

# REGIONAL OPPORTUNITIES

Downtown Revitalization Concept  
& Implementation Strategy  
*DeForest, Wisconsin*

MAP 2

## CREATE IDENTITY FROM WORLD CLASS FARMLAND

- Biomass for New Use BioAg Business
- Ag-Tourism Opportunities

## SERVE MARKETS OF SURROUNDING COMMUNITIES

- Residents travel to DeForest for Services & Entertainment

## DEFOREST INDUSTRIAL PARK

- Employment & production center
- Bio-processing

## MARKET DOWNTOWN DEFOREST AS A DESTINATION

- Local Services, Specialty Retail, & Entertainment
- Business Promotion/Marketing Efforts
- Mixed-Use Focus
- Brownfield Restoration
- TIF Funded

## BUILD AND ENHANCE NORTH METRO COMMUNITY RELATIONSHIPS

- ### INNOVATION SPRINGS BUSINESS PARK
- Technology research & office focus area
  - Conservation design

- ### NORTH TOWNE CORPORATE PARK
- Transshipment & production
  - Foreign Trade Zone

## CAPITALIZE ON LOCATION IN NORTHEAST REGIONAL EMPLOYMENT CENTER

## CELEBRATE REGIONAL RECREATIONAL RESOURCES

- Yahara River
- Open Space Linkages
- Local and Regional Trails

## LOCATED WITHIN THE MADISON METRO AREA

- Madison Expansion Pressure
- Build "North Metro Community" Relationships
- Intergovernmental agreements

## MAXIMIZE TRANSPORTATION INFRASTRUCTURE ASSETS

- Interstate/Interchanges
- State Highways
- Rail
- Airport

## Madison

- State Capital
- University
- Technology Center
- Cultural Center

