



# Downtown Revitalization & Streetscape



## LOCATION

City of Stoughton, WI

## PROJECT SERVICES

- Planning & Community Development
- Economic Development
- Urban Design
- Landscape Architecture
- Municipal Engineering
- Surveying
- Water & Environmental Resources



In an effort by the City, in partnership with downtown businesses, this on-going project includes revitalization and redevelopment of the downtown core and stimulates continued investment of public and private resources. The original Downtown Redevelopment Plan addressed the following issues:

- Coordination with City Officials, Staff, Businesses and Committees
- Funding Sources and Options
- Infrastructure Improvements and Cost Analysis
- Parking and Pedestrian Safety Issues
- Prioritization Schedule for Improvements
- Unified Design Theme and Streetscape Design

Upon completion of the Downtown Redevelopment Plan, the City created a Tax Increment District to help fund downtown planning, new infrastructure and revolving loan funds for facade improvements. The City is currently implementing the plan. The City has received several awards for their efforts. Most recently they were awarded the 2008 Scenic Beauty Award by Citizens For A Scenic Wisconsin. The May 2007 issue of InTransition, the magazine of the New Jersey Transportation Authority, features the Downtown as a model for corridor redevelopment. In 2004, the City received the Historic Preservation Achievement Award from the Wisconsin State Historical Society.