

# MAP 1-2: OPPORTUNITIES & FOCUS AREAS

Sheboygan, Wisconsin

**DRAFT**

- 1 WILLOW CREEK BUSINESS CENTER**
- Professional employment growth
  - New I-43 Interchange potential
  - Green business park opportunities

- 2 LAKEFRONT BUSINESS CENTER**
- Professional employment growth
  - Key Lakefront site with beach access
  - Prime corporate location

- 3 DOWNTOWN/HARBOR CENTRE REINVESTMENT**
- Infill to capitalize on existing infrastructure
  - Urban employment
  - Live-work housing

- 4 SHEBOYGAN BUSINESS CENTER**
- Long-term business growth with I-43 access

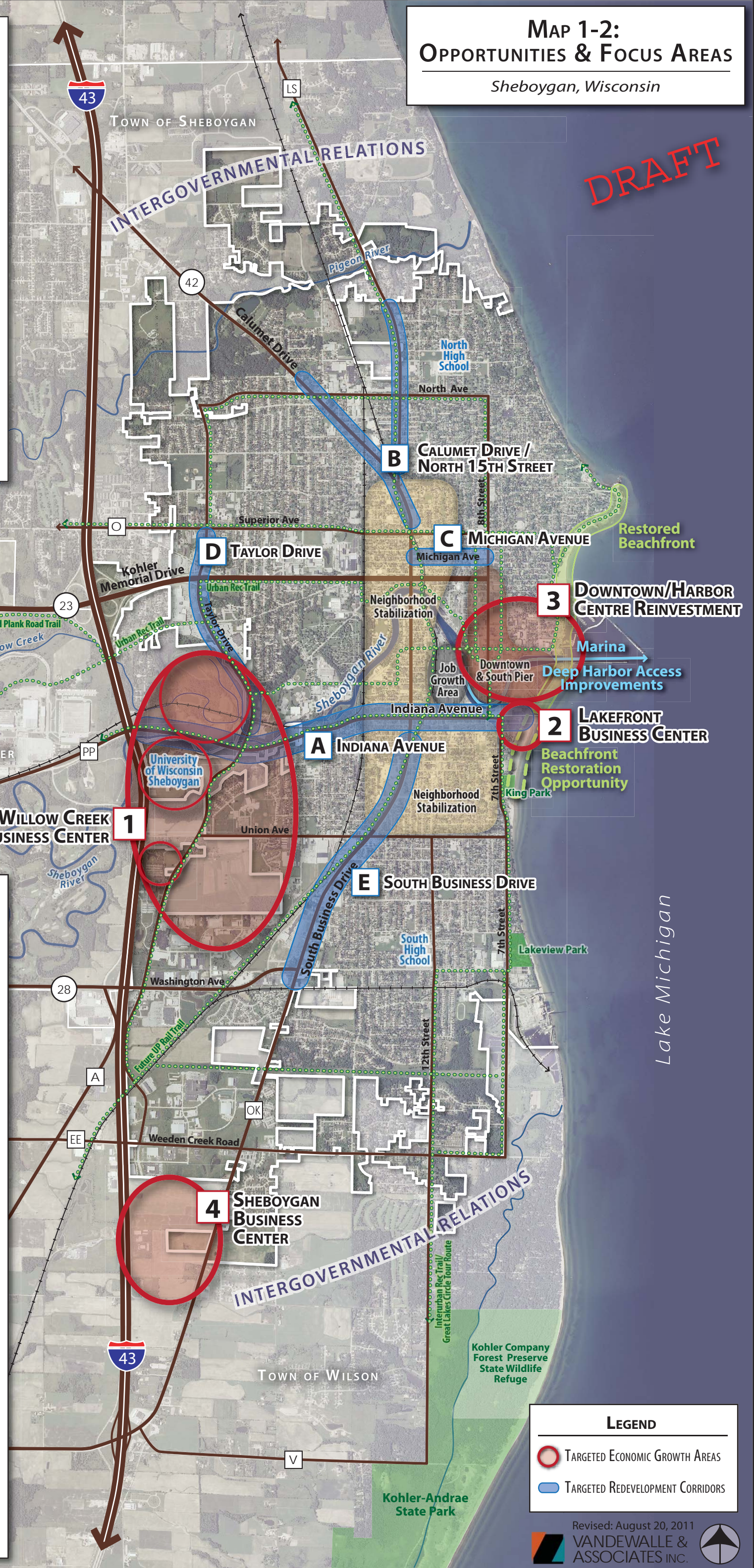
- A INDIANA AVENUE**
- Infill opportunities with office, retail and market-rate housing
  - Neighborhood reinvestment and code enforcement
  - Leverage the Kohler-to- Lakefront connection

- B CALUMET DRIVE / NORTH 15TH STREET**
- Commercial and industrial revitalization and redevelopment
  - Build off regional bike connection
  - Neighborhood reinvestment and code enforcement

- C MICHIGAN AVENUE**
- Encourage broader mix of commercial uses to serve local residents
  - Infill development and redevelopment at key sites in corridor
  - Build off Gateway Neighborhood organization efforts

- D TAYLOR DRIVE**
- Promote office, healthcare, and other commercial development
  - Infill residential and mixed-use development
  - Improve multi-modal connectivity and access

- E SOUTH BUSINESS DRIVE**
- Property maintenance and landscape enhancements
  - Consider redevelopment of underutilized properties long-term
  - Redevelop the Van Der Vaart Site



**LEGEND**

- TARGETED ECONOMIC GROWTH AREAS
- TARGETED REDEVELOPMENT CORRIDORS