



**Sturgeon Bay, Wisconsin – Community-Wide Brownfield Assessment Grant
(FY26) – Cherryland Revitalization Project – Application Information Sheet**

1. Applicant Identification:
City of Sturgeon Bay
421 Michigan Street
Sturgeon Bay, WI 54235
2. Website URL: <https://www.sturgeonbaywi.org/>
3. Funding Requested:
 - a. Community-Wide Brownfield Assessment Grant
 - b. Federal Funds Requested: \$500,000
4. Location: a) City of Sturgeon Bay, b) Door County, c) Wisconsin
5. Target Area and Priority Site/Property Information:

Geographic Boundary	Target Area Census Tract	Priority Sites	Addresses	Parcels	
City of Sturgeon Bay	Target Area CT-8 #55029100800 (~11,520 acres)	Waterfront Legacy Site (~11.2 acres)	54 E Maple Street	#281-12-10080101A1 #281-12-10080101A2 #281-24-15090101A1 #281-24-15090101A2	
			86 E Maple Street	#281-12-10080101A3 #281-64-76000102 #281-64-76000102A	
			425 Kentucky Street	#281-10-85270802	
			358 Jefferson Street 368 Jefferson Street	#281-10-85380605	
	Target Area CT-7 #55029100700 (~4,544 acres)	Jefferson Innovation District (~8.2 acres)	321 Jefferson Street	#281-10-85331101	
			256 N 3 rd Avenue 244 N 3 rd Avenue		
			154 N 4 th Avenue	#281-10-85270801	
			City Gateway Site (~11.1 acres)	532 N 8 th Avenue	#281-46-16130101
				614 N 8 th Avenue	#281-46-16010101
				823 Egg Harbor Rd 825 Egg Harbor Rd 827 Egg Harbor Rd 835 Egg Harbor Rd	#281-62-16000112



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6. Contacts

a. Project Director: Rebecca Kerwin, Community Development Director
 Phone: (920) 746-6908, Email: bkerwin@sturgeonbaywi.gov
 Mailing Address: 421 Michigan Street, Sturgeon Bay, WI 54235

b. Highest Ranking Elected Official: David Ward, Mayor
 Phone: (920) 743-8832, Email: sbmayor@sturgeonbaywi.gov
 Mailing Address: 421 Michigan Street, Sturgeon Bay, WI 54235

7. Population: 9,646 at the 2020 U.S. Census









8. Other Factors:

Other Factors	Page #
Community population is 15,000 or less.	1, 5
The applicant is, or will assist, a federally recognized Indian Tribe or United States Territory.	n/a
The priority site(s) is impacted by mine-scarred land.	n/a
The priority site(s) is adjacent to a body of water (i.e., the border of the priority site(s) is contiguous or partially contiguous to the body of water, or would be contiguous or partially contiguous with a body of water but for a street, road, or other public thoroughfare separating them).	1
The priority site(s) is in a federally designated flood plain.	1
The reuse of the priority site(s) will facilitate renewable energy from wind, solar, or geothermal energy.	4
The reuse of the priority site(s) will incorporate energy efficiency measures.	4
The proposed project will improve local resilience to the impacts of extreme weather events and natural disasters.	4
At least 30% or more of the overall project budget will be spent on eligible reuse/area-wide planning activities, as described in Section 3.A.(2) for priority site(s) within the target area(s).	8, 9
The target area(s) is impacted by a coal-fired power plant has recently closed (2015 or later) or is closing.	n/a

9. Letter from the State or Tribal Environmental Authority: See attached.

10. Releasing Copies of Applications: Not applicable. There are no CBI claims to disclose.

LEGEND

-  Priority Site
-  Jefferson Innovation District Sites
-  City Gateway Sites
-  Waterfront Legacy Sites
-  Landfill
-  Former Orchards
-  Jefferson Innovation District Focus Area (359,160 SF)
-  Retirement Homes

BLIGHTED SITES





January 16, 2026

Joshua Van Lieshout, City Administrator
City of Sturgeon Bay
421 Michigan Street
Sturgeon Bay, WI 54235
Via Email Mail Only to jvanlieshout@sturgeonbaywi.gov

Subject: State Acknowledgement Letter for City of Sturgeon Bay
FY26 EPA Community-Wide Assessment Grant

Dear Joshua Van Lieshout,

The Wisconsin Department of Natural Resources (DNR) acknowledges the application of the city of Sturgeon Bay (the City) for the U.S. Environmental Protection Agency (EPA) brownfield grant identified above.

The DNR is fully committed to a collaborative partnership with the City and is able to support your brownfield assessment and remediation efforts in many ways, including:

- The DNR can identify key state and federal contacts for your specific project and coordinate Green Team meetings with individuals in your community to answer questions and discuss local plans, options and best practices.
- The DNR can assist you in identifying and obtaining additional financial assistance from state-managed grant and loan programs.

Obtaining U.S. EPA funding for this grant application is consistent with community needs, is vital to the local economy and will help bring needed improvements to the quality of life for residents. Federal funding will also help initiate cleanup activities, create jobs and leverage local investments in brownfield redevelopment.

Sincerely,

Roxanne N. Chronert, Policy and Program Operations Director
Remediation and Redevelopment Program
Wisconsin Department of Natural Resources

cc:

Tauren Beggs, DNR NER – Tauren.Beggs@wisconsin.gov
Denise Danelski, DNR NER – Denise.Danelski@wisconsin.gov
Lisa Fugett, Ayers Associates Inc. – FugettL@AyersAssociates.com

1. PROJECT AREA DESCRIPTION AND PLANS FOR REVITALIZATION

Target Area and Brownfields *1a. Overview of Brownfield Challenges and Description of Target Area:* The City of Sturgeon Bay (the City) [**geographic boundary**], located within rural Door County, fondly known as “Cherryland,” has a unique history of cherry orchards, stone quarrying, shipbuilding, and maritime tradition dating back to the Gilded Age of the late 1800s. The city’s proximity to Lake Michigan, combined with the peninsula’s unique climate, created ideal conditions for growing cherries. In its peak years, Door County had over 10,000 acres of cherry orchards, primarily near Sturgeon Bay. The City limits straddle the Green Bay inlet, and the convenient access to the waterway spurred the shipping trade, which in turn sparked the development of the commercial cherry industry. Today, the county still has approximately 2,000 acres of active cherry orchards, making Wisconsin the fourth-largest cherry-producing state in the nation (DATCP). Census tracts (CTs) #55029100700 (CT-7) and #55029100800 (CT-8) [**target areas, located within federally designated flood plain**] encompass the Sturgeon Bay canal, home to the historic Michigan Street Lift Bridge built in 1931. This is the last bridge of its kind left in Wisconsin and is listed on both the National and State Registers of Historic Places, adding to the rich narrative of Sturgeon Bay. The same characteristics that contribute to the city’s historical significance – cherry processing, industrial-era ships, beautiful limestone bluffs, innovative manufacturing, and growing commerce – are accompanied by an extensive list of brownfield challenges. The area’s excessive historic fill, frequent use of lead arsenate pesticides, methane and petroleum releases, oil contamination, leaking underground storage tanks (LUST), and the presence of hazardous man-made volatile organic compounds (VOCs) pose significant environmental risks to the surrounding community of approximately 9,646 people (2020 census). The city has a large senior population, with more than 26% of residents being ages 65 and older (compared to the US average of ~17%), according to the 2023 American Community Survey (ACS). Both CT-7 and CT-8 fall significantly below the national median household income (\$50,313 and \$62,421, respectively, compared to the US average of \$80,610), reflecting economic adversity. This places Sturgeon Bay in the bottom 12% of similarly sized Wisconsin municipalities in terms of income ranking, indicating stagnant economic momentum. The EPA’s EnviroAtlas tool reports that a sizable portion of our residents (over 74%) live below the quality-of-life income threshold, indicating a greater need for supplemental funding in the local economy. Vacancy rates are high, leaving a considerable number of empty, neglected properties with depressing neighborhood values, a sign of disinvestment. With rental vacancies at a 30-year low, the affordable housing availability is constrained at best (badgerinstitute.org). The **general area is approximately 25 square miles (~16,064 acres)** located at the center of the city. Both CT-7 and CT-8 sit on the waterfront, on either side of the inlet, with numerous vacant parcels and blighted areas in various levels of degradation, scarred from more than 125 years of exposure to dangerous environmental contaminants. Sites located on top of old cherry orchards with historic fill are hazardous due to historical pesticide use, such as lead arsenate, which is linked to elevated neurological damage, cancer, and developmental issues. True to its manufacturing heritage dating back to the birth of industry, the City of Sturgeon Bay was also one of several cities in the Midwest that answered to call to assist the US with wartime production during World War II. This further increases the likelihood that prior manufacturers, industrial buildings, and the use of heavy machinery have left behind trichloroethylene (TCE) (used in factories to degrease metal), resulting in contaminated groundwater, legacy sediment, and other hazardous waste materials in the aftermath of the city’s growth, underscoring the need for further site assessments, investigation, characterization, planning, and preparation for redevelopment. With potentially dangerous levels of hazardous substances, direct exposure pathways, and other risks, such as methane buildup impacting the sensitive populations nearby, these sites require immediate attention due to the environmental and public health risks posed by the current site conditions. The number of environmental assessments and related activities required to evaluate these sites would place a significant financial burden on the city, potentially compromising its ability to continue investing in city infrastructure. An EPA Community-Wide Assessment (CWA) Grant would enable the city to continue its municipal improvements and repairs, thereby maintaining this historical destination and furthering its economic development efforts. The grant activities will address the chronic need for risk assessment and redevelopment planning to improve health outcomes for residents and tourists, increase the number of job opportunities, generate affordable housing for people of all ages and income levels, resulting in economic growth.

1b. Description of the Priority Brownfield Site(s): As noted in Table 1 below, the identified “Priority Brownfield Sites for Assessment and Reuse” are those priority sites with the most pressing environmental and health concerns stemming from their original uses and current site conditions. In addition to the environmental and health concerns already found in the target areas, these sites were chosen based on area-wide planning objectives, economic development strategies, their benefits to sensitive populations, potential community impact, and alignment with local goals. By reusing these priority sites listed below, the City of Sturgeon Bay’s underutilized spaces and dilapidated buildings can be transformed into new enterprises and expand affordable housing. **Target Area CT-8 (~11,520 acres): The Waterfront Legacy Site (~11.2 acres)** comprises seven parcels in total, located between 54 E Maple Street and 86 E Maple Street, directly along the canal, adjacent to the historic Michigan Street Bridge. This underdeveloped waterfront area is highly visible and doubles as a year-round tourist destination, as it is home to the famous fishing tournaments for which Sturgeon Bay is known. **Target Area CT-7 (~4,544 acres): The Jefferson Innovation District (~8.2 acres)** comprises four parcels across seven addresses along Kentucky Street, Jefferson Street, N 3rd Avenue, and N 4th Avenue with extraordinary reuse potential. Within this “District,” the structure at 425 Kentucky Street (a former dry cleaner’s, located next to a gas station) is the highest priority site with the most urgent environmental concerns in need of assessment. **The City Gateway Site (~11.1 acres)** comprises three parcels across six addresses on N 8th Avenue and Egg Harbor Road, situated adjacent to a highly residential area, impacting homeowners and property values.

Table 1. Priority Brownfield Sites for Assessment and Reuse	
<p>Waterfront Legacy Site (~11.2 acres) 54 E Maple St 86 E Maple St</p>	<p><u>Past Use:</u> Former Cherry Landfill, former Door County Co-op site, former granary, UST fuel operations, used as a landfill for cherry byproducts per prior assessment <u>Environmental Concerns:</u> historic fill, lead arsenate pesticides, methane mitigation, groundwater pollution, bioaccumulation in soils and food chain, petroleum release <u>Current Use & Site Conditions:</u> Underutilized parking areas, houses a US Coast Guard and WDNR building; popular site for fishing tournaments and ship enthusiasts. <u>Need:</u> Site Inventory, Site-Specific Planning, Phase I ESA, Phase II ESA, Hazardous Building Materials Screening, UST-Related Assessment, Community Engagement <u>High Reuse Potential:</u> Proposed multi-use family apartment building, proposed art museum, public park space, fish processing business, promenade, waterfront access, community events, etc.</p>
<p>Jefferson Innovation District (~8.2 acres) 425 Kentucky St, 358 Jefferson St, 368 Jefferson St, 321 Jefferson St, 244 N 3rd Ave, 256 N 3rd Ave, 154 N 4th Ave</p>	<p><u>Past Use:</u> Former dry cleaners, former printing press (structure torn down), former Ace Hardware <u>Environmental Concerns:</u> Both dry cleaners and printing presses leave a liability risk for chlorinated solvents (VOCs, PCEs, TCEs), vapor/air quality hazards, hydraulic fluid presents a risk of petroleum and oil contamination, groundwater pollution, lead arsenate pesticides pose health risks, and bioaccumulation <u>Current Use & Site Conditions:</u> The Former dry cleaners sit vacant and decrepit. Two of the four properties are vacant, one has 3 tenant spaces (1 of the 3 filled), and an active gas station <u>Need:</u> Site Inventory, Site-Specific Planning, Phase I ESA, Phase II ESA, Hazardous Building Materials Screening, UST-Related Assessment, Community Engagement <u>High Reuse Potential:</u> Housing, art studios, retail, restaurants, entertainment opportunities that support local culture, and promote community well-being by prioritizing human connection</p>
<p>City Gateway Site (~11.1 acres) 532 N 8th Ave, 614 N 8th Ave, 823 Egg Harbor Rd, 825 Egg Harbor Rd, 827 Egg Harbor Rd, 835 Egg Harbor Rd</p>	<p><u>Past Use:</u> Former Cherry Orchard, commercial buildings, former Hardee's <u>Environmental Concerns:</u> potential hazardous materials, cleaning chemicals, refrigerants/coolants, asbestos and lead paint, and stormwater runoff issues, impacting a dense, residential area nearby <u>Current Use & Site Conditions:</u> A commercial multi-tenant building and ice factory are for sale. Derelict signage and building supplies from previous tenants are left behind – piles of rock left behind have become an attractive nuisance to neighborhood children. <u>Need:</u> Site Inventory, Site-Specific Planning, Phase I ESA, Phase II ESA, Hazardous Building Materials Screening, Community Engagement <u>High Reuse Potential:</u> Catalytic area for reuse that can accommodate both additional housing and mixed-use development, with second stories that can offer views of the water and limestone bluffs, enhances the existing neighborhood, creates employment opportunities, and creates an attractive entrance to downtown.</p>

The **Waterfront Legacy Site** has been envisioned as a community gathering place. Not just green space, but a bustling waterfront promenade complete with restaurants, retail sites, and views of the canal. By orienting the infrastructure specifically to pedestrians, with sidewalks and bicycle routes, we can increase resident engagement and highlight the community's strength. This will also activate the City's place-based assets (historical sites, culturally significant buildings, and museums). The **Jefferson Innovation District** can capitalize on the area's unique heritage, fostering a culture of vibrant artistry. Supporting the City's objective of infusing housing into mixed-use areas will further economic diversity in the downtown area, transforming what is currently a concrete jungle into a brilliant community-centric space. This will include housing, art studios, retail locations, restaurants, and entertainment opportunities; types of spaces that are intentionally designed to foster interaction, support local culture, and promote community well-being by prioritizing human connection in an urban area. The **City Gateway Site** has extensive redevelopment potential for local businesses, essential services, and denser multi-family housing, given its location in a highly residential area. Building off the natural beauty of the limestone cliffs and water views will enhance the existing neighborhood, its property values, and tax base, while also engaging its workforce by creating employment opportunities. This will simultaneously encourage community growth and pursue smarter infill development to maintain the workforce, improve livability, and enhance walkability.

1c. Identifying Additional Sites: In addition to addressing the target areas' priority sites, the City of Sturgeon Bay will create a brownfield inventory that will identify and prioritize the additional brownfield sites located within these same census tracts, where we can provide wide-ranging redevelopment opportunities for different types of businesses – retailers, restaurants, essential community services, and more. These sites will include former cherry orchards and pesticide mix sites with contaminated soil, former gas stations that may have undocumented historic releases, and manufacturing parcels identified in the city's Continuous Improvement Plan, such as former industrial shipbuilding sites that contain hazardous building materials, such as asbestos, lead paint, historic fill, and more. Those sites with the highest potential for mixed-use community benefit, affordable housing, revitalization, and economic resilience will be prioritized and compared against the EPA criteria to determine funding eligibility.

Revitalization of Target Area 1d. Reuse Strategy and Alignment with Revitalization Plans: The city's overall reuse strategy is to intentionally evolve Sturgeon Bay in a way that will connect local commerce, a thriving community, and heritage to develop a sustainable future. The city's Comprehensive Plan 2040 identifies its vision for Sturgeon Bay as a beautiful

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destination within a community that values its historic cherries, art, recreation, natural and historic maritime assets, and a high quality of life. In preparation for the creation of the City's Comprehensive Plan 2040, Sturgeon Bay intentionally hosted multiple stakeholder focus groups and **two recurring themes emerged: the need for diversified housing options and a balance between the tourism economy and a strong local community.** The city's reuse strategy echoes that vision by recognizing areas for museums, recreation, green/park space, restaurants, commercial space, mixed-use development, housing, and community-centered space. This aligns with the city's revitalization plans to grow a diversified economy with innovative businesses and well-paid jobs to create attractive retail locations and rich entertainment districts for ultimate livability. The city's revitalization plans and proposed reuse strategy share a unified vision for regional expansion and economic growth. Redevelopment will positively impact the city through the creation of new jobs in the construction and service industries, as well as the formation of additional business and retail opportunities within both target areas. The resulting economic expansion will simultaneously increase property values and continue to grow the city's tax base.

The Waterfront Legacy Site (parcels #281-24-15090101A1, #281-24-15090101A2, #281-12-10080101A2, #281-12-10080101A1, #281-12-10080101A3, #281-64-76000102, #281-64-76000102A) is designated for recreation and downtown mixed-use in the city's comprehensive plan, due to these parcels' high reuse potential for the public's benefit. [This meets the City's goal of "Promote Sturgeon Bay as a Recreation Destination" Comp Plan 2040 Page 45.] CT-8's tourist attractions support visible community impact and economic momentum. Destination Sturgeon Bay's recent Tall Ships event had the most attendance ever, with record-setting crowds. Focusing on the reuse of this site strategically aligns with the city's historic background, as history boosts tourism and community pride by turning these abandoned properties into recreational areas, green spaces, museums, and gathering places, making these sites fun and safe for families and visitors. The existing Waterfront Redevelopment Recommendations include a pedestrian walkway, a tower addition for a scenic overlook from an observation deck, pedestrian access from surrounding streets, abundant seating and gathering spaces, a service drive for emergency vehicle assistance, and the flexibility to accommodate events and temporary uses such as craft fair tents, farmers markets, and food trucks. The existing tugboat operation and Josh Purves Ship Exhibit (remembering a distinguished career in the USAF during WWII) are popular tourist attractions, which also makes this the perfect spot for the proposed art museum. With natural beauty, ample room for green space, public access to water, and an attractive waterfront promenade, this site sets the stage for a desirable downtown that both residents and tourists will want to enjoy, including highly requested bicycle and pedestrian facilities to complement the existing high-quality trails. By placing these facilities next to the existing Sawyer Park Boat Launch, we are bringing recreation reuse front and center to support our vision of becoming a recreation destination. These amenities will be widely enjoyed, as this is a popular gathering place during fishing tournaments (about 5-7 per year). There is also an existing proposal to use some of this site for multi-family housing, which would generate additional business in the area. The redevelopment of these sites will build the momentum needed for the city to leverage further private investment, creating additional income opportunities for its residents in the future.

The Jefferson Innovation District (parcels #281-10-85380605, #281-10-85331101, #281-10-85270801, #281-10-85270802) is in CT-7, where a lower median income and larger land area make it ideal for long-term transformative investment through the sequencing of assessment, cleanup, and redevelopment activities. [This meets the City's goal of "Establish Sturgeon Bay as a Regional Arts Center" Comp Plan 2040 Page 43.] This is the site of a former printing shop and Ace Hardware, with a future land use designation of downtown mixed use in the comprehensive plan. This designation, and the current number of vacancies, would allow for additional housing, retail opportunities, restaurants and cafes, and entertainment opportunities that support local culture, and promote community well-being by prioritizing human connection in an urban area. Because Jefferson Avenue is an important corridor to the commercial area of the city, this is a high-visibility area that draws tourists down Jefferson Street to attend many art festivals, such as the Sturgeon Bay Arts Crawl, Sturgeon Bay Fine Art Fair, and the Miller Art Museum. The City envisions additional studio spaces with large windows, allowing those looking in to see families or individuals taking art classes, music lessons, or enjoying meals together. Near to this site are the MUSE music school, as well as the Third Street Playhouse Theatre, and an art gallery. With numerous art and cultural opportunities, this site can be reused and transformed into an entertainment district, promoting connectivity between residents and tourists. This aligns with the city's revitalization plans, laid out in Comprehensive Plan 2040, which promotes the accommodation of new businesses, identifying opportunities to support small and local businesses, including development incentives. The parking lot nearby is underutilized, leaving room for public restrooms and other amenities that can serve residents and tourists alike.

The City Gateway Site (#281-46-16130101, #281-46-16010101, #281-62-16000112) is listed in the comprehensive plan for neighborhood mixed-use. This site has a high catalytic reuse potential, as it can offer views of the Bay with a tall enough building. This makes the site highly desirable for housing, as those water views will increase property values, as well as commercial development, such as a coffee shop on the ground floor to serve those living on the second floor. [This meets the City's goal of "Support High-Quality Housing at All Income Levels" Comp Plan 2040 Page 50.] With this area currently lacking in walkability, the city has a unique opportunity to reuse these sites to update the existing State Route 42/57 corridor into an attractive entrance into the city that will connect the residential and commercial areas for our target areas. Since all tourists and residents must use this corridor to get downtown, everyone will be able to enjoy the views of the historic limestone bluffs formed over 400 million years ago. This is a feature that adds to the historical appeal of the city, as the underlying limestone shaped the bay and the canal. Before modern maps and GPS, these towering limestone cliffs were critical for guiding ships safely. This again complements the revitalization plans that envision the city as an attractive destination for new residents, additional workforce, and tourists alike. Lastly, this site's existing infrastructure is compatible with future restaurant spaces.

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By combining housing, retail, and restaurant reuse concepts, the city can strategically use this area to diversify their economy, matching the revitalization plans that encourage growth and connectivity. The surrounding residential areas will also benefit from updated wayfinding signage, increased property values, and upgraded landscape architecture, as opposed to the existing eyesore and derelict sites.

1e. Outcomes and Benefits of Reuse Strategy: Health & Wellness Benefits: The City of Sturgeon Bay's efforts to clean up the environmental contamination and legacy pollution left behind by the cherry processing industry and years of historical manufacturing at our priority sites (**~30.5 acres of impacted land**) will have multiple health and wellness benefits for its residents. These include reduced pollution, mitigated chronic health risks from past pesticide usage (**affecting 10,419 residents living within our target area CTs**), long-term community growth, increased neighborhood connectivity, additional recreational opportunities, and planned connections to existing trails, offering residents greater access to the outdoors. Our reuse strategy will facilitate the creation of a public green space, walking routes, and bicycle trails at the **~11.2 acres Waterfront Legacy Site**. This is important because at present, only 5.5% of the city's current land is used for outdoor recreation (347 acres). It is our intention to create a safe and healthy third place for both recreational activities and public gatherings, such as farmers' markets, craft fairs, vendor events, and more. By optimizing a currently unsafe space, the City of Sturgeon Bay will simultaneously enhance the area's aesthetics while also providing accommodations for both its residents and tourists to use to spend time outdoors, exercise, and gain health and wellness benefits. **Economic Benefits:** This proposed project plan will stimulate economic development in target areas CT-7 and CT-8 by utilizing CWA funds to set the stage for the redevelopment of these priority sites into retail opportunities, generating 100 units of new housing stock, increasing property values, and the city's tax base. The economic development in the **Jefferson Innovation District** will flourish once the vacant lots once the **~8.2 acres** are transformed into available retail, restaurant, and gallery opportunities. With the artistic hub of the city located at its center, this site will attract all artists, musicians, creatives, visionaries, performers, and tourists interested in experiencing the art scene. A bustling downtown area will also generate revenue and income and attract residents and young families who are looking for a modern neighborhood with lots of extracurricular and cultural offerings. **Environmental Benefits:** This project also presents the opportunity for the city to improve its local resilience to the impacts of weather events by creating rain gardens that will thrive under high precipitation. These rain gardens can include low spots to collect rainwater and plants with deep roots to drink the water as it absorbs into the soil. This will slow down the water and remove **~85% of total suspended solids (TSS) and ~95% of heavy metals** before the water reaches underground or nearby rivers. This will help prevent flooding, groundwater pollution, and street deterioration. By thoughtfully and intentionally designing landscape architecture with these sites in mind, we can increase the local resilience in a resourceful way. When planning the reuse of this space post-cleanup, we can intentionally maximize permeable surface areas within the design to improve local resilience to the impacts of weather events. Traditional concrete or asphalt can be replaced with permeable pavers to let water pass through into the soil below, rather than damaging the asphalt. Planting more native plants or utilizing mulch whenever possible instead of extra pavement will slow down runoff and redirect water into permeable areas instead of storm drains. The **City Gateway Site's** location in a residential area provides an opportunity for the city to elevate its image and infrastructure while also managing stormwater in a way that is functional, attractive, and integrated with community design. Included as part of the proposed development of the corridor is native landscaping, providing environmental benefits through a deep-plant root system, increased infiltration of groundwater, and **a 54% stormwater runoff volume reduction**, and increased soil stabilization, which improves soil fertility and soil microbe activity. By installing bioretention facilities, such as stormwater planters and bioswales, we are adding green space back into the urban area and protecting the city's infrastructure investment at the same time. Along with the stormwater improvements will come ADA-accessible sidewalks, dedicated bike lanes, concrete pavement, and a road surface that properly drains to prevent ponding water. We will incorporate these improvements into the design as landscaped features, rather than drainage ditches, to create a network that slows, filters, and absorbs water. These features will double as pedestrian-friendly green corridors with walking paths alongside, acting as a buffer between residential and commercial zones. Our proposed multimodal approach to design will also provide the City with uncaptured reductions in vehicular miles traveled (VMT) by incorporating infrastructure that encourages alternative modes of transportation – including ADA-accessible sidewalks for wheelchair users, pedestrian walking paths with additional safety signals, electric scooters, designated bike lanes, and more. **Energy Benefits:** The proposed redevelopment project and reuse strategy will provide the City with multiple opportunities to incorporate energy efficiency measures into all infill development. Both new building construction and retrofit improvements to existing buildings will be designed to be more energy efficient, lower in carbon usage, and made more ready for solar, EV, and electrical appliances compared to existing residential and commercial buildings. This will include facilitating the use of renewable energy from solar panels on top of each new building constructed, ensuring long-term sustainability and decreasing heating and electricity costs over the course of the building's lifetime.

Strategy for Leveraging Resources 1f. Resources needed for Site Reuse: This CWA grant will stimulate significant economic development in both target areas of CT-7 and CT-8 by utilizing EPA CWA funds to complete the necessary site assessment and remediation activities. This will allow the City of Sturgeon Bay, along with both public and private investors, to focus their dollars on the implementation of the reuse strategy at these priority sites. Currently available funding sources to be leveraged towards this project include the City's Stormwater Utility Improvement Funds (approximately \$1.3M invested annually to provide a dedicated revenue source for improving the quality of stormwater management citywide), the Door County Economic Development Corporation (DCEDC) Revolving Loan Fund (RLF), and the DCEDC's Workforce Housing

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Lending Corporation (WHLC). The DCEDC WHLC is a specialized loan program created through collaboration between DCEDC, Door County Community Foundation, and NeighborWorks Green Bay to support the development of workforce and affordable housing in Door County. This program will be instrumental in bringing our revitalized neighborhoods to life. The City is also expecting the closure of existing TID #2 to generate an Affordable Housing Set-Aside between \$1.5M and \$1.8M to be used for affordable housing projects. The City will also pursue the creation of three new Tax Incremental Districts (TID), one for each of our three priority sites (the Waterfront Legacy Site, the Jefferson Innovation District, and the City Gateway Site). The City of Sturgeon Bay recently won a \$250K Community Development Investment (CDI) grant from the Wisconsin Economic Development Corporation (WEDC) to support further development of the downtown waterfront area, focusing on former industrial parcels with redevelopment potential. Downtown Sturgeon Bay is located within Tax Increment District (TID) #6, which has been expanded to support mixed-use development, housing, and commercial revitalization. In addition, the City plans to pursue Wisconsin's Department of Natural Resources (DNR) Wisconsin Assessment Monies and Ready for Reuse grant programs, as well as the Wisconsin Economic Development Corporation (WEDC) Site Assessment and Brownfields & Idle Sites grant programs for additional assessment and cleanup needs.

1g. Use of Existing Infrastructure: Each of our priority sites within target areas CT-7 and CT-8 is in a location served by existing infrastructure (streets, water, sewer, gas, electricity, and broadband), which leverages prior capital investments without creating additional burden on our city maintenance staff. This makes these locations prime for adaptive reuse, such as retail opportunities, restaurant locations, multipurpose green space, and public venues. The **Waterfront Legacy Site** will be the most impactful priority site in creating a vibrant and pedestrian-friendly central gathering area. These family-friendly and versatile public spaces are essential for attracting talented workers to new ventures that arise from revitalizing contaminated brownfield sites, while also promoting a pedestrian-friendly environment and encouraging walkability. Further improvements can be made to connect a walking trail from the Waterfront Legacy Site to the existing Ice Age Trail, and the City is coordinating with regional partners on additional connectivity projects to the Ahnapee Trail. An EPA CWA grant would support Phase I and Phase II Environmental Site Assessments and planning, allowing TIF resources to be deployed more efficiently. Our vision for reuse will continue to build on this solid foundation of redevelopment investment. To support the growing arts community, the **Jefferson Innovation District** has the potential to build off the existing structures and reuse this prime real estate to create housing opportunities in an enlivened downtown district. Enjoyable spaces for leisure and family time are critical for attracting the next generation of a skilled workforce to new business opportunities spurred by brownfield redevelopment. The ambience of the district will encourage walkability, thereby reducing the overall vehicle miles traveled in the community to increase sustainability. Additionally, the existing **City Gateway Site** is conducive to a fast-food building, structured shopping locations, and walkable infrastructure. These lots have the flexibility to allow a developer to maximize the reuse of the space and incorporate as many housing opportunities as possible in mixed-use development. Additional infrastructure investments are not necessary for the city to begin the assessment stage of its reuse plan.

2. COMMUNITY NEED AND COMMUNITY ENGAGEMENT **Community Need 2a. The Community's Need for Funding:** The City [**geographic boundary**] is applying for the CWA grant to address critical needs in two target areas with small populations (CT-7: population of 4,874, and CT-8: population 5,545 [**target areas**]), as the small population hinders their access to funding for environmental assessment, remediation, and development activities. The City of Sturgeon Bay is considered a small community (with a population less than 15,000) and as a result is not able to draw on other funds. This can be because funders perceive them as higher risk due to limited economic diversification, the enormous structural underfunding of rural facilities, leaving large gaps that no single program can fill, and they typically have significantly fewer investment partners, while facing the same compliance expectations as large cities but with a fraction of the staff capacity to apply for and administer funding. This small community status is evidenced by the slow population climb of 0.5% annually (Census) in a rural area, limiting job growth and economic expansion. Prior to the April 2018 referendum, which takes effect July 1, 2026, Sturgeon Bay did not impose any city-specific sales tax. Residents only pay the standard 5% state and 0.5% county tax for a total of 5.5% sales tax. This means that, to date, there has been zero city tax collection despite the City's rising operating costs. In fact, 70% of voters voted in favor of the added city tax, named the Premier Resort Area Tax (PRAT), which is expected to bring a projected revenue of ~\$400K in the first six months. When combined with the older demographics of the City (almost 26% considered elderly), and a lack of higher educational institutions nearby, there are fewer incoming young families, equating slower growth and fewer births. A major contributor to these sparse numbers is the reality that the City has a primarily transient workforce, which is heavily reliant on manufacturing and retail sectors vulnerable to economic shifts. The city's largest employer is Fincantieri Bay Shipbuilding, the local leader in manufacturing and producers of the U.S. Navy's frigates. Their contract-hire employees work on 3-month contracts, which are sometimes abbreviated further, dictated by demand. Similarly, the Door County Medical Center critical access hospital has a large employ of traveling nurses that travel as needed. These contracts often result in temporary housing, short-term leases, and other arrangements that do not have a positive impact on population growth and increased tax base. This migratory population, combined with the cherry and tourism economy made up of "snowbirds" in the summer and dry dock observers in the winter, means that the City's population numbers can significantly increase or decrease from one month to the next. In fact, there is a significant decrease in spending seen after Labor Day Weekend each year. These inconsistent populations, combined with a low median household income of \$56,882 (29.44% below the US National Average of \$80,610 per the 2023 Census), mean there is less tax base to draw from. Fewer stable, full-time workers mean fewer income taxes; fewer year-round residents and shoppers' means less sales tax, and fewer permanent homes means less property tax to be collected.

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2b. Health or Welfare of Sensitive Populations The City's aging infrastructure and legacy industrial sites pose environmental risks to the most sensitive populations. Our reuse strategy will reduce the environmental threats to the health and welfare of our residents, especially elderly people aged 65+. With **over 26% of Sturgeon Bay's population being over the age of 65** (compared to the US average of ~17%), it is imperative that all of our redevelopment supports aging-in-place, healthcare access, and mobility-friendly infrastructure that makes the city accessible to elderly and sensitive populations. These populations are the most vulnerable to environmental exposure, are the most negatively affected by disease, and will benefit directly from site cleanup and revitalization in their own backyards. According to the CDC, this population of our target areas has higher occurrences of asthma and cancer, with significantly less health insurance and a lower life expectancy than the US National Average (see Table 3 on the next page). In CT-7 specifically, there are residential neighborhoods adjacent to former manufacturing zones, where soil contamination and poor air quality are silently impacting people of all ages, especially those who are immunocompromised. These same residents often have fixed incomes, which are already lower than the US average, may not have reliable transportation due to their age or health, and may be living with disabilities or chronic conditions like asthma or heart disease, which continue to worsen with poor air and water quality. Our reuse strategy will address these threats by providing new housing and additional green space to make the City of Sturgeon Bay a desirable place to live for the elderly population. In addition, between 40-60% of the City's children receive free or reduced lunch (Wisconsin Department of Public Instruction, percentages vary by school), further evidence of a sensitive, low-income population in need of additional funding support.

2c. Greater Than Normal Incidence of Disease and Adverse Health Conditions: The residents within our target areas face significant health challenges, with higher-than-average incidences of heart disease, asthma, cancer, and low life expectancy ([CDC PLACES](#)). These health conditions are compounded by environmental risks posed by brownfield sites, where potential contaminants may exacerbate respiratory and cardiovascular illnesses and pose carcinogenic risks to residents. While the true extent of historic contamination left in the City is currently unknown without further assessment, we know there are health risks to the community, including respiratory problems due to asbestos and VOCs, neurological damage and neural tube birth defects due to lead and mercury, cancer caused by PCBs and benzene, significant kidney or liver damage from chlorinated solvents and heavy metals. The shaded cells in Table 2 and 3 below represent areas where the CTs in our Target Areas score worse than either the State or National Averages, per EPA data. Note that both CT-7 and CT-8 [target areas] have a higher prevalence of asthma, heart disease, and cancer than the US National Averages.

Table 2. Environmental Burden Indicators (Source: EPA Data)	Target CT-7	Target CT-8	State of WI Average	US National Average
Particulate Matter 2.5 (ug/m3)	6.59	6.62	8	8
Ozone (ppb)	65.2	64.9	65	62
NO2 (ppbv)	4.3	5.7	8	8
Toxic Releases to Air (weighted concentration)	290	160	8,102	4,612
Lead Paint (Pre-1960 Housing)	.72	.34	0	0
Superfund Proximity (site/km)	3.4	3.6	0	0
RMP Facility Proximity (facility/km)	0.0	0.073	1	1
Underground Storage Tanks (count/km2)	1.7	1.1	3	4

Table 3. Health Indicators (Source: CDC Places)	Target CT-7	Target CT-8	City of Sturgeon Bay	Door County, WI	US National Average
Active Health Insurance	7.5%	6.7%	7.2%	7.8%	10.3%
Heart Disease	7.6%	8.3%	7.8%	7.8%	7.5%
Asthma Prevalence	11.1%	10.9%	11.2%	10.7%	10.6%
Chronic Obstructive Pulmonary Disease (COPD)	7.5%	7.8%	7.5%	7.5%	8.1%
Cancer Prevalence	10.3%	11.2%	10.6%	15.1%	9.1%
Persons with Disabilities	31.2%	31.5	31.2%	27.8%	34.6%
Birth Defects				3.00%	3.03%
Low Life Expectancy (age in years)	75.2	79.4	72.2	80.2	79.6

The proposed grant will enable the City to conduct comprehensive environmental assessments across our priority sites, identifying contaminants that may contribute to these health issues. By focusing on contaminants commonly associated with agricultural and industrial activities (pesticides, VOCs, petroleum hydrocarbons, and heavy metals) the project will address both known and potential threats that contribute to the health disparities in the target areas. Through targeted remediation and revitalization planning, we will transform our brownfield sites into safe, productive spaces that mitigate exposure risks for the public by removing contamination sources, cutting off exposure pathways to people, and using green infrastructure to replace unsafe conditions, improving site drainage to prevent pollutant spread.

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2d. Economically Impoverished/Disproportionately Impacted Populations: The City of Sturgeon Bay has a median household income that is 29.44% below the US National Average, evidenced by CT-7 having 11.59% of people living below the poverty level, and CT-8 having 13.1% of people living below the poverty level. In addition to being economically impoverished, the target areas in question are also disproportionately impacted by the negative environmental consequences of the cherry industry. The **Waterfront Legacy Site**, located in CT-8, is considered a DNR landfill (County GIS) due to its historic fill from cherry processing when the land belonged to the former farm cooperative. This means that the soil likely includes industrial byproducts, chemicals (such as brines, sulfites, and cleaning agents), and other agricultural waste, such as cherry pits. The **City Gateway Site** was an orchard itself at one point in time, and in the close vicinity of Egg Harbor Road there are at least 75 mixed-use homes that are being silently impacted by the historic use of lead arsenate and other persistent pesticides (e.g., DDT, dieldrin, copper fungicides) from the 1890s through the 1960s – chemicals that can remain in the soil for decades. We know that long-term exposure to lead is linked to neurodevelopmental impacts in children; arsenic is associated with skin lesions and increased cancer risk over chronic exposure, and even lesser amounts can be problematic for kids through soil-dust ingestion. This puts all families in the immediate area at risk. Another example within the same target area is the land just north of this site that was once the “Paler Orchard,” which has since been purchased to be used by a daycare; however, due to an unstable and contaminated well, it is currently unsafe for the very children it is meant to serve. Additionally, the **Jefferson Innovation District** is in the census tract with the lowest income level of our target areas, and has documented usage of printing presses, dry cleaning chemicals, and active gas stations currently polluting the area. This means that this economically impoverished area, with a tax base that is not currently growing, is continuing to suffer from legacy pollution left behind from more than 125 years of improper use of dangerous environmental contaminants.

Community Engagement 2e. Project Involvement & 2f. Project Roles: The city has active partnerships in place with the Door County Economic Development Corporation, Local tribal and senior advocacy groups, and the Wisconsin DNR Green Team. These groups will participate in planning, outreach, and reuse visioning, ensuring inclusive engagement.

Table 4. Partners	Entity’s Mission	Point of Contact	Involvement
Door County Public Health	Working together to support the health and well-being of our community.	Susan Eisenhauer, Public Health Manager, Phone: 920-746-2234, Email: publichealth@co.door.wi.us	Collecting and interpreting aggregate, non-identifiable health data relevant to environmental exposures.
Door County Economic Development Corporation (DCEDC)	DCEDC drives economic prosperity throughout the region.	Aldersperson Helen Bacon, City of Sturgeon Bay, Phone: 920-743-7433, [REDACTED]	Input on cleanup, redevelopment, and reuse plans.
Workforce Housing Lending Corporation (WHLC)	Increasing the availability of workforce housing in Door County and Northeast Wisconsin.	Kay Smith, Green Bay WHLC Lender, Phone: 920-770-0830, Email: kay@builddoorcounty.org	Makes funding available only to developers building multi-family units within Door County, WI.
Aging Coalition of Door County (ACDC)	To raise community awareness about the aging services and resources available in our region.	Nicki Scharrig, Assistant ADRC Director for Door County, Phone: 920-746-7153, Email: nscharrig@co.door.wi.us	Involvement of seniors in public engagement.
Door County Community Foundation, Inc.	Inspiring People to Give Back to Sustain and Advance the Community We Love.	Julie Haen, Senior Business Officer, Phone: 920-746-1786, Email: julie@givedoorcounty.org	Input on cleanup, redevelopment, and reuse plans.
Great Lakes Inter-Tribal Council (GLITC)	To enhance the quality of life for all Native people.	Michael Ninham, Communications Outreach Coordinator, Phone: 715-588-3324, Email: mninham@qlitc.org	Involvement of Tribe in public engagement.
Wisconsin DNR Green Team	To help local government officials navigate the challenges brownfields present and make progress towards redevelopment	Tom Coogan, Statewide Contact, Phone: 608-267-9214, Email: Thomas.Coogan@wisconsin.gov	Environmental authority and consultant on cleanup and redevelopment plans.

2g. Incorporating Community Input: The City will designate a lead point of contact for the project to maintain communication with landowners, businesses, and residents. This designated lead will respond to all community input based on the commenter’s preferred communication method and will respond to all input via the channel it was received. We will update our current mailing list and send postcards as invitations to meetings. Additionally, we will use the newsletter to provide regular updates. Social media will be used but not solely relied upon. We will collaborate with partners to overcome language barriers, providing translators at meetings and materials, and hosting events in ADA accessible spaces to accommodate residents’ needs. The City will be transparent and give the public accessible, accurate, timely, and understandable information about

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the redevelopment initiative to understand the decision-making process during project planning, assessment phases, and cleanup. We will continue to fully consider, respect, incorporate, and respond to public input. In preparation for the creation of the City’s Comprehensive Plan 2040, Sturgeon Bay intentionally hosted multiple stakeholder focus groups and **two recurring themes emerged: the need for diversified housing options and a balance between the tourism economy and a strong local community.** This historical success with collecting input is why we are confident in our City’s ability to generate community support for these brownfield projects. We will draft an outreach plan to help identify and guide our strategy, and we will combine public meetings to coincide with community events, such as **Sturgeon Bay Harvest Fest [takes place in Jefferson Innovation District]** (car shows, craft fairs, entertainment, and trolley tours) and **Sturgeon Bay Maritime Week [Centered around the Waterfront Legacy Site]** to help connect our project team with diverse populations. Four unique engagement activities are planned for City stakeholders. Our **Brownfield 101 Kickoff** launches the process with broad information, defining brownfields, and requesting input on further site prioritization. A **Downtown Walkabout** will include a tour (either in person or virtual) of downtown plazas and housing projects. Case studies from similarly conducted tours will help share information and best practices with our community. The **Exploration Workshop** will explore opportunities to integrate affordable housing into our revitalization project priority sites, aligning our project goals with currently available funding programs. Finally, we will host a **Sturgeon Bay Summit** to discuss strategies and streetscape needed to support business development near the **City Gateway Site**, our most heavily residential community. After this event, all stakeholder input will be compiled and documented and provided to the steering committee to prioritize funds to those locations that are most impactful to the community. The input will then be shared with the community via newsletter, social media, and during city council meetings.

3. TASK DESCRIPTIONS, COST ESTIMATES, AND MEASURING PROGRESS Description of Tasks/Activities and Outputs

<u>Table 5. 3a. Project Implementation</u>	<u>3b. Schedule</u>	<u>3c. Lead</u>	<u>3d. Output</u>
Task 1: Grant Management	Schedule	Lead	Outputs
Steering Committee Establishment	2026 Q4	City	Local Leaders
Contractor Procurement – Following federal process to procure a qualified environmental consultant.	2026 Q4	City	RFP Issued, QEP Secured
Quarterly/Annual/Closure Reporting and ACRES updates – Contractor will assist in completing required quarterly and annual reporting.	2027 Q1 Then ¼ly	City	Quarterly (16), Annual (4), Closure (1) reports & ACRES updates.
Ongoing Project Management – Monthly calls, bi-annual in-person meetings with the Steering Committee/Staff (including a representative from Door County Public Health to aid in community environmental exposure understanding).	Monthly and Ongoing	City & Door County Public Health	Calls completed, project proceeds; Establish a baseline relevant to environmental exposures.
Completion of closeout report	2030 Q3	City	Report filed
Task 2: Community Engagement	Schedule	Lead	Outputs
Creation of an outreach plan and strategy, Brownfield Story Map Website launched; Outreach lists (email, mail, communication lists) compiled.	2027 Q1	City	Outreach List, Website, Engagement Plan
Public Meeting 1: Brownfield 101 Kickoff – to ID potential additional sites and an introductory meeting with economic leaders; Public Meeting 2: Downtown Walkabout – a Redevelopment Tour; Public Meeting 4: Sturgeon Bay Summit – grant closeout meeting.	2027-2028 Q1, 2030 Q4	City	Events conducted. Public Inventory completed, workshop completed, meeting held.
Develop GIS-based Site Inventory	2027 Q2	City	Updated Study.
Quarterly Website Updates	Ongoing	City	Website posts
Task 3: Planning	Schedule	Lead	Outputs
Redevelopment visualization illustrating potential buildings, infrastructure expansion, exploration of redevelopment roadmap, and other key elements.	2027 Q2	City	4-6 renderings, 4 3D visualizations, 5 site reuse reports.
Discussions of development character to create land use concept for target area, resource road mapping, incentives, and redevelopment pro-formas for catalyst sites including economic development market analyses, sustainable reuse scenarios, and infrastructure needs.	2027 Q3	City	1 Concept Map, 3 pro-formas.
Area-wide planning summary created & distributed incl. redevelopment profiles for catalyst sites.	2029 Q1	City	1 report published

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Public Meeting 3: Exploration Workshop – to review area-wide planning summary. Community feedback sessions + revisions.	2029 Q3	City	Review done; report revised.
Task 4: Environmental	Schedule	Lead	Outputs
QAPP will be coordinated for approval by Region 5	2027 Q1	City	QAPP Approved.
8 Phase I Reports (Incl. Site Eligibility Determinations, Access Agreements) (per ASTM E1527-21)	Ongoing	City	8 reports completed
6 Phase II Reports (Includes Access Agreements)	Ongoing	City	6 reports done
Completion of 4 draft ABCAs and facilitate discussions with WDNR regarding entry of site into the VPLE.	Ongoing	City	4 ABCAs

3e. Cost Estimates: Table 6. Budget Categories		Project Tasks (\$)				
		Task 1: Grant Management	Task 2: Community Engagement	Task 3: Planning	Task 4: Environmental Assessment	Total
Direct Costs	Personnel	\$0	\$0	\$0	\$0	\$0
	Fringe Benefits	\$0	\$0	\$0	\$0	\$0
	Travel	\$0	\$0	\$2,500	\$0	\$2,500
	Equipment	\$0	\$0	\$0	\$0	\$0
	Supplies	\$0	\$0	\$0	\$0	\$0
	Contractual	\$24,000	\$48,000	\$175,500	\$250,000	\$497,500
	Construction	\$0	\$0	\$0	\$0	\$0
	Other	\$0	\$0	\$0	\$0	\$0
Total Direct Costs		\$24,000	\$48,000	\$178,000	\$250,000	\$500,000
Indirect Costs		\$0	\$0	\$0	\$0	\$0
Total Budget		\$24,000	\$48,000	\$178,000	\$250,000	\$500,000

Direct Costs: There will be no personnel, fringe benefits, equipment, supplies, construction, or “other” direct costs charged to the grant. If these expenses arise, they will be covered by the City. All four grant tasks will include contractual direct costs and travel-related direct costs associated with task three. Costs were confirmed with a QEP and verified by the City based on recent projects. **Contractual:** Within Task 3, we allocated planning funds which amount to 35% of the total grant award and in Task 4, we envision 50% for environmental assessments. Task 1 has 5% allocated. Costs were confirmed with a QEP and verified by the city based on recent projects. **Task 1: Grant Management (\$24,000) Contractual:** Approx. 1-hour monthly meetings (@ \$120/hour) = \$5,760, 2-hour biannual meetings (@ \$120/hour) = \$1,920, 106 hrs. for quarterly/annual reporting (@ \$120/hour) = \$12,720, and 30 hrs. for closeout reporting (@ \$120/hour) = \$3,600, totaling \$24,000. **Task 2: Community Engagement (\$48,000) Contractual:** Meeting 1: 70 hours@ \$150/hour plus \$135 in expenses (printing, public notice fees, venue reservation fees) = \$10,635; Outreach Plan and Strategy, Website, and Mailing List (100 hours @ \$125/hour = \$12,500 Meeting 2: 70 hours @ \$150/hour plus \$165 in expenses (printing, public notice fees, venue reservation fees) = \$10,665; Meeting 4: 35 hours @ \$155/hour (contractual) plus \$135 in expenses (printing, public notice fees, venue reservation fees) = \$5,560; GIS Site Inventory: 40hours@ \$120/hour(contractual)= \$4,800, Quarterly Website Updates: 2hours each@ \$120/hour (contractual) = \$3,840, totaling \$48,000 **Task 3: Planning/Travel (\$178,000) Contractual:** Site Renderings: 20 hours per site@ \$120/hour= \$7,200, 3D Visualizations: 32 hours per site@ \$125/hour= \$12,000, Site Reuse Reports: \$17,500 per site= \$52,500, Land Use Concept: 40hours@ \$155/hour = \$6,200, Pro Forma: visualizations, economic development analyses, and environmental considerations for 3 properties (\$8,325 per site)= \$24,975, Area-Wide Plan: \$60,225, Closeout meeting for grant (80 hours @ \$155/hour)= \$12,400. Travel includes 1 City staff to attend two National Brownfield Conferences (\$425 flight ea., \$175/night/ea. hotel x3 nights= \$1,050, Registration/ea. @ \$250, \$45 per diem= \$360, Total= \$2,500). Totaling \$178,000 **Task 4: Environmental (\$250,000) Contractual:** QAPP plus revisions: 50 hours at \$150/hour= \$7,500, 8 Phase I ESAs (cost depending on site size and complexity) between \$4,000- \$8,000= \$51,500. 6 Phase II ESAs (cost depending on site size and complexity, includes Sampling and Analysis Plan and Health and Safety Plan, estimated @ \$27,500 each= \$165,000). Complete 4 draft ABCAs and WDNR coordination at \$6,500/ea= \$26,000. Totaling \$250,000

3f. Plan to Measure and Evaluate Environmental Progress and Results: In cooperation with the EPA Region 5 project officer and our QEP, we will develop a detailed timeline and work plan for grant-funded activities. Our experienced team will use the ACRES system and commit to developing quarterly reports and a final report to track and document all grant-related activities and outputs. The City and QEP program manager will track, measure, and evaluate the accomplishments and outputs

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compared to the work plan schedule and meet with those involved in each task to make sure activities stay on schedule. The program manager will take corrective actions as needed to keep activities on schedule. We will track the number of jobs created and funding leveraged through the redevelopment and reuse of sites, as well as the number of acres made ready for reuse. Additional results will include new businesses and housing units in the target areas. We will track the number of brownfield sites that have been assessed and changed ownership, the number of private investment dollars leveraged, and any increased property/sales tax revenue generated. We will meet to review/compare the schedule progress against the work plan schedule/goals and determine if corrective actions are needed to remedy any problems/issues.

4. **PROGRAMMATIC CAPABILITY AND PAST PERFORMANCE** [Programmatic Capability 4a. Organizational Capacity, 4b. Structure, 4c. Description of Key Staff:](#) The City's administrative team has the knowledge and expertise to administer the grant effectively, managing all technical, programmatic, administrative, and financial requirements. Our Team is led by the **City Administrator, Josh VanLieshout**. With almost 20 years of experience as a Municipal Administrator, Josh serves as a purchasing agent for all departments of the City, including those that are grant-funded. Josh supports strategic planning and project implementation across departments, including community development and infrastructure initiatives. He is responsible for preparing the City's annual budget and has guided the City through planning and implementation of major community projects. His leadership has supported planning and development funding and managing municipal initiatives that align with federal and state program requirements. His experience, along with a bachelor's degree in environmental policy and planning from UW-Green Bay, makes Josh uniquely qualified to oversee the implementation of this grant and monitor the associated expenditures. As the City's primary liaison to local industrial, commercial, professional, and citizens groups, Josh has the ability to maximize the public-private partnerships that will be instrumental in this project. Our **Community Development Director, Rebeca Kerwin**, has a background as a planner in Door County's Land Use Services Department, as well as a master's degree in planning from UW-Milwaukee. Her qualifications and experience coordinating the City's downtown waterfront redevelopment efforts and corresponding grant tasks make her the ideal point of contact to manage all technical and programmatic aspects of this CWA grant and revitalization project. The **City's Finance Director, Valerie Clarizio**, serves simultaneously as City Treasurer and is responsible for overseeing the city's financial operations, budgeting, accounting, and fiscal compliance. In this role, she manages municipal financial reporting, ensures adherence to Generally Accepted Accounting Principles (GAAP) and governmental accounting standards, and oversees internal controls and financial policies supporting sound fiscal management. Her leadership in financial administration strengthens the City's capacity to administer federal grant funds, maintain compliance with reporting and audit requirements, and support the budgeting and oversight of federally assisted projects. **Stephanie Lynaugh, Planner & Zoning Administrator**, is an environmental analysis specialist who studied at UW-Green Bay. Her role qualifies her to manage the logistics of implementing community-wide assessment grant funding to improve the City's brownfields and to further develop the City of Sturgeon Bay. Each of these staff will be involved in the daily management of the grant, and should any depart, the others will effectively fill their role. We are comfortable using contractors who can provide the services contemplated based on prior environmental and economic development studies. We agree to allow the EPA to provide technical advice to all contractors and subs.
- [4d. Acquiring Additional Resources:](#) The City understands that additional technical expertise and resources will be needed to complete the brownfield assessment project effectively and in accordance with the fair and open competition requirements listed in the federal regulations 2 CFR Part 200 and 2 CFR Part 1500. In accordance with 40 CFR Part 33, Subpart C, the City will include "six good faith efforts" to encourage Disadvantaged Business Enterprises (DBE) to participate in the procurement process. This includes, but is not limited to, ensuring DBEs are made aware of contracting opportunities early, advertising in minority-focused trade publications to solicit through all reasonable available means, providing interested DBEs with adequate information about plans, specs, and pre-bid meetings, negotiating in good faith with interested DBEs, assisting DBEs in obtaining bonding, lines of credit, or insurance, and the use of services of minority, women, and other organizations.
- [Past Performance and Accomplishments 4g. Has Not Received an EPA Brownfields Grant but has Received Other Federal or Non-Federal Financial Assistance Agreements \(a\) Purpose and Accomplishments:](#) While the City of Sturgeon Bay has not been a direct recipient of an EPA Brownfields Assessment or Cleanup grant to date, it has experience engaging with federal funding frameworks and administering projects that support community development and infrastructure. In 2022, the City of Sturgeon Bay was awarded \$3.3M USDA Rural Development Community Facilities grant to save the Door County Granary. In partnership with the Sturgeon Bay Historical Society Foundation and private donors, an event space and agricultural museum was opened on schedule in the fall of 2024. The grant funds were completely expended and the grant was officially closed out in July of 2025. The specific outcome achieved under this financial assistance agreement includes the revitalization of a dilapidated building into a revenue-generating public community event space. Additionally, the City received a \$250K Community Development Investment (CDI) grant from Wisconsin Economic Development Corporation (WEDC) in 2023 for the purpose of further developing the downtown waterfront, contributing outdoor seating to public spaces used for community events and popular fishing tournaments. This project included the addition of public restrooms, outdoor seating, and year-round amenities, and the grant has been closed out.
- [Compliance with Grant Requirements:](#) The grants listed above were completed on schedule, within budget, and in compliance with all funder requirements. The work plan, schedule, terms and conditions, and the timely and acceptable reporting completed under the most recent financial assistance agreements demonstrate the City's ability to effectively manage federal grant funds. In addition, our successful record of accomplishment in terms of redevelopment implementation, community engagement, and collaborative partnerships has positioned us to be successful in the implementation of the Cherryland Revitalization project.

Sturgeon Bay, Wisconsin – Community-Wide Brownfield Assessment Grant (FY26) – Cherryland Revitalization Project – Threshold Criteria

1. **Applicant Eligibility:**

- a. The City of Sturgeon Bay is a general-purpose local unit of government in Wisconsin and is therefore eligible for funding.
- b. The City of Sturgeon Bay is not a 501C3 or C4 and is a tax-exempt municipality.

2. **Community Involvement:**

Project goals in terms of our community engagement and partnership efforts are to assist the public in contributing to and understanding the decision-making process during project planning, assessment phases, and cleanup, give the public accessible, accurate, timely, and understandable information about the Cherryland Revitalization Project, ensure adequate time and opportunity for the community and community groups to provide informed and meaningful participation and for that input to be considered, reflect community concerns, questions, and information needs, and respect and fully consider and include public input. The City will designate a lead point of contact for the project to maintain communication with landowners, businesses, and residents. We will update our current mailing list and send postcards as invitations to meetings. Additionally, we will use the newsletter to provide regular updates. Social media will be used but not solely relied upon. We will collaborate with partners to overcome language barriers, providing translators at meetings and materials to accommodate residents' needs. Four unique engagement activities are planned for City stakeholders. Our Brownfield 101 Kickoff launches the process with broad information, defining brownfields, and requesting input on further site prioritization. A Downtown Walkabout will include a tour (either in person or virtual) of downtown plazas and housing projects. Case studies from similarly conducted tours will help share information and best practices with our community. The Exploration Workshop will explore opportunities to integrate affordable housing into our revitalization project priority sites, aligning our project goals with currently available funding programs. Finally, we will host a Sturgeon Bay Summit to discuss strategies and streetscape needed to support business development near the City Gateway Site, our most heavily residential community. After this event, all stakeholder input will be compiled and documented and provided to the steering committee to prioritize funds to those locations that are most impactful to the community.

3. **Expenditures of Assessment Grant Funds:**

The City of Sturgeon Bay does not have an open EPA Brownfields Assessment or Multipurpose Grant.

4. **Discussion on named contractors and subrecipients:**

A contractor has not been procured and a subrecipient has not been named. If awarded, we will solicit requests for qualifications for qualified consultants in compliance with the fair and open competition requirements in 2 CFR Part 200 and 2 CFR Part 1500.