

#5 Farmers Market Parking Lot

This piece of property is currently owned by Briess (owners of the former Anheuser Busch building). I believe the current use is underutilized (parking lot and farmers market in spring/summer two days a week). This is prime real estate with an amazing view of Lake Michigan, the USS Cobia across the river at the Wisconsin Maritime Museum, and the Manitowoc Public Library. The benefit of having carferry traffic drive past this lot every day in summer also lends to a discussion of a better use for the property.

I am proposing a mixed use for this land. A portion being park/recreational and the other portion being commercial/restaurant/housing. The park/recreational aspect of this property could transform into a band shell for music along the river, the ice skating rink in winter, farmers market, balloon glow and much more.

I see the corner of 8th and Quay as the "City Centre" and this park could be the cornerstone of that. The commercial/restaurant/housing would create a tax-base on the property and I envision a very high-end user on this property because of its location and view.

The goal here is not to see the end of the Farmers Market Downtown. In fact, quite the contrary. I believe a better use for this land will only help the market long-term. I want the Farmers Market to remain in Downtown Manitowoc for many years to come, and I want to see it incorporated with businesses and events downtown, much like Green Bay, Appleton, Oshkosh and others have done with their Farmers Markets in their downtowns.

We will begin working with Briess to bring this vision to fruition.