

# Downtown Master Plan

Village of Johnson Creek, Wisconsin

## Destination Retail District

- DR1 Redevelop the Hofbrau House
- DR2 Acquire the Jonus Building
- DR3 Recruit retail businesses
- DR4 Restore historic building facades
- DR5 Promote Veteran's Memorial Park as a gathering space
- DR6 Promote downtown lodging opportunities
- DR7 Link to community bike trail system with marked trailhead

## Local Services District

- LS1 Redevelop the former fire station site
  - LS2 Promote uses that reconnect the downtown to the creek
  - LS3 Encourage a diner to locate in the downtown area
  - LS4 Recruit local service businesses and offices
- Assist in re-locating current uses that are incompatible to a downtown setting

## Civic Campus District

- CC1 Rehabilitate or redevelop the former bank building
- CC2 Expand Village government functions in the current building
- CC3 Redevelop underutilized parcels and create an urban streetscape along Depot Street

## Additional Downtown Development Strategies

- H1 Promote downtown housing along the creek or maintain for civic use
  - H2 Promote downtown housing on Milwaukee Street
- Ensure a strong link between the downtown and community trail system  
Establish a well-marked gateway into downtown

