

ABSTRACT

PROJECT NAME: Horseshoe Bay Farms Vision + Implementation Plan

LOCATION: Egg Harbor, WI

ENTRY CATEGORY: Planning and Urban Design

100 WORD DESCRIPTION: The proposal to re-activate Horseshoe Bay Farms facilitates the opening of a startup non-profit, establishing a framework to grow its mission and vision through the landscape and into the surrounding region. The plan explores the role/responsibility of a cultural institution to steward public space through expanding the relationship between farm and community with the goal of becoming a Center of Sustainable Stewardship. The design solution transforms the site from private to public space, and provides a vision that reflects a comprehensive framework for growth that leverages pedestrian-centric, programmatic, and sustainable improvements to align physical space with vision over the next 20 years.

NARRATIVE

Horseshoe Bay Farms is an exceptionally in-tact historic agricultural campus originally constructed as a showcase of innovation. Our team created a forward-thinking road map to a shared vision generated through historic research, extensive community engagement, and impression-based methods of field investigation. Open to the public for the first time in its over 100-year history, Horseshoe Bay Farms will serve the entire community using its Vision and Interpretive Plan to build the cultural institution into a center of learning and culture while reactivating this heritage site.

A multidisciplinary team, led by the landscape architect, provided HSBF with a tool kit for preservation and implementation. The resulting vision plan identifies strategies for honoring the land's history and rehabilitating the Farm for a sustained future by reintroducing productive and unique programs so that HSBF can once again serve as a vital community space.

COMMUNITY VOICES

Through visioning workshops with the HSBF board, the planning team helped HSBF to define mission and vision statements to help shape future decisions and priorities for the institution. The board felt they could not genuinely pursue their mission of serving its community without incorporating the perspectives and experiences of the community members into the very framework of the master plan. The design team responded by creating and facilitating a number of engagement events. HSBF invested significant resources in engagement through in-person meetings, community events held on the campus, and an online engagement platform hosting a survey and interactive map. The HSBF master planning engagement process reached approximately 1,000 individuals, an unprecedented level of outreach and participation for the Door County.

CONNECTING PAST PRESENT AND FUTURE

The design team carefully realigned the curation of history with future programs and uses. Throughout the site, visitors can learn about the history of apple and cherry production, logging and timber processing, cattle breeding, and dairy farming, while also connecting directly with sustainable and innovative practices happening today on the site. These strategies range from experimental farming plots and community agriculture, to rainwater catchment systems, pollinator fields, infiltration meadows and solar array energy production.

GATHERING AND CELEBRATING

History, culture, and community are celebrated year-round through gatherings of varying sizes and themes. With its many flexible outdoor gathering areas, the campus easily supports both large outdoor events and smaller private events or celebrations. The renovated interiors of the barns also include event spaces of varying sizes and scales, many of which connect seamlessly to the landscape areas beyond, creating dynamic indoor/outdoor spaces.

NARRATIVE (CONTINUED)

IMMERSIVE EXPERIENCES

A long succession of inhabitants with different ways of living off the land has created a complex and interwoven story of production at HSBF. The landscape architect developed an interpretation plan to help visitors learn about the intertwined history of production, place, and the people who lived and worked at HSBF through interactive features and inventive signage. The newly envisioned campus features a Farm Tour trail loop that leads visitors across the site, telling stories of the Farm and the many people who helped to shape it and the future issues that the land and region face.

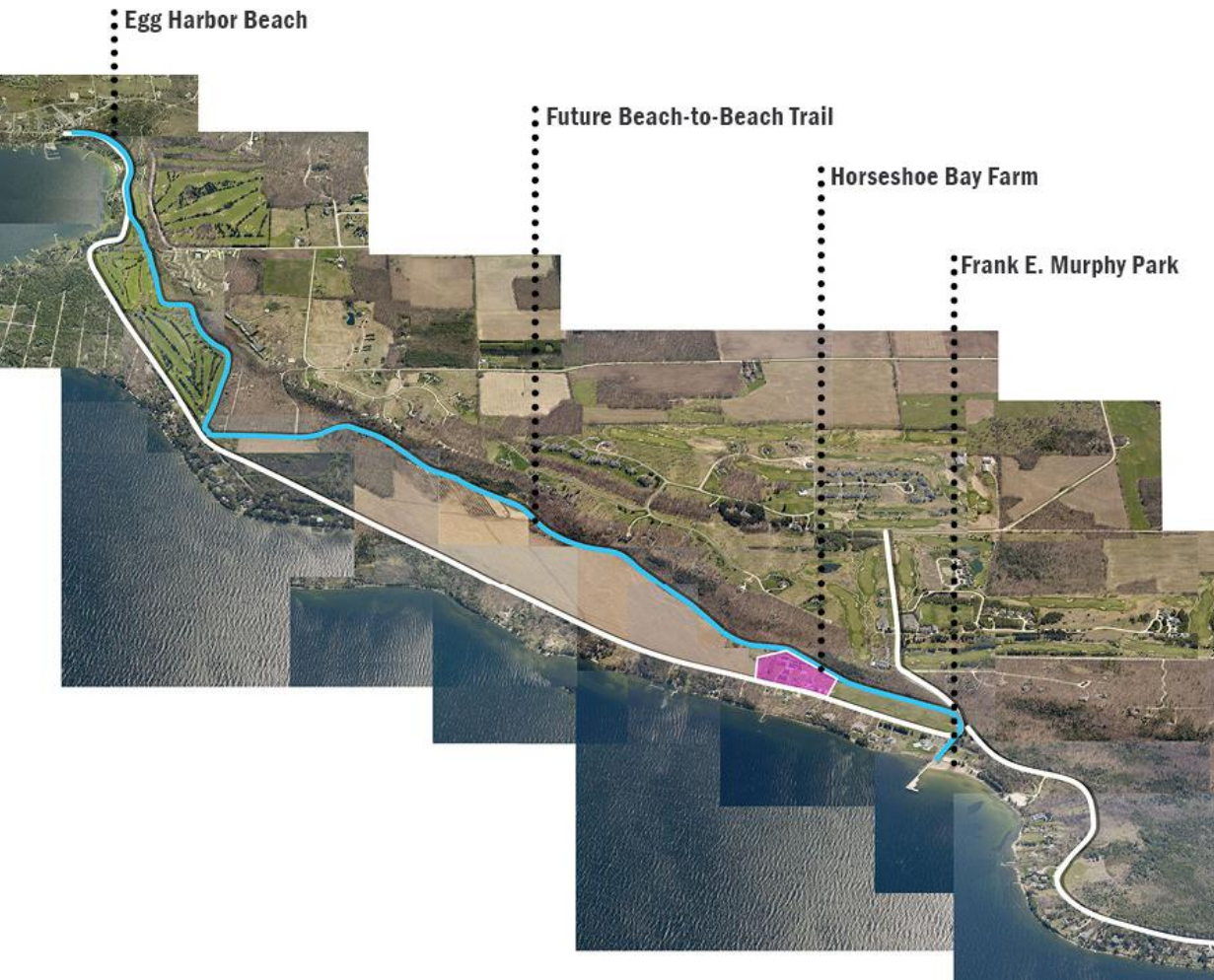
The HSBF walking trails, all designed to be accessible, also invite visitors to explore the unique characteristics and features of Door County, including its cultural history, geology, and ecology. The trails move hikers through a diverse range of experiences including forests, meadows, gardens of varying sizes, experimental agricultural plots, intimate terraces and courtyards, and open lawns with picturesque views.

SUSTAINABLE IMPLEMENTATION

The team created the Implementation Plan as a decision-making tool to guide the board as it chooses how and when to pursue the various features of the Vision Plan so that the institution may be financially sustainable. The plan's custom format incorporates narrative and graphic elements to illustrate how the site may look and feel to visitors over time. It outlines the ways in which design interventions, site operations, and organizational growth may evolve between year one and year twenty. Rather than taking a prescriptive approach and assigning tasks by years, the plan identifies five thresholds that collectively achieve the long-term vision.

CONCLUSION

Horseshoe Bay Farms Vision and Implementation Plan demonstrates the critical role that landscape architects play to help cultural institutions align their mission and vision in the landscape and steward communities through thoughtful processes and planning. It also demonstrates the importance of creating relevant documents that institutions can use as planning and fundraising tools, and as road maps to guide and measure their growth. As a metric of success, in year one HSBF hired their first Executive Director, made 100% of their fundraising goal, exceeded their volunteer capacity and planted their first garden plots.



A FORWARD-THINKING INSTITUTION FOR DOOR COUNTY

The mission of Horseshoe Bay Farms (HSBF) is to act as a responsible steward through preservation, rehabilitation, and activation of this historic farmstead. As a Center for Sustainable Stewardship, HSBF teaches by example the principles of care for the site, land, and history, serves as a center of learning and culture, and supports innovation.



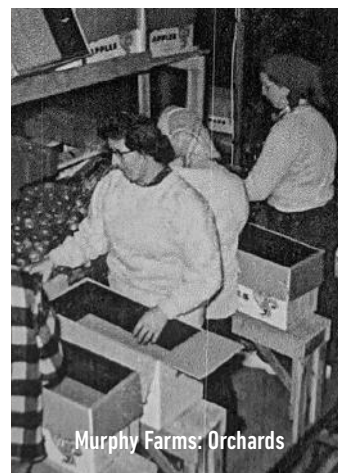
Early Indigenous Settlement



Logging Development



Murphy Farms: Holstein Breeding



Murphy Farms: Orchards



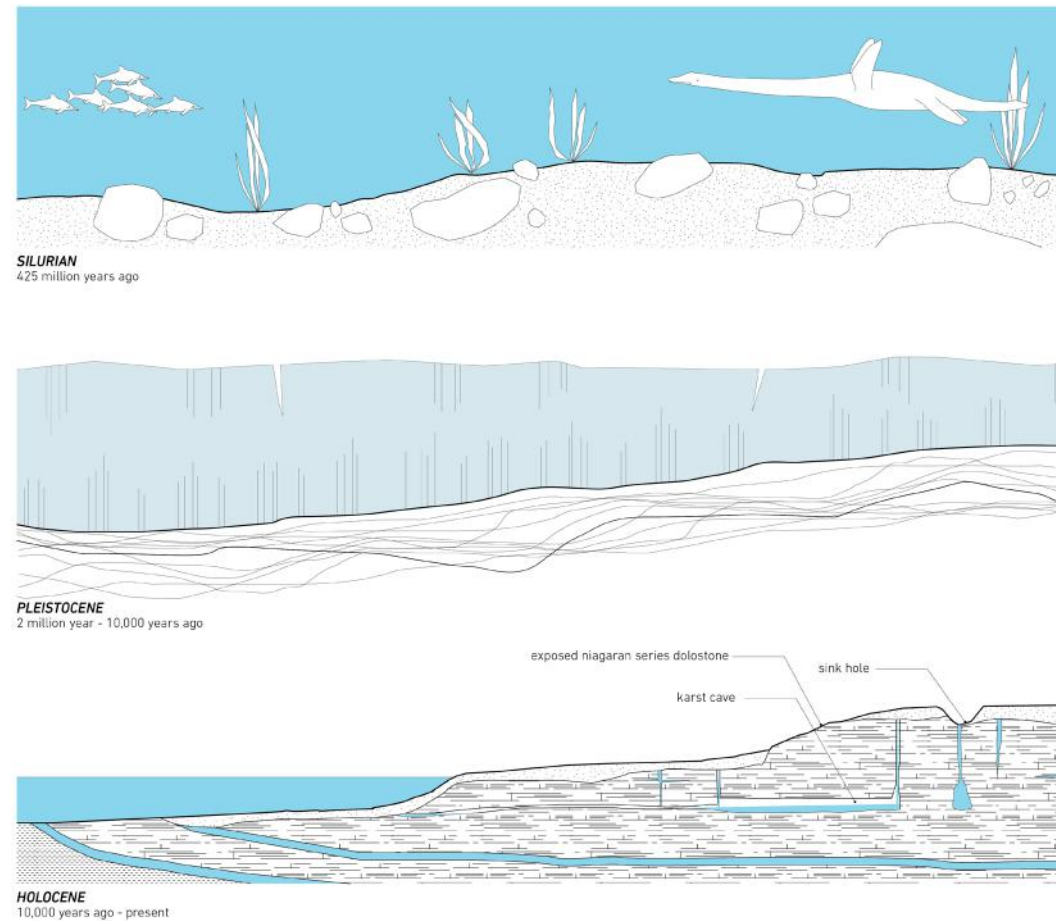
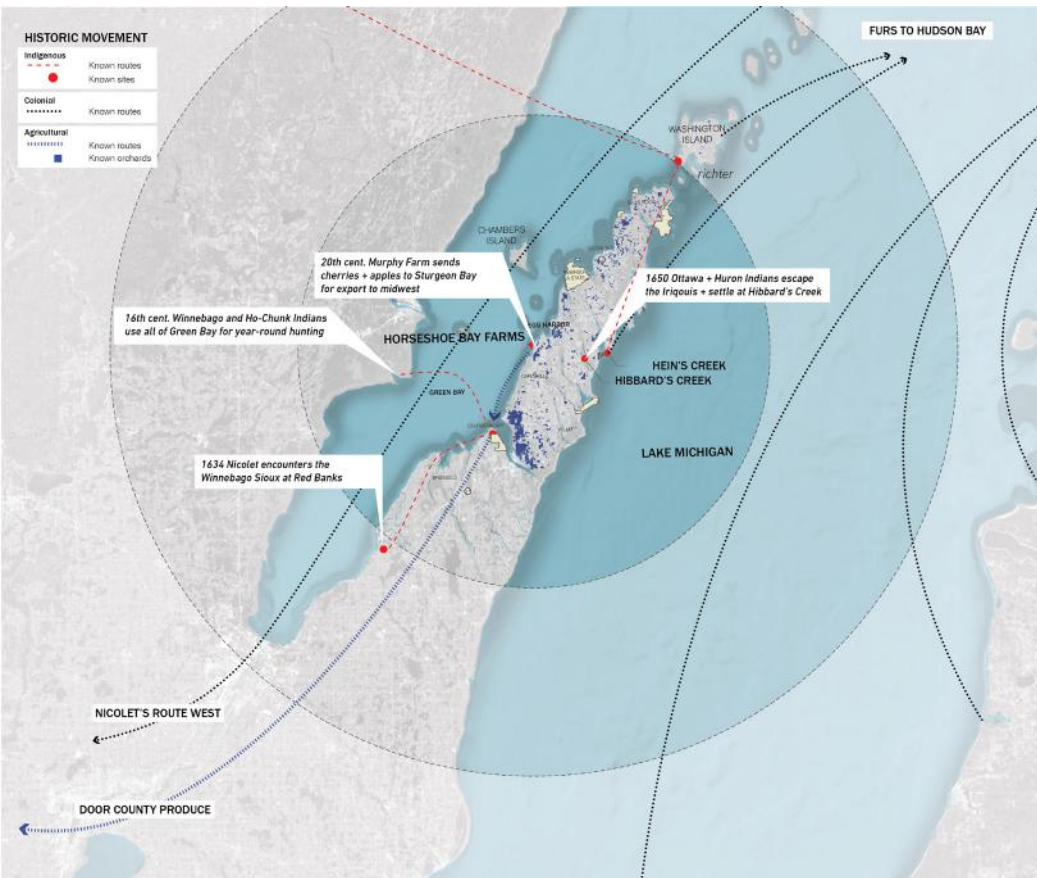
Cherry Camp + Farm Labor



Horseshoe Bay Farms, Inc.

SITE HISTORY

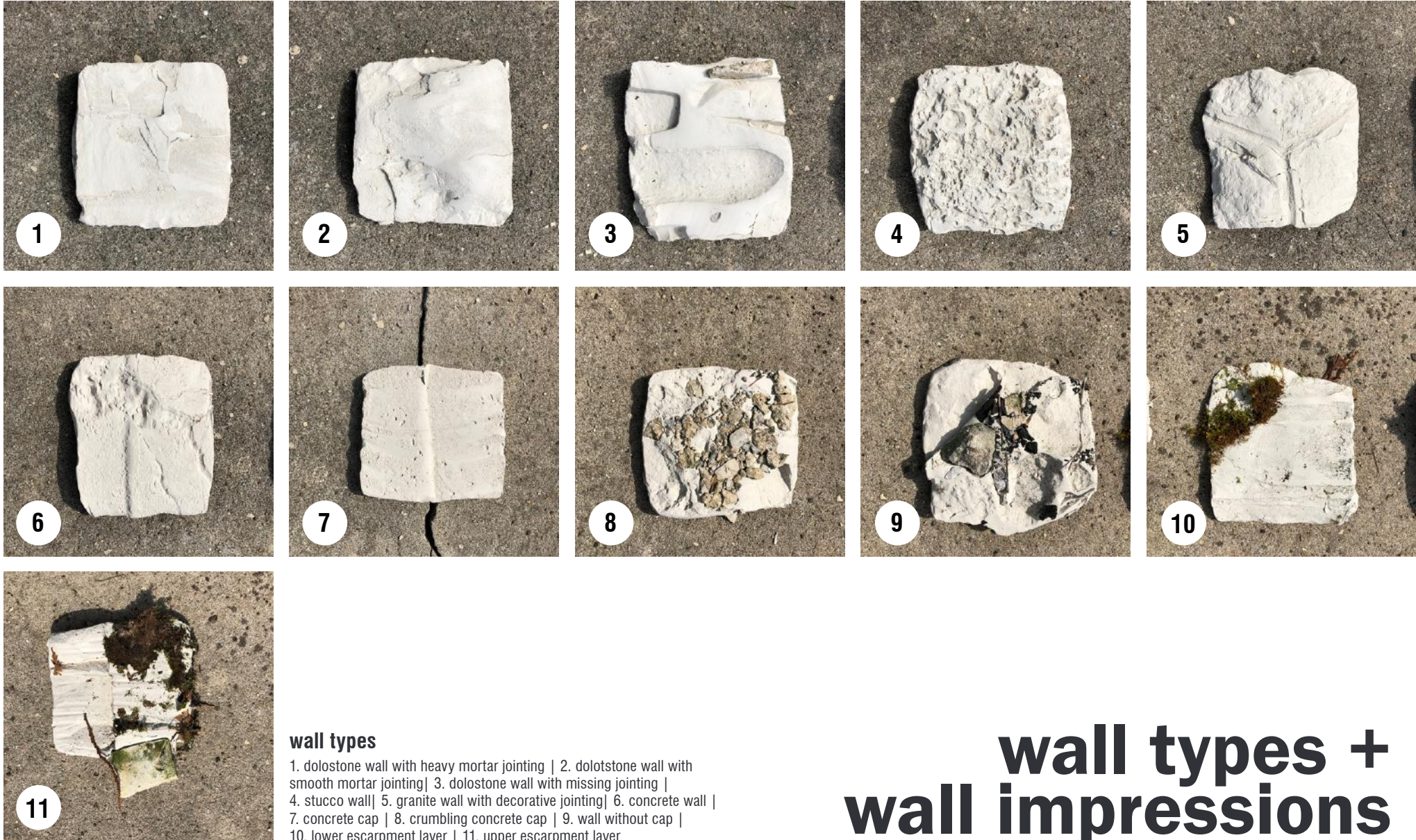
A long succession of inhabitants with different ways of living off the land has created a complex story of production at HSBF. From Indigenous people to European settlers, pioneer entrepreneurs to agricultural innovators, and families who lived on-site and worked full-time to seasonal migrant workers - all pursuits and passions have left their mark.



GEOLOGIC + CULTURAL HISTORY

The design team engaged in layered site research to produce new knowledge of HSBF that tie it back to millions of years of history. The site is part of a convergence of cultural and geologic forces that have shaped this region and Door County for thousands and millions of years.

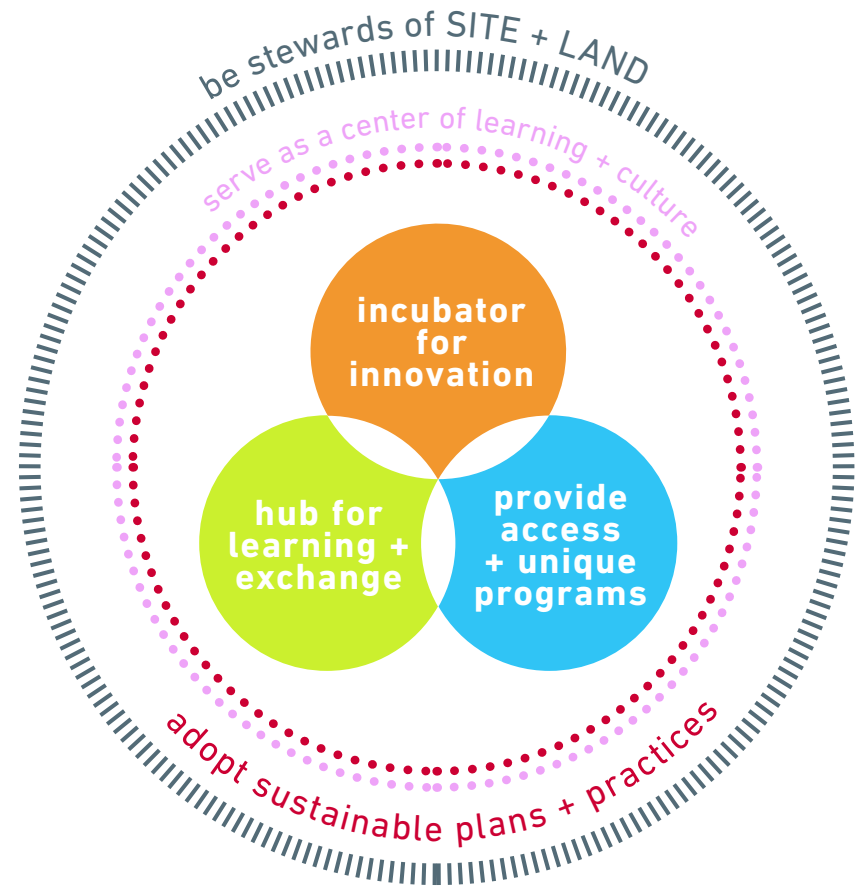
IMPRESSION-BASED ANALYSIS



wall types + wall impressions

SITE INVENTORY

The design team utilized many different methods of inventorying the existing site to capture the character and authenticity of the site. The methods varied from clay imprints to capture the texture of the walls, sample material inventories of the various site rooms, to soil and water samples.



GUIDING PRINCIPLES:

1. Be stewards of the site, land, and history
2. Serve the Door County community as a center of learning + culture
3. Be a hub for learning and exchanging new and developing ideas
4. Provide access and programs unique to this site
5. Be an incubator for innovation
6. Adopt plans and practices that are sustainable for the future

STRATEGIC PLANNING

The Vision Plan envisions a future that is forward-thinking, innovative, pragmatic, and feasible. Through visioning workshops with the working board and a volunteer Technical Advisory Group, the planning team helped HSBF to define mission and vision statements, along with six guiding principles to help shape future decisions and priorities for the institution.



Stakeholder Meetings



Walking Tours



Gathering Stories



Public Engagement Activities + Events


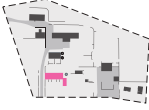



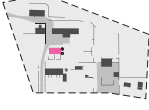

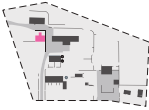

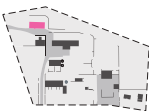
ROBUST ENGAGEMENT PROCESS






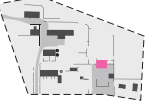




From the onset of the project, HSBF invested significant resources towards connecting with stakeholders and the community through in-person meetings, community events, and an online engagement platform hosting a survey and interactive map. The engagement process reached approximately 1,000 individuals, an unprecedented level of outreach and participation for the region.



THE FUTURE OF HORSESHOE BAY FARMS

HSBF is uniquely positioned to be a leader in the community, tackling issues such as local water quality, invasive species management, and resilient farming practices. In addition to agricultural research and innovation, the farm can share knowledge through continuing education courses and public lectures, empowering the community.

Building Name	Photo	Building Description	Proposed Use	Location
MAIN BARN		<i>One of the first barns constructed on the Farm in 1918, the cow barn had stations for 40 milk cows. Ramps up to the barn allowed wagons to unload hay into the loft. The creamery addition to the barn was built in 1920. The building highlights historic farm infrastructure</i>	Event space, storage space and catering kitchen	
MANURE SHED		<i>A trolley system bucket unloaded manure here from the cow barn to be picked up by the spreader and used as fertilizer in the field. The manure shed presents an opportunity to create an interpretation program with the power house and scale.</i>	Outdoor Classroom, proposed connection with scale and power house	
BULL BARN		<i>The bull barn housed several bulls and stored hay and straw in the upper level. Constructed in 1918, the barn features exposed structural systems and a gambrel roof.</i>	Cultural Center with exhibit space and resource library	
HORSE BARN		<i>The horse barn once housed teams of horses and mules. Each team had its own handler for washing, grooming, and feeding. Constructed in 1920, the horse barn originally housed cows and its interior has undergone many alterations.</i>	Proposed connection with greenhouse program / Farm Education Center includes demo space, plant starts, classroom space, and tool shop	
ROOT CELLAR & STORAGE BARN		<i>The root cellar provided insulated and ventilated underground storage for harvested crops. Built in 1919, as a bank barn, the upper and lower levels can be accessed from ground level.</i>	Long and short term produce storage, produce wash and prep area	

Building Name	Photo	Building Description	Proposed Use	Location
TEST BARN		<i>Built in 1920, the test barn has served a variety of purposes including housing beef cattle, and sorting cherries and apples for packing. Unique facade details and a large footprint make uses such as offices, conference rooms, and a welcome center ideal for program proposals.</i>	Welcome Center, gathering space, office space, and community recreation	
MANAGER'S + HERDSMAN'S COTTAGE		<i>These two cottages were once part of a set of five that housed farm employees. The cottages were relocated from the bay side of Horseshoe Bay Road to the Farm property in 2018.</i>	Visiting lecturer housing, rental properties, studio space	
MACHINE STORAGE BARN		<i>This barn originally held farm machinery and served as a storm shelter for cattle. The two story barn is attached to multiple one story garage stalls.</i>	Partner garden storage, operations storage and office	
SMALL GARAGE		<i>The small garage currently houses a 1964 Chevy farming truck and add 1927 Seagrave HSBF Firetruck, both undergoing repair.</i>	Historic equipment and tool showroom	
POWER HOUSE + SCALE		<i>The power house building once housed two gas generators and is located close to the scale that was used to measure livestock and produce. The building is visible from the main road and features a unique window and trim detailing.</i>	Proposed interpretation connection with outdoor classroom and scale	

STEWARDSHIP

Long-term care and stewardship of the site's structures begins with recording and preserving their history. Each structure served a purpose over the years, and many different purposes as HSBF evolved. A solid understanding of their historic uses and defining features is crucial to a successful plan of care and rehabilitation for the future.



DEMONSTRATION GARDENS
 Visitors to HSBF can learn about a wide range of regenerative agricultural practices specific to the conditions of Door County such as no-till farming, hugelkultur, composting, crop rotations, and using cover crops to biologically increase soil fertility.



OUTDOOR EDUCATION
 HSBF is the perfect place to teach visitors the mission of the Farm and the principles of sustainable stewardship. Formal classes and guided tours offer opportunities for deep learning while signage and interactive features allow for informal teaching moments as well.



MEADOW BIODIVERSITY
 Native meadow species planted across the site provide the benefits of increased habitat and biodiversity and the visual beauty of an ecosystem that transforms across seasons. The enhanced meadows also allow visitors to connect to the importance of planting native species in their own landscapes to support pollinators and a critically imperiled habitat type.

PRODUCTION + INNOVATION

Production and innovation have always been central components of the HSBF legacy. Throughout the site, visitors can learn about the history of apple and cherry production, logging and timber processing, cattle breeding, and dairy farming, while also connecting directly with sustainable and innovative practices happening on-site today, from experimental farming plots to rainwater catchment systems.



COMMUNAL SEATING
 Large custom wooden bench seating speaks to the long productive timbering history on the site and creates opportunities for lounging and conversation along the lawn in the Terrace



MAIN BARN
 The Main Barn at Horseshoe Bay Farms is one of the largest and most structurally beautiful barns on the site. It once housed the prized dairy cows that made this Farm famous in the early 20th century. This space is perfect for large public or private events and fully accessible to people of all abilities and ages.



THE TERRACE
 This space framed by two of the oldest barns at the Farm supports a diverse range of events from food, art, and music festivals, to farm-to-table dinners and community gatherings.

COMMUNITY CELEBRATION

At HSBF, history, culture, and community are celebrated year-round through gatherings of varying sizes and themes. With many flexible outdoor gathering areas, the campus easily supports both large and small events. The barn interiors also include spaces of varying sizes and scales, many of which connect seamlessly to the landscape beyond creating dynamic indoor/outdoor spaces.

FARM LIFE

Similar to when HSBF was a busy and bustling farm, activity does not stop here in the winter. Programming continues through the off-season, providing opportunities for locals and visitors to gather and connect with neighbors and new friends.



OUTDOOR SEASONAL EVENTS

Year-round events at the Farm utilize the open space and historic beauty of the site to support outdoor community gatherings such as a winter festival.



BEACH-TO-BEACH TRAIL

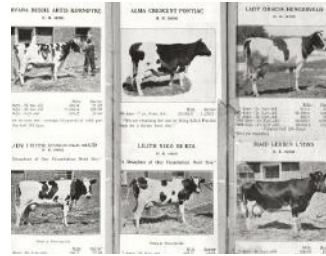
This future public trail will connect 3.5 miles of Door County, running north-south along the Bay of Green Bay. The trail will run from Egg Harbor Beach to Frank Murphy Park, crossing through the eastern portion of the Farm along the bluff line.



CONNECTION THROUGHOUT ALL SEASONS

HSBF is the perfect place to explore the unique characteristics and features of Door County, including its cultural history, geology, and ecology. Walking trails move visitors through a diverse range of outdoor experiences including forests, meadows, gardens of varying sizes, experimental agricultural plots, intimate terraces and courtyards, and open lawns with incredible views.

Visitors learn about the intertwined history of production, place, and the people who lived and worked at Horseshoe Bay Farms through a Farm Trail Loop that incorporates interactive features and informative and inventive signage.



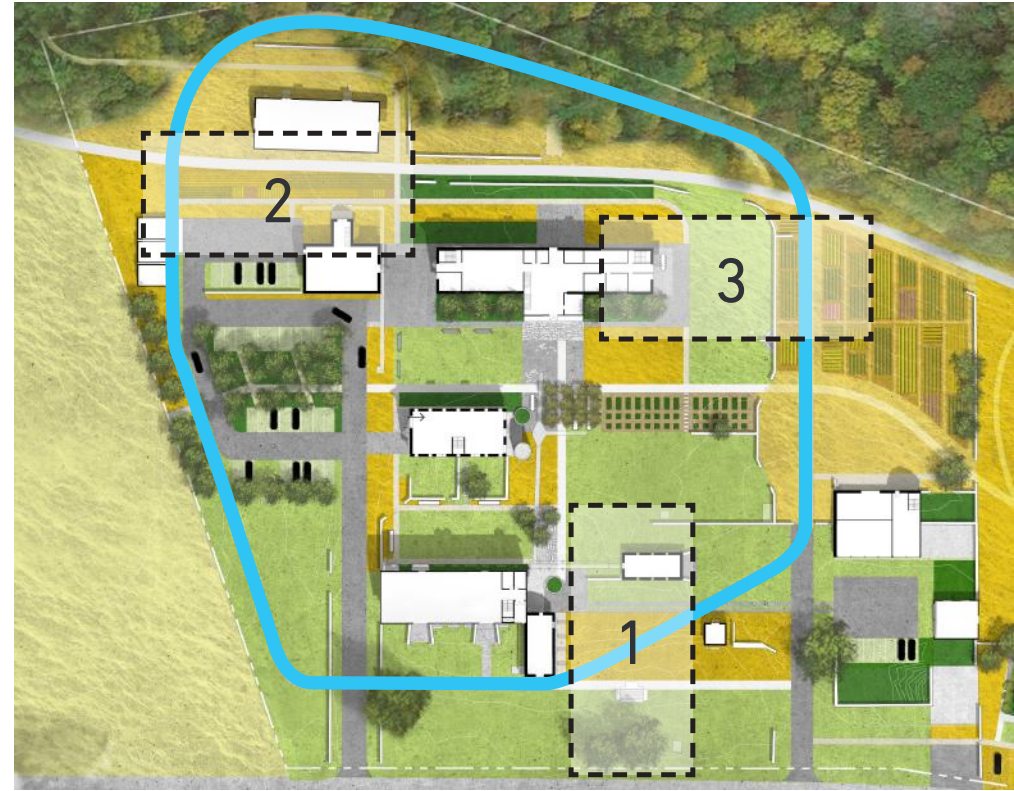
people and
PRODUCTION



the power of
PLACE



the endurance of
STORIES



Visitors connect with the mission of horseshoe bay farms by learning about:

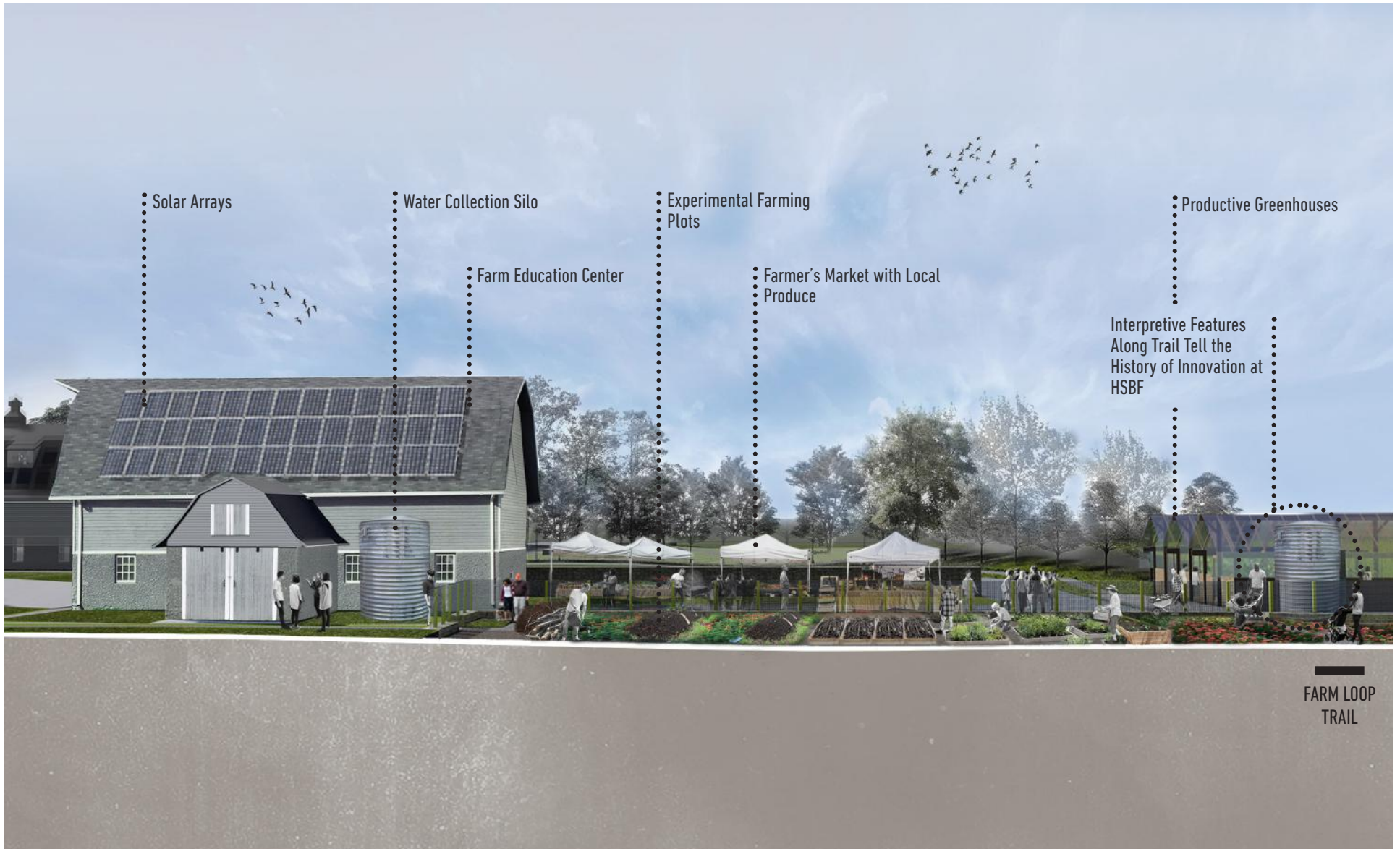
1 the power of
PLACE
at the historic
dairy facilities

2 people and
PRODUCTION
at the Horse Barn Farm
Education Center and
Farm Plaza

3 the endurance
of **STORIES**
at the community
gathering spaces

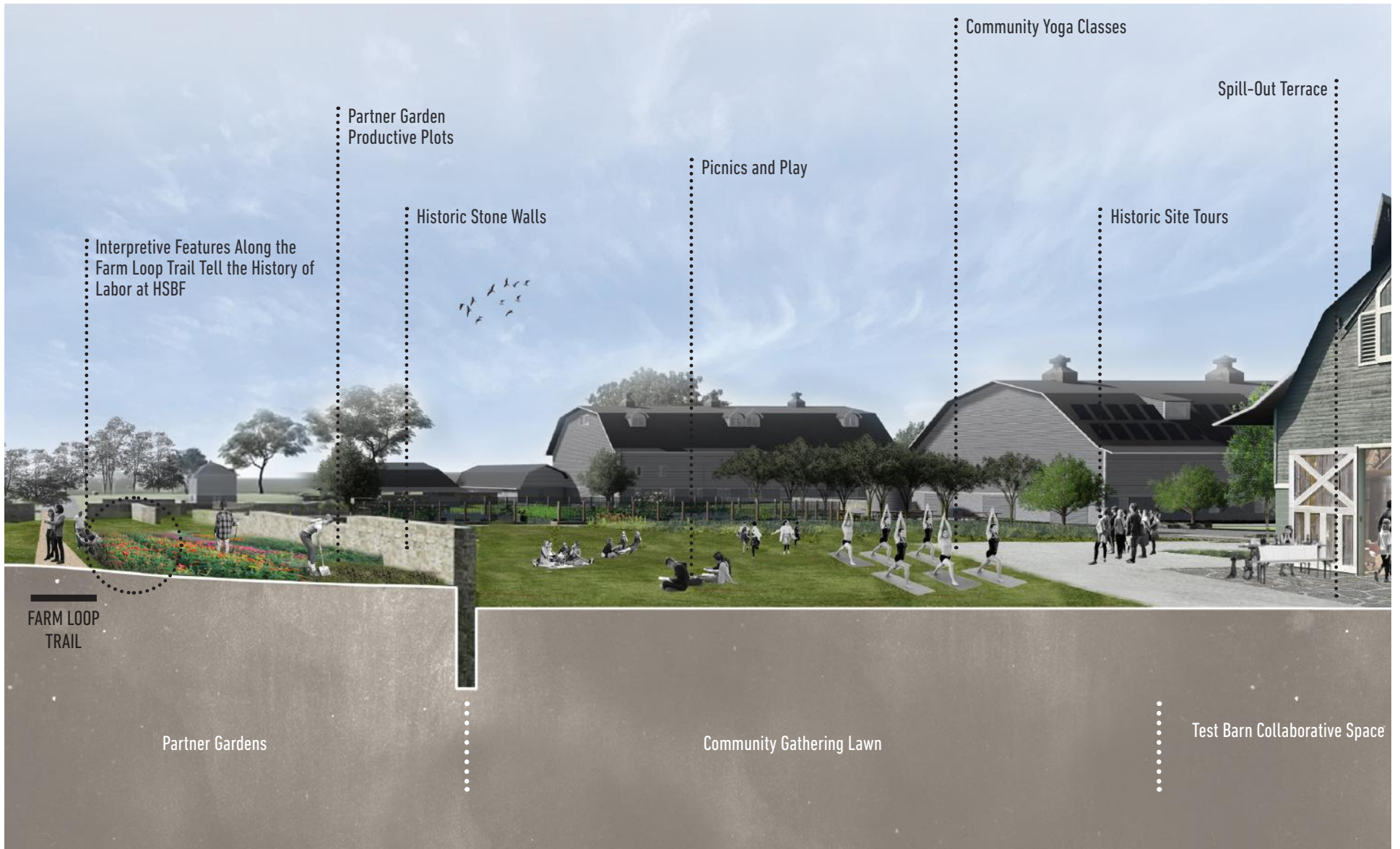
FARM TRAIL LOOP

HSBF is the perfect place to explore the unique characteristics and features of Door County, including its cultural history, geology, and ecology. Walking trails move visitors through a diverse range of outdoor experiences including forests, meadows, gardens of varying sizes, experimental agricultural plots, intimate terraces and courtyards, and open lawns with incredible views.



PEOPLE AND PRODUCTION: THE HORSE BARN FARM EDUCATION CENTER AND FARM PLAZA

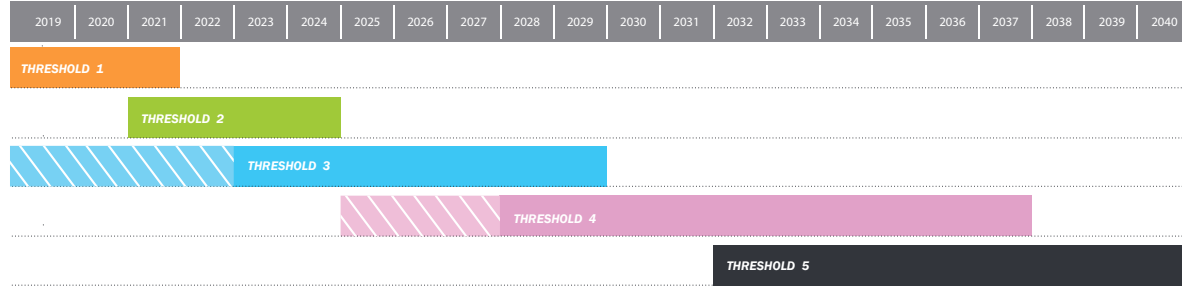
Throughout the site, visitors can learn about the history of the Farm. Simultaneously, visitors can connect directly with the sustainable and innovative practices of today, from experimental farming plots and community agriculture, to rainwater catchment systems and renewable energy production.



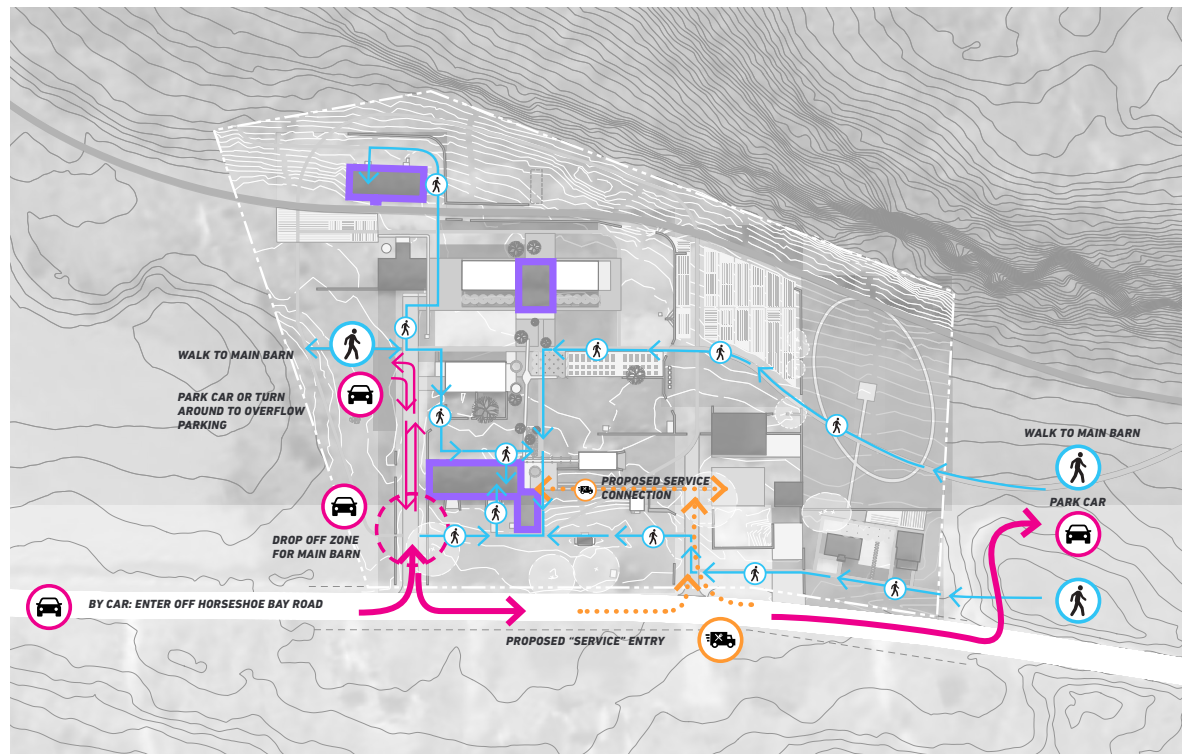
ENDURANCE OF STORIES: TEST BARN COMMUNITY GATHERING SPACES

The Farm Loop Trail passes through the gardens adjacent to the Test Barn Welcome Center and historic stone site walls. Once used by the Bucky Badger brand apple-growing consortium, the Test Barn now serves the needs of the community and opens out onto the Gathering Lawn.

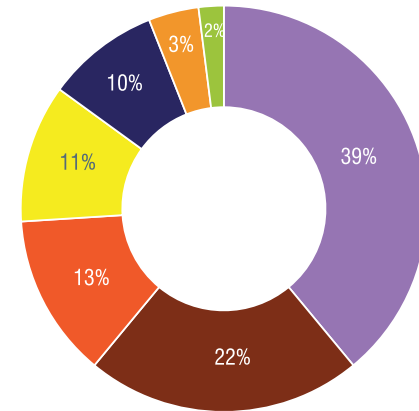
PHASING THRESHOLDS



EVENT CIRCULATION



DIVERSIFICATION OVER TIME



- PROGRAMS / EVENTS**
 - Venue Fees - Small Events - 9%
 - Venue Fees - Large Events - 29%
 - Programs - Small - 1%
- LEASED SPACE / STORAGE**
 - General Equipment - 22%
- INDIVIDUAL PHILANTHROPY**
 - Major Gifts - 9%
 - Volunteers - 2%
 - General Donations - 1%
- COTTAGES / LODGING**
- TEMPORARY RENTAL** - 11%
- FOUNDATION**
 - Local Foundations / Start-up Grants - 5%
 - Preservation / Mission Grants - 5%
- FOOD & BEVERAGE**
 - Vending/Canteen - < 1%
 - Food Truck - 1%
 - Catering - Small Events - < 1%
 - Catering - Large Events - 3%
- PARKING**
 - Recommended Donation Events - 2%

IMPLEMENTATION PLAN

The team created the Implementation Plan as tool to guide the board as it chooses how and when to pursue the long-term vision so that the institution may be financially sustainable. The plan's custom format incorporates narrative and graphic elements to illustrate how the site may look and feel to visitors over time.