

**CITY OF TWO RIVERS
COMMUNITY DEVELOPMENT STRATEGIC PRIORITIES
SELECTED FROM
2010 "SMART GROWTH" COMPREHENSIVE PLAN**

Commercial and Service Business

- 1. Direct and encourage retail, service and tourist-related businesses to locate in the downtown area, to maintain and strengthen the Central Business District. This will include both preservation/re-use of existing structures, and clearing/new construction where appropriate.**

The downtown area includes the East and West Twin River corridors and all areas between the rivers, from the 22nd Street corridor southward, plus the Madison Street corridor from the Madison Street bridge to Memorial Drive.

- 2. Working in partnership with the Main Street Board, Two Rivers Business Association Board and Plan Commission, develop and begin implementation of a strategic plan for continued downtown redevelopment.**

Tourism:

- 1. Develop and implement a strategy to enhance and aggressively promote tourism activities tied to Two Rivers' unique natural environment, notably the water assets of Lake Michigan and the East and West Twin Rivers, with specific goals to include:**
 - Continue and expand the role of Neshotah Beach as a regional attraction and venue for major events
 - Enhance the visibility of, public access to and use of, the beaches along Memorial Drive
 - Expand and promote area recreational trails as a tourism attraction. Connect those trails to other, regional trail systems; provide an improved link between the Mariners and Rawley Point trails; establish trail connections to the north and south piers on Lake Michigan.
 - Develop and implement a master plan for maintaining existing harbor infrastructure and upgrading the harbor to increase recreational boating activity, including development of transient docking facilities.
 - Work with Point Beach State Forest and Woodland Dunes Nature Center to develop and promote increased "eco-tourism" activities.
- 2. Explore the feasibility of new private campground facilities, as well as the expansion, updating and modernization of existing facilities, to increase area campground "carrying capacity" during peak tourism seasons in Summer and Fall.**

Industrial

1. **Work to retain existing manufacturing businesses by facilitating expansion and modernization.** Aggressively seek State and Federal resources to assist with such investment, and to address “legacy costs” associated with abandonment of obsolete facilities.
2. **Evaluate the feasibility of establishing a “technology incubator” building for tech-related business start-ups.**
3. **Participate actively in state and regional efforts to develop and expand clean energy production/generating facilities, as well as businesses involved in the manufacturing and servicing of the machinery and equipment used in such clean energy production.** This strategy includes:
 - Support and promote development of additional nuclear power generating facilities and related support businesses in the area
 - Support and promote development of wind energy facilities and wind-related manufacturing and servicing opportunities
 - Promote development of new manufacturing and service businesses in the Woodland Industrial Park. Pursue discussions with the City of Manitowoc about promoting the Woodland Drive corridor as a venue for green technology businesses, building on the presence of Orion Energy Systems as a high-profile “green” company located in this area.

Residential

1. **Work with area realtors, builders and developers to promote Two Rivers as a high quality, “residential community of choice” for people working in or seeking retirement housing in NE Wisconsin.**
2. **Promote single-family new housing development:**
 - At the City-owned Sandy Bay Highlands conservation subdivision. Continue marketing Phase 1 lots and begin planning for next phase of development.
 - In areas contiguous to the City along STH 42 near the high school; along STH 147 north of 45th Street; and along CTH VV west of STH 147, to utilize utility infrastructure that has been extended to those areas.
 - Consider changes to existing infrastructure policies and development agreements to reduce development costs and facilitate additional residential development
3. **Pursue high density, market rate housing** (rental or condominiums) as a component of mixed use redevelopment plans for downtown/ waterfront sites, notably Smart Growth Areas 1,2,3,4 and 5. Pursue high density, market rate housing for Smart Growth Areas 9 and 10.

Community Marketing and Promotion

Develop and implement a branding and marketing strategy for Two Rivers that clearly and succinctly expresses the essence of what the community has to offer. Such branding and marketing is important to success in all categories of development listed above.