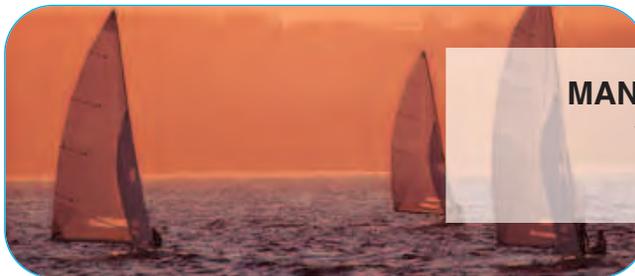




**THE PORT OF MANITOWOC
DOWNTOWN & RIVER CORRIDOR MASTER PLAN**



MANITOWOC, WISCONSIN
Vandewalle & Associates, Inc.
December 2009

S.S. Badger Lake Michigan CarFerry



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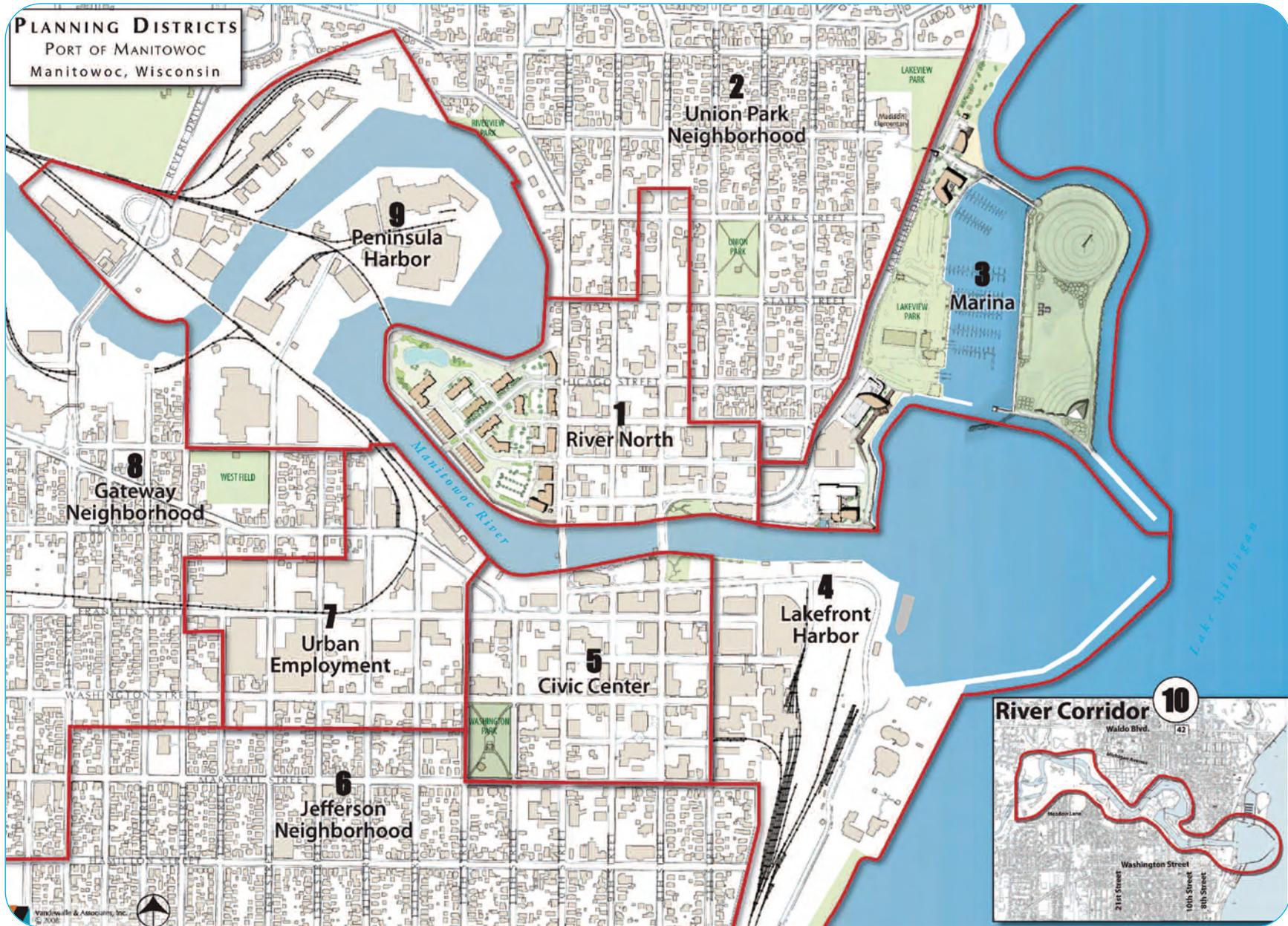
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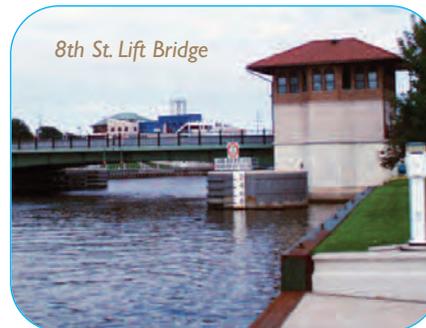
Downtown Manitowoc offers a diverse and tremendous mix of activity—with a working lakefront and river corridor, public lakefront and civic riverfront, compact historic civic core and retail corridor, and urban employment area, all surrounded by urban neighborhoods. The title “Port of Manitowoc” is a unifying concept set forth to encompass the entire “Downtown & River Corridor Master Plan” area – one which illuminates the strength, diversity, and interests of this historic port city.

The vision for the “Port of Manitowoc” is a 10 - 20 year plan based on a comprehensive long-range evolution of the civic, historic, and cultural core of Manitowoc. The Port of Manitowoc Plan will be adopted as a component of the City’s 2009 Comprehensive Plan update. Additional complementary research and analysis has been conducted and has contributed to the recommendations in this Plan (including the Community-Wide Survey and Economic Base Assessment and Market Analysis). The Economic Base Assessment and Market Analysis discusses the downtown market at length and is an appendix to the Comprehensive Plan.

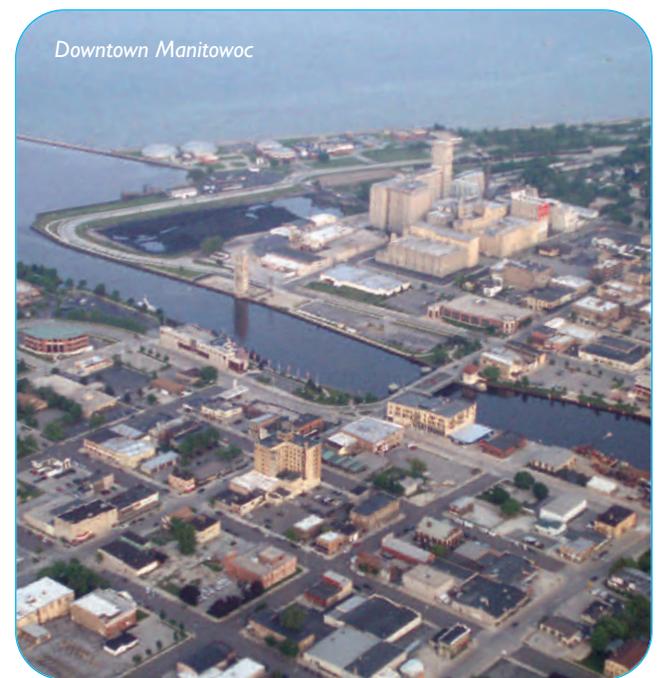
DOWNTOWN & WATERFRONT REVITALIZATION MOMENTUM

In recent years, Manitowoc has experienced limited success in downtown revitalization, due in large part to the strategic efforts and collaboration between the City and private developers.

Success has been realized most recently with Wisconsin’s designation of downtown Manitowoc as a Main Street Program community in the summer of 2008. Prior to this, the community joined together on other downtown revitalization projects including the creation of a successful downtown farmers’ market, the restoration and rebirth of the Capitol Civic Centre theatre, and the resumption of the cross-lake S.S. Badger carferry service. Building off of this tremendous past success, the Port of Manitowoc Master Plan will present fresh community-driven redevelopment strategies which target the following goals for Plan implementation.



8th St. Lift Bridge



Downtown Manitowoc



Manitowoc Farmers’ Market

GOAL OF THE PORT OF MANITOWOC MASTER PLAN

Throughout the Comprehensive Planning process the community has guided plan development through vision workshops, a community-wide survey, targeted stakeholders interviews and focus groups. Through the varied public participation and Steering Committee meetings, the following goals rose to the top and are the basis of the recommendations of the Port of Manitowoc Master Plan.

- Capitalize on Manitowoc's rich water-related history, linking downtown, the lakefront, and riverfront to the community's port heritage and current active harbor.
- Create a downtown image and identity, building upon Manitowoc's unique assets and place-based opportunities.
- Organize public and private entities behind a common vision for downtown.
- Maximize existing infrastructure and increase downtown connectivity with one-way street conversions, pedestrian and bicycle connections, and waterway access.
- Increase downtown activity by establishing a multi-use district to serve diverse markets including existing residents, new young families, baby boomers/zoomers, downtown employment base, and visitors from throughout the region.

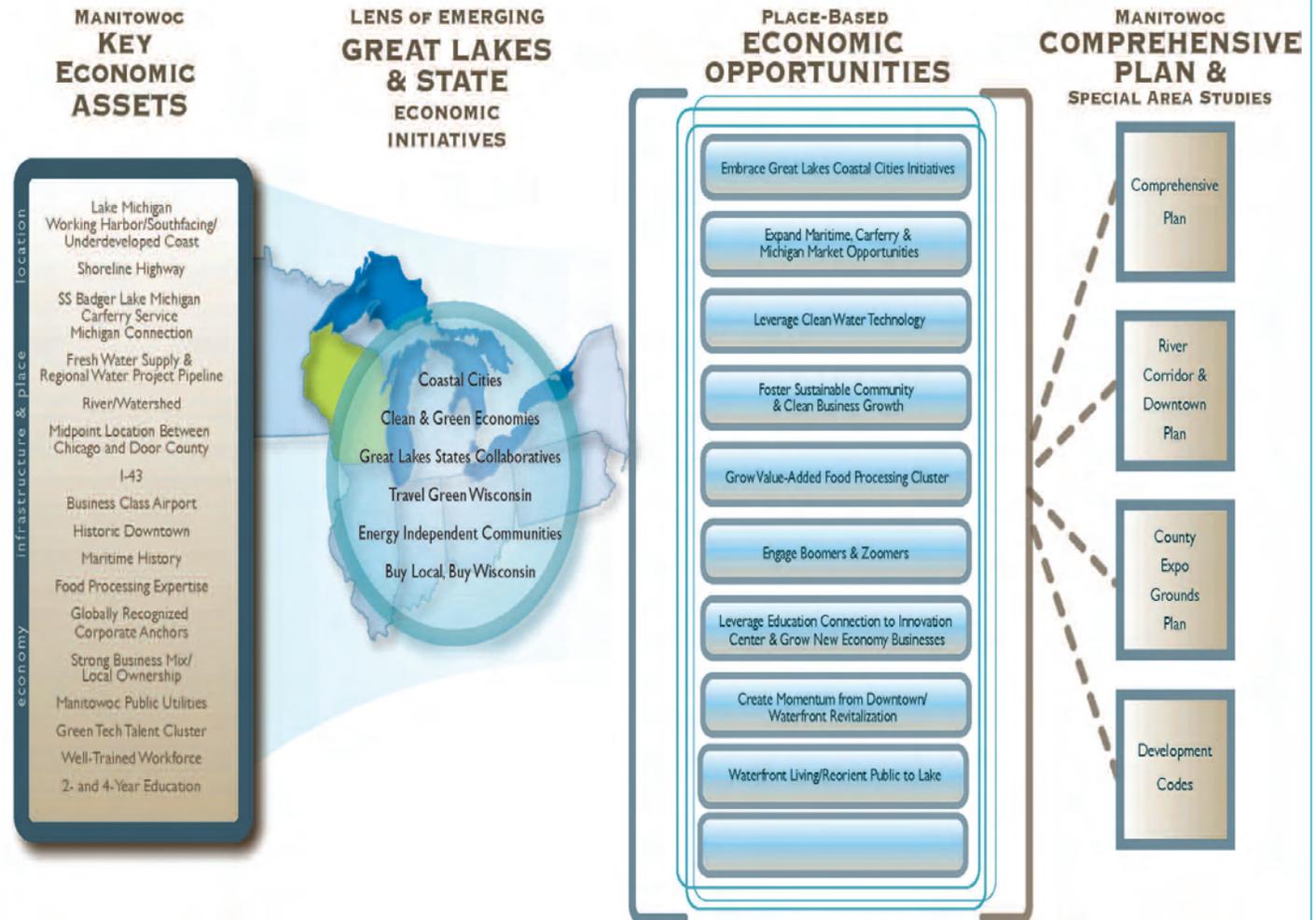
- Preserve, enhance, redevelop, and revitalize key downtown properties for mixed activities and uses including residential (owner and rental), retail, restaurant, entertainment, harbor related businesses, offices, and civic.
- Expand downtown opportunities for special events, maritime related activity, business and cultural arts activities, and tourism.
- Maintain downtown hub of port and maritime-related commerce and advance "next generation" industry advancement providing employment opportunities for the community.
- Maximize potential of downtown TIF districts, Eighth Street Historic District, and Main Street Program designation.
- Establish realistic, market-driven recommendations that prioritize development activities to achieve short- and long-term goals.
- Analyze business mix and target business opportunities missing from the downtown.



MANITOWOC ECONOMIC ASSETS & OPPORTUNITIES

The “Manitowoc Snapshot of Economic Assets & Opportunities” document was prepared in the first phase of the City’s Comprehensive Plan and special area studies project. Available as a separate document, the Snapshot presents an overview of focused, new-economy opportunities for Manitowoc. The uncovering of Manitowoc’s “Key Economic Assets,” viewed through the lens of the Great Lakes and various state economic initiatives, provides the groundwork for the community’s “Place-Based Economic Opportunities” which is the foundation of the Downtown & River Corridor Master Plan. The Downtown & River Corridor Master Plan builds upon the identified economic assets & opportunities. Those of significant relevance to downtown and the river corridor are drawn upon in this Plan.

SNAPSHOT OF ECONOMIC ASSETS & OPPORTUNITIES

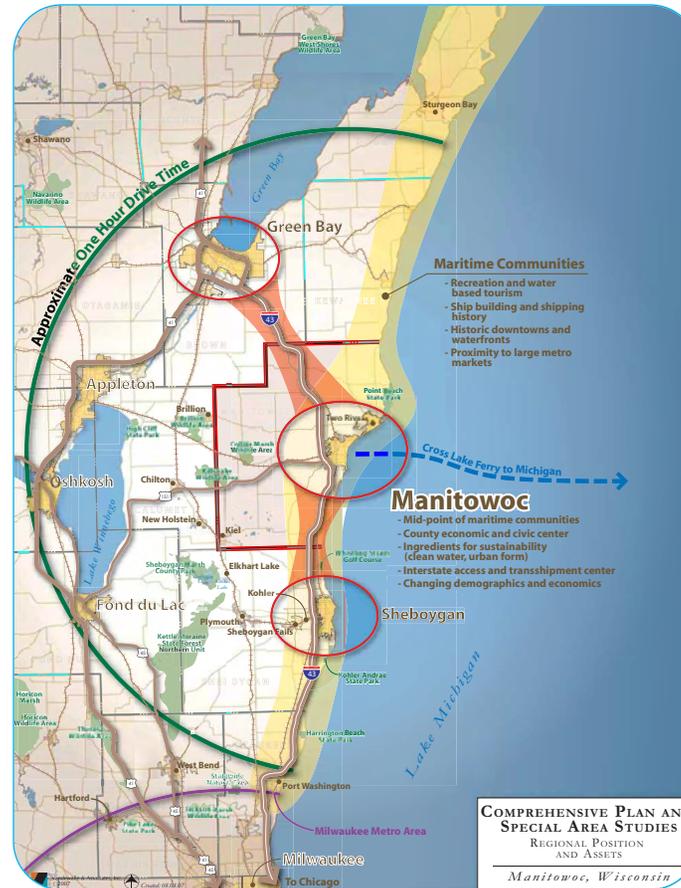


REGIONAL POSITION

Manitowoc's Place-Based Economic Opportunities provide the pathways for new economic development, planning, and development activities. Manitowoc has a strong regional position as it is: located with proximity to large metro markets with easy interstate and water access; the mid-point of maritime communities on the western shores of Lake Michigan; rich in ship-building and shipping history; and a growing hub for recreation, historic downtown activities, and water-based tourism.

CELEBRATE THE GOLD COAST - EMBRACE GREAT LAKES COASTAL CITIES INITIATIVE

Manitowoc stands out as a working port city in a collection of coastal cities, all fortuitously located on one of the world's largest bodies of freshwater. Manitowoc also embraces one of Lake Michigan's few south-facing coasts, making it attractive for residential, recreational, and hospitality uses. Manitowoc's waterfront properties should be used for the highest and best use. Manitowoc's lake and river assets should become part of the community's culture. Lakefront living, tourism, recreation, and a focus and cultural orientation toward the lake can play out here to Manitowoc's growing advantage.



DOWNTOWN RELATED PLACE-BASED ECONOMIC OPPORTUNITIES

Located directly on Lake Michigan, downtown Manitowoc is an underutilized asset bisected by the Manitowoc River, a deep-water harbor. Manitowoc's lakefront is currently underutilized as it does not offer amenities, activities, or businesses that draw residents to it as a "focal point." Catalytic projects in recent years have piqued local and regional interest and generated new activity in Downtown Manitowoc. However, new momentum is needed in order to capitalize on the community's Key Economic Assets and Place-Based Economic Opportunities; this momentum can be generated through the Downtown & River Corridor Master Plan and recent Wisconsin Main Street Program designation. The following identified Place-Based Economic Opportunities are of particular relevance to Manitowoc's Downtown & River Corridor Master Plan recommendations.

FOSTER SUSTAINABLE COMMUNITY AND CLEAN & GREEN BUSINESS GROWTH

As a budding "eco-municipality" the City of Manitowoc acknowledges that a clean and healthy environment determines the quality of life. An important component of sustainable community development is the utilization of existing infrastructure and under-utilized, previously developed sites. Manitowoc's Downtown & River Corridor has the infrastructure in place and sites available for redevelopment for "clean business" development and corporate headquarter offices, as well as residential, retail, recreation, and hospitality uses.

URBAN AND WATERFRONT LIVING – REORIENT PUBLIC TO THE LAKE

The availability of relatively affordable, attractive coastal living can be a major draw for recruiting and retaining top talent to Manitowoc. The "Fresh Coast" of Lake Michigan is a major lifestyle attraction that is still available, affordable, and ready for development; or in some cases redevelopment for a higher use. Manitowoc's Downtown & River Corridor revitalization will depend in large part upon reorienting the community and newcomers to Lake Michigan and the availability of urban and waterfront living in close proximity to diverse amenities. Recommendations identified in this Plan will stress the importance of strategic redevelopment of sites with lake and river views, or access, along with the improvement of existing building stock and enhancement of downtown amenities.

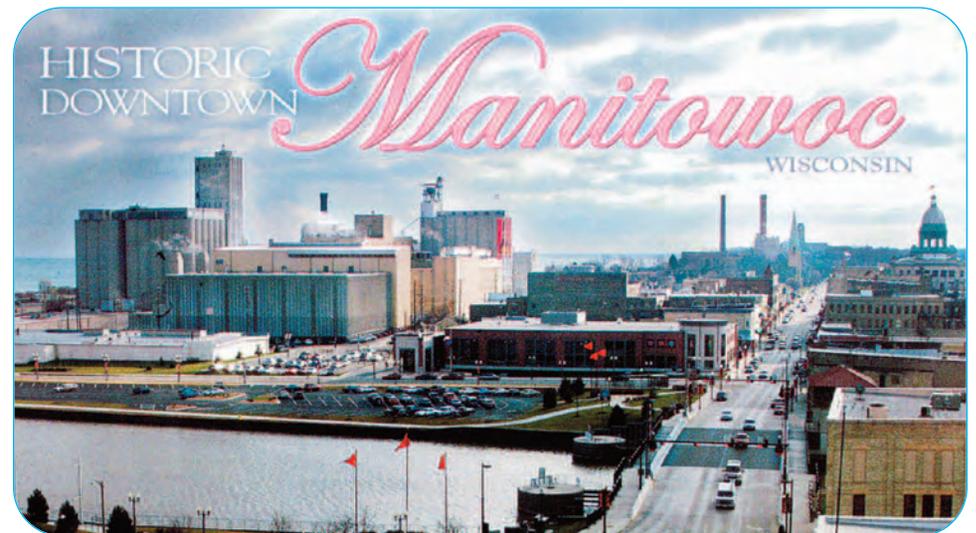


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ENGAGE BOOMERS & ZOOMERS

Manitowoc, like most communities across the U.S., faces the impending retirement of a prominent sector of their population – the Baby Boomers which are Americans born between 1946 and 1964. “Zoomers” is the term used for a subset of the Boomers who are characteristically active – active in their communities, in their fields of interest, and in their cultural and social endeavors. Boomers are looking for community amenities including:

- walkability and waterfronts
- proximity to shopping, restaurants, recreation
- low-maintenance lifestyle

Approximately 27 percent of Manitowoc’s 2008 population is estimated to fit into the baby boomer demographic (ESRI Business Analyst 2008 Population Projection). This phenomenon presents an opportunity for downtown Manitowoc and the community overall, as the knowledge and experience of Manitowoc’s boomers could be harnessed to provide leadership and opportunities for the community’s next generation of leaders. In addition, the needs and preferences of this demographic provide guidance to the Downtown & River Corridor Plan as strategies are identified for housing, cultural and recreational amenities, and investment and business opportunities are identified.

EXPAND MARITIME, CARFERRY, MICHIGAN MARKET OPPORTUNITIES

Manitowoc has the unique opportunity to develop the cross-lake marketing and Ludington, Michigan partnership, increase maritime attractions, and further develop its commercial transportation network allowing Manitowoc to maintain a strong role in the shipping industry. The Downtown & River Corridor Plan opens a window of opportunity to strike a balance between Manitowoc’s publicly celebrated lakefront and a working industrial port through planning recommendations that provide a clear strategy for maintaining and celebrating these diverse, yet equally important assets.

REGIONAL FOOD/PUBLIC MARKETPLACE – GROW VALUE-ADDED FOOD PROCESSING CLUSTER

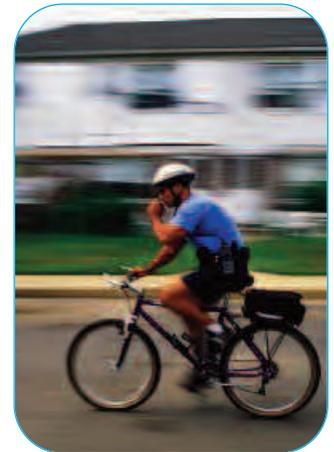
Manitowoc County has a tremendous wealth of prime agricultural land and a history rich in food processing. With its strength in these areas, Manitowoc has the ability to capitalize on food-related sectors including local and organic farming, sustainable agriculture, and value-added food processing systems. The location of leading companies such as Lakeside Foods and Red Arrow Products in Downtown Manitowoc, as well as the Manitowoc farmers’ market and consumer demand for local food, presents an opportunity for Manitowoc to capitalize on its food-related assets and promote further growth in this sector throughout the Downtown & River Corridor planning area.



The City has a long history as an important port on the western shores of Lake Michigan, being situated along an important commerce and tourism corridor, and maintains a strong diverse economy with multi-national corporations located in the heart of the community. Easily accessible via Interstate 43 to travelers heading north to Green Bay and Door County, and those heading south to Milwaukee and Chicago, Manitowoc's lakefront and downtown areas are well-positioned to attract tourists, residents, and businesses for a visit or relocation to the community.

Manitowoc has coalesced planning and economic development progress throughout the community in recent years. Implementation of the Port of Manitowoc Master Plan will allow the City to complete the critical mass that is needed to sustain Manitowoc as a regional economic power, strengthen the residential and business core, and expand as a tourist destination.

The Port of Manitowoc Master Plan focuses on living, working, and playing in the City—emphasizing capital investment and attraction of residents and businesses to downtown. Execution of the following initiatives will increase economic opportunity in Manitowoc and facilitate Plan implementation.



COMMUNITY CONNECTIONS

Built on a traditional urban grid street network, Manitowoc has the foundation of a well-connected downtown. Primary access and circulation routes include Washington Street, Maritime Drive, and the one-way pair of 8th Street and 10th Street. Connectivity to downtown from outlying areas, as well as within Manitowoc, is important to the success of the area in terms of tourism, business development, and the interests of residents.

ONE-WAY PAIR CONVERSION

Between the 1950s and 60s many communities converted their downtown streets to one-way pairs to help traffic move more efficiently based on traffic engineering recommendations. While one-way traffic does flow more easily and quickly, there are other considerations that have prompted communities across the U.S. to pursue the conversion of their one-way pairs back to two-way streets.

Benefits of conversion experienced in other communities include:

- Directness of travel and ease of wayfinding
- Economic vitality for downtown businesses
- Increased safety and convenience for pedestrian and bicycle travel
- Safer speeds

To determine if one-way pair conversion makes sense for Manitowoc, a detailed traffic study should be prepared.

LAKEFRONT ACCESSIBILITY

Downtown Manitowoc's park system showcases an accessible lakefront with Lakeview Park and Mariner's Trail, a welcoming riverfront pathway and riverfront parks, and neighborhood parks including Union Park and Washington Park. These community assets provide residents and visitors with the opportunity to recreate, stroll, and congregate along the Manitowoc River, the lakeshore, and their neighborhood parks. Port of Manitowoc connections should be strengthened to accentuate the accessibility of public spaces—Park Street and Chicago Street connections to the lakefront and downtown neighborhoods should be improved for pedestrian and bicycle travel.

COMMUNITY IMAGE-BUILDING

To capitalize on the recent momentum generated by the designation of Manitowoc as a Wisconsin Main Street community, and the insurgence of investment in historic downtown properties in the 8th Street Historic District, Downtown Manitowoc needs to develop a brand identity and strategic marketing strategy. These elements will convey to residents, visitors, and communities throughout the Midwest that the community is committed to the success of downtown. This program to be developed in cooperation with Manitowoc's Main Street Program should incorporate a marketing message, civic and retail events, and demonstration of community pride in the Port of Manitowoc planning area. Organization of downtown entities is key to successful program implementation.



PRESERVE, REDEVELOP AND ENHANCE

Manitowoc's rich history is preserved in the 8th Street Historic District which straddles the Manitowoc River along the spine of downtown's business district.

Manitowoc should continue to honor its history through ongoing restoration and renovation. Underutilized areas and specific sites should be a focus of Plan implementation taking advantage of views to the lake, harbor, lift bridges, and landmarks. Key areas of preservation, redevelopment, and viewsheds are highlighted on the following map.

As redevelopment occurs in the area, specific attention should be paid to blending new development into the fabric of the downtown core, commercial, and residential areas, while also increasing community access to the lakefront and riverfront.

Downtown public improvements should continue the quality of streetscape and amenity investments of recent years. Gateway entry into the Port of Manitowoc should focus on the Washington Street and Franklin Street corridors, Maritime Drive, and the 8th and 10th Street corridors. Enhancement of these areas will provide a sense of connectivity to the Port of Manitowoc.

URBAN LIVING

Across the U.S., communities small and large are experiencing a resurgence of downtown living. Recent new construction and rehabilitated historic buildings have been filled by young professionals, baby boomer empty-nesters, senior citizens and young families looking to live closer to employment and community amenities. In Manitowoc, downtown living is starting to take off – young families are buying homes in downtown neighborhoods that have seen decline in recent years, and historic buildings are being converted for apartment and condominium use. Increased amenities downtown geared to attract urban dwellers will continue this trend. The City's zoning code should work with the community's vision for increased urban living. The Future Land Use chapter of the Comprehensive Plan discusses this in more detail. Proactive implementation of this Plan to provide low-maintenance lifestyle as well as walkable proximity to shopping, restaurants, and recreation; unique living spaces; and "third places" such as coffee shops, cafés, and bars, will assist in the facilitation of a live-work-play environment in the Port of Manitowoc.



Rahr-West Art Museum



Main Street, 8th Street businesses

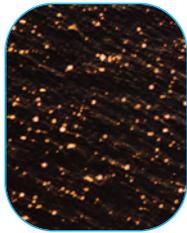
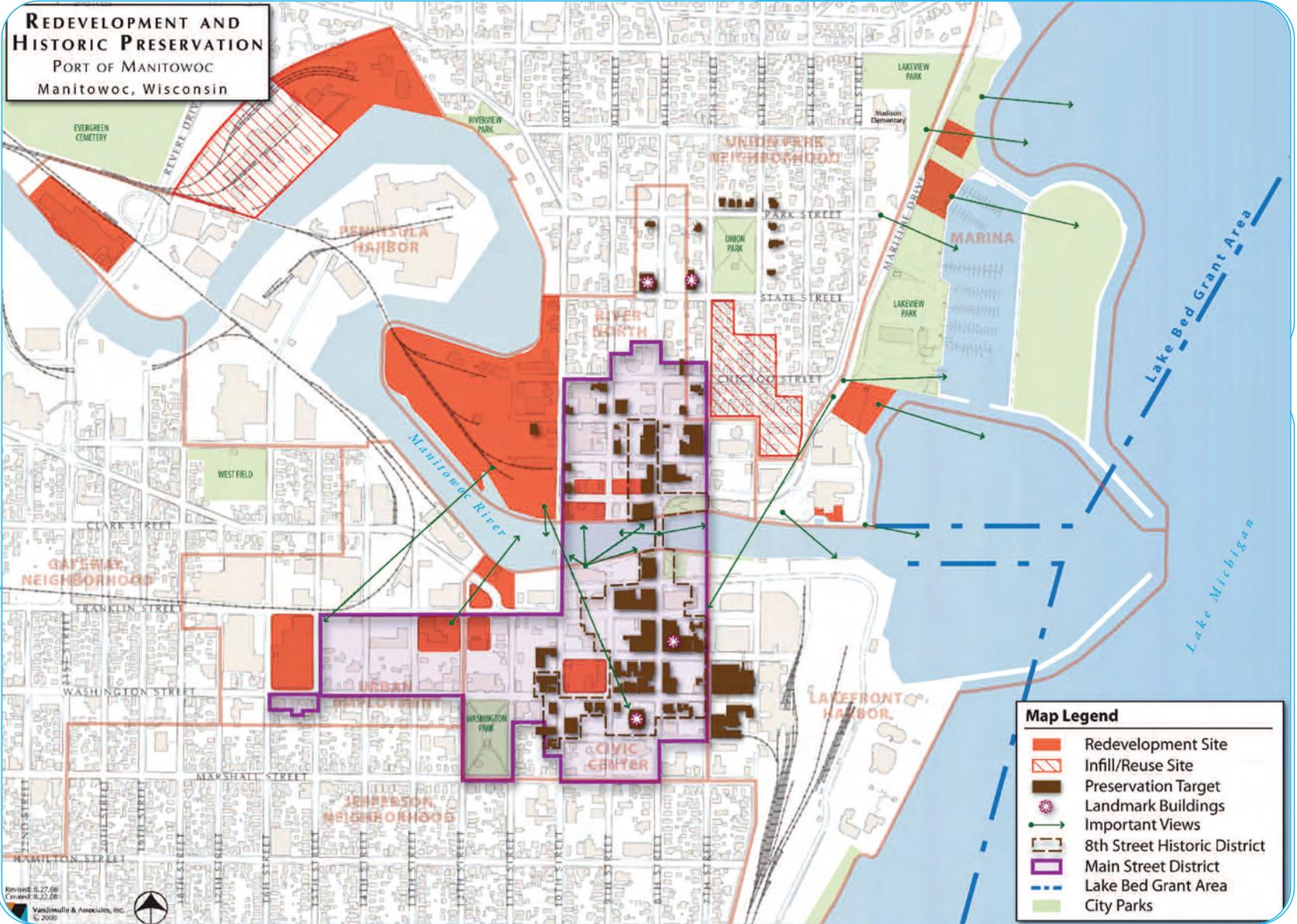


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DISTRICT I: RIVER NORTH

River North is a mixed use district focused on urban living, retail, employment, and entertainment uses. Historic building renovation and infill initiatives should focus on river access and views to the river, lake, and downtown landmarks.

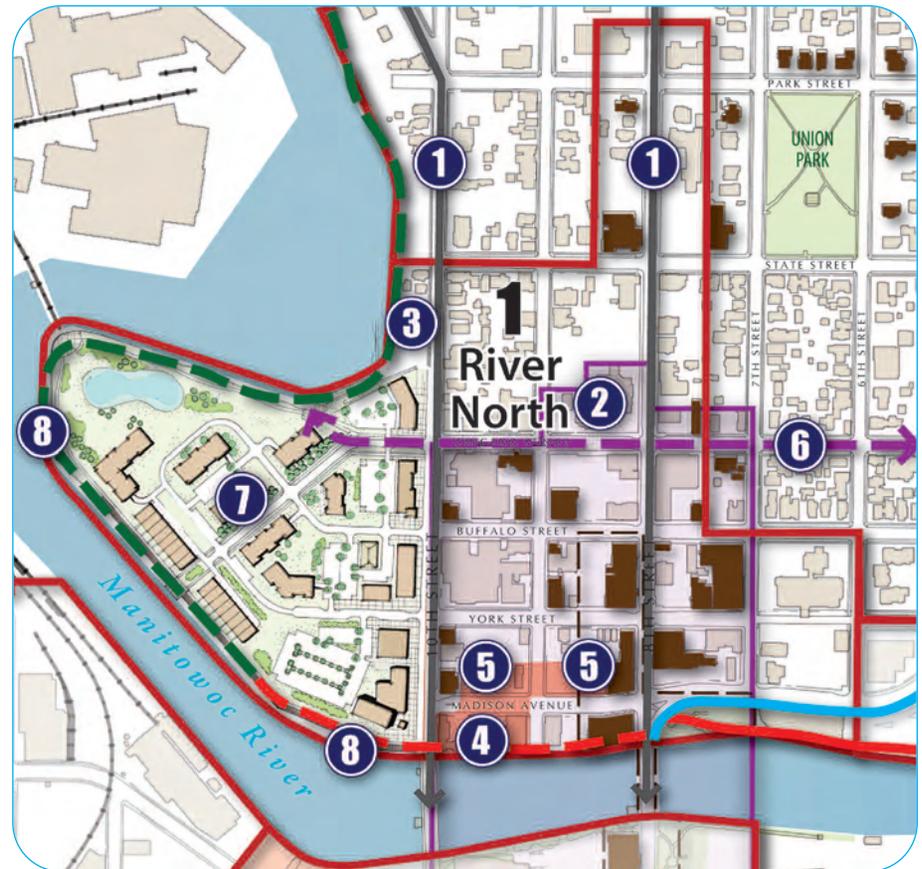
DISTRICT DESCRIPTION

The River North District is a diverse district, at the north end of the 8th Street Historic District and the Main Street District. As part of the 8th Street Historic District, River North is connected to the area south of the Manitowoc River; however River North has a distinct character lending itself to an urban neighborhood focus with community-oriented retail and services.

Recent urban living expansion has been realized with continued development of The River Lofts, a \$7 million project featuring 15 luxury condominiums in the historic Osuld Torrison building on the Manitowoc River. Plans call for locating a restaurant with riverfront dining on the ground floor.

The Canadian National (CN) Peninsula is the largest infill opportunity (22 acres) in the Port of Manitowoc planning area. Redevelopment of this former railroad marshalling yard should consider a mix of uses including retail, a corporate headquarters or office building, and residential.

River frontage in this district should be reserved for riverwalk development and offer waterfront oriented commercial activities such as a paddle sports outfitter and other recreational amenities.



PROPOSED PROJECTS

1. Conduct a detailed traffic engineering study to determine project costs and implementation phasing strategy for 8th Street and 10th Street conversion to two-way streets.
2. Develop organizational capacity of downtown entities as glue to bring various facets of downtown together. Brand and market the Main Street Manitowoc Program in the 8th Street commercial district, connecting the River North District to the Civic Center District south of the Manitowoc River.
3. Redevelop and infill sites along 10th Street, including the 10th Street at State Street location, for mixed use and multi-family residential.
4. Relocate McMullen & Pitts from the current River North riverfront location (near The River Lofts) to a working riverfront location up river in the Peninsula Harbor District. Redevelop current location for mixed use river-oriented residential, restaurant, and active retail.
5. Redevelop under-utilized properties along Madison Avenue (at 8th and 10th Streets) and infill the parking lot with residential uses with river and county court house views.
6. Connect the River North District to Lake Michigan via Chicago Street public improvements – streetscape,

pedestrian/bicycle, fitness circuit (Vita Course), and wayfinding from the CN Peninsula to Maritime Drive.

7. Redevelop the CN peninsula site with a mix of uses. Dependent upon market demands, uses could include a downtown corporate office, grocery store, support retail, and river view residential.
8. Incorporate public open space and riverwalk connections into CN peninsula site redevelopment; improvements could include a public boat launch, transient and residential boat docks, a dog park, and passive recreational amenities.



CANADIAN NATIONAL (CN) PENINSULA SITE CONCEPTS

This parcel is large enough to have its own identity, branding, and market. Future uses could be marketed as part of the larger peninsula to create an area of downtown with its unique sense of place. Depending on market conditions, the CN peninsula could redevelop into a variety of uses. For this reason, two concept site plan options are provided to illustrate future development opportunities.

Option One

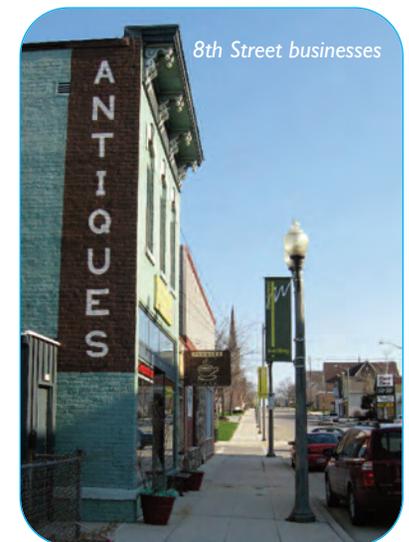
Due to the size of the site, there is an opportunity to locate urban office employment uses, such as a company headquarters, in this location. In this site plan, an urban office building is located at the prominent corner of 10th Street and the Manitowoc River to capture views of the riverfront, downtown, and Lake Michigan. The corner also provides a strong presence for a company headquarters along 10th Street. Mixed use buildings are proposed along 10th Street, with retail on the ground level and office or residential above. An existing historic building at 6th and Buffalo, could be rehabbed into a commercial building, adding to the area's sense of place. A variety of residential buildings are proposed throughout the site and located to maximize views of the riverfront. The residential buildings located in the site interior could be condominiums or apartments depending upon market conditions. Owner-occupied townhomes are

sited along the riverbank and a multi-family building is located toward the tip of the peninsula, adjacent to a public park. Townhomes may contain boat slips located parallel to the riverbank. A public riverwalk rings the peninsula.

Option Two

In this option, the peninsula is broken into two distinct areas – a working harbor waterfront and a mixed use project. The CN peninsula has historically provided an industrial employment area close to downtown. Uses in this area should take advantage of the harbor in their operations. A landscaped buffer separates the working harbor from the rest of the site. The mixed use project is anchored by an urban grocery store of 30,000 – 40,000 square feet and a public boat launch.

Commercial uses are located along 10th Street with upper-level apartments. An existing historic building could be rehabbed into a commercial building. Condominiums are located at the prominent corner of 10th Street and the Manitowoc River, adjacent to the public boat launch. Apartments are located in the interior of the site and sited to have views up and down river. Owner-occupied townhomes are located at the tip of the peninsula, either adjacent to the river or a public open space. The public riverwalk is located along the riverbank in the mixed use project and in the landscaped buffer between the working harbor and mixed use project.



DISTRICT 2: UNION PARK NEIGHBORHOOD

The Union Park Neighborhood is a downtown residential neighborhood with well maintained historic single-family homes and a diversity of multi-family homes centered around Union Park—a classic urban park. Historic home restoration, infill initiatives of under-utilized residential sites, park improvements, and lakefront connectivity should focus on capitalizing on the neighborhood's proximity to downtown and the lakefront.

DISTRICT DESCRIPTION

The Union Park Neighborhood District is an important district for the advancement of downtown living, and the growth of the population of young families in Manitowoc. While connected to the lakefront by proximity, the Union Park neighborhood lacks direct connectivity to Lake Michigan and lakefront public amenities. This connection is critical to increasing neighborhood appeal and promoting downtown recreation.

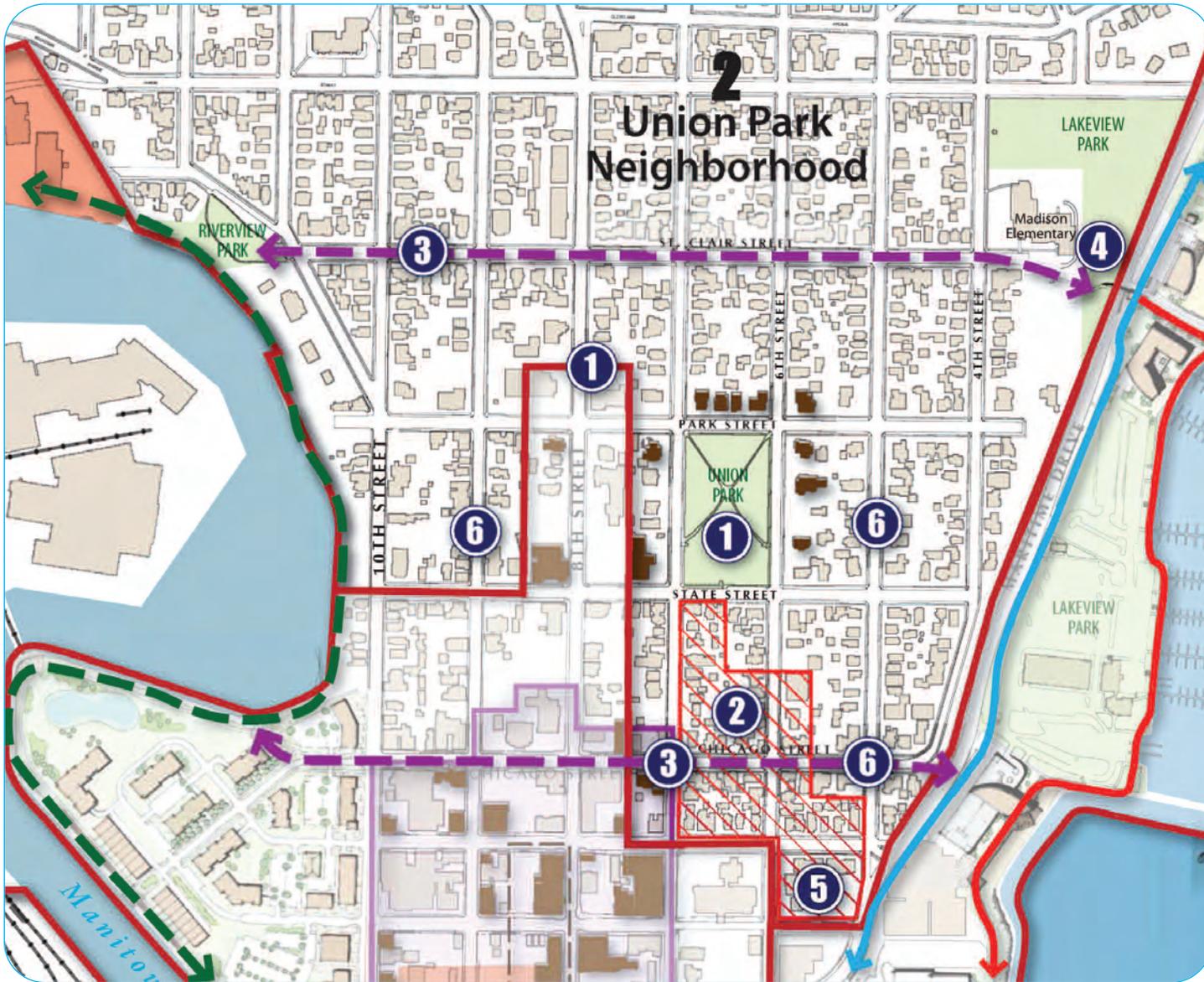
This neighborhood has a significant concentration of buildings representing some of the best examples of 19th and early 20th Century architectural styles in the City.

Homes surrounding Union Park have been restored to their original historic charm while single-family and multi-family homes south of Union Park have experienced less reinvestment in recent years.

Infill redevelopment in this area should include a mix of single-family and multi-family housing weaved into the fabric of the existing neighborhood. In addition, connectivity to the lakefront should be improved via Park Street.

PROPOSED PROJECTS

1. Preserve residential landmarks within the Union Park Neighborhood District and enhance Union Park for recreational uses to maintain and increase active neighborhood use.
2. Redevelop and infill residential uses in the area south of Union Park, utilizing targeted neighborhood reinvestment strategies such as homeowner assistance programs, housing authority initiatives, and developer recruitment.
3. Connect the Union Park Neighborhood District to Lake Michigan via Chicago Street and St. Clair Street public improvements – streetscape, pedestrian/bicycle, fitness circuit (Vita Course) and wayfinding – as part of the connection from the CN Peninsula to Maritime Drive.
4. Develop St. Clair Street overlook and pedestrian bridge at Maritime Drive to provide views to Lake Michigan and a pedestrian connection to Marina District amenities.
5. Redevelop or promote reinvestment in multi-family housing at N. 6th Street and Buffalo Street, taking advantage of lakefront proximity and views.
6. Enhance public right-of-ways within Union Park Neighborhood, including street trees, lighting, and crosswalks.



DISTRICT 3: MARINA

The Marina District is Manitowoc's lakefront destination where residents and visitors can recreate, celebrate, and appreciate the community's Lake Michigan location. As the community's premier lakefront area, the Marina District provides key opportunities for private infill development of underutilized lakefront sites and public enhancements.

DISTRICT DESCRIPTION

The Marina District is an important district for the advancement of tourism and the quality of life for Manitowoc residents. With a working lakefront to the south, the Marina District is some of the community's most prime real estate, and therefore a key opportunity exists to generate new private investment downtown. New investment in this area should focus on high-quality development that maximizes tax base generation.

The Manitowoc Marina is a regional boating destination, and is a key downtown asset to be celebrated and utilized as a catalyst for surrounding infill development.

The existing YMCA is a bustling center of activity with a range of programs serving the community and drawing people downtown. Over the long term, the lakefront may not be the best location for the YMCA; however its location downtown is an important asset to the community. New development in the Marina District could include lakefront condominiums, condominium hotel, lakefront restaurant, and commercial uses with a public boardwalk and recreation focus. In addition, public spaces in the Marina District should be enhanced, with the designation of a new public beach north of the marina and the development of community festival grounds on the marina containment area, east of the marina. Development of taxable entities in the Marina District can create the increment to pay for public amenities in the District.



PROPOSED PROJECTS

1. Utilize the marina containment area east of the marina to develop public festival grounds and an eco-park for local and regional events. Install a windmill, emblematic of the City's emerging energy cluster; to demonstrate local business and use the energy to power park facilities. Install a band shelter with a sailboat inspired design. Provide utilities to the area (water, sewer, sanitary).
2. Designate a new public beach in Lakeview Park just north of the marina to create a lakefront destination and access to Lake Michigan.
3. Develop a wayfinding signage system to promote connectivity between lakefront and riverfront destinations including the Manitowoc Marina, Wisconsin Maritime Museum, public beaches, parks, and future festival grounds.
4. Develop St. Clair Street overlook and pedestrian bridge at Maritime Drive to provide views to Lake Michigan, a pedestrian connection to Union Park Neighborhood, and a recreation connection with the fitness circuit connection.



5. Connect the Marina District to the Union Park Neighborhood and River North Districts with a Chicago Street pedestrian connection; utilize this enhanced connection to also slow vehicular traffic on Maritime Drive.
6. Promote high-quality development of an approximately 4.0-acre site at the north edge of Lakeview Park. Potential uses include condominiums, hotel condominiums, lakefront restaurant, and beach-oriented uses such as a small café and ice cream shop. Private development can help generate increment for public improvements.
7. Expand the existing Best Western Lakefront Hotel to take advantage of the hotel's location on Lake Michigan and entrance to the harbor. Improvements to the hotel could include an addition to the south end of the existing building providing a waterfront restaurant and views to hotel guests.
8. Promote high-quality development of an approximately 2.5-acre infill site in the existing YMCA parking lot. Incorporate YMCA parking into infill site, at or below ground level, and build residential or office uses on upper levels. If YMCA relocates, consider larger redevelopment site including existing YMCA facilities.
9. Maintain and improve the quality of the Manitowoc Marina with investment in guest facilities and public connections to nearby downtown amenities.
10. Enhance the riverwalk by adding public overlooks, a historic interpretive program, and public art.



DISTRICT 4: LAKEFRONT HARBOR

The Lakefront Harbor District is Manitowoc's working lakefront providing active commerce and employment in the heart of the community. With a blend of industrial and transportation uses, Lakefront Harbor District's focus should remain a working lakefront with improvements centered on visual enhancements and adequate infrastructure to connect businesses, ferry traffic and residents to destinations within the area.

DISTRICT DESCRIPTION

The Lakefront Harbor District, located along Lake Michigan south of the Manitowoc River, is one of Manitowoc's earliest industrial areas. Lakeside Foods, Busch Agricultural Resources, Manitowoc Public Utilities, and Manitowoc Public Library have large infrastructure investments in the Lakefront Harbor and take advantage of their proximity to the Lake. The SS Badger Carferry, with its recently renovated docking facilities has expanded its passenger traffic flow with the improvement of Quay Street and its connection to the Civic Center District and surrounding downtown districts.

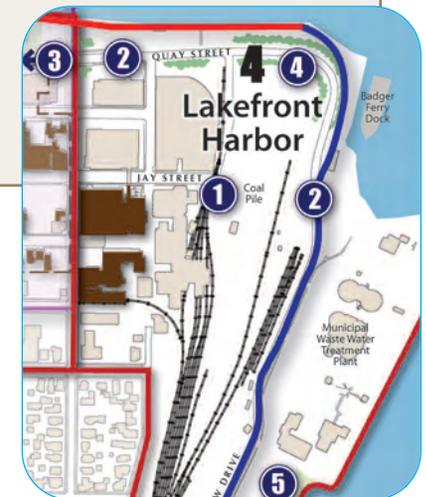
The potential exists for redevelopment of sites with lake views in the long-term; however, at this time the Lakefront Harbor District remains an active working harbor, a key asset for Manitowoc commerce. The existing coal piles in the Lakefront Harbor District are integral to the operations of Manitowoc Public Utilities and the municipally-owned power plant.

PROPOSED PROJECTS

1. Celebrate and maintain the active working harbor; collaborate with existing businesses to promote business growth in Manitowoc. Strengthen and expand the link between downtown and the carferry.
2. Improve wayfinding signage and streetscaping along SS Badger Carferry traffic route into the Civic Center and River North Districts to provide a direct connection to downtown businesses and tourist destinations for ferry passengers.
3. Following a detailed traffic analysis, convert 8th and 10th Streets to two-way travel to improve ferry passenger access to downtown businesses and visitor destinations.
4. Investigate coal pile screening to aesthetically enhance the Lakefront Harbor District.
5. Consider potential for long-term redevelopment of vacant sites in the Lakefront Harbor District. If coal piles are relocated in the future, enhance the area with a downtown urban park.



S.S. Badger Lake Michigan Carferry Photo by Sue Pischke, copyright 2008, Herald Times Reporter. Used with permission.



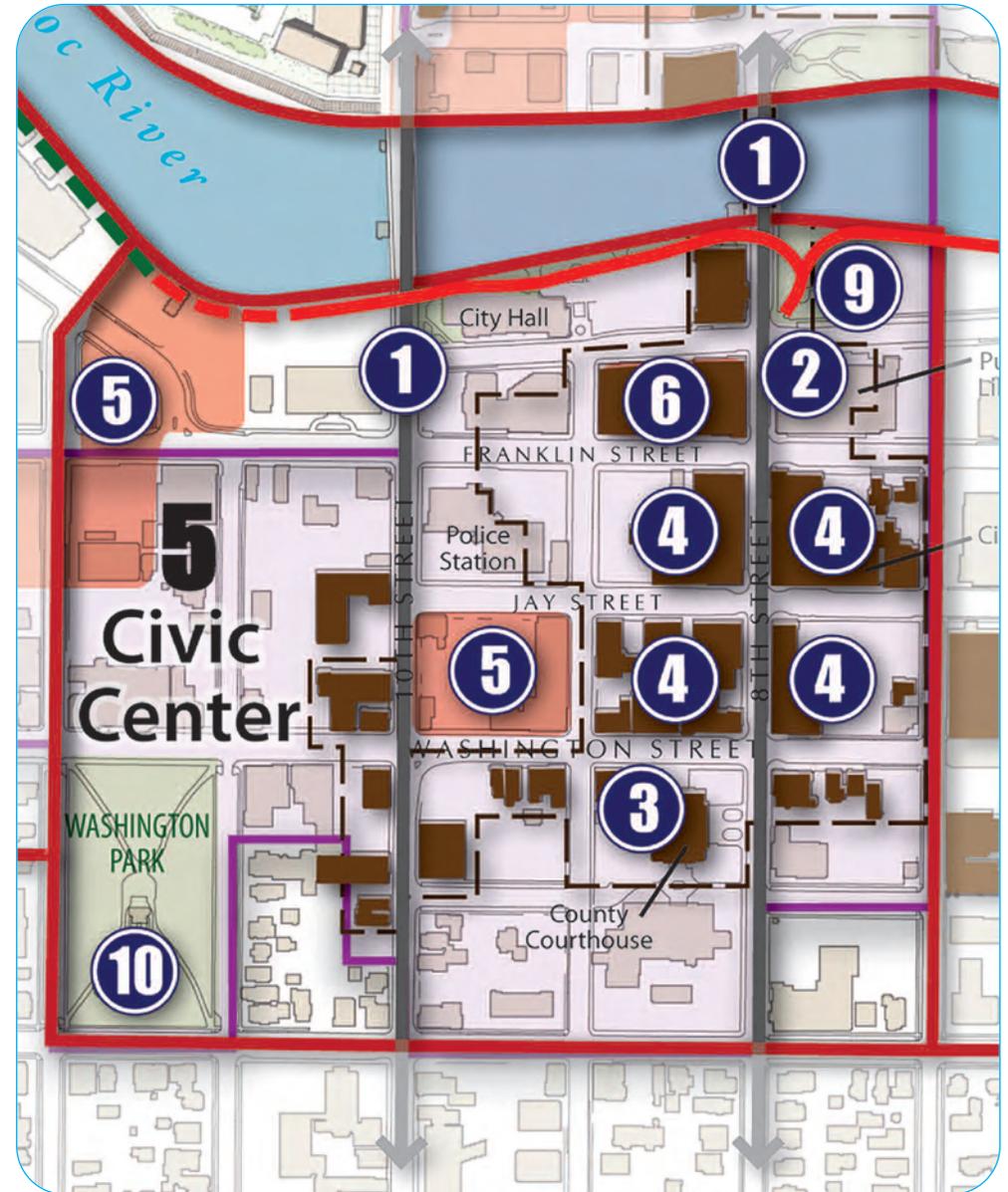
DISTRICT 5: CIVIC CENTER

The Civic Center District is the heart of Port of Manitowoc – the civic and business center of the community surrounded by a working riverfront and lakefront, ample employment, and downtown neighborhoods. This district encapsulates the core of Main Street Manitowoc and provides shopping, dining, arts, urban living, and civic resources for visitors and residents.

DISTRICT DESCRIPTION

Civic Center District revitalization has generated momentum through years of public and private investment. The designation of the 8th Street Historic District; the restoration of the Capitol Civic Centre; the development of a new Public Library and City Hall; the creation of the downtown farmers' market; and extensive public improvements including streetscape and riverwalk construction have generated additional investment and excitement about downtown Manitowoc. This is most evident by the successful application by Mainly Manitowoc and sponsored by the City of Manitowoc to the Wisconsin Main Street Program in 2008.

Moving forward, focus in the Civic Center District should be continued enhancement of the existing urban fabric through active business and developer recruitment, restoration and reuse of historic buildings, infill development, and coordinated District marketing and programming. In addition, the Civic Center District and the Main Street Manitowoc Program, as the heart of the Port of Manitowoc, should play a lead role in coordinating the connection between existing amenities and landmarks. The Manitowoc Economic Base Assessment and Market Analysis technical document, created as part of the Comprehensive Plan, goes into more detail on the existing market and key market implications for downtown planning and redevelopment.





PROPOSED PROJECTS

1. Enhance Civic Center District circulation and business visibility with the conversion of the 8th Street and 10th Street one-way pair to two-way streets. To begin implementation of the one-way pair conversion conduct a detailed traffic engineering study to determine project costs and implementation phasing strategy.
2. Draw residents and visitors to downtown Manitowoc where they can shop, dine, and stroll along the 8th Street Historic District via marketing and coordinated programming led by the Main Street Manitowoc Program.
3. Restore the iconic, highly-visible, and National Register-listed Manitowoc County Courthouse building, honoring the landmark's original style and architectural detail.
4. Continue to preserve Civic Center District landmarks and historic buildings, and create incentive for residential (upper level), retail, office, and service use in existing buildings.
5. Facilitate mixed use redevelopment of underutilized sites in the Civic Center District. Potential long-term redevelopment areas include the Washington Street block between 9th and 10th Streets and the vacant riverfront property along S. Water Street, as well as the area directly southwest of this site. Potential uses on these sites could be hotel, office, and residential.
6. Promote redevelopment of the downtown block located on 8th Street between Quay Street and Franklin Street. Incorporate a mix of uses in this block, which could include retail, office, or current uses which showcase local industry and products.
7. Capitalize on the Port of Manitowoc employment base with the development of additional employee housing and commercial uses to meet the daily needs of downtown residents.
8. Coordinate with developers and public granting agencies to facilitate Civic Center District redevelopment. Tools for redevelopment and downtown revitalization include tax increment financing (TIF); tax credit programs; grants from federal and state departments including Commerce, DNR, DOT, USEPA, and HUD; and Business Improvement District (BID) programming.
9. Promote continued growth of the Manitowoc farmers' market, and encourage future creation of a year-round public market housed in the Civic Center District to advance the local/regional food initiative in Manitowoc in coordination with area agriculture and food processing experts.
10. Preserve and enhance Washington Park to maintain and increase active community use, including programming of cultural activities to draw Manitowoc residents to the Civic Center District.

DISTRICT 6: JEFFERSON NEIGHBORHOOD

The Jefferson Neighborhood District is Manitowoc's historic "immigrant neighborhood." With a mix of single-family and multi-family residential uses as well as neighborhood commercial, focus in this district should be on targeted residential reinvestment, anchored by Jefferson School, and include potential residential conversions from multi- to single-family housing.

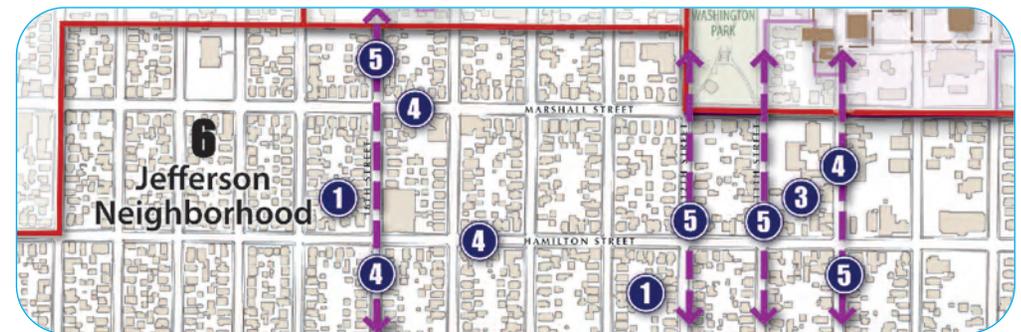
DISTRICT DESCRIPTION

The Jefferson Neighborhood District is an important district for the advancement of affordable living, and as a growth area for younger families in Manitowoc. Connected to the Civic Center and Urban Employment Districts, the Jefferson Neighborhood provides living opportunities in close proximity to downtown and to employment opportunities ranging from public sector/civic, manufacturing, food processing, professional, and retail or service positions.

As a historic "immigrant neighborhood," the Jefferson Neighborhood has developed an eclectic mix of single-family, as well as two-family and multi-family housing over time, which has served the purpose of housing extended families and oftentimes served as short-term housing for generations of newcomers to Manitowoc. Neighborhood housing reinvestment and infill redevelopment in this area should include a mix of single-family and multi-family housing weaved into the fabric of the existing neighborhood. In addition, connectivity to employment opportunities in adjacent districts should be enhanced.

PROPOSED PROJECTS

1. Reinvest in and rehabilitate the existing residential and historic properties in the Jefferson Neighborhood; consider down-zoning some houses for single-family use to increase the attractiveness of existing housing stock for young families.
2. Develop an urban living strategy, working with developers, neighborhood leaders, and downtown entities; promote development of employee-assisted homeownership programs.
3. Rehabilitate Jefferson Neighborhood business district with increased neighborhood commercial retail and services near the area of Hamilton St. and 10th St. Retail and services could include a daily needs market, cafe/deli, and personal services.
4. Develop neighborhood scale streetscape amenities along Marshall St., Hamilton St., 10th St., and 16th St. to create a unified Jefferson Neighborhood.
5. Increase pedestrian and bicycle connections, as indicated in the map below (#5), to the Civic Center and Urban Employment Districts to provide alternative forms of transportation for neighborhood residents.



DISTRICT 7: URBAN EMPLOYMENT

The Urban Employment District is part of Manitowoc's historic industrial core providing active commerce and employment in the heart of the community. Bordered by the Manitowoc River to the north and urban mixed use neighborhoods to the south, east, and west, this district's focus should be continued employment use with incentives for business and job creation to create "workforce density" within the Port of Manitowoc.

DISTRICT DESCRIPTION

This area represents the evolution of the City, with old industrial uses located in an area where people could historically walk to work and new industry emerging in the Peninsula Harbor District. The Urban Employment District, in addition to the Peninsula Harbor and Lakefront Harbor districts, is Manitowoc's historic manufacturing center. Today this area is characterized by Red Arrow Products, Wisconsin Aluminum Foundry Co, among other employers, as well as the currently vacant, 9,000 sq. ft. Mirro Company site. Together the existing companies employ a large number of Manitowoc residents who are able to reside within an easy commute. Recommendations for the Urban Employment District focus on the continued success of this area as an employment district with suggestions for long-term streetscaping (Franklin St. Corridor), underutilized site reuse, and the transition between adjacent residential neighborhoods.

PROPOSED PROJECTS

1. Celebrate and maintain the active Urban Employment District; implement economic development strategies from the Comprehensive Plan, Economic Opportunities Analysis, and efforts of groups including the MCEDC to recruit businesses to the area in order to provide urban live-work opportunities.
2. Proactively pursue environmental assessment, remediation, and reuse or redevelopment of Mirro Site. Future uses of this building or site (after demolition) could include a business incubator in partnership with LTC, MCEDC, and area entrepreneurs to advance the next wave of urban employment.
3. Promote redevelopment and infill of underutilized riverfront sites for urban employment uses in need of waterfront location.
4. Improve vehicular and pedestrian connections to surrounding downtown districts.
5. Create riverwalk plan that routes through the Urban Employment District; coordinate with existing businesses to minimize the impact of the riverwalk on business operations.
6. Restore and enhance the Washington Street Corridor which runs through the Urban Employment District in accordance with the Main Street Manitowoc program.
7. Build upon Manitowoc's corporate strength and growing green technology sector by creating opportunities for small business start up and development in a multi-tenant "business innovation center."
8. Develop corridor plan for the Franklin Street and Washington Street Corridors (connecting to, and including, Calumet Avenue), the primary gateway into the Port of Manitowoc from Interstate 43.



DISTRICT 8: GATEWAY NEIGHBORHOOD

The Gateway Neighborhood District serves as Manitowoc's gateway for visitors entering Port of Manitowoc from I-43 and the Washington Street Corridor. The Gateway Neighborhood is also an urban residential district adjacent to the Urban Employment District, and is home to Holy Family Memorial Hospital. District focus should be on Washington Street Corridor gateway planning and targeted residential reinvestment.

DISTRICT DESCRIPTION

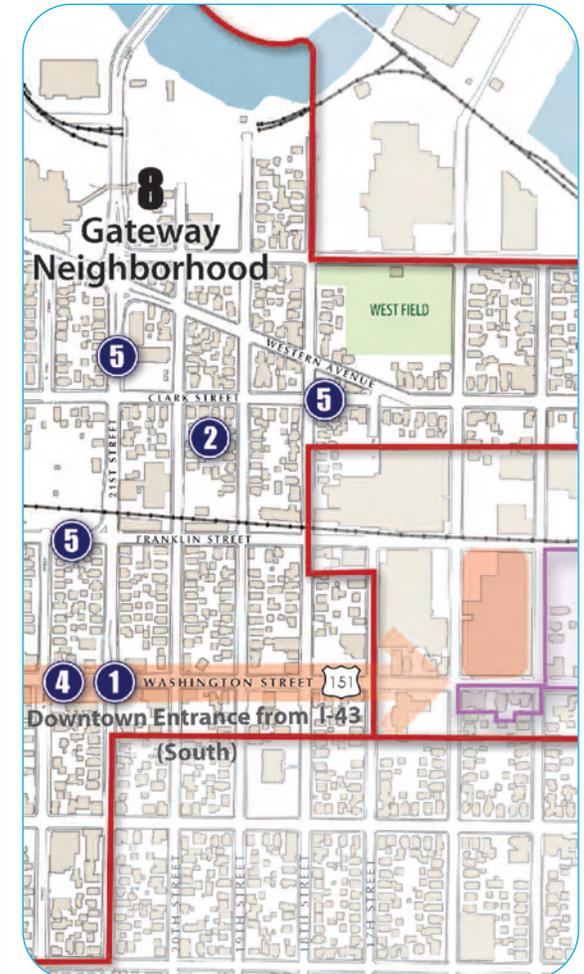
The Gateway Neighborhood District is integral to the promotion of the entire Port of Manitowoc planning area. The Washington Street Corridor is the primary portal for residents and visitors traveling into the area from I-43. Future success of the Port of Manitowoc is contingent on an attractive and engaging entry into the community's captivating downtown. Future strategies for community planning should include detailed corridor planning for the Washington Street and Franklin Street Corridor.

In addition, the Gateway Neighborhood provides downtown living in close proximity to diverse employment opportunities in the Urban Employment, Peninsula Harbor, and Civic Center Districts.

Neighborhood housing reinvestment and infill redevelopment in this area should include a mix of single-family and multi-family housing woven into the fabric of the existing neighborhood. In addition, connectivity to employment opportunities in adjacent districts should be enhanced.

PROPOSED PROJECTS

1. Develop detailed corridor plan for the Franklin Street and Washington Street Corridors, the primary gateway into the Port of Manitowoc from Interstate 43.
2. Reinvest in and rehabilitate the existing residential and non-residential properties in the Gateway Neighborhood District.
3. Develop an urban living strategy; promote development of employee-assisted homeownership programs.
4. Brand and market the Main Street Manitowoc Program in the Washington Street commercial corridor; connecting the Gateway Neighborhood District to the Civic Center District.
5. Develop neighborhood scale streetscape amenities to create a unified Gateway Neighborhood.



DISTRICT 9: PENINSULA HARBOR

The Peninsula Harbor District is Manitowoc's working river harbor providing active commerce and employment in the heart of the community. With a diverse mix of thriving industrial uses, Peninsula Harbor District's focus should be the maintenance and advancement of the working riverfront, with improvements centered on infill of underutilized sites, maintenance of adequate infrastructure to promote business growth, and visual enhancements where the district connects with adjacent districts.

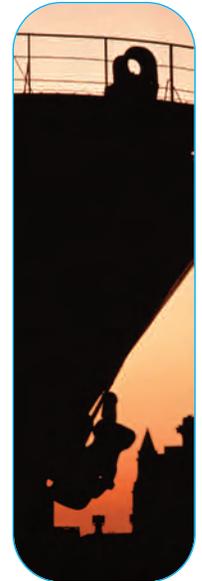
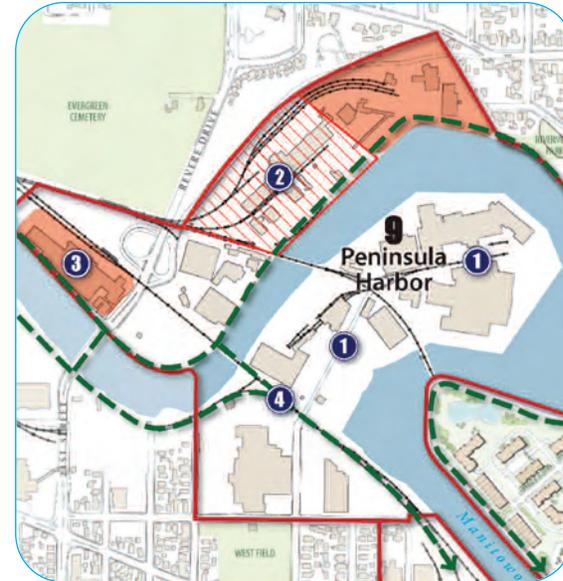
DISTRICT DESCRIPTION

The Peninsula Harbor District, located along the Manitowoc River, is a thriving working harbor. The peninsula which dominates this District is the former home of the Manitowoc Company. Burger Boat Company with a history dating back to 1863 and Tower Tech, a leader in wind turbine tower technology are the leading businesses located in the Peninsula Harbor District today. These growing businesses along with others located in the District provide employment opportunities and financial strength for the Manitowoc community.

The potential exists for reuse of key existing industrial sites that are currently underutilized—reuse of these sites could provide the opportunity for growth of technology-oriented businesses or the relocation of businesses in need of water access.

PROPOSED PROJECTS

1. Celebrate and maintain the active working harbor; collaborate with existing businesses to promote business growth in Manitowoc.
2. Promote redevelopment and reuse of the cement plant (former Rockwell Lime Company property) for active working harbor business use.



3. Promote reuse of other underutilized sites in the Peninsula Harbor District including the former Whitehouse Milk Company building located on the Manitowoc River at Revere Drive.
4. Create riverwalk plan that routes through the Peninsula Harbor District; coordinate with existing businesses to minimize the impact of the riverwalk on business operations.
5. Improve vehicular and pedestrian connections to surrounding downtown districts.

DISTRICT 10: RIVER CORRIDOR

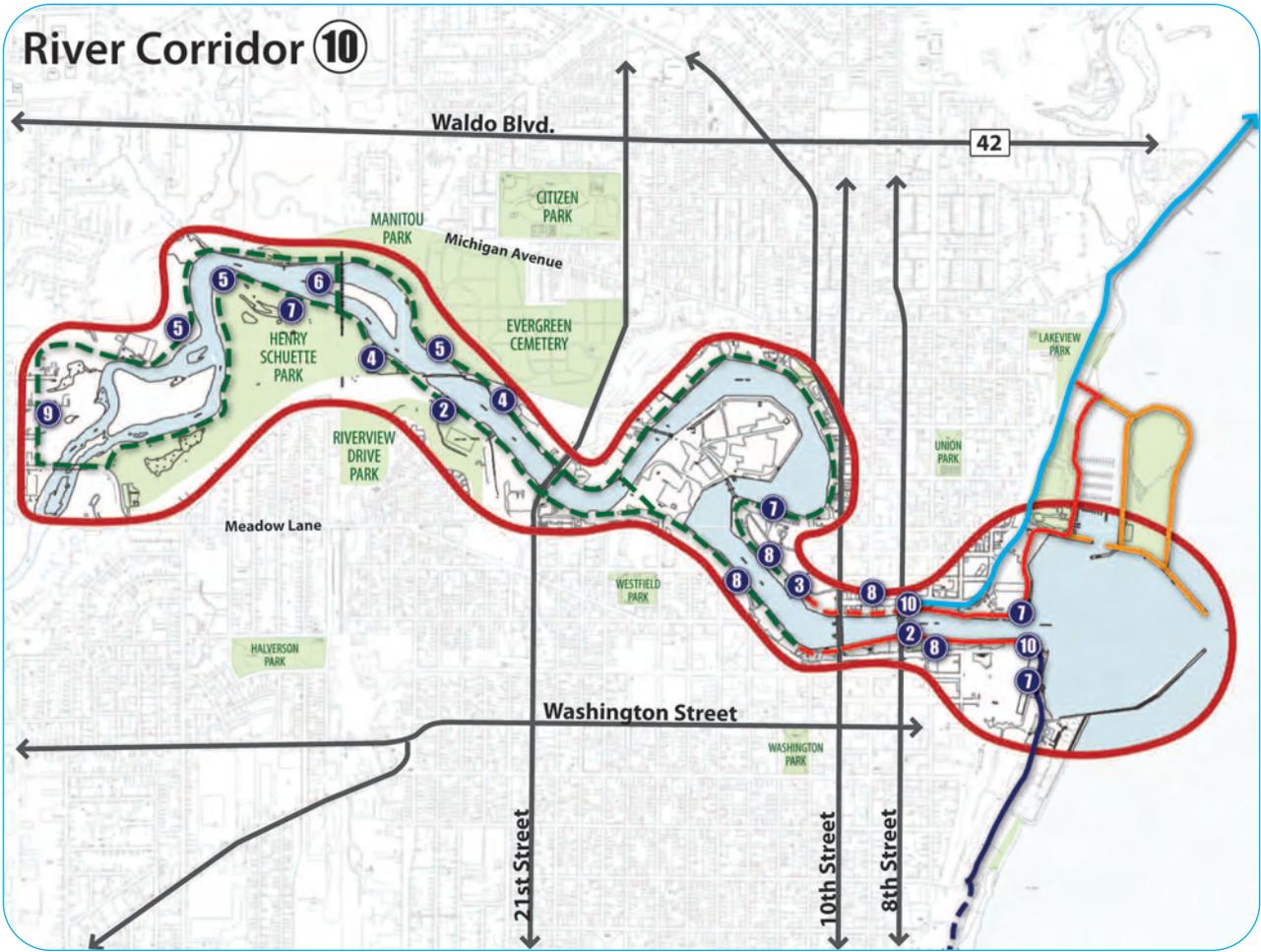
The Manitowoc River Corridor District has historically been a place of industry. While retaining industry remains a high priority in Manitowoc, industry is encouraged to remain and upgrade facilities in strategic working harbor-related locations along parts of the river; future uses in redeveloping areas could also include housing, retail, and recreation.

DISTRICT DESCRIPTION

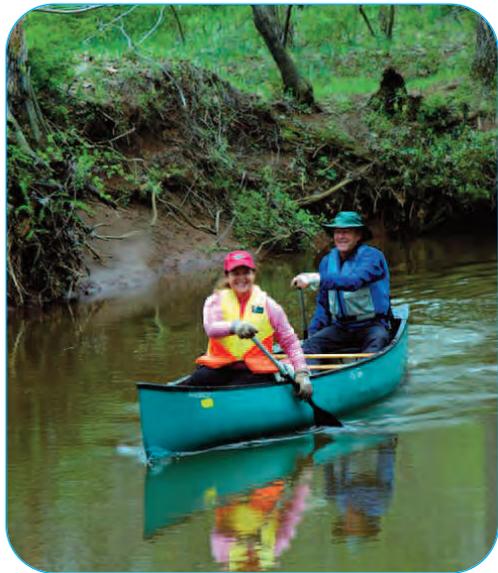
The River Corridor District is centered on the urban Manitowoc River, which is diverse in activity and character. The River Corridor's focus should be on the continuance of a mixed-use corridor, providing recreation as well as employment opportunities, connected by a continuous riverwalk extending from Manitou Park to and through downtown and ending at Lake Michigan. The riverwalk trail should include a pedestrian/bicycle bridge connecting Manitou Park with Henry Schuette Park. The riverwalk will have two distinct designs - an urban riverwalk in the downtown and a naturalized Manitowoc River Trail west of Revere Drive.

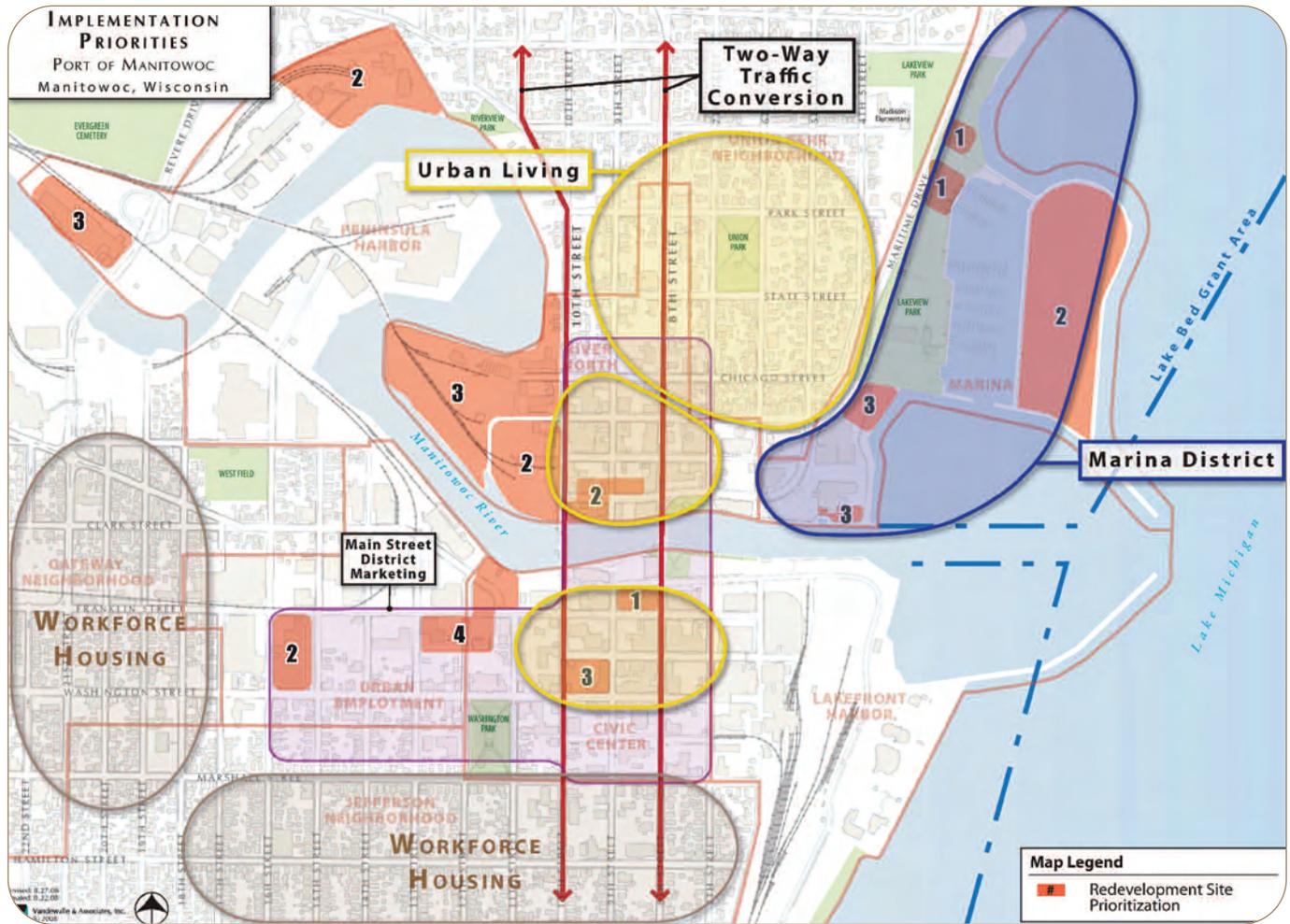
PROPOSED PROJECTS

1. Develop a detailed riverwalk master plan focused on sustainable design; in addition, develop a detailed interpretive program for the riverwalk area to create a unique riverwalk experience built upon the history of Manitowoc and the role of the Manitowoc River in the community. The riverwalk shall tie into the Ice Age Trail route.
2. Connect Manitou Park and Lake Michigan via an active riverwalk pathway; coordinate with existing businesses to minimize the impact of the riverwalk on business operations.
3. Install an eco-friendly concrete urban walkway for the riverwalk.
4. Incorporate a crushed granite or gravel path for the Manitowoc River Trail to maximize stormwater infiltration.
5. Establish a series of river/wildlife watching nodes along the river.
6. Investigate the opportunity to work with Canadian National Railroad to add a pedestrian path to the railroad bridge.
7. Create an interactive and interpretive series of displays along the river explaining the geography and civic history of Manitowoc.
8. Install public art along the riverwalk.
9. Create a connected riverwalk exercise loop – use 40th Street to create the loop on the western end.
10. Connect the river corridor to regional trails, including Mariner's Trail, South Lakeshore Path, and the Ice Age Trail.



Wisconsin Maritime Museum





The City of Manitowoc, along with local partners including the Manitowoc City Center Association (MCCA) and Mainly Manitowoc, has generated momentum towards downtown redevelopment in recent years. To build upon this effort, the following implementation recommendations and projects represent the highest priority strategies to capitalize on the community's unique place-based assets over the next few years.

MARINA DISTRICT IMPLEMENTATION

Port of Manitowoc's Marina District has the potential to become a regional recreation and tourism destination. The City's Lake Bed Grant Area allows for additional "growth" in the City for public purposes, such as a city park. Implementation of plan recommendations for the Marina District will assist the Port of Manitowoc in creating a critical mass

for downtown revitalization; capitalize on the community's tremendous Lake Michigan asset; and draw residential, recreational, commercial, and tourism activity to Manitowoc's lakefront.

TWO-WAY TRAFFIC CONVERSION

To provide the opportunity for increased connectivity for Manitowoc residents and visitors, additional study of the merits of converting downtown's one-way pair to two-way streets must occur.

Consideration should be given to the directness of travel and ease of wayfinding; economic vitality for downtown businesses; increased safety and convenience for pedestrian and bicycle travel; safer speeds; and the maintenance of an acceptable level of service.

URBAN LIVING AND WORKFORCE HOUSING

Manitowoc's traditional downtown residential neighborhoods and major areas of activity, such as 8th and 10th Streets, are prime for infill development to provide additional urban living and workforce housing opportunities in the Port of Manitowoc. The development of diverse housing – apartments, condominiums, attached townhomes, and detached single-family homes throughout the Port of Manitowoc – will provide urban living opportunities for students, young professionals, families, and empty-nesters who prefer to live in an urban environment, close to work and downtown activities.

PRIORITY REDEVELOPMENT SITES

Port of Manitowoc implementation should focus on prioritized site redevelopment. A prioritization strategy has been determined based on the potential positive impact of each project to the greater downtown area –and in consideration of existing conditions of the site, potential for site access/control, and potential tax base generation. Priority redevelopment sites are labeled on the Implementation Priorities Map with a number one, two, three, or four to indicate the recommended timeline for redevelopment: #1 indicates short-term priority, for projects within 5-10 years; #2, mid-term priority for projects within 10-15 years; and #3 and 4, long-term priority for projects within 15-20+ years.

PORT OF MANITOWOC BRANDING AND MAIN STREET MANITOWOC MARKETING

To create a thriving downtown that will engage residents, businesses, and visitors, an important component of plan implementation will be the creation of a coordinated theme and identity for the Port of Manitowoc—complete with an active downtown organization that can impact business mix, store hours, and other issues that have traditionally hampered downtown progress. This identity should be built upon its unique assets, history, culture, and recreational resources.

PRIVATE LEADERSHIP GROUP DEVELOPMENT AND STRATEGIC IMPLEMENTATION ROLE

Degree of success in the Port of Manitowoc implementation is dependent on the breadth and depth of the team entrusted with implementation leadership. City staff and elected officials are already well-seasoned in complicated implementation strategies, and working together with downtown groups will nurture future success. To further capitalize on Manitowoc's key economic assets and place-based opportunities, a private leadership group should be formed in Manitowoc as a key component of strategic economic development and plan implementation. Comprised of strategic property owners and local corporate leaders with diverse expertise, a local private leadership group could facilitate additional interest and investment in Manitowoc, and increase the rate of implementation.

ACKNOWLEDGEMENTS

This document has been produced by the City of Manitowoc with leadership and guidance from the City Planning Department, the City Plan Commission, the City Council, and an appointed Downtown & River Corridor Plan Ad-Hoc Committee.

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