

BELOIT COMPREHENSIVE PLAN 2045
**APPENDIX A: DATA ANALYSIS,
 PLAN INVENTORY, & EXISTING CONDITIONS**
 ADOPTED: AUGUST 19, 2024



TABLE OF CONTENTS

INTRODUCTION 3

CHAPTER 2: ISSUES AND OPPORTUNITIES 4

CHAPTER 3: LIVABILITY, SUSTAINABILITY, AND HEALTH 20

CHAPTER 4: AGRICULTURE AND NATURAL RESOURCES 27

CHAPTER 5: LAND USE 33

CHAPTER 6: TRANSPORTATION, UTILITIES, AND COMMUNITY FACILITIES 39

CHAPTER 7: HOUSING 49

CHAPTER 8: ECONOMIC DEVELOPMENT 51

CHAPTER 9: INTERGOVERNMENTAL OPPORTUNITIES 60

CHAPTER 10: ACTION PLAN 63

INTRODUCTION

This Data Analysis, Plan Inventory, and Existing Conditions document contains relevant demographic, housing, development, education, and economic trends experienced in the City of Beloit, neighboring communities, Rock County, and Wisconsin. It also provides the existing conditions, relevant plans, and supplemental statutorily required information for each chapter that correlates directly to that chapter in the main body of the Plan. In total, it gives an understanding of the trends currently influencing Beloit today, as well as how they may affect the City in the future.

It is important to note that in the years before this plan was written, the world was experiencing the COVID-19 pandemic. Data collected in 2020 and beyond reflects pandemic impacts and is influenced by lower Census response rates, and the social and economic implications of this event are still unfolding and not completely known. Because of this, the recent data trends provided in this document may not entirely or accurately reflect the trends that will occur in the coming years.

CHAPTER 2: ISSUES AND OPPORTUNITIES

POPULATION TRENDS

According to the Wisconsin Department of Administration, the City of Beloit’s population was 36,760 in 2022. Overall, the City has experienced marginal population increase over the past 40 years. Over the last two decades, the City has experienced a slow growth rate of only 3%, representing an increase in population between 2000-2010 and a 1% decrease in population between 2010-2022. The slow population growth is likely in part due to the Great Recession, housing market collapse, and subsequent stagnant economic recovery that many communities have experienced since.

Unlike many of its peer communities, Beloit has experienced a low level of population growth by percentage increase, especially between 1970-2010. It is anticipated that the City could see similar growth rates over the planning period.

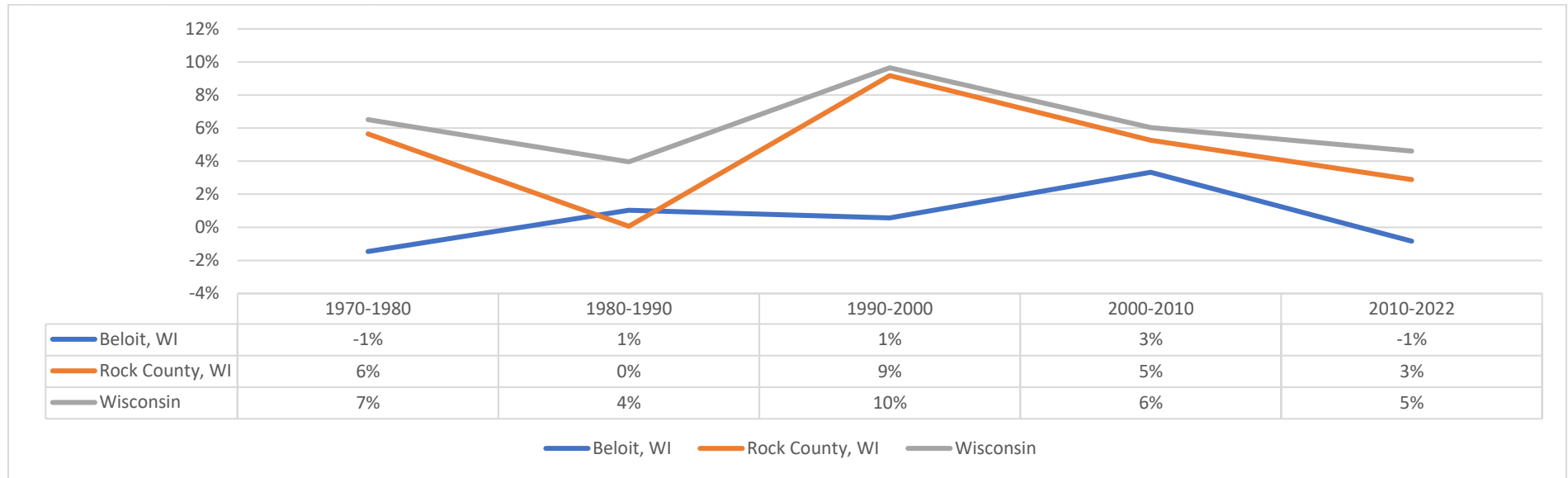
Figure A.2.1: Population Comparison

	1970	1980	1990	2000	2010	2020	2022*
Beloit, WI	35,729	35,207	35,573	35,775	36,966	36,657	36,760
Janesville, WI	46,426	51,071	52,133	59,498	63,575	65,615	66,206
Manitowoc, WI	33,430	32,547	32,520	34,053	33,736	34,626	34,722
West Bend, WI	16,555	21,848	23,916	28,152	31,078	31,752	32,067
Fond du Lac, WI	35,515	35,863	37,757	42,203	43,021	44,678	44,470
New Berlin, WI	26,910	30,529	33,592	38,220	39,584	40,451	40,426
Town of Beloit, WI	9,182	8,382	6,778	6,990	7,634	7,721	7,850
Town of Turtle, WI	2,532	2,703	2,456	2,614	2,390	2,393	2,411
Rock County, WI	131,970	139,420	139,510	152,307	160,331	163,687	164,959
Wisconsin	4,417,933	4,705,335	4,891,769	5,363,675	5,686,986	5,893,718	5,949,155
South Beloit, IL	3,804	4,088	4,072	5,397	7,892	7,989	n/a
Rockton, IL	2,099	2,313	2,928	5,296	7,685	7,863	n/a
Roscoe, IL	1,070	1,388	2,079	6,244	10,785	10,983	n/a
Winnebago County, IL	246,623	250,884	252,913	278,418	295,266	285,350	n/a

Source: U.S. Census Bureau, 1970-2020 Census.

*Source: WisDOA 2022 Population Estimates by Municipality

Figure A.2.2: Population Growth Comparison



Source: U.S. Census Bureau, 1970-2020 Census.

POPULATION FORECASTS

Projections are important components of the planning process and provide a guide for decision makers. Since the market has fluctuated over the past 30 years, it is more important to factor in multiple projection scenarios to account for the various outcomes that could occur in the future. Seven different population projection scenarios for the City through the year 2045 were calculated and compared.

These projections were derived using a variety of methodologies:

- **Linear Growth Rate 1990-2022, 2000-2022, 2010-2022.** This set of projections were calculated using the average annual population change over the time period and projecting that rate forward to 2045. The average annual population change for the various time periods ranged from -17 to +45 people annually.
- **Compounded Percentage Rate 1990-2022, 2000-2022, and 2010-2022.** These estimations are determined utilizing the annual average percentage change over the time period and extrapolating that rate forward to 2045. The average annual percentage change for the three time periods ranged from -0.05% to 0.1% annual growth.
- **Department of Administration (WisDOA) Projection.** In 2013, the State Department of Administration forecasted population change for all communities in Wisconsin based on 2010 U.S. Census data. As shown, this data is clearly outdated based on the trends experienced in the City over the last decade and should not be utilized to draw future conclusions on population growth over the next two decades.

Based upon these scenarios (excluding the outdated WI DOA projections), the City’s population is projected to be between 36,365 and 37,833 in the year 2045. For the purposes of this plan, the City will utilize the Compounded Growth scenario from 1990-2022. This population scenario will also be used for housing and land use demand projections later in the plan. While it is certainly possible that the City will not grow to this population or may grow beyond this projection by 2045, a careful approach to land use planning suggests that this plan shows how that amount of growth could be appropriately accommodated. Market conditions, regional growth, and City’s policies will influence the actual rate of population growth.

Figure A.2.3: City of Beloit Population Projections

	2010	2020	2022*	2025	2030	2035	2040	2045
WisDOA Projections	36,966	36,657	36,760	39,020	39,670	39,860	39,590	-
Linear Growth 1990-2022 (1)	36,966	36,657	36,760	36,871	37,057	37,242	37,428	37,613
Linear Growth 2000-2022 (1)	36,966	36,657	36,760	36,894	37,118	37,342	37,566	37,790
Linear Growth 2010-2022 (1)	36,966	36,657	36,760	36,709	36,623	36,537	36,451	36,365
Compounded Growth 1990-2022 (2)	36,966	36,657	36,760	36,875	37,068	37,261	37,456	37,652
Compounded Growth 2000-2022 (2)	36,966	36,657	36,760	36,898	37,130	37,363	37,597	37,833
Compounded Growth 2010-2022 (2)	36,966	36,657	36,760	36,709	36,624	36,539	36,454	36,369

*Source: WisDOA, 2022 Population Estimates.

Source: U.S. Census Bureau, 1990-2020 Census.

1. Extrapolated based on the average annual population change over the given years.
2. Extrapolated based on the average annual percent change over the given years.

DEMOGRAPHIC TRENDS

Demographic data suggests that Beloit’s population is getting slightly older, but not as rapidly as peer communities. Nationally, most communities are experiencing an increasingly aging population with Baby Boomers now reaching retirement age. Beloit also has one of the lowest median ages and highest percent of residents under 18 compared to peer communities. The continued low median age and high rate of children will present both potential opportunities and issues for the City and is considered throughout this plan.

Overall, in 2021, the City had just over 9,277 millennials (age 25-44) and just under 9,433 residents within retirement age (age 55 or older). Compared to peer communities and Rock County, Beloit’s population has one of the smallest percentage of individuals over 65 years of age and has a relatively average percentage of the population under age 18. Individuals between the ages of 25 and 54 make up 36% of the population.

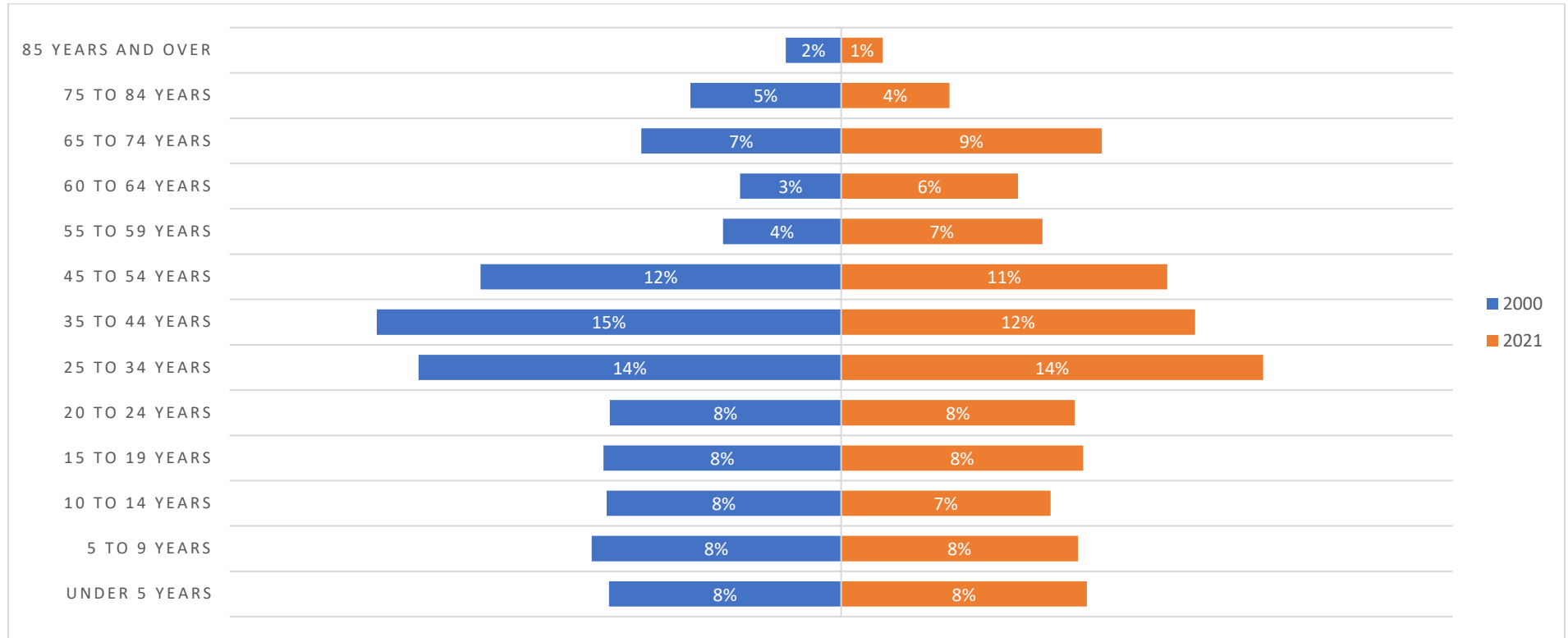
Figure A.2.4: Age Distribution

	Median Age			Percent Under 18			Percent Over 65		
	2000	2010	2021	2000	2010	2021	2000	2010	2021
Beloit, WI	33	33	34	28%	27%	26%	13%	12%	13%
Janesville, WI	36	36	40	26%	27%	23%	13%	13%	17%
Manitowoc, WI	39	41	43	24%	22%	21%	18%	18%	21%
West Bend, WI	35	37	40	26%	24%	22%	15%	16%	18%
Fond du Lac, WI	36	36	37	24%	23%	23%	15%	14%	16%
New Berlin, WI	40	44	47	25%	23%	19%	13%	15%	22%
Town of Beloit, WI	42	46	46	11%	22%	21%	17%	19%	21%
Town of Turtle, WI	42	46	44	12%	22%	23%	13%	17%	16%
Rock County, WI	36	38	40	27%	25%	23%	13%	13%	17%
Wisconsin	36	38	40	26%	24%	22%	13%	13%	17%
South Beloit, IL	33	34	32	27%	29%	27%	14%	11%	11%
Rockton, IL	35	38	41	15%	30%	22%	10%	12%	15%
Roscoe, IL	33	35	35	16%	30%	31%	7%	9%	11%
Winnebago County, IL	36	38	40	26%	25%	24%	13%	13%	18%

*Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

Figure A.2.5: Population Pyramid



*Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates.
 Source: U.S. Census Bureau, 2000-2010 Census.

Many communities throughout Wisconsin have steadily experienced a demographic shift over the past 20 years with an increasingly diverse race and ethnicity makeup. Beloit has also become much more diverse, with only 64% identifying as white in 2021 compared to 76% in 2000. The percentages of the population identifying as Hispanic or Latino or two or more races has increased significantly since 2000. Notably, all other racial population segments have stayed somewhat consistent over this period. The City is cognizant of this shift but must continue to recognize potential barriers to inclusivity and access to the community, increase inclusiveness and reduce barriers to living in the community for people of all socioeconomic statuses, and strive to provide equitable services and representation in local government.

Figure A.2.6: Race and Ethnicity

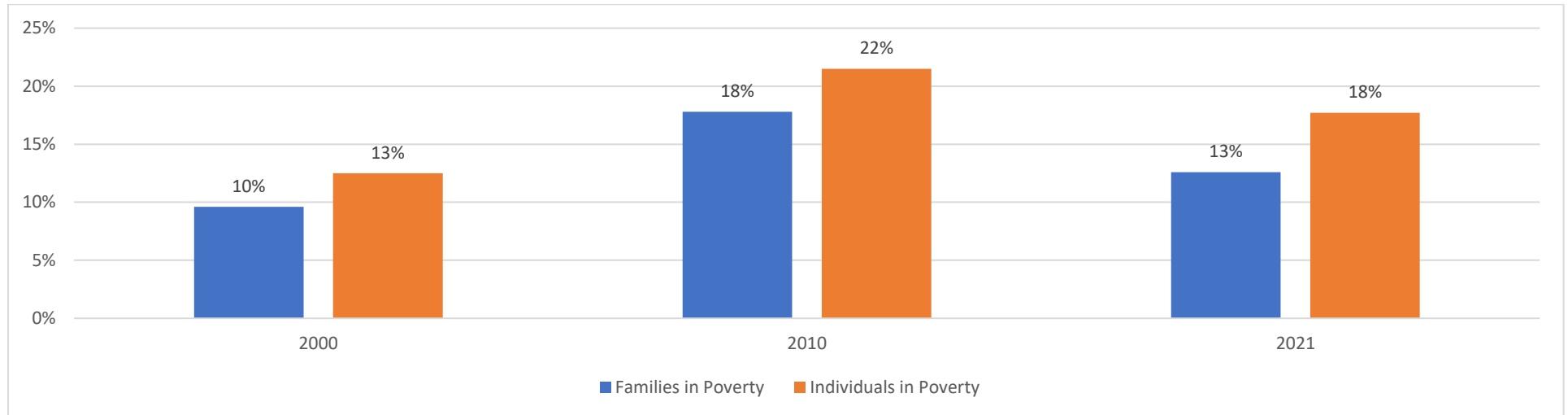
	2000	2010	2020	2021*
Race				
White	75.6%	68.9%	60.0%	63.7%
Black or African American	15.4%	15.1%	14.5%	14.4%
American Indian	0.4%	0.4%	1.0%	0.5%
Asian	1.2%	1.1%	1.6%	1.5%
Hawaiian/Pacific Islander	0.1%	0.0%	0.1%	0.0%
Other	4.6%	10.0%	11.4%	9.9%
Two or More	2.8%	4.4%	11.3%	9.9%
Ethnicity				
Hispanic or Latino	9.0%	17.1%	21.3%	21.1%

*Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

Another trend that the City must be cognizant of over the planning period is both individuals and families in poverty. The 2008 Great Recession played a part in increasing poverty rates for both families and individuals in 2010. However, the rate of both families and individuals in poverty has decreased between 2010-2021. Nationally, poverty has increased over that same time period as the income inequality gap continues to get larger, wages stay stagnant, and student debt rises. It should also be noted that the global COVID-19 pandemic has played a role in increasing this divide and perpetuating the income inequality gap. It will be important for the community to consider these trends when adding or revising services in the future.

Figure A.2.7: Poverty



*Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

PUBLIC HEALTH

In planning and assessing the community’s existing and future service needs, it is crucial to review and compare the public health of the area compared to neighboring counties. Rock County ranks near the bottom of Wisconsin counties in the 2023 Community Health Assessment County Health Rankings (63 out of 72). Additionally, the County Health Assessment offers even greater detail on relevant data in comparison to the state and country overall.

Figure A.2.8: Public Health Context

	Overall Health Outcome Ranking*	Percentage of Adult Obesity	Poor or Fair Health
Rock County, WI	63 of 72	35%	9%
Green County, WI	23 of 72	35%	11%
Walworth County, WI	28 of 72	36%	11%
Jefferson County, WI	15 of 72	36%	11%
Dane County, WI	8 of 72	25%	9%
Wisconsin	n/a	33%	12%

*Health outcomes rankings are a combination of factors including length of life, quality of life, health behaviors, clinical care, social and economic factors, and physical environment.

Source: 2023 County Health Rankings, University of Wisconsin Population Health Institute.

Figure A.2.9: Public Health Context 2

	Adults Aged 20+ Diagnosed With Diabetes*	Leading Cause of Death**	Life Expectancy***
Rock County, WI	9%	Cancer (208.1 per 100,000)	78.2
Green County, WI	8%	Cancer (237.8 per 100,000)	79.8
Walworth County, WI	8%	Heart Disease (204.6 per 100,000)	79.1
Jefferson County, WI	8%	Cancer (196.8 per 100,000)	80.5
Dane County, WI	7%	Cancer (143.8 per 100,000)	81.2
Wisconsin	8%	Heart Disease (201.4 per 100,000)	79.5

*Source: CDC, 2017.

**Source: 2017 Wisconsin Public Health Profiles. Wisconsin Department of Health Services.

***Source: Life Expectancy in Wisconsin 2010-2014. Wisconsin Department of Health Services, 2016.

HOUSEHOLD TRENDS

Average household size is another metric that can be used to evaluate housing needs and preferences, in addition to land use demands in the future. Since 2000, Beloit’s average household size has stayed consistent at 2.5 people per household. This is unique in comparison to similar sized Wisconsin communities, the state, and national trends where average household sizes are declining in part due to the increase in the aging population, people having fewer children and having them later in life, and generational lifestyle preferences.

With stable household sizes and marginal population growth, the total number of housing units in Beloit has slightly increased since 2000. The slow rate of housing unit growth in Beloit differs from peer communities that are seeing much larger growth. This difference in growth compared to peer communities is a key component of the City’s existing issues and future opportunities. As such, this topic is explored in greater detail throughout this Plan, including the Issues and Opportunities, Land Use, and Housing Chapters.

The percentage of owner versus rental occupied units in Beloit has remained consistent over the past two decades. However, with only 58% of units being owner-occupied, Beloit’s figures are much lower than all other compared communities. The results are more rental opportunities in the City and a more balanced housing stock, at least in terms of occupancy types.

In terms of housing tenure, homeowners in Beloit tend to live in their unit longer than renters. Over 34% of owners have lived in their homes for over 20 years, compared to only 5% of renters. In contrast, over 63% of renters moved into their unit after 2015, compared to only 28% of owners during that same period. This is a common trend found across Wisconsin where residents typically stay in their home and community longer within owner-occupied units. These figures also point to the need to turnover the existing housing stock. In particular, that nearly 25% of all homeowners are over the age of 65 and 34% of total owner-occupied units are made up residents who moved in over 20 years ago.

The median value of owner-occupied housing units increased from \$68,200 in 2000 to \$102,100 in 2021, representing an average annual increase of 2.4%. While the increase in housing values provides the City with the benefits of having a strong residential tax base, the cost of housing for both homeowners and renters has also increased over the past two decades, while wages have continued to stagnate. Households are continuing to have to spend a higher percentage of their income on housing, creating significant affordability issues and creating barriers to homeownership for entry-level buyers. Despite the increased costs affecting all comparable communities, Beloit’s housing stock continues to be more affordable than other comparable communities.

Figure A.2.10: Housing Units and Households Comparison

	Total Housing Units			Total Households		
	2000	2010	2021*	2000	2010	2021*
Beloit, WI	14,253	15,177	14,635	13,424	13,781	13,677
Janesville, WI	25,072	27,996	28,692	24,009	25,828	27,743
Manitowoc, WI	14,991	15,955	16,266	14,165	14,623	14,874
West Bend, WI	11,912	13,546	14,381	11,366	12,769	14,044
Fond du Lac, WI	17,570	19,181	19,859	16,676	17,942	18,220
New Berlin, WI	14,939	16,829	17,677	14,499	16,292	17,341
Town of Beloit, WI	2,949	3,307	3,235	2,814	3,119	2,943
Town of Turtle, WI	990	1,002	941	957	956	923
Rock County, WI	62,187	68,422	69,841	58,674	62,905	66,030
Wisconsin	2,321,144	2,624,358	2,718,369	2,086,304	2,279,768	2,401,818
South Beloit, IL	2,282	3,385	3,465	2,193	3,008	3,197
Rockton, IL	2,008	2,971	3,097	1,930	2,850	3,007
Roscoe, IL	2,277	4,172	4,049	2,211	3,868	3,884
Winnebago County, IL	114,404	125,965	125,111	107,966	115,501	115,240

*Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

Figure A.2.11: Household Size and Housing Ownership Comparison

	Average Household Size			Percent Owner-Occupied Housing Units		
	2000	2010	2021*	2000	2010	2021*
Beloit, WI	2.55	2.57	2.56	62%	66%	58%
Janesville, WI	2.43	2.43	2.33	68%	71%	66%
Manitowoc, WI	2.33	2.24	2.24	68%	67%	65%
West Bend, WI	2.44	2.39	2.22	62%	64%	66%
Fond du Lac, WI	2.37	2.28	2.31	62%	59%	59%
New Berlin, WI	2.63	2.42	2.31	82%	80%	76%
Town of Beloit, WI	2.50	2.46	2.63	85%	82%	78%
Town of Turtle, WI	2.55	2.48	2.60	90%	88%	83%
Rock County, WI	2.54	2.50	2.44	72%	74%	69%
Wisconsin	2.50	2.43	2.39	69%	70%	67%
South Beloit, IL	2.35	2.83	2.46	67%	77%	73%
Rockton, IL	2.72	2.68	2.67	79%	81%	81%
Roscoe, IL	2.82	2.79	2.85	73%	72%	73%
Winnebago County, IL	2.53	2.52	2.44	70%	70%	66%

*Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

Figure A.2.12: Housing Costs Comparison

	Median Gross Rent			Median Monthly Owner-Occupied Costs (with a mortgage)			Median Value of Owner-Occupied Units		
	2000	2010	2021*	2000	2010	2021*	2000	2010	2021*
Beloit, WI	\$509	\$679	\$852	\$763	\$1,049	\$1,082	\$68,200	\$89,800	\$102,100
Janesville, WI	\$567	\$711	\$912	\$970	\$1,312	\$1,264	\$100,000	\$134,800	\$160,300
Manitowoc, WI	\$430	\$548	\$690	\$834	\$1,057	\$1,038	\$86,000	\$108,600	\$115,600
West Bend, WI	\$603	\$753	\$918	\$1,171	\$1,532	\$1,510	\$132,500	\$180,000	\$191,300
Fond du Lac, WI	\$507	\$632	\$792	\$899	\$1,201	\$1,208	\$91,200	\$122,900	\$130,200
New Berlin, WI	\$830	\$980	\$1,302	\$1,385	\$1,823	\$1,892	\$162,100	\$246,300	\$282,300
Town of Beloit, WI	\$538	\$775	\$951	\$886	\$1,327	\$1,228	\$102,000	\$137,800	\$160,500
Town of Turtle, WI	\$652	\$764	\$756	\$1,118	\$1,334	\$1,394	\$115,900	\$161,100	\$190,000
Rock County, WI	\$543	\$698	\$892	\$949	\$1,315	\$1,324	\$98,200	\$138,000	\$165,800
Wisconsin	\$540	\$713	\$916	\$1,024	\$1,433	\$1,491	\$112,200	\$169,000	\$200,400
South Beloit, IL	\$505	\$711	\$846	\$857	\$1,314	\$1,253	\$86,200	\$128,500	\$128,400
Rockton, IL	\$589	\$615	\$717	\$1,172	\$1,562	\$1,570	\$120,500	\$169,000	\$189,900
Roscoe, IL	\$700	\$905	\$1,227	\$1,195	\$1,524	\$1,563	\$119,600	\$168,800	\$181,100
Winnebago County, IL	\$514	\$675	\$865	\$978	\$1,272	\$1,243	\$91,900	\$128,100	\$125,900

*Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

Figure A.2.13: Owner/Renter Status in 2021

	Occupied Units		Owner		Renter	
2019 or later	1,018	7%	361	5%	657	12%
2015-2018	4,726	35%	1,824	23%	2,902	51%
2010-2014	2,418	18%	1,207	15%	1,211	21%
2000-2009	2,566	19%	1,910	24%	656	12%
1990-1999	1,420	10%	1,243	16%	177	3%
1989 or earlier	1,529	11%	1,443	18%	86	2%
Total	13,677	100%	7,988	100%	5,689	100%

Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates.

Figure A.2.14: Age of Head of Household in 2021

	Occupied Units	Percent	Owner	Percent	Renter	Percent
Under 35	2,883	21%	1,075	13%	1,808	32%
25 to 34	2,229	16%	899	11%	1,330	23%
35 to 44	2,427	18%	1,359	17%	1,068	19%
45 to 54	2,104	15%	1,321	17%	783	14%
55 to 59	1,632	12%	908	11%	724	13%
60 to 64	1,307	10%	906	11%	401	7%
65 to 74	2,132	16%	1,513	19%	619	11%
75 to 84	875	6%	676	8%	199	3%
Over 85	317	2%	230	3%	87	2%
Total	13,677	100%	7,988	100%	5,689	100%

Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates.

HOUSEHOLD PROJECTIONS

For planning purposes, the number of households is used to estimate demand of additional dwelling units. If household size decreases, the number of households (and hence housing units) can be expected to increase for a given population. Changes in household composition will also influence the level of demand for various types of housing units such as housing suitable seniors or for families with children. Trends indicate that there will be a continued need for a range of household types for various ages, incomes, and lifestyles.

The number of projected households for Beloit through the year 2045 was calculated using the population projection numbers used above, in addition to a customized household size projection over the next 20 years. This plan assumes that the City’s 2020 household size figure will remain pretty much the same over the planning period. This attempts to balance the WisDOA’s projected household size decline for the City with the population change the City experienced over the previous 20 years (2000-2020) and some anticipated growth that the community could experience in the future. As with the population projections, multiple projections were calculated using different methods and years to provide a range of potential household totals.

Based on this series of projections, in 2045, the City could have a total of approximately between 14,261 to 14,836 households, or 193 to 798 more households than in 2020. For the purposes of consistency, the chosen household projection method was the Compounded Growth projection between 1990-2022, the same method chosen for the City’s population projections. This calculation method estimates that there will be approximately 14,765 total households in 2045, or nearly 697 more than there were in 2020.

Figure A.2.15: Projected Number of Households

	2010*	2020*	2025	2030	2035	2040	2045	2020-2030	2020-2045
Linear Growth 1990-2022(1)	13,781	14,068	14,403	14,532	14,605	14,678	14,750	855	682
Linear Growth 2000-2022(1)	13,781	14,068	14,412	14,556	14,644	14,732	14,820	488	752
Linear Growth 2010-2022(1)	13,781	14,068	14,339	14,362	14,328	14,295	14,261	294	193
Compounded Growth 1990-2022(2)	13,781	14,068	14,404	14,536	14,612	14,689	14,765	468	697
Compounded Growth 2000-2022(2)	13,781	14,068	14,413	14,561	14,652	14,744	14,836	493	768
Compounded Growth 2010-2022(2)	13,781	14,068	14,339	14,362	14,329	14,296	14,262	294	194
Projected Household Size**	2.57	2.56	2.56	2.55	2.55	2.55	2.55	-	-

*Source: U.S. Census Bureau, 2010-2020 Census

**Source: Wisconsin DOA, Estimated Household Size in conjunction with a customized value was projected to continue over the planning period to balance the WisDOA’s projected household size decline for Beloit over the next 20 years and the City’s actual stable household size experienced over the past 20 years.

1. Extrapolated based on the average annual population change over the given years.
2. Extrapolated based on the average annual percent change over the given years.

The City’s housing unit mix has remained relatively the same over the past 20 years. Single-family units have continued to be the largest percentage of overall housing units in Beloit, staying around 75% between 2000-2021. Two-family units have decreased as a percentage of the overall housing stock while multi-family units have increased by 4% over the past two decades. Like many communities, Beloit did not see much new construction in the aftermath of the Great Recession, but that has recovered in recent years. Overall, there have been over 646 new units constructed since 2010, with a majority of those being built after 2017.

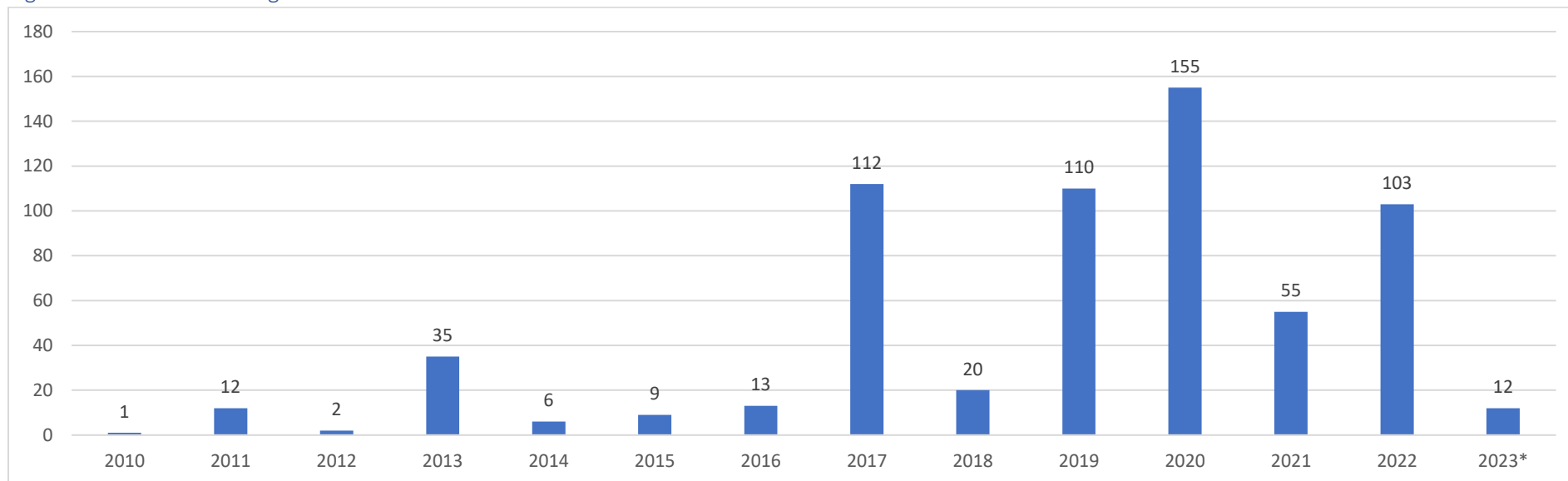
Figure A.2.16: Percentage of Total Housing Units

	2000	2010	2021*
Single Family	76%	76%	75%
Two Family	10%	6%	7%
Multi-Family	13%	17%	17%

*Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

Figure A.2.17: New Housing Units Constructed



Source: City of Beloit, 2023

*2023 new housing units are counted through 10/24/2023

Due to a multitude of factors, housing affordability is one of the most prominent issues of our time. This is a result of a combination of recent factors, including the Great Recession and slow economic recovery, changing personal preferences, shifting demographics, tightened lending practices, lack of developers, and overall financial feasibility of building new housing in many areas of the country. In addition, generations of housing policy at the state and federal level have created a system wherein home ownership is emphasized as the primary wealth accumulation tool for most households, resulting in investment flowing into housing to create returns on investment through rapidly rising housing prices, driving prices higher at a far greater rate than growth in wages. Further, land use policies such as zoning have constrained the location and type of new housing, reducing the available supply and reinforcing the increase in prices. Compounding this trend, transportation policies have subsidized travel, and combined with local zoning choices and development priorities, created land use patterns that separate centers of employment and services from housing, forcing many people to seek housing further away from work and services in arrangements that require significant car travel, increasing household cost and time requirements.

As a result, the number of households across the country that are cost burdened is on the rise. Cost burdened is defined as spending over 30% of a household’s total income on housing costs. Households spending greater than 30% often have trouble paying for essentials, transportation, and have a greater chance of financial insecurity. The rate of cost burdened households in Beloit is higher than both Rock County and Wisconsin overall. In Beloit, 32% of households are cost burdened and 14% spend over 50% of their income on housing.

Figure A.2.18: Cost Burdened Households

	City of Beloit	Rock County	Wisconsin
Cost Burden <=30%	67%	74%	74%
Cost Burden >30% to <=50%	18%	15%	14%
Cost Burden >50%	14%	10%	11%

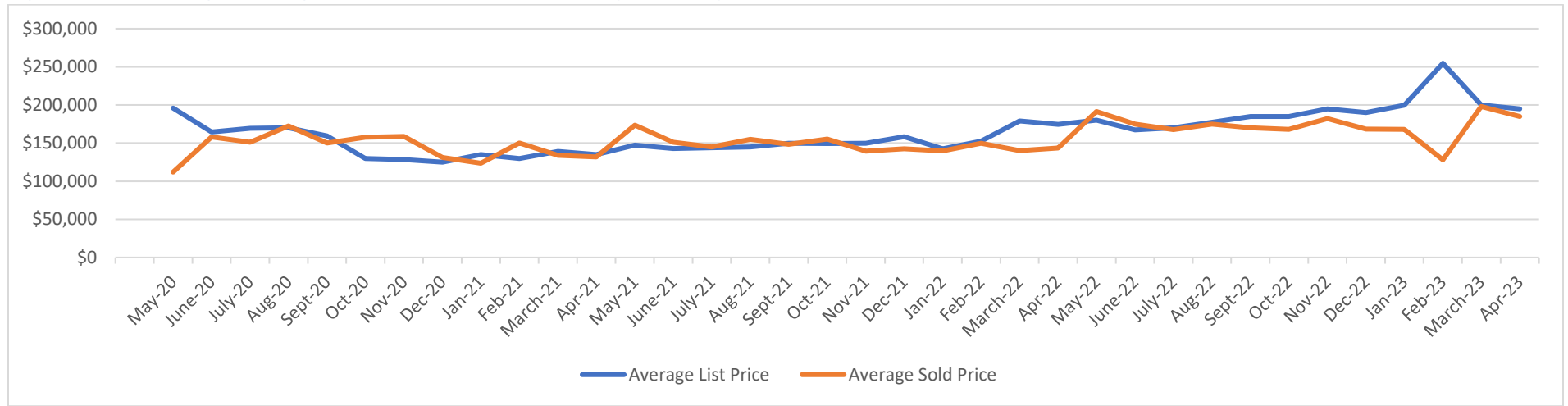
Source: U.S. HUD 2020 CHAS data calculated using ACS 2015-21

Since the economic disruption of the COVID-19 Pandemic beginning in 2020, the housing market has experienced significant changes, with strong competition for limited available housing stock driving up the price of housing rapidly. This has created a significant lack of housing that is affordable for the majority of residents, creating a barrier to homeownership that will need to be addressed through the provision of a wider variety of housing types and solutions that decrease the cost of housing. The best practice standard recommended by HUD for affordability in ownership is 3 times household income. Using this standard, a City resident making the Rock County area median income (AMI) of \$89,200 would be able to afford a house worth \$267,600 before becoming cost burdened. Within the City, over 67% of households make less than this amount, meaning that a house valued at \$267,600 is well above the affordability level of almost two-thirds of the community.

In May of 2020, the average sales price of homes within the City was \$112,000. By April 2023, the average sales price was \$185,000, an increase of nearly \$73,000 (representing a 65% housing value increase over the 3-year timeframe). The average sale price during that time period was \$155,278. The capacity of the City to support and encourage the development of more housing options and more affordable housing formats and models will be instrumental in addressing these affordability challenges.

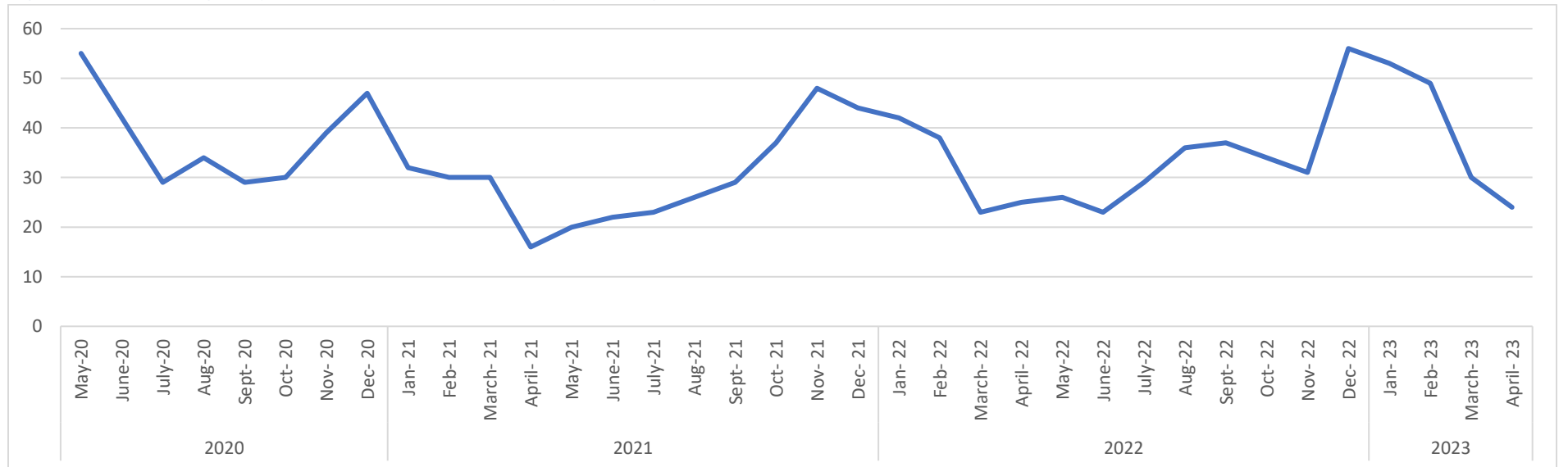
The average home for sale in Beloit was on the market for 34 days between May 2020 and April 2023. Houses tend to have a longer time on the market in the winter months and a shorter time in the summer months. The shortest average recorded during that period was April 2021 with an average of 16 days on the market. That average has increased to 24 days on the market in April 2023. This reflects national trends in the housing market and demonstrates continued strong housing demand in Beloit.

Figure A.2.19: Average Housing List & Sales Prices Between May 2020 – April 2023



Source: Realtor.com, Real Estate & Homes Data for the City of Beloit, WI.

Figure A.2.20: Average Days on the Market Between May 2020 – April 2023



Source: Realtor.com, Real Estate & Homes Data for the City of Beloit, WI.

Figure A.2.21: Owner-Occupied Housing Costs

Value of Owner-Occupied Housing Units	Number of Units in that Price Range	Percentage of Units in that Price Range
Less than \$50,000	812	10%
\$50,000 to \$99,999	3,091	39%
\$100,000 to \$149,999	1,713	21%
\$150,000 to \$199,999	1,326	17%
\$200,000 to \$299,999	709	9%
\$300,000 to \$499,999	254	3%
\$500,000 to \$999,999	18	0.2%
\$1,000,000 or more	65	0.8%
Total	7,988	100%

Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates.

Figure A.2.22: Affordable Housing Price Points in Rock County

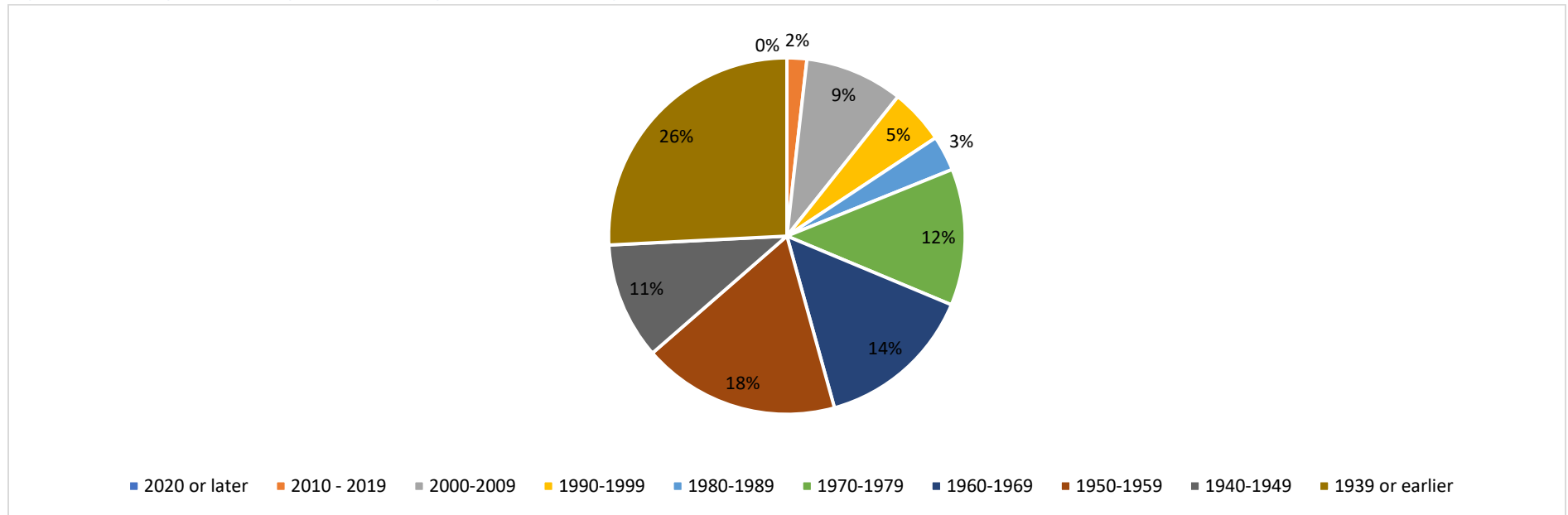
Rock County (2023)				
Median Family Income	\$89,200			
Median Affordable Home Price	\$267,600			
	Persons Per Household			
Incomes	1	2	3	4
Low income (80% of AMI)	\$48,350	\$55,250	\$62,150	\$69,050
Very low income (50% of AMI)	\$30,250	\$34,550	\$38,850	\$43,150
Extremely low income (30% of AMI)	\$18,150	\$20,750	\$24,860	\$30,000
Affordable Home Prices	1	2	3	4
Low income (80% of AMI)	\$145,050	\$165,750	\$186,450	\$207,150
Very low income (50% of AMI)	\$90,750	\$103,650	\$116,550	\$129,450
Extremely low income (30% of AMI)	\$54,450	\$62,250	\$74,580	\$90,000

Source: U.S. HUD, 2023. Affordable home prices use an annual income multiplier of 3 (best practice debt to income ratio).

Over 89% of Beloit’s housing stock was built before the year 2000, and the past decade has seen very little new housing construction. According to the latest census figures, only 2% of the housing stock was built between 2010-2021. This presents opportunities in the revitalization of older neighborhoods and challenges in attracting new development. The data provided below includes the estimated age of dwellings up to 2021, the most recent data available from the Census Bureau. There have been 115 new dwellings permitted in the City since 2021.

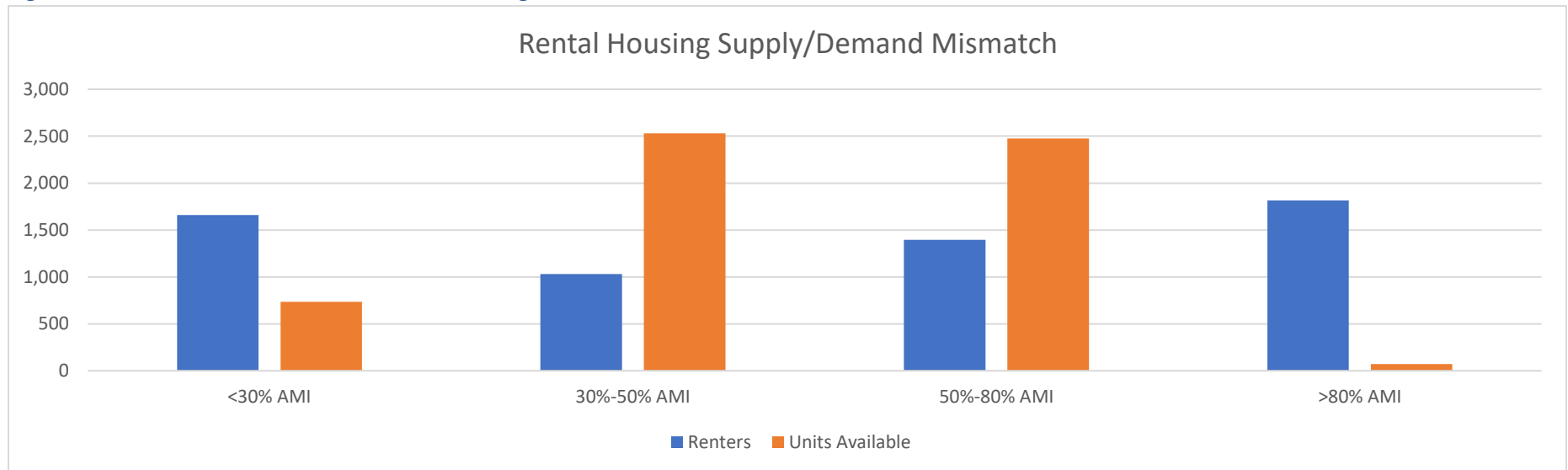
The U.S Department of Housing and Urban Development calculates the number of rental housing units available at each Area Median Income (AMI) level and the number of renters that can afford a unit at that income level. Figure A.2.24 compares these two figures to determine the supply gap at each level of income. Beloit shows a significant supply gap of rental housing available for renters making below 30% of AMI and those making above 80% AMI. It is expected that the supply gap for individuals at the top of the income range means that many renters in Beloit are likely renting more affordable units. This squeezes the number of units available for individuals making 30%-80% AMI. The shortage of units for those making below 30% of AMI means that the poorest renters in the City are spending more than 30% of their income on housing. This is supported by the high levels of cost burden for Beloit residents shown in Figure A.2.18.

Figure A.2.23: Age of Housing as a Percentage of Total Housing Stock



Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates.

Figure A.2.24: Income Distribution of Rental Housing Stock



Source: U.S. HUD 2020 CHAS data calculated using ACS 2015-21

CHAPTER 3: LIVABILITY, SUSTAINABILITY, AND HEALTH

BRIEF HISTORY OF БЕЛОИТ

The City of Beloit and the entire region were once home to the Mound Builders and Winnebago Native American tribes. A French fur trader who had a good reputation with the Native Americans, Joseph Thibeau, settled at the southwestern corner of present-day State Street and Shirland Avenue. Thibeau sold Caleb Blodgett, Beloit’s first permanent settler, “three looks” of land, which marked Beloit’s beginning as a village.

With the arrival of the New England Immigrating Company in 1836, the future of the fledgling community was assured. This group came from Colebrook, New Hampshire, led by Dr. Horace White. They bought land from Caleb Blodgett, started developing it, and soon family and friends were moving to the area.

Until the year 1857, Beloit was known as Blodgett’s settlement. Later it was called New Albany, but a citizen committee soon renamed it as Beloit. Although the exact history remains disputed, it seems that the name Beloit was coined from a French word balotte, meaning “handsome ground.” The current spelling was then fashioned after Detroit, Michigan, which the community saw as a great symbol of trade and growth.

The Beloit township government was formed in 1842. Beloit was established as a village on February 24, 1846, two years before Wisconsin achieved statehood. Beloit College was founded in the same year. Beloit was officially incorporated as a city by the State of Wisconsin on March 31, 1856.

Beloit has always been a community welcoming of different cultural, ethnic, and racial heritages. The first African Americans living in Beloit were Emmanuel Craig, a coachman, and his family, who arrived in the mid-1830s. African Americans arrived in large numbers from America’s south in the middle part of the 20th Century, attracted by the growing number of good-paying industrial jobs. An oral history of the African American community in Beloit is available at the Historical Society. More recently, other minority groups have contributed to Beloit’s culture, including the Hispanic community.

Preservation of historic and cultural resources fosters a sense of pride, improves quality of life, and provides an important social and cultural continuity between the past, present, and future. The following sections describe the significant historic and archeological resources in the City of Beloit

HISTORIC SITES AND RESOURCES

Founded in 1910, the Beloit Historical Society seeks to contribute to an understanding and appreciation of the community’s history. The Society operates one site, the Lincoln Center, which houses its offices, exhibits, and collections.

The Wisconsin Historical Society’s Architecture and History Inventory (AHI) contains data on a wide range of historic properties throughout the state – such as round barns, cast iron bridges, commercial buildings, schoolhouses, and turn-of-the-century homes – that create Wisconsin’s distinct cultural landscape. The AHI identifies 2,065 documented structures in the City of Beloit. While there are several unique properties like the Beloit Water Tower and Fairbanks Flats, this list is mainly comprised of churches and residences.

There are 29 Individual Historic Landmarks and 3 Historic Districts on the National Historic Registry. Additionally, there are 4 Historic Districts on the State Registry and 321 Locally Landmarked properties in the City. Historic properties in the City include the Hanchett-Bartlett Homestead, the Bluff Street Historic District, and the Church of St. Thomas the Apostle. The three main four districts are described as follows:

- The Bluff Street Historic District represents one of Beloit’s oldest residential neighborhoods, dating back to the 1840’s. A vast majority of Beloit’s early commerce leaders and working-class citizens chose this area on the western bluffs of the Rock River to settle and build their homes. This district includes properties along Bluff Street from Shirland Avenue north to Merrill Street. The majority of the homes in this district were constructed before 1900 with the Lanthrop-Munn House and the Selvy Blodgett House listed on the National Register of Historic Places. Both are examples of the Greek Revival style.

- The Merrill Street Historic District consists of four homes in the 100 block of Merrill Street built in the late nineteenth century, commonly referred to as the “Brasstown Cottages”. The homes were originally constructed using the same floor plan. The “T-Plan” design is two rooms wide and three rooms deep. The homes originally served as residences for some of Beloit’s early factory workers and showcase one of the City’s earliest working-class neighborhoods.
- The College Park Historic District is particularly significant because it is part of Caleb Blodgett's claim. The district is bounded by Clary Street to the north, Grand Avenue to the south, Pleasant Street to the west, and Wisconsin Avenue to the east. The district is part of the Hopkins Survey of 1840, the first plat of Beloit. The areas residential and institutional structures have numerous examples of architectural styles popular in the late nineteenth and early twentieth centuries. The neighborhood has several examples of homes built in the Prairie School architectural style. Although the earliest settlers of the district were those associated with Beloit College, the neighborhood grew to include a varied demography of Beloit’s citizens. The core elements that contributed to the development of the district are Beloit College, Horace White Park, which was patterned after a New England town square, and the residences of Beloit's early settlers. These elements merge to form a cohesive unit representing the cultural, architectural, and historical elements unique to this district.
- The Milwaukee and Emerson Residential Historic District was added in 2019, containing 152 contributing structures. It is still under review for the National Registry. Its development began with the construction of assorted farmhouses and individual homes at the eastern edge of Beloit in the late nineteenth century and continued through a period of rapid suburban development during the first four decades of the twentieth century. This trend continued until the 1960s with many of the homes in the neighborhood being occupied by the socio-economic elite of the industrial city. Representative of prevailing residential architectural styles of the period, Queen Anne, Prairie, Craftsman, Colonial Revival, Tudor Revival, Georgian Revival, Dutch Colonial Revival, Contemporary, Ranch, and other styles are common and often demonstrate high levels of integrity and quality. The buildings within the Milwaukee and Emerson Residential Historic District are well preserved and have much of the same appearance today as they would have when they were originally constructed.

ARCHEOLOGICAL SITES

There are many archeological sites within the City of Beloit designated by the Wisconsin State Historical Society. These sites include cemeteries/burial sites, effigy mounds, and campsites/villages. All human burial sites, including cemeteries and Native American mounds, are protected under State law. The National Historic Preservation Act of 1966 requires federal agencies to ensure that their actions do not adversely affect archeological sites on or eligible for listing on the National Register of Historic Places. Archeological sites can be protected during the course of state agency activities if the sites have been recorded with the Office of the State Archeologist. To protect the sites and landowner rights, the locations of archaeological sites are exempt from public disclosure. Landowners can request information on sites on their property by contacting the Office of the State Archaeologist.

Under Wisconsin law, Native American burial mounds, unmarked burials, and all marked and unmarked cemeteries are protected from encroachment by any type of development. Many of these sites are located on private land and may not be viewed by the general public.

LIVABILITY COMPONENTS

Modern day Beloit distinguishes itself by providing a high quality of life to its residents. Some of these attributes include:

Organizations, Schools, and Community Spaces

Beloit has a number of community organizations, schools, and community spaces that provide a wide range of services to the community. A few of the many community organizations in Beloit include the Beloit Lions Club, Rotary Club of Beloit, Beloit VFW, Knights of Columbus, Roy Chapman Andrews Society, Stateline Boys & Girls Club, and others. Beloit Schools provide high-quality education within the community and can be instrumental in attracting new residents to the City. Educational institutions in the City include Beloit School District, Beloit College, Lincoln Academy, Our Lady of the Assumption, and Rock County Christian. Community spaces in Beloit include the Beloit Public Library, Grinnell Hall Senior Center, Beloit Area Historical Society, Krueger Pool, Krueger-Haskell Golf Course, and others. Additionally, Beloit features 37 different parks and conservancy areas and 925 acres of parks and open space that provide a wide variety of

recreational opportunities. Beloit has continued to enhance these parks with new and improved amenities including 16 buildings, 15 picnic shelters, 24 playgrounds, and over 12 athletic ball fields.

Community Events

There are a number of events in Beloit held all year round. These events would not be possible without the organizations and local volunteers that return year after year to bring these incredible events to Beloit. These events, many of which have reoccurred for many years, demonstrate a strong sense of community and civic pride. A few notable events include Winterfest, Beloit International Film Festival (BIFF), Downtown Beloit Farmers Market, Octoberfest, ArtWalk, Juneteenth, Fridays in the Park, Music at Harry's Place and Holidazzle. A complete listing of community events can be found on the Visit Beloit and Downtown Beloit Association websites.

Public Art

Beloit has several public sculptures and other public art. These pieces demonstrate the artistic ingenuity of Beloit citizens and the community support for the arts. Notable art pieces include Celebration, Wood Family Fishing Bridge, Forged on the Rock, Confluence, Source, The Landing, SLU the Turtle, and Turtle Geoglyph.

Theatre and Performing Arts

Beloit has a strong theatre and performing arts scene, with a number of organizations in the community that provide a space for budding actors to practice their art and for community members to experience theatre. The organizations range from groups that have been in Beloit for over 50 years and others that are just starting, providing a range of experiences for community members and visitors. Notable organizations include Beloit Art Center, Beloit Civic Theatre, and the Neese Performing Arts Center.

Attractions and Museums

Beloit has a variety of attractions and museums that attract visitors and locals by providing free or low-cost entertainment. These range from historical attractions that showcase Beloit's deep history, fine art, and sporting events. Beloit features a strong sense of community and a willingness to try new things. Together with these attractions, these play a key role in driving the community forward in an ambitious, but community-centered way. Notable examples include the Beloit Historical Society Lincoln Center, Logan Museum of Anthropology, Wright Museum of Fine Art, Stone Water Tower and Water Works Pump House, Beloit Sky Carp, Beloit College Campus, Gallery ABBA, and Beloit College Poetry Garden.

ONGOING SUSTAINABILITY INITIATIVES

Beloit has demonstrated a strong commitment to advanced community sustainability by participating in the following programs and initiatives:

Committing to Natural Resource Preservation and Redevelopment

The City has established a commitment toward improving the efficiency of the built environment and preserving the natural environment. In 2007, the Beloit City Council unanimously approved a resolution adopting the Eco-Municipality Sustainable Guidelines. Those guidelines are: reducing dependence upon fossil fuels, reducing dependency on chemical and other manufactured substances that can accumulate in nature, reducing dependence on activities that harm life-sustaining ecosystems, and meeting the hierarchy of present and future human needs fairly and efficiently. Sustainability is one of the underpinning goals of The City of Beloit's strategic plan, and Beloit participates in the Green Tier Legacy Community program, as described in more detail below.

This commitment can be seen in the continued protection of environmental corridors throughout the City's parks and recreation system, encouraging more efficient development patterns, and through implementing more stringent stormwater management standards. Additionally, the City endeavors to continue incorporating mixed-use development, connections to natural resources, public open space improvements, and sustainable building practices. Lastly, the city hosted a sustainability forum in 2022 to discuss sustainability initiatives in the community.

Promoting Non-Automobile Transportation

Beloit continues to enhance multi-modal transportation options through planning and direct capital improvement. This includes collaboration with the Staseline Area Transportation Study (SLATS) Metropolitan Planning Organization (MPO) on public transit, bicycle and pedestrian network planning and investments. The City has also directly invested in sidewalk enhancements, multimodal pathways and corridor and intersection safety improvements to improve the pedestrian and bicyclist experience. The City also continues to implement path improvements identified in the Open Space and Recreation Plan.

CLIMATE DATA AND PLANS

Local Climate Action Plans

The City of Beloit became a Green Tier Legacy Community in 2021. Wisconsin's Green Tier Legacy Communities, a program through the WI Dept of Natural Resources, highlights local government leaders preparing for the future and building sustainable and resilient communities. The Green Tier Legacy Communities (GTLCC) network advances sustainable, efficient practices to stretch local government resources. It involves annual reporting on metrics related to energy and emission, transportation systems, land use, water quality and conservation, solid waste, and health and equity.

Beloit does not have a dedicated local climate action plan. However, sustainability is incorporated into many existing plans, as evidenced by the Green Tier Legacy Community annual reports, the Long-Range Transportation Plan, Strategic Plan, and other individual department efforts.

Wisconsin's Changing Climate Assessment Report (2022)

The Wisconsin Initiative on Climate Change Impacts (WICCI) partnered with the University of Wisconsin-Madison and Wisconsin Department of Natural Resources to produce the Changing Climate Assessment Report for 2021. By Executive Order of the Governor, the WICCI was tasked with updating its previous report completed in 2011. New data showed that statewide temperatures are rising, rain and snow amounts are increasing, and extreme storms are becoming more frequent. Below are several of the report's key findings:

- Wisconsin's average daily temperature has become three degrees Fahrenheit warmer since the 1950's.
- The previous two decades were the warmest on record and the past decade was the wettest. Average precipitation has increased 17% (about 5 inches) since 1950.
- Very extreme precipitation events will increase in frequency in the future causing immense impacts around the state.

This report documents data sets gathered from around the state by over fifty different scientists and covers impacts to air, land, water, people, and the built environment. Each section outlines solutions for mitigating further impacts and adapting to these changes. Many of the recommended strategies and solutions of the Changing Climate Assessment Report align with those of this plan as Beloit and the greater Rock County region advance their collective effort toward climate adaptation and resiliency.

U.S. Climate Resilience Toolkit

[The U.S. Climate Resilience Toolkit](#), a resource developed by the National Oceanic and Atmospheric Administration (NOAA) in partnership with several other federal agencies, provides tools, information, and research from federal government entities to help communities build climate resilience. Utilizing data and information from the U.S. Census Bureau, Esri, FEMA, and the NOAA, the Climate Resilience Toolkit summarizes key climate hazard indicators and analyzes the potential climate risk that communities may face in the coming decades. Key highlights from data analysis at the Census level for the City of Beloit include:

- A National Risk Index Rating of "Relatively Moderate" throughout the Census Tracts that make up the City of Beloit for the risk of a Heat Wave. The average amount of days per year with a maximum temperature of greater than 90 degrees between 1976 – 2005 was 12 days. It is projected that by 2070, a scenario with lower emission levels will result in an average of 48 days with temperatures over 90 degrees. In a scenario with higher emission levels, it is projected that there will be an average of 77 days per year with temperatures over 90 degrees.

- A “Very Low” National Risk Index Rating for drought, with total precipitation between 1976 – 2005 averaging 33” of rain per year and a projected increase of 2”-3” of rain annually through 2070 for a total of 35” (lower emissions scenario) or 36” (higher emissions scenario) of rain.
- An overall National Risk Index Rating for wildfires of “No Rating” due to the incredibly low risk of wildfire in the community. There is only a minor increase of between 3 -6 more days without rain (lower emissions scenario and higher emissions scenario, respectively) than the average of 192 between 1976-2005.
- A rating of “Relatively Low” rating for the risk of flooding in the Census Tracts that make up the City of Beloit, with the same levels of increased precipitation as listed for the risk of drought above. Approximately 26% of the Census Tracts are in a 100-year flood zone and almost 11% are in a 500-year flood zone.

City of Beloit Heat Island Severity

Reducing the urban heat island effect is an initiative that has a significant impact on both the daily lives of residents and on the overall sustainability of a developed community. “Urban heat islands” are a consequence of urban development that occurs when cities replace natural land cover with dense concentrations of pavement, buildings, and other surfaces that absorb and retain heat. This effect raises temperatures in areas of communities that feature areas with significant amounts of hardscape that are not balanced with sufficient tree coverage and other greenery. The effect of urban heat islands increases energy costs for cooling buildings and can increase the risk of heat-related illness and mortality.

As climate change leads to more frequent, more severe, and longer heat waves during summer months, residents could experience increasingly uncomfortable conditions, and communities may experience reduced tourism and activity in summer months. Extreme heat events often affect the most socioeconomically vulnerable populations within communities first, as well as the very young and the elderly population. Areas lacking appropriate investment in public sphere-enhancing improvements such as street trees, landscaped and vegetative buffer strips, and green areas will experience the worst of the urban heat island effect.

In Beloit, areas with an average temperature higher than the City’s average temperature overall likely include the regions with the most pavement and hardscaping. These include the most intensely developed areas of the community such as Milwaukee Road, downtown, and some portions of existing older residential neighborhoods throughout the City. Specific locations and impacts would need to be verified through a defined climate planning process.

Trees, green roofs, and the installation of vegetation throughout a community can help reduce the urban heat island affect by shading building surfaces, deflecting radiation from the sun, and releasing moisture into the atmosphere. This helps create a cooling effect that can mitigate or entirely curb the negative effects of urban development.

The City can assess the impact of the heat island effect on the community’s vulnerable populations and inform the siting of new public infrastructure and facilities that can help mitigate its effects through a climate planning process. Strategies to reduce the urban heat island affect include:

- Building green infrastructure improvement into regular street upgrades and capital improvement projects
- Planting trees and other vegetation – even the integration of small green infrastructure and vegetation into grassy or barren areas, vacant lots, and street rights-of-way can collectively make an impact.
- Utilize native plantings, drought-tolerant shade trees, and small shrubs, grasses, and groundcover in City projects, and encourage their integration into private development projects.
- Add trees in or around roadside planters and other green infiltration-based facilities to boost roadside cooling and shading, especially downtown.
- Develop and consistently update a tree canopy assessment to help the City use trees to address urban heat and stormwater management.
- Incorporate green roofs into City facilities and encourage their installation in private development. Green roofs provide direct and ambient cooling effects, improve air quality, absorb pollutants, and aid in water filtration, retention, and purification. Consider developing a tax credit incentive for the installation of green roofs.

Wisconsin Clean Energy Plan (2022)

Authored by the Wisconsin Office of Sustainability & Clean Energy (OSCE) in collaboration with state agencies, local governments, native nations, frontline communities, NGO's, utility companies, and industry representatives, The Wisconsin Clean Energy Plan was developed to move the state towards the achievement of a clean energy economy and sustainable state for future generations.

As the State's first such initiative, the Clean Energy Plan represents a major step in advancing sustainability and climate action goals at the state, regional, and local levels to mitigate the effects of climate change. The plan advocates for transportation, workforce development, policy, and sustainable climate action strategies that reduce carbon emissions in the short and long-term by supporting and bolstering clean energy opportunities. Informed by the core values of environmental justice, social and economic equity, and collective action, the Clean Energy Plan achieves the objectives of:

- Putting Wisconsin on a path for all electricity consumed within the state to be 100 percent carbon-free by 2050.
- Ensuring that the State of Wisconsin is fulfilling the carbon reduction goals of the 2015 Paris Agreement
- Reducing the disproportionate impact of energy generation and use on low-income communities and communities of color.
- Maximizing the creation of clean energy jobs, economic development and stimulus, and retention of energy investment dollars in Wisconsin, and providing equitable opportunities to obtain them.
- Improving the reliability and affordability of the energy system
- Strengthening the clean energy workforce through training and education while retraining workers affected by the transition from fossil fuels to clean energy sources to adapt to new technologies.
- Protecting human and environmental health by reducing ecosystem pollution from fossil fuels.

The Wisconsin Clean Energy Plan places sustainability strategies into four major pathways to create momentum towards a more sustainable society. The plan calls for increasing clean energy technology use by expanding funding options for projects, investing in sustainable infrastructure, creating new emissions goals, expanding state energy resources for generation, technology innovation, and the equitable expansion of clean energy. This can be accomplished through the implementation of new policies while leveraging and adapting existing policies and programs. The plan also endeavors to maximize energy efficiency by strengthening energy efficiency standards and goals to reduce energy waste and save consumers money on energy costs. This, along with other sustainability initiatives, can also be accomplished by modernizing buildings and industry within the state through the expansion of funding and support to help developers and businesses complete sustainable development. Supporting the innovation of transportation methods to create low to no-emission vehicles, support multimodal transportation, and promote sustainable development patterns will also help the state achieve its sustainability goals.

The City of Beloit plans to advance its own clean energy initiatives over the planning period and leverage any future opportunities provided by the state through the implementation of the Clean Energy Plan in furthering climate adaptation, sustainability, and resiliency.

PUBLIC HEALTH INITIATIVES

The Rock County Public Health Department provides a variety of services and advances local initiatives related to public health. These include:

- Monitoring water quality and private well and septic system testing.
- Leads the work of the Breastfeeding Coalition, Health Equity Alliance, and Nutrition Collaborative of Rock County.
- Completing region-wide Community Health Assessments and Community Health Improvement Plans, in addition to locally focused Health Impact Assessments.

2021 Rock County Community Health Assessment

The Health Equity Alliance of Rock County (HEAR) developed the 2021 Rock County Community Health Assessment in partnership with the Rock County Public Health Department. HEAR is a multi-sector collaboration that aims to reduce health disparities and inequities in the community. HEAR members include representatives from local health systems, community-based organizations, non-profits, government agencies, school districts, libraries, churches, and more.

The assessments key findings identified mental health and access to care as the top focus areas for the plan. Rock County residents reported that their communities are a good place to raise a family with good schools and access to parks and recreation. The report also found that many of Rock County's health problems are caused by health inequities. Additionally, Rock County residents have concerns with access to affordable basic needs including housing, transportation, and healthy foods.

The Community Health Assessment identified and prioritized the most significant community health needs, as well as potential resources to address those needs. The Community Health Assessment lists several Top Health Priorities for Rock County:

1. Mental Health
2. Substance Use
3. Built Environment
4. Economic Stability
5. Chronic Disease
6. Access to Care

CHAPTER 4: AGRICULTURE AND NATURAL RESOURCES

CHARACTER OF FARMING

Farming is a key part of the heritage of the Beloit area, still plays a significant role in the lives of area residents and remains an important part of the economy. The farmland in the Rock River basin is some of the most fertile in the upper Midwest. Rock County ranks among the top counties in Wisconsin in the production of corn, soybeans, and food-grade soybeans. The County is also home to numerous food processors and agricultural supply companies that utilize agricultural products.

Farming is the dominant land use in the towns surrounding the City. The Town of Turtle's plan recommends the continuation of agricultural uses in the majority of that town. The Town's Zoning Ordinance contains appropriate agricultural zoning districts to implement this recommendation. The Town of Beloit's plan recommends the preservation of agricultural lands in the western portion of that town—west of the City.

Portions of the City remain in agricultural use. However, this is considered an interim use within the City limits given the availability of an urban level of services, such as sewer and water.

ASSESSMENT OF FARMLAND VIABILITY

The Natural Resources Conservation Service groups soils based on their capability to produce common cultivated crops and pasture plants without deteriorating over a long period of time. These capability classifications are based on numerous criteria that include, but are not limited to, the soil's salinity, capacity to hold moisture, potential for erosion, depth, and texture and structure, as well as local climatic limitations (e.g. temperature and rainfall). Under this system of classification, soils are separated into different classifications.

Generally, Class I and Class II soils are the best suited for the cultivation of crops. Class I soils have few limitations that restrict their use. These soils can sustain a wide variety of plants and are well suited for cultivated crops, pasture plants, range lands, and woodlands. Class II soils have moderate limitations that restrict the types of plants that can be grown or that require simple conservation practices or soil management techniques to prevent deterioration over time. However, these practices are generally easy to apply, and, therefore, these soils are still able to sustain cultivated crops, pasture plants, range lands, and woodlands.

Soils in Class III have limitations that, under natural circumstances, restrict the types of plants that can be grown, and/or that alter the timing of planting, tillage, and harvesting. However, with the application and careful management of special conservation practices, these soils may still be used for cultivated crops, pasture plants, woodlands, and range lands. Soils in capability classes IV through VIII present increasingly severe limitations to the cultivation of crops. Soils in Class VIII have limitations that entirely preclude their use for commercial plant production.

Map 2 depicts the locations of Class I, II, III, and IV or lower soils in and around the City of Beloit. Generally, Class I soils are located around Turtle Creek on the eastern side of the City. Class II and III soils are also prevalent throughout the community. Finally, Class IV soil is mostly located along the banks of the Rock River as it runs north-south through the City.

FARMLAND PRESERVATION EFFORTS

The City's current subdivision and land division regulations within its 3-mile radius extraterritorial jurisdiction (ETJ) compliment the county and state efforts to preserve farmland by restricting new development density in areas not served by sanitary sewer.

Rock County Farmland Preservation Plan (2013)

The most recent update to the plan in 2016 reaffirms the County's longstanding goals for preserving areas best suited for farming, protecting the agricultural economic base of the area while accommodating projected future population growth, entitle farms to tax credits, minimize unsewered development, and minimize land use conflicts.

Federal Farm Bill (2018)

In addition to the State programs listed below, local farmers can participate in numerous other Federal programs and initiatives that are intended to encourage long-term farming activities. The 2018 Farm Bill reauthorized and initiated several Federal programs, including the following:

- The Conservation Stewardship Program (CSP) is a voluntary conservation program designed to encourage producers to address resource concerns in a comprehensive manner by improving, maintaining, and managing existing conservation activities and by undertaking additional conservation activities.
- The Environmental Quality Incentives Program (EQIP) provides a voluntary conservation program for farmers and ranchers that promote agricultural production and environmental quality as compatible national goals. EQIP offers financial help to assist eligible participants install or implement structural and management practices on eligible agricultural land.
- Agricultural Management Assistance Program (AMA) helps agricultural producers manage financial risk through diversification, marketing, or natural resource conservation practices. NRCS administers the conservation provisions while Agricultural Marketing Service and Risk Management Agency implement the production diversification and marketing provisions.
- Agricultural Conservation Easement Program (ACEP) helps landowners, land trusts, and other entities protect, restore, and enhance wetlands, grasslands, and working farms and ranches through conservation easements.
- The Healthy Forests Reserve Program (HFRP) helps landowners restore, enhance, and protect forestland resources on private and tribal lands through easements and financial assistance. Through HFRP, landowners promote the recovery of endangered or threatened species, improve plant and animal biodiversity, and enhance carbon sequestration.
- The Regional Conservation Partnership Program (RCPP) promotes coordination between NRCS and its partners to deliver conservation assistance to producers and landowners. NRCS helps producers through partnership agreements and RCPP conservation program contracts.

As of the writing of this plan, the 2023 farm bill was going through congressional committees and is expected to be released 2024.

Wisconsin Farmland Preservation Program

The Wisconsin legislature adopted the Wisconsin Working Lands Initiative in 2009, also known as the Wisconsin Farmland Preservation Program. Three main components of this program include continuation of the Wisconsin Farmland Preservation Tax Credits program, establishment of Agricultural Enterprise Areas (AEA) program, and the Purchase of Agricultural Conservation Easements (PACE) program. The Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP) administers all three programs under the State's Working Lands Initiative. Each program is described in greater detail as follows:

- The Wisconsin Farmland Preservation Tax Credits program provides landowners with an opportunity to claim farmland preservation tax credits which are applied against tax liability. To be eligible, acres claimed for the tax credit must be in a farmland preservation area that is identified in a certified county farmland preservation plan.

- An Agricultural Enterprise Area (AEA) is defined as a contiguous land area devoted primarily to agricultural use and locally targeted for agricultural preservation and agricultural development. Land eligible for AEA designation must be a contiguous land area, primarily in agricultural use, and located in a farmland preservation area as identified in a certified county farmland preservation plan.
- The Purchase of Agricultural Conservation Easements (PACE) program provides state funding for the purchase of agricultural conservation easements to prohibit development that would make the farmland unsuitable or unavailable for agricultural use. The easements are completely voluntary and allow the landowner to be compensated for limiting the development potential of the farmland. Agricultural Conservation Easements are permanent and are carried over to subsequent landowners as property is sold.

Farmland Tax Relief Credit Program

Based on the Wisconsin Working Lands Initiative detailed above, the Wisconsin Department of Revenue offers another important farmland preservation program, the Farmland Tax Relief Credit Program.

The Farmland Tax Relief Credit Program provides direct benefits to all farmland owners with 35 or more acres who yield a certain profit from the land, use the land consistently for farming, and have an established farmland preservation agreement or are in an exclusive agricultural zone. The credit is computed as a percentage of up to \$10,000 of property taxes, with a maximum credit of \$1,500.

NATURAL RESOURCES INVENTORY

Understanding the area's natural features sheds light on locational constraints and opportunities for future land uses. It also provides a framework for future growth. For instance, it is essential to understand the location of environmentally sensitive areas where development is not appropriate. This will prevent severe developmental or environmental problems that may be difficult or costly to correct in the future. Maintenance of these natural features is important for community appearance and the functions they perform for natural communities. Map 3 depicts natural features in and around the City of Beloit, many of which are described in more detail below.

Landforms/Topography

The City of Beloit is situated along the banks of the Rock River. The central portion of the City is generally flat with the eastern and western portions gently rolling. As shown on Map 3, steep slopes exceeding a 12 percent grade are found along the western bank of the Rock River through the Town of Beloit up to Big Hill Park, as well as other small pockets in the City. Slopes that have between 12 percent and 20 percent grade present challenges for building site development, and slopes that exceed a 20 percent grade are not recommended for any disturbance or development.

General Soils Information

Soil suitability is a key factor in determining the best and most cost-effective locations for new development. Problems that limit development on certain soils include slumping, poor drainage, erosion, steep slopes, and high-water tables. In general, the soils in the central and northern portions of the City of Beloit are porous and present some challenges for the use of on-site wastewater treatment systems, but does not present challenges for sewered development, which is required in the City. The soils on the far west side of the City present challenges for on-site wastewater treatment systems as well as sewered development. There are no limitations on soils on the far eastern portion of the City east of the Interstate for either on-site wastewater treatment systems or sewered development.

Metallic and Non-Metallic Resources

There are a couple of extraction activities in the City of Beloit, primarily located on the east and west sides of the City. Under State Statutes (295.20), landowners who want to register their property as a nonmetallic mining deposit are required to notify each county, city, village and/or town that has zoning authority over their property. Registrations must be recorded at the County Register of Deeds in the County where the mineral deposit is located. State law limits the ability of a municipality or a county to rezone or otherwise interfere with the future extraction of a mineral resource from a registered nonmetallic mineral deposit. It is important to note that zoning changes prohibiting mining on land registered as a marketable nonmetallic mining deposit cannot take effect during the registration period. Registration is effective for 10 years and renewable for an additional 10 years. In addition, registration on property with active mining operations can be renewed for as long as mining is ongoing. Zoning changes may take effect after the registration has expired.

Ground Water

Groundwater is comprised of the portion of rainfall that does not run off to streams or rivers and that does not evaporate or transpire from plants. This water percolates down through the soil until it reaches the saturated zone of an aquifer. Groundwater supplies all of the water for domestic, commercial and industrial uses in the City. The quality of groundwater in Beloit is generally good. However, groundwater contamination is of concern in many parts of south-central Wisconsin as a result of the varied characteristics of the bedrock and surficial geology. Areas with sandy soils, thin soils, or fractured bedrock are the most susceptible to contamination from specific urban and rural land uses. Specifically, the soils on the far western side of the City are part of the Edmund-Rockton-Whalan association, as defined by the United States Department of Agriculture, which are not suitable for septic tank filter fields. In rural areas, the most common groundwater contaminant is nitrate-nitrogen, which can come from improperly functioning on-site wastewater systems, animal feedlots, livestock waste facilities, sludge and septage application, lawn and agricultural fertilizers, and decaying plant debris.

Watersheds and Surface Waters

Straddling the Rock River, the City is almost entirely within the Lower Rock River drainage basin, with small portions to the west located in the Sugar-Pecatonica drainage basin. The City is further divided into four smaller watersheds: the Lower Sugar River, Bass Creek, Blackhawk Creek, and Turtle Creek. Originating just north of the Horicon Marsh, the Rock River collects water from eleven Wisconsin counties before entering Illinois on its way to the Mississippi River. In addition to the Rock River, there are smaller water bodies in the City including Turtle Creek, Lenigan Creek, and Springbrook Creek.

Wetlands

Wetland habitats comprise some lands within the City today. These ecosystems play significant roles in maintaining the quality of groundwater and surface water and provide valuable habitats for fish, birds, and other wildlife. The City's wetlands have been identified and mapped by the WI DNR through its Wisconsin Wetlands Inventory.

Floodplains

The Federal Emergency Management Agency (FEMA) designates floodplain areas. These are areas predicted to be inundated with flood waters in the 100-year storm event (e.g., a storm that has a 1% chance of happening in any given year). The State requires local regulation of development in floodplains. Development is strongly discouraged in floodplains to avoid both on-site and up- and downstream property damage. In the City of Beloit, floodplains are mainly located along Turtle Creek and Rock River.

Wildlife Habitat and Rare Species Occurrences

Species of wildlife that are common to the southeastern Wisconsin region are rabbits, squirrels, woodchucks, raccoons, muskrats, and beavers. Larger mammals such as white-tailed deer, coyotes, and foxes also inhabit the region. Common bird species include: pheasants, cardinals, robins, wood thrushes, great blue herons, and killdeer.

According to the Wisconsin Department of Natural Resources (DNR), there are occurrences of aquatic endangered species in the southwest and northeast areas of the City. There were occurrences of both aquatic and terrestrial endangered species in the southwest and the areas surrounding Rock River. Detailed information regarding the types of endangered animals, plants, and natural communities can be found at the Department of Natural Resources' website.

Land Legacy Places

In the Wisconsin Land Legacy Report, the DNR identified those key places around the state that are critical to meeting Wisconsin's conservation and outdoor recreation needs over the next 50 years. One of the places in Rock County is the Lower Rock River north of the City of Beloit. The Lower Rock River and its tributaries flow through some of the most productive farmland in Wisconsin. The river and its major tributaries slowly wind through relatively flat terrain with reasonably long stretches of undeveloped shoreline, much of which is forested or open wetland. The Yahara River and Turtle Creek, major tributaries to the Lower Rock, both support rich and diverse mussel and fish populations.

NATURE-BASED RECREATIONAL RESOURCES

Rock County is home to a wealth of outdoor recreational opportunities. The following is a brief summary of parks, wildlife areas, natural areas, and recreational sites that are located near the City of Beloit.

Trails

Beloit sits on the midway point of the Rock River Trail, which is a 320-mile trail spanning Wisconsin and Illinois. The Rock River Trail is a multi-use trail that was established in 2010 to promote recreational use and areas of scenic and historic interest and significance. The City also manages trails within Beloit including the Riverside Corridor Trail, Stateline Prairie Restoration Park Nature Trail, Harper's Prairie Nature Trail, Big Hill Trail System, the Turtle Creek Greenway Trail, and others.

State Parks

There are several Wisconsin State Natural Areas located to the north, east, and west of the City of Beloit. These areas offer passive recreational opportunities and function to preserve key natural resources in the area. The closest State Parks include Lake Kegonsa State Park, which is located approximately 45 miles north of the city on the northeastern shores of Lake Kegonsa and Big Foot Beach State Park, which is located approximately 34 miles east of the city near Geneva Lake.

Rock County Parks

The Rock County Park and Trail System began in 1943 with the donation of Sweet-Allyn Park as a gift of Miss Ida Louise Sweet to the Rock County Parks and Conservation Commission. Rock County Parks are regional destinations that attract visitors from nearby communities. County Parks located near Beloit include Beckman Mill, Schollmeyer Park, Sugar River Park, and Sweet-Allyn Park. Beckman Mill is the largest of these nearby parks and includes picnic shelters, restrooms, educational museums, water pump, old machinery, gardens, native prairie, oak savanna, water access, trails, parking, pond, dam, wetlands, lights, boardwalk, playground, and overlooks. For all Rock County parks and trails see the 2020 Rock County Parks, Outdoor Recreation, & Open Space Plan.

City of Beloit Parks and Recreation

The City of Beloit offers nearly 1,000 acres of beautiful parks designed to meet the community's recreation needs from swimming to hiking and from biking to water sports. According to the 2018 Parks, Outdoor Recreation, & Open Space Plan, the three parks and facilities that are used the most are Riverside Park, Big Hill Park, and Leeson Park. A detailed list of parks and park amenities can be found on the City's website. In addition to public parks, Beloit offers activities and programs for all ages, an activity and sports center, golf programs, and a public pool.

NATURAL RESOURCES PLANS

City of Beloit Open Space and Recreation Plan (2018)

This plan provides an overall picture of park and open space needs for the City of Beloit. This plan includes recommended actions for natural resources and conservancy lands. These recommendations include continuing to evaluate the organizational structure of the Division for improved operations, developing a marketing plan for increased exposure, advancing capital improvements including the outdoor pool, boosting resident program participation levels, and developing a city/school district schoolyard initiative for reduction in playground redundancies and better neighborhood parks for drop in recreation. The plan will be updated in 2024, but has not been completed as of the writing of this comprehensive plan.

Rock County Hazard Mitigation Plan (2023)

As of the writing of this comprehensive plan, The County's Hazard Mitigation Plan was in the process of being updated by Rock County Emergency Management. That draft plan released for public review and comment focuses on evaluating the County's potential exposure to hazards and identifies appropriate mitigation strategies. Beloit's priorities for future mitigation projects include cybersecurity, back-up power supply, security at large community events, communications (including radio, cell, and computers), and protecting local industry. Some of the key areas to note related to the City of Beloit include:

- High Priority – replace public portion of 3,000 lead water service lines to prevent lead poisoning and secure clean drinking water.
- Medium/High Priority – improve capacity to coordinate a response and communicate with the public during hazard events.
- Medium/High Priority – continue to improve stormwater management infrastructure and increase stormwater management capacity.
- Medium Priority – implement system for PFAS and radium detection in public drinking water.

Rock County Comprehensive Plan (2010-2035)

The Rock County Comprehensive Plan includes recommendations for a number of different goals and strategies related to balancing the County's development and natural resource preservation through 2035. These components include improving transportation infrastructure, minimizing land use conflicts between farm and non-farm uses, preserving historic and cultural resources, protecting natural resources, and addressing housing and economic development needs. While the Plan does not include City-specific recommendations, the City and the County have many similar transportation goals and policies such as expanding the bike and pedestrian network, encouraging a range of transportation options, encouraging high-density development, pursuing the preservation of environmentally sensitive lands and corridors, and increasing connectivity between natural park and recreational resources.

Rock County Park and Open Space Plan

The Rock County Parks and Open Space Plan 2020-2025 seeks to identify significant cultural, historical, and natural resources that should be considered for possible protection, preservation, or restoration over the five-year planning period. The current Plan identifies countywide recreation needs and Rock County's role in providing adequate staff and facilities to meet anticipated demands. For all Rock County parks and trails see the 2020 Rock County Parks, Outdoor Recreation, & Open Space Plan.

CHAPTER 5: LAND USE

EXISTING LAND USE PATTERN

An accurate depiction of the City's existing land use pattern is the first step in planning for a desired future land use pattern. As of 2024, Beloit encompasses approximately 17.7 square miles. Figure A.5.1 summarizes the existing acreage allocated to each of the various land use categories within the municipal boundaries. The Existing Land Use pattern is also depicted on [Map 4a and 4b](#).

Agriculture

A total of 1,687 acres of agricultural land uses is located within Beloit, representing about 15% of the City's total land area. Beyond the City's boundary there are significant tracts of agricultural land uses in all directions.

Residential Development

Most of the City's older residential neighborhoods are located within a mile of the Rock River. The majority of these neighborhoods are characterized by a traditional, well-connected linear street design pattern and smaller lot sizes. The majority of the City's newer development is located east of the Rock River and is characterized by a more suburban style curvilinear design in which streets and lots often follow the natural contours of the land with limited connections to adjacent neighborhoods as well as collector and arterial streets.

Single-family residential development is the City of Beloit's predominant land use (comprising nearly 24 percent of the overall land area in the City). When combined with all other existing residential land uses, a total of 28% of the City's land area is in a residential use today.

Commercial Development

There are approximately 590 acres in Beloit used for commercial development outside of the Downtown area, accounting for approximately 5% of the City's land. These land uses are concentrated along the community corridors such as Milwaukee Road, Madison Road, Prairie Avenue, and Cranston Road. The majority of the City's commercial development is located in shopping centers or strip malls, surrounded by ample parking. The City also has a historic and vital central business district making up approximately 0.5% of the City's total land area with a variety of retail and commercial service uses and mixed-use buildings.

Industrial Development

There are approximately 1,100 combined acres of Industrial and Business Park land uses in Beloit, accounting for about 10% of the City's area. These land uses are concentrated on the eastern side of the City, near the railroad and Interstate. The Beloit Industrial Park and the Gateway Business Park, on the far eastern side of the City, is home to industrial, manufacturing, and warehousing industries. There remain some larger industrial operations near the downtown area and along the Rock River and railroad corridors as well.

Other Land Uses

Community facilities such as churches, schools, municipal facilities, and utilities account for approximately 8% of the City's land. These facilities are distributed throughout the city. In addition, approximately 8% of the City's land is located within public parkland and/or open space located, not including recreational lands associated with the school grounds. Finally, approximately 17% of the City's land is used for right-of-way purposes and 1.5% is in a surface water use.

Figure A.5.1: Existing Land Use Totals

Existing Land Use	Acres	Percent
Agriculture	1,687	14.9%
Single Family Residential - Rural	8	0.1%
Single Family Residential - Urban	2,738	24.2%
Two-Family and Three-Family Residential	208	1.8%
Multi-Family Residential	177	1.6%
Mobile Home Park Residential	53	0.5%
Commercial	589	5.2%
Downtown	45	0.4%
Industrial	1,096	9.7%
Extraction	118	1.0%
Institutional/Community Services	871	7.7%
Parks and Open Space	877	7.7%
Vacant Lot	773	6.8%
Right-of-Way	1,915	16.9%
Surface Water	158	1.4%
Total	11,313	100.0%

Source: City of Beloit, V&A, 2023

LAND DEVELOPMENT TRENDS

Another important factor to consider in planning for future growth and development is the City’s municipal tax rate in comparison to comparable communities, as shown in Figure A.5.2. Between 2015 and 2022, Beloit’s and most comparable communities’ tax rates slightly decreased. However, with sustained inflation, rising costs of living, and significant growth pressure, it is likely that the community will face challenges in maintaining current levels of municipal services without raising its tax rate. Attracting more diverse commercial, office, and industrial businesses to the community could help further diversify the community’s tax burden.

Trends in Beloit’s land market show the sustained level of growth experienced within the community over the past two decades. Overall, equalized land values in Beloit have increased by 348% since 2000. This is a similar trend to most of the comparable communities. If development trends continue at similar rates over the planning period, land values will most likely increase at similar rates.

In analyzing Beloit’s equalized land values by type (Figure A.5.4), it is no surprise that residential experienced a large increase, but so did commercial and manufacturing land values as a percentage. In fact, commercial and manufacturing land values have grown more quickly than residential values between 2000-2022. Beloit is diversifying its tax base, but residential still remains the overwhelmingly prominent land value type within the community.

Figure A.5.2: Gross Municipal Tax Rate Per \$1,000 in Value

	2015	2016	2017	2018	2019	2020	2021	2022
Beloit, WI	\$30.65	\$29.07	\$30.42	\$29.83	\$27.49	\$26.21	\$25.84	\$18.24
Janesville, WI	\$25.81	\$25.96	\$24.39	\$23.53	\$22.95	\$22.52	\$21.84	\$18.69
Manitowoc, WI	\$23.89	\$23.36	\$23.20	\$22.72	\$22.30	\$21.75	\$21.19	\$17.62
West Bend, WI	\$20.70	\$20.34	\$19.12	\$18.81	\$18.31	\$18.04	\$17.22	\$14.90
Fond du Lac, WI	\$25.79	\$25.54	\$25.06	\$24.55	\$24.69	\$23.83	\$22.74	\$20.53
New Berlin, WI	\$18.96	\$18.73	\$18.12	\$17.21	\$16.25	\$15.50	\$14.39	\$13.31
Beloit (town), WI	\$25.99	\$25.32	\$24.74	\$24.96	\$25.16	\$23.69	\$21.91	\$18.30
Turtle, WI	\$21.98	\$21.71	\$21.29	\$20.35	\$18.42	\$18.44	\$19.58	\$17.51
Rock County, WI	\$25.46	\$25.18	\$24.38	\$23.58	\$23.03	\$22.50	\$21.65	\$18.14
Wisconsin	\$21.65	\$21.37	\$20.94	\$20.38	\$20.00	\$19.60	\$18.64	\$16.78

Source: Wisconsin Policy Forum.

Note: Comparable information for Illinois study communities is not publicly available

Figure A.5.3: Equalized Value Comparison

	2000	2010	2020	2022	2000-2010 Change	2010-2022 Change
Beloit, WI	\$1,052,181,500	\$1,610,889,800	\$1,944,861,100	\$2,654,129,100	53%	65%
Janesville, WI	\$3,004,360,700	\$3,991,153,400	\$5,591,259,700	\$7,195,842,200	33%	80%
Manitowoc, WI	\$1,413,887,700	\$1,991,325,300	\$2,131,596,900	\$2,682,419,000	41%	35%
West Bend, WI	\$1,509,852,600	\$2,523,621,500	\$3,200,372,200	\$3,991,313,500	67%	58%
Fond du Lac, WI	\$1,814,004,400	\$2,696,593,500	\$3,149,182,700	\$3,703,015,500	49%	37%
New Berlin, WI	\$2,983,628,300	\$4,778,847,600	\$5,849,283,800	\$7,105,119,400	60%	49%
Beloit (town), WI	\$298,009,600	\$448,423,400	\$557,040,100	\$712,811,300	50%	59%
Turtle, WI	\$130,221,300	\$186,139,800	\$228,521,500	277,029,000	43%	49%
Rock County, WI	\$6,843,210,000	\$10,099,000,000	\$13,179,000,000	\$16,946,000,000	48%	68%
Wisconsin	\$286,321,491,800	\$495,904,192,300	\$613,136,907,500	\$745,161,539,100	73%	50%

Source: Wisconsin Department of Revenue, 2022

Note: Comparable information for Illinois study communities is not publicly available

Figure A.5.4: City of Beloit Equalized Value By Type

Real Property Class*	1990	2000	2010	2022	2000-2022 Change	2010-2020 Change
Residential	\$374,765,000	\$683,971,600	\$939,447,700	\$1,509,666,700	303%	61%
Commercial	\$120,768,300	\$234,156,000	\$442,171,800	\$808,764,400	570%	83%
Manufacturing	\$42,917,700	\$72,694,100	\$140,118,400	\$226,301,200	427%	62%
Personal	\$50,244,510	\$60,032,900	\$88,574,400	\$108,792,800	117%	23%
Agricultural	\$3,303,500	\$1,282,900	\$577,500	\$583,200	-82%	1%
All	\$591,999,010	\$1,052,181,500	\$1,610,889,800	\$2,654,129,100	348%	65%

Source: Wisconsin Department of Revenue, 2022

*Defined in WI DOR 2023 Property Assessment Process Guide for Municipal Officials. Data excludes undeveloped land.

LAND SUPPLY

The supply of land available for development includes areas of the city that have been planned or approved for development, but are not yet completed; vacant areas within the city that have not been approved or platted for development; developed land within the city that is appropriate for redevelopment; and land that is not within the corporate limits of the city, but is potentially available for future expansion. In total, this presents several opportunities for future municipal expansion.

The land available for development is determined by several factors:

- Wetlands, floodplains, water bodies, public ownership, conservation easements, or other characteristics that make lands not suitable for development
- Other potential building limitations (e.g. infiltration area, steep slopes, shallow depth to water table, and hydric soils) will also influence which undeveloped areas are actually appropriate for developed uses
- Drainage basins (and the relative ability to efficiently provide lands with urban services like sanitary sewer) also form opportunities and limitations for development
- Man-made barriers including railroads, bridges, highways, and neighboring municipality's policies, growth areas, and existing developed lands also limit future developable land areas

Taking these factors into account, there are several potential locations for growth within the city's existing boundaries and beyond. See Map 5a and 5b: Future Land Use for these locations.

PROJECTED LAND USE DEMAND

The ever-changing national, regional, and local market trends, policies, and future priorities will continue to drive population change, household size, the balance of residential and non-residential uses, and the density of development in the Beloit area. These factors, in turn, determine the demand for land development.

Wisconsin statutes require comprehensive plans to include projections, in five-year increments, for future residential and non-residential land uses in a community over the planning period. As shown in Chapter 2: Issues and Opportunities, for the purposes of this plan, population change over the next twenty years will be based on the Compound Growth Projection based on 1990-2022 population change.

Figure A.5.5 presents the projected land use demand for the City through the year 2045. The following analysis for land use demand considers several factors:

- **2022 to 2045 Population Change:** For the purposes of this Plan, the City's 2045 population is projected to be 37,652, or an additional 892 new residents. This figure is based on the actual population growth that occurred between 1990 and 2022 as shown in Figure A.2.3. (Additional population projections were prepared and considered in the development of this plan; these are discussed in the Chapter 2 section of this Appendix.)
- **Projected Number of New Households in 2045:** The projected number of new households is based on the projected population figures above and a customized projected future household size (2.55 through 2045) as shown in Figure A.2.15.
- **Projected Residential Acreage Demand:** The City's desired average future residential density is approximately 6 dwelling units per gross acre. This was used to calculate the projected number of residential acres needed to meet the desired future density.
- **Non-Residential Acreage Demand:** The City chose to prioritize a mixture of residential and non-residential development in the future. It was assumed that for each new acre of residential development, 1/3 of an acre would be needed for additional non-residential development.
- **Preliminary Acreage Demand:** The land use projections assume that approximately 33% of any new development will be needed for roads and utilities, sidewalks, parks, etc.

- **Flexibility Factor:** Because Beloit cannot guarantee the timing and location of new development, it is prudent to incorporate a flexibility factor into projections of land use demand to ensure that the actual supply of land appropriate for development will be available to meet expected demand. Providing a flexibility factor can also serve to keep land prices in check. In addition, providing alternative areas for growth is critical to preventing drastically uneven patterns and rates of growth that can make providing utilities and services inefficient or costly. Finally, the rationale for some flexibility in the land supply could provide a reasonable basis for unknown topography situations which impact stormwater, developable area, etc. The assumed flexibility factor was two times the preliminary acreage demand.

Figure A.5.5: Projected Land Use Demand

	Projection Used	2020-2025	2025-2030	2030-2035	2035-2040	2040-2045	Total
Projected Population Increase ⁽¹⁾	Compound Growth 1990-2022	218	193	193	195	196	995
New Household Projection Increase ⁽²⁾	Compound Growth 1990-2022	336	132	76	76	77	697
Residential Acreage Demand ⁽³⁾	Compound Growth 1990-2022	56	22	13	13	13	116
Non-Residential Acreage Demand ⁽⁴⁾	Compound Growth 1990-2022	18	7	4	4	4	38
Preliminary Acreage Demand ⁽⁵⁾	Compound Growth 1990-2022	99	39	22	23	23	206
Flexibility Factor ⁽⁶⁾	Compound Growth 1990-2022	198	78	45	45	45	411

1. Based on Figure A.2.3.

2. Based on Figure A.2.15.

3. Assumed 6 dwelling units per acre.

4. Assumed every new residential development would include a minimum of 33% additional acres for non-residential development.

5. Sum of residential acreage demand and non-residential acreage demand, in addition to an assumed 33% more land area needed in every new development for roads, stormwater management, utilities, sidewalks, parks, etc.

6. Assumed 2x the preliminary acreage demand total as a margin of error.

Based on the above calculations, it is projected that the City of Beloit will need approximately 411 additional acres of land to meet the projected population and housing growth over the next twenty years. The City’s Future Land Use Map ([Map 5a, 5b, and 5c](#)) shows greater than the projected acreage total above. The projections and map are different because of the uncertainty and unpredictability regarding when land will become available for development, in large part due to property owner’s decisions. Additionally, this plan prioritizes a combination of infill development, redevelopment, and new development both within the City’s existing boundaries and beyond. The amount of infill and redevelopment that takes place will also impact the amount of additional land that will be needed beyond Beloit’s existing boundaries. The combination of these factors results in the need to provide flexibility in the amount of land shown for future development on the Future Land Use Map ([Map 5a, 5b, and 5c](#)), the projections above, and the recommendations of this plan.

LAND USE PLANS

The following section provides an overview of adopted land use plans that intersect with and influence land use planning for the City of Beloit.

City of Beloit Comprehensive Plan (2018)

Building on the City's 2008 Comprehensive Plan, the City of Beloit adopted an update to the Comprehensive Plan in 2018. Many of the goals, objectives, policies, and recommendations from the 2018 version of the plan were incorporated into this plan, but were updated to reflect current trends, practices, and policy objectives.

City of Beloit Open Space and Recreation Plan (2018)

This plan provides an overall picture of park and open space needs for the City of Beloit. This plan includes recommended actions for existing and future park, outdoor recreation, and conservation lands. These recommendations have been incorporated within this plan and reflect a consistent approach to land use planning between the two plans. Updates to the Park and Recreation Plan are anticipated in 2023 but were not completed as of the writing of this Comprehensive Plan.

Rock County Comprehensive Plan (2010-2035)

The Rock County Comprehensive Plan includes recommendations for a number of different goals and strategies related to balancing the County's development and natural resource preservation through 2035. These components include improving transportation infrastructure, minimizing land use conflicts between farm and non-farm uses, preserving historic and cultural resources, protecting natural resources, and addressing housing and economic development needs. While the Plan does not include City-specific recommendations, the City and the County have many similar transportation goals and policies such as expanding the bike and pedestrian network, encouraging a range of transportation options, encouraging high-density development, pursuing the preservation of environmentally sensitive lands and corridors, and increasing connectivity between natural park and recreational resources.

CHAPTER 6: TRANSPORTATION, UTILITIES, AND COMMUNITY FACILITIES

EXISTING TRANSPORTATION NETWORK

Transportation access is a key component of community health and growth because it facilitates the flow of goods and people, determines access to employment and services, and influences travel mode choices. The transportation system contributes to the character of the community and arrangement of land uses, occupies a significant portion of the City's land, and large portion of the City's budget to maintain. Beloit is well connected to the region through the existing roadway network. Other transportation facilities, such as freight rail, airport service, and bicycle and recreational trails are located in or easily available to the City.

Roadways

Interstate 39/90, located along Beloit's east side, serves as a regional controlled-access facility, connecting northern Wisconsin with Madison, Chicago, and central Illinois. Additionally, Interstate 43 serves as a regional controlled-access facility within Wisconsin, connecting Beloit with the Milwaukee area. The Wisconsin Department of Transportation (WisDOT) Corridors 2020 Plan designates these interstates as critical "backbone" routes, connecting major population and economic centers.

United States Highway (USH) 51 extends north-south through the center of Beloit. It serves as an arterial road and connects Beloit to Janesville to the north and the Illinois Tollway to the south. Other state and U.S. Highways traversing Beloit include State Trunk Highways (STH) 81 and 213. County Trunk Highways (CTH) G and D are also particularly noteworthy, as they provide connections between Beloit and Janesville, and CTH S provides a direct connection to Interstate 39/90. Likewise, CTH BT connects the northern part of the City more directly to the interstate via CTH S.

Roadway Function Classification System

The Federal Highway Administration's functional classification system groups roads and highways according to the character of service they offer, ranging from rapid through access to local land access. The purpose of functional classification is to enhance overall travel efficiency and accommodate traffic patterns and land uses by designing streets to the standards suggested by their functional class. The four main functional classes include:

- **Principal Arterials:** Serve longer inter-urban type trips and traffic traveling through urban areas, including interstate highways and other freeways.
- **Minor Arterials:** Provide intra-community continuity and service trips of moderate length, with more emphasis on land access than principal arterials.
- **Major Collectors:** Circulate traffic and provide access to local businesses or homes. They distribute trips between Local Roads and Arterials over greater distances than Minor Collectors. They generally have fewer driveways, higher speed limits, higher VMT, more travel lanes, and are spaced at greater intervals than Minor Collectors.
- **Minor Collectors:** Connect Arterials and Local Roads over shorter distances and serve lower density areas. Generally, they have lower speed limits and serve smaller communities than Major Collectors do.
- **Local Streets:** Provide direct access to abutting land and access to collectors. Local roads offer the lowest level of mobility. Through traffic movement on this system is usually discouraged.

Source: FHWA Highway Functional Classification: Concepts, Criteria, and Procedures, 2023

Airports

The Beloit Airport is located 3 miles east of the city at 4046 East County Road P, south of the Gateway Business Park. This private airport includes one multidirectional 3,300-foot runways with an average of 54 flights per day.

The Southern Wisconsin Regional Airport is located a few miles north of Beloit at 4004 South Oakhill Avenue in Janesville. This municipal airport has three multidirectional runways, each over 5,000 feet with an average of 150 flights per day. The following larger air carrier and passenger facilities are all located within 90 minutes of Beloit:

- O’Hare International Airport in Chicago
- Chicago Rockford International Airport in Rockford
- General Mitchell International Airport in Milwaukee
- Dane County Regional Airport in Madison

Water and Truck Transportation

There is no waterborne freight movement in the City. Water freight moves in and out of the region through the ports of Milwaukee and Chicago. The Rock River is suited for recreation, such as canoeing, fishing, and recreational motor boating. Due to its ideal location at the intersection of Interstates and its many warehousing and logistical industries, Beloit experiences heavy semi-truck traffic. While there is an extensive network of designated truck routes, semi-truck volumes are heaviest along the Interstates, USH 51, and STH 81.

Rail

There are two rail lines in the City of Beloit. The Canadian Pacific railroad extends north from the state line to Janesville. The Union Pacific railroad travels parallel to Interstate 43 and transports agricultural, automotive, and industrial products. Detailed routes can be found on the WisDOT Railroads & Harbors 2023 map. There have been regional studies analyzing the feasibility of extending Chicago Metra (or some other) commuter rail services to Rock County from Harvard, as well as service between Rockford and Madison through Rock County including Beloit.

Public Transportation and Paratransit

The Beloit Transit System provides bus service to Beloit residents six days a week on six routes, including an express bus to Janesville. The Transit System is also considering establishing microtransit in areas of the City. The bus transfer center, completed in 2010, is located downtown near City Hall. There are also ongoing initiatives to coordinate and expand service with Stateline Mass Transit District (SMTD) over the state line, and regional mass transit services with neighboring communities, including bus and passenger rail. BTS contracts with Rock County to provide complementary paratransit service to the fixed route system.

Bicycle and Pedestrian Network

Beloit’s bicycle and pedestrian network is described in detail in the Stateline Area Transportation Study (SLATS) Pedestrian and Bicycle System Plan Update (2017) and referenced in the 2018-2023 Open Space and Recreation Plan. Both plans investigate current conditions and propose updating current pathways and extending new paths to increase connectivity throughout the city and the region. The plans identified a lack of east-west connectivity and a desire to improve north-south connections into downtown and the riverfront. It also identified a resident preference for places to walk and bike that are separated from traffic and scenic. Additionally, Beloit currently has an average ranking of a 42 Walk Score and a 48 Bike Score according to WalkScore.com.

Elderly and Disabled Transportation

Rock County Transit provides transportation services for use by individuals at least 55 years of age or people who have a disability. Service is provided to all areas within Rock County using wheelchair accessible buses. This door-to-door requires passengers to board the bus independently or have someone available to assist them. Buses are scheduled on a “shared ride” basis. This means that several passengers may be transported at one time to provide service to as many passengers as possible. Transportation is available Monday through Friday, excluding major holidays.

REVIEW OF CITY, STATE, AND REGIONAL TRANSPORTATION PLANS

The following is a review of local, State, and regional transportation plans and studies related to Beloit. The transportation recommendations of this Plan are consistent with these plans.

City of Beloit Open Space and Recreation Plan (2018)

This plan provides an overall picture of park and open space needs for the City of Beloit. This plan includes recommended actions for future trail and on-road bicycle connections to implement from 2018 - 2023 and identifies gaps and opportunities for increased connection.

Rock County Comprehensive Plan (2009)

The Rock County Comprehensive Plan includes recommendations for a number of different components of the countywide transportation system designed to serve the County's development through 2035. These components include transit, bicycle and pedestrian facilities, streets and roadways, vehicle occupancy, paratransit, rail and air transportation, parking and corridor preservation. While the Plan does not include City-specific recommendations, the City and the County have many similar transportation goals and policies such as expanding the bike and pedestrian network and encouraging a range of transportation options.

2024-2027 Transportation Improvement Program

The 2024-2027 Transportation Improvement Program (TIP) for the Stateline Area Transportation Study provides the mechanism to list projects for federal funding. The TIP must be consistent with the region's long-range transportation plan, include all transportation projects in the metropolitan area that are proposed for federal funding, and cover at least three years of programming. The TIP identifies several projects affecting the City of Beloit.

Wisconsin State Highway Plan

The Wisconsin State Highway Plan focuses on the 11,800 miles of State Trunk Highway routes in Wisconsin. The Plan does not identify specific projects, but broad strategies and policies to improve the state highway system over the next 20 years. Given its focus, the Plan does not identify improvement needs on roads under local jurisdiction. The Plan includes three main areas of emphasis: pavement and bridge preservation, traffic movement, and safety.

Wisconsin Department of Transportation Connect 2050

Connect 2050 is the long-range transportation plan for the state. This plan addresses all forms of transportation; integrates transportation modes; and identifies policies and implementation priorities to aid transportation decision makers when evaluating program and project priorities over the next 20 years. Connect 2050 policy recommendations call for a comprehensive multimodal transportation approach to safely move passengers and freight, system modernization to address outdated infrastructure designs and improve connections between modes, and activities that combine more traditional approaches with innovation and technology. The plan's themes and policies provide a dynamic and flexible multi-year framework that links statewide transportation policy to implementation, planning, project scheduling and other department activities.

Wisconsin Bicycle Transportation Plan 2020

Wisconsin Bicycle Transportation Plan 2020 (1998) presents a blueprint for improving conditions for bicycling, clarifies the Wisconsin Department of Transportation's role in bicycle transportation, and establishes policies for further integrating bicycling into the current transportation system. The Plan reports that, according to a University of Wisconsin survey conducted in August of 1998, more than one-third of all Wisconsin households included someone who took at least one bike trip in the previous week. The Plan map shows existing state trails and future "priority corridors and key linkages" for bicycling along the State Trunk Highway system in Wisconsin.

In 2001, the State also adopted a pedestrian policy plan, which highlights the importance of walking and pedestrian facilities. This section of the Plan is applicable for new developments in the City, and important to improving the City's pedestrian facilities.

Wisconsin Pedestrian Policy Plan 2020

The Wisconsin Pedestrian Policy Plan 2020, created by the Wisconsin Department of Transportation, was established to make pedestrian travel a viable, convenient and safe transportation choice. The Plan attempts to improve pedestrian traffic flow along State Trunk Highway expansions and improvements. The Plan also provides guidance to communities on how to encourage pedestrian travel through the creation of pedestrian plans, increasing enforcement of pedestrian laws, adopting and implementing sidewalk ordinances, and addressing pedestrian issues through comprehensive planning. There are no recommendations specific to the City of Beloit.

SLATS Pedestrian and Bicycle System Plan (2017)

The Stateline Area Transportation Study serves as the federally designated Metropolitan Planning Organization (MPO) for the Beloit urbanized area, which spans the state line and includes portions of Wisconsin and Illinois. The plan recommends bicycle facility improvements throughout the Beloit urban area. The plan notes that the region lacks east-west connectivity, and that there is also a desire to improve north-south connections into downtown Beloit and the riverfront. The plan includes a recommended bicycle network and recommends infrastructure improvements throughout the city and broader region. These recommendations include improving mixed traffic facilities, visually separated facilities, and physically separated facilities.

SLATS Regional Transportation Plan (2021)

The Stateline Area Transportation Study serves as the federally designated Metropolitan Planning Organization (MPO) for the Beloit urbanized area, which spans the state line and includes portions of Wisconsin and Illinois. The MPO's 2021 Long Range Plan and Update guides future transportation policy and investments for the region. Different levels of government use the plan to coordinate transportation projects.

SLATS Passenger Rail Study (2021)

The Stateline Area Transportation Study serves as the federally designated Metropolitan Planning Organization (MPO) for the Beloit urbanized area, which spans the state line and includes portions of Wisconsin and Illinois. The MPO's 2021 Passenger Rail Study broadly assessed the market potential of passenger rail service within the SLATS MPA and surrounding MPOs. Two routes were chosen for further analysis based on market demand, a Rockford-Madison route (Rockford-Beloit-Janesville-Milton-Madison), and a Harvard-Madison route (Harvard-Janesville-Milton-Madison). Ridership estimates for these two routes were very similar, each approximately between 850 and 2,200 trips per weekday by 2050. The high end of that range is comparable to some passenger rail systems nationally. The plan also makes recommendations for next steps to pursue a passenger rail line and steps to take to preserve the long-term ability to pursue a passenger rail line if it is not created in the near future.

Local Transit Plans

Beloit Transit Development Plan (TDP) (2020): SLATS conducted a comprehensive evaluation of the existing Beloit Transit System services to serve as the blueprint for improving and expanding logical and cost-effective services. Key recommendations include providing service to the Town of Beloit, Gateway Business Park, and fixed routes into Illinois to accommodate transit options within existing and expanding employment centers. Additionally, the plan recommends addressing weaknesses of the current system, including improved frequency, connectivity, and simplicity of routes, reducing the need for transfers, and expanding the footprint of transit services without increasing operating costs.

Microtransit Study (2023): SLATS and the Beloit Transit System developed a microtransit system study. The goal was to optimize transit service throughout the community to fill any gaps within the current Beloit Transit System, between fixed transit routes. Microtransit service is typically applied to the community in pre-determined geographies or zones, offering on-demand public transit service paired with fixed routes for the last mile between destinations. Rides can be requested by calling a number or utilizing an internet-based application. The study recommended three different zones within Beloit, and one will serve as a pilot in 2024.

Beloit Transit System Zero Emission Transition Plan: As a direct result of this planning effort, the Beloit Transit System received a \$653,000 Federal Transit Administration grant in 2023 to buy hybrid bus vehicles to replace existing diesel vehicles in the fleet. In turn, this will reduce emissions, lower maintenance costs, and improve reliability of services.

Rock County Park and Open Space Plan (2020)

The Rock County Parks and Open Space Plan 2020-2025 seeks to identify significant cultural, historical, and natural resources that should be considered for possible protection, preservation, or restoration over the five-year planning period. The current Plan identifies countywide recreation needs and Rock County’s role in providing adequate staff and facilities to meet anticipated demands.

EXISTING UTILITY AND COMMUNITY FACILITIES PLANS

Capital Improvement Plan/Budget

A capital improvement plan is a community’s financial plan of future capital improvements to be carried out during a specific timeframe—capital improvement costs are intended to be matched with anticipated revenues. The City’s Capital Improvement (CIP) Budget allocates funding for infrastructure, utilities, public improvements, and other related projects. The CIP is updated annually and is a key short-range planning tool for allocating resources and implementing projects.

The 2023-2028 CIP identifies the following selected major capital projects along with many other smaller projects. The complete list of projects can be found in the CIP.

Figure A.8.1: 2023-2028 City of Beloit CIP

Project Name	Estimated Total Budget	Category
Milwaukee Road Bike Path (Cranston-Leeson)	\$1,010,000	General Public Works
Sidewalk Improvements	\$805,000	General Public Works
Street Maintenance	\$11,311,000	Street and Intersection Improvements
Willowbrook & Colley Reconstruction	\$17,976,269	Street and Intersection Improvements
STH 81 (Liberty) & STH 213 (Madison) Intersection Improvements	\$2,615,000	Street and Intersection Improvements
Townline Ave Recon: Shirland - Roosevelt	\$2,170,000	Street and Intersection Improvements
Cranston Road Resurfacing: Riverside - Prairie	\$4,600,000	Street and Intersection Improvements
West Grand Ave Reconstruction	\$2,395,000	Street and Intersection Improvements
Park Improvements/Enhancements	\$2,250,000	Repair and Renovation of Existing Operations
Transit Bus Replacement	\$5,863,806	Vehicle Replacement
Snow Plow Replacements	\$2,132,000	Vehicle Replacement
Sanitary Sewer Repair & Maintenance	\$7,455,975	Wastewater Treatment
Utility Side Lead Service Replacement - ARPA	\$4,300,000	Public Water Supply
Sub Six Inch Watermain Replacement	\$2,523,000	Public Water Supply
Henderson Ave Storm Water Pond	\$1,250,000	Storm Water

Source: City of Beloit, 2023

Beloit Area Water Quality Management Plan 2030

The 2030 Beloit Area Water Quality Management Plan provides a framework and set of guidelines to enforce the federal, state, and local water quality programs in the City of Beloit, Town of Beloit, and surrounding area. The plan identifies areas that can be developed to provide municipal services to communities in a way that protects public health, environmentally sensitive areas, and the water resources of the State.

Water Pollution Control Facility and Sanitary Sewer Collection System Master Plan (2020)

The plan reviewed the existing City of Beloit Water Pollution Control Facility (WPCF) and provided a basis of design for improvements at the WPCF. These recommended improvements would allow the City to continue to meet the requirements of its discharge permit through the design year of 2045 at the lowest practical costs to the users, while also allowing for growth of residential, commercial, institutional, and industrial user bases.

The WPCF is currently undergoing renovations and upgrades to better serve the community's current and future wastewater needs. The current WPCF facility is over 30 years old with aging equipment that has exceeded its useful life. As part of the upgrades, the project includes a new biosolids drying building, equipment and storage silo, as well as ultra-violet disinfection equipment and other equipment upgrades and facility improvements. The project began in June 2022 and is expected to be completed in the first quarter of 2025.

Beloit Utility Extension Study (2022)

The utility extension study was prepared to develop an overall plan for the management of the City's water and wastewater infrastructure, primarily for the planning of infrastructure improvements to serve anticipated growth within the City. Projected future population growth and development in the City will result in an increase in water demands and sanitary sewer flows within the City, prompting the City to consider options for expansion of the existing water and sanitary sewer infrastructure, assess capacity concerns in existing infrastructure, and optimize future water and sanitary sewer utility routing. The City's water and sanitary sewer system is evaluated under existing and 100 percent buildout conditions. Specific plans for upgrades to the City's water and sanitary sewer infrastructure are recommended and supported by an evaluation of monetary costs, environmental impacts, and other nonmonetary factors.

EXISTING UTILITY AND COMMUNITY FACILITIES

Cemeteries

The City owns two cemeteries, both located on the east side, managed by the Parks and Recreation Division. Eastlawn Cemetery is located on Milwaukee Road, adjacent to Leeson's Park, and Oakwood Cemetery on Clary Street, adjacent to Strong Park. These are self-supported facilities that generate their own revenue for operation. There are two Catholic cemeteries in the City, Mt. Thabor on Shopiere Road adjacent to OLA and Calvary Cemetery located on Colley Road.

Civic Organizations

Civic organizations are the backbone of any community. The City of Beloit is fortunate to have numerous organizations that serve area residents. These organizations are documented in Chapter 3 of the plan and also in the Livability Components section of this appendix.

Education

The majority of children residing within the City of Beloit attend the School District of Beloit; however, there are small pockets that are served by the Beloit-Turner School District and the Clinton Community School District. Enrollment has been steadily declining in the School District of Beloit and increasing in the Beloit-Turner School District. Due to the wide array of impacts associated with these enrollment changes, this topic is explored in depth throughout the plan.

Located in the heart of the City, Beloit College was founded in 1846. It is the longest continuously running liberal arts college in Wisconsin. Today, this small college of around 1,100 students offers over 40+ majors and minors, and a number of dual-degree and pre-professional programs. The College's wooded forty-acre campus includes many buildings in a range of architectural styles; four buildings are listed on the National or State Register of Historic Places. The campus is marked by winding pathways, expansive lawns, displays of public art, and ancient Native American burial mounds.

The Blackhawk Technical College District covers Rock and Green Counties, including the City of Beloit, with campuses in Monroe and the Town of Rock—midway between Janesville and Beloit on Prairie Avenue. There is a satellite center in Milton. Blackhawk Technical College offers associate degree programs in a variety of fields including accounting, culinary arts, information technology, and nursing. Diploma, certificate, and apprenticeship programs are also available.

Emergency Medical Services

The Fire Department provides emergency medical services to the City of Beloit and neighboring departments in Rock County, Wisconsin and Winnebago County, Illinois. Beloit was the first city in the U.S. with a population under 50,000 to have personnel trained at the paramedic level (started in 1974).

Fire Protection

The City of Beloit Fire Department Headquarters is located at 1111 Church Street with satellite stations at 2111 Cranston Road and 1048 McKinley Road. The Department has 61 protective full time employees, 3 administrative support staff, and 3 fire inspectors.

In order to better serve City of Beloit residents, the Department is projected to add a fourth fire station in or near the Gateway Business Park; a specific location has yet to be determined. Overall, an additional 9 full-time firefighters would be needed to provide services. The Department is also favorable towards greater regionalization of Beloit area fire services during the planning period, as is already done with the Town of Beloit and the City of South Beloit.

Health Care and Childcare Facilities

Beloit is served by several health care facilities. A few examples in the immediate area include Beloit Memorial Hospital, Mercy Beloit Medical Center, Beloit Health System Clinics, Beloit Health System UW Cancer Center, Beloit Health System Occupational Health and Sports Medicine, Beloit Area Community Health Center, and OrthoMidwest Surgery Center. Beloit residents also benefit from proximity to larger medical centers in Madison, Milwaukee, and Chicago.

The City of Beloit is also served by multiple childcare facilities, however there is substantial demand for additional facilities within Beloit. This topic is explored in detail throughout the plan.

Law Enforcement and Protection

The Beloit Police Department is currently located in City Hall at 100 State Street. As of 2022, the Police Department has an authorized sworn staff of 74 officers and 21 non-sworn staff.

The Department will likely have the need for a new facility in the planning period. The Department prefers a single facility rather than several satellite stations. In order to maintain service levels in the face of community growth, the Department also projects the need to hire an additional 9 officers and 2 support staff by 2026. Also, the Department is considering hiring a liaison for the proposed casino.

Library

The Beloit Public Library (BPL) provides an outstanding array of services for people residing in the City of Beloit and outlying areas. In a community known for its diversity, BPL strives to reach everyone in the community with unique programming for all ages, a full range of library materials, and rapidly evolving computer technology and workforce development tools and resources. Located at 605 Eclipse Boulevard, BPL serves the Beloit community by providing resources and services that support literacy, workforce development, and quality of life. Beloit Public Library is open 9:30 a.m.-9:00 p.m. Monday through Thursday and 9:30 a.m.-5:30 p.m. Friday and Saturday. To stay informed of the latest happenings, be sure to follow Beloit Public Library on Facebook.

Municipal Facilities

The Beloit City Hall is located at 100 State Street. It houses the offices for the City Manager, Finance and Administrative Services Department, City Attorney, Community Development Department, Economic Development Department, Human Resources Department, Municipal Court, the Police Department, and general government administrative staff.

This facility was remodeled during the past few years to include security upgrades, space for training, meeting rooms, and service counters. At the time of writing, the City was beginning a space needs study for the Police Department, also presently housed in City Hall.

Parks and Recreational Facilities

The City of Beloit's park and open space system provides area residents with numerous opportunities to participate in recreational activities, such as passive nature viewing and trails, playground equipment, playfields, plaza and event space, to name a few. As of 2023, the City maintains approximately 925 acres of parks and open space in 37 parks. More details regarding the community's parks and outdoor recreation amenities can be found in the City's 2013-2018 Parks and Open Space Plan. The following table summarizes all of these facilities.

Figure A.6.1: City of Beloit Existing Parks and Open Space

Park Name	Acres	Classification
Big Hill Park	186.4	Regional Park
Brooks Street Park	0.3	Pocket Park
Brown-Hatchett Park	0.2	Pocket Park
Christilla Park	4	Neighborhood Park
Dr. George W. Hilliard Park	6	Neighborhood Park
Eagles Ridge Park	4.4	Neighborhood Park
Field Park	1.3	Pocket Park
Freeman Park	9.2	Neighborhood Park
Harper's Prairie Park	19.9	Natural Area
Hinckley Park	3.4	Neighborhood Park
Hope Park	0.3	Pocket Park
Horace White Park	8	Neighborhood Park
John Rose Canoe & Kayak Launch	0	Special Use
Krueger Recreation Area/Golf Course	125	Community Park
Lee Lane Park	0.7	Pocket Park
Leeson Park	41.6	Community Park
Luty Park	1	Pocket Park
Mechanics Green Park	1.2	Neighborhood Park
Merrill Park	0.5	Pocket Park
Rev.U.S. Pride Park	1.2	Neighborhood Park
Rhodes Arboretum	2	Natural Area
Ritsher Park	0.8	Pocket Park
Riverside Park	28	Community Park
Riverside Park- West	2.7	Neighborhood Park
Riverside Park Lagoon	0	Special Use
Roosevelt Park	1.3	Neighborhood Park
Schellenger Park	0.8	Pocket Park
Stateline Restoration Prairie	10	Natural Area
Strong Park	3.5	Neighborhood Park
Summit Park	7	Neighborhood Park
Telfer Park	30.6	Community Park
The Landing	0.2	Pocket Park
Totem Mound Park	1.2	Natural Area
Townview Park	10	Neighborhood Park
Tremont Park	0.3	Pocket Park
Turtle Creek Greenway	379.1	Natural Area
Turtle Creek Park	11.4	Neighborhood Park
Vernon Park	4	Neighborhood Park
Water Tower Park	1.2	Pocket Park
Wootton Park	3	Neighborhood Park

Sanitary Waste Disposal Facilities

The City of Beloit Wastewater Treatment Plant, completed in 1991, is located north of State Line Road and west of Interstate 39/90. This facility's highest treatment day in 2005 was 11.7 million gallons. Average daily flow over the past three years was between 3.78 and 3.92 million gallons. Peak daily capacity is approximately 21 million gallons per day. Some properties in the City are served by individual on-site wastewater treatment systems, often referred to as septic systems, which generally discharge the wastewater to underground drainage fields. Similar to water supply, the existing treatment plant will be sufficient to meet future needs through the 20-year planning period.

Solid Waste Disposal

The City of Beloit provides garbage and recycling collection services for single-family homes and multi-family homes with four or fewer units. All city collected solid waste is transported to the Janesville Landfill, standard recyclables are transported to Pellitteri Waste Systems in Madison, and electronic recyclables are taken to Dynamic Lifecycle Innovations in Onalaska, WI. City of Beloit residents may take yard waste to Complete Compost LLC located at 1105 E LT Townline Road. Private companies that are licensed to collect garbage from multiple family, commercial, industrial, and institutional uses in Beloit include Waste Management of Janesville, Veolia Environmental Services, Rock Disposal, Inc., Sherman Sanitation Services, LLC, and Humphrey Hauling Service.

Stormwater Management and Erosion Control

The City has both a stormwater management ordinance (as a separate chapter of its municipal code) and erosion control regulations (as part of the zoning ordinance). Stormwater management regulations and practices are implemented through the City's stormwater management utility. Like many cities, Beloit is currently addressing new state and federal rules requiring stricter measures for stormwater management.

The City also currently regulates erosion on construction sites through its erosion control ordinance, with the intent of requiring the use of best management practices to reduce the amount of sediment and other pollutants resulting from land disturbing construction activities.

Telecommunication and Power Resources

There are several telecommunication towers located in the City that generally provide good coverage throughout the City. Alliant Energy provides Beloit's electricity services. The American Transmission Company owns and operates the electric transmission lines and substations in the eastern portion of Wisconsin. In the 10-Year Transmission System Assessment Summary Report identified projects are planned in Zone 3, which includes Beloit, to address system issues, including a Rock County Reliability Project in the City of Beloit.

There are several power facilities in the area. The West Riverside Energy Center is an advanced technology natural gas facility located in the town of Beloit. The facility produces enough energy to power 550,000 homes. In winter 2016, Alliant Energy began providing energy from the 2.3-megawatt Rock River solar project through a 10-year power purchase agreement (PPA) with Hanwha Q Cells USA. The solar field is located on the closed Rock River Generating Station landfill site in the town of Beloit. The solar installation is the first in Wisconsin permitted by the DNR on a closed landfill site. When the facility went into service, it was the largest solar generating station in Wisconsin. The Riverside Energy Center is a natural gas-fired electric generating facility located north of the City in the Town of Beloit.

Water Supply

The City purchased the water supply utility from Alliant Energy in 2003 and now owns the distribution system that supplies water to the Beloit area including the City of Beloit, Town of Beloit, Town of Turtle, and the City of South Beloit. The system is comprised of eight wells, three water towers, and numerous distribution mains. The existing system is sufficient to meet the demands of future development, including the Gateway area and an off-reservation casino proposed in the southeast part of the City by the Ho-Chunk Nation.

CHAPTER 7: HOUSING

HOUSING PROGRAMS

The following programs and organizations provide assistance to rent, purchase, or renovate housing. These programs are generally available to low- and moderate-income individuals and those with disabilities. In addition to the programs listed below, information regarding numerous other housing programs are available through the U.S. Department of Housing and Urban Development (HUD).

Community Development Block Grant (CDBG)

Local governments and counties are allocated CDBG funds on a formula basis for a variety of projects to principally benefit low- and moderate-income households. Eligible projects include home rehabilitation assistance, programs to provide homeownership opportunities to renters, payment of relocation costs, small public facilities projects, demolition or removal of buildings, conversion of buildings to low- or moderate-income dwelling units, acquisition of property for the construction of low- to moderate-income dwelling units, and site improvements for the construction of low- to moderate-income dwelling units. This program is administered by the Federal Department of Housing and Urban Development (HUD).

HOME Investment Partnership Program

This program utilizes federal grants to provide money to states and localities that can be used to fund a range of activities that build, buy, and/or rehabilitate affordable housing for rent or homeownership or provide direct rental assistance to low-income people. The City of Beloit is a member of the Rock County HOME Consortium.

Housing Cost Reduction Initiative (HCRI)

This is another Wisconsin DEHCR program using state funds to award grant money to homebuyers for the purchase of affordable homes or to prevent foreclosure. Eligible grant applicants include counties, cities, villages, or towns, among other non-profit and other organizations.

Downpayment Plus (DPP) and Downpayment Plus Advantage

Downpayment Plus and Downpayment Plus Advantage are down payment and closing cost assistance programs available to low- and moderate-income homebuyers. Both programs are funded by the Federal Home Loan Bank of Chicago's (FHLBC) Affordable Housing Program (AHP). Funding through these programs is available to FHLBC member financial institutions. A grant is paid on behalf of the borrower at the time of closing. To qualify for DPP, borrowers must earn at or below 80 percent of the area median income, sign a five-year retention agreement, participate in homebuyer counseling, and use the home as their primary residence.

City of Beloit

The City of Beloit offers a Housing Loan Program that is designed to improve the housing stock in the City of Beloit and complement other ongoing neighborhood revitalization efforts. Loans are intended to address specific work needed to bring residential properties into compliance with the City's Housing and Building Codes. The city also partners with local nonprofits to provide housing services for people who are homeless or have difficulty with housing. A few of these organizations include Acts Housing, Community Action, Family Promise of Greater Beloit, E.C.H.O, and the Salvation Army.

Beloit Housing Authority

The Beloit Housing Authority offers subsidized housing options for qualified City of Beloit residents, including Section 8 Housing Choice Vouchers for landlords and ownership of public housing.

Wisconsin Housing and Economic Development Authority (WHEDA)

The state offers home buyer education, home loan lenders, and a variety of programs for purchasing or refinancing. They also work with municipalities and developers in promoting new affordable housing units throughout the state using low-income housing tax credits (LIHTC). There are two types of LIHTC's that WHEDA administers, the 9% Federal Housing Tax Credit and the 4% State Housing Tax Credit. Eligible projects are competitively awarded each year.

Tax Incremental Districts (TIDs)

In 2009, the state amended the Tax Incremental Financing enabling law to allow municipalities to keep a district open for an additional year and allocate that increment to affordable housing efforts. In 2022, the City Council adopted Resolutions extending the life of the following TID's to fund affordable housing projects in the City: 8, 9, 10, 11, and 13. The City will use the final increment to improve housing quality and affordability by distributing funds via grants, loans, or developer incentives according to guidelines set forth within City program initiatives, state statutes, and objectives within the City's strategic plan.

HOUSING PLANS

Beloit Area Communities Housing Demand Analysis

The purpose of the Housing Demand Study was to develop a detailed understanding of the depth and nature of housing demand in the greater Beloit area. The study was initiated by the Greater Beloit Economic Development Corporation (GBEDC), and was additionally supported by a set of local communities—in particular the City of Beloit, the Town of Beloit, the Town of Turtle, the Village of Clinton, and the City of South Beloit. The study provided research and analysis of residential population and employment base, market and development demand indicators, and a demand projection. The analysis found that there is significant demand for new housing within the study area at a variety of income levels and housing formats.

Hackett and Merrill Neighborhood Revitalization Strategy Area (NRSA) Plans (2019-2024)

The City approved the NRSA plans for the Hackett and Merrill neighborhoods in 2019. These plans include strategies for improving these two neighborhoods and are anticipated to be updated in 2024.

Analysis of Impediments to Fair Housing (2019)

The City of Beloit, City of Janesville, and Rock County conducted an Analysis of Impediments to Fair Housing across the region in 2019. This report is required for communities to receive federal dollars from CDBG and HOME programs. It includes demographic data, local ordinance, and municipal policy analysis, coupled with community input to develop goals, strategies, and implementation action items to address and remove housing impediments.

Consolidated Plan (2019-2024)

The City approved the Consolidated Plan in 2019, which includes strategies which address the housing and homeless needs in the City.

CHAPTER 8: ECONOMIC DEVELOPMENT

WORKFORCE TRENDS

Below is a summary of existing and past workforce trends in Beloit and the region:

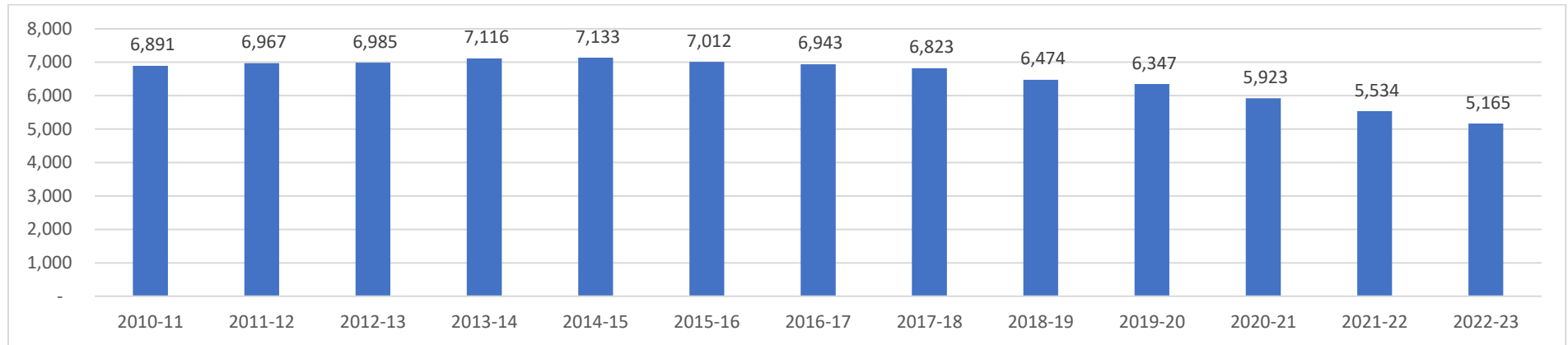
The City of Beloit's workforce is interconnected with the greater Rock County region. Over 71% of people who live in the City and are employed work in municipalities other than Beloit (Figure A.10.8). Overall, the City of Beloit's residents are mostly employed in the management, business, science, and arts industries (28.6%), in addition to production, transportation, and material moving (28.3%) (Figure A.10.3). This reflects similar patterns in 2000 and is indicative of a well-educated workforce and population along with a strong base of skilled trade and manufacturing workers.

The Wisconsin Department of Workforce Development calculated employment projections between 2020 and 2030 by occupational group for Grant, Green, Iowa, Lafayette, Richland, and Rock Counties combined (Figure A.10.4). These projections provide a look into where the region may be headed in the future. To note, some of the projected fastest-growing occupations are leisure and hospitality and education and health services, both areas that fit within the traditional occupations of City residents. Other industries projected to experience significant growth are natural resources and mining, construction, and manufacturing. Over the next 20 years, continuing to grow these occupations within the City and Rock County will help the local economy adapt to changing demands and drive economic growth in the future.

Another key component to understanding the City's workforce is education. Over 87% of the City's population over the age of 24 years old have graduated high school and over 17% have a bachelor's degree or higher. Both are lower than peer communities and lower than the state as a whole (Figure A.10.5), but are improving. As the economy continues to evolve over the next 20 years, it is critically important to have a prepared and educated workforce ready to adapt to new technologies and innovations. This provides opportunities for local employers and the continued expansion of the local economy. As such, the Beloit School District has become a statewide leader in classes and programs for students entering the workforce immediately after high school graduation. This includes career and technical classes, youth apprenticeships, internships, job shadowing, interview preparation, and industry certification.

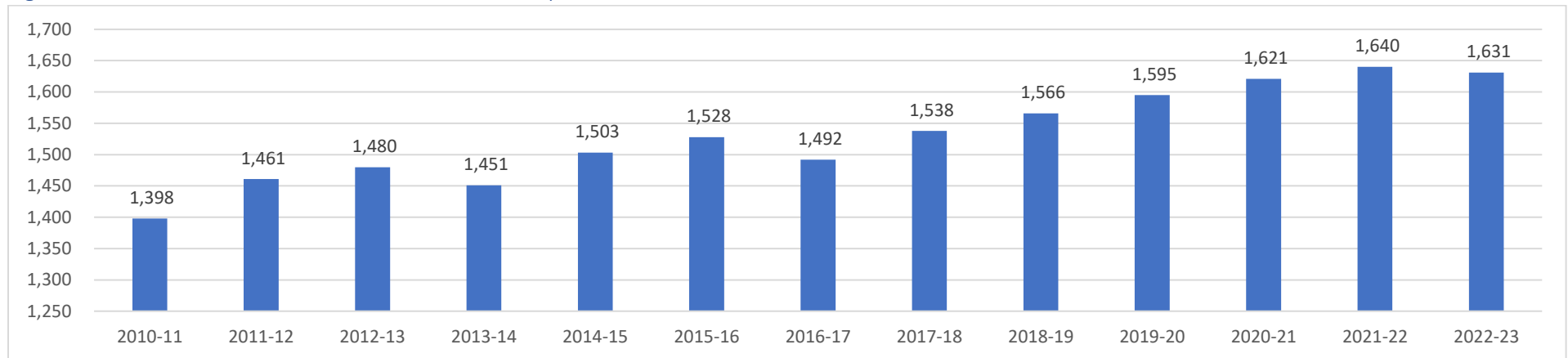
At the local level, enrollment in the Beloit School District has declined over the past decade, reaching a peak of 7,133 students in 2014 and declining to 5,165 students in 2022. (Figure A.10.1 and A.10.2). The composition of school facilities in the district has changed over the past decade, with some new schools opening and others closing. Overall, the District plays a key role in workforce preparedness of future generations. Maintaining a high-quality education system in the City and providing local employers with skilled workers are both key components of improving and adapting the workforce over the next 20 years.

Figure A.10.1: Beloit School District Total Enrollment



Source: Wisconsin Department of Public Instruction, 2022

Figure A.10.2: Beloit Turner School District Enrollment By School



Source: Wisconsin Department of Public Instruction, 2022

Figure A.10.3: Occupational Groups

	2000	2010	2021*
Management, Business, Science, and Arts	22%	25%	29%
Service	17%	21%	17%
Sales and Office	23%	21%	20%
Natural Resources, Construction, and Maintenance	8%	7%	6%
Production, Transportation, and Material Moving	31%	26%	28%

*Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates.

*Source: U.S. Census Bureau, 2000-2010 Census.

Figure A.10.4: Grant, Green, Iowa, Lafayette, Richland, and Rock County Employment Projections

	2020 Total	2030 Projected Total	Total Change	Percent Change
All Industries	133,327	141,788	8,461	6%
Natural Resources and Mining	3,833	4,243	410	11%
Construction	5,428	5,923	495	9%
Manufacturing	20,485	21,965	1,480	7%
Trade, Transportation, and Utilities	28,479	30,160	1,681	6%
Information	1,985	2,060	75	4%
Financial Activities	3,659	3,749	90	2%
Professional and Business Services	7,988	8,208	220	3%
Education and Health Services	28,098	31,055	2,957	11%
Leisure and Hospitality	9,376	11,557	2,181	23%
Other Services (Except Government)	5,082	4,915	(167)	-3%
Government	7,202	7,581	379	5%
Self-Employed and Unpaid Family Workers	11,712	10,372	(1,340)	-11%

Source: Department of Workforce Development State of Wisconsin Southwest Workforce Development Area Industry Projections, 2022

Figure A.10.5: Educational Attainment – Population 25 and Older

	High School Graduate (or higher)			Bachelor's Degree (or higher)		
	2000	2010	2021*	2000	2010	2021*
Beloit, WI	76%	80%	88%	14%	15%	18%
Janesville, WI	87%	88%	94%	19%	22%	26%
Manitowoc, WI	84%	88%	92%	17%	19%	24%
West Bend, WI	87%	89%	95%	22%	23%	29%
Fond du Lac, WI	84%	88%	91%	19%	17%	23%
New Berlin, WI	92%	96%	97%	37%	41%	46%
Town of Beloit, WI	85%	94%	91%	12%	17%	19%
Town of Turtle, WI	86%	90%	93%	17%	25%	21%
Rock County, WI	84%	87%	92%	17%	20%	24%
Wisconsin	85%	89%	93%	22%	26%	32%
South Beloit, IL	74%	85%	89%	7%	13%	19%
Rockton, IL	93%	96%	98%	30%	32%	32%
Roscoe, IL	91%	96%	95%	22%	30%	34%
Winnebago County, IL	81%	84%	88%	19%	21%	23%

*Source: U.S. Census Bureau 2017-2021 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

ECONOMIC TRENDS

As of 2020, Beloit's largest private sector employers were from a variety of business sectors including health care, food products, general retail stores, and construction materials. The community has 26 businesses retaining over 100 employees each (Figure A.10.10). The majority of the City's businesses are still predominantly small-scale in that they employ between 20-49 or fewer people. Additionally, based on commuting data, some residents travel outside of the City to work in other neighboring communities. It will be important to continue to grow new large and small-scale employers over the next 20 years, diversify the job base, and provide opportunities for residents to work and live in the community.

Over the past 19 years, the number of minutes spent commuting to work for City residents has held steady between 2000 and 2010 at 20 minutes, with a slight uptick to 22 minutes in 2021. (Figure A.10.9). This is not uncommon, as many communities have been experiencing increases in commuting time as people continue to live farther from their place of work. On a different, but related note, the number of people who both work in Beloit and live in Beloit is relatively low. Only around 27.5% of the people employed in the City live in the City, while over 11,457 City residents work outside of the community. Additionally, 11,893 people are employed in Beloit but live elsewhere. (Figure A.10.8). Overall, these trends reflect the location of Beloit in the greater metro area where other large employment centers are easily accessible for commuters. With the continued growth of the City and other recent developments providing more local job opportunities, these trends may shift over the next 20 years.

Another factor that plays a part in the City's economy is wealth and spending power. Between 2010 and 2021, the City's median household income rose considerably, from \$37,102 to \$52,097 (Figure A.10.6). Similarly, per capita incomes also rose during that same time. The per capita income is defined as the total personal income, divided by the total population. This is used as a measure of the wealth of the population and provides insight on how much disposable income City residents have.

Beyond just incomes, cost of living should also be considered. One of the most effective ways of analyzing the cost of living is through the comparison of different area's living wage. A living wage is defined as the hourly rate that an individual must earn to support their family if they worked full time (defined as 2080 hours per year). In general, Rock County's cost of living is comparable to neighboring counties and Wisconsin as a whole, with the exception of Dane County having a much higher cost of living (Figure A.10.7).

Another key figure to consider is the ALICE population. ALICE stands for Asset Limited, Income Constrained, Employed. This is a measure of the employed population that are above national poverty levels, so they do not qualify for federal assistance, but have wages that make it difficult to build wealth, save money, and afford essential goods and services.

- 34% of households in Wisconsin were considered to be ALICE or below poverty in 2021
- 23% of households in Wisconsin were considered to be ALICE in 2021, which is an increase from 17% in 2007
- 27% of households in Rock County were considered to be ALICE or below poverty in 2021

Source: ALICE State Reports, Wisconsin, 2021

Figure A.10.6: Income Comparison

	Median Household Income			Per Capita Income		
	2000	2010	2021*	2000	2010	2021*
Beloit, WI	\$36,414	\$37,102	\$52,097	\$16,912	\$18,145	\$25,719
Janesville, WI	\$45,961	\$48,752	\$63,259	\$22,224	\$23,810	\$32,136
Manitowoc, WI	\$38,203	\$41,919	\$54,767	\$19,954	\$24,533	\$31,207
West Bend, WI	\$48,315	\$51,763	\$66,980	\$22,116	\$27,118	\$35,329
Fond du Lac, WI	\$41,113	\$44,128	\$56,561	\$18,996	\$23,845	\$29,948
New Berlin, WI	\$67,576	\$75,695	\$87,248	\$29,789	\$37,222	\$49,691
Town of Beloit, WI	\$47,970	\$57,530	\$68,227	\$21,874	\$25,545	\$32,902
Town of Turtle, WI	\$57,188	\$63,828	\$75,625	\$24,015	\$33,974	\$34,489
Rock County, WI	\$45,517	\$49,716	\$65,518	\$20,895	\$23,926	\$32,275
Wisconsin	\$43,791	\$51,598	\$67,080	\$21,271	\$26,624	\$36,754
South Beloit, IL	\$35,597	\$53,357	\$65,218	\$18,363	\$21,816	\$28,572
Rockton, IL	\$57,292	\$72,264	\$103,397	\$24,078	\$29,235	\$39,821
Roscoe, IL	\$59,267	\$67,530	\$101,250	\$25,324	\$29,698	\$39,036
Winnebago County, IL	\$43,886	\$47,198	\$57,779	\$21,194	\$24,008	\$31,134

*Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

Figure A.10.7: Living Wage

	1 Working Adult With 1 Child	2 Working Adults With 2 Children
Janesville-Beloit Metro	\$34.21	\$24.61
Rock County	\$34.39	\$24.70
Dane County	\$39.44	\$28.51
Green County	\$33.82	\$24.22
Jefferson County	\$34.65	\$24.84
Walworth County	\$34.98	\$25.11
Wisconsin	\$34.39	\$24.70

Source: MIT Living Wage Calculator, 2021

Figure A.10.8: Commuting Patterns

	2020 Total	2020 Percentage
Employed in Beloit and Live in Beloit	4,520	27.5%
Employed in Beloit, but live elsewhere	11,893	72.5%
Live in Beloit and work elsewhere	11,457	71.7%
Employed in Rock Co. and Live in Rock Co.	39,241	60.9%
Employed in Rock Co., but live elsewhere	25,189	39.1%
Live in Rock Co. and work elsewhere	34,991	47.1%

Source: U.S. Census Bureau OnTheMap, 2020

Figure A.10.9: Commuting Patterns 2

	2000	2010	2021*
Mean Travel Time To Work	20	20	22.2

*Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates.

Source: U.S. Census Bureau, 2000-2010 Census.

Figure A.10.10: Largest Private Sector Employers

Employer	Industry	Number of Employees
Amazon Fulfillment Ctr	Mail Order Fulfillment Service	1,000+
Beloit Health System	Health Care Management	500-999
Frito-Lay Inc	Potato Chip Factories (mfrs)	500-999
Fairbanks Morse Engine	Engines-Diesel (whls)	250-499
Hormel Foods	Food Products & Manufacturers	250-499
Walmart Supercenter	Department Stores	250-499
Bay At Beloit Health & Rehab	Rehabilitation Services	100-249
Kerry	Milling (mfrs)	100-249
ABC Supply Co Inc	Roofing Materials-Wholesale	100-249
Premier Rehabilitation-Skilled	Rehabilitation Services	100-249
Beloit Club	Clubs	100-249
Stateline Family YMCA	Youth Organizations & Centers	100-249
American Construction Metals	Metal Specialties (whls)	100-249
Mid-States Concrete Prods Co	Concrete Products (whls)	100-249
Blackhawk Transport	Logistics	100-249
Beloit Community Health Ctr	Dentists	100-249
Playmonster LLC	Games Toys & Children's Vehicles (mfrs)	100-249
Menards	Home Centers	100-249
Valmet	Paper Mill Machinery-Manufacturers	100-249
United SOS Inc	Employment Agencies & Opportunities	100-249
Northpointe	Hospitals	100-249
United Stars Inc	Metal Goods-Manufacturers	100-249
Family Health Assoc	Physicians & Surgeons	100-249
Serta Co	Mattresses-Manufacturers	100-249
Midwest Engineered Systems Inc	Manufacturers	100-249
Fairbanks Morse LLC	Manufacturers	100-249

Source: Wisconsin Department of Workforce Development, 2021 and City of Beloit, 2023

ENVIRONMENTALLY CONTAMINATED SITES

The WI DNR's Environmental Remediation and Redevelopment Program maintains a list of contaminated sites, or brownfields, in the state. WI DNR defines brownfields as "abandoned or under-utilized commercial or industrial properties where expansion or redevelopment is hindered by real or perceived contamination." Examples of brownfields might include a large abandoned industrial site or a small corner gas station. Properties listed in the WI DNR database are self-reported, and do not necessarily represent a comprehensive listing of possible brownfields in a community.

As of 2023, there were 16 sites identified in the City by the Bureau for Remediation and Redevelopment Tracking System (BRRTS) as open cases. Eleven sites classified as environmental repair and the other five consists of a leaking underground storage tank (LUST). LUSTs are typically sites with tanks that are or were known to be contaminating the soil and/or groundwater with petroleum. These sites are oftentimes older, and have been releasing contaminants to the soil, groundwater, or air over a long period of time. Specific locations, property ownership information, and status of remediation efforts for all BRRTS sites are available from the DNR. These properties may need special attention for successful redevelopment to occur.

The locations of these environmentally contaminated sites were considered when making the land use recommendations in this Plan. The City encourages remediation and redevelopment of these sites for future economic development, where appropriate.

ECONOMIC DEVELOPMENT PROGRAMS AND AGENCIES

Tax Incremental Financing (TIF)

The City of Beloit utilizes tax incremental financing to fund public improvements and/or economic development projects that would not be feasible without the use of TIF. Costs associated with TIF projects are typically funded from the issuance of debt, with the principal and interest paid back with increased tax increment from properties within the TIF resulting from investment by the city. To date, Beloit has established fourteen TIF districts, two of which remain active as of 2023. Tax Incremental District (TID) 14, which expires in 2034, is centered around downtown and runs between Liberty Avenue and St. Lawrence Avenue between 4th and 5th street, with extensions to the riverfront in the upper section and lower section. TID 15 was approved in 2023 and encompasses approximately 621 acres along Gateway Boulevard, Colley Road, and the newly extended Milwaukee Road.

Rock County Economic Development

Rock County Economic Development provides consultative economic development services that promote activities and programs that position, as well as prepare, Rock County for opportunities that augment and enhance its assets. They also administer the Rock County Development Alliance and the Rock County Tourism Council. They offer services and programs for startup businesses, workforce development, grants, and produce data and publications, as well as work to facilitate business attraction, creating a local economic profile, and supporting local small businesses.

Greater Beloit Economic Development Corporation (GBEDC)

The Greater Beloit Economic Development Corporation's mission is to foster investment and job growth in the economy thereby improving the quality of life, educational attainment, housing availability and prosperity for all in the Greater Beloit Region. GBEDC owns and markets land for commercial and industrial development, promotes workforce development initiatives, conducts business retention and expansion visits, and provides financial incentives and support for business creation and expansion.

Greater Beloit Chamber of Commerce

The Greater Beloit Chamber of Commerce advocates for local businesses in the area. Their work includes advocacy, workforce programming, education and scholarships, and hosting events. They run a business ambassador program, a rising professional's program to attract young professionals to the Beloit area, and a Leadership Development Academy.

Other Local Programs

The City of Beloit Economic Development Department, in combination with several of the other entities listed in this chapter, offers a wide array of small business start-up programs. Some of these include the following. For more information, see the City's website.

- **Downtown Beloit Association (DBA):** offers marketing, site searches, façade grants, and special events for downtown businesses.
- **Gener8or:** offers a start-up accelerator, venture capital creation, investment networking, one-on-one coaching, and technical expertise programing to local businesses and entrepreneurs.
- **Rock County Jumpstart:** offers business planning, marketing, incubator, and accelerator programs to businesses across Rock County.

Blackhawk Technical College

Serving communities across Rock County and the region, Blackhawk Technical College plays a key role in workforce development and preparedness for Beloit area students. The college continues to evolve its training and courses to best fit the skills needed to serve local and regional employers by developing flexible and innovative degree programs and customized workforce training, certifications, and scholarship programs. As of 2024, a new state-of-the-art Innovative Manufacturing Education Center (I-MEC) is under construction on the central campus between the City of Beloit and Janesville, which is accessible to residents by transit or shuttle. Once completed, this will provide another key workforce development asset for the Beloit community.

Advance Now 2.0 (2019-2024)

The Madison Region Economic Partnership (MadREP), an eight-county organization that Rock County participates in, produced the most recent comprehensive economic development strategy for the Madison region in 2019 in cooperation with its private and public sector partners. This document serves as a regional economic development strategy that includes economic goals, strategies, framework, and a work plan. Some of the overarching goals of the plan include:

- Strengthen community, county, and regional infrastructure
- Sense-of-place and destination as an economic development tool
- Encourage and support new or existing businesses
- Address regional workforce development and attraction issues
- Improve housing opportunities for all

MadREP also administers several economic development funding and support programs in partnership with participating counties, which include a revolving loan fund, micro loan fund, growth loan fun, downtown façade loan fund, technology enterprise fund, and EDA fund programs to eligible businesses in the region.

Wisconsin Economic Development Corporation (WEDC)

Through WEDC, the state operates several economic development related grant programs. For example, the Blueprint for Prosperity Initiative includes Wisconsin Technical College Wait List Reduction grants, High School Pupil Worker Training Grants, and Workforce Training Grants for Persons with Disabilities, and the Wisconsin Fast Forward program includes mainly worker training grants by sector. Additionally, the Community Development Investment Grant Program focuses on downtown community development and supports urban, small city, and rural communities in their redevelopment efforts. There are also brownfield grants that include both a general program and site assessment program, in addition to offering business tax credits for job creation and retention. The Wisconsin Economic Development Corporation also hosts a wide variety of other grant programs that could be applied for by the City, non-profits, or local businesses. For more information related to these various programs, eligibility, and requirements, see the WEDC website.

U.S. Small Business Administration

The U.S. Small Business Administration's Certified Development Company (504) Loan Program provides growing businesses with long-term, fixed-rate financing for major fixed assets, such as land and buildings. 504 Loans can be used to fund land purchases and improvements; grading; street improvements; utilities; parking lots; landscaping; construction of new facilities; or modernizing, renovating, or converting existing facilities. A Certified Development Company (CDC) is a nonprofit corporation set up to contribute to the economic development of its community. In addition, to the programs listed, there are many Federal-level programs through the EDA and USDA.

The American Rescue Plan Act of 2021

The federal government passed the American Rescue Plan Act in the spring of 2021 which allocates money to each individual local government (Coronavirus State and Local Fiscal Recovery Fund). Funds can be utilized for, among other qualified uses, response to negative economic impacts of COVID-19, government services to the extent of the reduction in revenue, and investments in infrastructure. The Act also provided stimulus money to County, Regional, and State organizations that will be allocated through grants. Utilizing these resources in the coming years will be key to helping the community's local businesses bounce back from the economic impacts of the pandemic, in addition to advancing various initiatives throughout this Plan.

CHAPTER 9: INTERGOVERNMENTAL OPPORTUNITIES

EXISTING REGIONAL FRAMEWORK

The Beloit area has an understandably complex array of government agencies, including counties, cities, towns, school districts, a metropolitan planning organization, and various agencies covering two states. All play an important part in the area's future. [Map 1](#) shows the boundaries of the Beloit area's neighboring and overlapping jurisdictions. Relationships among the various political jurisdictions were analyzed to identify future opportunities and potential planning conflicts. The following is a summary of this analysis, including an analysis of potential conflicts between plans and policies of adjoining and overlapping governments and those of the City of Beloit. Where conflicts are apparent or may occur, processes to resolve them are proposed in Chapter 9 of this plan.

Important State Agency Jurisdictions

The Wisconsin Department of Transportation (WisDOT) Southwest Region office in Madison serves Beloit and all of Rock County. The Wisconsin Department of Natural Resources (DNR) provides service to the Beloit area primarily out of its regional office in Fitchburg. Parallel agencies operate in Illinois, just south of Beloit. The plans and policies of WisDOT and IDOT are described in the Transportation chapter, while the plans and policies of WI DNR as they affect Beloit are included in the Agricultural, Natural and Cultural Resources chapter. There are no known conflicts between the City's plans and those of state agencies operating in the Beloit Area.

Stateline Area Transportation Study (Beloit Area MPO)

The Stateline Area Transportation Study (SLATS) is the federally-designated Metropolitan Planning Organization (MPO) for transportation planning in the Beloit area. SLATS is governed by the City plus five other local communities in the Beloit area, both north and south of the state line, along with Rock County, Winnebago County, WisDOT and IDOT. SLATS's main policies and directions are articulated in its Long-Range Transportation Plan and Transportation Improvements Program, described more fully in the Transportation chapter. There are no conflicts between the City's plans and those of SLATS.

Regional Planning Jurisdictions

The City of Beloit is not located within the jurisdiction of any regional planning commission or council of governments.

Public Educational Districts

For K-12 public education, most of the City of Beloit lies within the School District of Beloit. However, small parts of the City are within the separate Beloit-Turner School District and Clinton Community School District. For technical education beyond the high school level, the City is within the Blackhawk Technical College District. There are no conflicts between the City's plans and those of these districts.

Rock County

The Rock County Comprehensive Plan includes recommendations for a number of different components of the countywide transportation system designed to serve the County's development through 2035. These components include transit, bicycle and pedestrian facilities, streets and roadways, vehicle occupancy, paratransit, rail and air transportation, parking and corridor preservation. While the Plan does not include City-specific recommendations, the City and the County have many similar transportation goals and policies such as expanding the bike and pedestrian network and encouraging a range of transportation options.

Winnebago County and the City of Rockford

The future of Winnebago County and the City of Rockford, to Beloit's south, are connected to the health of the region that includes Beloit. Rockford's 2021 population of 147,711 makes it the largest City between Chicago and Madison. While the plans and policies of these two governments were not extensively analyzed during this planning process, there exist opportunities for joint economic and transportation initiatives over the planning period.

Town of Beloit

The Town of Beloit is located to the west and north of the City of Beloit. The Town’s 2009 Comprehensive Plan proposes rural residential and agricultural land uses in the western portion of the Town and commercial and higher density residential uses adjacent to and surrounding the City of Beloit, mainly east of the Rock River.

The Town provides a variety of services to its residents including law enforcement, fire protection, and emergency medical services. Portions of the Town are also serviced by the Town’s sanitary sewer district and wastewater treatment plant. The Town also has its own zoning and subdivision regulations.

The City and Town of Beloit have an agreement for sewer and water service. This agreement aims to rationalize the jurisdictional boundaries and utility services, particularly west of the Rock River.

At present, there are no known conflicts between the City of Beloit Comprehensive Plan and the plans and policies of the Town. Further, there exist many opportunities for the enhancement of both communities through joint initiatives.

Town of Turtle

The Town of Turtle is located to the east and northeast of the City of Beloit. The Town adopted its most recent Land Use Plan in 2009. That plan proposes exclusive agricultural or general agricultural uses in the majority of the Town. However, there are likely potential land uses conflicts in the future beyond the City’s existing municipal boundary to the north and east.

The City of Beloit and the Town of Turtle completed a Cooperative Boundary Plan in 1999 that was in effect until December 31, 2020. That plan has now expired. The Cooperative Boundary Plan—essentially an intergovernmental agreement which is endorsed by the State—established procedures and timelines for municipal boundary changes (annexation) and compensation obligations from the City to the Town for certain boundary changes. The Future Land Use map in the former Comprehensive Plan showed “Boundary Adjustment Areas,” where boundary changes could occur through 2020 via future annexations (technically called “attachments”). The main Boundary Adjustment Area was between the current Gateway Business Park and the state line—essentially no development could occur in this area prior to attachment. Other noteworthy provisions of the Cooperative Boundary Plan were as follows:

- Before December 31, 2020, no lands outside the Boundary Adjustment Area may be attached to the City except by mutual consent of the Town and City.
- Within the Boundary Adjustment Area, the land use plan that is in effect in the Boundary Adjustment Area is the City’s 1998 Comprehensive Plan/Gateway Master Plan, with any adjustments to those plans for the Boundary Adjustment Area subject to agreement from both the City and Town.
- The Cooperative Boundary Plan indicates that “it is the Town’s intent to keep the land outside of the Boundary Adjustment Area in its current use,” which is predominately agriculture. The Town’s 1998 Land Use Plan map, which is included in the Cooperative Boundary Plan, identifies very little land for additional non-farm development, with the exception of additional commercial development near the Interstate 39/90-Shopiere Road interchange.

City of South Beloit

The City of South Beloit is located south of the City of Beloit, in Illinois. Highway 75 is South Beloit's main commercial corridor, and also a key entryway for the City of Beloit. South Beloit adopted its most recent land use plan in 2014, which identified future growth areas east of the City's existing boundaries near I-90. The majority of the future land use patterns shown along the City's northern boundary (Wisconsin-Illinois state line) reflect the existing land use patterns there today. This includes a mix of residential, downtown, and commercial land uses. Both cities should continue to work together on efforts that transcend jurisdiction boundaries including economic development, transportation, wayfinding, community character, and parks and open space planning.

City of Janesville

Janesville is the largest city in Rock County. The downtowns of Beloit and Janesville are about 11 miles apart, and municipal boundaries are even closer. The extraterritorial jurisdictions of the two cities now adjoin one another ([see Map 1](#)). Janesville is also currently in the process of updating its comprehensive plan. Janesville and the City of Beloit have engaged in partnerships over years, including joint economic development in collaboration with Rock County and bus service between the two cities. There are no known conflicts between the plans of Beloit and Janesville; in fact, there may be growing opportunities for collaboration in the areas of economic positioning, grant writing, and road and trail connections.

CHAPTER 10: ACTION PLAN

PLAN ADOPTION

A first step in implementing the City of Beloit Comprehensive Plan is making sure that it is adopted in a manner which supports its future use for more detailed decision making. The City has included all necessary elements for this plan to be adopted under the State's comprehensive planning legislation. The City has also followed procedures for adopting this plan under Section 1001(4), Wisconsin Statutes.

PLAN MONITORING

This plan is intended to be used by government officials, developers, residents, and others interested in the future of the City to guide growth, social change, development, redevelopment, preservation, and overall pursuit of the City's vision and values. Beloit intends to constantly evaluate its decisions on private development proposals, public investments, regulations, incentives, and other actions against the recommendations of this plan. Following adoption, all zoning, subdivision, and official map ordinances and decisions will have to be consistent with the Comprehensive Plan.

This plan will only have value if it is used, understood, and supported by the community. It is critical that the City make concerted efforts to increase community awareness and education of this plan. To this end, efforts may include:

- Prominently displaying plan maps and other materials in City offices, gathering places, and online.
- Ensuring that user-friendly, attractive, and up to date materials are continuously updated and are easily accessible on the City's website.
- Speaking to current and future elected officials, community organizations and school groups about the plan.
- Regularly presenting implementation progress reports to the City Council, Plan Commission, and other municipal bodies.
- Incorporating plan implementation steps in the annual budget process, capital improvement planning, annual City and department work plans, and other planning initiatives the City is involved in.
- Encouraging all City Staff, commissions, committees, groups, task forces, and other related bodies to become familiar with and use the plan in their decision making.
- Proactively engaging community institutions, organizations, and other jurisdictions to pursue cooperative implementation.
- Annually reviewing and assessing the plan by evaluating performance against the implementation steps and timeframe described in the Implementation Chapter. This review could appear on the agenda of a regular City Council meeting in late summer or early fall, in advance of the budget process. This meeting could also include the Planning Commission, department heads, and interested members of the public. Resident participation in this review should be actively solicited by public notice and a variety of other methods to achieve inclusive contribution, and public input allowed at the meeting at which the review is held. Any need for specific changes to the plan in response to changes in the factors on which it was based could be addressed at this review. Amendments to the plan will be made in accordance with the procedures described in the Plan Amendments section below.

PLAN ADMINISTRATION

This plan will largely be implemented through an ongoing series of individual decisions about zoning, land division, official mapping, public investments, annexation, and intergovernmental relations. The plan is likely to be faithfully implemented only through aligning the City's vision and values in an ever-changing environment that requires constant evaluation and calibration to match strategies and actions with these desired outcomes. Collaboration will be paramount. Beloit intends to use this plan to inform such decisions under the following guidelines:

Zoning

Proposed zoning map amendments (rezonings) should be consistent with the recommendations of this plan. Specifically, the Future Land Use Map will be used to guide the application of the general pattern of permanent zoning. However, the precise location of zoning district boundaries may vary, as judged appropriately by the Plan Commission and City Council. Departures from the exact land use boundaries depicted on the Future Land Use Map ([Map 5a and 5b](#)) may be particularly appropriate for projects involving a mix of land uses and/or residential development types, properties split by zoning districts, and/or properties located at the edges of future land use areas. However, in their consideration of zoning map issues, the Plan Commission and City Council will also evaluate the specific timing of the zoning map amendment request, its relationship to the nature of both existing and planned land uses, and the details of the proposed development. Therefore, this plan allows for the timing of zoning actions and the refinement of the precise recommended land use boundaries through the zoning, conditional use, and land division processes.

Land Division

Proposed land divisions should be generally consistent, but not necessarily precisely consistent, with the recommendations of this plan. Specifically, the Future Land Use Map (Map 5a and 5b), the Transportation Map (Map 6), the Utilities and Community Facilities Map (Map 7), and the policies behind these maps will be used to guide the general pattern of development, and the general location and design of public streets, parks, and utilities. However, in their consideration of land divisions, the Plan Commission and City Council will also evaluate the specific timing of the land division request, its relationship to the nature of both existing and future land uses, and the details of the proposed development. Departures from the exact locations depicted on these maps will be resolved through the land division process for certified survey maps, preliminary plats, and final plats both within the City limits and the extraterritorial jurisdiction. This plan allows for the timing and the refinement of the precise recommended development pattern and public facilities through the land division process as deemed appropriate by the Plan Commission and City Council.

Official Mapping

The Transportation and Community Facilities Maps (Map 6 and Map 7, respectively) will be used to guide the general location and design of both existing and new public streets, public parks, and utilities. The City's Official Map may be updated to capture these recommendations. In their consideration of official mapping issues, the Plan Commission and City Council will also evaluate the specific timing of the development request, its relationship to the nature of both existing and future land uses, and the details of the proposed development. Departures from the exact locations depicted on plan maps will be resolved through the official mapping and platting processes both within the City limits and the extraterritorial jurisdiction.

Public Investments

Proposed public investment decisions will be guided by the recommendations of this plan. These investments may include parks and infrastructure projects through the Capital Improvement Plan, acquisition of land for development or preservation, or other means. However, the timing and precise location of public investments may vary, as judged appropriate by the Plan Commission and City Council. This plan allows for the timing and the refinement of the precise recommended public facilities and other public investments as deemed appropriate by the Plan Commission and City Council.

Annexations

Proposed annexations will be guided by the recommendations of this plan. Specifically, the Future Land Use Map, the Transportation Map, and the Utilities and Community Facilities Map will be among the factors considered when evaluating a request for annexation. Annexation proposals on lands that are designated for urban development, as locations for future transportation facilities, and/or as locations for future community facilities will be more strongly considered for annexation approval. However, in their consideration of annexation proposals, the Plan Commission and City Council will also evaluate the specific timing of the annexation request, its relationship to the overall regularity of the corporate boundary, the ability to provide utilities and public services to the site, the costs associated with the proposed annexation, and consistency with goals described in this plan to create a compact city.

Intergovernmental Relations

Proposed intergovernmental relations decisions, including intergovernmental agreements, will be guided by the recommendations of this plan as deemed appropriate by the Plan Commission and City Council. However, in their consideration of intergovernmental decisions and agreements, the Plan Commission and City Council will also evaluate a wide variety of other factors. Departures from the recommendations of this plan will be resolved by the City Council through an intergovernmental process.

Interpretation

The interpretation of this plan shall be the responsibility of the City Council, as guided by recommendations of the Plan Commission.

PLAN AMENDMENTS

This plan can be amended and changed. Amendments may be appropriate in the years following initial plan adoption, particularly in instances where the Plan is becoming irrelevant or contradictory to emerging policy or trends, or does not provide specific advice or guidance on an emerging issue. “Amendments” are generally defined as minor changes to the plan maps or text. The plan should be specifically evaluated for potential amendments every three years. Frequent amendments to accommodate specific development proposals should be avoided, or else the plan will become meaningless.

The State comprehensive planning law requires that the City use the same basic process to amend a comprehensive plan as is used to initially adopt the plan. This means that the procedures defined under Section 66.1001(4), Wisconsin Statutes, need to be followed:

1. Either the City Council or Plan Commission initiates the proposed Comprehensive Plan amendment. This may occur as a result of a regular Plan Commission review of the Plan, or may be initiated at the request of a property owner or developer.
2. The City Council adopts a resolution outlining the procedures that will be undertaken to ensure public participation during the Plan amendment process (see Section 66.1001(4)a of Statutes and model resolution included in this Comprehensive Plan).
3. The Plan Commission prepares or directs the preparation of the specific text or map amendment to the Comprehensive Plan.
4. The Plan Commission holds one or more public meetings on the proposed Comprehensive Plan amendment. Following the public meeting(s), the Plan Commission makes a recommendation by resolution to the City Council by majority vote of the entire Commission (see Section 66.1001(4)b of Statutes).
5. The City Clerk sends a copy of the recommended Plan amendment (not the entire comprehensive plan) to all adjacent and surrounding government jurisdictions and the County as required under Section 66.1001(4)b, Wisconsin Statutes. These governments should have at least 30 days to review and comment on the recommended Plan amendment. Nonmetallic mine operators, any person who has registered a marketable nonmetallic mineral deposit with the local government, and any other property owner or leaseholder who has requested notification in writing must be informed through this notice procedure. These governments and individuals should have at least 30 days to review and comment on the recommended Plan amendment.
6. The City Clerk directs the publishing of a Class 1 notice, published at least 30 days before a City Council public hearing and containing information required under Section 66.1001(4)d, Wisconsin Statutes.
7. The City Council holds the formal public hearing on an ordinance that would incorporate the proposed Plan amendment into the Comprehensive Plan.
8. Following the public hearing, the City Council approves (or denies) the ordinance adopting the proposed Plan amendment. Adoption must be by a majority vote of all members. The City Council may require changes from the Plan Commission recommended version of the proposed Plan amendment.
9. The City Clerk sends a copy of the adopted ordinance and Plan amendment (not the entire Comprehensive Plan) to all adjacent and surrounding government jurisdictions, nonmetallic mine operators, any person who has registered a marketable nonmetallic mineral deposit with the local government, and any other property owner or leaseholder who has requested notification in writing as required under Sections 66.1001(4)b and c, Wisconsin Statutes.

PLAN UPDATE

The State comprehensive planning law requires that a community’s comprehensive plan be updated at least once every ten years. As opposed to an amendment, an update is often a substantial rewrite of the document and maps. Based on this deadline, the City should update this Comprehensive Plan by the year 2034, at the latest. The City should continue to monitor any changes to the language or interpretations of the State law over the next several years.

CONSISTENCY AMONG PLAN ELEMENTS

The State comprehensive planning statute requires that the implementation element “describe how each of the elements of the comprehensive plan shall be integrated and made consistent with the other elements of the comprehensive plan.” Because the various elements of this plan were prepared simultaneously, there are no known internal inconsistencies between the different elements or chapters of this Plan.

PLAN COMMISSION RESOLUTION

RESOLUTION 2024-018

RECOMMENDING APPROVAL OF THE CITY OF БЕЛОIT COMPREHENSIVE PLAN 2045

WHEREAS, pursuant to §62.23(2) and (3) of the Wisconsin Statutes, the City of Beloit is authorized to prepare and adopt a Comprehensive Plan as defined in §66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes; and

WHEREAS, the City Council-appointed Comprehensive Plan Steering Committee fostered public participation as required by §66.1001(4)(a) and (d) of the Wisconsin Statutes in updating the Comprehensive Plan 2045, and held public meetings and provided numerous other opportunities for public involvement prior to recommending approval of the Comprehensive Plan 2045 on June 12, 2024; and

WHEREAS, the Comprehensive Plan 2045 includes all of the required elements in §66.1001(2) of the Wisconsin Statutes and constitutes a ten (10) year update required by §66.1001(2)(i) of the Wisconsin Statutes; and

WHEREAS, §66.1001(4)(b) of the Wisconsin Statutes grants the City of Beloit Plan Commission the authority to recommend that the City Council adopt the Comprehensive Plan 2045.

NOW, THEREFORE, BE IT RESOLVED that the Plan Commission of the City of Beloit, Rock County, Wisconsin, hereby recommends that the City Council adopt an Ordinance to constitute official City approval of the attached City of Beloit Comprehensive Plan 2045 under §66.1001 of the Wisconsin Statutes.

Adopted this 19th day of June, 2024.

Plan Commission



Brian Anderson, Vice-Chairperson

ATTEST:



Julie Christensen
Community Development Director

CITY COUNCIL ADOPTION ORDINANCE



ORDINANCE NO. 3847

AN ORDINANCE TO ADOPT THE CITY OF БЕЛОIT COMPREHENSIVE PLAN 2045 AND TO AMEND SECTION 12.015(3) OF THE CODE OF GENERAL ORDINANCES

The City Council of the City of Beloit, Rock County, Wisconsin do ordain as follows:

Section 1. Pursuant to §62.23(2) and (3) of the Wisconsin Statutes, the City of Beloit is authorized to prepare and adopt a Comprehensive Plan as defined in §66.1001(1)(a) and 66.1001(2) of the Wisconsin Statutes; and.

Section 2. The City Council of the City of Beloit has adopted and followed written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by section 66.1001(4)(a) of Wisconsin Statutes.

Section 3. The Plan Commission of the City of Beloit, by a majority vote of the Commission, recorded in its official minutes, has adopted a resolution recommending to the City Council the adoption of the Comprehensive Plan 2045, containing all of the elements specified in section 66.1001(2) of the Wisconsin Statutes.

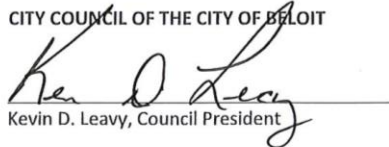
Section 4. The City of Beloit has held at least one public hearing on this ordinance, in compliance with the requirements of section 66.1001(4)(d) of Wisconsin Statutes, and provided numerous other opportunities for public involvement per its adopted public participation strategy and procedures.

Section 5: The City Council of the City of Beloit, Wisconsin, does, by enactment of this ordinance, formally adopt the document entitled, City of Beloit Comprehensive Plan 2045 pursuant to section 66.1001(4)(c) of Wisconsin Statutes.

Section 6. This ordinance shall take effect and be in force upon its passage and publication.

Adopted this 19th day of August, 2024.

CITY COUNCIL OF THE CITY OF БЕЛОIT


Kevin D. Leavy, Council President

ATTEST:


Marcy J. Granger, City Clerk/Treasurer

Published this 27th day of August, 2024.

Effective this 28th day of August, 2024.

01-611100-5231-24-007