

Figure 17:

# CRANSTON ROAD

PLANNED MIXED USE DISTRICT  
CONCEPT PLAN

CITY OF БЕЛОIT



## Key Recommendations

1. Remove vacant, underutilized, obsolete buildings for new use opportunities.
2. Create an urban employment center close to and servicing local population.
3. Link employment uses via extending Advance Drive to the south.

Link to employment to the north

Prairie Avenue mixed-use district

Recruit a restaurant or redevelop; improve access and circulation

Maintain Cranston Road frontage as a mix of neighborhood commercial, residential and civic uses

Potential street or driveway to connect employment areas

Existing employment

## Urban Employment Center

- Redevelop vacant retail into job-focused uses
- Industrial incubator spaces
- Small affordable spaces
- Neighborhood employment
- Low traffic generating and low neighborhood impact businesses
- Potential access to railroad



**Buildings**

- N** New Investment
- R** Redevelopment Opportunity
- V** Vacant Building for Reuse/Renovation

