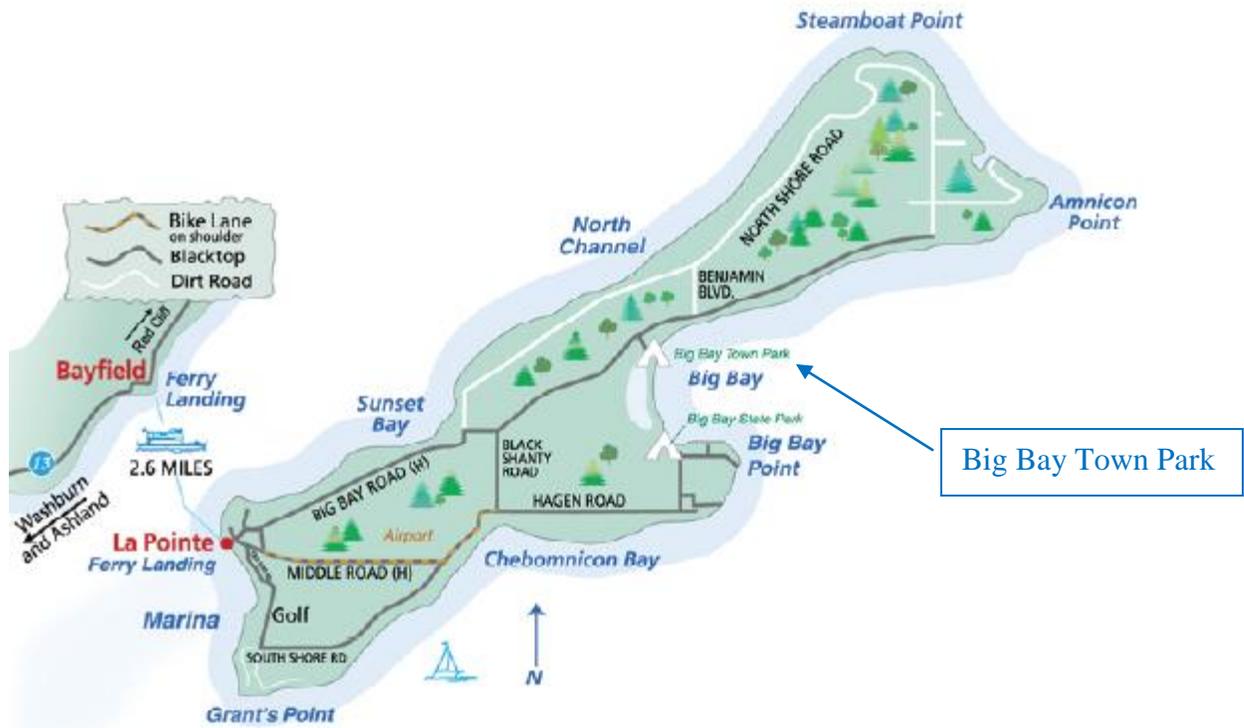


## BIG BAY TOWN PARK MASTER PLAN

DRAFT - February 01, 2011

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### INTRODUCTION

Big Bay Town Park on Lake Superior's Madeline Island is likely the most spectacular natural resource in Wisconsin with public access. Views and access to the park's Big Bay Lagoon and the shoreline of Lake Superior draw thousands of visitors each year who navigate northern Wisconsin's Bayfield Peninsula, the Madeline Island Ferry, the wind sled or the winter ice road for this incredible experience.

The park Master Plan gives a broad outline of what the Town of LaPointe seeks to pursue for the future of the park. This plan presents a vision of a fully developed park where additional accommodations for access to park resources and uses are identified.

Certain park improvements are required to continue operation and provide services and amenities, as well as to successfully attract park visitors, generate revenue and achieve compliance with applicable Barrier Free Access and Health & Safety laws. Big Bay Town Park is recognized as an important part of the biggest employer in the Town of LaPointe. The industry of Tourism sustains the island economy and requires the attention of local business community, residents and local government. The Town expects that improvements to the park, to better accommodate visitors, will result in increased revenues and employment.

Seasonal park use is well above park capacity and limits access to park facilities and the shoreline of the lake and lagoon. The Town of LaPointe operates and maintains the park and various improvements that were developed for visitors of previous generations and current users who are able to enjoy the park with its current access infrastructure. These existing park improvements include:

#### EXISTING PARK IMPROVEMENTS

- Entrance Driveway and site access roads, trails, parking and pedestrian bridge;
- 42 Existing Campsites
  - 4-RV campsites with electrical service
  - 38-Rough / Primitive campsites
  - (2) Pit Toilets
    - Each existing has 2-Women Toilet / 1-Men Toilet, 1-Urinal
    - One located near the beach entrance and one in the middle of the existing campground (both on the east side of CTR-H)
  - Drinking water at a central location
  - 6-Barrier Free parking and campsites
- Site Signage
- Boat/Canoe/Kayak storage racks and rentals
- Parking for day use : 30 to 50 Vehicles

#### VISION AND GOALS FOR BIG BAY TOWN PARK

Big Bay Town Park is a unique and irreplaceable asset. The Town of LaPointe recognizes the need to update and maintain the park to provide access and accommodations to visitors. The Master Plan for Big Bay Town Park envisions the following improvements:

- IMPROVE THE “LOOK AND FEEL” OF THE PARK.
  - Create a welcoming theme
  - Maintain and enhance a “green theme” for all future improvements

- Make the park more “family friendly” Create a “nice and clean” environment for visitors
- Improve waste handling, seating, fencing, plantings, fire pits, other amenities all should be in keeping with the theme of the park
- Reduce congestion between camping and day users
- Develop and implement plans for improvements that are consistent with the long history, architecture and “island lifestyle” that visitors desire
- Provide improved signage (directions and rules)
- Provide more privacy for existing and future campsites
  - Remove specific campsites from the existing campground that are poorly positioned and provide little or no privacy to users.

→ PROVIDE IMPROVEMENTS TO BASIC FACILITIES

- Add flush toilets and showers for seasonal use by visitors and campers
- Maintain at least one privy in operation for winter visitor use
- Improve the potable water system for seasonal use and extend water into the existing campground
- Add campsites
  - 9+/- rough/tent camping (walk/hike-in) on the west end of the existing campground
  - Provide pedestrian bridge over a ravine to access walk/hike-in campsites.
  - 22+/- new RV compatible campsites on the west side of CTR-H with water and/or sewer.
  - New campsite locations to be verified in the field in the Spring of 2011.
- Provide picnic shelters for visitors.
- Provide sanitary sewer and wastewater treatment facilities or holding tanks to serve proposed flush toilets/showers and some campsites
- Provide separation between bicycle/pedestrian and vehicle traffic.
  - Provide a push-button crosswalk light, signage and pavement marking.
- Provide separation between camping and day use parking.
- One-way traffic throughout the park.

- Construct Park Attendant building with toilet and lavatory. Building security would be a key design consideration.
- Provide storage for watercraft (possibly with Park Attendant building)
- Improve site drainage and runoff control
- Improve all Barrier Free (Handicap Accessible) accommodations.
- Design and construct storm water improvements to provide better surface drainage away from improvements and to prevent or minimize existing and potential bank erosion.
- Inspect and evaluate the existing pedestrian bridge and stairway. Control storm water at the top of the slope and repair or replace damaged infrastructure.

→ OTHER ENHANCEMENTS

- Vending
  - Camping supplies
  - Firewood
  - Ice, snacks
  - Rent canoes and kayaks
- Reservation System
  - Improve visitor access to the park through implementation of a web based reservation system
  - Improve signage to more effectively communicate park boundaries and visitor instructions

RECOMMENDATIONS:

Several iterations of project planning have resulted in the preparation of site and building concept plans for the improvement and expansion of Big Bay Town Park. A compilation of existing and proposed site plans were developed to integrate the goals and vision for the park with Big Bay Road and the geographic and natural resource constraints of the site. Conceptual building plans are included to demonstrate the scope, scale, possible finishes and uses of those buildings.

During the planning process, the goals of the project were lessened to reduce campsite density, increase vegetative buffers between proposed driveways, trails, campground and the adjacent uses, and to arrive at a project scale that would be consistent with the existing park. General site safety, sanitary facilities, storm water management, bank stability and park character would be improved along with the facilities provided for park users.