

Lakeshore Investment Networking

CITY OF MANITOWOC

ADAM TEGEN

COMMUNITY DEVELOPMENT DIRECTOR



Downtown 2022

- Reversion from one way streets, back to two-way streets in August
- Signal upgrades - 8th and Washington, 8th and Franklin, 10th and Washington, 10th and Franklin, 10th and Marshall
- Intersection redesigns - Waldo and 8th, 11th and Menasha, 10th and Water



Downtown 2023

- **Continued Streetscape Improvements:** Will focus on adding street trees, landscaping and pedestrian lighting on Maritime Drive and York Street.
- **Bridge Lighting/10th Street Bridge House:** Options for lighting are being reviewed. The Bridge House Design concept is being developed to complement the 8th Street Bridge House with an emphasis on material and color palette.
- **UW-Madison Design Project:** An analysis and mapping have been completed for the project area and will be reviewed by staff. The focus of the project remains reimagining the CDF and connecting waterfront, with particular emphasis on environmental sustainability and water access.
- **Public Arts and Signage:** New signs for Burger Boat and Shipbuilders Parks are planned. Public Arts will focus on Placemaking and embracing what makes the City unique, as well as integrating interactive artwork.



Downtown Programs

FAÇADE GRANTS

- The purpose of the Program is to stimulate private investment in high-quality exterior building improvements that contribute to the overall strength and historic character of the downtown. The Program:
 - Provides financial assistance for the rehabilitation and upgrading of building facades. The goal is to restore and or protect the building's original façade whenever possible.
 - Serves as a partnership between the City and building or business owner; improving the individual building façade and downtown area as whole.
 - Provides a dollar-for-dollar matching grant, up to \$25,000 per façade, rebated back to the building owner after all improvements and updates have occurred. The rebate has no repayment requirements.
- Projects must address the entire façade and meet the Downtown Design Guidelines.



Façade Grant Program | By the Numbers

9 Projects

\$335K Façade Grant Project
Funds Awarded

\$6.2M Total Private Project
Investment

Does not include projects in process.



Façade Grant | PetSkull Brewing Co.

Originally built in the early 1900s as the Junk Fur and Hide Company, support for this project provided restoration and protection of the original building elements. PetSkull Brewing Co. serves as an eastern bookend of the River Point District. The historic location is now home to a brewery, taproom with outdoor patio area, and a planned Cajun-themed restaurant.

PROJECT HIGHLIGHTS

- \$25,000 Façade Grant Award
- \$1.5 million estimated full renovation cost
- Tuckpointing brick
- Replacement and/or refinishing of exterior doors and windows
- Removal of existing roof trusses
- Installation of an architectural metal roof
- Construction of a brick parapet wall

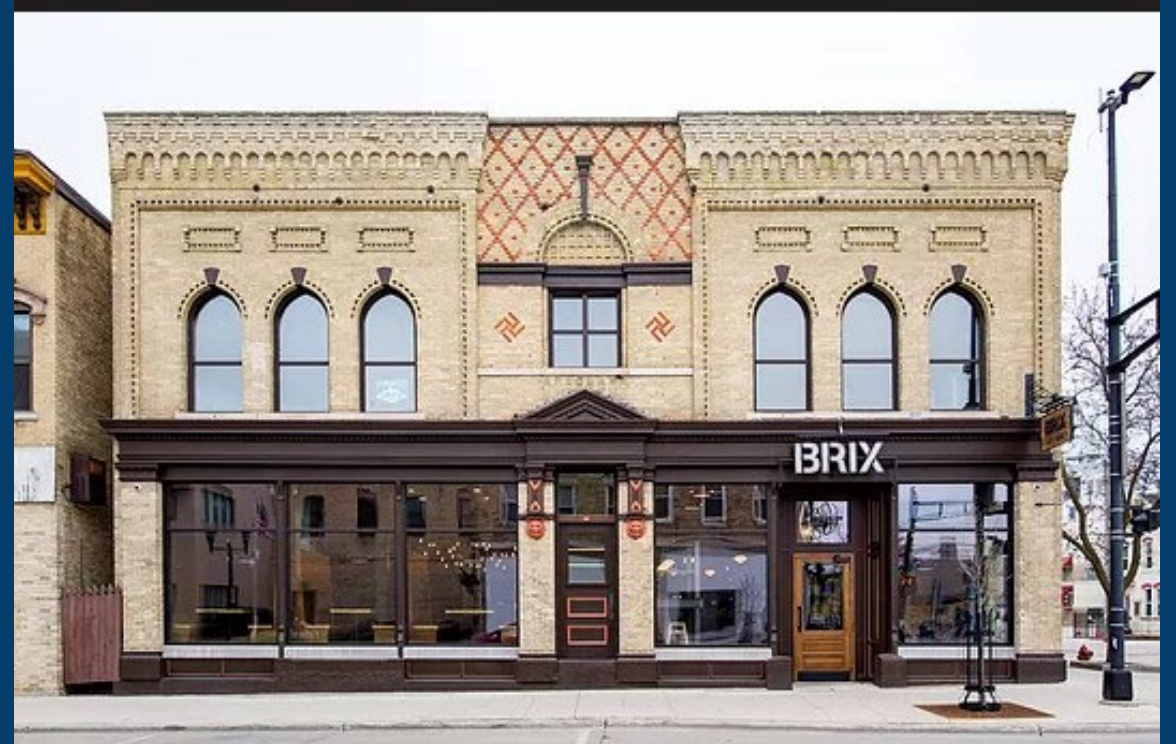


Façade Grant | BRIX

Constructed in 1894 as Werneke and Schmitz Hardware, restoration and protection of original masonry and cornice elements help Brix serve as a visible entry to the 8th Street corridor with its original historic architectural charm. Today Brix is a fully-remodeled restaurant and bar, with a small outdoor patio area on the south façade Washington Street, as well as a second-floor bar and event space.

PROJECT HIGHLIGHTS

- \$50,000 Façade Grant Award
- \$450,000 estimated full renovation cost
- Remove in-lay brick façade at store-front windows
- Tuckpointing brick, install new entry
- Install storefront windows - floor to ceiling
- Add windows to south façade
- Install limestone caps at parapet walls; scrape wood and paint all metal



Downtown Programs

RESIDENTIAL IMPROVEMENT PROGRAM

- The purpose of the Program is to increase the amount of full-time residential units in downtown by stimulating private investment in existing building stock.
 - Provides financial assistance to eliminate barriers that exist in the rehabilitation, establishment and upgrading of residential units on upper floors within the downtown.
 - Provides a dollar-for-dollar matching grant, up to \$50,000 per project, rebated back to the building owner after all improvements and updates have occurred. The rebate has no repayment requirements.
 - Designed to offset the cost of necessary “life safety” improvements



State-Funded Program

WEDC MAIN STREET BOUNCEBACK GRANT PROGRAM

The Grant infused approximately **\$450,000** into our community and helped the City of Manitowoc welcome **45** new businesses, expansions or relocations.



WEDC Secretary Sam Ridders visits with Main Street Bounceback Grant recipients in fall 2022.



Business Resources

PROPEL MANITOWOC - REVOLVING LOAN FUND

The PROPEL MANITOWOC loan fund can assist with eligible expenses including:

- Acquisition of land and buildings.
- Construction, conversion, expansion, repairs of buildings and site improvements.
- Machinery and equipment.
- Working capital, inventory, and operating costs.



SMALL BUSINESS LOANS. BIG IMPACT.

PROPEL
MANITOWOC

Loans for New & Emerging Businesses

This loan program has in part been funded in part by a grant from the United States Department of Agriculture (USDA) and the City of Manitowoc.



River Point District

- River North Apartments completion in early 2023
- Completed Paving & Landscaping of 11th, York, and River Point Drive in 2022
- River Amenities - kayak launch, boat docking, bike path and Street & Utility Extensions -Buffalo Street and River Point Drive in 2023
- Brownfield Investigation & Cleanup – ongoing in 2023
- Townhome projects expected to start in 2023 and 2024



Housing

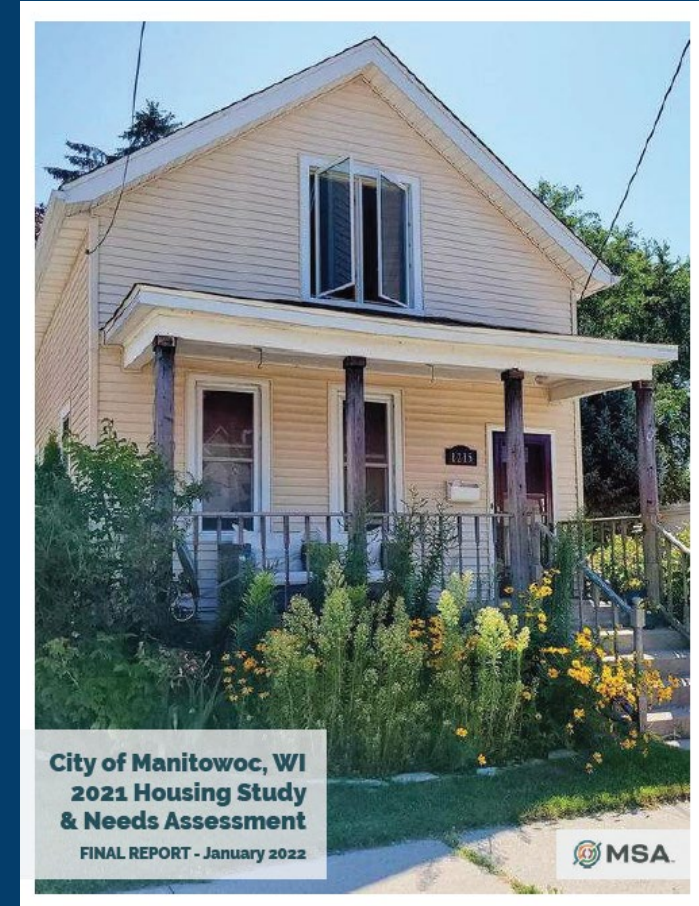
- Housing study completed in 2021
- Plan Commission working on research and investigation on barriers to development
- Working to redevelop key sites like Santa's Best, former McKinley School and encourage new residential subdivisions
- Two new subdivisions underway in 2023



Housing Study

- Key Findings
 - Tightening of the markets – extremely low vacancy rates
 - Limited condominium development offers opportunity
 - Owner occupied projected need of 57-69 units/year
 - Rental projected need of 75-83 units/year
 - Additional projected need for senior housing
- Housing Gaps & Opportunities
 - Affordable Housing – Under \$600/month
 - Top End Housing – Over \$1,300/month
- Strategies to Improve Housing Options
 - Focus on rehabilitation of existing housing stock
 - Promote mixed use within neighborhoods
 - Encourage middle housing consisting of 2 – 18 units

Full report can be found online at [manitowoc.org](https://www.manitowoc.org).



Housing Rehab & Infill Program

New Program in Development

- **Community Partnerships:** Working to develop agreement with the County to allow the City to purchase blighted properties after demolition and then work with local developers and non-profit organizations to develop affordable housing units with a possible financial incentive.
- **Removing Barriers to Affordable Housing Development:** Work in partnership with the Building Inspection Department to engage a local architect to design a “catalog” of build-ready homes to lower costs and expedite the permitting process.
- **Scaling Back Demolition:** Create opportunities through the blight program to rehabilitate more properties, eliminating demolition waste and unnecessary costs for redevelopment.



Industrial Development

- Redline Plastics completed a major addition of 100,000 sq. ft.
- Dramm completed their new manufacturing, warehousing and office space
- AMMO, Inc. operational and continuing to add capacity and employment
- BankFirst operations center expected completion in early 2023
- Kaysun & WAF (expansions) and MTM (new building) have broken ground on projects of around 40,000 sq. ft.
- FedEx facility under construction on 42nd and Viebahn expected to open in fall of 2023
- Planning underway for new industrial area at Hecker and Viebahn



EPA Assessment Grant

- \$600,000 coalition award includes Two Rivers and unincorporated Manitowoc County
- Can be used for Phase I & Phase II Investigations, Remedial Action Planning, and Supplemental Site Investigations
- Fully grant funded with no required match, work completed by the City's consultant Stantec
- Consultant lead is Harris Byers:
 - Harris.Byers@stantec.com
 - 414-581-6476



Tourism

- Department of Tourism established in 2022; rebranded as Visit Manitowoc
- New Visitor Center leasing building at 824 South 8th Street
- City was approached by an interested purchaser for the existing visitor center. Expected redevelopment of the site into a retail center in 2023
- New website launching in spring of 2023
- Follow on social media channels *@VisitManitowoc*



Comprehensive Plan Update

- Plan was last adopted in 2009 and is intended to guide how the City develops
- City has contracted with Vandewalle & Associates to manage the update
- Held public & online workshops along with listening sessions in July 2022
- Public Open House is scheduled for January 18 from 6-8 PM at The Venue at Union Square
- More information is available at: www.manitowoc.org/comp-plan



Questions & Contact Info

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