

## Report to the Manitowoc Plan Commission

**Meeting Date:** November 28, 2018

**Report Print Date:** November 21, 2018; 1:46 PM

**Request:** (PC 4-2016) Adoption of Downtown Master Plan

**Report:** The Downtown Master Plan process has concluded, and was recommended for approval by the Citizen Steering Committee at their meeting on June 28, 2018. The plan is now being presented to the Plan Commission for review and recommendation to the Common Council, with plans to have the final plan presented and considered by the Common Council at their December 17<sup>th</sup>, 2018 meeting. The approved plan will then be presented to the public at an information session in January of 2019, and will include identification of initiatives that will get underway in 2019 (and have been included within the City budget for implementation).

The complete Plan can be accessed via the following link:

<http://www.manitowoc.org/DocumentCenter/View/26550/Downtown-Master-Plan-Draft-2018-0717->

### **Plan Background/Summary**

The Downtown Master Plan process was launched in October of 2017, and included extensive involvement from the Citizen Steering Committee comprised of both residents and representatives of other City departments, elected officials, and area agencies. In addition, input was sought from the general public via a community kick-off event and subsequent workshop, two online surveys, and from high school students and the local young professionals group.

Due to staffing changes in the Community Development Department that occurred in June of 2018, the final draft review and approval process was delayed. Staff has since been replaced and is moving the Plan through the approval process, with the intent to begin implementation right away in 2019.

In summary, the Plan structure has four levels including:

1. **Vision Statement**
2. Five **Guiding Principles** to support the Vision
3. **Incremental Strategies & Catalyst Sites** that can be implemented to achieve the Vision, each of which supports one or more of the Guiding Principles
4. **Implementation & Action Plan** provides details on how to move each Strategy or Site forward, including responsible parties and potential approaches to funding, including a year-by-year approach for the next 10-years.

Staff is excited to move this project through the final approval process in 2018, and then immediately begin implementation in 2019 per the Action Plan identified within the document.

**Recommendation:** Recommend Adoption of the Downtown Master Plan.