

#1 Downtown

A successful and vibrant downtown is key to any city's success. For too long our focus as a city has been growing other areas of the city (Harbor Towne). I am intentionally placing downtown as the number 1 focus for this 2022 Vision. First and foremost, we need to end the age-old debate of where downtown is. I am proposing (ahead of our downtown study) that the city officially declare that downtown encompasses an area beginning at Washington and S. 16th Street going 16 blocks to N. 8th and Chicago Street, along with each side street one block off the main streets. With the Mirro Building being demolished we have an excellent opportunity to create a vibrant new look to the start of our downtown.

Downtown would be separated into 2 areas. Downtown and Historic Downtown. The 8 blocks on Washington Street (west to east) from S. 16th to S. 8th would be the start of downtown. The 8 blocks (and bridge) on 8th Street (south to north) would be designated as historic downtown.

Both sections would have their own unique feel as we begin to address much needed improvements to both areas. I will revitalize my downtown façade grant program within the first year to rehabilitate many of the buildings, again, with the downtown section being separate from the historical section.

Downtown revitalization will also focus on key areas/institutions along its path, starting with the demolition of the Mirro building and ensuring the land is sold to private development. Part of this land will be sectioned off to include a remembrance to Mirro and the tens-of-thousands of citizens who were employed there over its almost 100-year existence (1909 – 2003). This could be an excellent visual as citizens/tourists enter our downtown. Moving west, we will focus on rehabilitating buildings along the Washington Street corridor. These buildings would not be required

to match the historical nature of the buildings on 8th Street, but should focus on the new birth of Downtown Manitowoc!

Washington Park is an essential piece of land along this corridor and needs to be utilized to its full extend, even considering placing the Farmers Market there on certain days. The Capitol Civic Centre and Manitowoc Public Library need to be a focus of downtown and the city needs to support their continued existence and increased traffic.

Parking needs to be addressed further. If we want businesses to look to downtown to build or expand, then we need longer-term solutions for day-long parking. Parking structures need to be planned immediately for both the north and south sides of 8th Street. Businesses like Forefront Dermatology continue to expand and if we want to keep them downtown we need to address more parking. If we want the Schuette Building to house a business with 100 employees we need to address more parking. We need these employees downtown (for restaurants and shops alike).

Pedestrian and bike safety need to be addressed for downtown. I will work with staff and citizen members to create a safer pedestrian environment (some of which already began) and specific and detailed bike paths for the area. The priority for the bike paths will be from the Mariners Trail to downtown and from the Carferry to downtown.

Public art is beginning to show life in downtown. Quite simply, this needs to continue and we need to see more murals and colors downtown.

We need better and more communication between downtown business owners, the city, and MCCA / Mainly Manitowoc. We need to work together.