

IMPLEMENTATION

Housing and Neighborhoods

GOAL: Promote investment in new housing and the maintenance of existing housing to meet current and future community needs.

ACTION PLAN

1. Consider a range of housing needs as indicated by survey results and day to day interactions.

- Work with the area real estate community, developers, and investors to promote housing development in Two Rivers.
- These housing types include new single family, improved existing single family, new multi-family residential, new condominium residential, and affordable housing.

2. Strengthen neighborhoods, or areas of the city, by developing tools and programs to assist property owners with improvements to housing structures.

- Promote the City's Housing Loan Program and the Northeast Wisconsin Regional Housing Loan Program that is available to income qualified individuals for home improvements.
- Promote the "Transform Two River's Program" that uses affordable housing funds from tax incremental districts that have been extended an additional year for affordable housing purposes.

3. Consider the application of streetscaping, terrace plantings, or other beautification techniques within neighborhood street corridors when street design projects are being planned. There are "gateway" areas in the city along entryway corridors where some of these techniques may be very impactful:

- Hawthorne Street to 14th Street
- 14th Street
- 12th Street
- Forest Avenue and 45th Street (CTH VV)
- 22nd Street

4. Explore ways to place overhead utility lines underground when construction projects are occurring.

5. Review the maintenance code for the exterior of buildings, outdoor storage, and yard appearance as it relates to residential buildings.

- Review potential for additional time and budget allocated to outreach and enforcement of the City's building maintains code.

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- Evaluate the code enforcement options such as community service officer(s) or housing inspector(s) position.

6. Promote available public and private sites identified for development and redevelopment. Survey results indicated support for single family residential, condominium style units, additional apartments, and workforce/affordable housing units.

- Consider use of financial incentive tools to facilitate housing development such as Tax Incentive Financing for infrastructure costs.
- Use of the Tax Incentive Financing affordable housing funds set aside from TIDs that have been extended for a year through City Council approval.
- Working with the private development community to facilitate construction in both greenfield sites and redevelopment areas.
- Pursue funding assistance at the state and federal level where possible to facilitate additional housing development within the city.

7. Recommended residential development focus areas:

- The city-owned Sandy Bay Highland Subdivision has approximately 17 acres to the north remaining within the subdivision that has not been platted. Phase three should be designed and subdivided for future development as Phase 1 and 2 are almost completely developed.
- Land adjacent to Sand Bay Highland subdivision is also recommended areas for future residential development.
- The area south of the Two Rivers High School adjacent to Lincoln Avenue includes areas land areas recommended for future housing and mixed uses.
- Redevelopment sites along waterfront locations that may in some cases be brownfields are recommended for reuse for residential and mixed use in the future.
- The existing housing stock where there are small lot sizes, or homes that are extremely small. These existing homes may fill a niche for the demand for “small” homes as there are homes that are 1,200 square feet in some cases. Upgrading these homes with modern amenities is encouraged.
- For homes that are in very poor condition, it is recommended the City’s Community Development Authority (CDA) consider potential purchase(s). There are cases when very little investment is made in a property, and it is sold. There have been cases in this scenario, when very few changes are made to the property, and it is converted to a traditional rental or to a short-term rental property. If the house remains as a single-family owned home and without investment or maintenance, these circumstances negatively impact the City’s supply of quality first time homes available for purchase. Currently, the City of Two Rivers has very limited supply of housing for the first-time home buyer.

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Environmental, Historical, and Cultural

GOAL: The city's natural, cultural and recreational features are assets to be managed with care to keep them accessible for future generations.

ACTION PLAN

1. Identify priority sites and infrastructure in shoreland areas that needs for resiliency projects that could reduce coastal hazard risks.

- The shoreline area surrounding the wastewater treatment plant
- Shoreline area around the Harbor Park (formerly named Lot F Park).
- Beach area sand dune planting to secure the beach from blowing.

2. Continue to work with funding agencies and organizations to support projects that protect environmental resources and the community that are vulnerable to the changing climate.

- These agencies include FEMA, WDNR, Fund for Lake Michigan and others that can potentially assist with shoreline erosion, flooding, rising water levels and issues related to being a Lakeshore community.

3. Continue to pursue projects that address the significant impacts of the Lake Michigan wave action.

- Projects to address surge and shoaling action. The water surges up the channel which damages the steel sheet piling that surrounds the harbor.

4. Employ surface water best management practices to protect the water quality of rivers, lake, and the groundwater.

- Best management practices to be incorporated for surface water drainage when projects are being designed.
- Tree planning, native plantings, and removal of invasive species assist with these practices while also benefitting pollinators, birds, and beautify the areas where they are implemented.
 - Continue partnering and working with Woodland Dunes in projects that involve native plantings and environmental resource enhancements.

5. Many properties within the city were former industrial sites that are now brownfields. Continue to redevelop and pursue funding opportunities to prepare these sites for re-use through the Wisconsin DNR and the U.S. EPA.

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6. Continue working with these organizations on projects, however, expand the emphasis on cultural and artistic opportunities and public art displays in the city:

- Two Rivers Historical Society: Expand dialog with the Historical Society.
- Rogers Street Fishing Village: Pursue connection with this group to work with them regarding their vision of the fishing village.
- Hamilton Wood Type Museum: Continue working with the museum as a partner to expand and integrate its reach into the community in forms of public art, its positive impact on tourism and culture within the City of Two Rivers.

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Economic Development

GOAL: Grow the local economy while supporting the existing workforce, businesses, and employers.

ACTION PLAN

1. Promote the redevelopment of properties. There are some properties within the City of Two Rivers that are targeted for redevelopment and may also be identified as brownfields and in need of redevelopment.

- Priority redevelopment areas are identified on Map X.
- Continue to use and pursue resources such as site assessment grants and other resources for investing in brownfield clean-up for future development opportunities.

2. Facilitate development to support and grow the city's tax base while providing new opportunities for business and residential expansion.

- Strategically use tax incremental financing, grant programs, the city's economic development loan program, and other grant/loan resources to support the ongoing process of development in the city.
- Promote other tools including the City's Economic Development Loan program and the Façade Improvement Program both of which are intended to assist businesses when additional funds for investment are needed.

3. Continue work on marketing the City's area for development.

- Build marketing information for the city owned Woodland and Columbus industrial park property.
- Identify and market areas in accordance with planning documents for future development opportunities.

4. The City owned industrial buildings located at Wentker Court need maintenance and improvements. These buildings provide an opportunity for incubator-type uses for new businesses in the community.

- Explore Economic Development Administration (EDA) and other funding opportunities that are potential sources to improve these buildings to fully provide the incubator services and space for startups in the city.

5. Build relationships with businesses to understand retention and attraction needs for their operations.

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- Continue outreach to companies independently and through the Manitowoc Chamber of Commerce, the Two Rivers Business Association, Two Rivers Main Street, Lakeshore Technical College and other organizations to facilitate assistance to community businesses.

6. Provide resources on the City's website to assist businesses and entrepreneurs.

Downtown Two Rivers

7. Work with the City's Main Street organization to enhance the downtown area and support businesses.

8. When applicable, support streetscaping and beautification efforts to enhance the downtown experience and appearance. These include but are not limited to hanging planters, painting of wastebaskets, and public artwork.

9. Facilitate the full use of buildings as the economy evolves. Examples include light manufacturing, for example food production, paired with a retail component.

Tourism

10. Promote the City's tourism efforts as the model for service delivery changes for the community.

11. Continue support for the hospitality industry including but not limited to lodging, restaurants, and retail providers with marketing materials, and updated website information.

13. Engage in the use of social media to promote events and assets for residents and visitors.

14. Continue the implementation of outdoor trail plans, public access to water, recreational amenities and activities that both residents and visitors enjoy.

15. Continue beach maintenance, and expansion plans for public access to and enjoyment of Lake Michigan and the East and West Twin Rivers.

16. Two Rivers is part of the National Marine Shipwreck Sanctuary, and this designation provides a partnership with NOAA and significant tourism opportunities with the community and visitors.

IMPLEMENTATION

Land Use

ACTION PLAN

1. Review the adopted, future land use map annually.
2. Consider area development plans or plans specific to some locations within the city to address needs specific to the area. Some suggested areas are below:
 - Area bounded by Madison Street on the east, 14th Street on the south and Wentker Court on the west, and West Twin River to the North

School Street Area



- Neshotah Beach: Bounded by 22nd Street to the north, Pierce Street to the west and Zlatnik to the south.

Neshotah Beach



3. Modify the zoning ordinance when needed for consistency with the comprehensive plan and in cases where it needs to be updated to keep for modernization purposes.

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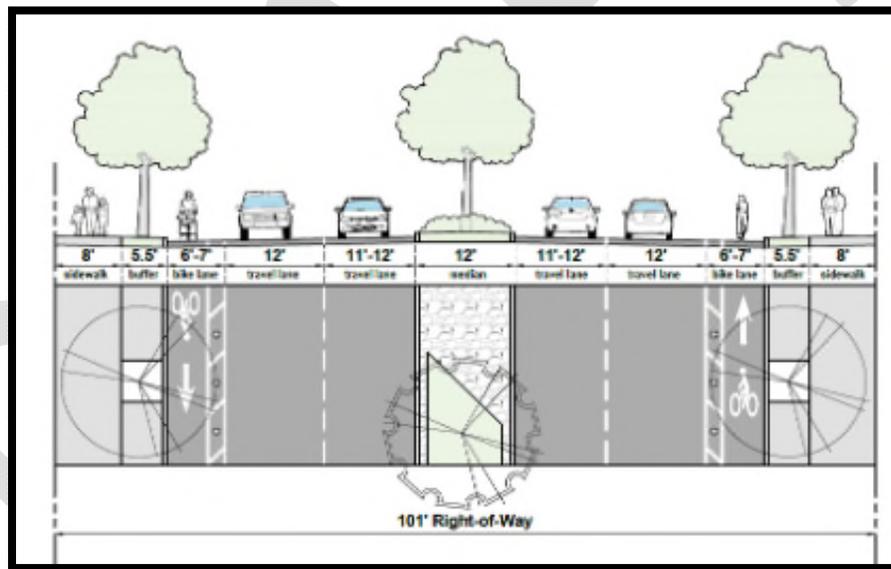
Transportation

GOAL: Maintain and support the development of a safe and efficient transportation system for residents and visitors.

ACTION PLAN

1. Develop a transportation system that provides for all transportation modes.
2. Identify areas where traffic and/or safety issues have been raised:
 - The intersection of Washington Street and 12th Street
 - The intersection of Forest Avenue and Tannery Road
3. When the design of a street is in process, consider the attributes of a “complete street” such as curb, gutter, sidewalk, terrace, lane widths all of which contribute to the varying ways in the public travels.

Elements of a “complete street”



4. Continue the use of the Pavement Surface Evaluation and Rating (PASER) system to assess the overall condition of roadways and to determine the road maintenance, restoration and construction needs.

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5. Continue availability of Maritime Metro Transit, evaluate the need for and use of paratransit providers and access for residents to alternative transportation services. Aging populations and those with mobility constraints will continue to have transportation needs.
6. Conduct periodic bicycle traffic counts on key bicycle routes and trails to evaluate usage, particularly Mariners Trail. This information is helpful for funding opportunities for the trail and other planning activities related to the trail and the users of it.
7. Improve signage and information indicating bicycle routes and trail connectivity including the connection from Mariners Trail to the Rawley Point trails.
8. Update the information available to the public about bicycle routes and trail access.
9. Expand existing bicycle and pedestrian trail system with new trail connections.
 - Additional trails include a trail between the Washington Street Bridge to the 17th Street Bridge along the waterfront.
 - An extension of the trail from Two Rivers High School to the south. Adding light to the trail would also be helpful to the trail users.
10. Evaluate the Harbor Master Plan and update as needed.
11. Promote information about the "water trail", and public access to water transportation, availability of public docking and launching locations.
12. The evaluation of and preparation for the increased presence of electric vehicles (EV) and bicycles presence and the impacts of them within the transportation system.

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Utilities and Community Facilities

GOAL: Establish effective and efficient public facilities and service delivery systems to serve the needs of the community and for the demands of future development.

1. Provide quality services, maintain system infrastructure, and seek out ways to modernize service delivery.
2. Continue to replace lead pipes within the water distribution system for safe drinking water quality in the community.
3. The City's Water and Light Utility will continue to modernize the provision of service and customer service features for the city's residents.
4. Preparing for the presence of electric vehicles (EV) is necessary. An assessment for the possibility of providing a charging station(s) in coordination with WPPI.
5. Monitor the electric transmission poles and transmission system with respect to climate variability and rising intensity. In addition, evaluate the potential to remove poles and replace with underground services when construction is occurring to enhance service provision and aesthetics.
6. Work with broadband providers to support and improve broadband services, the "Cool City" Wi-Fi network and the telecommunication network overall for services to residents and businesses.
7. Previous plans have identified conducting a study of relocating of the wastewater treatment plant from its current location, across from Lake Michigan, a prime location for development to another location. Conducting this study is recommended.