

**COMMERCIAL REDEVELOPMENT CROSSROADS**

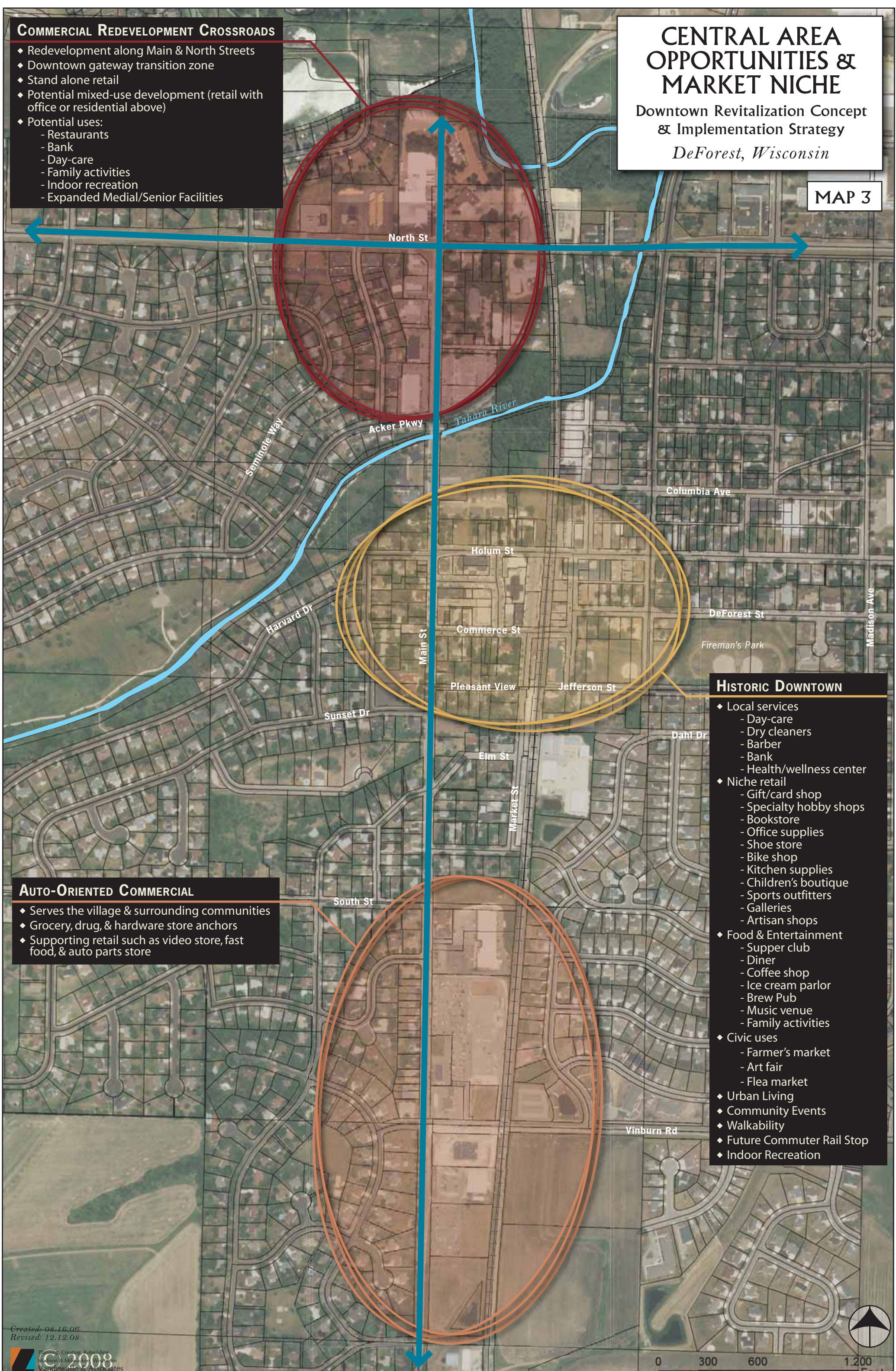
- ◆ Redevelopment along Main & North Streets
- ◆ Downtown gateway transition zone
- ◆ Stand alone retail
- ◆ Potential mixed-use development (retail with office or residential above)
- ◆ Potential uses:
  - Restaurants
  - Bank
  - Day-care
  - Family activities
  - Indoor recreation
  - Expanded Medial/Senior Facilities

**CENTRAL AREA OPPORTUNITIES & MARKET NICHE**

Downtown Revitalization Concept & Implementation Strategy

*DeForest, Wisconsin*

MAP 3



**AUTO-ORIENTED COMMERCIAL**

- ◆ Serves the village & surrounding communities
- ◆ Grocery, drug, & hardware store anchors
- ◆ Supporting retail such as video store, fast food, & auto parts store

**HISTORIC DOWNTOWN**

- ◆ Local services
  - Day-care
  - Dry cleaners
  - Barber
  - Bank
  - Health/wellness center
- ◆ Niche retail
  - Gift/card shop
  - Specialty hobby shops
  - Bookstore
  - Office supplies
  - Shoe store
  - Bike shop
  - Kitchen supplies
  - Children's boutique
  - Sports outfitters
  - Galleries
  - Artisan shops
- ◆ Food & Entertainment
  - Supper club
  - Diner
  - Coffee shop
  - Ice cream parlor
  - Brew Pub
  - Music venue
  - Family activities
- ◆ Civic uses
  - Farmer's market
  - Art fair
  - Flea market
- ◆ Urban Living
- ◆ Community Events
- ◆ Walkability
- ◆ Future Commuter Rail Stop
- ◆ Indoor Recreation