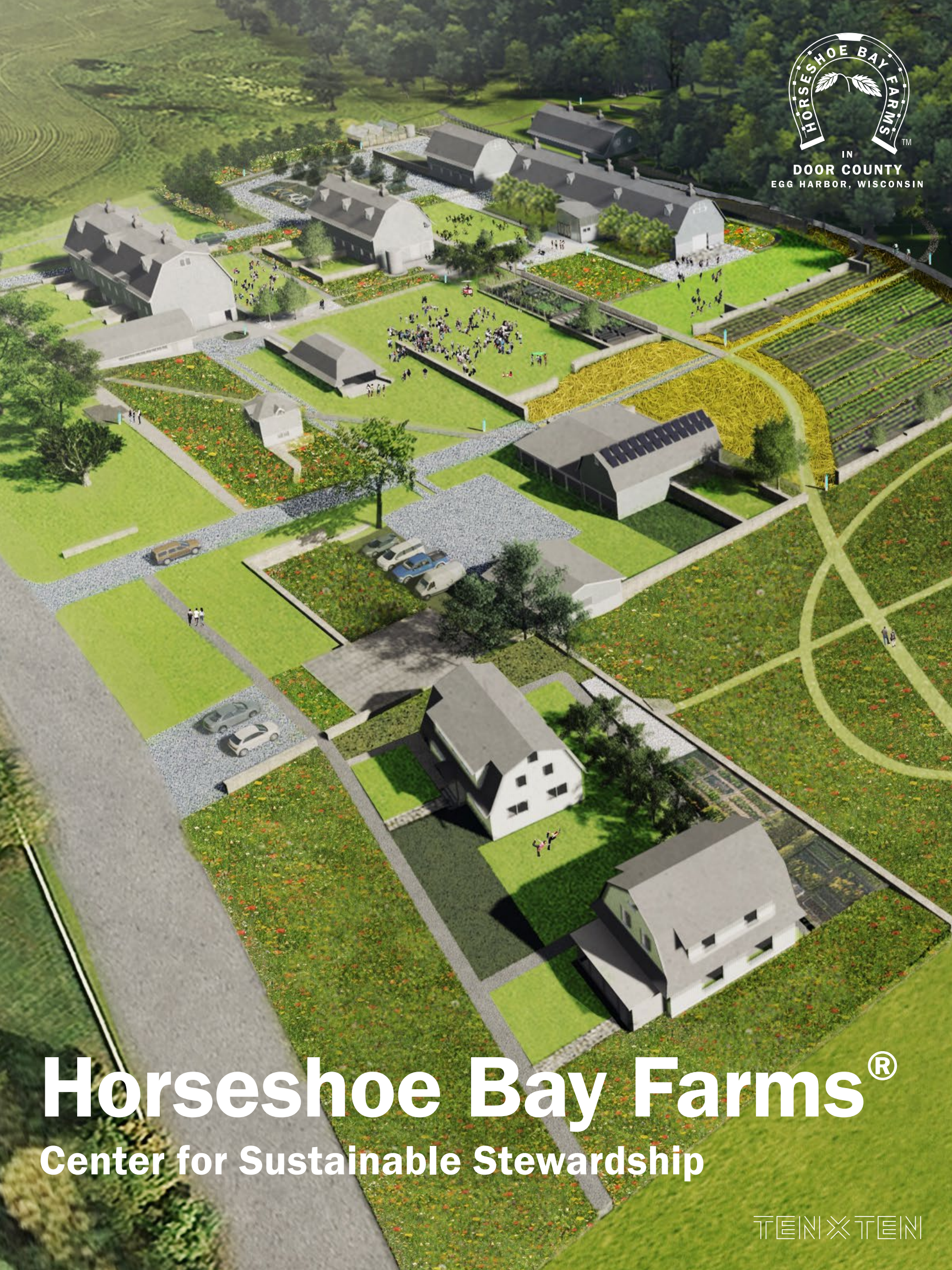




IN
DOOR COUNTY
EGG HARBOR, WISCONSIN



Horseshoe Bay Farms[®]

Center for Sustainable Stewardship

TEIN X TEIN

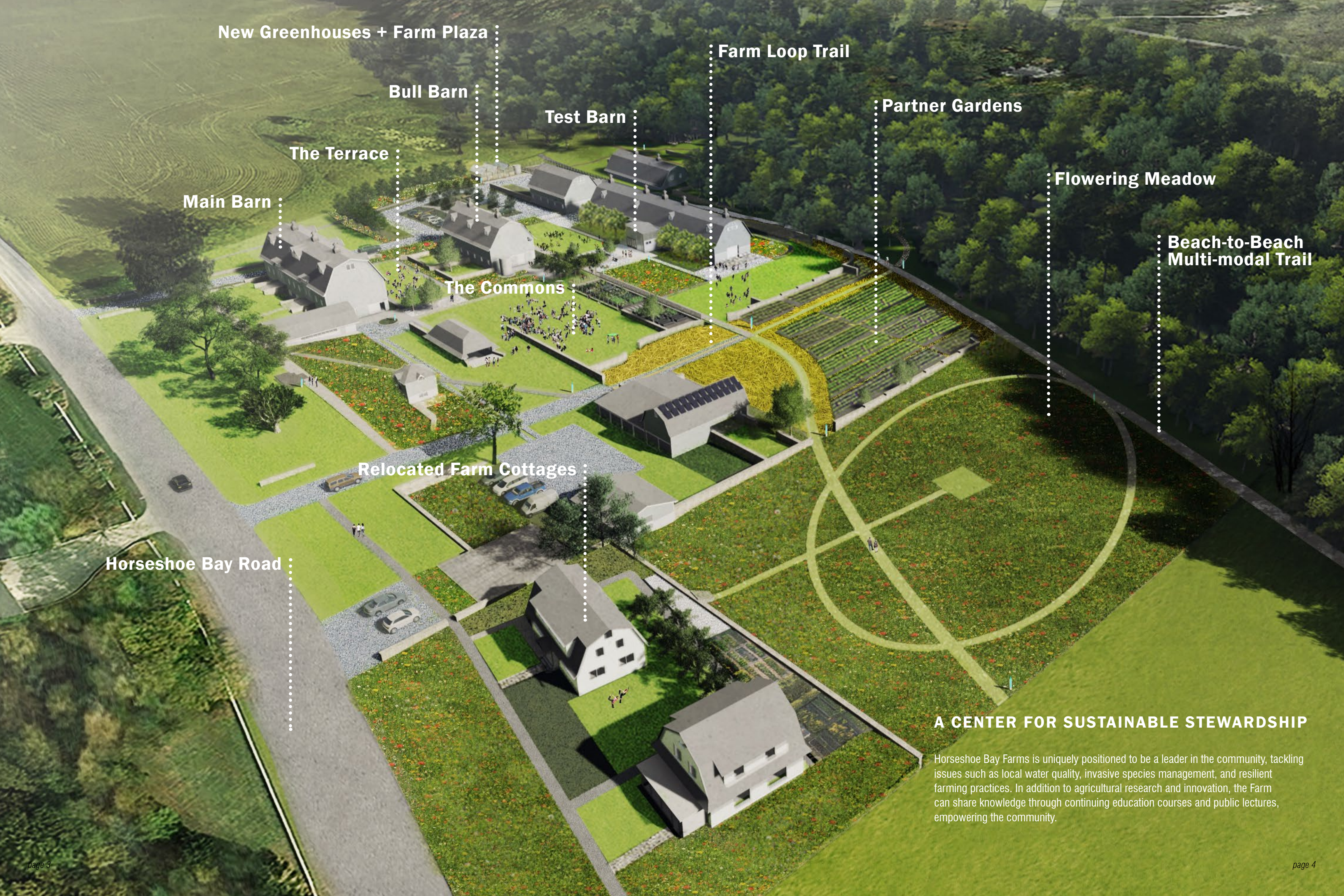
The mission of Horseshoe Bay Farms® is to act as a responsible steward through preservation, rehabilitation, and activation of the historic Horseshoe Bay Farms, securing its future for generations to come. As a Center for Sustainable Stewardship, the Farm teaches by example the principles of care for the site, land, and history, serves the Door County community as a center of learning and culture, and supports innovation as a hub for development and exchange of stewardship practices. Bridging the past with the present, and science with art and culture, Horseshoe Bay Farms continues to serve the community as an important civic landmark where its history can be celebrated and shared.

Since 1917, Horseshoe Bay Farms, formerly Murphy Farms, has been a site of productive land along the shores of the Bay of Green Bay. The Farm is listed on the National & State Register of Historic Places for its prominence in the development of Door County - both in the agriculture industry and as a civic landmark. Horseshoe Bay Farms, Inc. (HSBF) is a 501(c)(3) that was created to ensure the prolonged life and memory of this treasured part of Door County history. A group of passionate community members donated the funds for purchase and refurbishment of the property in November 2018.

This master plan identifies strategies for the continued preservation and rehabilitation of the Farm for a sustained future. The plan also proposes a road map for unique programs and reactivation so that Horseshoe Bay Farms can once again serve as a vital community space.

HSBF, Inc. selected TEN x TEN Landscape Architecture and Urbanism to lead the master planning process, supported by a team of expert consultants - AWH Architects, New History, and Wigen Consulting. This multidisciplinary team provided Horseshoe Bay Farms with a road map for preservation and implementation.





New Greenhouses + Farm Plaza

Farm Loop Trail

Bull Barn

Test Barn

Partner Gardens

The Terrace

Flowering Meadow

Main Barn

Beach-to-Beach
Multi-modal Trail

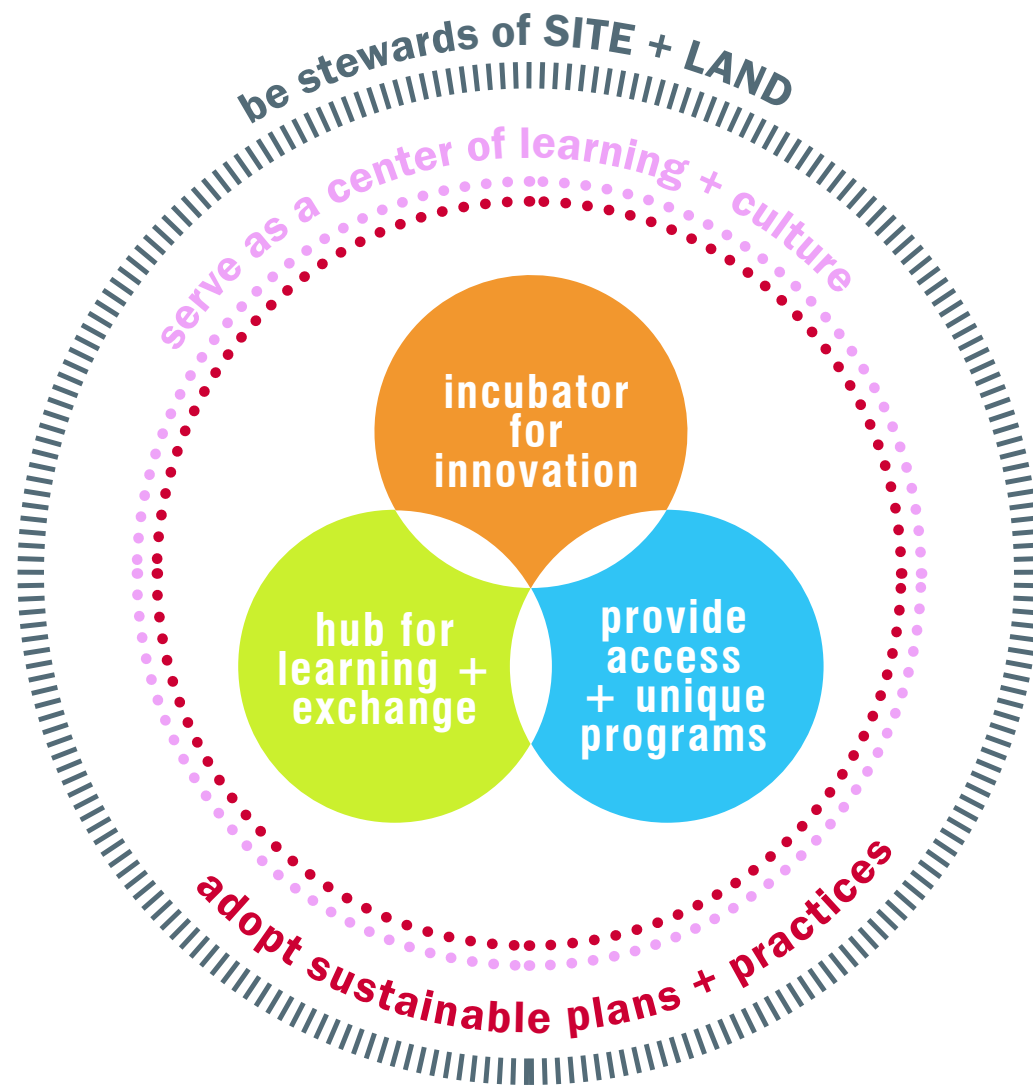
The Commons

Relocated Farm Cottages

Horseshoe Bay Road

A CENTER FOR SUSTAINABLE STEWARDSHIP

Horseshoe Bay Farms 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.



GUIDING PRINCIPLES:

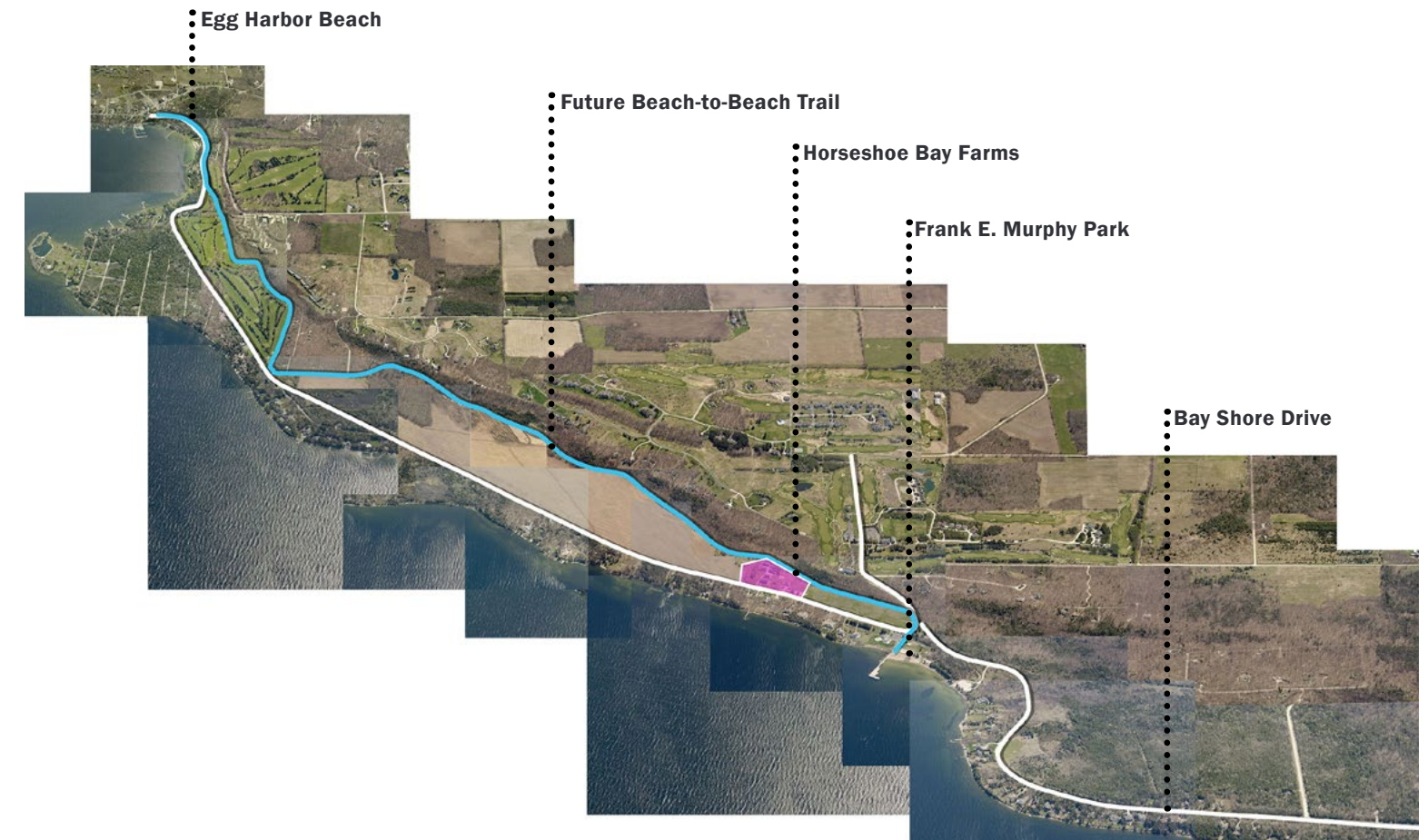
1. Be stewards of the site, land, and history
2. Serve the Door County community as a center of learning and culture
3. Be a hub for learning and exchanging new and developing ideas
4. Provide access and programs unique to this site
5. Be an incubator for innovation
6. Adopt plans and practices that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

A CENTER FOR SUSTAINABLE STEWARDSHIP

As a Center for Sustainable Stewardship, the Farm teaches by example the principles of care for the site, land, and history, serves the Door County community as a center of learning and culture, and supports innovation as a hub for development and exchange of stewardship practices. Bridging the past with the present, and science with art and culture, Horseshoe Bay Farms continues to serve the community as an important civic landmark where its history can be celebrated and shared.

PROCESS + VISION

A LARGER VISION This master plan responds to current developments in the regional context, including imminent plans for a multi-modal, all seasons Beach-to-Beach trail and the recently completed comprehensive 20-year plan for the Village of Egg Harbor.



COMMUNITY ENGAGEMENT Leadership of HSBF, Inc. 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. From the onset of the project, HSBF, Inc. invested a significant amount of resources connecting with stakeholders and the community through in-person meetings, community events at Horseshoe Bay Farms, and an online engagement platform hosting a survey and interactive map. At all the in-person meetings and events, attendees heard directly from and interacted with HSBF board members and members of the planning team. The combined population of the Village of Egg Harbor and the Town of Egg Harbor is 1,543, which reflects year-round residents. The HSBF master planning engagement process reached approximately 1,000 individuals, an unprecedented level of outreach and participation for the region.



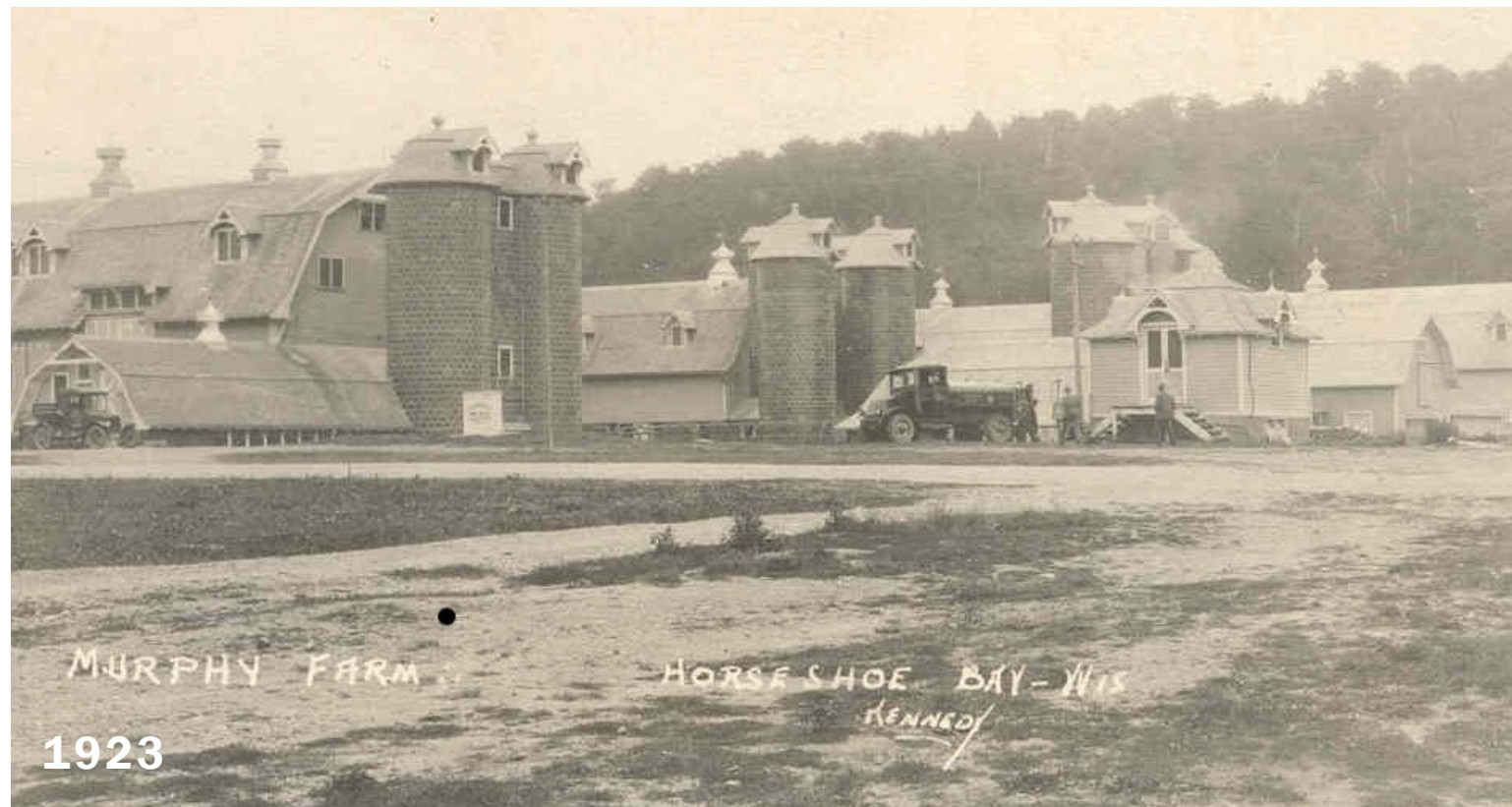
Stakeholder Meetings



Walking Tours



Public Engagement Activities + Events



EARLY INDIGENOUS SETTLEMENT

As far back as 12,000 years ago, humans recognized the peninsula as the ideal place to call home for its abundant resources and geographically strategic location on Lake Michigan.



LOGGING + DEVELOPMENT

A thriving lumber town called Horseshoe Bay Settlement sprang up in 1870 just south of modern-day Murphy Park. Horseshoe Bay Settlement had a school, general store, post office and close to 40 inhabitants. The business and community existed until 1890, selling cord wood and wooden barrels in-season and cutting and storing ice in the winter. The evolution of Horseshoe Bay Farms began with the creation of a property development entity called United Fruit Growers Company (UFGC), which was formed to develop a private country club and summer vacation destination.



MURPHY FARMS: HOLSTEIN BREEDING

By 1917, UFGC had planted 200 acres of cherry trees and had begun construction of the barn complex on the Bay of Green Bay. In 1918, UFGC transitioned away from its focus on developing a vacation development. It sold 700 acres to Frank and Elbridge Murphy, who formed Murphy Farms to concentrate on cherry orchards and cattle breeding. In its first stage of evolution, Murphy Farms was an agricultural showpiece. The Farm was nationally recognized as the home of the leading Holstein herd in the country during its peak years. In 1925, tragedy struck the Farm when one of the bulls contracted Bangs disease, infecting a large portion of the herd. Over 70% of the herd was put down and the breeding operations came to an end.



MURPHY FARMS: ORCHARDS

A year after the demise of the Holstein breeding operation, Murphy Farms transitioned entirely to orchard operations, which it maintained for the next fifty years. In 1926 the Farm planted 80 acres of apples, 300 pear trees, and 50 plum trees.



CHERRY CAMP + FARM LABOR

Passed down from farm hands to family owners, seasonal summers workers and lifetime residents of the Farm, the stories of Farm life at Horseshoe Bay Farms form an incredibly rich history that can give visitors a view to the past and informed perspective on the present. The countless people who helped to shape this site each carried with them desires, memories, and personal narratives that, too, shaped this place. Amongst them, were the cherry camp kids, a tradition that many orchards established to provide housing for seasonal workers.



HORSESHOE BAY FARMS, INC.

In 2018, Horseshoe Bay Farms was purchased through donated funds and its status as a 501(c)(3) was approved. HSBF, Inc. initiated several projects as soon as possible to demonstrate its commitment to preserving the historic structures for future generations. In October 2018, two historic cottages were relocated from the water side of Horseshoe Bay Farms Road to the Farm property to save them from demolition. As of September 2019, full barn roofing and re-painting projects were completed.

SITE HISTORY

A long succession of inhabitants with different ways of living off the land has created a complex and interwoven story of production at Horseshoe Bay Farms. From Indigenous people to European settlers, pioneer entrepreneurs to agricultural innovators, and families who lived and worked on the Farm full time to seasonal migrant workers, all pursuits of different enterprises and passions have left their mark upon this place for today's visitors to discover.

Activation occurs across the site through:

Horseshoe Bay Farms Property Line

CULTURAL HISTORY
preservation and celebration of the history that is authentic to Horseshoe Bay Farms and Door County

PRODUCTION + INNOVATION
opportunities for learning about food production, which embody sustainability and address the future challenges of Door County

Beach-to-Beach Trail

OUTDOOR ENGAGEMENT
connection to the beautiful and unique landscape through immersion and education

COMMUNITY CELEBRATION
opportunities for interaction and conversation among local residents and visitors to the site

Horseshoe Bay Road

SITE ACTIVATION
The activation of the Farm's historic features and landscape is central to the overall vision for the future of the Farm. Experiences at the Farm will include agricultural production and education, exploration of cultural history, celebrations and events, and engagement with the outdoors. These activities all bring renewed life to this place, celebrating Horseshoe Bay Farm's mission and the meaning of sustainable stewardship.



PRODUCTION + INNOVATION

Production and innovation have always been central components of the Horseshoe Bay Farms 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 today on the site. These strategies range from experimental farming plots and community agriculture, to rainwater catchment systems and solar array energy production.



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.

THE ORCHARD BOSQUE

The Orchard Bosque offers a beautiful and shady space for picnics and farm-to-table dinners. It is also a great space in which to gather and learn about the Farm's long history of orchard production, consider the relationship of the barns to landscape, and imagine how daily operations here have changed in the past 100 years.



HISTORIC SITE TOURS

Guided tours of the site connect the Farm's history to the present-day agricultural campus. The barns, silos, gardens, and orchards help to tell that story in an interactive and engaging way.



INTERACTIVE SITE FEATURES

Playful and interactive features like the manure trolley or dairy cow scale are fun ways to draw visitors of all ages into the story of HSBF and learn about innovative agricultural technologies of the past, present, and future.



CULTURAL HISTORY

Acting as responsible stewards to the land and history is the key to HSBF's mission. This includes carrying forward the stories of the people who lived and worked here and connecting new generations to these stories through interactive and compelling features and programs. The central core of the campus is a great place to get sweeping views of all the various features of the site. They tell the profound cultural history of Horseshoe Bay Farms.



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.



COMMUNAL DINNERS



CELEBRATORY FESTIVALS + FAIRS



ANNUAL EVENTS

COMMUNITY CELEBRATION

At HSBF, 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 indoor spaces within 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.

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.



OUTDOOR ENGAGEMENT

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 views both to the Niagara Escarpment to the east and the Bay of Green Bay to the west. Winter offers a whole new way to explore HSBF either on cross country ski and snowshoe trails or in open fields covered with enough snow to create as many snowmen as the heart desires.

HISTORIC STRUCTURES

The structures at the Farm encapsulate the innovation and craftsmanship of site's early agricultural vision. The durability of materials and foresight of the Farm's planners have allowed these structures to survive for the past 100 years. Beginning with recently completed repainting and reroofing of structures, the master plan will implement the adaptation and stewardship of the structures for their use by the community for many years into the future.



CULTURAL CENTER

An insulated space-within-a-space allows HSBF to preserve the aesthetic quality of the original barn, while providing conditioned areas for exhibitions.



MAIN BARN

The dramatic lofted ceiling of the Main Barn serves as an ideal event space.



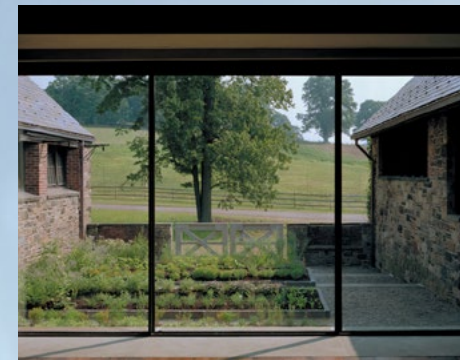
COMMUNITY GATHERING SPACE

The lofted upper level of the Test Barn community building offers a shared gathering space for local residents.



WELCOME CENTER

A formerly unenclosed overhang is transformed into an inviting, all-season Welcome Center.


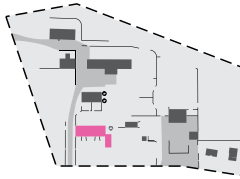

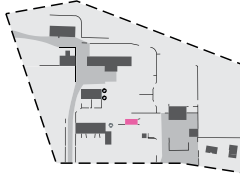

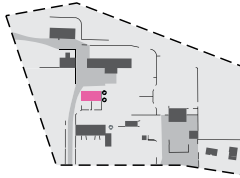

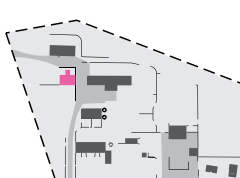




ENCLOSED BULL PENS

Existing site walls enclose intimate turf-covered spaces for small gatherings.


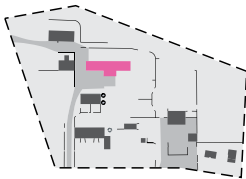

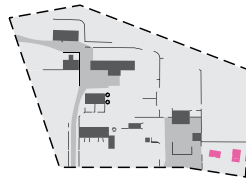

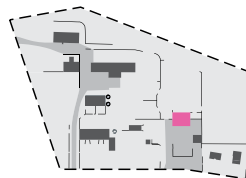






Door County peninsula is elevated from the surrounding Lake Michigan as part of the Niagara Escarpment: an arc of hard karst dolostone bedrock that traces the shore of an ancient sea formed 400 million years ago.

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	

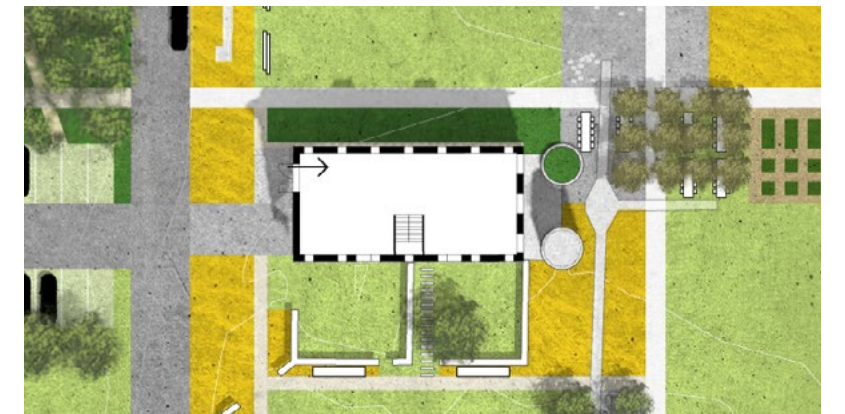
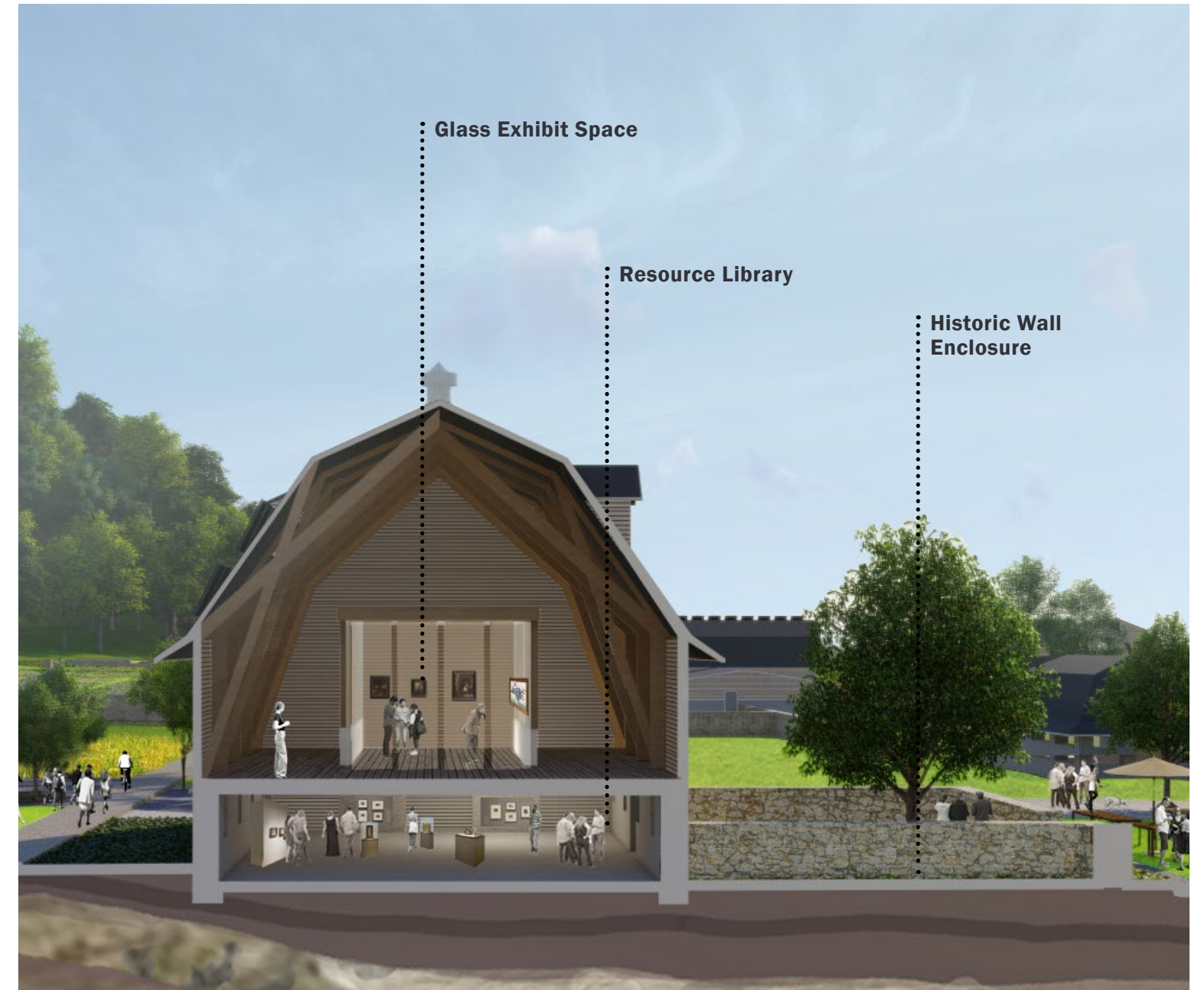
STEWARDSHIP

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

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	

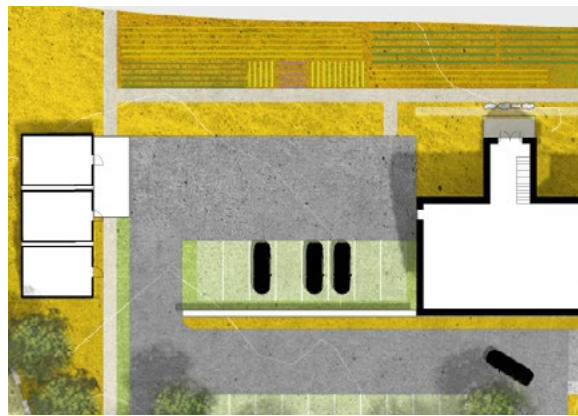
TEST BARN WELCOME CENTER

Originally constructed in 1920, the Test Barn will serve as a Welcome Center, a gathering space, and office space. A newly constructed entry atrium creates a bright and open welcome center that honors the historic architecture of the barn while enhancing its functional use.

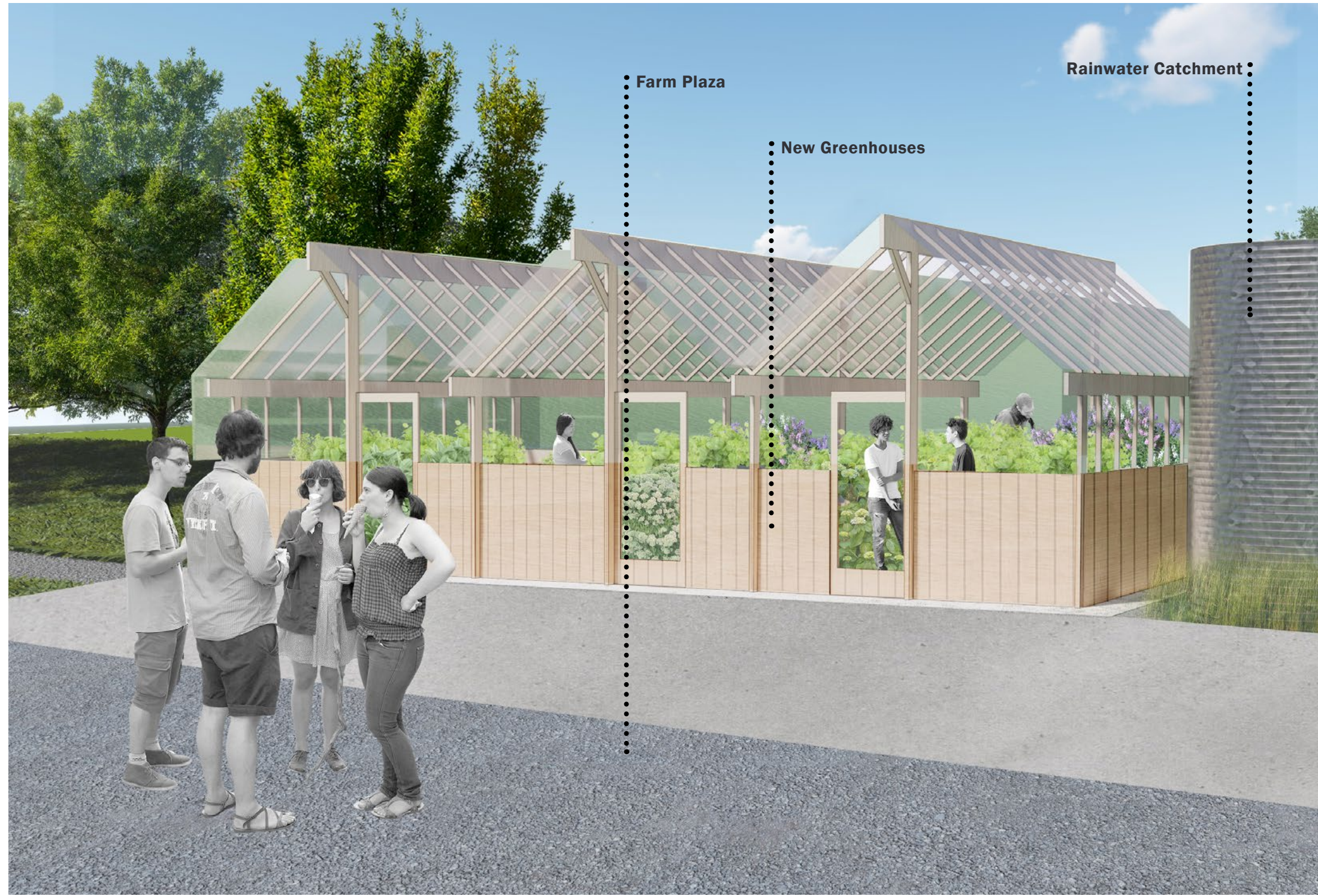


BULL BARN CULTURAL CENTER

Constructed in 1918 to house bulls and store hay, its future use as a Cultural Center will include exhibition space and a resource library. To maintain the beautiful exposed structure and framing, a glass-walled exhibition space will be constructed within the barn's upper level, creating a temperature-controlled exhibition and meeting space.



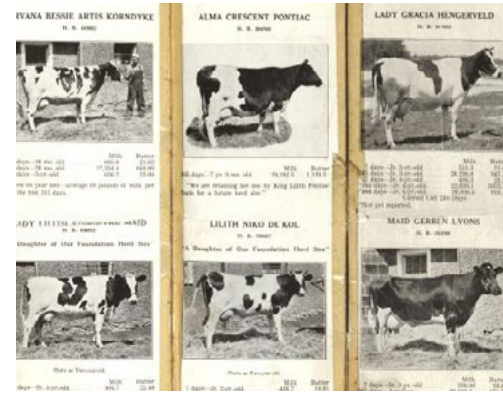
The greenhouses are located adjacent to the experimental farming plots and Horse Barn, creating an inviting secondary campus on the northeast end of the site specific to production and innovation known as the Farm Plaza. Workshops on permaculture and vertical greenhouse farming, farmers markets, and solar arrays on display all reinforce this space as an educational and forward-looking center at HSBF.



NEW GREENHOUSES

The proposed new greenhouses will provide a production and education space for year-round use. The glass and steel framed structure with wood cladding carries on of the Farm's legacy of innovative agriculture and matches the architectural language of the existing century-old structures on the site.

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**



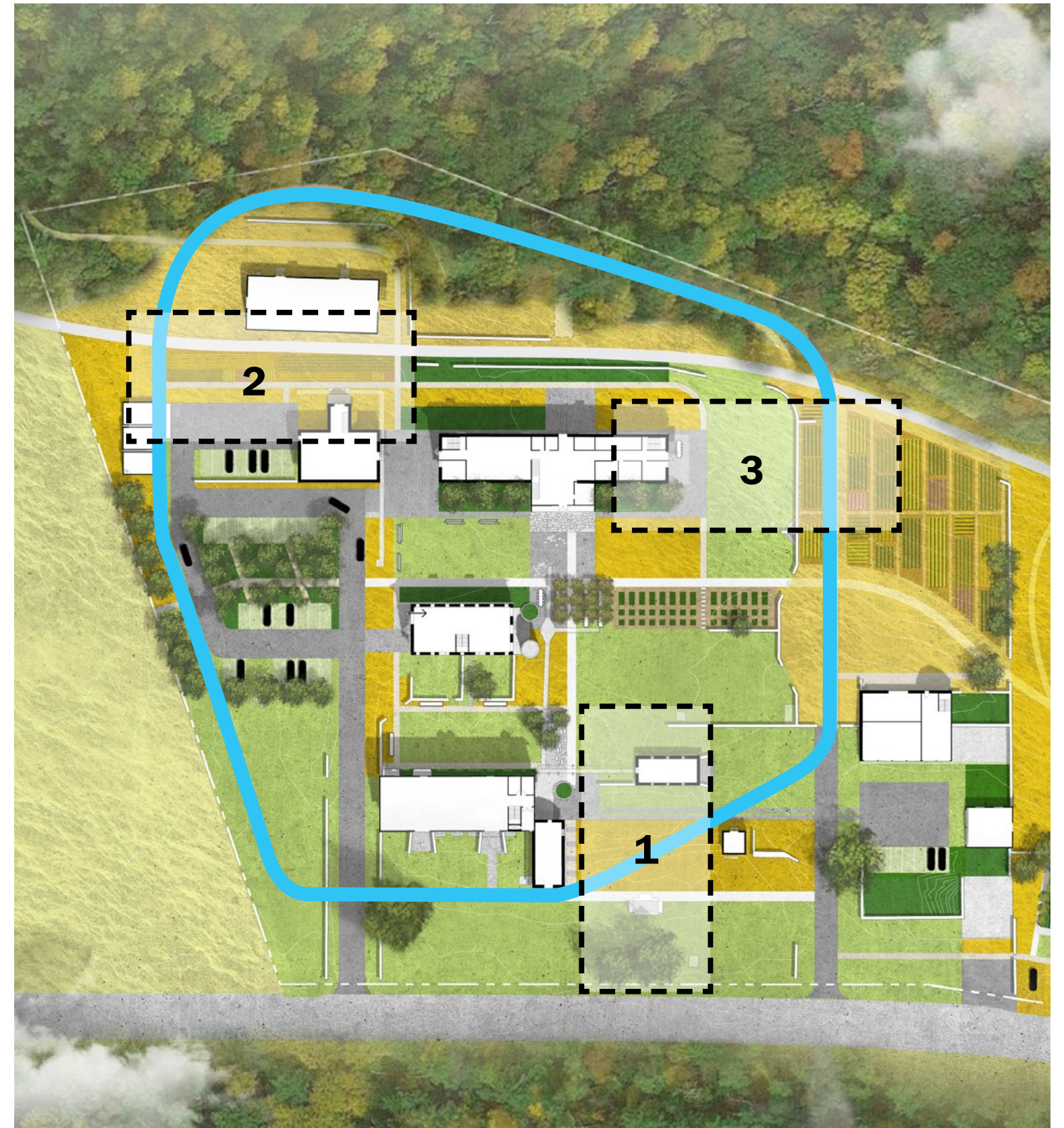
**the power of
PLACE**



**the endurance of
STORIES**

FARM TRAIL LOOP

This walking loop connects many different spaces across the site, telling stories of the Farm and the many people who helped to shape it, while also connecting this history to HSBF's current mission of sustainable stewardship. The long history of people and production, the power of place, and the endurance of stories make the Farm a special and unique destination for anyone wanting to learn more about Door County.



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

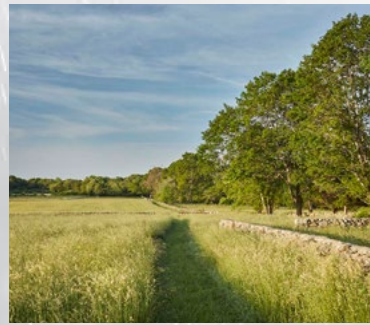
**1 the power of
PLACE**
at the historic dairy
facilities

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

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



AN OUTDOOR CLASSROOM
built within the historic Manure Shed is an ideal place to round up visitor groups out of the rain or hot summer sun.



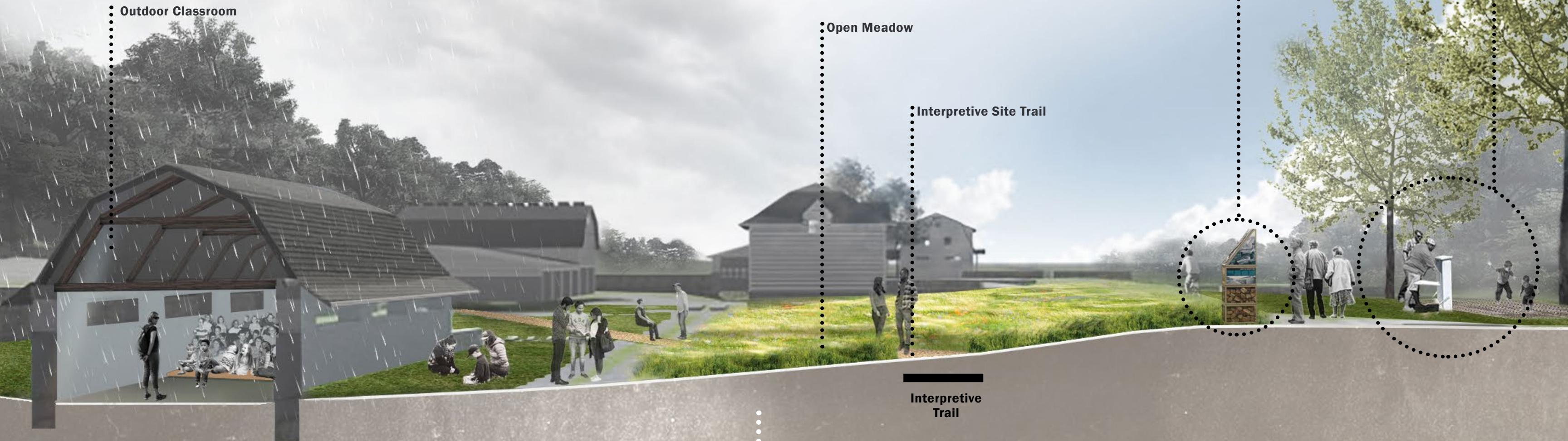
AN IMMERSIVE MEADOW
encapsulates the Farm Loop Trail through this area, allowing visitors to witness the change of the seasons and progression of blooming wildflowers.



INTERPRETIVE FEATURES
sited along the trail tell stories of the Farm. One such feature includes the scale that farm managers used to weigh dairy cows, milk, and produce. It still works today!

Interactive Historic Scale with Educational Messaging

Interpretive Features Along the Farm Loop Trail Tell the History of Production at HSEF



Outdoor Classroom

Open Meadow

Interpretive Site Trail

Interpretive Trail

Rainy day activities

Sunny day activities

1 / HISTORIC DAIRY FACILITIES

Located near Horseshoe Bay Road and visible to passersby, the Farm Trail guides visitors through a concentrated area of historic innovation where Murphy Farms demonstrated cutting-edge technology of the day and upheld its reputation as the leading Holstein cattle breeding operation in the early 20th century. The infrastructure from this legacy remains today, allowing visitors to see and feel the artifacts for themselves and to have their historic function demonstrated right in front of their eyes.

people and PRODUCTION



AGRICULTURAL DEMONSTRATIONS such as permaculture workshops and plant starts could occur in the proposed classroom space and tool shop.



VOLUNTEER OPPORTUNITIES in the Farm's gardens and greenhouses allow community members to participate in production on the Farm.



OUTDOOR EDUCATION AND YOUTH GARDENING PROGRAMS offer opportunities for local children and schools students to learn about the principles of gardening and sustainable agriculture.



FARMERS MARKETS at the Farm are particularly special because people can purchase produce directly adjacent to the gardens in which it was grown and harvested.



INTERPRETIVE FEATURES along the trail are interactive methods of telling stories of the Farm, such physical representations to help visitors visualize the quantity of apples sorted, graded, and packaged during one day of work at HSBF.



Solar Arrays

Water Collection Silo

Farm Education Center

Experimental Farming Plots

Farmer's Market with Local Produce

Garden Fence

Productive Greenhouses

Interpretive Features Along Trail Tell the History of Innovation at HSBF

2 / HORSE BARN FARM EDUCATION CENTER AND FARM PLAZA

Production and innovation have always been central to the Farm. Throughout the site, visitors can learn about the history of apple and cherry production, timber harvesting and processing, cattle breeding, and dairy farming. 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.

Interpretive Trail



GUIDED SITE WALKS are opportunities for visitors to learn more about the history of the Farm in a deeper way and for volunteers to share their knowledge and love of the Farm.



THE GATHERING LAWN is a space for a wide range of activities from yoga and outdoor classes to informal picnics and play.



THE SPILL-OUT TERRACE at the Test Barn is a space that allows community members, visiting researchers, and farmers to connect and share.



• Interpretive Features Along The Farm Trail Loop Tell the History of Labor at HSBF

• Partner Garden Productive Plots

• Historic Stone Walls

• Picnics and Play

• Community Yoga Classes

• Historic Site Tours

• Spill-Out Terrace

Interpretive Trail

Partner Gardens

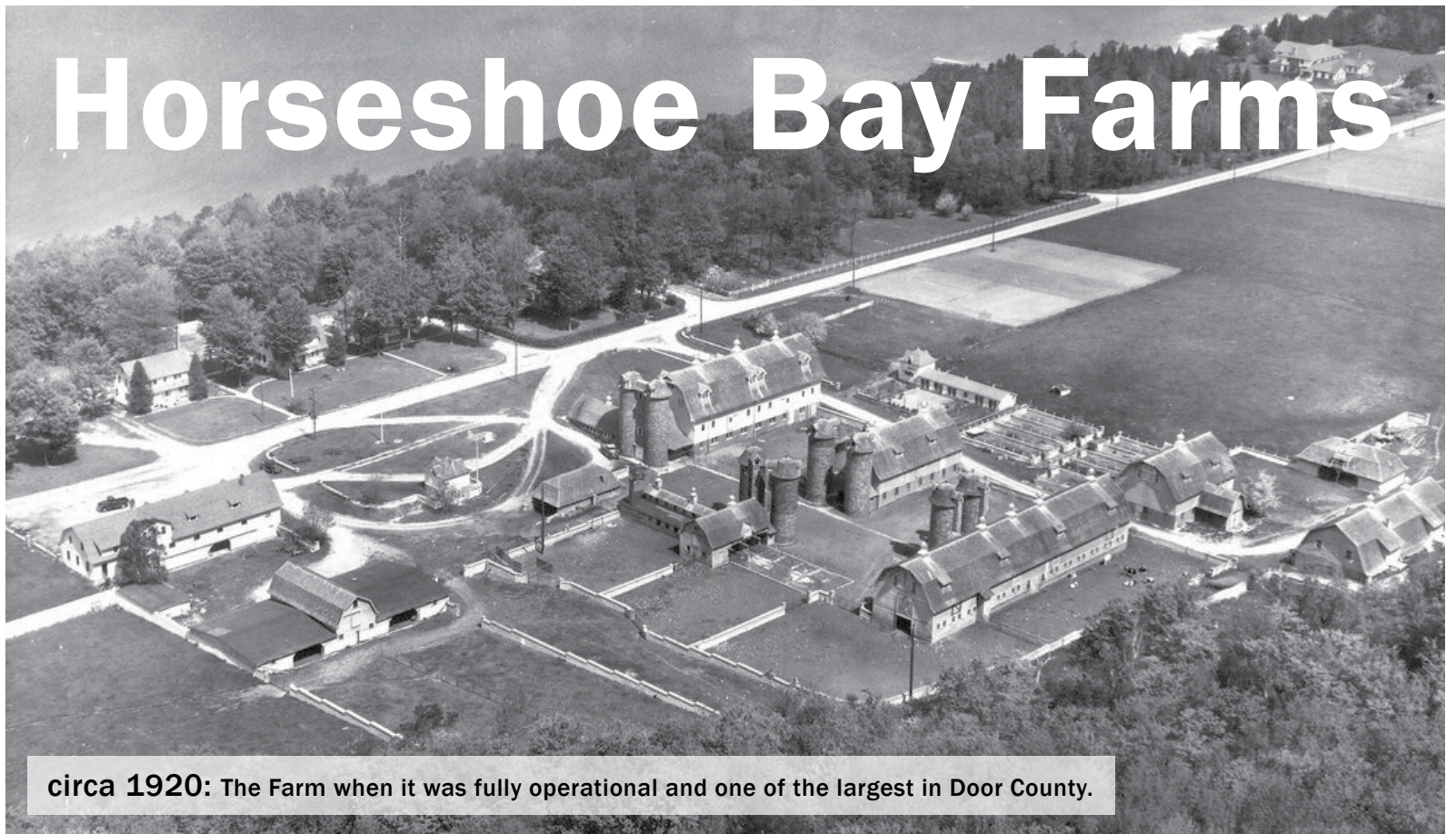
Community Gathering Lawn

Test Barn Collaborative Space

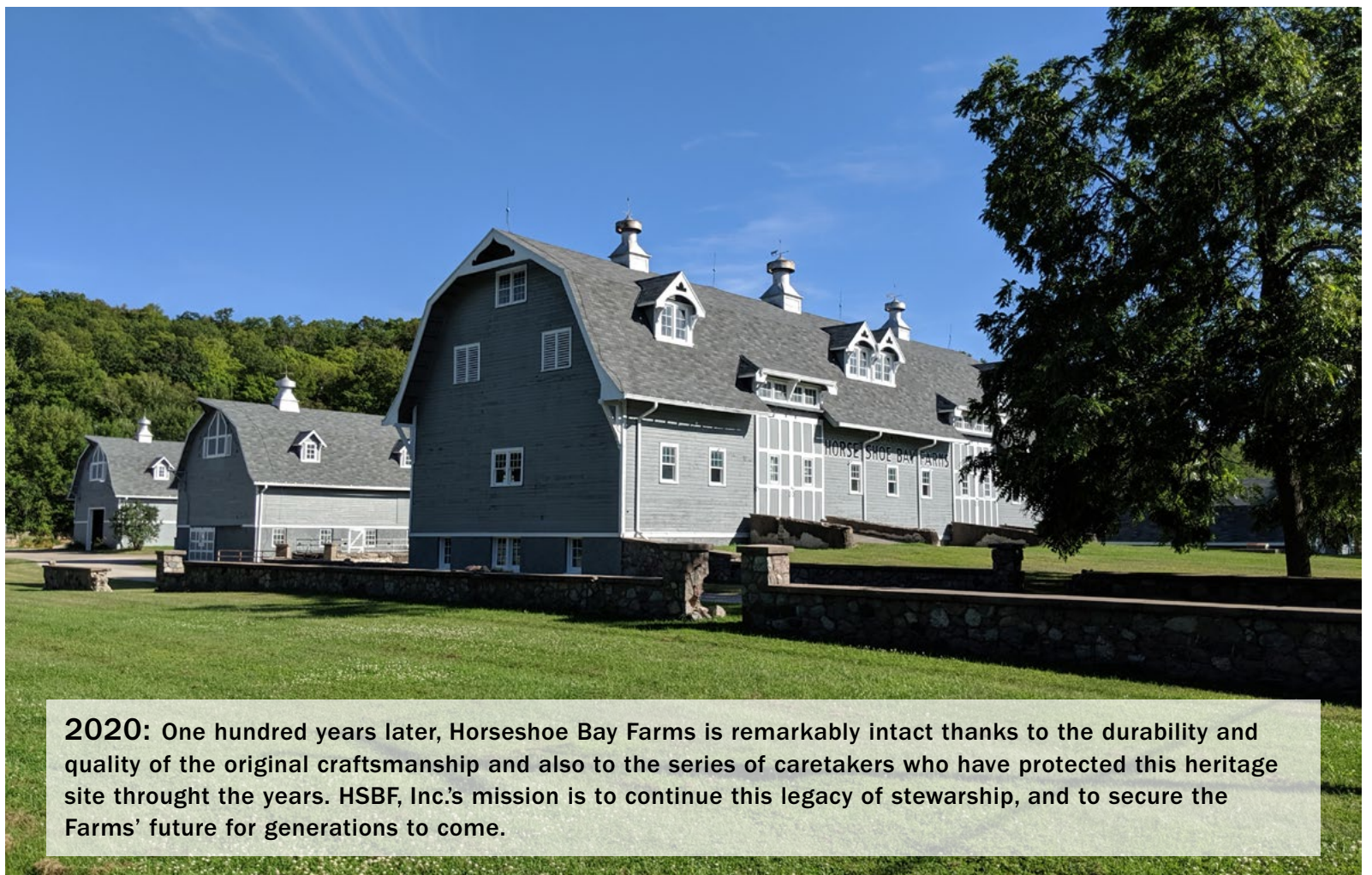
3 / COMMUNITY GATHERING SPACES

The Farm Loop Trail passes through the partner gardens adjacent to the large Test Barn Welcome Center and historic stone site walls. Once used by the Bucky Badger brand apple-growing consortium to sort, grade, and store apples, the Test Barn now houses space to serve the needs of the local community and opens out onto the large Gathering Lawn.

Horseshoe Bay Farms



circa 1920: The Farm when it was fully operational and one of the largest in Door County.



2020: One hundred years later, Horseshoe Bay Farms is remarkably intact thanks to the durability and quality of the original craftsmanship and also to the series of caretakers who have protected this heritage site through the years. HSBF, Inc.'s mission is to continue this legacy of stewardship, and to secure the Farms' future for generations to come.

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instagram @hsbfarms
facebook @HorseshoeBayFarms

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