

## Report to the Manitowoc Plan Commission

**Meeting Date:** February 28, 2018

**Report Print Date:** February 23, 2018; 10:31 AM

**Request:** (PC 4-2016) Downtown Plan Update and Discussion

**Report:** The Downtown Master Plan process was launched publicly last October with the Community Kick-Off event. The following major tasks have been accomplished to date:

- |   |                               |
|---|-------------------------------|
| • Consultant selection                  | August 2017                   |
| • Land use and economic data gathering  | August-September 2017         |
| • Citizen Steering Committee Meetings   | Monthly, October 2017-present |
| • Community Kick-Off Event              | October 11, 2017              |
| • Stakeholder Interviews                | October 12-13, 2017           |
| • Online Survey #1                      | October-November 2017         |
| • Staff/Consultant Working Session      | November 29, 2017             |
| • Refinement of catalyst site concepts  | November 2017-present         |
| • MSOE Student Project Jury             | December 21, 2017             |
| • Community Workshop                    | January 18, 2018              |
| • Online Survey #2                      | January 2018-present          |
| • High School Student Visioning Session | February 13, 2018             |

The bulk of the project information we have presented to date and the online surveys are available on the project website: [www.DTManitowocplan.com](http://www.DTManitowocplan.com). Plan Commission members on the Agency Advisory Committee (which meets as advisors to the Citizen Steering Committee) include Mayor Nickels, Alderman Brey, and Dan Koski.

Overall, the planning process is going well. We have enjoyed strong community participation at every public event and in response to the online surveys. Recent conclusions and direction for the plan include the following:

- The top three catalyst sites have been narrowed down to:
  - The Burger Park/Briess Malting parking area/farmers market site
  - The underutilized parking area between the Maritime Museum and Baymont Inn
  - The Maritime Drive and N 10<sup>th</sup> Street/McMullen and Pitz/Canadian National peninsula area
- Treatment of the Mirro site has been determined:
  - While not geographically falling into the current or projected “downtown” area, it is still considered as a top priority catalyst site.
  - It will proceed on a separate, parallel path outside of the downtown master plan.
- Smaller, incremental downtown improvement plans are being formulated including such options as:

- New branding and wayfinding graphics and signage
- Leveraging key economic sectors such as manufacturing and food production/ processing to convert empty spaces into maker spaces
- Encouraging reinvestment into properties through development co-ops
- Encouraging more diverse residential living options
- Focusing on place-making

Upcoming events include holding a visioning session with the Young Professionals of Manitowoc County, and holding a third community-wide public workshop where the draft plan will be presented for feedback.

**Recommendation:** No action required at this time.

# Catalytic Site A: Burger Boat Park/ Farmer's Market



Site Aerial



# Catalytic Site A: Burger Boat Park/ Farmer's Market



Concept 3

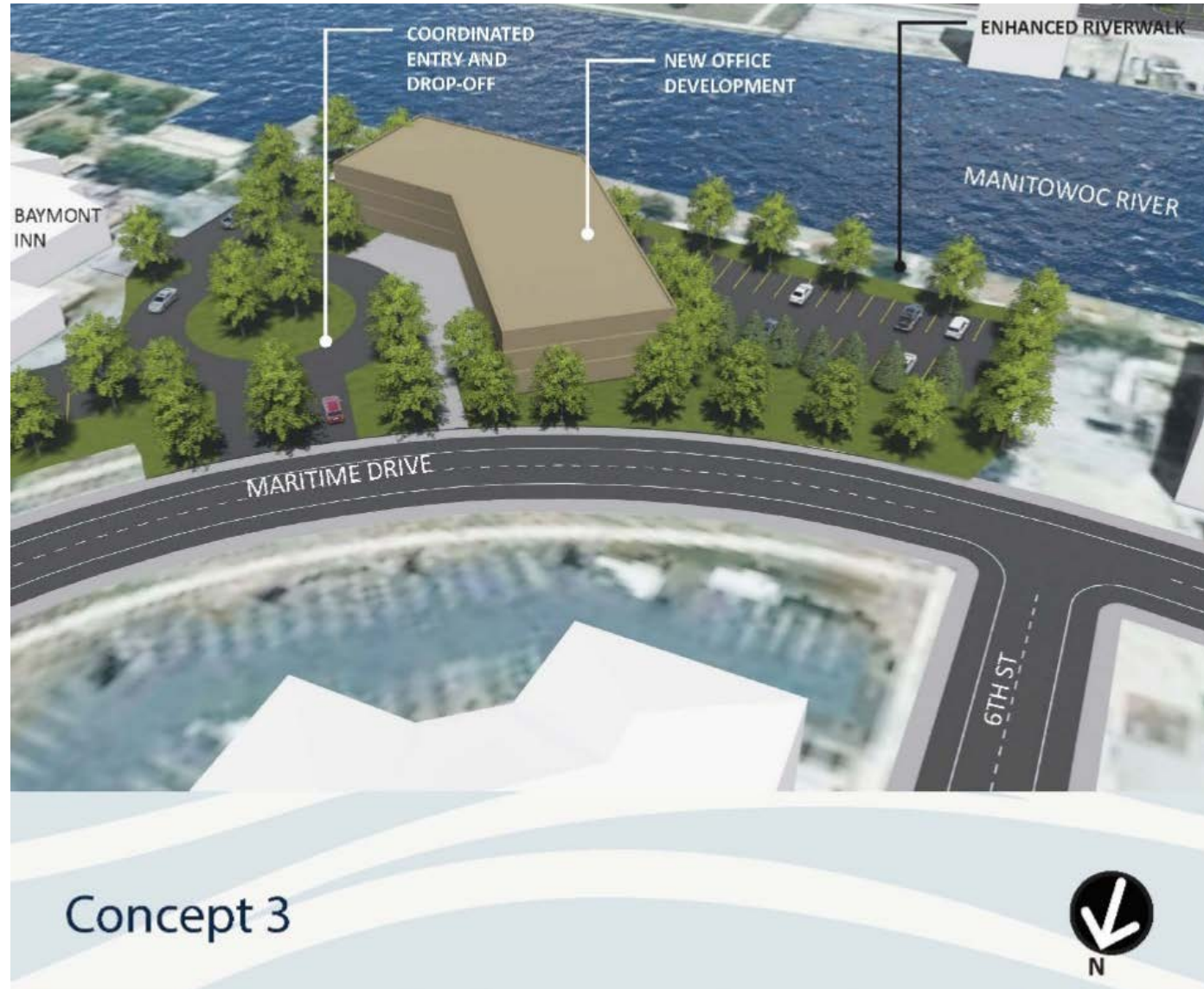


# Catalytic Site B: Baymont Inn Parking Lot



Site Aerial

# Catalytic Site B: Baymont Inn Parking Lot



Community Visioning Workshop - January 18, 2018

# Catalytic Site C: Maritime Drive & 10<sup>th</sup> Street



Site Aerial

# Catalytic Site C: Maritime Drive & 10<sup>th</sup> Street

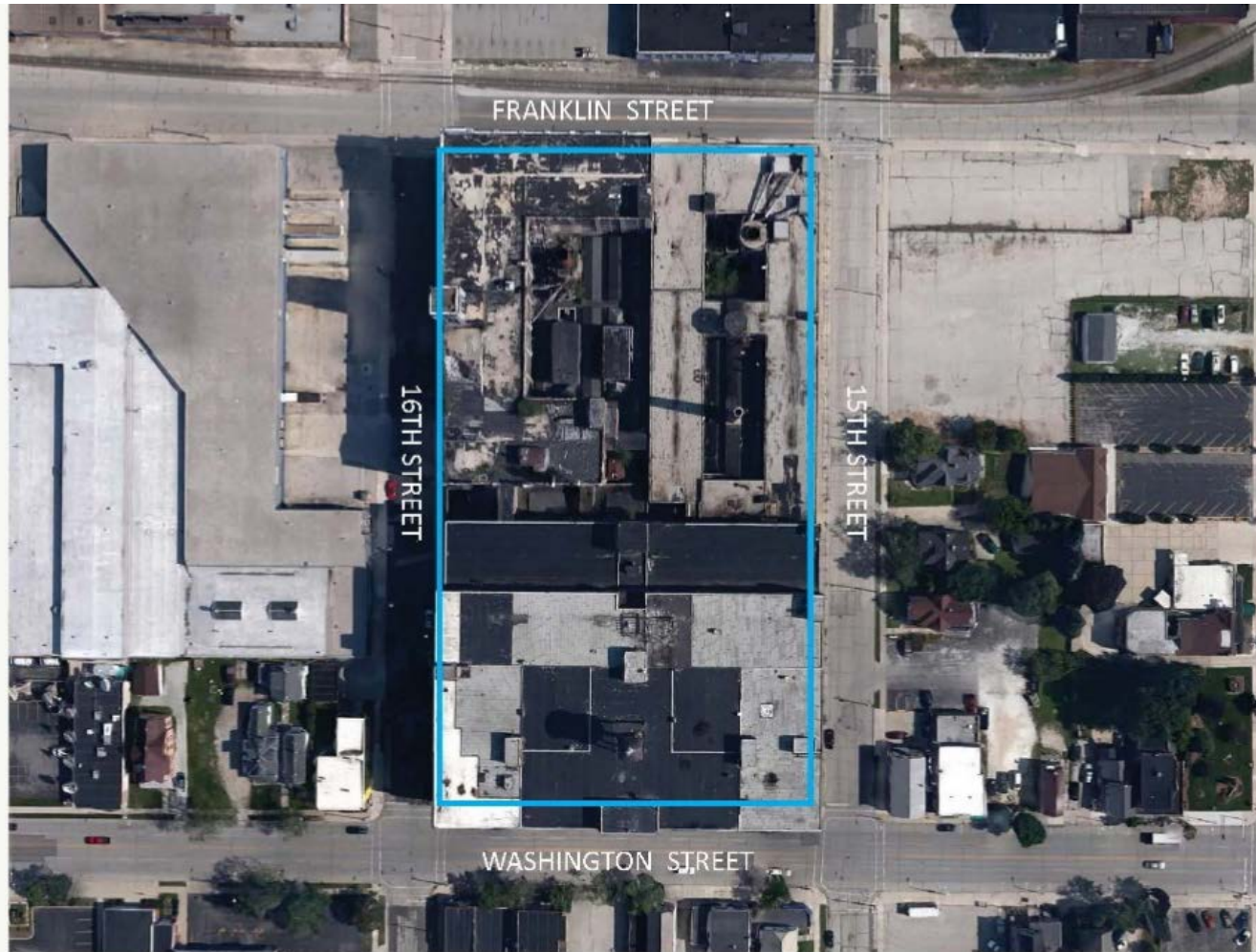


Concept 3





# Catalytic Site E: Mirro Site



Site Aerial



# Catalytic Site E: Mirro Site



Concept 3

