

Opportunity Analysis 3

Village of Johnson Creek Comprehensive Plan

ROCK RIVER ENVIRONMENTAL & RECREATION CORRIDOR

- River as western village boundary
- Enhance public access to river
- Opportunity for future water trail

POTENTIAL BIO BUSINESS CENTER

- Take advantage of highway access and visibility
- Draw on surrounding agricultural resources

Madison 35 Miles
(Madison Metro Area ~1,000,000 People)

VILLAGE CENTER

- Historic mix of residential and nonresidential uses
- Downtown as gathering place
- Implementation of downtown master plan
- Downtown mix of specialty retail, services & civic activity
- Preservation of historic buildings and character

WESTERN NEIGHBORHOOD GROWTH AREAS

- Provide connections to Rock River
- Conservation neighborhood design
- Focus on stormwater/erosion best management practices
- Maintain public access to Rock River and Johnson Creek

SOUTH SIDE COMMERCIAL

- High quality design standards
- Businesses oriented toward residential neighborhood

Johnson Creek-Watertown Community Separation Area

Watertown 10 Miles
Oshkosh 75 Miles
Green Bay 120 Miles
(Fox Valley Area ~1,000,000 People)

HIGHWAY 26 CORRIDOR

- Planned expansion to 4 lanes
- Unified corridor plan through the Village

NORTH GATEWAY OFFICE AREA

FUTURE EMPLOYMENT AREA

JOHNSON CREEK OUTLETS

- Regional shopping destination
- Way finding to downtown
- Promotion of Bio Business Center

Waukesha 30 Miles
Milwaukee 45 Miles
(Milwaukee Metro Area ~2,000,000 People)

LARGE SCALE COMMERCIAL

- High quality design standards
- Heavy landscaping
- Accessible by pedestrians & bicyclists

LEGEND

- ↔ Major Roads
- ↔ County Roads (proposed paved shoulder or bike lanes)
- ⊖ Interstate Visibility Area
- ✳ Redevelopment Opportunities
- ⋯ Trail Opportunities
- ☀ Community Gateways
- Extensions of Village Character
- Proposed Streetscape Enhancements

