



CITY OF MANITOWOC
WISCONSIN, USA
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July 9, 2018

To: Mayor Nickels, Committee of the Whole/Council

From: April Kroner, Community Development Director

Subject: Proposed Downtown Improvement Projects – 2019 Budgeted Funds

During the 2019 budget approval process, a total of \$540,000 was budgeted for “downtown improvements consistent with the Downtown Master Plan”. Originally, the funds were to be allocated as \$220,000 for the Farmer’s Market parking lot reconfiguration and \$320,000 for resurfacing Quay Street, but the total amount was instead re-categorized for the general downtown improvements (consistent with the master plan). In addition, another \$34,936.14 of surplus Farmer’s Market funds was allocated for use towards improvements to the Briess lot where the market occurs. Ultimately, the amount budgeted for downtown improvements with the 2019 budget was \$574,936.14.

To date, \$163,255.72 of this amount has been used for the Briess Riverside Park/Farmer’s Market Lot Improvements. However, the library is to contribute \$5,000 (towards crosswalk). ***This leaves \$416,680.42 remaining for additional downtown improvement projects.***

TOTAL ALLOCATION:	\$574,936.14
BRIESS LOT:	- \$163,255.72
Avail:	\$411,680.42
Library contribution: +\$	5,000.00
TOTAL AVAILABLE:	\$416,680.42

Community Development and Public Infrastructure staff worked cooperatively to develop a plan for the additional improvement projects they see as beneficial to the downtown, and which are consistent with the recommendations of the adopted Downtown Master Plan. The proposed projects, along with estimated costs, are listed in the attachment. City staff believes it is best to look holistically at the projects that are to be done in the downtown with the remaining funds, and is aiming to craft an appropriate balance between small incremental efforts and larger catalytic site investments. Staff is requesting the COW/Council to approve the proposed plan so that work may get underway yet in 2019. It is understood that further details of each project will likely need final approval once designs and specific locations are known.

Proposed Projects and Consistency with the Downtown Master Plan

There are several recommendations within the Downtown Master Plan that are overarching and apply to all of the physical projects proposed, including (but not limited to) the following:

- “The character and visual experience of the Downtown play a critical role in drawing people and creating a vibrant place. Manitowoc must look to improving its sense of place to be competitive with other communities in the region and state.”
- “...visual character and placemaking are critical to the success of the Downtown. These efforts enhance the Downtown, encourage lingering and exploration, create spaces that fuel community pride and build social capital, and help attract and retain talent and patrons in the Downtown area.”

Several of the proposed projects have numerous references in the Plan which pertain to them. For brevity purposes for this memo, I have selected the primary applicable recommendation for each.

Briess Riverside Plaza/Farmer’s Market Lot Improvements

Plan Priority = HIGH

Status: Complete

While this project is nearing completion, it should be identified that it meets the following recommendations from the Downtown Master Plan:

- A new civic open space could create the symbolic “heart” of the Downtown that is currently missing. The City should consider modifying one of the existing Downtown spaces or developing a new space to provide this role (communal meeting space). This space should be multi-purpose in nature by accommodating a range of new and existing special events or festivals, providing for year-round activities that could help maintain a sense of Downtown activity in the winter months.
- The design of the parking and green space should be sensitive to the River, and should consider a more attractive riverwalk environment.

Phase I Traffic Calming Intersection Reconstruction

Plan Priority = HIGH

Status: Traffic calming intersection reconstruction would be designed this year and into early 2020, with construction in spring / summer 2020. The specific intersection has not yet been selected.

- Improve Mobility, enhance pedestrian crossings, and improve intersections in order to minimize vehicle conflicts and improve visibility, safety, and comfort for pedestrians, cyclists, and motorists.

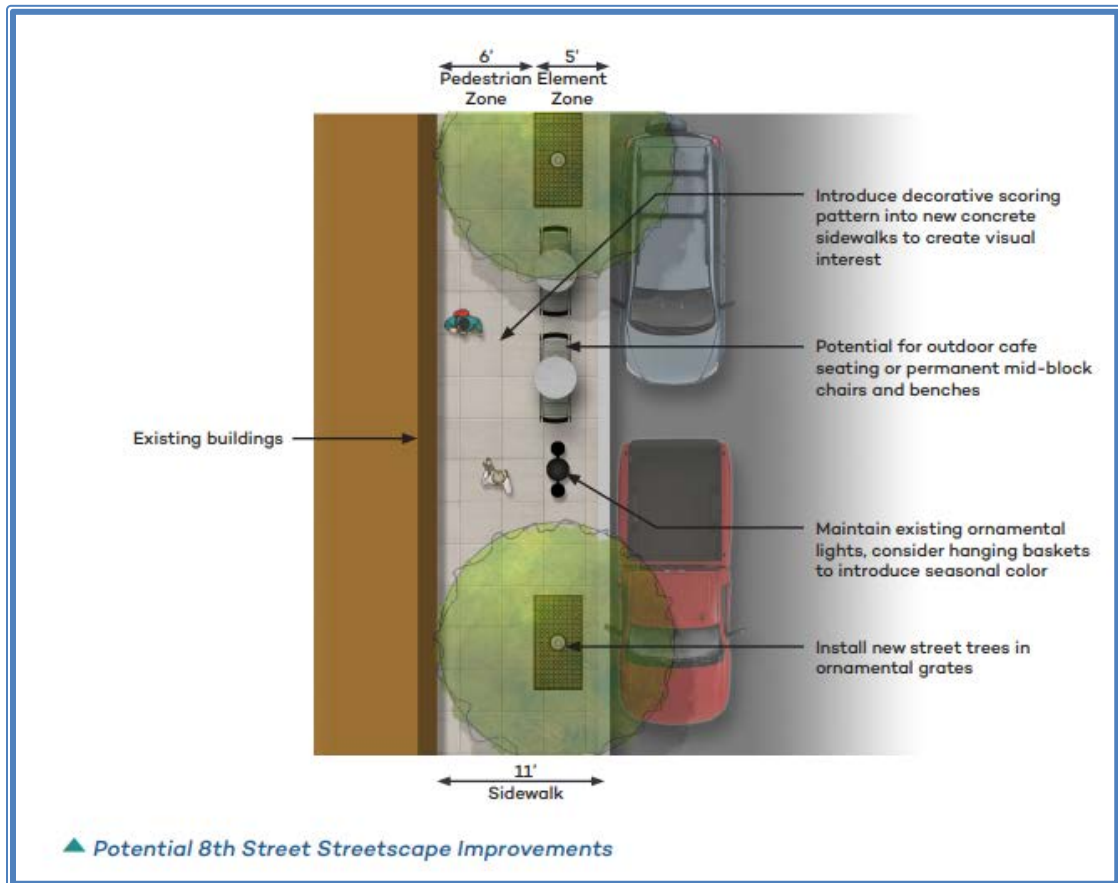
Phase 1 Streetscape Enhancement

Plan Priority = MEDIUM

Status: Late Summer, 2019

- Creating inviting public spaces within the right-of-way through application of a consistent streetscape along key corridors enhances the pedestrian experience.

- Street trees should be installed to provide shade and create seasonal interest. While shop owners may express concerns that trees will impact the visibility of their storefronts, the overall character of the walking environment is more important to the success of the local stores, and tree species selection can offset this concern. Benches and other informal seating opportunities provide for comfort and places to rest, allowing shoppers to extend their visit.



Small Projects Allowances (Civic Art & Projecting Sign Grants)

Plan Priority = MEDIUM

Status: Late Summer, 2019

Civic Art Project: intent is it would be planned/designed late 2019 and then completed in 2020 as part of the 150 yr celebration.

- Placemaking: ENHANCE THE DOWNTOWN The character and visual experience of the Downtown play a critical role in drawing people and creating a vibrant place. Manitowoc must look to improving its sense of place to be competitive with other communities in the region and state.

Projecting Sign Grants: Offer matching funds to encourage businesses to convert existing signs to projecting signs, which are the encouraged sign type for the Downtown.

- Projecting signs for shops to create character and improve identification of businesses from passing cars



Recommended Alternates

Plan Priority = HIGH

Status: Late Summer, 2019

Additional life buoys:

- This item is primarily for safety, but also adds to Placemaking and Branding with the artful life ring stands.

Pedestrian Lighting Replacement: Replace existing lighting along the waterfront trail adjacent to City Hall and/or from the Briess Lot to the Car Ferry to be pedestrian scale.

- The 8' wide path has a few amenities in the form of benches and decorative lights. These decorative lights are too tall and do not help create a pedestrian scale.more frequent pedestrian scale lights with colorful banners should line this path along Quay to create a strong entrance into the Downtown.

RECOMMENDATION: *Approve the Attached Proposed Downtown Improvement Projects to be completed with the remaining 2019 Budgeted Funds.*