

# DNR SEEKS PUBLIC INPUT ON PROPOSED KOHLER GOLF COURSE

## HOW YOU CAN PARTICIPATE:

### Attend the DNR Public Hearing

Tuesday, July 14  
6 to 9 p.m.  
UW-Sheboygan Theatre  
Room 7114  
1 University Drive  
Sheboygan, WI

.....

### Submit Written Comments

(Deadline is July 24)

#### Email:

DNRKohlerProposal@wisconsin.gov

#### U.S. Mail:

Jay Schiefelbein  
DNR  
2984 Shawano Ave.  
Green Bay, WI 54313-6727

The Wisconsin Department of Natural Resources has scheduled a public hearing to get citizen input on Kohler Co.'s proposal to build an 18-hole, minimalist-design public golf course on land the company owns in the Town of Wilson. The hearing is part of the DNR's environmental review, and will be held from 6 to 9 p.m. on Tuesday, July 14, at the UW-Sheboygan Theatre, Room 7114, 1 University Drive in Sheboygan.

Public hearings are an important part of the DNR's extensive project review and approval process. We are pleased to see the State process moving forward and, as always, are interested in hearing what others have to say. You may want to consider attending the hearing, either to speak or to submit comments about the project.

Kohler Co. values its role as a member of the Sheboygan County community. We have a long-term commitment to the area and its well-being. Public feedback on the golf course project has already inspired a design that reduces impact to wetland and state parkland.

Our goal is to have a world-class destination that provides an economic boost to the area, creates jobs and

generates other benefits for the Town of Wilson and the region. We intend to do this in an environmentally responsible manner that will serve the community and preserve the land for generations to come. This effort will reflect Kohler Co.'s ongoing commitment to sustainability and quality.

We are grateful to the many residents and community leaders who have expressed support for our project. We look forward to the July 14 DNR hearing and hope to see you there. For more information on the project or the hearing, please visit our website at [www.ProposedGolfCourse.com](http://www.ProposedGolfCourse.com), or email [info@ProposedGolfCourse.com](mailto:info@ProposedGolfCourse.com) if you have questions.

Sincerely,

Jim Richerson  
Group Director of Golf  
Hospitality and Real Estate  
Kohler Co.



Jim Richerson

## INSIDE

**Hearing FAQs:**  
**An Opportunity for**  
**Public Comment**  
Page 2

**11 Economic**  
**and Environmental**  
**Benefits of the**  
**Golf Course**  
Page 3

**What Others are Saying**  
Page 4



Whistling Straits

# HEARING FAQs: AN OPPORTUNITY FOR PUBLIC COMMENT

## WHY IS THE DNR HOLDING THIS HEARING?

This is a required public hearing, and the DNR is seeking public comment for consideration as part of the project's environmental review. You can read the project's Environmental Impact Report online at [www.ProposedGolfCourse.com](http://www.ProposedGolfCourse.com). Public hearings are a regular part of the DNR's extensive project review and approval process, and an opportunity for public participation. We are pleased to see the process move forward and are interested in hearing additional public feedback on our plans.

## WHO CAN SPEAK AT THE HEARING?

Any member of the public may register to speak. Speakers are not required to be residents of the Town of Wilson, Sheboygan County or the State of Wisconsin. Each speaker is typically given a few minutes to share thoughts and make comments.

## WHAT IF I CAN'T ATTEND THE JULY 14 HEARING, BUT STILL WANT TO SPEAK OR ASK A QUESTION?

The DNR will accept written comments or questions through July 24. Comments can be mailed to Jay Schiefelbein at the DNR, 2984 Shawano Ave., Green Bay, WI 54313-6727 or sent by email to [DNRKohlerProposal@wisconsin.gov](mailto:DNRKohlerProposal@wisconsin.gov).

## WILL THERE BE MORE OPPORTUNITIES FOR PUBLIC INPUT?

Public input is an important part of the process. It is anticipated that the DNR will hold a second hearing after drafting an Environmental Impact Statement.

## WHAT IS THE PROCESS FOR REVIEWING AND APPROVING THE GOLF COURSE?

The state DNR will review the project and its environmental impact and establish a set of standards that will have to be met for state permits to be issued. This would cover topics like water use, wetland protection, wildlife and related matters. The Town of Wilson's approval process is separate from the DNR. The Town's jurisdiction is more limited and will focus on traffic, zoning and other local issues over which it has control. Both the DNR and the Town have their own process, and both have to approve

the project before it can move forward. Sheboygan County and other government officials have roles in the process, but the major responsibilities lie with the DNR and the Town.

## WHAT IS THE STATUS OF THE TOWN'S REVIEW OF THE PROJECT?

There is a pending Conditional Use Permit application for review by the Town and its Plan Commission, and that review is in its early stage. Town leaders have indicated that they want Kohler Co. to move forward with the DNR before beginning in earnest their review process and public hearings.

## IS THE TOWN INVOLVED IN THE JULY 14 HEARING?

The July 14 hearing is focused on issues under jurisdiction of the state DNR. The Town is expected to hold hearings later on issues over which it has jurisdiction. While the DNR hearing will probably cover a lot of different issues, it is expected that most of the comments will focus on State and environmental topics. Nonetheless, Town officials are welcome to attend the July 14 session.

## WHERE CAN I LEARN MORE ABOUT THE GOLF COURSE PROPOSAL?

More information – including a map, project details and the draft Environmental Impact Report – is available on the project website, [www.ProposedGolfCourse.com](http://www.ProposedGolfCourse.com).

### KOHLER CO.'S COMMITMENT TO ENVIRONMENTAL RESPONSIBILITY

Whether at Whistling Straits, Blackwolf Run, the River Wildlife land preserve, the Kohler Environmental Center, Kohler Co.'s corporate headquarters or our many facilities worldwide, Kohler Co. believes that good business practices and sound environmental policy must work together. Kohler Co.'s approach to the Town of Wilson project reflects its commitment to sustainability, responsibility, innovation, quality and high standards.

# THE ECONOMY AND THE ENVIRONMENT: 11 BENEFITS OF THE PROPOSED GOLF COURSE

## KOHLER CO. PROPOSED GOLF COURSE - TOWN OF WILSON

Kohler Co. is working through the Wisconsin Department of Natural Resources to develop a comprehensive Environmental Impact Report that reviews the golf course proposal on a number of important fronts. This science-based engineering analysis highlights key topics that include impact on wetland, land use, economic impact, sensitivity to wildlife and habitat, sustainable practices, surface and groundwater protection, public access and more. Among its key findings, the EIR reports that the proposed golf course would:

1. Create public access to the site, as well as a permanent, legally designated lakeshore easement for Timberlake homeowners
2. Include a well-protection program for Town of Wilson residents as a special insurance
3. Use an entry that avoids neighboring homes to the north
4. Create hundreds of jobs, increase the local tax base and provide a multimillion-dollar local economic boost
5. Use a minimalist design that respects the major dune structures and embraces the land's natural contours
6. Result in a net increase in protected wetland
7. Remove invasive species, including the thorny Japanese barberry
8. Add more native plants and grasses and preserve the naturally occurring ecosystem on the property
9. Employ best practices regarding pesticide and fertilizer use and control runoff
10. Enhance public access to Kohler-Andrae State Park
11. Adopt Leadership in Energy & Environmental Design (LEED) green building standards



# DNR SEEKS PUBLIC INPUT ON PROPOSED KOHLER GOLF COURSE

Kohler Co.  
444 Highland Drive  
Kohler, WI 53044

**DNR Public Hearing on Kohler Co.'s Proposed Town of Wilson Golf Course, Tuesday, July 14, 6 to 9 p.m  
UW-Sheboygan Theatre, Room 7114, 1 University Drive, Sheboygan, WI**

[www.ProposedGolfCourse.com](http://www.ProposedGolfCourse.com) | [info@ProposedGolfCourse.com](mailto:info@ProposedGolfCourse.com)



*Whistling Straits*

## WHAT OTHERS ARE SAYING:

“It is without doubt that I would welcome the golf course the company is proposing in the town of Wilson. In addition to the hundreds of jobs and economic growth it will bring to our area, Kohler is a corporate partner that understands the connection between doing the right thing for our environment and good business.”

*John Justinger, Town of Wilson resident*

“Good companies know the importance of doing the right thing. Perhaps that’s why Kohler recently revised its plan to reflect citizen input. It’s commendable, responsible and further reinforces Kohler’s commitment to environmental stewardship. From what I can tell, this course will be a win-win whether you live in Oostburg, the Town of Wilson or elsewhere in the county.”

*Allen Wrubbel, Village of Oostburg President*

“I know from past history that every Kohler project that has been done has been done in a first-class manner and has been an economic benefit to our community. If those projects did not exist, there would be a large hole in our community. As a resident, I think that it’s amazing what the Kohler Co. has done for the community.”

*David Aldag, Chairman, Sheboygan County Economic Development Corp.*