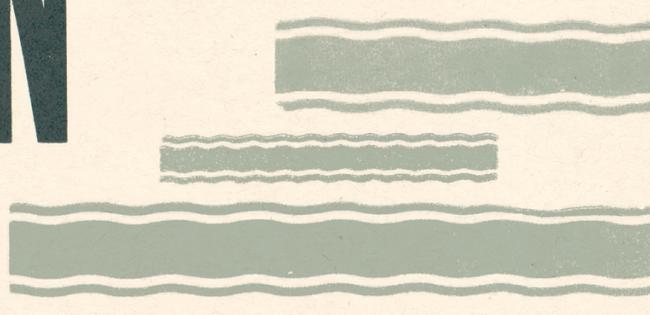


TWO RIVERS WISCONSIN



20-YEAR COMPREHENSIVE PLAN

IMPLEMENTATION

Housing and Neighborhoods

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

ACTION PLAN

1. Consider housing 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 the 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 new "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 and other corridors where some of these techniques may be very impactful:

- Hawthorn Street to 14th Street
- 14th Street
- 12th Street
- Forest Avenue
- 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 and the staffing to assist with building code and nuisance ordinance enforcement.

- Evaluate current ordinances to modify and possible additions to achieve results in the realm of exterior building maintenance and items stored in yards.

IMPLEMENTATION

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.

- 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, and damaging much of 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.
 - The city should continue to partner with Woodland Dunes in projects that involve native plantings and environmental resource enhancements.

IMPLEMENTATION

5. Work with these organizations on projects and to expand cultural and artistic opportunities in the City:

- Two Rivers Historical Society and other groups in support of the use of the Washington House and other historically and culturally significant buildings in the community. The
- Washington House will be open again during the summer to serve ice cream and provide visitor information.
- Rogers Street Fishing Village to support and partner, where possible, with the planning the group is conducting for its location.
- Hamilton Wood Type Museum to integrate the museum's art into the community in forms of public art displays.

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IMPLEMENTATION

Economic Development

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

ACTION PLAN

1. 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.

2. Promote the redevelopment of properties. Some of properties within the City of Two Rivers are brownfields and listed as priority target areas for 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.

3. Build marketing information for city owned industrial park property.

- The City's ability to provide information about all properties is anticipated to be improved as a part of the City's website update.

4. Implement a business retention and attraction system to relationship build with the business community.

- Continue with membership of the Two Rivers Business Association, working with Main Street, Manitowoc Chamber of Commerce, and other organizations to facilitate outreach with community businesses.

5. Identify a clear place on the City's website for businesses and entrepreneurial resources.

6. Assist businesses with available funding opportunities, when possible, to support their operations, employee training, buildings improvement or expansion.

IMPLEMENTATION

Downtown Two Rivers

7. Work in partnership with the City's Main Street organization to enhance the downtown area and support businesses in this area of the community.

- Includes working together with Main Street providing visitor information services from its new location on Washington Street.

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

10. Facilitate the full use of buildings such as residential in upper levels and retail in the lower level. An alternative is light manufacturing, within certain parameters, such as the production of food for example, within the building paired with a retail component is also an option.

Tourism

11. Promote and support the delivery of tourism services as the City's option(s) for tourism entity providers changes.

12. Continue support for the hospitality industry in the community including but not limited to lodging, restaurants, and retails providers.

13. Engage in the use of social media to promote events and assets of the City to encourage support of local businesses by visitors and residents.

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

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

IMPLEMENTATION

Land Use

ACTION PLAN

1. Review the adopted, future land use map annually.
2. Consider developing neighborhood or district plans to address needs specific to the area.
3. Modify the zoning ordinance when/if needed for consistency with the comprehensive plan.

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IMPLEMENTATION

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. 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.
4. Evaluate the use of Maritime Metro Transit, paratransit providers and access for residents to alternative transportation services.
5. Conduct periodic bicycle traffic counts on key bicycle routes and trails to evaluate usage.
6. Create an electric vehicle (EV) plan to prepare for the increasing presence of in electric vehicles.
7. Improve signage and information about bicycle route and trail connectivity.
8. Update plans and mapping about bicycle routes and trails.
9. Evaluate the Harbor Master Plan and update as needed.
10. Promote information about the "water trail", and public access to water transportation.