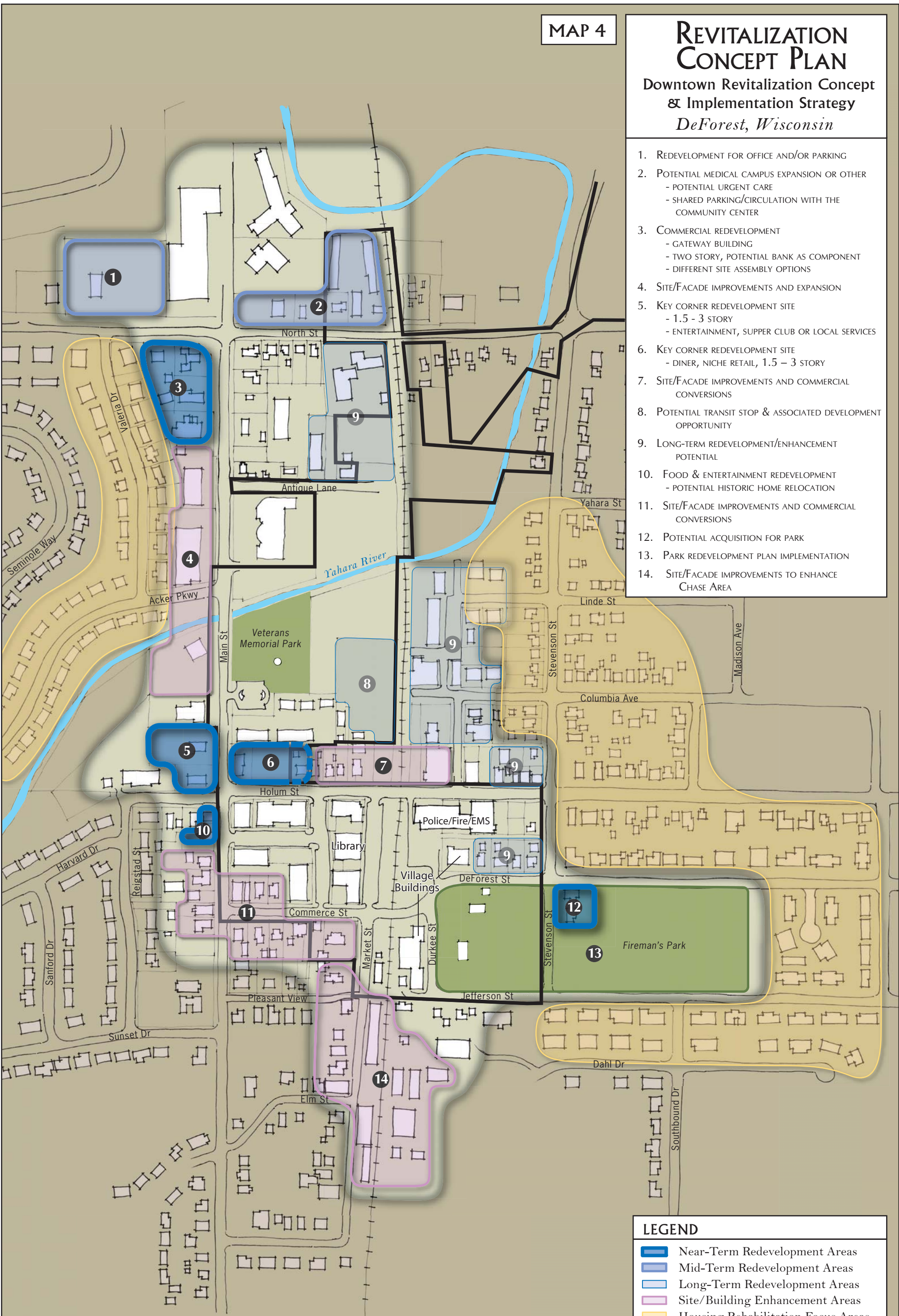


REVITALIZATION CONCEPT PLAN

Downtown Revitalization Concept & Implementation Strategy *DeForest, Wisconsin*

1. REDEVELOPMENT FOR OFFICE AND/OR PARKING
2. POTENTIAL MEDICAL CAMPUS EXPANSION OR OTHER
 - POTENTIAL URGENT CARE
 - SHARED PARKING/CIRCULATION WITH THE COMMUNITY CENTER
3. COMMERCIAL REDEVELOPMENT
 - GATEWAY BUILDING
 - TWO STORY, POTENTIAL BANK AS COMPONENT
 - DIFFERENT SITE ASSEMBLY OPTIONS
4. SITE/FACADE IMPROVEMENTS AND EXPANSION
5. KEY CORNER REDEVELOPMENT SITE
 - 1.5 - 3 STORY
 - ENTERTAINMENT, SUPPER CLUB OR LOCAL SERVICES
6. KEY CORNER REDEVELOPMENT SITE
 - DINER, NICHE RETAIL, 1.5 - 3 STORY
7. SITE/FACADE IMPROVEMENTS AND COMMERCIAL CONVERSIONS
8. POTENTIAL TRANSIT STOP & ASSOCIATED DEVELOPMENT OPPORTUNITY
9. LONG-TERM REDEVELOPMENT/ENHANCEMENT POTENTIAL
10. FOOD & ENTERTAINMENT REDEVELOPMENT
 - POTENTIAL HISTORIC HOME RELOCATION
11. SITE/FACADE IMPROVEMENTS AND COMMERCIAL CONVERSIONS
12. POTENTIAL ACQUISITION FOR PARK
13. PARK REDEVELOPMENT PLAN IMPLEMENTATION
14. SITE/FACADE IMPROVEMENTS TO ENHANCE CHASE AREA



LEGEND

- Near-Term Redevelopment Areas
- Mid-Term Redevelopment Areas
- Long-Term Redevelopment Areas
- Site/Building Enhancement Areas
- Housing Rehabilitation Focus Areas
- Recreation Areas
- TIF 1 Boundary

