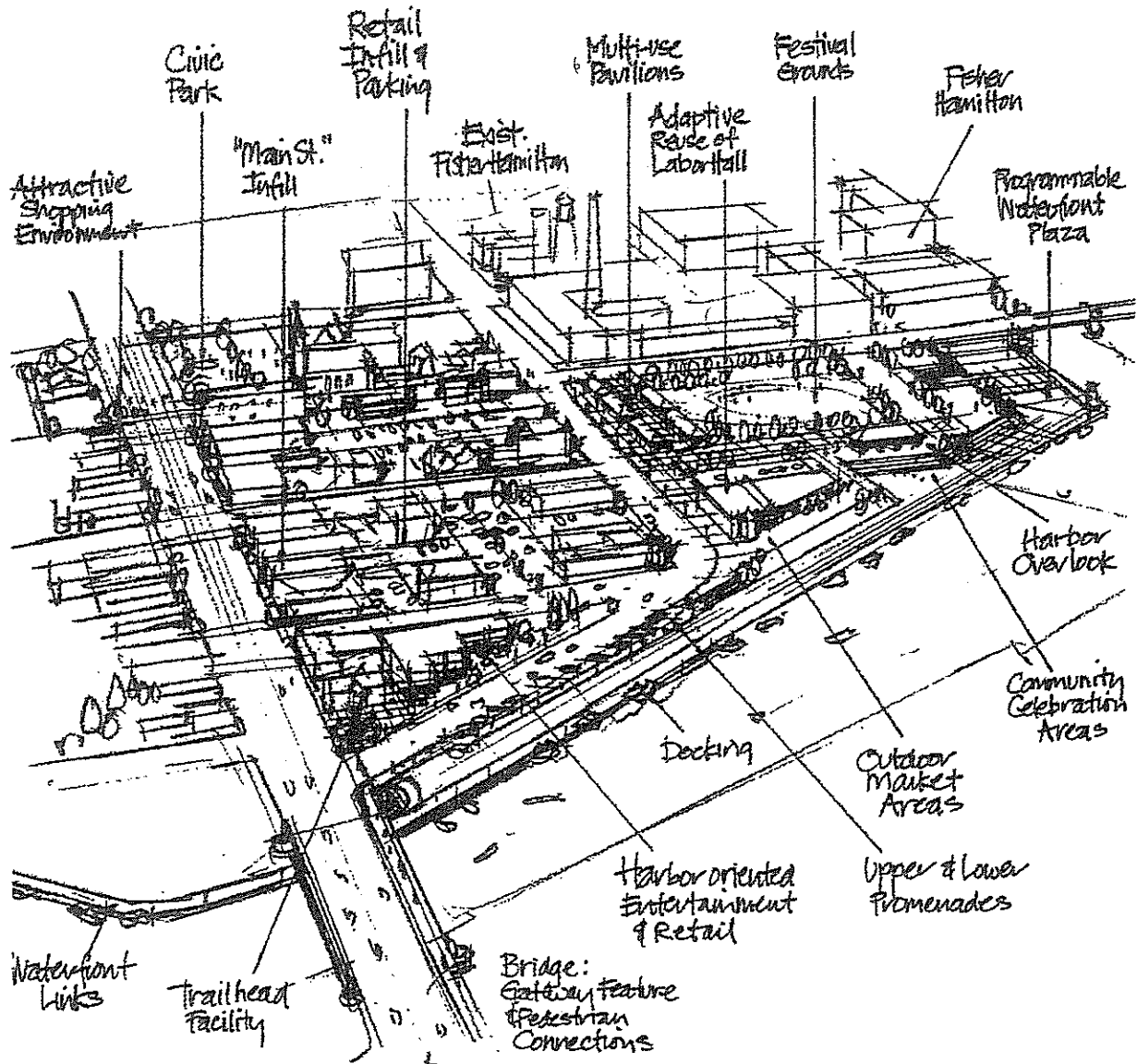


Waterfront Land Use Plan

"Reconnecting to the Waterfront"



November 1, 1999

In May 1999, the City of Two Rivers hired CityVision Associates to undertake a comprehensive review of the city's waterfront areas and to prepare a Waterfront Land Use Plan for the coastal areas. As part of this process a steering committee was formed. Members were from the City Council, Plan Commission, Advisory Recreation Board, Main Street Board and the general public. The Steering Committee members are listed below along with the Plan Commission members who also played a role in the planning process.

WATERFRONT LAND USE PLAN STEERING COMMITTEE

Bill VanderBloomen
Keith Duveneck
Frank Schmidt
Tom Gordon
Cindy Thayer
Jim Robinson
Phil Rohrer
Andrew Myers
Mark Matthews
Rob Roidt
Lynn Holmes
Norette St. Pierre
Gerald Nelson

PLAN COMMISSION MEMBERS

Keith Duveneck
Robert Fay
Charles Rohrer
Frank Schmidt
Robert Timreck
Greg Buckley
Mike Lewis

CITYVISION ASSOCIATES

CityVision Associates offers a distinctive blend of urban design, economic planning and municipal engineering intended to identify creative and implementable solutions to the functional organization and management problems facing urban centers. The mission of our team is to assist municipalities and private-sector development groups with the organization, research, planning and design needed to “vision” a new future for their central city or neighborhood.

Our professional staff includes urban planners, economic development specialists, market analysts, landscape architects, urban designers, architects, civil engineers and transportation engineers. The professionals on our team are personally committed to the belief that the older parts of our cities are viable, economic, cultural, and opportunity centers for the communities and the regions that they serve.

INTRODUCTION

Two Rivers grew up along Lake Michigan between the East Twin River and the West Twin River. The community has its roots as a port city with a thriving commercial fishing and ship building industry that depended on its connections to the water.

As Two Rivers evolved, its fishing and ship building industries declined, and new commercial and industrial uses developed that were no longer dependent on the water. Some of these new development patterns blocked connections to the rivers and lake and Two Rivers, like many other waterfront communities, turned its face away from the water.

Today, new awareness and appreciation have emerged for Two Rivers' abundant water resources. This awareness has been underscored by the results of several community strategic planning sessions, community surveys and an increased interest in developing or redeveloping waterfront areas.

Based on this interest, the city has initiated a planning process to establish a vision and plan for reconnecting the community to its waterfront. In May 1999, the city hired CityVision Associates to undertake a comprehensive review of the city's waterfront areas and to prepare a Waterfront Land Use Plan for the coastal areas. The resulting Waterfront Land Use Plan offers a comprehensive framework for improving community access to the water; enhancing land-based and water-based recreational use; improving the city's aesthetic and ecological character; and capturing new real estate and economic opportunities that will expand the tax base and create jobs.

GOALS FOR THE FUTURE

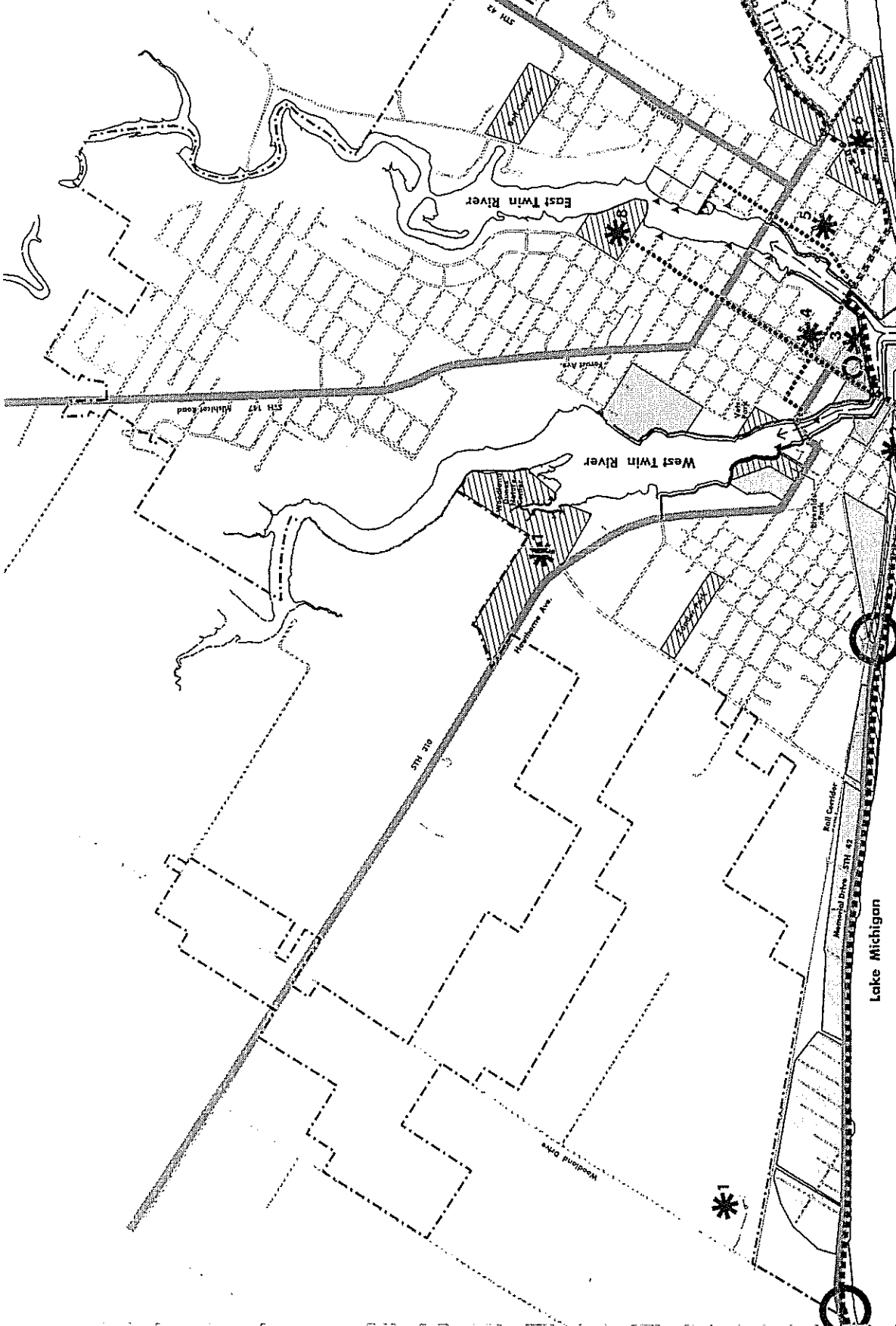
1. Improve regional connections to the waterfront
 - Bikeway north to Point Beach State Forest and Kewaunee County
 - Bikeway to Manitowoc/Ferry
 - Connection to the Ice Age Trail
 - Lake Michigan Tourism Trail— Door County, Algoma, Kewaunee, Two Rivers, Manitowoc, Sheboygan, Port Washington
 - Heritage Tourism – Wisconsin Ethnic Settlement Trail
 - Link to I-43
 - Improve wayfinding with directional and gateway signs
 - Investigate designation of Memorial Drive as a scenic byway
2. Improve community connections to the waterfront (riverwalks, bikeways, pedestrian streets)
 - Connect Downtown to the rivers and lake
 - Interconnect community park system
 - Create new destinations along the waterfront

3. Improve active and passive recreation use of the waterfront, creating more opportunities for:
 - Land-based and water-based activities
 - Scenic enjoyment
 - Outdoor education
 - Family-oriented activities
 - Tourism related activities
 - Coordinating use with unique attributes of each site
 - ADA accessibility
 - Upgraded boat launch facilities
 - Recreational safe harbor facilities
 - Shoreline fishing
4. Develop comprehensive master plans for key areas
 - Neshotah Park
 - Rogers Street Fishing Village
 - Harbor Park
 - Memorial Drive
 - Brownfield redevelopment sites
5. Improve character of waterfront areas
 - Identify unique character zones
 - Highlight community entrance points
 - Enhance destination character with theme and identity
 - Concentrate resources on focal points— Harbor Entrance, Memorial Drive, Public Square, Rogers Street Fishing Village, Neshotah Beach
 - Capitalize on historical and natural resource character
 - Develop design guidelines for key waterfront areas
6. Improve land use
 - Create destinations— expand use and activities for residents and visitors
 - Identify key redevelopment sites
 - Expand tax base and create new job opportunities

WATERFRONT FRAMEWORK PLAN

The Waterfront Framework Plan (Exhibit 1) depicts recommendations for connecting the Two Rivers shoreline corridors with community land use plans, community attractions, and redevelopment sites. This framework plan describes a variety of connections including major travel routes, bicycle and pedestrian paths, waterfront walkways and local streets, street ends, and water-based transportation and recreation.

- Legend**
- Major Transportation Routes
 - Street Access
 - Waterfront Walking Trail
 - Bicycle Trail
 - Trailhead
 - Waterway Connections
 - Community Entrances
 - Street Ends
 - Public Open Space
 - Redevelopment Zones
 - Community Attributes
 1. Woodland Grove Home Center
 2. Library
 3. City Hall
 4. City Hall & Central Park
 5. Rogers Street Parking Village
 6. Point Beach State Forest
 7. Point Beach State Forest
 8. High School
 - City Limits



CITYVISION ASSOCIATES
 Scherlock/Huberman Associates
 Vandewalle & Associates
 David Reed & Associates
 Exhibit 1

Lake Michigan

To Keweenaw, Algoma,
Deer County

To Munhwa, Shabogen,
Port Washington

Lake Michigan

Lake Michigan

TWO RIVERS WATERFRONT LAND USE PLAN WATERFRONT FRAMEWORK PLAN

Major Travel Routes

Memorial Drive (STH 42), Hawthorne Avenue (STH 310), Mishicot Road (STH 147), Lincoln Avenue (STH 42), and Sandy Bay Road (CTH O) are primary routes that connect Two Rivers to area tourism destinations and to statewide travel routes. Community wayfinding should be developed for these corridors, to direct visitors to waterfront destinations in Two Rivers. Memorial Drive (STH 42) should be designated as a State Scenic Highway and the primary gateway entrance to the Two Rivers waterfront.

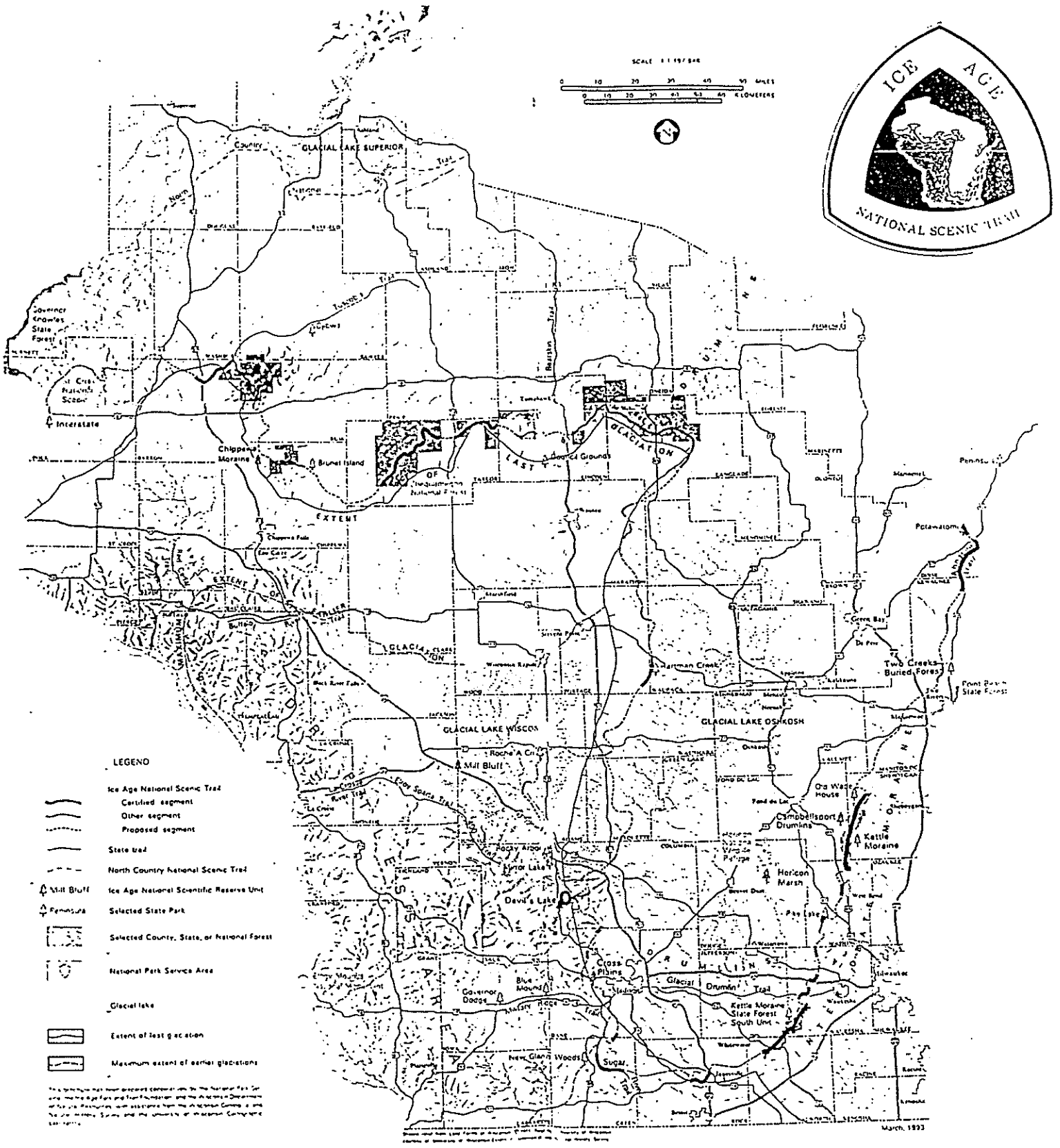
Bicycle and Pedestrian Routes

A major bicycle route should be developed along the Lake Michigan shoreline and through the central harbor area to connect the community to Lake Michigan and Neshotah Park. This route should also be extended to connect the community to Point Beach State Forest and Manitowoc. Two Rivers should work with other jurisdictions and agencies to develop connections between this regional bicycle facility and the Ice Age National Scenic Trail (see attached map). A trailhead should be located in the downtown/harbor area as a primary orientation point for this regional bicycle facility. A visitor center and comfort station should be part of this trailhead development. Secondary bicycle routes should be developed to provide additional bicycle access to waterfront areas and community destinations.

Two Rivers should coordinate with Manitowoc County and the State Heritage Tourism office to identify and develop bicycle connections to local heritage tourism sites that are part of Wisconsin's Ethnic Settlement Trail Project. The historic Two Rivers harbor area can serve as a trailhead and orientation point for a heritage tourism bicycle trail system.

Waterfront Walkways and Local Streets

Two Rivers should give high priority to the development of a waterfront walkway system, to provide direct public access to the East Twin River, West Twin River and harbor area. These walkways should be continuous and link public sites, community attractions, neighborhoods and redevelopment areas. These walkways should be planned and developed in conjunction with local streets to establish pedestrian loop systems that connect the East Twin River and West Twin River with community destinations. A special signage system should be designed to direct pedestrians and describe points of interest along these routes.



LEGEND

- Ice Age National Scenic Trail
- Certified segment
- Other segment
- Proposed segment
- State road
- North Country National Scenic Trail
- Mill Bluff
- Ice Age National Scientific Reserve Unit
- Peninsula
- Selected County, State, or National Forest
- National Park Service Area
- Glacial lake
- Extent of last glaciation
- Maximum extent of earlier glaciations

This map was prepared under contract to the National Park Service under a grant from the Wisconsin Department of Natural Resources, with assistance from the Wisconsin County and City Planning Councils and the University of Wisconsin Cooperative Extension.

Map of Wisconsin State Parks and National Forests, Wisconsin Department of Natural Resources, Madison, Wisconsin, 1933

Street Ends

Many local streets terminate at the East Twin River and West Twin River. These street ends provide opportunities for community residents to gain additional physical and visual access to the river. Beautification and maintenance could become the responsibility of neighborhoods that directly benefit from street end improvements.

Water-based Transportation and Recreation

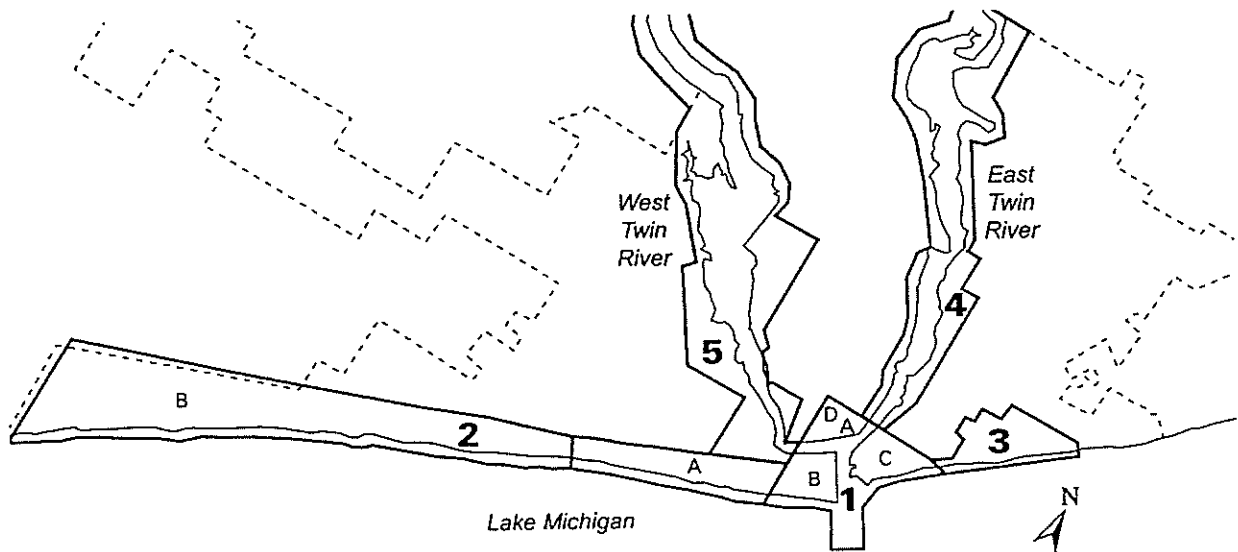
Enhancing the use of the water for transportation and active and passive recreation is an important part of reconnecting the community with its rivers and lakefront. Transient docking facilities, marinas and public boat launches for large and small craft are needed to ensure public access to the water. Periodic dredging is necessary to maintain channels for boater access to upper river areas and allow continued use of docking and boat ramp facilities. Redesign of the harbor entrance should be considered to mitigate wave impacts and allow for additional docking and mooring in the harbor area. Improved docking facilities, visitor attractions and character improvements should be focused in the harbor area to reestablish Two Rivers as a Lake Michigan destination and port of call.

WATERFRONT PLANNING DISTRICTS

The Waterfront Land Use Plan identifies five primary waterfront districts, and has developed land use and character recommendations for each of these areas. The five waterfront districts and their subdistricts are represented in the map below. The visualization of these five waterfront-planning districts consists of plans, sections, and sketches, annotated with appropriate land use designations. The intent is to illustrate the potential appearance of development in Two Rivers and the special qualities of each part of this development.

The Planning Districts are:

1. **Central Harbor District**
 - A. Public Waterfront Square
 - B. South Pier District
 - C. North Pier District
 - D. Main Street (Washington Street)
2. **South Lakeshore District (Memorial Drive)**
 - A. Downtown Lakeshore Corridor (Lakeshore Park south to Madison St.)
 - B. South Lakeshore Corridor (Madison St. to Woodland Drive)
3. **North Lakeshore District (Neshotah Park)**
4. **East Twin River District (Upstream of 17th Street Bridge)**
5. **West Twin River District**



1. CENTRAL HARBOR DISTRICT

There are four distinct areas within the Central Harbor District.

A. PUBLIC WATERFRONT SQUARE

Character/ Land Use:

Development of a significant public open space linking “Main Street” (Washington Street) to the water’s edge.

Development of the area as a stimulating urban environment with a distinct waterfront character offering both day and evening uses as a commercial and social focus.

Creation of a strong commercial and retail center integrated with a small quantity of permanent residences.

Redevelopment of Fisher-Hamilton property south of 17th Street for a public space development.

Design guidelines to create a harbor theme and a community focal point.

Buildings and Uses

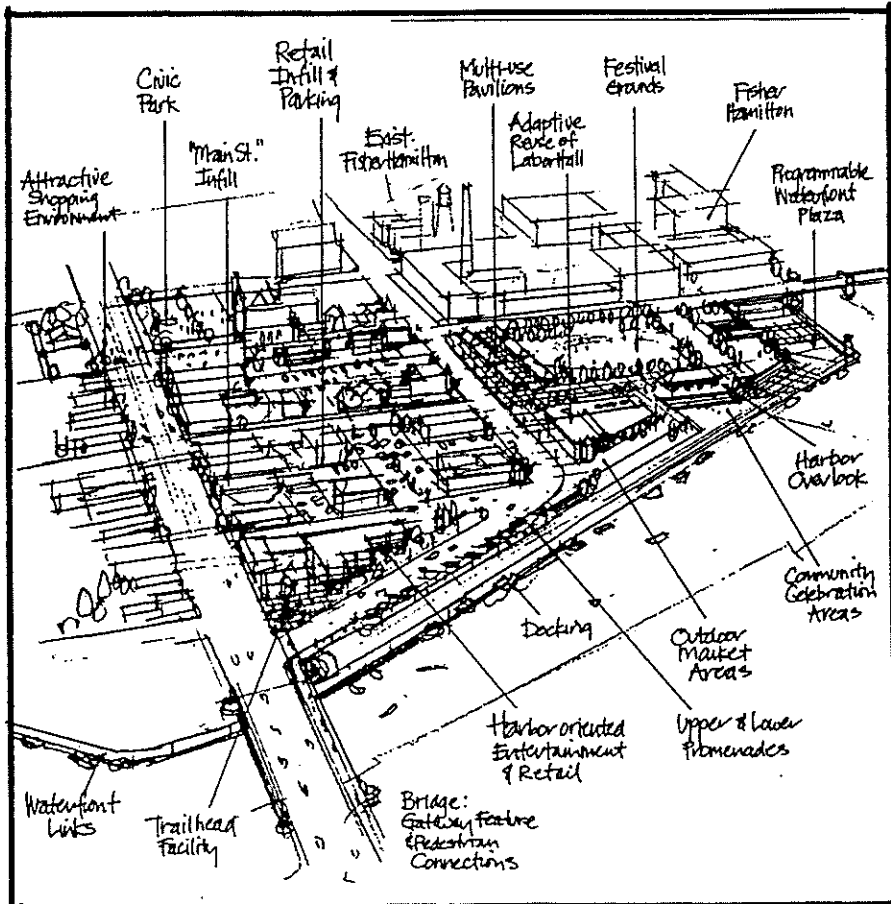
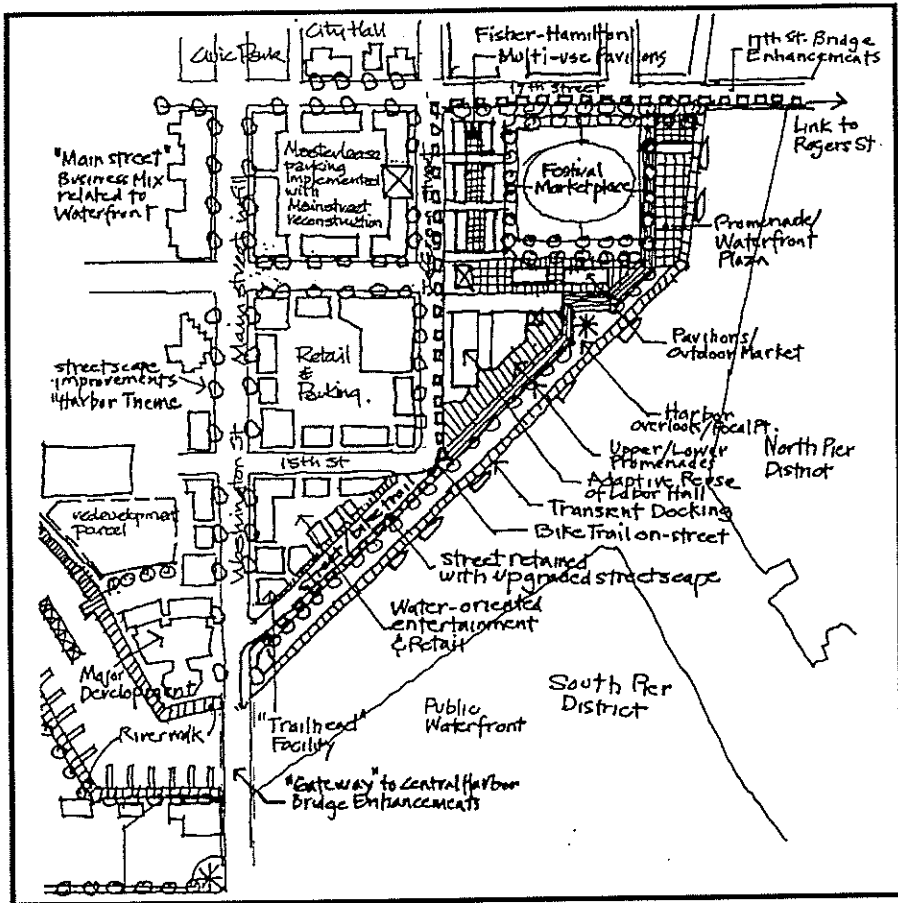
- Festival market place.
- Preservation of historic buildings.
- Museums and pavilions for exhibition and display.
- Trailhead for a regional bicycle system.
- Commercial retail, office and limited residential development.

Public Spaces

- Large focal square linking Main Street and the waterfront and acting as the “heart” of the riverwalks.
- Open space used as outdoor market area.
- Open space design to reflect distinctly different needs in summer and winter.
- Docking area for small craft.
- Shoreline fishing where appropriate.
- Washington Street Bridge enhancements as a gateway to the Central Harbor.

Links

- Pedestrian links to shops and businesses along Washington Street.
- Priority riverwalk connections to the Rogers Street Fishing Village.
- Riverwalk links to the East Twin River and West Twin River.
- Bike trail to Point Beach State Forest and Manitowoc.



View of Public Waterfront Square looking West

B. SOUTH PIER DISTRICT

Character/ Land Use:

Development of mixed-use redevelopment/recreation area related to Lake Michigan with high quality landscape design.

Development of new housing offering views of the new waterfront square and Lake Michigan.

Development of a landscape buffer to separate the area from the existing wastewater treatment plant.

Maintenance of a public waterfront edge.

Enhanced views from Memorial Drive.

Buildings and Uses

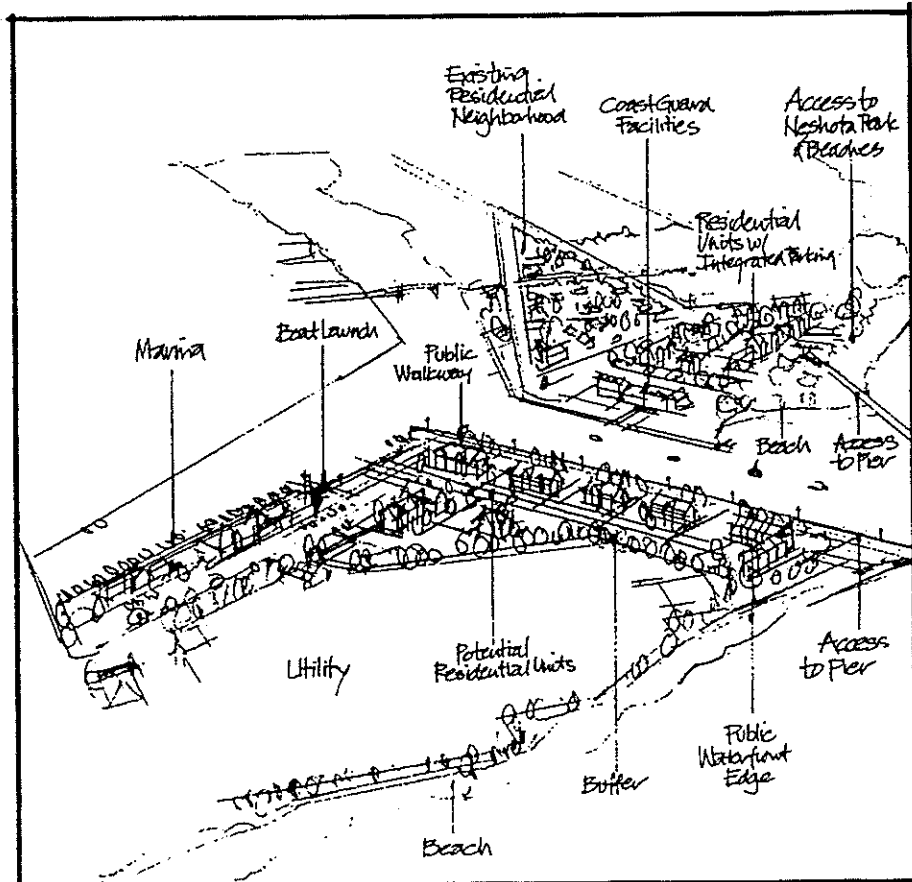
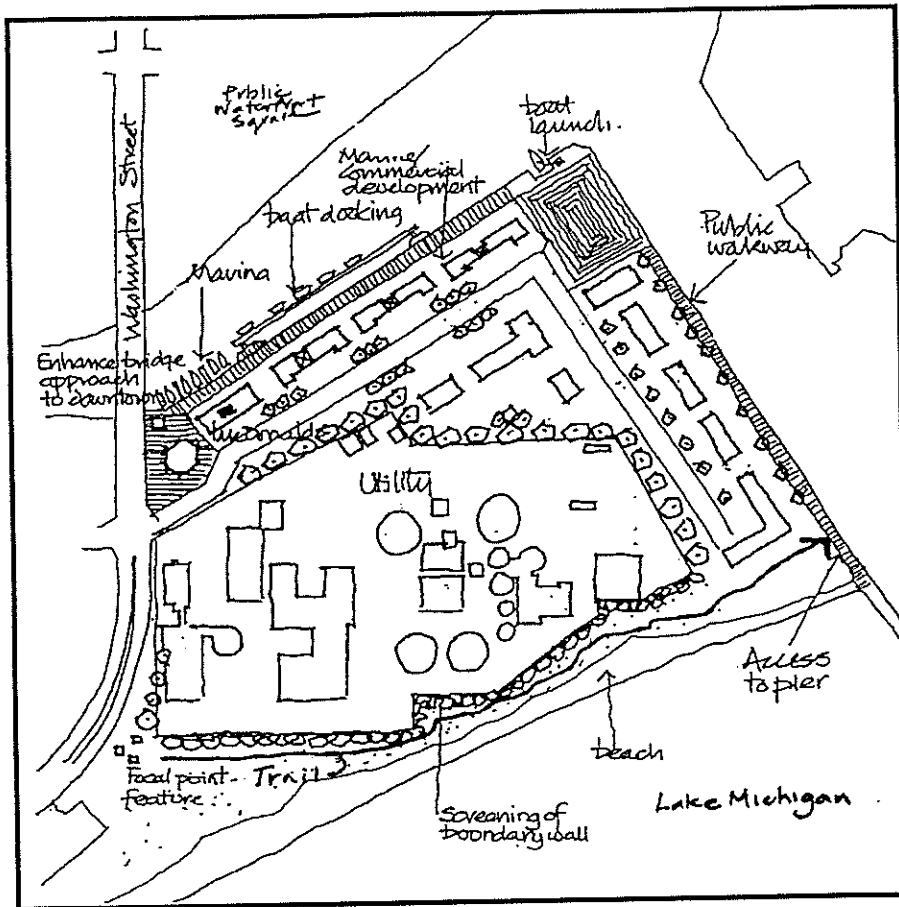
- Permanent residential units of varying types with integrated parking.
- Small neighborhood retail serving residents and visitors.
- Existing public utilities and wastewater treatment plant.
- Boat launch facilities.
- Marina sales, services and slips.

Public Spaces

- Lakefront park to serve new residential development and general public use.
- Waterfront walkways along harbor edge and beach.

Links

- Link to city center via Washington Street Bridge.
- Waterway links to other waterfront destinations.
- Link to Memorial Drive bicycle route.
- Access to breakwater for fishing.



View of the South Pier District looking North

TWO RIVERS WATERFRONT LAND USE PLAN
 1b. Central Harbor District-South Pier District

C. NORTH PIER DISTRICT

Character/ Land Use:

Waterfront residential development related to Lake Michigan.

Redevelopment integrated with Coast Guard Station and existing neighborhood.

Lakefront open space and beach connected to Neshotah Park.

Extension of the North Pier to provide surge protection for the Central Harbor.

Buildings and Uses

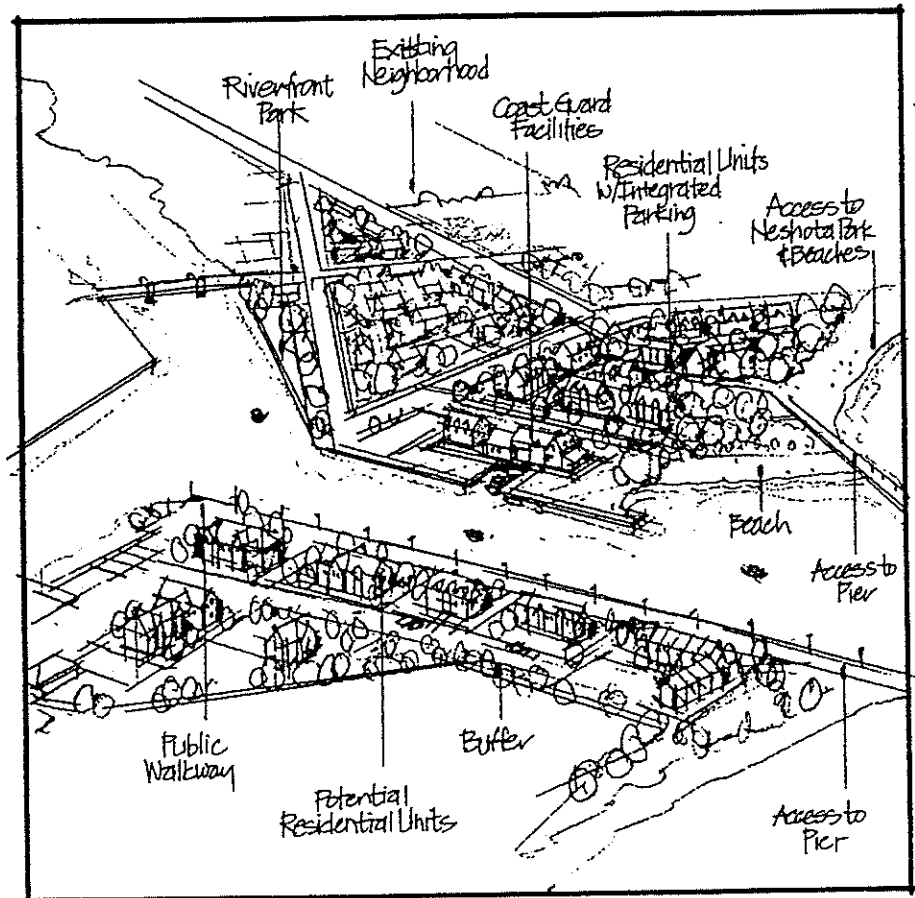
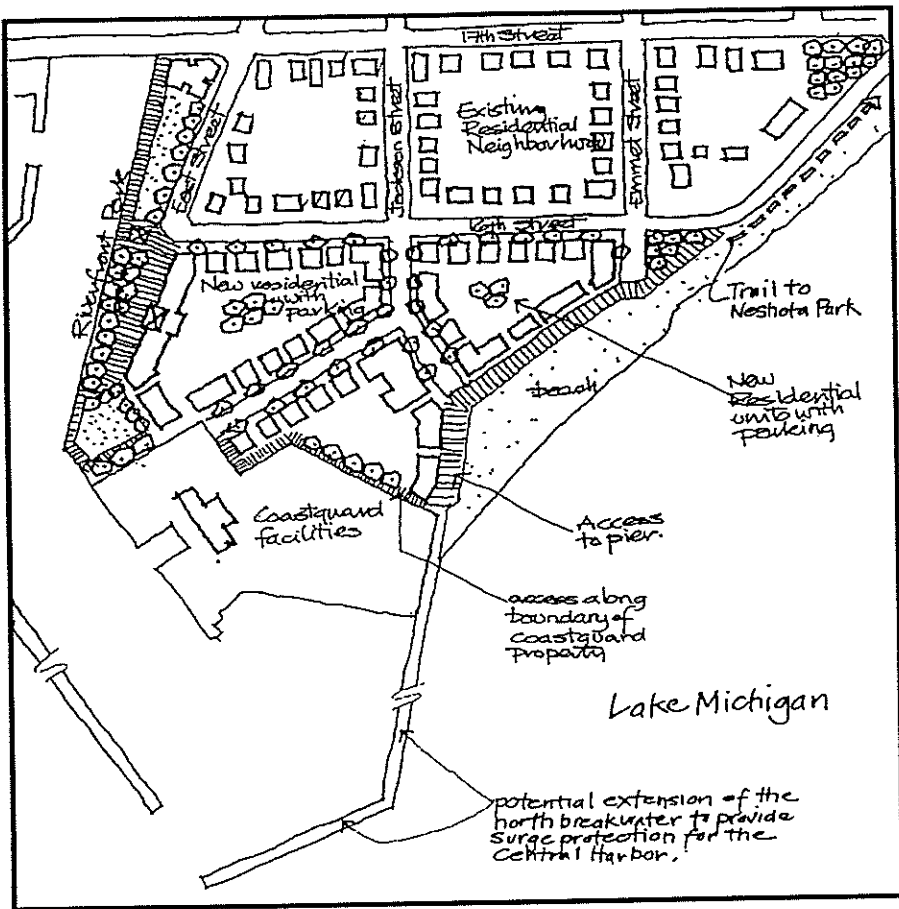
- Permanent residential units of varying types with integrated parking.
- Existing Coast Guard Station.
- Beach facilities.

Public Spaces

- Lakefront park to serve residential development and general public use.
- Access to the beach.
- Handicap access to the North Pier for fishing.

Links

- Walkway connections to existing residential neighborhoods.
- Trail connections to Neshotah Park.
- Waterfront walkways to Central Harbor and Rogers Street Fishing Village.



View of the North Pier District looking North

TWO RIVERS WATERFRONT LAND USE PLAN
1c. Central Harbor District-North Pier District

D. MAIN STREET (Washington Street)

Character/ Land Use:

Retail, social and institutional heart of Two Rivers

Concentration of Main Street activities along Washington Street between the river and Central Park.

Special retail environment integrating traditional retail establishments with new development related to the waterfront.

Upgraded streetscape to create an attractive shopping environment as part of approved plans to reconstruct Washington Street.

Convenient parking.

Design guidelines to create a harbor theme and a community focal point.

Buildings and Uses

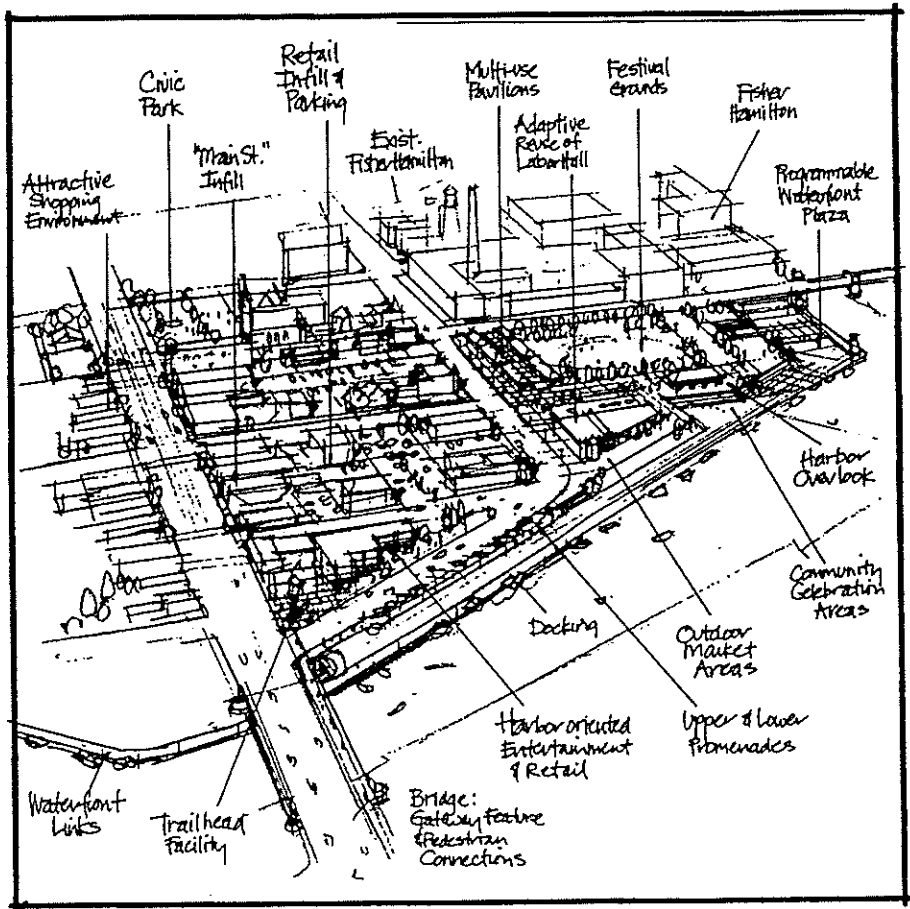
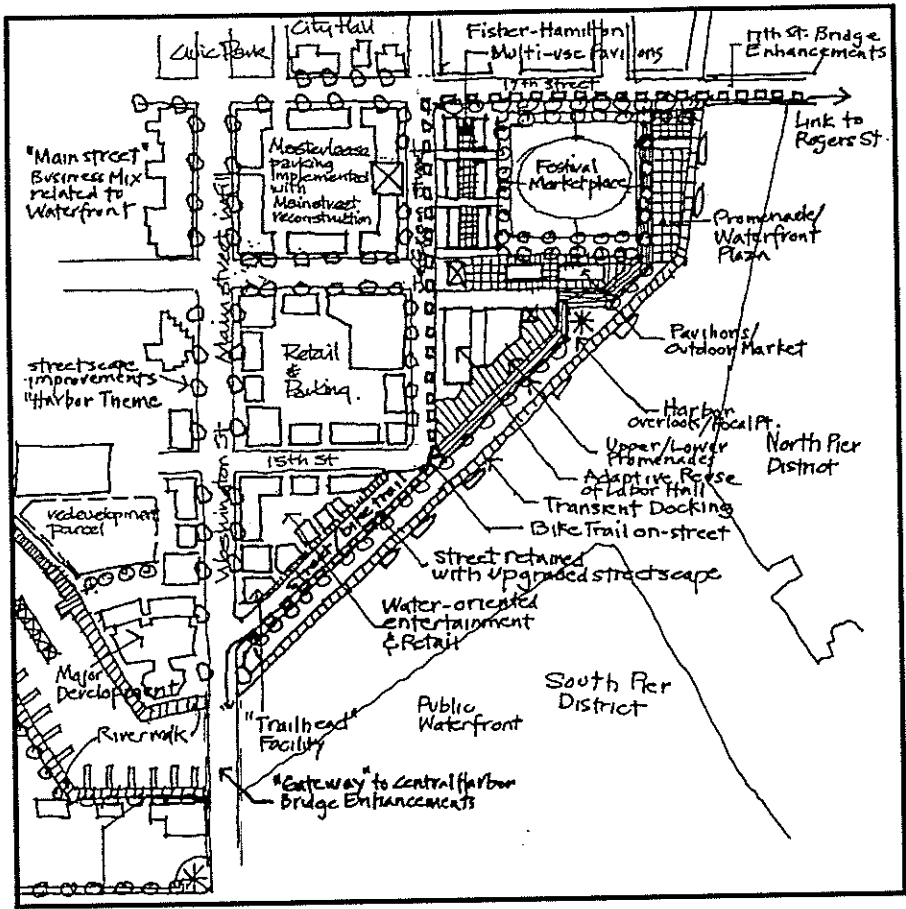
- Infill retail buildings.
- Renovate existing retail buildings.
- New buildings with retail uses along Washington Street at the interface between Main Street and the Public Waterfront Square.

Public Spaces

- Washington Street upgraded as an attractive shopping environment.
- Well maintained Civic Square.

Links

- Strong link created to water's edge through new public space in Central Waterfront District.
- Bicycle trailhead facility integrated into Main Street revitalization.
- Preserve and enhance Washington Street beyond 22nd Street to High School site as a high quality landscaped street.
- Development of Downtown Walking Tour highlighting the historic heritage of Two Rivers.



View of Main Street looking North

TWO RIVERS WATERFRONT LAND USE PLAN
 1d. Central Harbor District-Main Street

2. SOUTH LAKE SHORE DISTRICT (Memorial Drive)

A. DOWNTOWN LAKESHORE CORRIDOR (Lakeshore Park south to Madison Street)

Character/ Land Use:

Identification of intown section of Memorial Drive with a Downtown Lakeshore entry space and gateway element at the junction of Memorial Drive and Roosevelt Avenue, and with a Downtown Harbor Gateway element at the Washington Street bridge.

The integration of a lakeside walking/bike/rollerblading path along the lakeward side of Memorial Drive.

Streetscape improvements with native landscaping to enhance the visual character of Memorial Drive.

Upgrading and expansion of Lighthouse Inn.

Buildings and Uses

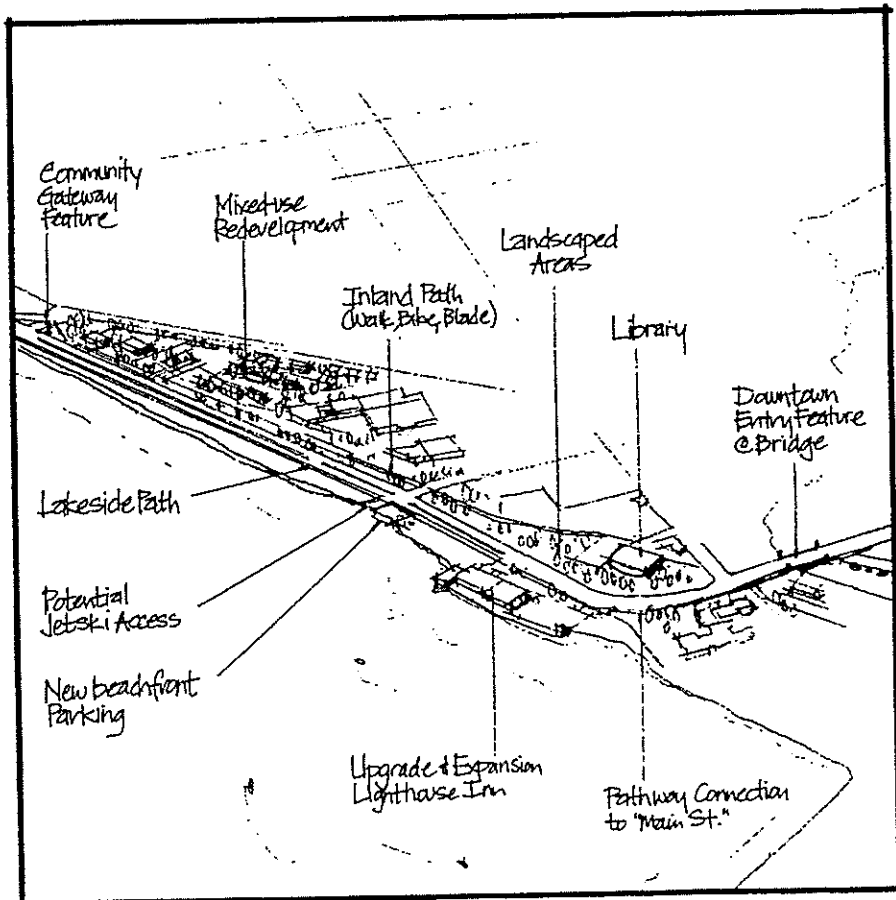
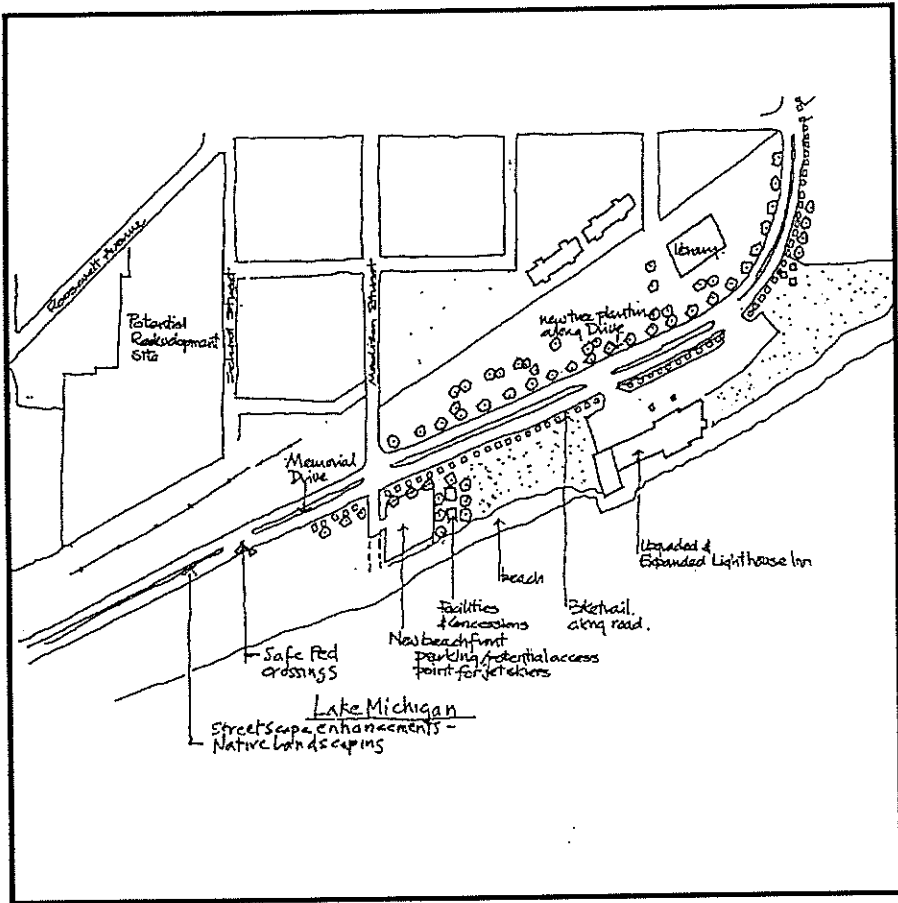
- Existing Library and Hotel.

Public Spaces

- Improved beach access with wayside opposite Madison Street.
- Walking and bicycle trail along lakefront.
- New landscaped area around Library.
- Gateway to Central Harbor/Main Street District.
- Jet ski launch at end of Madison Street.

Links

- Walking and bike access to Main Street/Central Harbor District.
- Link to South Pier.
- Safe pedestrian crossings to lakefront across Memorial Drive.



View of the Downtown Lakeshore Corridor looking West

TWO RIVERS WATERFRONT LAND USE PLAN
 2a. South Lakeshore District-Downtown Lakeshore Corridor

B. SOUTH LAKESHORE CORRIDOR (Madison St. to Woodland Drive)

Character/ Land Use:

Refinement of the road right-of-way to incorporate walking/biking/rollerblading path, new landscaping along lakefront.

Removal of roadway guardrail on lakeward side where not necessary for driver safety.

Mixed-use development along the landward side of Memorial Drive.

Development of medical/professional/specialized residential uses in proximity to the new Aurora Medical facility.

Development of business development area in key sites with links to adjacent industrial sites and to the Columbus Street intersection.

Transition of key housing areas to higher density waterfront residential areas.

Identification of mixed-use development areas.

Design guidelines for redevelopment bordering Memorial Drive to complement community gateway corridor.

Buildings and Uses

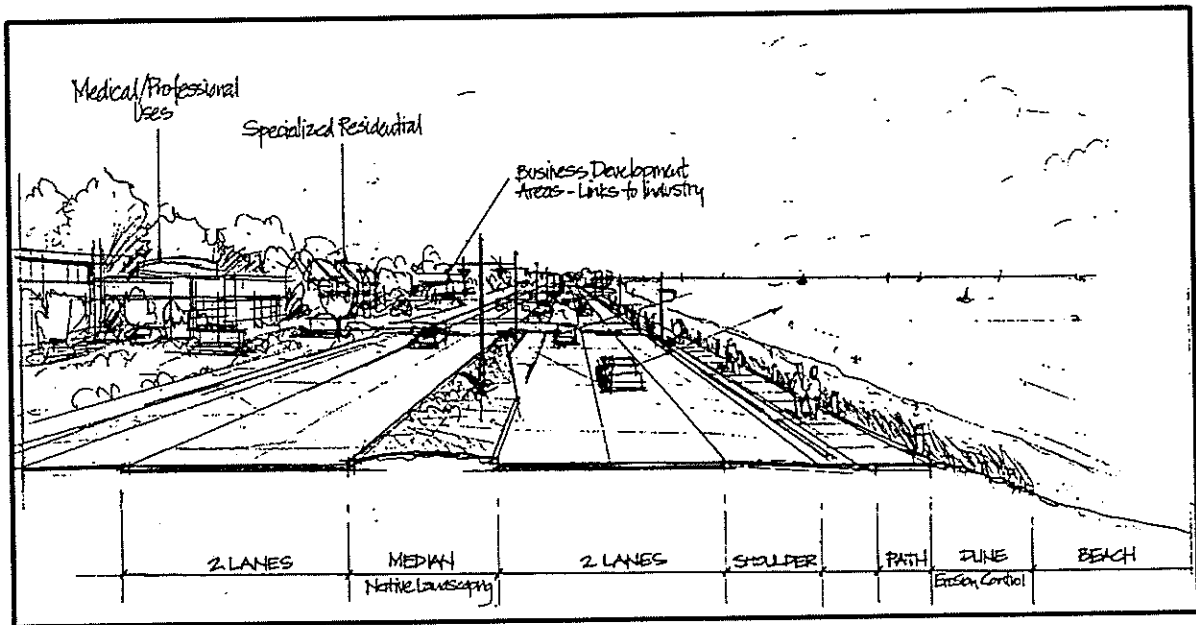
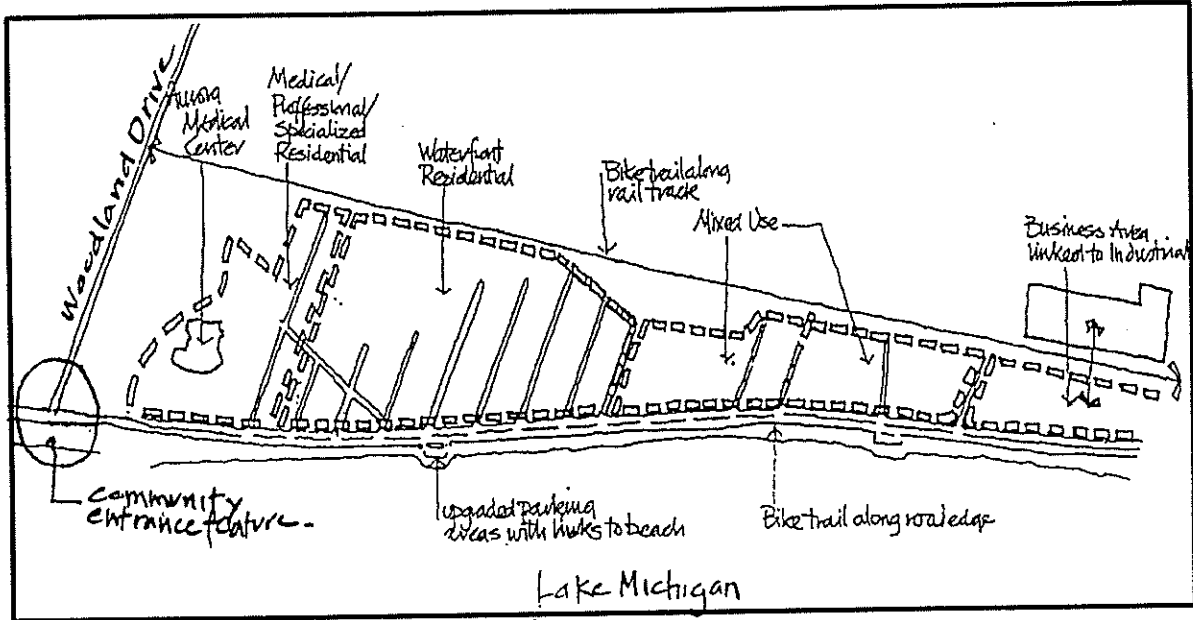
- Mixed-use development of waterfront housing, professional offices, motels, and small associated retail/tourism facilities.
- Focal points at waysides, e.g. public art.

Public Spaces

- Beach, picnic, parking areas and restrooms/changing rooms
- Improved access to the beach.
- Streetscape improvements of Memorial Drive using native landscaping.

Links

- Walking/bike trail from Two Rivers to Manitowoc.
- Link to Woodland Dunes.
- Neighborhood access to lakefront with safe crossings along Memorial Drive.



View of the South Lakeshore Corridor looking North East along Memorial Drive

3. NORTH LAKESHORE CORRIDOR (Neshotah Park)

Character/ Land Use:

Relocation of beachfront parking to enhance the natural character of the beach, accompanied by native vegetation and dune restoration.

Improvement of restrooms and other park facilities.

Development of bike path as part of the overall walking/bike trail system.

Buildings and Uses

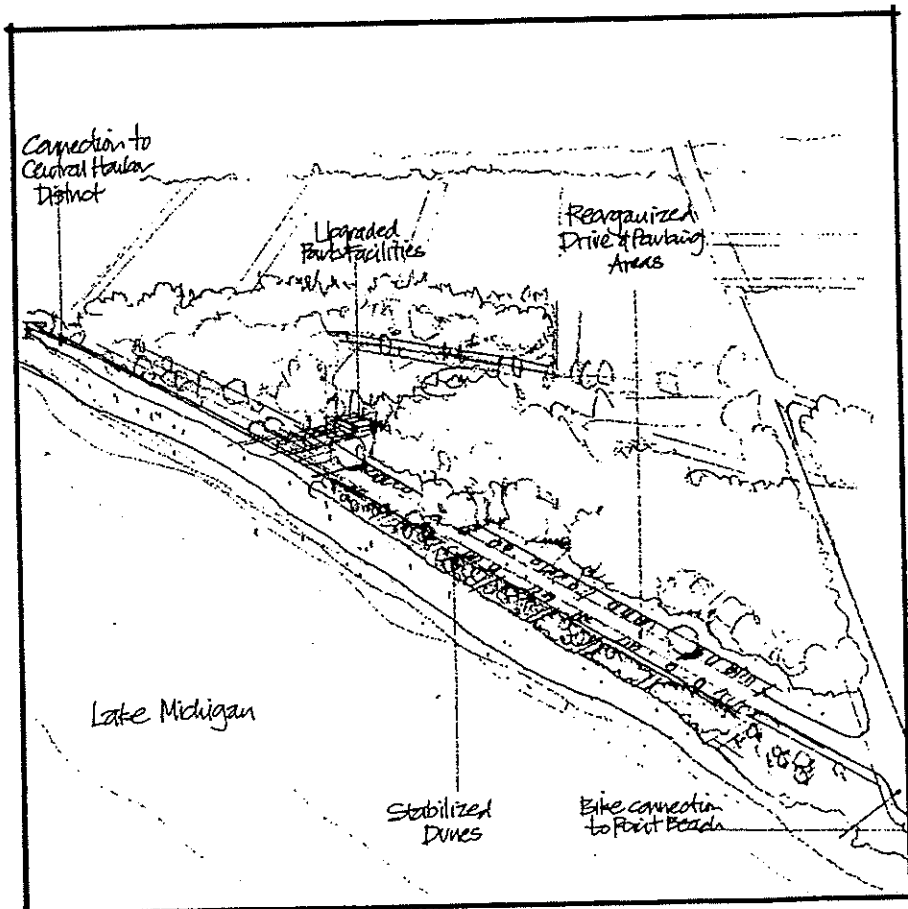
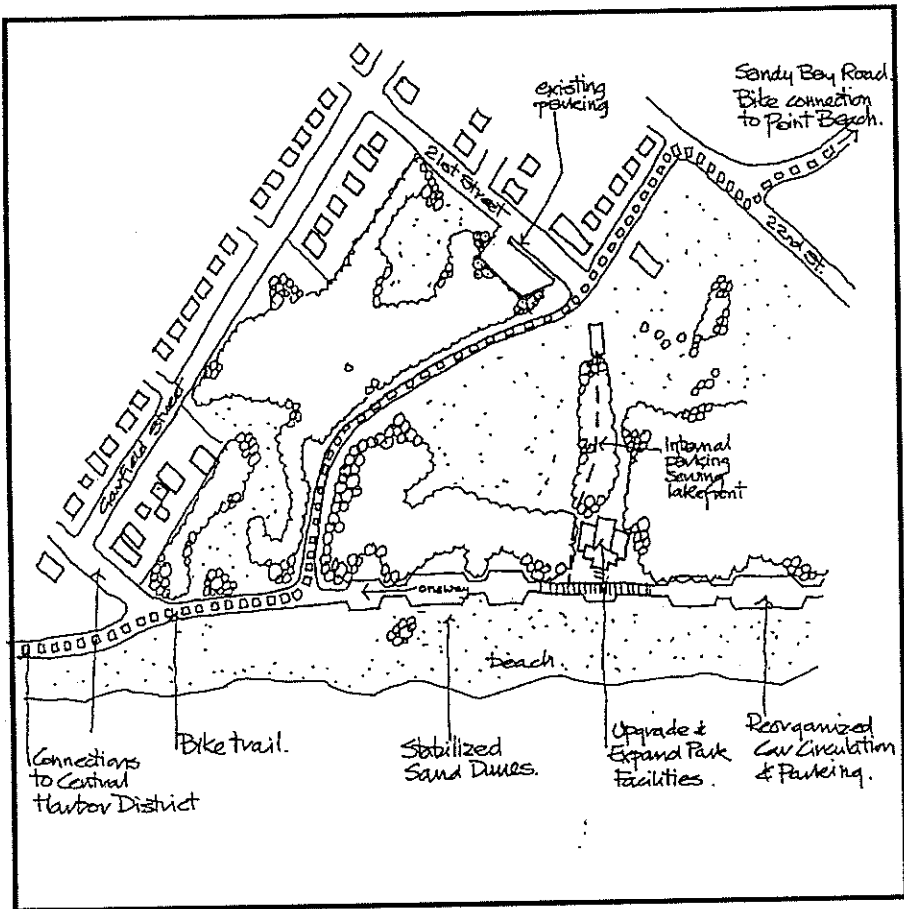
- Upgraded restrooms, shelter and other park facilities.

Public Spaces

- Improved access to the beach.
- Access to walking/ biking facilities.

Links

- Bike trail link to Point Beach State Forest.
- Close connection to adjacent residential areas.
- Walkway connections to the Central Harbor, Main Street and Public Waterfront Square.
- Link to North Pier.



View of the North Lakeshore Corridor looking North

TWO RIVERS WATERFRONT LAND USE PLAN
 3. North Lakeshore District

4. EAST TWIN RIVER DISTRICT (Upstream of the 17th Street Bridge)

Character/ Land Use:

Major short-term redevelopment area south of 22nd Street Bridge.

Expansion of the Fishing Village and Museum development along Rogers Street and Jackson Street.

Rebuilt 22nd Street bridge providing easy access to the downtown area and affording views of the Fishing Village and Museum to passers-by.

Development of riverwalks on both sides of the East Twin River.

Development of the commercial fishing area as a key attraction.

Residential re-development on the west side of the river south of the 22nd Street Bridge.

Potential mixed-use redevelopment on the east side of the river north of the 22nd Street Bridge. Riverwalk extended northwards to link new development to downtown.

New public spaces along the river's edge.

New boat slips immediately south of 22nd Street Bridge.

Long-term residential development on the upper East Twin River.

Preservation of wetlands and environmentally sensitive areas.

Buildings and Uses

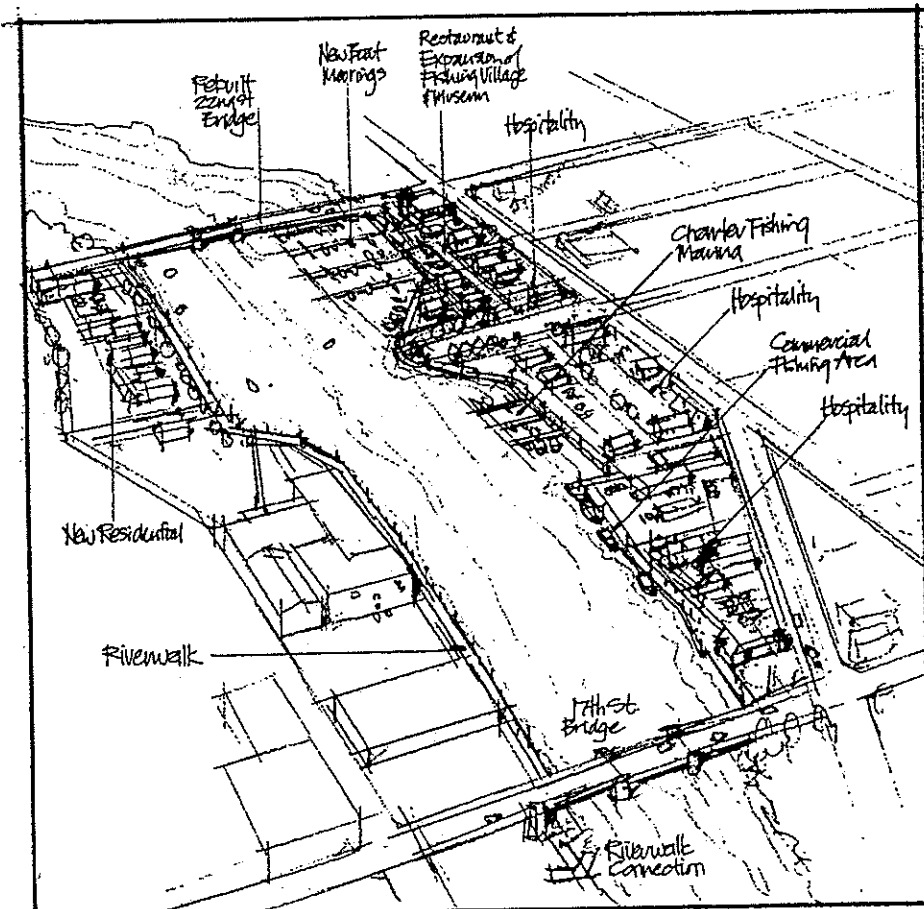
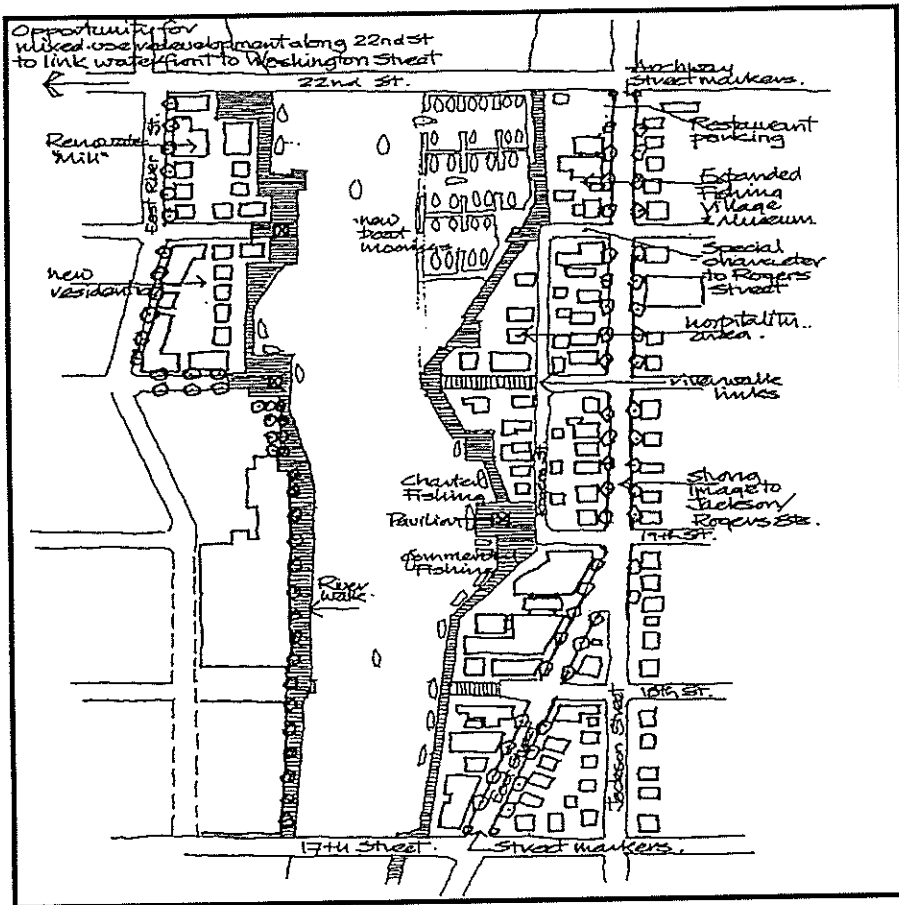
- Rogers Street Fishing Village and Museum.
- New water-oriented housing.
- Redevelopment of existing mixed-use areas as active, river-oriented development with tourist attractions.
- Commercial and charter fishing fleet operations.

Public Spaces

- Riverwalk.
- Jackson Street with gateway elements at either end to reinforce special character of the area.
- Streetscape along Rogers Street and Jackson Street.
- Public spaces along the riverwalk.
- Shoreline fishing where appropriate.
- Street end improvements for neighborhood access to the river.

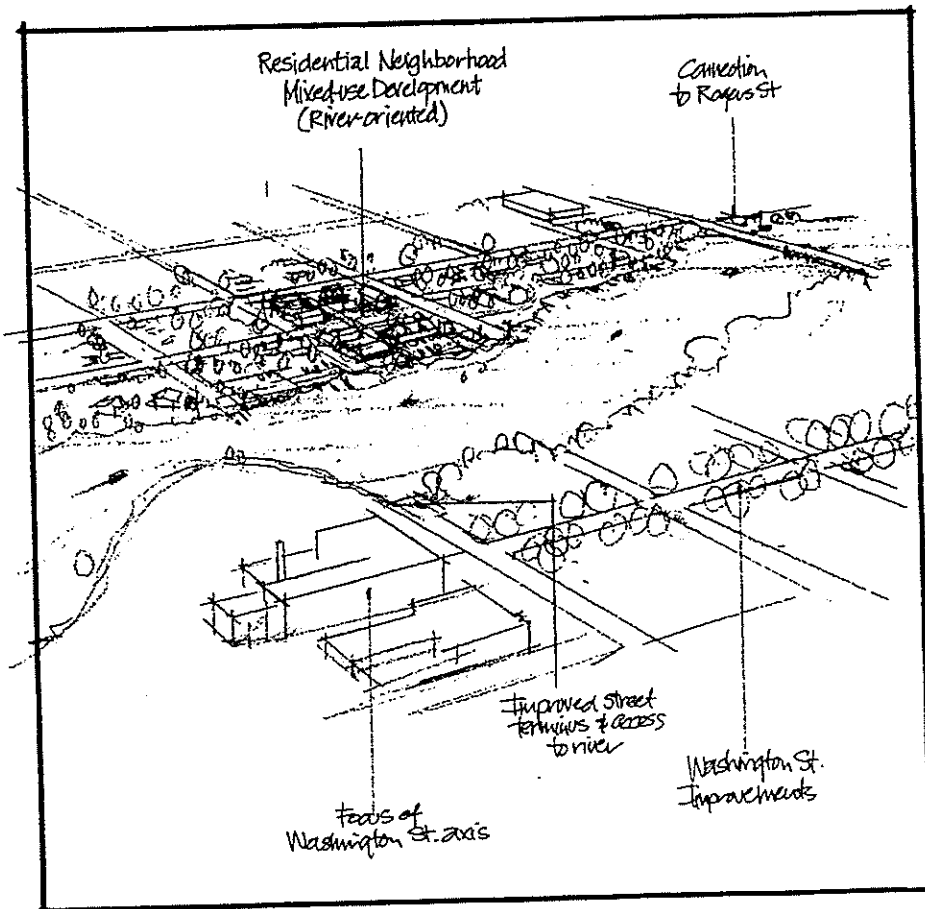
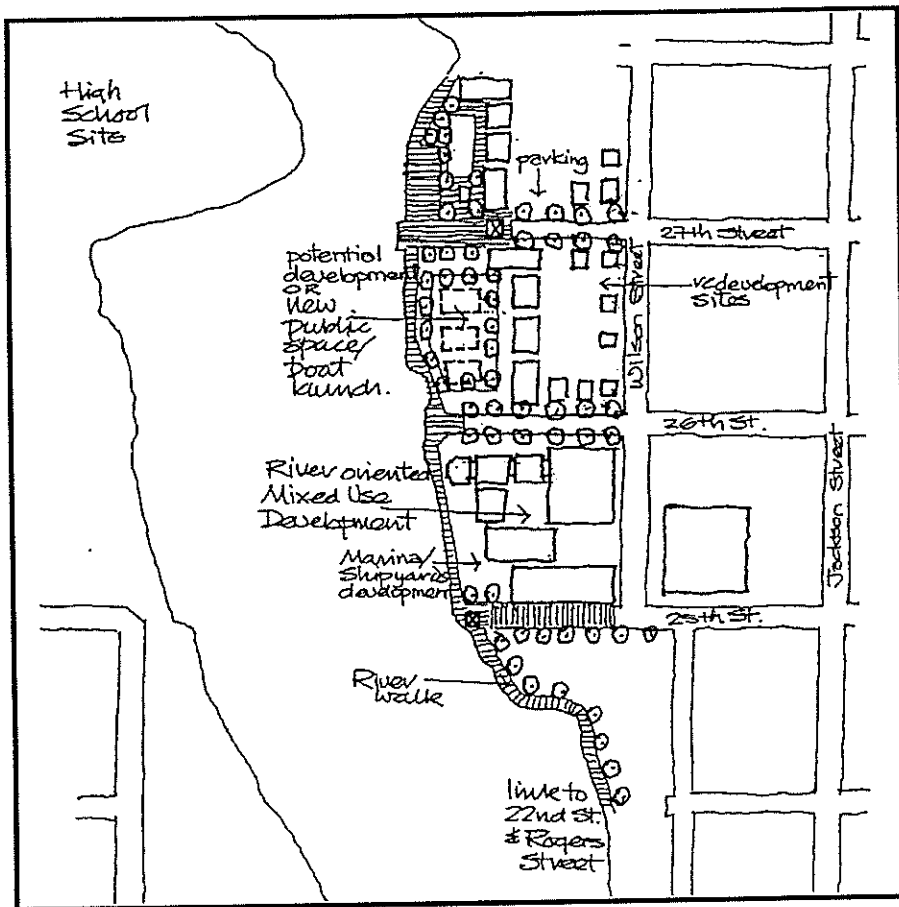
Links

- Riverwalk and trail connections to the Central Harbor, Neshotah Park and North Pier.
- Visual links from 22nd Street Bridge and from riverwalk on west side of river.
- Riverwalk link to 22nd Street and Rogers Fishing Village and Museum.
- Walkway links to existing residential neighborhoods.



View of the Roger's Street Fishing Village looking North

TWO RIVERS WATERFRONT LAND USE PLAN
 4. East Twin River District (Rogers Street Fishing Village)



View of East Twin River looking South

TWO RIVERS WATERFRONT LAND USE PLAN
 4. East Twin River District (North of 22nd Street)

5. WEST TWIN RIVER DISTRICT

Character/ Land Use:

Potential high visibility/ high impact redevelopment of sites at the Washington Street Bridge and the West Twin River.

Commercial redevelopment of the waterfront areas west of Washington Street.

Major new riverfront residential development on site of former oil storage facilities. Significant environmental remediation of this "brownfield" site will be necessary. The new development will extend the existing city grid to integrate it with the nearby neighborhood.

Residential redevelopment on the west side of the river near Riverside Park.

Expansion of marina and boater services.

Riverwalks on both sides of the river.

Improved and expanded boat launch facilities.

Trail connections to Woodland Dunes Nature Center.

Long term residential development on the upper West Twin River near County VV.

Preserve wetlands and environmentally sensitive areas.

Buildings and Uses

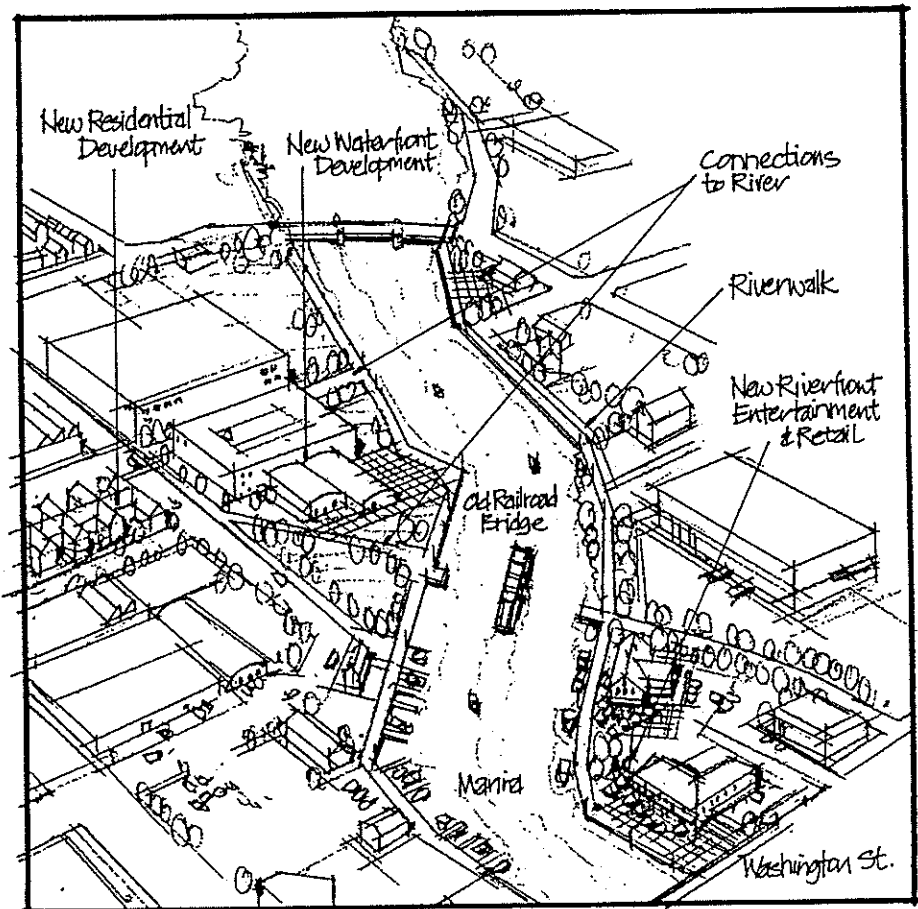
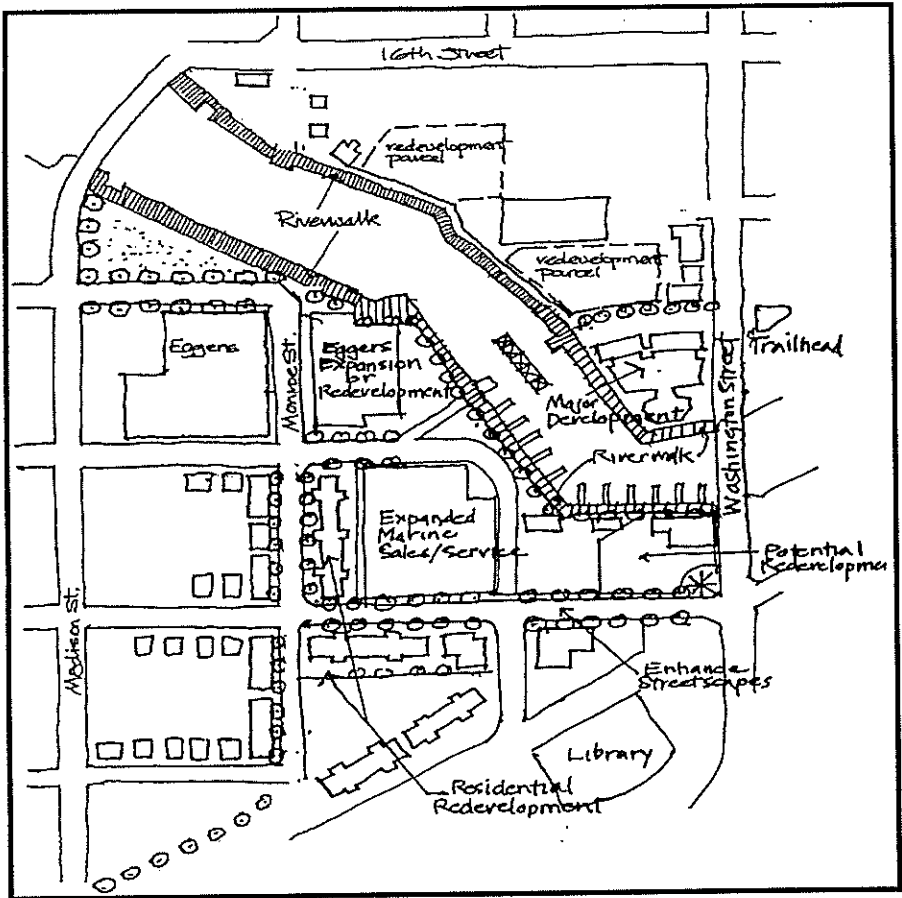
- Development opportunities for waterfront residential uses near the Central Harbor.
- New commercial development near Washington Street.
- Additional housing development with future annexation on the upper West Twin River.
- Marina sales and services.

Public Spaces

- Riverwalks on both sides of the river.
- Waterfront parks to serve new residential development and general public use.
- Expanded and upgraded boat launch facilities.
- Shoreline fishing where appropriate.

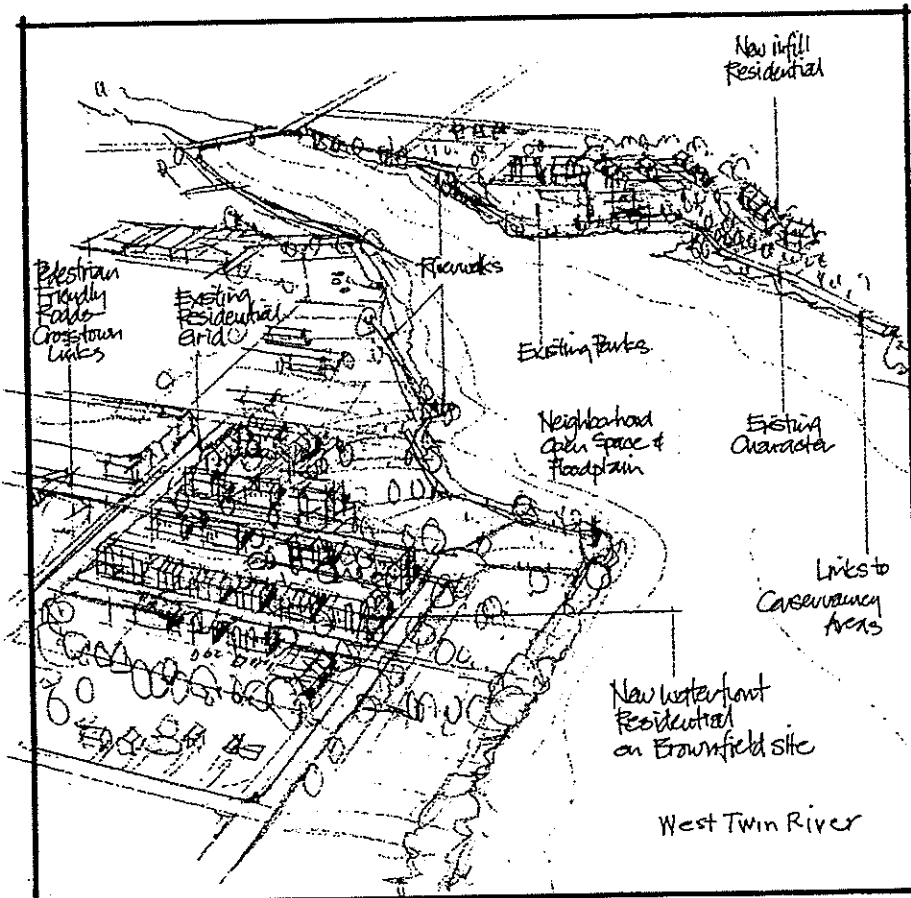
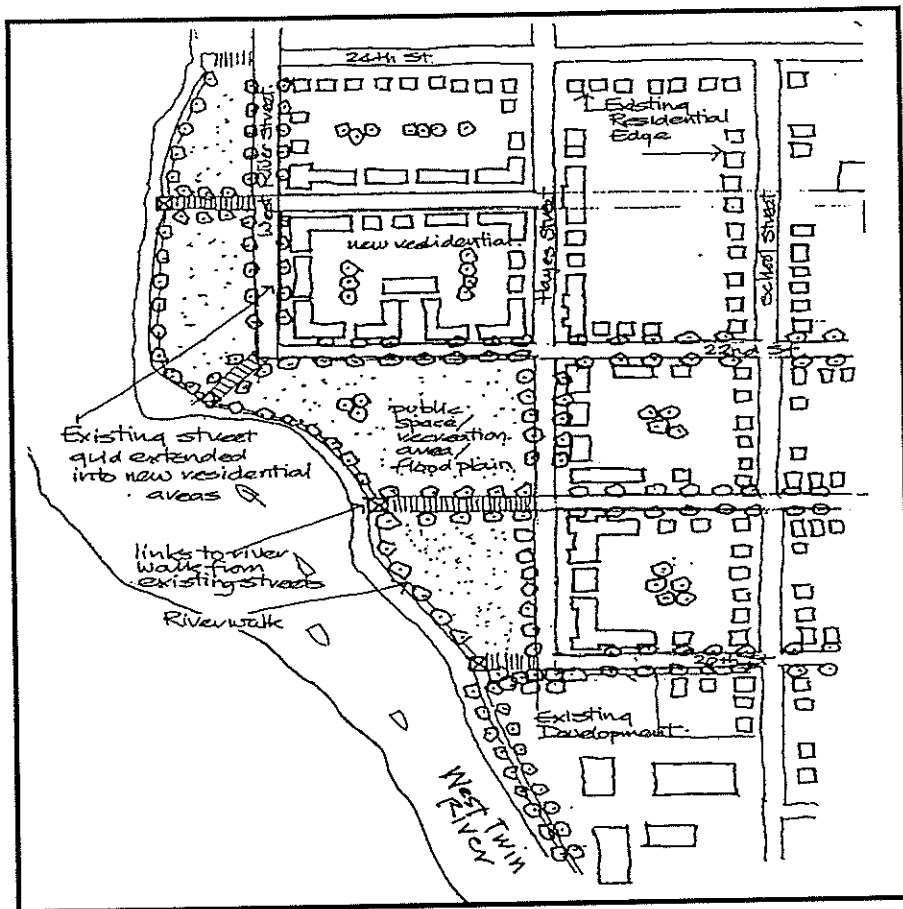
Links

- Riverwalk and trail connections to the Central Harbor, Memorial Drive and lakefront.
- Links to wetlands and conservation areas to the north.
- Visual connection to Woodland Dunes Nature Conservancy.
- Walkway links to existing neighborhoods.



View of the West Twin River District looking West

TWO RIVERS WATERFRONT LAND USE PLAN
 5. West Twin River District (West of Washington Street)



View of West Twin River looking East

TWO RIVERS WATERFRONT LAND USE PLAN
 5. West Twin River District (West of Madison Street)

IMPLEMENTATION PROGRAM

Redevelopment implementation is the critical component of successful community economic restructuring. CityVision Associates' approach to redevelopment planning is based on the ability to successfully implement strategic and economically-sustainable components of the plan in a compressed period of time--typically three to five years.

This window of opportunity is important because development funding and financing tends to be "momentum" driven. That means that an implementation strategy of multiple projects that complement each other economically and are built at the same time is more likely to create a stable economic base for future public and private investment.

The city's role in this is to use public investment strategically to target and induce private investment. For example, if the city improves infrastructure, it should do so in areas where private investment can be promoted concurrently.

The Waterfront Land Use Plan identifies several areas, or districts, in which redevelopment priorities can be established. Generally these are highly visible areas where three broad conditions exist: areas where public investment provides a very visible impact, areas where significant economic blight or underutilized parcels exist that must be addressed before private investment can be solicited, and areas where private investment (or other non-city public funds) are already planned or under way.

Within these districts we further identify sub districts for specific implementation strategies.

Priority projects for these target areas are identified that, in simple terms, give the city the "biggest bang for the buck," for the use of public funds.

Many of these implementation recommendations may be consolidated or combined in ways that the city finds helpful. For example, redirection of Capital Improvement Plan (CIP) funds, where feasible, or leveraging existing funds to match grant funds, also, smaller-area redevelopment plans may be done as bigger projects if feasible.

TARGET AREA PRIORITY PROJECTS AND PHASING

Priority redevelopment projects are those that not only provide visibility for downtown revitalization, but also stimulate private investment that is economically complementary.

CityVision Associates recommends the following:

City-wide

- Create a high-visibility signage and wayfinding system to direct visitors to major destinations, not just "areas of interest." Consider reallocating \$20,000 from the CIP in 2001 for a destination marketing program to include downtown and industrial park wayfinding.
- Create a developer recruitment program that supports these implementation strategies. Target amount \$25,000. Potential funding sources include the Wisconsin Department of Commerce and TIF allocation.
- Organize and facilitate a "funding summit" for regional, state, and federal agencies that may be sources of funds for various redevelopment projects. Vandewalle & Associates has organized these for other clients at a typical cost of \$25,000; lead time is approximately 3-5 months.

On the East Twin River...

- Augment planned CIP funds for 2001 replacement of the 22nd Street Bridge (\$150,000) to ensure high-quality pedestrian circulation along the East Twin Riverwalk and visibility for the fishing village. Additional funds should be used for pedestrian walkway improvements and for bridgehead enhancements on both banks of the East Twin River. Potential funding sources include TEA-21, USDOT, WisDOT, FHWA, Urban Rivers, and Federal Livable Cities funds.
- Create a redevelopment project plan for the fishing village between 17th to 22nd streets. CDA function, expected budget \$5,000-\$10,000. Sources should reflect public/ private partnership.
- Create a redevelopment project plan for residential infill, reuse, and redevelopment along the downtown banks of the river just south of 22nd street. CDA function, expected budget \$5,000-\$10,000. Sources include TIF.
- Plan, design, and build the pedestrian waterfront-circulation loop from 17th to 22nd streets. CDA function. Consider partial reallocation of 2002 CIP Park Improvement funds, also TIF, Urban Rivers, Livable Cities funding potential.

These projects will support the private investment of the Rogers Street Fishing Museum project as well as investment by the commercial and charter fishing fleets.

On the West Twin River...

- Complete a "brownfields assessment" for the Seneca Oil site that programs residential redevelopment of the site. Grant funds are available for this work through EPA; typically this can be up to a \$150,000 to \$200,000 item.
- Create a redevelopment project plan for residential redevelopment for the Seneca Oil Site. CDA function, expected budget \$15,000-\$20,000. Funding may include EPA brownfield reuse funds.

Downtown and the Central Harbor

This is the area of the city with the highest visibility and potential for catalytic redevelopment success. Several priorities exist in this area that should be undertaken simultaneously. They take advantage of the opportunity to work within local industry plans for site reuse and with the scheduled rebuilding of Washington Street in the near future.

- Create a downtown entry feature. Consider reallocation of CIP Signage funds for 2000-2002 for design and partial construction. Private sector, "Main Street," should match construction funds. Expected budget \$25,000.
- Work with "Main Street" to create a business recruitment program for "trailhead" retail and service businesses in the area adjacent to the Washington Street Bridge.
- Create a redevelopment project plan for the area from 16th Street on the West Twin River to 17th Street on the East Twin River; acquire and assemble the frontage; build the waterfront improvements. CDA function, expected budget \$10,000-\$15,000. Funding should be matched by private and corporate sectors.
- Complete a brownfield assessment, in cooperation with Fisher Hamilton, for the land south of 17th Street. CDA function, funding sources include USEPA and state funds.
- Create a redevelopment project plan for the Fisher Hamilton land south of 17th Street. CDA function, expected budget \$5,000-\$10,000, and should be completed as part of the item noted above. Funding should be matched by Corporate sector.

- Design, fund, and build the protective breakwater extension for surge protection of the inner harbor.

South Lakeshore Corridor & Memorial Drive

- The city should design and construct the Memorial Drive bike trail along the lake side of Memorial Drive. Funding to take advantage of TEA-21 grant and leverage local matching funds.

LONGER-TERM IMPLEMENTATION STRATEGIES

These areas of the Waterfront Land Use Plan are important for the future vitality of Two Rivers. As the priority projects noted above are underway, implementation of these remaining areas should start. Typically the city should expect to begin these in 2002, although some components, like redevelopment plans may be undertaken whenever the CDA is able to do so.

South Lakeshore Corridor & Memorial Drive

The corridor is a primary entry way for downtown Two Rivers. It represents the largest portion of developed and developable waterfront for the city.

Along the corridor the city should consider creating a lakefront design overlay zoning district that would define and guide development decisions in the view corridor along Memorial Drive into the city.

CityVision Associates has identified several distinct redevelopment districts within the corridor.

Medical/ Office/ Specialized Residential Area

This is the area at the community entry north of Woodland Drive, containing the new Aurora Medical Center.

The plan for development of this area calls for medical uses related to the hospital such as clinics, medical/ professional offices, medical supply businesses, and specialized residential. This residential use includes retirement living, assisted living, skilled nursing facilities, and other residential uses that benefit from proximity to medical care.

Implementation Strategies include

- Create a redevelopment project plan for medical and specialized residential redevelopment to determine rationale for improvements, site acquisition, site assembly for redevelopment, and economic expectations for the precinct.
- Create zoning to allow and encourage medical, office, supply and specialized residential uses.

Waterfront Residential Area

This area of existing homes is an opportunity for the city to capture higher-market lakefront housing at a scale of development otherwise inconsistent with the remainder of the city. That is, residential redevelopment at higher densities and volumes along the lakeshore.

- Create a redevelopment project plan for high-quality waterfront residential redevelopment to determine rationale for improvements, site acquisition, site assembly for redevelopment, and economic expectations for the precinct.
- Amend R4 or create zoning to allow high-density residential construction with limited non-residential uses allowed.
- Discontinue public funding for marginal home improvements in the area that are not consistent with the redevelopment objectives of the area.

Mixed Residential Area

This is generally the area from the Waterfront Residential Area to Columbus Street. In this area mixed residential uses should be encouraged; this can include lodging, multi-family housing. Existing residential uses should be maintained and complementary commercial development should be encouraged.

- Zoning should be clarified for this area to permit a range of land uses consistent with the redevelopment plan.

Waterfront Business and Business Expansion Area

This area is generally between Columbus and Madison Streets, inland to the rail corridor. It includes the “triangle” entry area and lands between Roosevelt Road and Memorial Drive.

- Create a business redevelopment plan for this area
- Clarify or rezone the area for business manufacturing and light industrial.
- Create a downtown entry feature for the “triangle” that also opens the site for visibility to the business development areas to the east. Consider reallocating approximately \$5,000 from Parks & Cemetery CIP funds to be matched by \$10,000 in CDA funds and \$10,000 in business funds.

South Pier Area

This area is generally from the mouth of the harbor south to Madison Street. It includes the Lighthouse Inn, Library, water treatment facility, and beach.

This area should be planned for recreational and civic uses. Screening of the treatment facility to allow for higher and better use of the waterfront lands is feasible and important for attracting high-quality future use. The city should strategically control land in this area for future use.

- Landscape and hardscape improvements should be made in the area along the harbor mouth and south toward to the beach. Funds may be leveraged by using CIP funds allocated for Memorial Drive and now, partially, covered by state TEA-21 grants.
- Design standards should be prepared for new construction, renovation, and remodeling of structures in this area. CDA project; typical budget \$15,000. Funds may be sought from state aids (as part of the water utility are), or TIF. Funds should be matched by local business.

West Twin River Corridor (Washington Street to Madison Street)

Major economic revitalization potential is in this area. Generally the area along the south shore should be seen for manufacturing and industrial expansion. Existing buildings may be investigated for business incubator uses. Higher density multi-family residential development may be feasible in the area between the library and business district.

Areas along the north shore should be planned for professional service and consumer businesses.

Pedestrian movement is important and the Riverwalk system will be a key means to enhance circulation and provide public control over the water edge.

- Complete a Riverwalk within the Madison/ Washington loop. Construction may be phased with the East Twin River Riverwalk, and funding sources are similar.
- Create a redevelopment plan for the area.
- Investigate adaptive reuse of building for a business incubator. CDA function with funding from state CBED, industrial development, and TIF. A strategy for targeting businesses should plan to “grow” them into the industrial park or other areas within the community.

- Acquire and assemble the Brown's sites at the river and Washington Streets for future redevelopment as a "signature" development for the city. Acquisition may be delayed if the land use can be controlled through other means.

Central Harbor

In this area, several priority projects are noted. Additional implementation strategies are designed to be useful for supplemental projects and those for which the private sector may take a lead.

- Create a retail business management plan, in concert with Main Street, for the retail district between the "trailhead" area and Central Park. This area should become the primary location for traditional downtown retail operations.
- Create an alternate business redevelopment plan for Washington between Central Park and 22nd Street that focuses on larger-box operations, services, auto-oriented retail, and other non-pedestrian activities.
- Create a streetscape plan—to be implemented in 2004 with the rebuilding of Washington Street—that reflects the distinction of these business districts and celebrates Central Park as the hub of civic activities on the street. Consider TEA-21 and enhancement funds for this project; potential use of utility funds for areas where utilities must be replaced.

North Pier District

This area is from the harbor mouth north through Neshotah Park.

Redevelopment of the north Pier district is toward high-end residential. The neighborhood is strong and has little intrusion from the CBD for non-residential uses. The Coast Guard is a good neighbor. The area can capture higher values for new residential construction using the amenity of Lake Michigan. Public access to the breach and pier can be maintained.

- Create a redevelopment plan for the area between the harbor and Neshotah Park, east of 17th Street. This plan should presume assembly of sites for high-value waterfront residential development.

IMPLEMENTATION ORGANIZATION

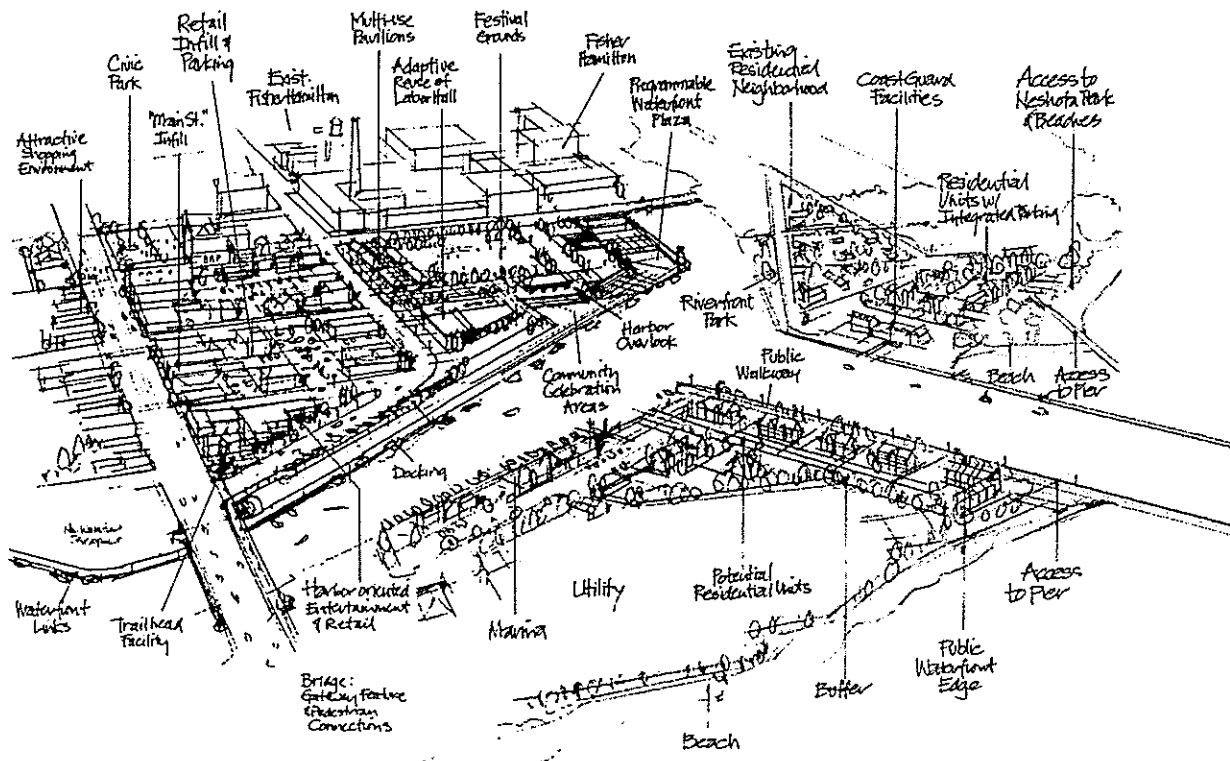
Key to implementation success is the nature and responsibilities of a redevelopment organization. It must be created and focused on feasible implementation projects.

CityVision Associates recommends creating a project management team (PMT) comprised of public-sector and private-sector members representing key organizations with a stake in the success of project implementation.

For Two Rivers, proposed membership may include: city economic development director, city manager, county executive, RPC director, state representative, downtown manager, industry representatives (2-3), Rogers Street representative (museum and fishing fleets), marina operators representative, and a Coast Guard representative. Specific membership would be determined by the need for that constituency to be represented as well as by ability to bring resources to the table. This PMT should be able to move projects forward at an effective rate.

The PMT may be incorporated as a not-for-profit private development corporation, but this is not necessary if the city can effectively act as the development manager.

The city will need to use its community development authority (CDA) for implementation of plans agreed to by the PMT and city.



APPENDIX

WATERFRONT PLAN STEERING COMMITTEE MEETING MINUTES

PUBLIC COMMENTS FROM JUNE 15-17 WORKSHOP

Minutes

City of Two Rivers
Waterfront Plan Steering Committee

April 28, 1999
6:00 PM
City Council Chambers

Committee members present: Bill VanderBloomen, Keith Duveneck, Frank Schmidt, Tom Gordon, Cindy Thayer, Jim Robinson, Phil Rohrer, Andrew Myers, Rob Roidt, Lynn Holmes, Norette St. Pierre and Gerald Nelson.
Committee members absent: Mark Matthews.

Staff present: City Manager Greg Buckley and City Planner Marty Marchek

Buckley introduced City Planner Marty Marchek to the committee. He further noted that the committee at its previous meeting (April 26, 1999) had reviewed the four consultant proposals received for this planning project, and had identified two firms to be invited for interviews at this meeting. Referring to the evening's agenda, Buckley stated that the City Vision team was scheduled for a 6:00 PM interview, and JJR Incorporated scheduled for 7:00 PM. He then distributed sheets listing evaluation criteria the committee members might wish to consider in evaluating the firms.

At 6:10 PM, Tim Anderson and David Reed of City Vision began their presentation. Anderson explained that City Vision is a collaborative effort of Schreiber/Anderson Associates and Vandewalle Associates, two Madison - based firms. He and Reed described their firm's proposed approach to the project, and cited the firm's experience in similar waterfront planning and development projects in Sheboygan, WI; Beloit, WI; Moline, IL; and LaCrosse, WI. Following the presentation, committee members had an opportunity to ask questions of Anderson and Reed.

Committee member Nelson left the meeting following the City Vision presentation.

At 7:20 PM, the committee moved to the conference room, where Ed Freer of JJR Incorporated had set up his presentation materials. Freer's presentation likewise focused on JJR's relevant experience with projects in Milwaukee, Madison, Muscatine, LA and other communities. Following a roughly half-hour presentation, committee members had the opportunity for questions.

Following both presentations, the committee members reconvened in the Council Chambers to discuss the relative merits of the two proposals. Mary Marchek commented that the committee's choice would be a difficult one,

nothing that he had worked with both of these firms in the past, and either one could do a quality job for the City.

Many members expressed appreciation for the enthusiasm for waterfront planning and design issues shown by Mr. Freer of JJR. At the same time, however, the committee noted that City Vision had been involved in some excellent waterfront planning design projects, notably in nearby Sheboygan. There was also a consensus among the committee members that City Vision did a better job of addressing the public participation process, including in its budget three days to be spent in Two Rivers "up front", in public forums where input would be sought from the general public and waterfront stakeholders. The committee also felt that City Vision had done a better job of describing the benefits of a printed poster plan to "sell" the final plan to the public, private investors, and funding agencies.

Buckley noted that both proposals were in the range of \$40,000. City Vision had a proposed a fee not to exceed \$40,000 while JJR proposed a fee not to exceed \$35,000, which increased to \$40,000 if the City wanted the text and graphics for a poster plan, ready to go to the printer, as a project deliverable.

Plan Commission Minutes
May 10, 1999
Page 2

Following approximately 40 minutes of discussion, the committee voted 11-2 to recommend the selection of City Vision as the consultant for the Waterfront Plan.

The meeting adjourned at 9:16 PM.

Respectfully submitted,

Gregory Buckley
City Manager

Minutes

City of Two Rivers
Waterfront Plan Steering Committee

May 26, 1999
6:00 PM
City Council Chambers

Committee members present: Keith Duveneck, Tom Gordon, Cindy Thayer, Jim Robinson, Phil Rohrer, Rob Roidt, Lynn Holmes, Norette St. Pierre and Gerald Nelson. Committee members absent: Mark Matthews, Bill VanderBloomen, Frank Schmidt, Andrew Myers.

Staff present: City Planner Marty Marchek, Building and Zoning Director Ron Schmitt, Economic Development Supervisor Dan Pawlitzke, City Engineer Michael Lewis, Parks and Recreation Director Marty Will.

Also present: Mike Zimmer, Rogers Street Fishing Village and Mike Asher, Mainstreet Program.

The Consultants, City Staff, Committee Members and Guests were introduced.

Tim Anderson of Schreiber/Anderson Associates introduced David Reed and Jeff Greger of the City Vision Team. Anderson explained the planning process that will include five tasks during a five month period. He noted that a three day workshop is scheduled for June 15th, 16th, and 17th. The workshop will consist of eliciting public opinion regarding the waterfront areas. The purpose of the workshop sessions is to get consensus on the concepts to incorporate into the plan. Task 3 will consist of preparing a preliminary land use plan for the five study areas. Task 4 will involve taking the preliminary land use plan and refining it into a final land use plan. Several opportunities for public input will be provided and a work session will be held to concur on a final plan, and discuss implementation strategies. Task 5 will consist of the preparation of the final plan and a public hearing. Chairperson Marty Marchek provided a schedule of activities to conclude that planning process with plan adoption.

The following City Staff and guests presented the various waterfront planning issue perspectives:

City Facilities – Michael Lewis: Indicated that the City's water and wastewater plants would not be relocated. Wisconsin Department of Transportation is planning the resurface of Memorial Drive from the Washington St. bridge to Manitowoc city limits. He also noted that the 22nd street bridge is scheduled for reconstruction in 2001-2002. He also discussed dredging in the main channel and in the channel of the East Twin River. Lewis noted that future

reconstruction of Washington Street would occur in approximately three or four years.

Rogers Street Fishing Village – Mike Zimmer: Described the process used to finance and develop the boardwalk facility, and potential project to relocate the museum and lighthouse northward toward 22nd Street. Zimmer also noted how the sight lines and visibility of the fishing village would be affected by the new 22nd Street bridge.

Parks and Recreation – Marty Will: Discussed the potential for converting the Streu gravel pit as a potential City Park. He also indicated that improving the 27th Street launch site has been a proposed project for the past several years, however, public approval was denied in the budgeting process. Will also discussed the potential use of using public street stubs which abut into waterways. He further described several other opportunities for new park developments along waterways.

Economic Development – Dan Pawlizke: Mr. Pawlizke explained that amount of grant dollars obtained for waterfront areas since 1977. He noted that approximately \$600,000 was obtained during the past 20 years for waterfront projects.

Mainstreet Program – Mike Asher: Mr. Asher indicated that waterfront access would attract more people to the downtown area. He also noted that many tourist activities were very successful but that more tourist rooms were needed and more consumer money needs to be generated.

City Planner – Mary Marchek: Mr. Marchek explained the need for sites that are planned with available infrastructure to be able to facilitate and accommodate new residential and business development. He also stressed the need to identify the best mix and type of land uses within the study corridors.

David Reed explained the process and schedule that will be used during the public input sessions scheduled for June 15th, 16th and 17th.

A schedule will be mailed along with the press release to announce the future meetings of the committee and other activities related to the project.

The meeting adjourned at 9:10 PM.

Respectfully submitted,

Martin Marchek
City Planner

Minutes

City of Two Rivers
Waterfront Plan Steering Committee

June 16, 1999
6:00 PM
City Council Chambers

Committee members present: Tom Gordon, Cindy Thayer, Jim Robinson, Phil Rohrer, Rob Roidt, Lynn Holmes, Norette St. Pierre, Mark Matthews, Bill VanderBloomen, Andrew Myers, Frank Schmidt and Gerald Nelson.
Committee members absent: Keith Duveneck.

Staff present: City Planner Marty Marchek.

Also present: Tim Anderson and Jeff Greger, Schreiber/Anderson Associates, Scott Chesney and Dean Proctor, Vandewalle and David Reed, City Vision.

Tim Anderson stated that a concept plan would be presented on July 22, 1999. He noted that there appeared to be a desire from their preliminary evaluation to connect the waterfront access points. He stressed that the coordinated access by public initiatives, coupled with private property corridors was of utmost importance to maximize the linkages to the waterfront.

Scott Chesney stressed the economic unit value and function of the Seneca Oil Site, the Hamilton Site, The Rogers Street Fishing Village and various other units.

David Reed suggested that a bike trail along Memorial Drive be looped back along that abandoned railroad right-of-way. He also indicated that bike trail development may be coupled with roadway erosion protection to enhance fundability.

David Reed also indicated Neshotah Park was ideally located, and needed enhancement for support facilities including re-establishing the dune areas and possible parking lot removals.

Tim Anderson noted that the central downtown area could be enhanced by providing additional harbor slips to encourage more recreational boaters. Enhancement of commercial fishing areas were also seen as a potential economic unit.

Mr. Reed discussed the potential reconstruction of the 22nd Street bridge. He noted that the replacement of the lift bridge with a fixed span 4-lane facility should be questioned.

Phil Rohrer described past planning for replacement with a fixed span bridge because a lift bridge would be much more expensive. He also noted that a 4-lane bridge was rationalized on the basis that the 17th Street bridge would eventually be closed.

David Reed also suggested a potential historic district along Jefferson Street near 22nd Street. He also noted that the function of Washington Street should be evaluated north of 22nd Street, and that the school provided focal point at the end of Washington Street.

Discussion also focused on the need for an improved boat launch, especially for larger boats.

Phil Rohrer also questioned how street stub ends would be treated. David Reed responded that recommendations would be made for street stub ends.

The meeting adjourned at 7:55 PM.

Respectfully submitted,

Martin Marchek
City Planner

Minutes

City of Two Rivers
Joint Plan Commission
And
Waterfront Steering Committee

August 18, 1999
6:00 PM
City Council Chambers

Committee members present: Tom Gordon, Cindy Thayer, Jim Robinson, Phil Rohrer, Rob Roidt, Lynn Holmes, Norette St. Pierre, Mark Matthews, Bill VanderBloomen, Andrew Meyers, Frank Schmidt, Gerald Nelson and Keith Duveneck.

Plan Commission members present: Jim Schepper, Charles Rohrer, Robert Fay, City Engineer Michael Lewis and City Manager Gregory Buckley.

City Staff: Economic Development Supervisor Dan Pawlitzke and City Planner Martin Marchek.

Guests: Two Rivers Mainstreet Program Director Mike Ascher, Vern Peterson and Connie Lawniczak representing Wisconsin Public Service (WPS).

Mr. Buckley began by reviewing the sections of the Draft Plan Report. Several refinements were suggested to various goals and objectives.

Discussion focused on whether to retain the proposed bike trail shown along the rail corridor. It was agreed to delete the bike trail along the rail corridor and to delete the bike trails along STH 310 and along Wood land Drive because they are not waterfront facilities.

The Committee also agreed to add the "Roosevelt/Memorial Drive/School Street Triangle" area to the study corridor along Memorial Drive.

Mr. Buckley discussed the "Central Harbor District" plan recommendations. Discussion focused on deleting some of the plan details for the Fisher-Hamilton lands and it was agreed to minimize the plant details to avoid their objections to having specific plans for re-use of their property.

The South Pier District plan was reviewed and accepted without major revisions, except to show McDonalds Restaurant in the plan.

The North Pier District plan was discussed and no major revisions were suggested.

The Main Street/Central Harbor District was reviewed, and it was agreed to add references to re-use of the railroad bridge, and redevelopment of Brown's site.

Mr. Peterson and Ms. Lawncizak explained that 8 WPS sites in their service area require site remediation to deal with contaminated soils. WPS estimates that it would cost \$42 million to clean up all eight sites. Only one site in Stevens Point has been cleaned up. WPS expect to clean up sites in Sheboygan and Oshkosh in the next 2-3 years. There was no current schedule to clean up the Two Rivers site.

Ms. Lawncizak explained the Two Rivers site would involve removal of coal tar wastes. Some soil removal along with capping the site may be the remediation techniques. The site is about 5 acres and was used from 1927 through 1948. The future use of the coal gas plant sites should anticipate residential use because of potential liabilities that WPS desire to avoid.

The anticipated cost of clean up is estimated at \$4 million. A good re-use would be parking for residential use, or parkland/recreation.

Ms. Lawncizak noted that a priority for WPS to clean up their Two Rivers site could be agreed to if the City had a definitive plan for the site.

Mr. Peterson explained the high pressure gas distribution system which would need a new river crossing. He noted that a new regulator station site, about 30' by 30', would be needed along the north side of the West Twin River. He will pursue alternate sites at the end of Parkway Boulevard and at the end of 24th Street.

A need for a jet ski facility was discussed and it was agreed to show a jet ski facility south of the Lighthouse Inn.

The discussion on the North Lakeshore Corridor/Neshotah Park concluded that the concept plan for the park should show one-way (SW bound) traffic flow from 22nd Street to Pierce Street, with diagonal parking along the lake side.

Discussion of the East Twin River/Downtown Business Area concluded that a gate entry arch at the Rogers Street/22nd Street intersection should be added. Also, conceptual land uses along the north and south sides of 22nd Street west of the bridge should be addressed.

In the East Twin River Area plan, it was agreed to delete the pedestrian bridge connecting the school site, and to delete the river walk south of 25th Street.

It was concluded that the following plan components would be recommended for implementation in the following priority order:

Short Term Priorities

1. Memorial Drive bike trail

2. Memorial Drive gateway appearance upgrades; signs, landscaping and land use
3. Neshotah Park improvements
4. Rogers Street Fishing Village

Long Term Priorities

1. Seneca Oil/WPS/Brownfield site redevelopment
2. Washington Street streetscape design
3. Harbor improvements for boaters; surge reduction

On-Going Priorities

1. South beach improvements; restrooms and additional wayside
2. Central Harbor District site assembly and redevelopment

Discussion was held on the need to more tightly regulate the design of new and replacement signage throughout the community.

The next meeting will be September 27, 1999 at 5:30 PM.

The meeting adjourned at 10:10 PM.

Respectfully submitted,

Martin R. Marchek
City Planner

Minutes

City of Two Rivers
Joint Plan Commission
And
Waterfront Steering Committee

September 29, 1999
7:00 PM
City Council Chambers

Committee members present: Tom Gordon, Cindy Thayer, Jim Robinson, Phil Rohrer, Rob Roidt, Norette St. Pierre, Mark Matthews, Frank Schmidt, and Keith Duveneck.

Absent and excused: Lynn Holmes, Bill VanderBloomen, Andrew Myers and Gerald Nelson.

Plan Commission members present: Robert Fay, Frank Schmidt, Keith Duveneck, City Engineer Michael Lewis and City Manager Gregory Buckley.

Absent and excused: Charles Rorher and James Schepper.

City Staff: Economic Development Supervisor Dan Pawlitzke, City Planner Martin Marchek, Building and Zoning Director Ronald Schmitt, Acting Secretary Vicky Berg, Acting Recreation Director Sarah Gallagher.

Guests: Tim Anderson, Scott Chesney and Jeff Greger from City Vision. Please see attached list for additional attendees.

Mr. Buckley called the meeting to order at 7:05 PM and introduced the Plan Commission and Waterfront Steering Committee members. Mr. Buckley then gave a general summary of the proposed project, goals and objectives. Mr. Buckley introduced Tim Anderson from City Vision for the presentation.

Mr. Anderson introduced Scott Chesney and Jeff Greger, the remaining team members from City Vision. Mr. Anderson and Mr. Chesney defined the waterfront planning districts (5) and detailed the development plan for each district. The plan emphasizes preservation of the character, assets and natural resources of Two Rivers while reconnecting the community to the waterfront. The recommended priorities were presented and discussed.

Slides were presented showing other communities with developed waterfront areas.

Mr. Buckley then opened the floor to the public.

Jim Konop – Does the plan include utilizing the railroad bridge as a part of the bike trail? Mr. Chesney stated no plans have been formulated for the use of the bridge at this time due to the cost factor.

Dennis Swetlik-Will the boat moorings at Rogers Street Fishing Village will be long or short term and will a fee be charged, if so, how much? Mr. Chesney stated that day slips would be the most beneficial to increase the number of people visiting the area.

Wade Juza-If the plans in the North Pier District near 16th Street include housing and parking areas and is there any wetland delineation? Mr. Chesney stated that residential preservation is recommended and the planning effort has not included any formal wetland delineations.

Mary Dryja-Who is the owner of the Labor Hall building? Is there environmental concern for the Fisher Hamilton demolition site? The Labor Hall building is City owned property. Mr. Chesney stated Fisher Hamilton is considering razing a portion of the structure south of 17th Street. The environmental concerns are unknown at this time. A brownfield survey would be completed to determine the level of contamination and cost to clean up the site.

Beverly Maurice – Could the Labor Hall site be used to construct a 2-3 level hotel? She also voiced her concern that the beaches could be cleaner, too many fish. Mr. Chesney stated there are no definite plans for the long-term project site. However, a hotel would cut the public off from the waterfront area and decrease the view. Mr. Buckley summarized when and how often the “beach cleaner” was used in this past summer.

Walter Vogel – There is no reference to saving the natural areas, no open space or parks in the plan. He further stated that Memorial Drive is already an outstanding scenic drive and has a bike trail. He can't see installing another one. Mr. Anderson answered that one of the highest priorities generated from the previous public forums was the construction of the bike trail. The plan emphasizes the waterfront's natural areas, however, particular areas need enhancement. Landscaping recommendations would fit into the area and protect the existing natural resources. The goal is to add public usage without damaging the area.

Gib St. Pierre – Is there any truth to the rumor of removing the 17th Street bridge? Mr. Chesney stated that the bridge is vital for the linkage to Rogers Street Fishing Village and that the bridge should last another 20 years. Mr. Lewis confirmed that the bridge is currently sound, but will need to be replaced in the future. Whether Two Rivers will be able to afford replacing the bridge is another question and that it is too early to speculate on that. Mr. Buckley stated we cannot continue to maintain our city on a no growth basis, only those cities that are wealthy are able to do that, and we are not.

Mary Dryja – Agreed with Mr. Vogel’s statement regarding Memorial Drive. The City’s only claim to fame is fishing. She suggested an old world theme for the waterfront areas. Mr. Anderson thanked her for the suggestion and stated that the community needs to communicate their thoughts during this process. This plan is only a concept and not a final plan, suggestions and comments are welcome and vital to the project.

Don Zimmer – The Washington Street bridge is a fixed span, adversely affecting development potential of the areas to the west. If the 22nd Street bridge were a fixed span bridge we would be cutting ourselves off to that area as well. Mr. Buckley stated that the determining factor was cost between a lift and a span bridge. Mr. Lewis stated that he believed the cost difference on 22nd Street was approximately six million dollars. The 22nd Street bridge will also be a fixed span because the U.S. Army Corps of Engineers will only dredge up to 22nd Street, further limiting development potential upstream.

Rich Greenwood – Questioned the feasibility of changing the parking pattern at Neshotah Beach. If more natural grass is planted and the dunes restored the beach would become inaccessible for handicapped and elderly individuals. Mr. Anderson stated that all concerns will be addressed in the planning sessions. Master plan parking is being considered to enlarge the beach area, and access through dune areas could be provided via a boardwalk system.

Mr. Buckley called for anyone else wishing to address City Vision or Staff. Hearing none, he closed the public hearing. Mr. Buckley thanked City Vision for presenting the plan and reviewed the items already in the budget for various areas.

Motion by Tom Gordon and seconded by Phil Rohrer that the Waterfront Steering Committee recommend the Waterfront Land Use Plan to Council for approval. Motion carried no, dissenting vote.

Motion by Keith Duvencek and seconded by Mike Lewis that the Plan commission recommend the Waterfront Land Use Plan to Council for approval. Motion carried no, dissenting vote.

Mr. Buckley informed all that a “Poster Plan” for community education and to inform prospective developers about the project should be completed within six weeks.

A brief break was taken and the meeting reconvened in the Committee Room.

Mr. Buckley summarized the public hearing, goals, objectives, and asked Mr. Chesney to comment on the process to implement the plan.

Mr. Chesney suggested beginning with several projects requiring a small investment that would show progress, gain momentum and initiate community involvement. It is critical to form a team to implement the plan and obtain

funding from the private sector. This is a community project, not a City staff project. CityVision is experienced in the implementation of these types of projects. CityVision has acted as "project managers" for other municipalities in implementing their plans.

Mr. Chesney closed noting the next step is the adoption of the plan.

Several committee members voiced the importance of the Council understanding that this is a conceptual plan, not a final plan. The committee recommended having CityVision submit a proposal for project manager, funding etc.

Motion by Frank Schmidt and seconded by Keith Duveneck to adjourn the meeting.

The meeting adjourned at 9:50 p.m.

Respectfully submitted,

Vicky Berg
Acting Secretary

PUBLIC COMMENTS FROM JUNE 15-17 WORKSHOP

GOOD VS. BAD ATTRIBUTES

GOOD:

- Small, quiet, saved downtown; it's not Manitowoc
- Good recreation department
 - ◆ Natural dunes on Zladnic Drive
 - ◆ Nice beaches
 - ◆ Good parks
 - ◆ Not too much traffic.
- Access to international waterways
- Space for boat storage docking
- Wave generation of lake for energy source
- Lake view memorial drive
- Use of rivers especially up stream
- For canoes, kayaks, possible camp sites, beach comber boats, Thames & Venetion boats
- Dragon boat/pulling boat, canoe shells, racing competitions
- Beautiful beaches
- Recreational water
- Good place to bring up children
- Good recreation programs
- Harbor separated by two piers
- Friendly small town
- We have a coast guard station
- Excellent ball parks maintained by city
- Easy access to Lake Michigan
- Several fantastic views of sunsets or sunrise
- Beach is tourist draw which translates to economic benefits
- Fishing for tourists – economic
- Relatively low cost access for ownership of waterfront property
- The water attracts waterfowl which is pleasing to view (geese, ducks, herons)
- Abundant fresh water for consumption
- Access to beaches, water, and “the view” of Lake Michigan
- “The sounds” of water in changing weather conditions
- Sense of place associated with a water medium
- Beach & park
- Fishing village
- Memorial Dr. – beauty
- Rivers
- Woodland dunes
- Sport fishing
- Coast guard
- Marinas
- Light House Inn
- The lake “tempers” hot and cold days
- Great beach
- “Neighbor” to Point Beach
- Coast Guard station active
- Harbor/access to Lake Michigan
- Visual effect of Lake Michigan
- Miles and miles of lake & river shoreline
- Memorial Drive
- Commercial/Sport fishing
- Proximity to car ferry
- Easy access to beaches, rivers, lake
- Residence(s) on water at modest cost
- Small community – low crime, congestion, slower pace
- Recreation availability (boating, fishing, etc.)

- Scenic appeal
- Attractive for tourism
- Clean beach front
- Several well-maintained boat launches
- Good marinas
- Jet-ski area and ability to launch them at the beach. This is unique!!!
- Relatively low crime in the area (boat launches, beaches, etc.)
- Public accessibility
- Clean waterfront areas, beach area
- Uncrowded beach
- Quiet surrounding
- Friendly people
- Harbor area
- Coast Guard station
- Two navigable rivers
- River frontage for commercial and recreational possibilities
- Great beach with good access
- Boat launch – ok
- Coast guard station
- Beautiful sand beach (Neshotah Beach)
- Freshwater Great Lake
- Wonderful boating and water sports
- Rodgers St. fishing village and fishing heritage
- Natural beauty – wildlife (deer, great blue herons)
- Point Beach State Forest
- Point Beach Lighthouse
- Shipwrecks to explore
- Daily drive to work along a picturesque waterfront
- Restaurants, shopping in other lakefront cities we can go to by boat
- Fishing can be excellent
- Boating
- Nature
 - ◆ Geese, ducks, herons, etc.
 - ◆ Woodland dunes
 - ◆ State park
- Nuclear plants (2) electricity, power
- Beaches
- Nature – birds, beach, plants
- Boating, fishing
- Open spaces – woodland dunes, Pt. Beach
- Warmth of people
- Safety for children and adults
- Good schools and churches
- Lakeshore has most beautiful view in world
- Fishing – commercial and sport
- Beautiful sand beaches
- Boating
- Jet skiing
- Good place to come in hot summer to cool of
- Picturesque
- Fishing, boating, canoeing
- Beach combing
- Sand beached for kids and adults
- Beaches with parks
- Cooler near the lakeshore
- Fishing opportunities and boating
- Picturesque lake view
- Marinas and coast guard station
- Piers
- Ready source of water for community
- Public beaches – most people like this
- Tourism as source of income
- Cool by the water
- Natural glacial formation
- Great natural resource of Neshotah Park
- Open beach, state forest

- Fishing industry heritage
- College hill if left natural for public use
- Peaceful overall community
- Low crime
- Neshotah Park
- Picnic / College Hill Park (an end moraine of the glacier; only hill in town)
- Lakefront
- Beaches
- Old fishing industry buildings (heritage)
- Small city environment
- Point Beach State Forest camping and natural areas
- Natural air conditioning from the lake
- Very good natural shore appearances close at hand
- Great historical sites and heritage
- Pride in community
- Most homes, streets, buildings, etc. were kept
- Small city
- Lot of open spaces
- Lovely beach and state park
- Picnic hill area
- Many areas left "natural", hopefully will stay that way
- Fishing village
- It's always cooling the lake
- The water can make a community an attraction
- The fishing industry – both commercial and sport
- It can attract tourists and generate extra tourism dollars
- It promotes the economy through the charter business and fishing in general
- It provides much recreation for local citizens and tourists
- It provides much beauty and relaxation
- The opportunity to use the rivers for boating, fishing, recreation, and water sports
- Beach front
- Cool summers
- Boating opportunities
- Attractive residential neighborhoods
- Driving along lakeshore
- Scenic atmosphere along lake
- Beaches, swimming, jet ski area
- Wildlife and biodiversity
- Neshotah Beach and Park
- Memorial Drive views
- Aurora Medical Center
- Point Beach State Park and Forest
- Bridges
- Lighthouse Inn
- Picnic Hill
- Vita course
- The beautiful scenes of Lake Michigan, which so many Two Rivers people take for granted
- Sand beaches
- Public access to waterfront
- Uncrowded (much of the time)
- Natural areas adjacent to water – Point Beach Forest, woodland dunes, nature center
- Beautiful view of lake from Memorial Drive and Neshotah Park
- Local marina facilities and fishing from pier
- Coast Guard station
- Lots of public access to the water
- Great beaches
- Water views along Memorial Drive

- Working waterfront – commercial fishing and manufacturing
- Quaint old town
- Beautiful central park
- Sandy beached
- Rustic appeal of old buildings
- Well kept homes in the community showing pride
- Low crime rate
- Two Rivers has tremendous opportunity to open up waterfront areas for community use giving future generations the benefits of our actions.
- I like the riverwalk project as developed so far. Would like to see E. River St. restored and preserved. Historically, this street was vacated and ruined by “Big Storm” and R.R. Spurline to Hamiltons and Eggers. Ed. Boettger

GOOD VS. BAD ATTRIBUTES

BAD:

- That in 1948 our land was taken from the land I now own to put a road in; this was lakefront property (1601 Emmet)
- The unknown that this may now be developed
- The city and park do not maintain what we have as good as they could
- Poor high school
- Not enough green space for development
- Not enough marinas poor corridors to city
- Not enough meeting place for teens
- Rec. building and bathrooms are bad
- Need a recreation facility
- Need something done with waterways
- The rivers have too much "garbage" (bullheads, carp_)
- The rivers are dirty and murky
- The smell of rotting alewives
- Always too cool from the lake effect
- Many dilapidated homes – especially 22nd St.
- Not having access along the beach to Point Beach State Forest from Neshotah Park
- Sewage plant on lake
- Under utilized seagull marina
- Poor boat launches
- Poorly designed harbor
- Ugly downtown
- Ugly riverfront
- Lack of restaurants
- Lack of variety of stores (unique shops)
- Lack of walking, biking, in-line skating trails to enjoy lake front and natural habitat
- Lack of entertainment for adults and youth
- Terrible harbor facilities
- Terrible boat facilities
- Terrible landings
- Very poor river water quality
- Overall city lacks appreciation of water resources
- Fixed span bridge (DAH!!!)
- Things have been done without a plan
- Traffic flow at Neshotah Beach
- Poor development of riverfronts
- Aging basic facilities – schools, bridges, water treatment, fire stations
- Insular – not willing to change
- Continuing loss of major businesses
- High taxes
- No sense of community planning
- Lack of planning
- Pollution
- Restrictive access to some areas
- No bike, hiking, cross-country ski trails
- Old manufacturing buildings at prime locations
- No development of lake front areas not easily useable

- Limited beachfront parking on warm days
- Limited restroom facilities at beach
- Riverfront clutter in the industrial areas
- Safety lacks where beach swimming areas abuts the jet ski area. Recommend additional buoy markers and expanded swimming area
- Numerous abandoned buildings (factories)
- Older, unkempt buildings along the river (residential)
- Not enough modern restroom facilities
- Parking area for jet skis small
- Walkways to restrooms (on the beach) could be more formal i.e. plank sidewalk
- Safety in swim area and jet ski area
- No beach restoration
- No maintenance of wooded area along beach area
- No upkeep and maintenance of waterfront properties (residential, commercial, industrial)
- As people pass over our bridges they can see much deteriorated and unkempt areas; buildings as well as properties along the river
- Alewives and zebra mussels
- Limited boat launch
- Short piers; when water is low
- Limited funds for maintenance of launch
- Lack of beach restoration
- Limited access from downtown
- Abandoned, derelict buildings along the rivers
- Nice boardwalks that don't go anywhere or connect to anything
- Poor launch for jet skiers at beach
- No restaurants and shopping with docks for boaters
- Narrow road for bikers to Pt. Beach
- Lack of improvements to Neshotah Park and Beach
- Fog occasionally
- Cool sometimes in summertime
- Boulevard approach to city needs "dressing up". Suitable plants needed
- Blowing sand
- Some riverfront property not natural and attractive, old buildings falling down
- Boulevards lead south from city. Not attractive - natural plants etc. would be an asset and help blowing sand problem.
- Problem of annual sand blowing across streets
- Alewife dying on beaches
- Lake to "cool" for anything but wading
- Memorial Drive not kept up along beach side.
- Not much planning in way the opposite side of Memorial Drive - mixture of odd homes, businesses, etc.
- Industry and city right at lakefront
- Alewives
- Lack of some fish
- Zebra mussels
- Cooler temperature
- No city expansion to the south
- No tax base
- Beaches with parks
- Cooler near the lakeshore
- Fishing and boating opportunities
- Picturesque lake view

- Marinas and coast guard station
- Piers
- Lack of direction for expansion of community
- Tourism as source of income
- Alewives
- Sand blowing upon roads
- Overzealous effort to destroy natural areas by politicians
- Loss of park space over the years
- No 22nd St. bridge across the west twin river; you must drive through town
- Too many baseball diamonds in the parks; space can't be used for alternate uses
- Industrial park is far away from the downtown
- Public library is far away from the schools
- Two rivers has trouble attracting industry
- No good area to host public outdoor events
- The speed bumps in Neshotah Park slow down traffic, but they are annoying – too big
- City is very divided by natural resources
- Travel dependent on bridge to wherever
- Confined to any growth to east by big lake
- Industry leaving and old plants remain very expensive to remove
- No direct connection to I-93
- Downtown area needs more boutiques, antique stores, etc, instead of offices
- Very poor public school administration
- The housekeeping is deplorable
- Too much of the waterfront is used commercially , detracting from the natural beauty
- Some of the areas are kept secret for lack of proper signage
- It's a shame so much of the waterfront is used up by the city filtration plant, Hamilton, and vacated buildings, etc.
- So much of the waterfront looks garbagedy – even the existing walkways
- Some of the street crossing, mainly Jackson and 22nd St.
- Industrial plants including treatment plant along waters edge
- Storage tanks along Mem. Drive
- Billboards along Mem. Drive
- Empty storefronts
- Abandoned properties now neglected
- Railroad bridge
- Garbage, trash, used as dumping grounds; no upkeep
- Lack of landscape – cultured and natural
- Poor siting of businesses / development
- Lack of accessibility
- No upkeep of greenspace
- Greenspaces destroyed by development
- No respect of heritage diversity
- No proper planning / foresight
- No scuba diving resources
- Traffic congestion on Zlatnik Drive
- Not enough room for traffic and pedestrians
- Hamilton Building an eyesore on riverfront
- Dangerous to bike ride on Hwy O to State Park

- Would like easier access through the city to Memorial Drive
- The development of Picnic / College Hill
- No quiet times on the beach with all the jet skis going all the time
- Alewife problem on beaches
- Memorial Drive blocks access to lake to some degree
- Old industry along river and lakefront south of Madison St.
- Jet skis too near swimming beach and noisy for others living near beach
- Sand dunes destroyed in Neshotah Park allowing sand to blow inland; also southwest of the Lighthouse Inn
- Litter a problem in parks and along river
- Auto traffic can interfere with walking through Neshotah Park along beach
- Unattractive uses along north side of Memorial Drive
- Parking lots on top of beach, where dunes should be
- Lack of waterfront and downtown amenities – restaurants, specialty shops, etc.
- Buildings that need to be torn down or remodeled and used
- Unzoned areas that have commercial business mixed with residential
- Alewife on beaches
- Need bike trail to Point Beach
- Federal law has control of the beaches adjacent to navigable waters. There shall be no obstruction beaches, etc. English law incorporated into the constitution.
- Belief that waterfront areas should be developed to supposedly raise the tax base instead of giving the waterfront back to the tax payers
- Consider the residents of the Town of Two Rivers as “outsiders”. We are never given notices of meetings such as this one in the mail like the city residents received. How about sending us this “newsletter”?

COMMUNITY PRIORITIES

* denotes amount of preference

#6 YELLOW**Top Three:**

- *** Preserve buildings and heritage of TR
- *** Ability to walk on lake side of Memorial Drive
- ** Allow natural plants to return – protect them rather than landscaping that doesn't survive
- ** Need cooperation between city rulings and redevelopment
- ** Continue beach restoration
- ** Develop shopping for more attractive areas for locals and tourists.

Other:

- * Save end moraine at Picnic Hill Park
- * Public access Point Beach to Neshotah
- * Along Memorial Drive – pave RR right away
- * Stop sprawl; make things more accessible to people
- When waterfront areas in downtown open up, put them to public uses
- Use industrial areas across Memorial Dr. for rooming – or tourist attractions
- Rebuild residential areas
- Develop attractions to keep tourists here
- Clean up – not only environment, but also land and buildings
- Pedestrian bridge when 17th St. Bridge goes

#5 YELLOW**Top Three:**

- **** Develop the beach along Memorial Drive with rest areas (inc. bathrooms), picnic tables, gazebos, and stairs down to the river
- *** Sell off the high school property for development into condo living; i.e. blue heron. And Build a new school
- ** Develop downtown area with ethnic theme i.e. Sheboygan, Minoqua; to bring out our heritage
- ** Develop a marina with access to the city with attractions open to tourism

Other:

- * Clean up the eyesores along Memorial Drive
- * Extend the riverwalk so that it actually goes somewhere
- * Keep taxes reasonable to attract residential and industrial growth
- * Develop non-motorized trail from TR to Point Beach
- Advertise TR to Michigan to attract car ferry users to TR

TABLE #3 - BLUE

Top Three:

- *****Bike trails and walkways along beach and to state forest
- *****Keep waterways and beach areas accessible to the general public for recreational use
- *****Beautifying waterways and Memorial Drive/downtown are (i.e. upkeep on buildings including Fischer Hamilton)

TABLE #2 - BLUE

Top Three:

- *****Neshotah Beach and Park development
 - dune restoration – natural landscape
 - remove / relocate parking lots
 - improve beach house and restrooms
 - designate separate, better defined area for jet skiers
 - clean up dead trees and woods area
- **** Develop bike trail from TR to Point Beach and TR to Manitowoc
- *** Renovate riverfront areas
- *** Pedestrian plaza and meeting areas with shops and restaurants – greenspace/park area for concerts, festivals. Connect downtown to river area

Other:

- ** Nature preservation with responsible access (i.e. beach, Picnic and College Hill)
- ** Marina facilities and improved boat launches – with docks long enough to launch boats when river is low
- * High school on river – remodel?
- * Improve and clean up Picnic Hill and College Hill
- * River frontage needs a defined river line – retain greenspace and access along rivers – connect boardwalks
- Change atmosphere from industrial to tourism/specialty shops
- Waterfront walkways and parks – connect
- Cohesive architecture, proper for location

TABLE #1- BLUE

Top Three:

- **** Eliminate waterfront industries where feasible and replace with residential, tourist, retail development. (Hamilton, Eggers, ...)
- **** General improvement of beach areas, specifically Neshotah Park. (restrooms, food, appearance, and upkeep, ...)
- *** Large lakefront/river site for festivals, other attractions

Other:

- ** "River" development between the two bridges and area before the 22nd St. bridge. (Rogers St. fishing village, Eggers,...).
- * Retain green spaces (Picnic, College Hill,...)
- * High school issue? Relation to center of community activities
- Should have lift bridge on 22nd St. for upper river development... (marina?)
- Plantings,... on Blvd
- More boat launching facilities
- Link Point Beach - Neshotah Park via waking or bike trail

TABLE #4 - RED

Top Three:

- **** Bike path is fully developed from Manitowoc to Point Beach State Park
- *** Redevelopment of Hamilton site south of 17th St. into shops and food establishments
- *** Redesigned roadways in Neshotah are user friendly (pedestrians, motor vehicles, bike, etc.)

Other:

- * Water quality of both rivers is pristine
- * Beach and swimming areas are fully developed from coast guard station to neat the end of 22nd St.
- * Two Rivers new "state of the art" harbor is the power boat center of the western shore
- Relocated water treatment plant allows for new development
- On July 4th thousands watch from miles of shoreline Great Lakes
- Powerboat Championships
- Vacated and rundown building along waterfront have been upgraded or removed
- Boat launching areas are "state of the art"

TABLE #7 - RED

Top Three:

- *** Dune restored at Neshotah Park and do not change open beach area
- *** Boulevards coming into city with more natural plants
- ** Greenspace preserved in College Hill area as part of Neshotah Park
- ** Move jet skiers out of park over to south of Lighthouse Inn
- ** Fix/maintain current parks before making new ones
- ** Open end of Park Rd. to give public beach entrance or ensure beach access past property owners

Other:

- * Boat rentals of all types
- Wave action power source
- Development expands up Hwy 310 beyond Industrial Park
- Use Hamilton Buildings converted to shops, hotel, etc.
- Water access park in area of Riverside Sea Food (current boat ramp north)
- Clean up rivers, banks, and buildings
- Walk or bike path out to State Forest