

Figure 1-1: City of Sheboygan

A diverse and prosperous coastal community

Comprehensive Plan Vision



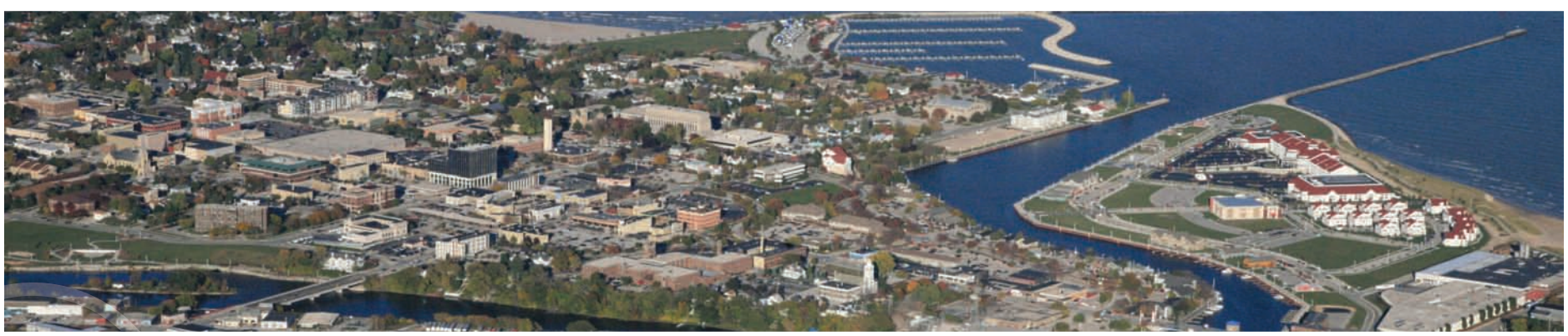
- ### 3. Revitalize Our Neighborhoods
- a. Create a message marketing Sheboygan's desired image to residents and throughout the region.
 - b. Diversify the City's housing stock to appeal to more residents, build market-rate urban housing options, and grow population.
 - c. Promote an urban foods initiative that provides opportunities to grow or purchase healthy foods in the City center.
 - d. Celebrate the cultural mix that makes Sheboygan unique.
 - e. Continue the community policing approach to ensure safe attractive neighborhoods and help establish formal neighborhood organizations throughout the City.
 - f. Continue to grow trail system, preserve and enhance green space.

- ### PRINCIPLES AND INITIATIVES:
- #### 1. Build a Self-Sustaining Economy
- a. Actively pursue economic diversification to increase professional level employment in the community.
 - b. Advance economic initiatives based on place-based assets such as the regional foods initiative.
 - c. Strengthen the industrial and manufacturing sectors that founded Sheboygan.
 - d. Tout Sheboygan's high quality of living including quality schools, large park and recreation system, and destinations to foster economic development.
 - e. Pursue mutually beneficial relationships among neighboring municipalities in the region.

- #### 2. Focus on the City's Center
- a. Aggressively promote infill and redevelopment to utilize lands with existing City services and strengthen the City's tax base without converting farmland.
 - b. Bring people downtown to live, play, eat, stay, and meet.
 - c. Continue momentum on Harbor Centre projects; particularly Downtown, South Pier, Indiana Avenue, and Michigan Avenue.
 - d. Implement plans to build connectivity to the City Center.



- #### 5. Cultivate the Arts and other Cultural Assets
- a. Work with community organizations building off of existing assets to coordinate and promote the arts, cultural facilities, and events for local residents and tourism development.
 - b. Support organization of the arts and cultural network including establishment of a County-wide calendar of events and/or resource network to promote awareness.



- #### 4. Capitalize on Lake Michigan
- a. Advance redevelopment and infill projects proximate to Lake Michigan as high-value opportunities including South Pier, Indiana Avenue, and lake sites.
 - b. Promote unique lake-related activities like sailing/boating/kayaking, fishing, and surfing in visitor and promotional materials, and tie to economic development initiatives.
 - c. Work with partners to bring events, programming, and visitors to the lakefront.

