



- Urban Employment Opportunities**
- Start up business opportunities
  - Small affordable sites
  - Neighborhood employment
  - Low traffic generating & low neighborhood impact businesses

## Opportunities

- Revitalization of existing neighborhoods
- Urban employment opportunities
- Mixed use redevelopment of K-Mart side and Switchtrack Alley
- Better Downtown-Interstate connections: unified signage, common landscaping, banners
- Better bike/pedestrian connections to Turtle Creek and the Rock River

## Conceptual Land Uses

- Community Commercial
- Neighborhood Commercial
- Employment (Industrial & Office)
- Mixed-Use
- Neighborhood (Mix of single-family, multi-family & neighborhood services)
- Green Corridors
- Long Range Urban Growth Area
- Potential Future Roads