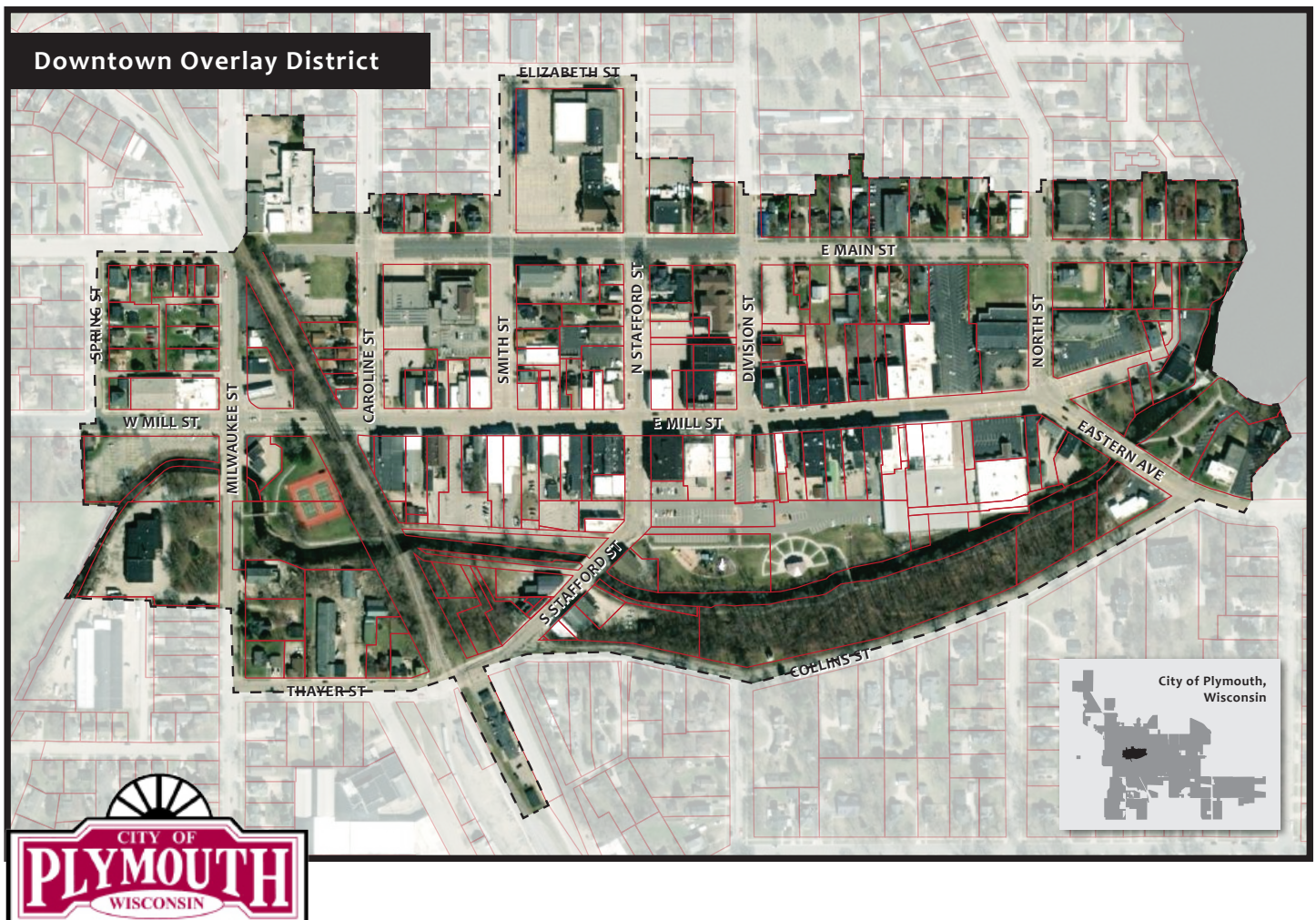


# ABOUT THE DOWNTOWN DESIGN PROJECT

Over the last several decades, the City of Plymouth and the Plymouth community have launched and implemented multiple efforts to improve the look and feel of their downtown. To build from past work, the City of Plymouth contracted the Bay-Lake Regional Planning Commission (BLRPC), in cooperation with Plymouth's Downtown Design Ad-Hoc Committee, to identify new ways to beautify its downtown.

The downtown design project is intended to help decision makers identify code amendments, policies, and programs to implement to ensure private development and redevelopment supports the community's vision for the downtown area. This project builds on past work including Plymouth's 2002 Downtown Revitalization Master Plan and 2013 Downtown Design Guidelines.

Exhibit 1: Plymouth's Downtown Planning Area



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## The Downtown Planning Area

This project addresses Plymouth's downtown planning area specifically. Plymouth's downtown is centrally located in the community. It includes properties along E Main Street on the north, Collins Street on the south, Mill Pond on the east, and Spring Street/Milwaukee Street on the west (see Exhibit 1). The Mullet River carves through the southern portion of the planning area from Mill Pond and out beyond Milwaukee Street.

## Project Objectives

Key objectives of the project are to:

- Promote economic development of Plymouth's commercial core.
- Provide clear objectives for those embarking on the planning and design of development projects within downtown Plymouth;
- Promote original and high quality design;
- Promote building and site design that fits into the context of Plymouth's downtown;
- Protect the historic character and value of the downtown core. This includes respecting the existing architectural, historic, and cultural features of the planning area.
- Promote sustainable design principles;
- Increase the awareness of design considerations amongst the citizens and businesses of Plymouth; and
- Enhance the character and function of Plymouth's downtown streets;
- Promote compact, walkable development patterns;
- Maintain and enhance property values within downtown Plymouth.

## Planning Approach

In 2021, the City of Plymouth formed a downtown design Ad-Hoc Committee and contracted the BLRPC to identify and evaluate protocols, programs, and actions to support the look and feel of downtown Plymouth and to ensure it continues to flourish aesthetically, economically, and culturally.

The project is anticipated to result in a set of recommendations that the City of Plymouth (and its partners) can implement over the next several years.

The process to establish recommendations relies on the following steps:

1. Evaluate existing conditions of the downtown planning area via field visits and discussions with Ad-Hoc Committee members and City staff.
2. Analyze community needs and desires, via review of past planning efforts, discussions with Ad-Hoc Committee members, and input received through this stakeholder open house.
3. Evaluation of 22 successful downtown communities (i.e., case studies research).

The details and results of these steps will be documented in several appendices that support this strategy.

## Stakeholder Open House Objectives

- Communicate the goals of the broader downtown design standards and guidelines project to stakeholders.
- Gather feedback that will assist with the development and refinement of project recommendations.

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### Questions?

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