

Rock River Parkway Master Plan



Beloit2020
The Spirit of Civic Enterprise

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Beloit2020 • Schreiber/Anderson Associates, Inc.

SAA
Define. Enhance. Sustain.

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Acknowledgements

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Introduction

The City Center Vision Plan, adopted in June 2005 by the City Councils of Beloit and South Beloit, set the agenda for projects within Beloit and South Beloit's City Center. As development and redevelopment occurs, each project will further the Vision for the City Center:

Beloit's City Center will be the confluence of the marketplace, ideas, culture, and the exceptional.

The Rock River Parkway Master Plan is the first implementation plan for the City Center Vision Plan. This master plan uses the City Center Principles as a starting point, and establishes concrete steps to achieve the vision. Those principles are:

1. *Focus on the River*
2. *Animation: Establish a diversity of uses and balance of activities*
3. *Renewal: Encourage compactness and intensity of development*
4. *Connection: Create physical linkages to places within and beyond the City Center*
5. *Build a positive identity*

The City Center Vision Plan identified nine districts, spanning the Rock River and Turtle Creek and encompassing the centers of both Beloit and South Beloit. This master plan targets the central district - the Rock River Parkway District. The implementation tasks within this master plan are within the Rock River Parkway District, or they are within adjacent districts and impact the Rock River Parkway District directly.

Since it is the spine of all the other districts, it is appropriate that the Rock River Parkway District receive the first master plan.

The Rock River Parkway District is the past, present, and future of Beloit. It is the reason Beloit exists.



Master Plan Process

This master plan responds to a need to coordinate, integrate, and expand on current development and redevelopment opportunities. There is significant public and private investment and reinvestment occurring along the river. Yet not all of these efforts are coordinated and gaps remain.

The purpose of this master plan is to better coordinate and integrate existing efforts along the Rock River and Turtle Creek. Beloit 2020 initiated and funded the master planning effort. To support this effort and the implementation of the City Center Vision Plan, Beloit 2020 has established and supported the City Center Planning Group to bring together the river corridor stakeholders. The City Center Planning Group oversaw and directed this master planning effort.

This master plan envisions redevelopment opportunities for the next 5 years. The implementation tasks are short-term and highly focused. The concepts and implementation tasks within this master plan directly influence the river and the character of development along the river.

The preparation of the master plan began with talking with the critical stakeholders - property owners, city staffs of Beloit and South Beloit, Beloit College, developers, school districts, and non-profits. In one-on-one interviews, over fifteen stakeholders expressed their hopes for development and redevelopment along the river. SAA asked each stakeholder how current investments could best be coordinated so that each supports and further investments.

Based on this input, SAA created multiple redevelopment concepts for those areas where there were opportunities for synergy, or where there was an identified hole. The City Center Planning Group discussed and improved the preferred concepts. The tasks necessary to achieve those concepts are the implementation tasks contained in this master plan.



Plan Organization & Vision

Master Plan Organization

This report describes in detail each implementation task. The lead responsible party, likely partners, and Beloit 2020's role are described for each task. In addition, the timeline and potential funding sources are identified. Development concept sketches and representative photographs depict the preferred character.

The tasks are organized by district, leading with the Rock River Parkway District. The tasks are followed by the graphic master plan, showing the culmination of each individual task and envisioning a renewed waterfront. At the end, there is also a summary table, showing at a glance the implementation tasks, the lead party, and the timeline.

Achieving the Vision

Not one city and not one organization will be able to accomplish these implementation tasks and achieve this vision for the City Center. Rather, it will only be the combined and integrated efforts of both cities and all organizations and businesses within the City Center.

The graphic on page 7 describes how the implementation tasks will be achieved. The lead responsible parties are those groups that are now active - the Cities of Beloit and South Beloit, Beloit College, Beloit School District, Hendricks Development Group, etc. The graphic also identifies potential organizational partners.

The City Center Planning Group, consisting of the leaders of the implementing organizations, ensures that the constructive work of each group is supported by the work of the others. Beloit 2020 hosts the City Center Planning Group, as part of its efforts to articulate the long-term vision and to bring partners together.



Implementation Principles

Implementation of the City Center Vision Plan, which begins with the Rock River Parkway Master Plan, will require the concerted resources of many organizations and jurisdictions. The following nine tested and proven principles should inform and guide the implementation process.

1. Articulate the Vision

It is essential to build upon the Center City Vision Plan. Continually referring to this vision throughout implementation will be necessary to keep the master plan progressing on track. Having a vision that has understanding and buy-in from a wide variety of potential stakeholders established prior to beginning implementation will prevent questions, doubts, or concerns from slowing the process. Beloit 2020 should continue to articulate the Vision for the City Center.

2. Define Leaders

Having a defined leader, or a select few, will determine the success of the implementation strategies set forth in the master plan. There needs to be one point of contact for the plan, someone the public, the press, and project teams can turn to for guidance. Given that the Rock River Parkway Master Plan encompasses multiple cities and states, it makes sense to define an overall private sector leader with city leaders as critical implementation partners. Beloit 2020 will promote the City Center Vision and its master plan, but it will be the lead implementation parties that achieve the plan.

3. Establish Priorities

This master plan prioritizes the implementation tasks, and it sets reasonable deadlines for completing them. Short-term, low-cost priorities that can be accomplished easily have been combined with long-term, expensive priorities in order to keep the implementation group and the public excited about the work being completed.



4. Determine How Success will be Defined

It is important to explain what "success" is at the beginning of implementation in order to make sure that people are continually engaged on successful tasks and reap the benefits of being a part of such an activity. When the popular expectation is that success only comes at the completion of the final action item, many people will feel discouraged throughout the long-term implementation process. This master plan divides complex and long-term projects into manageable implementation tasks, allowing for the celebration of interim achievements.

Implementation Principles

5. **Manage Expectations and Celebrate Achievements**

It is important to communicate to partners and the public how much cooperative effort each of the action items will take. Relaying accurate information will keep partner's expectations aligned with the progress being made during implementation. When a particular action item or other achievement is reached, it is important to celebrate that success in order to sustain motivation throughout implementation.

6. **Inclusiveness is Essential**

In order to have a vision that is embraced by the entire community, the entire community must be represented during the prioritization and implementation of projects. For the Rock River Parkway Master Plan, the community is broadly defined, incorporating two cities, two states, and more potential stakeholders than is typical. It is important to have a wide variety of interests included in the process, but it is just as important to make sure that those varying interests feel that they are heard. The City Center Planning Group brings together a variety of local government, non-profits, educational, and business interests to ensure continued inclusiveness.

7. **Maintain the Public-Private Approach**

Beloit's past redevelopment successes have been the result of a constructive working relationship between the public and private sectors. Successful implementation of the Rock River Parkway Master Plan will be no different. While interests of the cities, non-profits, and the business community have converged on the City Center Vision, the capabilities and timelines of each of these parties differ widely. The master plan assigns each implementation task to a lead public or private entity, but the implementing partners represent a wide variety of groups.

8. **Strive for Consensus**

Throughout the implementation process, tough decisions will be necessary. Obtaining unanimity among the partnering organizations will be challenging, so it is essential to work towards consensus, where a large majority of partners and stakeholders are in favor of what occurs. Beloit 2020 will bring those partners and stakeholders together, but each implementation partner must individually strive for consensus.

9. **Sustain Communication and Education**

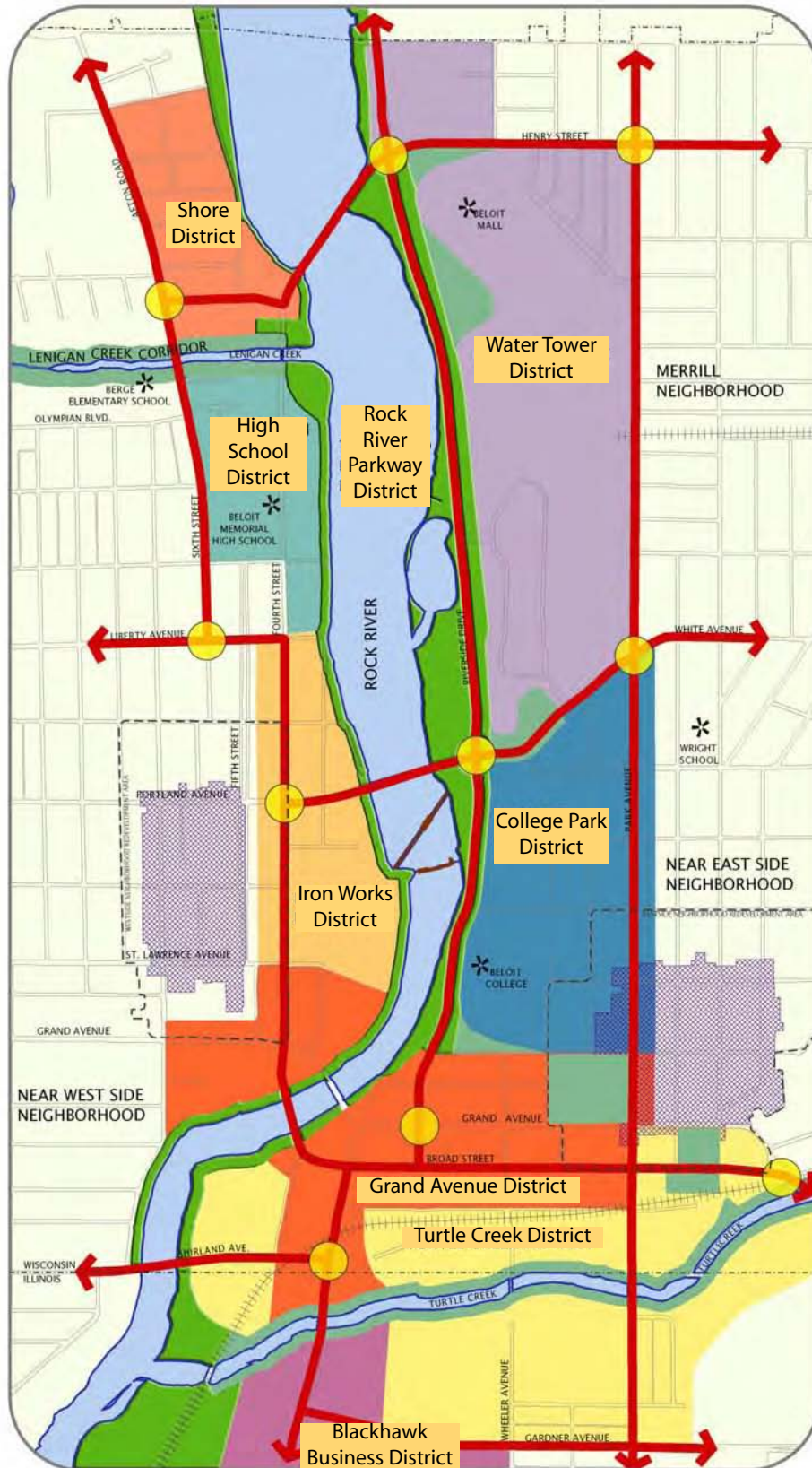
Communication and education are not one-time events. In order to maintain community interest in the project, it is necessary to keep the community informed of successes that have been reached as well as ways in which they can become a part of the process in the future. Continued public and stakeholder education throughout process will contribute to public buy-in and support for sustained implementation.





Implementation Organization


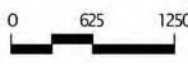


City Center District Map



- Rock River Parkway District
- Neighborhood Redevelopment Areas
- Pilot Neighborhoods
- Primary Entrance Zones
- City of Beloit Municipal Boundary
- Neighborhood Connections

Rock River Parkway District

The Rock River and adjoining greenway trail system define this district and provide outstanding scenic, recreational, and natural features for all City Center.

The recommended improvements in this district include:

1. *Prepare Design Plans for Henry Avenue Bridge Enhancements*
2. *Amend and Implement the Riverside Park Master Plan*
3. *Prepare Design Plans for the Highway 51 Enhancement Package and Coordinate with WisDOT.*
4. *Construct a Park Facilities Maintenance Building behind Wall on Alliant Energy Property*
5. *Construct a Boat House within Riverside Park near Portland Avenue Bridge*

Many of these tasks are currently underway, but will require continual oversight from organizations such as Friends of the Riverfront, the City of Beloit, and the members of Beloit 2020.



Rock River Parkway District Task 1

Prepare Design Plans for Henry Avenue Bridge Enhancements

The reconstruction of the bridge should include:

- Design the Henry Avenue Bridge
- Redesign the Utility Structure at Henry Avenue and Riverside Drive
- Create bicycle trail access to Henry Avenue Bridge from both sides of the road

Timeline: Design Plans in 2007, Construction in 2010

Lead Responsible Party: City of Beloit

Partners: WisDOT (bridge design)

Beloit 2020 Role: Be active participants throughout the design of the bridge; assist City application for enhancement dollars

Funding Sources: Federal, State, and Local Revenue, WisDOT Safe Routes to School (K-8), WisDOT Transportation Enhancement Grants, WisDOT Bicycle & Pedestrian Facilities Program, WI DNR Urban Rivers Grant, WI DNR Trails program

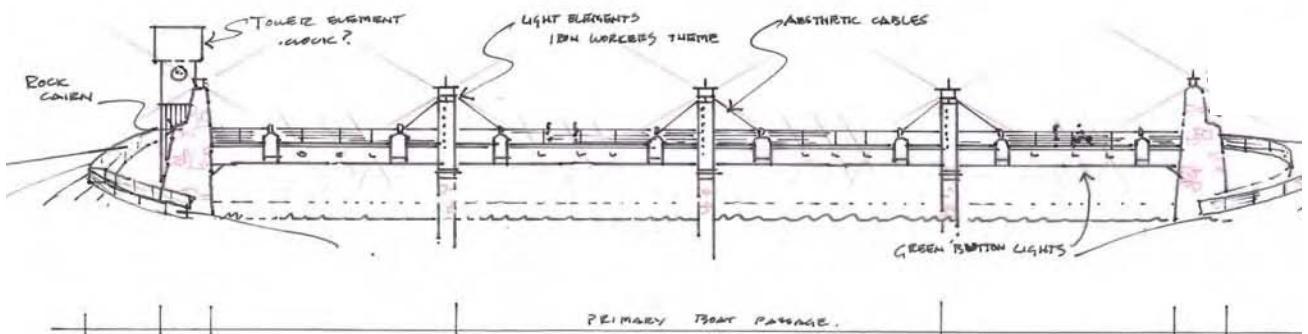


1 Improved bicycle crossings

2 Celebration sculpture

3 Utility structure - within an important Henry Avenue viewshed

Conceptual Design of the Henry Avenue Bridge



Rock River Parkway District Task 2

Amend and Implement the Riverside Park Master Plan

To respond to the relocation of Ace Hardware, these amendments should be made to the plan.

- 1 Expand existing parking in Riverside Park, adjacent to the proposed Boat House
- 2 Expand Rotary Center current parking lot by approximately 20 spaces
- 3 Create an enhanced corner feature for Riverside Park at the corner of Portland Avenue and Riverside Drive
- 4 Continue pedestrian promenade through the Park
- 5 Bury power lines that currently border Riverside Drive east of Riverside Park
- 6 Create a bicycle connection from Henry Avenue Bridge to Celebration Sculpture to Riverside Drive
- 7 Construct a Boathouse



Timeline: Design-2007, Construction-2008

Lead Responsible Party: City of Beloit

Partners: Greater Beloit Chamber of Commerce (funding), Beloit Business Community (funding), Visit Beloit, WI DNR (funding), Friends of Riverfront, Beloit College, Alliant Energy, Rotary (signage)

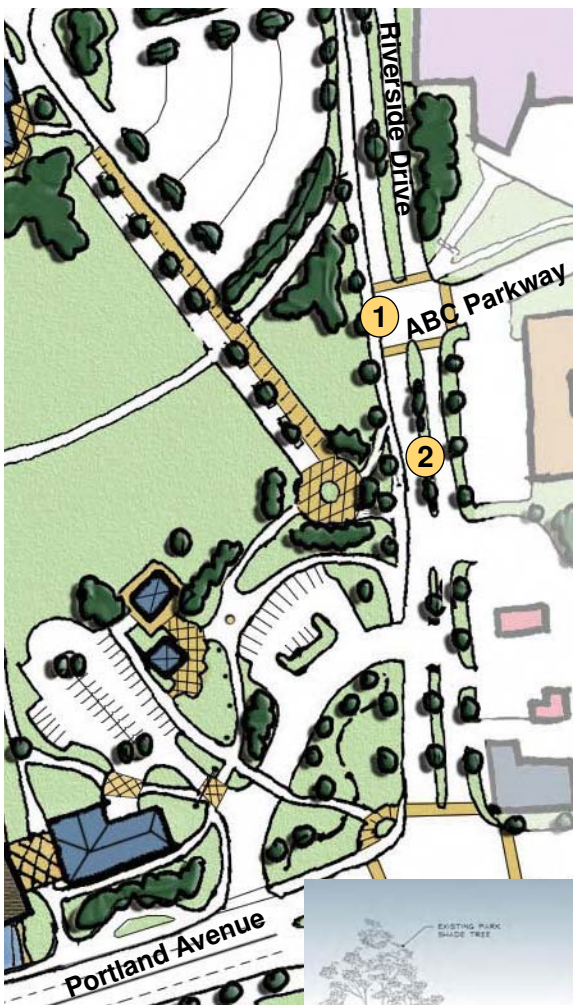
Beloit 2020 Role: Help coordinate partners during design, assist with fundraising, help facilitate individual projects, assist in enhancement grants application

Funding Sources: City Revenue, Tax Increment District #6, Private funding and fundraising, WisDOT Transportation Enhancement Grants, WisDOT Bicycle & Pedestrian Facilities Program, WI DNR Urban Rivers Grant, WI DNR Trails Program

Rock River Parkway District Task 3

Prepare design plans for the Highway 51 Enhancement Package and Coordinate with WisDOT

The design plans should include pedestrian crosswalks along Riverside Drive between Bushnell Street and Henry Avenue, landscaped boulevards along Riverside Drive, bicycle connections across the roadway from the adjoining neighborhoods, decorative lighting and street banners.



Timeline: 2007

Lead Responsible Party: City of Beloit

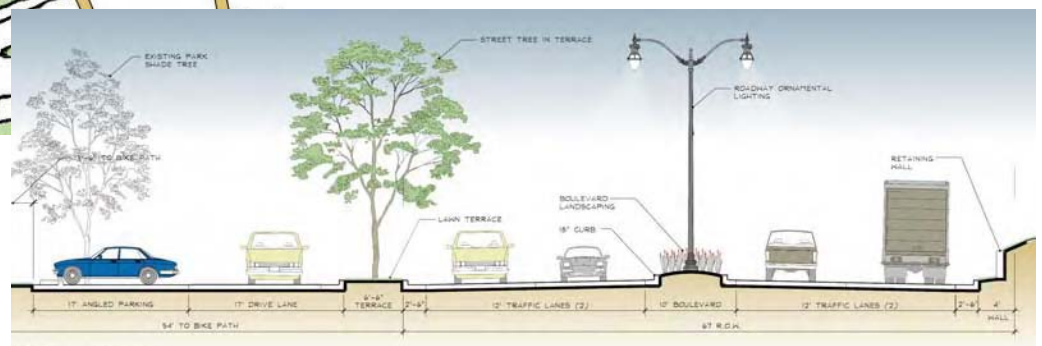
Partners: WisDOT US 51 Design Team, Beloit College (design input and fundraising), Downtown Beloit Association (design input), Hendricks Development Group, Alliant Energy

Beloit 2020 Role: Provide input during the design process and assist with fundraising for added pedestrian amenities

Funding Sources: WisDOT Transportation Enhancement Grants, City Revenue, Private Funding and Fundraising

- ① Enhanced crosswalks
- ② Landscaped medians

This image graphically depicts the proposed street cross-sections for portions of Riverside Drive. There are landscaped medians and a separate parking lane.



Rock River Parkway District Task 4

Construct a Park Facilities Maintenance Building behind the Wall on Alliant Energy Property

Due to the increasing needs of the Beloit Park Department, the City Parks Maintenance Department needs a site accessible to Riverside Park for a maintenance building. The first phase of this project, to be completed in 2007, would be the creation of an outdoor storage location. A future project could include a maintenance facility behind the wall near the Wood Family Bridge. A door in the Alliant Energy wall will be necessary.

Timeline: Outdoor Storage Area in 2007, Maintenance Facility 2009

Lead Responsible Party: City of Beloit

Partners: Alliant Energy (landowners), Friends of Riverfront

Beloit 2020 Role: Support negotiations between the City and Alliant Energy

Funding Sources: City Revenue, Alliant Energy



The wall along Pleasant Street shields the Alliant Energy storage area. An additional break in the wall, similar to what is shown here, will provide access for a park maintenance area.



- 1 City Park
- 2 New Park Maintenance and Storage Facility
- 3 Access to park for maintenance vehicles under bridge on bicycle path

Rock River Parkway District Task 5

Construct a Boat House within Riverside Park near Portland Avenue Bridge

The City of Beloit and Beloit College will collaborate to construct and operate a boathouse that could benefit both organizations. The boathouse could house equipment for the College's rowing team, offer public boat rental, and include a concession stand.

Timeline: 2009

Lead Responsible Party: City of Beloit

Partners: Beloit College (design, funding, and fundraising), WI DNR (approval), Friends of Riverfront, Visit Beloit, Concessionaire

Beloit 2020 Role: Coordinate activities between the City of Beloit, Beloit College, and the State.

Funding Sources: WI DNR Acquisition and Development of Local Parks Grant, Beloit College, City Revenue, Private Funding and Fundraising, User Fees, Concession Fees



- ① Boat House and Snack Shack
- ② Crew House Dock
- ③ Bicycle path runs between Boathouse and Bridge



This photo depicts the intended scale of the Riverside Park boathouse. Its design should complement other park structures.

Water Tower District

Tasks that support the Rock River Parkway District

Site of the construction of Beloit's historic Eclipse windmills, this area remains a significant employment center. With the redevelopment of the former Beloit Mall it will become a major mixed-use destination.

The following five implementation tasks are outlined for the Water Tower District:

1. *Construct Summit Avenue between Riverside Drive and Park Avenue*
2. *Redevelop the former Beloit Mall*
3. *Design and Build Entrance Marker at Riverside Drive/Henry Avenue and Riverside Drive /Summit Avenue Intersections*
4. *Rebrand the former Beloit Mall site*
5. *Prepare a Redevelopment Plan for the area surrounded by the Rock River, Henry Avenue, Riverside Drive, and City/Town Line*
6. *Make a Safe Walking Connection between the YMCA and the former Beloit Mall.*

These six tasks outline an aggressive effort to redevelop existing structures and connect them to existing neighborhoods, the Rock River, and the YMCA.



Water Tower District Task 1

Tasks that support the Rock River Parkway District

Implementation

Construct Summit Avenue between Riverside Drive and Park Avenue

A new access road should connect the former Beloit Mall, open space, and ABC Parkway with Riverside Drive and Park Avenue. The new road connection will promote redevelopment of the former Beloit Mall and create a needed connection between Riverside Park and Park Avenue.

Timeline: Design in 2006, Capital Improvement Program in 2007

Lead Responsible Party: City of Beloit

Partners: Hendricks Development Group

Beloit 2020 Role: Support inclusion in 2007 Capital Improvement Program

Funding Sources: City Revenue, Tax Increment District #6

- ① Improved connections to Riverside Drive and Park Avenue
- ② Reconfigured parking lots



Water Tower District Task 2

Tasks that support the Rock River Parkway District

Redevelop the former Beloit Mall

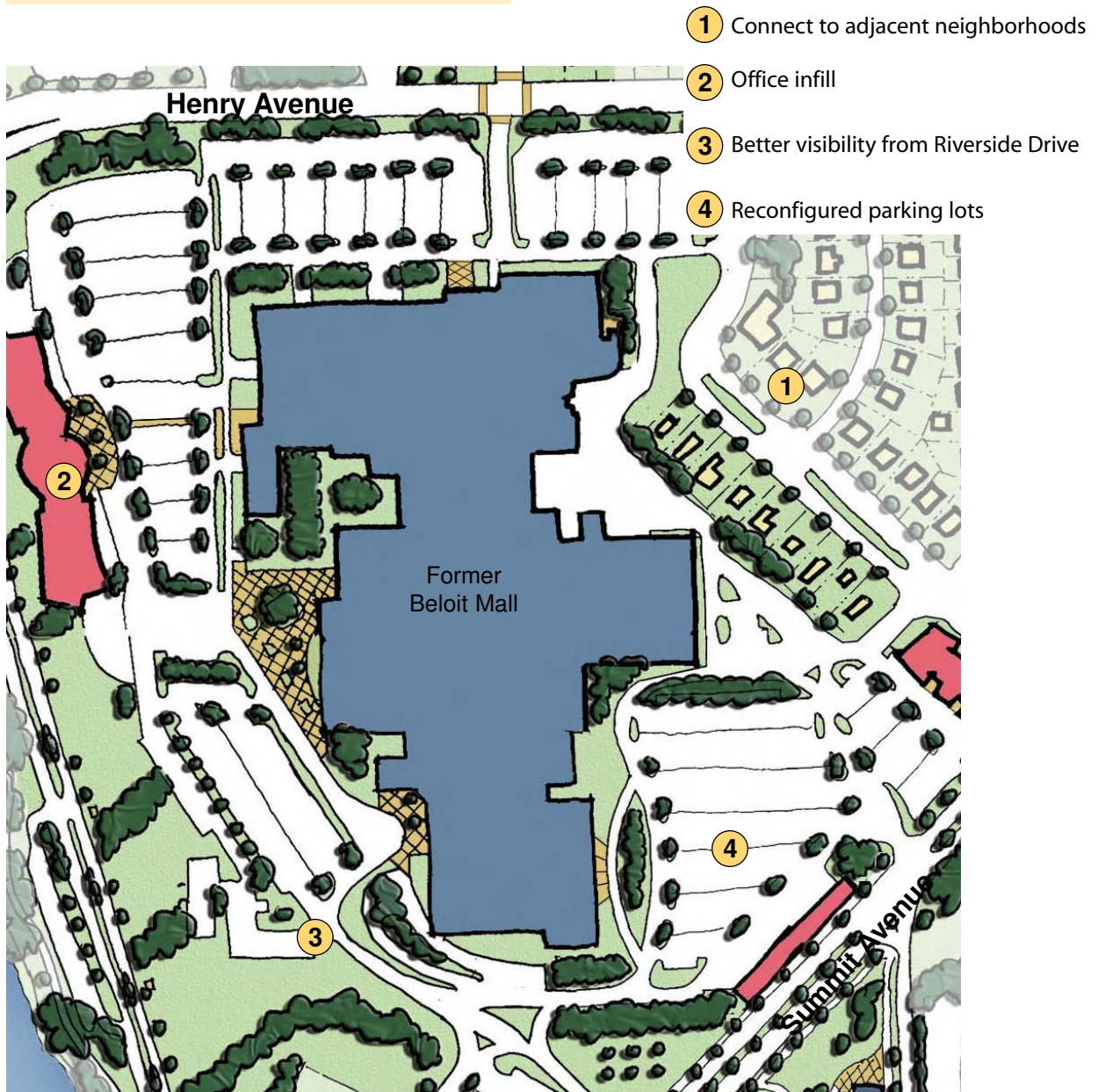
Hendricks Development Group has proposed redeveloping the former Beloit Mall. One concept is a Beloit Public Center, a consolidated location for city, county, and community services, notably the Public Library and the Police Department, mixed with tenants such as Elder Beerman and Cardinal Stritch University. Redevelopment of the parking lot could include infill office and residential and landscaping.

Timeline: 2007

Lead Responsible Party: Hendricks Development Group
Partners: City of Beloit (Beloit Public Library, City of Beloit Police Department), Public Service Providers

Beloit 2020 Role: Help create a marketing plan for the redeveloped facility. Help the public see how the new uses of the building fit into the broader vision for the Rock River Parkway and the greater Beloit area.

Funding Sources: City Revenue, Hendricks Development Group, WI DOT Safe Routes to School, Organizations within the building, Private Funding and Fundraising, Tax Increment Distict #9



Water Tower District Task 3

Tasks that support the Rock River Parkway District

Design and Build Entrance Markers at Riverside Drive/Henry Avenue and Riverside Drive/Summit Avenue Intersections

Create a civic campus identity with monument signs and landscaping at the key intersections

Timeline: 2007 - Riverside Drive/Summit Avenue included with former Beloit Mall redevelopment
2008 - Riverside Drive/Henry Avenue included with Riverside Drive reconstruction

Lead Responsible Party: Hendricks Development Group

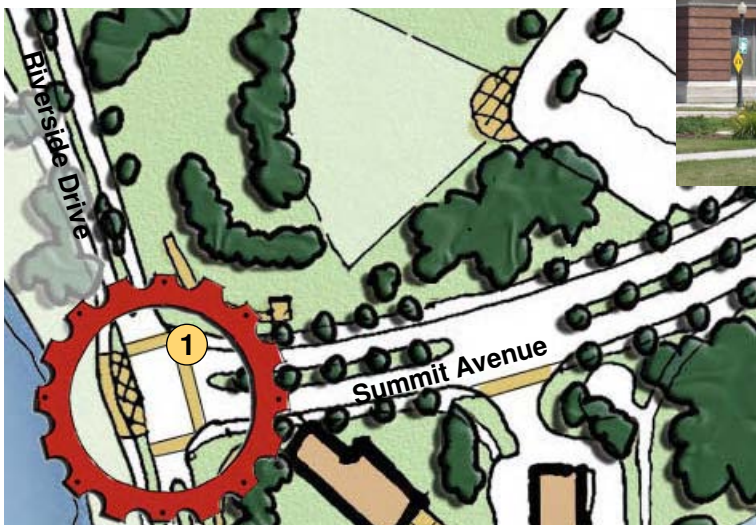
Partners: City of Beloit

Beloit 2020 Role: Assist in design of sign/landscaping, and push for compatibility with Riverside Drive and Riverside Park signage and landscaping

Funding Sources: Landowner/redeveloper, City Revenue



1 New entrance feature and landscaping



This photo shows an appropriate scale for the entry features. Its character should support the rebranding of the former Beloit Mall.

Water Tower District Task 4

Tasks that support the Rock River Parkway District

Rebrand the former Beloit Mall site

Due to the changing purpose of the former Beloit Mall, a name change should occur to more accurately reflect what the purpose of the structure will be. This name change should also be a part of a larger marketing plan for the newly redeveloped facility.

Timeline: 2007

Lead Responsible Party: Hendricks Development Group

Partners: City of Beloit, Organizations occupying the building

Beloit 2020 Role: Help create a marketing plan for the redeveloped facility.

Funding Sources: Hendricks Development Group, Organizations contained within the building



These images are from the Beloit Public Library Feasibility Study that was completed in July, 2006. The images on the left are potential facade for the building. The graphic below shows how the new library site would relate to the rest of the mall structure.



The image on the left is the Beloit Area Community Health Center, a current tenant in the former Beloit Mall, and an example of how the mall can be redeveloped.

Water Tower District Task 5

Tasks that support the Rock River Parkway District

Prepare a Redevelopment Plan for the area bounded by the Rock River, Henry Avenue, Riverside Drive, and City/Town Line

The redevelopment plan should:

- Consolidate properties and redevelop the site with multi-family housing or mixed use
- Construct a bicycle path between Riverside Park and Armstrong Eddy Park along the river edge

Timeline: 2008

Lead Responsible Party: City of Beloit

Partners: Property Owners (Private and Beloit College), WI DNR (guidance with riverfront development), Greater Beloit Economic Development Corporation (assist with recruiting developers & providing financing options), Neighborhood Housing Services (if development could include affordable housing), WisDOT (design assistance and funding opportunities), Town of Beloit

Beloit 2020 Role: Facilitate communication between property owners & the City of Beloit; Urge bicycle path inclusion during private redevelopment

Funding Sources: GBEDC Multi Bank Loan Pool (if mixed-use), WisDOT Transportation Enhancement Grants, City Revenue, Private Investment and Fundraising, Town of Beloit



These images show concepts for how the redevelopment could occur

- 1 Multi-family residential
- 2 Private docks
- 3 Bicycle Path
- 4 Private overlook



Water Tower District Task 6

Tasks that support the Rock River Parkway District

Make safe walking connections between the YMCA and the former Beloit Mall.

Improve Sidewalks on Bayliss Avenue and Glen Avenue and create safe crossing at Glen Avenue and Henry Avenue

Alternative Implementation Step:

Improve pedestrian connection between Newfield Drive and the YMCA access drive and create safe walking paths within the YMCA parking lots.

Timeline: 2009

Lead Responsible Party: City of Beloit

Partners: YMCA, Hendricks Development Group, Town of Beloit

Beloit 2020 Role: Push for new and improved sidewalks to be included in City Capital Improvement Program; assist in Safe Routes To School application

Funding Sources: City Revenue, Hendricks Development Group, WI DOT Safe Routes to School, WisDOT Transportation Enhancement Grants, WisDOT Bicycle & Pedestrian Facilities Program, WI DNR Trails Program



- 1 Improved crosswalks and connections
- 2 New sidewalks between YMCA entrance and Glen Avenue
- 3 Alternative connection

This image is an example of a safe pedestrian crossing



Shore Drive District

Tasks that support the Rock River Parkway District

Historically, this area provided a major community gathering and recreational space along the Rock River's shores. Today, this district consists of the charming Lenigan Creek, Shore and adjacent neighborhoods, Reverend U.S. Pride Park, historic sites, and the redeveloping Maple Avenue area.

The specific implementation tasks for this district are:

1. *Amend and Implement the Maple Avenue Redevelopment Plan*
2. *Extend Bicycle Trail between Reverend U.S. Pride Park and The Rock on the River restaurant*

Successful implementation of these tasks will include the preservation of local history that exists within the built environment in this district. Redevelopment brings new potential partners. The Rock on the River restaurant and other businesses have recently taken steps to improve upon what exists in the district today. Future implementation should support and further those efforts.



Shore Drive District Task 1

Tasks that support the Rock River Parkway District

Amend and Implement the Maple Avenue Redevelopment Plan

The Redevelopment Plan amendments should include:

- Construct a building on the site on the southwest corner of Henry Avenue and Fourth Street
- Relocate the Tennis Courts to expand Wootton Park
- Redevelop the northern portion of Wootton Park with mixed use or residential development facing the Rock River and Henry Avenue

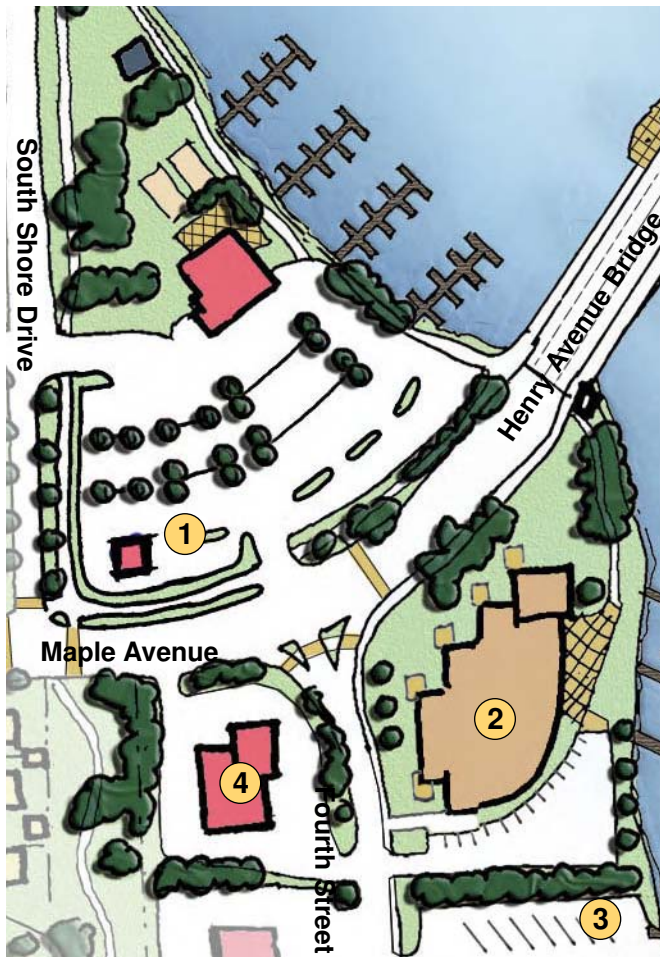
Timeline: 2008

Lead Responsible Party: City of Beloit

Partners: Private Developer (to construct buildings), Greater Beloit Economic Development Corporation (recruit developers, help with financing), WI DNR (permits), School District of Beloit (relocate courts to another part of the high school campus)

Beloit 2020 Role: Help facilitate the redevelopment process as a liaison between the developer and the City

Funding Sources: Private Investment and Fundraising, City of Beloit Revenue, GBEDC Multi Bank Loan Pool (if mixed-use), State and Federal Brownfield dollars, WI DNR Urban Rivers Grants, School District of Beloit



- 1 Add coffee kiosk to parking lot
- 2 Riverfront mixed use or residential
- 3 Relocate boat launch
- 4 New building - within an important Henry Avenue Bridge viewshed



Shore Drive District Task 2

Tasks that support the Rock River Parkway District

Negotiate agreement to acquire private parcel with picnic pavilion between Reverend U.S. Pride Park and The Rock on the River restaurant

The connection will continue the riverfront bicycle path along the Rock River north to Reverend U.S. Pride Park.



This image shows a possible riverside trail, landscaping, and gathering space

Timeline: 2008

Lead Responsible Party: City of Beloit

Partners: Private property owner (sell property or easement), WI DNR (improvements along the River), the Rock on the River restaurant (coordinate trail use and extension), Steel Worker's Hall

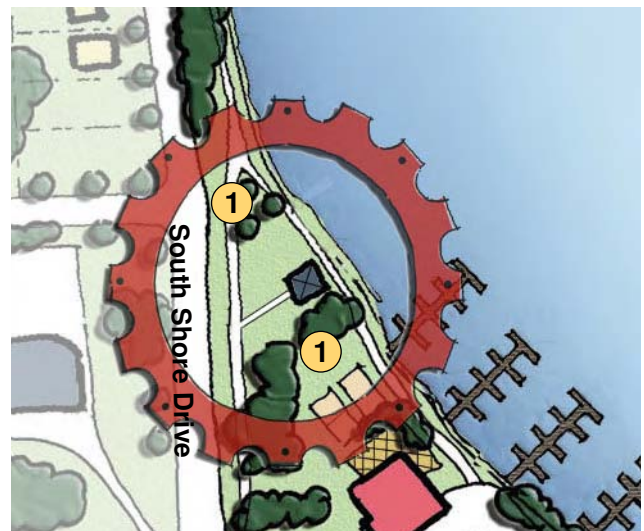
Beloit 2020 Role: Encourage sale and pursue acquisition dollars as needed

Funding Sources: City Revenue, Private Funding and Fundraising, WisDOT Transportation Enhancement Grants, WisDOT Bicycle & Pedestrian Facilities Program, WI DNR Urban Rivers Grant, WI DNR Trails Program

Alternative Implementation Step: Obtain an easement to construct a bicycle path through the parcel between Reverend U.S. Pride Park and The Rock on the River restaurant

Prior to acquiring the entire parcel between these two critical sites, one possible interim solution would be to acquire an easement along the Rock River to connect these sites and continue the riverfront bicycle path.

- 1 Continue bicycle path north to Reverend U.S. Pride Park



High School District

Tasks that support the Rock River Parkway District

Beloit Memorial High School is one of the community's most significant landmarks for its educational function, social interactions, variety of activities, and presence along the river. The High School is the primary influence in this district.

The growth and expansion of the High School greatly influence the two implementation tasks in this district. Those two tasks are:

1. *Create a High School Campus Master Plan*
2. *Create a Redevelopment Plan to realign Fourth Street to provide a direct connection to Sixth Street.*

These tasks call for considerable amounts of redevelopment in the area surrounding the High School. These tasks should be completed with direct input from all stakeholders including the School District of Beloit, the City of Beloit, and the neighbors who live in the surrounding areas. The end result of the implementation tasks will be an improved High School District that Beloit residents both near to the district and those further away can appreciate and enjoy.



High School District Task 1

Tasks that support the Rock River Parkway District

Create a High School Campus Master Plan

Current and anticipated education requirements need to be considered in the context of the existing high school buildings, fields, and parking.

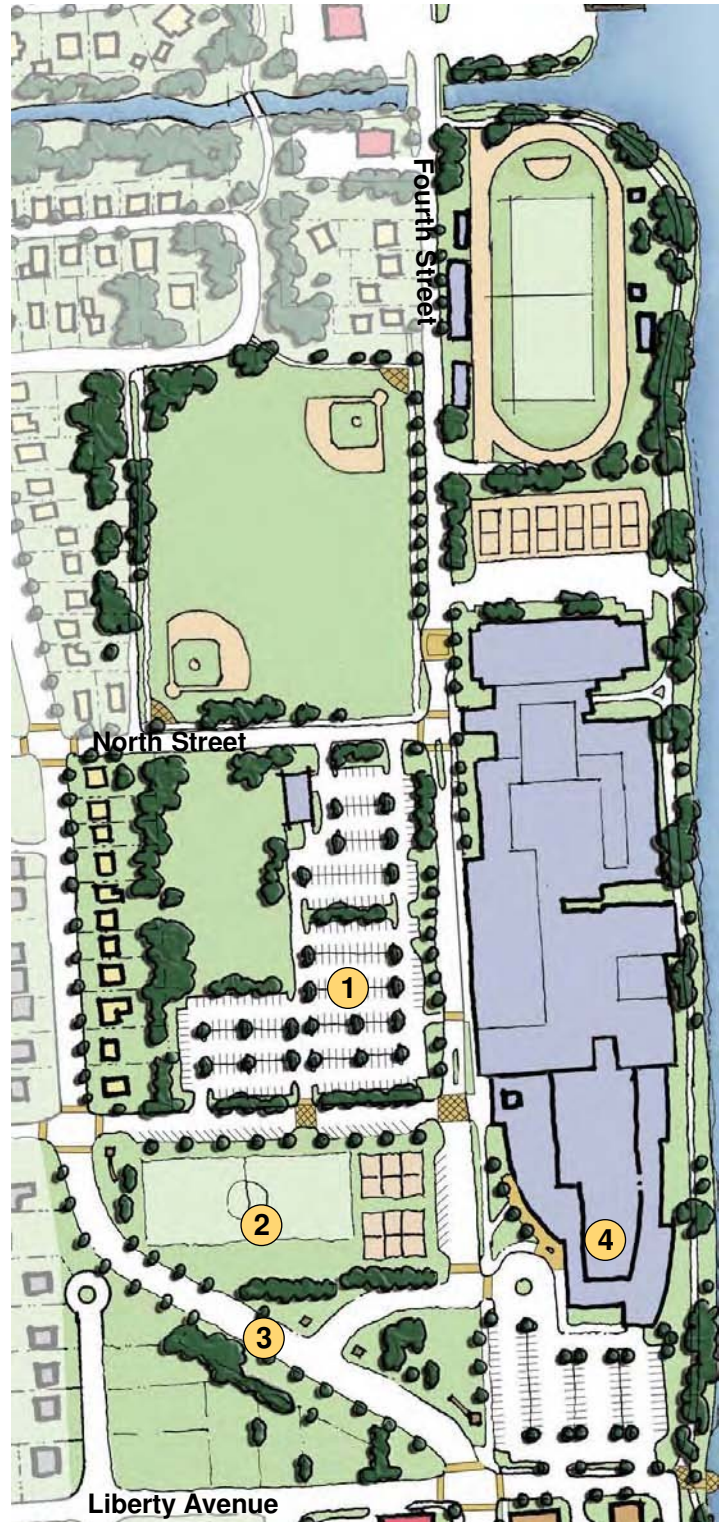
Timeline: 2008

Lead Responsible Party: School District of Beloit

Partners: City of Beloit, Neighborhood, Neighborhood Housing Services

Beloit 2020 Role: Articulate the redevelopment vision for the area and how it connects to the betterment of the Rock River and the City of Beloit as a whole.

Funding Source: School District Revenue



- 1 Expand parking lot
- 2 Relocated tennis courts
- 3 Realign Fourth and Sixth Streets
- 4 Potential building expansion

High School District Task 2

Tasks that support the Rock River Parkway District

Create a Redevelopment Plan to realign Fourth Street to provide a direct connection to Sixth Street between Liberty Avenue and Middle Street

A direct vehicular connection between Afton Road/Sixth Street and Fourth Street south of Liberty Avenue will create a clearer westside traffic pattern and minimize vehicular intrusion into westside neighborhoods and the High School Campus.

Timeline: 2010 (coordinated with the High School Campus Master Plan)

Lead Responsible Party: City of Beloit

Partners: WisDOT and Rock County, School District of Beloit (education of community about project, design suggestions, coordination with campus master plan), Surrounding Neighborhood, Neighborhood Housing Services, Rock County (Highway 81)

Beloit 2020 Role: Articulate the redevelopment vision for the area and how it connects to the betterment of the Rock River and the City of Beloit as a whole.

Funding Sources: City Revenue, School District, WisDOT, Rock County

- 1 Connect Fourth Street to Sixth Street
- 2 High School campus entry



This graphic shows a concept for traffic circulation and redevelopment

College Park District

Tasks that support the Rock River Parkway District

Beloit College and the adjoining historic neighborhood anchor this district, which is connected with employment, commercial, entertainment, and recreational areas.

The two implementation tasks identified for the College Park District are:

1. *Support the New Center for the Sciences Building*
2. *Construct a Beloit College Entry Monument*

Beloit College is the main implementing organization for these tasks. However, the primary goal of these tasks is to create a more seamless transition between the College and the river. Therefore, it will be necessary for the College to work hand-in-hand with the City on both tasks. Additionally, the College should call upon local community and economic development organizations to help with their campus beautification efforts, because as the campus improves, so does the City and its economy.



College Park District Task 1

Tasks that support the Rock River Parkway District

Support the New Center for the Sciences Building

From the river and Riverside Drive, Beloit College is "up on the hill" and out of sight. Although very close, there is no direct connection between the campus and the river. The New Center for the Sciences Building will open the campus to the west toward the Rock River, respecting the topography of the bluff.

Timeline: 2008

Lead Responsible Party: Beloit College

Partners: City of Beloit (service drive connection to Pleasant Street)

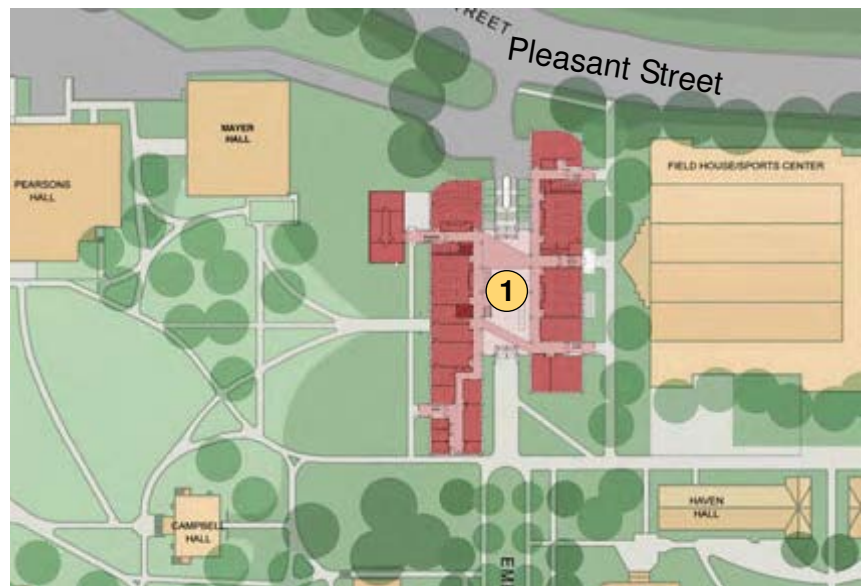
Beloit 2020 Role: Publicly support College fundraising campaign; facilitate redevelopment process between the City of Beloit and Beloit College

Funding Sources: Beloit College, Private Funding and Fundraising



Photos and graphics are from the Beloit College Master Plan, completed in 2005.

- 1 New Center for the Sciences Building



College Park District Task 2

Tasks that support the Rock River Parkway District

Construct a Beloit College Entry Monument

Beloit College will develop a College identity feature at the southeast corner of Pleasant Street and Portland Avenue as the Beloit College gateway identification. The entry monument should be coordinated with changes to Woodward Avenue recommended in the Beloit College Master Plan.

Timeline: 2008

Lead Responsible Party: Beloit College

Partners: City of Beloit, Visit Beloit, WI DNR

Beloit 2020 Role: Assist in design of gateway feature

Funding Sources: Beloit College, Brownfield Cleanup Funding

① New entry feature with improved landscaping



This photo is a representation of an effective and highly landscaped monument

Iron Works District

Tasks that support the Rock River Parkway District

Centrally located, this district serves as the crossroads for a mixed use neighborhood and employment center, with immediate access to the High School and Rock River Parkway.

The implementation tasks outlined for the Iron Works district require work to build upon existing relationships and activities. The specific tasks are:

1. *Create a 2nd/3rd/4th Street Redevelopment Plan*
2. *Create a Pedestrian Riverwalk between the Wood Family Bridge and Grand Avenue*

The main objectives of the tasks is to further capitalize on the location of this district in proximity to the Rock River. Without displacing vibrant businesses, the implementation tasks seek to add mixed use developments along 2nd, 3rd, and 4th Streets. There is also an opportunity to provide connections for bicyclists and pedestrians along the river as redevelopment of buildings occurs.



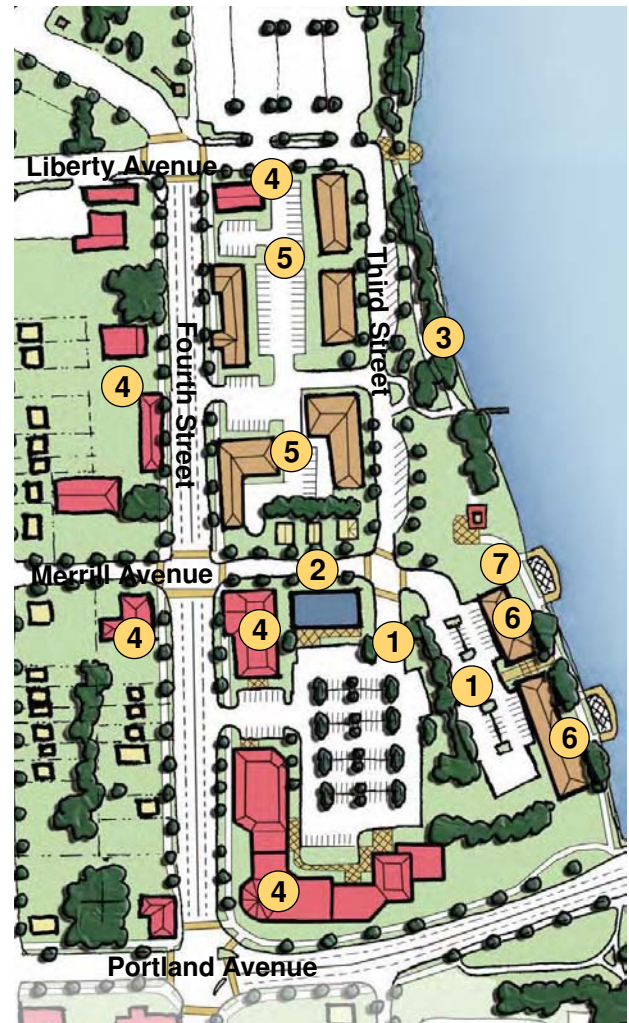
Iron Works District Task 1

Tasks that support the Rock River Parkway District

Create a 2nd/3rd/4th Street Redevelopment Plan

A redevelopment plan should be created for the land bordered by the Rock River on the east, Portland Avenue on the south, Fourth Street on the west, and Liberty Avenue on the north. The plan should include the elements listed below.

- 1 Close off 2nd and 3rd Streets between Merrill Avenue and Portland Avenue
- 2 Protect, support and strengthen historic Merrill homes and church. Incorporate into redevelopment.
- 3 Design the Third Street Park with public dock, park shelter, and water access, served by on-street parking
- 4 Commercial redevelopment on 4th Street
- 5 Redevelop block with new multi-family housing
- 6 Multi-family riverfront residential
- 7 Riverfront bicycle trail



Timeline: 2008

Lead Responsible Party: City of Beloit

Partners: Property Owners within plan area (willingness to sell/redevelop property), Community Development Authority, Private Developers, WI DNR (guidance with riverfront development), Greater Beloit Economic Development Corporation (assist with recruiting developers & providing financing options), Neighborhood Housing Services (affordable housing), Beloit School District (High School food service needs)

Beloit 2020 Role: Articulate the redevelopment vision for the area and how it connects to the betterment of the Rock River and the City of Beloit as a whole; facilitate development plan Request For Proposals; assist with design, construction, and funding

Funding Sources: City Revenue, Private Investment and Fundraising, Greater Beloit Economic Development Corporation Multi Bank Loan Pool, WI DNR grants

Iron Works District Task 2

Tasks that support the Rock River Parkway District

Create a Pedestrian Riverwalk between the Wood Family Bridge and Grand Avenue

A trail along the Iron Works Building will connect the Wood Family Bridge, the park, and Downtown. The trail could be within the outside wall of the Iron Works Building but separated from the remainder of the building, creating a type of portico. Alternatively, the riverwalk could be cantilevered over the river where necessary.

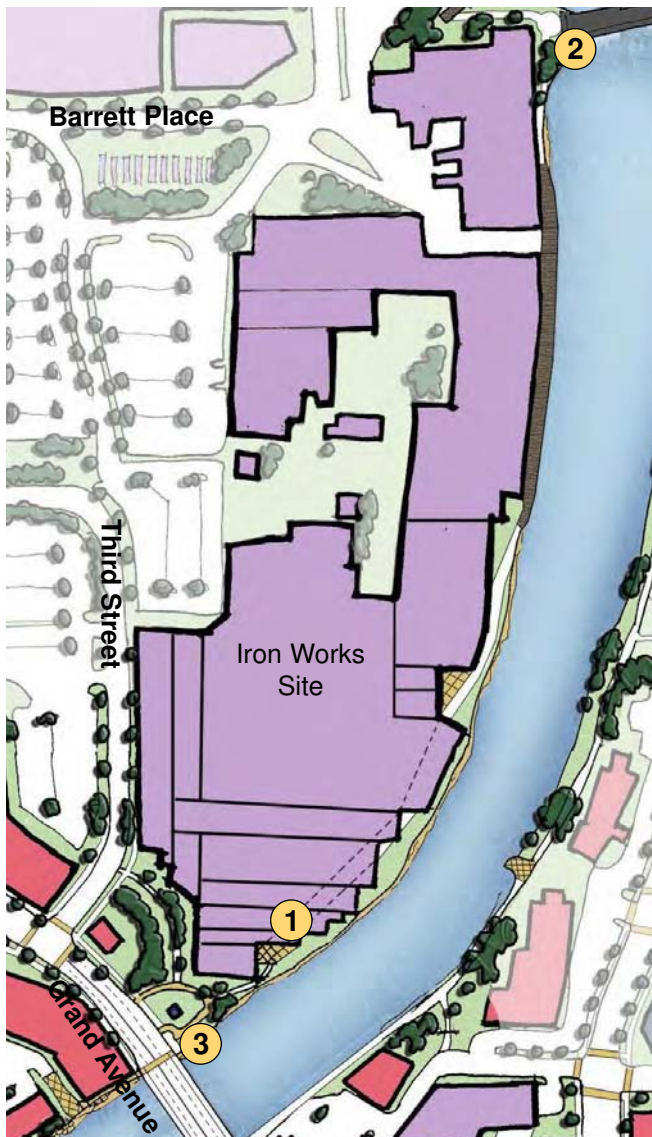
Timeline: 2009

Lead Responsible Party: Hendricks Development Group

Partners: City of Beloit, Downtown Beloit Association, Beloit Box Board, Greater Beloit Economic Development Corporation (funding as part of the renovation of the building), WI DNR

Beloit 2020 Role: Help with design process and maintain communication between all organizations

Funding Sources: WisDOT Transportation Enhancement Grants, WisDOT Bicycle & Pedestrian Facilities Program, WI DNR Urban Rivers Grant, WI DNR Trails Program, City Revenue, Private Funding and Fundraising



- 1 Potential Riverwalk through Iron Works buildings
- 2 Wood Family Bridge
- 3 The Landing

In some places, the Iron Works Building is adjacent to the river.



Grand Avenue District

Tasks that support the Rock River Parkway District

This district is City Center's commercial and entertainment core, providing vibrancy that ripples through both Beloit and South Beloit.

While there are many tasks for the Grand Avenue District to support the Rock River Parkway District, there are many assets to build upon. The five implementation strategies outlined below build upon the successes within this downtown core:

1. *Assist in Implementation of the Riverbend Plan*
2. *Create a Redevelopment Plan for the area adjacent to the Rock River within Fourth Street, Grand Avenue, State Street, and Broad Street*
3. *Create a Riverwalk trail node at the corner of State Street and Public Avenue*
4. *Construct bicycle trail between Fifth Street Trail and Shirland Avenue along western edge of the Rock River and Bluff Street*

The two main themes can be found in these tasks. First, the need to capitalize on the River throughout the Downtown by having redevelopment face it rather than turn its back to it. Second, the need for connections to both existing structures, new structures, and natural resources.

The few tasks that relate to bicycle and pedestrian connections call for simple links to be made between paths or routes that currently exist.



Grand Avenue District Task 1

Tasks that support the Rock River Parkway District

Assist in Implementation of Riverbend Plan

The Riverbend Plan requires support as the selected developer completes a market assessment and constructs each phase. The riverside trail will wrap around the development providing necessary connections.

Timeline: Market Assessment in 2006, development engineering in 2007

Lead Responsible Party: City of Beloit

Partners: Downtown Beloit Association, G Squared (selected private developer)

Beloit 2020 Role: Support the spirit of the Riverbend Plan, in particular the riverside trail connection between Fifth Street and Shirland Avenue

Funding Sources: Private developer, City Revenue, Tax Increment District #5



The Riverbend Plan calls for a higher density traditional neighborhood.

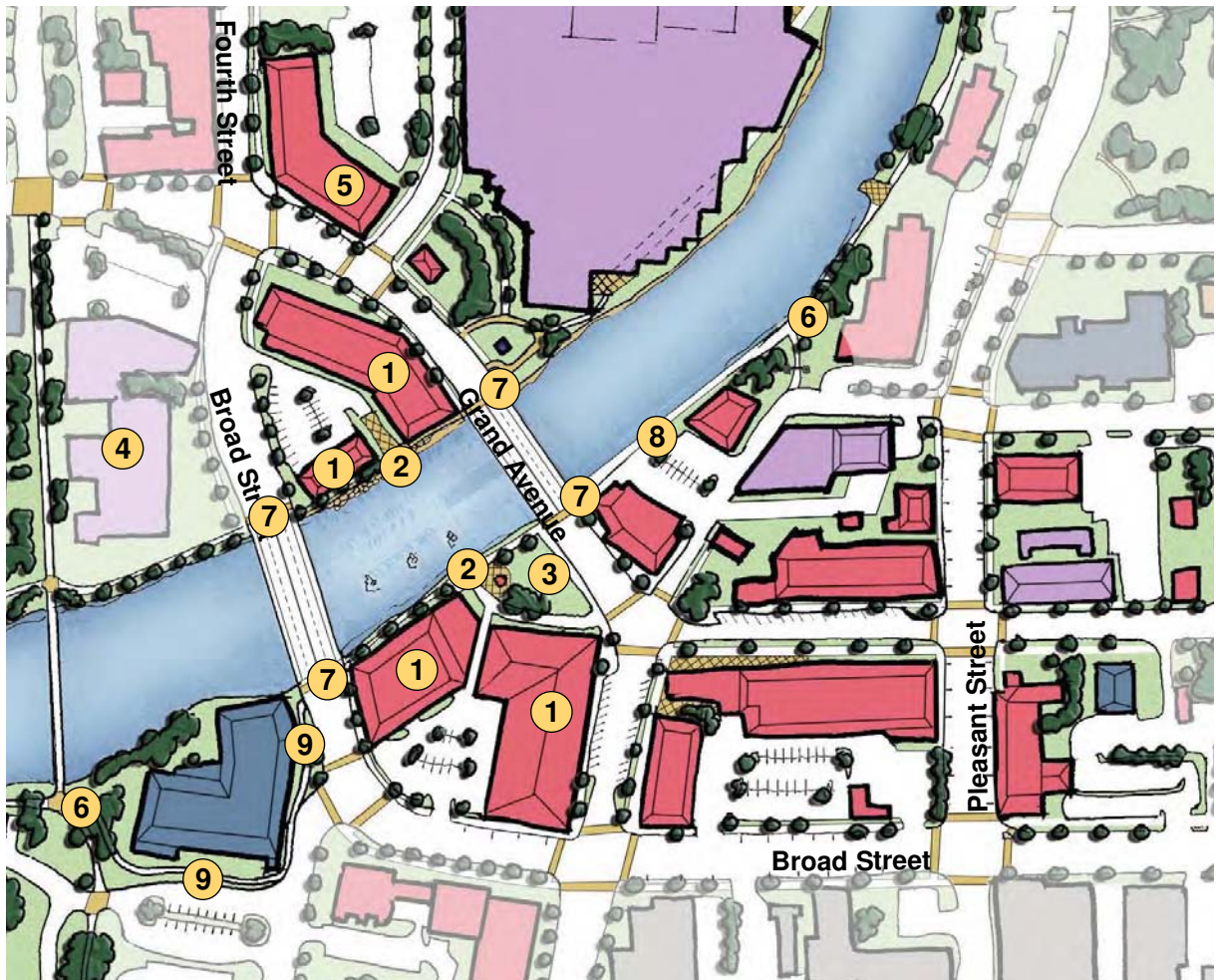


- 1 New road to connect development to downtown
- 2 New residential development
- 3 Riverfront bicycle path
- 4 Fifth Street Bicycle Bridge

Grand Avenue District Task 2

Tasks that support the Rock River Parkway District

Create a Redevelopment Plan for the area adjacent to the Rock River within Fourth Street, Grand Avenue, State Street, and Broad Street



- 1 Commercial Infill
- 2 Urban Riverwalk
- 3 Focal Downtown Open Space
- 4 Potential Residential redevelopment
- 5 Infill development
- 6 New trail nodes
- 7 At grade Riverwalk crossings
- 8 Widen bicycle path
- 9 Connect riverfront bike path

Timeline: 2007 - Downtown Redevelopment Plan, 2008 - Implementation Commences

Lead Responsible Party: Downtown Beloit Association (plan development), City of Beloit (public parking lot redevelopment), Kerry, Inc. (property owner)

Partners: WI DNR (river development), Greater Beloit Economic Development Corporation, Visit Beloit

Beloit 2020 Role: Assist with the design on infill development and waterfront path; encourage private redevelopment

Funding Sources: Community Development Zone Incentives, Private Investment and Fundraising, Greater Beloit Economic Development Corporation Multi Bank Loan Pool, Tax Dollars, WisDOT Transportation Enhancement Grants, WisDOT Bicycle & Pedestrian Facilities Program, WI DNR Urban Rivers Grant, WI DNR Trails Program, Tax Increment District #5

Grand Avenue District Task 3

Tasks that support the Rock River Parkway District

Create a Riverwalk trail node at the corner of State Street and Public Avenue

The trail node will provide information about the City Center's complete trail network, as well as connect it with the area's attractions and history.

Timeline: 2007

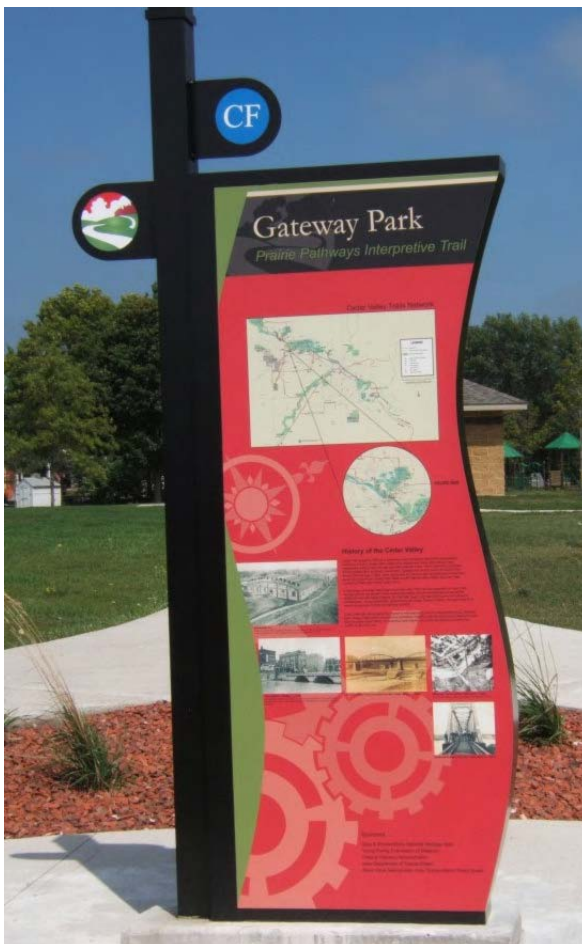
Lead Responsible Party: City of Beloit

Partners: WisDOT (design assistance and funding opportunities), property owners, Downtown Beloit Association, Beloit Inn, First National Bank

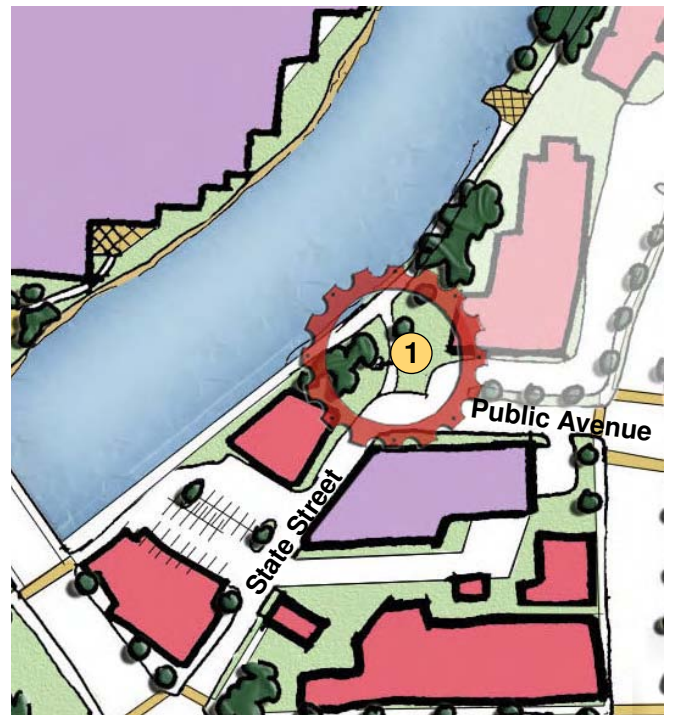
Beloit 2020 Role: Assist the City with design concepts and fundraising

Funding Sources: WisDOT Transportation Enhancement Grants, City Revenue, Private Funding and Fundraising

- 1 New riverwalk trail node and landscaping



This image is a concept for riverfront trail node signage



Grand Avenue District Task 4

Tasks that support the Rock River Parkway District

Construct bicycle trail between Fifth Street Trail and Shirland Avenue along western edge of the Rock River and Bluff Street

Extend the trail system into the Near Westside neighborhood and connect with the planned South Bluff Street trail in South Beloit.

Timeline: 2012-2017

Lead Responsible Party: City of Beloit

Partners: WisDOT (design assistance and funding opportunities), WI DNR (funding), property owners, Near West Side Neighborhood (City sub-area plan), South Beloit Family Services, City of South Beloit

Beloit 2020 Role: Suggest to the City design concepts for the trail extension

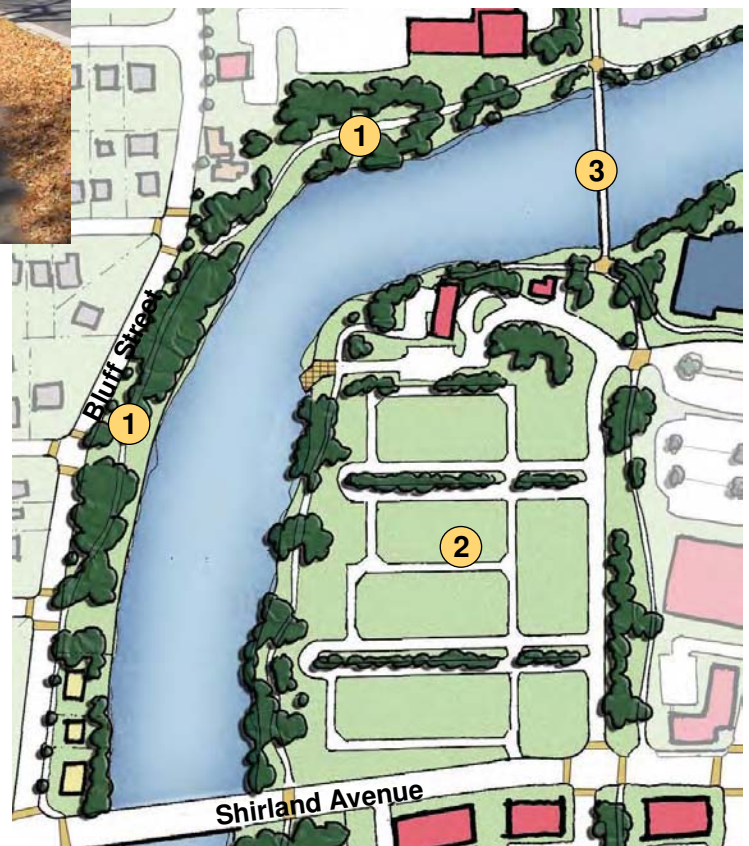
Funding Sources: Community Development Block Grants, WisDOT Transportation Enhancement Grants, WisDOT Bicycle & Pedestrian Facilities Program, WI DNR Urban Rivers Grant, WI DNR Trails Program, City Revenue, Private Fundraising



- 1 Construct a bicycle path or create a bicycle route along Rock River
- 2 Riverbend Site
- 3 Fifth Street Bicycle Bridge

Interim Solution: Create an on-street bicycle route, rather than a separate path, along Bluff Street from Grand Avenue to Shirland Avenue and into South Beloit

Create a viable bicycle connection between downtown and the Stateline. This task could be an interim solution a bicycle trail is completed. The route should consist of signage and striping bicycle lanes on the street.



Blackhawk Business District and Turtle Creek District

Tasks that support the Rock River Parkway District

Blackhawk Business District

This emerging business district enjoys an outstanding location at the intersection of Blackhawk Boulevard and Gardner Avenue, and near Turtle Creek and the Rock River.

The sole implementation task for the Blackhawk Business District is an ambitious task that will have many subsequent tasks upon completion.

1. *Create a South Beloit Blackhawk Boulevard-Gardner Street Redevelopment Plan.*

The redevelopment plan will allow South Beloit to capitalize on its waterfront location and plan for a great open space that will offer recreational and preservation opportunities to citizens of both South Beloit and the region.

Turtle Creek District

Turtle Creek runs through this district, which will transition over time to a neighborhood north of the creek and expanded employment on the south side.

2. *Rehabilitate Wheeler Avenue Bridge for Multi-Use Trail.*

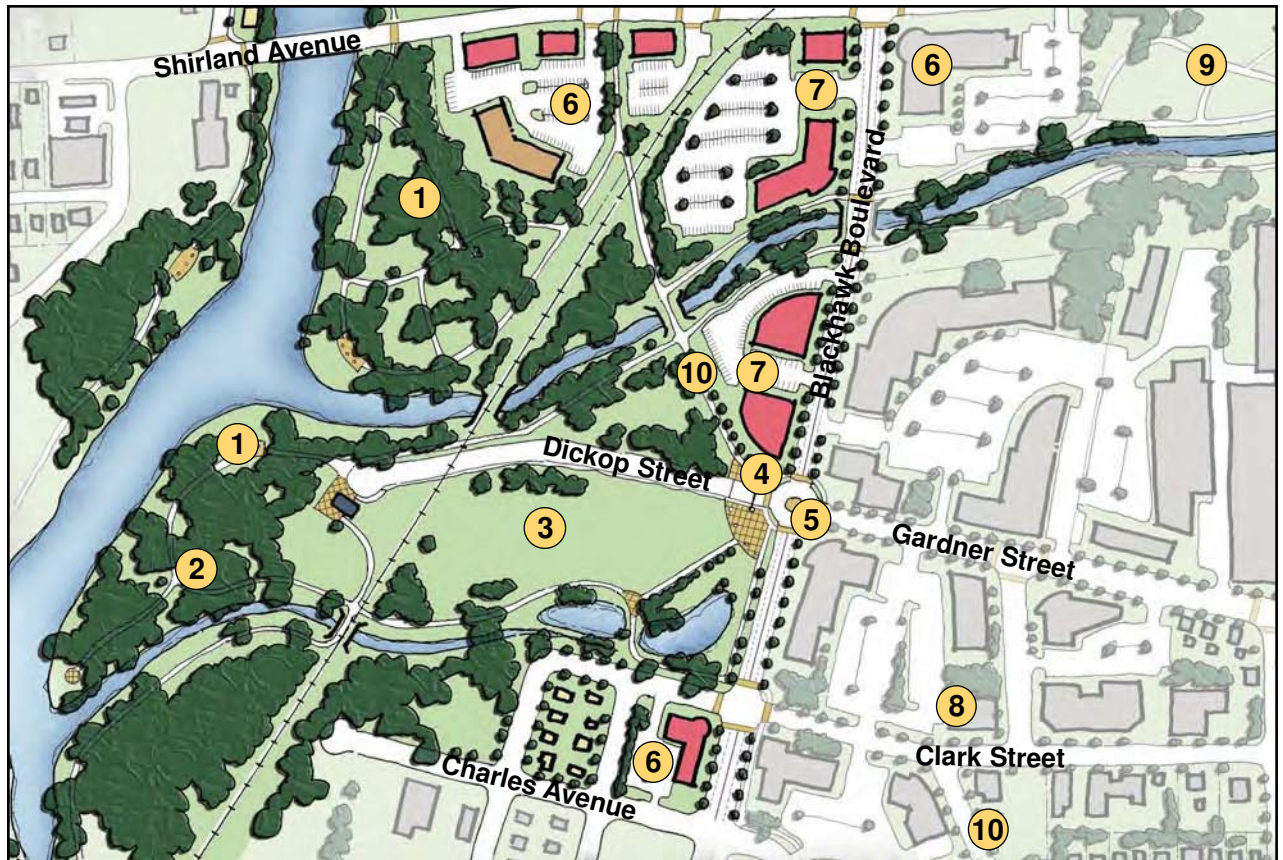
This trail connection will give bicyclists and pedestrians an easy route to travel between the City of Beloit and the City of South Beloit. This alternative connection could spur natural resource restoration and possible redevelopment opportunities on both sides of Turtle Creek.



Blackhawk Business District and Turtle Creek District Task 1

Tasks that support the Rock River Parkway District

Create a South Beloit Blackhawk Boulevard-Gardner Street Redevelopment Plan



- | | | |
|--|--|--|
| <ul style="list-style-type: none"> 1 Create a large park along the confluence of the Rock River and Turtle Creek 2 Wooded passive recreation 3 Town Square 4 Realign Dickop Street with Gardner Street | <ul style="list-style-type: none"> 5 Create new roundabout as a park entry and corridor focus 6 Mixed-use development 7 Redevelop commercial properties along Blackhawk Boulevard | <ul style="list-style-type: none"> 8 Restore grid street network throughout downtown South Beloit, primarily south of Gardner Street 9 Acquire Behr Site and convert to a park with a stormwater demonstration area 10 Extend Fifth Street Rails-to-Trails conversion |
|--|--|--|

Timeline: 2007

Lead Responsible Party: City of South Beloit

Partners: IL DNR, IDOT, Property owners, Paper Machine Services, Behr Metals, North American Tool, DMN, Rail line operators

Beloit 2020 Role: Assist with educating citizens and property owners about the benefits of redevelopment, Help to design what the park could look like and raise funds to aid in its construction; Work as a liaison between the City, current property owners, and prospective developers to ensure a process is used that benefits everyone; assist in applying for grants

Funding Sources: IDOT, IL DNR Urban and Community Forestry Assistance and Open Space Land Acquisition and Development Grants, Private Funding and Fundraising, City Revenue, State Funding

Blackhawk Business District and Turtle Creek District Task 2

Tasks that support the Rock River Parkway District

Rehabilitate Wheeler Avenue Bridge for Multi-Use Trail

Restore Wheeler Avenue Bridge to carry pedestrian and bicycle traffic. Create multi-use trail between Broad Street and Gardner Street.

Timeline: 2009

Lead Responsible Party: City of South Beloit

Partners: City of Beloit, IDOT

Beloit 2020 Role: Assist in design of bridge, coordination of fundraising

Funding Sources: IL DOT Transportation Enhancement Program, IL DNR Bike Path Grant Program, IL DNR Open Space Land Acquisition and Development Grants, Behr Metals, Private Funding and Fundraising



Rock River Parkway Master Plan



Implementation Timeline

Project Activity	Lead Party	2007	2008	2009	2010	2011	2012-17
Rock River Parkway District							
1. Prepare Design Plans for Henry Ave Bridge Enhancements	City of Beloit						
2. Amend and Implement the Riverside Park Master Plan	City of Beloit						
3. Prepare design plans for the Highway 51 Enhancement Package and Coordinate with WisDOT	City of Beloit						
4. Construct a Park Facilities Maintenance Building behind the Wall on Alliant Energy Property	City of Beloit						
5. Construct a Boat House within Riverside Park near Portland Ave Bridge	City of Beloit						
Water Tower District							
1. Construct Summit Ave between Riverside Dr and Park Ave	City of Beloit						
2. Redevelop the former Beloit Mall	Hendricks						
3. Design and Build Entrance Marker at Riverside Dr/Henry Ave and Riverside Dr/Summit Ave Intersections	Hendricks						
4. Rebrand the former Beloit Mall site	Hendricks						
5. Prepare a Redevelopment Plan for area surrounded by the Rock River, Henry Ave, Riverside Dr, and City/Town Line	City of Beloit						
6. Make a Safe Walking Connection between the YMCA and the former Beloit Mall	City of Beloit						
Shore Drive District							
1. Amend and Implement the Maple Ave Redevelopment Plan	City of Beloit						
2. Extend Bicycle Trail between Reverend U.S. Pride Park & The Rock on the River restaurant	City of Beloit						
High School District							
1. Create a High School Campus Master Plan	School District of Beloit						
2. Create a Redevelopment Plan to realign Fourth St to provide a direct connection to Sixth St	City of Beloit						
College Park District							
1. Support the New Center for the Sciences Building	Beloit College						
2. Create a Beloit College Entry Monument	Beloit College						
Iron Works District							
1. Create a 2nd/3rd/4th St Redevelopment Plan	Hendricks						
2. Create a Pedestrian Riverwalk between the Wood Family Bridge and Grand Ave	City of Beloit						
Grand Avenue District							
1. Assist in implementation of Riverbend Plan	City of Beloit						
2. Create a redevelopment plan for the area adjacent to the Rock River within Fourth St, Grand Ave, State St, and Broad St	DBA/City of Beloit/Kerry, Inc.						
3. Create a Riverwalk trail node at the corner of State St and Public Ave	City of Beloit						
4. Construct Bicycle Trail between Fifth St Trail and Shirland Ave along western edge of the Rock River and Bluff St	City of Beloit						
Blackhawk Business District/Turtle Creek District							
1. Create South Beloit Blackhawk Blvd/Gardner St Redevelopment Plan	City of South Beloit						
2. Rehabilitate Wheeler Ave Bridge for Multi-Use Trail	City of South Beloit						