

Village of DeForest Downtown Revitalization Concept and Implementation Strategy Implementation Framework				
Implementation Action	Priority (High, Medium, Low)	Key Implementation Role	Cost Range (High, Medium, Low)	Possible Funding Sources**
<b>Near-Term Redevelopment Areas (# Reference to Location on Map 4)</b>				
1. Gateway commercial development southwest of intersection of Main and North (#3)	High	DRA, Private	High	TIF
2. Key corner redevelopment site <u>northwest</u> of intersection of Main and Holum (#5)	High	DRA, Private	Medium	TIF
3. Key corner redevelopment site <u>northeast</u> of intersection of Main and Holum (#6)	High	DRA, Private	Low	TIF
4. Food or restaurant redevelopment southwest of intersection of Main and Holum - (#10)	High	DRA, Private	Medium	TIF
<b>Mid-Term Redevelopment Areas (# Reference to Location on Map 4)</b>				
5. Redevelopment for Office or Parking northwest of intersection of Main and North (#1)	Medium	Private, DRA	Medium	TIF
6. Potential Medical Campus expansion or "other" Northeast of intersection at Main and North (#2)	Medium	Private, DRA	High	TIF
<b>Site / Building Enhancement (# Reference to Location on Map 4)</b>				
7. Main Street Commercial Area (#4)	High	DRA, Private	Low - Medium	TIF, Chase
8. Holum Street - Site and Façade Improvements and Commercial Conversion (#7)	High	DRA, Private	Low - Medium	TIF, Chase
9. Main and Commerce - Site and façade enhancements and commercial conversion (#11)	Medium	DRA, Private	Low - Medium	TIF, Chase
10. Work with Chase Lumber to facilitate upgrades to property and building.	Low	DRA, Private	Low	Private, Chase
<b>Housing Rehabilitation Focus Areas</b>				
11. Reduced-rate improvement loans or grants	High	DRA, Dane County	Low - Medium*	CDBG/HOME
12. Downpayment assistance	Medium	DRA, Dane County	Low - Medium*	CDBG/HOME
13. Reduced rate mortgage loans and downpayment assistance	Medium	DRA, Dane County	Low - Medium*	CDBG/HOME
14. Financial assistance for code compliance	Medium	Village Board, DRA	Low - Medium*	CDBG/HOME
15. Infrastructure Improvements - street lighting, sidewalk repair	Medium	Village Board, DRA	High	TIF, CDBG, Transportation Enhancements (TE)
<b>Long-Term Redevelopment Areas</b>				
16. Potential infill on grazing field (#8)	Low	Private	Low	TIF
17. Holum and Stevenson Street (intersection area) revitalization and re-use (#9)	Low	Private	Medium	TIF
18. Redevelopment north of Holum Street, along and east of tracks (#9)	Low	Private	High	TIF
19. Redevelopment North of DeForest Street and east of Municipal Campus (#9)	Low	Private	Medium	TIF
<b>Capital Improvements and Infrastructure</b>				
20. Install Downtown "gateway" signage.	High	Village Board, DRA	Low	Chase, TE, USH 51 Community Sensitive Design (51 CSD), Donation
21. Develop wayfinding system to Downtown DeForest from Interstate, USH 51.	High	Village Board, DRA	Low	Chase, TE, 51 CSD
22. Streetscaping and pedestrian enhancements	Medium	Village Board, DRA	High	TIF, TE, 51 CSD
<b>Parks, Trails, and Recreation</b>				
23. Redevelop Fireman's Park to serve as a community festival park.	Medium	Village Board, Parks Committee, DRA	High	Park Fees
24. Acquisition of two residential lots adjacent to Fireman's Park	Medium	Village Board, DRA	Medium	Chase
25. Enhancements to Veterans Park, including canoe launch, trailheads and interpretive signs.	Medium	Village Board, Parks Committee, DRA	Low	State Stewardship, Park Fees
26. Develop Holum Street Trailhead, with parking	Medium	Village Board, Parks Committee, DRA	Low - Medium	Park Fees, Donations
27. Develop more land trail connections	High	Village Board, Parks Committee, DRA	Medium	Stewardship
28. Gathering place enhancements near Library and Town Square	Medium	Village Board, Parks Committee, DRA	Medium	Donations, TIF
<b>Downtown Improvement Facilitation</b>				
29. Facilitate development approval, code compliance, and effective business operations	Medium	Village Board, P & Z	Low	General Fund, TIF
30. Funds for business financing, marketing and building site improvements	Medium	DRA, Village Board	Low	Chase, BID
31. Implement a business recruitment strategy	High	DRA, Village Board	Low	BUILD Implementation
32. Downtown District marketing initiative	High	DRA, Village Board	Low	BUILD Implementation, BID
33. Direct business creation and enhancement incentives (e.g. marketing, façade improvement, start-up \$)	Low	DRA, Village Board	Low - Medium	BUILD Implementation

\* Cost per loan is Low, extent of program will determine overall cost, likely to be in Mid range.

\*\* Private and General Fund may also be necessary.