

Figure 18:

# PARK AVENUE

## PLANNED MIXED USE DISTRICT CONCEPT PLAN

CITY OF BELOIT 

### Key Recommendations

1. Celebrate and promote Park Avenue as a multi-cultural business corridor.
2. Establish a low interest loan fund for start-up, locally-owned businesses.
3. Site an entrepreneur center focusing on local, home-grown entrepreneurs.

### Multi-Cultural Business Sites

Redevelop block edges into:

- Local services
- Restaurants
- Neighborhood owned independent businesses



Planned street to connect Park Avenue to US 51

Merrill Neighborhood Signage

### Intersection Improvements

- Traffic lights at limited intersections
- Crosswalks
- Neighborhood signage
- Community artwork

### Streetscape Enhancements

- Install unique site features which distinguish the multi-cultural corridor from the rest of Beloit
- Street banners
  - Neighborhood gateway
  - Potential painting of street pavement
  - Art features at corners
  - Pedestrian lighting



### On- Street Bike Lanes

Connect to Downtown and Beloit Memorial High School

Merrill Neighborhood Gathering Space  
See Figure 19: Switchtrack Alley Concept Plan

Neighborhood Gateway

### Map Legend

-  Future Business Sites
-  Bike Lanes (both sides)