

Figure 20:

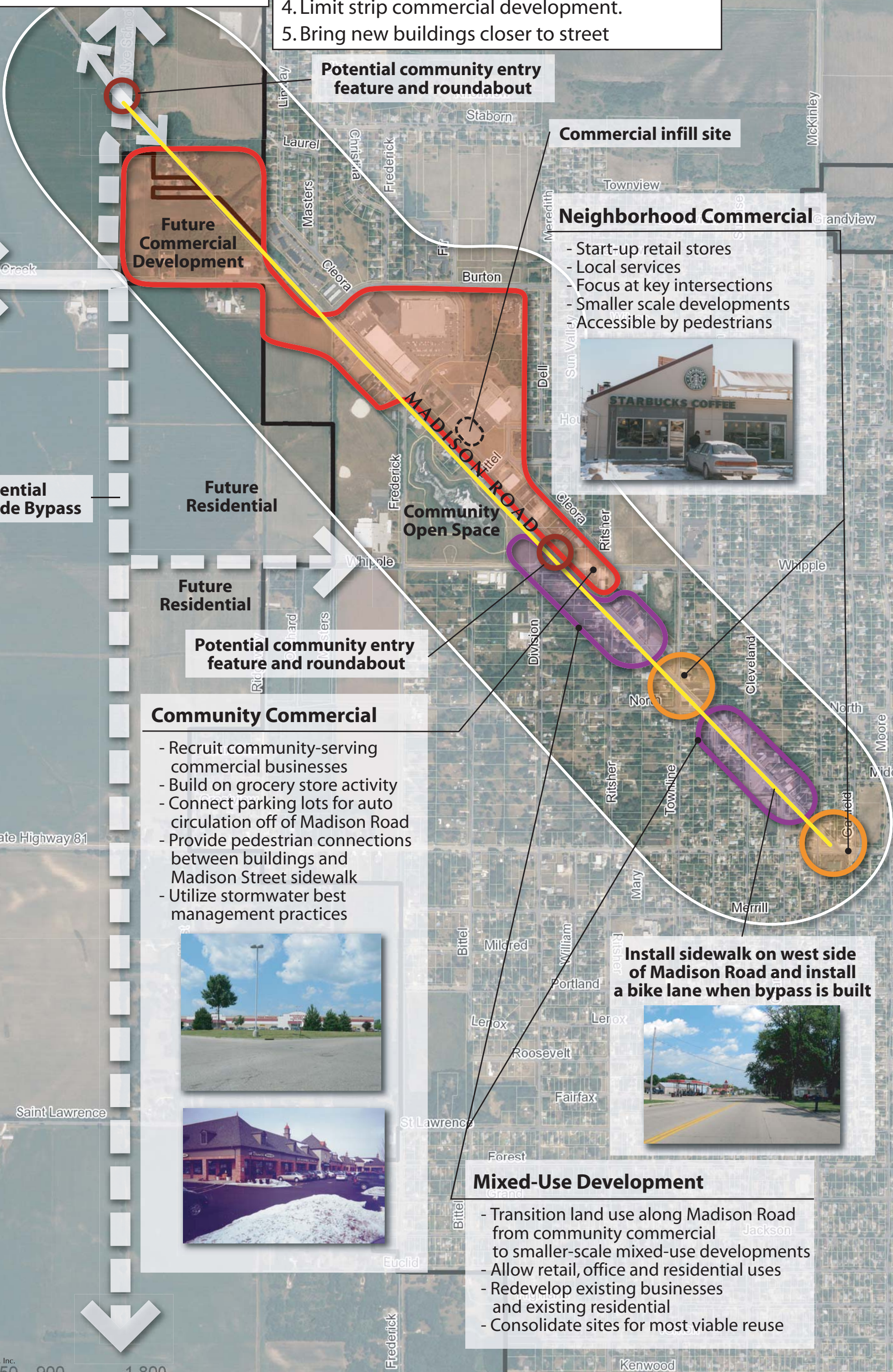
MADISON ROAD

PLANNED MIXED USE DISTRICT CONCEPT PLAN

CITY OF BELOIT 

Key Recommendations

1. Support a West Side bypass to redirect through traffic.
2. Maintain Madison Road for community and neighborhood commercial uses.
3. Support mixed-use projects south of Whipple Street (commercial/office/residential).
4. Limit strip commercial development.
5. Bring new buildings closer to street



Future Commercial Development

Potential community entry feature and roundabout

Commercial infill site

Neighborhood Commercial

- Start-up retail stores
- Local services
- Focus at key intersections
- Smaller scale developments
- Accessible by pedestrians



Potential West Side Bypass

Future Residential

Community Open Space

Future Residential

Potential community entry feature and roundabout

Community Commercial

- Recruit community-serving commercial businesses
- Build on grocery store activity
- Connect parking lots for auto circulation off of Madison Road
- Provide pedestrian connections between buildings and Madison Street sidewalk
- Utilize stormwater best management practices



Install sidewalk on west side of Madison Road and install a bike lane when bypass is built



Mixed-Use Development

- Transition land use along Madison Road from community commercial to smaller-scale mixed-use developments
- Allow retail, office and residential uses
- Redevelop existing businesses and existing residential
- Consolidate sites for most viable reuse