

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

VILLAGE CENTER

- Downtown as gathering place
- Implementation of downtown master plan
- Downtown mix of quality multi-family, specialty retail, services & civic activity
- Preservation of historic buildings and character

RIVERFRONT ACTIVITY NODE

- Businesses oriented to river access & recreation
- Focus on protection of environmental resources

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

HIGHWAY 26 CORRIDOR

- Unified corridor plan through the Village

NORTH PLANNED COMMERCIAL AREA

FUTURE EMPLOYMENT AREA

JOHNSON CREEK OUTLETS

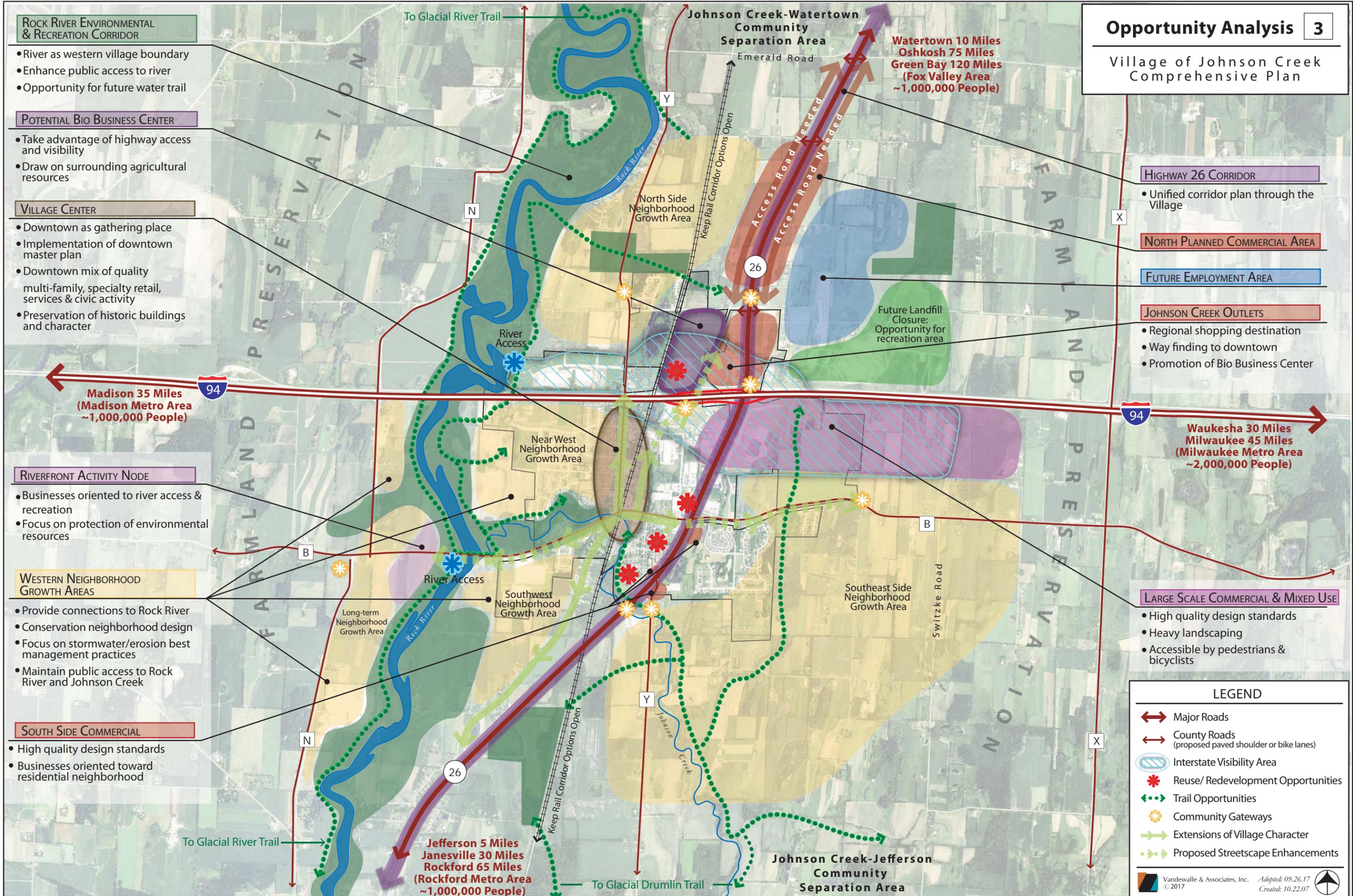
- Regional shopping destination
- Way finding to downtown
- Promotion of Bio Business Center

LARGE SCALE COMMERCIAL & MIXED USE

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

LEGEND

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



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

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

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

Jefferson 5 Miles
Janesville 30 Miles
Rockford 65 Miles
(Rockford Metro Area
~1,000,000 People)

Future Landfill Closure:
Opportunity for recreation area

To Glacial Drumlin Trail

To Glacial River Trail

To Glacial River Trail