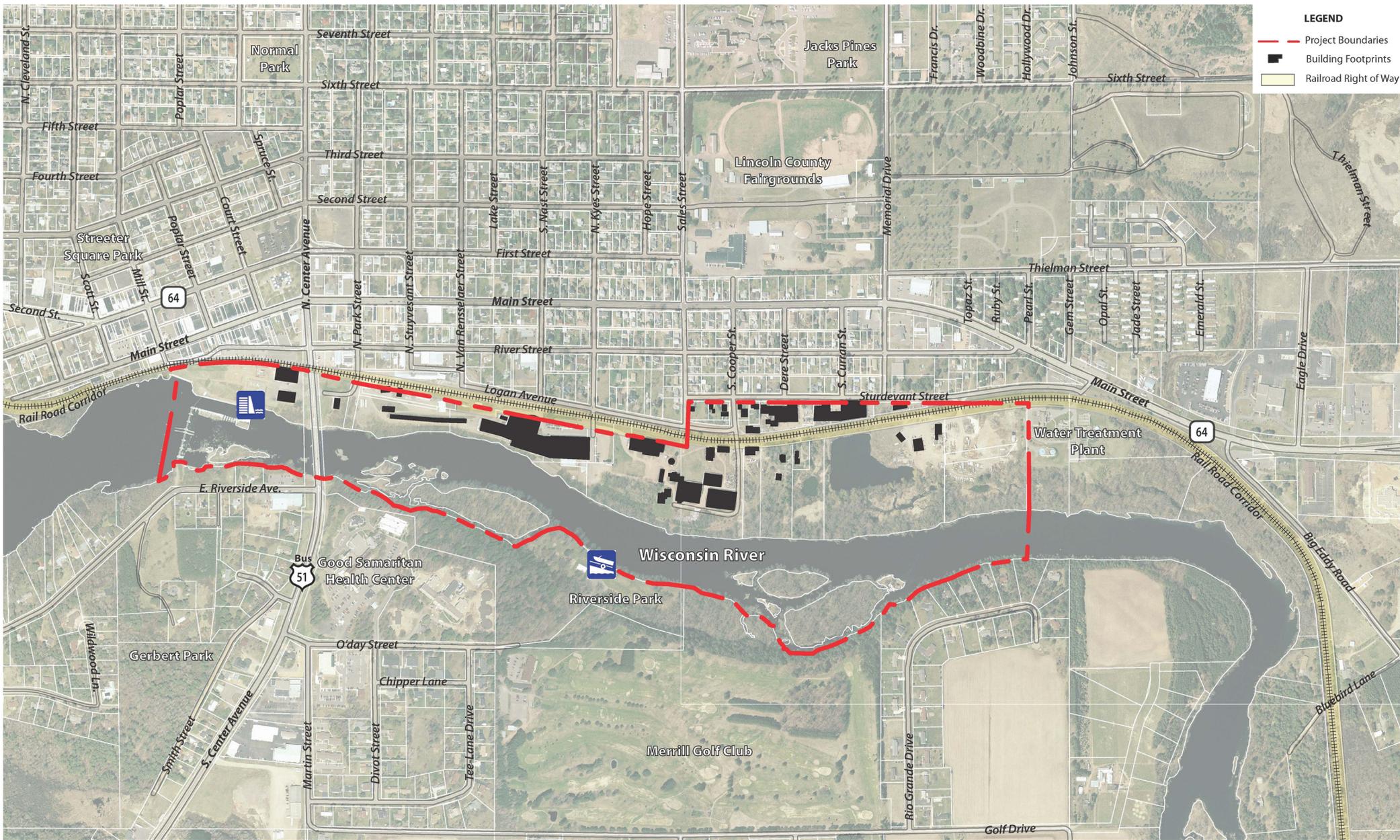


## **Opportunities and Constraints Mapping**

JJR analyzed the existing physical conditions of the Merrill riverfront. By examining the study area through different lenses, the critical issues are discovered and highlighted.

### *Study Area*

The Eastside Waterfront Initiative study area is located on the north bank of the Wisconsin River between the dam and the water treatment plant, south of rail tracks. The study area is completely within the City of Merrill, although the parcel east of the Rio Grande development is in the Town of Scott.



**LEGEND**

- Project Boundaries
- Building Footprints
- Railroad Right of Way

#### *Current Land Use*

The study area contains primarily industrial lands. Immediately north of the study area is a single-family residential neighborhood in varying states of upkeep. There are two riverfront residential parcels within the industrial uses.

Large commercial areas are on each end of the study area. The east end is near the highway-oriented, regional retail commercial uses on East Highway 64. The west end is near the local-serving retail commercial uses in Downtown Merrill.