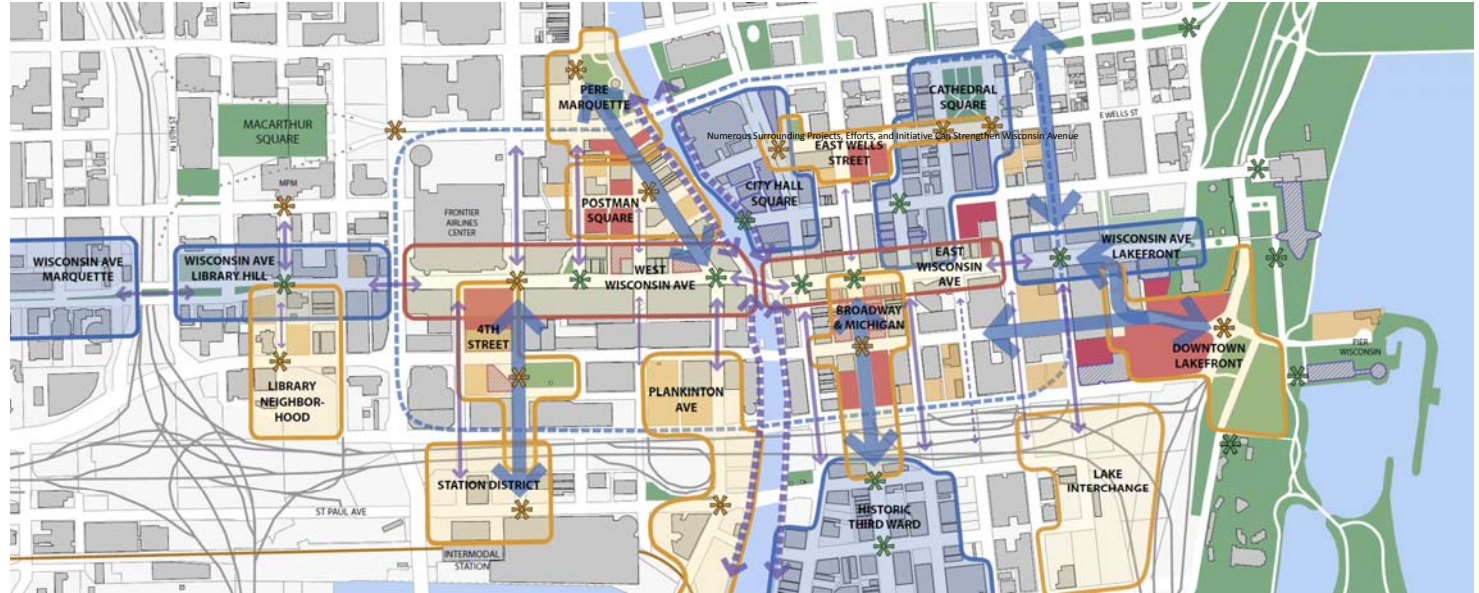


# WISCONSIN AVENUE STRATEGY

**Catalytic Project – A Wisconsin Avenue Strategy:**  
*Targeted improvements on Wisconsin Avenue focused on a tightly defined area where investment in existing buildings can have a transformative effect.*

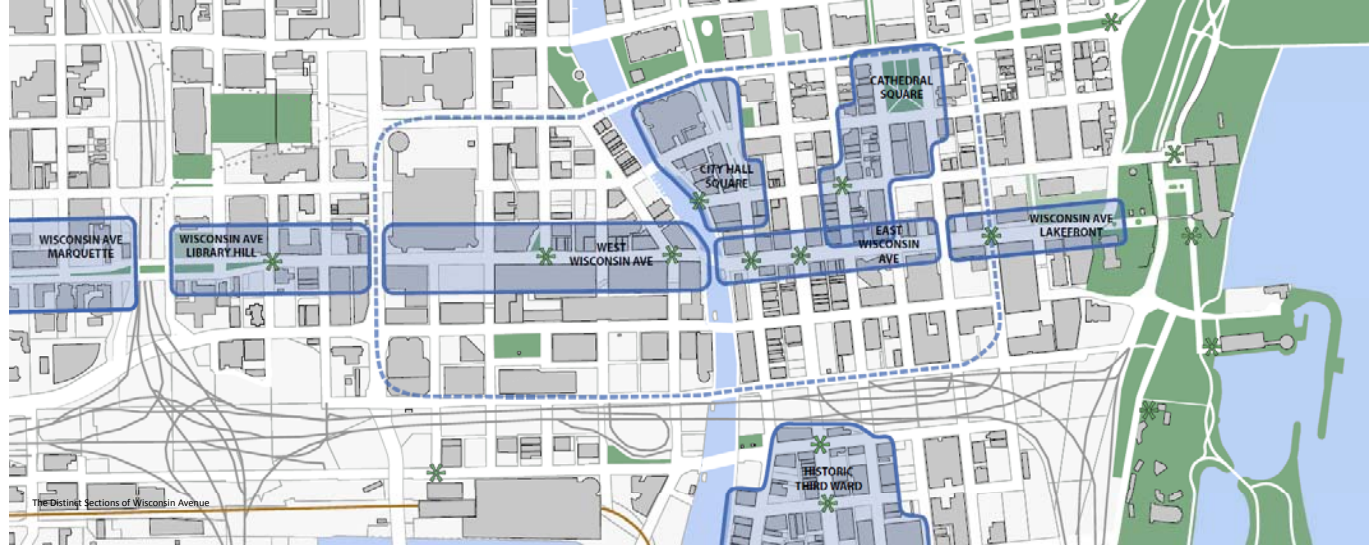
- Create a framework for a Downtown Retail Incentive Plan centered around Wisconsin Avenue, between Milwaukee and 4<sup>th</sup> Street, and Wells and Michigan Streets.
- Coordinate targeted improvements with BID 21's retail recruitment strategy
- Targeted code enforcement of façade neglect and inappropriate design
- Identify specific buildings/sites for rehabilitation and enhancement
- Locate the best fits for residential infill, conversion of buildings to residential or other re-use
- Create a Strategic Storefront Zone Overlay
- Examine the creation of design guidelines for Wisconsin Avenue
- Consider additional street enhancements if found to be needed



**DOWNTOWN PLAN OPEN HOUSE**

JUNE 30, 2010

# WISCONSIN AVENUE STRATEGY



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