

BELOIT COMPREHENSIVE PLAN 2045
APPENDIX B: PUBLIC PARTICIPATION
RESPONSE SUMMARY
ADOPTED: AUGUST 19, 2024



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INTRODUCTION

To provide sound public policy guidance, a comprehensive planning process should incorporate inclusive public participation procedures to ensure that final recommendations reflect a broadly supported vision. Near the outset of this planning process, the City Council and Plan Commission adopted the City's Public Participation Plan by resolution. The following public involvement opportunities were conducted as part of this planning process. This document provides summarized feedback from each event held throughout the development, review, and adoption of the 2024 City of Beloit Comprehensive Plan.

STEERING COMMITTEE AND PLAN COMMISSION KICKOFF MEETING

On June 21, 2023, a joint meeting of both the Plan Commission and Steering Committee was held to kick off the update of the City of Beloit's Comprehensive Plan. This meeting included a summary presentation of the process and a discussion on key assets, issues, and opportunities within the community. The following is a summary of the responses gathered in the meeting:

Most Exciting Trends Over the Last 10 Years

- Downtown area has seen a lot of growth and it is a great asset and attraction – new shops, investments, the baseball stadium, Beloit Powerhouse, the Ironworks, the Gateway area, YMCA, and the Boys and Girls Club are a few examples. Downtown is making Beloit a desirable place for people and makes it a place people want to move to.
- Beloit hosts great events, especially downtown. This makes it desirable for residents and people interested in moving to the area – helps change the perception of Beloit.
- The successful attraction of great businesses to the community has resulted in great experiences for people who are looking to shop, dine, and stay overnight.

Most Disappointing Trends Over the Last 10 Years

- Recent lack of stability within the school district is hurting the ability to attract new residents – people are choosing to build/develop near Beloit but in other school districts. Despite those trends, it seems to be moving in the right direction now.
 - It was once a strong, high performing school district, especially given its low-income student population, but it has gone up and down since then.
 - The City needs a high performing school that serves its population to be a successful community that can attract and support development, raise home values and incomes, and have successful outcomes for students and families.
- The City has seen a loss of retail and historic retail and commercial corridors have declined.
- Beloit is a net importer of jobs, but jobs for residents tend to be low income and high-income jobs are for people that live outside of the City. This contributes to stagnant population trends. Attendees noted that new buildings are being built, so there is some development activity but not really seeing corresponding resident growth. Single family housing development is happening in the other school districts, not in the City of Beloit
- Beloit has some real challenges in its regional position. Its location on the state line, proximity to Janesville and other communities, topography, and landscape all impact growth and ability to extend utilities. The City must figure out how to maximize its position with what it has been given.

Biggest Issues Facing Beloit

Housing

- Beloit needs more housing, and better-quality housing. Need to address aging housing stock and provide the right mix of housing types and affordability levels for all residents. This presents an opportunity and a challenge. Opportunities exist to create executive housing and update aging stock. However, the high costs to build homes right now makes it difficult to make housing price points affordable.
- There is a challenge to recruit developers to build in Beloit when their return on investment is higher in other areas – like in the Beloit Turner School District. They cannot get the prices that they can get elsewhere, but their costs are the same – not profitable. However, there is clear demand for new market rate multi-family. New market rate units are generally 90%-100% full shortly after completion.
- There are issues with quality and condition of options in the more affordable price points. New multi-family buildings are great – but are on the high end of the affordability range. The residents in these buildings tends to be adults with no kids, which means it's not supporting the schools and not helping with population growth.
- The City needs a strategy to address its aging building stock that is left in need of repairs. Neglected homes bring neighborhood values down.
- Increasing the ownership rate in the City is challenging. Individuals can get financing for \$150k homes, but it is hard to find quality inventory at that price point in the City. With the lower housing values and tight inventory – many sellers are looking for cash deals that favor investors looking to rent the home over new families looking to own the home.
- There is a challenge overcoming NIMBYism about housing. Everyone wants more housing and the benefits that come from increased density, but people come out against new projects that are proposed.
- Need to maintain a balance between attracting people while preserving affordable options for the people that already live in Beloit.
- Beloit has a rather significant homeless population that will require targeted solutions.

Wages and Employment

- The Comprehensive Plan should focus on income and identify strategies to raise residents out of poverty. It should also identify ways to raise the median income level in the City by attracting high wage employees to live in the city.
- Local businesses are struggling with workforce shortages. There is a need to connect people with programs that can get them the qualifications needed for available higher paying jobs.
- Beloit needs to attract higher income people to live within Beloit's municipal boundaries, not adjacent to them.

Schools and Education

- The Beloit School District previously had 75 years of strong performance – especially given the poverty in the district. Leadership in the district was strong, but 8 to 10 years ago it lost that stability and performance has slipped. It is in a vicious cycle of performance and funding.
- Poor performance for the district is impacting the City. Potential new families are choosing to locate outside the City due to the struggles in the district.

Dependable Childcare

- Many childcare facilities in Beloit are closing and there are few options left. Some pointed to higher resourced all day 4K programs as a reason for some of the daycare closures.
- Parents' choices about employment are impacted by whether they can get reliable childcare. The lack of daycare options creates a strain on the local workforce.
- Beloit should explore opportunities to partner with employers or make community investments to reverse trends.

Assets

- Beloit has very good green space corridors and great parks. They are a strong selling point for the community and Beloit should seek to preserve and add to them.
- The bike system has room for improvement, but the City has a strong base to start with. Recent complete streets improvements have made neighborhoods more walkable and bikeable.
- Beloit has access to a high quality and plentiful water supply.
- Beloit College is a strong asset. The City could highlight Beloit as a college town. There is a need to break the town/gown divide and connect the college more directly with the City. Beloit College is currently reassessing their space needs, and this is an opportunity to dovetail those plans with the larger community's planning efforts.
- The City is full of great people, businesses, and community spirit that could be further leveraged with increased involvement and volunteering in various community organizations.
- Lots of great public gathering spaces. Increased programming within those spaces could allow more people to experience those opportunities.
- There are two key opportunities/areas of need on the west side that could become great assets for the city. The Hackett Neighborhood has many vacant, beat-up houses, but also gems and opportunities for affordable housing. The Madison Road Corridor has been impacted by the McNeel School closing. It has the potential to be a great commercial corridor – but needs a road diet, improvements, beautification, and streetscaping. The corridor looks rough from Madison Road but looks good coming in from Milwaukee Road. The pool is another asset for this neighborhood.

Top Priorities for the Comprehensive Plan

- Housing: Need a solid plan for creating housing and addressing deteriorating housing stock. Many projects get shot down because it seems piecemeal – need to demonstrate a vision through a dedicated plan. The City/public sector should take an active role in solving these problems – what can they do to address these issues?
- The private market is already investing in the east side, but is neglecting the west side. This plan should focus on the west side and making it viable for investment.
- Focus on small businesses as they are the backbone of the community.
- The 20-year horizon of the plan lines up with national energy change efforts. The plan should connect to national trends, utility plans, green energy, and green energy jobs so that Beloit is not left behind.
- Childcare: Access to quality reliable childcare strengthens the workforce and gives parents access to better job opportunities with higher pay.
- Improving transportation: Many individuals currently drive or carpool, leaving people in fragile situations when plans change or they have car problems. People have to take time off work if they don't have access to reliable transportation.
- Continue momentum in a positive direction and explore best practices across the state. Draw inspiration from those best practices but make them unique to Beloit.

POP-UP EVENTS

Event #1: Farmer's Market

On July 8th, 2023 the City of Beloit set up a booth at the downtown Farmer's Market to solicit feedback from the general public. Informational flyers were distributed with information about the planning process and staff were available to answer questions. Copies of materials were available in English and in Spanish. Approximately 75 people stopped by the booth to talk with staff throughout the event. Additionally, individuals were invited to leave a post-it note on a board to respond to the question "What does the future of Beloit look like to you? Below is the list of responses that were generated:

Housing

- Rehab/reclaim existing housing stock
- Affordable housing
- Development on the west side
- Less rentals property upkeep
- Denser housing
- More housing for the low-income families

Community Facilities and Infrastructure

- Walk and bike friendly
- Frisbee golf course
- Parks and open space
- Parks with environmental education
- "small" transit rather than large business = better service, less waste
- Improve Turtle Island big time – that lookout is dangerous
- More things for kids to do
- Cranston Road repair

Businesses

- Chick-fil-A
- Roller rink
- Retail
- More restaurants downtown
- Target
- Kids consignment store
- More restaurants
- Malls

Event #2: Movies on the Big Lawn

On September 8th, 2023 the City of Beloit set up a booth at the Movies on the Big Lawn at Riverside Park to solicit feedback from the general public. Informational flyers were distributed with information about the planning process and staff were available to answer questions. Copies of materials were available in English and in Spanish. Approximately 25 people stopped by the booth to talk with staff throughout the event. Additionally, individuals were invited to leave a post-it note on a board to respond to the question “What does the future of Beloit look like to you?” as well as providing input on future land uses in the City. Below is the list of responses that were generated:

Community Facilities and Parks:

- Great library
- More places for teens
- More places for kids
- New playground
- Improved splash pad
- Fishing spots and river access
- Turtle Island at Riverside Park is great

Businesses

- More restaurants
- More ice cream places and small businesses

FOCUS GROUPS

On July 20, 2023, the City of Beloit hosted several Focus Group Interview Sessions with community and regional stakeholders. Over 45 people participated in these meetings, which took place in-person at City Hall. Stakeholders were grouped according to topic areas of key importance to the plan update, including: Growth and Development, Community Facilities and Infrastructure, Community Leaders & Civic Groups, Small Businesses, Young Families or Young Homeowners, and League of Women Voters. An additional five Youth-High School Students Focus Group discussions were held throughout September 2023 with over 100 student attendees. The Youth-High School Students Focus Group discussions took place at Beloit Memorial High School (1), Turner High School (1) and The Lincoln Academy (3). Below is a high-level summary of the feedback received from these conversations.

Community Assets

- Strong organizations including the Downtown Association, Visit Beloit, Beloit Arts Center, baseball team, local government, police department, libraries, environmental centers, Beloit Task Force on Homelessness, Beloit College, non-profit community.
- The recent shift in the police department to community engagement and building relationships has shown positive results. There is an improvement in perceived safety and a reduction in crime.
- New development downtown is drawing young professionals to come back to the community and helping Beloit become a tourist destination. Beloit has amenities of City while retaining a small-town feel. There is a lot to do and most things you need are within 10 minutes.
- Family-friendly activities around the community, including the farmers market, library events, and film festival.
- New Ironworks co-working space has strong internet access and is a draw for remote workers.
- Beloit has many natural amenities and has made recent improvements to the riverfront parks, greenspace, and buildings. Residents value amenities that include Riverside Park, Big Hill Park, the Rock River, River Bend Stadium, and Turtle Creek

- Strong collaboration with neighboring communities.
- There are good relationships between Beloit School District and local businesses that hire for the trades.

Missing Components of Beloit

- Not enough recreational opportunities for kids. Examples of desired recreational activities provided by high school students include e-sports, trampoline park, Volcano Falls, roller rink, arcade, bowling, and an indoor sports complex with courts & leagues.
- Free/low-cost settings for youth gatherings, like a children’s museum, movies in the parks, free concerts in the park.
- Solutions for homelessness in the City. There is only one homeless shelter. Tiny homes and/or efficiency apartment buildings could help address unhoused individuals.
- There is a lack of affordable childcare in the City.
- Lack of retail, grocery, restaurants, and shopping access within the City
- Activities for young adults to do in the City aside from restaurants and bars. There is a desire for more live music opportunities and other events that are free to the public.
- There is a need for improved biking trails around the City for kids to bike safely around the area.
- Rock County does not have a mental health facility.
- There is a need for increased access to bilingual materials for the City’s growing Hispanic/Latino population.
- More volunteer and internship opportunities for students

Issues

- Lack of affordable housing development and barriers to affordable housing. There is significant community push back against new affordable housing projects when they are proposed.
- The existing housing stock is old and deteriorating. Apartments tend to either be expensive or extremely run down, there is very little in between. State law makes it hard to do proactive code enforcement on run-down buildings. There is an increasing trend of local landlords selling properties to national firms. It is also difficult to get landlords to accept Section 8 vouchers.
- Leadership shifts in the school district over the past several years and other factors have left the school district struggling. New homeowners are choosing to live in the Beloit Turner School District, and Beloit School District enrollment has declined significantly over the past 10 years.
- Programming options for kids are great but there is not a ton of availability. The existing parks are underutilized and could use a better mix of big and little kid activity options.
- Getting high income upper management and executives to live in the City rather than neighboring communities.
- Negative perceptions of the community related to crime rate and poverty rate that persist even with recent changes.
- There is a split between those that think more downtown parking is better and those that think it is good to have foot traffic.
- Flooding at Turtle Creek
- Water service is undersized for fire service, especially on the west side.
- Supply chain issues increasing costs for new development.
- There is a divide in the community between east and west side based on socioeconomic status. The west side is underinvested in relative to the east side. The west side middle schools closed, which requires longer transportation to school.
- Some neighborhoods have problems with crime, violence, feeling unsafe, and a lack of streetlights.

- Students noted issues with traffic between Beloit Memorial High School and Beloit Learning Academy. Suggestions included closing sidewalk gaps to and from school, traffic signal timing, and pedestrian crossing buttons.

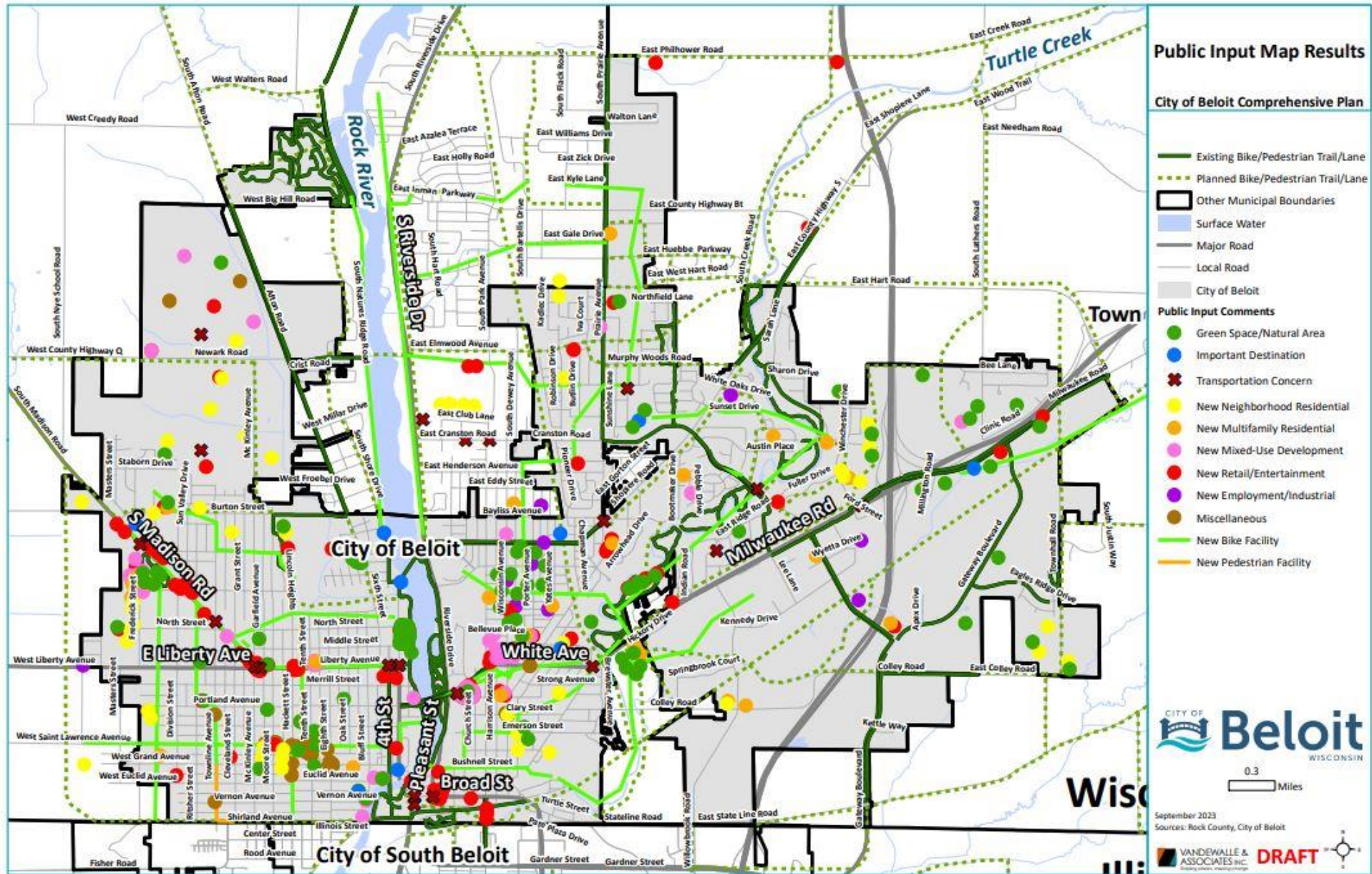
Priorities

- Increasing affordable housing options and addressing the deteriorating housing stock. Need to define terms around housing, especially the difference between Section 8, public housing, and workforce housing.
- Increase infill development. Need to build in ability to increase density over time and removing discretionary element from housing project review.
- An Increase quality and quantity of high paying jobs and attract new residents that live/work in Beloit, including a focus on remote workers.
- Create a better first impression through streetscaping, imaging, etc. to promote pride in the community and convince more people to move here. Increase walkability/bikeability and improve wayfinding/historical marker signs.
- Address the retail market leaving the community and bring back a thriving minority-owned business community.
- The crime rate has decreased significantly but the perception of crime persists. Need to identify ways to change that perception.
- Activate places and experiences for kids and teens within the city and communicate positive youth opportunities that exist.
- Identify strategies to assist with aging in place.
- Promote collaboration with neighboring communities.
- Emphasize the role of Beloit College and help break the town/gown divide and connect it more directly with the community.
- Improve public education, voting access, and other government services in the community.
- Understand how growing community impacts fire services, daytime population, housing, ADA compliance, sustainability, food deserts, and aging utilities.
- Reduce the poverty rate and revitalize the west side.

INTERACTIVE ONLINE MAP

Between August 29 to September 25, 2023, the City of Beloit hosted an online map-based survey to gather input on future preservation and growth areas, existing gathering places and transportation issues, and new multi-modal transportation infrastructure ideas. The survey had 590 unique features. Below is a summary of the map features and several maps showing where they were suggested.

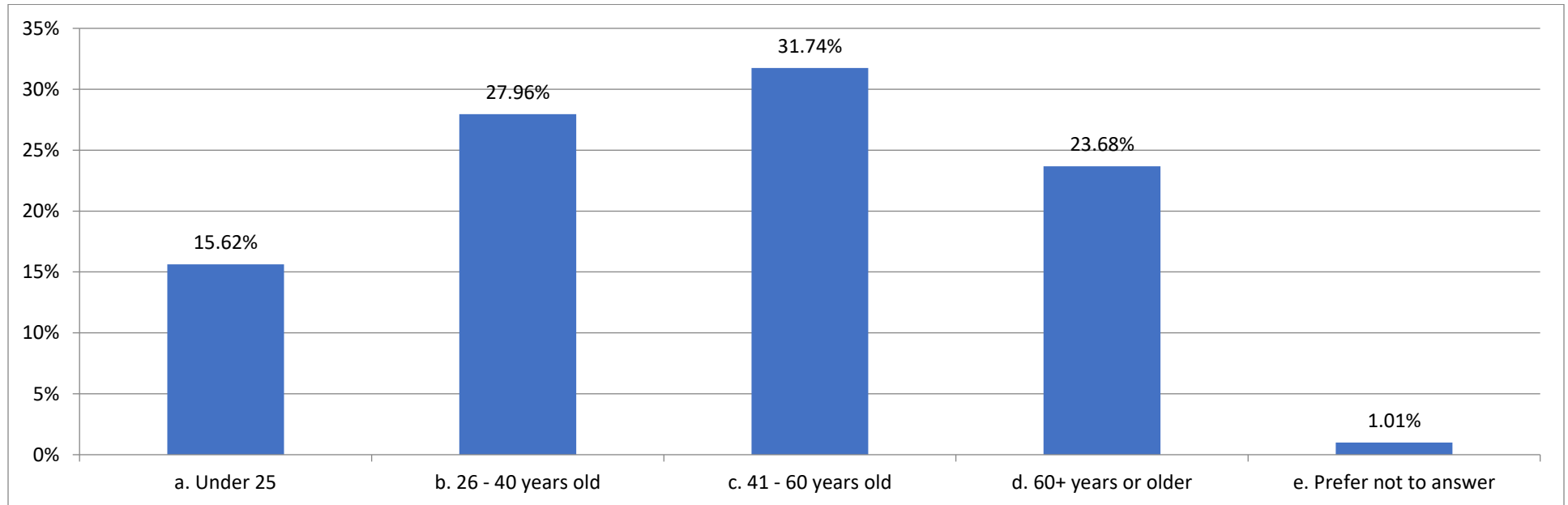
Category	Count
Green Space/Natural Area	176
Important Destination	11
Miscellaneous	47
New Employment/Industrial	10
New Mixed-Use Development	53
New Multifamily Res.	27
New Neighborhood Res.	47
New Retail/Entertainment	163
Transportation Concern	22
New Bike Facility	29
New Pedestrian Facility	5



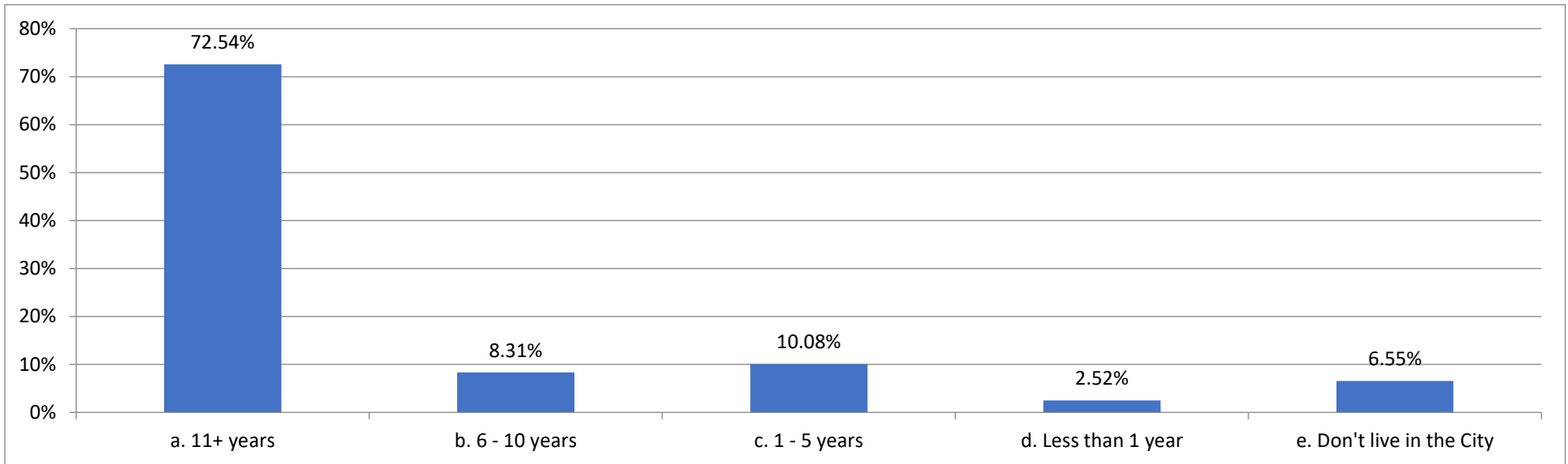
VISIONING WORKSHOP AND ONLINE SURVEY

On August 28, 2023, a Public Visioning and Prioritization Workshop was held to gather input on the development of the City’s Comprehensive Plan Update. The meeting was attended by approximately 50 people and held at the Beloit Public Library. The event featured breakout group sessions on visioning and top priorities, with a group mapping exercise and an interactive polling exercise to gather feedback on assets, opportunities, growth, quality of life, economic development, and infrastructure priorities. In addition to the in-person opportunity, an online survey was open from August 29 to September 25 to gather further input. Copies of materials were provided in both English and Spanish. The online survey received 392 responses in English, and 5 responses in Spanish. The combined results of those public input opportunities are listed below. Due to the large number of written responses, narrative questions were summarized using word clouds created with the website [Freewordcloudgenerator.com](https://www.freewordcloudgenerator.com).

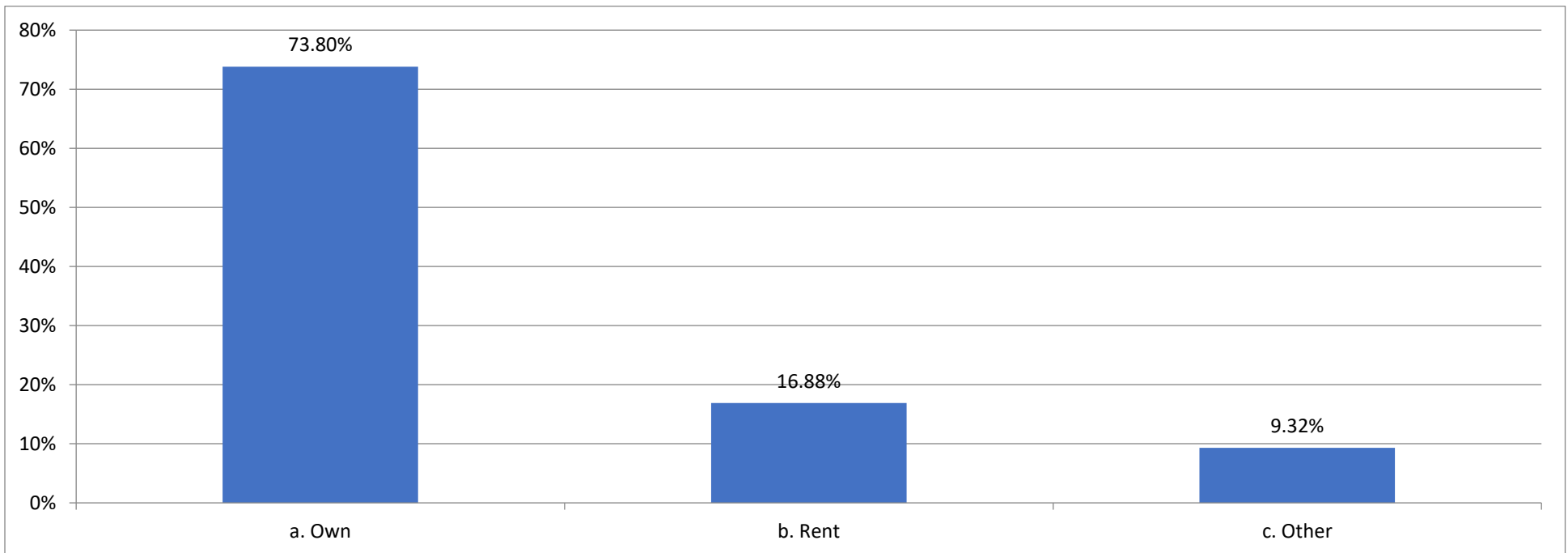
Q1: What is your age?



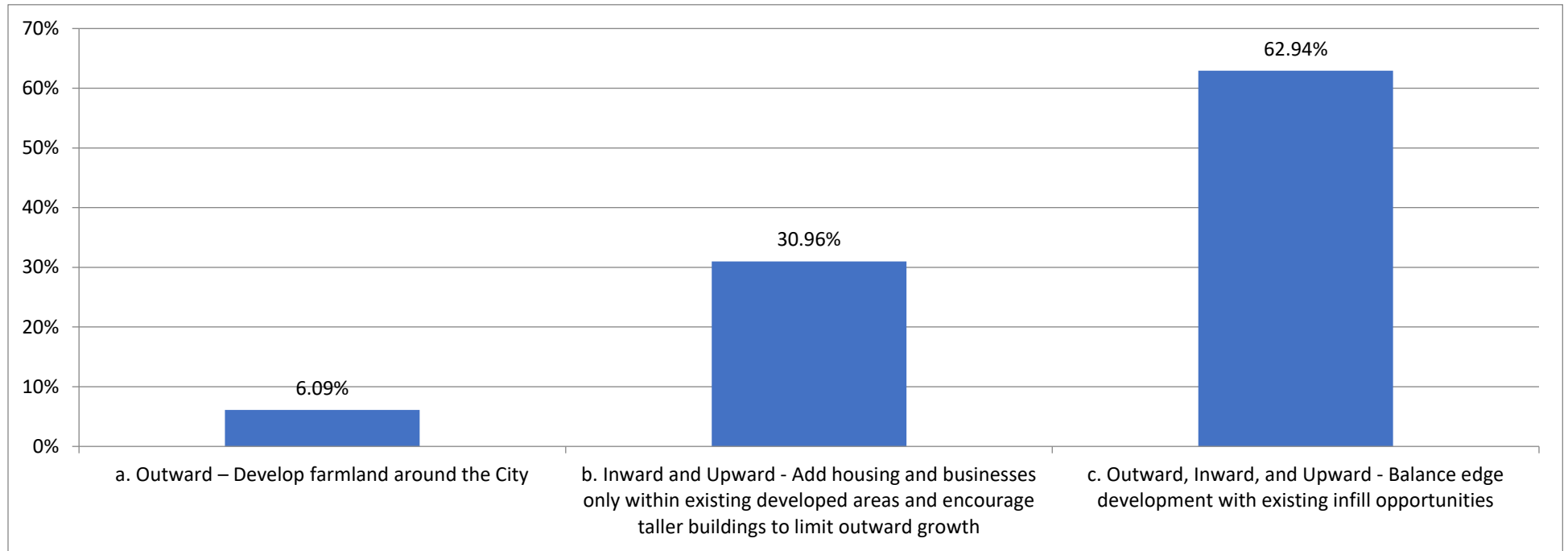
Q2: How long have you lived in the City of Beloit?



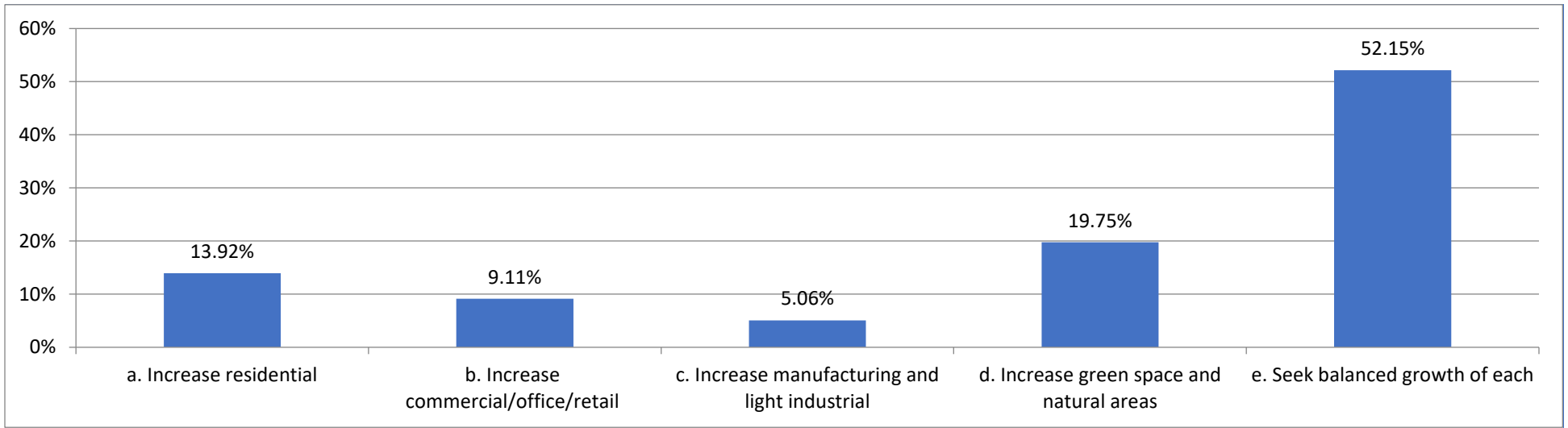
Q3: Do you own or rent your house, apartment, or condo?



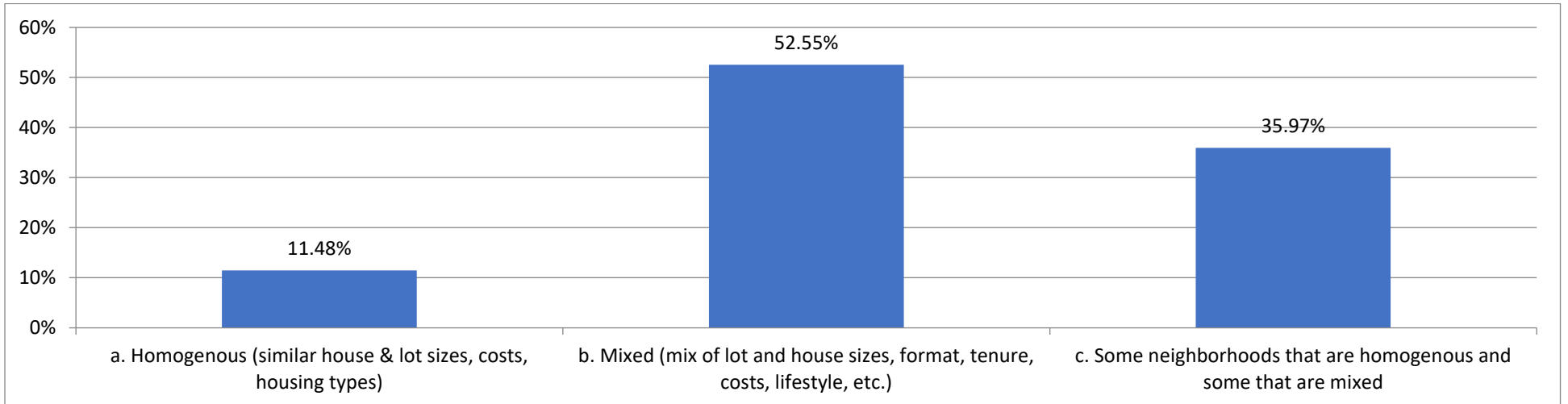
Q4: Generally, where should the City's future growth be focused?



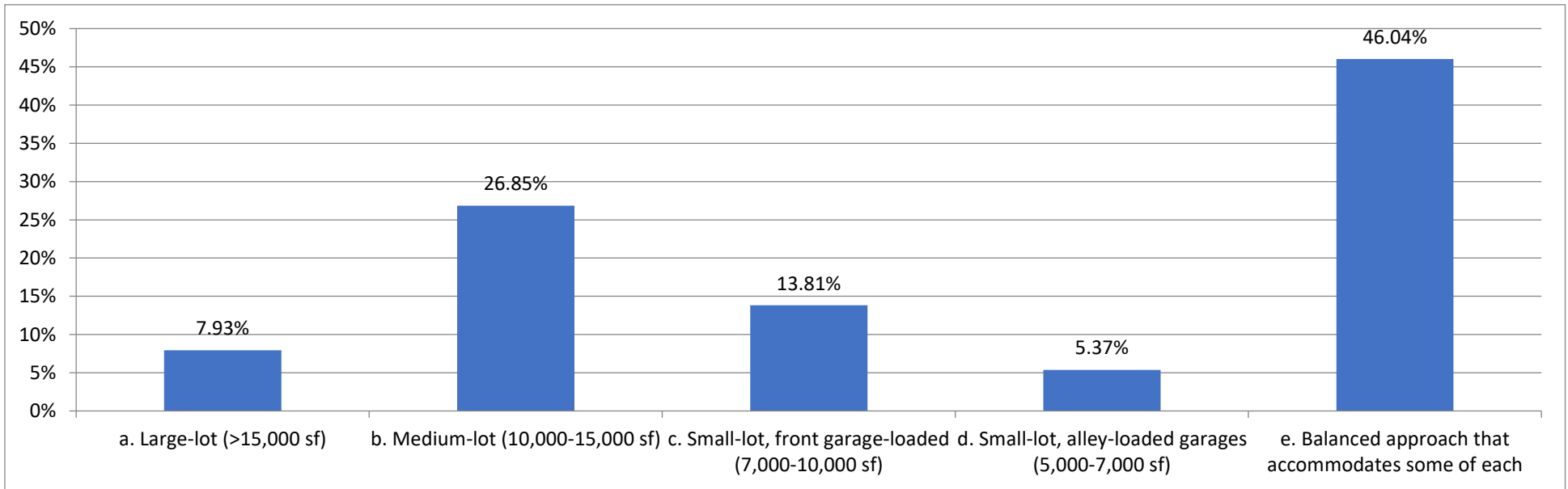
Q5: Generally, what land use types should Beloit prioritize over the next decade?



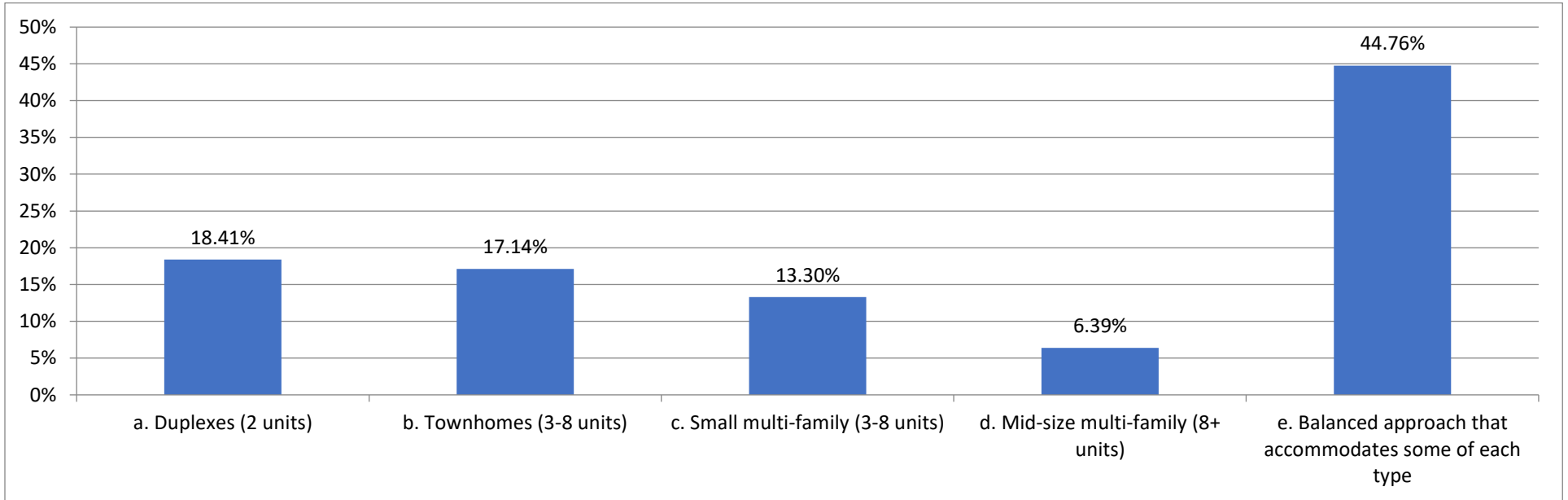
Q6: What types of residential neighborhood make-up should be prioritized?



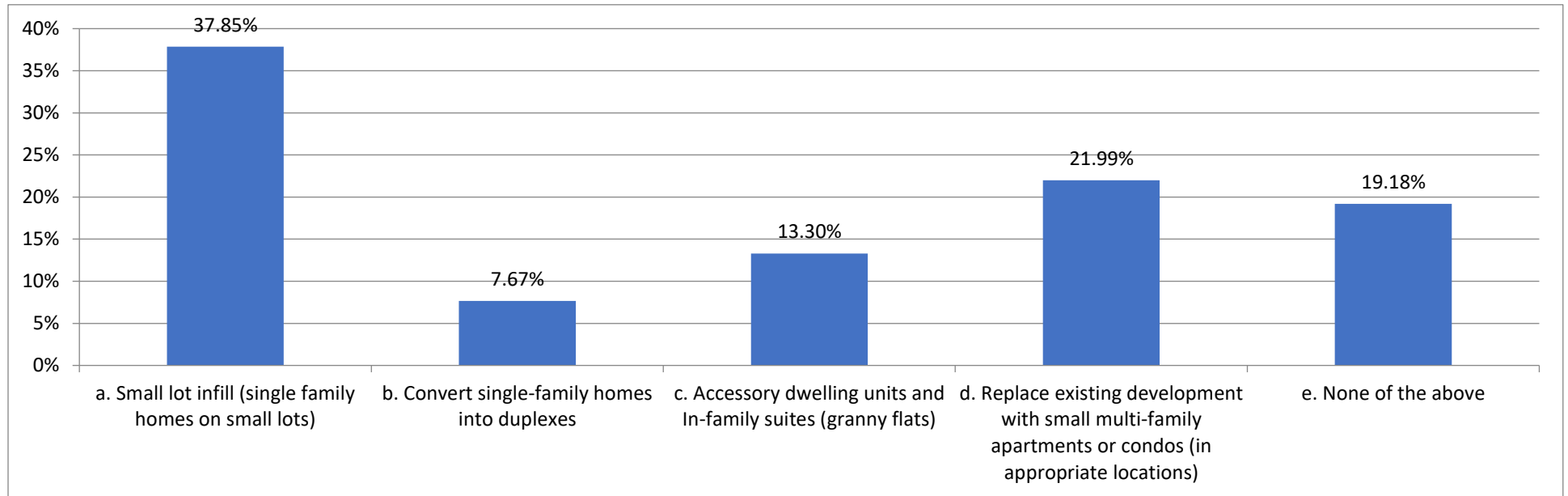
Q7: What type of new single-family housing development should be encouraged?



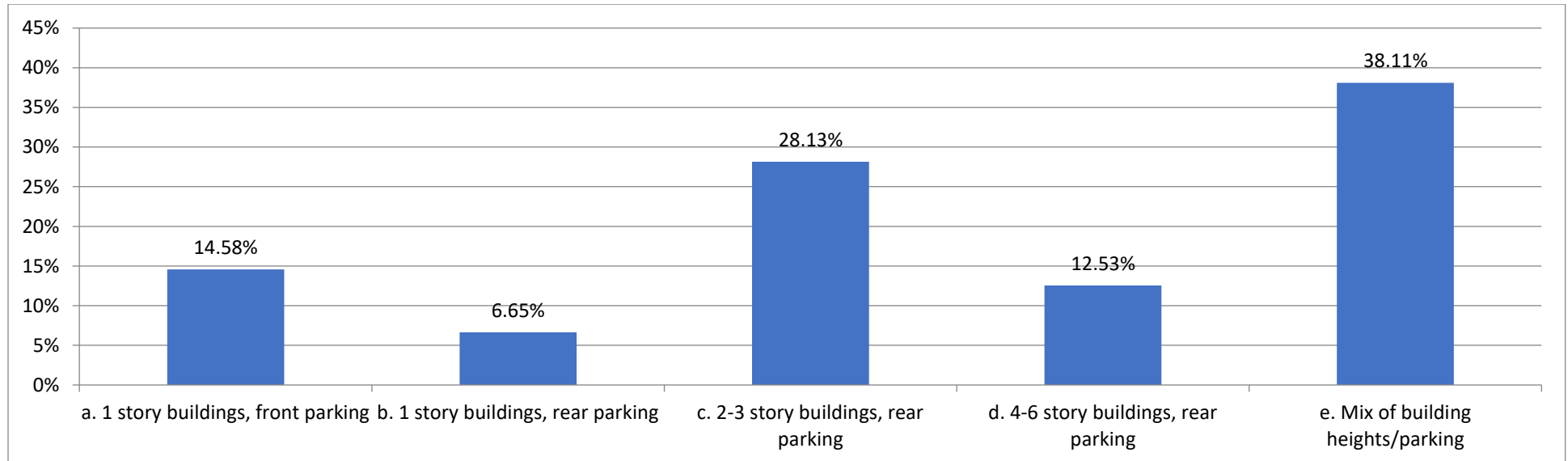
Q8: What type of new multi-family housing development should be encouraged?



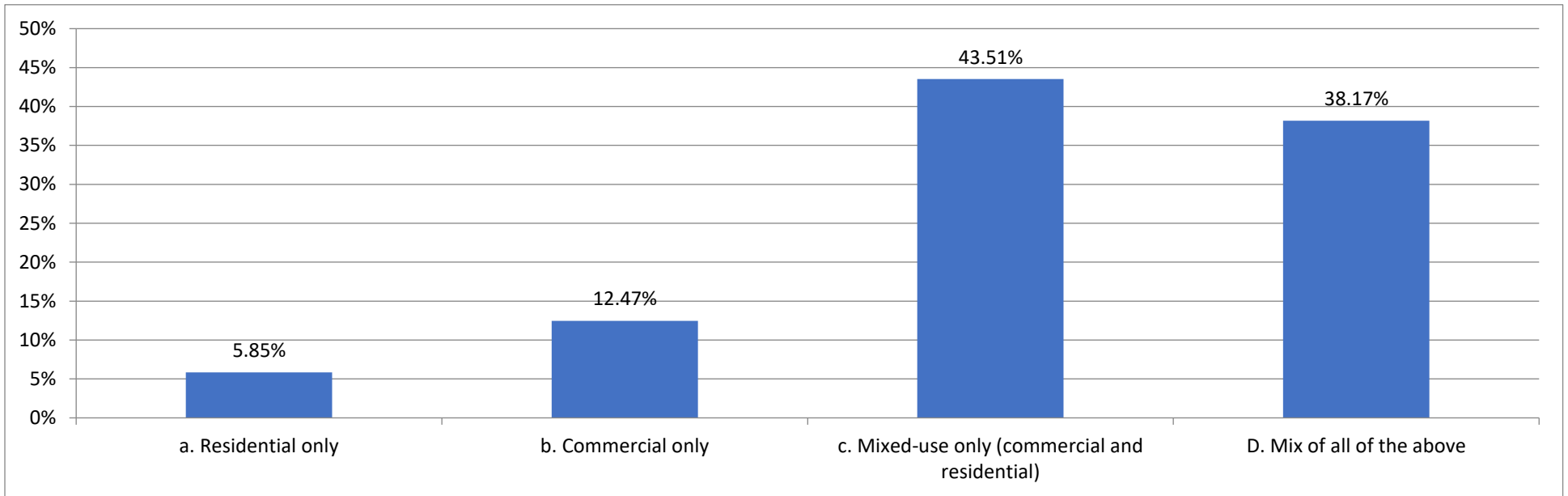
Q9: What types of housing are appropriate to see incorporated into existing neighborhoods?



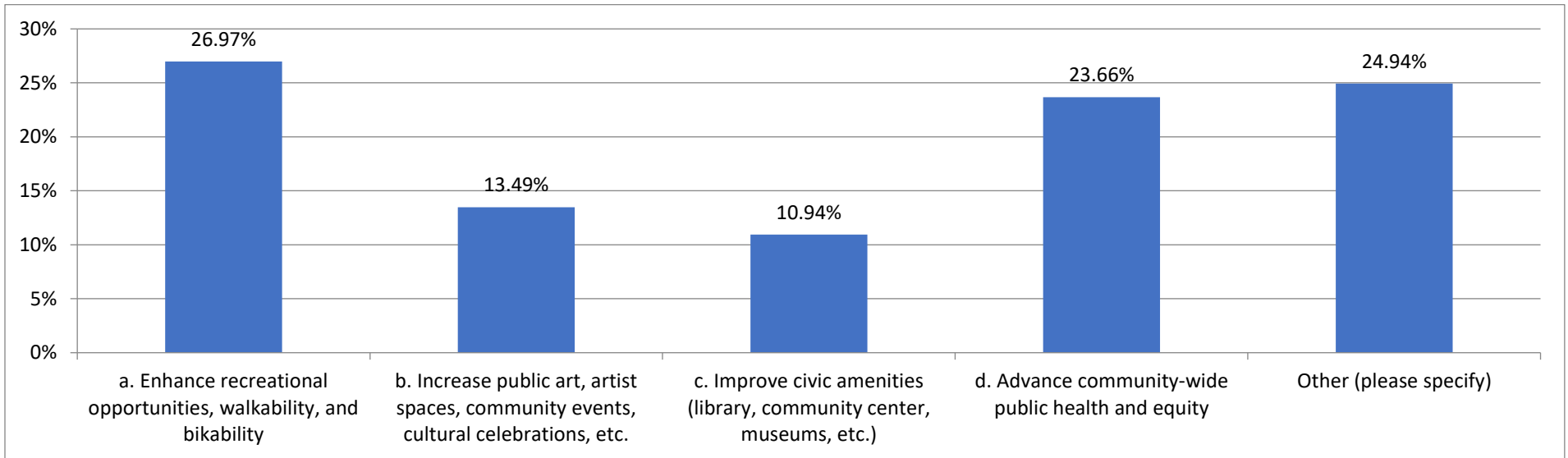
Q10: What types of building forms should be encouraged along major community corridors?



Q11: What types of land uses should be encouraged along major community corridors?



Q12: What is your top quality of life priority for the City to address over the next 10 years?



FIX ALL THE ROADS WITH POTHoles IN BELLIT

Affordable housing

Increase walk ability and bike ability, and public health and equity

Affordable housing, plus all of the above

Fire and police adequately staffed and paid! Some make less than a factory worker and all risk their lives!

Enhance

Increased sustainability and preservation of agriculture/green spaces

education and crime prevention will solve many other problems

Housing,

enhance other areas than the downtown

Improve patient care and rating of hospital

bike and walking paths connecting neighborhoods to commercial areas. they need to be maintained regularly especially in the winter

affordable housing. (that's what people have been saying- can't believe it's not an option)

Increased businesses/services around public parks. e.g. shops/cafes that are accessible from the walking path around riverside park or accessible by boat from the river.

Improve school district

Get rid of the drugs and shooting. Make it safe to live here

A and D

Diverse Ethnic Restaurants

Bring in more shopping stores like Shopko/ Target. More retail Restaurants on the Westside of the city. The Westside needs business bad! Please focus on the Westside of town.

Increasing public safety and resources. Police, fire, ems

Public schools that attract new families

Crime, bulldoze decrepit houses, few more restaurants not fast food.

More retail options and restaurants

Increasing public safety and adding to the fire dept

Affordable and equitable housing opportunities. We have many community groups that can partner for all of your other options and they currently do. Policy does not allow for other groups to pave the way to ensure housing opportunities.

Bring major retailers, stuff for family entertainment indoors

enforce city ordinances, do not interpret case by case

Lower taxes and encourage businesses

Improve roads and infrastructure.

ALL of the Above. Balance the three pronged sustainability stool: build up all things social and environmental

Improve accessibility

Day care

all the above

Enhance public safety along with b. above

Improve schools
More family oriented places for parents to take their children
west side needs to be looked at with adding bussiness
increase safety, more police presents, community & cultural events
Decrease crime
Increase owner occupied homes. Increase pride of residential areas. Inforce ordinances to keep homes and surrounding land tidy and clean.
PUBLIC EDUCATION
Improve roadways and option D
Increase residential housing availability so families can be successful in and out of their own homes. Many people in their 30s are fighting an uphill battle unable to plan for their futures or stimulate involvement in their communities because they don't truly own a piece of anything.
Beloit's public transit should be vastly improved. Buses, bike lanes, and walkability should be improved.
improve living and popularity
What you need are department and grocery stores which you seem to make no attempt to do.
Clean energy!! Cleaning up our city for the sustainability and the environment, not just beautifying Beloit for Diane. We need to focus on human needs instead of financial gain.. Not just in Beloit but around the world.
Reduce crime and drugs
Safety (loose dogs!!); and way too much NOISE for such a small community!
Reorganizing the entire city government
Big retail - less storage
need more opportunities for the youth and renovate the city in general
all of the above
all of the above
Safety
Shopping plaza
all the above
Beloit Schools are terrible. Need a new school board and more school choices
Hockey rink/sports complex
Housing - out of town landlords purchasing owned homes and turning into rentals, address aging/ill maintained housing stock, engage neighborhoods in taking a more active role in addressing neighborhood issues
More native planted green spaces that also involve the 3 other options above
Build a multipurpose sports complex with community resources/non-profits w/in the same facility. Build more revenue for the city with visitors using hotels, restaurants, etc. Use that increased revenue to improve the city.
Option D accomplishes A, B, and C
So not increase taxes
Update police and fire stations
A mix of the above; things like a performing arts center/theater & a waterfront resort to bring in tourism would be nice
2400 Block Shopiere Rd needs Road Diet/Bike Lane

Noise and junky yards, litter, overgrown grass, SMELL, loose dogs

Beloit is not dog friendly at all; dog park is pathetic and people bringing in aggressive dogs not neutered or spayed; loose dogs in town, not even safe to walk.

CLEAN up dumps, debris, on all housing; STOP allowing fireworks; contain loose aggressive dogs!

Crime, youth opportunities like drivers ed, stop shrinking our roadways, business opportunities, facilitate single family home ownership

More single homes and more businesses

Housing

More retail and dining choices

Lower crime rates

Safe areas to walk

Improve the Westside

A. And D. Complement each other. We should focus on BOTH

All 4 should be improved upon. If you want people to live here these all need to be improved upon including affordable healthcare as the Beloit health system bends people over and shakes them for every dime they have.

I'd like to see Beloit become a leader in utilizing existing buildings and adding more green space and parks for our community. We have too many empty buildings that are unkept and an eye sore to our community.

All of the above!

Improve public schools/ retain students

Improve school district & student retention

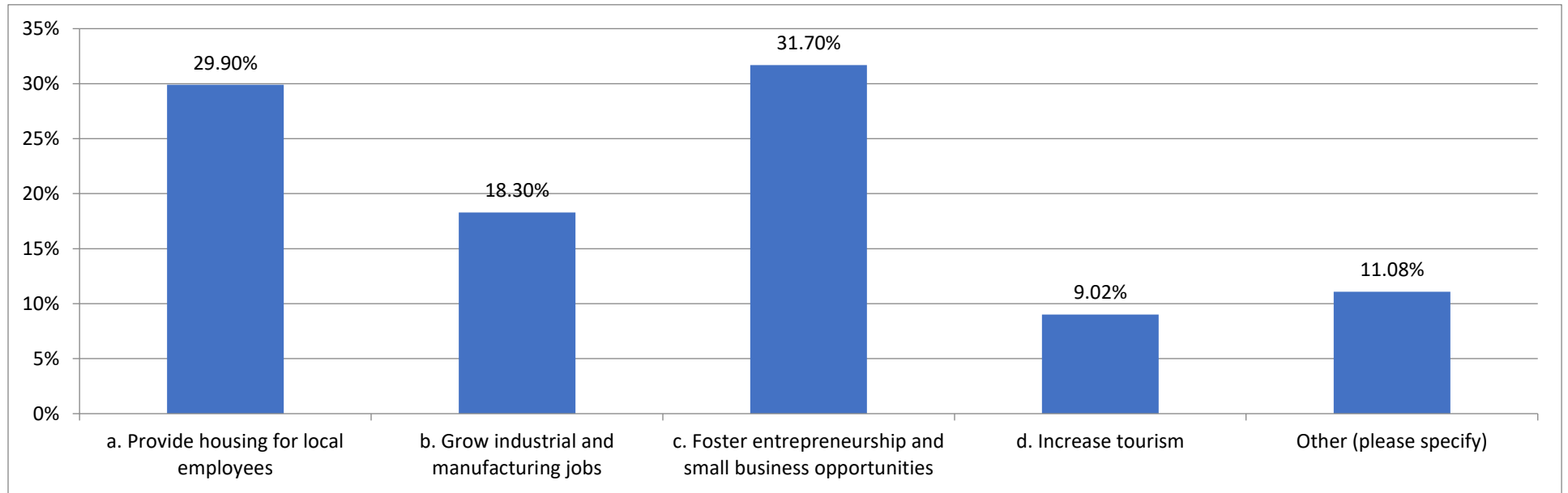
better education opportunities for my kids; small class sizes; happy teachers/ kids

Safety, reduce crime and loitering

I suggest more street lighting in the neighborhoods of Beloit, because some areas are too dark.

Health should not be compared to entertainment. Of course, public health is the most important.

Q13: What is your top economic development priority for the City to address over the next 10 years?



Q13 “Other”: What is your top economic development priority for the City to address over the next 10 years? (43 responses)



43 Written Comments Received

“Rights of Nature”

Prioritizing the Rights of Nature and Ensuring families have access to their basic needs. Prioritize health and future of community over short term profits.

More places for people to go and spend money in the city. Restaurants, clothing stores, encourage a, b, and c

Promote eco friendly practices

Providing housing for local employees and creating incentives for a greener, circular economy through city policy.

Affordable Housing

Increase economic support and opportunities for the people who are already here

Get some retail stores, like Target, Kohls, something. Walmart is terrible and there is NOTHING else.

Focus on property funding the school district of Beloit.

If education does not improve nothing else will matter

A combination of B and C

a b and c

We need retail. Tired of driving to Janesville or Rockford.

Bring in Major retail stores. Something besides Walmart. We have no shopping centers compared to other cities. Focus business on Westside of town

Increase public safety to standards that we should have for a community our size. It seems the city is currently behind on keeping up with public safety in comparison to our growth.

Again, good public schools

Getting off 43/90 is nice then you get ugly then you reach downtown which is soo nice. Clean up the ugly

both growing industrial/mfg jobs and fostering entrepreneurship/small business opportunities

Minimize environmental destruction (environmental impact study) with all development and address social disparities (housing, transportation, access to food, medical care, and green spaces). Expand community resources such as community gardens, parks, and the arts.

the westside of beloit needs so much, housing, businesses, general infrastructure maintenance

Some place to shop. Department Store or Target or Kohls

to some how get the people to love beloit again

Reduce rentals that encourage low income standards. I am median income and can own

Increase community involvement to generate pride in making Beloit a beautiful place to live again

Retail this city has nothing

all of the above

all of the above

Casino

all the above

Mixed use residential and commercial

Westside development

Develop a range of quality housing options at different price points that create housing options for local employees

degentrification

Clean up Hackett/west side neighborhood...DISGUSTING!

Improve the school system.

food desert on the north side - between here and Janesville

All of the above

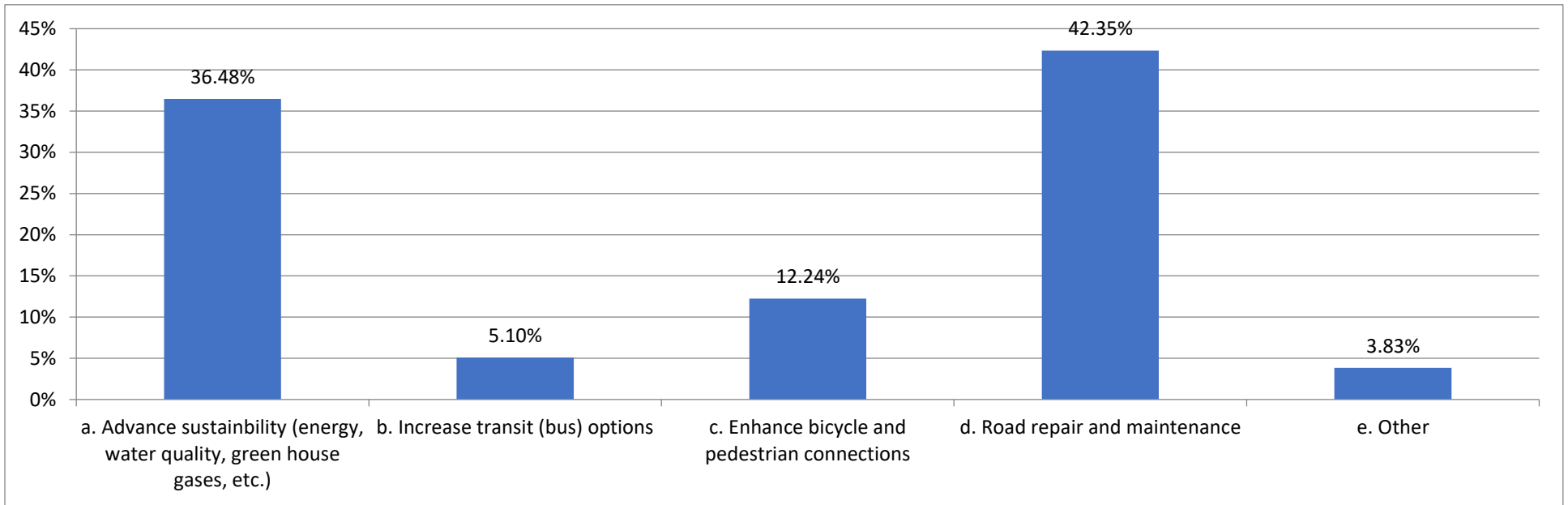
Invest and Improve the Westside

A&c affordable housing and helping community business thrive.

GED and job training programs, and housing support, to lift more people out of poverty

Raise the tax base and the rest will follow

Q14: What is your top infrastructure priority for the City to address over the next 10 years?



Q15: What do you value or like most about Beloit? (325 responses)



325 Written Responses Received

Smaller town feel.

Downtown area that has improved greatly over the past 15 years to include a balance of business/retail/residential, this has been great progress for Beloit

CMSAI @ Beloit College, “Beloit is located on the traditional territory of Indigenous peoples, and we want to respectfully acknowledge the Potawatomi, Peoria, Miami, Meskwaki, and Ho-Chunk (Winnebago) people who have stewarded this land throughout countless generations.

We pay respects to their elders both past and present and, as we gather here, we consider the legacies of violence, displacement, and settlement that they have faced. We are always on Indigenous land, and here on the campus we have a constant reminder in the form of the mounds.

To recognize the land is an expression of gratitude and appreciation to those on whose territory you reside, and a way of honoring Indigenous people. Land acknowledgments do not exist in a past tense, or outside historical context: colonialism is an ongoing process, and we need to build our mindfulness of our present participation.”

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Diverse community

Diversity of Beloit, our community, and culture!

I see people trying to change the city's image. I see them looking to improve the quality of life in their hometown. And. I see the police and authorities working hard to achieve our goals.

I value the diversity of cultural backgrounds in beloit.

Strong sense of community that is fueled by diversity.

The downtown area

Diversity

That you can own rural farm land but still be a 15 minute drive from the city.

Small

Diversity community & family oriented

Friendly, safe city with a variety of unique attractions.

I love the lay out of city, easy to get anywhere In a reasonable time

The amount of things to do downtown.

I love the small businesses. Chain stores are not what we want. We want the locals and their businesses over anyone else.

It's appreciation for green spaces, diversity of people.

The small business community is like nothing I've seen before. They really support each other

Diversity, hard work, Blue collar

Diversity

It's in a good position geographically to some key cities.

The people that live here

The downtown revitalization is wonderful.

I value the diversity that Beloit offers, in a relatively small city. People from various backgrounds come together in Beloit for the good of all.

Location to higher income jobs.

We're still a relatively small city and we have a lot of potential to become a Great city in terms of it's values and putting people first and when we invest in our people they will invest in the city.

Strong community I also love the downtown area.

The nearness to the big cities

I value the racial and economic diversity of Beloit.

The recent opportunity

Area IS accessible big cities with car and bus

The community of individuals seeking improvement.

Small, growing, and developing town.

The ease to get around town. It takes a few minutes to get from one side to the other.

Smaller city with a small town feel, everyone is friendly, and there is a lot to do.

diversity and opportunities

Diversity within the city is amazing, nothing around us is even close to what we experience.

I live one block from the city limits! I value our diversity of people!

The variety of people, the downtown area, the trails along the creek

Visionaries that continue to redevelop Beloit.

The people willing to do the work to make it a better place.

Community

It's a beautiful place with great community

I like the little pockets of accessibility - local cornerstores, gas stations etc near each other.

Diverse community with caring public educators and church leaders.

I value Beloit's diversity. I value the city's effort to provide information and services in Spanish, which is a language that is widely spoken in this community.

Vibrant downtown, beautiful riverfront

Diversity

the diversity in the city is like that of much larger cities, and Beloit retains it's small city feel.

Small City feeling

The opportunities that Beloit offers

Downtown

In the 30 years I have lived here I have seen tremendous amount of improvements.

It's an extremely affordable community to live and work in.

Good midwestern values and work ethic all of which is deteriorating fast

multicultural, working together, smaller city

the people

The city has a lot of potential the community is a manageable size and it has good amenities

riverside park, farmers market, mill st

spaces catered to a variety of people, natural beauty and green spaces, small town feel, library

Nice sized community, small enough to get involved, big enough to have many amenities

I like the community feel of Beloit

although beloit is a small town, there are a lot of different opportunities and assets that might not typically be available in a small town. Sense of community also seems very strong

farmers market-downtown activities-shopping

sense of community, people values, family, raise, has schools

the ability to become engaged in civic affairs

Friendly people small town experience, Rock River and Big Hill beautiful places to walk, downtown-good restaurants/Beloit College Symphony library

The growing ability for the city to provide a big time downtown city feel and the small town kick back feel

Diversity in the community.

Diversity of population.

Its tuff minded sprit and the amount of participation and money from many people outside the city limits.

small town feel

The Farmer's Market

Beloit has become a much more culteral city than it used to be with some great events like the film festival and the winter walk.

I enjoy that there is focused shopping areas and then there is rural areas as well, its a good mix.

The downtown area has been cleaned up considerably throughout the years and is a nice place to walk around, shop, frequent restaurants, etc.

affordable housing and the fact that i don't have to drive for hours to get anything done

Small town feel

The active downtown with venues, destinations, and activities that are enjoyable.

Affordability, diverse population.

Diversity - the small town feel but ability to get involved and make a difference

Downtown is great, farmers market, shops and restaurants are all great.

There is a good downtown, but still plenty of open areas like farmland relatively nearby. It doesn't feel too sprawling or urbanized.

The cost of living and the downtown area which is quite walkable.

It's just the right size. Not too big, not too small. Also, I see Beloit as a very resilient city.

Social/outdoor space for active lifestyles - Hiking trails, Dog Park (though this space really needs work), Farmers market, Riverside

The people, welcome etc.

The history of the city

I like that it bridges the gap between Janesville/Madison and Rockford (metro area). Its very centrally located and makes drives and commutes easy.

green spaces, small town feel

Love the small town feel and the downtown area

People, they are warm.

Beaty and calm place with job opportunities

The downtown and riverfront areas

I like that if offers a revamped downtown while still offering the amenities of a small town yet newer things near the interstate.

I love the diversity of the community here. I'm nervous about various forms of gentrification and housing developments that are pricing out lower income residents. Affordable rentals are harder to come by.

The sense of community.

The River.

The people and community

diverse population; access to major metropolitan areas, chicago/milwaukee/madison, and urban/rural environment

downtown business district, riverfront paths and green spaces

diversity- people come to Beloit and live here because they want to live in a diverse community rather than a sundown town

Diversity, Beloit College

bicycling trails, parks, music on the river, city market

diversity, like a big city but a small town, schools, bike paths, size, location cooperation

medium size city

small town feel/big city amenities, ease of getting around, coop values, community feel/civic pride

Great sense of community. Reasonable cost of living. Nice parks, activities along the riverfront. Food & entertainment

The variation of jobs, variation of resturants

We can know most of the players. Receptive Eclipse-School Lincoln Academy

residential small community that is very diverse and has a great downtown area

small town feel. Easy moving through city with minimal traffic

very comfortable city

small town atmosphere, access to rock river front, downtown revitalization efforts

walkable neighborhoods downtown, natural areas downtown, public facilities- ymca, library, diversity of city

Diversity, small town feel, parks

easy to get around- traffic flow, varied activities, downtown, riverfront

can totally cooperate with all groups! Humble people

all the arts and music organizations, the continued enhancements by the DBA and VB

The river, size is just right, the college, downtown, geographic location

diversity of population/culture

peoples engagement, downtown is growing and becoming more dynamic

we have a really nice downtown. Has a small town feel.

its smallness- easy to get across town easily (come from chicago)

sense of community, recreational activities available

small size, accessibility, diversity, welcoming

Beloit has a small-town feel.

I love that beloit is restoring the town and existing buildings.

The facilities downtown

Sense of community and pride of place

Beloit College, diversity

Smaller city with a variety of activities and community events, sense of community

Downtown and property taxes

The mix of food, things to do

Safety Safety Safety being able to not worry about theft or danger.

The small town feel. Not to crowded. Home prices are manageable.

small friendly town that has a variety of restaurant/activity options for a variety of tastes.

Quiet, riverside location and parks, relatively low crime, relatively low cost of housing, lots of good community events (e.g., farmers market, Sky Carp), well-managed traffic lights, sense that the city is constantly improving (thanks in large part to investment from Hendricks), good waste management with convenient recycling.

Small town vibes

Caminar al lado del rio

I really value how diverse our city is & the fact that leadership in the city of Beloit mirrors that as well as the schools.

The continuous ongoing effort to rebuild the community local economy.

Proximity to Madison, rockford, milwaukee,chicago

Shopping convenience

Friendliness of the locals

The tranquility and peace.

what drew me to Beloit 36 yrs ago was the opportunity for a decent job and life.

Constant work towards building a community that blends small business with large diversity

Small town in a big city

The downtown along with ABC Supply Stadium/Sky Carp games.

The hometown feel.

Close to family.

Our diversity

The diversity and people within our city, especially our youth and young people. They are our greatest assets and deserve investments to ensure they have stable housing, transportation (without dependency on a personal motor vehicle), food access, cooling/adequate tree canopy in their neighborhoods, and safe green spaces.

The way the city is turning around. Used to be a very bad place to live.

The creative downtown vibe

Lots of natural outdoor spaces and diversity of culture

Abscess to interstates

Scale, relative density, diversity.

The community has an identity and city center. It is not a generic, anonymous collection of strip malls and big boxes flanking pedestrian-hostile thoroughfares.

a thing i most like about beloit is how all the people help eachother

my community is a good at coming together for local events and can be supporting of one another.

programs that bring the community together.

its small so you know basically where everything is

i value there community services that help the people in our community

family

everything is walkable

Uhhhhh we got alot of great stores but need more we have great parks but need moreeee

the size of the city

the people

I like that things feel possible here. It's possible to have a good life, a good job, a good sense of community here.

The diversity

Fresh Start Community

it's not to cramped

Fresh start

we are a small city and all come together at times to celebrate little things

Fresh start community

The people I know

good people in it

Community and welcoming attitude

the way the community can get to together

parks

24 hour woodman's

diverse community, alot of good people who care and want to do good work in our community, unique local shops and restaurants

Diversity

Country Club, Restaurants and the feeling that the city is making a comeback.

The Beloit Farmer's Market, all the events the city puts on, how accessible downtown is

How much more appealing it has become over the last 10 years

The diversity

small town, easy to get around

The downtown area has really changed. It has different shops and restaurants worth trying.

Small town feel

the river All up and down the river needs to be accessible to everyone

Rural town

I love our riverfront

Small town feel with easy access to cities.

The downtown area revitalization is very nice and gives the small town feel.

Rich history

Hanging out downtown eating, drinking, attending community events, and playing pickleball.

Arts and community

Appreciate the Cemetary upkeep

The diversity of our residents.

The diversity and number of parks

Beloit's diversity

I valued the previous affordability of the city (no longer common)

I enjoyed the communities involvement in making the schools better rather than competing with an outside district (Lincoln)

i think what is best about Beloit how we can get together as community

I like that if you grew up here there's certain places you'll stay around and you just know where everything is, which can be good and bad.

The community is probably the only good part about Beloit sadly.

i value the jobs even tho we can have more

what i like about beloit is how we can com together for fundraisers

I love the diversity and the way the community can get together.

i think the best thing is probably the diversity

that everyone knows each other

the people in the community

The sense of community!

Being born and raised here in Beloit, when I was younger your neighborhood was a community, we could afford to help one another and weren't afraid to. Unfortunately times have changed. Now the only thing I enjoy about Beloit is Big Hill park and even that has become a dumping ground.

That Addaptive Alliance was created in Beloit for mentally and physically handicapped individuals which our son goes to, to be with friends and an awesome staff.

Downtown is very beautiful and lots to do

Accessibility to what you need quickly

Lower cost of living

Activities (Farmer's Market), size

people help each other out

Nothing. Little city with big city problems.

parks and fresh start

the farmers market every Saturday

the community

the diversity

The people

The Community

I like that its small enough that the community actually has a impact.

city market, charming downtown, walking /bike paths

Small town feel, tries to tackle problems head in instead of ignoring problems

Multicultural, many local businesses, small town feel.

Small town feel, locally owned businesses

Diversity

Downtown growth and community.

That the people here make a great community every one is good neighbor the more you expand and put in low income housing the more the crime increases.

The people/community

Small town feel where neighbors know neighbors. Schools used to anchor each neighborhood and most of us miss that because of all the closures over the years. There is no sense of pride and community in individual neighborhoods like there used to be. Neighbors used to know neighbors but now there are so many rentals there is no longer that small town neighborly feel.

Affordability

I just like Beloit

Low crime/ low traffic

Small-town atmosphere with access to big-city amenities.

That Diane Hendricks has invested so much money in Beloit, the aesthetics, bringing her businesses here and building more and more restaurants and opportunities for growth.

Low cost of living

It's connectedness and Community feel.

Our diversity in culture, race and social economic diversity.

I like the diversity most of all.

It's diversity!

The people

I like the small and cozy-ness of the city yet we are so close to everything big.

Diversity and willingness of people to come together to make things happen.

Diversity & green spaces

Mostly everything is close stores gas stations

I enjoy our downtown and the river area by the lagoon. Janesville does not have either. Beloit has a much better area to walk and relax. The riverfront is beautiful.

The small/quiet town feel but with some big city experiences like the farmer's market

Diversity

The diversity.

green spaces

I like the downtown, some of the unique restaurants, baseball team, movie theater, riverwalk

Livability and medium size; lots of green space

Small town feel, community pride

Community

neighborhood housing

Ethnic diversity

Cost of living

Riverside

Something I feel is overlooked in Beloit is the architectural uniqueness of the homes throughout the city. It's something that must be preserved. It's absolutely stunning. It's found through the east and west sides of the city..It needs to be celebrated

Beloit has lots of entertainment options.

The employees that work for the city

That it is unique, has a lot of non-chain businesses; the revitalization of downtown, and the sense of community.

The community events; farmers market, lunch in the park, etc.

I enjoy the small-town feel of Beloit.

Big city feel in a small town and the people. Been here my whole life.

The closeness of the community

It's a small community

Small community family oriented

The diversity, the local college and the willingness of the citizens to work together

Nothing. We are moving out of Beloit at end of year.

Lower cost of living

It's been exciting to see the downtown area develop and improve.

My relatives in Madison and generally southern WI comment on the number of events I am able to attend, many connected to Beloit College and the 1st Cong. church.

I like the "just right" feel, not small town, but not overwhelmingly large. There always activities from live music, sports, plays, movies, nature activities, etc. I feel in general everyone is friendly and accepting.

Quiet and safe

Small town community values

The diversity of its citizens and what they bring to the table as far as businesses and cultural activities.

Beautiful riverfront

Riverside Park

Diversity and entertainment options

Having a large variety of recreation, services, and shopping similar to what you would find in a larger city available here.

Community diversity

Small town living. With lots of activities and businesses.

Our diverse cultures

Sense of community, acknowledgement of challenges with opportunities for solutions.

cooperation between entities (business, non-profit, government)

Easy to navigate to favorite places-- downtown, Big Hill Park.

small town feel

Small community, most people here have known each other most of their lives. There should be an effort to improve the city for everyone not just the out of town upperclass who barely spend any money here.

Music and arts and small town feel.

It's been home to our family for over 50 years. It has much potential but we have to circle back to what is important. What will make our community thrive. What will help us be sustainable for decades to come. It's not expanding and adding more buildings... it's focusing on our parks, green spaces, using and enhancing existing buildings.

I value the people in Beloit who are working to make our town a better place for everyone, not just the wealthy. Those people who run community centers, community gardens, local farm, etc.

The people, the diversity-growing Latinx population, the community commitment to naming problems openly and to addressing them

Beloit is a diverse community with a rich history. It is a wonderful mix of old and new.

I enjoy the feeling of a small town without the rural feel. I also value the location between Madison and Chicago/Rockford.

Diversity and nice downtown

Affordability of housing

I like that so many people stay in Beloit. It has many residential units within biking distance of many stores. The downtown is easily accessible and many things to do and see.

Diverse city and nice downtown and city library

The downtown area at its variety

The people (friendly) and the diversity.

Small town feel

The River. The college. Downtown. Size is "just right" - not too big, not too small.

Its green areas

We value and like parks

Diversity

The People

Q16: How would you describe the current image of the City of Beloit? What makes Beloit different or unique from neighboring communities? (309 responses)



309 Written Responses Received

Current image has slipped back to years ago when people referred to it as “Btroit”. Slum-type areas and crime seem to be increasing since former police chief left.
Image of downtown is great, eateries and entertainment draw people from other communities. Our image outside the downtown area is NOT great especially the issues in our schools and school board, we are a laughing stock to the rest of Wi.
Nature At The Confluence Land Acknowledgement: Nature At The Confluence acknowledges that we occupy ancestral Ho-Chunk land, where their people lived at Ke-chunk-nee-shun-nuk-ra, or Turtle village, until an 1832 treaty forced them to cede this territory. For decades federal and state governments repeatedly, but unsuccessfully, sought to forcibly remove the Ho-Chunk from Wisconsin and Illinois. Through our programs we seek to educate visitors about the Ho-Chunk’s legacy of resilience, and honor their ancestors that cherished this land.
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It’s diversity for being a relatively small city
Our diversity, we are a real community, with a beautiful city!
Poor crime ridden border town.
Beloits image is currently a little classist. Beloit’s uniqueness ties in with the class set up, you could drive through downtown and see beautiful shops and new apartments then a block or two down you land in trash filled streets riddled with potholes and neglected homes/apartments. Or for example alot of the nicer areas get nice new shops and new things to do but poorer areas get no incentive of a nice environment to live in and keep up good looking appearances. Being impoverished because most jobs in beloit don't

want to pay a livable wage for the cost of living here should not be the citizens fault and force them to live in unseemly environments. They work just as hard as everyone else and even harder.
Bold celebration of blue color history.
It's actually disgusting & not enough stores! Sure not enough stores and restaurants in the west side!! Housing is horrible for people truly in need!
Current image stinks. I love Beloit's location and small town feel in an area easy to get to larger populated areas.
Small
Uniquely misunderstood with several opportunities for all age groups.
Beloit is seen as unsafe (some neighborhoods may be but overall it is a safe community). Beloit comes together better than other communities to solve problems and create opportunities.
Beloit is in its renaissance. It needs to keep going. It has the best farmers market and has great small shops in town.
The current image of Beloit is that of, being bought and customized into a company town.
Not the best. We have a crime problem. Lack of police. No traffic unit. No enforcement of noise code
We are basically owned by a billionaire.
I feel people judge less here in Beloit.
Diversity is what makes it great. Those with money that talk trash about it, then buy it up and gentrify it are the challenge.
One unique thing is Beloit has quite a few "private owned" restaurants - not "franchise" restaurants. This has always set Beloit apart since we have such great places to eat.
The image of Beloit includes that although great people live here, the city and school district are not run well. The elected city councilors, for example, are told to answer to city staff and the city manager.
Bigger city with a small town feel.
We share a border with Illinois and that could be a good economic benefit, seems that our city is taking an interest in how to improve our city
Need to still clean up some areas
The current image depends largely on who you ask. For people who Conflate affluence and whiteness with success and progress, the image is not so great. For people who value the strength that diversity can bring when it is celebrated and not simply tolerated the image is not so great. There is a ton of potential in Beloit for great things to happen that will benefit ALL the residents of the city and we are the right size and in a great location to be able to implement programs, policies and initiate strategic partnerships to truly make Beloit THE place to live and raise a family...IF we can get on the same page.
Needs work, turning into something great
Small neighborhood stops like bountiful beloit or bushel and peck. Incentives for local stops like this in all areas of beloit would be good.
Image is BEING improved
Seperated. Beloit is seperated in terms of "wealth". Like a wall of divison has spread out and infected the city, for the worse.
Beloit is seen as a negative problem town, always being compared to Janesville safety wise but not as bad as Rockford.
We are a city but still have the small town look and feel. You can get anywhere without having to deal with heavy traffic.
Depends on who you ask, many think it's dangerous, others think it's a great place. Beloit has its challenges, but it also has some of the most genuine people around, you can have a conversation with nearly anyone and have it feel like a real human connection
too many unmaintained, unsafe, and unhealthy homes. Lack of housing.
Up and Growing. What makes us unique is a billionaire who is turning this city into a industrial tourism rich city and raising property taxes on middle and lower middle class families west of the river.
I think Beloit needs to keep promoting our ethnic and cultural diversity as awesome opportunities for citizens and visitors to learn from and enjoy! There are wonderful opportunities to learn about many diverse cultures while enjoying a small city atmosphere! There is strength in a diverse community!

I think outsiders have a very negative view of Beloit. The west side of town needs care. Beloit is a beautiful area and with investment it could be a draw
Bad school system.
Good arts program in community. Great revitalization of downtown.
Beloit looks exactly like every other medium sized city. I'm HATING Dianne Hendricks buying the city and turning it into a gentrification hub.
Let's face it our image is not good. Too much crime in rental units, slum lords who get away with way too much. An underrepresented Westside in every facet.
I think Beloit gets a very bad rep from the rest of the state, but it's got a strong community to really keep it together
I would say that Beloit is still going through growing pains. People are really fighting for it to be on the map.
Divided. The haves and the poor. Get the city inspector to force compliance in housing management and maintenance. Nobody should live in some of our poorest areas with the state of housing.
Beloit is a city that is physically divided by both socioeconomic and racial disparities. It is easy to see how the city is divided into different neighborhoods, with the most affluent ones being kept polished while the poorer ones suffer from deterioration and criminality. The city seems to have forgotten to restore public places mostly used by minorities since (located in minority neighborhoods). A feeling of hypocrisy also surrounds the city, as undocumented immigrants contribute to the public budget, yet their needs are not met: the city does not push toward granting driver licenses. There is also a lack of affordable childcare.
Folks outside of our area still look down on Beloit, especially because of our high poverty rate and perceived safety issues.
Mix of people, places public.spaces
see#1
Not much
It is more diverse than other cities
unique i would say the people but honestly beloit seems to be viewed as a one good side town which i really don't view as a good title.
Downtown
Beloit has nice a library, YMCA, parks, walk and bike paths.
Beloit's image is quite vibrant compared to a decade or two ago. Beloit is different because of our racial and cultural diversity.
Beloit can not overcome being last in the state in education and crime
increased quality of city with increased opportunities for recreation, leisure
potential
Beloit is interesting in the way a lot of small towns are; its a good microrepresentation of the country but unlike a lot of small towns, the proximity to wealth and the vast differences between the rich and the poor here feels even more potent
much better downtown than surrounding small towns, very pretty small town
complex- positives and negatives
recent development in the past 15/20 years gives beloit an image of a thriving city. Compared to surrounding cities/towns, it seems like there are continued opportunities and connection for growth
outside te gateway-aging infrastructure challenged, behind the times
changing, growth and revitalization, have commitment to improving the opportunities and services
an attractive, vibrant city center- focused on Rock Riverbanks
Improving from rusty city to vibrant communities, Beloit College, River-Downtown
The current image is the ability for Beloit to be the jewel of the state and a inviting gateway to Wisconsin
Farmers' Market. Nice areas around the Rock River. Wonderful downtown area.
Current image has changed for the better.

Good. It is a group of people that is and has really worked on its image. The city government hasn't really done all that much.
I still think there is stigma related to Beloit because of school issues and negative stories, however when people come to Beloit they realize it is far different than that. The whole is better than its parts.
The current image is most of it is run down and dirty. I think it should be enforced that residents clean up their residences & yards or have a penalty. I don't think Beloit is unique anymore. It seems like a dirty suburb of Janesville.
The current image of Beloit is evolving and now being recognized for some of their unique events and art / music scene.
Beloit has its own image, and people are proud to be from Beloit.
High crime rate per capita, blue-collar community with proud history of industry and manufacturing, making strides toward improving image.
people still view Beloit as the armpit of Wisconsin. I don't know why because it's improved dramatically since we moved here in 2004.
Needs lots of improvement
Beloit still gets bad publicity due to certain trouble areas and news making criminal activities. Outsiders typically only hear about the bad, not the good things going on here. Beloit has great cooperate sponsorships that are reviving the city.
Affordability, diverse population.
I think some people may think we have more crime here. I don't. We have a wonderful Farmer's Market and great activities - many free. BIFF. Diversity.
I think a lot of people who haven't been in awhile think of it as run down. For those that visit or live, Beloit is thriving. Community events are great and the downtown is a real hub of activity.
The current image of Beloit is of a small town that's in the middle of nowhere (at least for outsiders). However, I feel like Beloit is a "hidden gem" because of its good restaurants, local shops, and rural location despite its small population, which sets it apart from other towns.
Beloit is all about fresh starts - to me it is like a city raising from the ashes becoming better and stronger than before.
Rough around the edges but it is slowly improving to a safe community - but traffic/roads are a big issue (narrow slow roads in high traffic areas, speed zones are not appropriate so lots of speeding, sideways lights cause confusion) -- Positive push on outdoor lifestyles but not completely there yet School system has a really bad rap - it's all I heard about when I moved here. Up and coming but still rough
It has a really nice downtown area with a sense of community
Beloit is much more diverse than neighboring communities. It is a small big city.
I like that it has an old town feel with modern development. It's nice to see new business that give Beloit some flare. Beloit is unique because although it has many old features, there are so many people that are driven to make Beloit a city that people want to spend their time. A lot of people really want Beloit to develop into a city that provides opportunity for everyone.
busy downtown
Downtown is well known and respected vs other local towns. Outside of the downtown does not have a good image however.
Small and industrial.
Calm, feels like home
Beloit still has a bad reputation as a "dangerous" city. In order to upgrade the image, we HAVE to get rid of the shootings and drugs. Schools are a mess and discourage anyone from moving to Beloit with children. There is not a feeling of community as a whole, there are pockets, but not a wholesome COMMUNITY of Beloit feeling.
Its image is changing from just a working, manufacturing town to a town with growth and opportunities.
Unfortunately too many businesses and outsiders view Beloit as "dangerous" or undesirable....which isn't true. Our realtors and local businesses discourage people from moving into the town and disparage, unfairly, our public schools. I really hope the city can work with existing parties to embrace our diversity and our history (as a destination point during the Great Migration). We are, unlike most of Wisconsin, not all white and we should embrace this identity rather than concede to the racists criticism we get from other parts of the state.
The perception the Beloit is the garbage pit of Wisconsin.

Wisconsin/Illinois Gateway.
Beloit has changed drastically in the last 10 years. The continued development and advancement of our community is what make us different. People see that as success and want to be part of a community like that
our diverse population especially the increase in number of Hispanics; having ABC supply/ Diane Hendricks improving the community from a cosmetic standpoint, Beloit 200
People in sundown towns talk badly of beloit due to their racist community history, but those in the know see Beloit as the place to be because of the diversity and lower segregation. We embrace diversity while they reject it
Image has improved if you consider what outsiders now think- however for these living and going to school here not so good
baseball stadium
unfortunately not as positive as it should/could be. our diversity and schools. Baseball, arts, farmers market, ABC cosmetic, 70% work here don't live here
sense of community, know other residents
community revitalization that works, good balance of growth, overcoming negative, lack of integration, not all voices heard
vibrant downtown. Current image is improving. Baseball. Opportunities to give input. Nice mix of old and new
expanded growth downtown around riverfront
Big City, small town values
school district issues and discipline
school district of Beloit has discipline problems which do not make the learning environment safe or productive. The school district of Beloit has more problems/ poor results than neighboring communities
Diverse community, growing and developing for entertaining (esp downtown)
Issues w/ integrations/inclusion. Poor performance schools, west/east division, Beloit College- could be a great bridge from higher ed to wider community
thriving downtown- farmers market, local small businesses
mixed- attractive downtown w business and nearby riverside park, diversity, too much sub-standard housing
improved, but needs improvement. Perception of neighboring communities that all of Beloit is unsafe
complicated- negative for many in Wisconsin- positive for people who live near us
small town charm big city feel. We are sweet and unique
current image is interesting/curiosity. Beloit college, river dam, and downtown
it is changing for the better-diversity-farmers' market-music
population still has a negative view but its positively growing and getting recognized
I feel like Beloit takes pride in our downtown and it really shows
an attractive city- flowering trees, useable riverfront, walking path, places to sit, bandstand
questionable, the rise in attention to our infrastructure and amenities have showed the potential but the stigma remains due to a few unfortunate events
bouncing back from hard times, uneven development
Beloit is "up and coming" while neighboring communities feel stagnate.
Beloit is working with business leaders and restoring history
Depends on where you look. The downtown is beautiful and robust. Get past the river on the west side and it's not good, it seems little attention is given over there. Go into the Merrill neighborhood and it too is rough. The far northeast side of town is nice though. Its no secret the public safety is severely lacking in our city. It's been publicized that Beloit is essentially subsidizing resources for fire and ems through janesville. The Pd cannot keep anybody around and is extremely short. Crime is very high in our city and there appears to be nothing changing to help with these issues. The Pd is essentially subsidizing their lack of equipment and staffing through the sherriffs department with personnel and the K9 program. It's been also publicized that the city of Beloit is getting a large increase of state shared revenue for the next budget year. Where is this money

going and why is the public safety or lack of not being addressed. If you follow and social media or news platforms, it's been widely discussed for a long time about the public safety problems here in Beloit but year after year nothing has changed. Being a resident, I have witnessed this with my own eyes. Before worrying about expanding more in the city, worry about increasing our public safeties to meet the standards that we should be at.

Up and coming. Cultural attractions make us stand apart from neighboring communities.

Has more physical attractions, riverfront, downtown, Ball park, which make out of town visitors think Beloit is making progress. Yet we have little population growth, shrinking school enrollment, neglected parks and road upkeep. How can Beloit thrive without attracting new families?

Diversity

Downtown but if you ask anyone about Beloit they have such negative responses. Crime, drugs, unemployment, old houses. Been here 2 years and people are still surprised we would move here with all that Beloit is/was known for.

The mix of businesses, people, income.

Fantastic except it still carries a black cloud of danger from past.

With Diane Hendricks talents it is clear that it is getting so much better than in the past.

It's a great place to live. Wish the people from out of town would stop coming here to make drug deals. I see lots of illinois plates doing drug deals and nothing is done when you call the police.

Our local leadership comes together to make Beloit a better, more attractive, well rounded and interesting community.

Always gets bad press from Madison newspapers and TV re any crime (though that's far worse in Madison). Has a noteworthy college, which could have a bigger impact on the community (if it survives to flourish again). Best farmers market around! (Madison's is far too big). Great investments from Hendricks in downtown area.

Little Chicago is slowly fading!!! We are exceptionally inclusive.

La imagen está muy mala dicen que hay mucha violencia y drogas

It's very diverse and although we have some "big city" places like restaurants down town, we still have many community led events.

We have a local investor willing to build in the city with very little guarantees of return although she is doing well with them. A steady rebuilding and rebranding is helping but we still have a very impoverished community in need of services stretched thin.

Redevelopment of the downtown area is amazing but large parts of the Westside have been neglected with deteriorating roads and alleys and little to no code enforcement to dwellings that are falling apart, grass never mowed, trees and brush looking like a jungle instead of a back yard

Up and coming

Continues to improve

The image of Beloit, now is bad because of social media post about our district and violence.

unfairly judged on outside riff raff committing crimes on the daily.

the involvement of local business and community leadership in the evolution of the city creates an image that inspires community growth.

getting better. the image has changed over the last several years for the better.

Cute downtown but a large sprawl

Terrible neighborhoods stain an otherwise nice community. Our image juxtaposed to the conditions of west-side neighborhoods in particular doesn't mesh.

Current image: bad place to live

Different/Unique: family town (feels like home)

We have been in the top three of worst places to live in WI for over 10 years. Poverty, horrible schools, high crime, high taxes.

Redeveloped tourist destination

Slow to embrace change and slow to address environmental and social concerns and disparities.

Beloit has great potential to be a leader in all areas. Any stagnation in economic development are because the city historically left these other two elements behind, and true success will never be actualized until balance is achieved.

It is one of the few getting nicer with more to do
Racism
People don't have good opinions of Beloit. The downtown area is attractive and successful, thriving.
It would seem outsiders have an uninformed and negative opinion. My sense is that residents generally have a positive view. My description is density(proximity), downtown, diversity.
underdeveloped
I think Beloit is home everything is close for the most part.
neighborhoods on the east are more upkept than the neighborhoods on the west.
boring
its a small town in wisconsin
everything about beloit makes it its own city
nothing bro we don't got nothing to do in this city except drugs or crime.
Beloit is different because it is very small
diversity
Growing up, I have always heard from people who didn't live here that this city is dangerous, and to some degree that is true, but I think the image of Beloit has substantially improved over the years with the continued development and investments made, such as moving the library, all the Hendricks developments, etc. This place is unique in that we can make things happen even with the limited resources we have compared to other nearby cities. We are scrappy, always have been.
Evolving. Beloiters are willing to admit mistakes and then find remedies
Not safe in some areas
messy but open
dangerous/ broke
Boring, nothing to do here
it's very small, not much to do.
some people mind they bussines some people dont
Mixed, there are very positive aspects, but segregation exists in strong ways within the community overall.
it has a big diversity
bad area
bad, we know everyone we are a small comunity
I think the diversity of Beloit is what makes it so unique and special. I think there are often negative misconceptions about Beloit that really need to be addressed. Beloit is growing and in some areas of the city you can really see the investment thats been happening, I just want to see that investment all throughout the city and thats something that I dont currently see.
Small town feel
The feeling that the city is making a comeback.
I love how involved the police department is and everything they do for the community, there's a wide array of small businesses downtown to support, and the community involvement sets Beloit apart from others.
Diverse community great restaurants
image: crime ridden, "run down" town on all the highway approaches into the city; different: lack of quality retail stores

Our downtown has really become a spot for people to enjoy every day and every weekend. The farmers market is one of my favorite things about Beloit.
seems like we are being bought
Our image is changing. People don't cringe when I say I live in Beloit like they did when I first moved here 19 years ago. Our farmers' market is amazing.
A dangerous place. (NOT my feeling.) We have a diverse community (yay!) but an overwhelming amount of rental properties.
The city of beloit has a image problem based on realistic problems. Drug use and related problems are rampant. The addition of more low income housing only increases the problems. Low manufacturing jobs keep the population poor and unable to afford housing that is being snatched up by several people who own alot of property around town. The terrible condition of roads, abandoned buildings and surge of panhandlers seriously give of Detroit vibes
Improving
The beautiful rejuvenation of retired manufacturing buildings.
Beloit seems to always be striving to improve tge community
Not a whole lot
Beloit has no where to shop. We need to encourage a well known department store to move into the old Elder- Beerman store.
Current image: small industrial town with a billionaire doing her best to buy as much of it as she can, not always to the benefit of our citizens.
We are a unique wedding destination. The crappy drivers.
Beloit's image for me is negative. Beloit does not offer many jobs for residents and transportation is not well developed for residents without access to a car.
Image is bad due to the loss of our youth in bad dealings direct result of families slipping through the system of rentals and inability to succeed at school due to loss of funds. Our communities are disconnected and uninvolved in change due to the argumentative aspect of social media outreach efforts. Beloit is gaining momentum from an outside perspective but truthfully the people who have lived here their whole lives are being pushed out and struggling to put back together the pieces of their districts.
the diversity
The current image is average. Its not that big and its not too small. Its different because we have stuff like the community garden and youth build americorps.
The diversity is a wide range of people.
a lot of people do not care about beloit and some people do
the diversity of each parts of the town
I think Beloit has too many stores and barely any recreational places compared to the surrounding areas.
dangerous because of the shootings
turtle creek and downtown, its just our own style
it has good resturants downtown
The downtown reminds you of a larger city!
Beloit is currently viewed as an overpriced slum town. Breaks my heart to say that, but the price of living keeps increasing and the quality of life living here doesn't improve. We aren't very unique in many positive ways.
The current image of Beloit is terrible the city makes little or no attempt to have property owners to upkeep the homes in the older part of Beloit like paint their homes,mow their lawns, or fix their sidewalks years ago this was done and there was some pride in this town not anymore plus this just brings in more crime the way it is now.
It's affordable and downtown has a lot to offer
High amount of rental properties directly linked to crime, drug use, and blighting neighborhoods
Trashy, noisy (!!), horrible public schools, not safe (aggressive dogs), local govt and schools poorly run/too much apathy
Beloit hasn't grown significantly since I was born. Not sure if that's a good or bad thing.
Poor management and week leadership in police.

its a small town but also don't have much to do in this city
we beat a lot of odds when we come up against neighboring communities.
there's a lot more diversity race wise here than in other city's nearby so people don't feel out of place because there's a lot of different cultures
its not much to do to have fun because its a small town
its a Small developed town unlike others
It's small but highly advanced town.
walkability to restaurants, very charming, community oriented, encourages shopping at local businesses
The historic areas around Beloit being preserved, our downtown updates.
Known for crime and crappy school system.
Multicultural for a small town. Downtown.
Unfortunately, Beloit still suffers from a bad reputation for crime. This deters many people from experiencing all of the diverse offerings.
It's beautiful and has committed people to the city.
Poor. Stop the gang violence coming infrom madison, Milwaukee rockford and Chicago
I think we get a bum rap. We are community strong.
Beloit has not been pretentious unlike the recent years and that always made it special. Now we are becoming cookie cutter and leaving families and neighborhoods behind. We look ridiculous these days. Most families here have been here for over woo years. I don't even recognize that Beloit anymore. My family has been here for over 150 years. We only play up the shiny new buildings, businesses and rich people and have lost our history, the real history of Beloit families, and that is regrettable. We keep publicly praising the same 5 people in this town and all of the surrounding communities see that and shake their heads. .no one from city hall or big businesses here even know our community, the people here. That used to be unique because they used to.
Community based diversity
The City of Beloit continues to show significant growth.
Beloit is unimportant to many people. There is too much competition between Rockford and Janesville. There is nothing to do.
Diversity
Vibrant and growing.
The music, BIFF, good restaurants, the township areas are safer
Poor, crime-infested. Cheaper to live here, good restaurants, decent quality of life
It's diversity and it's blue collar roots
Worst school and high crime rate
We are unique because we are a miniature version of a big city and we always take on our issues head on-- never tryingto hide them.. We have a false image of a high crime community resulting in being one of Wisconsin's best kept secrets.
I think it's bad. But, I think a lot of that is because once people form an opinion, that's what they tend to stick with. Beloit has a beautiful riverfront and downtown area, but those can't be the only focuses.
I love down town area. Very welcoming and family friendly.
Diversity, which landlords are pushing out of this town.
I love the history we have.
An up and coming city with a lot of positive things happening. Diversity makes us different. Pride in our city despite some of its challenges. We are a collaborative community.
Diverse, enterprising, developing, friendly
Our diversity makes us more inclusive & inviting to many cultures and backgrounds—it is our strength

Other cities think Beloit is dangerous but every city has it's issues.
Diverse, yet becoming unaffordable for new families to purchase property/land.
niche
Downtown is in much better shape than it was in the past. We should work to keep it safe and in good shape. Beloit has a really nice movie theater and baseball team.
I think Beloit has a poor self-image, though most people I know really like living here. I like that my neighborhood is racially mixed and that I see lots of bi-racial families in town.
Current Image of the city is worse than it's reality. Beloit had a lot of good things going on- farmers market, restaurants, civic theatre (bmhs theatre too!) library.
Not a good image
rock river
Outsiders believe Beloiters are poor and violent. They think our schools are bad and the city is unsafe. Our city needs to invest in education & support public schools.
Current image has greatly improved over the last several years.
Sad
It goes back to my previous comment. The housing stock of Beloit is overlooked and many homes in need of repair should somehow be addressed and done in a manor that protects the historic value without being a burden to home owners.
The current image is high crime and low poverty. I think we need to decrease section 8 housing, and the crime will follow.
The halves vs. the half notes and segregation is slowly but unfortunately mimicking Rockford and Milwaukee
Same answer as #1 above. People who live outside of Beloit are pleasantly surprised when they visit & notice the changes.
Inviting due to Riverside Park.
Beloit is up and coming. Beloit offers growth and has wonderful restaurants.
Beloit College. Having a 4 yr college in Beloit is great!!
Very diverse
Bring more activities to help the community
Beloit has a lively atmosphere. Beloiters are a friendly group.
Unbelievable amount of noise/fireworks, disgusting litter/debris in people's yards when out bicycling; loose dogs.
Beloit is viewed by our family/friends as trashy, run down, way too many slum properties, not "work friendly" (LOUD fireworks at all times of the year interfere with sleep), not dog or kid friendly. Bad public school system. This town is not for professionals or hard working people.
Dumpy, noisy, trashy...not a good place to live or raise a family
Its a mix between old stereotypes of crime etc and people who are excited about our downtown.
Beloit is better than its public image - note my previous answer. In looking at the map, most of the happening is along Madison Rd on the west side. Growth needs to happen in every direction. Going north is exceptionally "bland" as far as development is concerned.
Unfortunately, from relatives and friends outside of Beloit, we still have the attitude Beloit isn't a good place, crime, racial issues, poverty, with bad schools. What makes Beloit different is our diversity in race and ethnicity, which is different from most cities in Wisconsin. We have Beloit College (which I hear has financial issues, which somehow the city should address and help as they can) to give us museums, plays, readings, you won't find in a city of our size. We have continued to be a dining destination.
Diverse population that actually gets along!
Bad image we need to promote positives more
Mixed races and ethnicities getting along
Beloit is a warm and welcoming community. The beauty of our parks has slipped a little bit since the onset of COVID, but they are still beautiful compared to others I have visited.

Great place to visit but you wouldn't want to live there. We have lots of poorly maintained residences
Beloit College
Diversity, downtown and river amenities
I truly enjoy living in Beloit. It has bloomed so much in the 30 years I've lived here. It is a city growing in areas such as culture, parks, unique shops and restaurants, in addition to providing jobs and housing.
Friendly, small city size.
The people
Our diverse cultures and amazing agricultural/farm-to-table vibe
A beautiful community with great opportunities to live, work, and play.
Beloit is unique in its diversity...which is often portrayed as a liability by outsiders.
The image is often negative. However the city has so much to offer. The people in Beloit are diverse. Other communities do not have that.
Diversity and community pride.
design of buildings downtown with added parks around the river.
Viewed as a poor education town, with poor health care, lack of public transit, lack of parking in the down town but hey we can focus on giving a minor league team a new stadium and building expensive apartments to drive costs up for everyone else.
Great farmers market, wonderful music events, community connections.
Beloit is beautiful in some places and others are an eye sore. There is no current balance in beloit and that is VERY evident.
Beloit is far too focused on tourism compared to neighboring cities.
Mixed reputation: many don't know the good things Beloit had to offer
Beloit is coming out of a period of economic stagnation and its doing so far faster than our neighbors.
It's a diverse community where schools are failing (neighborhood schools should NEVER have been eliminated and housing is relatively inexpensive. Beloit is seen as a good place to retire but unfortunately, not a community to raise a family.
Poor schools, poor bus system, poor neighborhoods.
Diverse city with nice downtown and great markers market
Image has improved. Beloit has many small businesses that seem to thrive on each other
It has maintained older buildings that have charming exteriors. The river walk is beautiful. There is a pride in the history of the town.
Diverse city with nice downtown
Although Beloit is still getting a bad rap on image, the uniqueness of the downtown area and its events is starting to change that.
It's not that hot. People still wonder why I've stayed here for over 15 years. I love the farmer's market, but that seems to be the only thing people talk about in a positive light. Education is a top priority for me as my wife and I look into foster care/ adoption. We are NOT impressed with the current opportunities for kids. Schools must have the resources to do better.
Diverse and accepting, nice amenities
Image is Improving - Transitioning from negative to curiously interesting. Unique - The River and The College.
There is too much trash in the neighborhoods and neighbors do not clean up their property.
Irregular, with rich and poor areas. Should be mixed
Values diversity.

'Backstabbing' within the community. People who criticize (often without all the facts) and aren't willing to be part of the solution.
The school system is terrible. Report card rankings have been not meeting expectations for years and nothing has been done to change this. Roads are terrible. 1 year of driving my brand new car rattled my muffler loose in beloit. Crime is higher than other surrounding cities. And starting at young ages even of school aged kids. Higher rate of kids not graduating high school than surrounding cities. All you have to do is look at the statistics to see where beloits challenges are....
Education, public transportation, homelessness resources.
unemployment and underemployment. Consistently the highest unemployment in the state.
Crime, lack of parking for business
The school system and the decline of the west side of the city.
Financially supporting police and fire, dealing with the school district, infrastructure improvements
Beloit faces a lot of Poverty and the effects that come with it, today. In the next decade Beloit will need to combat the housing issues and lack of decent paying jobs. Also, incorporating Sustainability into everyday city operations will be vital in abating the worse weather to come.
We have to make it a safer place to live. I quiet place for families
Slow moving city council
Diane Hendricks
Poverty. Citizens should have access to adequate housing, employment, and social safety nets.
Lack of housing, continuation of low paying jobs with minimal benefits
The city has obvious deferred maintenance in relation to its roads. Also, one can only hope the state will come in and take over the joke of a school district we currently have - mismanagement of funds, not reducing executive positions and other positions when enrollment declines , LOTS of things need to be fixed. Also, Beloit has always been labeled a crime ridden city but most of the crime comes from outside of Beloit (or historically used to). Need to be vigilant and ensure crime is under control.
Beloit needs to increase opportunities for all, and develop all areas of the city with equity at the forefront.
Homeless population appears to be growing.
not in order but Car dependency, lack of walkable/bikeable PROTECTED roads, improved public transportation include, Lack of retail stores
Crime
Wisconsin has higher welfare than Illinois
Over the next ten years we will either push out most middle and low-income people or we will be a city of haves and have-nots with no one really in between. That will not help us economically and our public school district will struggle to provide equitable education and results (specifically the report card which people with children look at to determine if a place is a good place to live and raise children).
Gang violence
Affordable housing
Jobs and affordable HOUSING
Opprotunities. Jobs. Housing.
Affordable housing
Number of jobs that pay a living wage and provide work/life balance. Forms of entertainment are on the low side. The city's reputation for being a "ghetto".
Poverty, the division between where the need is, and where the money is going is tragic.
too many unmaintained, unsafe, and unhealthy homes. Lack of housing. too many rentals.
Redlining and gentrification.
Beloit, like most communities, needs to work on building a community that helps to better everyone's quality of life not just the wealthy citizens. We need to support availability of good paying jobs that can sustain a family with good living wages. We need to keep fighting for our public schools, child care and healthcare. We need to figure

out ways to build up our community with positive words and actions and discourage a very small number of people from badmouthing our public schools and community. Another challenge is to get our wealthy and our billionaire to work WITH our community instead of competing against it. Imagine if all of the money that went into the Lincoln Academy was put into our public schools! That would be such a wonderful situation!

It needs a makeover in many areas. I'd like to see investment in green spaces. More businesses on the west side. Investment in schools. Fix the roads.

School system, Crime

Dianne Hendricks.

Lack of housing and retail, crime is constant and everywhere.

GENTRIFICATION. It's already started, and we should all be worried

Housing, easy transit, and food access.

Drugs, crime, guns, affordable housing for young families, sustainable well paying jobs, and the bashing of public education.

incredible financial discrepancies in different neighborhoods

Today: Lack of affordable childcare, socioeconomic and racial disparities, lack of support for existing undocumented immigrants who form an integral part of this community, lack of Hispanic representation within the governing bodies.

10 years: Lack of housing, crumbling school system, rise of criminality.

Poverty, school quality, lack of housing options. I would like to see clothing shopping options come back to Beloit.

Housing for families, attracting young professionals with families

Affordable housing

affordable housing; same for the future. If only those making \$75K+ can afford housing here, where do we find our workforce? Also lack of transit options. Bus service only goes so far in the city and for so many hours. How does the person working 2nd shift (with no car) get home? Transit can get them to work, but by 11 pm, no buses are running.

Too many large industries moving in to establish vacant buildings

It's hard to find work

the spread of every business

Lower Crime rates

Crime and good paying jobs

The biggest challenge is local residents embracing change. The longer term challenge that worries me is the lack of different developers choosing to take on risk in Beloit.

education which I know is not within the scope of the comprehensive plan but without education the comprehensive plan is worthless

lack/loss of retail choices. Housing opportunities, education viewed as declining or inferior

people not investing in the people

housing and lack of jobs, the school to factory pipeline and overdependence on philanthropy for local development

infrastructure, public transportation, issues of integrations

racism and racial disparities. Engaging the residents in community. setting metrics to measure progress. environmental, social and economic sustainability

Housing, job opportunities, transit, entertainment, education, environment, childcare

as someone who works in Beloit but does not live here, it is difficult to speak to the challenges

infrastructure improvement across the city, keeping public schools at a high level- technology!

housing, economic growth image, safe neighborhoods, schools

Poorly functioning school district, neighborhood instability, inability of builders to profit from market rate housing,

Housing stck- a lot of houses are poorly maintained and lack of code enforcement- need a commuter train, maintaining the symphony, college is removed from average citizen, city web page needs to be user friendly, city hall needs to communicate inclusiveness
Reducing rental and encouraging home ownership, with creating good living wages to sustain a safer lifestyle and environment
Encouraging employees in Beloit to live in Beloit. Making sure that all communities are equal when it comes to lighting, safety, and repairs to streets, sewage, water, etc.
Locked in is a problem; Illinois on one side and townships on the other sides.
Lack of housing and aggressive marketing by the city of its infrastructure to manufacturing.
schools, lack of development as a whole (we need development on the Westside)
Cost of living. Jobs aren't paying enough to match the cost of living.
crime
Lack of late night transportation for those that need to get to jobs.
Today there are a lot of neighborhoods with homes that are in pretty rough shape and could use a facelift to encourage new homebuyers into the area. I think that while the downtown area is very nice, I'm not super thrilled to see the industrial decor taking over many of the buildings. I think that design/style is a bit tacky and will fall out of fashion in the coming years as new fads emerge.
it would be nice to have clean and affordable rental houses in Beloit. Many folks who move here for jobs and don't want to live in an apartment end up moving to other communities because the rental houses available here are pretty dismal, and not everyone is ready to buy right away. That's been an ongoing issue. We have too many slumlords in the city who buy distressed properties, slap a coat of paint on them and rent them out to people with horrible credit histories and horrible habits who trash them and move out 3 months later (yes there are several such down the street from us). I wouldn't complain to see them wrecked or extensively rehabbed and sold or rented to people with better habits.
Cleaning up city government , too many back room deals
Beloit has criminal activity that gets highlighted via outside media which paints a bad picture. The city needs to try to curb this undesirable activity and create opportunities for populations that are underserved. Over the next decade these activities need to be addressed. Development should be concentrated in the downtown area rather than sprawling into more rural areas.
Crime, poverty, education level.
Our high poverty rate. Providing affordable housing - \$1200 a mo to rent is not affordable! Over 50% are rentals - that's a huge problem. Lack of ability to do building inspections. We have some substandard housing run by landlords who don't maintain their property very well. Sustainability - to date, not much real attention given- the fact that NO environmental representatives are on the committee to review this plan speaks volumes. Competing school districts for waning numbers of students. Lack of support for public schools.
Affordable housing for lower income families needs to be a priority. All the new apartments and houses being built are not affordable for a good portion of our city. We need to lift up and support them for everyone to thrive.
Climate crisis and sustainability needs to be a top priority. Taking care of our river's health and protecting green spaces for the community.
The most significant challenge today and in 10 years will likely be attracting and retaining residents.
Rising housing costs.
Affordable Housing. Personally, it really isn't an issue since I am a homeowner, but we need homes/rentals that people can actually afford. The new condos that are going up are over 3x my mortgage. I make 6 figures, and I honestly don't think I could afford to live in them. We also need to address food insecurity. There needs to be a better dispersal of grocery stores throughout Beloit to better serve all of Beloit's communities. Over the next 10 years, I would like to see Beloit focus on sustainability initiatives.
Food desert downtown Beloit - Walmart and Woodmans are really the only major players for groceries and it is a bit of a travel. Really need more green grocers for non-market season
Roads are not built to withstand the growth in traffic (width or speed)
School system seems to be a bad publicity moment for Beloit

Beloit has some pockets of poverty, and crime and there is racism in the area. Culture change and more opportunities for lower income folks who may be left behind.
People don't believe in Beloit. The lack of retail, is a big challenge.
Many employment and recreational spaces are dominated by neighboring metro areas. Beloit simply needs more reason to be in Beloit. Regardless of which part of the city it is. There is an adequate amount of pull downtown in recent years, but there needs to be more reason to go to other parts of the city i.e. new recreational spots for the family to go, things to do with groups of people, innovative ways to get people up and out of the house.
providing housing for residents
Appropriate housing and keeping business in the area and the school options
Be close to other big cities, Rockford, Janesville
Schools district and not much housing options
Give the youth something to do. There's nothing in beloit for the younger generation. The police need to start writing speeding tickets. There's no traffic patrol.
Schools, drugs, poverty, crime. in next 10 years, if the mentioned items are not controlled and fixed, we can look for a town that is low income and low education - which may destroy the good reputation we are trying to build.
Housing shortage. Beloit could grow more if more houses was constructed.
We need to embrace, again, our diversity and support our public schools which, more than any institution, seek to meet the needs of EVERY school, not just those who fit certain qualities. If we strengthen our schools (by celebrating what we do well rather than doing nothing but criticizing every problem without a more nuanced understanding of the challenges they face and without building more charter schools), we strengthen our community. We need to stand up to the racist criticisms from the outside and not try to change who we are to conform.
Diane Hendricks owing so much property is dangerous to the health of the city.
Uplifting impoverished mentalities.
Public Schools
Having not only people of means enjoy the benefits of living in Beloit but people in the low income category; improving the quality of our public schools and providing opportunities for our youth to engage in activities; getting parents to volunteer at events
schol systems need for more money, teacher retention to hopefully have better educated young adults- which hopefully Beloit could retain with good job opportunities to live and work in Beloit
the history of taking wealth from poc and giving to whites has drawn wealth from our community. this is an ongoing issue as the state gerrymandering keeps wealth in white communities and from Beloit
education for children- city is only as good as its schools, we cannot expect families who have choices of where to live to buy in Beloit if schools are bad
housing upgrading
poverty, affordable housing, privatization of education, youth, volunteers active, cosmetic vs social issues
transportation updates, housing shortage
housing at all levels, too many work here and live elsewhere, impressions of the quality of school district, no neighborhood definitions, housing
good, steady leadership. Beloit school district is currently a negative. We need a bold vision for housing
availability to grow outer area
crime
improve school district of Beloit! Poor roads. no shopping. west side/madison road needs attractive businesses. Less low income/wheda/Beloit Housing on West side. Needs to balnace and develop on East. Crime. More Jobs!
east side v west side, west side improvements ignored. poor streets- all across beloit
Climate change promises to be most impactful challenge universally. Housing challenges, health access, educational opportunities

providing affordable housing, maintaining and restoring aging existing housing, infrastructure- road maintenance, water and WW systems (eg lead pipe replacement), Greening city operations
Beloit is behind on sustainability, walkability/bikeability, housing, % of population that struggles financially with school district
housing, food insecurity, finding employees, expansion? perception of crime
housing-all kinds, why can't we raise people's incomes?, many are paying well-how can we connect workers to good paying jobs?
housing for all the executives moving here to keep workers here for tax base. crime-programs for youth
housing stuck- attracting people to live here instead of just work here. Improve public schools-grow tax base
sustainability
school district, housing diversity, continues growth of existing and new businesses
housing affordability
housing, education- adequate funding for schools (legislature) retain good teachers
1) housing demand, 2) preservation of waterways and greenspace, 3) incentivizing small business to prevent monopolies, 4) clean water source
sustainability, gentrification
Don't become stagnate. Encourage growth.
Crime is a challenge in beloit.
Increasing public safety hands down
Poverty and racism; slum landlords; crime
Public Education
We need more housing and child care options
Lazy people who don't care for their homes and neighborhoods. They take all the freebies but don't help to make it better to live for everyone.
The crime. The police need to do more to protect and serve
Crime
Amount of drug dealers doing deals in plain sight and nothing is being done.
crime and lower than desired unemployment
Streets are in terrible condition, would discourage a person from founding a business here. Police and fire retirement benefits likely still underfunded; future cost will bite us. Despite relatively high real estate taxes (in terms of mill rate), city is too dependent on state aid for basic services. School district has had disastrous leadership for years with no prospect for improvement in leadership (not willing to learn what pulls students to leave SDB) nor in student learning (reconfigure the grades? We tried that and other desperation measures before without success).
underpaid public servants. No where near comparable to what neighboring places pay. How can we expect people to protect us if they can go down the road for much more.
Las escuelas ahorita hicieron un gran cambio
I own and live in my home on the Merrill neighborhood and most homes are severely distressed and I feel there isn't much importance given into improving my neighborhood.
Building up Public Safety and infrastructure to meet the growing needs of the community.
The school district of Beloit and their self inflicted problems is a major turn off to families looking to relocate here
crime
There's no retailers, all of our money goes to different city like Janesville or state like Illinois. There's no options for shopping bring a target, Canes, open a great high end shopping center. We lack of family entertainment, there's not much to do here with the entire family. No indoor recreational centers. All the money from us residents of Beloit goes everywhere else except Beloit cause there's not much here.

true affordable housing. these Hendricks monstrosities are Not Affordable. period.
housing. great city but limited housing.
Housing is too expensive and jobs don't pay enough. All new housing is \$1000+ per month and few can afford that
We need LESS, not more, services/dollars for homelessness. We invite transiency by constantly throwing money at this issue. Not to mention the grief it brings to surrounding neighborhoods.
Nowhere to shop, no places to take kids to do fun things.
See above.
Schools and education
Environmental crisis, pollution, urban heat islands, lack of transportation options/high personal motor vehicle dependency, unsafe streets for walkers and bicyclists, limited local food production, gentrification, limited housing options/no housing options. Over next ten years: Not being proactive in addressing these issues 10 years ago.
Unsafe areas
Racism
Improving the image of Beloit, both literally and figuratively. Managing the homeless population.
An increasing amount of control over civic life by out of town unelected individuals, also out of town landlords.
hard to find fresh and healthy food. Updated or more parks or green spaces. Driving down the road im scared because all the cracks and pot holes
Beloit is looked down on by surrounding areas and medias Beloit is heavily.
Education.
drama
housing, homeless, police, violence, etc
gentrification
the youth is the future so do something to help them stay trouble
Beloit is facing some hard things right now such as its very small and not enough land
the community and missing businesses
student going down the wrong path
I would say citizen sentiment both now and in 10 years. I think beneath all the politics there is an unseen, unspoken reality that it can be hard to be happy here for a variety of reasons, but I think the biggest contributing factor is the privilege given to vehicles over people.
We must get our public schools in good standings. Opportunities for employment and appropriate housing for our citizens so they live within the city.
crime rate
there's a lot of things we don't need
crime
violence
Gun violence , in the next 10 years even more violence with the new generation growing up brainwashed from the old
none that i know of
some parts in beloit have bad support
Beloit Public School performance is the most significant challenge. This will take several of the 10 years to improve, next would be available housing of all types to local employers, from work-force housing to executive housing housing.

violence
crime. traffic
homelessness
poverty, lack of resources and funding to address needs, need for affordable and quality housing, lack of access to mental health and healthcare providers.
Public schools need a strong superintendent and equal pay for teachers
Lack of housing for both low and high income families.
The Beloit public school system is atrocious. In order to grow the city in the right direction it starts with the kids of today. Growing job opportunities for these kids and houses that are affordable for them to obtain is crucial for the future generations.
No place to purchase things besides awful Walmart
getting a handle on crime. 10 yrs: getting residents to fix up their houses, repairing "all" roads, not just a select few, more blue collar jobs that pay decent
The roads. They need better maintenance throughout the years. Unnecessary bike lanes, I rarely see anyone on a bike on Cranston road. And 51/riverside being only 2 lanes was the worst decision that someone had made. Turn it back to 4 lanes, thanks.
Crime and lack of punishment for those crimes!!!
Also, no place to shop!!! Have to travel to Rockford, Janesville, or Madison to shop!!!
roads, love of community
Today: Crime and adequate wages
10 years: Same
Today: Beloit College is a separate island in our community. They don't interact with the rest of the city. They should be more open and accessible to the community. It is a weird, unhealthy dynamic.
10 years: affordable housing. Beloit has gotten very expensive. I moved here 19 years ago because I got a lot of house for my money. I'm glad to see home values improve, but I don't know how new home buyers can enter this market.
Growing owner occupied housing.
Sparse jobs in town keep residents poor. A select group of elites are buying up property and raising rents. Assistance to new home buyers and restrictions on tearing down housing for pet projects would help people achieve the dream of home ownership, and taking care of prroperty.
Industrial job growth
Crime
Failing public school system does not provide for increasing families to accept local jobs and move to our community. Road maintenance and infrastructure needs to be priority (taking care of what we already have) and changing of four lane roads down to two lane roads causing lots of increases in drive time and road rage.
Politics
A department store so our money doesn't have to always leave the city.
Repairing deteriorating infrastructure such as roads and planning for more energy efficiency and public health in the future.
The violence challenge
Reduce drugs coming from Chicago, Rockford and Milwaukee
Beloit's education system. Lack of jobs
Challenges are we are losing in affordability. People are being priced out of the things they've loved their whole lives. The beach is 80\$ for a family of 4. The baseball park is close
To \$100. Recouping on updates is understandable but the long running resident isn't able to afford the supposed revamp that has been done. We need programs to help these families.
not really having things to do

There's not much challenges, if I had to choose it would be traffic violations but most the time everybody is careful. In the next 10 years though there needs to be more stuff thatll bring everybody together.
The roads and housing. There's not much affordable housing for single parent family's.
a lot of kids not going to school
sometimes when you try doing stuff or have fun it feels like beloit has nothing
Homelessness, there is no place for the homeless to go to and it causes them to use the rock river to bathe in and other similar things.
ide say attitude and drive
small population we need to expand the city
the prices on housing
Housing and the negative reputation of our school district!
Most of our challenges stem from the same challenges the rest of the world faces. I could right a book on how the Environmental crisis, economy failing, and the disconnection in society has caused most of Beloit's challenges.
In the next 10 years without Clean energy we'll be boiling alive, fighting over resources and habitable land. That's if the we make it through the economic side of things.
Crime, housing upkeep and more stores. Sadly the school system has deteriorated quality education is a must in any society.
The schools. Beloit school district is making some horrible decisions that are not helpful
Crime and influx of people not working
City council and school board are VERY MUCH out of touch with inner city and VERY apathetic; codes dept is a joke and lazy/non existant; animal control is NOT enforced
The "Hood". It is perceived as a high crime area and there hasn't been any real improvements in the area. Also, there are many smaller towns and cities that have more retail options than Beloit. More should be done to attract and keep retailers here.
drug use racism mean people
High taxes, crime
would like to add a lot to beloit to make it a better town like cleaning the waters up helping people get better care of themselves getting rid of the drug problem in Beloit also to fix up the roads/empty lot every where and to better our educational system in beloit.
drugs violence etc
drugs and crime
crime, poverty, bad jobs, not enough affordable housing etc.
AFFORDABLE residential housing purchasing options.
Out of state trouble makers, lack of shopping options, lack of affordable housing.
Crime and fixing the education system
Crime and fixing the education system! Our children are our future.
Continue to clean up derelict buildings/dwellings outside of the most noticeable areas.
Sustainable processes. With all of the building, we need more green. More gardens. City composting system would be helpful.
The gang violences and shootings
Drugs
No one wants more rentals in this town. We want a strong tax base and neighborly neighborhoods with single family home ownership. Not one bedroom apartments rented by single people who are using our city to jump start their careers and take off on us. We want a strong sense of community-knowing each other, families staying and living in the same house to anchor their families and this community. We all out here talk about this daily and everyone at city hall doesn't understand this. We want a healthy, friendly, citizen centered (all citizens, not just the white ones) community to raise our kids and grow as extended families. We don't want bells and whistles. Real Beloiters see through

that BS and hate it. We need to overcome high rent, increase owner occupied h single family homes, maintain roads and support fiscally sound decisions that benefit all of us and not just a few. Everyone needs to see the real Beloit, the small town we are and the history and interconnected ness all families feel here and honor it in their daily decisions about how to move this city forward. I never see anyone in city admin out and about-no one is accessible unless it's during the work day because they do t live in this town either. We need to know the people making decisions. Really know them, like living in the house next to any of us, taking in the Beloit daily life of the regular citizens year after year. No of us know any of you anymore.

Affordable Housing

Finding ways to get people to Beloit.

Affordable housing

Growth that brings benefits to all residents rather than just a few.

We need more police officers, more housing, maybe some mini houses for the homeless and low income families, medium size housing as well and affordable,

Poverty, poor education. As more low-skill jobs are replaced with automation and self service, the current issues will be magnified.

Health Equity, access to positive green spaces, lack of housing stock, gentrification,

The poor quality of Beloit schools

Our public school system is by far our biggest issue. We desperately need to replace our leadership on the school board. Then become fiscally responsible. In addition-- we need to apply the same head on transparent strategic planning to our public school district.

Housing. The rentals are very high priced in this area. I assume that it's only going to get worse in the next decade . Is it possible to do rent control like in some bigger cities.

Safety within the communities.

Housing, housing, housing. We don't want tiny \$1500 apartments. If you want a sustainable young population you need homes that people want to raise families in.

Housing prices, 10- years would probably be crime. And empty housing

1.) The School District of Beloit and now a lack of west side middle schools. 2.) A range of safe/quality affordable housing options for low income through young professional families that provides opportunities for working people to live in Beloit, not commute in from elsewhere or be forced out.

High housing prices for low income residents

The declining public school enrollment

Affordable housing and recreation for kids like roller skating ect.

Too many rental properties and crappy landlords. As a taxpayer that owns my house I've watched my beautiful neighborhood be bought up by landlords that don't care and only want to get rich. I understand it is not ideal for everyone to buy/ own a home but too many renters don't care and that does affect the neighborhood.

Letting Diane Hendricks have free reign to do whatever she likes. Climate change and the cost of living compared to wages is hilariously bad.

Separation of class, quality of life

The cost of rent. It keeps going up and up to the point people can't afford to live here.

too much development downtown and communities west of the river are neglected

Property taxes are making it very difficult to stay in Beloit. People talk about affordable housing, but taxes are almost as much as mortgage/rent.

Continuing to rehabilitate existing homes; addressing housing issues while working towards sustainability.

Housing shortage & expense, crime , negative perception of school system

Not listening to residents and ruining neighborhoods with 4 lane highways

economy

Our city needs job skills education for young adults out of high school and employment opportunities.

Current library director is actively ruining the library. Doesn't care for staff, and has doesn't put literacy first. Beloit may benefit from a children's museum, but the library is not the location for that.

Crime
Shopping needs to be enhanced. We all leave to other communities to shop in Janesville, McChesney Park and Rockford.
A big change is the unhealthy beloit school board.
Not having the resources to handle emergencies due to over ran, under staff and underpaid police, fire and hospitals.
Overcoming the reputation for being an unsafe, crime ridden city. Getting BMHS under control - sad that a school with so much potential also has a bad reputation. I know several parents who live in the district who enroll their kids elsewhere, as far away as Janesville.
Some Citizens view landscape as their personal trash can. I take a plastic bag with me when I walk my dog just to pick up trash.
Beloit needs affordable housing and a department store.
Affordable Housing and updating housing. Most houses are outdated and ram down.
Affordable Housing
Price in rent is out of control for the size of the community
High rent gentrification by Diane Hendricks nothing for teens to do ymca priced too high nothing for kids to do
A lot of people who work in Beloit don't live here.
Need new City Council who have the knowledge and backbone to increase fines/penalties and enforcement of codes, etc. to clean the neighborhoods up! Plus the horrible school district with consistently low scores...would never want to raise a family here.
Way too many rentals, slum yards/property; aggressive dogs, loud fireworks at all times of the year are allowed
Get the codes dept out on the streets and start holding people responsible for CLEANING up their yards. LIMIT fireworks to July 4th; the noise pollution is out of control and very disruptive to working people!!!
Poverty, crime, gangs, drugs
I think the safety of the inner city is the most critical issue.
The school system is challenged by racial conflict; I'm not sure if the parks and playgrounds are patrolled sufficiently; Beloit's public image needs work, and I am not quite sure how that can be improved.
There are so many! Losing trees and green space. The city has never been forward looking, not buying land, especially along water, when it could have. All the growth on the east side of I-90, hasn't been offset by green space. Most people won't see it as a challenge but putting all our eggs into one basket with Diane Hendricks projects is not wise. Relying in her, not ourselves. Providing affordable, good, housing. The continued drum beat against public education and specifically Beloit School district is causing our own citizens to demean it, I feel, unfairly, rather than working to support it, this is not good for a city and its image. We need assistance for current homeowners to help them stay in their homes, keep them up to date with repairs, paint, and lighting. I think a limit on the size and number of floors a building can be. I know it is "infill", but anything larger than 3 or 4 floors is too much. They should be smaller, separate buildings, that blend in rather than overwhelm. Considering energy efficiency in all new buildings and retrofits, possible solar, dark sky lighting, insulation, etc.
Affordable housing!
More retail
Lower Crime and clean up neighborhoods
The median income of households in the City of Beloit. With cheaper, older housing stock we tend to attract people of lower income because the housing/rental units are affordable compared to other cities. We need newer housing stock that is affordable to lower income households.
Public school district
growth along Prairie Ave up to Janesville
Changing people's perception of Beloit and housing.
There is some deterioration of park areas such as Big Hill Park that seems to be a challenge keeping up with. More bike friendly areas would also help. The crime always seem to be an issue, so reducing that is a significant challenge.

Wages
Focusing on the forgotten Westside
We need to make achieving ZERO Carbon emissions over the next 10 years as set forth in the sustainability protocol. https://www.beloitwi.gov/index.asp?SEC=EB5B95D7-7FFA-4430-BB50-DE880C108A2D&DE=C53D4E7C-8B59-4807-94EA-1CF3D1F4C076
As with any community; housing opportunities for all....the unhoused population and lower income population, quality rental properties, the rest essentially takes care of itself.
Today: Changing/aging demographics--Beloit is already a day care desert, and an aging population is less likely to fund family-friendly policies. 10 years: Beloit needs to be more forward-thinking in how it can reduce its dependency on fossil fuels.
The reputation and lack of affordable housing.
Encouraging small, independent businesses.
affordable housing for many families
Education, health care, and community.
Affordable housing for low income or medium income people, lack of social services, food and housing for homeless people.
Generational trauma and instability. Crime.
Housing for low income residents.
POVERTY. Need focused efforts to lift people out of it.
The most significant problem with Beloit is its image. It is not considered a good place to live. Crime statistics seem to be a commonly given reason.
Beloit's 4K -12 system is \$5.00 away from being taken over by the State of WI. The Lincoln Academy has pulled away many students. A weak public school system stifles almost all city growth.
Beloit is seen as dangerous and often not a place people would pick over Janesville or Roscoe.
School district needs improvement to retain students - needs to expel students acting out/ violence and outbursts.
Housing will always be a challenge
Community involvement to improve what is here. Individual property owners need incentive to maintain and improve what they have.
Need to improve school district
No major retailers. People still have to drive to Janesville or Rockford.
Education and affordable healthcare (including mental health). Affordable housing that people can own themselves.
Inequity! Decision makers are white and wealthy. Few affordable housing opportunities. The rent for the new apartment building is shocking.
Improving public school system. Make it possible for low income families (working people) to buy the older homes now being bought up by landlords in cash deals.
Get the homeless out of Beloit or put them in a place for them.
Sustainability
Economic situation.

Increase minimum wage with city ordinance.
More developed parks. We have an opportunity with the river and landscape to be a leader in the area.
Enforcement of noise ordinance on vehicles specifically
Get rid of all the racist white people.
Pedestrian infrastructure. It is an abysmal, anxiety-inducing task to bike and be a pedestrian in Beloit. The pitiful bike lanes that we do have implemented is a singular line that does not do anything to prevent vehicles from hitting cyclists. There is no painted buffer zones allowing for cyclists to travel further away from motorized traffic. There is not a single cycle-track in Beloit, which would allow for safer cycling and would also reduce traffic congestion and pollution.
Perception. It's a great place but there are a few well heard people that make it sound bad.
Improve the roads.
There should be an elected mayor, and not a city manager.
More work on street repairs
interconnect our city with more protected bikes and pedestrian roads, a lot of people don't want to bike 2 feet next to cars going 25-45 mph
Clean up poor neighborhoods
The increasing disconnect between the people who live here already and the institutions that serve them.
Housing opportunities
PrejudiceS
The affordability.
Housing market, it's getting expensive to buy homes that are not worth the money sellers ask for.
More affordable housing
More low/no cost youth activities
Bring equity across the community.
The involvement of the local and tenured community members in Beloit, instead of Input of new coners who already had a good financial resource to live comfortably and who's Input does not highlight the poverty issues we have.
One thing I would try to change would be to work harder to on promoting the positive tbings in our community! Keep promoting and communicating all of the good tbings that are happening on a daily basis!
Crime
The lack of affordable housing is crazy! That is the one thing I'd change
I'd provide more things to do for all ages.
Housing. It's getting way too expensive, not just because economy problems, but because there's people coming in with money and influence who are starting to charge Madison pricing, for homes that are now where near worth that.
I would increase good housing availability.
Stop having Diane own and control this city!
less outside investors and management companies with hundreds of rental properties
Affordable, reliable, public childcare.
Decrease poverty.
Reputation as dangerous
The image that we're a dirty, crime ridden city. Beloit is beautiful, diverse and caring. That needs to be highlighted.

Halt expansion into surrounding agriculture
People would be treated more equally
i would change the way we are devided
Lower Crime rates
Better education system, more oppportunities for our young people. Teach our kids how to be good parents.
I would want our city to be the first place people choose to live at when they take a job here.
Change the school district to be a ward of the state
leadership in K-12 education
more people involved in communities
more jobs paying \$20/hr
allow corner shops in residential areas
walkability, public infrastructure
bike and walking paths to connect all neighborhoods, schools, food stores
minority involvement in the city
access to public transit, that also connects with other cities/towns in area would be great. Walkability/bikeability
invest in the city, not just industrial parks
school district
reduce the outmigrations of employees who live outside the city
environmental impact statement prior to bilding permits and development- code enforcement
Encouraging entrepreneurship and assisting established businesses for success
Better communities for poor and low income areas.
Being able to have land to grow.
The school system is outside the control of the city management and that is good but it hurts the city and its future more than any other thing. You can check the boxes on just about everything but if there isn't a good school system companies and people aren't going to come here. It hurt the city more than anything right now.
Residential clean up.
Add different cuisines to the downtown area such as Mediteranean, Indian, Korean.
Add more hobby/craft stores.
I'd love to see a way to have a quicker way to get from the west side to the east side of town. There are really no major highways that connect the two besides Milwaukee Road, and that speed limit does not exceed 40mph, and is 25mph in most spots.
get the homeless off the street. if i had the money, i would buy the former county building behind the wright & wagner apartments and make it into a supervised facility for people with issues who are currently sleeping outside around the bus depot. I'd set up a dozen tiny houses with tiny garden spaces for homeless veterans and others wishing to better themselves. Also add a big garden area for the people to work in. most of the homeless have mental /physical and /or substance abuse problems but they won't get any better on the street. it would need to be supervised (maybe put a police substation in it) to keep drugs and alcohol out and the folks would need to follow some rules and have duties like cleaning and ground maintenance. Some would need mental help. Those that don't want to follow simple rules need to be encouraged to move on.
All city meetings open to public at evening hours
Improved schooling system. I believe The Lincon Academy is a step in the right direction, but further work needs to be done with other public schools.
Better infrastructure, particularly road repair.

Lower our high poverty rate.
More affordable housing for lower income people. More locally owned upscale restaurants/bars that are not owned by the Geronimo Group(not that they aren't nice, could use some diversity though).
I would like to see the areas in downtown that look abandoned to be developed, whether for housing or businesses.
Better opportunities for our homeless population.
The roads and stoplights
I would like to feel safer in my home and for populations to be more open that we run into at the DMV, Walmart etc.
The people have to change, they have to have a positive attitude.
I think Beloit just needs more opportunities for people to be in Beloit. If most people need to do shopping, or recreational activities they will either go to Janesville or Rockford for the major shopping centers. Beloit is missing a reason for people to spend most of their time in the city.
less expansion into neighboring towns
The school conditions close to town
More local business
School district
Crime - followed by bringing in quality jobs (what happened tot eh Casino??)
They need to work on the homeless issue in downtown.
Work with local businesses and realtors to get them to support people living in Beloit. I'm angry about the white flight that we continue to see.
More resources to areas outside of the core downtown.
Recognition One Race and One Family.
The board of the public school
increase the ease of "mobility" for pedestrians, cyclists and students by connecting multi-use paths/bike lanes so citizens can walk/bike to work/school
stop the focus on racial differences and start the focus on people and what people need and the fact that we are all equal humans. This goes both directions
affordable housing for all that is inclusionary housing- people of all wealth backgrounds in the same neighborhood with the inclusionary housing increases the wealth of low income people and increases diversity
increase student enrollment in public schools, parks
i would connect all the green spaces along turlte creek w/bridges for walking, biking, roller blading, and paved pathways. clear out dead trees and plant grass and flowers
inclusionary housing, housing equity, reduce reckless driving
reckless driving
perception of school district, more owner occupied housing
Better school district, overall look of public spaces has declined
more equalization of jobs within the city
a way to get from the east side to the west without infinity stoplights
more responsible tenants that care for properties (other communities don't have the extreme problems Beloit has), less government subsidized housing (more jobs)
increase priorities toward sustainability (global sense)
improve road conditions, restore housing conditions
areas of poverty, lack of transport to services, affordable services, perception
those who are so negative-so angry- be able to expand our Beloit imprint

stop panhandling, no tolerance crime, have a mayor
merge townships w/city
more bike paths-stores, school district image
school district performance
some of the homes that were forced to turn into single family homes, because deadlines were missed to be grandfathered in, turn them back to multifamily
less light pollution, be able to see night sky, no burning
our housing demographic
make city more walkable and bike-friendly, focus on improving quality of life for residents
I would like to see more retail stores in Beloit. I miss ElderBeerman!
I would change the focus on the gateway growth to focusing on the rehab and growth of the Westside of town.
Representatives at city hall that do not seem to be progressing our city.
More restaurants downtown.
We need a transformational program that would give our young children the education they need to escape poverty.
More community support and engagement with schools and community events. Support each other more
Make it a destination and not just for dinner. Want people to move and build here. Stay here.
The crime
More bicycling paths
I wouldn't have drug dealers living across the street or down the street.
More attractive opportunities for stable, good paying jobs and lower unemployment along with greater care for ALL areas of Beloit. Some areas are depressed and unkempt.
Retire the entire school board (spending its time arguing about public comment time? about "his/her/their" vs. "the student's"? Come on!) and hire an experienced superintendent to provide leadership for the new board.
More public servants.
Mejorar las escuelas que los maestros ponga más atención al enseñar a los niños
The economic disparities and lack of job opportunities for minorities.
Reduce the amount of section 8 and public housing. Return single family rentals and converted duplexes back to single family ownership. Slumlords are contributing to poor living conditions.
Beloit needs to market itself better for new businesses besides storage units and auto parts stores. Many chains locate in oversaturated janesville like Golden Corral and never consider Beloit as an option. Kwik trip won't locate in the city because you won't let them stay open 24hrs unless they are by the interstate.
Renameing the streets for ea
More convenience stores downtown area
Diversity, I will love to see a change in the events hosted by the city. I will host polish fest, bbq fest, Hispanic fest, Caribbean fest. Middle eastern, Chinese new year ...Every Friday at the park event is always the same style music. Same people, diversity in Beloit needs to shown also in the city hall, in our schools. I have been to many schools meetings and there's nobody translating to the parents when there kids are being awarded. They walk in and walk out just knowing there kid did something good.
crime crime crime
lack of respect for public safety
The destruction of green spaces to build stadiums and new things. There are other lots that could work
Create corridors for wildlife and plant species to thrive outside of human encroachment.

Accessibility.
School curriculum
A high quality grocery store
Income inequality/generational poverty
The unsafe areas
An accessible corridor between the downtown areas of Beloit and South Beloit
Racism
Increase green space walking space.
Diversity in economic development sources. We've got a lot of eggs all in one basket.
i would ask for somewhere with fresh food. also i would ask for gyms and pull up and dip bars at play grounds,also would like the roads to get worked on
I would make it a place where people would like to visit and see the good Beloit is and what it can offer.
housing.
add more places that are in walking distance
add more things like mall or places to have fun at
locations of housing and schools and stores
more hangout spots for the youth new jobs farland
Uhhhhh Ill try to extend the land
more variety and spread out stores
make places less ghetto
I would focus my efforts on optimizing the flow of people around the city (see below).
Our image to the rest of Wisconsin.
Beloit needs to bring a mall back
take out all the buildings we don't need or use
i would bring the mall back
i would want to get a good mall back
I would want a mall and more food places
add more things to do
everything
Improve outcomes from our public schools.
roads
peoples charcater
more activities to do
the westside of beloit needs and deserves some love and attention. Madison Rd and Liberty Ave are main roads MANY MANY businesses, retail locations, and recreational spaces could really enhance this side of town.
Reputation
Better leverage of the waterfront. Also the South Beloit "entrance" into the city needs solutions.

I wish there was a grocery store centrally located and not on opposite sides of town
more bussines on west side of town
Get rid of truck stop by Menards. The traffic is so dangerous
Make 51/riverside 4 lanes.
Bring in more jobs so people don't have to go out of town for employment. Much of that money earned is also spent out of town.
Safety! I don't feel safe in Beloit. Offer more places to shop!!
put the roads back to two lanes
Crime rate
Make Beloit College play well with others. They don't do anything for our community.
Fix the schools.
Get rid of the city council and have a mayor.
Less top-down by City management
It's perception outside the community.
Spend less, save more. Quit asking the tax payers for more. Learn how to budget and properly take care of what we have. Get some shopping options.
Housing
West side mattered
That Beloit have a mayor, alderman system so the west side of Beloit has some say how the city is run. We can't even has a middle school on this side of town.
I would institute a pilot plan for a city-wide universal basic income.
panhandling
I would completely revamp the roads in this city and implement more public transportation and make the city less car centric
We somehow need to reach those who have lived here for long enough to stand up and say the things that need to be addressed.
to have more thing to do around here
I would make it so there is more stuff like the community garden and I would host more events at riverside. Making stuff fun for the community to bring people together rather than divide eachother. Itll help keep people off the streets to if they can at least look forward to doing something fun every week that doesnt make you feel alone.
More diversity on job opportunities and more affordable housing.
the way how people drive
put more things to do wether putting a sports complex or a trampoline park. things you wouldnt have to go out of town to go do
The expensive housing coming for the wealthier people rather than the community driving out the actual community of Beloit.
how big it is
size
the amount of things you have to do there really isnt anything to do
Equality for all!
Less greed and more compassion. That's what I'd change about humanity now days, but since I've given generalized answers thus far. I'd add more children's activities, other than parks and the movie theater. There's really nothing for ages 10-16. More community gardens! Labor = free food and builds community.
Crime
The schools

Clean up the neighborhoods and enforce codes
Make apathetic code dept/city council/school board/police WORK for inner city instead of ignoring all the trash and noise and animal issues!
Focus on helping the lower income citizens, giving them opportunities for better housing, instead of building more that most can't afford.
better environment
Clean it up and hire police leaders than can handle crime.
add chick-fil-a
the drug problem
i would make more things for the youth to do an more resturants a mall so we wont have to go outta town
the homeless
more things to do
The people dealing the drugs n causing problems getting locked up.
Homeless standing on the corners begging for food, jobs, place to live. We need options on where to send them to so they can get help on living their best life.
The crime opinion Beloit suffers. Oh, you live in Beloit with all the crime?
Fix the God damn roads!
Crime
More focus on what's existing.
Put in tolways areound thecity to limit out of town access
School District Improvements.
80% of homes in this town should NOT BE RENTALS! They should be owner occupied. I'm tired of the poor and low income being used as cash cows here. Most of us talk about that being ridiculous.
More retail options
More entertainment that is not a bar.
More affordable housing/ Better public transit
Improve our school system, which seems to have been struggling for several years.
We need more shopping like a target-Shopko has left a big hole and we need another grocery store like festival!!
Stabilize the school system so that massive, wasteful, idiotic decisions aren't taken every few years. And just for fun, fire whatever moron decided to make Cranston a two lane road, put a turn lane on Riverside that goes to someone's driveway, and also on Riverside, have multiple sections within a couple miles that switch between two and four lanes for no reason.
Increase Beloit's parks department capacity. Incorporate environmental practices into daily life. Invest in native vegetation in parks, reduces gas, time to mow, etc.
The quality of the public schools
Most of our school board.
I would change the way a couple people or families seem to influence everything that happens here. It can't all be about luxury apartments and a beautiful downtown. Go into the neighborhoods, talk to the people anytime out the needs
Also, that there would be more businesses on the west side. I know it isn't a main corridor or near the interstate, but it'd help bring more residents
Improve the school district. It has fallen so much since my children attended.
Get rid of the overpriced shops downtown and bring in better and more authentic businesses.
maybe cleaning up the abandoned houses and areas nearby

The quality of the School District - it is graduating a large percentage of students that are not educationally prepared to be successful in the workforce or in higher education. This means Beloit students are not properly prepared to fill many of the family sustaining jobs that have developed in the community. It also means the people coming into the community to work don't want to live here because the School District is not what they want for their families.
Hockey rink/sports complex
Build affordable housing especially for the homeless
We need more options to shop and eat from.
Enforce ordinances regarding property, especially residential.
Build a sports complex for all youth, not just those without access/\$
The gentrification.
equal development
More diversity in businesses and business ownership in the downtown
Less crime and better shopping
Turn Shopiere Rd back to 2 lane road and add bike lane
road work
Increase the percentage of property taxes and include educators at the table where decisions for public education are made . Our current school school board needs educators on it.
More affordable housing
Lower taxes
The persona that is a cloud over the city. People think of crime and poverty too often when this is an amazing community with some if the kindest residents I have ever met.
Increase the poverty rate
Remove the current city attorney
To have dogs restrained on property. A dog was attacked by 2 loose pit bulls last week on St. Lawrence and Moore!
More growth on the west side
More higher paying jobs and better housing.
Affordable housing and bad living conditions
Bring more grocery and retail stores to the community
Better jobs less rent
Strengthen our public school system.
City take responsibility to enforce codes!
Get rid of rentals, strict fireworks ordinance, hold property owners accountable!
New city council members who actually care about older neighborhoods!!
The school district doesn't provide the opportunities and path out of poverty for the most at risk students. It could if it focused on academics.
How does one change a public image that is rather unfairly given a city by communities around that are not as blended racially as Beloit is? Having community leaders from the various racial backgrounds would be a start. Find them, and give them a voice and a "stage" to present themselves.
I would see it looking forward further, buying land for green space, planting more trees, developing recreation, creating more paths.
More affordable housing!
More dining choices

The attitudes of some residents and visitors. So many are stuck on the perception of Beloit from 2 decades or more ago and fail to see the changes that have occurred in that time. Beloit is a better place than it was in 2000.
Develop Turtle Creek parkway for more public recreation
safer walking trails
Clean up the old neighborhoods and keep the older housing stock in repair.
Make the city safer.
Image to outside communities. Better communication.
Improve the Westside. Stop ignoring the Westside!
Achieving equity for ALL of our citizens
That Beloit was an example of inclusiveness, that everyone's ideas are respected and considered in making decisions.
I would encourage City government to be less risk-adverse, especially when it comes to climate change mitigation (too much red tape and need for approvals).
The amount of housing available.
More natural, wild, and green spaces throughout the city.
the in-town speed limit from 25 to 30.
Sense of community Beloit has an awful reputation for crime and poor education. The city has to push for opportunities for people to want live here.
Crime
People would care more about the future and their community. It would be something to take pride in.
I would want it to be more walkable. Store fronts where people actually live, more cross walks, more bike lines, more sidewalks.
Get rid of the ridiculously big, confusing new I43 interchange. Totally unnecessary for a town this size.
Better job opportunities for local residents
Make its public schools strong again.
As someone who plans to have a child in the next year, it breaks my heart that I don't want my child educated in the Beloit school system. Quality of education just isn't there.
Have a middle school on the west side!!!
Establish a retail corridor on the west side with incentives
The crime rate
Fix school district
It still gets a bad image reputation.
The school opportunities. The Lincoln Academy isn't cutting it--- the regular school system should be an option for my kids. I want to send my kids to Beloit public schools, but would not do it currently.
Hendricks money would not have the final day in all that happens in Beloit.
Merge Township areas into City of Beloit - eliminating islands and public service overlaps and inefficiencies.
Street lighting to neighborhoods
Would make it more sustainable to improve the quality of life for its citizens.

Budget more money into the schools and roads. Cut wages of government workers making more than the average national salaries for their positions. Hire more police officers. More police present in schools actively engaging with students rather than waiting till their is a problem to engage with them.
Address the source(s) personally with contractual consequences for breech there of so its not just 1 sided gain but beneficial to all of Beloit
Shop local and support new businesses.
Build the mixed income, low income/homeless housing structures on the east side where there is more transportation, jobs and schools
Stop making it political and just what is good for the community. We need infrastructure, we need police/fire, we need schools
Higher pay for workers, built in incentives to go green, more public events surrounding quality of life in Beloit.
We have to revitalize the houses and neighborhoods.
Listen to and help minority communities.
We can start pushing the City of Beloit to implement REAL pedestrian infrastructure. *PAINTING A SINGULAR LINE ON THE SIDE OF A ROAD IS NOT REAL PEDESTRIAN INFRASTRUCTURE, WHOEVER NEEDS TO KNOW THIS*.
Stop allowing Hendricks to run the place into the ground with her money. She is not god.
additional people to run for the school board would help, not tolerating crime in the city (see something, report something).....
Change the government of Beloit to an elected mayor position.
Repair side streets that have been in poor condition for several years.
make roads and streets prioritize people over cars and make streets more efficient and safer by turning some intersections into roundabouts
Make citizens responsible for their neighborhood
Some type of innovative partnership between the city and the district that will help address some of the issues impacting students and families.
Build lower income housing
Meetings making THINGS AWARE OF
Funding for programs and facilitating transportation so kids can get involved
get the city council to do something.
Go to city hall meetings, being understanding and open to uniting as a community.
We need more community members to attend our school board meetings and speak about the positive instead of the constant droning of a few negative people always being allowed to complain. The city officials need to help support our public schools and vice versa!
No sure
Putting a cap on rent.
Stop making duplexes and rental units, prioritize home ownership and make a pathway for ALL citizens to get there.
Have more of a hand in buying property, making sure they actually have the best interests of the community in mind.
Increase where the buses can go, ensure everyone has a home, and encourage farm-to-table with local farmers.
The community needs city leadership to work with school leadership.
Work with the school district of Beloit to offer affordable childcare. Recruit Hispanic leaders to join the local government, support the legalization of undocumented immigrants or at lest provide driving licenses. Fix deteriorating public spaces in minority neighborhoods.
Lower student test scores and higher crime are typically linked with high poverty. To address poverty, we need jobs that pay better, address food insecurity, and invest in quality daycare/subsidies so parents can work.
Focus on infill housing in Central neighborhoods
Pr about the good happening
Transparent stats about crime perhaps vs other places

I think you have in some ways ;)
stop accepting development permits
Not giving anybody treatment you wouldn't give everyone else
by brining up more topics about other sides of town rather than one side
Raise your kids better, and help find them do something they enjoy that's not gonna get them in trouble or worse
Better fund the school system. Set up community training centers to teach anyone that wants to learn new skills.
I would want our community to acknowledge that they all must participate with their voice in changing our community rather than sitting back and complaining.
Focus on the number 1 issue
long term vested leadership and accountability
possibly by strengthening small business
needs multipronged approach, school district support, and used to bring community together
reach out to minority groups and have them participate in the city. Make Beloit less car dependent and build multi-family homes. Bring jobs to Beloit
provide assistance- incentives to improve existing neighborhoods, invest in current housing rather than always favor new build
starts with planning priorities, action plans, involving people
develop targeted neighborhood stabilization plans
hire more code enforcement, put parks and rec department under DPW- a separate department
By addressing the area's that need the most attention and bring them up to the same standards of the other thriving areas
Working diligently to improve equity among all constituents in the community.
I think we have to acquire more land, invest in the infrastructure to encourage builders to build houses. I don't know how you can do much to help with the school issue but at least you should try to think outside the box and see what can be done. The city just can't keep looking the other way and say it isn't our problem.
Organized block clean ups. I feel there should be fines if you don't have things kept in a tidy manner. (Not parking on lawns, trash in yards, boarded up windows, overgrown grass, sidewalks not clear on debris)
increased police presence / safety options.
Seek out additional people to open more eclectic restaurants.
Encourage more businesses to fill in the open retail spots that we have, maybe provide incentives?
Inspections to make sure that buildings are up to code could be a start, but finding a way to encourage better maintenance would help too. People need to take pride in places that they reside in and/or rent out to other tenants.
have someone with a ton of money step up....cause I don't think it's in the city budget and nobody wants to see their tax rate go up. I certainly don't.
Equity
Education needs constant investment, both in facilities and personnel.
Elect government representatives that believe in investing in education, infrastructure, and economic development.
Safe and affordable housing
transportation to get to the jobs
make affordable housing a priority-build more mixed building neighborhoods.
Providing incentives for small businesses or construction companies to get rid of or reuse old buildings for new businesses or homes.
Work with programs to establish income based/rent controlled facilities.
New roads instead of half effort patching and flip the stoplights to be normal (too many near misses all the time), better identify turn lanes downtown, repaint most of the road lines downtown

Cultural awareness, education, opportunities
Go to the meetings, volunteer in the community
Start identifying what Beloit is lacking on a larger scale, discussed between businesses and consumers. If there is more understanding of what is important and relevant to consumers, there will be a shift that drives people into Beloit on a more frequent basis.
utilize current land efficiently
Get more help to get their own business
Bringing the education level of close areas as Rockton, Roscoe, that's why people don't stay in Beloit
clean up neighborhoods. I live in an expensive neighborhood, yet the house behind mine has 2 sheds, 1 temporary garage (plastic covered frame) and a large greenhouse. all on 1/3 acre. Do not allow such unattractive clutter and filth - it attracts vermin, pests and lowers the neighbor's housing prices. If there is a known drug house, people are loud after curfew during the week, people are hoarders, have the police have a talk with them, and potentially citations. this speaks louder than anything else - and should lead to cleaning up the pockets of crime in Beloit.
The city needs to have an area where it is more acceptable or simply relocate the homeless to those areas. The panhandling downtown is getting excessive.
Finding ways to ensure a diversity of business/residences (including varying financial levels) that are locally owned and not under a single corporate overlord.
Make resources available/easier to access to homeowners/potential homeowners for maintenance and improvements. Homeownership anchors healthy neighborhoods. Stop slumlords (yes, you know who they are) from snatching every entry level property in town.
Doing better overall lately. Property and neighborhoods appreciation and maintenance education and upliftment would help.
Show up and communicate clearly that we need qualified people running our board and making decisions
work w/ Visit Beloit to expand opportunities for youth by involving parents and others to become more involved in youth activities
challenge state prohibition on inclusionary housing and require all new development to be inclusionary
build housing affordable for families
tax incentives, rental permits and inspections, safe & walkable neighborhoods w/ services in each
educate citizens about running for office, budget to improve landscaping
build a bypass
tenants be made aware the city wants respectful citizens that care and maintain our community
identify and correct wasteful/destructive practices
comprehensive assessment of current conditions; housing, roads, water/ww, prioritizing needed improvements, estimate costs, find funding, is there a "sustainable Beloit" committee?
I don't know
create methods to bring in developers to build housing
they are for crime but ignore panhandlers
find a way to short-circuit landlords buying cheap houses w/ cash. Make it possible for working people to finance these
work with organizations within community
understanding and accepting where we are and then building a flexible plan for each to grow and be better/great
if there's a housing crisis and these homeowners want to turn their homes back into multi unit homes, let them.
educate public, mailings
provide grants, incentives
city should lead community in implementation of a comprehensive sustainability agenda

I would suggest giving incentives for growth on the west side. Madison Road could use a Target or a Farm and Fleet.
Allocating funds appropriately. The year end budget breakdown for 2022 boasted how the fire department finished the year out with a 300k some dollar surplus. Why is this allowed? The money was dedicated to the department to be spent when the budget was approved, why was it not used? There is so many things that seem off about the way our officials are running our city.
More support for low income families; opportunities for home ownership vs rental
One individual is trying to address every problem we seem to be experiencing. What is the success rate? Has it been transformative for everyone? Has our population increased, is there less poverty, how are public institutions benefiting?
I wish more people would get involved with committees and groups doing work to improve Beloit. Less criticism and more participation
Stop letting people take advantage of the freebies and handouts, for life. Change their ways to support themselves after 2 years.
Work together
Plan for pedestrian and bicycle travel that would connect us as a community.
Not letting the drug dealers do deals in your yard or street.
come together to help those in need take better care of neighborhoods along with making those neighborhoods safer with increased police presence.
See above: repair streets, improve public schools to compete with what is attractive at Lincoln Academy, Beloit Turner, etc.
Increase police and fire budgets. Worry less about growing industry and housing.
I think a revitalización grant for merril community homeowners would be an amazing start.
Be more accommodating to new business and start enforce our building codes. Nobody coming in to live or invest wants to see eyesore properties that are falling apart or roads with patches on top of patches.
bring in grants for small supermarkets/ grocery stores such as 7-11
One at a time
City needs to have options in regards to languages, yes we live the US. It's about the diversity and making everyone feel welcomed.
citizens need to speak up. cops need to actually show up when people call. DA needs to grow a set and stop putting criminals right back out before cops finish paperwork.
coming together
Change the paradigm: demand more, not less, from our public schools. Demand less, not more, dollars for homeless populations.
Talking about how to make things better.
Fire the city council, school board, teachers and cops and start over.
Develop subcommittees around strategic issues
Have every development complete a publicly available environmental impact study with tree replacement plans, mature tree protection plans, energy efficiency standards/recommendations, and runoff filtration with native plants. Remove the need for personal motor vehicles for all transportation throughout the city, making it safe, convenient, and affordable to all to mobilize throughout the city, removing the stigma of public transit use being just for those who have limited resources. Slow streets and traffic, safe/interconnected bike/pedestrian corridors with tree coverage, pedestrian rail connecting communities, tram services connecting each side of town and gateway park. Ensure every housing development has a green space and access to community garden (growing and gathering space). For every home that is removed for non-housing development ensure affordable housing stock becomes available at. 2:1 ratio.
Being decent human beings
Accessible sidewalks
Open dialogue to acknowledge racism exists
Add and better manage/maintain green space.
Seek out broader investment and development sources.

build better stores, remodel the parks, use old schools for green spaces and stores, redo the bad roads
by wanting more attractions more jobs more housing.
social media could have a good benefit on addressing challenges in the city. Showing awareness. Fundraisers.
get more money and upgrade this city
covering all the space we dont use
listening to youth
throw us in school to feel into the trap of being slave and or oppressed
Investing more
fill empty lots
make the blocks look nice nive yard make the house look nice
<p>1. Narrow residential streets to discourage both street parking; we don't need the amount of street parking we have as most residential housing has driveways. A better use of space would be widening our sidewalks or adding bike lanes. In many neighborhoods, sidewalks don't allow two people to walk side by side and I would guess that discourages some people from walk who otherwise would because its not as comfortable as it could be.</p> <p>2. Slow down traffic by introducing a few speed bumps (or even roundabouts in certain locations), especially on the busier roads near large neighborhoods (Wisconsin Avenue, Milwaukee Road & Broad Street both near Bushnell, 6th Street, Elmwood Avenue).</p> <p>3. Bolstering pedestrian crossings & amenities (no citizen feel as though they taking on a gamble every time they cross the street). Walking signs should be automatic in the downtown area, we shouldn't need to push crossing buttons there.</p> <p>4. Increase the peace possible in public green spaces the city already offers. Simple ideas could be putting up noise walls to block traffic noise (especially at , plant more trees & shrubs, more benches, more trash cans, paver paths, etc.) The simple joy of going to some of our green spaces could give people so much more than they get right now. Some people don't have a reason to make the journey because they aren't enticed by what we have.</p> <p>5. Cities across country routinely overlook the impact environmental noise on mental health and this city is no exception. While Beloit is responsive in handling some noise complaints, I think we can and should pivot to a more proactive approach. In my opinion, it is simply unbelievable what the city turns a blind eye to (motorcycle/car noise, endless fireworks in the beginning of summer, the lack of crossing guards at train crossings which force them to blow their horns right next to residential areas, etc.). Some residential areas have crossing guards, some don't. We should equalize that situation. For the other noises, we've got laws on the books. I understand the Police have broad authority to police in a way that makes sense to them, but the least we can do is encourage them to uphold the laws we have. Traffic noise and fireworks noise is a constant thing in this city and it feels like the Police are letting people off with slaps on the wrist, instead of fining them to actually stop the behavior at the source. We should be proactive about making this place amazing and that includes laying down the law on environmental noise.</p>
Key people have to have fire in their bellies to improve the city.
helping out more in the city of Beloit
community clean up's
by helping each other and looking out
start cleaning up trash and "STOP THE VIOLENCE"
Construction workers could start building more buildings instead of trying to fix the roads
start paying attention
Well qualified school board focused on student achievement, less focused on administration, funding and diversity.
give a spotlight on that certain thing
fixing roads
not sure

reallocation of funds to address issues related to poverty or identifying grant funding opportunities that could be used to bridge gaps for individuals/families struggling. Including community members with the most needs in the planning and implementation of initiatives.
Focus energy on the public schools and families will come to Beloit
Taking a proactive approach to addressing the issues of children's and families that go to the school district. I enjoy how TLA is involved in with the families that go there. I would like to see the Beloit school district model their approach after TLAs
Improve shopping
More police presence in areas of known speeders. i.e. Cranston Rd/Robinson, up price of fines and put more money in the city's coffers.
By doing a poll for the community on big decisions or changes wanting to be made in Beloit. Incorporate the community more.
Calling the Police when they see something!!
More funding for police.
Beloit has given so much to Beloit College. Let them do something for the community.
Zoning.
The powers that be could come down from their pedestals and listen to the real residents and not the whims of one wealthy person
This survey is a good start
More policing, more affordable housing.
Find compromise, get to know your neighbors, be respectful of each other.
Funding to revamp housing
More retail on West side
Encourage more energy efficient options for citizens and incentivize businesses to incorporate fossil fuel reduction and climate resilient plans for future growth.
Having family/community meals. No funds can be redirected to drugs and people could network at events about employment opportunities
Begin building and investing in small businesses
Community outreach at the places the community is expected to be, farmers markets, street dance, supplies giveaway, mail out invitations to community mingling events etc
by making flyers to get ideas
Hosting fairs, bands, being active on social media like facebook to get messages across. This could all take place at riverside, downtown, or by the old shopko center.
Give people more job offers and make smaller homes.
keep the community clean at all times
have teens or young men and women write down things they wan to see beloit have
Take into account the residents of Beloit instead of the people coming in who have no interest of the community.
listening
building more parks and neighborhoods
adding more fun activities that would make beloit stand out
Build relationships with the black and brown communities. Making sure everyone is involved in the process!
Hire in some climate engineers! solar power is nice, but incorporating water/wind power. We have a dam that could be providing energy. Possibly more affordable energy, definitely cleaner energy. Find sustainable ways to lower the cost of living here and make it a better place to live. More community gardens! Labor = free food and builds community.
Go to a mayor system I see no point of having a city manager if little gets done. You need less rental properties and more home ownership.
Not have both middle schools on one side of town

Go after the sources of the issues
Get out into the neighborhoods...walk or drive and start holding property owners ACCOUNTABLE for trash, debris, loose dogs/cats, NOISE
Seek out retailers and offer incentives to locate here. Encourage more home ownership in residential neighborhoods and require out of town landlords to inspect their properties on a regular basis. Then have them deal with any problems or code violations.
talking a get together
City is becoming a slum.
building
by getting people help they need and giving back to the community
teamwork
meetings and news and facebook.
different community actions and charity's
Identify organizations that can help them and advertise those options on the Beloit facebook page as well as the weekly email that Beloit sends out with what is coming up in the city
It sounds like people are getting involved in fighting crime. Support those that are helping the police with tips. Support the police with more officers. Keep pressure on those that constantly cause problems. Provide programs that show Beloit is a safe community to outsiders.
Fire the School Superintendent
Fire the School Board, particularly the Superintendent
Committees
More incentive to turn in crimes 25 is not enough yo be labled a snitch
Be informed and vote.
Stop selling homes to slumlords to chop up into dinky apartments and start helping the average Joe buy their first homes here so they have pride and can have longevity in their houses they live in. It will increase black and brown generational wealth for their families to thrive. I am white so I am commenting on this because it's terrible we have such POC poverty in this town. And let's get some decent shopping centers/facilities. Most of my neighbors and I shop out of town now. Janesville gets all of our business and that's too bad. Lost wages, lost income for store owners and inconvenient for us all but here we are. Think of the quality of life for the average citizen and you can't go wrong. Walk in our shoes.
Planning and completing projects
Check landlord fees and rental rates
Find a great leader for the school system who will stay with us for years.
Ask Target and Festival to come to Beloit!
New leadership, outside consultants, quickly pivot off of things that don't work, cut losses and move on.
Invest in parks and not just mowing grass.
Not sure
Go into the neighborhoods. Find out from the people what the needs are. Don't only depend on the ideas and wants of people with a lot of money.
Focus on making people responsible for their behavior. This includes students of all ages. We need to have high expectations for our youth.
Use your money for the right businesses.
Have the school aged kids come ima me help fix the houses and get them either sold or rented to people in need
Community-wide coalition building (representation from all corners of the community) around truly understanding the issues/data and then developing concrete strategies that most people can get behind to start effecting change.

Pay teachers more
Build stronger community partnerships/friendships/collaborations between different socio-economic divisions
More green spaces, especially on both private and public land, especially community gardens. Change the noxious weed rules to promote native gardens that are more sustainable and resilient than grass. Ban spraying of fertilizers and pesticides that run off into our river and into our well water supply.
Get more NEW investors with new ideas. Create TIF/TID districts.
Worry less about lining the pockets of a certain person (DH) so that we stop the gentrification that's currently happening.
Don't allow one rich property owner to call all the shots with the planning commission; continue to support small businesses.
Community building events, improve school district image
City leaders need to start listening to residents
repair
Encourage media to showcase positive contributions our schools are making.
Tax the rich and actually collect on those taxes
More focused
Spotlight the gold in the community. Not those who hold the gold. Something to consider is show the people of Beloit, the charm the character it's everywhere embrace it. Own It!
Promote jobs and offer more daycare options.
Beef up Animal control
Offer incentives to get a Target on Madison Rd.
Making landlords update their houses.
Build more multi family units
By recognizing the areas that have high crime
Stop allowing gentrification
Housing available and attractive to employees and getting strong and committed individuals in key positions in our school system
There is nothing. Calls fall on deaf ears, lazy admin, and excuse after excuse by city admin.
Have codes enforcement do their jobs...go out in the neighborhoods and start fining property owners; increase fines for slum yards. They have no problem ticketing cars on the street during snow emergencies but ignore all the slum in yards and alleys!
Nothing apparently because when we try, NOTHING gets addressed or changes!!
I dont have the answer to that. Theres a lot of people opposed to those ideas.
Celebrate our various "communities" - oriental, Hispanic, African, people from every race and continent. Promote concerts, high school and college activities that involve various communities among us. Make the parades times to celebrate our diversities. What development could occur going north of the city, or east?
Good question. The public has to want a better city, and make sure the city manager and council are aware. Sit on boards and committees.
Offer land for less knowing that you will have a foundation of tax on that land for years to come.
City should lobby more and get started on the casino
More PR to let people know that the community has come a long way in the past 2-3 decades. The dirty industrial town that many who have moved away remember no longer exists.
Turn control of SDB to the state, Do study on turtle Creek development
More community involvement

Replace the code enforcement department with people who will do their job. They should be ashamed of how things look today vs 10 yrs ago.
Study the way successful cities are handling the situation and follow in their footsteps.
Not sure how to increase communication. People don't read the newspapers nor do they visit available city website which has valuable information.
By encouraging business. Not removing schools.
By constructing low income housing and focusing on advancing sustainability initiatives which would also improve health and equity for all. Focusing less on economic development to bring in large companies and more on fostering entrepreneurship for our local population.
Community outreach needs to be aggressive, encouraged, and communicated to everyone through all platforms available.
Continue working on day care opportunities (spaces, training more staff), set budget priorities to include family-friendly and sustainability policies
Incentives for developers to come into the city.
More plantings: trees, prairies.
I'm not certain
Can't really answer this without seeing where all the funding is going currently.
By having more help for children in school so they don't end up homeless. Programs to help gang members and other things to help the people all the steps of the way. Use some of the empty buildings to help the homeless with people programs to help them not be hungry. Start more neighborhood gardens like Merrill community gardens. Trees in the terrace could be fruit trees for people to eat. Programs to help single mothers raise their children.
Start by adding more cross walks that FORCE cars to stop for pedestrians.
-More GED and job training programs for adults -Comprehensive sex ed to reduce teen pregnancy-and efforts to keep pregnant/parenting teens in school til graduation -health care for underserved-enough to actually meet the needs in the community -programs to keep at-risk families in stable housing while other issues are addressed-rent assistance, etc
Attract new businesses
I am not sure. I am a retired educator and can recognize a healthy, happy classroom. Honest discussions are needed to get back there.
Open schools back up on the West side and increase the quality of your administration in the schools.
Oversight of the school board by community leaders or state agencies
Incentives to do business on the west side ..
If I were in the village I would be more active on social media. Daily updates and greetings, notifications of events happening such as the Blooming Friends Tuesday garden event, Boys and Girls Club Thursday bike ride etc..
Need middle school on west side, retain students in district, curb violence and acting out in schools by students
The city needs to focus some effort on attracting major retail chains to the area, and not put so many restrictions on them when they want to come to the city.
Listen to your local teachers! Put emphasis on small class sizes and character development. Have more school counselors who have time to facilitate groups and check in/out with kids who are struggling. Actually GIVE A DAMN about ALL kids, including the hard ones. Give teachers real classroom management/ discipline support that is student-focused (not just meant to make the discipline numbers look good. Actually BE good).
I do not feel Beloit is interested in the equity issue. Beloit is focused on driving those members of the community out.
Find non-traditional (bank) financing for low cost home buyers so they can buy homes to live in instead of letting those homes become cash flow cows for wealthy landlords and property LLCs.
Raising Awareness
Providing more green space and promoting opportunities for walking and biking.
A cool collaboration with the City of Beloit and organizations.

Youth
Housing: Get the city out of the way of landlords. Make landlords rather than problem tenants the supported entity.
City Image: More engagement with the entire city to clean up appearances and allow our city to "shine". Not talking about fines, etc. but rather encouragement via communications and programs.
West side of Beloit there is nothing and it gets a lot of traffic.
Clean up the school district. I should not feel that it's unsafe or that my kid will be discriminated against because they want to behave and learn, rather than disrupt the classrooms like so many get away with now.
Get the school district back on track.
Reducing it's poverty rate and improving quality of living.
Sustainability. Green homes
Enforcement of laws, cleanliness of the city, better housing
Help the poor in our community who see zero benefits from Diane Hendricks building luxury restaurants and apartments.
Increasing and bettering our pedestrian infrastructure.
Affordable housing and increase of higher paying jobs with benefits.
improve roads
There are numerous, however public health in the face of climate change has to be the number one priority. The coming decades will be challenging to say the least. We can only control what we do locally, but decisions should be made to protect natural areas, eliminate use of pesticides city wide, and ensure that our water and air are healthy for humans and wildlife.
Increase population
It's people, mixed-use housing and businesses, ease restrictions on zoning .
Cleanliness, affordable housing
Ensuring that any development projects do not inadvertently have a negative impact on our low income residents.
Education system
Housing NEEDS
Stabilize Beloit and not let it rot away in its current imbalance.
Top priority should be using up old, unused buildings not building new ones on land filled with houses.
affordable housing and upkeep of current housing
Have enough affordable housing for people
Poverty
1. equity (housing, safety, health, quality of life, etc.)
2. green spaces throughout the community, recreational opportunities.
3. sustainability
4. encourage economic growth.
Sustainability, road conditions in a timely manner, and diversity inclusion and equal opportunity to minorities.
Good jobs that sustain families. Quality housing and schools.
Unsure
Investing towards small businesses, creating more activities/ things to do that isn't alcohol related, invest in education and the arts.
I don't think it should be just one thing but if I had to choose if say getting a handle on the crime

Housing and education. Much like the housing the sdb is not getting the proper care it deserves and now there is other systems coming to overthrow and take away from it rather than help it.
Housing
Police and fire for safety, then affordable housing.
racial equity in all decision making
Affordable, reliable, public childcare. Let the young workforce work for a living, not just work for childcare and being able to exist.
Poverty reduction.
Make this community a place for all
affordable housing and transit options.
Increase sustainability
Housing and jobs
to make the people who actually live in beloit happy
Helping the kids change
Education system. Better students will improve the crime rate and community.
Focusing energies on the wants and needs of local residents.
Education
mix of housing for all types and income households
increased affordable housing and public education
getting the opportunities that are available to the average citizen
continuing the growth and revitalization
reduction of racial disparities in health, education, employment, wealth, etc.
Environmental protections. Climate change is speeding up and we need to increase green energy and reduce carbon use
utilizing the assets of the community
more focus on neighborhoods
economic growth
market rate housing
improve housing, preserve historic buildings, work on sustainability
Supporting our youth to help provide activities that inspire them to be productive and invested citizens
Equal housing, health, education, employment open to all throughout the community.
Affordable housing and park lands.
All noted above Fix the school problem. Make it easier for others to build houses. Be aggressive marketing the city to things that add good jobs that isn't a casino. Fix the roads.
maintaining the growth we are experiencing but have that growth be widespread.
Road construction & maintenance and clean up
continue on the same path from where they were 20 years ago. I think the current growth is in the right direction.
Help those in need so its a more desirable place to want to live, I know we have a lot of programs right now, but maybe providing safe places or shelters for those that need homes?

Clean up neighborhoods with homes that have been poorly taken care of. There are lots of different neighborhoods in Beloit and it seems that homes are frequently in pretty rough shape.
fix what can be fixed. crumbling streets, a few newer apartments to at least get some of the people who come for jobs stay in Beloit. More better paying professional jobs would be good too.
Equal treatments for all,
Trouble areas of the city should worked to be improved to deter undesirable activities. There are populations in our city that need more community support, better education, and more opportunities so young people can gain the tools they need to be valued community members.
Economic development.
Providing affordable housing, preferably to own not rent.
Affordable housing. Sustainability targets. Any measures to protect against the changing climate.
Finding ways to attract businesses that bring in highly-educated, high-income employees.
Affordable housing
Making sure we can handle the growth in the population - human necessities - road, parking, groceries, schools
How to prevent those who are disgruntled by the gentrification taking it out on the newcomers
Get the streets repaired, start pushing landlords to clean up, repair their houses.
Simply just giving people of all ages a reason to love Beloit. People that have grown up here will have love for the city, but getting new people to come to Beloit and remain there for the sake of enjoying the atmosphere and opportunity will really give Beloit what it is missing.
providing sustainable living for residents including housing and green options
Keep developing the industrial manufacturing
Education and safety
STRONG leadership in City Management, the schools, and the police. Make a difference, not lip service. I don't see where my increasing taxes have helped move the needle at all in teh last 5 years.
Continue the the growth/momentum downtown. Continue the growth along the interstate. Balance those with more housing options or help acquire land for a homebuilder to use to offer housing.
Promoting and celebrating our public schools. As of now the misleading, racist, publicity about our schools is keeping people away.
Pride in Unity and Diversity.
Housing & Attracting new business
more housing for people who can afford owner-occupied; working w/ town of Turtle regarding annexation; better signage around the riverfront; also #4 above (bikeability and walkability)
safety- police need to reinforce speed limits and crosswalk safety
the same as above in 4 and 5
education and housing- draw for families
housing, police traffic safety, well-water sources?
keeping transportation system updated and maintained
improve housing stock, more diverse offerings throughout the city
housing and business development, need a balance
maintaining existing roads and infrastructure
keep diane hendricks developing parcels

bring in shopping. fix roads. less crime. less beggars on street corners. More jobs!! Less government free programs.
roads and schools
climate change mitigation, w/o which everything pales
1) housing, 2) infrastructure, 3) making all city operations more energy efficient and sustainable
sustainability/climate change resilience, better housing for housing cost challenged families
affordable housing, employees live where they work
constant improvement, be sure to involve our hispanic citizens, increasing family incomes, keep improving racial relations
housing building developments on outskirts of town, youth programs will prevent crime, fix up Madison Rd and Liberty- 4th street (roads that lead into town), mixed development
improve public schools, grow tax base
city and school district should work together, sustainability
1) school district important, 2) maximizing and growing downtown and neighborhoods surrounding downtown
housing affordability and possible retail stores
sustainability- (climate change) (drought-heat)
increasing affordable housing and small business owners for a larger tax revenue base
connect the community via greenways and walking-biking pathways
Opportunities for growth
Keep taxes down, don't let the school district raise taxes anymore.
Again, increasing public safety
Making Beloit a safer place to live
Unless we want to be a city with a majority of senior citizens we must increase the opportunities for young families.
Equitable and sustainable housing
To be #1. A place where people feel safe to come and want to stay. Get rid of the old decrepit homes. Become a middle income plus, safe place to be.
More rentals
Reduce the effects of drugs and crime.
Drugs, shootings, and parents that let their kids roam the streets at all times of the night.
lower crime rates and clean up neighborhoods. Get gangs out of Beloit completely. Get them out of schools, out of all neighborhoods, and out of our city.
Fix the roads (and add safe bike paths on major commuting corridors: paths with 6' buffer from traffic---e-bikes are going to become popular and can go 20+ mph; no more disappearing bike lanes such as on Cranston near Walmart)
Increase budget for public safety. We don't need more housing. We don't need another restaurant. We need to feel safe.
Escuelas y más trabajo cercas
Improving Merrill & Hackett neighborhoods to match the downtown appeal.
Public Safety. Reduce crime, continue outreach, improve PD and FD retention, provide adequate staffing the increasing demands of both. You cant expect them to swim like Phelps when they barely have the resources and support to tread water.
Business development and infrastructure improvement
don't know
Affordable housing and dealing with crime / safety

Safety of the kids in our school district, more police presence outside of the Highschool. Make the kids your priority. Bring metal detectors
enforce property ordinances!! so many houses look like s*it! who would want to move here, build here, invest here when so many residents can't even pick up around their property. looks terrible driving around
housing and education
Green spaces. Prairies and trees
See question 4 under Opportunities.
Proper education for students.
Education
Bring balance to their sustainability mission (requiring incredible focus on the social and environmental arms) and achieve/surpass their carbon neutrality by 2040 goal.
Continuing to buy, remodel, and sell older homes in not so great areas. This helps to flip those areas to safer places
The health of the community as a whole. More opportunities for residents to come together.
Livable wages housing accommodations for larger families reduction of recidivism in prison/ jail system mistrust of police and authority figures very few fun affordable and safe activities for youth
Image improvement
Trying to control gentrification. No one is good at it but providing diversity in expanding housing options should be a conscious effort.
increase the health of the residents, How you can do that is with pull up and dip bars and other workout equipment at parks then you can build storce where you get fresh rich food
housing, jobs, and attractions for outsiders as well for the people of Beloit
more affordable houses.
adding more fun things
have oportunties for everyone
preserve more land keep the city clean
increase housing and things to do to keep our youth out of trouble
Invest and look into extending beloit
filling empty lots
the children
Improve what we have; ignore what we don't.
Public schools have to be good or no young families will choose to live here.
More access to grocery stores for people
more grocery stores more small business
cleaning up Beloit
get the community to start working together instead of against
Stop all the violence be a peaceful city since its already small here
get more and better buildings
Long-term strategy development.
roads
crime done in the city of beloit

new homes
identifying ways the city can improve quality of life and overall wellness through development of more green space, FREE or low cost recreational opportunities, and increasing access and opportunities for citizens to be civically engaged.
Public schools
Housing
Work on developing and improving the rough sides of neighborhoods within Beloit such as Euclid Ave etc
Keep roads up. Love the changes on Cranston Road. No longer a race track. Just improve shopping. Tired of driving to Janesville
Increase employment for city residents.
Fixing the roads, fixing The police department, open the road in front of Beloit memorial.
Rid this city of crime!!! Tired of being on the list of most unsafe city to live in!!
roads
Decrease crime
Continue to improve our city's reputation.
Image enhancement
Increase jobs and by proxy home ownership.
Sustainability...environmental especially
Reducing crime by continued development and beautification of city while creating more jobs.
Infrastructure and Public Education
More residential condos
Utilize empty buildings on West side with Retail
We need more businesses.
Equitable and sustainable housing and safety for all residents.
No school shootings
Job development and industry
Prioritize correcting the Broken connection between the people and the system meant to assist it. and build more homes so we can grow our families here again. Affordability!
maybe expanding beloit more
I think the biggest priority is having more community events and activities and adding more to Beloit. This can help fight a lot of the issues going on around here.
Jobs, Housing, Roads, healthy/better Food.
we need more schools
housing, activities
Take the community into account.
to make beloit a bigger better place
homelessness
housing and remodeling the streets
Changing land uses back to multifamily and smaller lot sizes to build on.
I feel I've more than covered that.

Crime
Beloit schools
Cleaning up existing neighborhoods
Cleaning up properties/triple fines...city admin/city council/school board use common sense!
Change the stigma that's attached to Beloit. LISTEN TO and WORK WITH long term residents if they have issues.
make sure everyone has what they need like a home and food and stuff
New leadership
to grow together and better in the community
cleaning up Beloit and helping people
clothing an food buisness
housing, jobs, entertainment
getting drugs off the streets and making the streets more clean and add more things for the community to do.
add more food places and entertaining things
affordable residential housing to purchase
More police officers to form a traffic force. Too many people driving stupid and fast. Really feel a traffic enforcement force could support itself....even if for 10 years or less of effective
People will not move here with a crappy school system. We need to focus on our kids!!!!
EDUCATION
Focus on existing growth and buildings that are already here.
Stop cutting down trees and focus more on flourishing nature and sustainable processes for the city as a whole.
Work on improving with the people here. Turn the closed schools into low income housing
Roads and affordable housing.
Single family owner occupied homes with yards and building neighborhoods and their family activities with the average Joe in mind.
Increase revenue
We continue to have rentals that are deteriorating and codes that are not being enforced. We need to focus on the rentals around our properties that effect our property values. I have lived near 8th street for over 38 years and the road alone has not been redone. We are paying higher taxes on a property that has roads in need of repair, alleys that have so many pot holes, and rentals that are no longer being enforced to comply with codes. I remember many years ago when the city would mail code enforcement letters out. The West side was considered at one time to be the side to move to.
Affordable housing
Improving public goods.
Growth in business to attract more people as our population hasn't changed I. 30 years
Economic opportunities and better education system to attract skilled workers and their families.
Becoming more sustainable, create jobs while doing it.
Better picnic schools and better paying jobs
Promotion of alternatives to public education.
Same as above
School improvement and cleaning up deteriorated homes.

Safety of citizens
Improved housing and roads. There are people living in terrible conditions due to slumlords. There should be some type of inspection every so often for rented properties.
Sustainability. Having somewhere that's close by to commercially compost. Local gardens.
Continuing to find/bring to Beloit development opportunities that continues the positive momentum that has been created in recent years and keeps moving the City forward.
Develop and build with all socio-economic levels in mind. We want an overall healthier, better educated, more contributing, safer community.
Build 1 bedroom apartments for the homeless
Working with local SMALL business owners to develop/create a more sustainable economy that will help keep more money in the community.
How to retain and obtain more families. Mixed use, affordable housing
Affordable housing for the working poor.
Hold back senseless expansion...in other words, stop building over green spaces and farmland while letting buildings sit vacant in the city. Tear down/renovate places currently in existence rather than destroying perfectly good farmland
Sustainability--this is a global crisis.
Crime and creating an environmentally sustainable infrastructure
Crime reduction
don't know
Environmental protections and sustainability paired with community gardens and education for conservation and sustainability. Tax the rich
Affordable housing
Slow growth
School performance and Streets
Maintain current roads and infrastructures and don't build new housing for low income.
Listen to its citizens needs and not always be wanting to put more money in the bank
Get that casino open. Get me a store where I can buy a new shirt.
Jobs and Housing.
Affordable housing
Stop Gentrifying this small town, people live here because of the cost of living.
Gentrification
Housing and retail opportunities
Hold ALL property owners responsible!
CLEAN up property and STOP with all the SLUM rentals!
Maintain homes/yards.
Facilitate entrepreneurship and home ownership.
I notice MANY street signs that are incomplete -sometimes because of vandalism. Start a movement to get our various "communities" to broaden their individual scope of influence.
Green space and housing.
Housing!
More retail and businesses

Quality and affordable housing development, attract some retail businesses so we can shop within our own community.
Improve public education
growth along Prairie Ave up to Janesville
Keep crime down and clean up (sustain) our beautiful older neighborhoods, including the deteriorating streets.
Reducing crime.
Affordable housing, improved public school image.
Roads and the Westside
Working toward NetZero while advancing equity for our diverse population. https://www.beloitwi.gov/index.asp?SEC=EB5B95D7-7FFA-4430-BB50-DE880C108A2D&DE=C53D4E7C-8B59-4807-94EA-1CF3D1F4C076
To build on our wonderful assets, to acknowledge our deficits, develop a plan for better for inclusion of all residents.
Developing specific/measurable activities to reduce fossil fuel dependence.
Add more housing options.
Environmental sustainability-- reducing emissions, green infrastructure.
Equity in healthcare
Affordable living and expanded job opportunities.
More green places programs on natural lawns, low income housing, affordable education and programs for homeless.
Focus on our families. Focus on bringing people up and out of traumas and giving opportunity. Use what we have.
Sustainability. Green energy for businesses, public transit, etc.
Lift more people out of poverty and get them in stable housing
Affordable housing for all. Address Beloit's homeless teens and families.
Public education. People are homeschooling or leaving the area (possibly myself for my future child) due to poor education outcomes.
Family sustaining jobs and improve school district.
Don't neglect the west side ...encourage development. Development spurs more development. The city needs to be the leader in this.
Increase awareness and transparency of government activity. Improve communication and promote involvement
Improve schools
Improving the infrastructure
Improving the quality of life for the current residents, thus making it Beloit a place people are proud to live in.
Affordability for residents of housing access to healthcare.
Growing the tax base without making the city so big it loses its charm and dilutes its unique qualities.
Good Jobs and Better Wages.
Pedestrian Walkways and Slow Bike Lanes
Protecting Residents and Improving Quality of Life

VISIONING WORKSHOP MAPPING EXERCISE

During the in-person visioning workshop held on August 28, 2023, participants were put into small groups to identify key planning areas and ideas on a citywide map. In addition, they were asked to identify areas along two key corridors: Madison Road and Prairie Avenue. Attendees were given colored stickers to identify the specific locations that should be singled out for special focus in the comprehensive plan. Pictures of those maps are included here and were used during the development of the comprehensive plan.

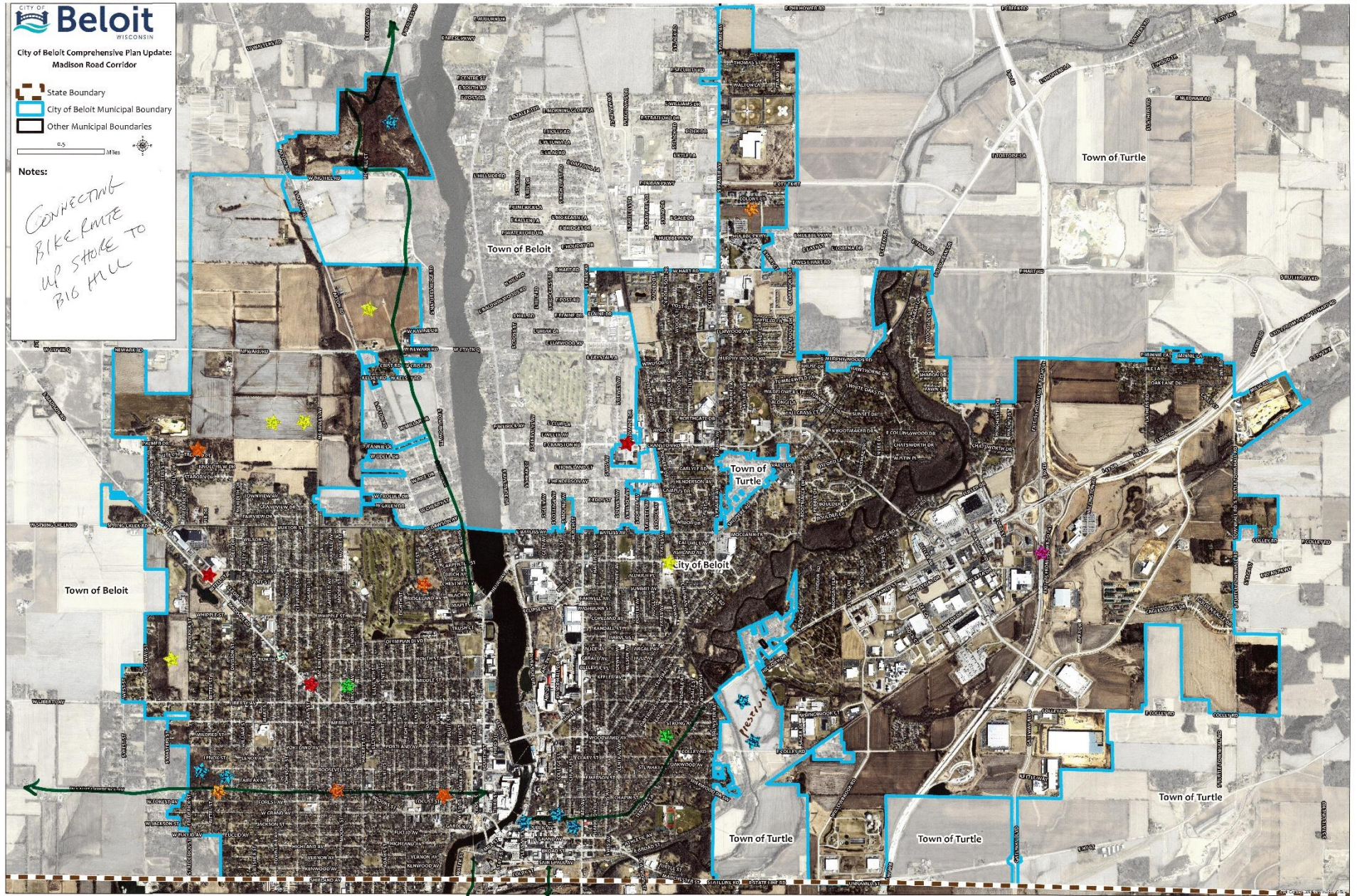
Identifier	Opportunity Identified
Orange Star	Infill and Redevelopment
Yellow Star	New Residential
Red Star	New Commercial
Purple Star	New Industrial
Silver Star	New Mixed-Use
Blue Star	Preservation Areas
Green Star	Gathering Places
Pink Star	Transportation Issues
Red Marker	New Road Connections/Extensions/Widening
Green Marker	New or extended Bicycle and Pedestrian Trails/Paths/Lanes
Brown Marker	Miscellaneous (on the map, describe the idea in more detail)




-  State Boundary
-  City of Beloit Municipal Boundary
-  Other Municipal Boundaries

0.5 Miles

Notes:

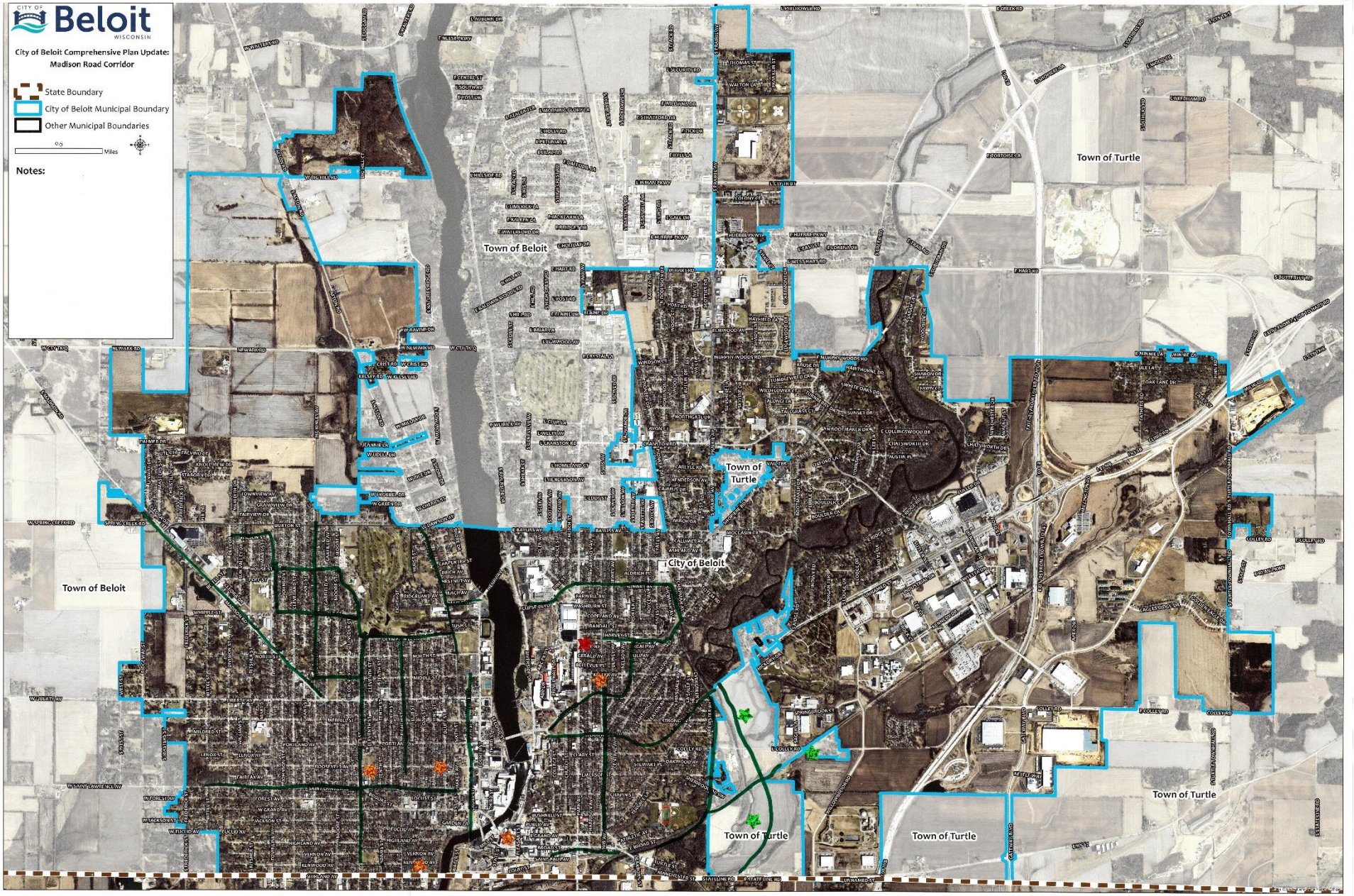
*CONNECTING
BIKE ROUTE
UP STAIRS TO
BIG HILL*



-  State Boundary
-  City of Beloit Municipal Boundary
-  Other Municipal Boundaries

0.5 Miles 

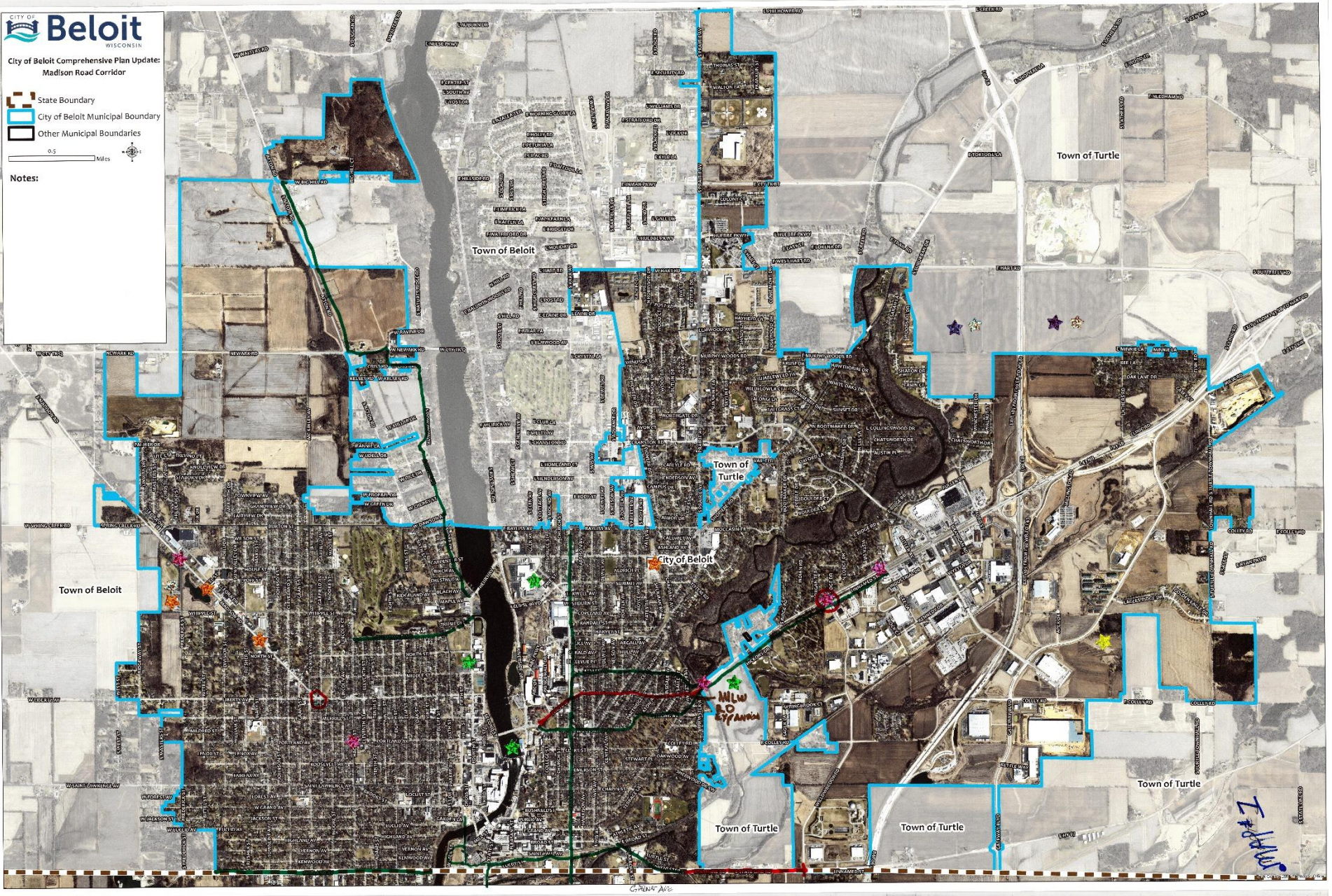
Notes:



-  State Boundary
-  City of Beloit Municipal Boundary
-  Other Municipal Boundaries

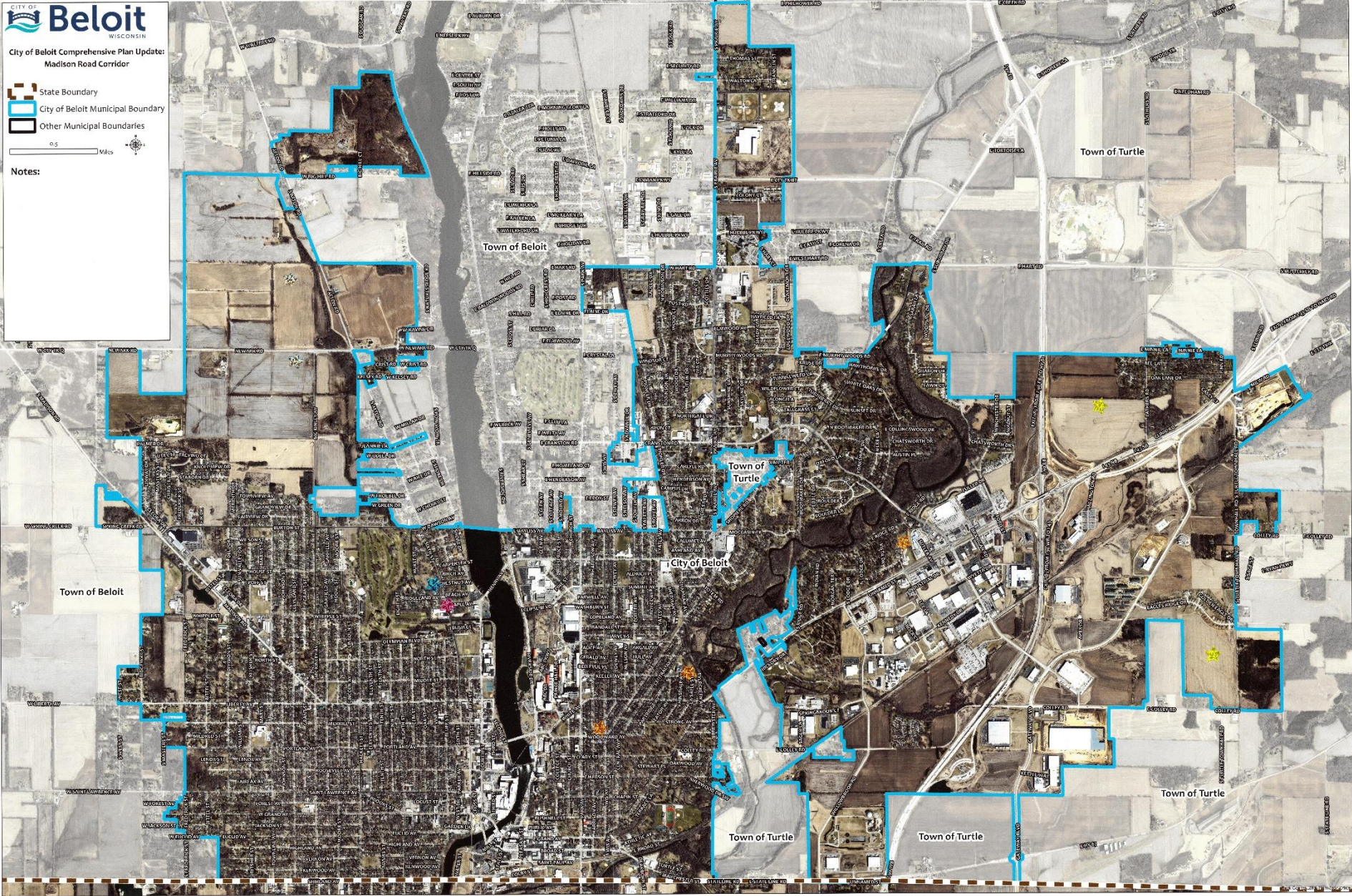
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Notes:






State Boundary
 City of Beloit Municipal Boundary
 Other Municipal Boundaries

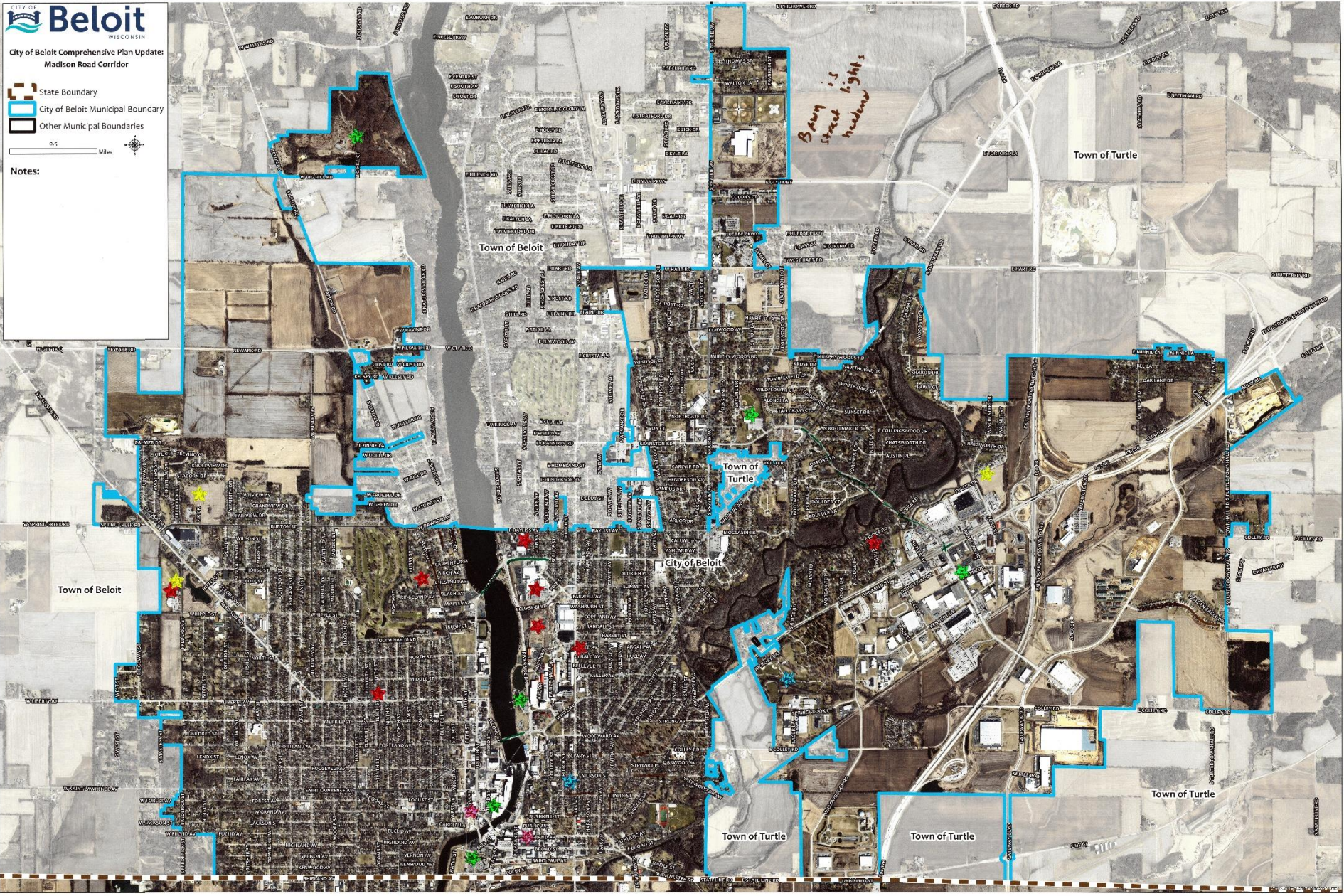
Notes:



**City of Beloit Comprehensive Plan Update:
Madison Road Corridor**

-  State Boundary
-  City of Beloit Municipal Boundary
-  Other Municipal Boundaries

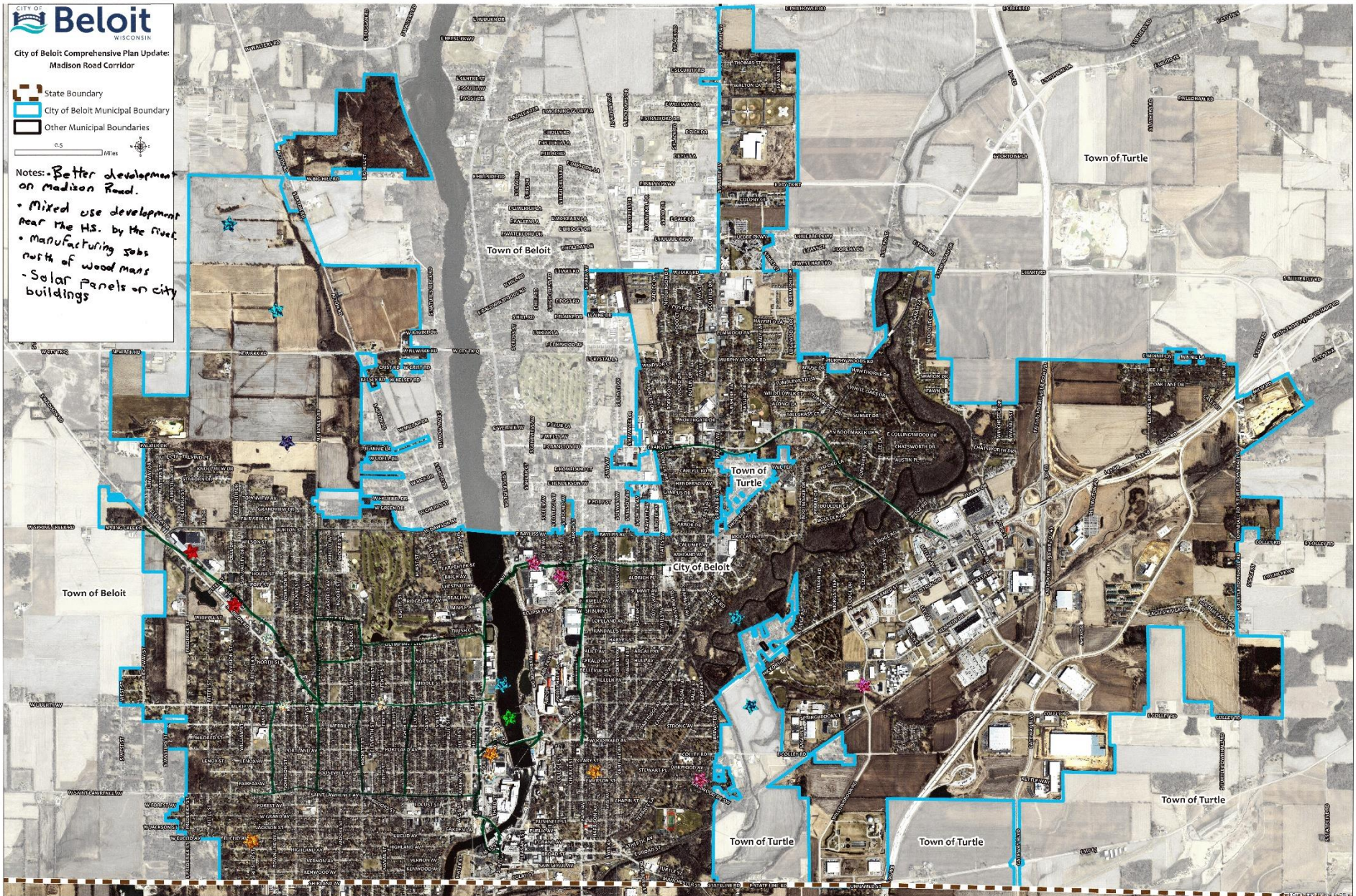
Notes:
0.5 Miles



-  State Boundary
-  City of Beloit Municipal Boundary
-  Other Municipal Boundaries

0.5 Miles

Notes: *- Better development on Madison Road.*
- Mixed use development near the H.S. by the river.
- Manufacturing subs north of wood mans
- Solar panels on city buildings



City of Beloit Comprehensive Plan Update:
Madison Road Corridor

-  State Boundary
-  City of Beloit Municipal Boundary
-  Other Municipal Boundaries

0.25 Miles

Notes:



City of Beloit Comprehensive Plan Update:
Prairie Avenue Corridor

-  State Boundary
-  City of Beloit Municipal Boundary
-  Other Municipal Boundaries

0.25 Miles

Notes:

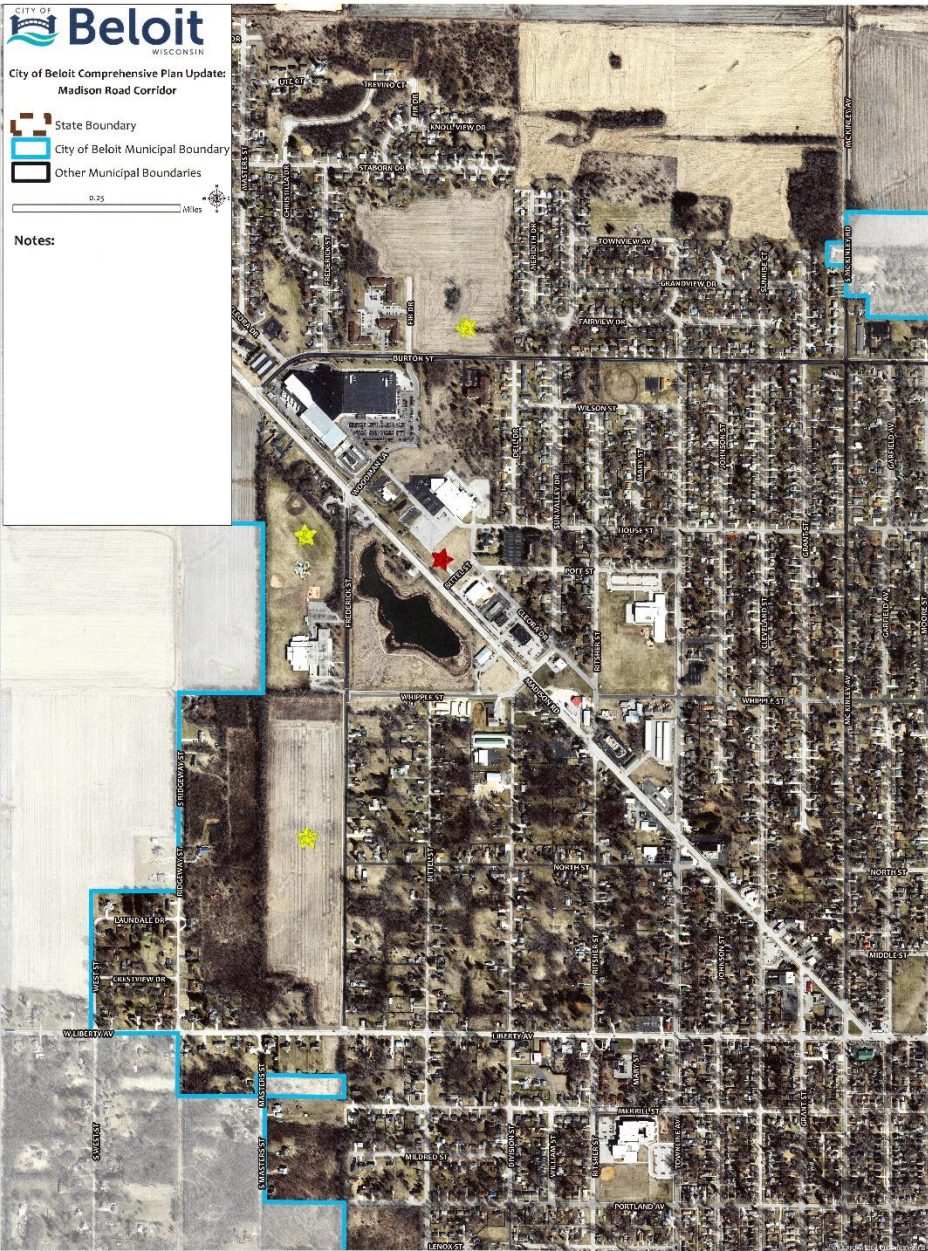


City of Beloit Comprehensive Plan Update:
Madison Road Corridor




-  State Boundary
-  City of Beloit Municipal Boundary
-  Other Municipal Boundaries

0.25 Miles

Notes:



City of Beloit Comprehensive Plan Update:
Prairie Avenue Corridor

-  State Boundary
-  City of Beloit Municipal Boundary
-  Other Municipal Boundaries

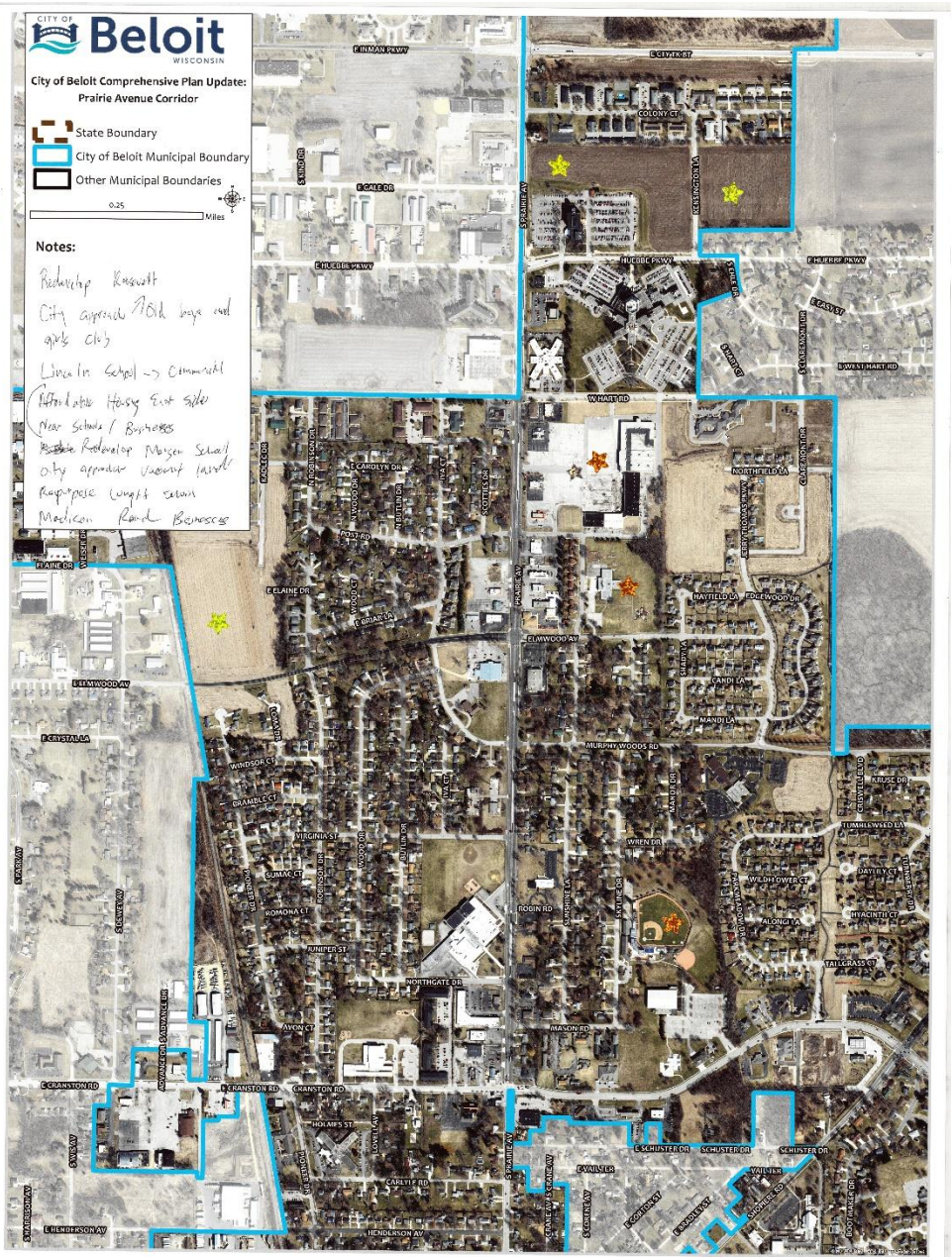
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Notes:

-TURN THE TERRACES INTO BIOSWALES
-BUILD WALKING TRAILS AND BIKE LANES
TO CONNECT EVERY NEIGHBORHOOD
TO DOWNTOWN, SCHOOLS, COMMERCIAL
AREAS, INDUSTRIAL PARKS.

*Empty
along Madison Rd - clear business
and vacant land (as soon as possible)*





City of Beloit Comprehensive Plan Update:
Madison Road Corridor

-  State Boundary
-  City of Beloit Municipal Boundary
-  Other Municipal Boundaries

0.25 Miles

Notes:

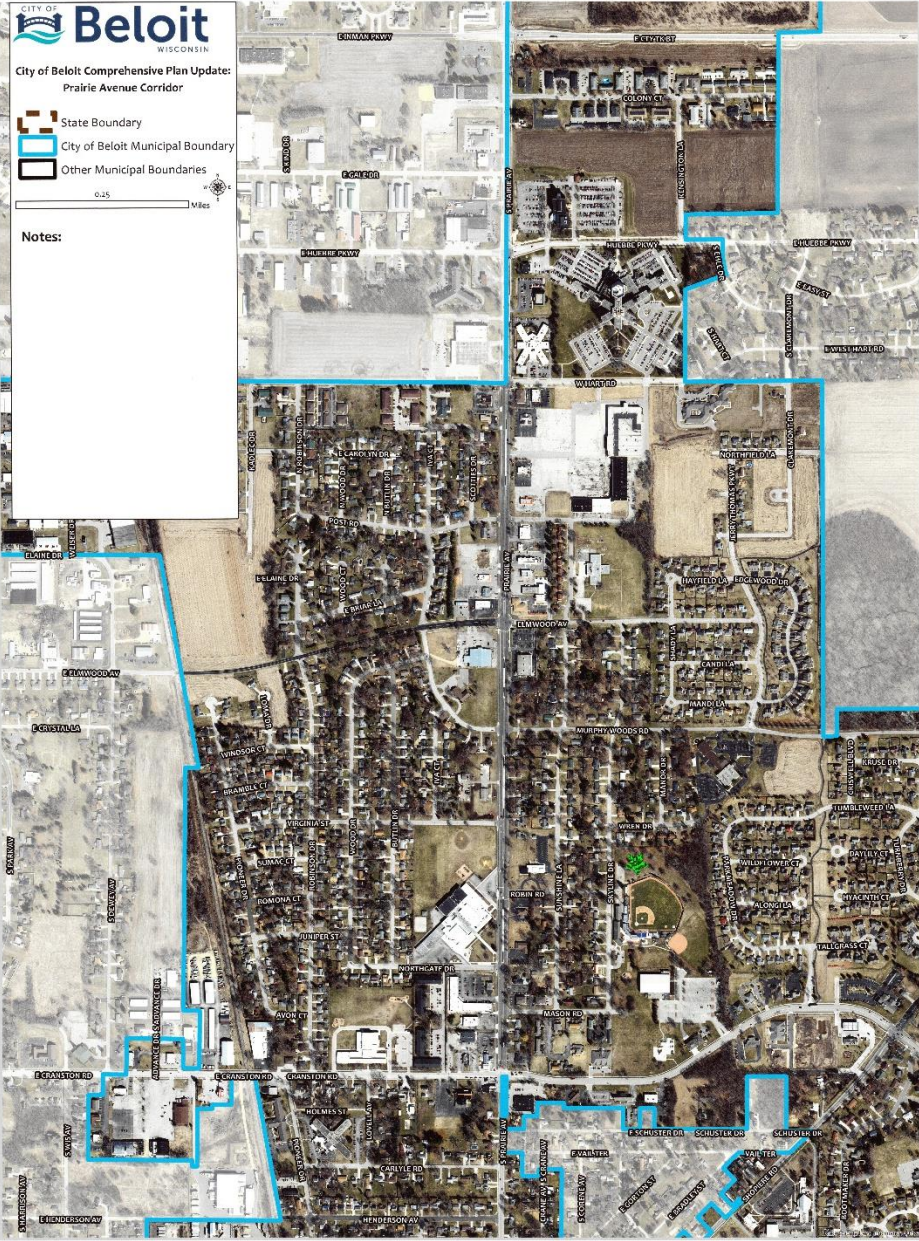


City of Beloit Comprehensive Plan Update:
Prairie Avenue Corridor



-  State Boundary
-  City of Beloit Municipal Boundary
-  Other Municipal Boundaries

0.25 Miles

Notes:

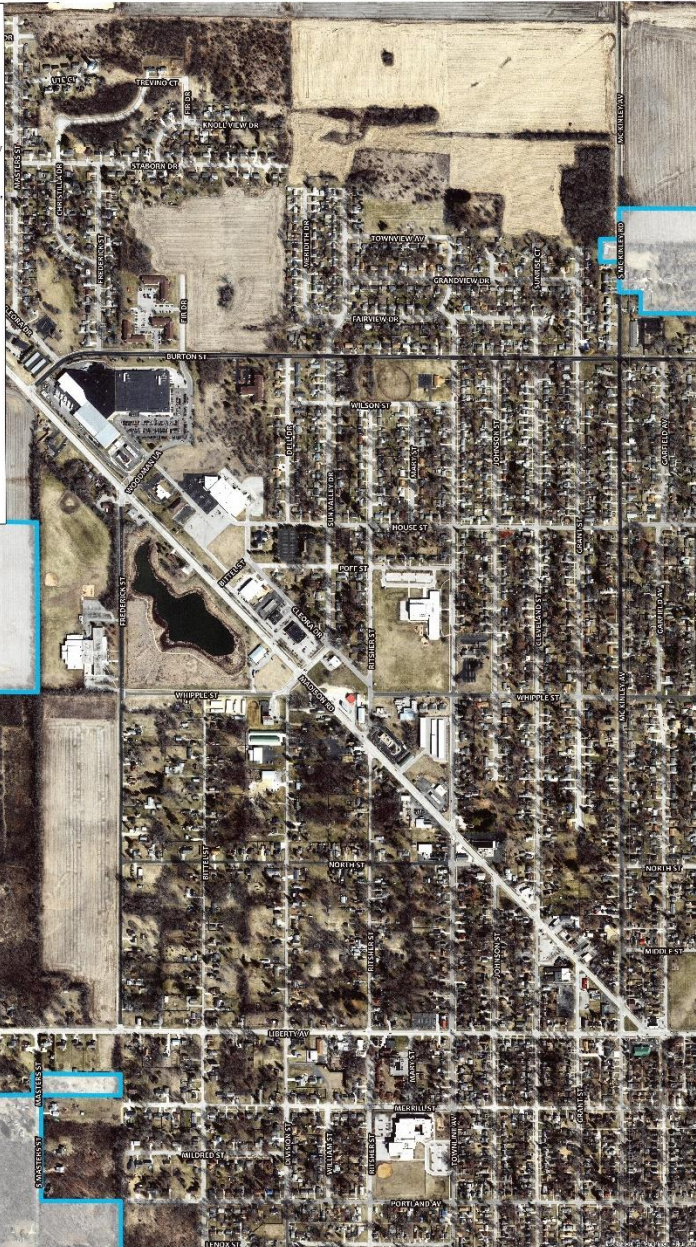


City of Beloit Comprehensive Plan Update:
Madison Road Corridor

-  State Boundary
-  City of Beloit Municipal Boundary
-  Other Municipal Boundaries

0.25 Miles

Notes:



City of Beloit Comprehensive Plan Update:
Prairie Avenue Corridor

-  State Boundary
-  City of Beloit Municipal Boundary
-  Other Municipal Boundaries

0.25 Miles

Notes: *Redevelopment
with Opportunities throughout
the city*
*Bike Paths - with safety from traffic
along the corridors
connected to bikeable neighborhood
to streets, workplaces...*
*Traffic Calming - Urban Zone
Preserving Beauty of land
Pavement Mill/Reconstruction*
*Maximize Green Management/Stormwater
Control Basin, Storm Water Treatment
Collaboration w/ Plan of the S. Beloit
Task Group*



STEERING COMMITTEE DRAFT REVIEW MEETINGS

Several Steering Committee meetings were held to review and revise draft components of the plan. Each meeting was held at Beloit City Hall and comprised of working sessions with members of the Steering Committee, City staff, and Vandewalle & Associates. A summary of each is provided below.

Draft Review Meeting #1: Appendix A and B and Chapter 2

On November 11, 2023, the second Steering Committee was held. It featured a review of community feedback gathered (Appendix B), the data analysis and existing conditions report (Appendix A), and the draft community-wide vision, themes, issues, and opportunities (Chapter 2). Generally, the Steering Committee agreed with the documents that had been produced and how they had been summarized into Chapter 2. Key feedback included:

- Focusing attention specifically on the west side of the community to reflect public comments.
- Expanding sustainability beyond just environmental to encompass equity, social, and economic factors.
- Ensuring the plan covered key topics like childcare, passenger rail, closing the schools on the west side, advertising the transit system in multiple languages, and addressing Town islands.
- Supporting higher density and mixing of uses in reflection of public feedback to provide policy makers with key information needed during future decision-making processes.

Draft Review Meeting #2: Land Use and Housing

On January 23, 2024, the Steering Committee met to discuss and review the draft Land Use and Housing Chapters. This included the draft text, in addition to the draft Existing and Future Land Use Map, Alternative Development Scenarios, and Corridor graphics. Key feedback included:

- Using the graphics, images, and example concepts is a good way to understand key policies and their impacts
- Ensuring the public understands why the City is taking a different approach than previous land use plans – reflection of public input and key issues identified
- Creating a single Established Neighborhood land use category instead of two (as drafted) because of the implications of potentially segregating uses and providing greater equity in the overall land use policy approach
- Making tweaks and adjustments to a few land use category descriptions and definitions for greater clarity
- Identification of a few future land use map changes to reflect plans for key growth areas

Draft Review Meeting #3: Other Chapters

On February 29, 2024, the third Steering Committee was held to review the other chapters of the draft plan that were not included within the January review meeting. Key feedback included:

- Discussion on climate action planning and set ambitious goals for the future
- Ensuring that the Alternative Development Scenarios were just for planning purposes and not future development plans for the specific site
- Review of each chapter's strategies and the implications of trying to address each of those strategies through prioritized action
- Minor Future Land Use Map tweaks and changes

Draft Review Meeting #4: Full Draft Plan

On March 12, 2024, the final draft review meeting occurred before the Steering Committee. This meeting focused on the public input strategy for the public release of the plan. It included ideas on how best to summarize the complex ideas within the document and provided key plan takeaways that members wanted the public to be aware of throughout the public review process. Other minor text and map changes were recommended and were subsequently incorporated into the public draft document.

JOINT PLAN COMMISSION AND CITY COUNCIL REVIEW MEETING

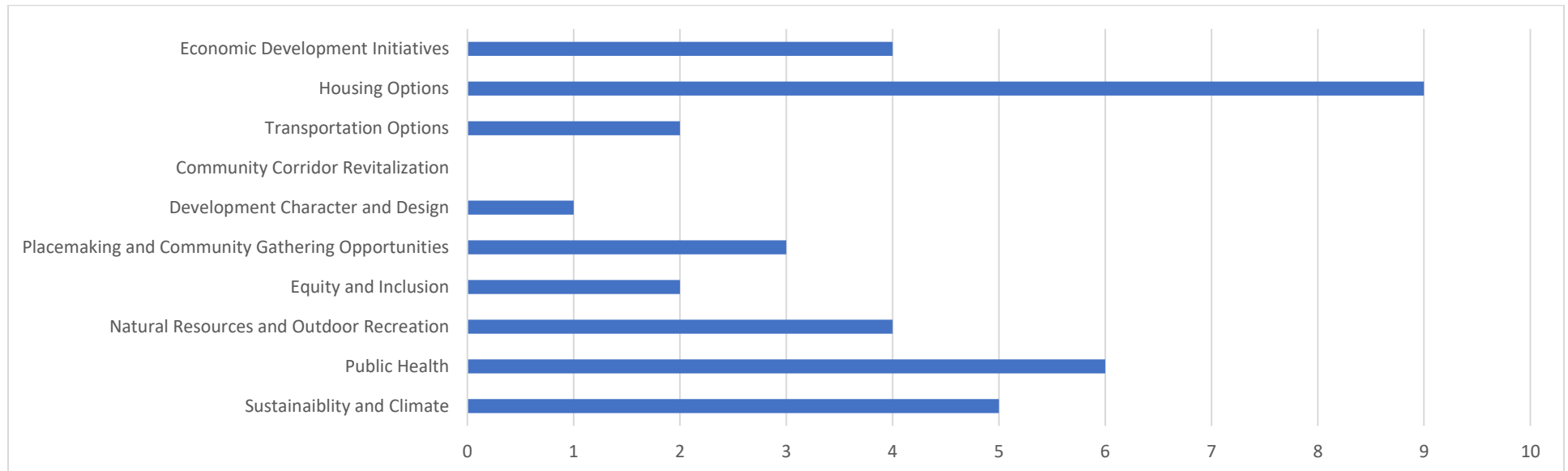
The full draft plan was reviewed and discussed at a joint Plan Commission and City Council workshop that was held on April 29, 2024. A presentation and overview of the plan, the changes proposed from the previous version, new ideas and opportunities identified within it, and the land use approach was discussed. Attendees were generally in favor of how the plan was drafted and recommended moving forward into the public review phases of the project in May as described below.

POP-UP EVENTS

Two additional pop-up events occurred during May 2024. These included attendance at the May 4th Farmer’s Market and May 29th Sky Carp Minor League Baseball Game. Between the two events, a total of approximately 60 people stopped at the booth to discuss the plan, review materials, and provide input. Below are the written comments provided during these events:

- Housing choices and options for young people for ownership and equity building
- Any tennis courts in the parks that are not dangerous to play on – use high school or Beloit college courts for public use on off-hours
- West side opportunities
- School districts issues bigger than anything else
- Book transit during night hours – like weekend trips – cost prohibitive for rates currently
- Perk – programming at Beloit Public Library helps improve public reach of education
- Would like to see small commercial shop opportunities (ex. book store or pet store)

Additionally, at each event, attendees were asked to rank the overarching strategies listed within the Draft Plan. This ranking board was used during both events and during the Public Open House to gather additional feedback. Each participant was asked to rank the strategies using three sticky dots provided on a poster board. The cumulative results of this input are provided below.



PUBLIC OPEN HOUSE AND ONLINE DRAFT PLAN REVIEW

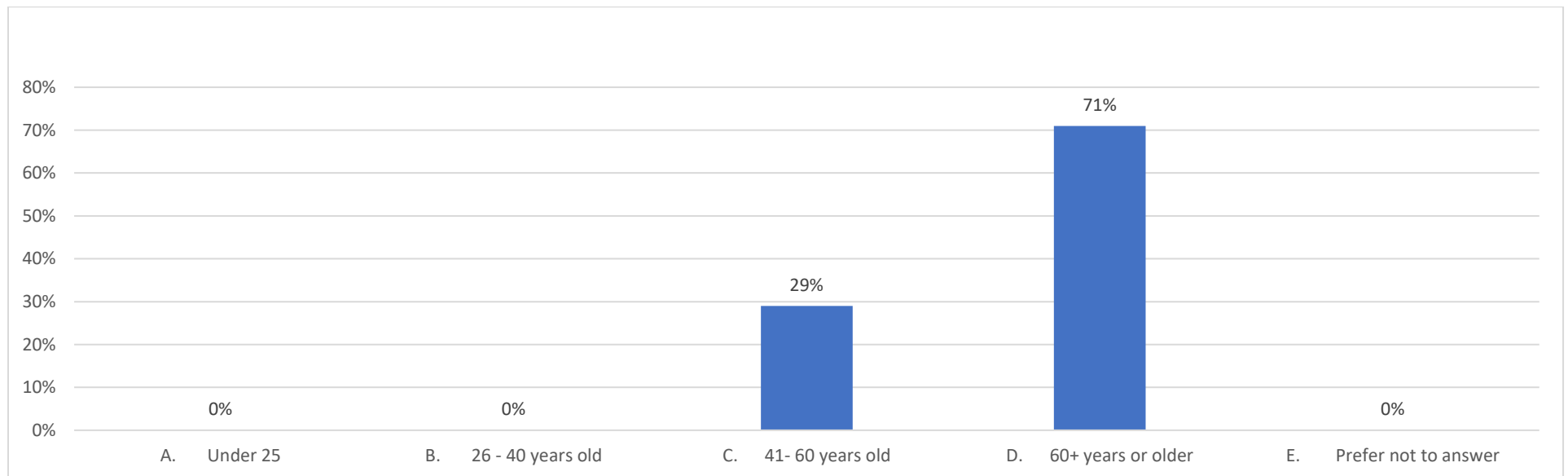
From May 1, 2024 through June 2, 2024, the Draft Plan was posted to the project website for public viewing. It accompanied a video recording summary presentation and online survey on strategy prioritization (99 total respondents). During this period, residents were also encouraged to reach out via email with specific comments (5 comments were received). Finally, an in-person public open house workshop was held on May 16 at the Beloit Public Library. This event featured an overview presentation, materials provided during the pop-up events, and an interactive voting exercise. A total of approximately 15 people attended the in-person event. Below are the responses gathered during this time period:

Written Comments Received:

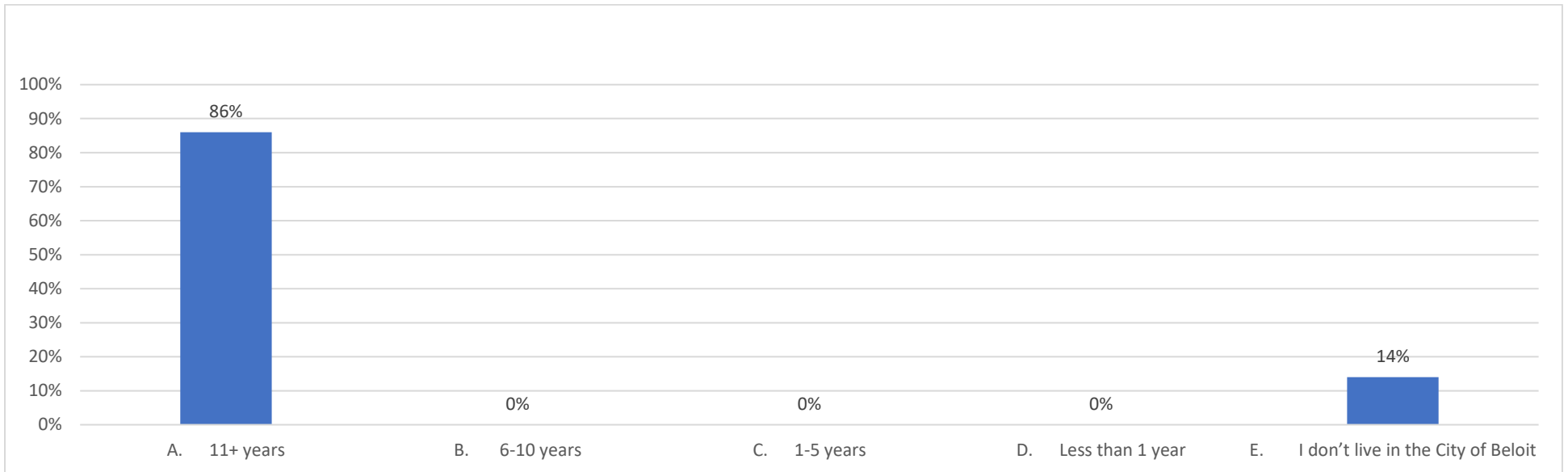
- Revisit sometime in the future a Hwy 81 Bypass rather than go through the heart of the City with a State of Wisconsin Highway.
- Excellent presentation in which the leader explained clearly and went to receive positives and concerns from the attendants. I appreciated being here.

In-Person Event Interactive Polling Results:

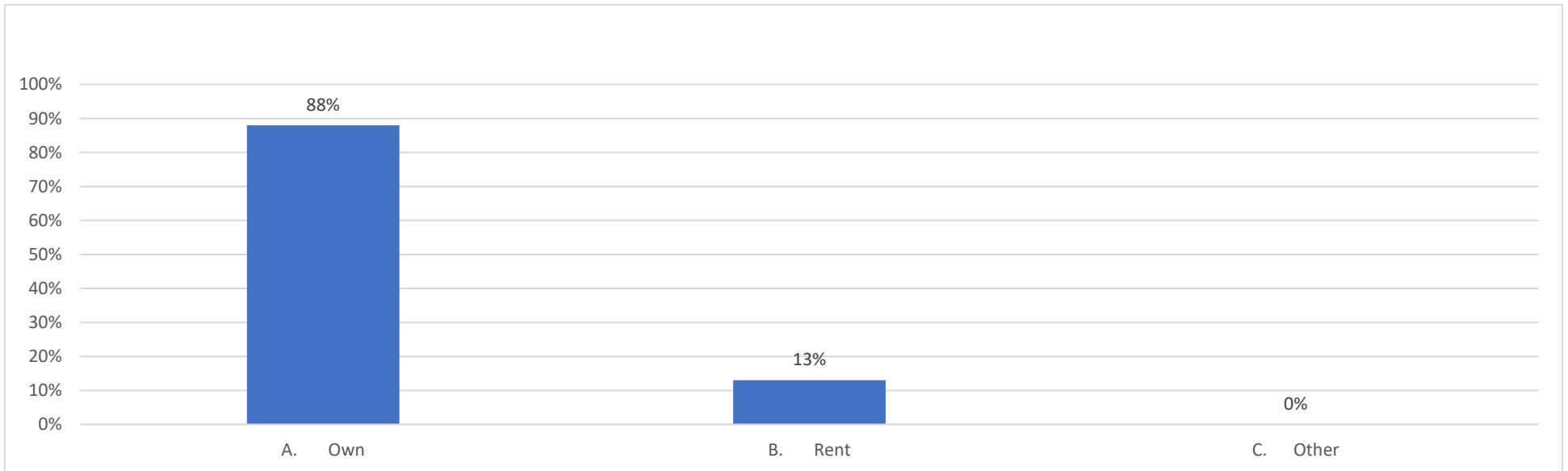
Q1: What is your age?



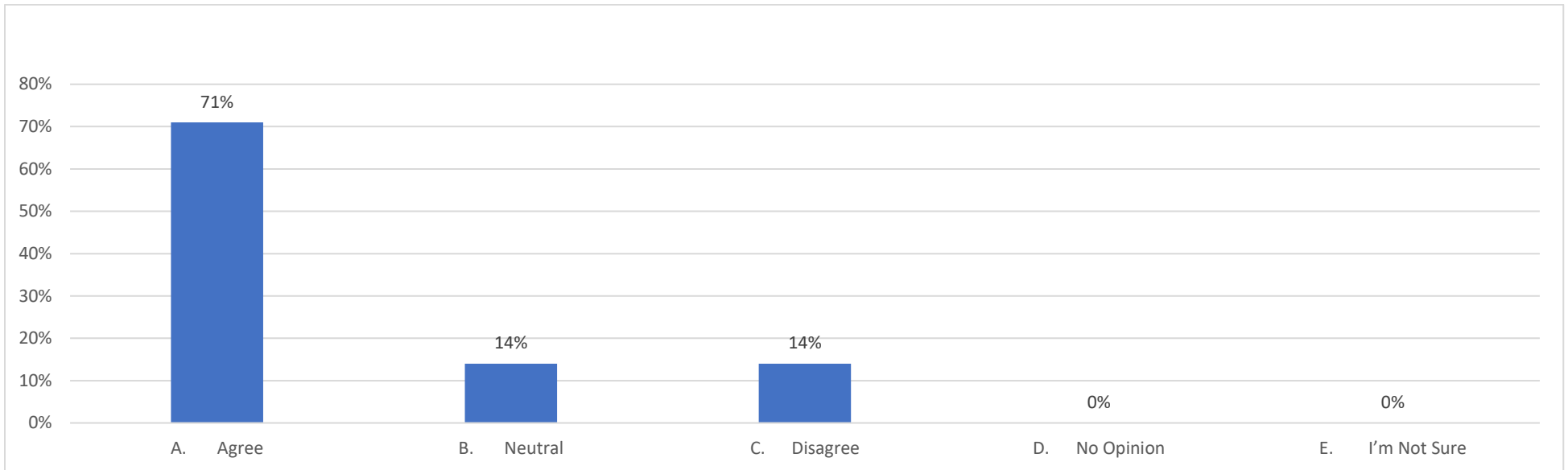
Q2: How long have you lived in Beloit?



Q3: Do you own or rent your house?



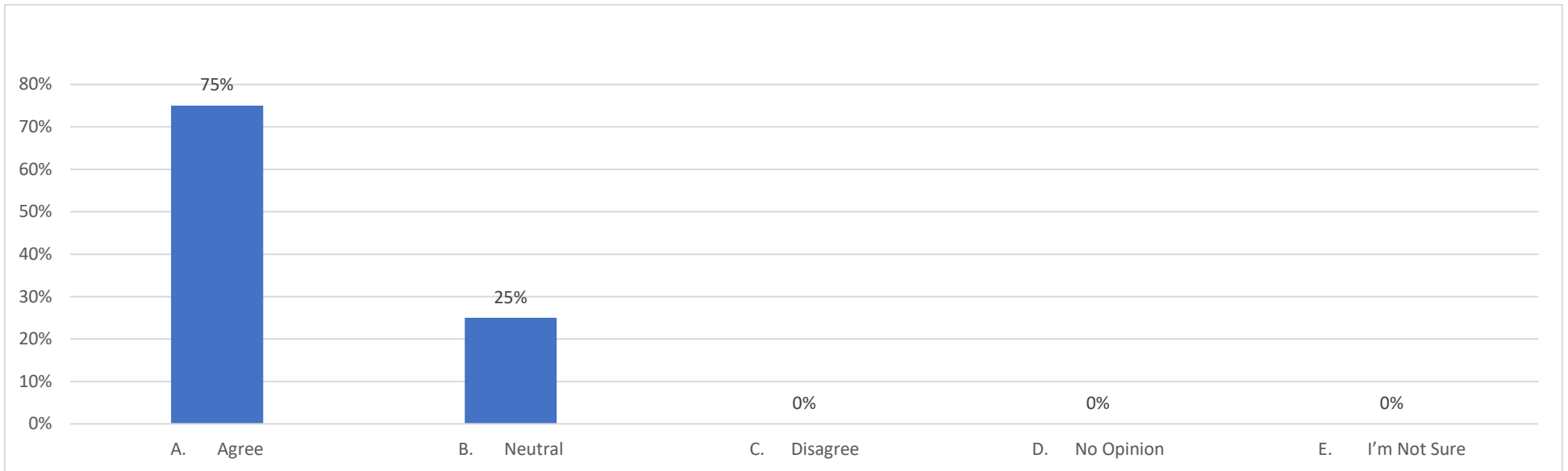
Q4: In your opinion, over the next decade, the City of Beloit should make it a priority to address Sustainability and Climate.



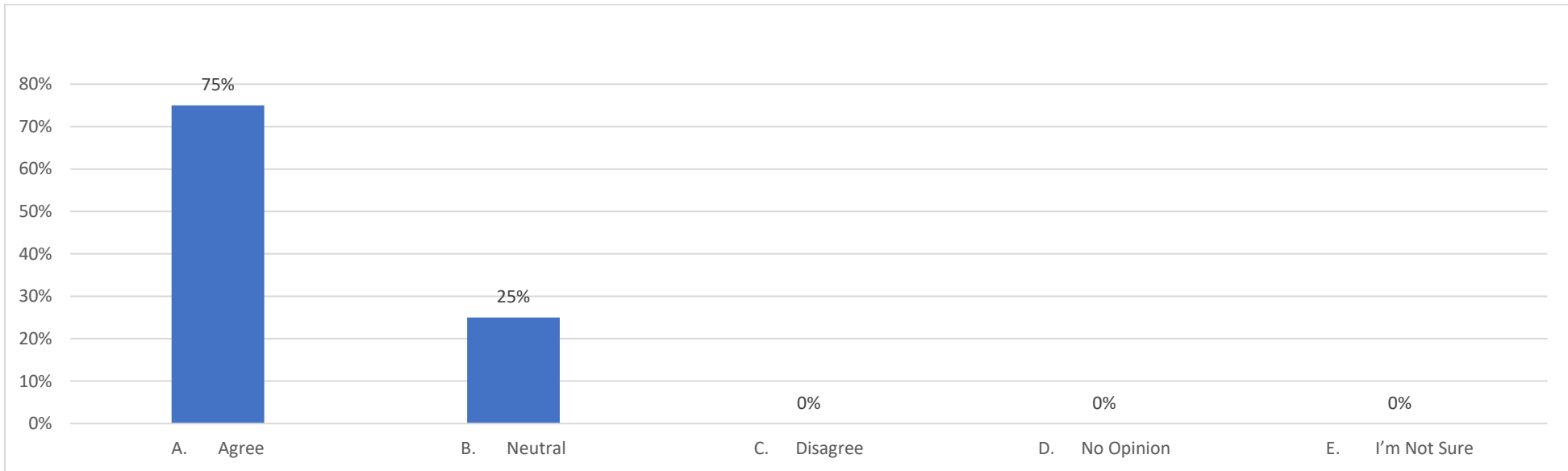
Q5: In your opinion, over the next decade, the City of Beloit should make it a priority to address Public Health.



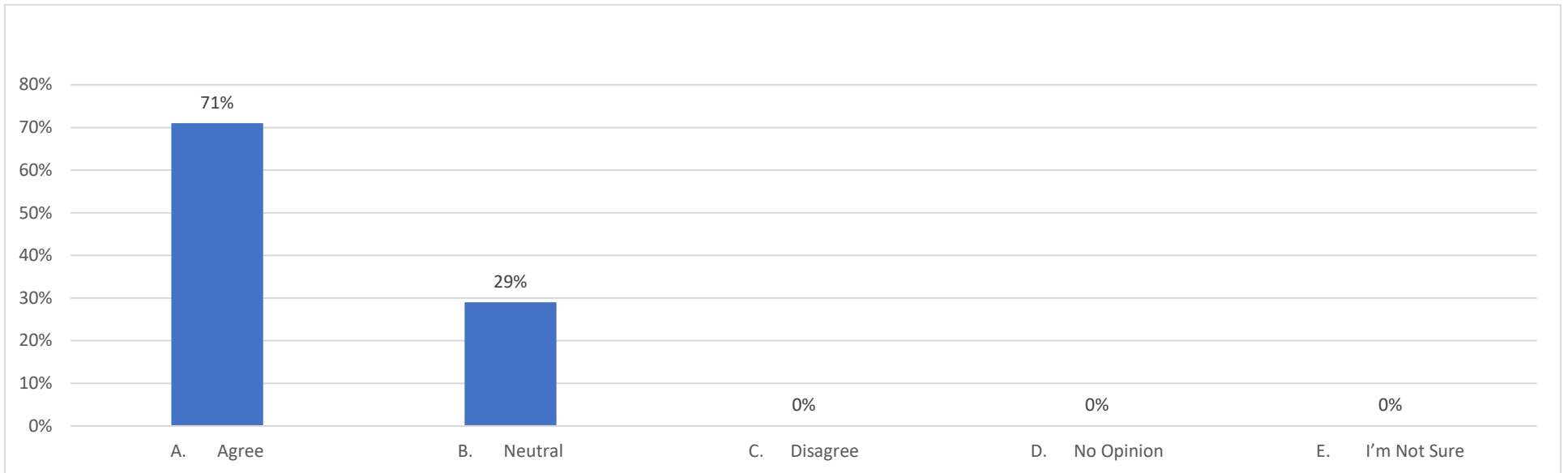
Q6: In your opinion, over the next decade, the City of Beloit should make it a priority to address Natural Resources and Outdoor Recreation.



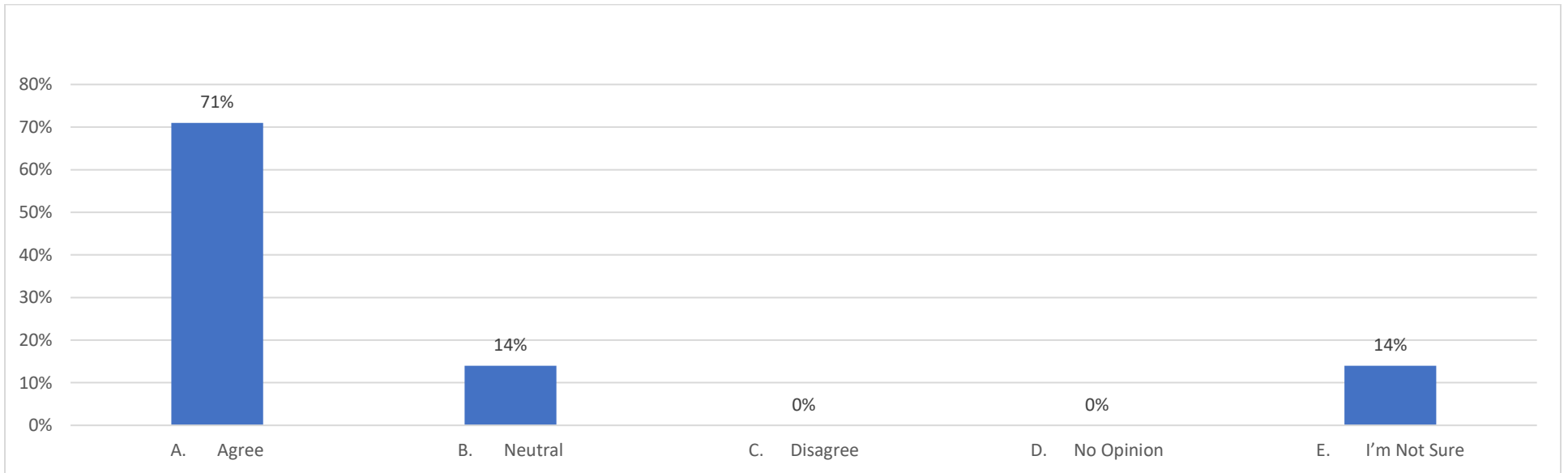
Q7: In your opinion, over the next decade, the City of Beloit should make it a priority to address Equity and Inclusion.



Q8: In your opinion, over the next decade, the City of Beloit should make it a priority to address Placemaking and Community Gathering Opportunities.



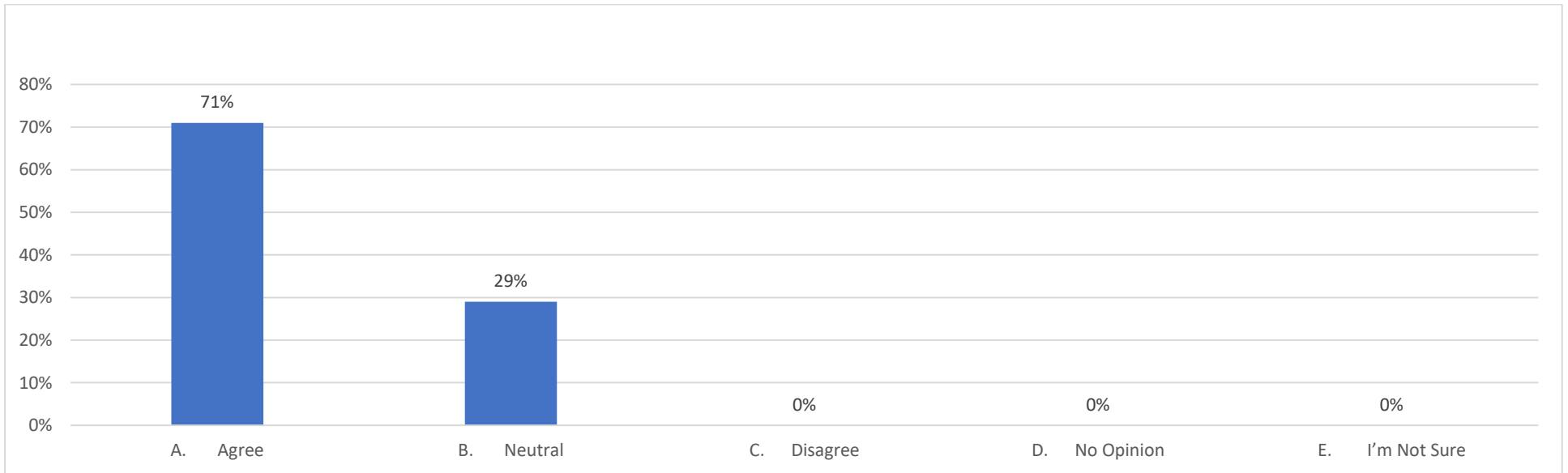
Q9: In your opinion, over the next decade, the City of Beloit should make it a priority to address Development Character and Design.



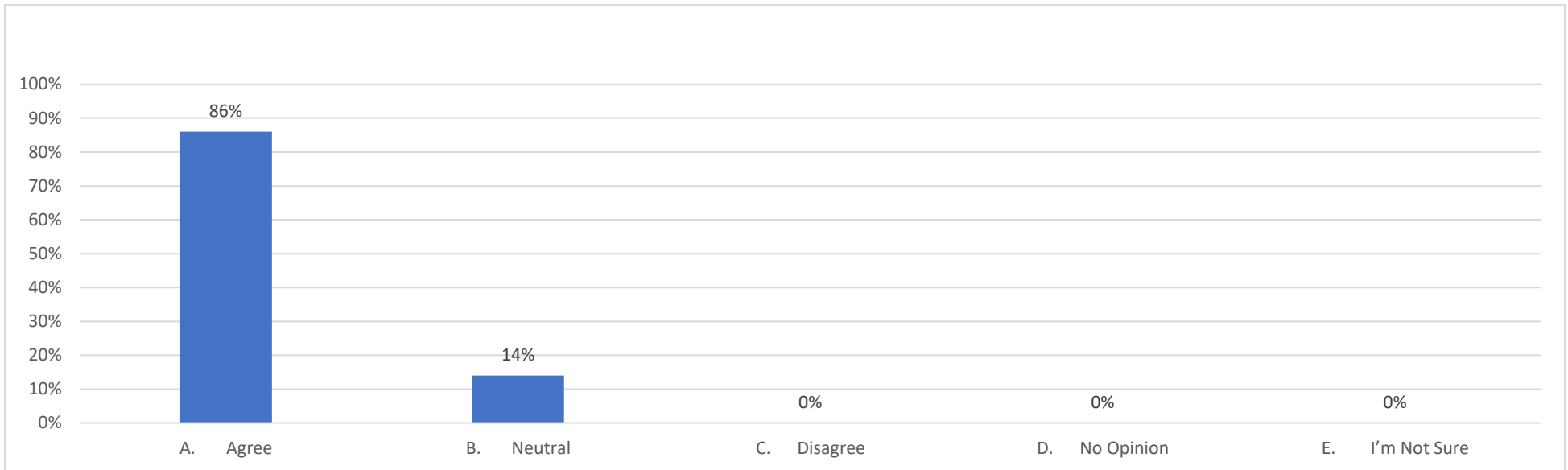
Q10: In your opinion, over the next decade, the City of Beloit should make it a priority to address Community Corridor Revitalization.



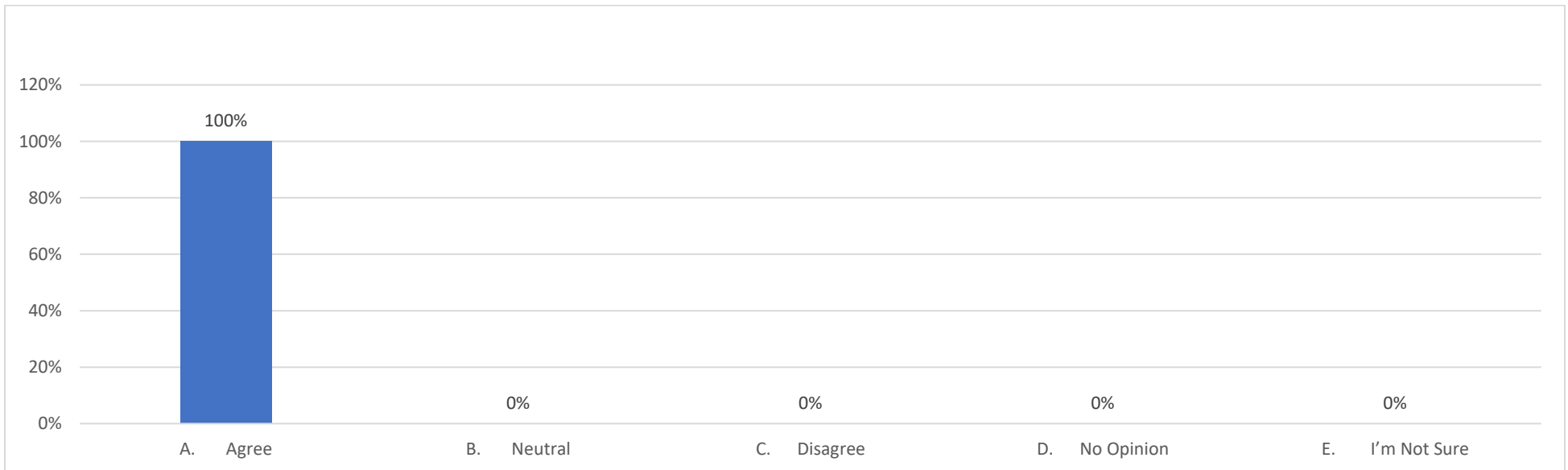
Q11: In your opinion, over the next decade, the City of Beloit should make it a priority to address Transportation Options.



Q12: In your opinion, over the next decade, the City of Beloit should make it a priority to address Housing Options.

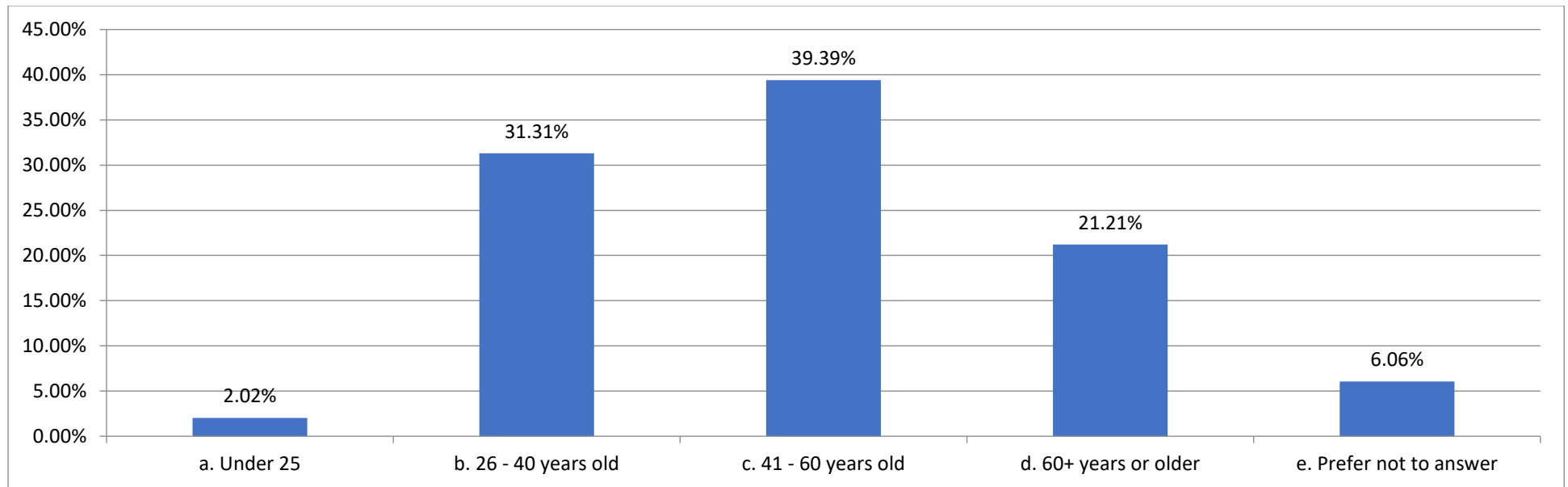


Q13: In your opinion, over the next decade, the City of Beloit should make it a priority to address Economic Development Initiatives.

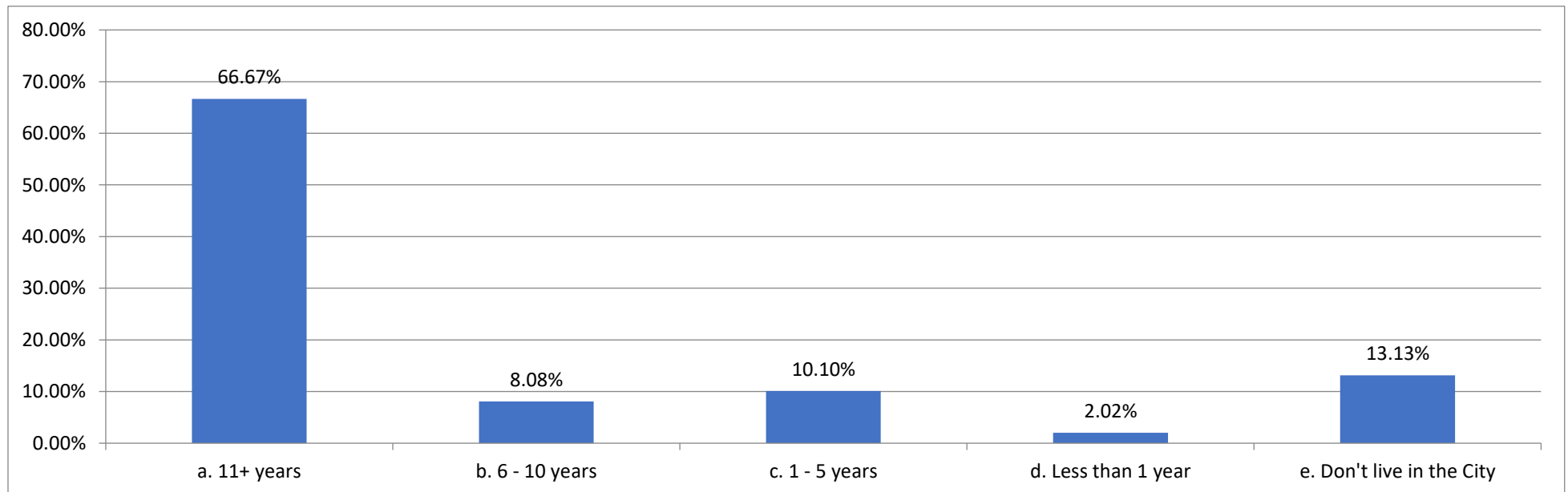


Online Survey Polling Results:

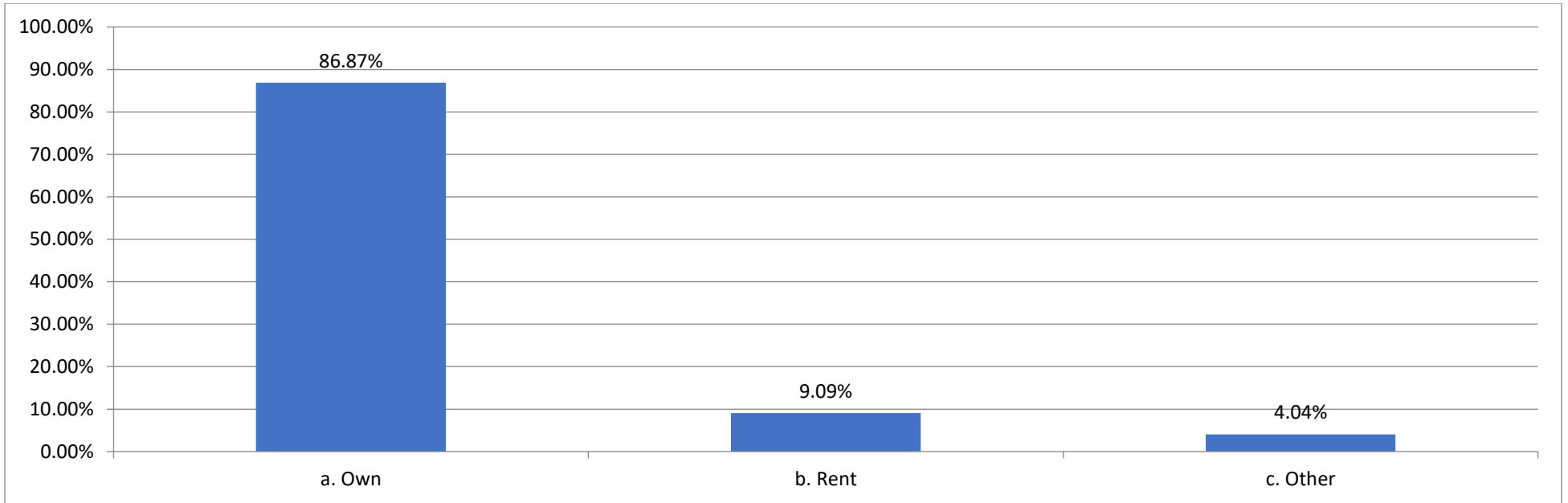
Q1: What is your age?



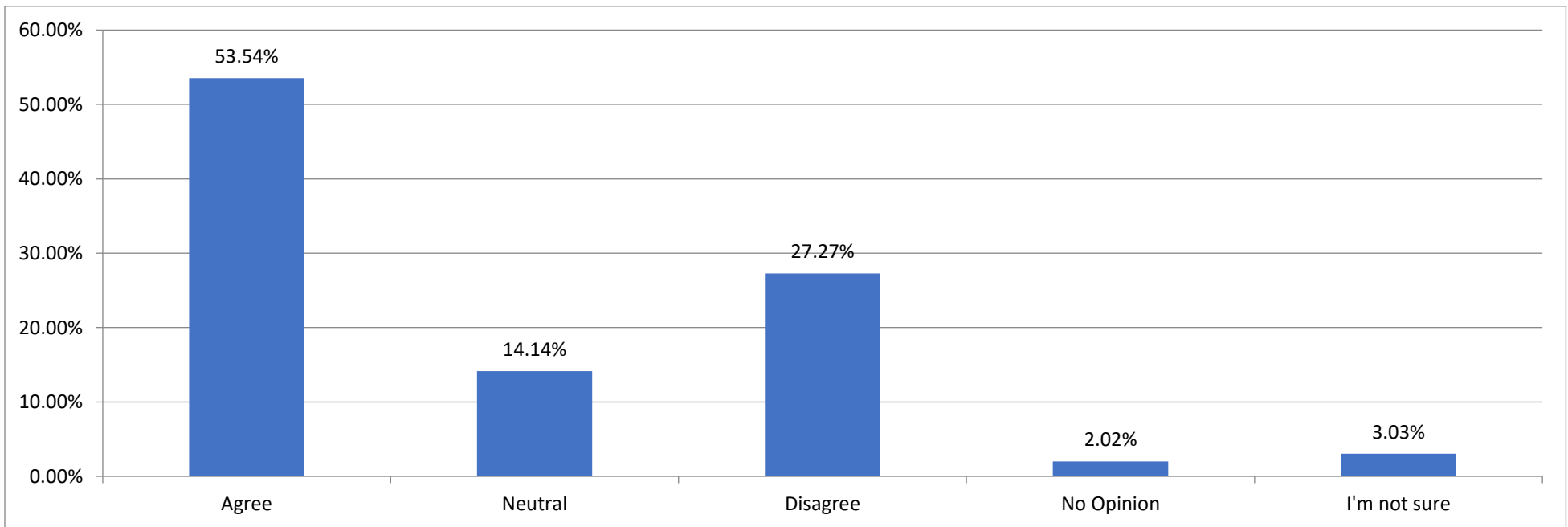
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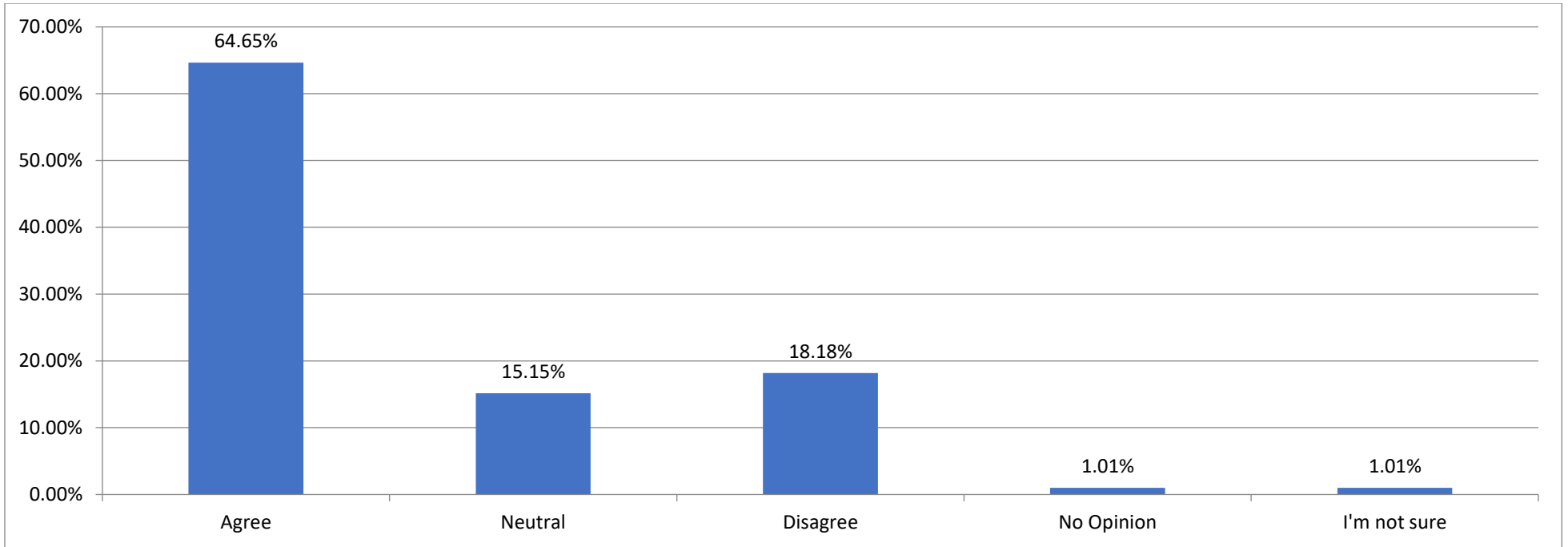
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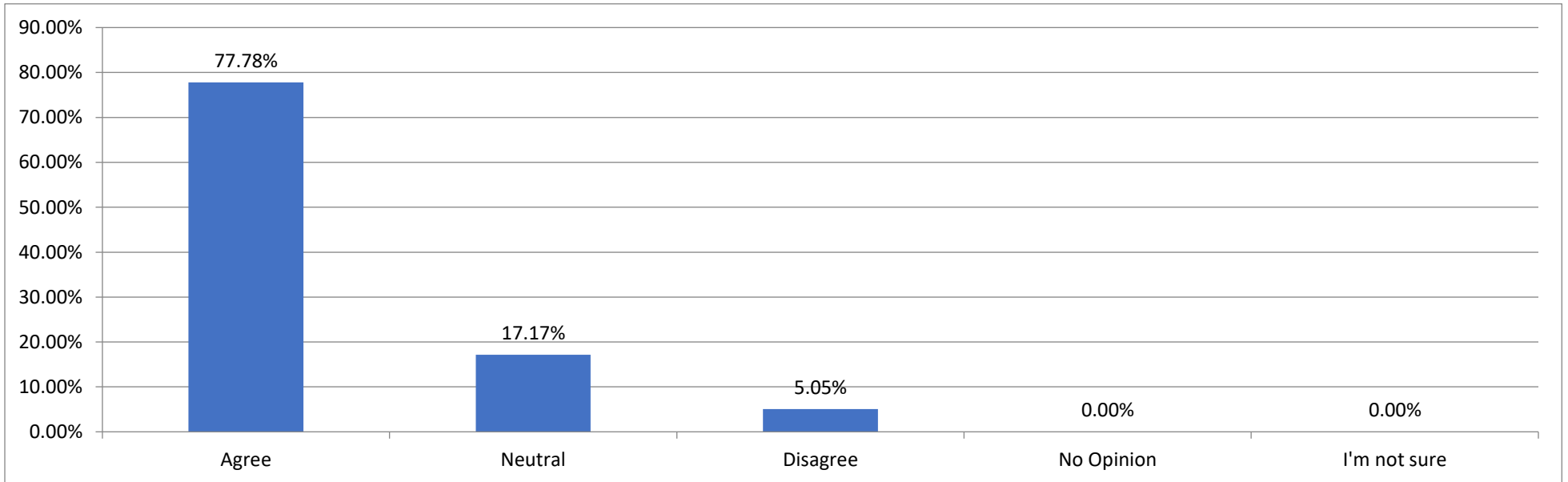
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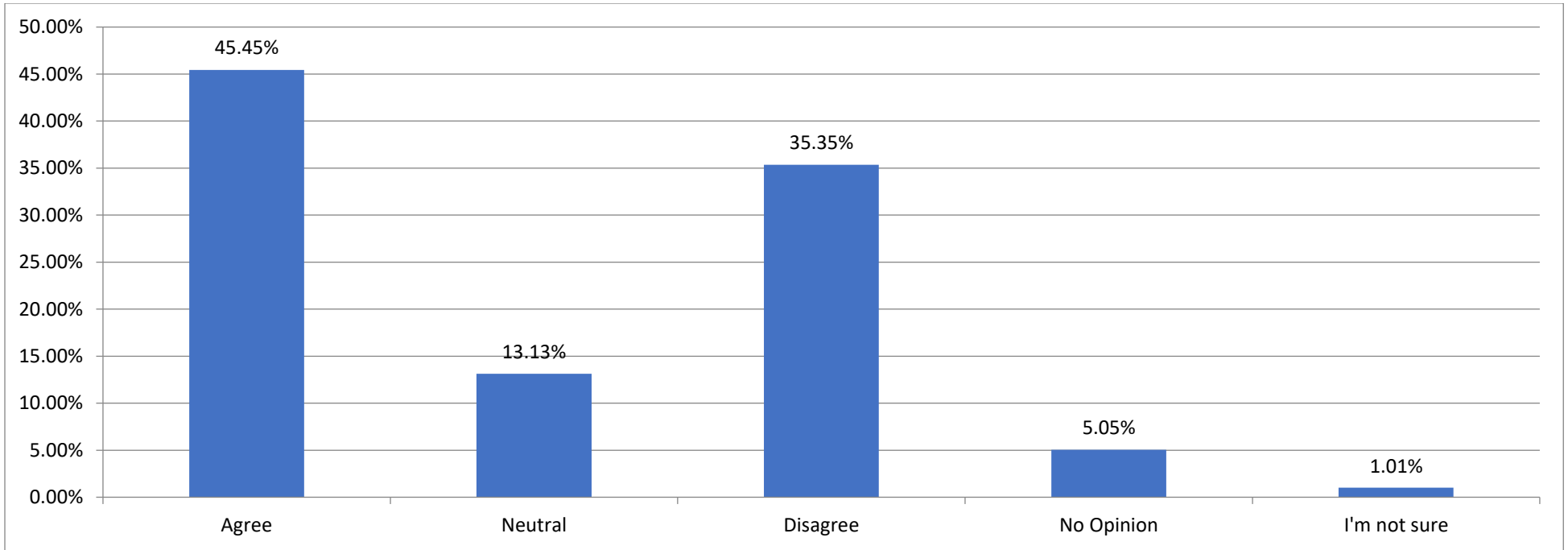
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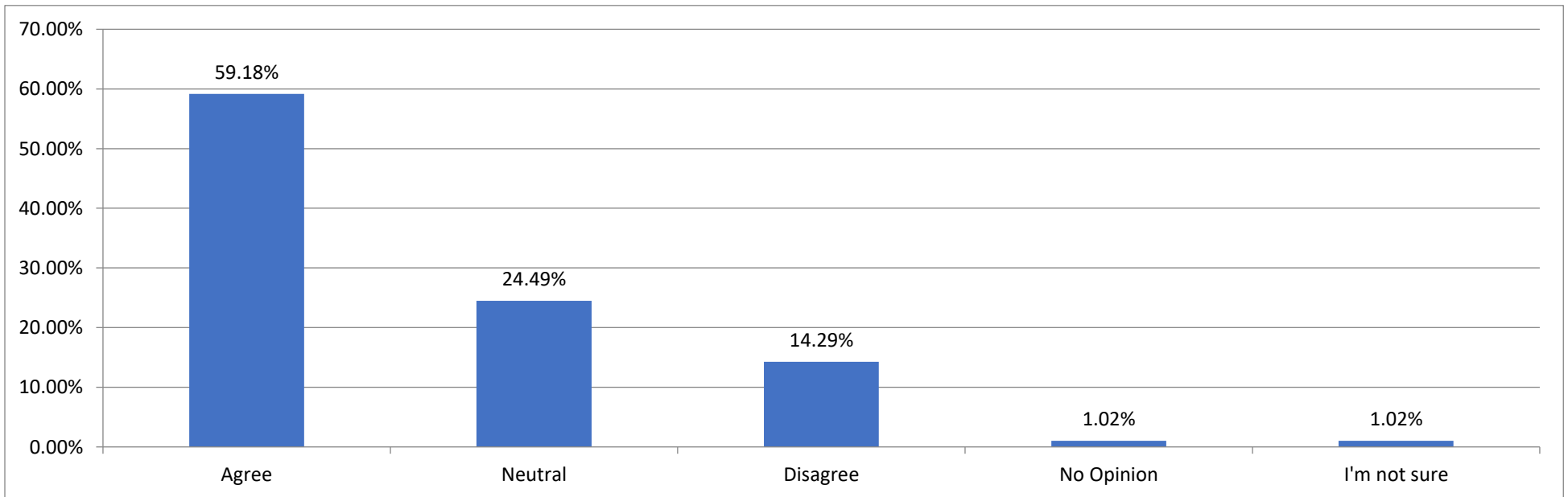
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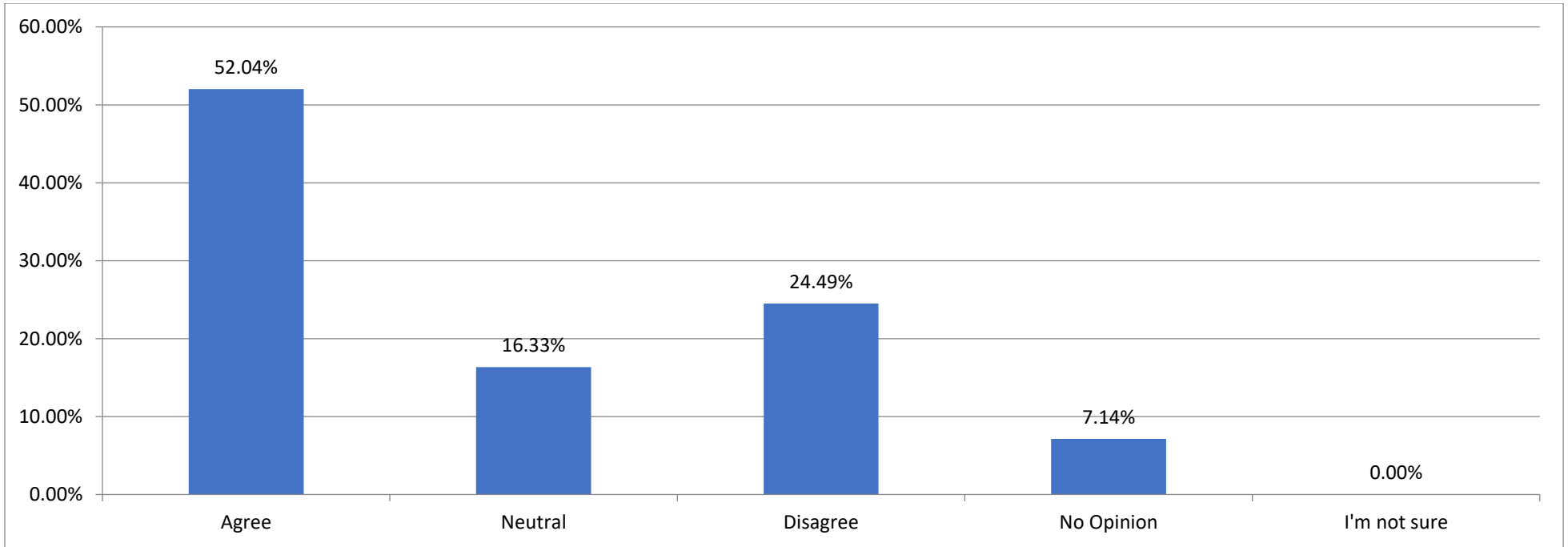
Q7: In your opinion, over the next decade, the City of Beloit should make it a priority to address Equity and Inclusion.



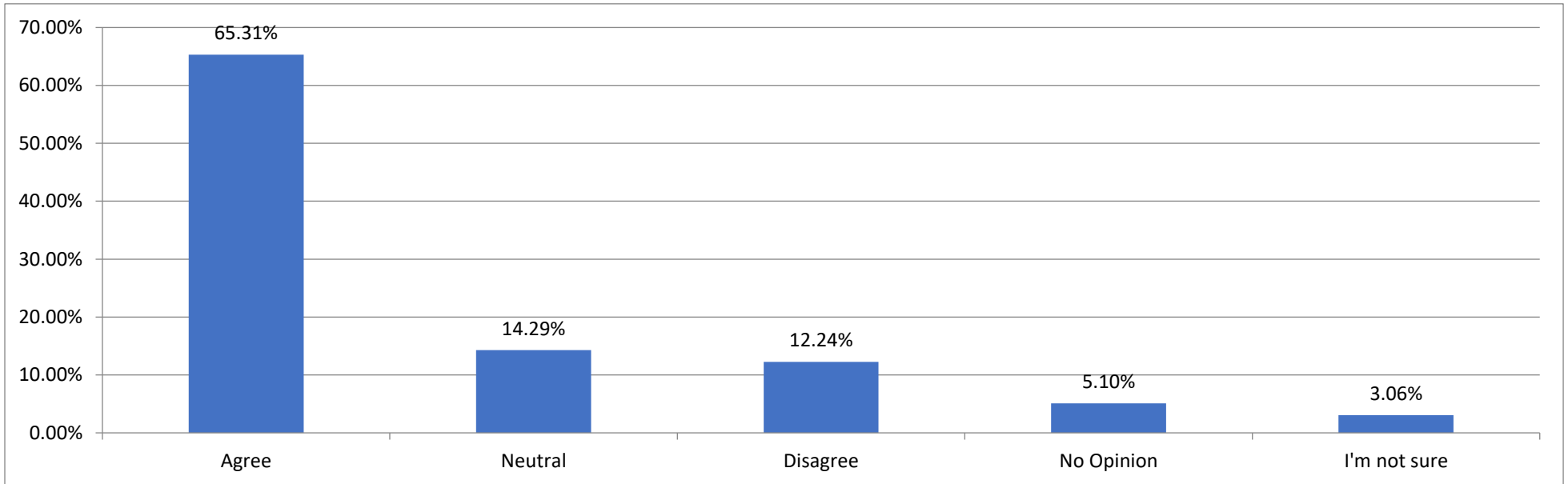
Q8: In your opinion, over the next decade, the City of Beloit should make it a priority to address Placemaking and Community Gathering Opportunities.



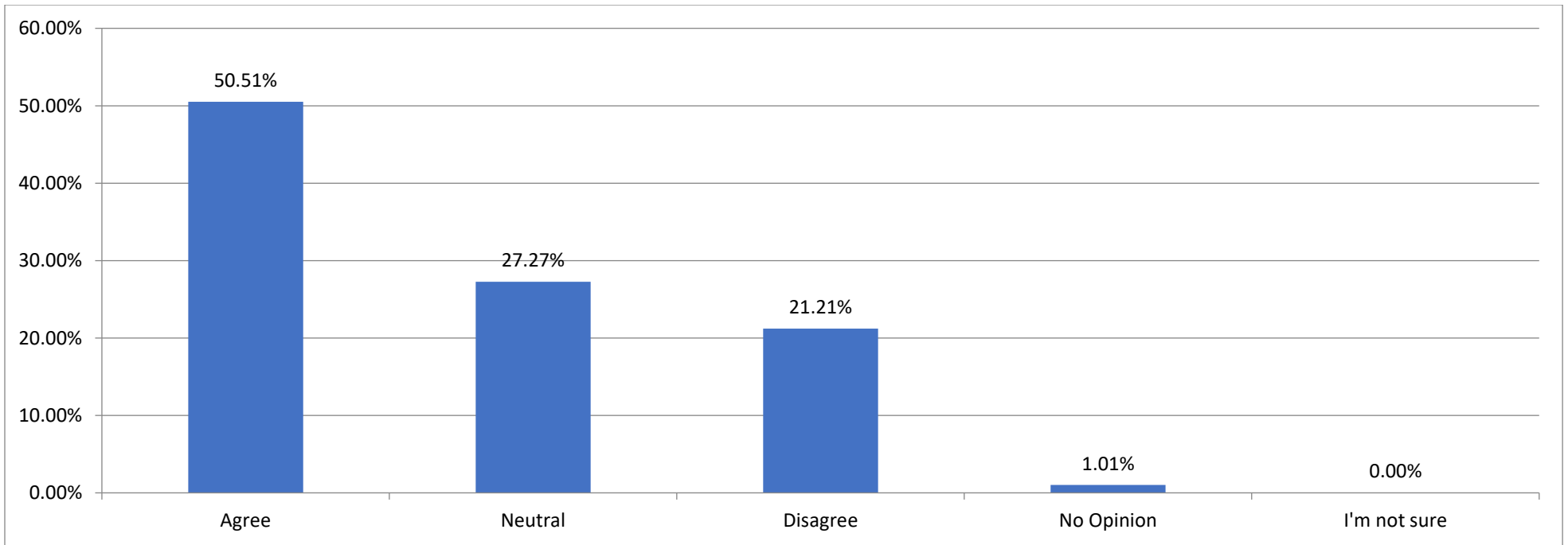
Q9: In your opinion, over the next decade, the City of Beloit should make it a priority to address Development Character and Design.



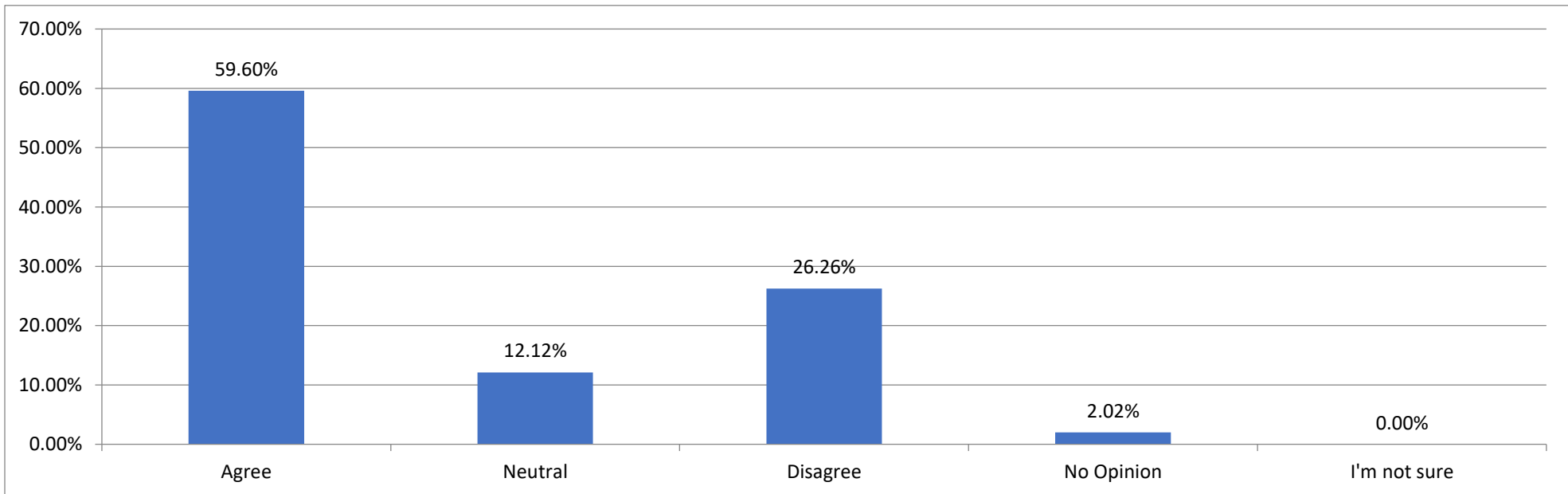
Q10: In your opinion, over the next decade, the City of Beloit should make it a priority to address Community Corridor Revitalization.



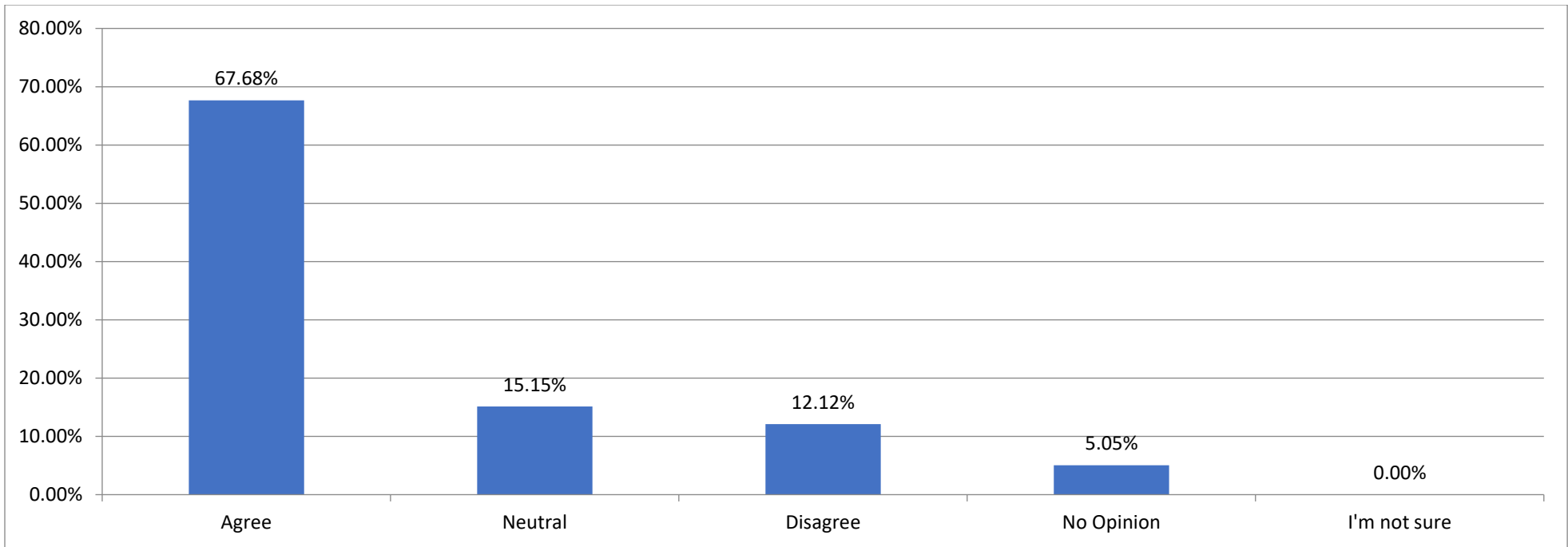
Q11: In your opinion, over the next decade, the City of Beloit should make it a priority to address Transportation Options.



Q12: In your opinion, over the next decade, the City of Beloit should make it a priority to address Housing Options.



Q13: In your opinion, over the next decade, the City of Beloit should make it a priority to address Economic Development Initiatives.



Q14: Please provide any additional comments on the Draft Comprehensive Plan that you'd like to share.

40 Written Responses Received

Prioritize addressing the lead pipes, widespread lead testing in kids, water filters and bottled water to families until their pipes are replaced. Prioritize cleaning our air pollution problem. Prioritize cleaning up our brownfields versus green lighting the creation of more. Prioritize our public schools. Praise the SDB for the reconfiguration of grades. Expand transportation for our youth and college students. Support the public schools, especially given the environmental toxins that persist, the slow response to address, and how said exposures negatively impact a child's neurocognitive development. As a teacher this is critical and the assurance of clean water, clean air, safe food, and shelter for every child in the community should be a priority. With 10% of the children in the SDB housing insecure we are falling short. Meeting the basic needs of the children in our community needs to be priority otherwise we are failing before we start.

Please adopt environmental protection guidelines with all development projects, requiring the preservation of mature trees, the installation of native plants and grasses, incentivizing commitments to avoid chemicals or fertilizers, and minimizing pavement. The most deadly form of extreme weather in Wisconsin is extreme heat, and we are only going to see the number of days with dangerous heat continue to grow. Protection and investment in the urban tree canopy and minimizing expansion of pavement, especially in the downtown area and off the highway. The sheer volume of paved space and land needs to be minimized in order to protect and prioritize public health as cement and asphalt absorb and retain heat during the day and radiate heat at night. It is the elevated nighttime temperatures that can be extremely dangerous. Healthier communities are built for residents to navigate their communities and attain their needs without the use of a personal motor vehicle. Unfortunately, Beloit currently is built and planned for residents to be very motor vehicle dependent. To optimize community health and safety, infrastructure and investments need to be made to minimize vehicles on the streets (shuttles, buses, trams, park and rides, rail, as well as pedestrian and bicycle infrastructure). Streets need to be narrowed and slowed so sidewalks can be safe. Currently Milwaukee Road, the main corridor into the city, is unsafe for families to walk or children to bike as they commute to school or try to access the city parks. Parks (like Leeson Park) need to be accessible to adjacent neighborhoods for families walking or biking. At present there is no pedestrian access, and there are no cross walks or pedestrian protections from the sidewalk.

As these plans are developed, preserving the mature tree canopy needs to be prioritized to minimize growing our urban heat island effect. We have enough pavement and

streets in the city. Please narrow the streets and make them safer around schools, neighborhoods, and routes to/from necessities. Please minimize the development of more parking lots (urban incubators) and prioritize the protection of our natural spaces with all development.

I would like to see more priority given to preserving green spaces that exist. In the natural resources section a lot of attention was giving to agricultural land, but farm land often causes a lot of our environmental problems. Not sure how much farmland exists within the city compared to the township, but we're on the edge of town, so we're more than familiar with farmers being able to dictate our local landscape. We can lose a beautiful established tree line just because a farmer wants to plant more crops? I would love to see more of an effort go into saving wooded areas & tree lines (especially from developers & farmers). Farmers can get rid of tree lines because it affects their crops, but they're creating a food and habitat desert for the insects and animals they're evicting, creating soil instability, etc etc. More land comes with a greater responsibility. I have probably 150-200 native species in our yard, but that's only 1 acre, every bit counts, but when people are abusing 100s of acres of land, it's difficult to right things as they should be. People don't like insects & animals in their yards, but we (as a country) are destroying what little they have left of their homes.

I would love more open, extra park spaces to be made into smaller prairies with native forbs and grasses, just south of us (Forest Preserves of Winnebago County) have incredible preserves & often have organizations join them in native seed collecting, they would be a great contact for helping with any natural resource projects.

I've always thought the mowed area to the right of parking for the Turtle Creek Greenway trail on Milwaukee Rd would be a great spot for a small native prairie. Harper's Pond on the west side has great native plantings, but unfortunately it gets mowed in the fall so all the animals there lose their winter shelters.

I also think the public should have access to the list of tree and other vegetation species public works refers to when adding in new plantings, this list should consist of mostly native species if we're hoping to ever balance the scales on the damage that's been done. Also local business should be encouraged to center their landscaping around native species.

I know Beloit is looking for housing options and some areas that have been targeted recently are wooded/natural areas, I would hope that would be a last resort option, even if the vegetation is less than ideal, it's still a green space & once they're gone, they're gone. There's empty lots throughout the city, and idk about zoning, but even if there's any farmers looking to get out of the business, developers would already have they're clear-cut land they're looking for.

I just think we (as a society) need to be a little more conscious of how we're effecting the ecosystem in the long run, our next generations deserve healthy ecosystems and what we do today plays a huge part in that.

And I would really consider adding a prairie somewhere, then you can create a group to "oversee" its health and host public volunteer days to get the public more involved and foster the idea that it takes a community to care for something (plus it would be less time & money for public works for dedicate to it). I would love to be more involved (and so would many others in the community) with coming up with more ways and places where we can incorporate native plants into our public spaces.

Thank you for reading & if you want to reach out for further comment, my name is Kate Engler (kcegolf104@gmail.com). As you can tell, I'm quite passionate about native plants and natural resources, my Bug's Native Plants social media page posts a lot about what plants are native to this area. I'm hoping to get into the native plant landscaping design and I also have 100+ species of local genotype native plants growing from what I collected last fall with the FPWC. I have contacts with the Forest Preserves of Winnebago County if you don't already and are interested, I can't find much about Rock County, we seem to not have as much going on in the way of preserving and restoring natural areas.

There was no opportunity to prioritize the strategies I agreed on . Further comments have been sent directly to Ben Rohr's email

I was motivated to participate in this survey because I grew up in the city. I've lived out of state for the past 13 years (Arizona, California, Colorado, and currently Utah). I am planning a move back to Wisconsin and Beloit is one of the communities we're considering.

Repair residential sidewalks near terraces. They are crumbling everywhere.

The west side of Beloit has been consistently neglected. Please work on developing that side of town.

Regarding "Public Health" walking and biking opportunities - we have to carry weapons when out walking on westside because of loose aggressive dogs; something NEEDS to be done regarding this dangerous issue. Why are people allowed to not do snow removal from sidewalks on the westside?? VERY unsafe for those who need to walk to schools (Hackett and Gaston), delivery people, elderly, etc. Where is the enforcement on that??

Equity & Inclusion - the Hackett School and westside neighborhood is constantly excluded when it comes to code enforcement and slum property owners.

Community Corridor Revitalization - LOTS of trash, debris, feces in yards; vehicles parked on lawns, lawns that haven't mowed in weeks. Friends & family see all this type of garbage and serious lack of code enforcement when travelling outside of downtown area.

Housing Options - the city can't manage the huge number of rental properties already as it is! Dumping, trash, litter, run down property, loose dogs and cats. This all continues to send a very negative message about Beloit while continuing to draw more of the same types of garbage mindset population.

Safety, health and childcare, employment should be top priorities.

Stop the handouts and create jobs. With jobs you then provide money, insurance, rental or ownership of apt/home. Win/Win for everyone. Make people want to move to Beloit especially those who have the money instead of continuing to support the poor or lazy. We just moved here and I was shocked at what people say about Beloit. Almost sorry I moved here. Not proud to say I live in Beloit. It always comes with a story of poor, gangs, crime. It's sad.

I'm a firm believer in the Strong Towns way of community building. In-fill with high density and highly walkable and biking forms of transportation raise more tax revenue per acre and creates a healthier and more engaged community.

More affordable housing. A lot of people can't afford to buy a house and they can't afford these absurd high rents that have come about in the last 5 years.

I would like to see some senior housing development that is for moderate income retirees. Similar to cedar crest or Oak Park in Janesville. NOT necessarily healthcare options or assisted living.

Stop the signage! We have enough. Take care of the homeless situation in the city. Beautify the Beloit High School by getting rid of the barriers by it. Can't you put some type of nice fencing. Barricades are an embarrassment, they make the area look unattractive!

Remove the word equity from the entire plan. We are already diverse. Inclusivity is a noble goal for all.

Whoever wrote this has no clue about life in the Midwest. I would remove all references about discouraging cars. ALL. Cutting down on available parking will be a big mistake, these days all the teenagers even have their own cars. Where will they put them? Encouraging parking on the street is short sighted. First, it looks tacky and junks up the neighborhood. Second, we experience the Midwest winter. We need to be able to remove the snow from the streets. If we create an artificial shortage of parking, there will be no place to put the cars so the plows can go through.

Speaking of the Midwest winter, that cuts down on all walking, biking, and standing in the cold waiting on a bus. We need cars in the winter.

I like the idea of decreasing front facing garages to make the city look nicer. Forcing people to park on the street will negate that effort.

I find it incredibly rude for the city to say several times they are going to be telling Beloit and Turtle townships what to do. By your own admission, the city has a lot of unused space and vacant properties. Be consistent and focus on your density, leave the neighboring townships alone. Be good neighbors.

Any and all bike paths should be separate from the road, shared with pedestrians. It is dangerous to ride a bicycle on the road, even if separated. A lot of drivers dislike bicyclists greatly and do not share the road. I'd create a walk/bike path along the Prairie "corridor," and the west side of hay 213. But only as a separate, shared bike bath.

Roscoe did a good job along Elevator road. It is well used (except for the winter, naturally) Then you need a bike/walk path across the river. Possibly along the Liberty/White bridge. When you put up multi people housing, have them put in underground parking. Then people can have their cars and the place can still look nice.

Solar should be installed all along the bike/walk trails. Make the panels high enough the can safely ride a bike under. It will be a unique attraction to the city. I've only heard of one country doing it, and it works very well. Farm land is not wasted putting in solar.

I believe you should reconsider culdesacs. It is more pleasing as a neighborhood, naturally promotes calm traffic patterns, encourages neighbors knowing each other. Require extra fire hydrants, be sure the radius allows the largest fire truck to get around in it. Also encourage green areas/parks, Along with shared walk:bike trails between the culdesacs and green areas. They would promote beauty, physical activity, and safety on the trails. No bike lanes on the roads. They are too risky.

Consider helping what used to be the Beloit Symphony. You value and promote the arts. This should also be valued and promoted.

Remember, the job here is not to change the character and personality of Beloit. The job is to give many opportunities for jobs. Then the rest will come. People in the Midwest drive cars for many reasons. Rather than try to coerce them not to, simply work with it, yet expand the ability to SAFELY get from one place to another by bike. Also remember, the downtown is very nice, but it is not within walking distance of the majority of the city. And it is definitely not safe to ride a bike there. Your plan spent a lot of time explaining what a big city would and could look like. Beloit is not that. Focus on affordable housing. You mention housing a lot, but it needs to be affordable. And grow in and up. Wishing your current boundaries, take advantage of the unused space and vacant property. That will solve the housing. Also, encourage large businesses and buildings to put solar in their roofs. You can use large parking lots for solar, just find a way to put the solar high and park underneath. Keep it green, do not use any open land or fields for solar.

Regarding charging stations for electric cars. Remember, we have WINTER temps here. Cold weather is tough on batteries. If you want developers to put aside space for charging spot in the future, go for it. I would not require the equipment be installed up front

Cut out the DEI and favoritism to the fringe crowd. We need jobs that pay a living wage and then let people handle their housing and transportation issues. Public transport only works for students and those that work 9-5.

The city needs to continue to grow from the inside-out. It's off to a really good start. Address decaying homes and buildings and crack down hard on landlords and housing upkeep. City needs to work harder with the local police and judicial systems to choke out the last of the remaining strongholds of crime ridden neighborhoods, while continuing to promote a strong police presence in the already improved areas such as downtown and the riverfront. People are starting to feel much safer visiting and using

these facilities and areas; continue to build upon that. Need to have a smart relationship with the advancement of the casino startup and the opportunities it will bring; it's going to attract lots of new businesses. Keep from adding more low income housing and instead promote more upscale ideas. The city already has plenty of cheap housing.
There is a large empty area in Beloit of Middle class families. We have people doing either well or not well. Affordable housing is a big part of being able to surcice the rest of lifes expenses and should be a priority
sustainability, climate change and DEI are all just buzzwords for control the people. Just remember whose the master and whose the servant. hint: government is NOT the master.. in plainer language
Stop putting apartment complexes in residential neighborhoods
Please address Code Enforcement, good roads, properly working sewer and water systems. No more roundabouts, diverging diamonds, and bike lanes that will never get used. Road Diets like food diets don't work. Prime example is at Auburn & Main in Rockford. That takes 4 lanes of traffic N-S & E-W and by the end of the year reduce to a one lane roundabout. Huge failure in traffic flow, an increase in frustrated drivers, that will lead to more road rage incidents. Don't let ignorance get in the way of "if it isn't broke, don't fix it."
Only take steps to encourage home ownership. The city should not own single family homes. Stop buying the county's property tax seizures. The city should NOT be a landlord or a hoarder of SFR. If you must buy them, then sell them back to homeowners not corporate landlords. Why are you only helping developers who want to build apartments and not condos? Why do you want a city of renters? Want to help? Figure out a way to make it an inhospitable environment for individuals or corporations to own hundreds of single family homes so Beloit residents have an opportunity to own before out of state corporate owners snatch up all of our real estate. Bike lanes help no one and restrict traffic. Its clear what you are trying to do with these questions. Nobody will own homes or a vehicle in 2045 and you will have city of renters who can't drive to Janesville or California if they want to. Not a great goal. There are a lot of great things happening in Beloit. Strive to lower crime and lift the neediest in our community out of poverty. Thats starts with our schools but you can help by giving them hope of property ownership, freedom of movement, safety, and autonomy.
N/A
Stop wasting tax dollars
My biggest priorities are helping to provide affordable access to high quality childcare, sustainable development and conservation, and equity and inclusion.
There is no greater pressing need for humanity right now than mitigating and reversing climate change. And we need to do as much as we can on a community level and the next 10 years are crucial for that. We need more trees, more prairie plantings in parks, more walkability and bikability, and a STRONG commitment to achieving the net-zero-carbon declaration signed by council. Along with this, we need to prioritize social justice and equity issues. They go hand in hand because climate change affects at-risk populations the most. Please make sustainability and social justice our city's main goals for this next cycle. Economic development is not as important as those other two focuses.
Love that you all are focusing on more mixed use neighborhoods to help alleviate the housing shortage and build communities where everyone isn't dependent on a car to get to work/run errands. We need walkable and bikeable neighborhoods that feel safe all over town not just where the streets are a grid. Love that you recognize the harm suburbanization has done and how costly over time it is to a city's resource. Beloit has a bright future and with this plan it'll be even brighter!
They should build a splash pad for the children
Not much in the Plan that anybody could object to! Nor in this survey (which seems designed mainly to exhibit public buy-in). Current bus stops are a bad joke: You stand (no bench), in mud or snow, with no shelter from rain or snow. We need serious bike paths (not just recreational ones), ones that parallel the auto routes that folks take to work (e.g., in the Industrial Park)---but for safety they need to be physically separated from auto traffic (not just a painted line!). In many locations, the sidewalk would be a great bike path (if widened), since hardly anybody walks or walks very far.
Support responsibility to maintain residences and properties to reflect community pride.
Please focus on giving our kids spaces and programs to keep them engaged with positive peers and role models and off the streets. There is no more urgent a need than our children.
don't over think it !
We need new housing for seniors and other low income started now. Not enough housing today. What happens when the casino gets here??

All these other issues will fail if you do not fix the childcare situation and the quality of the education available at SDOB. It is unfortunate we still fund schools based on property taxes, because the aging and low quality housing in most of the SDOB's district means that there is less money coming in relative to other local schools, but there's also no incentive for parents to move into the district and fix these houses, if the schools are terrible. This creates the situation we currently have, with Turner having so many open enrolled kids that they're turning them away, Lincoln Academy vouchers are increasing, and all of this continues to defund SDOB.

STOP destroying the natural habitats of what little wildlife we have left. Rehab and reuse buildings, offices, and properties instead of clearing trees and growth to build more of those. Ever hear the song "Big Yellow Taxi?"

Build REALLY AFFORDABLE HOUSING and not what Diane Hendricks considers to be affordable housing. You are passively forcing people to move and live elsewhere. People have enough trouble just merely existing, blue collar or white collar.

Stop making bike lanes when no one on bicycles uses them. Why are bicyclists still riding on Cranston Road's sidewalk? Because no one would ever dare to ride a bicycle ON Cranston Road.

People are moving out of Beloit in droves. Beloit is NOT SAFE. Neighborhoods are bad and houses are in decrepit condition. Why don't we fix that instead of worrying about these other "issues" like trying to make Beloit pretty or have more festivals, public art, or DEI?

Why don't we fix the school district so that kids learn, go to college if so inclined, and make something of themselves, becoming productive citizens instead of drop-outs, drug dealers, and welfare recipients?

Most of what you have listed above are not REAL WORLD issues, issues that are needed to live daily life. If the rest of Beloit was fixed, then fine. But Beloit is far from "fixed" to focus on climate, DEI, character, festivals, etc.

Affordable Housing creates myriad issues that only serve to drag down blocks/neighborhoods. It's a truism; not only that but it is in direct conflict with the goals of designating more green space, prairies and wetlands for the overall community.

We need things that will help attract tourists and things for families to do so people will want to stay in Beloit. The options are very limited. We don't have a roller rink anymore we don't have a mall anymore etc. There are no fun things to do for families. We don't have a trampoline park nor waterpark. If families want to do things they have to travel to Madison or Rockford or the Dells. We need more family friendly things here. Roller rink trampoline park Waterpark a shopping mall something please.

Education needs massive improvement

The city needs FAMILY friendly places to go! It is significant lacking family outing places. If I want to take the kids somewhere we are forced to go to Janesville, Madison, Milwaukee or Rockford. It would be wonderful to just go bowling in town or have an indoor play place for kids. The cost of rent and rent options here are unattainable and it needs to be addressed as many of the apartment buildings here are owned by the same companies who are horrible to work with. They are monopolized and options are extremely limited when it comes down to availability. We need more stores! Walmart is pretty much it if you live on the east side of town for all shopping needs - arts and crafts? You're definitely headed out of town - pet stores - also headed out of town - clothing stores - back out of town. Beloit has so much more potential and just has maximized it yet.

I don't live in Beloit . I live right across the border but I do work in Beloit and spend most of my money here... I would love more parking downtown

I don't think you can plan for greater density and still try preserve natural resources and public health at the same time

Emailed Comments Received:

Comment 1

I have not had time to read the entire comprehensive plan but every time I come across the mention of the school district of Beloit it is in a negative connotation. I wish before you listed what some people in the community have talked about you would have checked out all the great things that are happening in the district.

Yes, it is true that the school district of Beloit has lost students through open enrollment and the private charter school. However, it is important to understand that the entire state is dealing with a decrease in the birth rate and thus a decrease in school-age children. This is affecting every school district in the state. For the 2023 2024 school year, the decrease in enrollment is about equal to the decrease in school age children in Beloit.

I know the desire and the comprehensive plan to paint the city in a positive light but then why does the city continue to only talk about the challenges Beloit schools, and all schools, face. As long as the city, the media, and the public continue to focus on the challenges and ignore the changes, the advancements, and the exciting opportunities available to students in the district you will not get a change in perception.

Some examples of great things happening in the district:

Students graduating from Beloit Memorial High School have earned over 200 industry recognized credentials. These credentials are required to get into the workforce in many different areas.

Students in Beloit participate in work experiences at three times the average of Wisconsin.

BMHS offers over 20 advanced placement courses and over 20 transcribed courses that earn both high school and post-secondary education credits. Advanced placement and transcribed courses are recognized in the University of Wisconsin as classes that have been completed and credit earned. Each class that they complete in high school is a class that they do not have to take at the university level giving the students more options at the university and reducing the overall cost of the degree.

Beloit is the first district in Rock County to offer an Advanced Placement African American Studies course.

The Collegiate Academy program at the high school leverages both our college courses taught at the high school and the Start College Now program to provide an accelerated path to students with an opportunity to earn an associates degree or technical diploma from Blackhawk Technical College concurrently with their high school career

The Jazz Orchestra has been invited to participate in the essentially Ellington competition twelve out of the last 16 years. Only 15 schools throughout the United States are invited to this competition every year. Students practice before and after school in the middle school and the high school for the opportunity to be part of the Jazz Orchestra.

The theater program at the high school has had the opportunity to attend the fringe festival in Edinburgh Scotland many times but it has not always been able to go due to the cost of the three-week competition.

Students at all grade levels have the opportunity to participate in clubs and activities helping to build their social and leadership skills.

The school district of Beloit has a strong partnership with many community businesses, organizations, and agencies. These partnerships provide opportunities for students in the community, support for student needs, development of leadership skills, and development of employment skills.

BMHS students traveled to Toledo, Ohio to present their research projects at the GLOBE Midwest Research Symposium.

The district's second Imagine Math contest in March to support Welty Environmental Center. Robinson Elementary won our contest in the Spring, donating \$1,139. Overall, students donated \$2,000 to Welty, and across the district students donated \$4,298.75 this year to twelve different charities!

Teacher Tywon Barber took third place at the Network for Teaching Entrepreneurship (NFTE) Midwest Regional competition in Chicago on May 28th. Ty's pitch was to start a non-profit business that repairs computers at a low cost by having students work as interns in the IT Networking classes, essentially operating like a computer repair company. Ty will be presenting his pitch in October at NFTE's National competition in New York!

Students at the Beloit Learning Academy held a Sustainability Fair. Students are researching various areas of sustainability and recently presented their findings and future plans. These efforts will continue through next school year.

The School District of Beloit partnered with Durham School Services and Highland Electric Fleets on an application to the US EPA's Clean School Bus program. The application, on behalf of the district, was awarded \$8,705,000 to replace up to 25 diesel buses with more environmentally friendly, more efficient and quieter electric buses and related charging infrastructure.

These are just a few of the great things happening in the school district of Beloit. There are many more on the district's website under the News tab.

I would encourage you to reach out to the administration and the schools to learn more about the exciting opportunities available for students in the district that are not available elsewhere.

Comment 2

Hello, as a former resident of the city of Beloit I am aware of issues there, and continue to work with several city NGOs in my retirement.

I found it of considerable interest that the Bell Bowl prairie controversy in Rockford attracted so much local personal interest.

That's an example of people believing in native cover and its importance. There are few if any remnants of natural ecosystems in the City, but several examples of good use of native cover in city life, e.g. ABC and BC Science building green roof promotion, west side detention pond with natives, BC roadside savanna seedings along Riverside Dr, and, the prominent re-vegetation of the Rock River shoreline with native plant species. These areas require management, and commitment from the city and its citizens, and not just for management of invasive species. It is counterproductive to seed in prairie areas, for example at the west side detention pond, and then after they have developed, to put in rows of trees at the edges. Similarly, recent emphasis on trail development at the county level, without any actual examination of possible impacts, has already led to native plant damage in some areas, e.g. Ice Age Trail emplacement at Brooklyn hunting ground. I myself do not appreciate any confusing of recreation, with preservation, because they are two different things and often at odds.

I just wanted to generally input the attitude within city planning for the future, rather than input on any specific component of future planning. As a former instructor at technical college and with children as well, I can assure all that people have some natural sense of these things, e.g. that butterfly preservation is more important, and more

complex, than ONE species (monarch) and ONE solution (milkweed). Or that a "no mow May" might not be beneficial, when pollinators largely depend on high summer and fall pollen sources. Some of these problems have been addressed, e.g. by provinces of MN and MB, the state of ME, and municipalities such as Chevy Chase MD, all of which have prohibited all cosmetic chemical use in landscaping.

I will make one specific suggestion from my experience with the city,, and also as a volunteer leading nature walks for city of Madison parks -- should there be park areas that are restored to prairie, there should be prairie areas where people are allowed to wander in and through the areas, not just stick to the trails. My own children were educated about big bluestem,, walking sticks, and rosinweed, by playing hide and seek in the tall native grasses in autumn. There are places where people shouldn't wander off trails, but a total prohibition will not educate the next generation about nature, but instead to follow directions and to take in nature in controlled, measured doses.

thanks for the opportunity to input.

Comment 3

Dear City of Beloit Leaders,

I am writing to share an incredibly insightful and well researched podcast that I ask you make the time to listen to and consider as you approach the amendment of and future adoption of the comprehensive plan:

While climate change is a global issue there are many powerful actions that the City of Beloit can - and needs - to take.

Climate change has been declared a Public Health Emergency by numerous national and global healthcare entities. For the current and future health of our community, it is the moral imperative of all leaders at every level of government to pursue meaningful action on this issue.

The City of Beloit has wonderfully committed to a 2040 Carbon Neutrality goal and adopted sustainability with environmental and public health considerations carrying just as much weight as economical. Historically, Beloit has prioritized and excelled with the economic development piece, but we are lagging with the environmental and social/public health pieces. While it may seem unconnected, urban land use policy is a critical piece to leveling out the three legs of the city's sustainability stool.

The City of Superior, WI recently updated their comprehensive plan and after hundreds of hours of community collaboration they determined their community's priorities and integrated their priorities into the plan. The resounding ask was: protect our natural resources - land and water. Protecting and expanding green space, urban forests, minimizing pollution and destruction of our waterways is directly tied to the planning and development of city land.

Actions for Beloit would include indefinite protection of priceless green spaces such as the Turtle Creek Greenway, our parks, other old growth urban forest plots, apply minimums for tree preservations for development on wooded lots, and commit to investments in naturalizing and restoring previous wetlands and prairie spaces. The latter would build in natural protective mechanisms and increased resiliency as we face severe flooding which will undoubtedly happen more frequently due to climate change.

Please consider and adopt all actions available to protect our priceless natural resources and help the City make meaningful steps towards its inspirational climate neutrality goal.

Thank you for your service and consideration.

Comment 4

Thanks so much for this plan. We appreciate all the work that has gone into developing it. Thank you so much for being open to changes. Gregg and I are not speaking for any group, just ourselves.

Here are our comments, thoughts and some suggestions. They are not polished - just opinions and some background information you may already have heard. Some of them are very strong opinions and suggestions. Overall, I think it is a great plan! We believe community involvement is vital in making sure this is the plan we can all get behind and be willing to carry out. We want sustainability and inclusion of all our community stressed. I think you have done that pretty well.

Goals/Strategies -

It is confusing that the strategies don't mesh more closely with the goals. Could you please explain better in the document why you didn't do that?

Pictures – great pictures – can you label where they are from? I know most of them, but it may be nice for others. I assume this plan will be sent out to prospective companies interested in locating here?

P 10 - I think your depiction of the Beloit Schools' issues here is fairly accurate, but Gregg Schneider states that they actually just closed two schools (McNeel and Wright), not several, and repurposed another (Cunningham) due to reconfiguration of the schools at the residents' behest.

FYI – We don't expect you to put any of this info into the report but thought you may want to understand a bit more about the school district. Cunningham has Even Start in it (most Even Starts are now gone. It is a GREAT program and deserves a mention to you, anyway.) The district moved Even Start out of a leased private property and moved them to Cunningham along with The Beloit Learning Academy, so Cunningham no longer houses 4th through 8th grade. I suppose you've picked up this information, but people didn't

like the 4th – 8th grade configuration and wanted a separate middle school. The district did that. Currently it is Pk - 5th grade for several schools, then 6th – 8th at 2 schools (Aldrich and Fruzen – both on east side). McNeel needs a lot of remodeling and mitigation work and the majority of the rooms in Cunningham are not appropriate for 6th – 8th grade students. Unfortunately, both of those were on the same side of the city, which has caused the community to be very angry about those decisions. With the reconfiguration, the students could all fit into Aldrich school. The district chose to use two middle schools for the benefit of the students and chose the two best Intermediate buildings to use.

Yes, there are challenges. The district has a new superintendent and the achievement scores have risen from 2021-22 through 23-24. Enrollment increased this school year (23-24) even with a decreasing school age population. Two referendums have failed. Gregg says this is due to lack of understanding and misinformation on social media, and a small group's efforts to defeat the referendum, including illegal yard signs.

I noticed a typo in the last sentence at the bottom of the first full paragraph about schools on page 10 -- kay rather than key.

Branding

I don't think you asked about people's perception of crime here. It has been considered unsafe, but that is getting better with our new Police Chief. This last I believe the same is occurring with the schools, but it will take time.

Pg 11

I think it is great you have two sections on involving citizens in government, and I am seeing it woven throughout, except in the action plan with the partnerships listed. It is hard to get people involved and it is extremely irritating when people don't show up! I don't think people always see events, and the paper doesn't always cover things the City or Beloit School District does very well.

Page 12 – Appendix A has some great information and I think the climate change portion is great.

Bottom of page – penultimate paragraph –

We agree – Beloit School has declining enrollment, but could you mention how it turned around this last year, please? (Monday, October 16, 2023 there were 5186 which was 96 fewer students instead of 300-400 as has been the case.)

Page 12 – I see nothing in your bullets about crime or safety. In the past ten years, has the crime rate dropped? I just looked it up on a couple of websites, we still seem to have a reputation for being unsafe (8 out of the top 10 worst.)

<https://propertyclub.nyc/article/most-dangerous-cities-in-wisconsin>

Because so many people have heard about Beloit's poor reputation with regard to crime, and since it was listed as a priority on pg 8 and 9 of the Appendix B (The crime rate has decreased significantly but the perception of crime persists. Need to identify ways to change that perception.), we believe you should include it.

The other priorities people listed do seem to be addressed, even if only briefly, but as far as I could see, crime has not been mentioned except once under branding. Since crime is listed as a priority, crime needs to be included. It is important to say that it is improving rather than omitting it altogether. I didn't notice the crime statistics in Appendix A, but maybe I missed it. School statistics were covered in Appendix A.

p. 14 - I haven't seen the updates yet.

p 17 – 18 We like the sustainability verbiage here and in Appendix A. I hadn't realized that we had a resolution in 2007. I know our new City Manager Jerry Gabrielatos is doing a lot to address this. I don't think many of us realized it was a resolution, so the City Council did another proclamation on becoming carbon neutral by 2040 on March 15, 2021. I wonder why it wasn't pointed out at that time?? I wish the sustainability measures were carried out more obviously in the rest of the document but am thankful they are here!

P 17 – placemaking strategy It isn't listed in the goals, or explained in the document that I could find. I had to look it up. Could you explain better what is meant by the term, on page 19, please?

P 19 – Here is the parag. with placemaking. It would be helpful if you put in examples of how Beloit has done this. Riverfront Park's Friday night in the Park is an example of placemaking, and the Gantry downtown and the summer Friday noon band concerts. If you mention those, that may get across what you mean. Your paragraph as is is great for art, but it feels like theater and music aren't mentioned or highlighted.

Pg 19 For example in this paragraph, you say Beloit has a strong base of public sculptures, art, theaters, and community artists Could you specifically add musicians to this? performing arts group highlight I think it is a typo Please make it arts groups.

Because not everyone recognizes music and theater as being in the arts, you could spell it out better for people by stating "All the arts, including theater and music are a powerful tool"? You mention some of them, but we have a lot, and I think the School District of Beloit deserves to be mentioned here. The Beloit HS jazz band went to Essentially Ellington NY competition for the 12th time in the last 16 years and their HS theater group was once again invited to the Fringe Festival's competition in Edinburg, Scotland and is going again this summer 2024. Beloit College also has good music and theater and we have a regional symphony too. I see Beloit Civic Theater is in the appendix, but the school ones are not. Thanks!!

Establish A Consistent Community Brand

I had not thought about this, but it makes sense we should be more consistent.

You briefly mention crime here. This is enough.

For too long we have or had been known as unsafe because of the crime rate, but that has certainly improved, at least we've been told that it has. I don't feel unsafe. It is a testament to our new Chief of Police and department with more community relations has really helped. This is why the following wording about School District of Beloit bothers me so much. Now it seems that since the police is doing better, we are blaming the school district for all the problems. There certainly have been issues, but they can be solved. I do believe all this negative social media about our school district and Beloit is not helping our brand. I think we should tell people (again) to stop knocking Beloit. I remember city leaders telling people this very thing not too long ago.

Improve Public Education in Collaboration within the City of Beloit –

Your sentence in this first paragraph

As discussed in the Issues and Opportunities chapter, the School District of Beloit has endured its share of challenges in recent years, while the Beloit Turner School District, Lincoln Academy, and private schools have expanded. This sentence doesn't compare to the same things. I just scratched my head when I read that. If you have expanded, it doesn't mean you don't have challenges. You are not "talking" about the same thing.

This is the part that rankles, as you know. Can you please change it? Here is a suggestion -- How about

As discussed in the Issues and Opportunities chapter, the School District of Beloit has endured its share of challenges in recent years. In fact, all public schools are facing a number of challenges including the lack of state and federal support and funding. The current district superintendent began in November 2022, and the achievement scores have risen from 2021-22 through 23-24. Enrollment increased this school year (23-24) even with a decreasing school age population, but unfortunately, operating referendums in fall 2023 and spring of 2024 have failed, leaving the district with more financial challenges. Beloit Turner School District, Lincoln Academy, and private schools have expanded. We like your ideas for improvement under this section -- Improve Public Education in Collaboration within the City of Beloit – and meetings between the school board and city council, which have stalled.

p. 25 Can you please add some small point about encouraging the education of the public on what we can do to help our rivers. Bill Frisbee told us at our Beloit Academy meeting that the main reasons the City is adding pollutants to the rivers are the fallen leaves and pollen. He agreed there had been a small effort to have people adopt a storm drain last year to help with this, but I'm not sure there was follow through. We should clean out the leaves, etc, so the drains don't get clogged and pick up excess nutrients.

Pg 26 --Under 2nd paragraph last sentence

"long-term growth areas and the ETJ is strongly discouraged,"

I finally saw where ETJ stands for Extra Territorial Jurisdiction on p. 33. Could you also please spell it out here? Thanks –

Housing – Thanks for stressing different types of housing in neighborhoods, to increase diversity.

P 43 and 44 – The stress on renewable energy should be for all types of construction, should it not? I see that it was stressed for the business park.

Pg 44 What do you mean by lumping heavy industrial combined with adult entertainment? Could you please explain this (if only to me). Thanks.

P 49 I like the infilling and upzoning points. Thanks!

I am excited you include complete streets and vision zero, but don't see vision zero listed later under action plan. Isn't Beloit a Tree City? Do you mention that – I didn't see it.

P 58 – This is a very nice section on coordinating with the School District of Beloit and on micro transit.

p. 61 - Yes, we agree with making city buses available for school transportation. What about including free buses for students all the time. That would be great!

P 63 – 3rd line – typo --exacerbated rather than exasperated.

P 64 – Promote the use of water saving technology, renewable energy production, electric vehicle charging, onsite composting, and other sustainability best practices in new and existing neighborhoods. – Thank you for these points!

Pg 64 - Establish a vacant property registry and evaluate the creation of a new rental registration and inspection ordinance. This is crucial. Thank you so much for including it. As it is renters are afraid to speak up because they may get evicted if they complain.

P 72 – typo - last line which can intern translate to -- should be in turn translate to....

P 77 - Creation of a landlord enrollment program and database to track rentals across the community, so that code enforcement policies can be applied with consequences for continued violations. Thanks again.

P 79 -This chart is confusing. Most charts have clearly labeled titles at the top. Could you please put Strengths AT the TOP of the chart on the left and Weakness clearly marked on the Right? I am confused about the top ones. I assume they are the best strengths, and the worst weaknesses? But I am not at all sure. It should be very clear. The school district's declining enrollment is a weakness – but I hope it is a lesser weakness than some others.

Why is there no mention whatsoever about the CareerTek program? Can you please be more specific under the strength about CareerTek? (At our Beloit Academy, Drew Pennington even said how good the CareerTek is doing and that Frito Lay doesn't even need to advertise entry level positions.) You seem to give all the credit to Blackhawk Tech, but BTC is also partnering with the area high schools, including Beloit SD. Can you add area high schools? Students in the School District of Beloit have earned over 200 industry recognized certifications in the 2023-24 school year.

Also, can you include somewhere in this section that we have Jumpstart – which is in Appendix A, but bears listing specifically here. It's such a good example of successful entrepreneurial work mentoring minority businesses. You do have this point on page 16, point 6 under the 2nd area, building partnerships.

P 86 – Eco industrial park – wonderful! Thanks! This is what we need.

P 91 – Education - I think it is good you listed all the K-12 schools, but I think you should list the “several higher education” institutions.– I know of only 3. Beloit College, BTC, UW Whitewater (which was Rock County) I think you should list whichever you mean since you list the K-12 schools. Thanks.

P 93 – I like the action plan for the housing ideas/incentives. Please emphasize and even require renewable energy for new housing/businesses, like solar panels. We should have required that Amazon do this on their roof!

P 96 – I particularly love the replacement of lawns for native plantings, all the ag and natural resources plans, and the sustainability award on p. 97.

P 97 – parking analysis of downtown. I heard a rumor that someone wanted more parking downtown. We're glad this certainly doesn't seem to be part of this plan.

P 98 -99 – At the beginning you claim that citizen collaboration is very important – vital even, but this action plan doesn't bear out your goal. You need to list community partners for nearly all these action points. They are there for many points, but not enough. There are many groups that are interested in working to advocate for and ensure that the City does the green infrastructure and Complete Streets. Don't let the city off the hook here!!! We want to be an important part of this process. In housing, for example, we have numerous non-profits that are even more important than higher education institutions. And the landlord enrollment program needs to include some landlords!!

I realize you must have a stopping point so that you finish this plan, but I think one recent important event is the completion of citizen air quality study that got press recently. Since this citizen study was not believed and was chalked up to the Canadian wildfires (in spite of the fact that the study was done well before any Canadian wildfires), we need more air quality monitoring by the DNR. Our asthma rates are higher than in other parts of Wisconsin.

You have mentioned responding to climate change, so in that point or in its own point, can you list as an action point something like this:

“formally monitoring air quality and acting to take actions when the air quality is particularly harmful, such as due to wildfires. We should provide safe places for everyone, especially children, to exercise and socialize during these periods.”

Economic development – the GBEC should be listed? 3rd from bottom

Thank you again for all your work on this plan.

STEERING COMMITTEE RECOMMENDATION MEETING

On June 12, 2024, the final Steering Committee meeting was held. This included an overview of the comments and feedback gathered during the public draft review period (see above). Following the discussion, the Steering Committee recommended the plan be considered for adoption by the Plan Commission and the City Council.

PUBLIC HEARING AND ADOPTION MEETINGS

On June 19, 2024, the City of Beloit Plan Commission discussed, reviewed, and provided feedback on the Draft Comprehensive Plan. The Plan Commission then recommended adoption of the plan by the City Council subject to staff and the Steering Committee's recommended draft edits.

On August 5, 2024, the City Council held a public hearing on the Draft Comprehensive Plan as the final step in the implementation of the adopted Public Participation Plan. Final action on the 2024 City of Beloit Comprehensive Plan was taken by the City Council on August 19, 2024. See Appendix A for the adopted ordinance.



July 12th, 2024

Beloit City Council
100 State Street
Beloit, WI 53511

Re: Beloit Comprehensive Plan

Dear Council President Leavy and Beloit City Council Members,

On behalf of Rock County Public Health, it is my pleasure to write a letter in support of the Beloit Comprehensive Plan 2045.

Rock County Public Health aims to ensure that everyone has the opportunity to reach their full health potential, and our mission is to improve population health outcomes and remove barriers through community partnerships. I believe these values are exemplified in the Beloit Comprehensive Plan, which acknowledges how public health collaboration supports a shared vision for a future Beloit.

The conditions where people live, work, and play have major impacts on the health of communities. Applying a public health lens to elements within the comprehensive planning process, such as land use, transportation, social infrastructure, and more, can promote physical, mental, and social well-being for all Beloit residents. The Beloit Comprehensive Plan offers an opportunity to influence how the human-made surroundings of Beloit are developed in a way that prioritizes health for years to come.

As outlined in Chapter 3, the Beloit Comprehensive Plan emphasizes the opportunity to increase public health awareness and collaboration. Given this aim, Rock County Public Health is eager to support the Beloit Comprehensive Plan 2045 and collaborate in the following ways:

1. Provide guidance on applying a Health in All Policies (HiAP) framework, which considers the health implications of plans and policies.
2. Offer public health expertise, evidence, and support when evaluating and implementing elements of the plan.
3. Support the development of Health Impact Assessments to evaluate the potential health effects of the plan and related policies or projects.

I am excited about the possibility of continued collaboration, and I strongly support embedding public health into the Beloit Comprehensive Plan 2045. Thank you for your time and consideration.

Sincerely,

Katrina Harwood
Health Officer, Rock County Public Health



Helping Rock County Reach Its Full Health Potential

3328 US Hwy 51 N, Janesville, WI 53545-0772 | PO Box 1088, Janesville, WI 53547-1088
www.co.rock.wi.us/departments/public-health | (608) 757-5440 (608) 758-8423 (fax)



Visit Beloit
Celestino Ruffini
656 Pleasant St.
Beloit, WI 53511

July 25, 2024

City of Beloit
100 State St.
Beloit, WI 53511

Dear City of Beloit council and staff,

Visit Beloit, the destination marketing organization representing the city of Beloit, supports the adoption of the Beloit Comprehensive Plan 2045 because it aligns with our goal of enhancing the city's appeal to visitors and residents alike. The plan focuses on several topics important to our organization, such as sustainability, livability, economic development, and infrastructure. These topics are not only crucial for attracting tourists to our destination, but just as important for those of us that live and work here.

For example, by creating a more vibrant and accessible urban environment, Beloit can expand upon the diverse array of activities and experiences, from cultural events and shopping to outdoor recreation and dining found here. Our organization recognizes that these such improvements will not only draw more visitors but also encourage longer stays and repeat visits, boosting the local economy. Additionally, the plan's emphasis on sustainability and community engagement ensures that development is both environmentally responsible and reflective of residents' needs. This holistic approach makes Beloit a more attractive and competitive destination in the regional tourism market.

By supporting the comprehensive plan, Visit Beloit can better market our destination as a forward-thinking, dynamic city that offers a high quality of life and memorable experiences, thereby fulfilling its mission to promote tourism and foster economic growth.

We look forward to working with the city on the implementation of this comprehensive plan. Visit Beloit requests your thoughtful consideration to approve this plan which establishes a new roadmap for the success of our city.

Sincerely,

Celestino Ruffini
CEO, Visit Beloit