

BLUEPRINT FOR BAYFIELD

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**A DESIGN STUDY FOR PRESERVING AND
ENHANCING THE SCENIC QUALITY OF
A GREAT LAKES COMMUNITY**

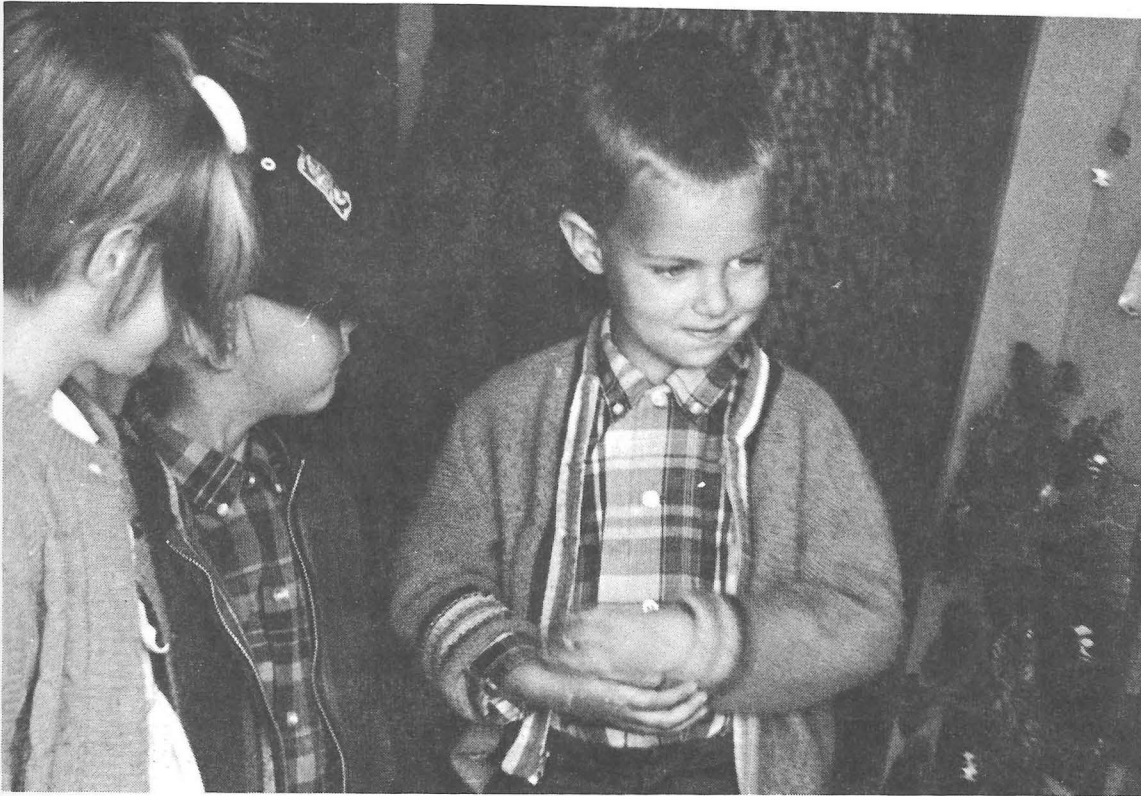
**DEPARTMENT OF LANDSCAPE ARCHITECTURE, SCHOOL OF NATURAL RESOURCES,
COLLEGE OF AGRICULTURAL AND LIFE SCIENCES,
THE UNIVERSITY OF WISCONSIN--MADISON**

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PROJECT STAFF

William H. Tishler
Assistant Professor
Landscape Architecture
Project Director

Darrel G. Morrison
Research Associate
Landscape Architecture

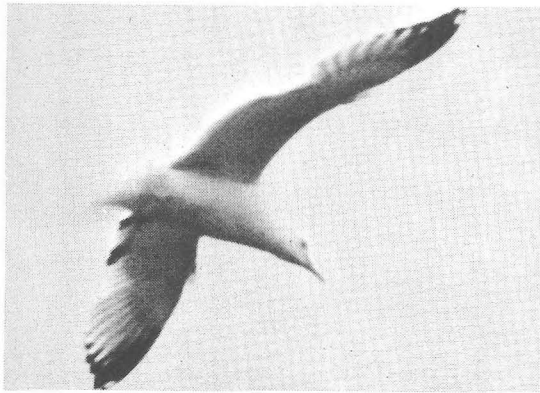


DEDICATION

To the children of Bayfield, with the sincere hope that their city may always retain some of the unique qualities that their fathers and grandfathers knew and loved; that Bayfield may never sacrifice its genuine character and its outstanding scenic beauty for shortsighted and short-lived gain; and that it may always be a place which they can be proud to call "my home town".



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ONTARIO

QUEBEC

MINNESOTA

L. Superior

DULUTH *

* BAYFIELD

* SUPERIOR

OTTAWA *

MINNEAPOLIS *

WISCONSIN

* ST. PAUL

GREEN BAY *

L. Huron

TORONTO *

L. Ontario

MICHIGAN

NEW YORK

MADISON *
MILWAUKEE *

DETROIT *

IOWA

* CLEVELAND

PENNSYLVANIA

* DES MOINES

CHICAGO *

* PITTSBURGH

ILLINOIS

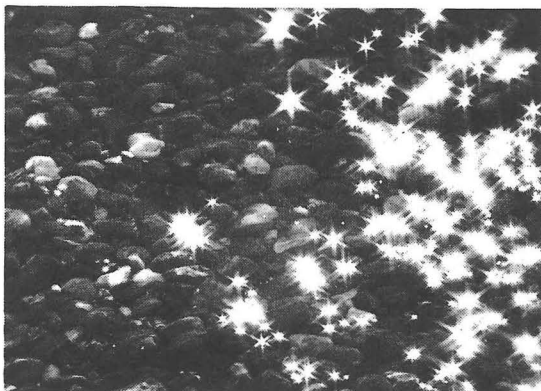
INDIANA

OHIO

MISSOURI

W. VA.

VA.



INTRODUCTION

“Dark behind it rose the forest,
Rose the black and gloomy pine trees,
Rose the firs with cones upon them;
Bright before it beat the water,
Beat the clear and sunny water,
Beat the shining Lake Superior.”

From “Hiawatha” by H. W. Longfellow

Bayfield lies today on the same shores of the Big-Sea-Water that Hiawatha once roamed. The forest rises up behind it and the clear and sunny water is bright before it. For over a hundred years the village has overlooked the Chequamegon Bay of Lake Superior and the cluster of islands known as the Apostles.

For over a hundred years Bayfield has known change. It has been at different times a booming lumber town, a boat-building and shipping center, a fishing village, and a cool, refreshing mecca for summer tourists from cities to the south. It has seen the “black and gloomy pine trees” on the surrounding hillsides fall before the lumberman’s axe, to be replaced by thick stands of light-barked aspen and birch. It has seen farmers move into the cut-over forest land and leave when their hopes and labors proved futile.

Bayfield has seen wide-verandahed hotels that were once filled with ship and train passengers

disappear from the scene with the coming of the automobile. It has seen commercial fishing almost disappear as a way of life when the sea lamprey invaded Lake Superior in the early 1950’s. For nearly 50 years the earlier trend toward dynamic growth and expansion has been reversed. The economy has stagnated and the population diminished. This trend is not the path that most people would choose to take in Bayfield or elsewhere. It is contrary to the natural human desire to be a part of a growing, prospering operation, doing ever bigger and better things.

Yet, the absence of headlong development during the last several decades has permitted the village to retain some of the unique qualities that other more “progressive” towns and cities have lost. Other places, while growing bigger, have not necessarily grown better as places to live, work, or play. Bayfield still has a strong identity, a “sense of place”, and this is one of its most valuable assets.

In 1969, with the increasing likelihood that 57,500 acres of land on the Apostle Islands and mainland will be designated the Apostle Islands National Lakeshore, there is promise of new economic growth in the Bayfield area.

The potentially improved economic situation in Bayfield and the surrounding area could be



reflected in an improved physical environment. Governing bodies and private property owners could work together to promote new development that would respect the good features from the past, and that would not unnecessarily disturb the magnificent natural setting.

On the other hand, the money that is brought into the community by a new surge of tourism could be translated into a neon-and-plastic veneer slapped over good old buildings, or gaudy drive-ins

2

plunked down in uncomfortable asphalt parking lots, or walls of glaring signs or too-tall buildings hiding spectacular views of trees and water.

In which direction will Bayfield go?

It is, for the most part, up to the people of the community.

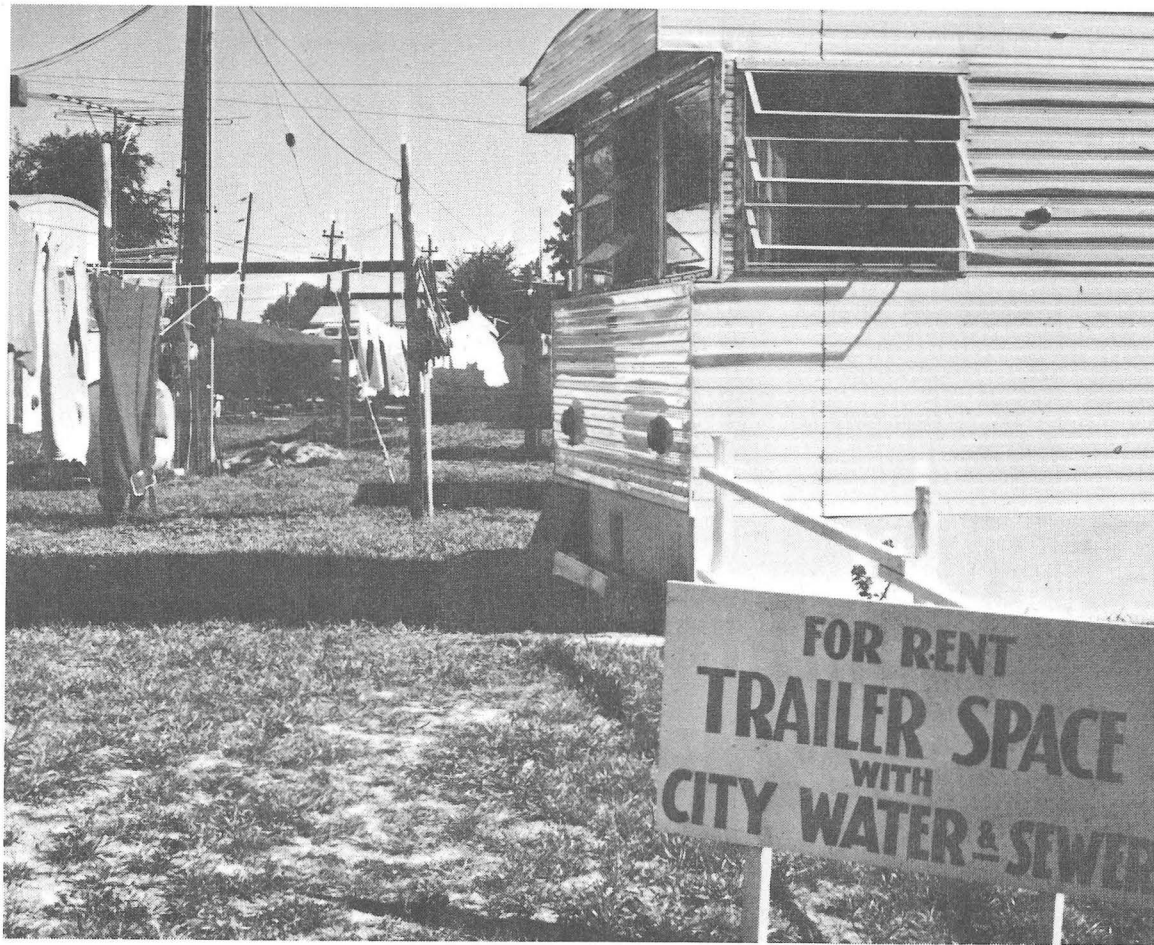
There is little doubt that Bayfield will change. There has been change since it was first settled

more than 113 years ago. But the type of change that will come can be greatly influenced by the people of the community. To go in the first direction—toward quality development that reflects and respects the existing character of the city—will require imagination, planning, and co-operation by many people, and might require sacrificing some short-range profits in order to promote long-range objectives. It will require, too, the establishment of some restrictions on the way land is used, where buildings are located, and other guidelines for the ultimate benefit of everyone in the form of a better environment.

Some of these restrictions did not exist in Bayfield in the past because they were not so critically needed. But now, if predictions are accurate, there will be hundreds of thousands of additional tourists in the area each year, attracted by the Apostle Islands National Lakeshore. If we look at other places that have felt the impact of mass tourism, we see sprawling, chaotic development that frequently desecrates the very scenic features tourists originally came to see. Such haphazard development could have been avoided if local governing bodies with citizen support had established some ground rules for development, or if a design framework had been established in which development—public and private—might take place.

In the end, planned development actually can be less expensive than unplanned sprawl because of more efficient land use and savings in utility and service expenses. But the greatest benefit—an improved physical environment for people—cannot be measured directly in dollars and cents.

A major factor in this improved environment is the maintenance and strengthening of a strong local identity, avoiding the trend toward standardization that makes every place look more and more like every other place. One of the major objectives of



this "Blueprint for Bayfield" is to show how the unique Bayfield character can be maintained and enhanced as the city changes to meet new demands.

In this report, several of the elements which combined to give Bayfield its present-day character will be investigated: its history, its people, and its physical setting.

Then, we will take a close look at the existing physical qualities of the city to provide additional insight into what is "special" about Bayfield.

Finally, recommendations and actual design ideas for the whole city and for selected areas within the city will be presented to illustrate ways in which Bayfield's identity as a unique place might be retained and enhanced.

These plans are not meant to be an iron-clad set of rules that must be followed down to the finest detail. Instead, they are ideas and illustrations of possibilities for Bayfield residents to consider and possibly revise and refine.

The design proposals presented here are specifically for Bayfield. But the spirit behind these proposals, the essence of this whole "blueprint", is something which can also serve many people charged with planning for other communities whether they are professional consultants, paid resident planners, citizen volunteers, or a combination of these. The important thing to remember is that every place has some outstanding qualities that give it its own unique character. Future development can obliterate them, or enhance and strengthen them. People must look for these special qualities in their communities and then act to reinforce them by demanding appropriate change and development.



BAYFIELD: A SPECIAL PLACE

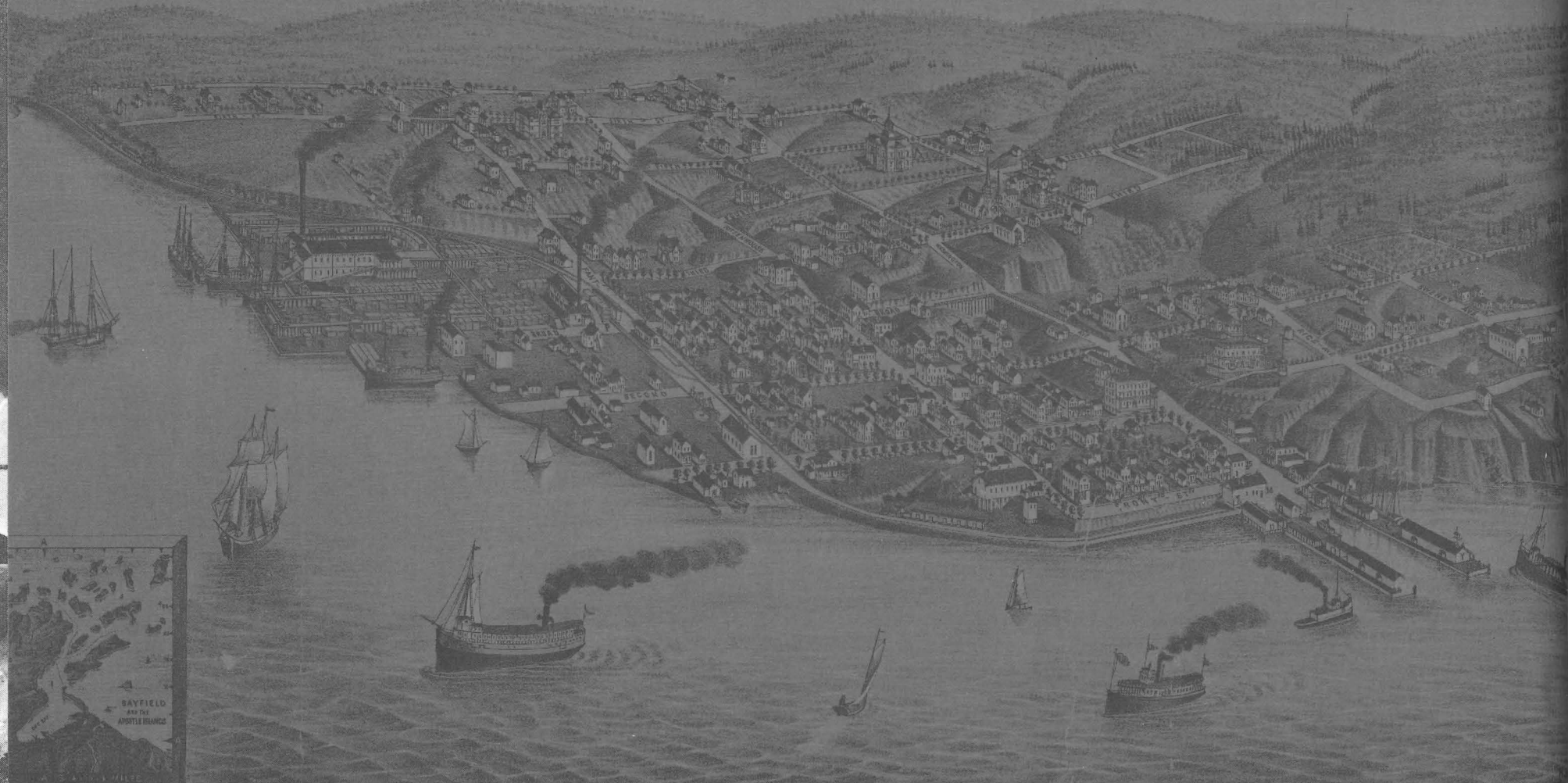
A town is more than a collection of buildings. It is more than a network of streets, sidewalks and outdoor spaces.

Most of all, a town is people, and its physical form reflects the actions and attitudes of these people throughout its history.

In the pages that follow, we'll look at the people and events that have contributed to make Bayfield a special place, from the time the Chippewa first made this their home, to the time when the lumbermen came more than a century ago, to the present time.

Then we'll look closely at the physical appearance of Bayfield today, to see how the people have given a unique "image" to this picturesque town over the years.

Significant is the fact that Bayfield's "Bayfieldness" has not been self-consciously applied, but is a genuine quality growing out of Bayfield's unique physical setting and its history, as well as the building that its people have done over the years.



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BIRD'S EYE VIEW OF

BECK & PAULI, LITH.

BAYFIELD, WIS.

COUNTY SEAT OF BAYFIELD COUNTY.

1886

- 1 The Island View Hotel, N. P. Willey & Son, Prop's
- 2 J. H. Nourse, Dry Goods, Shoes, Clothing, Provisions, Etc
- 3 Wm. Hawkins, Groceries and Provisions and Meat Market
- 4 Andrew Ellis, Drugs and Medicines.
- 5 F. Boutin, General Store.
- 6 La Boite House, N. La Boite, Prop.
- 7 C. T. Andress, Jeweler, L. S. Specimens and News Depot
- 8 B. Allen Pratt, Furniture and Undertaking
- 9 D. J. Estel, Hardware.
- 10 Erwin Lell'y, General Merchandise.
- 11 Harbor City House and Livery, H. B. Lindsey, Prop.
- 12 German House, George A. Seal, Prop.
- 13 Boutin & Mohan, General Merchandise and Wholesale Fish Dealers.—N. Boutin, Postmaster.

- A County Court House.
- B Episcopal Church.
- C Methodist "
- D Catholic "
- E New School House.
- G School House.
- H Catholic School.
- K Convent.

- L U. S. and Office.
- T Town Hall.
- P Pikes Saw Mill,—Planing Mill,—Docks.
Office Capt. R. D. Pike, Prop.
- R R. R. Depot, C. St. P. M. & O. R. R.
- N Bayfield County Press, Carrie G. Bell, Prop.
- V Delaysple Dock.

- 15 Fred. Fischer, General Merchandise.
 - 16 Robert Ingles, Gen'l Ticket Office and Inn.
 - 17 William Herberts, Harbor City Saloon.
 - 18 Cream City House, L. Bachand, Prop.
 - 19 Miss Nellie Tyler, Millinery and Fancy Goods.
 - 20 John Stuart, Groceries and Provisions.
 - 21 Lake View House, J. P. Hawley, Prop.
 - 22 Union House, S. Boutin, Prop.
 - 23 A. C. Hayward, General Merch. and Indust.
 - 24 Dr. H. Hannum, M. D. Res., Office at 100
 - 25 James Chapman, General Merchandise.
- La Pointe** Madelaine Island, The old Trading Point in the Northwest. Settled in 1667.



-G. L. Larsen Photo

EARLY HISTORY

Before Columbus reached the shores of the New World, the Chequamegon Bay area of Lake Superior had become the adopted home of the members of the Ojibway (Chippewa) tribe. It was probably about 1490 that they arrived at Chequamegon from their home on the Gulf of Saint Lawrence. According to Chippewa legend, the Great White Shell, "Megis", which had given them warmth and light in their home on the Saint Lawrence Gulf, had mysteriously started moving westward some years before, and they followed it until it stopped over Chequamegon in 1490, where it has remained.

But the Great White Shell had led them into the enemy territory of the Fox and Sioux tribes who fiercely attacked them on their westward journey. They were attacked even after they arrived on narrow Chequamegon Point and found no safety until moving across the 1½ mile channel to the island known as "Moningwunakauning" ("Home of the Golden-Breasted Woodpecker"), now Madeline Island, the largest of the Apostle Islands. Here they lived in peace for about 120 years. They built a village on the western end of the island that is thought to have grown to a population of 12,000 or more.

But by the early years of the seventeenth century the Ojibway population had become too large for

the island to support, and during several terrible winters when food became scarce the tribe's medicine men resorted to cannibalism. After this had occurred several times, the enraged tribe overcame its fear of the witch doctors and put them to death. Thereafter, the spirits of the medicine men's victims were said to come forth at night when "balls of fire" rose over the marshes. To escape these spirits, the tribe evacuated the island and settled along much of the south shore of Lake Superior. It was more than two centuries before an Indian would stay alone overnight on the island.

In 1659, the French traders Pierre Esprit Radisson, Medart Chouart, and Sieur des Grosseilliers came to this south shore area to trade with the Indians, building the first French fur trading post in Wisconsin on a site near Ashland.

Two years later, in 1661, the first of several Jesuit priests came to the Chequamegon area. Father Rene Menard, a kind and gentle man not really cut out for the rigors of life in the wilderness, lost his life on a mission of mercy soon after arriving in the area. He was followed in 1665 by a more rugged Jesuit, Father Jean Allouez, who spent three years trying to convert the Chippewa to Christianity. Next came Father Jacques Marquette in 1669, who was forced to leave in 1670 because

of the hostility of the Chippewa's traditional enemy, the Sioux.

The French traders Daniel Greysolon and Sieur Dulhut (later known as Duluth) spent the winter of 1679-80 in the Chequamegon area, then in the spring of 1680 went on to discover the Brule-St. Croix route to the Mississippi.

Greysolon and Dulhut were followed by a series of French traders: Pierre Le Sueur in 1693, then Paul le Gardeur and Sieur de St. Pierre in 1718 — their trading post on Moningwunakauning survived until the British conquered the French in 1763.

In 1765 a trader by the name of Alexander Henry reported the existence of an Indian village on or just north of what is now Bayfield. This village of some 50 lodges was called Chagawamig or Chagawamigon — both variations of Chequamegon. Henry wrote of the Chagawamig Chippewa as being "a handsome, well-made people, and . . . much more regular in the government of their families, than the Chippewa of Lake Huron." He also wrote about taking white fish and 2,000 trout, often weighing 50 pounds each, from the waters of the bay.

In 1793 Michel Cadotte founded a trading post at the south end of Moningwunakauning. He had married Equaysayway, the daughter of White Crane, a Chippewa chief. She had been given the Christian name "Madeline" at her wedding, and White Crane re-named the island in her honor. Cadotte's post was taken over in 1816 by John Jacob Astor's American Fur Company and moved north to the present village of LaPointe where it remained in operation until 1845, after which the once-bustling fur trading center gradually diminished in size and importance.

In 1854 the Commissioner of Indian Affairs, a Colonel Mannypenny, arrived to negotiate a treaty with the Indians of northern Wisconsin and

northeastern Minnesota to establish reservations for them. His negotiations were completed in the summer of 1855, and culminated on September 10 of that year at La Pointe, where 2,000 Chippewa had assembled. The chief who signed the agreement was Na-gon-up, who at the same time agreed to give up three of his four wives — all but the goodlooking one.

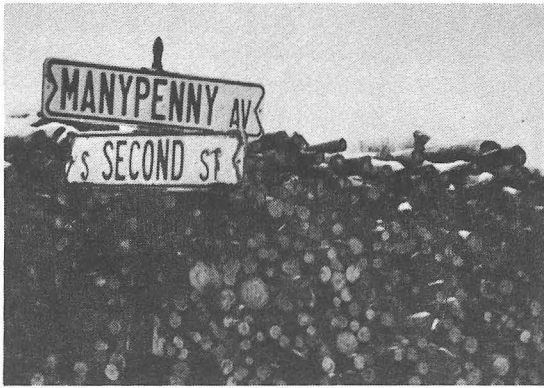
Among the long-range agreements made at the treaties was the setting aside of 194 square miles as the Bad River Reservation just east of Ashland, and of another 13,652 acres as the Red Cliff Reservation on the extreme northeastern edge of the Bayfield Peninsula.

The 1855 treaty which established the two reservations cleared the way for white settlement of the area. A strong promoter for such settlement was U.S. Senator H. M. Rice of Minnesota who had selected the site for Bayfield and encouraged his friends and acquaintances from Washington, D.C., and other eastern points to buy land in the new town.

Except for the stream of traders and missionaries who had been in the region for varying lengths of time during the previous two hundred years, the first known white settler was Elisha Pike. He came with his wife and two children from Toledo, Ohio, in October of 1855. They rented a home in La Pointe until their log house on the mainland was finished. It was located about three miles southwest of what is now Bayfield.

The upper part of Wisconsin was at this time still covered by a solid belt of virgin pine, hemlock, cedar and hardwood that extended for hundreds of miles with only Indian trails running through it. These untouched forests must have been a breathtaking sight to all those early voyageurs, traders, and missionaries who visited the area between the mid-1600's and the mid-1800's.

BAYFIELD SINCE 1856



The arrival of the first white settlers on the Bayfield Peninsula in 1855 signalled the beginning of a colorful new era in the history of northwest Wisconsin – an era in which lumbering reached unprecedented proportions, in which the seemingly endless acres of magnificent tall pines were virtually cleared.

Bayfield held a prominent position in the relatively shortlived lumbering boom in northern Wisconsin. It was on March 24, 1856, that John C. Henley and a party of nine men landed at the site now occupied by Bayfield and built the first log cabin there. Three days later John M. Free arrived, bringing Major McAboy, a civil engineer hired by Senator Rice, and others, to lay out the town that they called Bayfield in honor of Lt. Henry R. T. Bayfield of the British Navy. Lt. Bayfield had made the first comprehensive survey of Lake Superior in 1823-25.

The remainder of 1856 was an eventful time in Bayfield, which the nearby Ojibway called "Oshki Odena" meaning "A New Town." The sounds of axes felling trees and hammers striking nails were common along the rutted dirt streets of the new town during the summer of 1856. John Henley's home, the first frame house in the village, was completed that summer. In September, McCloud's hardware store opened, followed in October by Vaughn's provision store. Also in October,

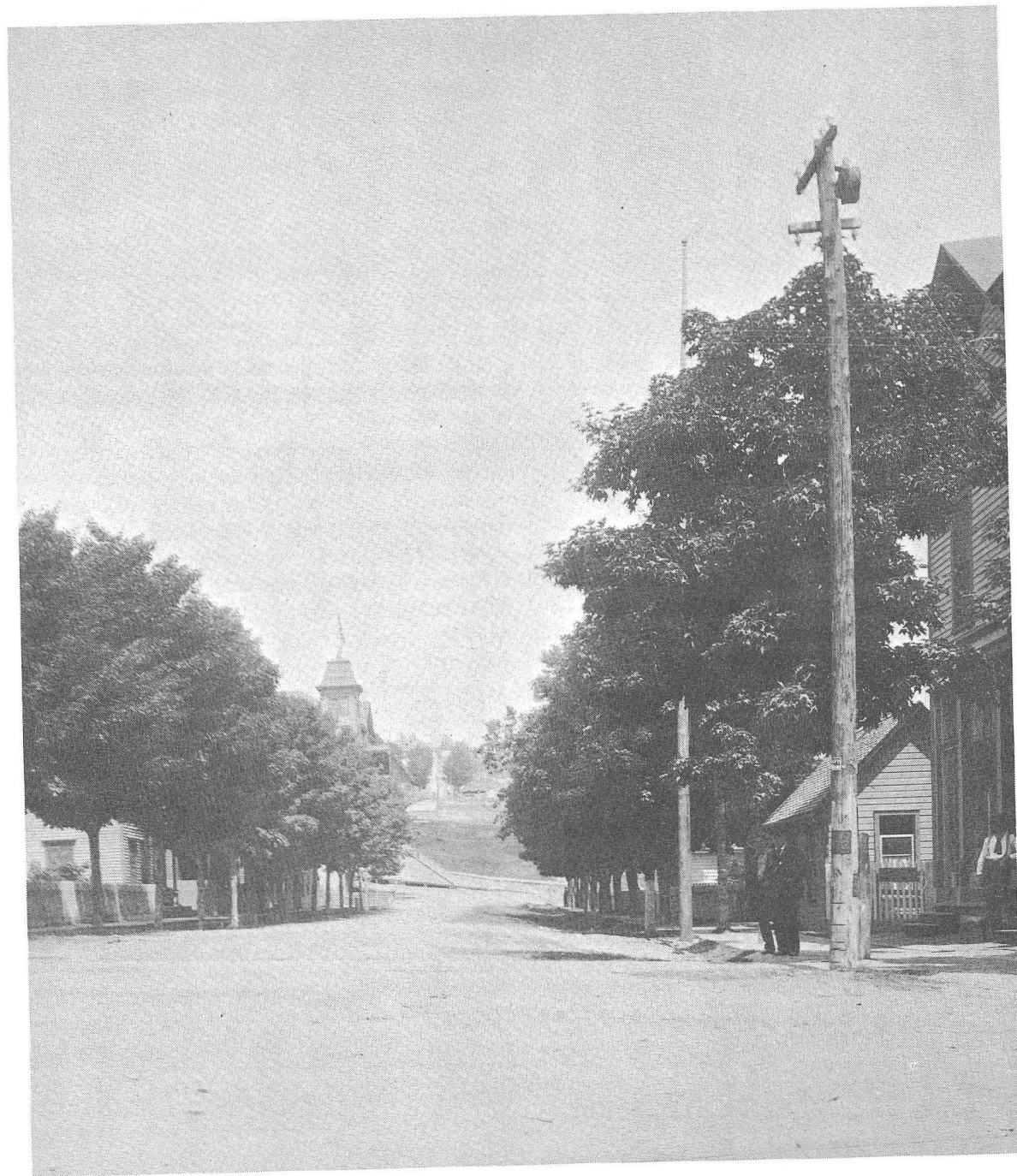
Bayfield's first post office went into operation with Joseph McCloud as postmaster. A dock was built that year, and the first steam sawmill was erected.

The flat southern part of the city next to the lake was to be dominated by saw mills in the years that followed. By 1881 R. D. Pike's mill could handle 40,000 feet per day or 4,500,000 feet per season. On a still day the lake near Bayfield became in effect a giant sawdust field.

In 1871 N. and F. Boutin came to Bayfield from Two Rivers and went into the commercial fishing business. They caught whitefish and lake trout abundantly in gill nets, trap nets, and seines. Within 10 years the Boutin brothers were employing 150 men. In 1881 the Bayfield fishing industry brought in a quarter of a million dollars.

Early in its history, Bayfield became a major port for shipping the reddish-brown sandstone of the area to New York and other eastern population centers. It was used in building many of the fashionable "brownstone" houses along Fifth Avenue during the last half of the nineteenth century.

The late 1800's were definitely boom years in Bayfield, and the lower parts of town must have been throbbing with the activities of lumbering,



fishing, shipping, railroading and boat-building.

But on the slopes above, looking out over the Chequamegon Bay and the Apostle Islands, there was a serene, stable quality being built into the residential areas, laid out by Major McAbey on a checkerboard system of streets climbing up the hillsides. While the surrounding countryside was being stripped of trees, the streets themselves were being planted with young sugar maples and other varieties of shade trees. The Episcopal Church built in 1870 on upper Third Street, and the old Bayfield County Courthouse built a block west of it in the early 1880's, still stand among the white-painted houses, epitomizing the qualities of tranquility and stability in early Bayfield.

Many contemporary accounts of Bayfield in the 1870's and 1880's bring out these qualities. We probably couldn't find a better portrayal of Bayfield in 1870 than that quoted in the first edition of *The Bayfield Press*, dated Thursday, October 13, 1870:

'The harbor of Bayfield is formed by Islands, which shelter it from the winds in every direction. It is magnificent in its surroundings, and perfect in all its details . . . The town site of the Harbor City, Bayfield, is most beautifully located, rising gradually from the water's edge until its upper bench overlooks the bay and its islands, with La Pointe and its ancient church in front, Ashland Bay to the South, Red Cliff, the Chippewa Agency, and numerous islands to the North. The view is one that once seen is seldom forgotten. It is surpassingly lovely.

"The village of Bayfield is well built, the houses neat and painted white, and its streets lined with rows of maples, elms, and other shade trees. Its sidewalks are kept in good repair and the whole place has a neat and substantial look. The town contains some fine residences, among the best of

which are those of Gen. C. E. Webb, Capt. Sam S. Vaughn, Capt. Wm. Mower, and Hon. Asaph Whittlesey. There are many beautiful cottages that show their owners to be persons of culture and taste. The public buildings consist of a large Catholic Church, a Presbyterian Church, and a School House. Father Chebul, an educated and accomplished gentleman, has charge of the Catholic Mission and preaches every Sabbath in Chippewa, English, and French. Many of the homes are surrounded with gardens where in almost every instance fountains play, sending up their silvery spray to glisten in the sunlight, and making music, such as can only be found among the glens and cascades of the forests. A system of water works supplies almost every house in town with pure spring water. The unimproved portion of the town is covered with a mixed growth of hardwood, pine, spruce and balsam. The soil is sandy loam, rich, and produces well”

Many of these early accounts mention the fountains of Bayfield, and even refer to it as “The Fountain City.” The Bayfield Hydraulic Company, incorporated March 16, 1870, had built a dam on a spring-fed stream above the town and laid a network of hollowed-out pine logs to distribute the water to the residents for a moderate “water tax”. Many of the people who maintained fountains kept brook trout in them, a source of great pleasure to tourists.

There were many tourists in Bayfield in those early days. The Smith Hotel, built in 1856, the year that Bayfield was laid out, soon had a large clientele of summer visitors. By 1881, with additions, it had a capacity of 60 people with a dining room accommodating 70.

Then there was the Fountain House, a large residence that was converted to a tourist hotel in 1870 by John B. Bono, and the La Bonte House. Both of these were also regularly filled with

summer tourists. But probably *the* hotel in Bayfield’s early days as a tourist center was the Island View, located at Washington Avenue and North First Street, with its broad verandah overlooking the city and harbor below. Passenger boats coming into Bayfield were always met by someone from the Island View. Even with its capacity of 200 guests the hotel was often full during the summer months and the managers had to send word to the boats that they could accommodate no more. The managers were Mr. and Mrs. Charles Willey. Mrs. Willey played the piano and her husband played the violin for dancing parties in the large reception room.

By 1886, Bayfield had grown to a population of 1,500 people, and by 1904 its population was 2,000 people, or more than twice the 969 figure listed for the city of Bayfield in 1960. At the July 4, 1909 celebration, the *Bayfield Progress* newspaper reported that “President-of-the-Day Pine” had given “some inspiring optimistic remarks for Bayfield, predicting from the trend of events that the Harbor City would have a population of 5,000 within two years.”

These were optimistic remarks indeed. It was only a matter of years until the population would begin a trend in just the opposite direction.

By 1920 the end of the lumber boom was in sight. The seemingly endless supplies of pine and hemlock were nearly depleted. The demand for red sandstone had faded. Fishing continued to provide a livelihood for a number of families, but this leveled off after 1920, too. There was still the excitement of the herring-run in late fall which in some years still rivalled the “boom” feeling that had existed in Bayfield before the turn of the century. The herring-run in November and December of 1944 was reported as being particularly heavy, with 200 fishermen operating 30 to 40 boats, netting four to five tons of herring

per load. Four hundred men, women, and school children were kept feverishly busy emptying the nets and cleaning the fish.

In the early 1950’s the invasion of the trout-destroying sea lamprey into Lake Superior was a near-fatal blow to commercial fishing in Bayfield.

More recently, the imposition of strict quotas on commercial fishing in order to accelerate the return of lake trout to Lake Superior has nearly eliminated this activity from the Bayfield scene. Depending on the permanence of the restrictions, they could have a noticeable and lasting effect on the visual quality and character of Bayfield.

Agricultural enterprises were encouraged in the 1920’s and early 1930’s in the cutover lands surrounding Bayfield. But the soil and climate were not suited to most of the crops that were tried, and numerous deserted farmsteads tell a silent story of the years of discouragement for the farmers who came to the area with great expectations. One agricultural pursuit, at least, was successful – that of growing berries and orchard fruits, especially apples. Clearings with regular rows of apple trees today provide a sharp contrast to the second-growth birch and aspen that are so common in the area. Bayfield’s apple festival each autumn is a highlight of the year, with a parade, and cider, and fresh-baked doughnuts for everyone.

Tourism was declining in Bayfield by 1920. The hotels that had been the centers of social activity in the 1880’s and 1890’s were gone by 1925, including the celebrated Island View. That year, only two hotels remained along the downtown streets, by then paved with brick to accommodate the new automobiles, and lined with electric lights.

The last of a series of annual Indian pageants



featuring native songs and dances by Indians from the Red Cliff Reservation was held in the mid-1920's. The Badger Clambake Club had held its last big clambake on Madeline Island in September some 30 years earlier.

The Fourth of July was still observed appropriately in the 1920's in Bayfield, but the festivities could hardly compare with those in 1881 when Captain R. D. Pike had a transport scow covered with pine trees and invited all the townspeople aboard, with music provided by the Bayfield Cornet Band.

The decline in tourist activity in Bayfield after 1920 was not the result of any single factor. The war, the Depression, and perhaps a lessening of the intense excitement of the boom years in the city all contributed their share. But as much as anything it was a change in vacation patterns caused by the advent of the automobile that brought the resort hotel era to an end in Bayfield. Since the end of that period the vast majority of vacationers stop for a day or two and are then on their way instead of coming to this area for a stay of weeks or months.

In these last decades, with one venture after another in the Bayfield area declining or failing to meet expectations, it would have been easy to develop a "loser complex" or a defeatist attitude, when much of the rest of the country was enjoying increasing prosperity.

If there has been some of this feeling in Bayfield, and if many of the sons and daughters of Bayfield have left over these past years, it is understandable. But there always have been and always will be many people who stay in Bayfield because there is a kind of abundance here that cannot be measured in dollars and cents. This is the abundance of beauty, of tranquility, and of being at home in a special place.

THE PEOPLE OF BAYFIELD



The people who have made up the “cast” in the unfolding drama of Bayfield over the years are, of course, the people who have made Bayfield what it is today. They are the people who have given it its physical shape, its set of values, and its very character – its “Bayfield-ness”.

Wisconsin is characterized by a number of communities whose ethnic culture and values have been translated into local physical development of a distinct character. Bayfield has had several such groups to enrich its history and hence its physical appearance. Yet it is a particularly American town, partly because of this blending of various national groups over the years, and partly because of its place in the lumbering boom of the late nineteenth and early twentieth centuries, a uniquely American phenomenon.

There are also, of course, members of the Ojibway, or Chippewa, tribe whose ancestors came to the Chequamegon Bay area before 1500. They did not disturb the vast stands of magnificent pine and hemlock with their hunting, fishing, and trapping, cutting only the timber they needed for fuel and for building birch bark shelters and canoes. Their lives even then were not the idyllic, tranquil ones we might picture. There were always threats of imminent attack from their traditional enemies, the Sioux, Sauk, and Fox tribes. And they knew the cruel threat of starvation during some

particularly long and difficult winters on Madeline Island.

This population felt the influence of the French by the mid-1600's when fur traders and then missionaries came to the area. The traders frequently married the daughters of Indian trappers, sometimes deserting and disgracing their wives and children.

The French missionaries attempted to bring the Catholic faith to the Indian, French, and mixed-blood residents of the Chequamegon Bay area. The steeple of Holy Family Church, rising above the trees on a hillside in the north part of Bayfield, the bell tower of Holy Family School across the street from it, and the Holy Family Convent are all evidence of the continuing influence of these early French missionaries and their successors on the spiritual lives of their parishoners and also on the physical development of the city.

In 1856, when Bayfield's physical development was begun, the civil engineer, Major McAbey, chose a typically American scheme for the city's layout. This was, of course, the gridiron or checkerboard street pattern superimposed over the slopes rising up from the shores of Lake Superior. While there have been minor adjustments in this grid and not all of the streets originally proposed



have been built, the relatively rigid street pattern is one of the most significant determinants of a strong identity for Bayfield. It is significant that the city which resulted from this plan is distinctly American in spirit – not French, or British, or Norwegian, or Swedish. And because of Senator Rice's effectiveness as a promoter of Bayfield's development back east, most of the first settlers came from Ohio, New York, Pennsylvania, and the District of Columbia. When these people came west they engaged in the typically American business of looking for bigger and better things on a new frontier.

The main attraction in the Bayfield area frontier in the 1850's was, of course, timber – the seemingly endless acres of white pine and hemlock, left undisturbed by the original inhabitants of the area. The beginning of a lumbering industry in the Bayfield area was soon to attract laborers from other countries. The 1860 census for Bayfield township lists some three dozen Canadian-born residents, twenty Irish, twenty Germans, one Swede, and one Norwegian. But still the great majority of the township's residents had been born in this country, either in the eastern states from which the first "wave" of settlers had come, or in Wisconsin.

The most spectacular population growth in Bayfield's history occurred in the last two decades of the nineteenth century. These were the years of expansion on many fronts – in lumbering, sandstone quarrying, shipping, commercial fishing, tourism, and agriculture. The 1890 county population, for example, was about thirteen times what it had been in 1880, increasing by 6,800 persons. Between 1890 and 1900 the county population increased by another 7,000.

It was during these two expansive decades that the number of foreign-born residents in the county

also increased. Of the 14,392 people in Bayfield county in 1900, 5,624, or almost 40 percent, had been born in other countries. In the county as a whole the largest number of foreign-born residents was from Norway and Sweden, which were nearly equally represented, followed by Canada, Finland, and Germany, in that order.

Of 239 foreign-born heads of households in Bayfield township in 1905 there were 76 from Canada, 58 from Sweden, 50 from Norway, 22 from Germany, and 14 from Finland. Thus, while the same national groups were represented in Bayfield township as in the entire county, the distribution was somewhat different.

The ratio of males to females around the turn of the century in Bayfield county is interesting, too. In 1900, for example, there were 8,775 males listed compared to only 5,617 females. The lumbering industry, particularly suited to independent, unattached men, accounted for this. The population of the city of Bayfield was undoubtedly more evenly distributed between males and females than that of the county. The presence of the large proportion of single men in the area probably accounts for the many bars and saloons that appear on early maps of the city.

Bayfield reached its highest population soon after the turn of the century, with some accounts giving the population of the city as high as 2,000 or more between 1900 and 1915. By 1920 the beginning of the end of the lumbering boom was being felt, as the officially-recorded lower population of 1,441 for that year indicates.

The county on the other hand recorded its highest official census figure in 1920, when there were 17,201 residents. The influx of optimistic farmers into the denuded cut-over land accounts for this.



But as we now know, this is not good farming country, and gradually most of the farmers and their families moved away. The county population dwindled between 1920 and 1960 to 11,910.

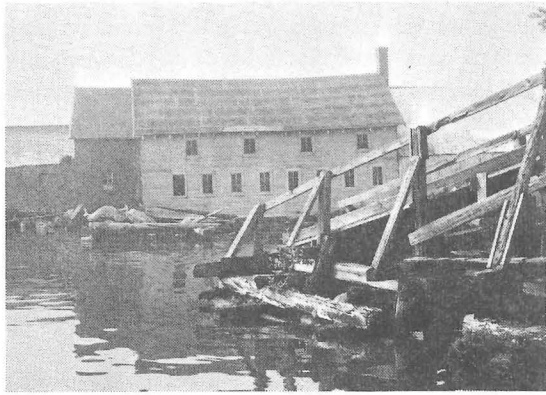
Bayfield recorded only 969 people in 1960, less than half the number who had made the city their home soon after the turn of the century. The pattern of development in Bayfield has been influenced by this reduced population. Vacant downtown buildings, vacant lots, and some deserted and deteriorating old homes are visual evidence of this.

In 1960 only 7.4 percent of Bayfield county's population was foreign-born. Another 30.8 percent though, had at least one foreign-born parent. In numbers, Norway was the most highly represented with 910, then Sweden with 836, Finland with 598, Germany with 413, Canada with 365, Czechoslovakia with 355, Poland with 241, and 241, and Yugoslavia with 224.

There were about 450 native non-white residents of the county in 1960. These are the Chippewa, 330 of whom live on or near the Red Cliff Reservation, and another 120 within the city of Bayfield.

The median age of Bayfield county residents in 1960 was 35.8, compared to 29.4 for the state as a whole.

Within the city there is a notable shortage of people in the 18-44 year age group, comprising less than a quarter of the city's people. In Wisconsin about one-third of the people fall within this range. The 65-and-over age category, however, is unusually high in Bayfield, with 15 percent of the population in this group, compared to 10 percent in the state as a whole.



LOOKING AT BAYFIELD

Up to this point we've been looking at some of the natural and cultural elements that have had a part in developing a unique Bayfield character or personality, particularly the history and people of Bayfield.

In this section, we'll take a closer look at Bayfield today and discuss in detail some of the specific features contributing to its 'Bayfield-ness'. Before we can develop plans and recommendations to preserve and strengthen Bayfield's image in the future, we have to know what that image is and what its physical components are now.

What are the unique sights, sounds, and smells that distinguish Bayfield from all other places? Just what is Bayfield? The following is an image of the city constructed from the observations of residents and visitors.

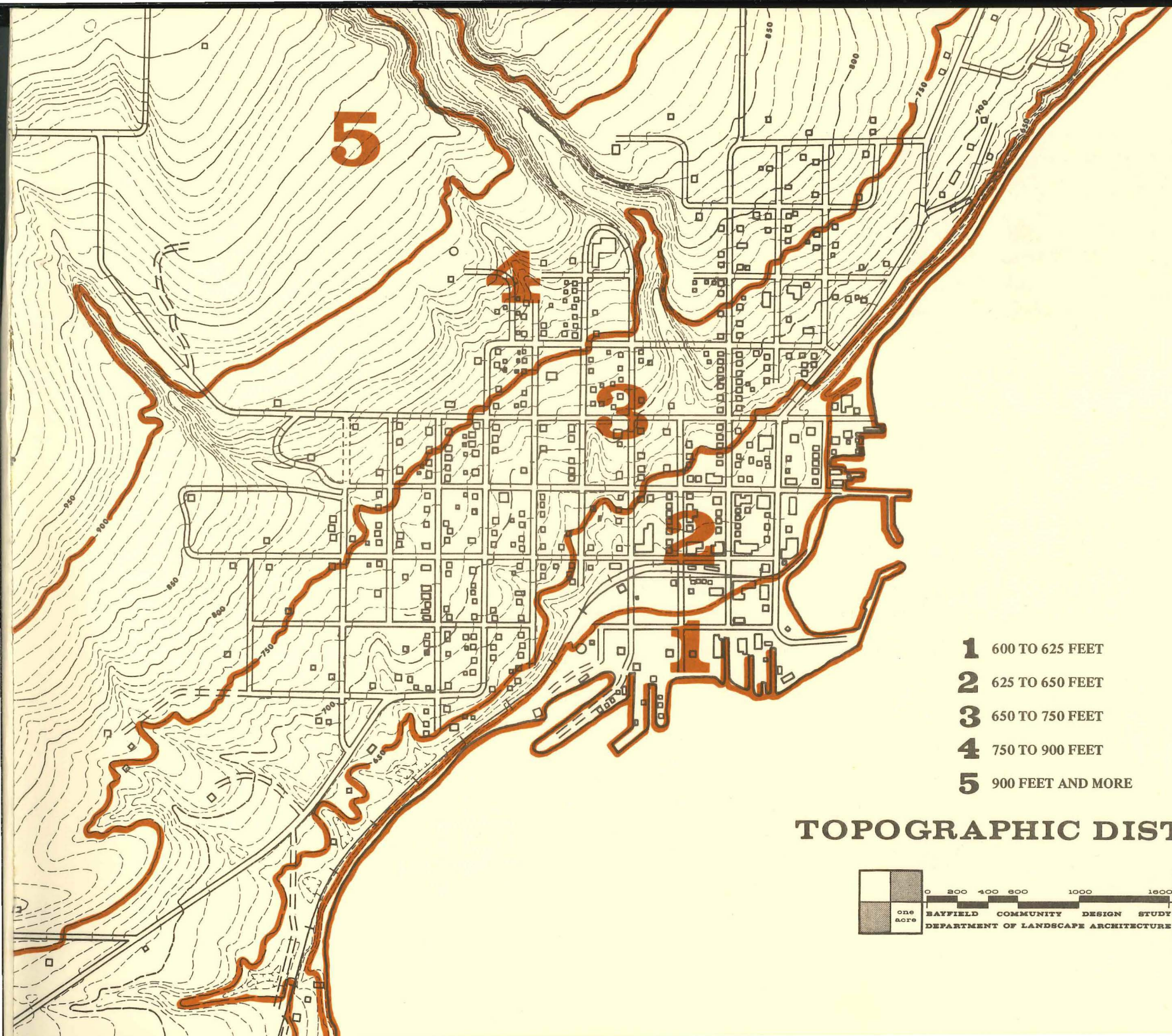
First of all, Bayfield is sky and water. From almost anywhere on Bayfield's slopes there is a view of sky and water, sometimes filtered or framed by sugar maple branches, sometimes only a fleeting glimpse between white frame houses or red brick stores. Frequently it is a wide panorama as changeable in mood as the weather. The mood may be bright with a clear, azure sky over the sparkling and shimmering water of Chequamegon Bay. Or it may be dark with a gray sky over an awesome, white-capped Lake Superior. Or it may

be vague and mysterious, as on foggy-misty summer mornings with shadowy forms of fishing houses and wooden docks where Bayfield meets Lake Superior.

But always, even on foggy summer mornings or in the snowy whiteness of a winter storm, the mood of the sky and the lake play an inevitable and irrevocable part in giving Bayfield its special personality. While some other towns also have large bodies of water on two sides and a sky above, these two elements are made particularly significant in Bayfield by the lay of the land, which forms a large amphitheater with the water surface serving as a stage and the sky and distant islands as a backdrop.

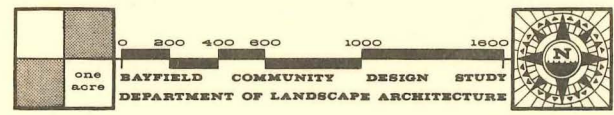
This distinctive lay of the land, or topography, is a part of the Bayfield character. Except for an almost table-flat plane south of Manypenny Avenue and east of Fourth Street, the city is built on hills, with the gridiron system of streets climbing straight up the slopes and emphasizing their steepness. While this street system is probably not the type that some designers today would propose for such hills, it does accentuate the topography which is so characteristic of the city.

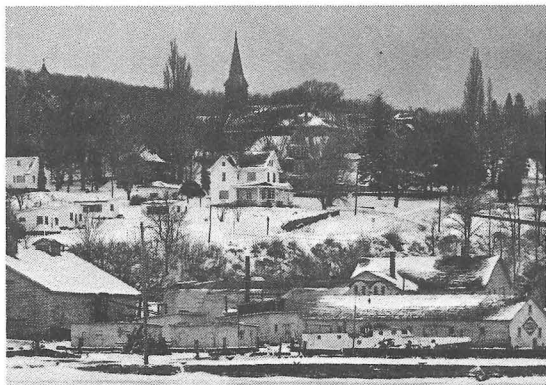
Unlike gridiron systems of streets that are laid on flat sites having no visual ending, streets in



- 1** 600 TO 625 FEET
- 2** 625 TO 650 FEET
- 3** 650 TO 750 FEET
- 4** 750 TO 900 FEET
- 5** 900 FEET AND MORE

TOPOGRAPHIC DISTRICTS





Bayfield are dramatically terminated. Looking down the streets to the east or south, the water of Chequamegon Bay with its ever-changing moods and the varied activity of boats provides an appropriate ending. Looking up the streets to the north or west, masses of vegetation climb up the hillsides beyond the ends of the streets to form a completely different kind of terminus reminding us of the time when all these hills were completely wooded.

Another distinctive feature of Bayfield's topography is the system of ravines that are gouged out of the hillsides. These dramatic chasms bring "wedges" of almost untouched nature into the town, filled with native plant species, birds, and the sound of water bubbling over boulders and pebbles along the bottom. The northern ravine past the high school and under the Rice Avenue bridge is, of course, the "king" of Bayfield ravines, complete with a sizable waterfall less than a quarter of an hour's hike upstream from Washington Avenue. The ravine near Bayfield's cemeteries just west of the developed part of the city also provides a source of natural beauty for all who come into Bayfield from that direction. Other smaller ravines act as green "fingers" into the residential district, providing rugged variety in the Bayfield "townscape".

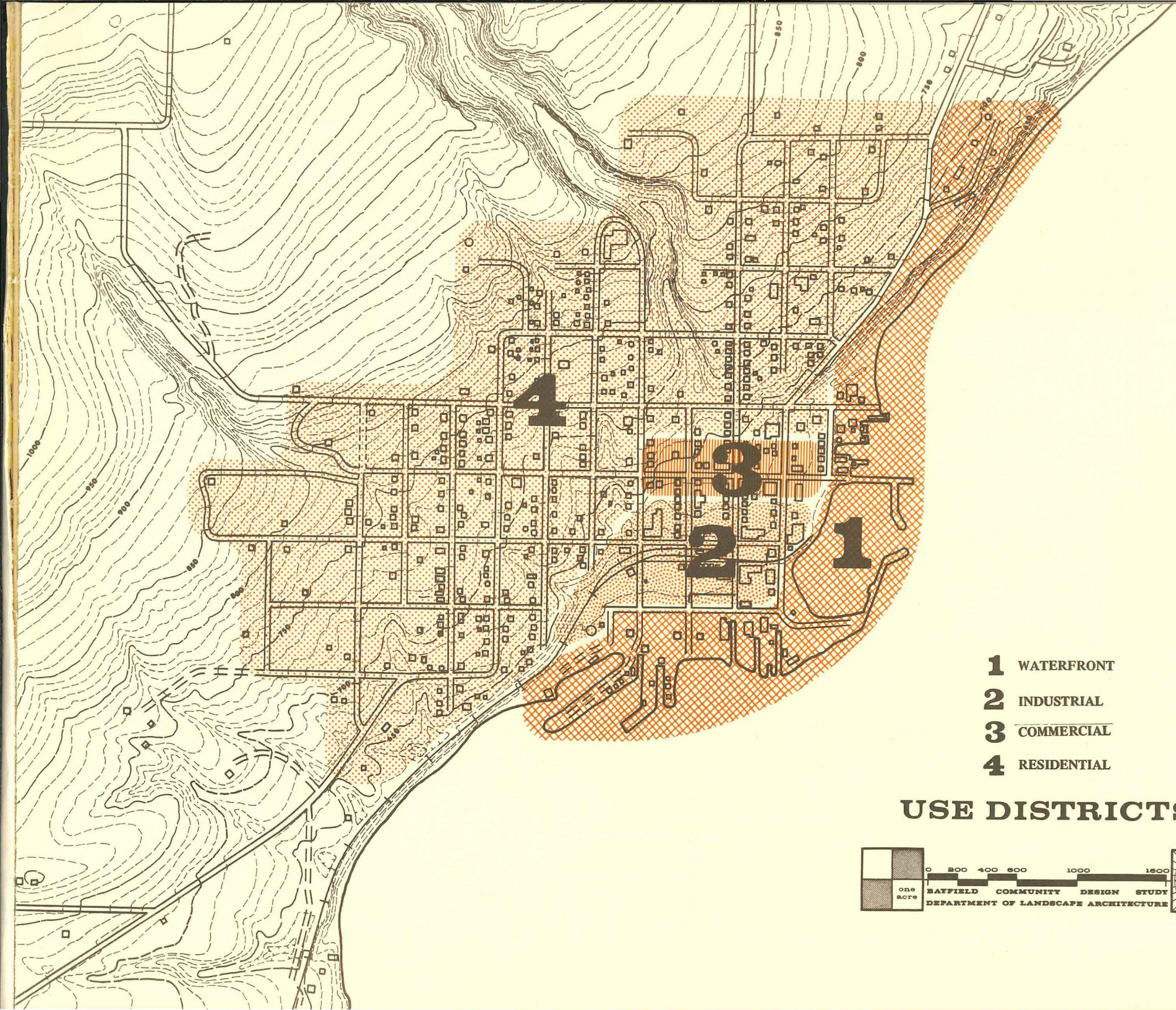
The topography of Bayfield is portrayed graphically in the map showing "Topographic Districts" of the city.

These topographic districts are strongly reflected in the pattern of land use. The districts shown in the "Use Districts" map have been identified as areas where a particular type of use is dominant — that is, commercial, residential, or industrial. In addition, there is a fourth, the waterfront district, which serves a variety of uses but which

has a distinct and separate character.

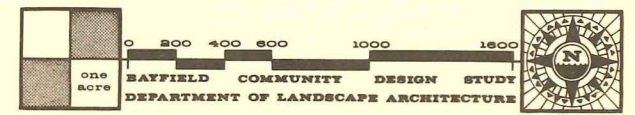
It is unusual to have such clear-cut districts with each district distinctly different from the others not only in the way it is used but also in the colors, materials, and the overall image of its development.

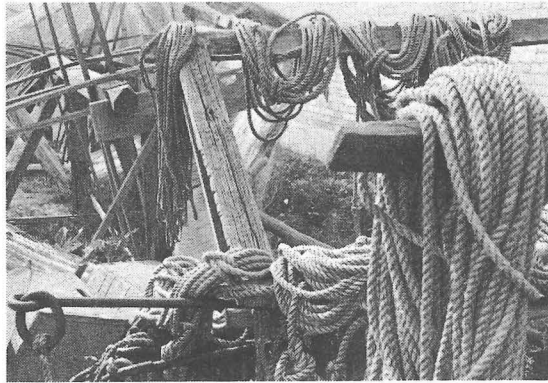
We can look at each of these districts to see what has made it different from the others. We can examine the over-all impression of development down to the tiniest details. We can also look at each of the districts to determine the features that detract from it — the inappropriate elements that are out of character with the district or with Bayfield. On the basis of such an inventory we will have made a good beginning toward planning for each district. Such an inventory can tell us what could or should be preserved, the general characteristics of new development that would help to perpetuate the district's present character in the future, and the features that should possibly be removed or minimized in future development.



- 1** WATERFRONT
- 2** INDUSTRIAL
- 3** COMMERCIAL
- 4** RESIDENTIAL

USE DISTRICTS





THE WATERFRONT DISTRICT

Starting from the water's edge on the east and south sides of Bayfield and extending inward to the nearest parallel street is the waterfront district. This district is more varied than the others but still has a strong sense of unity because of its close relationship with the water. Common to the whole district is the in-and-out quality created by piers and breakwaters extending into the water, and by inlets and boat slips penetrating the land. This pattern is the most intricate in the Booth Fisheries area and on the south waterfront, but it is present on a larger scale where the city dock and the Corps of Engineers breakwaters extend out from shore.

Also common to all parts of the waterfront district are the ever-present boats. From hardworking fishing boats to luxurious yachts, sailboats, excursion boats, and ferries with names like Chippewa, Nichevo, and The Island Queen, the sights and sounds of boats play a big role in the waterfront district. There are also a number of dry-docked fishing craft with peeling paint and widening cracks, either permanently retired or waiting for the day when they can go back to work.

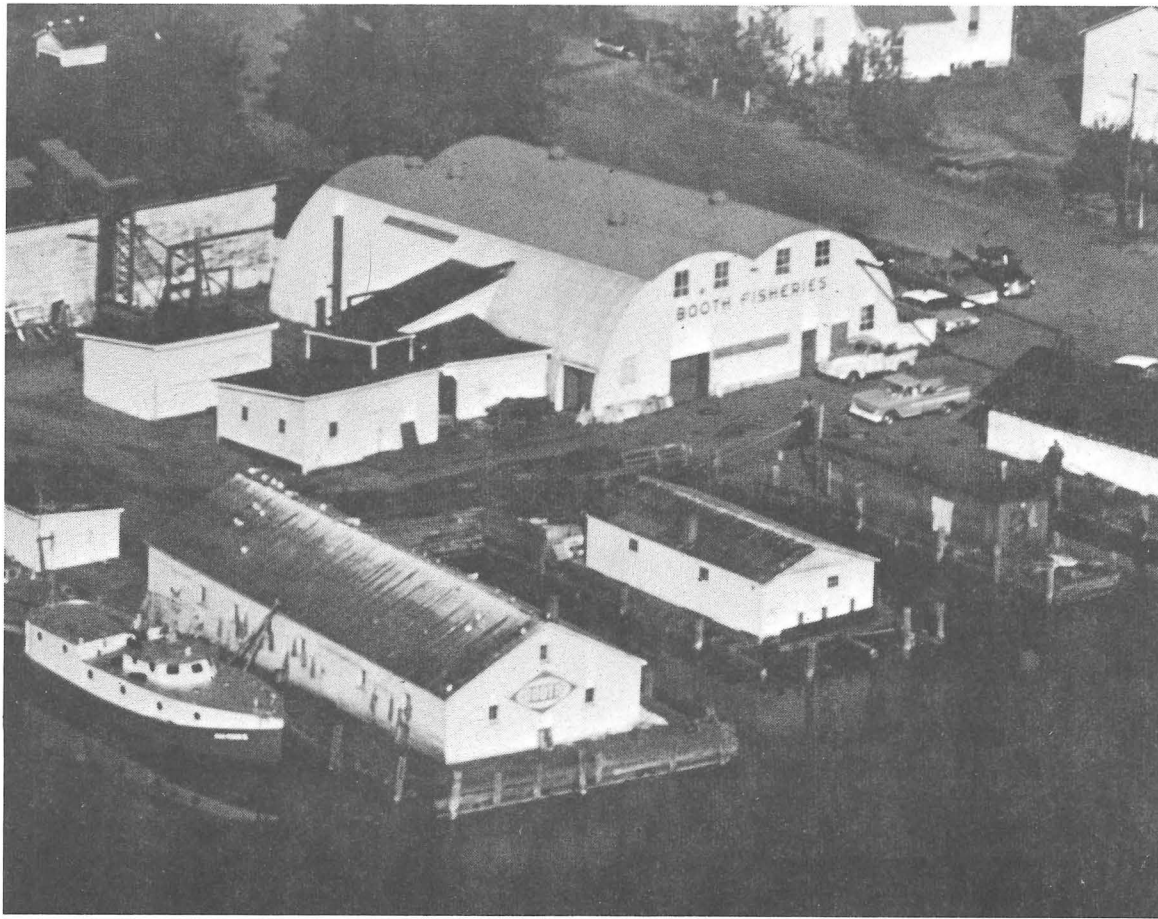
The sounds of the waterfront district are the sounds related to water – sounds of boat whistles, water lapping against the shore and breakwaters and piers, wind in the willows on the shore,

herring gulls waiting for fishing boats to come in. The smells have been of fish, wet wood, fishing nets drying on their racks. These are, however, disappearing from the scene, as noted earlier. It is to be hoped that they will not be lost forever.

The colors of the waterfront district are the cream of the Booth Fisheries and the Conservation Department's frame buildings, the white of the city pavilion and the memorial park bandstand, the weathered gray of wooden docks and little fishing shanties, the barn-red of other wooden waterfront buildings, the surprising blue and yellow of Bodin's Fishery.

The "texture" of development in the waterfront district ranges from the tight grouping of buildings in the Booth Fisheries complex and the cluster of little buildings along part of the south waterfront, to the openness of the city harbor area. Trees, mostly waterside willows, are casually distributed through the district and are appropriate to its easy-going character.

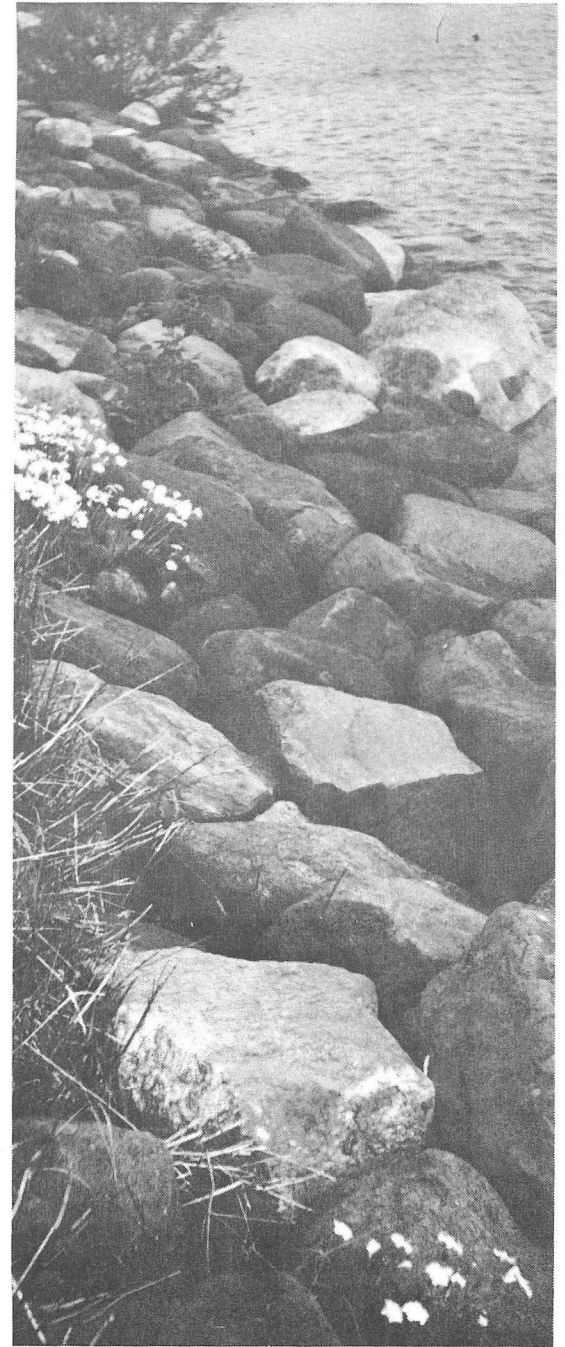
But there are discordant notes, too – several of them relatively recent additions to the waterfront scene. Among these are metal Quonset huts, out of character because of their material and their shape. Also in the category of inappropriate elements are the growing number of trailers, or mobile homes,



sitting in a central location on the south waterfront. These conspicuous metal-and-glass structures are completely at odds with the fishing shanties and boat repair buildings of the south waterfront. Furthermore, in spite of their location on a prime waterfront site, the views from trailer windows are more likely to be views of other trailers or clotheslines than of Lake Superior because of the flatness of the site and the close, crowded conditions. Another distracting element in the waterfront district is the concrete-block comfort station in the beach area of the City

Harbor, sitting in detached isolation on a raised pedestal of earth. The park at the southeastern tip of the city appears undecided as to its purpose and now serves as much as a parking lot for tourists as a park for the people of Bayfield.

These, then, are some of the characteristics of the waterfront district, both appropriate and inappropriate — good features that should be retained in the future, and some sore spots that could benefit from some modifications in the future.



INDUSTRIAL DISTRICT

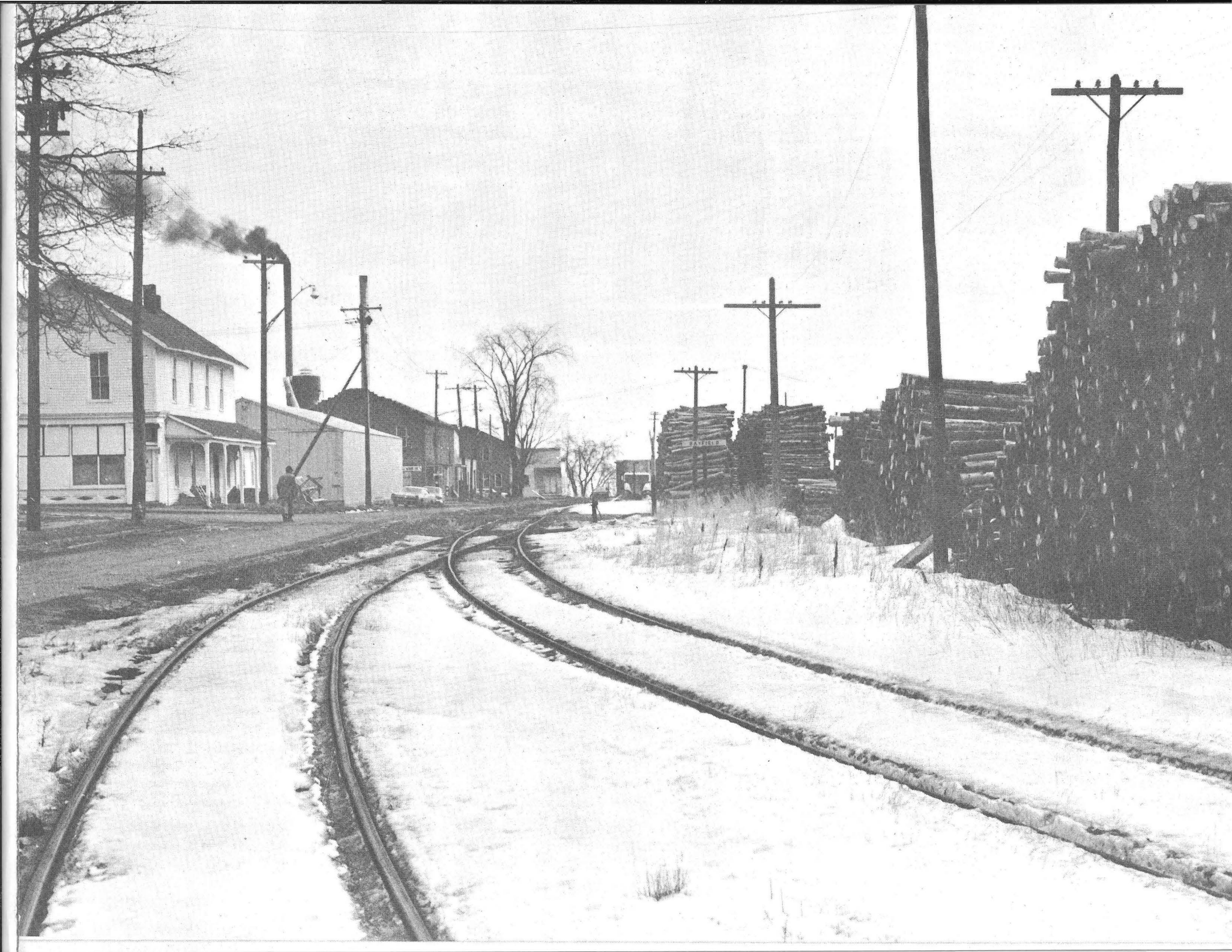


Immediately adjacent to the waterfront district in the south part of the city is Bayfield's industrial district. It is on flat land bounded on the east by First Street, on the south by Wilson Avenue, and on the west and north by the rising topography west of the railroad tracks and north of Manypenny Avenue. From the early days of Bayfield, when the R. D. Pike sawmill and others were in operation here, this has been the center of industrial activity in Bayfield.

This is the "coarse-textured" part of the Bayfield fabric, with railroad tracks, workshops, large rambling warehouses, gasoline and fuel oil storage tanks, and flat open spaces sometimes stacked with piles of logs waiting to be loaded on train cars.

The sounds of whining saws and planes in the All-Wood Shops and the smell of logs and sawdust tell us that the life-blood that was Bayfield's lumber industry still flows through its veins. It is greatly diminished from earlier days, but is still a vital force, directly providing income to more than 75 families in the area.

The colors of this district are the fading orange paint of a warehouse, the dark sandstone of the power company building, the colors of railroad cars, or the yellowish tones of log-ends turning to reds when they are wet with rain or melted snow. Here, in waste spaces between buildings and in the outfield of the ball diamond, spring and summer prairie wildflowers bring unexpected delicate touches of yellow and blue and violet to this otherwise unrefined district.





THE COMMERCIAL DISTRICT

Up the slope from the waterfront and from the industrial district is Bayfield's commercial district, which centers on the two blocks of Rittenhouse Avenue from First Street to Broad Street but is not strictly limited to this area.

In contrast to the previous two districts with their rather random groups of buildings, this one is characterized by closely-spaced one-and two-story buildings that enclose a long linear space. This space might be very much like Main Street in many other Midwest towns were it not for its slope down to the east waterfront and the dramatic view out over Lake Superior and the Apostle Islands.

In this district we see two-story clapboard buildings with high "false fronts", as exemplified by the Odd Fellows Lodge, the building at 100 Rittenhouse Avenue, and the Hillside Grocery, not greatly changed in appearance from what they were over a half-century ago.

Another striking feature of this district is the predominance of red in many variations. It is almost as if the warm red tones were used to counteract the extended whiteness of the long northern winter. In any event, there is an abundance of varied red in the Rittenhouse

Avenue scene — the painted barn-reds of Morty's Bar, Chamber of Commerce Building, and Greunke's, and the brick-reds of Burtness Hardware and Johnsons' house next to it, the Harbor Theater, Big Dollar Store, and the laundromat and post office. There is also the muted purplish-red sandstone of the Washburn State Bank. Even the "floorscape" of this district has touches of this same color — bits of red soil washed into the alleys in a recent rain, the red brick paving of the Johnsons' sunken front garden, glimpses of the old reddish brick paving on some of the side streets.

The sounds of the commercial district are the sounds of people walking and talking, ferry boats whistling as they prepare to leave for Madeline Island, crowds and bands on special occasions such as the Apple Festival, and breezes rustling branches of the two big trees next to Meyers' Drug Store.

The smells are of breakfast cooking at the Community Lunch or of wet sawdust wafting up from All-Wood in the morning, of groceries in brown paper bags or of new clothes at Nelson's store during the day, of white petunias blooming in Johnsons' front garden or in window boxes of the bank on summer evenings.



But there are other sights, sounds, and smells becoming more noticeable on Rittenhouse Avenue that do not seem to belong there. These are the sounds of squealing tires and racing engines as people take the turn too fast at Greunke's, of car horns expressing their owners' impatience with a

traffic tie-up at the ferry landing, and the smells of exhaust and engines as more cars come through town. The street itself, except for the view out to Lake Superior, is taking on the appearance of a street anywhere, with nothing but asphalt, concrete, and automobiles between the opposite

lines of building fronts. One sees tall, cold, and impersonal mercury vapor street lights, wires criss-crossing like cracks in a picture window, and the same signs that are going up on a thousand other Main Streets.

THE RESIDENTIAL DISTRICT



On the slopes to the north and west of the waterfront and the industrial and commercial districts is Bayfield's residential district, still reflecting the feeling of tranquility and stability that has prevailed here since before the turn of the century.

Stepping up the slopes are fine old one and one-half and two-story frame houses set on grass terraces formed by stone retaining walls. The pattern of houses is loose, with most of them standing on two or more of the 40x120-foot lots laid out by Major McAbey in 1856. The decrease in population of the city – from more than 2,000 people soon after 1900 to fewer than 1,000 people today – is also evident in the number of vacant lots with only the remains of a foundation to remind us that this was once somebody's home.

Some of these vacant lots have been "reclaimed" and provide a place for neat orchards, strawberry or raspberry patches, or rows of well-kept vegetables and flowers. Others are filled with tall grasses, sweet peas, lupines, and kindred wildflowers.

Most of the houses in the loosely-woven fabric of hillside development still enjoy the surpassingly lovely view over the lake and islands to which the 1870 writer referred in his glowing description of

Bayfield at that time.

The residential district with its generally consistent "skyline" of one and one-half and two-story houses set among the rounded forms of dark shade trees is punctuated by the larger scale public buildings – the Catholic Church with its tall steeple in the north part of town, Holy Family School with its bell tower just across the street, and old sandstone county courthouse with its eagle above, the high school on the hill between Third and Fourth Streets, the Lutheran Church with its white steeple on Sixth Street, the quiet and unassuming Episcopal Church on upper Third Street, and the proud city library standing staunchly on its high corner lot at Broad Street and Washington Avenue.

The sounds in this district are those of children laughing and playing, dogs barking, church bells ringing on Sunday mornings and school bells on weekdays, fallen sugar maple leaves rustling underfoot in October, water gurgling down back alleys and stone-paved gutters during spring thaws and after summer rains, and the chorus of crickets and ravine frogs on a summer evening.

The smells are the aroma of newly mown lawns, the fragrance of garden and windowbox flowers in bloom, the crisp, clean, Monday-morning smell of



clothes hanging on the line, and the pungent aroma of pine needles under spreading white pine trees which were probably brought in from the surrounding woods as seedlings many years ago.

There are many colors in this district, but the whiteness of Bayfield's many frame houses is

probably the most distinctive and memorable. In winter the houses echo the whiteness of the snow cover, creating a whole hillside of white that is broken only by the dark skeletons of shade trees and the dark green of pines and spruces. In summer they contrast sharply with the lush green of grass and trees on the hillside. In the residential

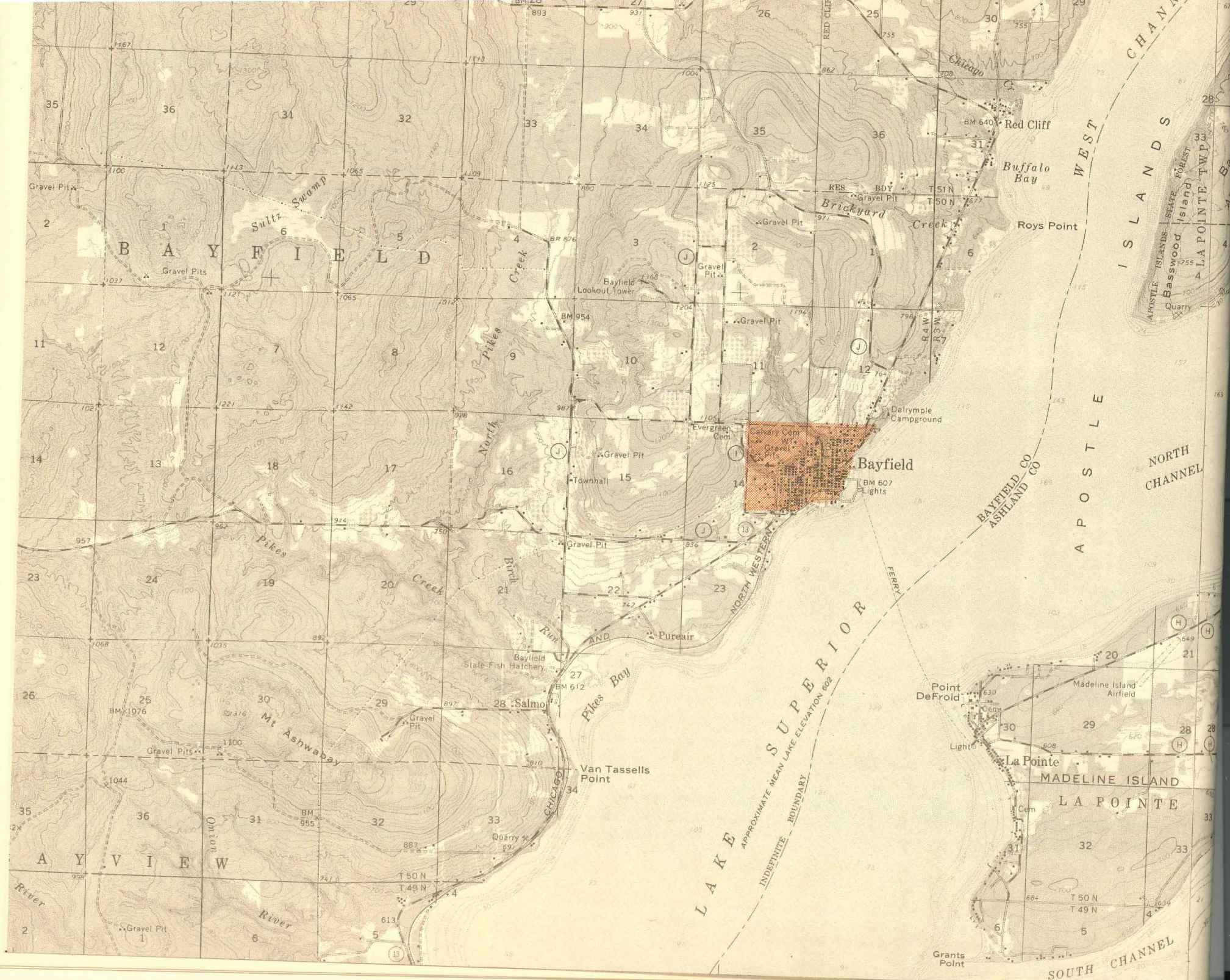
area during the summer there are also the multicolors of flowers – both wildflowers on some of the vacant lots and cultivated flowers in many gardens and window boxes.

Across the street from the Holy Family Convent and overlooking the harbor of Bayfield is an old fountain, reminding us of those early days when this was the “City of Fountains”. While this fountain no longer sends up a “silvery spray to glisten in the sunlight”, the pool around it is filled with wildflowers instead of water, and the evergreen backdrop is no longer clipped, the fountain is still a direct link with Bayfield's past, a reassuring symbol of something lasting.

Just as this symbol has endured over the decades, so has much of the feeling of stability and serenity in the residential district. But there are danger signals – indications that even this quality needs protection if it is to survive.

There is the matter of growing traffic through the residential district and into Bayfield's business area and beyond, a preview of what is to come as more tourists discover the Apostle Islands area. Advertising signs are popping up in residential neighborhoods, including a whole cluster of them on a vacant lot at Sixth Street and Rittenhouse Avenue. The old county courthouse and the area behind it – in the heart of a residential neighborhood – has become a warehouse and storage yard for machinery and equipment simply because no one has found a better use for it.

There is the beginning of residential “sprawl”. New residential construction along the roads leading into Bayfield creating a kind of half-and-half mixture that is neither town nor country, without either the convenience of in-town living or the seclusion and privacy of real country living.



B A Y F I E L D

Bayfield

L A K E S U P E R I O R

WEST ISLANDS

A P O S T L E

NORTH CHANNEL

M A D E L I N E I S L A N D L A P O I N T E

SOUTH CHANNEL

Gravel Pit

Gravel Pits

Bayfield Lookout Tower

Brickyard

Red Cliff

Buffalo Bay

Roys Point

Dalrymple Campground

BM 607 Lights

Bayfield State Fish Hatchery

Van Tassells Point

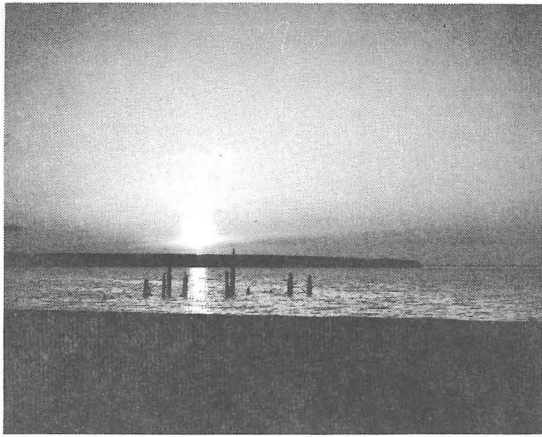
Point DeFrod

La Pointe

Grants Point

APOSTLE ISLANDS STATE FOREST
Basswood Island
LA POINTE TWP

APPROXIMATE MEAN LAKE ELEVATION 602
INDEFINITE BOUNDARY



THE BIGGER PICTURE

Bayfield is, of course, part of a bigger picture. The physical qualities of the whole area surrounding Bayfield influence the visual quality of the town, and contribute to the strong local character. The distinctive land forms, the climate, and the vegetation of the Bayfield region are all a part of the local image.

Bayfield sits on a southeast slope of the Bayfield Peninsula, the northernmost tip of Wisconsin. The peninsula extends some twenty miles into Lake Superior, and varies in width from twenty-two miles at its base to about eight miles at its tip. Running in a southwesterly direction through the peninsula is the Bayfield Ridge, a range of hills ten to fifteen miles wide, the result of two massive ice sheets pushing against each other in the era of glaciers.

It has been probably 18,000 years since the last of the glaciers came over this land: moving forward, then slowly retreating, then grinding ahead again, all the time depositing great amounts of rock and gravel, sand and clay, on top of 20,000 feet of ancient sandstone.

As the last glacier melted, the rushing melt-water gouged out deep valleys, separating the mainland

from the Apostle Islands and from each other.

In the thousands of years since then, waves lapping against the shoreline, even as they lap against it today, worked as a great sculptor, cutting caves and shelves out of the red iron-bearing sandstone cliffs, and rhythmically washing the sand and pebble beaches of the peninsula and islands.

The materials left on the Bayfield Peninsula by the great glaciers are predominantly reddish clays and pink sands, colors which are distinctively "Bayfieldish", along with the varied greens of vegetation and the ever-changing blues of sky and water.

The Lake Superior shoreline itself is greatly varied in the immediate vicinity of Bayfield. There are narrow sand beaches; there are cliffs of layered shelf rock, twenty to forty feet in height; there are sheer sandstone cliffs rising as high as forty to fifty feet within a couple of miles of Bayfield. And in the south part of the city itself, there is another distinctive feature — the flat plain of "made" land, the land which was formed as the Bayfield sawmills laid down layer on layer of sawdust in those bustling years of lumbering activity.



A PLAN FOR BAYFIELD

We have looked at Bayfield and its people, past and present, to determine what has given the town its distinct character.

But what about Bayfield, 10 or 20 or 30 years from now? Does it have to go the way of a thousand other towns, with its unique and attractive qualities buried beneath a veneer of plastic and aluminum, concrete and asphalt, signs and poles?

Or can it retain its "Bayfield-ness" — the qualities that make it different from every other place, and that make it a good place to live and to visit?

In this section, we will look at positive alternatives to cheap-looking, standardized development. The recommendations presented here have been specifically aimed at showing how Bayfield's good qualities can be preserved as the city prepares for new and changing needs, and how new development can respect and reflect these qualities.



COOPER
 Published Evening and
 Saturday. Post Office
 No. 1000. Second-class
 July 16, 1925.

MILWAUKEE SENTINEL

TODAY'S CHANGES
 10:30 AM. School begins
 here. The first of the
 school year is here.
 11:00 AM. The first of
 the school year is here.

16 PAGES—2 PARTS

 TUESDAY, SEPTEMBER 22, 1927
 1000 COOPER ST., MILWAUKEE, WIS.

Lakeshore Project to Cost \$13 Million

SENATE OK'S APOSTLE BILL

Man Kills Fifth Wife, Self in Courthouse

Proposal Now Goes To House

On Wheels Show Will Emphasize Safety on Cycle




With five million people now living within 250 miles of the Bayfield-Apostle Islands area, more than 50 million people living in the Great Lakes region, and metropolitan centers within this region becoming increasingly congested and polluted, there seems little doubt that in the years ahead there will be an increasing number of tourists coming to northern Wisconsin. They will be looking for a variety of recreational activities amid the natural beauty of this area, good places in which to eat and sleep, and a change of pace from the hectic confusion of life in big cities.

Faced with a growing influx of tourists, there are three possible courses of action which the small communities in northern Wisconsin such as Bayfield might follow.

The first of these would be to build a high wall with "No Tourists" signs conspicuously posted all around the outside of the community. This wall could be real, or it could be simply a psychological barrier against any outsiders. This would certainly insure that the community would stay just as it is. This course of action might be appropriate if the community were a Utopia with all the needs and desires of its residents being provided abundantly without the economic boost that expanded tourism could provide — full employment, good housing, recreation and education, for example.

THE CHALLENGE

The second possibility would be to open the floodgates to development of any kind, allowing gaudy hot dog stands or slick new motels complete with billboards and flashing neon lights to be built anywhere in the community, no-holds-barred. This course of action might be appropriate if there were absolutely nothing of value in the community worth preserving and protecting. Such a policy would probably bring some dollars into the community, at least until the word got around that this community is a honky-tonk with the same congestion and clutter that tourists see every day in their home cities.

The third path that these northern communities might follow would be to consciously plan for accommodating the expected influx of tourists, but at the same time impose sufficient control over tourist-oriented development to protect local values. These include both the tangible dollars-and-cents values such as local residents' investment in their homes, and certain intangible values such as the local character and historic heritage of the community.

Which course of action will the people of Bayfield choose for their community? The first one — building a wall around the city to keep tourists out — doesn't appear to be a satisfactory solution because Bayfield is *not* now a Utopia. As

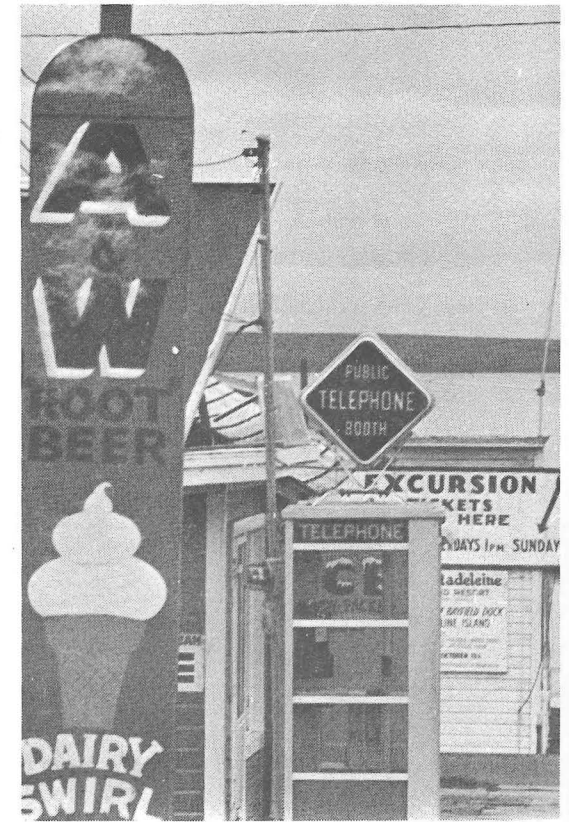


pleasant as it is, there are shortcomings that cannot be overlooked—the absence of an adequate swimming area and other recreational facilities for the young people of Bayfield, for example, and the existence of inadequate housing for some of the city's residents. These and other benefits that are not now being provided might be possible if the community were to capitalize on the potential tourism expansion rather than shut it out.

The second path — permitting any and all kinds of tourist facilities to be located anywhere in Bayfield — doesn't seem to be the answer either because Bayfield and its residents have too much

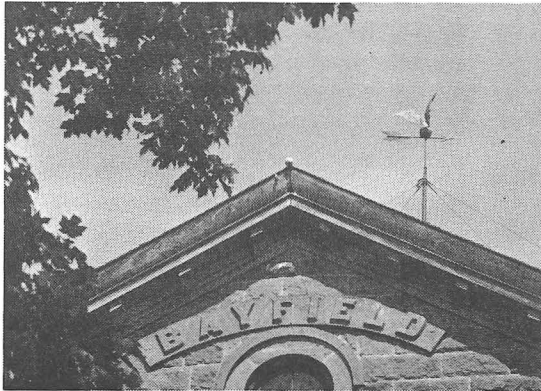
to lose. The quiet character of residential streets, the picturesque, one-of-a-kind old buildings, the views over the lake and islands, the surrounding hillsides with their second growth timber and neat rows of apple trees — these are all a part of Bayfield's "Bayfield-ness". Once this is destroyed or desecrated, it can never be brought back. Unplanned, chaotic, congestion-producing development would destroy or desecrate these very features. It would turn Bayfield into another dull "Anywhere, U.S.A." community.

This leaves the third path — planning for the preservation and enhancement of the character and scenic quality of Bayfield while providing



certain facilities to meet new demands. This is undoubtedly the most difficult course to follow, but it is also the one which offers the greatest potential rewards.

This, then, is the challenge facing the people of Bayfield today. Rather than building a wall around the town or letting it become overrun with uncontrolled development, the people have the alternative of creatively guiding the coming changes in a positive direction rather than permitting them to be negative and blighting. This is a big order. But it is *not* an impossible one.



SOME BASIC PRINCIPLES

What should be used as guiding principles in planning for the future of a town like Bayfield?

Most important, there is the principle of maintaining and strengthening the local character or identity mentioned throughout this report. So much time and space has been devoted in the preceding pages to looking at the existing character of the city in order to give us a solid basis for maintaining and strengthening this character in future plans.

“Character” is not something that can be tacked on the fronts of buildings. To put a Swedish or Norwegian facade on the fronts of Bayfield’s stores or houses, for example, might be novel and “cute”, but would be a form of utter dishonesty. Bayfield is not a Swedish or Norwegian village, but, as we have seen, a genuinely American town from its very beginnings with people of many national backgrounds represented in its history.

Similarly, to re-create the “Gay Nineties” in Bayfield would also be a form of fakery. This is 1969, not 1890, and to say that new buildings should copy those of 80 years ago or that new “Gay Nineties” fronts should be put on all the downtown buildings is *not* the way to strengthen the Bayfield character. As we have seen, the city

does have a rich historic heritage going much deeper than the building facades, and certainly the authentic features from its past should be preserved and protected, but this does not mean that the whole city should be turned into a museum or mausoleum with all the vitality of the here-and-now life drained out of it.

Instead, we need to look at such things as the characteristic patterns of development, the scale of the buildings, the diversity and the “atmosphere” of the city, and then work to maintain these in new physical development.

The existence of several distinct “use districts” which reflect the lay of the land were noted in the visual survey of Bayfield. The texture or grain of development in each of these districts can be carried into future development. Materials that are appropriate in each district as well as building forms that reflect existing building forms without copying them could help to strengthen the individuality of each district.

Certain characteristics stand out in each district which provide some obvious “clues” as to how development might be guided to intensify the distinct “atmosphere” of each district.

THE WATERFRONT DISTRICT. We have seen that an essential feature of the waterfront district is the in-and-out quality of the water's edge, with the water penetrating the land at some places, and docks and piers extending out into the water at others. The activities of fishing and boating and their associated sights, sounds, and smells are vital to the character of this district. Therefore, in the future these qualities and activities should be encouraged, and access to these unique sights, sounds, and smells should be maintained. This means that the water-related activities such as fishing, boating, and boat-building should be retained in this district. In order to keep these accessible to the people, it means that activities and land uses which do not have a direct need to be located on the waterfront should not be allowed there. Parking lots, mobile homes, and drive-in eating establishments, for example, do not have to be on the waterfront, and should not be permitted there. If they are, they will block people from the exciting and unique qualities along the water's edge.

THE INDUSTRIAL DISTRICT. The industrial district, as we have seen, is "coarse grained" with bigger buildings and more open space than the rest of the town. The predominant activity here is lumber and wood processing, with its distinctive sounds and smells. There is vacant land in this district that could appropriately be used for an expansion of wood product manufacturing. The open space now being used as a Little League ballfield is appropriate in this district of medium to large buildings and large open spaces. This area might also be used for large tents to accommodate special events, such as a revival of the Indian pageants of the 1920's, or regularly-scheduled fish-boils during the summer. Parking spaces could be developed in the western part of the industrial district, near the railroad tracks. These should be designed so that they are not easily visible from

the homes on the hillsides above. Trees forming a canopy of leaves over the cars could be of value in providing such screening from above.

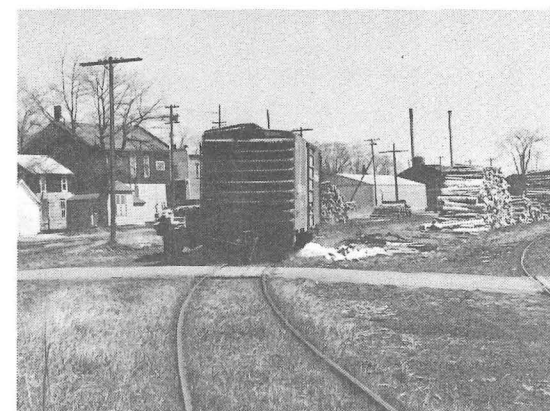
THE COMMERCIAL DISTRICT. One of the most notable characteristics of the commercial district is the long linear space formed by one and two-story buildings along Rittenhouse Avenue, framing the view of the lake and Madeline Island at its lower east end. A guiding principle in the future development of this street would be to intensify this feeling of enclosure and enframing.

"Gaps" should not be opened up along Rittenhouse Avenue by the removal of buildings to provide parking lots, for example. When new buildings are built on vacant lots along this street, or when they are built to replace existing ones, they should not be set back, but should be located close to the sidewalk, to reinforce the feeling of enclosure. They should also be approximately 2 stories in height, to provide a stronger sense of enclosure than a one-story building.

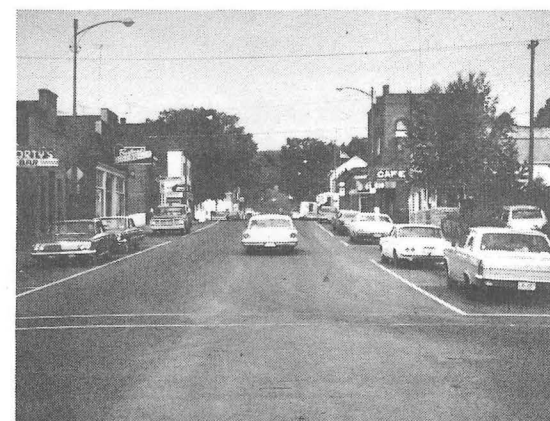
THE RESIDENTIAL DISTRICT. In the residential district, the essential characteristic is the quiet, stable quality created by such elements as shade trees lining the streets, stone retaining walls and well-kept lawns and gardens. This is a quality that cannot be reproduced in sprawling residential development along the roads leading into the city. It can be maintained, though, and even enhanced within the city by a certain amount of "in-filling" – that is, building of new houses on the vacant lots within the existing framework of residential streets. In the "in-filling" process, a minimum of two 40 foot lots should be required for building in order to maintain the relatively loose texture of the residential district. If this in-filling is not sufficient to satisfy the demand for homes, the city should develop a planned residential area in its Second Ward as an alternative



The waterfront district



The industrial district



The commercial district

to the sprawling, stringtown effect of houses sparsely lining the entrance roads into town. Such sprawling development is not only out of character in Bayfield, but it is an inefficient and unsatisfactory form of development anywhere, chewing up great amounts of land without providing the qualities of true country living.

In order to fit the land in the planned residential area, streets will have to break away from the gridiron system which prevails throughout the rest of Bayfield. Since the Second Ward area is visually separated from the developed part of the city by a steep slope, this change would not become an undesirable detraction.

Similarly, the architectural style of the houses in the Second Ward might depart from the one and one-half and two story homes of the lower slopes of the town. One of the prime considerations in their location would be to take maximum advantage of the views to the south and east.

OTHER CONSIDERATIONS

The principle of maintaining and strengthening Bayfield's character cannot be considered in a vacuum. In planning for Bayfield's future, there are other needs that must be met at the same time. For example, there is the need to provide a variety of activities and attractions to enrich the daily lives of the year-round residents, and to attract tourists who will appreciate the unique qualities of Bayfield and stay long enough to contribute significantly to the local economy.

This goes far beyond merely providing places for tourists to eat and sleep. It includes features such as the following, most of which can enhance life in Bayfield for residents as well as visitors:

1. **Recreation.** Expansion and improvement

of recreational facilities, including a swimming facility, an enlarged marina, and the construction of paths and trails for uninterrupted walks along the lake, and in the ravines and nearby woods.

2. **The Arts.** Provision of additional cultural and educational opportunities such as summer art, music, and theater workshops, with exhibits and live performances throughout the summer.

3. **Local History.** Provision of additional facilities for the interpretation and appreciation of local history. This includes not only museums, but living and working centers of activity that relate to Bayfield's colorful past.

4. **Scenic Roads.** Provision of a system of slow-speed scenic roads in the unspoiled countryside of Bayfield County. Roads should be clearly marked, with opportunities for picnicking and hiking provided on publicly-owned land.

5. **Provisions for Automobiles.** One of the most critical threats to Bayfield's character would be an overabundance of automobiles, moving or parked, within the city. There is no getting around the fact that cars are here to stay, but they need not totally dominate the scene. They can be "tamed". For example, moving traffic can be routed so that it doesn't cut through the heart of town, causing unnecessary confusion, hazards and noise. Parking areas within the city can be made less conspicuous through careful location and design. And there is the possibility of providing a parking area beyond the city limits as the number of visitors increases. At that time, a shuttle service for visitors might be initiated, bringing them the remaining distance into town on "shuttle buses" or a special train running along the existing railroad right-of-way.

6. **Winter Activities.** Expansion of "off-

season" activities, especially the winter activities of snowmobiling, skiing, and ice skating in and around Bayfield.

7. **Economic Base.** In addition to the need to provide a variety of activities for residents and visitors, there is the very real need to provide a stronger year-round economic base within Bayfield. While certain proposed physical improvements in Bayfield might be made possible through various aid programs and by increased income from tourism, there still remains the need for vital, year-round income-producing activity in the city.

At present, the lumber and wood-processing industry in Bayfield, as well as retail merchandising and until very recently, commercial fishing, represent the main forms of this type of activity. The lumber industry and commercial fishing have, of course, been part of the Bayfield scene for most of the town's 113 years. There is reason to believe that lumbering can continue to be a part of it in the future. With improved forest-management practices, for example, there seems little doubt that a steady supply of raw lumber can be provided for processing in Bayfield. With an effective program of sea lamprey control under way and the lake trout coming back there should be a sufficient supply to satisfy the needs of both recreational fishing and the commercial fishing industry in the coming years, if the industry is not permanently de-activated by restrictive regulations.

In addition, there is the possibility of expanding the manufacture of small wood products. With a relatively small investment the production of items such as sturdy wood toys, bowls, and small pieces of furniture could be undertaken. Increasing numbers of tourists will provide a ready market for these products during the summer months if the products are well-designed and unique, and not

the standard items that can be found in any dime store across the country. In addition, year-around markets might be developed in the several metropolitan areas within 500 miles of Bayfield. The relatively small size of these products would minimize transportation problems.

Another area for possible expansion would be in the increased processing and sale of locally-produced fruit products such as jams, jellies, and juices. Tourists generally are in an expansive mood and are likely to pay a premium price for local

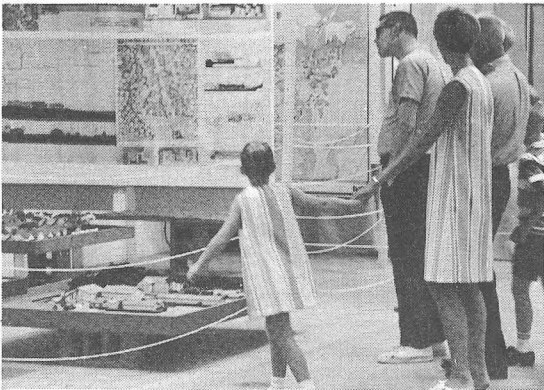
products to take back home. The same "local flavor" would also be a selling point in more distant markets if production could be increased beyond the demands of the tourist trade.

The expansion of appropriate localized industry such as this would itself add to the experience of being in Bayfield and would re-create the prevailing feeling of the late 1800's far better than the application of pseudo-Gay-Nineties storefronts. The Bayfield atmosphere was charged with the excitement of life and productive activity at

that time. These are qualities which cannot be re-created in a museum or by phony storefronts, but which can be re-created honestly in a living and productive townscape.

Bayfield's scenic quality and its character, then, cannot be preserved and strengthened through a one-dimensional, "cosmetic" program of beautification. It goes much deeper than that. While this study emphasizes the visual aspects of Bayfield, the recommendations and specific design proposals have been prepared with many other considerations in mind.

A PROPOSAL FOR ACTION

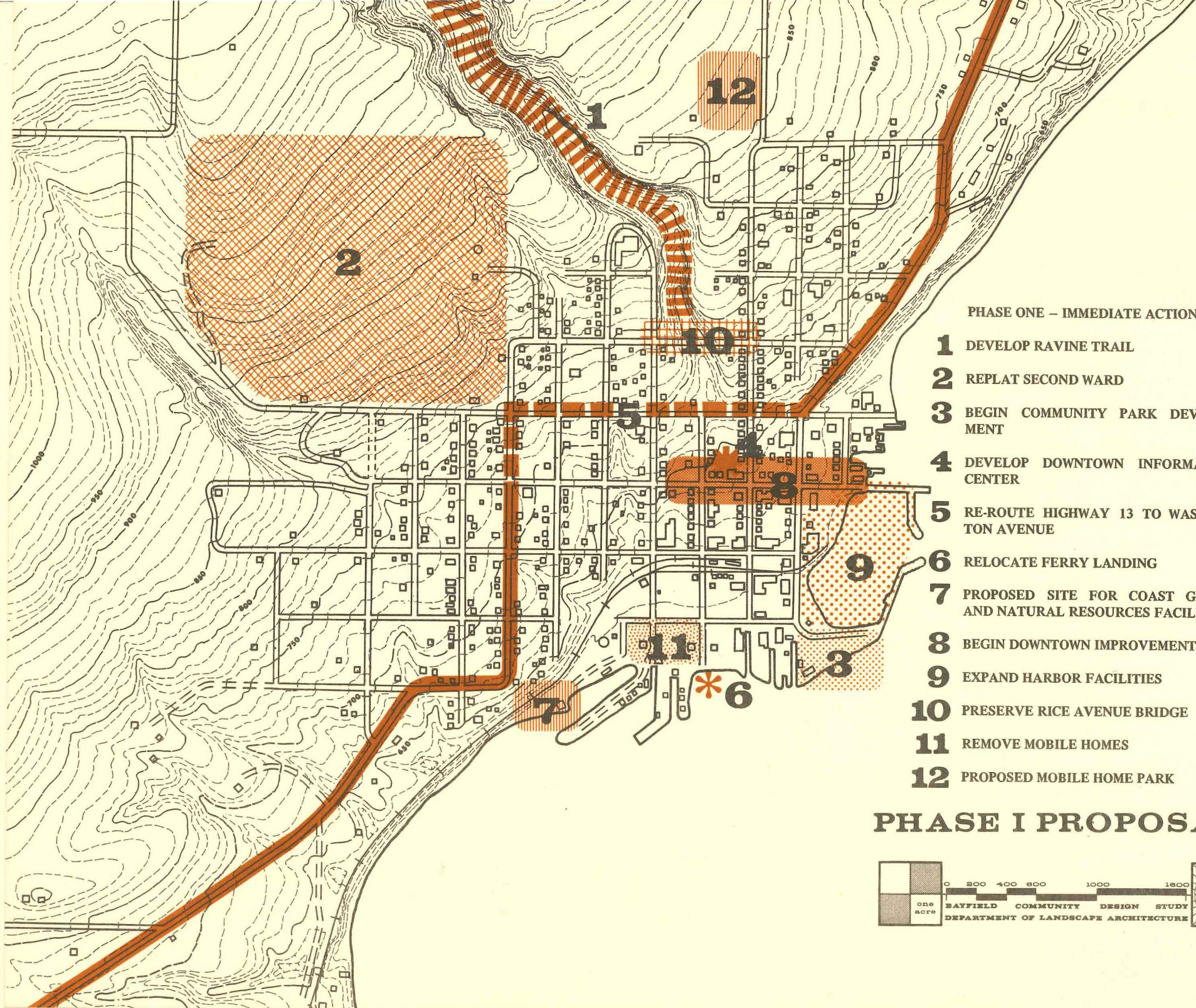


In the remainder of this report the principles outlined in the past several pages will be given form in specific recommendations and design proposals for Bayfield.

These proposals range from those on which action might be begun immediately to those that are probably as much as 20 to 30 years in the future. For that reason, the recommendations have been broken into three phases, or stages – an immediate-action phase, an intermediate phase, and a

long-range phase.

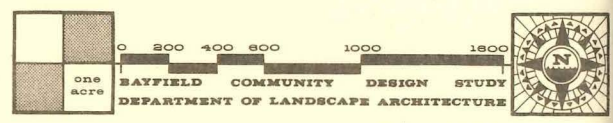
A specific time period has not been assigned to each phase, because action depends on factors which cannot be predicted realistically in many cases. Instead, the phases are introduced in the order in which action might be begun on the various proposals. There is nothing binding about them. One requirement of any plan is that it be flexible – that it provide a solid framework within which adjustments can be made.



PHASE ONE - IMMEDIATE ACTION

- 1** DEVELOP RAVINE TRAIL
- 2** REPLAT SECOND WARD
- 3** BEGIN COMMUNITY PARK DEVELOPMENT
- 4** DEVELOP DOWNTOWN INFORMATION CENTER
- 5** RE-ROUTE HIGHWAY 13 TO WASHINGTON AVENUE
- 6** RELOCATE FERRY LANDING
- 7** PROPOSED SITE FOR COAST GUARD AND NATURAL RESOURCES FACILITY
- 8** BEGIN DOWNTOWN IMPROVEMENT
- 9** EXPAND HARBOR FACILITIES
- 10** PRESERVE RICE AVENUE BRIDGE
- 11** REMOVE MOBILE HOMES
- 12** PROPOSED MOBILE HOME PARK

PHASE I PROPOSALS





PHASE ONE: IMMEDIATE ACTION

There are some actions which seem particularly urgent and for that reason fall within Phase I, the immediate-action phase. Among these are the passage of protective ordinances by the city to stop some trends that are encroaching on or detracting from Bayfield's "Bayfield-ness" — its most valuable asset. Other administrative action is also recommended to improve recreational facilities within Bayfield for local residents, especially young people. Still other city action in this phase might be directed toward the reduction of traffic congestion.

Specifically, the following are recommended for action by the city of Bayfield or appropriate groups within the city:

A. Sign Control. Pass a sign control ordinance restricting advertising signs to the business places that they advertise and to specified "information centers." In this ordinance specify permissible sizes, lighting, and location of signs on business places. Require city approval of designs for any new advertising signs under provisions of this ordinance, and permit existing signs which do not meet requirements to remain for only a stated period, such as five years.

B. Mobile Home Regulations. Pass regulations governing mobile home location and siting as recommended by the Northwest Wisconsin Re-

gional Planning Commission staff. Consider purchase by the city of the south waterfront property now occupied by trailers for use as a public recreation area, with financial assistance from the Open Space program of the Department of Housing and Urban Development and/or the Land and Water Conservation Act (LAWCON).

C. Ravine Trail. Consider city purchase of the privately-owned lots within Bayfield's big ravine to insure that the land will be permanently preserved in its wooded condition. The local action which has already been initiated for the development of a nature trail within the ravine is a commendable step, and deserves the support of Bayfield's residents and friends.

D. Street Tree Planting. Establish a street tree ordinance and initiate a comprehensive planting program to replace diseased and damaged trees that must be removed from along the streets.

E. Second Ward Development. Initiate legal action to replat Bayfield's Second Ward as a planned residential development to meet future demands for housing.

F. Community Park. Consider an improvement program for the park at the southeast corner of the city as a way of meeting recreational needs in the city, including a swimming facility.



Bayfield's big ravine: a high-priority item for preservation

G. Information Center. Develop a Chamber of Commerce information center where local businesses might advertise and area information would be available. This might be in the form of expanded exhibits and information materials at the present Chamber headquarters, or it might be in the form of an outdoor area in a central location such as the vacant lot adjacent to the laundromat on Rittenhouse Avenue. This would later be supplemented by an information service outside the city at a major information and entrance center.

H. Highway Relocation. Work with Department of Transportation officials to re-locate Highway 13 from its present route on Rittenhouse Avenue to a location one block north on Washington Avenue, to help relieve downtown congestion.

I. Ferry Landings. Consider, with the Madeline Island ferry operators, the possibility of re-locating the ferry landing at the south end of Broad Street, to further reduce downtown congestion during the summer months.

J. Government Installations. Assist the U. S. Coast Guard and the Wisconsin Department of Natural Resources in investigating the possibility of locating their new facilities on a site along the shore southwest of the Yacht Club, rather than expanding their present facilities in the southeast part of the city.

K. Historical Awareness Program. Form a local historical society composed of interested Bayfield citizens. A first project could be identifying historically-significant sites and buildings in the city. The society might also publish an illustrated history of the city, including a guide to a walking tour of the area for sale to tourists and residents. In addition, the society could serve as a "watch-dog" group to protect Bayfield's historic structures from demolition.

L. Downtown Improvement. Begin a Rittenhouse Avenue renovation project by downtown merchants, starting with sign improvement, clutter removal, and initial planting projects.

M. Bayfield Foundation. Establish a Bayfield Foundation to promote and finance civic improvement projects. This foundation would receive and administer tax-deductible contributions from friends of Bayfield.

N. Harbor Development. Increase the number of boat mooring spaces within the existing harbor basin. This should be done without adding new buildings on the waterfront.

O. Pedestrian Circulation. Establish a policy to maintain uninterrupted pedestrian access along the waterfront.

P. Bridge Preservation. Maintain the Rice Avenue iron bridge crossing the ravine as a pedestrian link between homes and schools in the north part of Bayfield.



PHASE TWO: INTERMEDIATE ACTION

In this, the intermediate phase, much of the activity would be an extension of that begun in Phase One. Specifically, the following actions are recommended:

A. Welcome Center. Begin development of a parking area and "welcome center" outside the city where parking space would be available and where visitors might be brought into town on a small "shuttle bus" or eventually on a special train that would come into Bayfield on the present scenic railroad right-of-way along the lakefront.

B. Marina Expansion. Enlarge and expand marina facilities, either through private investment or the city government, with loans to be repaid through earnings from expanded facilities.

C. Scenic Overlooks. Develop scenic overlooks with small parking areas at the intersection of Payne Avenue and Sixth Street, and at the site of the old fountain across the street from Holy Family Convent.

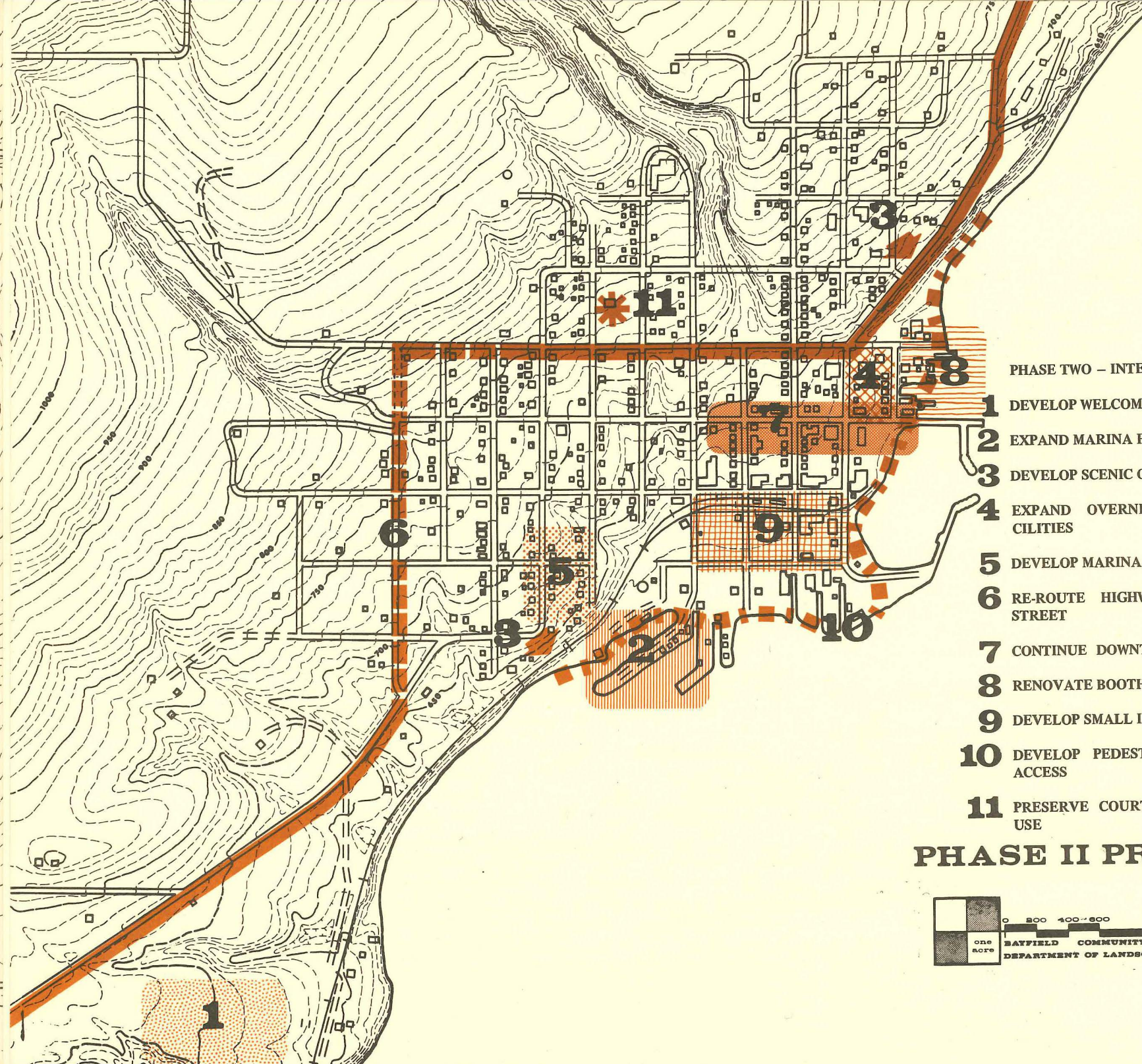
D. Overnight Lodging. Encourage private developers to begin development of quality overnight lodging facilities in the block bounded by Front Street, Rittenhouse Avenue, First Street, and Washington Avenue. These should reflect the scale, materials, and rooflines of existing residential development in Bayfield. They definitely

should not be duplicates of the facilities built throughout the United States by motel-hotel chains.

E. Marina Area Lodging. Convert some homes into lodging for visitors, especially in the area above and adjacent to the expanded marina on the north and west. A variety of facilities, from overnight sleeping rooms to apartments that are rented by the week or month, could provide income to their owners and help meet seasonal housing demands without major investments.

F. Highway Re-location. Re-route Highway 13 as it enters Bayfield from the south to follow Ninth Street to Washington Avenue, which it would follow, as proposed in Phase One. This would reduce traffic noise and congestion along the residential streets of Bayfield.

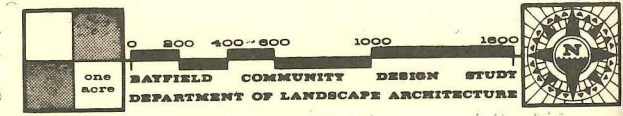
G. Downtown Improvement. Continue the improvement program begun during Phase One for Rittenhouse Avenue and consider closing part of it to vehicular traffic during the summer months. Also, provide parking space in the interior of the blocks along Rittenhouse Avenue between First Street and Broad Street to compensate for parking spaces lost along the street, and to accommodate the increasing number of people who would shop in the renewed business district.

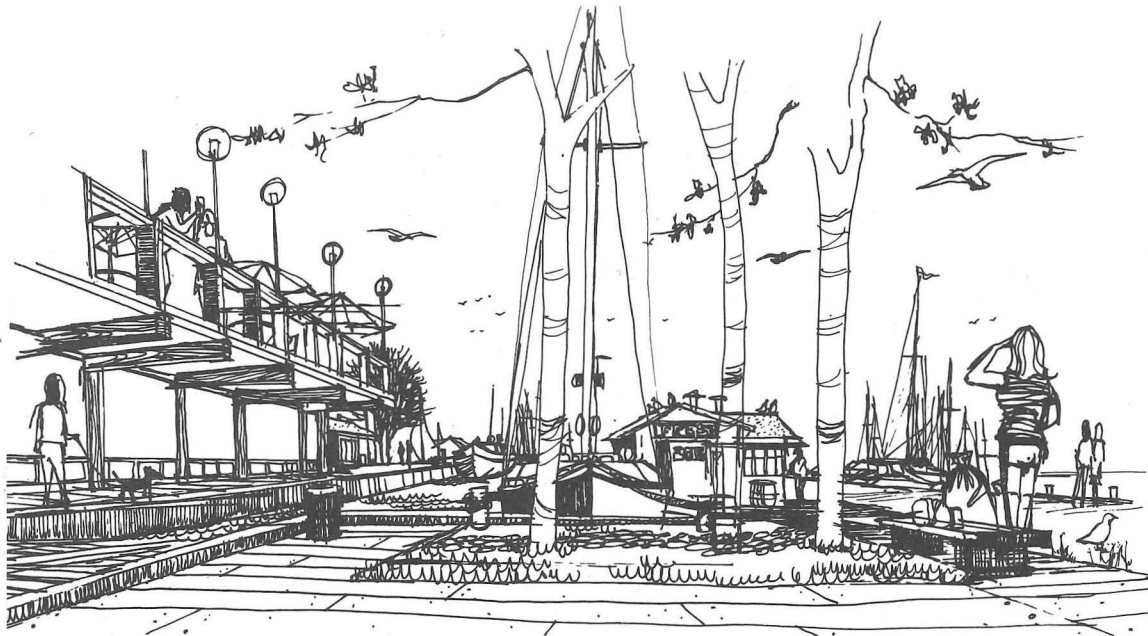


PHASE TWO – INTERMEDIATE ACTION

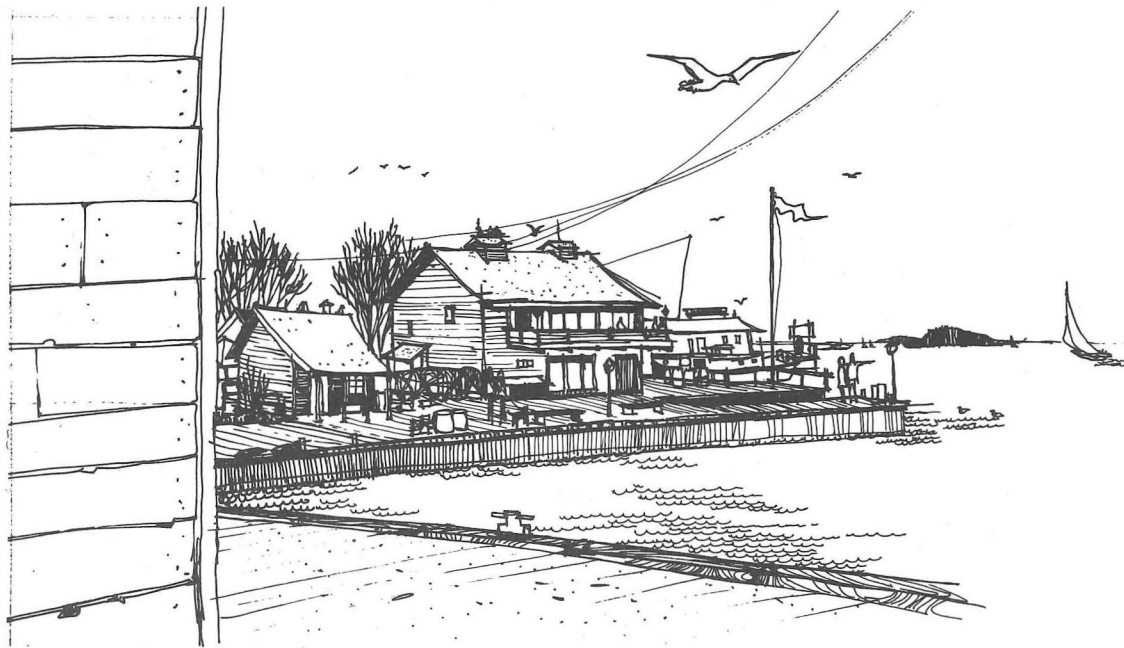
- 1** DEVELOP WELCOME CENTER
- 2** EXPAND MARINA FACILITIES
- 3** DEVELOP SCENIC OVERLOOKS
- 4** EXPAND OVERNIGHT LODGING FACILITIES
- 5** DEVELOP MARINA AREA LODGING
- 6** RE-ROUTE HIGHWAY 13 TO NINTH STREET
- 7** CONTINUE DOWNTOWN IMPROVEMENT
- 8** RENOVATE BOTH FISHERIES
- 9** DEVELOP SMALL INDUSTRY
- 10** DEVELOP PEDESTRIAN WATERFRONT ACCESS
- 11** PRESERVE COURTHOUSE FOR PUBLIC USE

PHASE II PROPOSALS





Proposed marina development



Booth Fishery area preservation

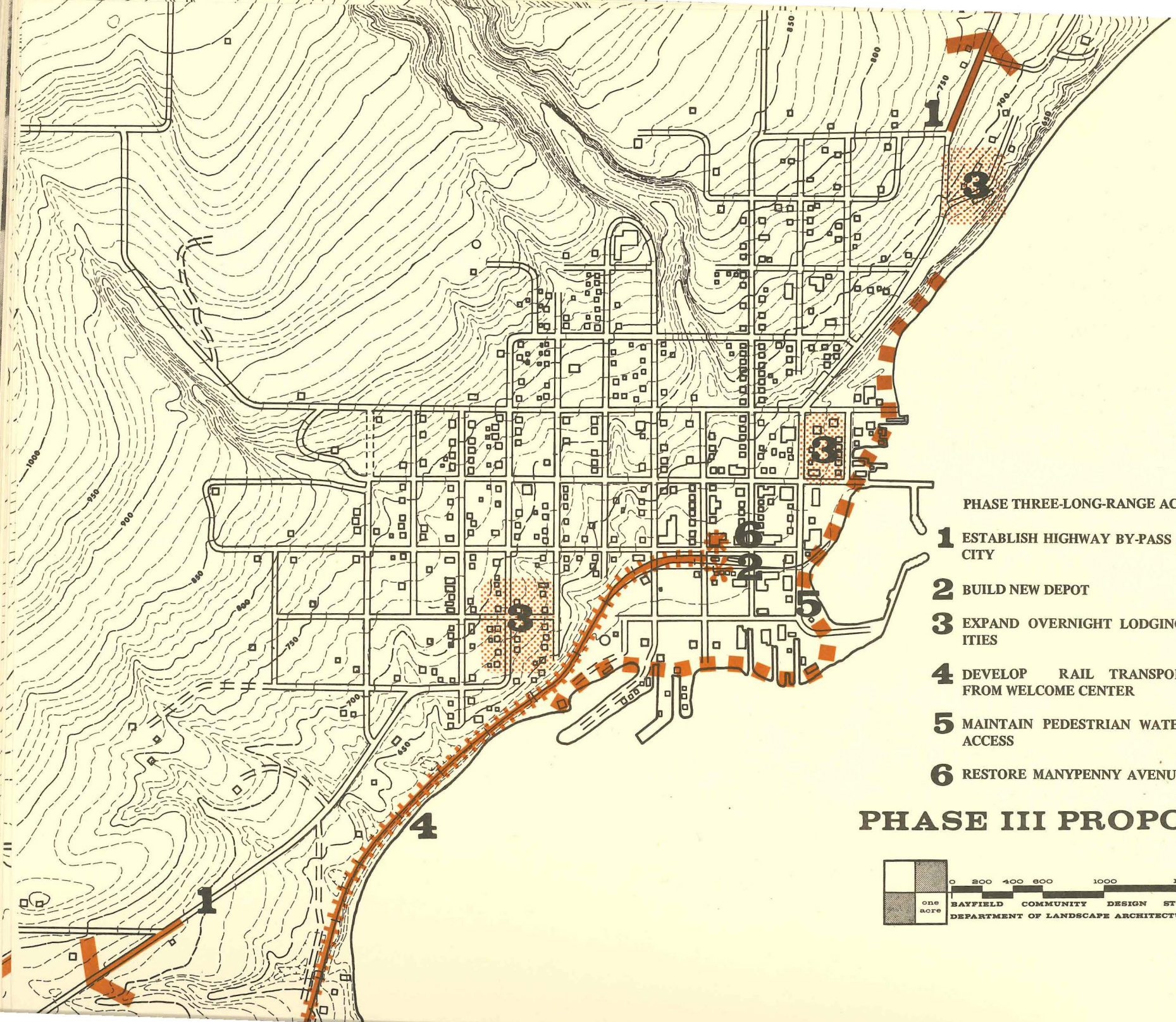
H. Booth Fisheries Renovation. Begin, through private investment, a renovation program for the complex of buildings previously occupied by Booth Fisheries. Most of the buildings would be retained for their historic significance but would be converted to new income-producing activities such as restaurants, and display and sale of local art work and crafts.

I. Small Industry. Incorporate new wood-working facilities into the area bounded by Wilson Avenue, Second Street, Manypenny Avenue, and Broad Street. Small wood products, such as toys, small items of furniture, and bowls could be manufactured here.

J. Architectural Control. Initiate architectural or other design control techniques to insure that new structures are built in harmony with Bayfield's visual personality.

K. Pedestrian Waterfront Access. Develop and maintain a continuous pedestrian pathway system along Bayfield's shoreline. At first this may involve simply prohibiting the erection of buildings and fences that would make it impossible to reach the water's edge. Later it might involve the acquisition of pedestrian easements in order to provide an uninterrupted shoreline walk for residents and visitors.

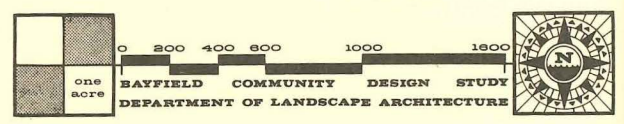
L. Courthouse Preservation. Initiate action to preserve the old County Courthouse in Bayfield, and restore it to public use, either as a museum or as a center for the arts. The possibility of using part of the space for municipal offices should also be considered.

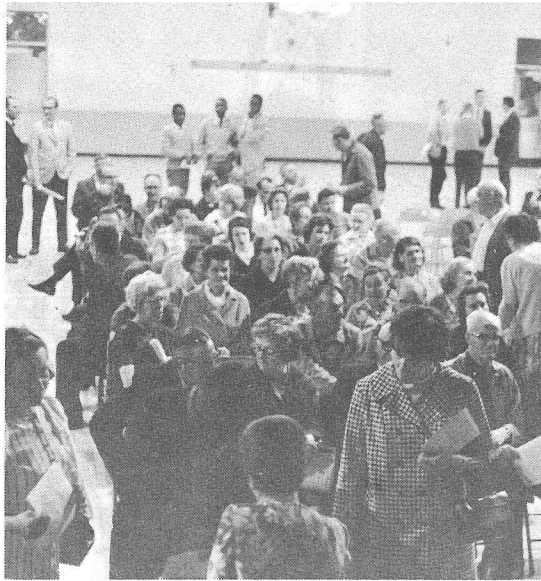


PHASE THREE-LONG-RANGE ACTION

- 1** ESTABLISH HIGHWAY BY-PASS AROUND CITY
- 2** BUILD NEW DEPOT
- 3** EXPAND OVERNIGHT LODGING FACILITIES
- 4** DEVELOP RAIL TRANSPORTATION FROM WELCOME CENTER
- 5** MAINTAIN PEDESTRIAN WATERFRONT ACCESS
- 6** RESTORE MANYPENNY AVENUE HOTEL

PHASE III PROPOSALS





PHASE THREE -- LONG-RANGE ACTION

This more distant stage of development would include the continuation of activities started during the first two phases as well as come additional developments when the demands would support it. Specifically, the third phase includes the following actions:

A. Highway By-pass. Consider a Route 13 by-pass of the city for traffic going to the Apostle Islands from the south. With an estimated 10,000 to 15,000 cars per day ultimately expected on this highway during peak months, congestion could easily destroy the calm and peaceful atmosphere of Bayfield. The proposed parking area and welcome center south of Bayfield would be located south of the by-pass point, and would therefore serve to attract into Bayfield those people who want to visit the town.

B. New Depot. Build a small depot on the site of the old railroad depot, to serve as a reception station for visitors who come into town

on the "shuttle train" that would begin operation when tourist volume becomes high enough. This building might well reflect the character of the old depot without necessarily copying it.

C. Overnight Lodging. Provide additional overnight facilities in Bayfield by (1) expanding the Front Street motel and apartment group started during Phase Two; (2) restoring the old hotel at Broad Street and Manypenny Avenue; and (3) providing expanded facilities between Wing Avenue and the shoreline at the north edge of the city.

D. Appropriate Remodeling. Make every effort in any remodeling or building renovation to respect the original character of building. For example, instead of covering up fine old woodwork with new, synthetic materials, re-painting or re-finishing the surface might be more suitable.



DESIGN CASE STUDIES

As a part of the project for preserving and enhancing the scenic quality of Bayfield, senior landscape architecture students prepared a number of design plans for specific areas in the city, to illustrate how the previous recommendations might be carried out.

These are presented in the remainder of this report as possible schemes for development. They are "case studies" of individual areas in Bayfield. They are not meant to be the "last word," but should be considered as possible alternatives to the unplanned, chaotic type of development that could ruin Bayfield's scenic quality.

In some cases, the designs and proposals may be used with few changes. In others, they may require additional study and modification. In still others, they may be of chief value as generators of new ideas which might be carried out by the people of Bayfield.

CITY HARBOR

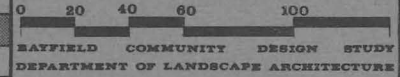
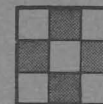
wilson st.

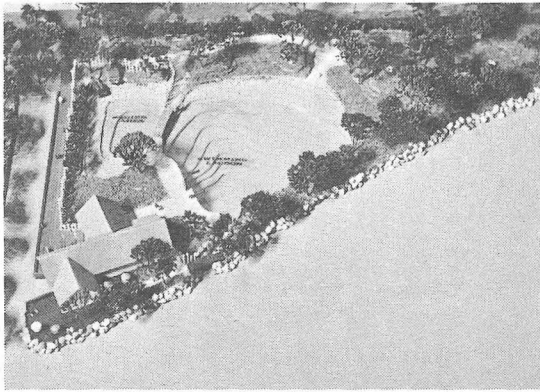


LAKE SUPERIOR

view of the existing conservation building enlarged and converted to community uses.

COMMUNITY PARK





COMMUNITY PARK

One of the most obvious shortcomings in Bayfield, noted by residents and visitors alike, is the lack of recreational facilities for the young people of the community. For that reason, a high-priority item on any list of community improvements should be the provision of such facilities.

The design proposal illustrated here shows how the park area at the southeast corner of Bayfield might be developed to provide for some of the presently unmet recreational needs.

Except for protected bays and coves, the water in Lake Superior is generally too cold for comfortable swimming. This design shows one method that might be followed to resolve this conflict. A lagoon might be created which would provide for warmer protected water during the swimming season. A bonus feature would be the possibility of using the lagoon and wading pool for ice skating in the winter.

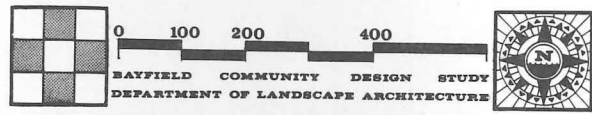
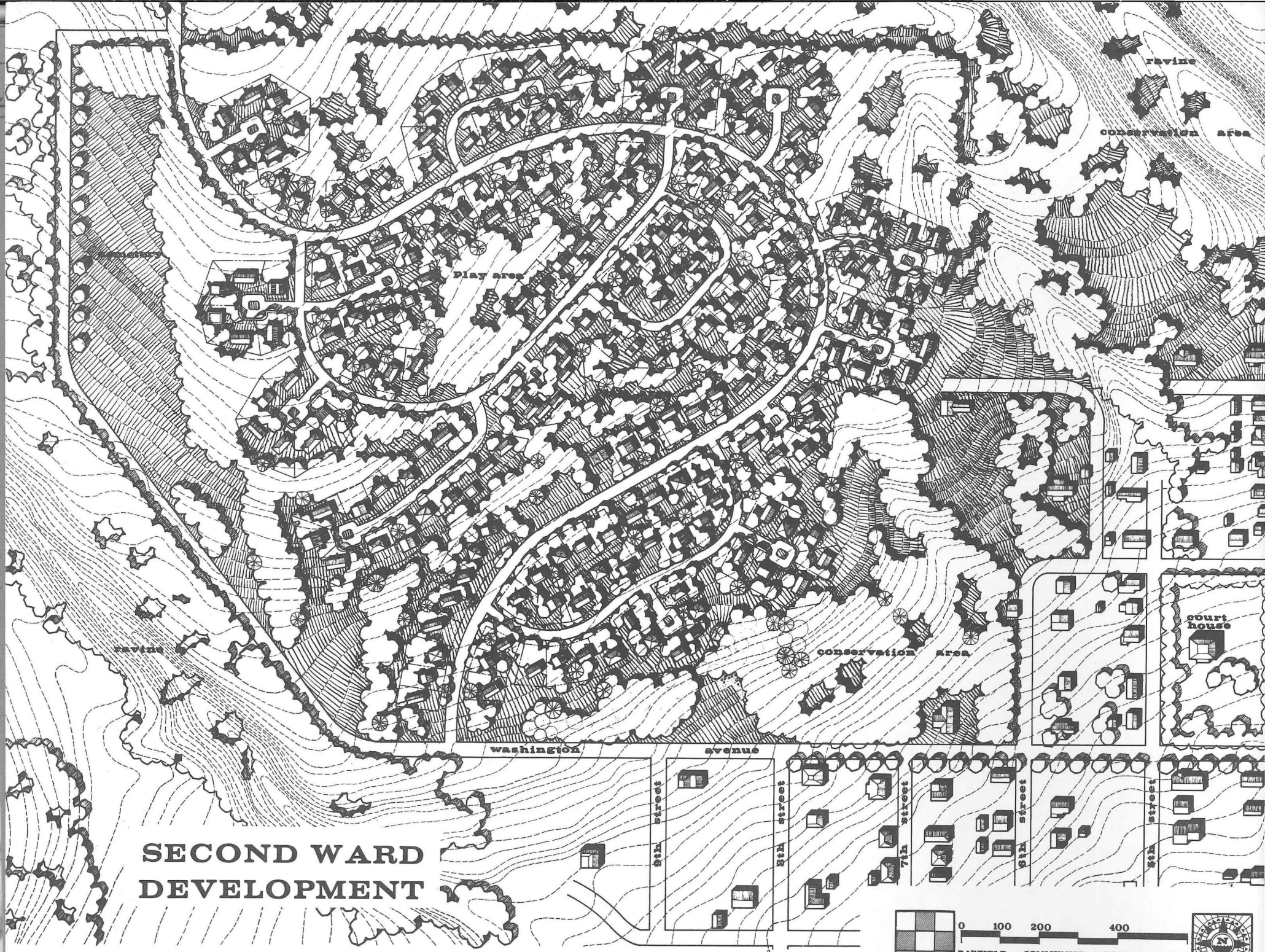
Ultimately, it is anticipated that the Conservation Department will move from the building which it now owns and occupies. It is recommended that at that time the city acquire the building. It could be remodelled so that a part of it might be used as a bathhouse for swimmers during the summer, and a warming house for skaters during the winter. Another potential use of this building might be as

a year-around community center with meeting rooms and space for dances and other community get-togethers.

In this proposal, there would still be access to the boat piers in the harbor, but there would not be parking space for the storage of boats and trailers. To chaotically fill this prime piece of waterfront land with automobiles for the convenience of a few visitors would be to ruin the potential of the area as an ideal spot for people to picnic, swim, and play; surrounded on two sides by the sparkling expanse of Lake Superior. Furthermore, the degeneration of this area into a parking area filled with shiny cars and trailers would be in conflict with the character of this part of the waterfront district.

This design proposal includes several details which would help reinforce the Bayfield character while providing recreational facilities for the people of the city. The shapes of the swimming lagoon and the wading pool reflect the natural shoreline of the lake. The small boat shown on the beach next to the wading pool is a link with Bayfield's boating past, as well as being an out-of-the-ordinary item for children to play on. The vertical log fence at the entrance is a reminder of the days when this lower part of town was bustling with the activities of lumbering, with the aroma of wood and sawdust in the air.

SECOND WARD DEVELOPMENT



SECOND WARD DEVELOPMENT



On a hill overlooking the rooftops and steeples of Bayfield and the lake beyond is the city's Second Ward. This northwest part of the incorporated area was originally platted on a gridiron pattern of streets and blocks, just like the rest of the city. But the topography is too rugged to accommodate straight streets running up the hills, and they have not been built. A major portion of this section of the city is publicly-owned, with a limited number of private owners.

The plan shown here represents a scheme which might be followed in re-platting the Second Ward as a planned residential area. While this should not be considered as a final plan, the concepts illustrated here might well be considered as guidelines in the area's development.

The site conditions, particularly the existing vegetation and topography, suggest the use of a "cluster" plan with relatively small lots located on the buildable land, and with the steep wooded land kept as "conservancy" areas. The curving street layout made possible under this system is much more compatible with the topography than a more rigid one. Because there is a rather sharp break in topography between this area and the developed part of Bayfield, such a complete departure from the gridiron system will not detract from the character of the older part of the city.

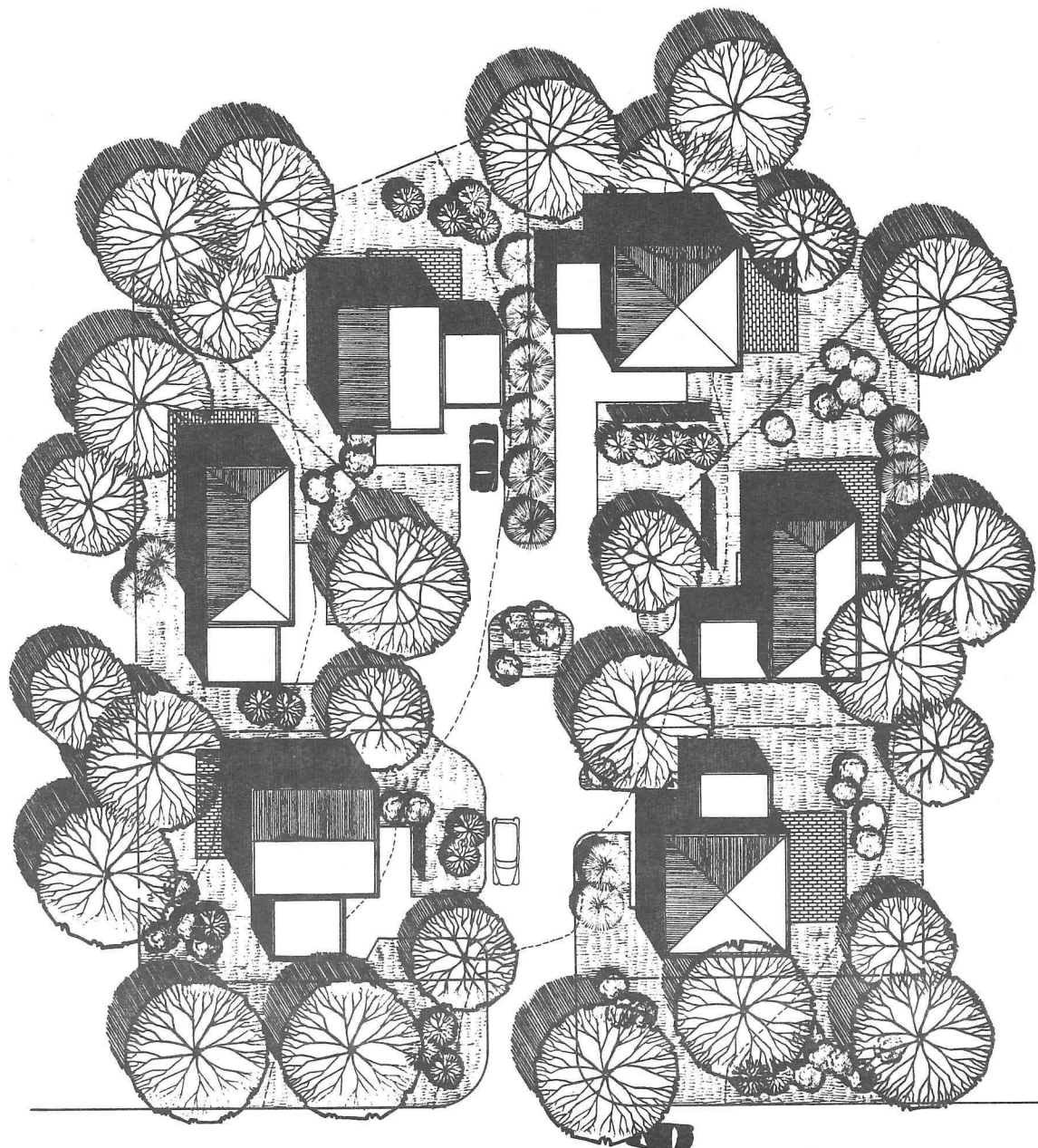
The clustering of houses can result in economies in road construction and utility installation. Furthermore, the rather tight grouping of houses makes it possible to preserve much of the steep and wooded land as it is.

These areas of natural preservation should probably be owned and maintained by a "homeowners' association" made up of the property owners in the re-platted ward. Under this system, the new homeowner in effect buys a portion of the commonly-held land at the time he purchases his house, and pays a small annual fee for maintenance of that land, e.g., clearing out debris and deadwood.

Another possibility would be for the city to retain ownership of the land and pay for its maintenance. The drawback here is that the cost is borne by all the taxpayers, rather than by the people who live next to the open space and thereby benefit most from it.

In addition to following a "clustering" principle and maintaining open space in its natural state, the following recommendations might be considered in the development of this area:

1. The city should require all wiring for electricity and telephone service to be underground in this area. The unmarred views out over

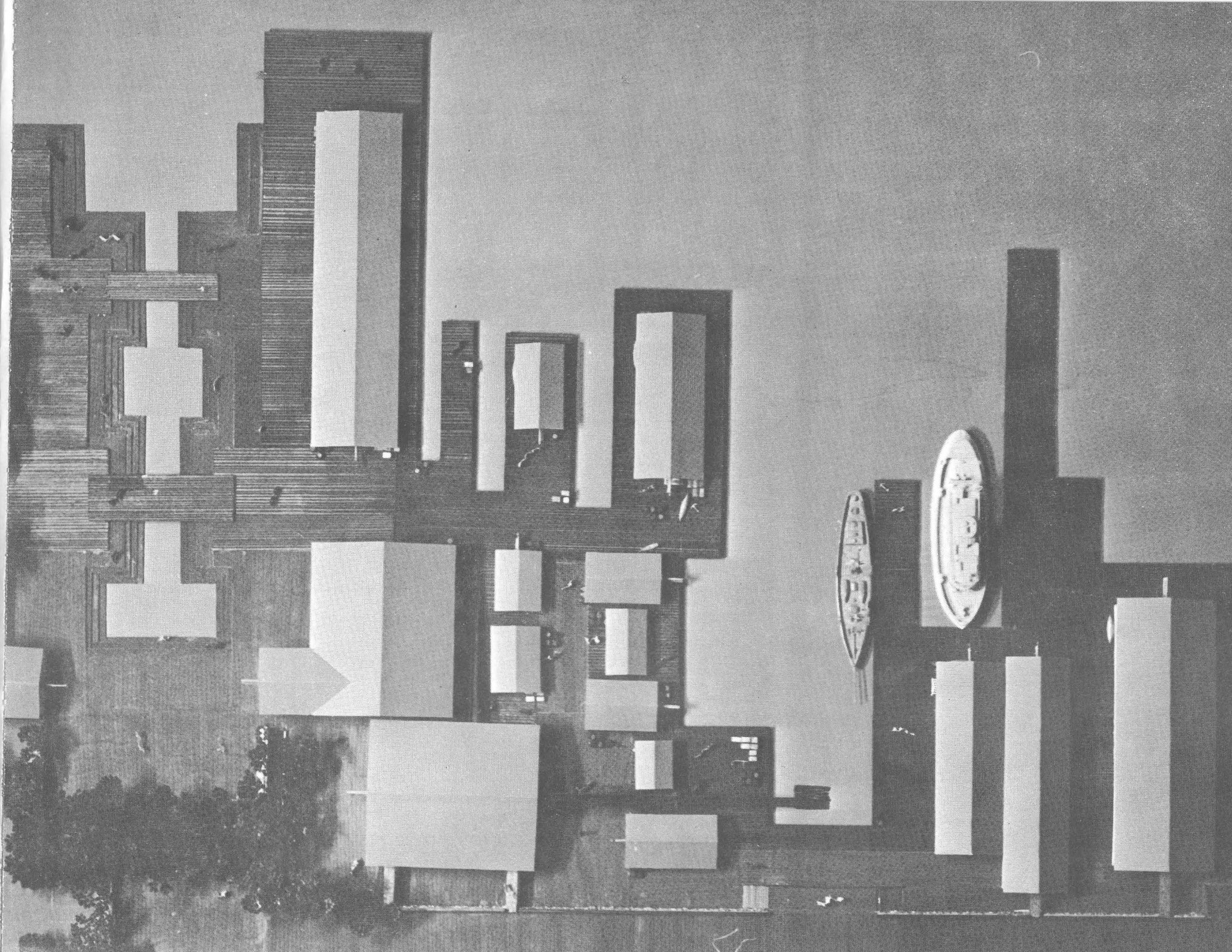


 **TYPICAL CLUSTER**

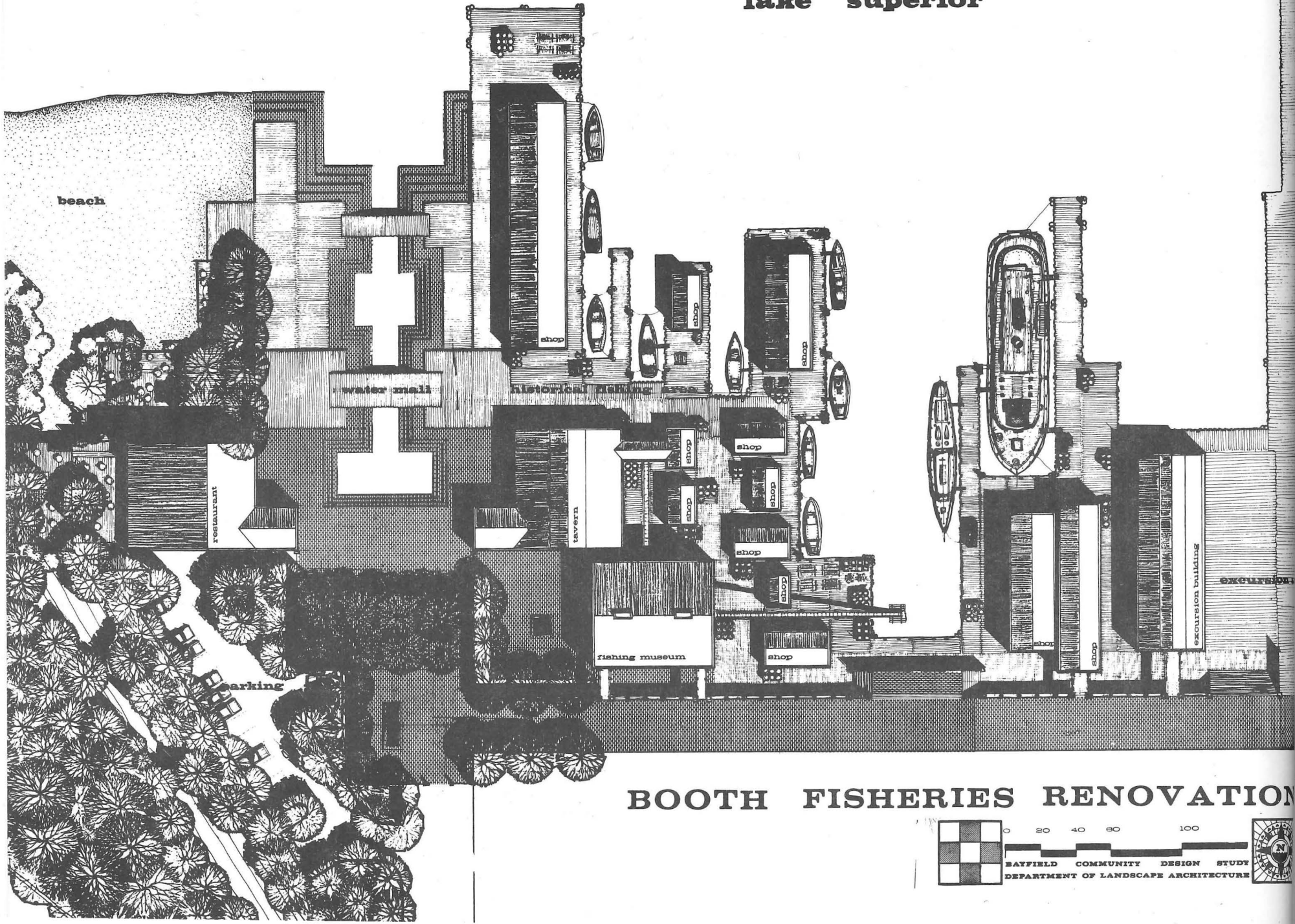
Bayfield and Lake Superior are worth a great deal, and it is reasonable to assume that people who would buy or build homes in this area would be willing to pay the small extra charge for having their utility lines underground. In this connection too, the possibility of having one commonly-held television antenna instead of many individual ones should be investigated in the Second Ward.

2. Planting in this area should be of the native varieties in order to maintain the unity and character that exists here now. The sandy soil condition is not particularly well-suited to the growing of lawns, so the idea of using low-spreading shrubs adapted to this situation as ground covers might be considered instead of lawns.

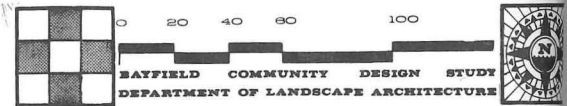
3. This is a distinctly separate part of Bayfield, and as such, it would be possible to depart from the architecture of the typical one and one half or two-story house which is so common in the older part of town. Houses for the Second Ward area, of course, should not be standard suburban "ranch-houses", but should be designed specifically for the sloping site. They should be designed to take advantage of the good views out over the lake, which may involve "turning their backs" on the street. Native materials and colors, such as wood painted or stained in warm reds and browns or the deep greens of the area would be suitable here.

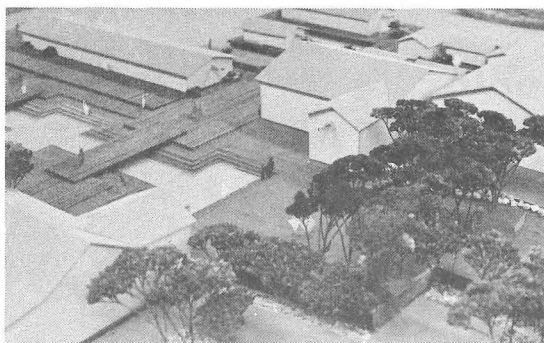


lake superior



BOOTH FISHERIES RENOVATION





BOOTH FISHERIES AREA

The group of buildings formerly occupied by Booth Fisheries has been a part of the Bayfield scene for years. Net drying racks, weathered wood of barrels and piers, herring gulls lining the roof peaks of buildings, and the sound of water lapping against the shore combine to create an unforgettable image. In addition, memories of working in these buildings and on these piers give the area special significance for a number of Bayfield residents.

Very recently, though, the buildings and piers of Booth Fisheries have retired from their active part in Bayfield's commercial fishing business. The question of how this area might best be used is a critical one.

The plan shown here illustrates a possible development scheme which would keep this link with Bayfield's past by retaining most of the buildings in this area. The buildings would be converted to new uses that would provide an economic return in the years ahead.

This project would appear to be best accomplished by a private investor or group of investors, and might be undertaken a step at a time. Conversion of several long, low buildings to shops for the sale of local products such as driftwood, agate jewelry, jams and jellies, or the paintings, drawings and ceramics of "summer people" might be included in the first stage of this particular development.

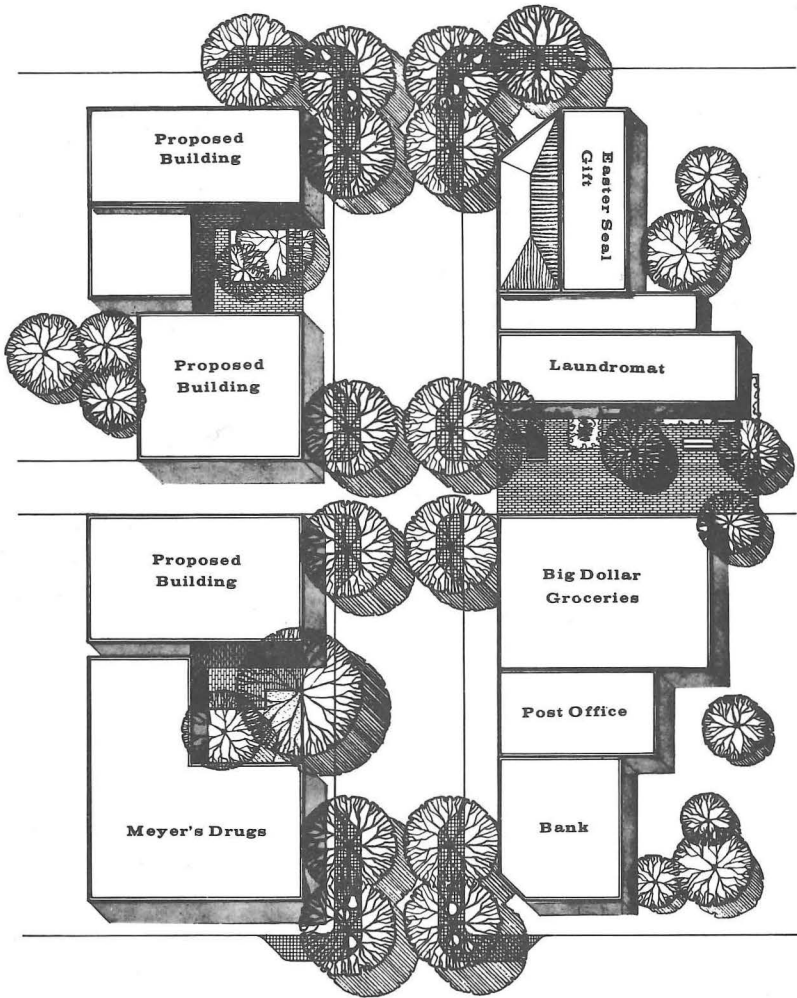
Next, the conversion of the former Booth offices into a family restaurant, with a screened parking area to the rear, and a wood deck to the front for outdoor dining, might be carried out as part of a second stage.

Finally, some of the "finishing touches" might be undertaken, such as the replacement of the metal Quonset building with a wooden structure that could be used as another restaurant or inn. Also, certain additional changes to enhance the outdoor areas could be initiated. The new water "inlet" penetrating this area, with foot bridges crossing it and broad steps leading down to it, would reflect the "in-and-out" quality of the waterfront district.

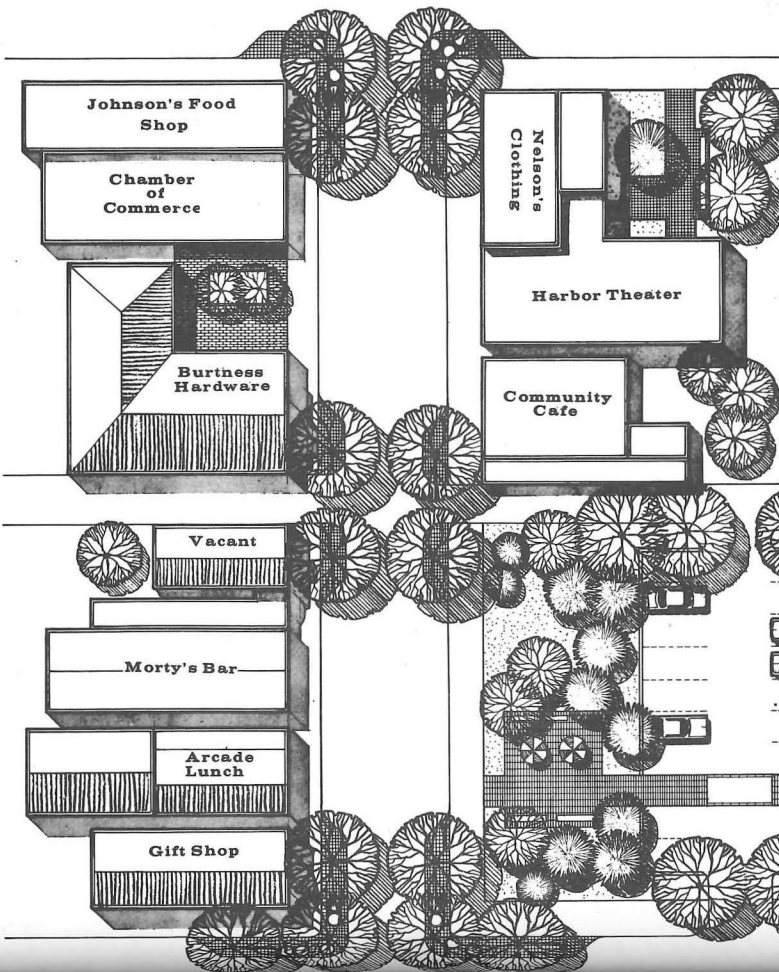
Planting might be added, but only to serve functions such as screening the parking area and the concrete "spillway" at the northwest corner of the property. Restriction of planting to this part of the property is in keeping with the character that existed here when this was a working fishing area, with no place for ornamental planting other than "volunteers" – Boxelders and wildflowers springing up in unused corners.

The Booth Fisheries area is a key element in giving Bayfield its character. Every effort should be made to retain the buildings in very nearly their present appearance while converting them to new revenue-producing uses.

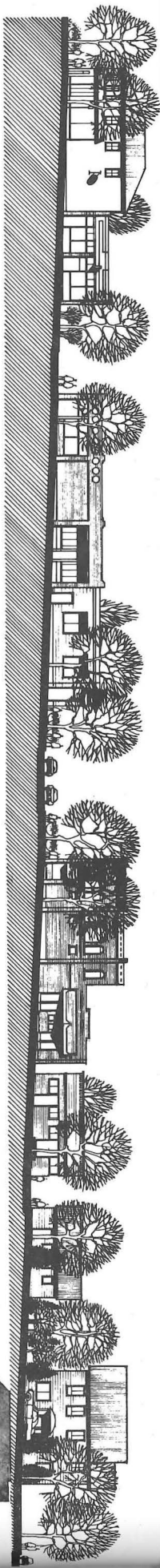
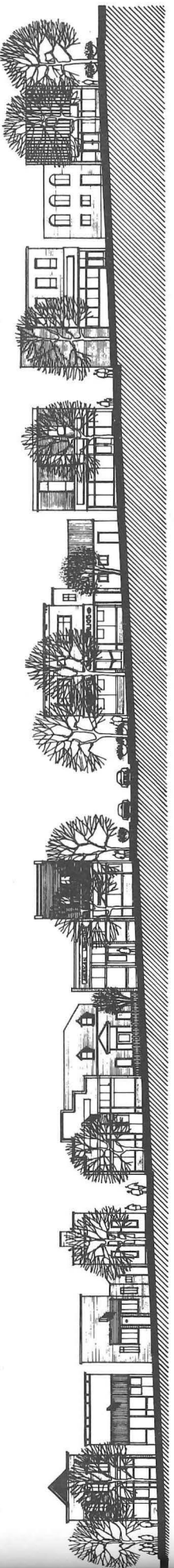
RITTENHOUSE AVENUE IMPROVEMENT SCHEME

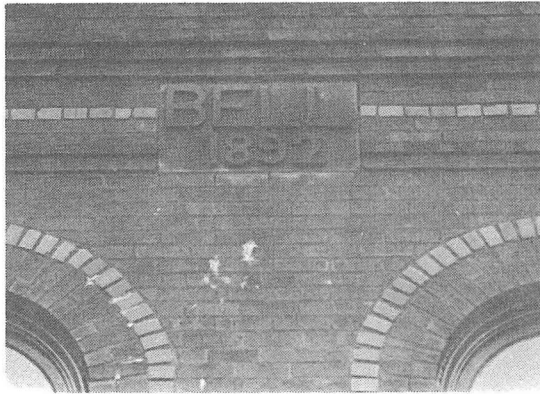


south elevation



north elevation





RITTENHOUSE AVE. IMPROVEMENT

Bayfield's business district, centering on the three blocks of Rittenhouse Avenue from Front Street to Broad Street, has a distinct flavor of its own, as previously noted. The view of Lake Superior, accentuated by the line of closely spaced buildings on each side of the street, makes this main street different from many others.

But many of the unique characteristics which once existed along the street have been lost over the years, and it has begun to look like hundreds of other main streets in many ways. Bare asphalt and concrete stretch where once the graceful, arching branches of trees provided relief from the hard surfaces. And types of advertising signs common across the country have begun to show up in Bayfield's downtown, contributing toward an "Anywhere, U.S.A." feeling.

Even the tightly knit lines of buildings enclosing each side of Rittenhouse Avenue have begun to open up as they are removed or replaced by parking lots. This trend can destroy the "special" quality of Bayfield's commercial district. Every effort should be made to keep additional wide-open spaces from developing. Where spaces have already appeared, such as the area east of the Standard service station and the one in front of the Bayfield Inn, fences and trees could be installed to help close the gap. Fences for this

purpose might be pickets of the type used along the streets in Bayfield's early days.

Other downtown improvements might be undertaken step by step. These would have to be coordinated with action on related proposals included in this report, such as the rerouting of traffic and the development of parking areas in the centers of some of the blocks adjacent to Rittenhouse Avenue.

A logical first step in a downtown improvement scheme would be to remove excessive "clutter" such as unnecessary or poorly designed signs.

A second step might be to re-introduce into the Bayfield street scene the life and color of trees and flowers. Openings might be created in the present parking lane of Rittenhouse Avenue where a new generation of down town trees could be planted. With the loss of as few as two parking spaces, six tree spaces per block could be provided. The trees that are planted should be ones that appear to "belong" in Bayfield — native White Ash or Sugar Maple. The earlier they are planted, the sooner they will become significant elements on the street.

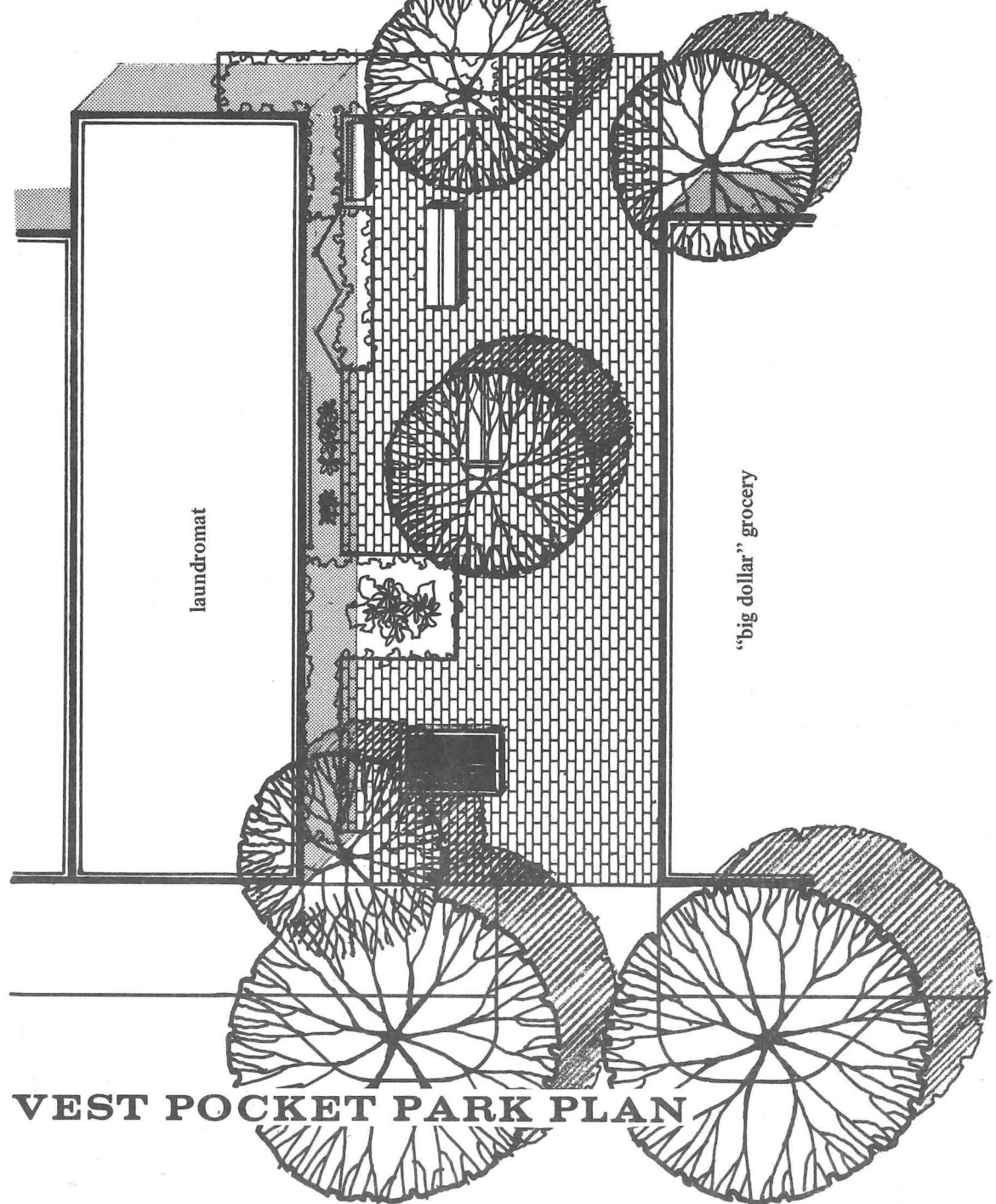
Beneath the trees, groundcovers could be planted to add texture and color to the downtown

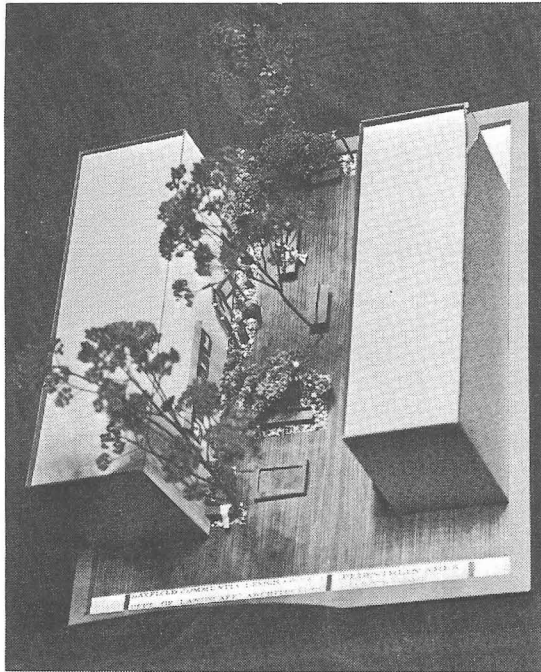
“floor”. In addition, individual business places might install planting boxes much like those on the bank building, and fill them with colorful summer flowers. Downtown business people might undertake the planting program.

Another coordinated effort might involve a store-front improvement program. This would entail painting or repainting some stores, replacing certain signs, and making some minor architectural changes or additions. This does *not* mean that “fake fronts” should be installed to carry out some arbitrary “theme”. If any “theme” should be developed in Bayfield, it should be to emphasize the view toward the lake by providing appropriate enclosure, and to enrich the street scene with new life and color.

One of the long-range possibilities mentioned elsewhere in this report is to close Rittenhouse Avenue to vehicular traffic during the busy summer season. Removing vehicles without providing new color and activity in their place, however, might “deaden” the street. For this reason, it is important to think of ways to keep it “alive”. In addition to planting, appropriate “street furniture” can add to the warmth and color of the street. Wooden barrels might serve as trash receptacles, and flower containers could add to the “special” Bayfield feeling. Portions of the street might eventually be re-paved with brick, and sidewalks could be constructed of boards or brick to strengthen the unique quality of the commercial district.

It is doubtful whether it will ever be necessary to reserve Rittenhouse Avenue for pedestrians the year round. The “bollards” that are used to close it off should therefore be removable to provide access for automobiles during winter.





A VEST-POCKET PARK

Shown here is an example of a “vest pocket” park, a gathering place for Bayfield residents and visitors in the center of town. This area, next to the laundromat on the north side of Rittenhouse Avenue, might serve several purposes. The Chamber of Commerce, for example, might undertake the development of the park, and use the display panels as informational signs for local businesses and attractions. Interesting bits of Bayfield’s history might be displayed here in words and pictures, or even selected “museum pieces” related to Bayfield’s history.

The paving materials shown here are brick and cobblestones collected from the Bayfield area which reflect the warm color and texture of the formerly brickpaved streets in Bayfield.

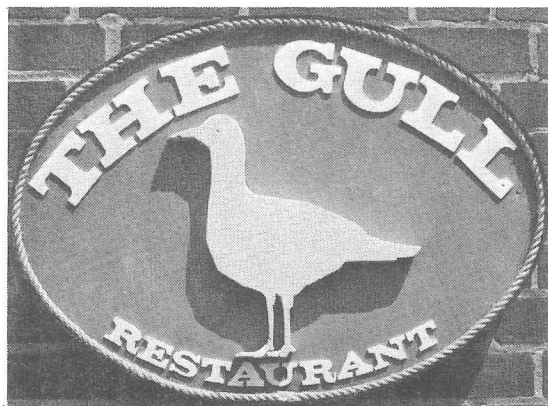
A small decorative pool with a jet of water would add life and bring the inviting sounds of water into the heart of Bayfield, just as fountains brought the

“music of the glens and cascades of the forests” to Bayfield a century ago.

Native trees such as Ironwood (*Ostrya virginiana*) and American Hornbeam (*Carpinus caroliniana*) would provide shade and the refreshing rustle of leaves. Low shrubs such as Dwarf Highbush Cranberry (*Viburnum opulus nana*) and Fragrant Sumac (*Rhus aromatica*) would introduce some of the green color and aroma of the forest floor into the downtown fabric.

Display panels, both wall-mounted and movable free-standing, could provide space to tell the story of Bayfield’s past or give information about the business places.

Solid wooden benches would make this a welcome place for people to sit while shopping, doing their laundry, or just meeting friends and acquaintances.



The signs that are put up in Bayfield as well as the other street “furniture” can be designed to reflect the Bayfield character, or they can be standardized versions that look just like those in dozens of other places.

Laws like the sign control ordinance suggested in Phase One can regulate the size, lighting, and location of advertising signs, but they cannot really prescribe ways of designing signs that are in character with Bayfield and convey a message without visually “polluting” the townscape.

Here are some principles to consider in designing new signs for Bayfield:

1. “Less is More.” Generally speaking, the fewer the words, the more likely people will be to read the sign. In fact, if the message can be conveyed with a symbol, using no words at all, so much the better. It is hard to improve on the barber pole, for example, as a way of indicating the presence of a barber shop.

2. Simple shapes are generally better than complicated or flamboyant ones. The message is the important element in any sign, and it loses in importance if it is put against a cluttered background. Particularly in a small, conservative town, simple shapes – circles, ovals, squares, and rectangles – usually provide the best setting for a

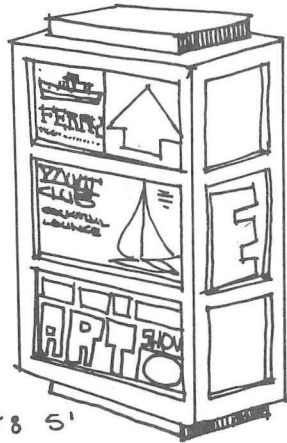
message. There is still plenty of room for individuality in the choice of lettering, colors, and symbols.

3. “Gimmicks” cheapen a sign’s appearance, confuse the viewer, and create chaos in the townscape. People will read a neat, distinctive sign without benefit of flashing or zig-zag lights, blinking stars, arrows, flapping pennants, spinning propellers, etc.

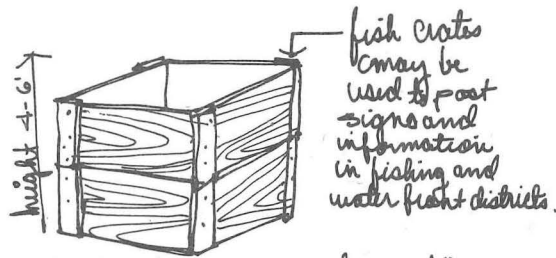
4. The materials selected for signs can help or hurt the image of a business place. Substantial, readily-available materials such as stained natural wood or weathered boards are appropriate to Bayfield and are not overly expensive. Lettering may be painted, or may consist of cutout letters. Supports for signs not attached directly to building faces can likewise be of simple and easily obtainable materials such as wooden “4X4’s”.

5. The style of lettering on signs can be varied. Excessively big or flamboyant letters would be out of character in Bayfield, but there still is a great variety of styles from which business people can choose. The first requirement of signs, of course, is that they be readable. Too much uniformity in lettering styles, though, might lead to monotony and give an impression of being “faked”.

Sign Post



height: 5'

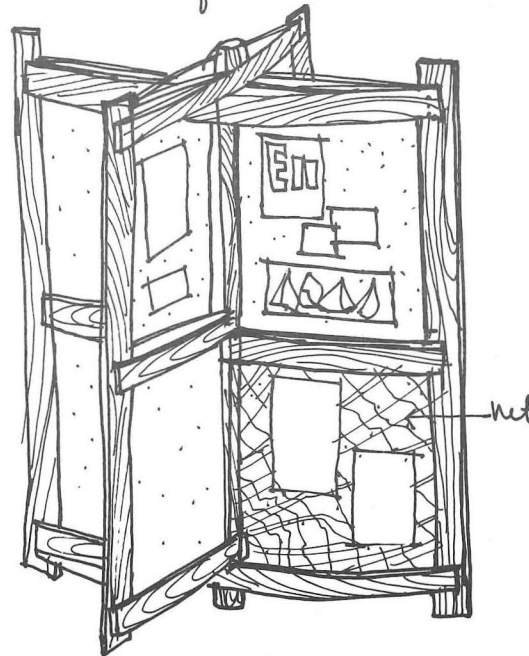


fish crates
may be
used to post
signs and
information
in fishing and
water front districts.

directions = locations = information

NOTE: to be located in areas of
concentrated use. = major
walkways.

Display Structure: fish net rack



- 1 Set fish net rack up on end to facilitate use as a display structure for information, photos, paintings etc.
- 2 Removable panels should be of weather-proof material.
- 3 Use of fish net as background for mounting photos etc.
- 4 Frame should be placed on blocks unless used on paved surface.

One type of sign that is *not* needed in Bayfield is the standard, nationally-distributed "brand name" sign, if Bayfield residents sincerely want their town to keep its individuality and identity. The same types of soft-drink and beer signs may be seen all across the country — even around the world. To suspend these and other such signs over the entrances of Bayfield business places would be to rob the town of one of its best opportunities to remain "itself".

Only a limited number of the standardized signs appear in Bayfield now. The trend toward standardized commercialism can be reversed if the people of the community feel strongly enough about it.

With a large number of visitors coming to Bayfield, there is a special need for easily-recognizable signs directing people to various facilities or activities such as the marina, the ferry, and the excursion boats. Much unnecessary traffic congestion can be avoided if there are sufficient well-designed directional signs available for visitors to follow.

The same principles listed for advertising signs are applicable to the design of directional signs. Since most of these signs will be seen from moving vehicles, the use of simple sign shapes and symbols instead of words is particularly appropriate.

Directional signs for Bayfield facilities should be designed in such a way that several can be grouped together at critical locations. The signs for any particular activity should be consistent throughout the city, so that visitors may instantly recognize them.

The provision of such signs would benefit not only the tourist but also the local residents. Clearly marked "paths" to the various facilities would eliminate a great deal of unnecessary traffic through streets that should retain their quiet, residential character.

STREET "FURNITURE"



Seemingly small elements of street "furniture", such as lights, fire plugs, trash receptacles, and benches, can help bring out the "special" qualities of a community, or they can help standardize it and make it more like any other place.

Presented here are several ideas for appropriate street furniture for Bayfield. Some of the designs utilize elements from Bayfield's past in new ways. Others are "Bayfield-ish" simply because of the materials that are used, or the way in which they are used.

TRASH RECEPTACLES. The need for a generous supply of trash receptacles throughout Bayfield has been noted by a number of residents. People are far less likely to litter streets and lawns if there are conveniently-located trash containers for them to use.

Receptacles do not have to be the same mass-produced containers used everywhere else. In Bayfield, they might be wooden barrels, with either metal, plastic, or fiberglass liners that can be regularly removed and cleaned. The barrels would provide a link with Bayfield's colorful past while serving an important present-day function. The natural wood of the barrel staves would have the same warmth and texture as the wooden docks and buildings associated with the fishing industry.

If identification seemed necessary they could be colorfully labelled with the word "LITTER" or simply the letter "L".

The barrels should be treated with a preservative such as pentachlorophenol in order to lengthen their lives. They should not, however, have their natural texture and grain hidden beneath a heavy coat of paint.

BICYCLE RACKS. Wooden barrels might also serve as bicycle racks. With steel rods forming "slots" into which bicycle wheels would fit, these racks might be placed where young people assemble, such as swimming areas or the proposed community recreation building.

BENCHES. Some bench designs which would fit into the Bayfield scene are shown here. They are not intended to look like they are from the Gay Nineties or any other period. But the materials are in keeping with Bayfield, being mainly sturdy wood elements. This wood, like that of the barrels, should not be painted but treated with a preservative which would not obscure the pattern of the grain.

If red sandstone blocks could be obtained locally, they might be used in place of concrete supports, adding another touch of authentic local color.

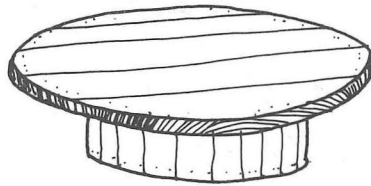
DISPLAY STRUCTURES. "Retired" fish net drying racks might find new lives of usefulness in Bayfield today as bulletin boards or display structures.

Set on end, they could provide space for announcements or advertising in the commercial and waterfront districts.

The wood frame work should be treated with a preservative. The panels should be of a weather-proof material, possibly fiberglass, and could be brightly colored.

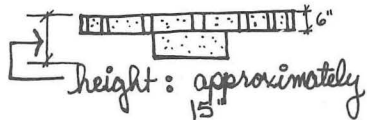
Outdoor Table

cable reel



Recommendations:

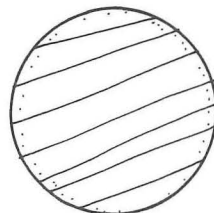
barrils or crates may be used for seating.



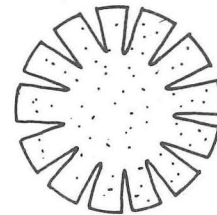
Cable reel cut in half =
to reflect the indigenous character of Bayfield.

height will vary depending on location and specific use.

this form may be used as a bicycle rack.



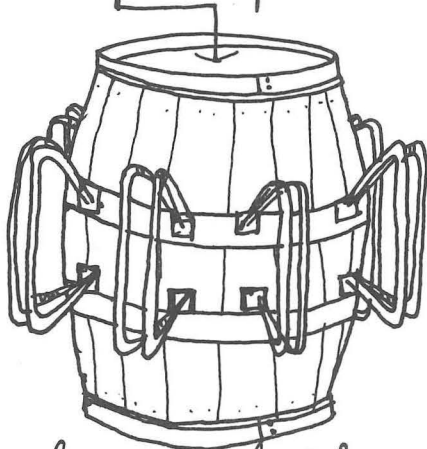
wood table top



Concrete reinforced BICYCLE RACK.

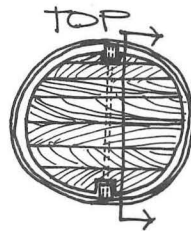
Barrel Bicycle Rack

Could serve as planter



barrel to be treated with preservative to prevent rotting.

Trash Barrel

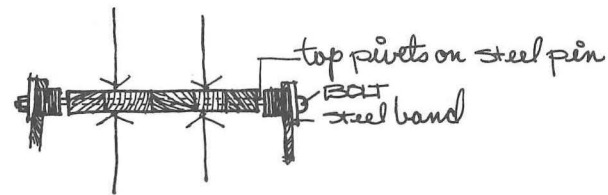


TRASH T

barrel could be used with or without top as shown below.

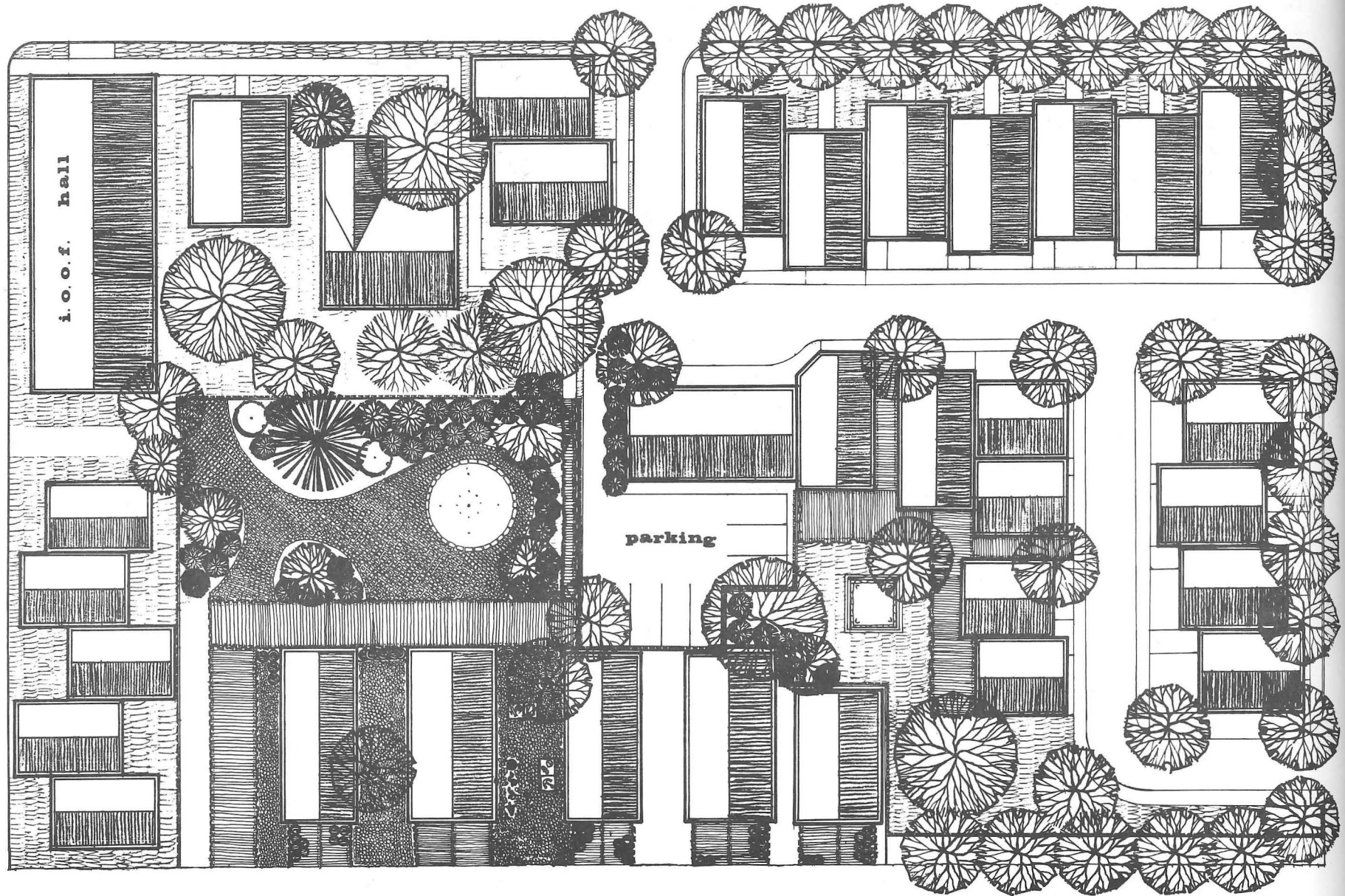
Removable galvanised wire basket should line the barrel.

SECTION



first street

Rittenhouse

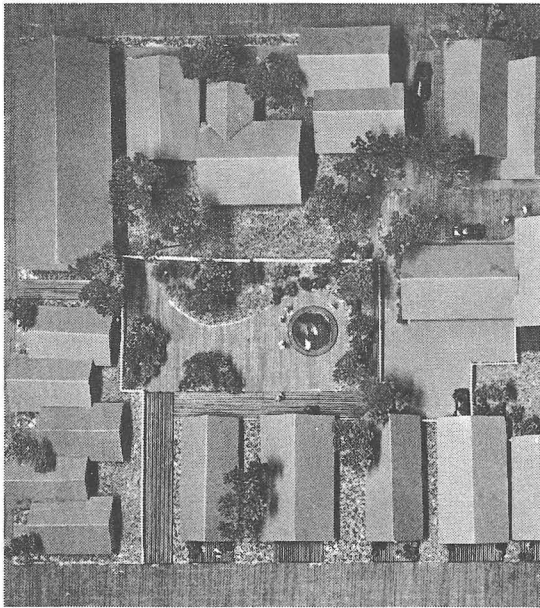


front street

FRONT STREET LODGING



FRONT STREET LODGING AREA



As more people discover the Bayfield area as a vacation retreat, there will be an increasing need for overnight lodging facilities. When tourists have come in large numbers to other communities, motels have often sprung up haphazardly along entrance roads, hiding or obliterating the natural beauty that originally attracted them. Appropriate county zoning, if enforced, could help greatly to reduce this threat in the Bayfield area.

But where should overnight facilities be located? Shown here is one proposal for providing such facilities inside the city, in a way that could add to, rather than detract from, the attractiveness of the area.

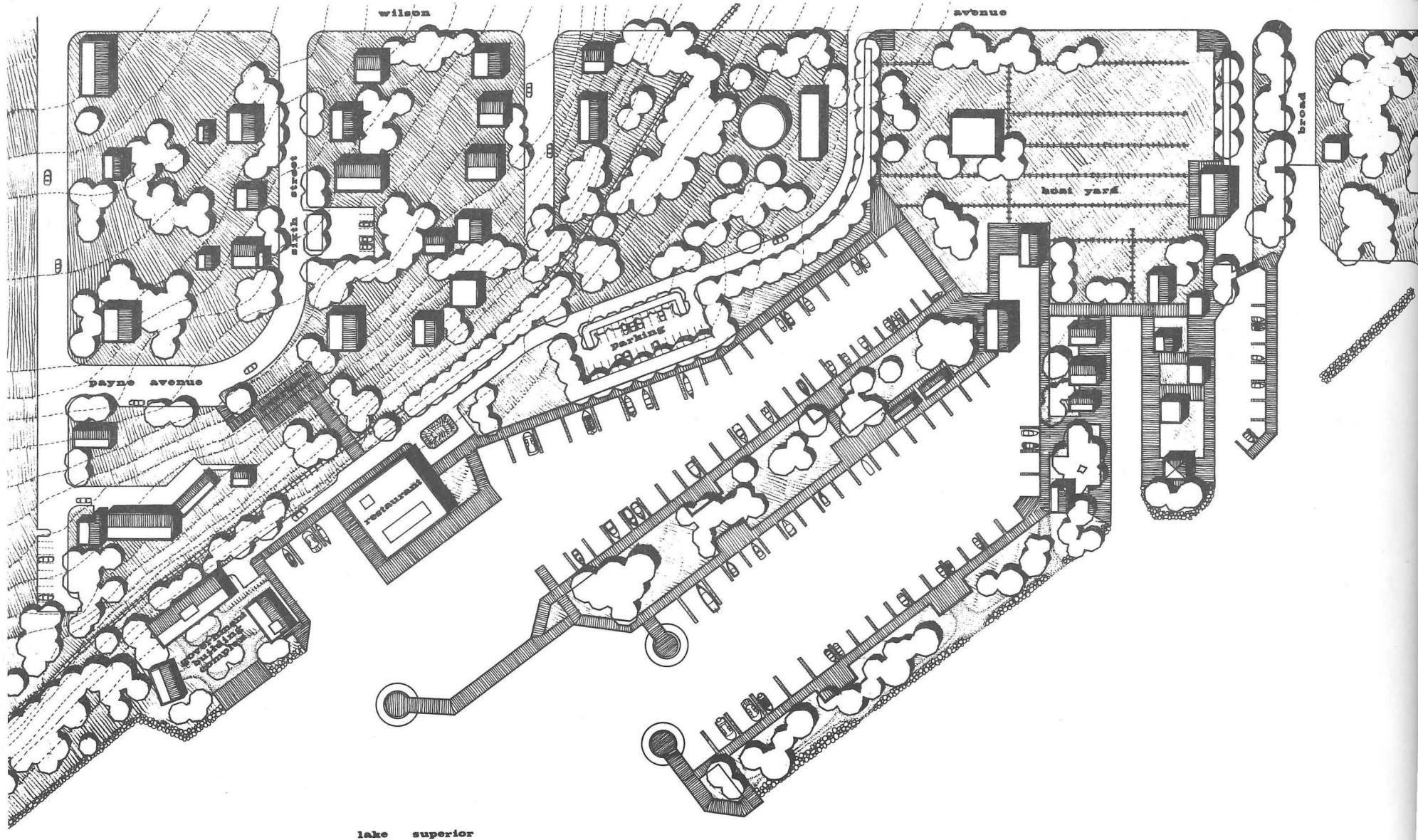
In the block bounded by Front Street, Rittenhouse Avenue, First Street and Washington Avenue, overnight housing might be interwoven with existing development. This might be undertaken as a single project by one developer or as two or three separate projects undertaken at different times. In either case, the design of the

block might incorporate some of the ideas shown here.

The buildings facing Front Street are shown as one-story buildings, much like the existing ones. This would help to preserve a view of the waterfront for the two-story buildings along First Street and Washington Avenue. Vehicular access to the two-story buildings would be provided from the interior of the block, and parking would be provided in first-floor garages.

The buildings in this block can be designed so that they appear to “belong” in Bayfield without being replicas of older buildings. The rooflines, for example, can reflect the gabled rooflines of residential Bayfield, and the construction materials can include natural wood and stone to bring out a local ‘flavor’.

In any event, the massive, flat-roofed, plastic-and-glass motel of the national motel chains should be avoided here.



MARINA DEVELOPMENT



MARINA DEVELOPMENT



One activity which has been expanding and is almost certain to continue to grow in Bayfield is boating. In recent years, the present facilities for storage and servicing of boats have not been adequate to meet the increasing demand. Their expansion provides an opportunity for a potentially profitable investment either by the city or a private developer. Boating in its various forms is a "natural" in Bayfield. The city's past is closely linked with boats, and expanded boating activity can provide an economic boost to the city without destroying its unique character. In fact, an increase of water-related activity could help to re-capture the spirit of "Oshki Odena" – "New Town" as the nearby Chippewa called Bayfield in its early days.

The design proposal shown here is basically an expansion of the existing yacht club facilities on the south waterfront. At the same time, it is assumed that the city might undertake the development of the existing boat basin on the east

waterfront to accommodate additional small craft.

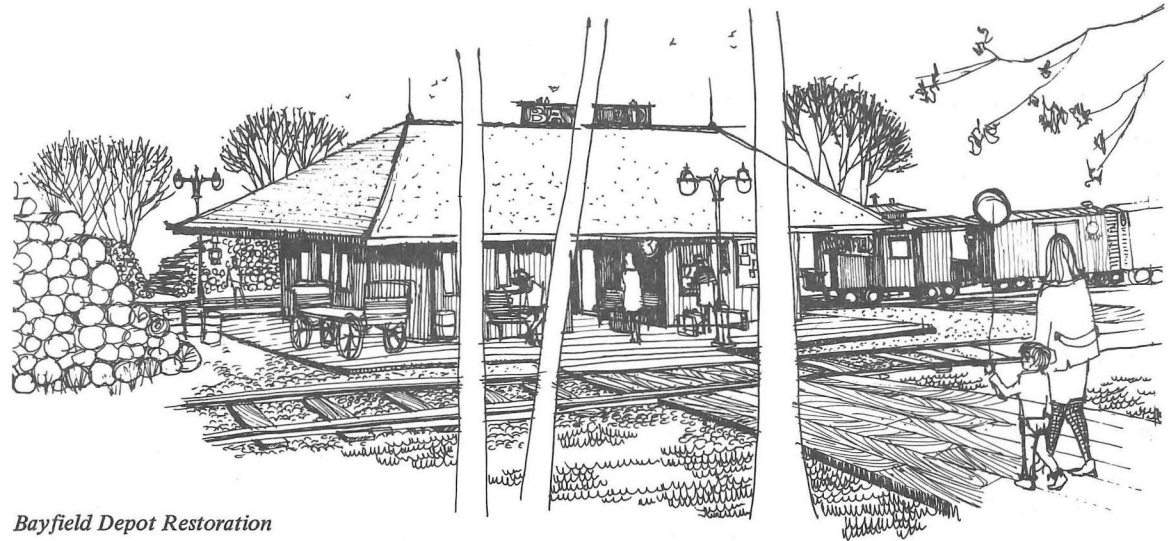
The proposal would increase summer storage space sufficiently to accommodate 154 boats. This includes 12 slips measuring 22 feet by 45 feet, with the remaining slips 17 feet by 35 feet.

An integral part of the design is the addition of a major building, which would accommodate a small bar and gift shops on its lower floor, and a restaurant on the upper level. It is important that this building be designed to maintain public access to the water, and yet remain easy to reach from the land or water itself.

Closely associated with the expanded marina facilities is the conversion of some of the homes on the hillside immediately above the marina to apartment or "boatel" units where boaters could obtain overnight lodging.



INDUSTRIAL AREA



Bayfield Depot Restoration

The flat land in the south part of Bayfield has been the town's center of industrial activity since the early lumbering days when the R. D. Pike sawmill was at its peak of production here.

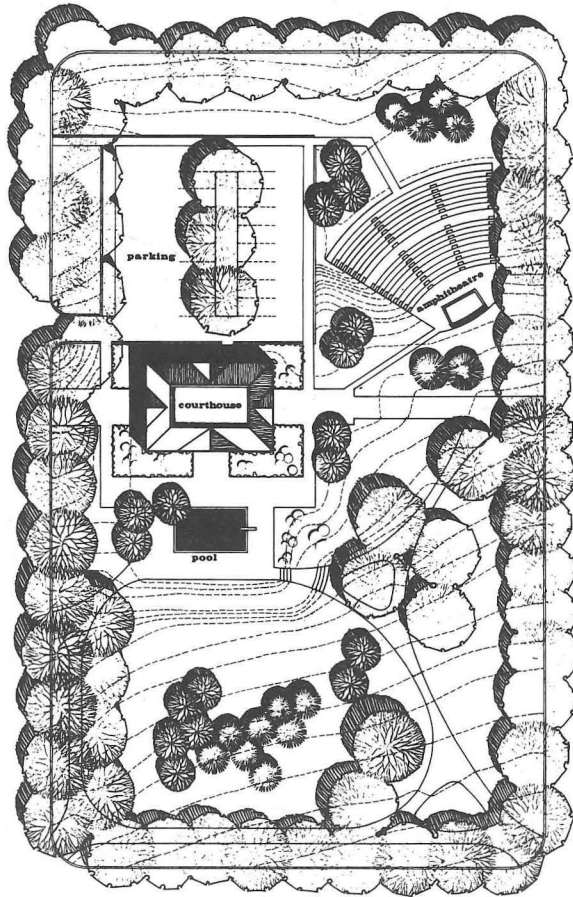
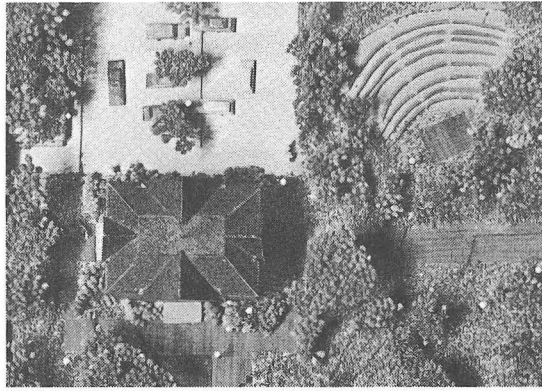
This area still carries the aroma of sawdust from the All-Wood buildings. But there is room in some of the vacant open space for additional manufacturing activity which could help to "re-charge" the city both economically and visually.

The proposals here show how some new

woodworking activities might be woven into the industrial district and yet permit it to retain some of the open-ness characteristic here.

The new woodworking activity might include the manufacture of wood toys, bowls and small items of furniture. These enterprises could utilize native materials. They would provide an additional point of interest for visitors, and might be developed so that visitors could watch the manufacturing process and buy the products in local salesrooms.

COURTHOUSE SITE IMPROVEMENT



The "retired" Bayfield County Courthouse and the square block of land on which it is located offer an opportunity for a re-vitalization program within the city of Bayfield.

The Courthouse is one of the best old buildings in Bayfield, still structurally sound and a prime example of late nineteenth-century civic architecture. The red sandstone material of which it is constructed is also typical of the time and place in which it was built.

If the building had not been bought by a foresighted citizen several years ago, it would have been removed. But it has been preserved to date and should remain a part of the Bayfield scene in the future, serving as a link with the colorful past.

But the present use as a machinery storage warehouse and workshop is certainly not the ideal use for it. Being located in the residential district, it would be more appropriate for use as an art school and gallery, or drama workshop and theater, or some combination of these, with a portion reserved for city office and meeting space. All of these functions have been listed by city

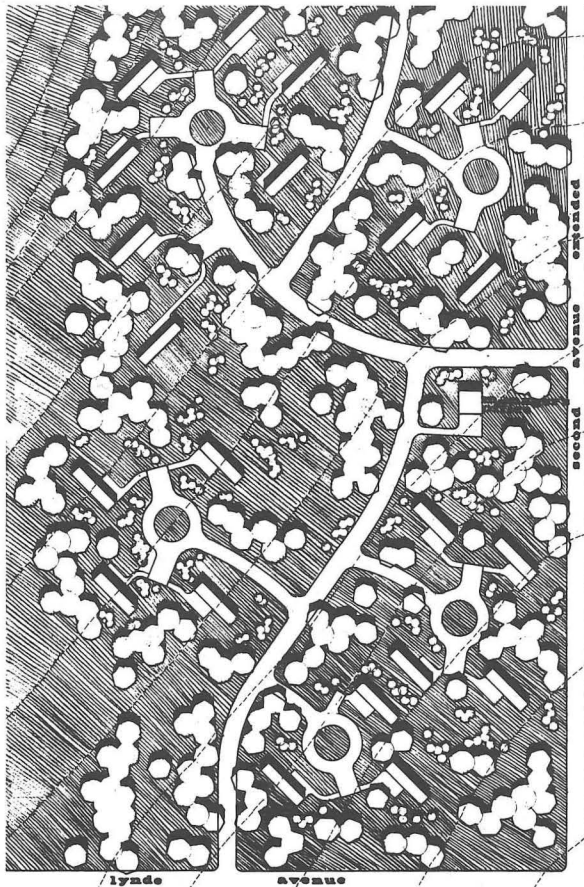
residents as desirable new facilities.

Rehabilitation of the building's interior would of course cost money, but it would cost appreciably less than an equivalent new structure. While it is not within the scope of this study to propose specific interior changes in the Courthouse, certain site improvements have been proposed. Shown here are suggestions for developing the site to make it more usable in connection with one of the uses suggested above.

An improved parking lot is shown to the north of the building. The lot is "sunken into" the slope so that cars would not be visible from the homes across the street. An outdoor amphitheater for the presentation of plays or concerts is included. This could serve as a children's play area during the daytime, with steps to climb and jump on.

An improved system of walks and a small "entrance plaza" using brick or sandstone paving blocks would make the south entrance to the building more inviting and would be in keeping with the civic character of the building.

MOBILE HOME PARK



The groups of mobile homes on the south waterfront, as well as individual trailers scattered throughout the town, have been pointed out by many Bayfield residents and visitors as "encroachments" on the character of the city.

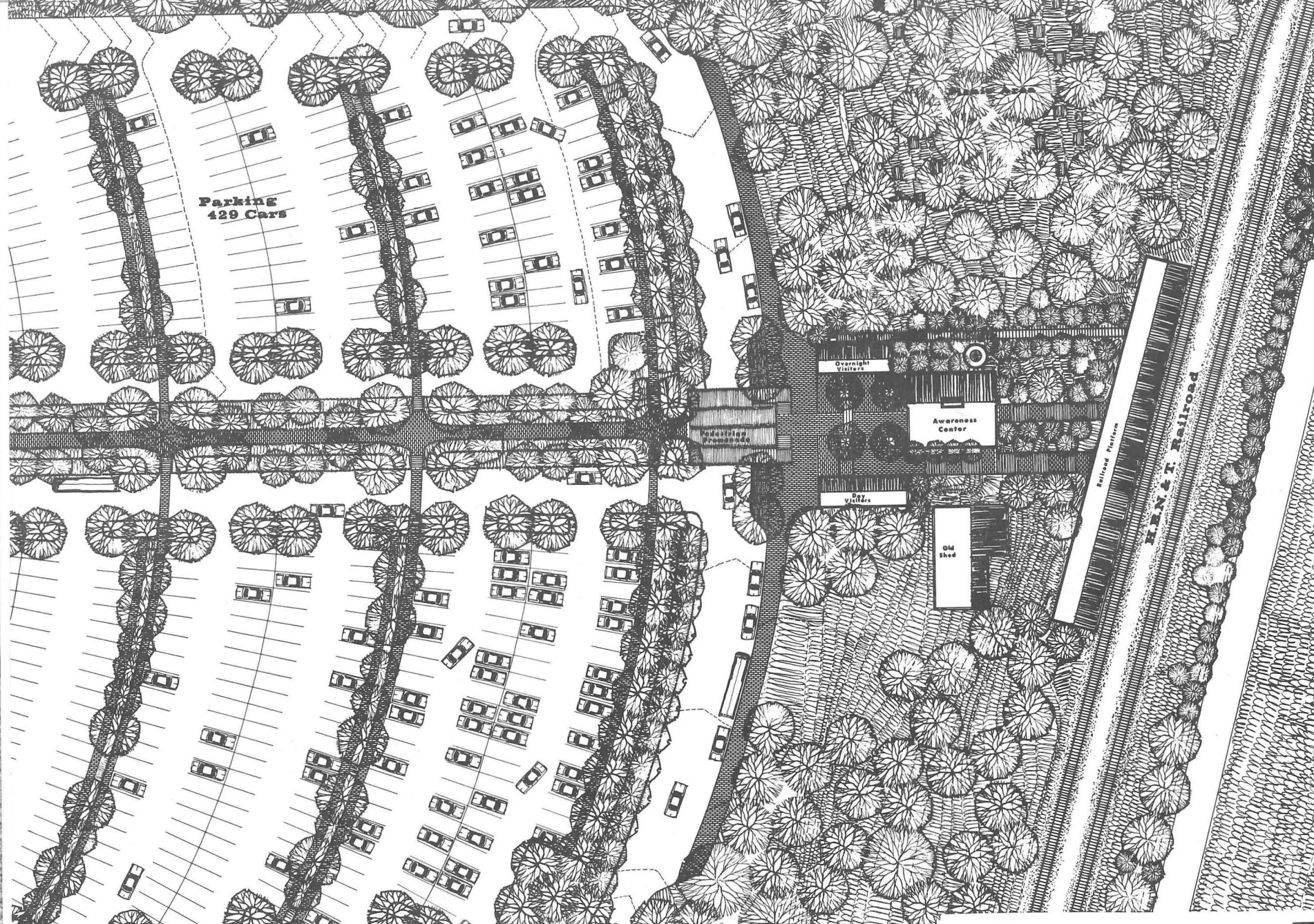
Yet these mobile homes serve a definite need for additional housing in Bayfield, and to suggest their removal without suggesting an alternate site would be to create more problems than it would solve.

The drawbacks of the present location on the waterfront have already been mentioned: cutting off public access to the waterfront; crowding together of trailers on too little land; haphazard mixing of residential land use with industrial uses; and the failure of the sleek and shiny trailers to relate to the rougher, weathered character of the other waterfront elements. Shown here is one proposal for re-locating the trailers that are now on the south waterfront to a site at the northern edge of Bayfield, with room for expansion as the need for this type of housing increases.

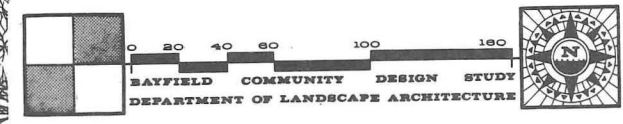
Many of the problems that exist on the present

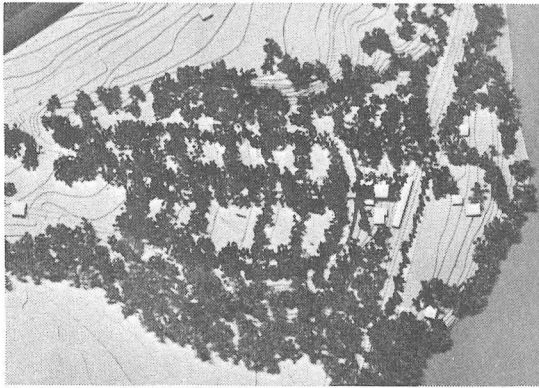
site would be alleviated if a proposal similar to this one were carried out. Obviously, there would be no problem of cutting off visual or physical access to the waterfront if the trailer units were located on the hillside above the main part of town. Crowding would not be a problem on this large a site. The views from inside the trailers would be of the lake and islands rather than of other trailers and clotheslines. A planned mobile home park would not be sandwiched between industrial land uses, but would become a residential neighborhood with its own streets and central facilities such as a laundry. Space for recreational activities would be easily accessible in the open fields or the nearby ravine. A centrally-located swimming pool might be an additional attraction as the population of the mobile home park increases.

Planting in this area could include a system of street trees along the streets and drives, with care being taken to avoid obstructing views of the lake and islands. In addition, individual trailer owners might do additional planting around their own mobile homes, adding to the feeling of "belonging" to this neighborhood.



ORIENTATION CENTER PLAN





ENTRY AND ORIENTATION CENTER

As has been previously noted, one of the most critical threats to Bayfield's character in the future is the over-abundance of automobiles.

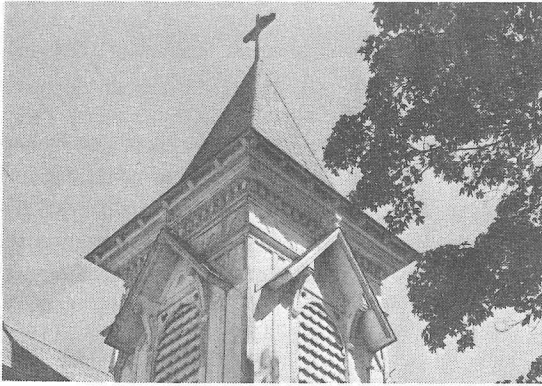
The entry and orientation center illustrated here would provide one solution to this problem. It offers parking space for many of the one- or two-day visitors to Bayfield.

But this center could provide other services at the same time. It could be an information center and directory for local business places, and a 'clearing-house' for reservations for sleeping or eating accommodations, boat rides, and special events.

If proposals to make the Apostle Islands a national lakeshore are approved, efforts could be made to incorporate a "Gateway to the Apostle Islands" orientation center into this complex, with the co-operation of the National Park Service and the State Department of Natural Resources.

An entry and orientation center such as the one shown here, which would be located south of the city along Route 13, could help greatly in reducing congestion in the city, and at the same time make the visitor's stay in Bayfield area more pleasant and meaningful.





Among Wisconsin's outstanding features are the many small towns which, like Bayfield, have retained the unique character that developed during past decades through the interaction of people with the natural landscape.

The natural landscape of Wisconsin is richly varied, ranging from flat, rich farmland, to rolling and rugged terrain; from bogs, marshes, and inland lakes to wild, whitewater rivers. There are even unique coastal landscapes along the shores of Lake Michigan and Lake Superior, such as the one represented in the Bayfield area. These "landscape personalities" provided a diverse natural base on which the early settlers built their communities.

The pioneer citizens of Wisconsin came from many countries. By 1900, when the state's population had reached two million, there were representatives from 46 countries here. The various nationalities and ethnic groups brought their skills, customs, religions, and ways of life. They expressed these qualities in the buildings they erected and in the farms and towns they developed. Over the years they made their imprint on Wisconsin's natural landscape, building many distinct and unique communities. They left a priceless and irreplaceable heritage of interest, beauty and diversity.

Today, there is a trend toward standardization in

development, making each community similar to every other one, with the same signs, the same "modern" plastic and aluminum facades on Main Street buildings, and the same nondescript new structures going up everywhere.

We lose something when this happens and our lives are poorer because of it. Change is inevitable. But changes do not *have* to standardize every place; many of the good features of a community's past can be retained through careful planning. The unique natural landscapes and development patterns can be reflected and respected through sensitive and individualized planning and design.

Unfortunately, planning for future development is not always sensitive or individualized. In fact, it has been a standardizing influence in many cases, with the same tired proposals made for communities that are distinctly different.

One of the primary objectives of this study has been to develop and demonstrate ways in which a community such as Bayfield can preserve its identity and individuality in the face of changing needs and demands. This demands that (1) planners and planning groups have a thorough understanding of the features which make a community unique, and (2) the people of the community become involved in the planning process.



Bayfield residents have been involved in this project. They have contributed their ideas, their insights, their time and their efforts. While time limitations and distance have been a handicap at times, there has been communication between local citizens and University project personnel.

During the 1967-68 school year, a number of meetings were held in Bayfield, at which residents, project staff members, and students exchanged ideas and opinions. Also during this period, a series of newsletters and articles in the local newspaper kept Bayfield residents informed of progress on

the project. They responded with letters and other newspaper articles expressing their own thoughts and constructive criticism.

The proposals and recommendations in this report grew out of the ideas of many contributors, including the people who know Bayfield best: its residents. Local residents of any community should be provided an opportunity to participate in planning for its future. Such "grass-roots" involvement is one of the best ways to insure that plans will be tailored to the unique needs of a particular place.

The importance of citizen involvement does not stop with the formulation of a set of proposals and recommendations. These mean nothing unless they are translated into action programs by the people — local officials, civic groups, and individuals — working together.

It is the individuals — the rank-and-file citizenry — who finally determine the direction their community will take, either by active interest and support of programs and projects that can lead to an improved environment, or by apathy and lack of interest.

It would be easy for the people of Bayfield to sit back and say, "We like it the way it is. We don't want anything to change." But the question is not whether there will be change. There most certainly will be change in Bayfield and other communities too. The question is whether the change will be permitted to destroy the best features of the community, or whether it will be guided in a way to make the most of the community's good points and to correct some of its shortcomings.

In which direction will Bayfield go? In which direction will any community go? The people have the answer.

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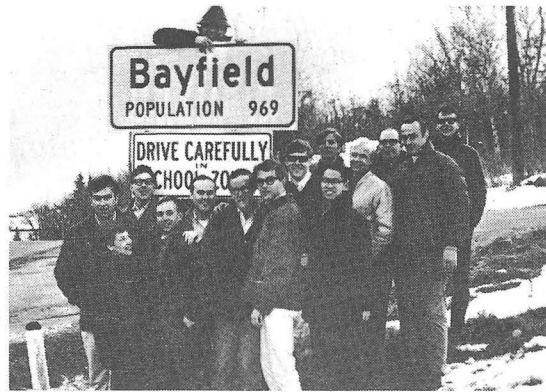
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STUDENT PARTICIPANTS, DEPARTMENT OF LANDSCAPE ARCHITECTURE

Terry J. Brown
 Phillip Chapados
 Thomas J. Churchill
 Stephan A. Dunn
 Gerald A. Giese
 Gary F. Gumz
 Robert E. Gutzman
 Edward L. Kuhlmeier
 Michael M. McCarthy
 David Mittlestadt
 David Neivelt
 William J. Radler
 Kenneth A. Struckmeyer
 Johannah W. Swart
 John C. Tietz
 Albert C. Tsao
 Larry G. Vaile
 Warren W. Wilson
 Ming- Kuo Yu

UNIVERSITY PERSONNEL

Fritz Albert
 Lloyd R. Bostian
 Jack C. Ferver
 Eugene Klee
 Philip H. Lewis, Jr.
 Ardala Littlefield
 Harry J. Lowe
 Karen J. Manthe
 Donald G. Schink
 Richard B. Schuster
 M. Atef Sharkawy
 Kathi Sharp
 Elaine M. Staley
 Keith Stamm
 William E. Witt

OTHER AGENCIES

Harold C. Jordahl
 Upper Great Lakes Regional Commission

Leland Newman
 Northwest Wisconsin Regional Plan Commission

INTERDISCIPLINARY PROJECT TEAM ADVISERS

Eugene E. Anderson, University Extension, Washburn

Louis M. Berninger, Horticulture

Robert C. Clark, Rural Sociology

James A. Graaskamp, Business

Douglas A. Yanggen, Agricultural Economics

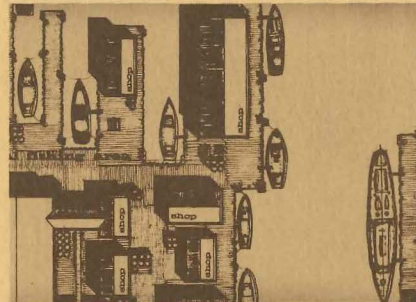
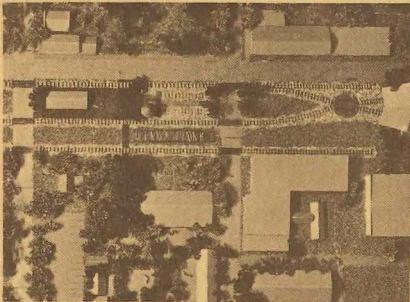
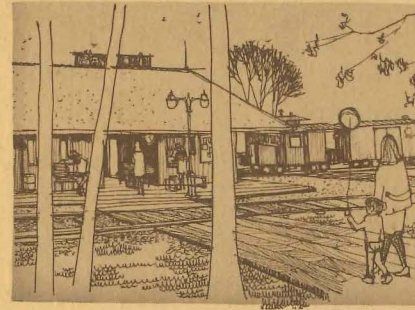
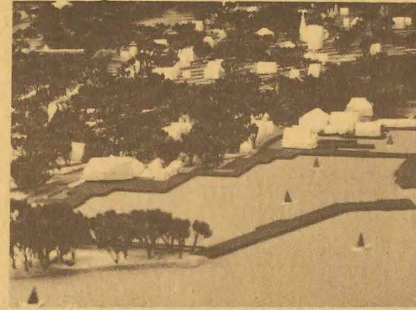
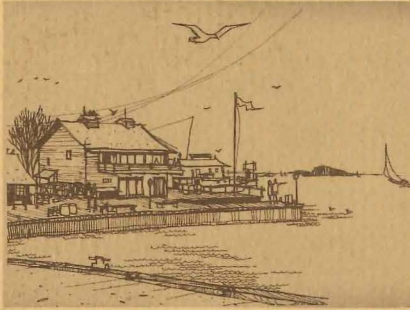
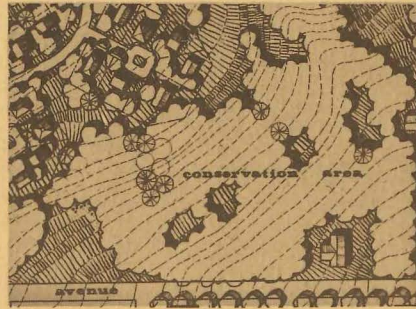
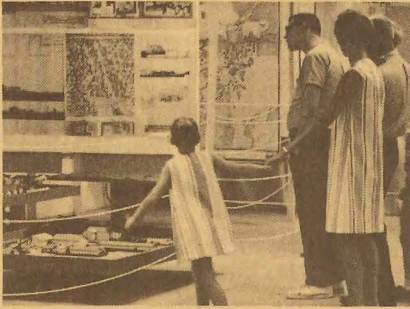
George A. Ziegler, University Extension, Landscape Architecture

BAYFIELD RESIDENTS

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**A DESIGN STUDY FOR PRESERVING
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OF A GREAT LAKES COMMUNITY**