



# CITY OF MANITOWOC

WISCONSIN, USA

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**Date:** February 2, 2024

**To:** Public Infrastructure Committee

**From:** Community Development Department

**Re:** Potential Use of 8<sup>th</sup> Street for Farmers Market

At the December Public Infrastructure Committee meeting, the Community Development Department was asked to investigate the potential use of portions of South 8<sup>th</sup> Street for the Downtown Farmers Market. Some of the items we have undertaken since the meeting have centered around logistics, costs, reaction of the downtown business community, and continued feedback from Market vendors. Following is our attempt to summarize the different items.

## Logistics & Cost

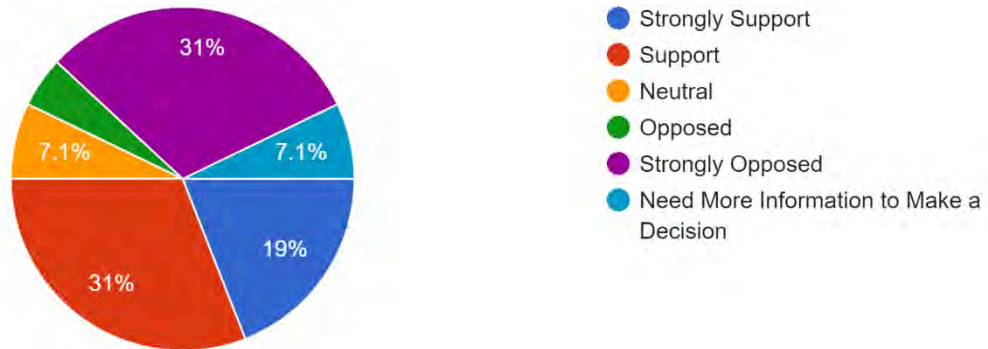
- Attached is a very rough layout of how the Market could be laid out. If a typical spot of 10' deep and 20' wide was provided along 8<sup>th</sup> Street, it would allow for approximately 66 spaces. The current location accommodates 109 spaces. Usage of spaces at the Market tends to be in peak season – mid-July to the end of September. At other times there are unused spaces. Based upon the size difference, it would be recommended that if the Market were to utilize 8<sup>th</sup> Street, that portions of Jay Street be included to house food trucks and vendors who typically utilize more than one space. If the decision is made to move the market to this location, a more detailed map and layout would be developed.
- In discussions with the Police and Fire Departments, there was some concern regarding safety and traffic control at the Washington and Quay intersections. It would be recommended that barricades as well as available food trucks be placed at the intersections. There would also be the possibility of placing the band trailer at the intersection if entertainment was provided during the market.
- Access to power was raised by several vendors. There are no permanent power pedestals that could be accessed along the 8<sup>th</sup> Street corridor. However, it would be possible to place temporary panels at the southwest corner of 8<sup>th</sup> and Jay as well as the southeast corner of 8<sup>th</sup> and Jay. Staff is still working on the cost for temporary panels. Permanent power pedestals at those locations are estimated at \$3,000 each. Costs incurred for electrical service would come from the Farmers Market budget.

## Downtown Business Feedback

- In partnership with Downtown Manitowoc, a seven-question survey was provided to gauge the reactions and feedback of the downtown businesses. As of Friday, February 2<sup>nd</sup>, there were 42 total responses. Questions and responses on the survey are below. Please note that where appropriate, staff has added their thoughts/answers to the various questions in [blue](#).

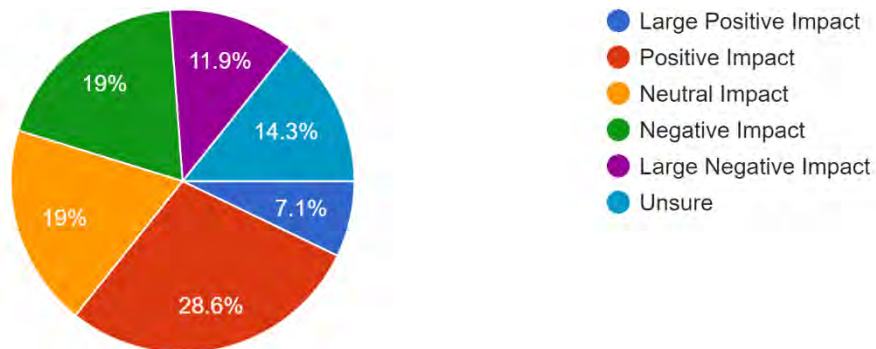
1. What are your feelings towards the use of South 8th Street and Jay Street as a location for the Downtown Farmers Market?

42 responses



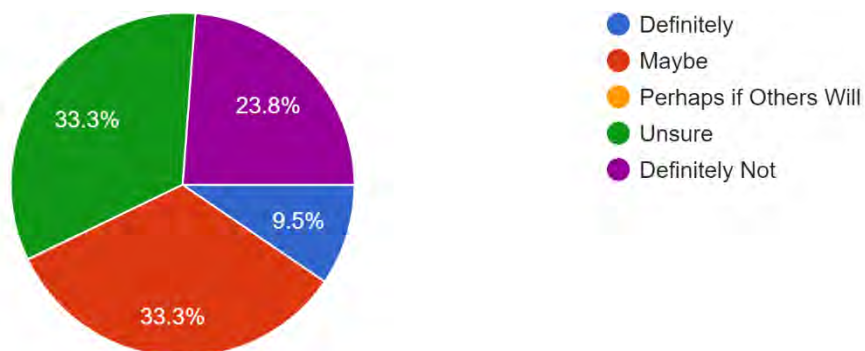
2. The Market runs from 8:00 AM to 1:00 PM on Saturdays; if the Market were to use the proposed location, what impact do you feel it would have on your business?

42 responses



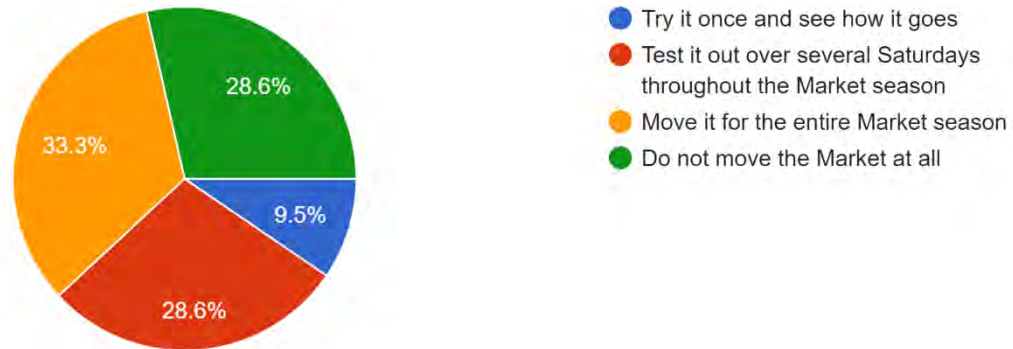
3. If the Market would relocate, would you consider revising your business hours or making other changes to your typical operations as a result?

42 responses



4. If the Farmers Market would utilize the proposed location, what is your preference for the extent of the move?

42 responses



5. Is there any additional information you would like to request of the City or Market?

- 12 respondents were “No” or “N/A”
- We are 100% behind this, and any other uses of using 8th Street for special events. We would help out in any/all capacities needed.
- If the market were to move to 8th St. the city should provide the same power that is available at the current location. [Staff’s recommendation would be to provide temporary panels at 2 locations on Jay Street.](#)
- Saturdays are our highest in sales for the week so if it ended up having a negative effect on sales it could be detrimental to our business. I also recognize that it may bring in new customers. It's really difficult to say what would occur so I'm not strongly in favor or disapprove.
- Just the reasoning behind it? [There is one week of the Market where we need to find an alternate location due to the Briess Malt City Brewfest on July 27th. This is one of the locations being considered.](#)
- Has an economic plan, forecast been started regarding moving the market and the effects on business? [Not at this time.](#)
- No; but I’m excited about the prospect of having the market in this new space.
- Move it to Washington Park [Washington Park is a potential alternative location as well.](#)
- What is the actual reason that this is being proposed? Isn't the lot it's currently in public owned? Seems to me that is such a perfect spot for it. [There is one week of the Market where we need to find an alternate location due to the Briess Malt City Brewfest on July 27th. This is one of the locations being considered. The City does not own the current Farmers Market lot.](#)
- Why there? [With the recent 2-way street reversion, the City now has the option to close this portion of 8<sup>th</sup> Street more often. It is a location that has been brought up on the past for use for special events and it is not uncommon for communities to close a street for a Farmers Market. Examples in the area include Green Bay, Appleton, Oshkosh and Madison.](#)
- I believe citizens would get used to the traffic changes on Saturdays- although they may complain at first. Many other large cities hold their farmers markets on the street and it creates a wonderful atmosphere being surrounded by small local businesses.
- Please keep us informed
- "Please note that 8th Street between Washington and Quay is not enough space for all vendors. An additional side street such as Jay could be used for extra vendors. [Staff would agree, we would propose the use of portions of Jay Street as well.](#)
- One small request that I have is that the city's reserved parking lot behind the 900 block of S. 8th, that the reserved stalls be then extended to Saturday during the market season. Currently it's only reserved Monday-Friday from 8am-5pm. [Staff would recommend keeping those spaces open to be used by vendors or visitors to the Market.](#)
- Also, right behind our building on the 900 block might be a good spot for a series of portable toilets.

- The market should have stayed at the old mall site. Or why don't you fix the Mirro site and hold it there? The City does not own the old mall site. The Mirro site continues to need extensive cleanup and remediation. There is currently a planned residential project on a portion of the site that would require approximately \$2,000,000 in cleanup/remediation work.
  - What other locations are being considered? In the past the Market has utilized the City Hall lot/portions of Quay Street as well as Washington Park.
  - The Capitol Civic Centre has events on Saturday mornings which require access to 8th St and Jay St. We would be vehemently opposed to any event which blocks access for patrons or the unloading of trucks. If this location is recommended for some portion of the Market season, we would contact the Capital to try and work around currently scheduled events as best as possible.
  - Why are they considering the move in the first place? Let's not fix what isn't broken. There is one week of the Market where we need to find an alternate location due to the Briess Malt City Brewfest on July 27th. This is one of the locations being considered. The City does not own the current lot, and there is the possibility that at some point we will not have access to it.
  - I do not see the proposed layout attached to the email so it's hard to envision the setup. This was an issue that was fixed and the map was added, our apologies.
  - Hours, and what accommodations for parking The road closure would likely be from approximately 7 a.m. to 2 p.m. The Market runs from 8 a.m. to 1 p.m. Based upon the current leased parking spots in downtown, there are 199 public parking spots in City owned lots on the south side of downtown. If available, the current Farmers Market lot has an additional 90 spaces. On the north side of downtown there are an additional 186 available spots. This does not include on-street parking in the downtown.
  - I don't understand why it can't be on a side street on 8th, like it was on Quay once. We heard a lot of nice comments when it was held in the Washington Park. The setting & there's even more parking as it's not taking up as many shop owners. Those are both locations that have been utilized in the past and could be again.
  - Utilize Washington Park for the market, as it has additional parking, and is an underutilized asset of the city. Washington Park is a potential alternative location as well.
  - I did not see a map of the proposed layout. This was an issue that was fixed and the map was added, our apologies.
  - Consider moving to 8th & Huron :)
  - What is prompting the move? There is one week of the Market where we need to find an alternate location due to the Briess Malt City Brewfest on July 27th. This is one of the locations being considered. The City does not own the current Farmers Market lot and there is the possibility that at some point we will not have access to it.
  - The layout should be centered on the street as the vendors will be blocking the entrance to stores, causing the people to walk behind the vendor tents. If this location is selected, staff would be happy to look at a concept that would place the vendors along the centerline versus the parking lanes. If it works from a shopper traffic flow it would certainly make sense.
  - Move it to Washington Park. Something owned by the city. Do we pay rent to Briess to hold the market there? Washington Park is a potential alternative location as well. The current Farmers Market lot is leased from Briess for \$1.
  - "Where would public restrooms be located? One storefront has offered the use of their restroom facilities for the public, others may as well. The portable restroom at the Farmers Market lot would remain accessible and could potentially be relocated for the event as well.
  - Would businesses be allowed to put product outside their storefronts? If this location does move forward, it would be staff's recommendation that we work to waive fees for placing merchandise and signage on the sidewalk during the market to encourage participation and interaction with the adjacent storefronts.
  - Consider retail businesses(non food/beverage) we'd have limited access to ours + no parking. Feel this is disruptive to my business and rude to those of us year round merchants who call downtown home to allow another vendor to park in front of our own.
6. Please provide any additional thoughts or comments you have on the potential use of the Market to the proposed location.
- 7 respondents left this blank or "N/A".
  - We love this. Let us know how we can help.

- "I think moving the market to 8th St. is a bad idea. 1st Manitowoc does not handle change well, and the restrictions on parking and the flow of traffic is going to limit the attendance.
- And in terms of the food truck vendors, 8th Street is a slight incline/decline/hill which would negatively affect the levels of the food truck vendors with cooking and frying. If the market is moved to 8th St. Holla on Wheels would not wish to participate." [We would consider placing food trucks on Jay Street to minimize the elevation concern.](#)
- Has there been any consideration to adding a night market similar to that in GB or Appleton? A night market may bring out a different crowd of people and it would actually help us to extend our hours having more opportunity for sales. [Manitowoc used to have a weekday market that was ultimately stopped due to lack of interest. There is also the Night Market that is coordinated by Grow It Forward once a month during the summer.](#)
- What study was done on feasibility of this? Why this area vs other areas? I personally like where it is. [Staff was asked to research the feasibility. With the recent 2-way street reversion, the City now has the option to close this portion of 8<sup>th</sup> Street more often. It is a location that has been brought up on the past for use for special events and it is not uncommon for communities to close a street for a Farmers Market.](#)
- Blocking a Main Street to downtown businesses seems counterproductive, why not on Quay without disrupting 8th? [Use of the City Hall lot and portions of Quay has been used in the past and would be a consideration in the future as well.](#)
- I would like to see the market at Washington Park. [Washington Park is a potential alternative location as well.](#)
- A foolish move being considered by shortsighted people.
- I'd like to note that due to the fact that my business is further north on 8th Street and doesn't have walk-in traffic, that's why I answered the way I did above about having a neutral impact on my business, and not being willing to change my business hours.
- Really stupid idea
- Don't do it. Why shut down a main road when you have a parking lot that would be empty that's a few blocks away. Seems like the typical change that's taking a step backwards.
- It would be great for our business, but I am worried about parking and pedestrians trying to cross 8th Street. At least the library has lights to help. [8<sup>th</sup> Street would be closed for the event. Based upon the current leased parking spots in downtown, there are 199 public parking spots in City owned lots on the south side of downtown. If available, the current Farmers Market lot has an additional 90 spaces. On the north side of downtown there are an additional 186 available spots. The stated parking numbers on the north and south sides of downtown does not include on-street parking.](#)
- Try it out and see how it goes.
- "Downtown events like Crazy Days would have the downtown merchants having sidewalk sales which I would strongly encourage. Would there be a fee to the downtown merchants to set up a sidewalk booth/table during the market? [If this location does move forward, it would be staff's recommendation that we work to waive fees for placing merchandise and signage on the sidewalk during the market to encourage participation and interaction with the adjacent storefronts.](#)
- Some Downtown businesses have seating for customers outside (sidewalk cafe) and are required to pay a fee or permit. Would there be consideration to waive this for Saturdays only? [If this location does move forward, it would be staff's recommendation that we work to waive fees for placing merchandise and signage on the sidewalk during the market to encourage participation and interaction with the adjacent storefronts. Staff would also put seating during the event in the same category.](#)
- Sidewalk/outdoor signage requires a permit/fee, would there be consideration to waive this for Saturdays only? [If this location does move forward, it would be staff's recommendation that we work to waive fees for placing merchandise and signage on the sidewalk during the market to encourage participation and interaction with the adjacent storefronts.](#)
- The farmers market still fits within the mission of our organization. While we no longer manage the market, we would be willing to find other ways to support it, up to and including utilizing our downtown location for storage of market needs, allowing for public use of our restroom, or providing other supports as one sees fit.
- Please be cognoscente of not placing the coffee truck or coffee vendors directly in front of Wrap It Up or Harmony Cafe. I would recommend food trucks be used to block intersections perhaps, down the side streets, or

even placed in the Jay Street parking lot behind our building. [Consideration would be given to try to minimize conflicts with existing businesses where possible.](#)

- I'd be willing to look into what it would cost for external electrical off of our building to at least accommodate one or two vendors such as Roadside Cucina or Log Cabin Orchard. They already participate in our winter market. [Thank you, we have also investigated the cost of a temporary panels on Jay Street.](#)
- Overall, we are really excited. We'd probably extend our hours to 7am-2pm rather than 8am-1pm on Saturdays.
- Oh, and this survey mentioned an attachment to show proposed footprint; however, there was no attachment found. [This was an issue that was fixed and the map was added, our apologies.](#)
- I honestly can't think of anything more exciting than the prospect of the market moving to the street. "
- I think shutting down traffic on 8th street during the market times would encourage people to visit other local businesses along the route
- Traffic across town is a bitch now. Closing off 8th is not going to help on a Saturday am.
- As the manager of Harmony Cafe, I feel that the current location of the market will help our business as we go into our first spring in our new location! Foot traffic would be phenomenal!
- If the Saturdays were scheduled in advance to preclude dates the Capitol has events, we would be happy to discuss. Our dates are known typically a few months in advance. For example, we already know the Saturdays in May and June 2024 which events will take place. [If this location is recommended for some portion of the Market season, we would contact the Capital to try and work around currently scheduled events as best as possible.](#)
- What are those businesses customers supposed to do about parking in an already craptastic situation for parking. If the city is going to move the farmers market than they should consider making the parking lot on Jay St and S 7th a public lot for anyone to use at ANY time. And if they're concerned about a money grab put parking meters in. Problem solved! [Based upon the current leased parking spots in downtown, there are 199 public parking spots in City owned lots on the south side of downtown. If available, the current Farmers Market lot has an additional 90 spaces. On the north side of downtown there are an additional 186 available spots. This does not include on-street parking in the downtown.](#)
- I think that we always need to be looking at ways to improve our city.
- This will have a large negative impact on the businesses on the north side of the bridge. Cutting off that traffic will hurt us. If the market needs to move, then move it to a side street and do not cut off traffic on 8th street.
- After thought, I have changed my opinion on this.
- It may detour customers from 8th Street shops from not stopping in as parking will not be accessible especially for those that can't walk very far
- I think this would be a great idea to get everyone walking in front of store on 8th street as well as the temporary vendors that do the Farmers Market. I think this will make the Farmers Market a bigger thing and very similar to the market in Green Bay on Broadway street.
- Blocking streets should not have even been considered for this event.
- I believe this move would take business away from the north side of downtown, and move it farther south. Our current market spot is more central and with a beautiful view. It doesn't make sense to move it.
- Think this would be great for businesses
- I am looking forward to seeing what the future holds
- The current location is fine as is. The proposed location would cause congestion in an area where police and fire response times can and will be affected. Staying consistent is a major problem within our city as far as treating all situations with street closure the same. The city of Manitowoc continues to push thru agendas while ignoring possible safety issues.
- In future years, the new Maritime Heritage Plaza and Gardens at the Wisconsin Maritime Museum's Maritime Heritage Center at 1221 Franklin could also be a location - with the adjacent 12th Street as a street space that could be closed for booths without disrupting traffic.
- Storefront should not need permit to place merch on sidewalk [If this location does move forward, it would be staff's recommendation that we work to waive fees for placing merchandise and signage on the sidewalk during the market to encourage participation and interaction with the adjacent storefronts.](#)
- You'll be losing 33% of available income. Who are you going to tell they can't vend?? [Based upon the potential number of vendors, staff would recommend the inclusion of portions of Jay Street as well. It is anticipated that this would allow for sufficient space for all interested vendors.](#)

- "We feel the proposed move of the Farmers Market has the potential to be very positive for both vendors and downtown businesses. However, we do have concerns about the current proposed layout and the negative impact it could potentially have for downtown businesses. With the current layout, storefronts of local businesses are potentially blocked by vendors and patrons would need to make 4 laps of the street to access the market and both sides of 8th street. We feel that moving the vendors to the center of 8th Street, back-to-back would eliminate this problem and make a better traffic flow (one circular lap). This flow would allow patrons to easily move between the market and businesses. In addition, we feel that having the vendors in the center would provide a more aesthetically pleasing market for patrons by creating a more open concept, eliminating seeing the back of vendor booths and the street-side planters/flowers would be more visible. Most importantly, this layout would provide easier access to storefronts." [If this location is selected, staff would be happy to look at a concept that would place the vendors along the centerline versus the parking lanes. If it works from a shopper traffic flow it would certainly make sense.](#)
  - Better choice would be Washington Park which provides parking, natural shade/green space, restrooms, performing stage. This choice wouldn't require significant \$ & efforts to pull off. Limited signage, barricading would be minimal. NO Street closure & rerouting frustrations!! Would disrupt business primarily on 1100 block of Washington-if at all. Other 3 sides of park have no retail to disrupt. Feel that this area of downtown would benefit from this positive influx of activity best. Everything doesn't need to be on Eighth street. [Washington Park is a potential alternative location as well.](#)
7. If you would like Community Development Staff to contact you about this survey or the potential move, please provide your contact information here.
- 9 respondents left their name and/or contact information. [Staff reached out to everyone who provided their name or contact information to follow up. Comments and concerns discussed in the follow ups are covered in the comments above.](#)

### **Farmers Market Vendor Feedback**

Prior to the last meeting and up until Friday, February 2<sup>nd</sup> we also collected questions and feedback from the market vendors. Their comments are below and once again staff comments are in [blue](#).

- Requested clearer map of area to be discussed. [The concept map was provided.](#) "Quay and Washington are 3 blocks apart. And there is no area that I can see that is big enough for all the vendors. Do you mean the city hall parking lot? If so, many many questions about the accessibility to vendors of that area...if we can all fit!" [It would be staff's recommendation that in addition to the 3 blocks of 8<sup>th</sup> Street, portions of Jay Street be included to house food trucks and vendors who typically utilize more than one space.](#)
- Support the 8<sup>th</sup> Street area and offered use of Harmony Café basement for market storage and restrooms for public use on those days. Suggested using Jay Street for overflow, if needed, as the street it wide. Suggested overflow in the parking lot behind Harmony Café location. They were notified they received a Buy Local, Buy Wisconsin grant. [https://datcp.wi.gov/Pages/News\\_Media/2023BuyLocalBuyWisconsinGrantsRecipients.aspx](https://datcp.wi.gov/Pages/News_Media/2023BuyLocalBuyWisconsinGrantsRecipients.aspx)
- Is there a reason why for the move? For Instance, does the Wharf not want us there anymore? Would it eventually be a permanent move someday? [There is one week of the Market where we need to find an alternate location due to the Briess Malt City Brewfest on July 27th. This is one of the locations being considered. The City does not own the current Farmers Market lot and there is the possibility a new home for the Market will be needed in the future.](#)
- What about people who need access to power? [Staff's recommendation would be to provide temporary panels at 2 locations on Jay Street.](#)
- Looks like a great location to me! The foot traffic and windbreak I imagine will be much better than down in the parking lot! I'm all for it!
- My biggest concern is power. I need an electric hook up. I can run without one, but it is not ideal for long events like the market. For a one-off situation like last year it is no biggie, but not for an entire season or even for a month. That is TONS of extra wear on my equipment. I also am concerned with the fact that there are two coffee shops "Wrap It Up" and "Harmony Cafe" right there. I used to work at Wrap it Up and they are friends of mine. City ordinances normally prevent food trucks from operating on 8th street for this reason. I think having food trucks AND all the restaurants that exist already in that area is not fair to the food businesses on 8th street.

Staff's recommendation would be to provide temporary panels at 2 locations on Jay Street. Consideration would be given to try to minimize conflicts with existing businesses where possible.

- This has possibilities, but has a few questions. Would be willing to try when he attends in May-June. Would the old space be available for parking? This would be a BIG plus. Availability of the current Farmers Market Lot for parking would depend on the date. For the Market on the 27<sup>th</sup> that lot would not be available. Other dates it likely would be available. Would we work out of our vehicles? This is not a show stopper for me, but it is convenient. Based upon the anticipated layout, vendors may be able to bring their items for setup by vehicle but would then have to move their vehicle elsewhere during the Market. However, there would be consideration to setup larger vendors on Jay Street which may allow a vehicle nearby. Will there be electricity available? Again, not a deal breaker for me since I can run off a quiet generator. Staff's recommendation would be to provide temporary panels at 2 locations on Jay Street. Some food trucks have VERY LOUD generators. Being next to buildings would concentrate/amplify the noise. West Bend has historically closed off their main street for market. They would be a great resource on the logistics of setting up/tearing down. As we continue to investigate this potential location we will reach out to communities who utilize the street for their expertise.
- Long time vendor at the market – 20+ years, against the change as it has been tried before and did not work, no one came. Prefers the market stays where it is as people know the location and that drives the traffic.
- I attended the meeting on the 6th and did not get a chance to speak. Things got on the edge of being heated and seemed to get kind of shut off at the end there. Or perhaps it was just taking too long. A lot of people had a lot to say. I feel very strongly that if this is to be looked into or considered as a viable plan, there has to be 1 or 2 members from the market itself AND 1 or 2 representatives from the affected businesses in on the discussion from the beginning. I don't think this idea should even be discussed (unless it is purely from a legal standpoint on the city side) without having the people who will be most affected in on every aspect. There are things to be considered that the committee may not even think of, and if this is truly 'for the good of the farmers market' and not just some 'oh that's sounds good, let's give it a whirl', you need to have the input of the people that will benefit from or be harmed by something this drastic. I am not at all opposed to the move in principal. Any drastic change is always traumatic. But this has the potential of being a good thing for the market and the businesses. But I am not convinced that the move would BENEFIT the market and not just be a move to somehow benefit some other agenda. I think it was clear that there may be a trial run this summer. But it was also clear that the committee, or that one guy on the committee for sure, are looking to make this a permanent thing. The first guy that talked was ALL for it, but he really has nothing to do with the market. Which is one of the reasons I think the committee should be working WITH the market, not 'let us look into this and we will let you know'. I know the postings on fb are causing a minor to-do. But that always happens if something new comes up. And the farmer guy is passionate! One thing I am not clear on is the money he keeps talking about, the \$40k I think. What is that from and why is he having such a fit about it? There was a balance of funds from the vendor fees and other market revenue that was utilized by the City for updates and improvements to the current Farmers Market lot. Those improvements included: fixing the pavement, adding permanent electrical, and adding the green space on the west end of the lot. The cost of those improvements was not covered 100% by the market. The remaining cost and the cost of ongoing maintenance of the lot and many improvements are covered by the City.

I know this is a lot of information, but staff wanted to provide as much additional background as possible. As always, we are available to answer any questions at [ategen@manitowoc.org](mailto:ategen@manitowoc.org) or 920-686-6930.







Total space is approximately 770' x 44' (curb to curb).

Plan accounts for 66, 20x10 spaces and a 24' center lane for foot traffic.

*Note: Briess lot spaces are 10x20 and there are 103 reserved spaces for the season.*

 20x10 booth space

 **Consider** creating a food truck/court space on a side street. This would allow vendors to A) Have more space between them B) have their vehicle next to them as many do sell from their vehicles or use for storage of goods.