

The following recommendations identify sites in the Downtown District that offer redevelopment potential. Redevelopment of these sites may cover a broad range of building and site improvements including: new construction, infill construction, adaptive re-use of existing buildings, historic preservation and rehabilitation, facade improvements, etc. 'Redevelopment' should be planned comprehensively for appropriate land use mix, shared use parking, efficient transportation systems, and streetscape hierarchy to achieve desired social, economic, and visual character goals.

- R1** NE CORNER OF S.T.H. 34 (W. RIVERVIEW EXPRESSWAY)
Prominently located Hotel site located in close proximity to downtown with convenient access off of Riverview Expressway. Provide gateway architectural treatment.
- R2** W. RIVERVIEW EXPRESSWAY RETAIL & MIXED-USE DEVELOPMENT
Development area to line Riverview Expressway in an environmental setting. Sites offer complimentary uses to Rapids Mall and utilize shared parking or underground parking.
- R3** SW CORNER OF HALE STREET & 7TH AVENUE
Potential for prominent Downtown grocery retailer. Site acts as buffer between Rapids Mall area and proposed Downtown residential development.
- R4** RESIDENTIAL DEVELOPMENT ALONG CHASE STREET
Densification of living options in close proximity to Downtown District. Area should strive for traditional design characteristics with 'green' solutions. A multi-use path borders the developments northern edge which also contains stormwater infiltration capabilities.
- R5** 3RD & 7TH AVENUE TRIANGLE LOT
Site for prominent gateway architectural building. Uses could include Senior living facility, mixed use residential, or neighborhood community facility.

- R6** NW CORNER OF JACKSON STREET & 4TH AVENUE
Through the realignment of Jackson Street valuable downtown real estate is gained for Downtown redevelopment. Site acts as northern boundary to Downtown District.
- R7** CORNER INFILL
Infill development to increase massing of buildings along Grand Avenue. Blank corners create 'voids' in the urban fabric which aesthetically detract from an urban core.
- R8** MUSEUM BLOCK DEVELOPMENT
Infill with retail/civic uses that attract visitors and users to the Downtown. Uses could include a 'Discovery Center', Children's Museum, and specialty shops.
- R9** STRUCTURED PARKING WITH 1ST FLOOR MIXED-USE
Employee, public, and special event parking opportunities. First floor to be designed as extension of downtown retail district with upper floors used for parking.
- R10** CENTRALIA COMPATIBLE DEVELOPMENT / MALL REDEVELOPMENT
Extension of prominent architecture into existing greenspace along East side of Centralia. Possible restaurant location with outdoor dining overlooking updated Commons.



The following recommendations identify sites in the Downtown District that offer redevelopment potential. Redevelopment of these sites may cover a broad range of building and site improvements including: new construction, infill construction, adaptive re-use of existing buildings, historic preservation and rehabilitation, facade improvements, etc. 'Redevelopment' should be planned comprehensively for appropriate land use mix, shared use parking, efficient transportation systems, and streetscape hierarchy to achieve desired social, economic, and visual character goals.

- R11** TRIANGLE BLOCK REDEVELOPMENT & CIVIC CENTERPIECE
Proposed prominent retail development with upper floor residential opportunities. Area to include parking with a multi-use Civic element and focal feature terminating 2nd Street.
- R12** REHABILITATION/RENOVATION/INFILL/FACADE IMPROVEMENT BLOCK
Rehabilitation of historic storefronts, renovate facades and rears of stores to enhance character of area, infill architectural styles to complement existing historic styles.
- R13** SW CORNER OF JACKSON STREET & 3RD STREET
Infill development to anchor core west side retail core. Area in close proximity to proposed parking structure.
- R14** JACKSON STREET CORRIDOR DEVELOPMENT
Enhance architectural character and mass/void relationships along primary travel corridor through the Downtown. Architecture should compliment existing historic styles.
- R15** RIVERFRONT RESIDENTIAL DEVELOPMENT
Enhanced Downtown residential development to afford a variety of living opportunities on the Wisconsin River. Area to utilize 'green' building and planning techniques.
- R16** CENTRALIA COMMONS REDEVELOPMENT
A theater/Arts block in the Downtown District that includes a community gathering space, pavilion, re-use of tribune building, and stormwater filtration.
- R9** STRUCTURED PARKING WITH 1ST FLOOR MIXED-USE
Employee, public, and special event parking opportunities. First floor to be designed as extension of downtown retail district with upper floors



APPENDIX E