.

The planning process involved a technical analysis of publicly available data and a review of relevant local planning documents. Key documents that were reviewed and considered during the development of the plan include:

- Village of Sister Bay Comprehensive Plan 1995 and 2003;
- Village of Sister Bay Workforce Housing Study;
- Village of Sister Bay Facilities Plan;
- Door County Comprehensive Plan;
- Door County Housing Study; and
- Door County Hazard Mitigation Plan

PUBLIC OUTREACH

The Village's Public Participation Plan for the Comprehensive Plan was adopted in October 2023. Effective public outreach is essential for fostering community engagement, ensuring transparency, and gathering valuable input for decision-making processes. Residents and stakeholders were involved early in the planning process and provided important feedback that helped shape and inform the content found in the Comprehensive Plan. A summary of public participation efforts can be found below, and additional information can be found in the appendix.

Figure 1.1 Public Outreach Efforts	
Event	Date
Public Survey	Fall 2022
Public Survey	9/17/23-10/15/23
Adoption of Public Participation Plan	10/17/23
Public Workshop (In Person)	2/10/24
Public Workshop (Virtual Option)	2/10/24 – 2/17/24
Public Hearing	03/11/2025

VILLAGE HISTORY

The region around Sister Bay was originally inhabited by Native American tribes, primarily the Potawatomi. European Settlers arrived in the mid-19th century and were primarily of Belgian, Norwegian, Swedish, and German descent who were drawn in by the region's abundant natural resources, such as timber and abundant water resources. The fertile soil, forests, and proximity to Green Bay made the area attractive for farming, logging, and fishing. The Village itself was formally established in 1912. It was initially a part of the Town of Liberty Grove, which was founded in 1859. The name "Sister Bay" is believed to have been inspired by the area's natural geography, specifically the Sister Islands just offshore the harbor to Sister Bay. As the northern part of the county grew, other settlements rose and fell, but the Village continued to progress.

Like many coastal communities in Door County, the Village's early economy was centered around fishing, logging, and farming. The area's forests provided lumber for building materials, and its waters were rich in fish, which helped sustain the local population. As more settlers arrived, the Village's economy diversified into agriculture, with local farms producing crops like apples and cherries, which became particularly important. Cherry orchards flourished in the early 20th century and became a major industry.

In the mid-20th century, the Village began transforming into a tourist destination. Door County became known as a peaceful retreat for people from larger cities like Milwaukee and Chicago, and Sister Bay became one of the most popular spots due to its scenic beauty and waterfront. The Village saw the development of several resorts and hotels to accommodate visitors. Tourists were drawn to activities like boating, fishing, and visiting local shops and restaurants.

Over the past few decades, the Village has modernized while retaining much of its charm as a Village. It continues to rely heavily on tourism, with many visitors attracted to the Village's waterfront parks, marina, and



Main street corner on the hill. Casper Ny's house foreground, Sister Bay Hotel background. Postcard addressed to Miss Mathilda Anderson dated Oct. 21, 1909. Source: Village of Sister Bay Historical Society; Photo Courtesy of Mike Brodd



View from top of hill by Sister Bay school looking northwest. Circa 1912. Source: Village of Sister Bay Historical Society; Photo Courtesy of Mike Brodd



Adolph Roeser's boats the Leona R and the Hustler docked at the lumberyard. Circa 1912. Source: Village of Sister Bay Historical Society

cultural events. Despite growth, the Village has preserved much of its historical and cultural identity, with efforts to maintain and restore older buildings, including churches, homes, and commercial structures from its early days.

Today, the Village is a thriving tourist destination known for its small-town charm, natural beauty, and rich cultural heritage, continuing to attract visitors who appreciate its historical significance and picturesque setting.



"Little Sister and Sister Bays, Sister Bay, Wis." A view from a hill of the shoreline of Green Bay, Lake Michigan. Source: Village of Sister Bay Historical Society

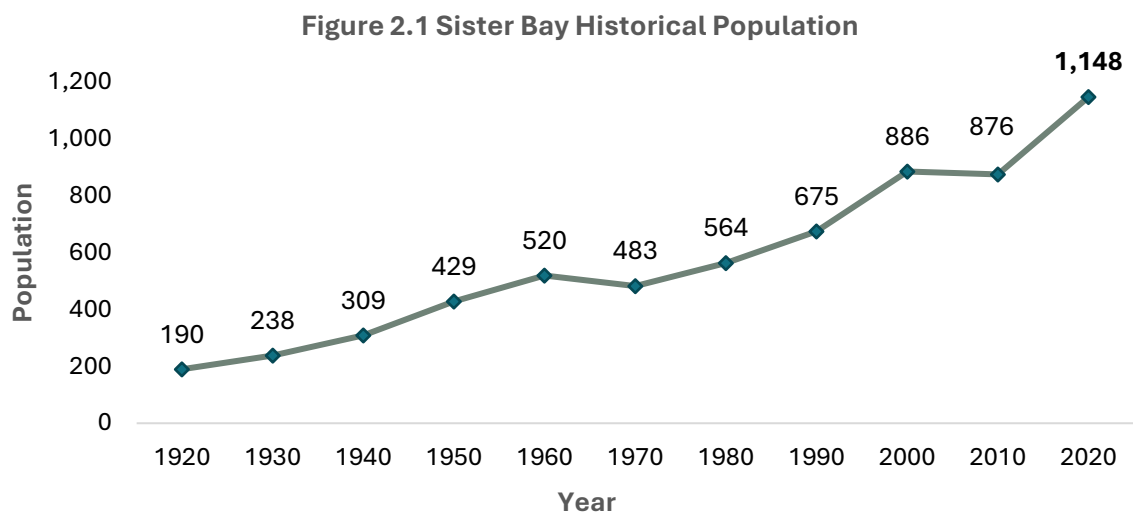
POPULATION AND HOUSING

The Population and Housing Element offers an overview of the Village's demographic characteristics and trends. It also includes an inventory of the current housing stock and occupancy patterns, assessing their adequacy and diversity. Additionally, the chapter projects future housing needs based on population growth and economic conditions. Data sources used in this chapter include the U.S. Census Bureau American Community Survey (ACS) and Decennial Census and the Wisconsin Department of Administration (WDOA).

POPULATION AND AGE

CURRENT POPULATION AND TRENDS

The latest Decennial Census conducted by the U.S. Census Bureau indicates that the Village's population stands at 1,148 for the year 2020. Historical population trends illustrated in Figure 2.1 below, show the Village has experienced a steady population incline since the 1920s, hitting its peak most recently in 2020. Since the year 2000, the Village's population has grown by 262 people, or 30% from 886 to 1,148 in 2020. The annual growth rate for the Village's population between 2000 and 2020 is 1.35% per year.



Source: U.S. Census Bureau Decennial Census (1920-2020); Bay-Lake RPC

Figure 2.2 below compares the Village's population to the county and nearby communities (villages of Egg Harbor and Ephraim) between 2000 and 2020. The data shows the Village's annual growth rate and overall change in population exceeded that of Door County, which grew 8% from 2000 to 2020.

Figure 2.2 Change in Population (2000-2020)				
Year	Sister Bay	Egg Harbor	Ephraim	Door County
2000	886	208	330	27,961
2010	876	201	288	27,785
2020	1,148	358	345	30,066
Percent Change	30%	72%	5%	8%

Source: U.S. Census Bureau Decennial Census (2000-2020); Bay-Lake RPC

POPULATION PROJECTIONS

The most recent official population projections were produced by the WDOA Demographic Services Center in 2024 based on the 2020 census. A breakdown of the WDOA's population projections for the Village can be seen in Figure 2.3. The Village is expected to see steady growth through 2050, with the greatest increase in population occurring between 2020 and 2030. The projections indicate that the Village will experience an overall growth of 23%, or 261 people, between 2020 and 2050. The Village must plan for this growth and ensure that infrastructure is adequate to service the population. While the Village plans for a growing population, the County is expected to lose 4% of its population and the state is projected to lose 3% of its population overall.

Year	Population
2020	1,148
2030	1,288
2040	1,369
2050	1,409
Percent Change	23%

Source: WDOA Demographic Service Center; Bay-Lake RPC

AGE DISTRIBUTION AND GENDER

The age breakdown of the Village's population in 2010 and 2020 is shown in Figure 2.4. Since 2010, the number of individuals within each age category has increased or remained the same. The 65 and older age category experienced the greatest growth in the overall number of people, gaining 135 people from 2010. Populations under the age of 5, between 25-34, and between 35-44 had an

Age Groups	2010		2020		2010-2020	
	Number	Percent	Number	Percent	Number Change	Percent Change
Under 5	22	3%	33	3%	11	50%
5 to 14	53	6%	74	6%	21	40%
15 to 24	43	5%	52	5%	9	21%
25 to 34	70	8%	107	9%	37	53%
35 to 44	61	7%	112	10%	51	84%
45 to 54	72	8%	72	6%	0	0%
55 to 64	150	17%	158	14%	8	5%
65 and over	405	46%	540	47%	135	33%
Median Age	62.7	x	63.1	x	0.4	1%

Source: U.S. Census Bureau Decennial Census (2010, 2020); Bay-Lake RPC

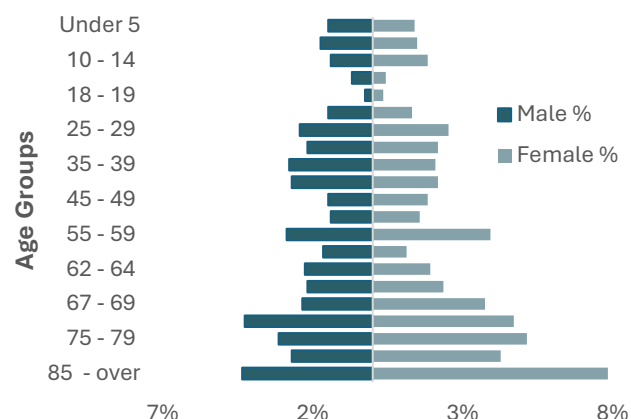
individual growth rate of 50% or greater. This potentially points to a shift in younger-aged individuals and families moving to the area. The median age increased slightly from 62.7 in 2010 to 63.1 in 2020, which is among the highest in Door County.

Approximately 54% of the population is female, and 46% is male. Most age groups have a similar ratio of females to males as shown in Figure 2.5. However, females make up 28% of the senior population (65 years and older) while males account for 19%.

RACIAL COMPOSITION

The population is predominantly white (98.8%) with a small but increasing representation of other racial and ethnic groups. The remaining population is American Indian and Alaska Native Alone (.4%) or two or more races (.7%).

Figure 2.5: Gender by Age



Source: U.S. Census Bureau 2020 Decennial Census; Bay-Lake RPC

HOUSING CHARACTERISTICS

HOUSING UNITS

The Village has 1,396 total housing units, up from 953 in 2000. Approximately 38% of the housing stock is occupied (528 units), while 62% is considered vacant (868). Of the 528 occupied housing units, 45% are owner-occupied units, while 55% are renter-occupied. Figure 2.6 breaks down characteristics of the Village’s housing stock.

HOUSING TENURE

There are more housing units occupied by renters in the Village than homeowners. Of the Village’s 528 households, 291 are occupied by renters and 237 are occupied by homeowners.

Compared to neighboring communities, the county, and the state, the Village has far more renter-occupied housing units versus owner-occupied. This could point to the fact that housing may be unattainable for those looking to buy, making renting the only viable option for living within the Village.

SEASONAL HOUSING

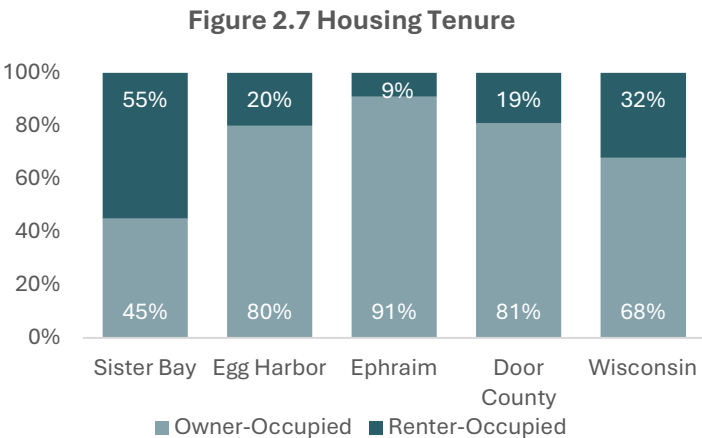
It is important to note that the data considers seasonal homes to be vacant housing units. A vast majority of the Village’s vacant housing stock is for seasonal, recreational, or occasional use. Of the 868 total vacant units, 695, or 80%, are for seasonal use. The remaining vacant housing stock is for rent (17.4%), for sale (1.5%), or other (1%).

Approximately 36% of all housing units in Door County are considered seasonal. Half of the Village’s entire housing stock is for seasonal use, which is lower than surrounding municipalities, as shown in Figure 2.8. The high number of seasonal homes is due to the tourism-oriented and recreational characteristics of the Village.

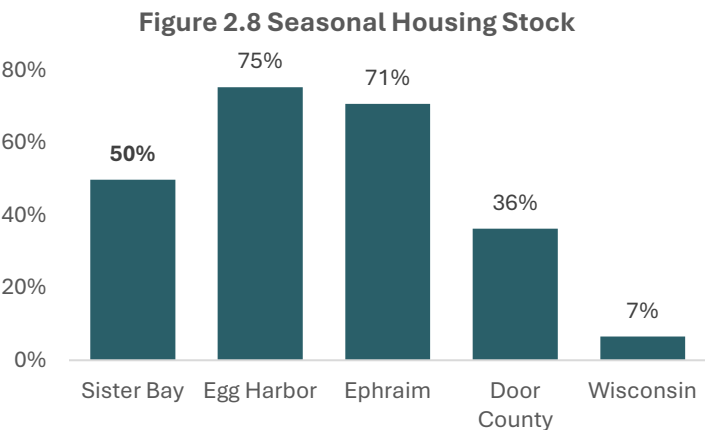
While there has been a major shift in the number of “for rent” vacant housing units since 2010, the number of seasonal homes in the Village has decreased from 781 to 695. This could mean more housing is being occupied by full-time residents.

Figure 2.6 Total Housing Units	
Occupied Housing Units	528
Owner-Occupied	45%
Renter-Occupied	55%
Vacant Housing Units	868
For Rent	17%
Rented, Not Occupied	0%
For Sale Only	2%
Sold, Not Occupied	0%
Seasonal, Recreational, Or Occasional Use	80%
All Other Vacant	1%
Total Housing Units	1,396

Source: U.S. Census Bureau 5-Year ACS Estimates (2018-2022); Bay-Lake RPC



Source: U.S. Census Bureau 5-Year ACS Estimates (2018-2022); Bay-Lake RPC



Source: U.S. Census Bureau 5-Year ACS Estimates (2018-2022); Bay-Lake RPC

SHORT TERM RENTALS

The number of short-term rental (STR) licenses in 2024 increased slightly over 2023 numbers (115 properties). A number of STR properties also changed hands in 2024, with several opting not to continue rental operations. The Village has a STR ordinance that was enacted in 2022 and amended in 2023. The ordinance establishes licensing requirements and is in place to ensure residential dwellings offer safe facilities that are compatible with the neighborhood in which it is located.

According to the Door County Tourism Zone Commission, throughout the year of 2024 the Village had a total of 14,206 rentable nights within permitted STRs, hotels, inns, resorts, etc.. The occupancy rate of these rentable units was 15% throughout the year and the average daily rate was \$231.50

HOUSING TYPE

The Village’s housing stock consists of a mix of single-family, duplex, and multi-family units. Half of the Village’s occupied housing units are single-family structures, with 36% being detached, and 14% being attached. Apartment buildings with 5-9 units are the next most common structure type (23%), followed by 10+ unit apartments (13%).

Figure 2.10 breaks down the percentage of owners versus renters residing in each housing type. As expected, homes occupied by homeowners are more likely to be single-family versus multi-family units.

AGE OF HOUSING

The Village’s housing stock is younger than that of the county and state, with most homes built after 1980. According to 2022 ACS estimates, 150 homes have been added to the housing stock since the year 2000. Figure 2.11 shows that over half of the Village’s housing was built between 1960 and 1999 and only 12% of occupied housing was built before 1960.

Figure 2.9 Short Term Rentals by Zoning District

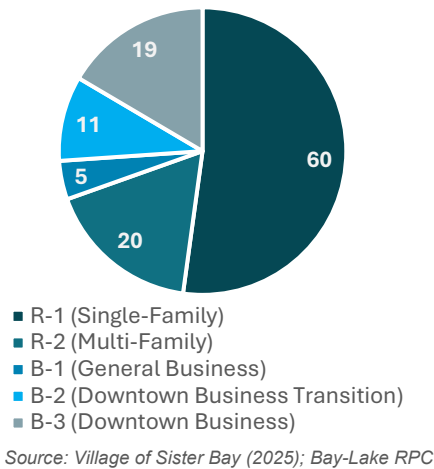


Figure 2.10 Units in Structure

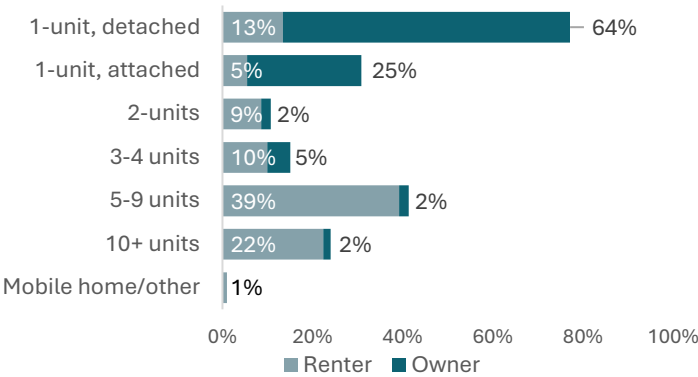
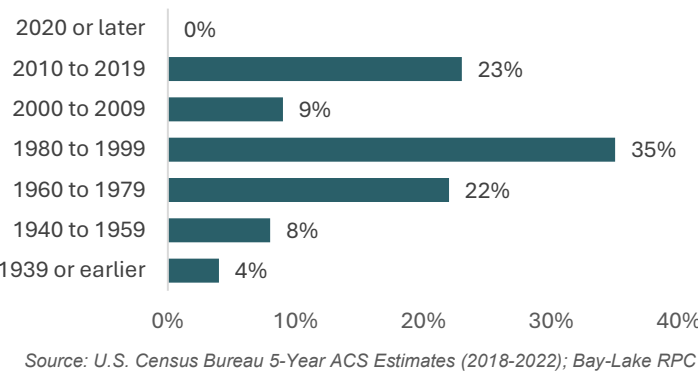


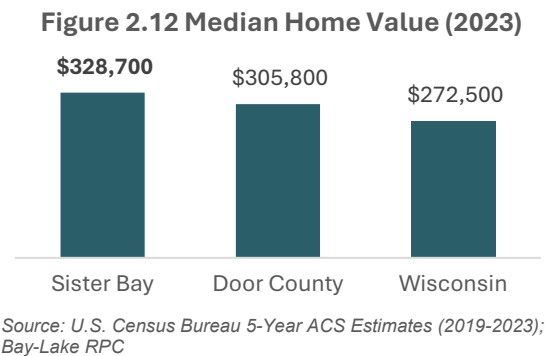
Figure 2.11 Year Built - Occupied Housing



HOME VALUE

Due to the Village’s popularity as a tourism destination, the demand of vacation rentals and second homes has increased, and it is suspected that many of the Village’s lower-valued homes that were once owner-occupied have since been purchased for rental or seasonal use.

Using 2023 5-Year ACS estimates, the median home value of owner-occupied housing units with a mortgage was \$285,700 and \$381,600 for units without a mortgage. Overall, the Village’s median home value for all owner-occupied housing units (with and without a mortgage) is \$328,700. This is higher than the state (\$272,500) and county (\$305,800) median home values, as shown in Figure 2.12.



Between 2000 and 2022, the housing market experienced a significant shift in value. Based on the 2022 ACS data, the median home value of all owner-occupied housing units was \$271,000, reflecting a 42% increase from \$190,800 in 2000. Homes priced below \$200,000 decreased from 132 in 2000 to just 23 in 2022 and there were no longer any housing units valued under \$100,000 in the Village as of 2022.

HOUSEHOLD CHARACTERISTICS

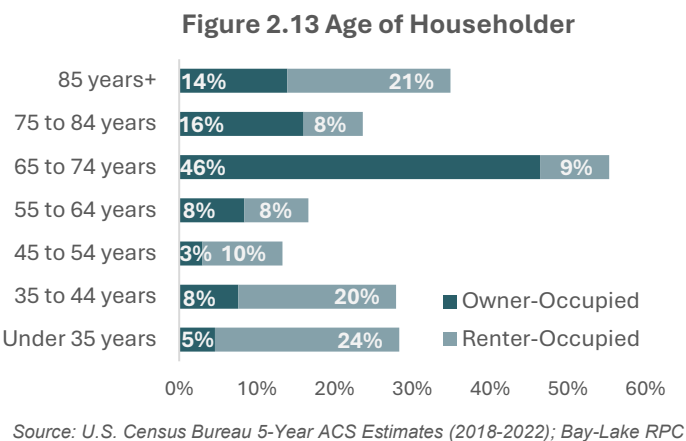
HOUSEHOLD SIZE AND FAMILIES

The Village is home to about 528 households (individuals living together) and 269 families (related individuals living together). Since 2010, the number of families has risen by 42%, up from 189. The average household size in the Village is 1.71, whereas the average family size is 2.31. There are 81 households with at least one individual under 18 years old and 297 households with at least one person aged 65 or older. Owner-occupied homes tend to have a slightly larger average household size of 1.83 compared to 1.62 for renter-occupied units.

HOME OWNERSHIP AND HOUSEHOLDER AGE

When looking at the age of homeowners, it was found that more than 76% of those that own their home are aged 65 and older. Less than 5% of homeowners are under the age of 35. The Village’s home ownership rate is lower than surrounding municipalities, the state, and county in almost every age bracket.

As illustrated in Figure 2.13, approximately 25% of renter-occupied homes in the Village are occupied by residents under 35 years old. An additional 20% are rented by individuals aged 35 to 44, while 21% are occupied by those aged 85 and older.

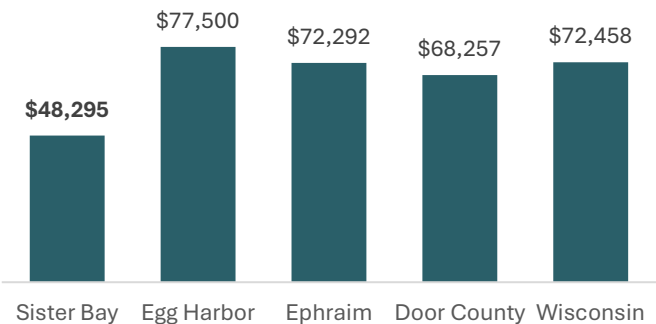


Of all occupied housing units, rented or owned, the majority are occupied by residents aged 65 to 74 and less than half are occupied by working aged individuals. A staggering 82% of occupied housing units were moved into from 2000-2020, which coincides with the Village’s recent population growth.

HOUSEHOLD INCOME

The Village’s median household income of all occupied housing units is \$48,295 which is significantly lower than the median household income of the county (\$68,257), state (\$72,458), and surrounding Villages as shown in Figure 2.14. A median household income that is lower than the state, county, and surrounding municipalities can provide insights into several aspects of a community, such as: economic challenges including fewer well-paying job opportunities or it could signal population characteristics such as a higher proportion of retirees, students, or single-income households, which tend to have lower incomes. Additional information can be found in the Economic Development Element.

Figure 2.14 Median Household Income



Source: U.S. Census Bureau 5-Year ACS Estimates (2018-2022); Bay-Lake RPC

POVERTY

The total population and number of families living below the poverty line has risen since 2012, highlighting a concerning trend of increasing hardship within the Village. In 2012, only 9% of the population and 4% of families were living below the poverty line. Today, approximately 26% of the population and 22% of families live below the poverty line, both of which are notably higher than the county, state, and national averages. A breakdown of population living below the federal poverty level is shown in Figure 2.15.

Figure 2.15 Population Below Poverty Level (2012 - 2022)			
Population	2012 Total (%)	2022 Total (%)	Percent Change
Children	4 (11.8%)	137 (78.7%)	3325%
Male	26 (10.7%)	92 (23.5%)	254%
Female	30 (8.4%)	143 (28.2%)	377%
Senior (65+)	16 (7.2%)	22 (5.7%)	38%
Overall Total	56 (9.4%)	235 (26.1%)	320%

Source: U.S. Census Bureau 5-Year ACS Estimates (2018-2022); Bay-Lake RPC

HOUSING AFFORDABILITY

Affordable housing is generally defined as housing in which the occupant is paying no more than 30% of gross income for housing costs, including rent, mortgage, and utilities. A household is considered cost-burdened if they spend more than 30% of their income on housing.

The median gross rent in the Village is \$1,030, which is slightly higher than the median gross rent paid elsewhere throughout the county (\$949). Median rent increased drastically after 2015 as rental housing units transitioned from full-time year-round rentals to short-term rentals. Approximately 61% of renters, or 164 households, paid more than 30% of their income on rent.

According to the U.S. Department of Housing and Urban Development (HUD), 545 households are cost burdened. “Cost Burdened” is the ratio of housing costs to household income. HUD’s Area Median Family Income (HAMFI) data also showed 85% of renters are cost burdened and 44% of all homeowners. HUD uses the 2017-2021 U.S. Census Bureau’s American Community Survey data.

HOUSING NEEDS

The Village of Sister Bay Workforce Housing Study was completed in January 2024. This study analyzed socio-economic and housing trends to identify the types of housing that are needed and that can be supported by local demand. The study also outlined affordability and funding strategies to help address challenges that have led to workforce housing shortages. Workforce housing shortages have been driven by several factors including increased demand for vacation rentals, limited housing supply, increased property values and rent, and the COVID-19 pandemic.

The study’s housing demand analysis identified housing needs in five-year increments through 2043, which is illustrated in Figure 2.16. The study found there is a critical need for additional housing in the short-term and it is estimated that by 2043, the Village must add an additional 334 housing units to meet workforce housing demand as shown in in Figure 2.16. The study, along with recent property acquisition for potential housing development, are key steps that the Village has taken to address these challenges. Additional policy adjustments, planning, and new housing development are needed to balance the needs of both residents and the tourism industry.

Figure 2.16 Housing Demand Estimates (2024-2043)						
Five-Year Demand Estimates	Ownership Homes		Rental Homes		Rental Apartments	J1 Visa Housing
	Single Family Homes	Town homes	Single Family Homes	Town homes		
2024-2028	56	24	6	12	40	Depends on selected construction format, financial contribution of local businesses.
2029-2033	28	12	4	8	20	
2034-2038	28	12	4	8	15	
2039-2043	28	12	4	8	15	
Total	140	60	18	36	80	

Source: U.S. Census Bureau 5-Year ACS Estimates (2018-2022); Bay-Lake RPC

GOALS AND OBJECTIVES

Goal: To provide for a variety of quality housing opportunities for all segments of the Village’s current and future population in such a way that will minimize the adverse impacts on the environment and preserve the Village’s character.

Objectives:

- To develop and enforce policies and programs to assist citizens to obtain adequate housing.
- Encourage new housing development in areas that will preserve the character of the Village.
- Prohibit the development of housing in areas designated as environmentally sensitive and in environmental and open space corridors.
- To develop and enforce policies and programs to assist citizens in obtaining affordable quality housing.
- Encourage sustainable housing development in areas where it is needed and can be done in an environmentally conscience and cost-effective way.
- Encourage and advocate for commercial and service-oriented developments to provide affordable housing for the employees necessary to sustain their operations.

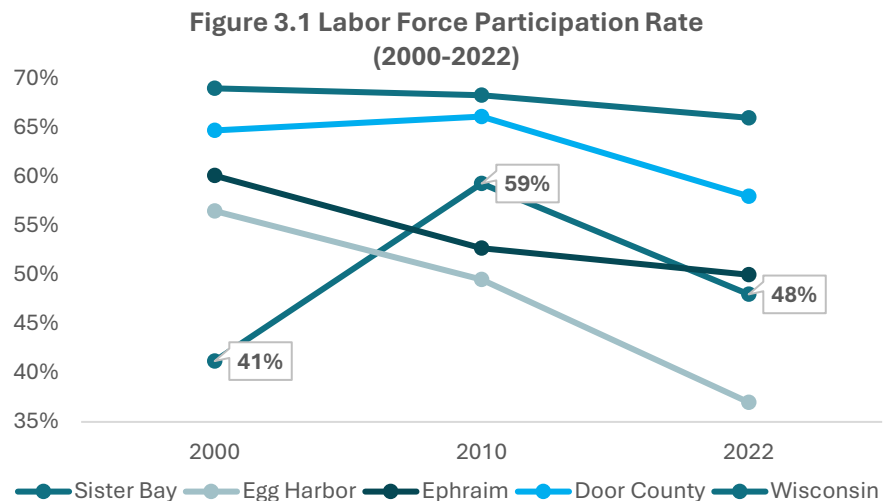
ECONOMIC DEVELOPMENT

The Economic Development Element assesses current economic conditions and trends to identify local strengths, address economic challenges, and leverage emerging opportunities. The Village recognizes the importance of balancing economic expansion with responsible land use, environmental stewardship, and community well-being. Through stakeholder engagement, data analysis, and a review of best practices, the Economic Development Element outlines specific goals and objectives that will guide decision-making over the coming years. Data sources for this element include U.S. Census Bureau OnTheMap, U.S. Census Bureau ACS, JobsEQ, Wisconsin Department of Workforce Development, and the Wisconsin Department of Tourism.

EMPLOYMENT

LABOR FORCE

The labor force is defined as those residents of the Village aged 16 years and older who are employed, unemployed and actively seeking employment, or are in the armed forces. According to the 2022 5-year ACS, there are 366 employed residents in the Village and 376 residents in the labor force. The labor force participation rate hit 59% in 2010 but has since declined as shown in Figure 3.1. The current labor force participation rate of 48% is lower than the county (58%) and state (66%).



Source: U.S. Census Bureau Decennial Census (2000); 5-Year ACS Estimates (2006 – 2010, 2018-2022); Bay-Lake RPC

SEASONAL EMPLOYMENT

Because of the seasonal-based economy, the labor force fluctuates throughout the year, and more employees are hired in the summer and peak seasons. Approximately 60% of the labor force works full-time, year-round.

Door County annually welcomes around 500 J-1 visa Summer Work Travel program participants. This program provides foreign students with an opportunity to live and work in the United States during their summer vacation from college or university. In 2023, there were 156 participants in the Summer Work Travel program in the 54234-zip code and 5,866 total participants in the state. Most of the participants in the county work in the hospitality and food service industries. J-1 students benefit businesses and the local economy by helping offset labor shortages during the county's busiest season.

UNEMPLOYMENT

The Village's unemployment rate in 2022 was at 2.7%, reflecting an improvement from 2000 (5.4%) and 2010 (11.3%). The Village's unemployment rate was slightly lower than the county rate of 3.7% and the state's rate of 3.4%.

INDUSTRY

Figure 3.2 below shows employment by industry within the Village. According to JobsEQ, in Q1 of 2024, the largest sector in the Village is Accommodation and Food Services, employing 310 workers. The next-largest sectors in the region are Retail Trade (235 workers) and Health Care and Social Assistance (147). High location quotients (LQs) indicate sectors in which the Village has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Accommodation and Food Services (3.69), Real Estate and Rental and Leasing (2.97), and Retail Trade (2.46).

Sectors in the Village with the highest average wages per worker are Finance and Insurance (\$71,337), Professional, Scientific, and Technical Services (\$71,024), and Construction (\$62,567). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Retail Trade (+79 jobs), Accommodation and Food Services (+34), and Real Estate and Rental and Leasing (+29).

Over the next 10 years, employment in the Village is projected to increase by 26 jobs. The fastest growing sector in the region is expected to be Professional, Scientific, and Technical Services with a +0.6% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+6 jobs), Professional, Scientific, and Technical Services (+2), and Real Estate and Rental and Leasing (0).

Figure 3.2 Industry Employment

Industry Sectors	Number	Percent	Wages	LQ
Accommodation and Food Services	310	32%	\$29,161	3.69
Retail Trade	235	24%	\$31,761	2.46
Health Care and Social Assistance	147	15%	\$59,279	1.03
Real Estate and Rental and Leasing	51	5%	\$45,364	2.97
Public Administration	49	5%	\$40,459	1.10
Professional, Scientific, and Technical Services	35	4%	\$71,024	0.49
Construction	27	3%	\$62,567	0.46
Other Services (except Public Administration)	26	3%	\$31,512	0.64
Manufacturing	20	2%	\$55,534	0.26
Finance and Insurance	20	2%	\$71,337	0.52
Arts, Entertainment, and Recreation	17	2%	\$34,432	0.85
Administrative/Support and Waste/Remediation	13	1%	\$37,765	0.22
Transportation and Warehousing	8	1%	\$56,732	0.17
Wholesale Trade	4	0%	\$53,509	0.10
Information	4	0%	\$50,820	0.23
Agriculture, Forestry, Fishing and Hunting	2	0%	\$35,077	0.19
Total - All Industries	970	100%	x	x

Source: JobsEQ (Q1 2024); Bay-Lake RPC

OCCUPATION

The occupational make-up of residents can provide insight into the nature of work the local labor force is well-situated for and the type of industry that the Village may be best in retaining. Figure 3.3 shows a comparison of the occupational makeup of Village residents in 2010 and 2022. Since 2010, there has been a shift in the type of occupations held by residents. Residents working in management, business, science, and arts nearly doubled, making up 47% of the working population in 2022. Sales and office positions have decreased from 37% of the working population in 2010 to 19% in 2022. Another 19% of the working population hold service occupations, which include jobs in hospitality, healthcare, personal services, and other support roles.

Figure 3.3 Occupation of Residents (2010-2022)					
Occupations	2010		2022		Percent Change
	Number	Percent	Number	Percent	
Management, business, science, and arts	87	27%	173	47%	99%
Service	75	23%	71	19%	-5%
Sales and office	118	37%	70	19%	-41%
Natural resources, construction, and maintenance	20	6%	31	9%	55%
Production, transportation, and material moving	23	7%	21	6%	-9%
Total Employed population 16 years and over	323	100%	366	100%	13%

Source: U.S. Census Bureau Decennial Census 5-Year ACS Estimates (2006 – 2010, 2018-2022); Bay-Lake RPC

Figure 3.4 shows Village employment by occupation group. According to JobsEQ, the overall largest occupation group in the Village is Food Preparation and Serving Related Occupations, employing 248 workers total. The next-largest occupation groups are Sales and Related Occupations (158 workers) and Office and Administrative Support Occupations (101). Major groups with the largest LQs are Food Preparation and Serving Related Occupations (3.16), Sales and Related Occupations (1.85), and Building and Grounds Cleaning and Maintenance Occupations (1.54).

Occupation groups in the Village with the highest average wages per worker are Legal Occupations (\$113,500), Healthcare Practitioners and Technical Occupations (\$111,900), and Management Occupations (\$107,100). The unemployment rate in the region varied among the major groups from 1.8% among Management Occupations to 6.9% among Transportation and Material Moving Occupations.

Over the next 10 years, the fastest growing occupation group in the Village is expected to be Healthcare Support Occupations with a +1.1% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+5 jobs) and Computer and Mathematical Occupations (+2). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (452 jobs) and Sales and Related Occupations (218).

Figure 3.4 Occupational Makeup (Q1 2024)			
Occupation	Number	Wages	LQ
Food Preparation and Serving Related	248	\$31,700	3.16
Sales and Related	158	\$46,500	1.85
Office and Administrative Support	101	\$46,700	0.86
Transportation and Material Moving	64	\$44,600	0.76
Management	50	\$107,100	0.68
Building and Grounds Cleaning and Maintenance	49	\$39,400	1.54
Healthcare Support	44	\$40,600	1.0
Installation, Maintenance, and Repair	38	\$56,500	1.01
Business and Financial Operations	32	\$80,300	0.52
Healthcare Practitioners and Technical	28	\$111,900	0.5
Personal Care and Service	26	\$34,200	1.1
Production	25	\$51,100	0.46
Educational Instruction and Library	23	\$57,200	0.45
Construction and Extraction	23	\$61,100	0.52
Protective Service	16	\$59,700	0.78
Computer and Mathematical	15	\$89,000	0.47
Arts, Design, Entertainment, Sports, and Media	12	\$56,900	0.69
Community and Social Service	6	\$58,100	0.34
Architecture and Engineering	4	\$86,100	0.24
Legal	4	\$113,500	0.48
Life, Physical, and Social Science	3	\$78,000	0.32
Farming, Fishing, and Forestry	1	\$38,200	0.13
Total - All Occupations	970	\$55,500	1

Source: JobsEQ (Q1 2024); Bay-Lake RPC

VILLAGE EMPLOYMENT CONCENTRATION

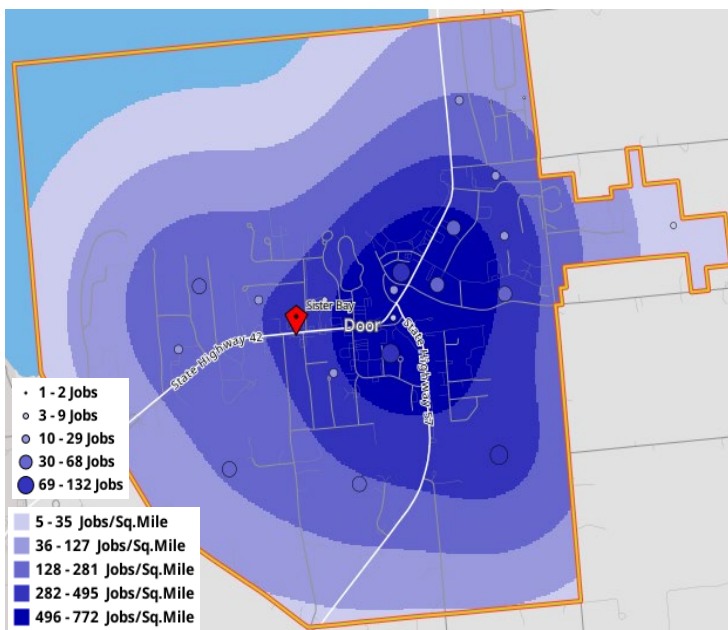
OnTheMap is a U.S. Census Bureau online visual mapping application that shows demographic, commuting, and employment characteristics for those who live or work in a specific geography. An analysis of the Village's work area profile showed 771 people worked in the Village in 2022. Jobs were primarily concentrated in three industry sectors: Accommodation and Food Services (31%); Retail Trade (25%); and Health Care and Social Assistance (16%). For reference, employment by industry in 2022 is shown in Figure 3.5.

Between 2012 and 2022, the number of those working within the Village increased and the geographical concentration of jobs shifted. In 2012, there were 597 employed in the Village, indicating an increase of 174 employed from 2012. While the top employing industry sectors remained the same, the location of jobs within the Village shifted slightly between 2012 and 2022. Between 2011 and 2012, employment concentration expanded off the HWY 42 business corridor to the southeast along HWY 57. By 2022, employment became more densely concentrated in the heart of the Village, stemming from HWY 57 and HWY 42 as shown below.

Industry Sector	Number	Percent
Accommodation/Food Services	235	30.5%
Retail Trade	195	25.3%
Health Care/Social Assistance	125	16.2%
Public Administration	43	5.6%
Professional, Scientific, Technical	36	4.7%
Real Estate/ Rental Leasing	35	4.5%
Construction	21	2.7%
Other Services	18	2.3%
Information	14	1.8%
Arts, Entertainment, Recreation	14	1.8%
Finance and Insurance	12	1.6%
Waste Management/Remediation	11	1.4%
Manufacturing	9	1.2%
Wholesale Trade	2	0.3%
Transportation/Warehousing	1	0.1%
Total	771	100%

Source: U.S. Census Bureau On the Map (2022); Bay-Lake RPC

2022 EMPLOYMENT CONCENTRATION



2011 EMPLOYMENT CONCENTRATION



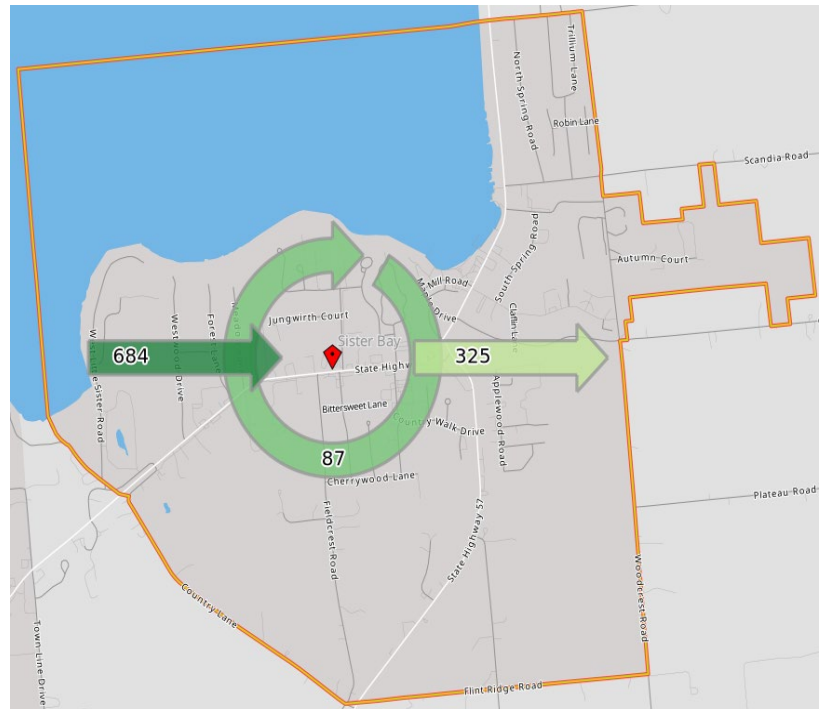
Source: U.S. Census Bureau On the Map (2022 and 2012)

COMMUTING PATTERNS

In 2022, there were 771 individuals employed in the Village. Of those, 684 were employed in the Village but lived elsewhere. These individuals are referred to as inflow commuters and represent 89% of all those working in the Village. Around 79% of inflow commuters reside in the county with the most common places of residence being the Towns of Liberty Grove (15%) and Gibraltar (11%), and the City of Sturgeon Bay (9%).

Outflow commuters, residents who worked outside of the Village, made up 79% of the Village's labor force. The mean travel time to work for Village residents is 11.4 minutes. Top work destinations for outflow commuters include the Town of Gibraltar (24%), City of Sturgeon Bay (8%), Town of Liberty Grove (7%), and Town of Baileys Harbor (4%).

Most of the Village's working population remained in the county for work (75%). However, only 87 residents, or 21% of the local labor force, worked within the Village in 2022. The contrast between the high percentage working within the county and the relatively low percentage working within the Village reflects potential limitations in local job availability or other factors driving residents to seek employment beyond the Village's confines.



Source: U.S. Census Bureau On the Map (2022)

Residents commute to work primarily by driving alone (70%) followed by walking (11%), and carpooling (5%). Approximately 14% work from home. Because the rate of those who walk to work is much higher than the state (2.7%), national (2.4%), and county (3.6%) rates, the Village should take the necessary steps to ensure that those walking to work have safe, efficient, and accessible routes to get to and from.

WORKFORCE CHALLENGES

As Door County's population ages and baby boomers exit the workforce, the region faces a long-term challenge in maintaining a sufficient workforce. To tackle this issue, it is crucial to address the barriers that prevent individuals from fully participating in the job market. While there isn't one definitive solution to workforce shortages and other challenges, the most common barriers are often transportation, housing, childcare, and access to broadband. However, workforce challenges in the Village are exacerbated by its seasonal economy, which limits the availability of full-time positions across various industries.

REGIONAL EMPLOYMENT PROJECTIONS

The Wisconsin Department of Workforce Development (DWD) Projections Unit produces long-term and short-term projections for both industry and occupation employment. Long-term projections are for ten years out in the future and updated every two years for the state and workforce development area. Below is a summary of industry employment projections followed by occupation employment projections for the Bay-Area Workforce Development Area (WDA) which includes Brown, Door, Florence, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Outagamie, Shawano, and Sheboygan counties.

Nearly all industries in the WDA are projected to grow between 2020-2030, apart from Information Services as shown in Figure 3.6. Industry sector employment forecasts in the WDA show Leisure and Hospitality Services will have the greatest growth (21%), followed by Other Services (except Government) (15%), and Natural Resources and Mining (11%). Education and Health Services are forecasted to have the largest job gain across all sectors, with 8,018 new jobs added followed by Leisure and Hospitality (7,304); and Trade, Transportation, and Utilities (5,052). The only sector that has a negative outlook is the Information Industry, which is forecasted to lose 391 jobs, a -14% change in employment between 2020 and 2030. Overall, industry employment in the Bay Area WDA is expected to grow by 8%, adding 35,000 jobs from 2020 to 2030. Statewide employment is projected to grow at a slower rate during the same timeframe (6%).

Figure 3.6 Regional Industry Employment Projections (2020-2030)				
Industry Sectors	2020 Employment	2030 Employment	Number Change	Percent Change
Goods Producing	119,063	124,785	5,722	4.8%
Natural Resources and Mining	8,297	9,187	890	10.7%
Construction	21,427	23,459	2,032	9.5%
Manufacturing	89,339	92,139	2,800	3.1%
Services Providing	297,258	326,464	29,206	9.8%
Trade, Transportation, and Utilities	76,011	81,063	5,052	6.7%
Information	2,875	2,484	-391	-13.6%
Financial Activities	25,017	25,513	496	2.0%
Professional and Business Services	39,239	43,246	4,007	10.2%
Education and Health Services	78,470	86,488	8,018	10.2%
Leisure and Hospitality	34,212	41,516	7,304	21.4%
Other Services (except Government)	19,947	22,999	3,052	15.3%
Government	21,487	23,155	1,668	7.8%
Self Employed	23,198	23,489	291	1.3%
Total All Industries	439,519	474,738	35,219	8.0%

Source: Wisconsin Department of Workforce Development Workforce Development Area Projection (2023); Bay-Lake RPC

Figure 3.7 on the following page shows occupation employment projections. Growth is projected for all occupational groups between 2020 and 2030 apart from Office and Administrative Support Occupations which are projected to decrease by 800 jobs or 1.4%. Occupations that are expected to grow the most by 2030 include Personal Care and Service Occupations (22%), Food Preparation and Serving Related Occupations (19%), and Computer and Mathematical Occupations (18%). The greatest job gain across all occupations will be in Food Preparation and Serving Related Occupations, adding 5,563 jobs by 2030.

Figure 3.7 Regional Occupation Employment Projections (2020-2030)

Occupation	2020 Employment	2030 Employment	Number Change	Percent Change	Entry Wage	Median Wage
Management	21,494	23,549	2,055	9.56%	\$59,248	\$100,713
Business and Financial Operations	24,520	26,593	2,073	8.45%	\$39,419	\$61,354
Computer and Mathematical	9,463	11,202	1,739	18.38%	\$46,058	\$71,529
Architecture and Engineering	7,538	8,191	653	8.66%	\$50,069	\$72,460
Life, Physical, and Social Science	2,652	2,925	273	10.29%	\$36,197	\$58,348
Community and Social Service	5,292	6,009	717	13.55%	\$29,429	\$44,772
Legal	1,653	1,779	126	7.62%	\$40,037	\$57,492
Education, Training, and Library	20,015	22,535	2,520	12.59%	\$28,010	\$47,106
Arts, Entertainment, Sport, and Media	5,139	5,699	560	10.90%	\$24,875	\$41,852
Healthcare Practitioners	24,260	26,506	2,246	9.26%	\$42,104	\$65,186
Healthcare Support	17,447	19,806	2,359	13.52%	\$23,733	\$29,592
Protective Service	7,127	8,093	966	13.55%	\$24,709	\$40,561
Food Preparation and Serving	30,060	35,623	5,563	18.51%	\$17,887	\$21,730
Building Cleaning and Maintenance	11,325	12,142	817	7.21%	\$21,786	\$29,006
Personal Care and Service	11,535	14,021	2,486	21.55%	\$19,130	\$25,362
Sales and Related	40,524	42,164	1,640	4.05%	\$21,316	\$31,842
Office and Administrative Support	53,827	53,059	(768)	-1.43%	\$26,711	\$37,505
Farming, Fishing, and Forestry	5,046	5,478	432	8.56%	\$29,170	\$37,656
Construction and Extraction	20,675	22,664	1,989	9.62%	\$33,962	\$51,278
Installation, Maintenance, Repair	19,368	21,118	1,750	9.04%	\$33,759	\$49,280
Production	62,207	63,233	1,026	1.65%	\$28,230	\$39,278
Transportation and Material Moving	38,352	42,349	3,997	10.42%	\$23,782	\$35,346
Total, All Occupations	439,519	474,738	35,219	8.01%	\$24,495	\$40,032

Source: Wisconsin Department of Workforce Development Workforce Development Area Projection (2023); Bay-Lake RPC

The DWD projections also identify “hot jobs” for the WDA. Hot Jobs are high projected growth occupations that must meet the following criteria: median salary must be above the WDA median; percentage change must be greater than the WDA average; and have the most projected openings. For the Bay-Area WDA, the top 10 “hot jobs” for 2030 include:

- Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
- General and Operations Managers
- Accountants and Auditors
- Elementary School Teachers, Except Special Education
- Software Developers and Software Quality Assurance Analysts and Testers
- Industrial Machinery Mechanics
- Welders, Cutters, Solderers, and Brazers
- Electricians
- Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel
- Plumbers, Pipefitters, and Steamfitters

INCOME AND EARNINGS

EARNINGS

The median earnings for the residential population aged 16 and older is \$22,950 as shown in Figure 3.8. For those who work full-time, year-round, the median earnings are \$42,917, which is still lower than the median earnings for the county and state.

Figure 3.8 Median Earnings			
Earner Type	Sister Bay	Door County	Wisconsin
Population 16+	\$22,950	\$37,327	\$42,873
Full-Time Year-Round Population	\$42,917	\$51,571	\$55,334

Source: U.S. Census Bureau 5-Year ACS Estimates (2018-2022); Bay-Lake RPC

INCOME

Earnings reflect compensation from salaries and wages, whereas income includes all sources of money an individual or household receives. The median household income is \$48,295. Figure 3.9 shows the change in median household income between 2010 and 2022. Household income has increased since 2010, but not as it has not grown as quickly or drastically as other communities. The greatest change is seen in households earning \$75K or more. In 2010, only 14% of households were earning above \$75k and in 2022, 25% of households earned this income. Despite nationwide changes in household income, the number of households earning an income under \$25K has increased from 2010.

Figure 3.9 Change in Household Income 2010-2022					
Household Income	2010		2022		Percent Change
	Number	Percent	Number	Percent	
Under \$24,000	87	22%	135	26%	55%
\$25,000 to \$49,000	176	44%	144	27%	-18%
\$50,000 to \$74,000	79	20%	120	23%	52%
\$75,000 to \$99,000	20	5%	68	13%	243%
\$100,000 and Over	35	9%	61	12%	75%
Median Household Income	\$38,917		\$48,295		24%

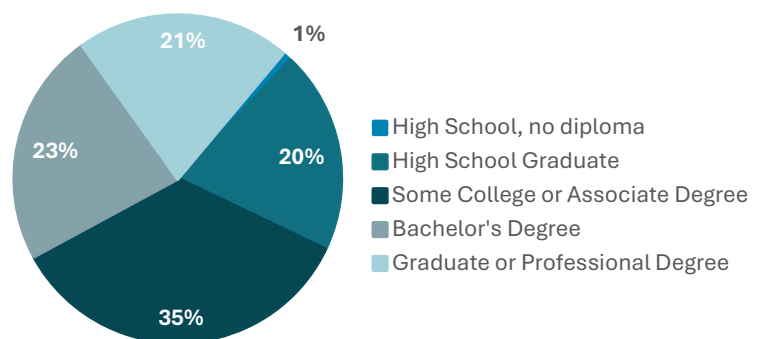
Source: U.S. Census Bureau 5-Year ACS Estimates (2018-2022); Bay-Lake RPC

EDUCATION

EDUCATIONAL ATTAINMENT

Of those aged 25 and older, 20% have graduated high school and 35% have some college experience or have attained an associate degree. A large percentage (44%) of the population has received a bachelor's degree or higher. As shown in Figure 3.10, no individuals have less than a 9th-grade education. Residential educational attainment levels are above those in Wisconsin for all levels of education.

Figure 3.10 Educational Attainment, Ages 25+



Source: U.S. Census Bureau 5-Year ACS Estimates (2018-2022); Bay-Lake RPC

SCHOOL ENROLLMENT

As shown in Figure 3.11, school enrollment has increased significantly since 2012, especially preschool and kindergarten enrollments. In 2022, there were 91 people aged 3 and older enrolled in school. Over half of those were in preschool (4) or kindergarten (43), 17% were in elementary school (25), 15% were in high school (14), and 6% were enrolled in college or graduate school (5%).

Figure 3.11 School Enrollment (2012, 2022)				
Education Level	2012		2022	
	Number	Percent	Number	Percent
Preschool	0	0%	4	4%
Kindergarten	1	3%	43	47%
Elementary (Grades 1-4)	5	14%	11	12%
Elementary (Grades 5-8)	9	24%	14	15%
High School (Grades 9-12)	10	27%	14	15%
College or Graduate School	12	32%	5	6%
Total	37	100%	91	100%

Source: U.S. Census Bureau 5-Year ACS Estimates (2007-2012; 2018-2022); Bay-Lake

TOURISM

The Village attracts thousands of visitors each year, especially during the summer and fall seasons. Tourism significantly boosts the local economy by supporting a wide range of businesses, including restaurants, shops, and hotels. Seasonal festivals and outdoor activities bring visitors to the Village, which further helps support the local economy, including businesses and employees.

According to the Wisconsin Department of Tourism, visitors to Door County generated \$620 million in total economic activity in 2023, an increase of \$33 million, or 5.7%, from the year before. It's the highest figure in the Door's history. Direct visitor spending totaled \$497 million, which equates to 3.16% of all direct visitor spending in the state. As noted previously, the summer and fall months are the Village's peak tourism season, and the same goes throughout the county with 54% of direct spending taking place from April to September. Nearly half (48%) of the direct spending in the county was spent on lodging, which includes second homes and short-term rentals. Tourism also supported 3,444 jobs in 2023 in Door County, up from 3,311 in the previous year. Spending by tourists in Door County in 2023 also generated \$51 million in state and local taxes, a 6.6% increase from \$47.8 million in 2022.

The Door County Tourism Zone Commission reported that room tax collections increased 2.3% from \$11.07 million in 2022 to \$11.31 million in 2023. In addition to a short-term rental ordinance that was put in place, the Village also has a Premier Resort Area Tax. The Village continues to lead the county in room tax revenue compared to other municipalities in the county. From just a six-month period between January and June 2024, the Village reported nearly \$505,000 in room tax revenue. A portion of the 8% lodging tax that is charged to lodging customers is allocated to the Door County Community Investment Fund grant program, which annually funds projects that benefit the residents and tourists. The Village received funding in 2023 to develop a half-mile trail along STH 42 and partial funding for the Village's shuttle bus. To learn more about the economic impact of tourism in the county, view the [2023 Economic Impact of Tourism in Door County Research Report](#).

SWOT ANALYSIS

This section summarizes the Village's strengths, weaknesses, opportunities, and threats (SWOT) from an economic development perspective. Findings are based on economic analysis, Plan Commission input, and public input.

STRENGTHS

- Diverse business setting and strong business group – Sister Bay Advancement Association
- Year-round business hub of Northern Door County
- Well-maintained streets and public properties
- Natural beauty of the area and waterfront destination
- Well-maintained marina to accommodate water transportation, recreation, and tourism
- Abundance of well-maintained parkland and recreational facilities
- Active government and abundance of planned projects
- Well-maintained public facilities and public services – library, local fire department, local post office, and sewer and water system
- Availability of health and education facilities – large childcare center, technical college, and new medical facility
- Night sky friendly community with minimal light intrusion
- High quality of life among residents
- Active historical society with well-maintained historical buildings and artifacts
- Presence of major wireless providers and adequate cell coverage
- Dedicated commercial land to support existing business base
- Low unemployment rate

WEAKNESSES

- Congested downtown during summer
- Lack of available and affordable housing for the workforce, first-time homebuyers, and senior citizens
- Lack of land availability for development and shallow depth to bedrock
- Increasing development costs
- Contamination of fertilizers and pesticides due to shallow depth to bedrock on available agricultural land
- Traffic safety concerns along downtown and pedestrian routes
- Inadequate bicycle and pedestrian network between uptown and downtown
- Limited full-time, year-round job opportunities
- Sewer and water system does not serve the southern part of the Village. Increased operational costs due to sludge transportation costs.
- Cell service can be inadequate in certain areas or during peak tourism season

OPPORTUNITIES

- Fiber optic installation project (planned for 2025)
- Highly visited tourism and waterfront destination
- Sewer and water systems have capacity to extend to unserved areas and assumed additional customers
- Growing family and child population
- Well maintained parks and historical features that promote tourism and the Village's culture
- Minimal floodplain
- Redevelopment of older properties

- Availability of J-1 Visa Summer Program students to supplement local workforce during peak seasons

THREATS

- Minimal vacant commercial land
- High land costs
- Housing being purchased for rental and seasonal use
- Aging population and workforce
- Fluctuating water levels of Lake Michigan
- Industry and employment shift due to aging workforce in specific industries, such as construction
- Redevelopment and revitalization impact to Village and historical character
- Lack of workforce training and programming opportunities

ECONOMIC DEVELOPMENT RESOURCES

LOCAL

Sister Bay Advancement Association (SBAA) is located at 10708 N. Bayshore Drive and seeks to support and promote businesses, attract tourism, provide cultural activities and celebratory events, and support the development of Sister Bay.

Door County Economic Development Corporation (DCEDC) is a public/private partnership dedicated to improving the economic vitality of the county and its residents. Founded in 1989, DCEDC has been successful in helping existing businesses create and retain thousands of jobs through a myriad of programs and initiatives. Additionally, DCEDC places strong emphasis on fostering entrepreneurial instincts in county residents as well as those who vacation in Door County.

Destination Door County (DDC) is Door County's designated tourism marketing entity. The DDC is the contracted entity used to generate visitor-ship and overnight stays.

REGIONAL

Bay-Lake Regional Planning Commission (Bay-Lake RPC) is a quasi-governmental organization that offers planning and technical assistance services for local units of government throughout eight counties in northeast Wisconsin. Bay-Lake RPC specializes in community development, economic development, environmental, GIS/Mapping, and transportation planning.

New North Inc. is a 501(c)3 non-profit, regional marketing and economic development corporation that was founded to foster collaboration among private and public sector leaders to strengthen communities, build long-term value, and attract a range of investments.

STATE AND FEDERAL

Wisconsin Economic Development Corporation (WEDC) is a public/private agency in the state of Wisconsin designed to assist business development and innovation through loans, grants, tax credits, and technical assistance programs.

Economic Development Administration (EDA) is a US government agency that provides grants to communities in need to help stimulate economic growth and create jobs.

GOALS AND OBJECTIVES

Goal: To provide for development in the Village of Sister Bay by seeking balanced economic growth in business, while providing jobs for residents, increasing personal income and protecting and enhancing the Village's environmental and cultural assets.

Objectives:

- Designate areas preferred for future business development to minimize land use conflicts and support the community character.
- Work with the neighboring Town of Liberty Grove on a trades center to increase trades jobs in the area.
- Manage development to preserve the Village's character and appeal to residents, while encouraging goods and services that support a year-round economy.
- Maintain quality infrastructure (streets, utilities, broadband, etc.) to support business development.
- Advocate for a variety of full, part time, permanent, and seasonal jobs that pay a living wage.
- Develop effective regulations and policies requiring businesses to contribute to essential workforce housing.
- Encourage training opportunities and cooperative work arrangements to increase employment in the trades industries.
- Support codes and policies that further home-based businesses that are not incompatible with the neighborhood where they are located.
- Work with local agencies to help advance the development of a second commercial kitchen in the area, or expansion of the existing facility at the technical college.
- Promote opportunities for home based childcare businesses and a variety of childcare options to the workforce.

TRANSPORTATION

The Transportation Element aims to provide a strategic vision for developing a comprehensive transportation network that integrates various modes of travel, including roads, public transit, pedestrian pathways, and cycling routes. By prioritizing sustainable practices, improving safety, and promoting mobility, the Village aims to seek a transportation system that fosters economic vitality, environmental stewardship, and an improved quality of life for all members of our community.

TRANSPORTATION NETWORK

EXISTING ROADWAY NETWORK AND FUNCTIONAL CLASS

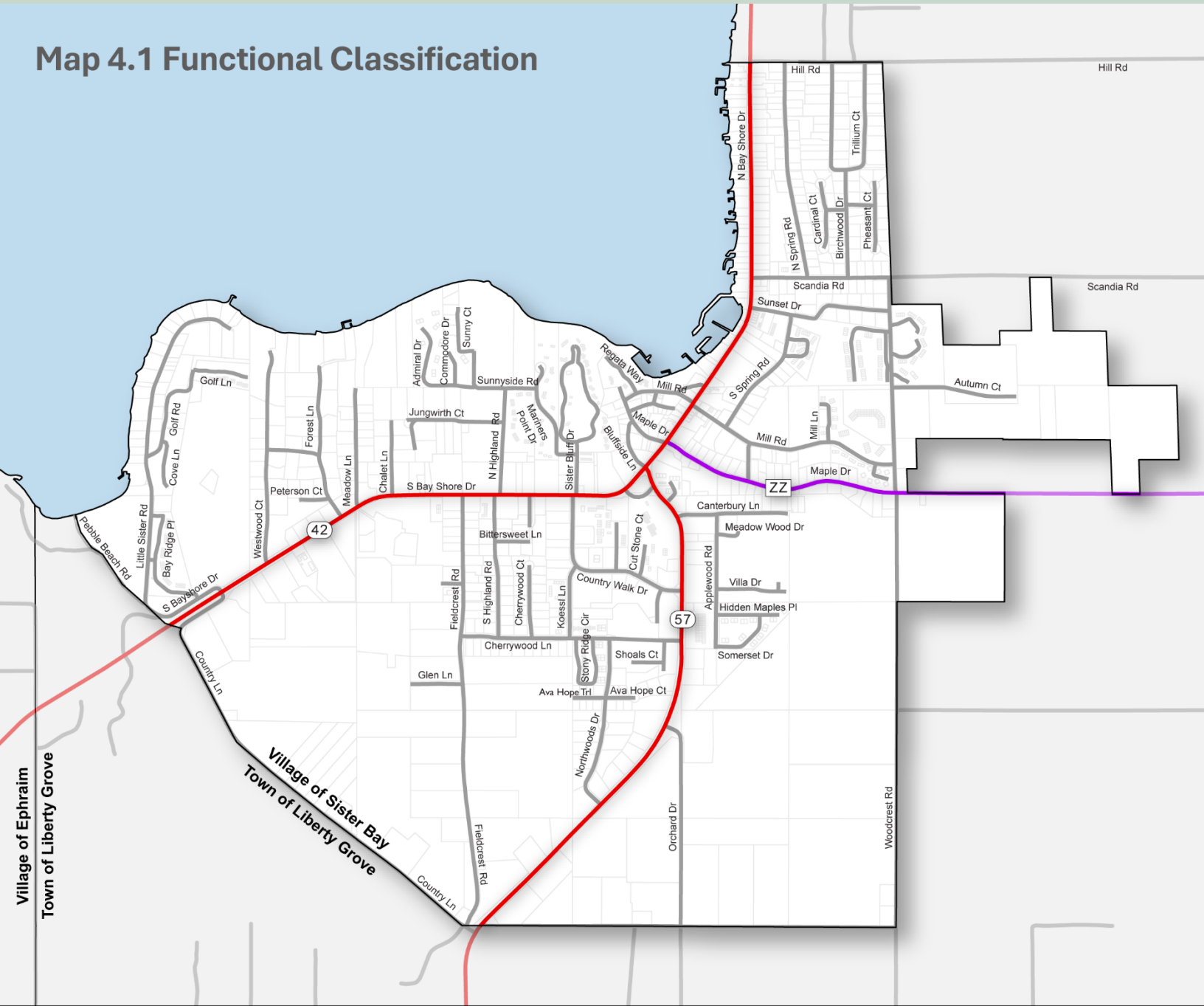
The Village contains approximately 21 miles of local roadway, one mile of county roadway, and 3.5 miles of state highway for a total of 25 miles of roadway. Map 4.1, on the following page, details the functional classification of roadways in the Village as well as proposed roadway improvements. The Village has identified future roadway improvements within its Official Street Map, which can be found in the Appendix.

Arterial Roads: Arterial streets handle high traffic volume and moderate speeds to carry traffic between major areas or key destinations. The Village contains four miles of arterial roadway consisting of two minor arterials, State Trunk Highway 42 and State Trunk Highway 57. Highway 42 and Highway 57 are maintained by the state and serve as major routes for both local and through traffic. The Village has Maintenance Agreements on sections of Highway 42. These roadways play a crucial role in connecting the Village to other communities throughout the county and beyond.

Collector Roads: Collector roads collect and distribute traffic from local roads to arterial roads. They serve as intermediary routes, linking neighborhoods or local areas with the arterial network. The Village contains one mile of major collector roadway consisting of County Highway ZZ, which turns to Maple Road in the Village limits. This roadway is maintained by the county while Maple Road is maintained by the Village.

Local Roads: Local roads provide direct access to properties and destinations within neighborhoods and local areas. They serve primarily to connect residents to collector and arterial roads. The Village maintains approximately 21 miles of these local roads.

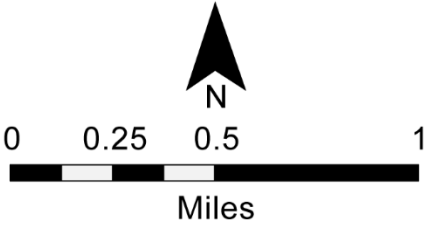
Map 4.1 Functional Classification



Functional Classification

Village of Sister Bay Comprehensive Plan

- Minor Arterial
- Major Collector
- Local Road
- Municipal Boundary



Sources: Door County, 2023, 2024; Village of Sister Bay, 2024; Bay-Lake RPC, 2024.
Disclaimer: This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information, and data used for reference purposes only. Bay-Lake RPC is not responsible for any inaccuracies herein contained.

EXISTING TRAFFIC COUNTS

The Village's roadway network experiences light vehicle traffic daily, except during the summer months when traffic increases due to tourism. Traffic is heaviest on STH 42. According to the Wisconsin Department of Transportation (WisDOT), average annual daily traffic (AADT) on STH 42 between STH 57 and CTH ZZ reached 9,100 in 2018 and STH 42 between Meadow Lane and Fieldcrest Road reached 7,300 in 2022. AADT on STH 57, just south of STH 42, was recorded at 2,400 in 2015 and 3,900 in 2022. A recent history of AADT within the Village can be seen in Figure 4.1 below.

Figure 4.1 Average Annual Daily Traffic Counts						
Roadway Segment	2006	2009	2012	2015	2018	2022
STH 42 (Meadow Lane to Fieldcrest Rd.)	3,900	5,100		5,700		7,300
STH 42 (STH 57 and CTH ZZ)		6,700	6,200		9,100	
STH 57 (south of STH 42)		2,600		2,400		3,900
CTH ZZ (east of STH 42)		1,000				1,100

Source: Wisconsin Department of Transportation, Annual Daily Traffic Counts; Bay-Lake

FORECASTED TRAFFIC COUNTS

The WisDOT Planning-Level Traffic Forecasts Application was used to project future traffic counts in five-year intervals for roads in and around the Village. This application offers important data for state highway enhancement projects, including current and anticipated traffic volumes, geometric design specifications, and truck volume percentages by classification. Below, Figure 4.2 illustrates the projected traffic volume counts in five-year increments up to the year 2050. Of the three segments of roadways illustrated below, traffic volume is projected to grow 25% on STH 42 between STH 57 and CTH ZZ while the other two segments are projected to decrease in traffic from their most recent traffic counts in 2018 and 2022. Increased roadway traffic on STH 42 between STH 57 and CTH ZZ may cause additional safety concerns as that segment passes through the Village's downtown area. The Village should make additional investments to ensure adequate pedestrian infrastructure, such as crosswalks, bump outs, and flashing beacons be visible to oncoming traffic from both directions.

Figure 4.2 Forecasted Average Annual Daily Traffic Counts						
Roadway Segment	2025	2030	2035	2040	2045	2050
STH 42 (Meadow Lane to Fieldcrest Rd.)	6,020	6,080	6,140	6,200	6,260	6,320
STH 42 (STH 57 and CTH ZZ)	9,570	9,930	10,290	10,650	11,020	11,380
STH 57 (south of STH 42)	2,710	2,810	2,910	3,010	3,110	3,210

Source: Wisconsin Department of Transportation, Traffic Forecasts; Bay-Lake RPC

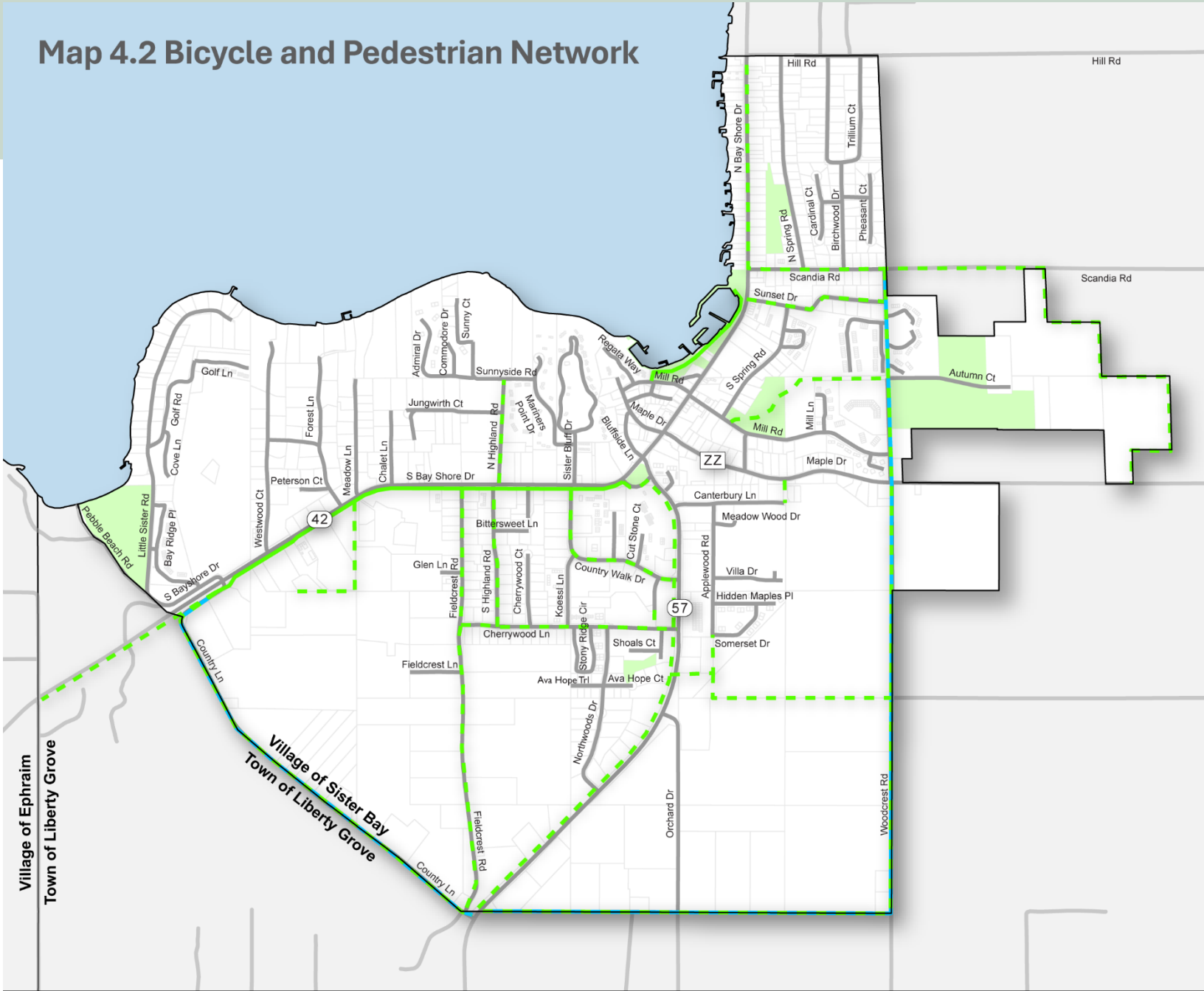
BICYCLE AND PEDESTRIAN NETWORK

The Village's active transportation network consists of on-and off-road facilities made up of sidewalks, trails, shared-use paths, and bicycle lanes. Map 4.2 on the following page shows the existing and proposed bicycle and transportation network within the Village. The Village contains approximately four miles of bicycle facilities that exist as either multi-use paths (1.38 miles) and widened shoulders (3.63 miles). Bicycle and pedestrian improvements that are not currently available but proposed include 11.76 miles of multi-use path. Multi-use paths are proposed along HWY 57, HWY 42, and through the Mill Road Natural Area. These improvements will close gaps between existing bicycle and pedestrian infrastructure and enhance connectivity, safety, and access to existing Village facilities and parks. Widened shoulders along Highland Rd., Fieldcrest Rd., and Sunset Dr., will further improve connectivity and safety throughout the Village.

The Village would like to see additional bicycle and pedestrian improvements take place throughout the Village on roadways and throughout parks to increase safety, connectivity, and access to community facilities and destinations. To make this vision a reality, the Village should continue to plan for bicycle and pedestrian infrastructure, or widened shoulders at a minimum, during all future roadway construction or reconstruction projects. A new Village code requires new sidewalks to be ADA compliant and wider than traditional sidewalks.

Bicycle and pedestrian safety are a concern on key intersections and roadways such as HWY 42 and 57 that see heavy traffic during the summer months. Motor vehicle crashes in Wisconsin are reported on the Community Maps application developed and maintained by the UW-Madison Operations and Safety Laboratory for the WisDOT. Since 2010, there were 15 total crashes reported resulting in 0 fatalities and 16 injuries. To find out more about crashes that have occurred in the Village, visit the [Community Maps Application](#).

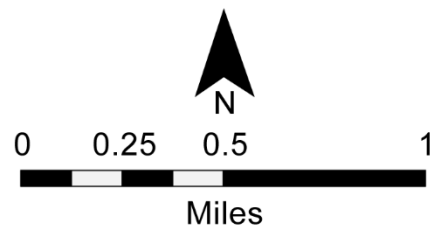
Map 4.2 Bicycle and Pedestrian Network



Bicycle and Pedestrian Network

Village of Sister Bay Comprehensive Plan

- Multi-Use/Pedestrian Trail
- Widened Shoulder
- - - Proposed Multi-Use/Pedestrian Trail
- Municipal Boundary
- Road



Sources: Door County, 2023, 2024; Village of Sister Bay, 2024; Bay-Lake RPC, 2024.
Disclaimer: This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information, and data used for reference purposes only. Bay-Lake RPC is not responsible for any inaccuracies herein contained.

OTHER MODES OF TRANSPORTATION

AIRPORTS

There are several airports located near the Village that are publicly available. The nearest international commercial-passenger and air freight service for residents of Gibraltar is provided by the Austin Straubel International Airport located near the City of Green Bay.

Ephraim-Gibraltar Airport is a public use airport located on the east of Fish Creek and is owned by the Village of Ephraim and the Town of Gibraltar. The airport has two runways and is used for single-engine aircraft and helicopters. The Door County Cherryland Airport is a county-owned public-use airport located in Sturgeon Bay.

MARINA

The Sister Bay Marina is located adjacent to Waterfront Park along Bay Shore Drive. The Marina is an important Village asset that brings in tens of thousands of visitors each year and ultimately helps to drive the local economy. The marina consists of four launch ramps, 150 boat slips (seasonal rental, transient, and commercial slips), electrical and water hookups, a central pump-out station, and wireless internet access. Furthermore, the Harbormaster building includes restrooms, showers, and laundry accessible to overnight guests. Commercial sightseeing cruises and boat rentals operate out of the marina, including both sail and powerboat options. Short-term marina parking is available on Scandia Road and long-term trailer storage is adjacent to the Sister Bay Sports Complex on Autumn Court.

According to the Village's 2024 Annual Report, the marina has 21,420 transient slip days in addition to the 100 seasonal slips available. Including commercial operations, seasonal and transient use, the marina accommodated over 85,000 customer interactions in 2024. The marina had 95% occupancy rate and accommodated over 35,000 individuals during overnight stays throughout the season. The Marina was also recently designated as a WI Clean Marina and is therefore committed to preventing pollution and protecting fish, wildlife, and public health.

The Village should identify grant funding to help with improvements to the marina that have been budgeted for in the Marina's 5-year CIP. Major improvements identified in the CIP or that have been discussed by the Village's Marina Committee include: rebuilding the marina building to have year-round accessible bathrooms and showers, along with more public space for registration and offices. A maritime museum is planned for the boathouse and it will be operated by the local Historical Society. Consideration of living quarters above so staff have housing options in the Village is also advised. Other enhancements for consideration are repair or replacing the boardwalk and installing picnic tables for commercial vendor guests. Currently, the Marina Committee is working with the Parks, Property, and Streets Committee to build a restroom and shower addition off the Village Hall for marina users among other users.

PUBLIC TRANSPORTATION

Public transportation is offered privately and publicly through the county, Village, and local organizations. Public transportation is important to the Village to accommodate its higher population of senior residents, tourists, and the 7.2% of households without a vehicle. Public transportation and mobility services within rural and small communities are often served by volunteer programs, subsidized

taxi services, community transportation services, demand response buses, and fixed-route bus services.

Door 2 Door Rides (D2D): Door County operates D2D, a shared-ride, fee-based taxi service that provides one-way transit for all, especially the elderly, and disabled. D2D is available county-wide, except for Washington Island, through zone areas. The Pink Zone includes the Village and covers the Towns of Egg Harbor, Jacksonport, Baileys Harbor, Gibraltar, and the southern portion of Liberty Grove. The northern edge of the Pink Zone is Highview and Seaquist Roads. It includes the Villages of Egg Harbor, Ephraim, and Sister Bay.

Door County Connect (DCC): Formerly known as the ADRC bus/van service, Door County Connect provides rides throughout the City of Sturgeon Bay and an extended area up to 10 miles from the ADRC.

Door-Tran: The county partners with Door-Tran, a local non-profit that connects county residents with transportation services that are affordable, available, and accessible. Door-Tran shares a wheelchair accessible van with Door County Connect, volunteer drivers provide rides, and the County Veterans Services Office covers fuel costs.

Sister Bay Shuttle: The Sister Bay Shuttle is owned, maintained, and staffed by the Village, in partnership with the SBAA. The SBAA prepares routes and schedules and markets the shuttle. The Shuttle runs Thursday through Saturday between 5:00 PM and 2:00 AM in the summer months (June through October). The shuttle runs on a fixed route, and anyone is eligible to ride at no cost. The shuttle started in 2019, and a new shuttle bus was put into service in 2024.

The Peninsula Transit Coalition plans to extend transportation services as far south as the City of Sturgeon Bay.

STATE AND NATIONAL TRANSPORTATION TRENDS

This section summarizes trends in transportation policy and modal preferences. The Village must be aware of these trends and be prepared to financially support all transportation and technological shifts, as well as its mandated services.

ACTIVE TRANSPORTATION

Walking and bicycling as a mode of transportation is increasingly common. Increased investments in traditional transportation infrastructure and the public realm have encouraged and guided preferences for walking and biking. However, in many cases, distance and barriers to destinations can limit active transportation as a viable travel mode.

ELECTRIC VEHICLE CHARGING STATIONS

According to an Experian Automotive Market Trends report from the fourth quarter of 2023, there were about 3.3 million electric vehicles (EV) on the road in the U.S. This number is up from 2 million electric vehicles in 2022 and 1.3 million in 2021. The National Renewable Energy Laboratory predicts that there could be 30–42 million EVs on U.S. roads by 2030. Within Wisconsin, the DOT reports that there are 29,000 registered EVs. As consumption of EVs grows, so too will the need for charging stations in accessible locations.

According to the U.S. Department of Energy (DOE) Alternative Fuel Data Center, Wisconsin has 719 publicly available charging station locations and 1,743 EV charging ports as of December 2024. Within the Village, there are six total EV charging ports located at three publicly available EV charging stations recognized by the DOE. The Village must prepare for EVs being driven by residents, visitors, and by those passing through the Village and the availability of EV charging locations may influence travel and tourism. Therefore, infrastructure must be available to accommodate these vehicles.

For updated information on the availability of EV charging stations and ports within the Village and throughout the state, visit the [DOE Alternative Fuel Data Center](#).

RIDE-HAILING SERVICES

On-demand transportation services, such as Uber or Lyft, offer flexible routing and scheduling to individuals who are willing to pay a service fee to get picked up and dropped off at their chosen location. Ride-hailing services are increasingly popular among younger generations, urban dwellers, people without a vehicle and people with disabilities.

APPLICABLE TRANSPORTATION PLANS

COUNTY AND REGIONAL TRANSPORTATION PLANS

Connect. Regional Bicycle and Pedestrian Plan for Northeast Wisconsin: The bicycle and pedestrian plan for the Bay-Lake region details the region's bicycle and pedestrian network and facilities, including documentation of specific shared-use/multi-use pathways by county. The plan lists a range of objectives and strategies to improve the region's bicycle and pedestrian facilities.

Bay Shore Trail Feasibility Study (in progress): The Bay Shore Connectivity Trail will be a multi-use pathway connecting the communities of the Town of Gibraltar and the Villages of Egg Harbor, Ephraim, and Sister Bay. The trail will also pass through Peninsula State Park and cross into portions of the towns of Egg Harbor and Liberty Grove. The goal of the trail is to connect communities through active transportation that is seamlessly integrated into daily life through a safe, convenient, and enjoyable bicycle and pedestrian network that accommodates individuals of all ages and abilities.

STATE TRANSPORTATION PLANS

Connect 2050, Wisconsin's Statewide Long-Range Transportation Plan (2022): Connect 2050 is Wisconsin's existing state-wide transportation plan. It describes Wisconsin's multi-modal transportation system and documents policies and actions to maintain, improve, and strengthen the overall system.

Wisconsin Bicycle Plan 2020: Wisconsin's existing bicycle plan includes a vision, goals, and objectives for bicycling as well as implementing strategies to increase bicycling across the state and to reduce crashes involving cyclists and motor vehicles.

Wisconsin Pedestrian Policy Plan 2020: Wisconsin's Pedestrian Policy Plan includes a vision statement, goals, objectives, and actions for pedestrian travel. It includes other important information such as issues and concerns for pedestrians in Wisconsin and an overview of past/current planning efforts, programs, plans, and laws.

Wisconsin Active Transportation Plan 2050 (in progress): WisDOT is updating its Wisconsin Bicycle Transportation Plan and Wisconsin Pedestrian Policy Plan and combining them into the Wisconsin

Active Transportation Plan 2050. The active transportation plan will be a statewide long-range plan focused on human-powered modes of transportation, such as bicycling and walking. This plan will evaluate the state's active transportation opportunities and needs, resulting in policies and actions that will align with and further Connect 2050.

WisDOT 6-year Highway Improvement Program: This highway improvement program covers only the 11,750-mile state highway system which is administered and maintained by WisDOT. Wisconsin's current (2023-2028) highway improvement program identifies planned resurfacing in 2024 for STH 42 from Sturgeon Bay to Fish Creek. The proposed improvement for this segment of STH 42 is approximately 13 miles in length.

Wisconsin State Freight Plan (in progress): Wisconsin is updating its freight plan, which was adopted in 2018. The State Freight Plan is a long-range multimodal plan that addresses the state's freight transportation needs and provides a vision for WisDOT's freight program for the next eight years.

GOALS AND OBJECTIVES

Goal: To establish a safe, efficient, and quality transportation system for pedestrians, bicycles, and motor vehicles, to reduce congestion, minimize infrastructure needs, and encourage a more active lifestyle.

Objectives:

- Develop a transportation system that provides for all transportation modes and is harmonious with surrounding land uses.
- Provide a safe system of bicycle, walking and motorized acceptable recreational vehicle paths and trails.
- Plan for and designate future road and trail rights-of-way within the Village.
- Support the maintenance of the marina to ensure the Village remains accessible by water.

AGRICULTURAL, NATURAL, AND CULTURAL RESOURCES

The Village is celebrated and known for its picturesque natural beauty, cultural vibrancy, and agricultural heritage that form the Village's character. Natural, cultural, and agricultural resources have helped to foster a strong sense of identity and community pride and have led to abundant opportunities for outdoor recreation and ecological preservation within the Village. This element of the plan identifies key natural and cultural resources that help to shape the Village's unique characteristics and further outlines strategies for preserving and managing agricultural lands, natural resources, and cultural heritage within the community.

AGRICULTURAL RESOURCES

Door County's agricultural scene is deeply rooted in its history and continues to be a vital part of its economy and identity. The county supports a diverse range of agricultural activities but is best known for fruit production, particularly cherry orchards, and the wine industry that drives the economy and agritourism. While the county's unique climate significantly contributes to fruit production, rocky soils and shallow depth to bedrock are limiting conditions in agriculture. According to the 2022 United States Department of Agriculture's Agriculture Census, there are 631 farming operations in the county, totaling 109,000 acres. The average farm size within the county is 172 acres. Approximately 86,000 acres are used for harvested cropland and nearly 2,500 acres of land are in orchards.

A small portion of the county's agricultural lands are found within the Village. An analysis of existing land use found that the Village contains 284 acres of agricultural land, making up 16.2% of the total land area within the Village. Development pressure, economic challenges, aging farmer population, and policy and zoning changes have contributed to the ongoing decline in agricultural land in the Village as well as the county.

PHYSICAL CHARACTERISTICS

GEOLOGY AND TOPOGRAPHY

The geology and topography of the Village are shaped by the unique geological history of the Door Peninsula and its location along Green Bay. The landscape of the Door Peninsula is primarily a product of differential glacial erosion of Paleozoic dolomite and shale. The Village bedrock geology consists of the Silurian dolomite layer, which is common along the Lake Michigan Shoreline and has shaped natural features, such as the Niagara Escarpment, in the Village topography. Parts of the bedrock are exposed as cliffs and other outcroppings. The elevation above sea level in the Village ranges over 150 feet from below 600 to over 750 feet.

The Niagara Escarpment is one of the 229 land features that have been designated as a Legacy Place in the Wisconsin Land Legacy Report that was created by the Wisconsin Department of Natural Resources (WDNR). Per the report, these places are significant for their combination of conservation and recreation potential. Sections of the Niagara Escarpment may be seen throughout the Village as exposed cliffs and rock outcroppings.

NIAGARA ESCARPMENT

The Niagara Escarpment is a significant geological feature that runs through parts of North America, including the Village. The escarpment is primarily responsible for the dramatic and scenic landscape within the Village and along the shoreline. The Escarpment contributes to many natural beauties of the Village, provides recreational opportunities, and supports a variety of habitats home to diverse species.

SOILS

The Village is located within the WDNR defined *Er* soil region, which includes forested, red, sandy, and loamy soils. The soil hydrologic groups present in the Village have high-to-moderate infiltration rates when thoroughly wet. These soils consist of deep, moderately to excessively drained sands or soils that have a moderate to high rate of water transmission.

CLIMATE

The proximity to Green Bay and Lake Michigan influences the local climate and weather by moderating temperatures, contributing to lake effect snow, increasing humidity and precipitation, affecting wind patterns, and creating more variable weather conditions near the bay. Ice will typically be present in the bay by mid-January and starts to break up in early April. The climate allows for both warm and cold weather recreational activities.

CLIMATE TRENDS AND RISKS

According to *Wisconsin's Initiative on Climate Change Impacts (WICCI) 2021 Report*, Coastal communities are facing issues like rapidly fluctuating water levels, an increasing frequency of extreme storms, and eroding bluffs that endanger homes and roads. Climate warming, precipitation, high temperatures, and extreme weather events have been increasing and are projected to continue to increase throughout the state. Statewide, temperatures have increased 3 degrees, and precipitation has increased 20% since the 1950s. Temperature and precipitation projections show that Door County could see an increase in 2 to 8 degrees and about a 10% increase in precipitation by 2050. Days above 90° F are projected to increase to about 15 days per year. Fluctuations in temperatures and precipitations impacts agricultural cycles and people. Solutions for air and agricultural impacts include:

- Reduce greenhouse gas emissions
- Promote sustainable and restorative agricultural practices such as limited to no-till, cover crops, and rotational grazing
- Improve liquid manure storage and management

Communities on and near the coastlines of the Great Lakes are projected to continue to experience variable water levels, warmer waters, a decrease in water quality, and an increase in intense lake storms. These conditions impact the local economy and infrastructure, private and public property, and the entire ecosystem. Increases in water fluctuations will cause shoreline erosion and flooding that may require people to consider strategically retreating their homes or public infrastructure. Solutions and mitigation strategies for coastal climate change impacts include:

- Increase resiliency planning efforts
- Preserve, protect, and/or restore the Village's water resources such as wetlands, floodplains, and shoreline to prevent flooding
- Increase stormwater retention

- Decrease nutrient and contamination runoff
- Monitor conditions
- Manage aquatic invasive species
- Consider nature-based solutions

Impacts to human health will vary from local to regional level and not everyone will be impacted equally. As temperatures increase, populations without access to air conditioning and especially older adults will see an increase in heat related injuries and fatalities. Increases in flooding events will cause physical damage to property, potentially cause groundwater contamination, and flood basements. Tick and mosquito populations will benefit from longer growing seasons. To mitigate human health risk, there should be communication and education for people on climate related health impacts.

COASTAL HAZARDS

Planners analyzed several sources to determine climatic risks that pose a threat to the Village. According to Risk Factor, 168 properties in the Village have greater than a 26% chance of being severely affected by flooding over the next 30 years. The Village is at moderate risk of flooding over the next 30 years, which could impact day-to-day life within the community. In May 2024 and revised in 2025, the Village adopted the most recent FEMA flood maps and a floodplain zoning ordinance to help minimize structural damage as a result of any potential flooding.

There are 808 properties in the Village that have some risk of being affected by wildfire over the next 30 years and the Village has a moderate risk for wildfires. In addition to property damage, flooding and wildfires can also cut off access to utilities, emergency services, and transportation, and may impact the overall economic well-being of an area.

Using FEMA National Risk Index, the census tract in which the Village is located has a very high ability to prepare for anticipated natural hazards, adapt to changing conditions, and withstand and recover rapidly from disruptions when compared to the rest of the U.S.

HAZARD MITIGATION

The Village of Sister Bay was involved with the development of the 2016-2021 Door County Hazard Mitigation Plan and more recently, participated in the update of that plan. The 2022-2026 Door County Hazard Mitigation Plan includes risk assessment and mitigation strategies that are specific to the Village. Strategies from that plan align with the goals/objectives found in this Comprehensive Plan.

WATER RESOURCES

Water resources play a multifaceted role in the Village, contributing to its economic prosperity, environmental health, recreational opportunities, and overall quality of life for residents and visitors.

WATERSHED

The Village is part of the Upper Door County Watershed, which includes the geographical area in the northern part of Door County where rainwater naturally drains into a network of streams and rivers, eventually flowing into Lake Michigan.

GROUNDWATER

Groundwater is the sole source of potable water in the Village. Groundwater is promptly impacted by land use and various activities on the surface. The Village has a wellhead protection plan and wellhead protection requirements. Wellhead protection plans are developed to achieve groundwater pollution prevention measures within public water supply wellhead areas.

SURFACE WATER

The Village is located along four miles of Green Bay shoreline, which was once a driver in the establishment of the Village and remains to be a significant resource, adding to the local economy and culture. The Village's location along the Green Bay allows for ample recreational opportunities and draws in thousands of visitors daily in the peak season. Besides the Green Bay, the Village contains no other sizable surface water features such as rivers, ponds, or lakes.

The bay is a key driver of the local economy for the Village and a major attraction for tourists and locals, offering opportunities for boating, fishing, swimming, and scenic views. This influx of visitors boosts the local economy, supports businesses, and drives demand for vacation rentals and second homes. The bay's waterfront location enhances property values and can be a catalyst for economic development. Waterfront properties are often highly desirable, which can lead to increased real estate activity and investment in the area.

The bay impacts local environmental planning and policies, and the Village must consider infrastructure and development limitations because of their waterfront location. Ensuring water quality and managing shoreline development are crucial for maintaining the health of the bay and protecting local ecosystems. The bay influences transportation planning, particularly regarding waterfront access and infrastructure. Roads like Bay Shore Drive provide scenic routes and connect the Village to the bay, supporting both local and visitor traffic.

SHORELAND

Much of the shoreline has been developed with residential properties as well as boating access and parks. The shoreline provides opportunities for recreation within the Village, enhances the quality of life for all, and drives tourism.

Within its boundary, there are two smaller bays off the Green Bay that add to the Village's charm, Sister Bay and Little Sister Bay. Both Bays have contributed greatly to the history of the Village. Little Sister Bay stretches .83 miles along the southwest shore of the Village and abuts part of Liberty Grove. The shoreline is predominantly covered with cobble and rubble over bedrock beaches, and there is some shelving bedrock in the offshore waters. Pebble Beach is located along Little Sister Bay. Sister Bay, on the other hand, entirely lies within Village's boundary and opens to the northwest. This 1.83-mile shoreline mainly consists of sand, gravel, and rubble beaches. This area supports sport fisheries and serves as a spawning ground for various fish species, contributing to the region's ecological diversity.

The Village owns and maintains public waterfront space, including the Sister Bay Marina, Waterfront Park, and Marina Park, all of which offer scenic views and an abundance of recreational opportunities and amenities. The Village also owns and maintains Pebble Beach which is located along Little Sister Bay.

ECOLOGICAL RESOURCES AND SENSITIVE AREAS

ENVIRONMENTALLY SENSITIVE AREAS

Environmentally sensitive areas (ESAs), or primary environmental corridors, represent naturally significant areas that should be protected from development. The need to protect environmentally sensitive areas is based on the concept that these resources are vital to the well-being of the Village and its residents. Disturbance of these areas degrades or eliminates natural processes that provide protection from localized flooding, as well as habitat protection and groundwater supply. Furthermore, alteration of these areas can impact the natural resources which contribute to the Village's character and the residents' quality of life. Some ecologically important environmental features are detailed below, and their location and extent are shown on Map 5.1.

Wetlands

Wetland data was found in the map was collected through the most recent update of the WDNR's *Wisconsin Wetland Inventory (WWI)* and includes a 50-foot setback to protect these vulnerable and incredibly important areas. The DNR defines the wetlands as areas near or above the land surface long enough to be capable of supporting aquatic or hydrophytic vegetation and which have soils indicative of wet conditions. Wetlands tend to be in floodplains, lowland areas, and other places where water pools. Within the Village, there are approximately 86 acres of buffered wetlands within the Village.

According to the EPA, wetlands are important features in the landscape that provide numerous beneficial services for people and for fish and wildlife. Some of these services, or functions, include protecting and improving water quality, providing fish and wildlife habitats, storing floodwater, maintaining surface water flow during dry periods, and offering recreational opportunities. As the seasonal climate variation becomes more common, wetlands will play a crucial role in stormwater collection and flood mitigation, retention, and filtration. The Village has taken steps in preserving wetlands throughout its jurisdiction to help retain stormwater and mitigate flooding, thereby improving water quality.

Floodplains

FEMA designates floodplains and defines the 100-year floodplain as any area that has a 1% chance of flooding each year. Floodplains are lowland areas that provide stormwater retention areas after snow melt and rain events. There are approximately 10 acres of floodplain in Sister Bay along the shoreline.

Floodplains are regulated through the *Village of Sister Bay Floodplain Zoning Ordinance*. Adopted in 2024 and revised in 2025, this ordinance notes that uncontrolled development and use of the floodplains and rivers in the Village of Sister Bay would impair the public health, safety, convenience, general welfare, and tax base.

Steep Slope

Steep slopes are defined as slopes greater than 12%. There are approximately 35 acres of steep slopes in the Village. Steep slopes offer opportunities for unique plant and animal habitats while also providing recreational opportunities for humans. Special consideration must be made in these areas as development is difficult or impossible due to hazards and cost imposed by the slope conditions. The Village has a Bluff Protection Overlay and regulations in its Zoning Code for steep slopes west of HWY 42.

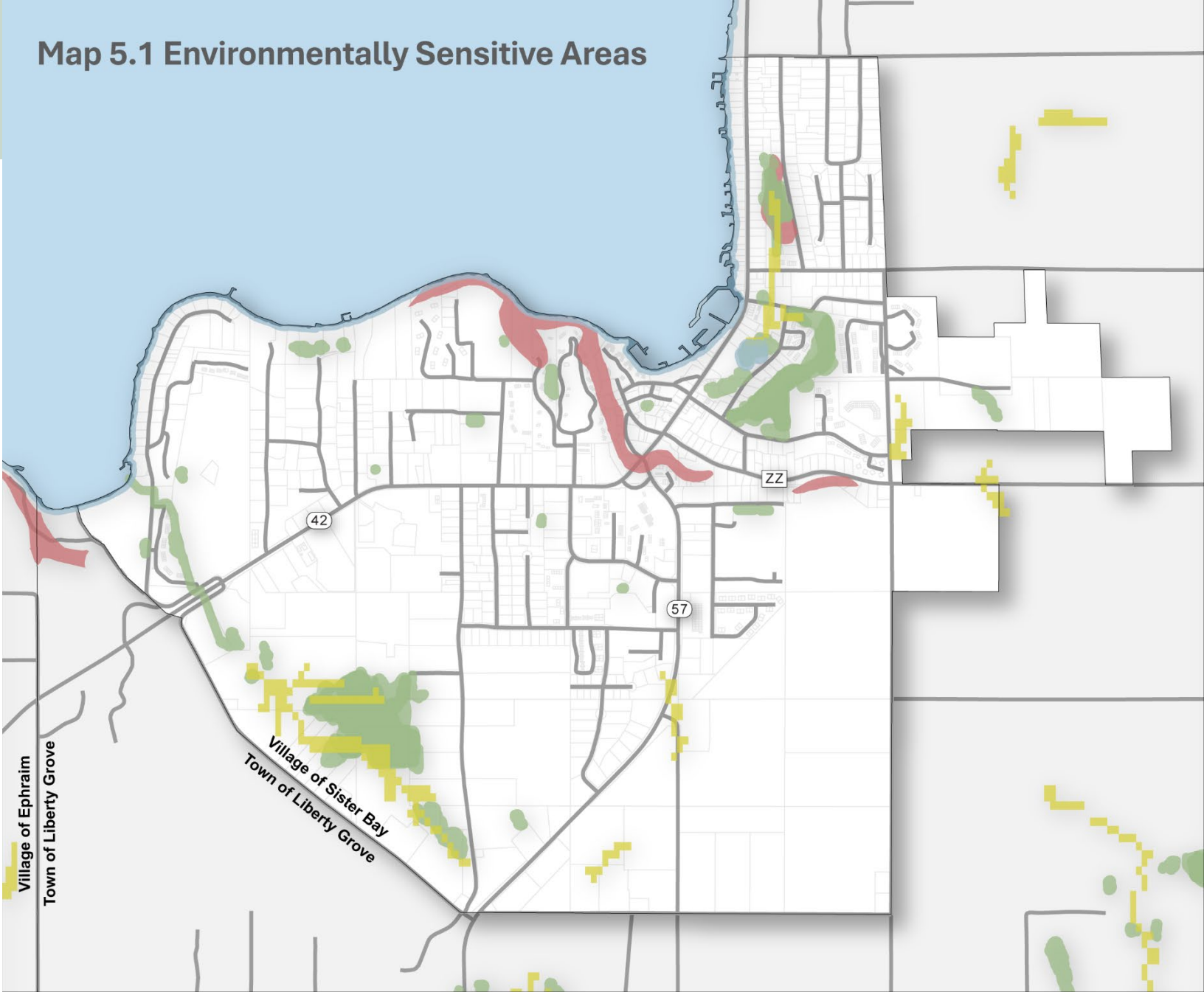
Surface Waters

Wisconsin has numerous surface water resources that require special protection to preserve them for future generations. NR 115 and 117 regulates shoreland and wetland setbacks for Wisconsin municipalities and counties as a 75-foot setback from the ordinary high-water mark for all structures and buildings, with a 35-foot vegetated buffer. These buffers are necessary to maintain the health of lakes and shorelines as they help to reduce erosion, prevent algae blooms, and the destruction of fish habitat by sedimentation. There are approximately 37 acres of buffered surface waters in the Village.

Vulnerable Ecosystems

Vulnerable ecosystems are areas of land or water that are particularly susceptible to disruption or degradation and often contain rare species or unique habitats, making them highly sensitive to human activities and environmental changes. The map shows data derived from the Wisconsin Wildlife Action Plan (WWAP) and the USGS Global Ecosystems Viewer. The environmental corridors dataset uses the WWAP ranking of ecosystem vulnerability: S1 Critically Imperiled, S2 Imperiled, S3 Rare or Uncommon. Aquatic, sloped, or floodplain ecosystems are not included because they are part of the primary environmental corridors. Of these categories, only S2 – Imperiled exists in Sister Bay in the form of Boreal Laurentian Bog/Boreal Rich Fen. There are approximately 34 acres of imperiled ecosystems in the Village.

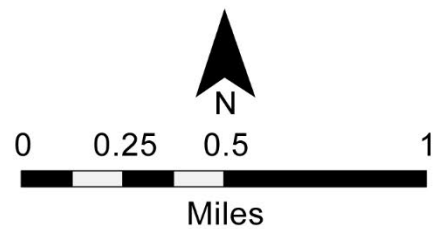
Map 5.1 Environmentally Sensitive Areas



Environmental Corridors

Village of Sister Bay Comprehensive Plan

- | | |
|--|--|
|  Floodplain |  Imperiled Ecosystem
Boreal Rich Fen |
|  Surface Water
with a 75 foot setback |  Municipal Boundary |
|  Wetland
with a 50 foot setback | |
|  Steep Slope
greater than 12% | |



Sources: Door County, 2023, 2024; Village of Sister Bay, 2024; Bay-Lake RPC, 2021, 2024.
Disclaimer: This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information, and data used for reference purposes only. Bay-Lake RPC is not responsible for any inaccuracies herein contained.

FOREST/WOODLANDS

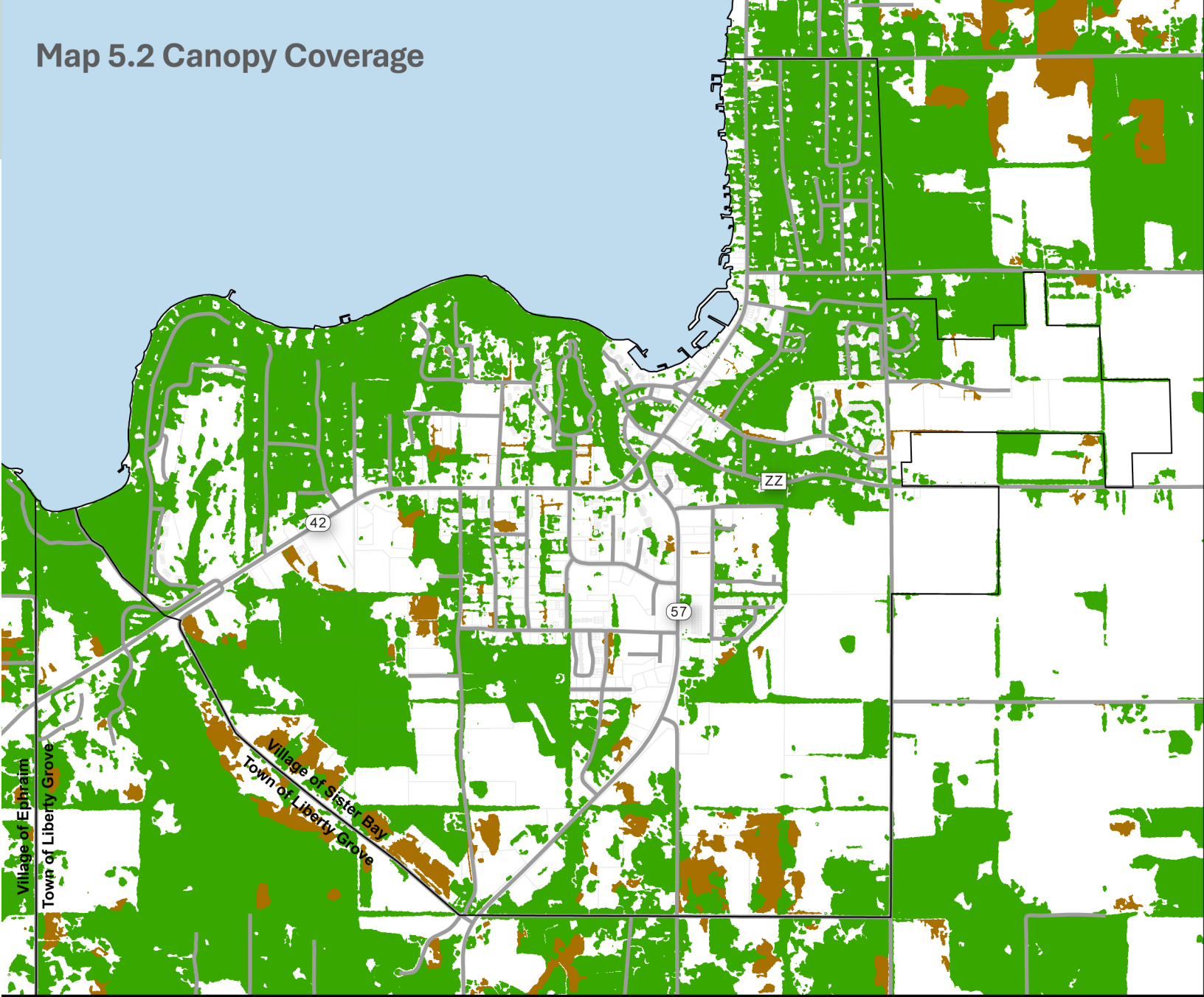
Multiple sources of tree canopy coverage were examined. Map 5.2, Canopy Coverage, on the following page displays tree and shrub/scrub canopy from the CCAP High-Resolution Land Cover (CCAP-HRLC) dataset published by NOAA in 2024. The CCAP-HRLC was collected at 1 meter resolution and is significantly more accurate for the local scale.

According to CCAP-HRLC, the Village has approximately 755 acres of tree canopy, and approximately 60 acres of shrub/scrub canopy. These translate to 49%, and 3% of total land area respectively. Though this is a significant increase since 2011, these differences could be explained in part by the data resolution, rather than by actual expansion of canopy area. Regardless of canopy growth, the Village has the least canopy by acreage of any Door County municipality, except for the Village of Forestville. The Villages of Ephraim and Egg Harbor have 2,000 (83%) and 909 acres (58%) of canopy coverage respectively.

CRITICAL AND ENDANGERED SPECIES

The County is home to several rare, protected, and endangered species, which also may be located within the Village and contribute to its rich biodiversity. The Village's unique northern coastal attributes provide sanctuary for species such as the Northern Long-eared Bat (*Myotis Septentrionalis*); the dwarf lake iris, an endangered wildflower; and the Hine's emerald dragonfly, a rare insect found in specific wetland areas. Additionally, the Village's waterfront supports various bird species, some of which are considered threatened or of specific concern. Conservation efforts are crucial to preserving these species, ensuring that the Village remains a haven for wildlife amidst environmental and developmental pressures.

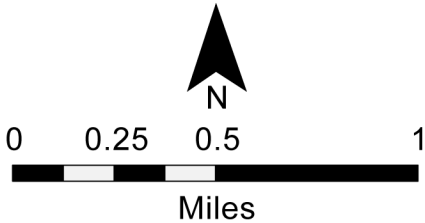
Map 5.2 Canopy Coverage



Canopy Cover

Village of Sister Bay Comprehensive Plan

- Forested Tree Canopy
- Shrub/Scrub Canopy
- Municipal Boundary
- Road



Sources: Door County, 2023, 2024; Village of Sister Bay, 2024; NOAA, 2024; Bay-Lake RPC, 2024.
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ISSUES AND AREAS OF CONCERN

The ecosystems of Lake Michigan, Green Bay, and the West Shore wetlands have changed dramatically in a short period of just a few years in recent decades. Conservation plans must be highly adaptive, coordinated, and integrated. Some of the areas of concern within the Village's natural landscape are mentioned under the climate risk section at the beginning of this element. Others include:

Shallow-Depth to Bedrock: Silurian dolomite is a fractured and calcareous bedrock found throughout the Village. When coupled with the thin soil layer found throughout the county, it creates high potential for both groundwater and surface water contamination from land-use activities, especially the disposal of human wastewater and dairy manure.

Runoff: stormwater runoff and other issues that can impact water quality, natural ecosystems, and public health. Impervious surfaces, thin soil layer, and steep slopes and topography all contribute to runoff which can impact water quality, cause erosion and sedimentation, and lead to flooding.

Shoreline Erosion: Wave action and water levels, soil and geology, storm events, and human activity all contribute to shoreline erosion. The Village, like other communities in Door County, is taking steps to manage shoreline erosion through a combination of engineering solutions, land use policies, and environmental restoration.

Development Pressure: Increasing development, skyrocketing land prices, and increasing recreational pressure on a limited land base are placing serious constraints on conservation efforts on the Door Peninsula.

Pollution: Pollutants in Green Bay have created serious management problems, especially for fish and fish-eating birds, and by extension, potentially for humans. The shallow soils and fractured bedrock of the Door Peninsula makes sustainable development and water management challenging and expensive.

Invasive Species: Invasive species pose a threat to both terrestrial and aquatic ecosystems. The rapid spread of invasive species over the past several decades has overwhelmed communities and is exacerbated by the large number and high mobility of visitors (including tourists, and commercial ships from other parts of the world), especially to the Door Peninsula.

Fluctuating Lake Michigan Water Levels: Fluctuations in lake levels, driven by climatic variations and seasonal changes, can lead to shoreline erosion, affecting local ecosystems and infrastructure. High water levels may result in flooding, damaging properties and roads, while low levels can expose underwater hazards and reduce access for boats, impacting tourism and fishing industries. Consequently, Village residents must continuously adapt to these changes to protect the environment and sustain the Village's economy and lifestyle.

Habitat Loss and Fragmentation: As the Village develops, natural habitats for wildlife can become fragmented or degraded. This is caused by an increase in residential and commercial development encroaching on woodlands, wetlands, and natural corridors as well as by the removal of native vegetation for landscaping or construction.

HISTORICAL AND CULTURAL RESOURCES

The Village is rich in cultural and historical resources that reflect its heritage, sense of community, and identity as a unique destination. The Sister Bay Historical Society, 10310 Fieldcrest Rd, works to preserve the Village's history and maintain historical sites, such as the Corner of the Past and the Old Anderson House Museum which include a collection of artifacts and exhibits. Below is an overview of its key cultural and historical resources.

NATIONAL AND STATE REGISTERS OF HISTORIC PLACES

The National Register of Historic Places is the Nation's official list of historic places worthy of preservation. The State Register is Wisconsin's official list of state properties determined to be significant to Wisconsin's heritage. Both registers include buildings, sites, districts, structures, and objects that are significant in national, state or local history.

The 1989 Comprehensive Plan Update identified three structures within the Village's planning area of historical importance. Today, the Jischke's Meat Market is the only site listed on the National Register of Historic Places within the Village. Located at 2378 Maple Drive, this historic building was added to the National Register of Historic Places in 1986 and is currently occupied by a bed and breakfast and a restaurant.

The Village's cultural and historical resources are integral to its character, drawing residents and visitors alike. Efforts to celebrate and preserve these resources will continue to shape the Village's identity for generations to come.

CULTURAL IDENTITY

The Village's identity is deeply tied to its Scandinavian roots, evident in local traditions, food, and festivals. Many structures in the Village reflect Scandinavian architectural styles, a nod to the cultural heritage of the early settlers. The Village's waterfront, parks, and historic downtown contribute to its cultural identity as a welcoming, scenic Village. Furthermore, local focus on preserving open spaces, walkability, and public access to the shoreline strengthens the connection between residents and the land.

FUTURE OPPORTUNITIES FOR CULTURAL AND HISTORICAL RESOURCES

The Village's cultural and historical resources are integral to its character, drawing residents and visitors alike. Efforts to celebrate and preserve these resources will continue to shape the Village's identity for generations to come. However, there are additional opportunities that the Village could take part in to further promote its historic and cultural heritage.

Heritage Tourism: Developing more tours, exhibits, and educational programs focused on the Village's history and Scandinavian culture.

Art and Cultural Programs: Expanding support for local artists, galleries, and events to enhance the Village's reputation as a creative hub.

Historic Preservation Initiatives: Encouraging restoration and adaptive reuse of older buildings to maintain the Village's historic character.

GOALS/OBJECTIVES

Natural Resources Goal: To provide a safe, clean, orderly, and sustainable natural environment for the Village of Sister Bay.

Objectives:

- Reduce sprawl and segregation of land uses that could result in the inefficient use of land, excessive infrastructure, construction and maintenance costs, and increased negative impacts on air, water quality and green space.
- Plan development adjacent to the bay, streams and wetlands carefully. The burden of proof shall be on the developer. The developer needs to prove that no negative results on the adjoining bay, streams, or wetlands take place. If this cannot be determined, the development shall not occur.
- Preserve the natural beauty and features of the Niagara Escarpment, low lying bluffs, bay, tree canopy, parks and vistas.
- Preserve groundwater supply and protect the water quality by limiting the number of in-ground sanitary systems and managing land uses in the wellhead protection zone.

Agricultural and Open Space Development/Preservation Goal: To provide an aesthetically pleasing, relaxing, community that also offers a healthy lifestyle.

Objectives:

- Preserve and create environmental corridors which screen developed areas and provide for the integration of natural habitat into the Village.
- Set aside open space in the Village to be maintained for the preservation of natural areas and wildlife habitat.
- Advocate for open spaces and manage public open spaces in the Village as valuable assets in the community and enhance the aesthetics of the Village.
- Identify areas recommended for open space preservation on the General Plan Design.
- Designate and protect critical surface water recharge areas for replenishing groundwater.
- Support community and urban gardens, and other sustainable opportunities accessible by foot or bike to encourage a healthier lifestyle.

Parks and Recreational Lands Goal: To ensure residents have multimodal access to recreational sites and physical activities for all ages, abilities and interest groups.

Objectives:

- Maintain recreational sites and trails accessible to pedestrians or bicyclists of all physical abilities.
- Utilize identified environmental corridors for public parks and recreational use.
- Require large developers to develop or contribute to the development of recreational amenities.

Historic and Cultural Sites Goal: To preserve the Village's historic and cultural locations and structures to maintain community character and enhance the resident and visitor experiences.

Objectives:

- Preserve the Village's historic and cultural locations and structures.
- Tie these locations to recreational sites and trails to further enhance access to community assets, where appropriate.
- Bring awareness to the Village's history and cultural development through educational amenities and initiatives.

UTILITIES AND COMMUNITY FACILITIES

The Utilities and Community Facilities Element focuses on the planning and provision of essential services and facilities within the Village to support residents, businesses, and institutions. This element addresses the infrastructure and amenities necessary to support the well-being, safety, and functionality of the Village. Map 6.1 at the end of this chapter shows the location of government, health, and educational facilities.

CURRENT INFRASTRUCTURE AND FACILITIES

MUNICIPAL BUILDINGS

The Village's administration building is located at 2383 Maple Drive and contains Village staff offices. The Village Hall is located at 10693 North Bay Shore Drive and serves as a multipurpose facility for public and private events. The Village has outgrown its administrative building and is looking to construct a new administrative building that better meets operational needs and that can accommodate staff, meetings, and storage. The new building would ideally accommodate up to 75 people and include a secure voting registration area and ballot storage space. The Village is also planning to renovate the Village Hall into a community space.

POSTAL SERVICE

The United States Postal Service (USPS) operates in a Village owned building located at 10685 North Bay Shore Drive, adjacent to the Village Hall and Waterfront Park. USPS has outgrown the building it is currently leasing from the Village. This has led to discussions by the Village Board about the future of the USPS location. The Village Facilities Plan has recommended that a new post office be built next to the library at the former Parks Maintenance Facility site.

LIBRARY

The Door County Library – Sister Bay/Liberty Grove is located at 2323 Mill Road and is one of seven library branches in the county. The library contains community meeting rooms that may be used for programs sponsored by governmental units, non-profit organizations, community services agencies, and others. The library may be used by all.

VILLAGE MARINA

The Sister Bay Marina is located at 10733 North Bay Shore Drive, adjacent to Waterfront Park along Bay Shore Drive. There are four launch ramps and 150 boat slips, 40 of which are available to transient boaters. Additional information about the marina can be found in the Transportation section.

PUBLIC WORKS

The Village's Public Works department manages multiple facilities and parks that lie within the Village limits. The Village is reconstructing the Parks Maintenance building that is currently located at 2313 Mill Road. The Door County Highway Department has a satellite location in the Village and provides maintenance, snow and ice control, design, and construction of the County Trunk Highways. The county department also works with local towns and Villages to provide services to local roads.

PUBLIC SAFETY, HEALTH, AND WELFARE

POLICE SERVICES

Police protection is provided by the Door County Sheriff's Department located at 1201 S Duluth Avenue in Sturgeon Bay.

EMERGENCY AND FIRE SERVICES

Fire protection and Emergency Response services are provided by the Sister Bay and Liberty Grove Fire Department located at 2258 Mill Road. The volunteer fire department was established in 1930 and serves the Village and surrounding area in Northern Door County. As part of Door County Emergency Services, the department offers tours to the public and operates two ambulances, Med 5 and Med 6.

HEALTHCARE

The Door County Medical Center Sister Bay Clinic and Rehab Facility, located at 2345 Canterbury Lane, opened in 2023 and provides family medicine, rehabilitation services, as well as specialty care services. The clinic also includes a laboratory and diagnostic image capabilities. The nearest critical access hospital is Door County Medical Center's Emergency Department located in Sturgeon Bay.

ADULT CARE

The Village is the home of two long-term care and elder care facilities. These include Serenity Springs (former Scandia Village), located at 10560 Applewood Road, and Hearthside located at 10536 Fieldcrest Road.

UTILITIES

MUNICIPAL WATER SYSTEM

The Village is committed to providing clean drinking water to all its residents and to the customers of the Village's Water Utility. The municipal water system plays a critical role in supporting the Village's residential, commercial, and tourism needs.

The Village sources its drinking water from groundwater via three municipal wells. In addition to the three wells, the water distribution system operates with one elevated storage tank, one standpipe, two pressure zones, one high-lift station, one inline booster station, and the water distribution system. Treatment consists of disinfection via chlorine gas and sodium hypochlorite. The water supply system for Sister Bay was approved in 1972 and initially included two wells, a booster station, and a reservoir. In 1982, the Wisconsin Department of Natural Resources approved an expansion of Sister Bay's water supply into Liberty Grove Sanitary District No. 1, with each entity owning their respective distribution system. Except for the booster pumps at Well 3 and the distribution mains and meters in the Liberty Grove Sanitary District No.1, the water system is owned by the Village of Sister Bay. The entire water system is operated by the Village of Sister Bay under a 40-year agreement dated April 11, 1979, that was renewed in 2012 for a 25-year term.

The wells have a storage capacity of 101,800 gallons in the standpipe and 150,000 gallons in the water tower. Peak consumption is 498,000 gallons per day, while the average consumption of water in the winter is 130,000 gallons per day and 340,000 gallons per day in the summer.

The Village ensures compliance with the Safe Drinking Water Act (SDWA) standards, regularly monitoring for contaminants such as nitrates, bacteria, disinfection byproducts, and other pollutants. However, the area's thin soil layer and fractured dolomite bedrock increases the risk of groundwater contamination from surface activities, making routine monitoring essential. Furthermore, the Village established a Zoning Ordinance in 1973 which includes requirements to control and prevent pollution of water and a Wellhead Protection Ordinance was adopted in 2000 and amended in 2012 to include Liberty Grove. The Village's Municipal Code was updated in 2010 to incorporate management zones and create overlays with the Village zoning map.

Private wells, although not part of the public water supply, are also available to serve residents within the Village, if private well permitting requirements are met. The Village currently has 103 private wells within the water distribution system's service area. Due to Door County's high risk for groundwater contamination, the County has requirements in place that are above and beyond the typical state requirements for well-drilling in place, such as additional casing requirements.

SANITARY AND STORM SEWER

In 1990 the Wastewater Treatment Facility located at 2124 Autumn Court was constructed to provide wastewater treatment service for the Village of Sister Bay, the Town of Liberty Grove and the Town of Liberty Grove Sanitary District No. 1. The Wastewater Treatment Facility operates an activated sludge treatment process, which replaced the lagoons that were constructed in the 1970s. The facility is designed to receive 0.7 million gallons per day of influent from the Village and Sanitary District No. 1 collection systems, as well as holding tank and septage tank waste.

Typically, the Wastewater Treatment Facility receives around 0.1 million gallons per day in the winter, and 0.4 million gallons per day in the summer. From 2018 to 2024 the Village has added 190 new utility customers with an average of 31.6 new utility customers per year. Currently, the Village has the capacity to assume more customers and has back-up power sources at lift stations to help prevent sewer back-flow flooding. The Wastewater Treatment Facility does not have its own sludge disposal system, with the Village currently relying on outside sources for further sludge processing and disposal, increasing operational costs of the facility. Historically, the sludge produced by the facility was hauled to Sturgeon Bay Utilities for further treatment and disposal. In 2025, due to the aging infrastructure and aging solids handling equipment in operation at the Sturgeon Bay Wastewater Treatment Facility, the Village secured approval to bring the sludge produced to NEW Water in Green Bay.

ELECTRICAL AND NATURAL GAS

Most electric power for the county is transmitted along high voltage electric transmission lines owned and operated by the American Transmission Company. Propane providers that serve Sister Bay include Door County Cooperative, Milton Propane, and Ferrellgas.

According to the *Door County Hazard Mitigation Plan 2022-2026*, the Village is to encourage utility companies and development firms to bury power lines in new developments or when upgrades are made to existing lines or rapidly growing trees near power lines.

TELECOMMUNICATIONS AND BROADBAND

Broadband connectivity is critically important to the Village and county for several reasons ranging from economic development to quality of life. Many businesses rely on broadband for e-commerce and day-to-day operations. Additionally, with the rise of remote work, reliable internet attracts professionals and entrepreneurs who can work from anywhere. The same goes for remote learning in schools as broadband is essential for students accessing online classes, completing assignments, and participating in virtual learning opportunities. The local economy is heavily dependent on tourism, and visitors increasingly expect high-speed internet for booking accommodations, planning activities, and staying connected while traveling. Lastly, broadband enables residents to access telehealth services without having to travel long distances, which is critical for the area given the limited number of health facilities and specialists in the county.

Residents and businesses have access to various internet service providers offering options such as cable, DSL, and satellite internet. Fiber optic services are also available in some areas, providing high-speed internet for better connectivity. Some public parks, municipal buildings, and businesses provide free public wi-fi. The Village is working on a fiber optic project in 2025 and looking to provide public wi-fi in public spaces.

Major cellular carriers provide coverage in Village, though signal strength and service quality can vary. Coverage is generally good in the Village and surrounding areas, but weaker signals are experienced at the height of the tourist season.

GARBAGE COLLECTION AND RECYCLING

The Village currently contracts with Going Garbage to provide garbage & recycling services for property owners in the Village.

EDUCATION FACILITIES

CHILDCARE

The Northern Door Children's Center provides childcare to Village residents and surrounding communities. The center is located at 10520 Judith Blazer Drive. Childcare centers outside of the Village or private in-home centers are also available to provide childcare.

SCHOOL DISTRICT

The Village is within the Gibraltar Area School District. The district consists for three facilities for public education including:

- Gibraltar High School (grades 9-12)
- Gibraltar Middle School (grades 6-8)
- Gibraltar Elementary School (PK, K-5)

HIGHER EDUCATION

The Northeast Wisconsin Technical College (NWTC) has a Learning and Innovation Center located at 2438 S. Bay Shore Drive. The facility provides training and business development. Community members can also use the space for meetings, classes, training, and the commercial kitchen.

PARKS AND RECREATION FACILITIES

The Village is well known for its park and recreation spaces such as Waterfront Park that sees thousands of visitors each summer, or the Sports Complex that caters to residents year-round. Each park is unique in what it offers and the types of recreational facilities available. The Village strives to provide quality outdoor recreational spaces for all ages and abilities. The Village owns and maintains seven public parks and natural spaces that amount to 43 total acres.

VILLAGE PARKS AND NATURAL AREAS

- Waterfront Park
- Marina Park
- Sister Bay Sports Complex
- Pebble Beach
- Mill Road Natural Area
- Spring Road Natural Area
- Gateway Park

RECREATIONAL FACILITIES

- Beach (Waterfront Park)
- Pavilion (Waterfront Park)
- Information kiosk (Gateway Park)
- Ice rink (located at the Sports Complex)
- Dog park (located at the Sports Complex)
- Community garden (located at the Sports Complex)
- Sledding hill (located at the Sports Complex)
- Two Soccer Fields (located at the Sports Complex)
- Two ball fields (located at the Sports Complex)
- Disk Golf Course (located at the Sports Complex)

Pebble Beach was recently acquired in partnership with the Door County Land Trust to protect 17 acres of forested land and 600 feet of natural shoreline. The Sister Bay Sports Complex contains many facilities and amenities that allow for year-long use including an ice rink, sledding hill, dog park, and community garden. The Village would like to expand and relocate the dog park and create an urban garden. For more information about the Villages Park and Recreation, see the *Village of Sister Bay Comprehensive Outdoor Recreation Plan*.

GOALS AND OBJECTIVES

Goal: To balance growth with the cost of providing quality public and private utilities and community facilities; protect ground and surface water; support programs that monitor on-site wastewater treatment systems; plan for the cost-effective treatment of waste as growth occurs; and participate in programming that encourages recycling.

Objectives:

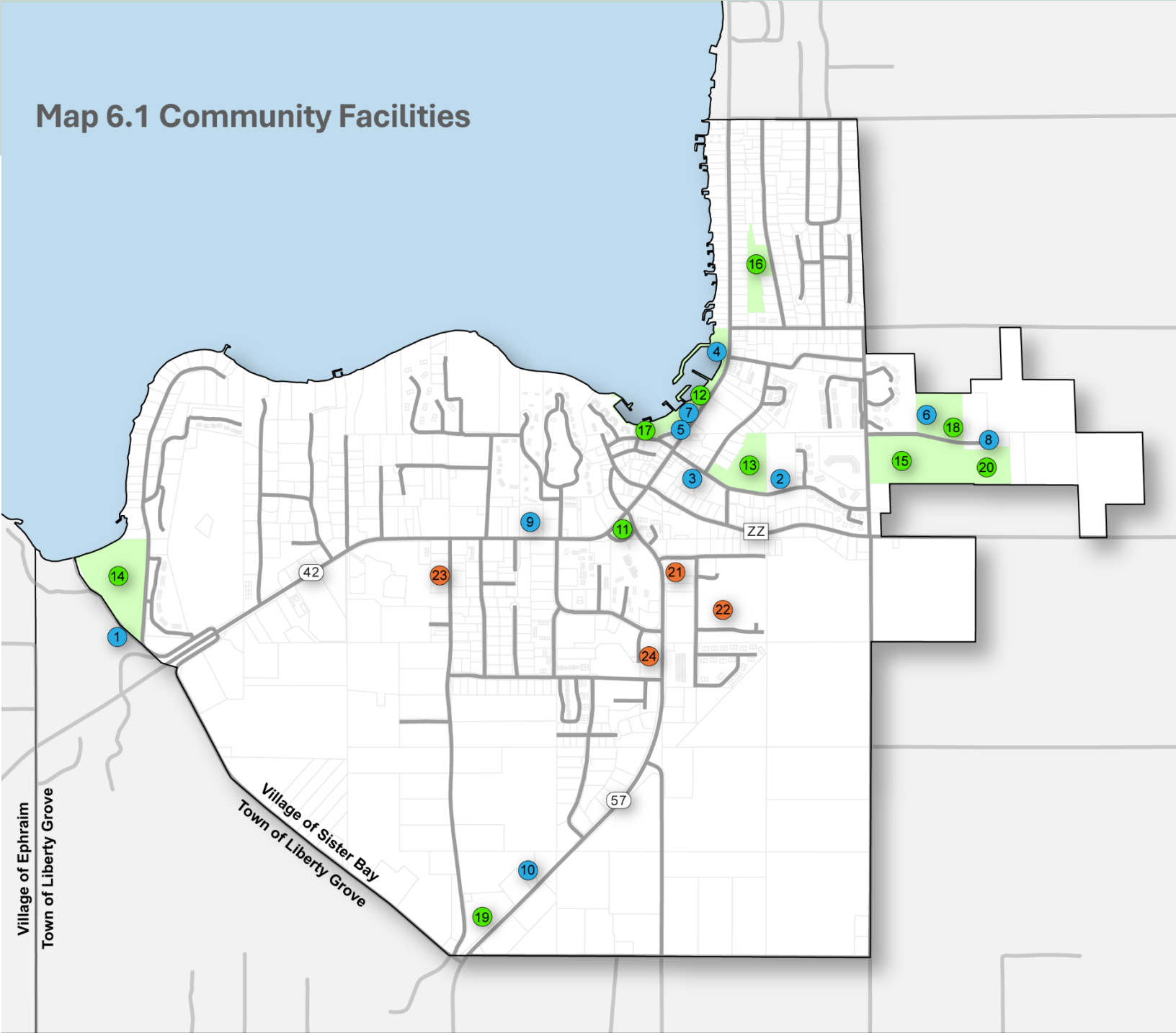
- Provide well planned, cost-effective safe drinking water and wastewater systems.
- Establish a waste disposal plan for future growth which will be cost effective, efficient and non-damaging to the environment.
- Support power and telecommunication infrastructure to promote the controlled growth of Sister Bay.
- Promote alternative energy sources compatible with the character of the Village.
- Require power distribution lines and telecommunication conduits to be buried to preserve the beauty of the Village, while also minimizing service disruptions.
- Support emergency service telecommunications that result in enhanced safety and emergency service.

Goal: Work collaboratively with the county and neighboring jurisdictions to provide adequate police, fire, and emergency medical services for all citizens and visitors in the Village.

Objectives:

- Continue supporting the presence of and staffing of a fire station and fire department; increasing the amount of water available to fight fires; manage development so buildings are accessible by fire response vehicles and equipment.
- Support efforts by law enforcement to maintain order and protect persons and property.
- Encourage the use of area health care facilities and services.
- Promote the development of and use of independent and inter-connected multi-jurisdictional trail networks and other physical fitness opportunities to improve health.
- Coordinate with other local jurisdictions to develop affordable and accessible modes of transportation for citizens so they have access to local health care services.
- Support initiatives to help senior citizens age in place to be able to live in their home longer and have a healthier lifestyle and minimize dependence on long-term healthcare.

Map 6.1 Community Facilities



Community Facilities

Village of Sister Bay Comprehensive Plan

Government/Municipal

- 1. Cemetery
- 2. Fire Station
- 3. Library
- 4. Marina
- 5. Post Office
- 6. Public Works
- 7. Village Hall
- 8. Wastewater Treatment Plant
- 9. Technical College
- 10. County Highway Garage

Community Parks

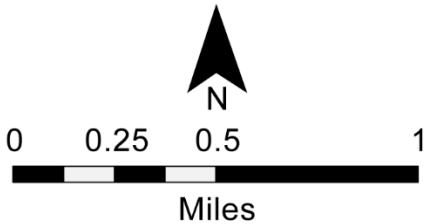
- 11. Gateway Park
- 12. Marina Park

13. Mill Road Natural Area

- 14. Pebble Beach
- 15. Sports Complex
- 16. Spring Road Natural Area
- 17. Waterfront Park
- 18. Dog Park
- 19. Historical Society
- 20. Community Garden

Health and Childcare

- 21. Medical Clinic
- 22. Assisted Living
- 23. Community Residential Facility
- 24. Children's Center



Sources: Door County, 2023, 2024; Village of Sister Bay, 2024; Bay-Lake RPC, 2024.
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LAND USE

Land use planning plays a pivotal role in shaping the Village’s growth, character, and sustainability. The Village faces unique opportunities and challenges tied to its natural beauty, cultural heritage, and role as a popular destination for residents and visitors. As the Village continues to attract new residents, businesses, and visitors, thoughtful land use planning will be essential to maintaining the Village’s distinctive identity and charm while fostering a vibrant and resilient future.

The Land Use Chapter serves as a foundation for guiding the Village’s physical development over the next 20 years while balancing economic growth, environmental stewardship, community needs, and the preservation of its unique small-town charm. This chapter includes an inventory of existing land use, the Village’s long-term vision for future land use, and relating goals and objectives.

EXISTING LAND USE

The Existing Land Use section provides a snapshot of current land use patterns in the Village, offering an understanding of how land is utilized for residential, commercial, industrial, agricultural, recreational, and other purposes.

INVENTORY OF EXISTING LAND USES

The Village’s existing land use reflects its unique position as a picturesque, waterfront community in Door County. The land use patterns in the Village have been shaped by its historic development as a tourism destination, its proximity to Green Bay, and its natural features, including the Niagara Escarpment and waterfront access.

An inventory of existing land uses was compiled through analysis of 2024 aerial imagery and Door County Tax Parcel GIS data. The inventory was reviewed by the Village Plan Commission in Fall 2024. The table to the right is an inventory of the Village’s 1,752 total acres by land use type, which is also visualized in Map 7.1.

Figure 7.1 Existing Land Use		
Land Use	Total Acres	Percent of Total
Woodlands	372	21.3%
Residential	343	19.6%
Agriculture	284	16.2%
Natural Area	195	11.1%
Multi-Family	176	10.0%
Commercial	118	6.8%
Open Lands	81	4.6%
Institutional/Government	68	3.9%
Right-of-Way	66	3.7%
Parks and Recreation	43	2.5%
Transportation	4	0.2%
Communication/Utilities	2	0.1%
Total	1,752	100.0%

Source: Bay-Lake Regional Planning Commission, 2024

LAND USE CATEGORIES

An overview of the primary existing land uses within the Village can be found below and on the following pages.

Woodlands – 372 Acres

Making up the greatest percentage of land within the Village, woodlands include forested areas, privately-and publicly owned forest land, woodland riparian buffers, wooded natural areas, and undeveloped wooded land.

Residential – 343 Acres

Making up the second greatest land use within the Village, residential land use consists of single-family residential homes. The majority of the Village's residential areas consist of single-family homes. These are located in established neighborhoods, many of which are situated on tree-lined streets near the downtown area or along the waterfront.

Agricultural – 284 Acres

While agriculture is less prominent within the Village limits compared to surrounding areas in Door County, small parcels of agricultural land exist on the outskirts. These lands are used for hobby farming, orchards, and other small-scale operations.

Natural Area – 195 Acres

Natural areas include lands with unique environmental features and those managed for their ecological value. These undeveloped areas of the Village provide open space, wildlife habitat, and scenic beauty, contributing to its appeal as a tourism destination.

Multi-Family – 176 Acres

Condominiums, apartments, and townhouses are concentrated in specific areas to provide housing options for seasonal residents, retirees, and the local workforce.

Commercial – 118 Acres

The Commercial Land Use consists of the downtown core and highway corridor which both support tourism-oriented businesses. The Village's downtown area is a hub of activity, with a mix of retail shops, restaurants, cafes, and galleries catering to both residents and tourists. The highway corridor area is pedestrian-friendly and features access to the waterfront. Commercial uses extend along Highway 42, which serves as a major route through Sister Bay. This area includes gas stations, lodging, grocery stores, and other services for locals and visitors. Many commercial properties in the Village cater specifically to the tourism industry, including boutique shops, art galleries, resorts, and marina.

Open Lands – 81 Acres

This land use category includes privately or publicly owned vacant and unused land with no current use but may have potential for future development or conservation. Typically, these spaces are not ecologically significant or managed for biodiversity.

Institutional/Government – 68 Acres

This category includes properties and facilities owned or operated by governmental or public institutions, serving the community's administrative, educational, religious, and public service needs. Examples of land uses in this category include the post office, wastewater treatment facility, library, and Village Hall.

Right of Way – 66 Acres

The Right-of-Way (ROW) land use category includes land that is dedicated to transportation and utility corridors. These areas are crucial for the movement of people, goods, and services and for the placement of essential public infrastructure. This category includes public roadways and streets, as well as non-motorized transportation facilities including sidewalks and bicycle and pedestrian trails. In most

cases, ROW land is publicly owned or controlled through easements to ensure its accessibility for transportation and utility purposes.

Parks and Recreation – 43 Acres

The Village is well-known for its parks, including Sister Bay Waterfront Park, which features a beach, pavilion, playground, and recreational facilities. Other parks provide opportunities for hiking, picnicking, and outdoor gatherings.

Transportation – 4 Acres

The Transportation land use category includes land and infrastructure that supports the movement of people, goods, and services. This category includes private roads and parking areas.

Communication and Utilities – 2 Acres

This category includes land and properties utilized for communication and energy distribution, such as telecommunication towers, antennas, natural gas facilities, or related equipment.

DEVELOPMENT CONSIDERATIONS AND FUTURE LAND USE NEEDS

This section considers projected population growth, housing needs, economic trends, and community priorities while emphasizing sustainability and preservation of natural resources. It identifies opportunities for redevelopment, infill development, and expansion in ways that enhance the Village's character, provide for necessary infrastructure, and support a balanced mix of land uses. Wisconsin statutes require comprehensive plans to include projections for future residential, commercial, industrial, and agricultural land areas in the community over the 20-year planning period. The following summarizes limitations to land use and future land needs.

DEVELOPMENT CONSIDERATIONS

Limited Land Availability and Supply of Vacant Land

As a small, established community, the Village has limited land available for new development. This creates pressure to balance infill development, redevelopment, and conservation efforts.

As detailed in the existing land use portion of this plan, vacant sites for future development are limited and the Village has been mindful of preserving its vital environmental features, woodlands, and agricultural lands. Over the 20-year planning period, the supply of suitable vacant lands will need to be monitored thoroughly.

Environmental Sensitivities

The Village contains a significant amount of Green Bay shoreline, the Niagara Escarpment, natural areas and property that is under easement by the Door County Land Trust. The Village has increasingly been impacted by coastal hazards such as Lake Michigan/Green Bay water level fluctuation, ice heaves, and wave action. Over the years, the Village has taken measures recently to restore and improve several of its coastal areas including beach improvements and shoreline protection. Furthermore, the Village's location along Green Bay and its thin soil over fractured dolomite bedrock creates challenges related to development and construction, groundwater protection, stormwater management, and maintaining scenic natural features.

Over the next 20 years, considerations should be placed on planning for environmental concerns such as fluctuating water levels, coastal hazards, resiliency, and sustainability. As the Village continues to thrive as a major tourist destination, attributes including ecotourism, agritourism, and geotourism, should be areas of emphasis as the Village determines growth and preservation over the next two decades. These features not only add significantly to the aesthetic appeal of the Village, but they also provide important cultural, ecological, and environmental functions.

Seasonal Fluctuations

Land use patterns are significantly influenced by seasonal fluctuations in population and activity. During the summer, the Village experiences a dramatic increase in visitors, which affects housing, transportation, and commercial activity.

Housing

As referenced in the Demographics and Housing Element, the community survey indicated that the Village has a long-standing issue with housing shortages. Over the 20-year planning period, the Village should explore a broad range of housing options that meet the needs of all income levels and age groups, the local workforce including seasonal J-1 student population, and persons with special needs. Housing diversity occurs when there is a broad range of available housing types, such as condos, townhomes, apartments, and different sized single-family homes, offered at a variety of price levels. Housing diversity helps to serve the needs of everyone in a community.

Tax-Incremental Districts

The Village has two Tax-Incremental Finance (TIF) Districts, one of which was established in 2008 and the other in 2018. The maximum life of TIF District One is August 2028 and TIF Two is May 2038. Development continues to take place within each TIF and the TIFs are located in growing areas off the state highways with established commercial areas. The Village has the ability to expand sewer and water to underserved areas not currently served. The Village also does not offer incentives, which is something that should be reviewed should development be stagnant. The Appendix contains maps of the TIF District locations.

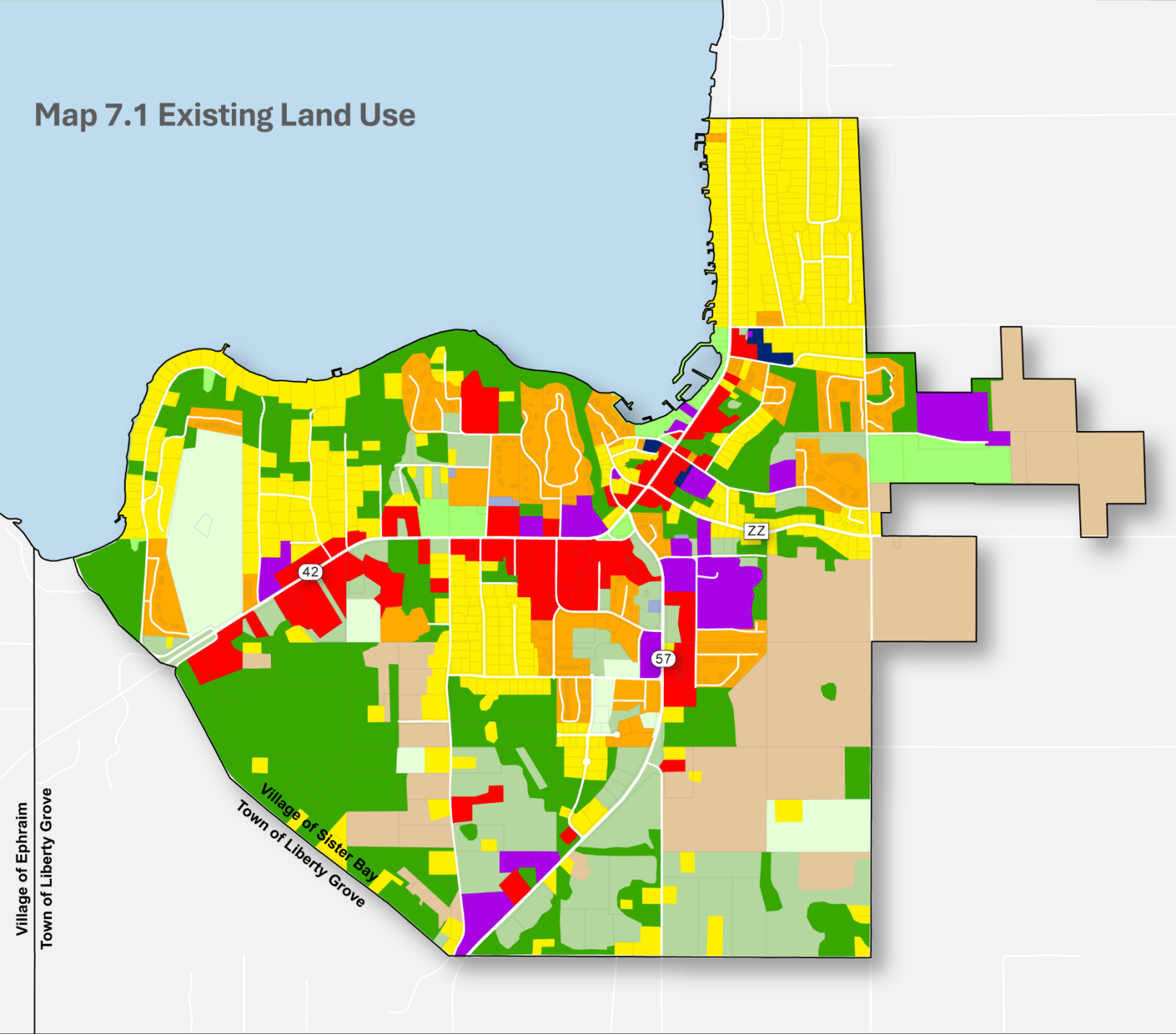
FUTURE LAND USE NEEDS

As noted earlier in this plan, the Village is expected to gain population, which differs from the county, surrounding communities, and the state. The Village must accommodate for this increase of residential population through services, utilities, and infrastructure. Furthermore, there has been an increase in seasonal tourism and seasonal population growth in recent years as the Village continues to attract visitors and gain popularity as a charming and beautiful community. The Village should balance population growth with maintaining its natural beauty and environment. When considering this growth, the Village should identify adjacent areas that may be annexed in the future to support residential and commercial growth. The Village adopted cluster subdivision regulations in 2024 to concentrate growth in specific areas while preserving open space and natural resources.

Housing is needed throughout the Village to accommodate for the increase in population, both residential and seasonal. Workforce housing is necessary to accommodate local workforce shortages during peak seasons. Furthermore, the Village must ensure the availability of housing, services, and resources to accommodate for its growing and aging population.

The preservation of the waterfront and natural features is particularly important for the Village. New developments should be handled carefully and encouraged where existing developments have already occurred. The Village has available vacant/open properties located within agricultural land areas but contamination from pesticides and fertilizers is common given the shallow-depth to bedrock. Caution should be taken when dealing with revitalization projects to retain the Village's character.

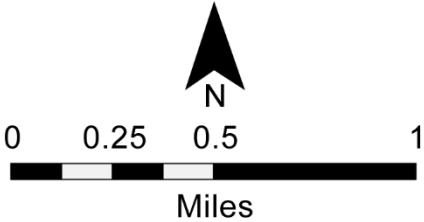
Map 7.1 Existing Land Use



Existing Land Use

Village of Sister Bay Comprehensive Plan

- | | |
|--------------------------|--------------------|
| Agricultural | Open Lands |
| Commercial | Residential |
| Communication/Utilities | Right-of-Way |
| Institutional/Government | Transportation |
| Parks and Recreation | Woodlands |
| Multi-Family | Municipal Boundary |
| Natural Areas | |



Sources: Door County, 2023, 2024; Village of Sister Bay, 2024; Bay-Lake RPC, 2024.
Disclaimer: This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information, and data used for reference purposes only. Bay-Lake RPC is not responsible for any inaccuracies herein contained.

FUTURE LAND USE

The creation for the Village's future land use plan for the 20-year period was developed by the Village Plan Commission over the course of multiple meetings. The land use plan was based on existing residential, commercial, and business uses, and the general development trends and patterns in and around the Village. When identifying where future developments are encouraged, the impacts to existing utilities and facilities such as roads, sewers and water, and emergency services were discussed. Additional planning considerations included areas where lands would be difficult to develop or are unique to the community, such as floodplains, wetlands, and coastlines. Figure 7.2 below shows the future land use categories by average and percentage of the total land area. Map 7.2 on the following page shows the extent and location of each land use.

CHANGES IN FUTURE LAND USE

The definition of each category remained the same from the existing land use section, therefore it is relatively easy to see the changes in land use that the Village is anticipating for the next 20 years.

Additional housing has been mentioned throughout this plan and earlier identified as a future land use need. The future land use plan has accommodated this need, increasing land available for residential and multi-family by 449 total acres. Single-family residential is estimated to make up nearly half of the Village's land mass within the next 20 years while multi-family will make up 12%. Land uses that will have been depleted to account for this substantial increase in residential lands primarily include agricultural, natural areas, and open lands.

Figure 7.2 Future Land Use		
Land Use	Total	Percent
Residential	762	43.5%
Woodlands	218	12.4%
Multi-Family	206	11.8%
Commercial	207	11.8%
Institutional/Government	90	5.1%
Right-of-Way	74	4.2%
Parks and Recreation	54	3.1%
Natural Area	53	3.0%
Open Lands	50	2.8%
Agriculture	34	1.9%
Transportation	4	0.2%
Communication/Utilities	2	0.1%
Total	1,752	100%

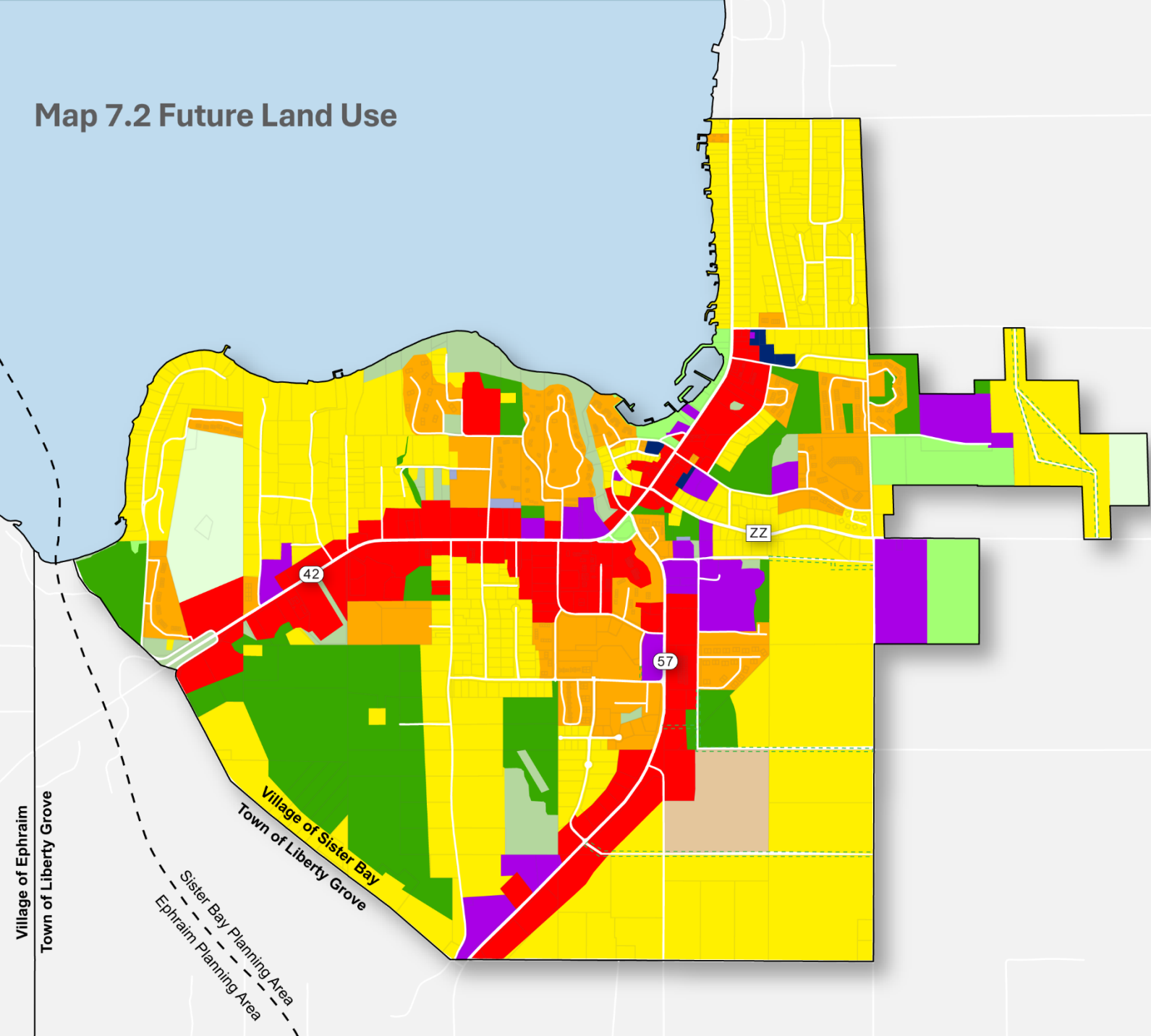
Source: Bay-Lake Regional Planning Commission, 2024

The Village's agricultural land is planned for different use if the Future Land Use Plan remains how it was established for this plan. In 2024, agricultural land made up the third highest percentage of total land with 284 acres, 16% of the Village's land mass. In the next 20 years, it is projected that 250 acres of the Village's existing agricultural land will be used for residential, commercial, and institutional needs.

The Village has made strides to protect its wooded and forested lands. Woodlands covered the greatest amount of land within the Village in 2024 as shown in the Existing Land Use table. However, over the next 20 years, the Future Land Use Plan projects the elimination of 155 acres of forested land. Furthermore, natural areas will decrease by 142 acres. It is assumed that these forested lands will remain somewhat but also be depleted to make room for additional housing and commercial development.

The Village's TIF districts will see continued development as the commercial land use category is projected to grow by 89 acres over the course of the next 20 years. Additionally, the Village has been planning for improvements to multiple Village-owned and maintained buildings and therefore, the institutional/governmental land needed to host these improvements will increase to 5% of the Village's total acreage, taking from the open lands category that will make up only 50 acres in 20-years.

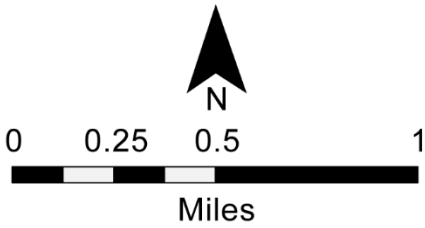
Map 7.2 Future Land Use



Future Land Use

Village of Sister Bay Comprehensive Plan

- | | |
|--------------------------|--------------------|
| Agricultural | Open Lands |
| Commercial | Residential |
| Communication/Utilities | Right-of-Way |
| Institutional/Government | Transportation |
| Parks and Recreation | Woodlands |
| Multi-Family | Municipal Boundary |
| Natural Areas | Planning Area |
| | Approx. Future ROW |



Sources: Door County, 2023, 2024; Village of Sister Bay, 2024; Bay-Lake RPC, 2024.
Disclaimer: This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information, and data used for reference purposes only. Bay-Lake RPC is not responsible for any inaccuracies herein contained.

GOALS AND OBJECTIVES

General Plan Design Goal: Well-planned, cost-effective development and redevelopment that will be compatible with the community's character, and be accessible to pedestrians and cyclists, while protecting and enhancing natural and scenic beauty, resources, and cultural amenities.

General Objective: Ensure that all growth and redevelopment occur in a planned and coordinated manner that will maintain or improve the quality of life and delivery of services associated with the character of the Village.

Residential Objective: Strive to maintain the stability and integrity of open space areas while encouraging the development of new residential developments to meet the current and projected housing demand. A Village that is characterized by a variety of housing types and densities, the pedestrian accessibility of neighborhoods and parks/parkways, inclusion of open green spaces within developments, new trailways, and environmental protection is ultimately desired.

Commercial Objective: Encourage harmonious and well-planned commercial development that will serve the needs of the Village and area residents, as well as those travelling through the Village.

Natural and Cultural Resources Objective: The preservation of water resources, unique open spaces and scenic areas, and other cultural and natural resources while considering the future integration of existing natural areas (contiguous woodlands, meadows, open spaces, wetlands, etc.) into site designs creating environmental corridors throughout the Village for wildlife habitat and/or pedestrian linkages.

Government/Utilities Objective: Provide for cost-effective, quality services to support the goals of this comprehensive plan and the continued viability of Sister Bay and its neighboring jurisdictions that utilize Village services.

INTERGOVERNMENTAL COOPERATION

This element provides information on the Village's relationship with overlapping and adjacent jurisdictions and how these connections can impact Village residents in terms of taxation, planning, the provision of services, and the siting of public facilities. An examination of these relationships and the identification of shared decision-making efforts can help the Village of Sister Bay address issues and opportunities effectively and efficiently.

LOCAL AND COUNTY GOVERNMENTAL JURISDICTIONS

ADJACENT COMMUNITIES

The Village of Sister Bay is bordered fully by the Town of Liberty Grove. The Village has a good relationship with the Town and surrounding communities as they share services and resources. The Village maintains a clear and open line of communication with Liberty Grove and shares a Library Board and Fire Board. The Village provides sewer and water to a portion of the Town as well. Furthermore, the Village is currently working with the Town of Liberty Grove on the HWY 42 trail project.

DOOR COUNTY

The interaction between Door County and the Village is an important relationship that influences governance, planning, and community development. The Village as one of the municipalities within Door County, operates independently for most local matters but interacts with the county government in several ways to ensure coordinated efforts with local and county issues, services, and resources. The County provides snowplow services, operates the library and the sheriff and EMS have offices at the fire station. Overall, the Village has a good working relationship with Door County.

SCHOOL DISTRICT

The Village is located within and served by the Gibraltar Area School District. It is encouraged that the Village and School District interact, share plans for future development/expansions, and provide feedback on future projects that could impact families or students.

REGIONAL ORGANIZATION, STATE AND FEDERAL

BAY-LAKE REGIONAL PLANNING COMMISSION

The Village is a member of the Bay-Lake Regional Planning Commission. The Bay-Lake RPC is the regional governmental entity that provides planning related services to Northeast Wisconsin Communities and counties. The Village has a role to play in the region and will consider participating in regional planning efforts as they arise.

STATE

The Village's relationship with the State of Wisconsin is in good standing. As of recently, the Village has worked with the state on transportation, economic development, and environmental related projects. . The Village also maintains a good working relationship with the state by adhering to state laws, policies, and requirements. The Village will consider participating in state-led initiatives as they arise.

FEDERAL

The Village's relationship with the United States government is primarily tied through funding opportunities. The Village maintains a good working relationship with the United States government by adhering to federal laws and requirements.

EXTRATERRITORIAL ZONING

Extraterritorial zoning in Wisconsin is a tool granted to cities and villages that allows them to exercise zoning authority outside their municipal boundaries in areas within a specified extraterritorial zoning jurisdiction. This authority is intended to help municipalities plan for orderly development and protect their interests in adjacent areas that may impact the municipality in the future. The extraterritorial jurisdiction extends 1.5 miles from the boundary of Village. Extraterritorial zoning provides an opportunity for villages like Sister Bay to proactively plan for the future while balancing the interests of neighboring jurisdictions.

If the Village were to exercise their Extraterritorial zoning rights, it could guide development in areas immediately surrounding the Village to align with the Village's comprehensive plan. The Village could ensure that natural resources, open spaces, and agricultural land near its borders are preserved or developed appropriately. Coordination with the Town of Liberty Grove would be essential to avoid conflicts and ensure mutual benefits.

VILLAGE COMMITTEES AND COMMISSIONS

The Village has several ad hoc, standing, and statutorily required committees that help to inform and make decisions regarding the Village. Trustees, staff, elected officials, and citizens have been appointed to serve on them. A listing of primary committees include:

Emergency Management and Hazard Mitigation Task Force

- Drafts and presents for adoption of an Emergency Management Plan and program and a Hazard Mitigation Plan. Recommends a person responsible for plan implementation and to perform the duties outlined by Statute.
- Consists of the Village President, two trustees, County Emergency Management Director or their representative, and the Fire Chief. The Village Administrator and Village Clerk (as Recording Secretary) shall also serve on the task force but be non-voting members.

Finance Committee

- Oversees the formulation of the annual budget for the Village, acts as the budget hearing committee and receives requests from various Village committees, consolidates and tabulates preliminary budget requests, including outlay and revenue account, and conducts a budget review meeting with the Village Board.
- It consists of three Trustees.

Fire Board

- The Sister Bay/Liberty Grove Fire Board is the governing body of the Sister Bay/Liberty Grove Fire Department and is bound by the duties established by ordinance as well as the Intergovernmental Agreement. The Fire Board prepares an annual budget to be presented to the Finance Committee.
- Consists of two trustees from the Village of Sister Bay and three Supervisors from the Town of Liberty Grove.

Green Tier Legacy Community

- Tasked with suggesting and engaging in activities that lead to the attainment of Green Tier Community status for the Village of Sister Bay. The committee shall report to the Village Board, who will in turn vote on any requests from the committee as to funds, approvals, policies and any other actionable decisions impacting the Village budget.
- The committee shall be chaired by the Village President or a Village Trustee. Non-reimbursable volunteer members shall consist of a minimum of three stakeholders.

Housing Committee

- Tasked with identifying a housing model, impediments to affordable housing, and address design, financing, physical layout as well as other aspects involved in community-provided workforce housing.
- Consists of no less than five nor more than seven Village stakeholders, one member shall be a Trustee. The stakeholders shall serve as volunteers.

Library Commission

- Oversees the use and maintenance of the Sister Bay-Liberty Grove Library building and is responsible for annual budgeting and seeing that an ongoing working relationship is maintained with the Door County Library System.
- Consists of one trustee and two Village residents. There shall also be one Town Board member and two Town residents. A Secretary/Treasurer, who is hired by the Commission, as well as the Sister Bay-Liberty Grove Head Librarian, serve as ex-officio non-voting members. The resident members of the Library Commission will be compensated for their services.

Marina Committee

- Provides direction for the operation and maintenance of the Sister Bay Marina; provides for the needs of Marina patrons by planning and implementing Marina improvements; recommends all fees and charges for use of the Sister Bay Marina to the Village Board; and, prepares an annual budget to be presented to the Finance Committee.
- Consists of three trustees, two stakeholders and the Marina Manager. The Marina Manager shall serve as an ex-officio non-voting member. Two alternates shall also be appointed to ensure a quorum is always present at meetings. The Village Board has determined that residents or citizens, and the alternates, who serve on the Marina Committee are entitled to compensation for their services.

Parks, Property and Streets Committee

- Oversees activities occurring in the Village Parks, and operate, maintain and improve the Village Park System; are responsible for all repair, maintenance and remodeling of Village owned buildings, including any improvements, except when such authority is specifically delegated to another committee; oversee all repair and maintenance of Village roads, sidewalks and trails; ensure adequate access to technology and broadband infrastructure to public properties and buildings; and prepare an annual budget to be presented to the Finance Committee.
- Consists of three trustees and two residents. The Village Board has determined that the resident members of the Parks Committee are entitled to compensation for their services.

Personnel Committee

- Considers and reviews all matters relating to wages, hours, fringe benefits and conditions of employment for Village employees, including discipline, promotion and job descriptions; acts on grievances submitted by employees and be the arbitrator between the employees and the Village Board; reviews requests for new positions from committees; and prepares an annual budget to be presented to the Finance Committee.
- Consists of three trustees.

Plan Commission

- The Plan Commission shall promote the public health, safety, comfort, aesthetics, and general welfare of the Village as provided in Chapter 66 of the Village's Code of Ordinances.
- Consists of four residents and three trustees. There can also be one ex-officio non-voting resident or citizen member with recognized experience and qualifications related to planning and development. Per Village Bylaws, the Chair shall be the Village President, or their designee from its membership. Residents who serve on the Plan Commission are entitled to compensation for their services. All members shall, by statute, serve a three-year term. In the event there is an extended absence of a Village/Zoning Administrator, the Chairperson may elect to act as temporary Zoning Administrator.

Sewer and Water Utilities Committee

- Oversees and plans all aspects of Sister Bay's Wastewater Treatment Plant, Water, Wastewater Collection and Storm Sewer systems. The Committee makes recommendations to the Village Board.
- Consists of 3 trustees. The Village Administrator and Lead Operator/Utilities Director shall serve as ex officio non-voting members.

Tif Joint Review Board

- The Joint Review Board's (JRB) approves or denies the creation or amendment of a Tax Incremental District (TID). The JRB meets annually to review the TID reports and on an as-needed basis to review a request or create or amend a TID.
- Consists of an individual who represents each of the local taxing jurisdictions. For the Village of Sister Bay, this includes one Trustee.

Zoning Board of Appeals

- Responsible for hearing and deciding appeals of decisions made by the Zoning Administrator and has the power to grant variances from the Village's Zoning Ordinance.
- Consists of five residents and two alternate resident members. As required by Wisconsin Statutes, members shall be appointed for three-year terms, except that of those first appointed one shall serve for one year, 2 for 2 years and 2 for 3 years. The Village President appoints the Chairperson.

OTHER COMMITTEE INVOLVEMENT

Representatives from the Village are appointed or participate in other committees such as task forces, advisory committees, or appointed commissions. These groups tend to focus on a specific project or ongoing advisory roles. They may be temporary (such as the Village Hall task forces) or ongoing (such as the Tourism Zone Commission). A list of ongoing committees can be found below:

Door County Coastal Byway Commission

- Supports and promotes the Door County Coastal Byway (DCCB), a designated Wisconsin Scenic Byway along State Highways 42 and 57 that showcases the natural beauty, culture, and history of Door County. The council serves as a coordinating body to ensure that the byway continues to be a valuable resource for residents, visitors, and the environment.
- Includes representatives of the Villages of Sister Bay, Ephraim and Egg Harbor, and the Towns of Gibraltar, Baileys Harbor, Sevastopol, Liberty Grove and Jacksonport. Each of those municipalities is entitled to have one representative on the Commission. The Village has elected to have a trustee or staff person represent it on the Commission.

Fire District Exploratory Committee

- Tasked with studying the impact and value of consolidating certain Northern Door Fire Departments and the services they provide.
- That committee consists of representatives from the Towns of Liberty Grove, Gibraltar, and Egg Harbor, and the Villages of Egg Harbor, Ephraim, and Sister Bay. One trustee or resident with recognized experience and qualifications, one firefighter from the Sister Bay-Liberty Grove Fire Department, and the Fire Chief shall be appointed to represent the Village.

Historical Society

- The trustee who is appointed Historical Society Liaison shall serve as the liaison between the Sister Bay Historical Society and the Board of Trustees.

Sister Bay Advancement Board of Directors

- One Village trustee shall be appointed to the Sister Bay Advancement Board of Directors and be a voting member of the board. That Trustee shall also act as liaison between the SBAA and Village Board.

Tourism Zone Commission

- The Door County Tourism Zone Commission is an intergovernmental entity established in 2006 by the municipalities in Door County to encourage tourism, the success of which is measured by an increase in overnight stays at various lodging establishments. The Commission is responsible for collecting an 8% tax on room charges.
- Based upon the room tax collected to date, Sister Bay is entitled to have three members, who shall serve one-year terms and have voting privileges.

GOALS AND OBJECTIVES

Goal: Enhance cooperation between the Village of Sister Bay and other units of government in the county, governmental agencies, and non-profit organizations to provide cost-effective, quality services and opportunities.

Objectives:

- Coordinate and share community facilities and services whenever possible.
- Partner on area projects and services that benefit Sister Bay residents and neighboring jurisdictions.
- Coordinate with adjacent communities on future planning projects to minimize land use conflicts and enhance and maintain the character of the surrounding area.

IMPLEMENTATION

The implementation element provides a framework for how the Village will carry out this plan. The Village should try to achieve the goals, actions, and future land use plan of this comprehensive planning document. The Village can use the plan's content to guide public and private decision-making on matters that relate to the development of the Village and the prioritization of public revenues. And the Village may review, evaluate, and amend this plan as demographics, the economy, political climates, or fiscal realities change.

ROLE OF VILLAGE

The Comprehensive Plan is reviewed and implemented through officials that will carry out implementation of this plan.

VILLAGE STAFF

Village staff, in various departments, will typically carry out the day-to-day operations of implementation. For example, staff may administer new program(s), discuss regulatory changes, or coordinate with governmental agencies to finance capital projects as recommended by the plan. Staff often provide technical advice to Plan Commissioners and elected officials to inform decision-making on topics related to the comprehensive plan.

VILLAGE PLAN COMMISSION

The Plan Commission's primary responsibility is to implement the comprehensive plan and to ensure supporting Village ordinances are consistent with the plan. When reviewing any petition or when amending any land control within the Village, the comprehensive plan shall be reviewed, and a recommendation will derive from its goals, actions, and Future Land Use map. If a decision needs to be made in which it is inconsistent with the comprehensive plan, the comprehensive plan must be amended before the decision can take effect. The Plan Commission will need to ensure that the comprehensive plan is updated every 10 years. An annual review of the plan is recommended so the Plan Commission may stay familiarized with the plan's content, goals, actions, and strategies.

ELECTED OFFICIALS

The Village's elected officials make decisions from the standpoint of overall community impact-tempered by specific, situational factors. Elected officials balance recommendations made by plans and policies, the objectives of applicants and the public, technical advice from staff, recommendations of advisory boards, and their own judgement. The comprehensive plan provides much of the information elected officials need to decide.

The Village Board formally adopts the plan by ordinance after considering public input and Plan Commission recommendations. While the prime responsibility of implementing and updating the comprehensive plan falls on the Village's Plan Commission, elected officials should become familiar with this plan and assert that resources are maintained to keep the comprehensive plan current and viable.

"The Village Board consists of a Village President and six Trustees who are each elected for two-year terms, and their staggered terms of office commence on the 3rd Tuesday of April in the year of their

election. Except as otherwise provided by law, the Village President and the Trustees have been charged with responsibly managing and controlling Village owned properties, finances, highways, streets, navigable waters, and all the services that the Village provides to the members of the public. They have also been charged with maintaining the health, safety, welfare and convenience of the members of the public, and are also responsible for the overall government and good order of the Village.”

EVALUATION AND MONITORING

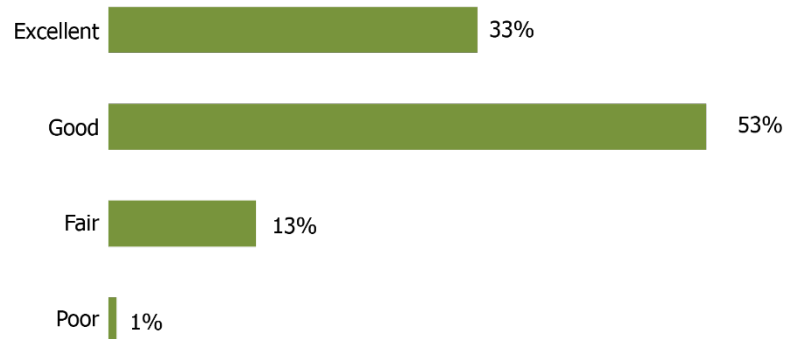
This comprehensive plan should be reviewed annually to ensure that it reflects the existing conditions and development characteristics present at the time. When amendments are required, needed, or proposed, the Village should notify the public and affected property owners to provide them with an opportunity to comment on proposed amendments. Proposed comprehensive plan amendments should consider the likely and possible future use of the affected area and associated impacts (i.e., land supply, transportation, environmental, economic, and social impacts). Changes should reflect the strategies and Future Land Use map as detailed in the “Land Use” element of this document. The Village of Sister Bay should also consult with other government agencies and the Town of Liberty Grove to obtain their input, particularly on the goals and actions recommended in this plan when updating certain elements.

Finally, at a minimum of once every ten years, the Village should formally update its comprehensive plan, as required by statute 66.1001. The update should continue to provide an opportunity for public and stakeholder input throughout the planning process and adoption of the updated plan by ordinance.

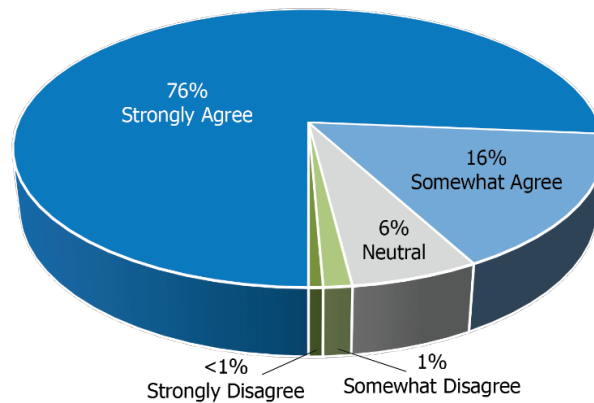
APPENDIX

PUBLIC SURVEY RESULTS

1. How would you rate the quality of life in the Village of Sister Bay?



2. Preservation of the Village's character and quality of life should be a priority.



3. What do you like most about Sister Bay?

- Opportunity for trails, and the park system.
- Winter, when you can get around and enjoy the village
- Variety of things to do. Multiple choices for entertainment, sports, dining, drinking, etc. Friendly atmosphere and local people and employees, especially foreign seasonal employees who generally seem happy to be here.
- That it is a year round Village. We have a grocery store, the new clinic, lawyers, dentists, and restaurants that stay open all year round.
- Sister Bay has implemented a great variety of activities to serve its resident and visitor populations.
- The natural beauty of the waterfront. The dog park, even though it was cheaply done outside of fencing. The ball fields and ice rink.
- Convenience for use of churches, library, bank, gas stations, grocery store and dog park.
- Waterfront improvements
- The waterfront
- That it provides consistent year round services for families and year round residents.
- Pharmacy, grocery store, hardware store, year-round restaurants, beach
- Commitment to: preserving space for all people to access the shoreline, practices that make Sister Bay more sustainable, developing housing for those who can't afford current prices, creating more bike and walking paths
- City water and sewer, public parks, recreational opportunities, sister bay bays, live music
- The beauty of the water front. The fun events throughout the season.
- Waterfront park, Marina, Close to many parks in northern Door
- The beautiful waterfront including marina and walkability to so many things - restaurants, library, sports complex, etc.

- The beauty and accessibility of its physical setting on the water, the convenience of goods and services (Pig, Jungwirth, shops, dining options, etc.), summer concerts in the park, and it's people.
- The waterfront parks. The sports complex. The location - close to grocery, medical and schools. Friendly, supportive community. Safe and clean.
- Waterfront access. Great restaurants. NDCC. Access to entertainment and necessities within one mile. Low congestion considering the popularity. Great bars and nightlife. Incredibly safe and clean.
- It's a small community with many offerings for everyone.
- All the summer music and movies, the Fall decorations are always well done.
- Beach. Views.
- The proximity of the village to the waterfront. The waterfront beach property and how it's been developed and opened up
- Enjoy the waterfront and marina
- The nature and history
- The commitment to keeping its small-town character (through no chain stores and eclectic collection of shops).
- Access to municipal services such as trash pickup, sewer & water. Having necessary services in town such as a grocery store, pharmacy, and clinic
- Gorgeous views, restaurants, great downtown, various amenities.
- The residents
- The walkability of the village... from the Open Hearth all the way to Bhirdos! Love it!
- The access to see sunsets for free from multiple locations and friendliness
- Great balance of access to nature and modern day conveniences, like a grocery store, Medical Center, dentist, etc.
- Small-town feel, community activities, live music, waterfront availability, lakefront public areas.
- Trying to modernize, but also maintaining some of the original charm
- The beach and vibrant downtown area.
- Beautiful town. Access to the water.
- I like the waterfront area and open areas on the Bay.
- Access to lake views, Access to restaurants at all price levels, Smaller town feel
- The variety of restaurants and shops along with the many festivals.
- Not much, it's over grown
- The waterfront park. Restaurants and entertainment. Festivals. History. Off-season culture (relaxed and friendly).
- The history. The new community park on the bay. The land preservation in the surrounding area..
- Not a lot right now.
- Good restaurants.
- Location & public bay front spaces
- It's a destination for visitors and a wonderful place to live for locals for the same reasons.
- Waterfront access, restaurants, beach, marina, amenities. Waterfront tourist activities. Sunsets
- Views, welcoming
- Off season when residents can be seen at the local establishments
- Small town feeling.
- Variety of stores and restaurants
- Variety of restaurants, bars.
- Small community. Location.
- Waterfront, walkable area, small businesses, recreation opportunities
- The beach front park and marina. The historic building of the post office and old village hall. The quality of our restaurants.
- Mix of natural beauty, respect for land and water, combined with healthy tourist attractions including fine restaurants, upscale shops and quality housing.
- The lakefront; ability to easily rent a pontoon boat when we have visitors; a walker friendly town; I easily get my 5 miles a day in on the boardwalk; festivals and family friendly activities; restaurant choices; outside bathrooms that make it easy to spend long periods of time eating, shopping, relaxing with a cup of coffee ; benches to watch sunsets; kept clean; great public works
- I like living in a small town ~ where everyone looks out for each other. Because we are a tourist destination we have great choices for eating out!
- Location within the peninsula
- Access to the lakefront with the open public spaces.
- small town atmosphere
- Central location

- Excellent waterfront — beach and marims
- The Waterfront, great restaurants and shopping.
- It offers services and businesses that support year round residency.
- Services available
- Strong sense of place and organic mix of eclectic building styles. Village center is clearly identified and integrated with a balanced mix of retail, restaurants, and lodging.
- Convenience of services such as grocery store, and medical offices.
- Nothing, it's already lost it's historic character
- Lake frontage and drive thru on highway 42, love to see village hall, area around village hall, stream of people around Al Johnson's and businesses in hwy 42.
- Small town, nostalgic feel
- Bustling commercial district.
- It's beauty, small-town feel, and traditions. At the same time I love the restaurants, shops and lack of stop lights.
- The quaint, Door County North Woods atmosphere
- The water front and beaches. The downtown strip of businesses and entertainment. Quality food and drink options (with open container policy). Al Johnsons is a staple. Their outdoor space and activation of the waterfront area of downtown has been incredible. The boating services at downtown sister bay - best at the northern peninsula. Walkability of downtown. New establishments outside of downtown such as Peach Barn and Twelve 11. The protecting of pebble beach... though highlighting parking near former Fred and Fuzzys needs to be more clear. Live music along the downtown strips
- It's waterfront and the preservation of historical structures.
- The variety of businesses. The fact that there is a grocery store. The larger size of the beach. The different festivals.
- The people who live here year round the kindness and goodness. The atmosphere businesses and their workers as I am one I recognize that and share that equally.
- The old historic buildings like the village hall and post office. The library and new clinic and the waterfront park.
- Quaint village. Please don't add any more new construction facilities or buildings in downtown Sister Bay.
- The small town feel
- Downtown area
- Restaurants, beach, library, views of Green Bay, off-peak seasons when few tourists are here.
- Services provided- medical - grocery - pharmacy restaurants- - hardware- music venues- waterfront- shopping - coffee shops- post office. All are to be found in the village. A beautiful location and scenery.
- The waterfront, easy access to medical, bank, groceries. Music options. Pedestrian walkways are good. The "gnomes"
- Classic buildings, old school feel. True vintage Wisconsin
- The waterfront parks.
- I enjoy the dog park. The beach is OK, but I hate the sand. I love the character of Sister Bay. There are good people here. I like our parks and open spaces.
- The opening of the waterfront from the marina all the way to the bandshell.
- The people. Those who work here. Waterfront park. The fun atmosphere and the vibe sister bay has. It's the place to be.
- Availability of shopping for groceries, hardware, and basics without having to go to Sturgeon Bay.
- The natural shoreline, friendly people and good restaurants
- Public waterfront access
- Waterfront open to public, the distinct charm and character of the town.
- Proximity to all of the services compared to other towns.
- Beautiful scenery, nice shops and restaurants
- Close community and the quiet of winter. Abundance of nature. Convenience of shopping locally. Walkway into town on the south side
- Waterfront and restaurants
- Ability to walk into town and enjoy the waterfront.
- It's quaint, yet fun!
- The village offers everything one could want. As a full time resident I'm thrilled by the restaurant's, bars, entertainment, parks, festivals and the walkability of our community. I am inspired by the community support and help that our residents offer one another.
- People, nature, ability to own a small business
- The water and landscape. The friendly people. Community spirit. Respect for the past. The awareness to conduct surveys like this one.

- Lively yet close community
- The off season, when locals can enjoy our own community.
- The amazing public waterfront, and the ice rink.
- The public waterfront. The single family home neighborhoods with nice size yards.
- The community
- Absolutely beautiful Lake Front Beach & Park
- The waterfront
- Lakefront, sunsets, small town feel
- I love the summer, the bay and all it has to offer.
- Waterfront, location
- The view of our water & bluff,,the waterfront parks, the beach, marina historical buildings & historical society.
- The quaint village atmosphere. The beach and marina are my favorite spots. The library is extremely important and could be expanded by increasing hours and hiring full time staff.
- The welcoming, rural midwest, country atmosphere.
- I love being able to walk to town and play volleyball, as well as the beach and other outdoor activities
- Quiet, safe, friendly
- The availability of the activities to families, not just the ultra Chicago rich. The Marina needs to continue to allow bat rentals and not be blocked out by private owners and there yachts.
- Waterfront and access to restaurants and bars
- The community, and the well maintained town
- The waterfront. Wonderful events!
- The serenity
- The lakefront and the lovely way it has been expanded
- The beach and open green space along the shoreline. I would hope this area never gets further developed.
- Friendly small town that is scenic and diverse in its businesses.
- The access to nature, state parks, beaches, the arts, friendly residents and neighbors. Small town culture & volunteers.
- Being near the lake
- Energy, walkability, views, library access to public restrooms, eateries
- The friendly people, the beautiful view of the bay, being able to walk to most places I want to go.
- The harbor and the view. The ability to park easily up and down the street. The park for picnics and watching. Music concerts. Stabbur
- The park along Green Bay including the marina.
- I like the small town vibe and the beautiful waterfront.
- It is the most prominent northern door municipality.
- It's vibrant even in the winter
- The sports complex.
- I like the food and restaurants. I also like Fall Fest
- All of the things to do
- Waterfront
- The nice community
- Nature
- The variety of shops and places to visit.
- the beautiful land that is not developed

4. What do you like least about Sister Bay?

- The bars and downtown area getting away with whatever they want
- The overwhelming growth. Building condos on every square inch of vacant land has ruined the character of the village. Traffic is so heavy, it is easier to skip coming to Sister Bay.
- Traffic, traffic, traffic. Atmosphere of treating part time owners like second class citizens, especially in voting on local initiatives and service rate for water, sewer etc. Noise from music scene which goes until 11:00 pm.
- How commercialized it has become. Driving through town during the summer is an absolute nightmare. All of the new construction with condo projects is an eyesore. Some of the "back" roads have become the new Highway. Roads are falling apart - Country Lane is prime example. The backup in Sister Bay every day in the summer is horrendous waiting for people trying to parallel park who don't know how to.

- The past elected officials have approved development agreements with one Developer who has ruined the overall Village view looking north from top of the hill on Bay Shore Drive, driving south into the Village on Hwy 42 and driving north on HWY 57 into the Village.
- Basically the plan commission and trustees have transformed the village commercial district into a grand liquor store. They turn residents and rental property owners into adversaries as a diversion to their inability to meaningfully improve the lives of residents. They favor a small set of powerful business owners, and architect rules to favor them over others. Their proposal/plans/priorities to build government buildings on the Wiltse property that what was supposed to be for affordable housing demonstrates their contempt for the lower income residents. The trustees do little in public policy to help foster good paying jobs by offering no employment diversity. Preserving cheap laborers for seasonal businesses who survive on tips seems to be the only priority. Cheap labor preservation seems to be a driving force of the all board and commission decisions. Most residents outside of the village look at Sister Bay as how not to do things. The trustees have failed the community.
- TRAFFIC!!! No thought was given to roads when mega-buildings were permitted. Beach is lovely but VASTLY overcrowded. Local homeowners must give up enjoying the Village through most of June, July and August. We pay BIG taxes and get nothing but tourists for that.
- Post office location and continued presence of obsolete Village Hall on waterfront.
- all bars and drinking-too much! Architecture is bad...there is no common theme to make the village look a certain way. New construction is boring and all the same. the downtown should be more consistent with our European heritage, and buildings should adopt more flair. Build a multi deck parking facility. More Bike and pedestrian lanes.
- Traffic congestion downtown when trying to access services that are unrelated to the tourism industry.
- All of the density cluttered along the 57 corridor--very poor planning, should stop now.
- The SLOW downtown traffic in the tourist season.
- Traffic, too many str's, not having trolley system between other villages to cut down on traffic
- The crowds and lack of parking especially for handicap people. The Village should provide more handicap spaces so during peak times people with mobility issues can get to events in the village. Even if temporary spaces are provided during peak times. The constant development
- Live music venues that play too loud, Husbys and Stabbur worst offenders. Traffic on Bayshore drive
- Taking the party vibe too far, music exceeding reasonable levels and a general favoritism to tourists regardless of fallout to residents
- Traffic along 42 during the summer. I'm surprised there have not been more pedestrian accidents both there and behind Wild Tomato. More handicapped parking needed during events.
- Some roads are deteriorated and must be repaired. Lack of a year round Community Center offering programs for families, teens and seniors. Lack of sidewalks on most side streets that have poor lighting. Lack of public transportation.
- The oxygen taken up by low-priority issues and ill-placed negativity. Our issues are small ones and fixable, and largely created because the bold steps taken were incredibly successful in achieving what the board and community set out to do (buying the waterfront to spur economic growth and investment, burying power lines, attracting young families, etc...). We need to create pedestrian and bike connections between all areas of the village. We need to tell the story of what we've created. We need to plant more trees and engage our citizens to create civic pride. Few places in the world have done what Sister Bay has done, but you'd never know it from the discourse and attitude of staff and some board.
- Congestion and parking make it challenging to attend some functions.
- The lack of housing available for new families. \$300-400,000 range. Difficult village website to navigate
- Noise from bars. Excessive, loud music. Traffic. STR.
- Too much noise. Each band trying to outdo the other, becomes a cacophony of noise. Large buildings downtown, should be a block off.
- The quaintness of the village is totally gone with these ridiculous huge buildings that have been built-the condos across from the marina, Dörr, the schoolhouse property at 57/42 and the medical center.
- Traffic and parking can be a challenge during peak season weekends. Would like a better bike route through downtown and up the hill heading south
- All that's been built up, parking and traffic issues, it's just a crap shoot of too much now. Please don't allow more to be added.
- Traffic during busy times
- Congestion downtown. Feeling like I can't enjoy the town when it's full of visitors. The emphasis on ease of alcohol consumption.
- The streetlights and talk of tearing down the older buildings with charm (the Post Office and Town Hall). The 40-room hotel and condos north of the Boathouse. Essentially the charm of the city is gone.
- Tourist season. Sister Bay has exceeded what should be considered, max tourist count. Stop advertising, stop enticing, let the volume subside.

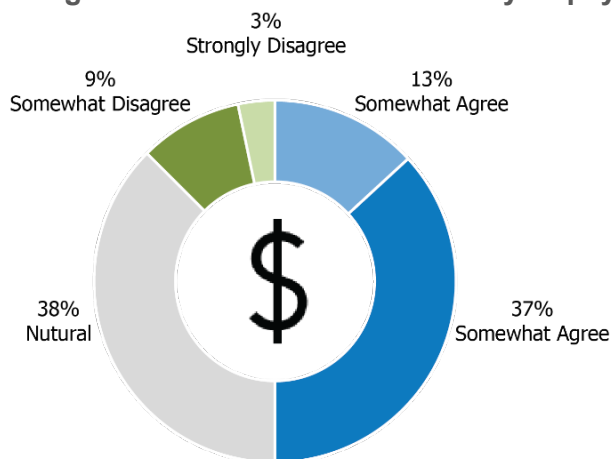
- Way to many VRBO's that are unregulated, too many hotels downtown and rental condos and not enough police enforcement of visitors trashing downtown
- The condition of the cemetery on Pebble Beach road! The sign is falling down and the two giant trees at the entrance are as dead as it's inhabitants! Please please make this a priority!
- No where to park
- So much of the community closes down during the winter months. It would be great to see future development appeal to more year-round residents that could sustain more year-round, businesses, and not be solely relying on tourism.
- Starting to have too much building on the Main Street, no bike path, it can be very difficult to make a left turn onto the Main Street
- Improved walkability and pedestrian safety would be nice
- Too much traffic and too crowded. Can't get across the street in a car.
- The traffic. Making a left hand turn is dangerous. How about a traffic light that would only be needed seasonally, at Mill Rd and 42?? I also wonder why the zoning commission keeps approving more condos and that monstrosity, the big blue hotel. That hotel got the parking spaces that were previously available to everyone. I understand that Sister Bay is such a special place... who wouldn't want to be here? But this traffic and continual condo/hotel approvals are ruining this great place.
- I do not like all the new high rise condos being put up which causes congestion, pollution and diminishes the relaxed feel. The traffic has become really horrible.
- Crowds
- Heavy traffic during major events.
- To busy, too many motels in a tight area.
- Some business and festivals seem to encourage excessive drinking as "entertainment". This is bringing in a type of tourist that seems to not understand or respect the essence of northern Door County. We have a unique geology, geography and culture. The heavy influx of tourists to Sister Bay is making it rough on the other communities as well.
- The new resort. It is too over towering, is not historical.
- The fact that they are catering to the tourists and they forget about the locals, who live here year-round. Over-development, no affordable housing, no affordable shopping choices, over-crowding, too many festivals, need I say more?
- High taxes far in excess of ALL other local communities. Politicians that seem to think their job is to supply all local and visitors with local taxpayer funded facilities.
- OVERCROWDED.....with new building & people
- Locals who want to see Sister Bay return to the quiet town with nothing to do. And those who complain about any progress or changes made to the village
- You are ruining it. Poor planning, not requiring paring for full occupancy at dorr hotel. Never parking. Now you want to get rid of PO in the name of progress. Stop allowing multi story building and put a real parking lot. Get a Pamida again!! Don't need another junk shop, but do like you keep the chains out.
- Two years ago we sold our place in Sister Bay to Ellison Bay. Hope the leader don't ruin that too.
- People come here to get away from the city and chaos, seems some of them stuck around to make it the place they came here to get away from.
- The main road too many people looking for parking. Remove all street side parking, and build a park garage on each side of town.
- The overly busy crowded areas, lack of parking, non-use of crosswalks
- Villages focus is on increasing tax revenue opposed to fulfilling resident needs.
- No parking. Also, full time resident concerns are as important as tourists
- Lack of rules being followed related to no dogs in beach and bandshell area.
- The village only cares about tax increases, low income housing, and the businesses downtown.
- Lack of good bike/walking trails
- The overwhelming traffic. I believe a bypass should be built, south of town off of 57. At the same time signage could alert hwy 42 traffic to turn right before the information center, to access the bypass.
- The intersection of 42 and ZZ
- Please keep outside bathrooms open year round. Please. It keeps me in town longer spending money at businesses. Many businesses are not accommodating if you ask to use washrooms. When I walk in town each day I always have my visa in my back pack for impulsive stops!! Seriously. This is something I feel very very strongly about. Did I say strongly. Other thing is keep eye on short term rentals. Cars driving fast down residential streets noise etc.
- Just recently I have become frustrated by the cost of living in Sister Bay. Although I have a decent income I now know I will never be able to afford a home and that has started me thinking of leaving. The neighborhoods and quaintness of this village has all but disappeared and I see many people selling their homes and leaving.

- Growth. Too much clustering of new development in one area of previously undeveloped land.
- Traffic on Bay Shore Drive during the busy season. Need more upscale.
- Increasing traffic, unrestrained growth, business first emphasis, noise from Husby's that can be heard 4000+ feet away. Too many VRBO rentals.
- Traffic, Congestion, Bareness of Main Street / no trees or flowers or landscaping
- Far too long to get a Permit to build. Also, more sidewalks should be installed on North Bay Shore Drive. Allowing Parking on both side of the street north of the Marina is ridiculous.
- The loss of Shopko. Not the village's fault, however, a similar business should be pursued. Shopko had a little of everything at reasonable prices which offset the constant need to travel to Sturgeon Bay.
- crowding during tourist season as a result of overselling the area
- Too many VRBOs and luxury condominiums. Not against development, however too many of these enterprises create a housing desert with many vacant units only occupied at peak times of the year. 8 months each year these units are dark and empty, degrading the vitality of the village for those who live here all year. Also the lack of affordable permanent and seasonal housing is critical, particularly near the places people work.
- Too many drinking establishments. No longer family friendly. The crowds are too big.
- New buildings
- LACK of PARKING.
- Traffic and building of larger structures
- It is overdone! Over populated and no shops. It's become the bar hub
- Bustling commercial district.
- Some summer visitors. Can't do much about that. The main street should be kept for retail interests and residential kept off the main street.
- The recent government relaxation of business ordinances that has turned Sister Bay into a northerly honky-tonk with the overrun of condominiums, out-of-control outdoor entertainment operations amongst massive crowds....
- Lack of quality internet service. Not affordable at all.. please explore fiber or something that would be reliable and fast and affordable. Lack of areas with internet services and areas to perform work since homes do not often offer reliable service. Traffic heading into downtown. Public transport / lack of ridesharing etc. Difficulty parking / congestion with cars downtown. Downtown not very bike friendly. Could use more EV super chargers for public use.
- The awful Dor Hotel and the new clinic on 57. Inappropriate architecture for historic preservation and more appropriate for an urban setting.
- Turning left in the middle of summer! I want the organizations and Village administration to work together to continue the quality of life in Sister Bay. More year round opportunities for teens would be helpful.
- The lack of housing available to workers and people wanting to live and work here. It saddens me and burdens us all with a greater work load. The lack of understanding in this is a great issue at hand.
- The big buildings like chop, the Door hotel and the condos across from the marina. They ruined the character of Sister Bay. The traffic is also bad and lack of parking in the summer.
- The newly constructed hotel and condos on the edge and in the heart of downtown Sister Bay.
- It is getting to busy and built up downtown.
- Traffic in summer. Rising number of Air B & B's or VRBO's
- Tourist season congestion, crowds, summer traffic, too much new building, properties turning into AirBnB's, lack of affordable housing.
- Gets pretty congested with traffic in the summer.
- The oversized new hotel, condo complex across from the marina, and the condos on the hill. Not enough trees by businesses and condos. We need trees for a healthy environment. Cities are adding green space and we are taking it away.
- New buildings.
- The Village board cares more about tourists than the residents. No bicycle/ walking lanes on Hwy 57 in town
- I wish Pebble Beach was more accessible. I wish there were more walking trails and sidewalks to everywhere. I do a lot of walking. I would like to see the Parks be more modern with a new playground, better lighting or pathway lighting, some fountains or art. Get rid of the Village Hall its dumpy and no one really uses it.
- The bandshell facing AWAY from the center of the city. Lack of parking. The blah interior design of Al Johnson's SKÅL. It lacks character.
- Many of the roads are terrible. Traffic is a nightmare 1/2 the year. Pedestrian traffic needs to be addressed. The parks, while nice, are already starting to look dated. The village's facilities are in terrible shape. STRs are ruining the atmosphere, the housing market, and everything.
- Tourism focus on adults rather than families. Less effort on year-round residents.
- Too much construction, obstructed shoreline, dangerous roadways, and frenzied vacationers trying to get it ALL in when they visit here.

- Traffic May through October plus it seems like tourists get priority on everything during those months
- The old village building across the street from Al Johnson's. Stop kicking this one down the road, time to get rid of it once and for all. No historical significance, an eye sore and a money pit.
- Development seems to be proceeding at a pace and style which will lead to a loss of distinct character.
- Better access for transient day time boats in the harbor.
- Traffic and parking
- Noise from the bars. Parking problems. Concern of hitting pedestrians in the middle of the village.
- Traffic and sirens
- The congestion and high rise hotel and condo developments. Sister Bay has lost its quaint, small village atmosphere. STOP the development!
- It's become too congested during the heavy tourist season
- The traffic. Wish there was a way to operate a successful multi community transportation system.
- Government purchasing so much land
- The traffic. The sense that the small-town character of the village is being overwhelmed by development and the flood of tourists.
- Traffic
- The amount of STR's inundating our neighborhoods, and not knowing our neighbors anymore.
- Traffic from tourism. Crazy inattentive drivers and pedestrians. People not using the crosswalks. Can't make a left turn without encroaching into the crosswalk and oncoming traffic. Not enough perspective to see around parked vehicles at the intersections or pedestrians entering in the crosswalks.
- Lack of transportation that doesn't involve a car
- WAY WAY WAY Too Much Low income Apartments being built. Too Much High End Building of unaffordable Housing \$\$\$\$\$. Not enough Green Space with all the building. Property Tax getting to High
- Over development, tourist traffic, short term rentals, lack of affordable housing and starter homes for first time local buyers, lack of a police presence during the season.
- Too much development. Too much traffic. The entire growth needs to SLOW DOWN.
- What I like least about Sister Bay is the continuing amount of building on every possible site of land.
- Large buildings and congestion
- The traffic, over congestion, too busy, no parking, NOISE from all the outdoor bars & bands. Too many bars & drinking venues, feels like party town. Too much over development 3 story ugly condos , hotels. Too many STR's we have lost our small town feel & our neighborhoods have been turned over to the tourists. We don't know our neighbors anymore.
- That the bathrooms close down in tourists' off season; like we don't need them all year around? Most of us who stay here walk, jog or bicycle daily would appreciate having at least one set open.
- Village is difficult to navigate without a car and in a car parking can be a challenge (poor sidewalk and trail connectivity). The busiest seasons have the nicest weather so good (safe!) intervillage connectivity for pedestrians and Bikes should be a primary goal.
- Not enough public activity/sport options, as well as any/all industrialization
- Politics, liberal agendas
- The continued building of high priced housing that reduces opportunities for middle class to enjoy Sister Bay. Why is there no police department available and must come from the county? The short term rentals are becoming a bigger issue with people buying for investment only and blocking families from owning homes and establishing year round presence.
- Need more recreational space such as Pickleball courts and Short term rentals
- Lack of housing, specifically affordable housing, I know those houses they out in on 57 just out side of town are affordable, and they are very good for the community. But it is extremely hard to be able to qualify for them, because they are government subsidized, making it difficult for people who still have a relatively low income are still unable to have access to them
- Lack of Parking
- High str fees
- The speeding on Cherrywood lane since it has been joined to hwy 57.
- Summer crowds
- Overcrowding and ongoing attempts to develop every possible square foot of property with million dollar condos or business ventures. Maybe look to Ephraim as a model on how to maintain Door County/small town feel while allowing reasonable business development. Either way, I would strongly encourage the village to mandate, and the Plan Commission to enforce, greater amounts of green space in condo/business/restaurant developments. For instance, the green space in front of the Dorr Hotel makes the development feel less imposing. However, the condos at the top of the hill at the intersection of 42/57 are packed together, on top of each other along the road, with virtually no visible green space.

- Getting to be too much of s "party town" I'm not a Quaker but seems that many events revolve around alcohol consumption
- The explosion of Short Term Rentals taking over the residential neighborhoods. The doubling of property assessments due to over inflated sales of STR's & increase in property taxes. The lack of any type of walk in clinic or emergency care clinic. The new medical clinic should have included these to meet the needs of the community. Driving 35 minutes in an emergency isn't a good choice for anyone. We need another grocery shopping option that will help lower prices. The majority of residents have to drive to Sturgeon Bay or Green Bay to do bulk shopping. Tourism drives up prices at restaurants & stores & during the off season, residents are stuck paying those high prices. The high number of new wineries and breweries. The high numbers of tourists strains our infrastructure, utilities, rescue, fire & sheriff depts. But I don't see where the dollars they spend help with these things or our property taxes. Business owners profit but not residents who don't own businesses.
- The volume of visitors
- People's lack of respect for "no dogs allowed in waterfront park" The low priority of repaving Sunset Drive up to Woodcrest
- The new ugly big buildings in the downtown area. New development is fine as long as the character of the Village isn't lost.
- Traffic and pedestrians crossing wherever
- Traffic, especially at the intersection of ZZ and 42.
- The traffic in the summer.
- When competing agendas collide
- It gets overrun at times
- Tourists and beach.
- Its people. I also do not like the tourist either
- How busy it can get
- To many people
- The tourists.
- It's extremely crowded with all the shops and the car traffick is terrible.
- The big condos

5. Do you feel that you receive good value for the tax dollars you pay for Village services?



5A. Please explain why you agree that you are receiving good value for your tax dollars in the Village?

- Beautiful parks. Clean streets. A community garden. An ice skating rink. A dog park. Village personnel that are approachable. Snow removal done fast and very well. A great library. So many other things
- Because I have lived in sister Bay most of my adult life I really do not have much to compare it by. We have wonderful schools and parks. Roads could use some repair. I wonder if the taxes are too low and that makes it affordable for people to by homes and condos that they only use 2 or 3 weeks a year. But -that is a problem in it self!
- Cleanliness of all areas Great parks
- Community is kept up and the staff of the village have always been professional.

- Compared to larger cities, it's reasonable.
- Connected to water and sewer. Downtown is often clean and well maintained. Improvements have been successful and helped improve the character of sister bay
- Need better internet infrastructure
- Decent public services, good schools, and a willingness to invest in things that help people. As opposed to the mindless devotion to the low-taxes gospel.
- Emergency services, trash and recycling and road maintenance is pretty good.
- Everything is clean and well maintained. I appreciate there is a post office, hardware store and good grocery store in downtown.
- Excellent library facility
- Excellent staff deserve competitive pay and benefits.
- Quality water treatment is imperative.
- Fire and police are excellent. Streets are clean. Storefronts are manicured well.
- Garbage pickup, fire department, water and sewer are good.
- Garbage snow awesome
- Great snowplowing in winter
- I believe that having sewer and water adds value to my home along with trash pick-up. Most of my tax dollars are going to Gibraltar which has a fairly good ranking in the state. However, Gibraltar lacks programs that are needed for children with special needs, and is not proactive with helping these children and their families.
- I believe we live in a beautiful place and have lovely amenities
- I feel the village maintains all the core services very well, while also trying to improve the community
- I have seen alot of things changing lately - the village is making strides to improve the village
- I like and love where I live I consider this to be the home for which I will reside in the rest of my days.
- I think the village is divided between those who want it to go back to the way it was, which isn't going to happen, and those who are willing to destroy all character of the village to get ahead and pad their pocketbooks. This is reflected in how the council is spending money.
- Infrastructure seems well maintained, though drainage ditches along Spring Street need to be cleaned out.
- It is clean, well run, well organized.
- Free concerts.
- Maintenance of our Parks & Roads
- Maintenance of facilities.
- Maintenance of lands and roads.
- Money spent well up to now. I'm worried that if the village gets any bigger we'll no longer have this sweet village
- Most services well done, some roads need better repair
- Mostly well maintained streets and parks
- Excellent administration staff
- Nice public bathrooms
- Overall maintenance and the preparation and cleanup for the special events is very good
- Parking and traffic.
- Plowing of the roads during the winter months is excellent. The village is very clean. There isn't any litter or waste. Communication with residence is done well. Special events are well managed. As a year-round resident, I feel that the services provided are very good.
- Public services and infrastructure seem in good hands
- Public water and septic, great fire and EMT presence, good internet. However, there is a lack of enforcement presence.
- Services our tax dollars pay for are well worth it. Don't feel lacking here.
- Sister Bay looks good.
- Snow is removed as soon as possible.
- Trash and recyclables are removed weekly. Parks are cleaned and maintained. Major electrical items are collected semi-annually. Sports Complex is available and maintsined.
- Dog Park is available.
- Taxes are low enough for the services received
- Taxes are much higher in other communities.
- The efforts the village has pursued to improve public open space (waterfront changes, pebble beach, etc.) have all be great uses for the tax dollars and the current plans (new village administrative building, new 57 and Ephraim trails) show good plans for using those tax dollars in the future. I do worry some about how efficiently some of the departments are and the value returned for money sent to SBAA.
- The employees take care of the Village and the governing structure appears to respond to the citizens needs and input.

- The services and parklands that the village offers is great.
- The Village employees do their best to serve our needs in a helpful, timely and friendly manner.
- The village facilities are nice and maintained well.
- There always seems to be village workers working about town on various aspects of town upkeep
- There are lots of activities and beautiful parks
- They bought the whole damn waterfront with it and spurred development that paid for it 10 times over. Then they saved Pebble Beach. What other town in Wisconsin has done something like that? Plus, the village is incredibly clean. There are plans for more pedestrian connections to schools and necessities. The village has supported the number one need of the county - housing. The broadband investment is highly questionable, but the batting average is very high for the village.
- Things are done in a timely fashion and the village upkeep is going well.
- Town infrastructure is well maintained
- very clean water front area, good board and committies
- We do a lot with what we have. The parks employees are always working hard on improving things. Our fire department works really hard. It seems like it is so busy and there are so many tourists. There so much for everyone to do. Sister Bay is growing very fast.

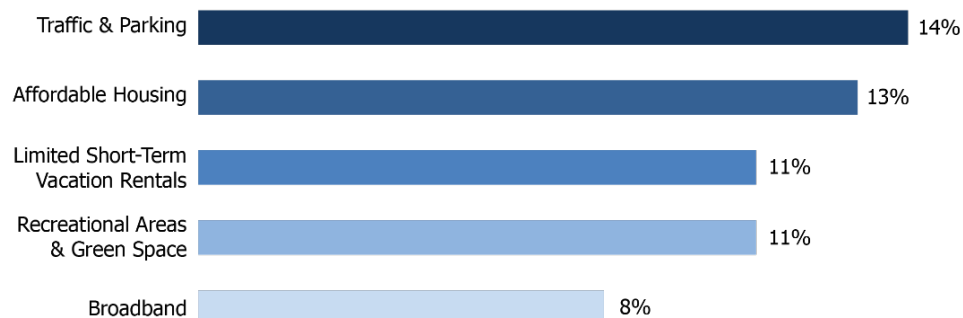
5B. Please explain why you do not feel you are receiving good value for your tax dollars in the Village?

- We have been taxed several times as property has been taken off of the tax rolls to buy that property from some of the village residents when they could not sell for prices asked.
- Taxes just skyrocketed and nothing has changed really. Sister Bay should seriously look to buy up as much of the houses around downtown and make them retail with cute shops below and housing above, all with a European flair, like a mini Sweden, etc. plus there are no consistent sidewalks or bike lanes anywhere. Old Stage, ZZ, very dangerous. Uptown Sister Bay is always neglected you should make Piggly Wiggly install sidewalks and Country Walk lane needs pedestrian egress that's safe.
- Money going to please visitors not residents
- The real estate taxes are too high as is the sales tax with the added resort tax added on.
- I feel we get nothing more for our current mill rate of \$6.395 while all adjacent property gets use of all of our taxpayer funded parks and facilities and pays a mill rate of \$2.632 only 41% of ours. WHERE ARE WE GOING IN SUPPORT OF THE LOCAL PEOPLE THAT PAY THESE EXORBATANT TAXES?
- Lots of waste on items that do not improve resident quality of life.
- Roads in disrepair, lack of sidewalks throughout the village, wasteful spending on land purchases, lack of updates to the waterfront playground (please get rubber platform instead of awful cheap mulch, update the dated equipment, plant new grass, etc). Stop spending our tax dollars on things like the historical society barn and low income housing. Take better care of those who live here and things that actually matter to us!
- Taxes are up \$200 per year, every year. Over time, that adds up.
- Lack of full time police and presence. Lack of full time firefighters and emts. We would be willing to have crossing guards for our children. But has anyone thought of crossing guards for the elderly in the heart of sister bays area on hwy 42? Seems there is lack of consideration of our elderly but not for another brewery to be allowed to open. Think more of solutions for the elderly. Parking for the elderly also.
- Slow internet
- Are taxes have increased for years with no real growth in value. Recently home values are greatly increased. There is anger about people renting out their homes. I don't know the board's focus. It's bike paths, and pedestrian paths, but no thought into have those paths lighted to avoid accidents. Will costs increase as more families that require subsidized housing move into the area. Will the village residents be welcoming to a new population, or feel cheated if more resources are given to new families?
- I am a condo owner in the Village. Seems like we are always arguing with the village about every project. Very little transparency on projects and virtually no discussion. Very disappointing when you consider the amount of money we pay in property taxes every year.
- Water Front Park needs to be kept more clean
- The government is too big and bloated. It has done nothing but build parks and field trips. The town looks like a toddler designed it.

6. How satisfied are you with the following?

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Transportation Infrastructure	8%	31%	23%	31%	7%
Public Utilities	27.6%	42.8%	24.3%	5.3%	0.0%
Village Services	19.1%	47.4%	24.3%	8.6%	0.7%
Broadband Access	13.2%	28.9%	27.6%	19.7%	10.5%
Schools	21.7%	29.6%	45.4%	3.3%	0.0%
Tourism	15.8%	33.6%	25.0%	19.1%	6.6%
Business and Industrial Development	7.9%	32.9%	40.1%	13.8%	5.3%
Vacant Neglected Properties	8.6%	21.7%	53.3%	13.8%	2.6%
Housing availability and Affordability	3.3%	7.2%	30.9%	36.2%	22.4%
Entertainment and Community Events	36.2%	48.7%	10.5%	3.9%	0.7%
Parks and Natural Areas	44.1%	36.2%	9.2%	9.2%	1.3%
Community Design and Character	19.7%	37.5%	21.1%	14.5%	7.2%
Traffic Control and Parking	4.6%	17.8%	17.8%	36.2%	23.7%

7. Which of the following should be prioritized for improvement within the Village?



8. Which of the following should be prioritized for improvement within the Village?

	# Votes	Total %
Traffic & Parking	89	14.1%
Affordable Housing	84	13.3%
Limit Short-Term Vacation Rentals (Air bnb, Vbro)	72	11.4%
Recreation Areas and Green Space	71	11.3%
Broadband	48	7.6%
Roadway Infrastructure and Maintenance	42	6.7%
Arts, Culture, Community Events & Projects	36	5.7%
Services and Amenities for Seniors	27	4.3%
Government Transparency & Staff	25	4.0%
Public Transit	24	3.8%
Code Enforcement and Revisions	21	3.3%
Other	16	2.5%
Additional Restaurants, Stores, and Bars	15	2.4%
Access to Childcare	15	2.4%
Schools and Education	13	2.1%
Business & Industrial Development	12	1.9%
Increase Diversity	9	1.4%
Community Trash Collection	6	1.0%
No Change	5	0.8%
Total	630	100.0%

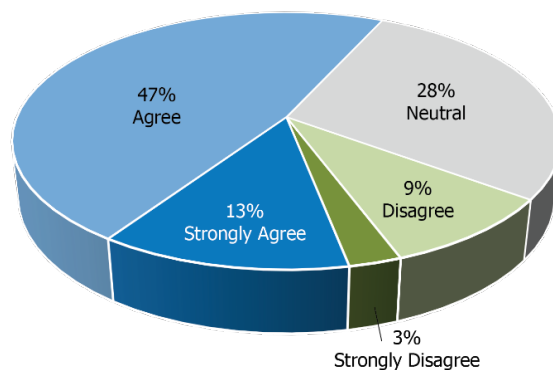
9. How satisfied are you with the following services?

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Police Services	24%	39%	23%	8%	6%
Fire Protection Services	52.6%	34.2%	12.5%	0.7%	0.0%
Building Inspection Services	10.5%	25.0%	60.5%	3.9%	0.0%
Development & Planning Services	4.6%	22.4%	40.8%	23.0%	9.2%
Electric Utilitie Services	22.4%	46.1%	28.9%	1.3%	1.3%
Sewer Utility Services	19.7%	48.0%	30.3%	2.0%	0.0%
Garbage/Waste/Recycling Services	23.0%	43.4%	25.0%	7.2%	1.3%
Library Services	47.4%	34.9%	17.1%	0.7%	0.0%

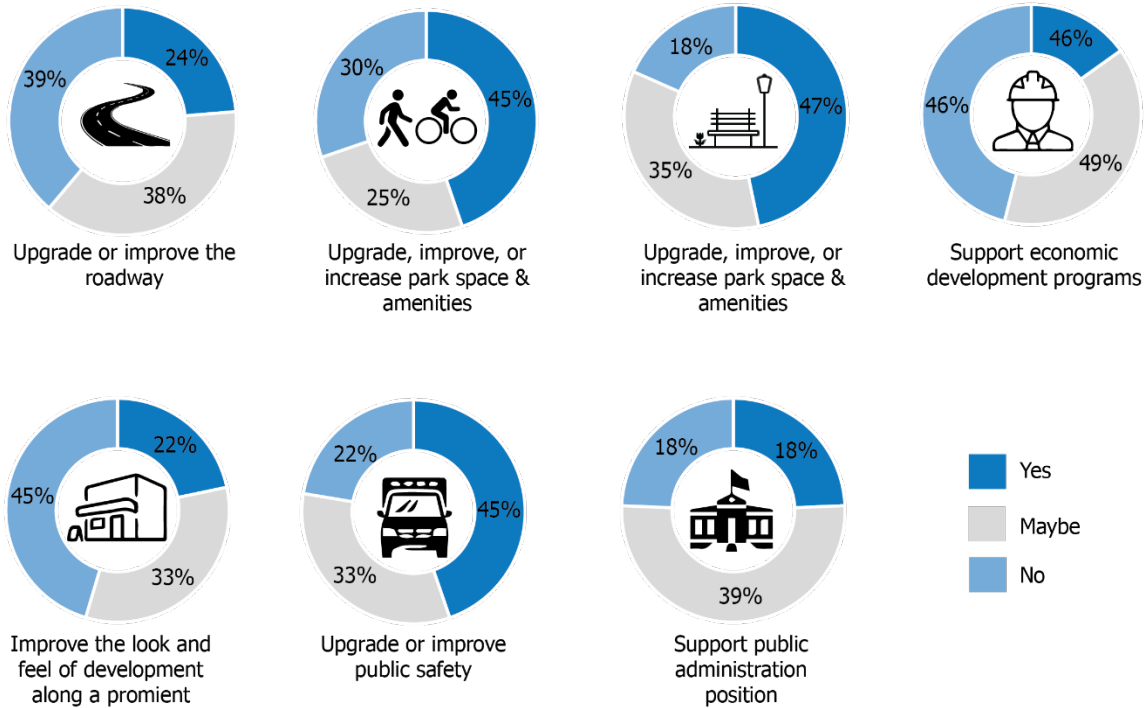
10. Do you agree or disagree with the following statements?

	Agree	Neutral	Disagree
I am within walking or biking distance to parks and open spaces	75.0%	11.2%	13.8%
I am withing walking or biking distance to shopping (groceries, necessities, retail, ect.)	66.4%	15.1%	18.4%
I have access to arts and cultural opportunities	80.9%	13.2%	5.9%
I have access to affordable childcare	9.2%	80.3%	10.5%
I have access to adequate educational and/or professional opportunities	33.6%	50.7%	15.8%
I have access to adequate health care	48.7%	25.7%	25.7%
I have access to spiritual/faith-based opportunities	61.8%	34.2%	3.9%
I support historic preservation	81.6%	11.8%	6.6%

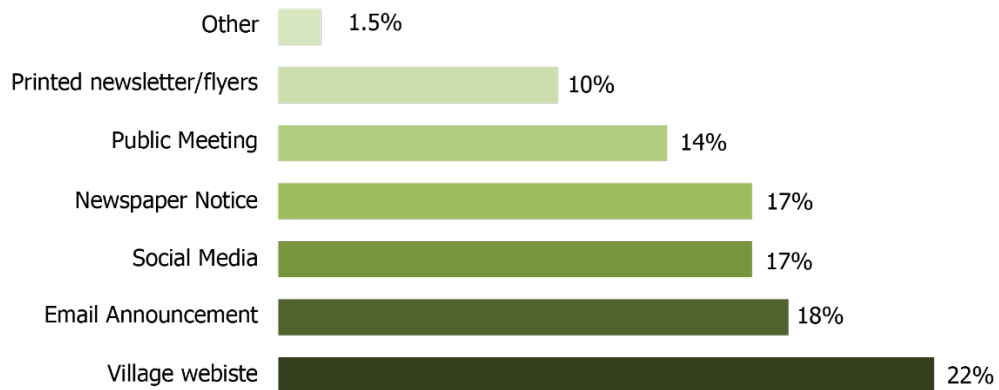
11. Do you think Sister Bay works well with its neighboring communities.



12. Would you be willing to pay increased taxes or fees for the following?



13. What is the best way to keep Village residents informed?



14. In general, what is missing or lacking in Sister Bay?

	#	%
Parks and Open Spaces	35	8.3%
Trails	45	10.6%
Restaurants	9	2.1%
Shopping Options	29	6.9%
Housing Options	75	17.7%
Park Amenities	16	3.8%
Bicycle and Pedestrian Connectivity	69	16.3%
Healthcare	36	8.5%
Service/Activities for seniors	36	8.5%
Services/Activities for Children	30	7.1%
Entertainment Options	13	3.1%
Others	30	7.1%
Total	423	100.0%

Other (open ended)

- As an aside....it is difficult to find a variety of evening dining on some days, especially Mondays. If tourism is promoted, need a variety of dining esp. at night.
- We need year round jobs with higher wages/benefits - not seasonal jobs. When interest rates & home prices were low locals couldn't buy homes due to only low wage tip based income. Sister Bay had failed our children.
- Dog park that is usable in the winter.
- police to enforce speed limits and weight restrictions on fieldcrest road
- Street Trees. Plant hundreds more along roadways, downtown, and along the multimodal path.
- Quiet and simple charm. I try to avoid the area as much as possible.
- Year round non-tourism focused businesses, and full time employment that offers benefits.
- Safe streets for driving
- Forward thinking planning, RE: traffic
- Parking on the back roads like spring road. Like Egg Harbor did on their back road.
- Parking and a Shopco or real pharmacy
- Parking, controlled crosswalks, respectful tourists
- Parking
- Outside bathrooms and immediate care; how about having rotating doctors work nights and weekends at beautiful new building that sits empty at night and weekends. . What a waste. It's a beautiful office building. That's it.
- Shopping option like the former shopko. Too much is geared and priced for tourists.
- Preservation of historic character
- Parking outside main corridor with shuttle option
- INTERNET
- Trees
- Splash pad
- Airbnb and short term rental regulations/enforcement
- Downtown parking, more shopping downtown
- Transportation between communities
- Fair priced grocery store. Shouldn't have to drive to Sturgeon Bay to pay \$4.98 for 18oz. corn flakes instead of \$8.69 for the same at Piggly.
- I think the all of the above are pretty well covered.
- Downtown rooms to compete with STR's

15. What types of housing issues do you believe exist within the Village?

	#	%
Shortage of Single-Family Starter Homes	93	18.2%
Lack of Rental Housing	44	8.6%
Lack of Mixed-Use Housing	17	3.3%
Lack of Multi-Family Housing	16	3.1%
Abandoned or Rundown Housing	6	1.2%
High Property Taxes	35	6.8%
Lack of Assisted/Senior Living Apartments	23	4.5%
Lack of Workforce Housing	95	18.6%
Homelessness	2	0.4%
Lack of Affordable Housing	92	18.0%
Lack of Housing Availability	54	10.6%
Lack of New Housing Development	10	2.0%
Non of the Above	16	3.1%
Others	8	1.6%
Total	511	100.0%

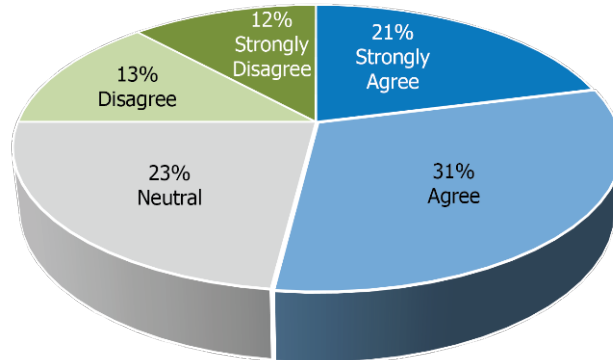
Other Housing Issues (Open Ended)

- Our children lack the income to qualify for home loans due to low wage jobs fostered by the plan commission and trustees. Our next generation will fall even further behind if they don't leave for better paying jobs.
- Dorm-style and studio apartments. Single-family homes as rentals (the cheapest way to house workers)
- Leave housing alone, except for historic preservation
- Too many rental houses
- Air bnb over populated and allowed
- Airbnb and short term rental controls
- Stop Building all those low income housing in a Resort community, there Not
- Too many high priced condos and houses!

16. What do you think about the Village's supply of the following housing types?

	We have too Much of this Housing Type	We Have Enough of this Housing Type	We Need More of this Housing Type	Unsure
Single-Family Detached Housing	3.9%	23.0%	51.3%	21.7%
Single-Family Attached Home (townhomes)	7.9%	30.3%	32.2%	29.6%
Duplexes	7.9%	24.3%	25.0%	42.8%
Triplexes and Quadplex	14.5%	23.0%	15.1%	47.4%
Accessory Dwelling Units (ADU)	7.9%	8.6%	19.1%	64.5%
Small Multi-Family Buildings (-12 unit per structure)	15.8%	19.7%	25.7%	38.8%
Large Multi-Family Buildings (12 or more units per structure)	25.0%	25.7%	13.2%	36.2%
Manufactured Homes (mobile homes)	25.0%	27.0%	4.6%	43.4%
Government Subsidized Housing (e.g., dedicated affordable housing)	15.8%	16.4%	34.2%	33.6%
Senior/Assisted Living	7.9%	22.4%	36.2%	33.6%
Workforce Housing	11.2%	5.3%	69.7%	13.8%

17. Agree or disagree? The Village should welcome a greater mix of housing types, including apartments, condos, row housing, townhomes, tiny homes, etc.



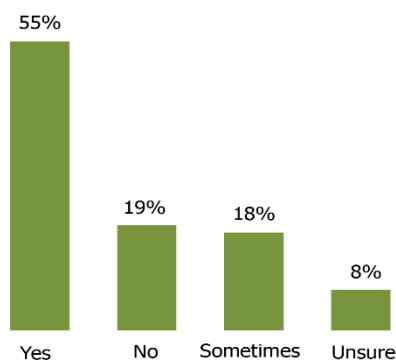
18. Please share any additional details about housing within the Village.

- Have gotten too many condos.
- Limit size of condo and multi-family housing, especially of the rental type.
- We have enough single family detached homes, and any new inventory should not be government funded or controlled. Employers who need workforce housing should build and pay for that themselves. They shouldn't be looking for the rest of us to subsidize them. All new housing should be market rate and privately funded - not subsidized but local taxes. Reduce lot sizes requirements and increase density on the Wiltse property to accommodate small home sizes to create a range of housing from tiny houses to multi-unit housing. Dump the idea of putting any government buildings on that property.
- Until the Village looks at how crowded the roads are (at least half the year), I feel no more housing development should be considered. Let's stop putting the cart before the horse.
- Allow tiny homes under 1,200 sq/ft.
- affordable housing for workers in service sector
- Not sure how anyone who works in Sister Bay can afford to buy a home here. This is profoundly dangerous to the health and long term viability of the community.
- We need larger apartments with 3 bedrooms and more 1 bedroom and studio apartments. The average starter home in Sister Bay is now \$500K which is out of reach for first time home buyers. We need \$350 - \$400 homes that aren't falling apart, so that young families can invest and stay in Sister Bay.
- Look for infill property opportunities that don't require building out roads, sewer and water and electric.
- Severe lack of homes available for new families that do not qualify for subsidized housing
- Don't allow big companies in anymore
- Sister Bay has plenty of open land to build new housing.
- Needs to be more affordable
- Historically, it seems like the village Has been founded with single-family seasonal homes. However, it isn't realistic to think that this can be a secluded, exclusive, slice of heaven for a few people. It needs to be appealing to a much wider range of people.
- We should limit building housing that allows for VRBO, etc. We are getting too crowded.
- The village used to be a small wonderful community and has become Fish Creek with all the crowds and traffic. I am within walking distance to a grocery store but am afraid to cross 42 with the traffic.
- One of the biggest issues seems to be affordable housing for workers and locals. The large complexes recently built (Hwy 57) are a help but do we want to change the look of the community by adding even more? It seems development of this kind of housing in Sturgeon Bay would make more sense - with affordable public transit to bring workers up.
- More housing is not a right. Preservation of land/history is too important.
- You are catering to the tourists and second homeowners. Not the locals, who want to work here but can't afford the housing.
- You priced your way out of the market. Affordable housing will need to be built in other communities that have much lower tax rates.
- Don't build on every piece of green space left.
- Bigger isn't better.

- The village should be looking to develop housing for residents who work here and want to live here year round. There is too many places that are used as second homes, vacation rentals, high end units. The wages here do not support living here unless you work multiple jobs and living in undesirable situations.
- Worker housing is needed
- Village government should stop trying to reduce home values.
- Smart planning needed. Use space that's closer to town, within bike/walking distance, for higher density homes.
- I am not sure what types of housing is needed in Sister bay. I know we need workforce housing but not sure much more can be built within the village limits. Cooperation with Liberty Grove and Ephraim maybe. Too many empty homes and condos. The cost of renting or owning is way way too much.
- Too many short term rentals, VRBO type
- Given the traffic and parking issues we have, it is irresponsible to talk about adding more housing.
- The Village needs anex property from Liberty Grove in order to provide more Housing.
- People need affordable single family detached housing to raise a family, and seniors need smaller homes to downsize.
- Any new developments add to population, congestion, other ugly unintended consequences. Planning focusing on changes and so called improvements is tragically misguided. Welcome to Wisconsin dells.
- No more condos
- I did research recently the average home sale is 850,000. Although that seems wonderful, it is pricing workers and kind standing home owners out! There should be a stop on air b and b homes! The character is hon in sister bay! Soon it will have a Starbucks and Walgreens in the corner! There is no going back to the beautiful little town it was.. a sweet tourist destination with activities for them All condos in town should have one owner and short term rentals should be limited. Need housing for workers!!!!
- "Tiny homes and specific tiny cabins. We certainly do not want trailer parks and run down shacks.
- Tiny homes / ADU's should be available to land owners barring they follow specific aesthetic and maintenance requirements.
- Housing is so expensive.. for our growing family to enjoy our historic property being able to connect attractive tiny cabins would be game changing. "
- Continue to add affordable options for YEAR ROUND residents.
- I own my home and was lucky enough to have received the opportunity to buy it. However many people have been hurting for places to live and struggle to stay in door county due to this fact. Therefore it needs to happen. The working class is struggling to do so and are forced to leave what we all like to call as home.
- There is NO affordable housing for the working or senior population. People have to drive from Sturgeon Bay to get affordable housing now.
- It just needs to be away from downtown. It has been overbuilt.
- It seems like air bnb homes are in excess. We need starter homes for young families.
- "Too many short term rentals. It seems that there are more short term rentals than
- resident homes. It is a problem as the buyers of the homes that are to be short term rentals pay up to double of what the home is worth causing the assessments of
- the residents' homes and land nearby to be increased, thus increasing taxes more than
- what is reasonable.
- Rents are too high for what we make. I wish we could get our own small house but they're not affordable.
- No mobile homes. Small, single family homes are needed. Accessory structures for workforce housing could be allowed but not as an STR.
- I worry because subsidized housing in my residence area (outside SB),that has become a high crime area. If there are only jobs during the summer, will businesses pay unemployment wages to laid off workers. Will that be enough to live on. Can Sister Bay provide supportive services to families that may be struggling with domestic abuse, child neglect, or more of the problems that may appear with young, working families. Can HSD expand enough to provide enough case managers. I've worked in homeless, and domestic violence centers. A problem was a single man sometimes demanding that woman let him live with her, maybe from another area. A dentist in Sister Bay I think advertised that he would take Medicare patients. People started to drive up from as far as Illinois for dental work for themselves, and children. These are good goals, but I think it would also become necessary to study supportive services we can offer.
- Airbnb and short term rentals are destroying neighborhoods and over taxing infrastructure
- Current development trends toward typical sprawl, which is economically unsustainable at low densities. Preference should be given to brownfield redevelopment of existing corridors.
- Don't want Sister Bay to look like a suburb
- STOP ALL MULTI-UNIT HOUSING DEVELOPMENT. We have enough already. Sister Bay has LOST ITS CHARM.

- "There has been a nice investment in low income housing. I'm not sure the renters truly qualify as lower income though. Maybe the vetting should include investments etc.
- We don't need row housing or apartment complexes in abundance. Especially if more than two stories"
- Zoning such as lot sizes increases costs
- Workers need a decent place to live.
- Please, no trailers.
- I like what I have heard about the possibility of a new housing development for locals near the sports complex.
- We need more non car dependant housing options.
- "Stop Building, you have enough
- Need More Green Space"
- Please limit the amount of Short term rentals, they are ruining our neighborhoods.
- SLOW DOWN! Focus on solutions for seasonal workers. Otherwise, initiate a pause on all new development.
- Please slow down on all the building in Sister Bay, it affects all parts of infrastructure. Preserve the green scape that seems to be disappearing. Sister Bay is a Village, not a city.
- We are creating too many apartment complexes and these are not filling the needs of the workforce. Some are being used by seasonal visitors. They are not pleasing to look at and are increasing our population unsustainably.
- Tiny homes are the wave of the future & should be allowed in the village
- Housing will come when minimum wage is increased and benefit packages offered with full time employment. In addition, cost of living raises given annually without exception to all public employees.
- There is very little "affordable" housing for: early in career or individuals, young married couples, small families. The Shoals 'affordable' housing units have very low income limits that are incompatible with these groups (require <32K for single, <42K for married) and are priced such that those that meet the income requirements can only afford if they have financial assets (i.e. retired).
- We need more homes priced affordably for our young workforce-young adults just getting out on their own.
- Too many short term rentals are making housing in affordable
- Air B&B is out of control
- Would like to see affordable housing for nurses, teachers, etc that work in our community.
- Affordable rentals.
- I believe we should invest in townhomes and condo complexes like Egg Harbor that can hold more population
- i do not know
- We have too much housing we need to save the beautiful land and keep housing off of it for hunting and animals and environment
- Need more worker housing and less apartment, condos, etc
- I don't live in Sister Bay.

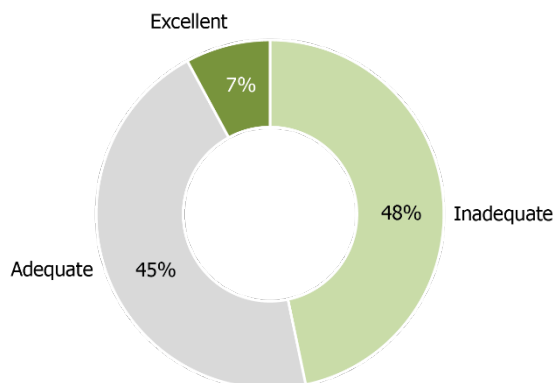
19. Do you have adequate access to broadband while residing, working, or visiting the Village of Sister Bay?



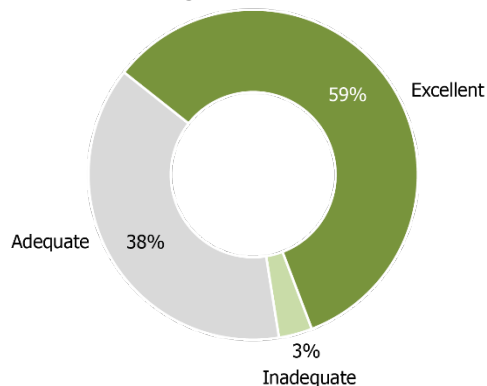
20. The Village should encourage the following types of development:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Commercial Development, Including Retail	8.6%	28.9%	30.3%	18.4%	13.8%
Office Development	5.3%	18.4%	43.4%	22.4%	10.5%
Industrial Development	5.3%	18.4%	43.4%	22.4%	10.5%
Mixed Use Development (commercial with	3.9%	-9.9%	27.6%	39.5%	19.1%

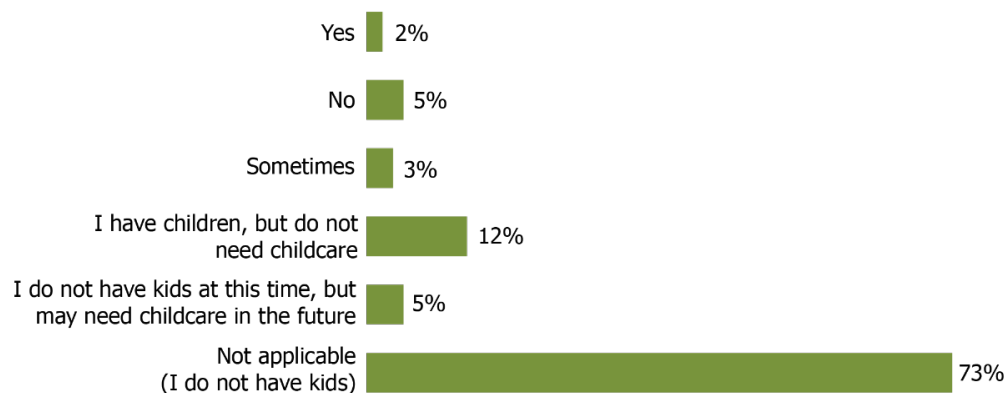
21. Year-round job opportunities in Sister Bay are:



22. Seasonal job opportunities in Sister Bay are:



23. If you have children and live or work in the Village, do you have adequate access to childcare?

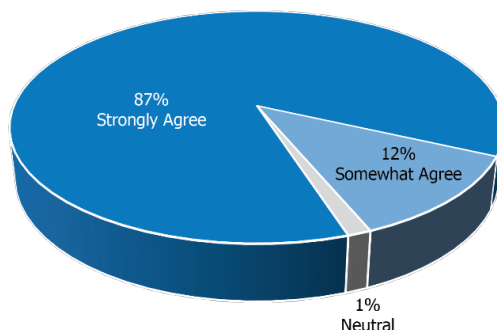


24. Please share any additional details on economic development within the Village.

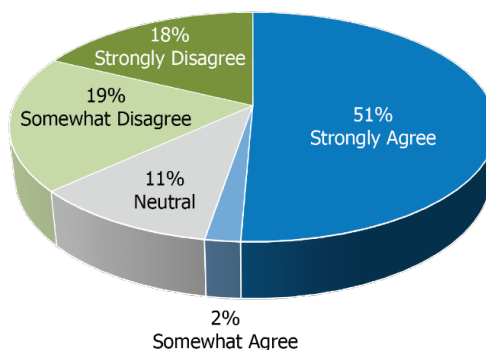
- Not well enough informed to really comment.
- Phase out seasonal employers. They are killing opportunities for our children. They don't provide living wages/benefits. These employers are failing our children and primarily benefitting themselves. They have turned the waterfront commercial district into a grand traffic choked liquor store. These jobs cannot sustain our children. The plan commission and trustees are failing miserably, and create diversions to make it look like outsiders are the big issue - when this local government fails to create real financial opportunities for the next generation - to support their families they have to leave the area for any growth opportunities.
- Hate to sound like a broken record, but the first ten important considerations are roads before any building of any commercial or residential units are needed. Air B&Bs will close down schools and non-profits in twenty years (or before) if residential zoning is not enforced.
- need business but also affordable housing for workers associated with the business
- "We need to do something to help convert the Krist Foods property into a viable business space. It is an eyesore and could be a huge opportunity for an investor that would generate tax dollars for the Village. We have no where to shop for general merchandise that was available at Shopko, so have to buy from Amazon or drive to Sturgeon Bay.
- I have childcare now, but have lacked in the past.
- Economic development should be focused on businesses that would serve the community, especially from November to May.
- Most of the seasonal work is geared toward younger or more physically able people. For example, being able to lead a kayak tour, or Seqway tour, or being able to work in a fast-paced restaurant settings. It would be great to see economic development, initiatives, focused on bolstering a year-round population, some more businesses that are non-tourism focused could thrive.
- Please stop building so many hotels and condos. We are overcrowded already. We need bike lanes on ZZ and Old Stage.
- Please look into community supported affordable WiFi, as other municipalities in Door County has done.
- The main town area has been over developed. If any further development takes place, it should be away from the main downtown area. Leave the post office and village hall alone. That's what makes this village so beautiful!
- Too crowded
- Seems like we are full. A lot of folks are making a lot of money. How much is enough for them? Let's put the brakes on development for now.
- Leave well enough alone.
- Improving broadband right now, in my opinion, is a waste of money as we will all have as good a service as we need soon with the new satellite that is currently available for boats and RV's.
- Chop charges 3% for help housing. Is that a township effort? If not perhaps you should
- Shut down the road main road during weekends make it exclusively for pedestrians
- Support residents. Without workers, business can not survive.
- We do not need to subsidize businesses, just make the conditions to encourage investment.
- Preserve the town hall and post office buildings. Make parking available at new post office site.
- Embrace growth by fostering tourism and migration of new residents to our community looking for a rural lifestyle, respect the natural beauty of DC yet seek upscale creature comforts. Retail/restaurant/entertainment venues should be further promoted in SB to build on DC's reputation as a unique, highly sought after destination in the Midwest and the rest of the country.
- Something needs to be done with the old Krist's/ shopko space. The Pie source and innovative print building is horrible. A blight! Country walk needs help as it is an eye sore! They should be ashamed of how they have let the parking lots and gardens go to such a horrible disrepair. The uptown needs better year round sidewalk and much of it needs repair. I dont agree it should be a snowmoile trail!
- "There seems to be a dichotomy between village administration/businesses and the residents. Administration/business wants continued growth, and the residents wants to stop growth before we change
- We're never going to have too many year round businesses, because we don't have the workforce, and the village wants to build more housing for more workers, who cannot earn a year round living."
- Need more Village Parking
- Village is currently over developed for tourism to the detriment of permanent residents.
- More parking, no more condos. More walkways and seating along lakefront
- The town has lost its historic charm and become a giant bar.
- I feel the growth of sister bay has been
- We need good paying jobs so our young people do not all move out of here. They cannot afford to buy a house on their income and the high prices of homes since they are all being bought to turn into vacation rentals.

- If you move the post office, move it near the ball field or somewhere it will be more accessible to the elderly. Parking isn't easy downtown. When it comes to development, less is more. People like our small towns/villages.
- I wanted to know how much the current taxpayers here may be saddled with the TIF borrowing. Why can't the Village take a break from construction? There has been lots of construction. I don't think the Village wants more seniors, but that will be an issue for them to graciously consider while the BB Generation moves through. There will be lots of real estate as they age out. It seems so frenzied downtown with the tourists. Slow things down to see how they progress. You don't need to add more noise, and traffic. Sometimes it's better with less. You've all done well, it must be a time-consuming job.
- Losing Shopko was a step backwards — a quality replacement for a Shopko like business would be desirable
- Prohibit tacky subdivisions
- More restaurants and boutiques.
- We need services and retail. Large office complexes are not needed.
- Piggly wiggly helps with food but another retailer like the small Shopko would help locals with less costly purchases. Make less trips to Sturgeon Bay. Reduce cost of living in Northern Door.
- No need to provide more amenities and shopping opportunities for tourists.
- More development means more people and I think we've about reached our limit.
- We need more mixed used zoning
- "Everyone drives to Fishcreek to Shop
- Learn from this, keep people shopping in Sister Bay "
- We need more services! A bigger pharmacy, affordable clothing & shoe stores, a Target or Kohls type store is desperately needed. More shopping choices.. we need another grocery store or Kwik Trip
- I'm waiting to see a cross country ski trail at the Sports Complex that I can walk or ski to from my home.
- Smart managed growth than balances the need for jobs with the ability to house those who would fill those jobs. If we have jobs but only housing is far away (Sturgeon bay) there is no 'community' being built, its just a place to work and vacation.
- Think we're close to over doing it.
- Village Board members should remain neutral when deciding specific projects
- We need more of a coirprate landscape
- Again I do not live in Sister Bay.

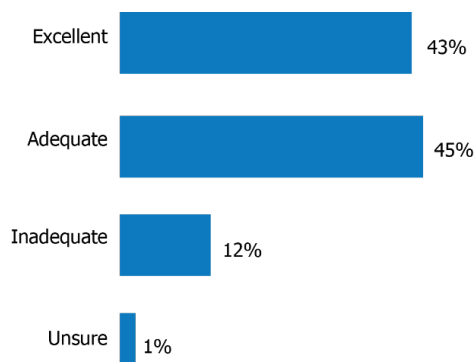
25. It is important to preserve and protect the shoreline along the lake.



26. The Village of Sister Bay should make efforts to preserve and protect cultural and historical assets.



27. The quality of parks and outdoor recreation spaces in Sister Bay are:



28. Within the Village of Sister Bay, how often do you use or partake in the following?

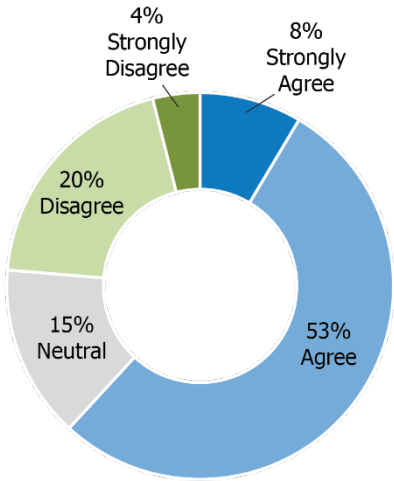
Facility	Almost Daily	Somewhat Frequently	Frequently	Occasionally	Never
Waterfront Park	18%	34%	28%	17%	3%
Marina Park	14%	26%	23%	26%	11%
Ice Rink	1%	7%	7%	41%	45%
Facilities Available for Rent in the Village Park	0%	1%	4%	22%	74%
Dog Park	4%	7%	8%	22%	60%
Sledding Hill	1%	4%	6%	29%	61%
Movies in the Park	1%	8%	6%	36%	49%
Gateway Park	0%	7%	3%	20%	70%
Sister Bay Sports Leagues/Summer Camps	3%	4%	9%	16%	68%
Snow Sports	3%	2%	5%	28%	63%
Sister Bay Water Sports	6%	13%	16%	39%	26%
Sister Bay Beach	13%	22%	27%	34%	5%
Sister Bay Sports Complex	6%	9%	22%	37%	26%

29. Please share additional details about parks, outdoor recreation, cultural resources within the Village of Sister Bay.

- No trails; nothing for seniors
- Retired. Some of above does not apply, but family use when in town.
- The old village hall is not historically significant so don't waste any money on that. Tear it down and zone it for a private sector office condos. Use proceeds for affordable housing. Don't waste tax dollars on this boondoggle.
- Dog park gets daily use more than some of the above. Just saying..... Waterfront is lovely (used half the year) but dogs need exercise year round and tourists with dogs are mounting in numbers.
- Good kayak launch area
- I look forward to having Village Hall a refreshed and multi-use center for community activities, particularly during the off-season.
- We need an Ice Rink that has refrigerated coils so it can be open daily for 5 months a year. We need a Community Center with programs for families, teens and seniors and adjacent to an expanded Sports Complex. Developing with area will draw people away from downtown and the beach in season and create activities for locals in the off season. We need bike and walking trails to neighboring communities as well as around Sister Bay.
- What/where is Gateway Park? Given that Sister Bay is one of the fastest-growing communities, and has seen a surge in residents under 18 and especially under 5, the village should be creating additional playgrounds and year 'round activities for youth and teens (ice rink, playgrounds, bike paths). This shouldn't all be on SBAA.
- Ice rink! The village needs to support updating this great asset!
- Age is interfering with my use.

- More natural areas!!!!
- Need to preserve/restore the natural shoreline. The businesses downtown will be affected by rising water levels within 50-100 years. Need to plan with that in mind. Better to have more open space downtown and preserve some "uptown" land for businesses that will need relocating in the longer (but not that far off) future.
- The dog park NEEDS a large dog/small dog divider!!! I will never take my 27 lb Aussie there as she was manhandled by large (labradors) dogs when she was young! It is not a safe space for small dogs! Baileys and Egg have better dog parks than Sister Bay! Also it's silly to not allow dogs south of the marina space!!! You simply need more poop bag stations and signs demanding pick up!
- Just because I don't use all the record options doesn't mean I don't support them. I know many people do take advantage of these opportunities.
- Create some full time pickleball courts. Not converted tennis courts.
- Nice job of supplying parks ect for all adjacent communities that don't pay for them.
- Park entertainment by beach too loud, feel bad for condo owners. We don't need more bars
- Mulch does not make for a soft landing for playgrounds. Look into the bouncy type rubber flooring.
- Don't try and cram every possible activity into the village—Door County has many opportunities throughout
- The village is behind in developing permanent pickle ball courts with permanent nets.
- Move the post office. It's not in the right place and interferes with park-like activities.
- I attended the open house for the Parks at the fire station a few weeks ago. Please make a timeline for the plan, and the costs involved.
- Love the Marina and the Boat Rentals
- Although I don't use a lot of these options I believe they should be available
- "Preserving parks and keeping them less developed like pebble beach would add value to Sister Bays character.
- ADA parks and public areas are always needed "
- I love the beach in Sister Bay! Add water quality tracking sign like they are in other communities.
- Needs to be more competition so better ammenities and types of boasts jet skis are available. Also they should absolutely not rent those 3 wheel cars next summer. Accidents waiting to happen.
- "Pebble Beach is a great addition. I am happy that it is still dog friendly.
- Its a great place to launch a kayak.
- The parks are adequate but are already starting to look dated. The playground needs to be updated. Parking around waterfront park needs to be improved. The parks could use art and an improved look.
- "The dog park seems popular, but it looks like it will be much smaller when it's relocated. Maybe it should be built closer to the restroom, and warming buildings.
- The drawings of the new recreational area show that a road will be put in that will connect to Scandia Road. I've been up over 20 years, and the cars, and trucks are really speeding as they travel West toward 42. Where Scandia meets Hwy 42, there is a lot of traffic. Cars and trucks are backing up into the road from Birdo's parking lot to the North. There are boats on trailers turning on to 42. With the new marina parking at the sports complex, and housing, that will increase. There is no space for walkers, some pushing baby buggies, to get off the road. The grass by the road is not cut, and gets so tall there is no way to step to safer ground. A traffic study should be done by somebody with the knowledge to advise about safety."
- The focus is on recreation and not on enjoying nature and preserving the water quality and supporting wildlife. I'd like to see more focus on preserving the natural beauty of Sister Bay rather than more sports fields and parking lots.
- No more downtown condo/apartment development.
- The Village has done an excellent job in this area. Keep it up!
- The ice rink project to keep ice stable would help winter use
- Job well done, especially the beach/marina
- All three- fantastic.
- We need cross country ski trails
- "Possible air pump for floatables by beach/bathrooms
- Food Trucks"
- We need an outdoor Community Pool
- Permanent Pickleball courts
- Think Sister Bay has done a fine job of developing the waterfront and sports complex. Paths for snowmobiling a plus as well. Sled hill is definitely something for really little kids. Proximity to Peninsula State Park offers anything we might be lacking...real sled hill and plenty of trails for all levels of hiking.
- Parks are just a distraction from the real issues.
- there should be four-wheeler trails or make them road legal
- Keep more land for outdoor actiivtys.

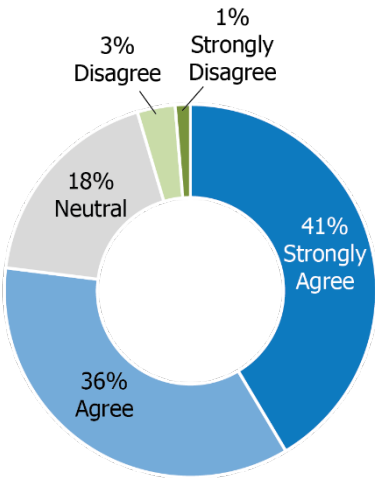
30. Agree or disagree? The general condition of local roads in Sister Bay are adequate.



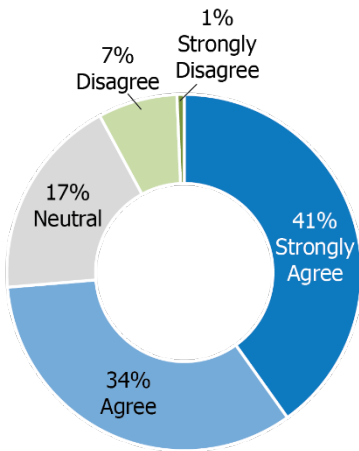
31. How do you feel about the following

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
There is adequate bicycle access and infrastructure (trails, bikes lanes, bike parking, wayfinding signage, etc.)	5%	16%	23%	38%	18%
Alternative modes of transportation, such as walking and biking are important	45%	41%	9%	2%	3%
The access and flow of traffic in the Village of adequate	2%	18%	14%	44%	22%
The Village should offer EV charging infrastructure	17%	30%	28%	10%	14%
Village and sidewalks are adequate and safe	12%	45%	16%	20%	6%
Crosswalks in the Village are in the right location and are safe	7%	38%	21%	24%	9%
A shuttle service is needed in Sister Bay	24%	39%	26%	6%	5%

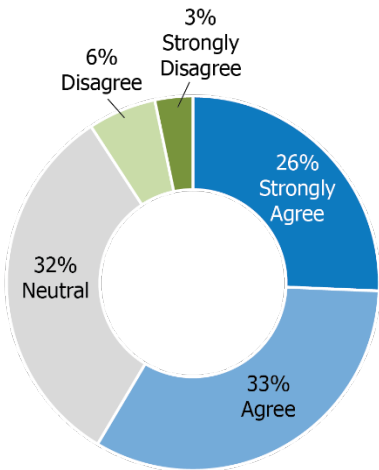
32. The Village should engage in bicycle and pedestrian planning and improvement efforts to increase access and safety within the Village.



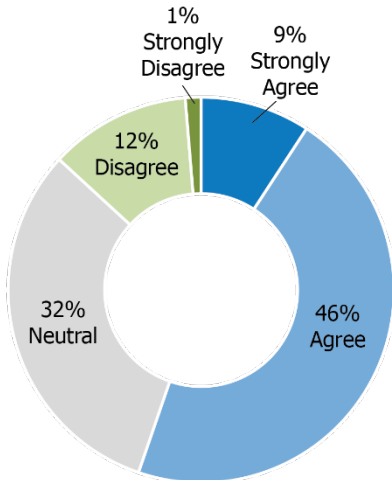
33. The Village should work to improve bicycle/pedestrian safety and access to neighboring communities.



34. The Village should explore the potential use of traffic calming methods on cross streets.



35. Signage and wayfinding in the Village is clear and understandable.



36. Please share additional details about transportation within the Village

- Add lighting and pathways up scanda rd and sunset rd for safety
- Appreciate availability of handicap parking
- Bikes in town are not safe. If people use the shuttle, it's a great way to keep more parking available without adding more space.
- Controlled crosswalks. The traffic issues happen when tourists walk out into traffic and do not use crosswalks. Sister bay has a pedestrian problem, not a traffic problem.
- Create more parking lots and spaces to clear up sidewalks
- Crosswalks ALL need the state sign in the middle of the road reminding the idiots from out of town that state law requires them to stop for the crosswalk!!! I have nearly been hit on more than one occasion! I also think they could update the paint more frequently!!!
- Crosswalks in town are OK. There is enough traffic & /parking that bicycles should be discouraged. Bicycle traffic between towns should be promoted on the back roads. The idea that the big hill descending from Townline Rd. toward Country Lane should be expanded for bike traffic is not smart, and a waste of money.
- Directional travel off H54 is sketchy at best
- Downtown parking is critical, need to explore additional options immediately east of downtown, perhaps around the fire station on Mill Road
- "EV charging stations are important but should not be on a street but in a parking lot.
- Bicycle lanes are important and should be included whenever a road is being redone or put in.
- The traffic flow is what it is. Would not like to see controlled intersections but having a timed electronic walk signal at Mill and 42 would help the flow.
- Pedestrian walkways are fine. That's why the village is adding sidewalks as they work on streets."
- Expand Spring Road to have parking on both sides like Egg Harbor did. We have plenty of parking lots.
- For 8 months out of every years cars dominate the village. I don't know how to change this. Bikes get squeezed out on the main drag. Pedestrians in cross walks having near misses with cars. Aggravating but I don't see a solution unless Destination Door County turns down their national advertising of our fragile little world up here.
- Get rid of parking lot in waterfront park
- I always try to avoid driving into Sister BAY in the summer. It is a nightmare.
- I am not sure there is much signage to direct people who are new to the area.
- I love the "Still waiting to make a left hand turn in Sister Bay" bumper stickers. Don't tell me there isn't anything the village can be doing to address this issue. This is a quality of life issue for residents and visitors alike. Get on it!!!
- I would like to see a large multi-level parking lot away from Bay Shore with shuttle service. I really don't like the idea of paving acres of land for cheap parking lots. It creates a lot of drainage issues and it's ugly. Let's make it easier and safer for able-bodied people to can walk or ride their bikes into Sister Bay and provide more bike racks. Let's discourage car culture and get rid of the congestion and associated air pollution which is ruining Door County for tourists. Let's provide people with a safe way to get back to their lodging places after having a few drinks.
- I'd like to see a resident only parking area in town during peak season. Metered parking in peak season would be ok. Find a way to restrict length of time parking in some areas and enforce it. Again it seems that convenience of parking is always geared to tourist needs.
- It's a nightmare in the summer!
- Love the above questions. Invest in the EV public charging. Traffic calming and pedestrian focus. Pedestrian oriented retail (a bit European) would be AMAZING
- Many roads are crumbling and some blithering idiots want to focus on EV charging stations and bike paths. Fix the dxxx roads first. You are doing terribly at this basic government function. There are plenty of parks for cyclist to use. Our roads are critical infrastructure - bike paths are a nicety. EV charging stations should be private sector just like gas stations are today. Only the grand liquor store that is the commercial waterfront distric will derive benefits from this so let them provide that service in their parking spaces. If any new parking lots are needed for your grand liquor store district create a tiff district to fund acquisition and operating expenses. Install parking meters in that same area to pay for any improvements needed. Don't pass that cost on to all tax layers.
- More parking may not be needed if shuttles and safe multiuse paths are available
- Most people don't know how to parallel park - have parking on just one side of the street on park on an angle so you are not waiting 4 minutes, watching a guy trying to park his wife's minivan that he never drives. It would be nice to have a walking/bike path on Country Lane - lots of traffic, bikers and walkers. Also a path to get to Ephraim and from Yacht Works to Beach Road. Make it safer for people to walk and bike.
- My opinion about this is skewed by the horror show of June through October. But making *more* parking available is foolish and irresponsible. That would only compound the problem.

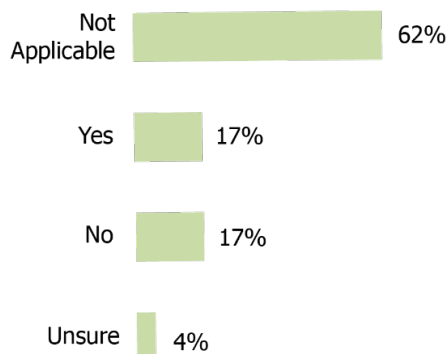
- Need more bike paths and Shuttle service
- Need more frequ, reliable bus shuttle. That will cut down the congestion.
- Need pedestrian walk ways to have signs put back in place. Better safe than sorry.
- need to coordinate shuttle service from egg harbor to ellison bay, like many cities we have visited
- Need to remove the parking space in front of the park across from Al Johnson's. We can never see pedestrians stepping out when trucks and suvs are there. Make it motorcycles only.
- Parking during park events is a problem. Need enforcement.
- People jump in front of you all the time. Put seasonal stop lights up
- Please stop grouping biking and pedestrian in the same questions! I'm all for more pedestrian access and sidewalks; bikes belong in the roadway. Please break these two groups into separate questions on any future surveys.
- Remove parking on Bayshore Drive and put in bicycle paths
- Sidewalks are needed on Fieldcrest Road because of The Glen. Crosswalks are needed in several locations on 42 out of downtown, as well as areas on Highway 57
- Signage is dated. Need better pedestrian flow throughout the village with sidewalks and trails. Bike trails in parts of the village but bike traffic can be a menace. Bikers don't like to obey laws and cause more issues than they are worth.
- Since I'm on the roads daily, a couple foot bridges OVER the highway downtown would make some sense instead of just crossing while using the phone or allowing children to walk into the street.
- Sister Bay doesn't have a parking shortage even on its busiest non-festival days. At minimum, the Waterfront Beach parking lot should be metered and the pull-up spots. Whatever is done at the old fire station should incorporate shared parking, and spring should have parking. Sister Bay Bowl could be metered during the day with revenue split between village and bowl.
- Sooo many people complain about all the traffic but it is only 2 blocks! The worst is the intersection at country walk and 42. Especially the pedestrian and bicycle traffic. The cars ignore them! I stopped to let someone cross in the cross walk and two cars went around me ! so awful
- Speed Bumps are harmful for cars. Have more police actually visable instead
- Summer traffic is out of control. It's time to stop development.
- The corner of Sunset and 42 is a dangerous intersetion if you are trying to turn left/south from Sunset to 42. They need to reduce one parking space by the realty company. You have to pull out in the roadway to see from the north
- The intersection of 42 and ZZ is horrible. Not only is it dangerous for cars and pedestrians but for a quaint village it's the most unattractive busy area in town.
- The pathways for bicycles, and pedestrians that are being discussed should have adequate lighting at twilight, and dark. Those who don't have lights, and follow other safety should be fined. There is no bicycle lane, so it's in the street and sidewalk. There are dogs, children, and seniors that are in danger of serious injury if they are struck by a bicyclist. There really are no speed limits enforced, and recreational use of alcohol, and/or illegal drugs is not illegal in Wisconsin for a bicyclist. If there is an accident, even a serious one, there is no alcohol testing like driver's are mandated to do. It should be posted to visitors so they can make sure their children keep a safe distance.
- The Village does not have a parking problem. For most of the year, we have places for people to park, they just don't want to walk more than a block from their destination. If we add more parking it will only draw more cars and it won't solve the perceived "no parking" issue. Build walking and bike trails, expand the current shuttle service. Add pay parking in high volume areas like the lot across from Waterfront Pavilion.
- The Village needs professional signage and directional information at most if not all corners. People should be able to know what is where and this helps the retail shops as well. The downtown is literally 4-5 bars and restaurants and its boring, unless you like to get loud and drink
- The Village should explore efforts to attract Ubers, Lyfts, etc.
- There is a lack of sidewalks, could use more on Country Walk Dr from 42 to 57. Lots of families walk to the Pig, to daycare and that area is very unsafe. If the Village gets EV charging stations they need to charge for that use
- There is little 'safe' (sidewalk, trails) access from the core of the village to the residential areas and a lot of 'street' walking is required to navigate the village without a car.
- "There is not enough parking in the tourist season.
- Additional parking lots are needed or shuttle from outer lots
- Why not lease the former Shopko parking lot and use a shuttle?
- A bike lane on Hwy 57 from the village to Country Lane is needed."
- There needs to be a much-improved flow of traffic within the city.

- Too many people believe the Village needs to increase parking and traffic throughput because it's "too busy." Yes, there are 10-20 days a year when traffic peaks, but you should not design a system based on those few days. Indeed, perhaps the high traffic counts will drive people away, which would be a good thing.
- Too much traffic and people in Sister Bay. Should have traffic areas and shopping areas separate.
- We need year round shuttles during the day that service the pig, clinic, banks & downtown. Not just the drunk bus.
- we need more non car based options
- we need more parking

37. Select all that apply.

	#	%
I am a permanent resident of the Village (year-round)	63	17.3%
I am a seasonal resident of the Village	43	11.8%
I live in a neighboring community year round or seasonally	32	8.8%
I work in the Village year round	24	6.6%
I work in the Village seasonally	4	1.1%
I work from home	20	5.5%
I am employed, but work outside of the Village	22	6.0%
I currently do not work (retired, unemployed, etc.)	41	11.2%
I own a business in the Village	15	4.1%
I own a home in the Village	64	17.5%
I own land or other property in the Village	22	6.0%
I rent a home or apartment in the Village	6	1.6%
None of the above	3	0.8%
Prefer not to answer	4	1.1%
Other	2	0.5%
Total	365	100.0%

38. If you currently rent or do not live in the Village and you were to own a home in the area, would you want your home located in the Village of Sister Bay?



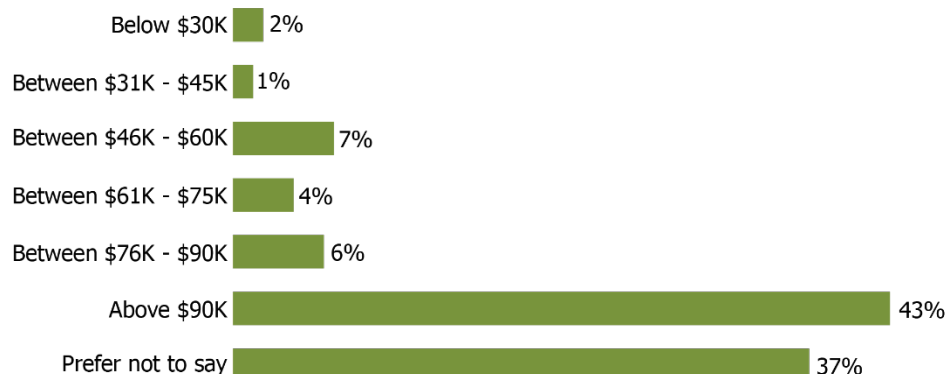
39. Please indicate what type of housing you currently occupy and/or own within the Village?

	#	%
Single-family detached home	73	46%
Single-family attached home (townhomes)	12	8%
Manufactured Homes	2	1%
RV or Boat	2	1%
Duplex	2	1%
Triplex	0	0%
Quadplex	2	1%
Apartment Complex (complex with five or more units)	6	4%
Condominium Complex (complex with five or more units)	25	16%
Non of the above	24	15%
Prefer not to answer	7	4%
Other	3	2%
Total	158	100%

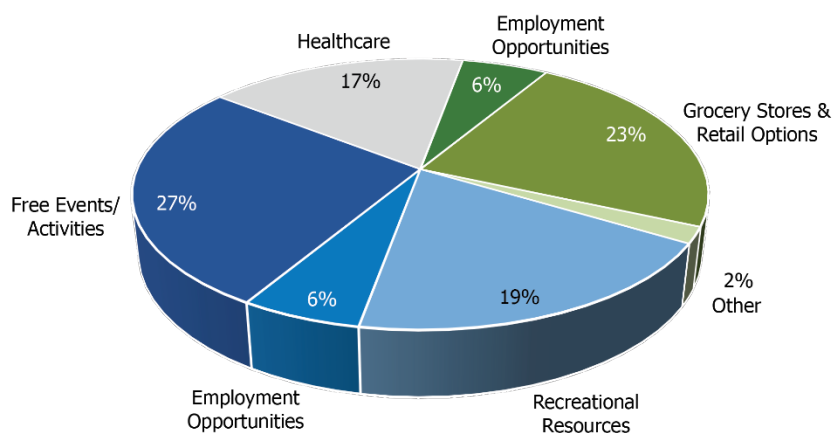
40. How many People live in your household?

Household Size	#	%
1	14	9.2%
2	90	59.2%
3	14	9.2%
4	15	9.9%
5	10	6.6%
6	1	0.7%
7	0	0.0%
8+	2	1.3%
Prefer not to say	6	3.9%
Total	152	100.0%

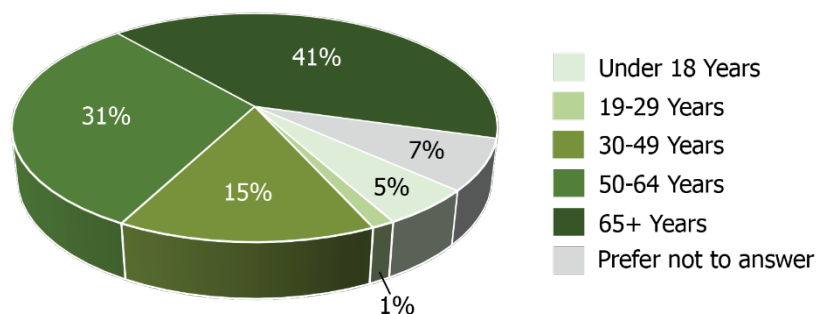
41. What is your annual household income?



41B. Do you have adequate access to:



42. What is your age range?

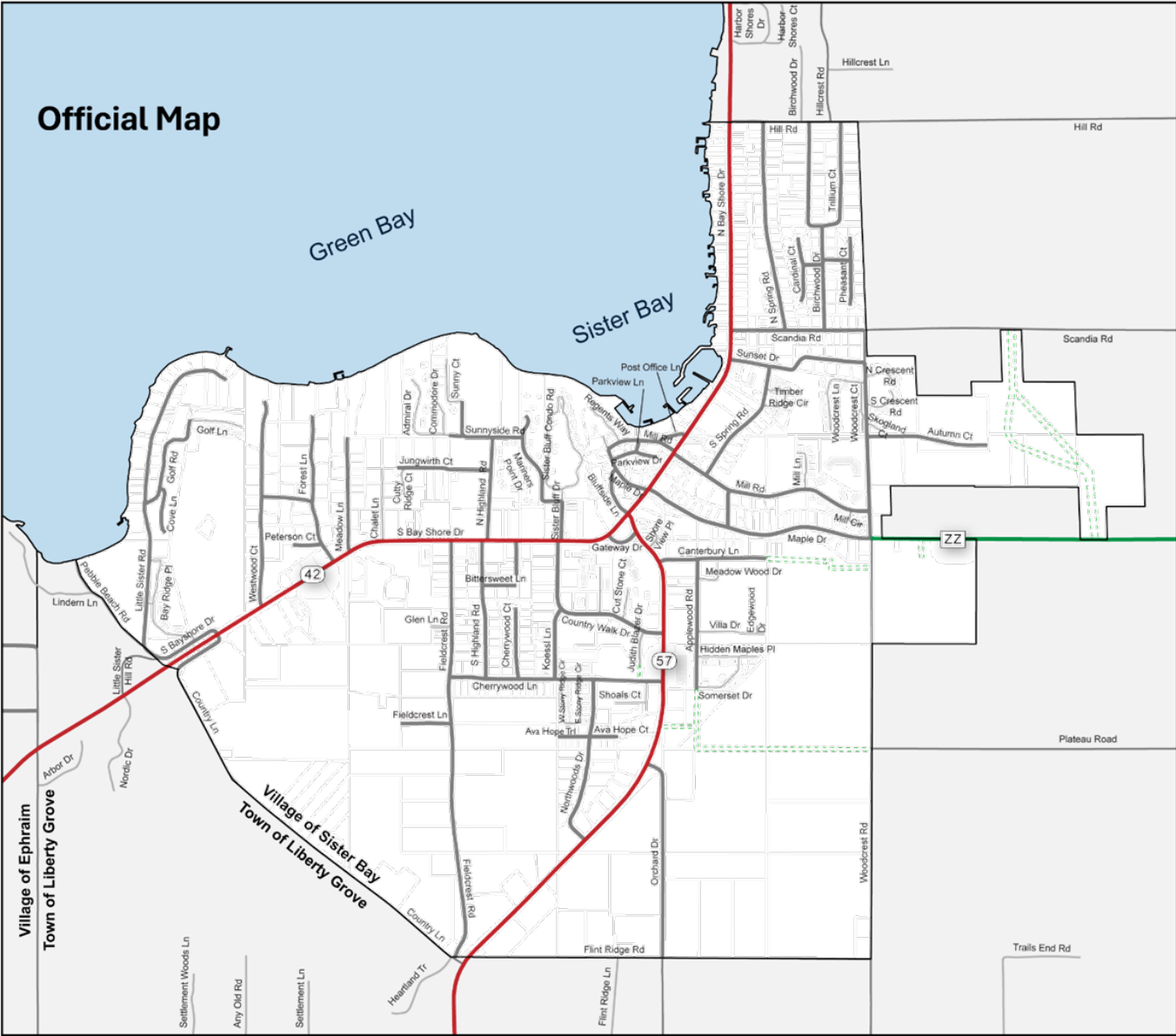


43. Is there anything else you'd like us to know about Sister Bay?

- Sorry to see it become sooooo crowded. Takes away a lot of the charm that did exist.
- The Village Trustees have no focus on Personal Economic Development of residents. There is not even a single committee focused on this. I am guessing that's because they are so compromised with their allegiance to seasonal businesses that they do not really care about locals and the next generation. The Plan Commission seems to have no interest in this, and is probably the biggest single failing component of Sister Bay Government. You are failing out children! The next generation is doomed to only have seasonal job opportunities - maybe you should rename Sister Bay "Bartenders-WaitStaff-R-Us".
- If the next 20 years of development are like the last 20 years, Sister Bay is looking for problems. Crime, road rage, theft and other issues are inevitable. Most of us who choose to live here do so because we don't want to live in chaos. We like living where people care about one another and know their neighbors. Look at who's buying homes now and realize how many live out of the area - or out of the state.
- It is responding to growing demands, but still growing and changing more quickly than we would like. The Village Administrator and the staff, and the Board, are doing a very good job under challenging circumstances. We support a much-needed new Village Building with a large meeting room, and post office relocation to old maintenance building area. Keep the old post office as a Village waterfront and community asset but demolish the obsolete Village Hall to complete the beautiful opening of the waterfront and increase the waterfront parkland. It would be unique and much-appreciated in Door County.
- traffic on fieldcrest road is dangerous to us walking the road. speed limit not enforced and weight limits of trucks taking 42-57 short cut. no need for tractor trailer trucks using fieldcrest

- I wish the Village would recruit several private physicians and a full-service veterinarian, perhaps in conjunction with other Nor-Door communities. And, although the genie might be out of the bottle, affordable housing for both seasonal workers and young families is essential to the long-term health of the community.
- "The residents of Sister Bay really care about our Village and want to know they are being heard. Communication from the Village is poor - no emails, bad website. It is rare that elected Village officials and the Village administration office will reach out to get input from residents, business owners, or any source that may have expertise in a project they are considering. The Village has sent surveys via email (with a very small data base) and via snail mail but has never published the results. Most people think the Village needs to be more transparent and not assume that everyone knows what's happening because they posted a meeting agenda that is only accessible deep inside the Village website.
- Need a place to dispose of brush.
- I avoid the village at all costs, except for Roots & Inn for lunches and DC ice cream. Most of the restaurants are touristy and subpar these days. Always take backroads to go north of the village.
- Please put a hiatus on building and stop tearing down charming buildings with character, history, and charm. Sister Bay is too congested and loud and I prefer the villages who have kept what makes the villages unique. Strict guidelines and a moratorium on tearing down smaller and older homes to build monstrosities. Rebuild structures lost to being torn down such as Sister Bay Automotive. Charm and history are more of a draw than condos!
- Love it with the exception of the few things I mentioned!
- Keep the charm and don't build more huge businesses that take away from the views
- I love Sister Bay! Please stop it from becoming more crowded. We need better ways to get around town by bike or walking.
- Love, love, love Sister Bay.... But not the traffic!!
- I use a mobility scooter to get around and it difficult to cross Hwy 42 to get to the piggly's wiggly.
- I love Sister Bay. I remember about 20 years ago there was great concern that the town was in economic peril. The tourists were stopping in Fish Creek and Ephraim and not going up to Sister Bay. The purchase of the waterfront property was a bold move - and it kick-started much positive change for business owners and residents. But it seems that the ceiling for growth has been hit. Slow down, Sister Bay.
- Preserve! Preserve! Preserve!
- You have been and continue to price the local residents out of town. I grew up here but with I lived in Liberty Grove where my kids can afford to live when I no longer use the property.
- Definitely need more handicap parking spaces.
- "Was a great town when we lived there, not anymore. Like a Chicago suburb.
- Also you don't enforce dog leash rules in parks EVER! "
- Please do more for the kids living in this village! They are our future and they need the best community possible to grow up in. An updated playground with soft landing and more for them to do (e.g. improved ice rink, splash pad) helps to keep them out of trouble and gives them space to be with their friends in a positive setting. We can do better for our kids, Sister Bay. We love raising our family here, but know it could be even better.
- It's a great place to live but has yet to reach its full potential as a destination location.
- I still think the village hall is a disaster ~build something beautiful and functional!
- Keep up the good work.
- "A change is needed in zoning laws. The setbacks for single homes does not protect neighbors from the monster homes people are building. The same can be said for setbacks in the business district.
- Perhaps another moratorium for multifamily housing is appropriate."
- Sister Bay, Best Bay!
- The small town feel seems to be disappearing. Too geared for tourists and not year round residents.
- "It has become too crowded and frantic during the season for local year round residents. We no longer go to restaurants in the village during the summer because of crowding and long waits for a table. Entire village, indeed all of Northern Door, has been over developed.
- My residence is egg harbor which has the same misguided planning for change philosophy. Villages were once unique, historic destinations, now degraded due to misguided conventional planning for growth, tax base, etc. Not everyone or anyone can reside or work here. I avoid all of the villages.
- Where all taxpayer dollars are spent. Put more decisions on ballots for all county residents to vote on, not just a few people on village board. Spend taxpayers dollars spent more wisely. Too many local people making decisions and too much nepotism.
- I love Sister Bay and I want it to thrive without losing the small town, vacation charm.
- Good luck!
- "Internet EV Charging Parking / Traffic Issues Transportation "
- Sister Bay is my favorite place in Door County. I do not feel it is overdeveloped or too busy. I think that comes with being a tourist destination. We all enjoy the quiet of winter, but I also enjoy the busy of summer.

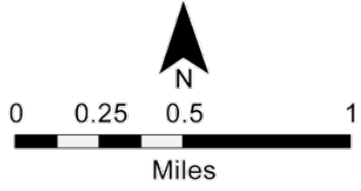
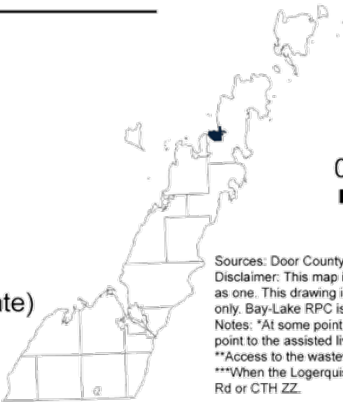
- "I grew up and lived in Sister Bay for 40 years and it used to be a lovely historic village but has really been ruined by all the big oversized buildings that were allowed to be built. Please do not destroy the little bit of character that is still left.
- I've heard people say that everyone isn't treated the same way when it comes to what they can and cannot do in the village. According to rumors, money makes a difference. I have no idea if this is true, but thought you should know. Is the smoke from Wild Tomato killing the surrounding trees? In planning, remember why people come here. Thanks for all you do. You can't please everyone, but trying to learn what people want is a good start.
- Short term rentals need to be limited. Too many in Sister Bay.
- Having been part of this community since the 1950's, I am disappointed that much of the original charm/historical character has been put aside at the expenses of its yer-round residents.
- I love Sister Bay even with many of the changes. Short term rentals is a real problem throughout the village. Quiet and clean neighborhoods become noisy. Foot traffic with groups walking through the neighborhood with dogs (without picking up after) is annoying and disrespectful.
- It's home!!!
- Keep development downtown. Avoid sprawl
- Eliminate short term rentals in Sister Bay condos. Too many transients. There are plenty of hotels, resorts and motels for these vacationers to stay in.
- In general, we love it!
- Door County has reached its capacity with regard to tourism. Only so many people and cars can funnel into a restricted geography. We have reached the saturation point. Any benefits accrued by encouraging more and more people/cars to visit the peninsula are more than offset by the damage done to the landscape and quality of life in this precious, fragile place. This sounds like pulling up the ladder behind me -- so be it. But the mindset has to change. For Sister Bay to remain a beautiful, special place, difficult decisions must be made, guided by the realization that we cannot afford unlimited development and more "progress."
- Do not move the post office. It, with the village hall are the architectural anchors of the village. If the post office facilities are not adequate build another post office but do not move that beautiful building. You can repurpose it if needed. What do the postal workers think? Do they need a larger space?
- "Need More Indoor activities for Winter ? Turn Shopko into Movie Theater entertainment etc Food-mini golf, Beer garden ? Ha Stop building so many apartments -place small flashing stop signs at cross walks -more designated fishing spots off pier -Bring in a winery, older people like Vino everyone has one except Sister Bay"
- Please keep the post-office, as-is.
- Slow down & stop the overdevelopment of our village
- Keep food trucks in commercial areas. Do not have them backed up to private homes.
- I grew up in sister bay. Moved away after high school and came back and started a family. My heart is here and always will be. It's disappointing to see leadership care more about flying pride flags than taking care of the people in the community.
- Please keep Sister Bay as is. Some things you mention like affordable housing may be needed. Other things you mention will turn Sister Bay into a suburb. Sister Bay is on the verge of losing its inherent charm by overdeveloping. Leave trails and bike paths in Peninsula Park and Nicolet or in any of the Land Trust parcels.
- We love Sister Bay for what it is, not for what developers can turn it into. You all do a great job planning and executing to keep Sister Bay what it is. We hope that continues for years to come!
- "We should preserve the main streets of the village and keep them free of 3+ story condos, hotels and businesses. It's losing its' quaintness and history as developers are snatching up prime real estate to develop for the private sector.
- We should put restrictions on STR's that have rapidly taken over our residential neighborhoods, increased our assessments and taxes and have undermined the fabric of our neighborhoods. "
- Municipal water is/was an important factor in our choice to purchase here
- Reduce the cost of the water bill plenty of people use hardly any water at all and are charged excessively
- It's a beautiful, welcoming village. Please keep it that way.
- I'd urge fewer crosswalks with perhaps designated times to cross rather than non stop crossing
- Do not retreat back to the dead zone.
- Decrease taxes
- four-wheelers road legal
- Keep the land



Official Map

Village of Sister Bay
Door County, Wisconsin

- State Highway
- County Road
- Village Street
- Town Road
- Private Road
- Proposed Right-of-Way (Approximate)
- Municipal Boundary



Sources: Door County, 2023, 2024; Village of Sister Bay, 2024; Bay-Lake RPC, 2024.
Disclaimer: This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information, and data used for reference purposes only. Bay-Lake RPC is not responsible for any inaccuracies herein contained.
Notes: *At some point another way around Sister Bay Hill must be provided, and another access point to the assisted living facility (SCAND) must be provided.
**Access to the wastewater treatment plant directly from CTH 22 will be created.
***When the Legerquist property is eventually developed, access will be developed off of Woodcrest Rd or CTH 22.

TIFD #2 and #1b Map 1

Boundary Map and Parcels

Village of Sister Bay

