



CITY OF BELOIT

Comprehensive Plan



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I. Introduction



CITY OF БЕЛОIT
Comprehensive Plan



A. Purpose of this Plan

This *City of Beloit Comprehensive Plan* is intended to update the City's 1998 Comprehensive Plan to meet State legislative requirements and address emerging issues and opportunities. This *Comprehensive Plan* will allow the City to guide growth, development, and preservation by:

- Identifying areas appropriate for development and preservation over the next 20 years;
- Recommending types of future land use for specific areas in and beyond the City limits;
- Preserving and enhancing natural areas, cultural resources and agricultural lands in the area;
- Identifying needed transportation, recreational, and community facilities and services to serve the City;
- Directing private housing, economic development, and other investment in the City; and
- Providing detailed strategies to implement Plan recommendations.

This *Comprehensive Plan* is being prepared under the State of Wisconsin's Comprehensive Plan legislation, adopted in 1999 and contained in §66.1001, Wisconsin Statutes. After 2010, only those plans that contain the nine required elements and were adopted under the prescribed procedures will have legal standing for decisions related to zoning, subdivision of land, and official mapping.

The remainder of this *Comprehensive Plan* is organized in nine chapters containing all of the required elements. Each chapter begins with background information on the element (e.g., land use, transportation, economic development), followed by an outline of the City's policy desires related to that element, and ends with detailed recommendations for the element. The final chapter (Implementation) provides recommendations, strategies, and timelines to ensure the implementation of this *Plan*.

Each of the various chapters of the *Plan* also include recommendations towards maintaining and building Beloit as a sustainable community, with the concept of sustainability described more fully in the Issues and Opportunities chapter.

B. Planning Process

In addition to providing sound public policy guidance, a comprehensive plan should also incorporate an inclusive public participation process to ensure that its recommendations reflect a broadly supported future vision. An extensive process of citizen review and approval was critical to the planning process. This included not only formal requirements outlined in §66.1001, but also more informal mechanisms such as public workshops, interviews, small group discussions, and other meetings and participation and outreach tools. The City also established a special Comprehensive Plan Steering Committee—comprised of City Council members, Plan Commissioners, City staff, and other City residents to guide this process.

The City Council adopted by resolution, on September 6, 2006, its public participation plan to ensure that this *Plan* accurately reflects the vision, goals, and values of City residents. This public participation plan reflected the dedicated commitment of Beloit's Comprehensive Plan Steering Committee, City Council, Plan Commission, and City staff, and on-going input from local citizens, community and special interest groups, and representatives from neighboring jurisdictions. Due to this extensive public participation process, the recommendations of this *Plan* are generally consistent with other adopted local and regional plans, long-standing state and regional policies, and sound planning practices.

C. General Regional Context

Established as a village on February 24, 1846, Beloit was officially incorporated as a city by the State of Wisconsin on March 31, 1856. One hundred and fifty years after incorporation, the City of Beloit covers approximately 17 square miles. Located in Rock County at the intersection of Interstates 39/90 and 43, Beloit has large areas of newer commercial and industrial activities as well as an historic downtown along the Rock River.

Situated on the Wisconsin-Illinois state line, Beloit is about an hour south of Madison, an hour southwest of Milwaukee, less than two hours from Chicago's Loop, and one-half hour north of Rockford, Illinois. The City

of South Beloit, Illinois borders Beloit to the south; the Town of Turtle lies to the east; and the Town of Beloit borders the City to the west and north.

D. Selection of the Planning Area

This *Plan* includes recommendations for lands within the City's planning area. The planning area for this *Plan* has been selected as to include all lands in which the City has both a short-term and long-term interest in planning and development activity. The planning area includes all lands currently within the City of Beloit, those lands in the City's Sewer Service Area, as approved by the Wisconsin Department of Natural Resources, and other unincorporated areas within the City's 3-mile extraterritorial jurisdiction as authorized under Wisconsin Statutes. The extraterritorial jurisdiction is depicted in Map 1: Jurisdictional Boundaries; it does not extend into Illinois.

E. Concurrent Planning Efforts

Other directly related planning efforts were taking place during the preparation of this *Comprehensive Plan*. These and other efforts were integral towards the completion of this *Comprehensive Plan*.

The Downtown Beloit Association (DBA) commissioned Vandewalle & Associates to develop a Downtown Redevelopment Plan concurrently with the *Comprehensive Plan*. The Downtown Redevelopment Plan provides a framework for future downtown redevelopment activities undertaken by the DBA and the City, and makes recommendations for building preservation, redevelopment, urban design, public improvements, circulation, and plan implementation. Key recommendations of the Downtown Redevelopment Plan have been incorporated within this *Comprehensive Plan*, particularly in the Land Use and Economic Development Chapters.

The Rock River Parkway Master Plan, prepared by Beloit 2020 in collaboration with Schrieber Anderson Associates, is the first implementation plan for the City Center Vision Plan, adopted in 2005. This master plan—prepared at the same time as the City's *Comprehensive Plan*—establishes concrete steps to achieve the vision for the City Center area.

Additionally, the Parks and Leisure Services Department contracted with Vandewalle & Associates to assist in the production of their 2006-2010 Park and Open Space Plan, which identifies goals for the park system and makes detailed facility improvement recommendations. The plan was prepared as a detailed component of this *Comprehensive Plan*, under Wisconsin Statutes 66.1001. The Utilities, Community Facilities, and Civic Organizations Chapter of this *Comprehensive Plan* summarizes key directions from the Park and Open Space Plan.

The City of Beloit partnered with Rock County and other cities, villages, and towns in the County on a successful grant application to the State of Wisconsin to assist with this planning effort. Rock County is therefore also preparing its own comprehensive plan concurrently with the City of Beloit. The adjacent Town of Turtle is also participating in this planning process, working with County staff to complete a comprehensive plan.

The Stateline Area Transportation Study (Stateline Area Metropolitan Planning Organization) was also in the process of updating its long-range transportation system plan for the several communities on both sides of the state line in its planning area.

Map 1: Jurisdictional Boundaries



II. Issues and Opportunities

- The City will plan for a population of over 50,000 people by the year 2030.
- Beloit remains a racially and ethnically diverse urban community with emerging groups that present new opportunities and challenges.
- Beloit's regional position relative to large population and innovation centers, at the axis of Interstates, and adjacent to some of the world's best farmland suggest opportunities for future economic growth and community health.
- The City's sustainable characteristics and practices will position it to be flexible, energy efficient, and environmentally conscious in an increasingly challenging 21st century.
- The City is formed by a unique collection of neighborhoods and districts, notably the "City Center" district, each a distinctive set of opportunities and roles.



This chapter of the *Plan* overviews trends that help develop an understanding of the changes taking place in and around the City of Beloit. As per Wisconsin Statute §66.1001, this chapter includes data on population, household and employment trends and forecasts, age distribution, educational attainment levels, and employment and income characteristics.

More importantly, this chapter explores Beloit's unique position and opportunities as the City looks forward to the future. This analysis was prepared following extensive public input provided throughout this process—summarized in this chapter—and professional insight. Finally, this chapter includes an overall vision which will guide future preservation, development, and redevelopment over the 20-year planning period. All subsequent chapters of this *Plan* should be aimed at achieving this vision and capturing the opportunities presented in the Issues and Opportunities chapter.

A. Population Trends and Forecasts

Figure 1 compares the City of Beloit's population trends over the past thirty-five years with several neighboring communities, the County, and the State. Between 1990 and 2000, the City experienced a 0.6 percent population increase. In contrast, the Town of Turtle experienced a small population decline during the same period while total population increased for the Town of Beloit and the City of South Beloit. Between 1980 and 2000, the City of Beloit experienced a 1.6 percent increase. Population growth increased during the early 2000s, based on the State's 2005 population estimate of 36,106.

Figure 1: Population Trends and Historic Growth

	1970	1980	1990	2000	Estimated 2007	% Population Change 1980-2000	% Population Change 1990-2000
City of Beloit	35,729	35,207	35,573	35,775	37,110	1.6	0.6
Town of Turtle	2,532	2,703	2,458	2,444	2,430	-9.6	-0.6
Town of Beloit	9,182	8,382	6,778	7,038	7,319	-16.0	3.8
City of South Beloit	3,804	4,088	4,072	5,397	NA	32.0	32.5
City of Janesville	46,426	51,071	52,210	59,498	62,130	16.5	14.0
Rock County	131,970	139,420	139,510	152,307	156,994	9.2	9.1
State of Wisconsin	4,417,821	4,705,642	4,891,769	5,363,675	5,580,757	14.0	9.6

Source: Wisconsin DOA, Census

As part of the City's 1998 comprehensive planning process, population projections were prepared using City staff input. While the Wisconsin Department of Administration (DOA) projected population loss for the City between 2000 and 2015, City planning staff and consultants believed that the City's population would experience a considerable increase by 2015 based on the number of new or planned residential subdivisions. This approach in fact has already proven more accurate. City staff and consultants continue to consider new residential unit construction trends to be a more accurate method for forecasting future growth.

Figure 2 includes four different population projection scenarios, starting from the 2005 population estimate, in five-year increments through the year 2030.

Figure 2: Population Projection Scenarios

	2000	2005	2010	2015	2020	2025	2030
DOA Projections	35,775	36,106	35,927	36,029	36,100	36,190	NA
Population Trend (1980-2005)	35,775	36,106	36,291	36,476	36,662	36,850	37,038
Building Permits: 15-Year Average	35,775	36,106	37,247	38,375	39,489	40,599	41,710
Building Permits: 15-Year Trend	35,775	36,106	38,339	41,031	44,171	47,776	51,859

Source: Wisconsin DOA, Census, Beloit Neighborhood Services Department, Beloit Housing Services Department, Vandeville & Associates

The following is a summary of the projection scenarios presented to Figure 2:

- Department of Administration. The State Department of Administration forecasts an annual population growth rate of 0.1 percent over the planning period. The City believes that this is unrealistically low given recent residential growth trends; continued economic development efforts; and the natural, educational, cultural, and other amenities of the Beloit area.
- Population Trend (1980-2005). This scenario is generally based on population growth trends over the past twenty-five years, over which the City’s population growth averaged 0.102 percent per year. This growth rate produces a population of 37,038 by 2030. Similar to the Department of Administration projection, this growth rate does not align with City expectations for future population growth.
- Building Permits: 15-Year Average. The results of this scenario were calculated based on the average number of new residential building permits issued by the City between 1990 and 2005 and the associated population that would occupy these units. The number of permits ranged from a low of 32 in 1993 to a high of 245 in 2005. The average annual population growth rate tied to this scenario is 0.6 percent. This same growth rate projected forward produces a moderate population of 41,710 by 2030. While the population forecasts from this scenario are more attuned to current trends, they still do not fully meet City expectations.
- Building Permits: 15-Year Trend. Similar to the previous scenario, the Building Permits: 15-Year Trend is based on new residential building permits issued by the City between 1990 and 2005. An analysis of the building permit trend indicates that a higher number of permits were issued during the latter years of this period than the former. This scenario reflects this trend, with annual growth rates assumed at 1.3 percent by 2010, increasing to 1.7 percent by 2030. This increasing growth rate scenario produces a population of 51,859 by 2030 and most closely aligns with City expectations for future growth.

For the purposes of this *Plan*, the projected population will be based on the “Building Permits: 15-Year Trend” scenario. This means that later forecasts for housing, jobs, and land use demand will be based on a forecast population of 51,859 by 2030. These figures lend themselves to a conservative approach for projecting growth and development needs of the City by making sure that sufficient developable land is available to accommodate growth. Most notably, the Future Land Use Map (Map 10) was crafted to provide enough acreage to satisfy projected land use demand based on the “Building Permits: 15-Year Trend” scenario. The “Building Permits: 15-Year Trend” is also a goal for Beloit to measure actual future population growth against. It is not intended as an absolute growth limit or quota.

B. Demographic Trends

1. Age and Gender Distribution

City of Beloit demographic data from the year 2000 are presented in Figure 3. This data suggests that the City’s population is younger than the surrounding communities and the County. Still, demographic trends indicate that the City’s median age has increased from 31.1 in 1990 to 32.7 in 2000. The proportion of residents over the age of 65 has decreased slightly from 13.4 percent in 1990 to 13.0 percent in 2000. The proportion of school-age children residing in the City is higher than that of surrounding communities and the

County. The Town of Beloit has higher retired population, which may explain the fact that the Town has lowest percentage of residents under 18 and a relatively high percentage over 65.

Figure 3: Age and Gender Distribution, 2000

	Median Age	% Under 18	% Over 65	% Female
City of Beloit	32.7	27.7	13.0	52.1
Town of Turtle	42.2	25.7	13.4	49.3
Town of Beloit	42.3	23.3	16.8	50.5
City of South Beloit	33.3	26.5	12.9	50.5
City of Janesville	35.3	26.2	12.9	51.1
Rock County	35.9	26.5	12.7	50.8

Source: U.S. Census, 2000

2. Race and Ethnicity

Beloit has historically been a racially diverse city. This diversity began with a significant immigration of African Americans in the middle part of the 20th century from the Nation's south. Figure 4 compares the City's racial and ethnic composition to neighboring communities and Rock County. Beloit's Black and Hispanic populations are nearly twice that of any of the surrounding communities. In recent years, the City's Hispanic population increased dramatically. The percentage of the City's total population that Hispanic is almost certainly over 9.1 percent now in 2007. This increase presents many opportunities (e.g. new businesses, general cultural diversity) and challenges (e.g. language barriers).

Figure 4: Race and Ethnicity, 2000

	% White	% Black	% Hispanic	% Asian
City of Beloit	71.9	15.2	9.1	1.2
Town of Turtle	97.3	1.5	1.0	0.2
Town of Beloit	88.8	6.7	2.6	0.6
City of South Beloit	86.3	4.0	5.8	0.8
City of Janesville	95.3	1.3	2.6	1.0
Rock County	89.2	4.6	3.9	0.8

Source: U.S. Census, 2000

3. Household Trends and Forecasts

Figures 5 through 7 present household characteristics for the City of Beloit compared to neighboring communities and the County. In 2000, Beloit's average household size was slightly higher than all jurisdictions except Rock County. The City had the lowest median home value and the second lowest median rent of nearby communities. While Beloit is a mainly single family housing community, the City also had the lowest percentage of owner occupied housing. These statistics point towards City priorities over the planning period, such as increasing owner-occupancy.

Figure 5: Housing Characteristics, 2000

	Total Housing Units	Total Households	Average Household Size	Median Value	Median Rent
City of Beloit	14,253	13,370	2.57	\$68,200	\$509
Town of Turtle	990	957	2.55	\$115,900	\$652
Town of Beloit	2,949	2,814	2.50	\$102,000	\$538
City of South Beloit	2,345	2,165	2.46	\$86,200	\$505
City of Janesville	25,083	23,894	2.45	\$100,000	\$567
Rock County	62,187	58,617	3.03	\$98,200	\$543

Source: U.S. Census, 2000

Figure 6: Household Characteristics, 2000

	Percent Single Person	Percent Vacant	Percent Owner Occupied	Percent Single Family
City of Beloit	27.5	6.3	61.9	73.7
Town of Turtle	19.9	3.3	89.8	95.8
Town of Beloit	27.4	4.6	85.3	89.3
City of South Beloit	28.8	7.7	68.8	70.9
City of Janesville	27.4	4.7	68.2	58.9
Rock County	25.1	5.7	71.1	75.8

Source: U.S. Census, 2000

Household forecasts, based on projected population associated with the “Building Permits: 15-Year Trend” scenario, suggest that there will be a 50.9 percent increase in the number of households in the City between 2005 and 2030. This translates rather directly to the number of new housing units that will be required.

Figure 7: Household Projections

	Households 2000	2005	2010	2015	2020	2025	2030	Change 2005-2030
City of Beloit	13,370	13,575	14,689	15,903	17,322	18,809	20,498	50.9%

C. Education and Employment Trends

Detailed information on education and employment trends can be found in the Economic Development chapter of this Plan. This data indicates that 75.6 percent of the City’s population aged 25 and older have attained a high school degree or higher, which is lower than all other surrounding communities except the City of South Beloit. Improving the City’s educational levels is important for both quality of life and economic prosperity.

Generally, the incomes of City residents are reflective of their educational levels. Per capita income statistics indicate that Beloit residents are not faring as well as neighboring municipalities. Nearly 35 percent of the labor force is employed in the manufacturing sector, which is reflective of the City’s large “blue collar” workforce.

D. Public Participation Results Summary

The City's planning process was guided by several complementary participation events and tools, designed to obtain input from all aspects of the diverse community. These opportunities were in addition to regular meetings of the Comprehensive Plan Steering Committee.

A Public Participation Report, available for inspection from the City's Community Development Department, includes a complete description of the outcomes of each participation event. The following is a summary of the key outcomes of the participation activities.

1. Joint Kick-Off Meeting

This meeting was held on September 7, 2006 and attended by both the Comprehensive Plan Steering Committee and the Downtown Plan Steering Committee. Both groups were introduced to the planning processes and offered initial input about existing conditions in the City of Beloit. Identified community assets included an engaged community, unique community character, large labor market, and superior transportation network. Top priorities included enhancing the gathering function of the downtown, increasing City population, positively transforming the community's image, and better integrating Beloit College into the community. Boundary agreements, lack of resources, and the City's "between market" size were noted as challenges.

2. Vision Workshop

A community-wide Vision Workshop was held on October 19, 2006. This interactive meeting included a discussion of the City's 2006 Strategic Plan vision and goals, voting on goals and directions proposed by participants, and an open brainstorming session on issues and opportunities for four geographic areas of the City. Participants generally agreed with the vision and goals identified in the 2006 Strategic Plan. Top new goals and directions included promoting homeownership, upgrading police facilities, increasing code enforcement, and encouraging youth to be involved in the planning process with the help of the Beloit School District.

Participants identified the following assets and opportunities for different areas of the City:

- East/Gateway Area: Excellent transportation network; access to raw agricultural products; ability to attract larger industries; location of "living wage" jobs
- North Area (east of River): Bring churches and civic organizations back into the neighborhood; increase police presence; redevelop Beloit Mall property; infill development opportunities
- Northwest Area: General growth and development promotion needed; retail expansion desired; new residential development opportunities
- West Area: Retail expansion desired; encourage two-family units to return to single family homes; land thought to have development constraints, but may actually be more developable with newer equipment

3. Interviews

The consultant team conducted individual interviews on January 18, 2007 to learn more about the issues confronting the City. Participants represented a broad range of community interests including community character, land uses, pace and location of development, housing, transportation, and economic development. Recurring themes included the need to improve the education system, the importance of a positive and proactive attitude City-wide, and recognizing the value of maintaining existing neighborhoods.

4. Focus Groups

A "community facilities" focus group, comprised of City department heads, was held on September 7, 2006 with follow-up meetings throughout the process. The initial discussion focused on existing conditions and services and meeting citizen needs in the future. While recognizing the opportunities, there were also concerns about meeting the increased demand for services that will accompany future development, especially associated with the Gateway Business Park area and the proposed Casino.

A housing focus group, comprised of City staff and non-profit organizations interested in housing issues, was held on January 22, 2007. The discussion focused on how the City could support and encourage homeownership and home maintenance. The group felt that the current low interest loan program is inadequate. In addition to increased funding, the group felt that the City should consider providing technical assistance for homeownership and home maintenance. Housing's relation to other community issues like education and employment were also discussed.

5. "Expanded Outreach" Initiative

In addition to City-wide events, "expanded outreach" efforts were included in this process in order to gather input from hard to reach groups. Results from these efforts were very similar to the City-wide participation. Recurring themes included the need for a quality education system, a better understanding of neighborhood needs, and the desire for more high quality jobs that pay a "living wage."

6. Futures Open House

The Futures Open House was held on March 15, 2007 to provide an opportunity for residents to express their preferences for the City's land uses in the future. The "drop in" format event included general information about the planning process and efforts to date, future land use concept maps, and a visual preference survey. Participants were asked to express their ideas on how the City should develop and redevelop as well as the desired types and arrangement of land uses. Overall, participants were supportive of the concepts presented for each area of the City. Participants identified the following assets and opportunities for different areas of the City:

- Milwaukee Road-Gateway Planning Area: Concerns about the future casino location; encourage development that is sensitive to natural features; need for bike/pedestrian facilities in this area as it develops.
- Northeast Planning Area: Desire for high quality development; supportive of large scale commercial uses near the interchange; mixed reaction toward traditional neighborhood development; supportive of limiting premature growth.
- North Side Planning Area: Encourage better relationships with neighboring Towns and the region; supportive of City growth in this area.
- Northwest Planning Area: Supportive of green spaces; concerns about protection of sensitive natural areas; interest in potential development in this area.
- West Side Planning Area: Desire for more retail and service uses along Madison Road; encourage redevelopment and revitalization.
- East Side Planning Area: Desire for green space; supportive of infill development that is sensitive to the existing character of the area; encourage neighborhood involvement and increased communication with the City.

7. Draft Plan Public Open House

TO BE COMPLETED AT A LATER DATE

8. Draft Plan Public Hearing

TO BE COMPLETED AT A LATER DATE

E. Opportunities Analysis

Building on the demographic analysis and participation results, this section explores future opportunities for the City of Beloit given its position within the region and its unique assets. The opportunities analysis may be framed in various ways and at various geographic levels—beginning with the region, moving to the City and its surroundings (defined as the “metro” area), and then focusing down to the neighborhood or district level. The opportunities raised through this analysis were used to craft the City’s vision and overall goals, and to advise recommendations of this *Plan* that are both innovative and implementable. Maps 2 and 3 present Beloit’s opportunities, also described below.

1. Regional Opportunities

The City is part of a larger, healthy region. Its location in the region presents opportunities. Regional opportunities, graphically illustrated in Map 2, are focused around Beloit’s location in a heavily populated and innovative region, its superior access to transportation routes, and its nearby agricultural resources.

Located on the Rock River and the Interstate, Beloit is a “Gateway to Wisconsin.” Beloit is also the regional midpoint of a group of larger metropolitan areas including Madison, Milwaukee, Chicago, and the Quad Cities. This location provides opportunities for transshipment, logistics, manufacturing, and the convention industry. The City has already capitalized on its position in the region with the successful establishment of the Gateway Business Park. Expanding this effort to other aspects of the City’s development will be a key component of Beloit’s future.

Centered at the junction of Interstates 39/90 and 43, the City of Beloit is located on a direct route to many of the Midwest’s major population, economic, and innovation centers. Planned improvements to the interstate capacity and 39/90/43 interchange will further improve access from Beloit to the Interstate and larger region. Airports in Madison, Milwaukee, and Rockford are within an hour’s drive of Beloit, and rail and local air service, heighten access opportunities. These transportation options, along with the Beloit Transit System, offer exceptional access and convenience to the bi-state region and beyond.

Beloit’s position relative to some of the best agricultural land in the world—coupled with its other regional assets—suggests that the processing and distribution of farm products will remain key to its future. Food processing will continue to be a growth sector, particularly as regional consumers become increasingly concerned with food security. Further, Beloit is ideally positioned at the convergence of agricultural regions to process raw materials for the new “bio-economy.” The bio-economy is focused on finding new ways to use and process corn and other organic matter into new, marketable plastics, fuels such as ethanol, and even pharmaceuticals. At the same time that production costs to process these materials are declining, economic incentives and economic, national security, and environmental costs of petroleum are increasing. Soybeans, corn, and other biomass offer even more potential for a sustainable and economically viable petroleum substitute. Advances in bio-economy research at nearby institutions such as the University of Wisconsin—Madison also contribute to this potential.

2. Metro Opportunities

A view closer to home suggests additional opportunities for the City’s future. The metro opportunities analysis, graphically illustrated in Map 3, identifies Beloit’s urban flavor, diversity, sustainability, economic viability, and natural resources and recreational base as key metro opportunities. Each of these factors is characterized on the following page:

- **Urban Flavor.** Beloit is an urban place. Its urban character is formed by the City’s historic and vibrant downtown; active riverfront; recreational opportunities; unique neighborhoods offering a range of living environments and housing choices; neighborhood businesses; events and activities for locals and visitors.

- **Diversity.** Beloit is one of the most racially diverse cities in the Midwest, particularly for its size. This provides a wealth of cultural, business, dining, and other opportunities. The presence of the renowned Beloit College in the community also enhances educational and cultural offerings beyond those of nearly every other community of Beloit's size.
- **Sustainability.** Beloit is naturally a sustainable community that will be more resilient to energy shortages and environmental challenges in the future. Beloit's compact form, urban neighborhoods, and variety of transportation options are keys to its potential as a sustainable center. Further, growth of Beloit as an accessible community for living, working, shopping, and playing are key to the City's sustainable future. Look for the graphic to the right throughout this Plan for key sustainability recommendations.
- **Economic Vitality.** Beloit provides a variety of economic opportunities today, from neighborhood businesses on the west side and elsewhere, to a resurgent downtown, to exciting new job and tax base growth in the Gateway area. A ready supply of available land for further economic growth is available. Further opportunities associated with entertainment-based development, including growing downtown events and a possible casino, also portend a bright future.
- **Natural Resources and Recreation.** Beloit's position relative to agricultural resources suggests economic directions; it also helps define the experience of Beloit by supporting a clear definition between "city" and "country." The Rock River is a critical community gathering point, recreational resource, and defining characteristic. Future opportunities also relate to expansion of and accessibility to the Turtle Creek Greenway as a determinant for future community form, recreation, and stormwater management.



What is Sustainability?

The term sustainability refers to a community's capacity to support the long-term health and welfare of its natural and man-made environment, as well as all forms of life that depend on that environment. A sustainable community is focused not only on protecting natural resources, but also on ensuring a high quality of life for all residents. To achieve an increased level of sustainability, a community must recognize the interconnectedness of all things, as well as the impact their actions have on the greater region and the world.

A community can advance sustainability through a variety of strategies such as promoting comprehensive transportation networks and services; ensuring a variety of housing options throughout the community; investing in a strong economy that provides a diversity of local jobs, goods, and services; supporting well designed development that preserves high-quality farmland and complements the natural environment; seeking out opportunities to reduce non-renewable energy consumption and waste; and generally by developing comprehensive solutions to resolving complex issues.

Map 2: Regional Opportunities

Map 3: Metro Opportunities

3. District Opportunities: City Center

The City Center Vision Plan, adopted in June 2005 by the City Councils of Beloit and South Beloit, sets the agenda for projects within Beloit and South Beloit's "City Center." This area generally follows the Rock River corridor from the former Beloit Mall on the north to South Beloit on the south. The vision is that the City Center should be "the confluence of the marketplace, ideas, culture, and the exceptional."

The City Center Vision Plan identifies nine districts, depicted in Map 4, spanning the Rock River and Turtle Creek and encompassing the centers of both Beloit and South Beloit. Each of these areas has a unique visual character, mix of uses, special features, and development potential. The following opportunities are identified for each of the nine districts:

- Rock River Parkway District: The Rock River and adjoining greenway trail system define this district and provide outstanding scenic, recreational, and natural features for all City Center.
- Water Tower District: Site of the construction of Beloit's historic Eclipse windmills, this area remains a significant employment center and will be further developed into a major mixed-use destination.
- College Park District: Beloit College and the adjoining historic neighborhood anchor this district, connected with employment, commercial, entertainment, and recreational areas.
- Grand Avenue District: This district is City Center's commercial and entertainment core (i.e., downtown), providing vibrancy that ripples throughout Beloit.
- Turtle Creek District: Quaint Turtle Creek runs through this district, which will transition over time to a neighborhood north of the creek and expanded employment on the south side.
- Blackhawk Business District: This emerging business district enjoys an outstanding location at the intersection of Blackhawk and Gardner Avenue, and the nearby Turtle Creek and Rock River Parkway Districts.
- Iron Works District: Centrally located, this district serves as the crossroads for a mixed use neighborhood and employment center, with immediate access to the high school and Rock River Parkway.
- High School District: Beloit Memorial High School is one of the community's most significant landmarks for its educational functions, social interactions, variety of activities, and presence along the river. The high school is the primary influence in this district.
- Shore Drive District: Historically, this area provided a major community gathering and recreational space along the Rock River's shores. Today, this district consists of the charming Lenigan Creek, Shore Drive and adjacent neighborhoods, historic buildings and sites, and the redeveloping Maple Avenue, with new and redevelopment opportunities in several places.

The Rock River Parkway Master Plan is the first implementation plan for the City Center Vision Plan. This master plan establishes concrete steps to achieve the vision.

Map 4: City Center Plan

4. Other District Opportunities

As described in the Public Participation Results Summary section of this chapter, an open house was held to address future land use opportunities. As part of this open house, conceptual future development opportunity maps were presented for each of six districts in the City—not including the City Center.

Maps 5a through 5f identify opportunities for each of the six districts related to their unique position in the community, their historic and possible future roles, market conditions, transportation connections and other factors. These maps are not the detailed “future land use map” for zoning and other decision making. Rather, the purpose of these maps is to show conceptual future growth opportunities and facilitate public discussion of those opportunities. These opportunities are further elaborated in subsequent chapters of this *Plan*.

Map 5a: Conceptual Future Land Use - Milwaukee Road-Gateway Planning Area

Map 5b: Conceptual Future Land Use – Northeast Planning Area

Map 5c: Conceptual Future Land Use – North Side Planning Area

Map 5d: Conceptual Future Land Use – Northwest Planning Area

Map 5e: Conceptual Future Land Use – West Side Planning Area

Map 5f: Conceptual Future Land Use – East Side Planning Area

5. Vision Statement and Overall Goals

Based on all of the efforts, data, and analysis described in this Issues and Opportunities chapter, the City endorses the vision statement and overall goals on the final page of this chapter.

The vision statement and overall goals are expressions of the general direction the City wishes to take over the next 20 years. All objectives, policies, programs and detailed recommendations to implement the *Plan*—contained in the following chapters—should advance or at least be consistent with this vision and those goals. Because the vision for the City of Beloit provides the framework on which the more specific recommendations of the *Plan* are based, the page that contains the vision statement also includes references to specific chapters where more can be learned about the recommendations to implement each overall goal.

Figure 8: Vision, Overall Goals, and Objectives



III. Agriculture, Natural, and Cultural Resources

- Work with surrounding Towns and amended regulations to limit the conversion of farmland in areas not identified for development in this Plan.
- Promote farming through an economic development strategy that focuses on businesses that process agricultural products.
- Natural resources – such as the Rock River and Turtle Creek – will enhance City form and livability, recreational opportunities, scenic beauty, and stormwater management.
- Work with other public agencies and private developers on maintaining accurate inventories of environmental resources and preserving them through development.
- Improve access to existing environmental corridors, like those formed by Turtle Creek and Springbrook Creek.
- Celebrate the City's rich cultural and built history and future through "live" community events, public art, and historic preservation. Actively promote these inside and outside the community.



The Agricultural, Natural, and Cultural Resources chapter provides background on these resources in the City of Beloit and its extraterritorial jurisdiction. The information will be used to guide future land use decisions so that these resources may be protected to the greatest extent possible. In addition, the information can help determine areas that may not be suitable for development based on environmental opportunities and constraints, including unfavorable soils, floodplains, wetlands, and groundwater impacts.


AGRICULTURAL RESOURCES

A. Character of Farming

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

Farming is the dominant land use in the towns surrounding the City. The Town of Turtle recently updated its Land Use Plan, which recommends the continuation of agricultural uses in the majority of that town. The Town's Zoning Ordinance contains appropriate agricultural zoning districts to implement this recommendation. The Town of Beloit 1997 Master Plan recommends the preservation of agricultural lands in the western portion of that town—west of the City.

Approximately one-third of land within the City remains in agricultural use. However, this is considered an interim use within the City limits given the availability of an urban level of services, such as sewer and water.



By being a leader in processing local agricultural products, Beloit will be a leader in sustainable food supply chains and farming.

B. Assessment of Farmland Viability

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

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

Soils in Class III have limitations that, under natural circumstances, restrict the types of plants that can be grown, and/or that alter the timing of planting, tillage, and harvesting. However, with the application and careful management of special conservation practices, these soils may still be used for cultivated crops, pasture plants, woodlands, and range lands.

Soils in capability classes IV through VIII present increasingly severe limitations to the cultivation of crops. Soils in Class VIII have limitations that entirely preclude their use for commercial plant production.

Map 6 depicts the locations of Class I, II, III, and IV or lower soils in and around the City of Beloit. Generally, Class I soils are located in and beyond the eastern portion of the City. This is also, unfortunately, the area of greatest development pressure given the location of the Interstates, soil and subsurface suitability for development, market inertia, and other factors. Class II soils are prevalent throughout the area.

C. Farmland Preservation Efforts

Beloit area farmers can participate in several federal, state, and countywide programs and initiatives that are intended to preserve long-term farming activities. The 2002 Farm Bill reauthorized several federal programs including the Conservation Reserve Program, the Wetland Reserve Program, the Wildlife Habitat Incentives Program, the Grazing Lands Conservation Initiative, and the Environmental Quality Incentives Program (EQIP).

In addition, the Wisconsin Department of Revenue offers two important farmland preservation programs: the Farmland Preservation Credit Program and the Farmland Tax Relief Credit Program.

The Farmland Preservation Credit Program strives to preserve Wisconsin farmland by means of local land use planning and soil conservation practices and provides property tax relief to farmland owners. To qualify for the credit, farmland must be 35 acres or more and zoned for exclusive agricultural use or be subject to a preservation agreement between the farmland owner and the State. All program participants must comply with soil and water conservation standards set by the State Land Conservation Board. It should be noted that claims for both of the Farmland Preservation Credit and the Farmland Tax Relief Credit are documented for the municipality in which the claimant lives, which may not be where the farm is actually located. In 2005, there were 14 claims for this credit in the City, totaling \$5,893 and an average of \$421 per claim. Participation in the Town of Turtle was significantly higher with 29 claims totaling \$21,611, an average of \$734. The Town of Beloit had 15 claims, but with a larger total of \$9,892.

The Farmland Tax Relief Credit Program provides direct benefits to all farmland owners with 35 or more acres. The credit is computed as a percentage of up to \$10,000 of property taxes, with the maximum credit of \$1,500. In 2005, there were 30 claims for this credit in the City, constituting a total of \$7,304 and an average credit of \$243. Participation in the Town of Turtle was somewhat higher with 38 claims totaling \$10,558, an average of \$277. Participation in the Town of Beloit was similar to the City's with 25 claims totaling \$8,037, an average of \$321.

D. Agricultural Resource Goals, Objectives and Policies

1. Goals

- a. Preserve agricultural lands in areas in the City's planning area, except in places and timeframes advised by this *Plan* for future urban development.

2. Objectives

- a. Maintain agriculture as a significant economic activity within Beloit's planning area.
- b. Work with surrounding jurisdictions, especially the Towns of Beloit and Turtle, to preserve farming as a viable occupation in areas consistent with this *Comprehensive Plan*.
- c. Recognize the value of farmland as open space near the municipal limits, creating a sense of separation between "city" and "country" and enhancing the identity of both places.
- d. Protect farm operations from incompatible land uses and activities that may adversely affect the capital investment in agricultural land, improvements, and equipment.

3. Policies

- a. Carefully consider the location of productive agricultural lands before making decisions on the expansion of City services or growth.
- b. Utilize intergovernmental agreements and extraterritorial powers in support of this *Plan* to limit intensive development in productive farming areas, generally to a non-farm development density not exceeding one new lot for every 35 acres of ownership. Amend the City's subdivision ordinance to reinforce this standard. Map 10: Future Land Use identifies future "Agricultural" areas where this standard should be exercised.
- c. Maximize the intensity/density of use of lands currently in the City and future annexed lands to minimize the conversion of agricultural land. See Chapters Four and Seven for recommendations regarding redevelopment of lands currently within the City.
- d. Encourage the interim use of open lands for farming within the Long Range Urban Growth Areas shown on Map 10: Future Land Use, until the land is ready for planned development per the policies outlined in the Land Use chapter.
- e. Encourage agricultural-related industry, such as food and other bio-based product manufacturing, in the City as a means to support the economic health of both the City and agricultural areas.

Promoting consumption of locally grown products will result in less transportation resources to move food along with a healthier lifestyle.

E. Agricultural Resource Recommendations and Programs

Beyond the policies outlined above, the City of Beloit will work on programs designed to help retain the area's agricultural base. Examples of these types of programs—described further in Chapter Seven: Economic Development—include:

1. Continue Promotion of "Food Cluster" Industries

Given its proximity to major population centers, Interstate highways, and a rich agricultural hinterland, Beloit has been and will continue to be an attractive home for industries processing agricultural products for food. The growing number of such industries also will help attract others to a growing "food cluster." Helping existing food cluster businesses grow and attracting new businesses to that cluster is a cornerstone to the City's economic strategy. In addition to benefiting the City through jobs and tax base, such industries increase the economic viability of area farmers, who are often their suppliers.

2. Advance New Uses for Agricultural Products

Advances in technology are opening up new markets for traditional agricultural products. The "new uses" economy is focused on finding new ways to use and process corn, soybeans and other carbohydrate-rich farm products into plastics, fuel, other energy sources, and even pharmaceuticals. At the same time that production costs are declining to process these carbohydrate-base materials, environmental regulations and "green" economic incentives are increasing the cost of other hydrocarbon- or petroleum-based products.



3. Promote Direct Marketing of Farm Products to Consumers

Direct marketing to consumers is a commonly used strategy to add value to locally produced agricultural products. This is a viable strategy for producers in the Beloit area given proximity to raw products and growing local and regional populations. Beloit is well-positioned to take advantage of the local food movement as an economic, farmland preservation, and community health initiative.

Map 6: Soil Suitability for Agriculture

NATURAL RESOURCES

Understanding the area's natural features sheds light on locational constraints and opportunities for particular land uses. It also provides a framework for future growth. For instance, it is essential to understand the location of environmentally sensitive areas where development is not appropriate. This will prevent severe developmental or environmental problems that may be difficult or costly to correct in the future.

Maintenance of these natural features is important for community appearance and the functions they perform for natural communities. Map 7 depicts natural features in and around the City of Beloit, many of which are described in more detail below.

A. Natural Resource Inventory

1. Landforms/Topography

The City of Beloit is situated along the banks of the Rock River. The central portion of the City is generally flat with the eastern and western portions gently rolling. As shown on Map 7, steep slopes exceeding a 12 percent grade are found along the western bank of the Rock River through the Town of Beloit up to Big Hill Park, as well as other small pockets in the City. Slopes that have between 12 percent and 20 percent grade present challenges for building site development, and slopes that exceed a 20 percent grade are not recommended for any disturbance or development.

2. General Soils Information

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

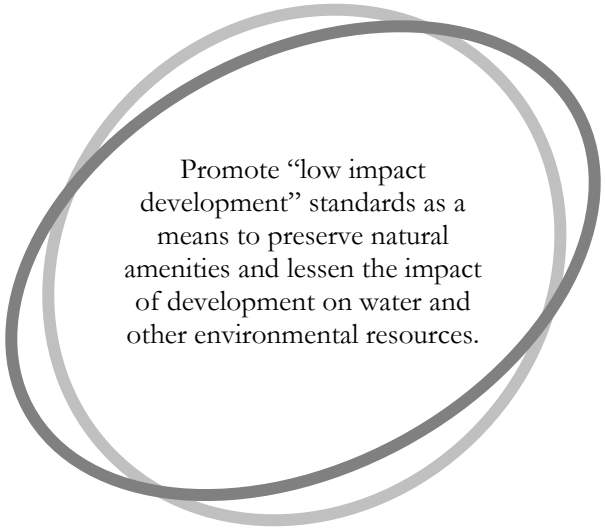
3. Metallic and Non-Metallic Minerals

While there are no extraction activities in the City of Beloit, under State Statutes (295.20), landowners who want to register their property as a nonmetallic mining deposit are required to notify each county, city, village and/or town that has zoning authority over their property. Registrations must be recorded at the County Register of Deeds in the County where the mineral deposit is located. State law limits the ability of a municipality or a county to rezone or otherwise interfere with the future extraction of a mineral resource from a registered nonmetallic mineral deposit. It is important to note that zoning changes prohibiting mining on land registered as a marketable nonmetallic mining deposit cannot take effect during the registration period.

Registration is effective for 10 years and renewable for an additional 10 years. In addition, registration on property with active mining operations can be renewed for as long as mining is ongoing. Zoning changes may take effect after the registration has expired.

4. Ground Water

Groundwater is comprised of the portion of rainfall that does not run off to streams or rivers and that does not evaporate or transpire from plants. This water percolates



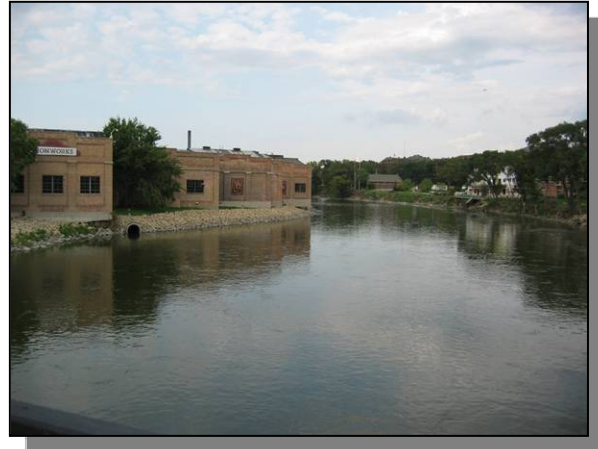
Promote “low impact development” standards as a means to preserve natural amenities and lessen the impact of development on water and other environmental resources.

down through the soil until it reaches the saturated zone of an aquifer. Groundwater supplies all of the water for domestic, commercial and industrial uses in the City. The quality of groundwater in Beloit is generally good. However, groundwater contamination is of concern in many parts of the south-central Wisconsin as a result of the varied characteristics of the bedrock and surficial geology. Areas with sandy soils, thin soils, or fractured bedrock are the most susceptible to contamination from specific urban and rural land uses. Specifically, the soils on the far western side of the City are part of the Edmund-Rockton-Whalan association, as defined by the United States Department of Agriculture, which are not suitable for septic tank filter fields.

In rural areas, the most common groundwater contaminant is nitrate-nitrogen, which can come from improperly functioning on-site wastewater systems, animal feedlots, livestock waste facilities, sludge and septage application, lawn and agricultural fertilizers, and decaying plant debris.

5. Watersheds and Surface Waters

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



6. Wetlands

Wetland habitats comprise approximately 2 percent of the City's total land area. These ecosystems play significant roles in maintaining the quality of groundwater and surface water and provide valuable habitats for fish, birds, and other wildlife. The City's wetlands have been identified and mapped by WisDNR through its Wisconsin Wetlands Inventory.

7. Floodplains

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

FEMA is in the process of revising floodplain maps for the Beloit area. Preliminary drafts of these maps depict expanded floodplain designations for some portions of the City.

8. Wildlife Habitat and Rare Species Occurrences

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

According to the Wisconsin Department of Natural Resources (DNR), there are occurrences of aquatic endangered species in the southwest and northeast areas of the City. There were occurrences of both aquatic and terrestrial endangered species in the southwest and the areas surrounding Rock River. Detailed information regarding the types of endangered animals, plants, and natural communities can be found at the Department of Natural Resources' website: <http://www.dnr.state.wi.us/org/land/er/nhi/countymaps/>.

9. Land Legacy Places

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

B. Natural Resource Goals, Objectives and Policies

1. Goals

- a. Protect natural resource features in the City of Beloit and the surrounding area.

2. Objectives

- a. Preserve streams, drainageways, floodplains, wetlands, wildlife habitat, woodland areas, and other significant natural features.
- b. Direct development away from natural areas, drainageways, critical infiltration areas, and floodplains to prevent future problems.
- c. Cooperate with other units of government on the protection of regional natural resources and environmental systems, such as the Rock River, Turtle Creek, and Raccoon Creek.
- d. Minimize any potential conflicts between resource extraction and neighboring uses in rural areas.

3. Policies

- a. Preserve environmental corridors by prohibiting new buildings in wetlands, stream banks, floodplains, and on slopes greater than 20 percent. Also, strongly discourage placement of new buildings on hydric soils outside of wetlands and on slopes between 12 percent and 20 percent where other more appropriate sites are available.
- b. Improve access to underutilized natural resources in the City, such as the City-owned portions of the Turtle Creek Greenway.
- c. Protect the water quality of the Rock River, Turtle Creek, and their tributaries by:
 - Retaining stormwater through requiring Best Management Practices.
 - Encouraging low impact development strategies for stormwater management that include water conservation, rain gardens, and maximizing pervious surfaces.
 - Maintaining or providing vegetative buffers where development abuts waterways.
 - Partnering with agencies like the Rock River Coalition on watershed protection initiatives.
- d. Review the City's stormwater management system to ensure that it is achieving maximum effectiveness, including enforcing erosion control and stormwater management ordinances and requiring high quality stormwater management plans with development proposals.
- e. Protect groundwater resources by maximizing infiltration of clean water in known groundwater recharge areas, supporting the clean-up of environmentally contaminated sites, and minimizing potential future sources of contamination, particularly in wellhead protection areas.
- f. Preserve woodlots and other environmental areas that serve to protect wildlife and vegetative resources.
- g. Consider adopting a Heritage Tree ordinance to protect outstanding or unique trees in the City.
- h. Consider preparing an urban wildlife management plan with the assistance of the DNR.

- i. Pursue flood studies and Letters of Map Revision (LOMR) to support remapping of FEMA-proposed expanded floodplains in key areas of the City, including, Downtown and the Interstate 39/90/43 interchange area.
- j. Implement the recommendations of the Stateline Bike and Pedestrian Plan and the City's Park and Open Space Plan to develop a regional trail system that utilizes environmental corridors as key linkages—for example along Turtle Creek.

C. Natural Resource Recommendations and Programs

The City and surrounding area contain incredible natural resources that will require concerted, on-going, and coordinated efforts to maintain and enhance, including the following efforts:

1. Protect Environmental Corridors

Environmental corridors are important elements of the natural resource base. They help create the form and character of the City. They have environmental, ecological, passive recreational, stormwater management, groundwater protection and recharge, erosion control, wildlife, timber, and scenic value. Environmental corridors also have severe limitations for development; therefore, minimizing development in these areas also protects private property.

For the City, environmental corridors are shown on Map 10: Future Land Use and described more fully in the Land Use chapter. They represent the composite of adopted floodplain, wetland, steep slope (20%+), and drainage way and waterway buffer areas. There may be a need—through future efforts like a Sewer Service Area (208) Plan update—to reconcile different definitions of what constitutes an environment corridor between the City and County.

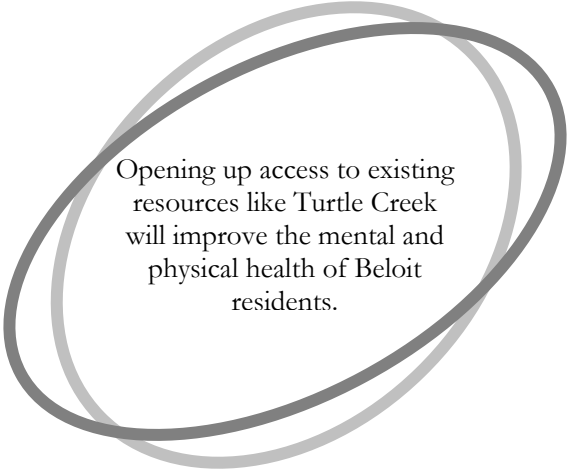
Existing development and farming uses should be allowed to continue within mapped environmental corridors, but some improvements may be limited. New buildings that do not replace old buildings and significant expansions to existing building footprints should not be allowed, unless the environmental corridor boundary is determined to be in error or environmental protection laws are otherwise followed. Environmental corridors should also be maintained of sufficient width and ground cover to provide movement of wildlife and fulfill their other functions. Maintained lawns and formal landscaping within environmental corridors are strongly discouraged.

2. Improve Access to the Turtle Creek Greenway

Beloit is fortunate to have a wealth of natural resources and recreational amenities. These features improve the quality of life for residents and make Beloit attractive to visitors. One of the City's largest public natural areas is the Turtle Creek Greenway. Currently, this area is not being utilized to its fullest potential.

Recommendations for increasing use include:

- Increasing visibility and access. Existing points of public access from adjacent roadways should be better marked and developed. Another opportunity to increase access would be through collaboration with the City of Beloit Water Resources Division. The Division is considering constructing a sewer service access road through the Greenway behind the Turtle Creek Subdivision. This road could be suitable for dual use as a recreation trail, and would even be eligible for funding assistance from the Wisconsin Department of Natural Resources (DNR).
- Pursuing acquisition and preservation of new sections of the Turtle Creek floodplain both to the north and south of the existing greenway corridor



Opening up access to existing resources like Turtle Creek will improve the mental and physical health of Beloit residents.

when such lands become available. These are prime candidates for DNR grant funding.

- Working with property owners adjacent to the Greenway to restore natural landscaping on public lands, and to more clearly delineate boundaries between public and private landholdings.

3. Maintain and Protect Water Quality

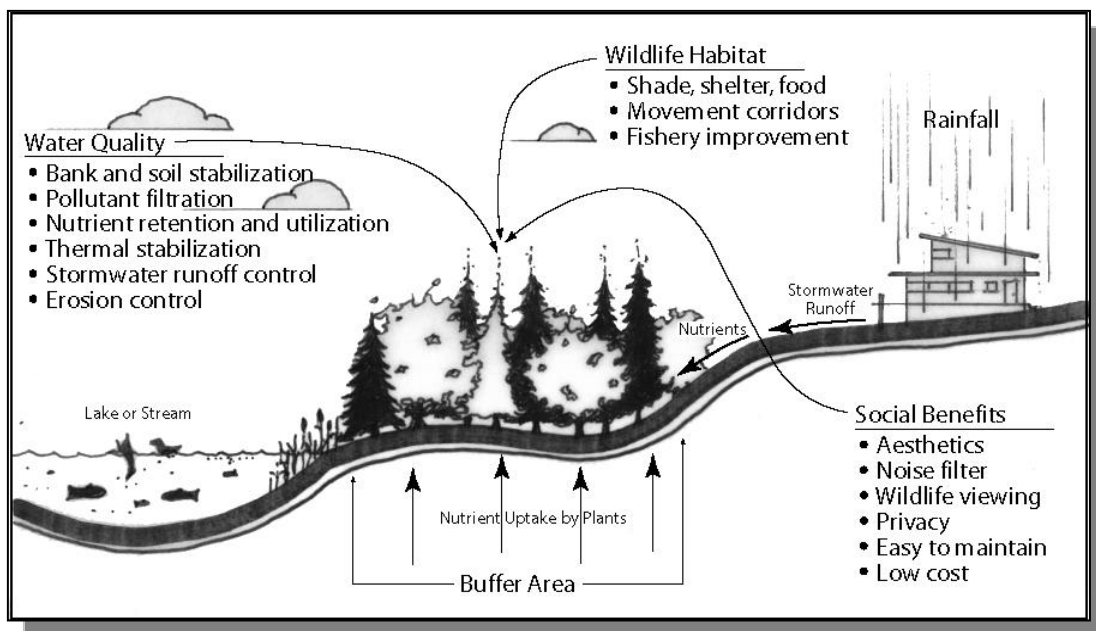
The Rock River and Turtle Creek are key natural features in the City, forming the backdrop for much of the development and activity in the community. General recommendations designed to support the objectives of protecting the quality of the City's water resources are offered below.

Vegetative Buffers

Vegetative buffers between developed areas and water bodies provide many benefits, including the protection of water quality, flood control, stream bank stabilization, water temperature control, and room for lateral movement of stream channels. Trees and shrubs retained in buffer areas provide the benefit of buffering noise from watercraft, providing privacy to residents, and serving as nesting areas for songbirds.

The following buffering techniques illustrated in Figure 9 can maximize water quality protection, habitat, and erosion control benefits in buffer areas around rivers and creeks in the City, particularly in areas that currently have limited development (i.e., not most of the Rock River corridor in the City).

Figure 9: Example of Vegetative Buffer



Erosion Control and Stormwater Management Plans

The City will help ensure erosion control and stormwater management techniques for protection and continued improvement of its water quality. Unmanaged construction sites are one of the greatest contributors to off-site sediment runoff. Under Wisconsin law, erosion control plans are required for all construction sites over 1 acre in area. Erosion control techniques include silt fencing, minimizing disturbed areas, and quickly reestablishing vegetation.

In particular, stormwater management and erosion control systems will be components of all planned new development areas, including subdivisions and commercial projects. Stormwater management techniques include natural drainage swales and retention and detention basins. These techniques control the quantity and improve the quality of water run-off during storms and enhance groundwater recharge, which is particularly critical near waterways such as the Rock River and Turtle Creek.

Map 7: Natural Features

CULTURAL RESOURCES

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

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

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

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

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

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

A. Historic Resources

Founded in 1910, the Beloit Historical Society seeks to contribute to an understanding and appreciation of the community's history. The Society operates two sites, the Hanchett-Bartlett Homestead, and Lincoln Center, which houses its offices, exhibits, and collections.

The Wisconsin Historical Society's Architecture and History Inventory (AHI) contains data on a wide range of historic properties throughout the state – such as round barns, cast iron bridges, commercial buildings, school houses, and turn-of-the-century homes – that create Wisconsin's distinct cultural landscape. The AHI identifies 1,231 documented structures in the City of Beloit. While there are several unique properties like the Beloit Water Tower and Fairbanks Flats, this list is mainly comprised of churches and residences.

There are six properties in the City listed on the National or State Historic Registers including the Bartlett Memorial Historical Museum, the Bluff Street Historic District, and the Church of St. Thomas the Apostle. Historic Districts and properties are shown on Map 12: Community Facilities, with the three main historic districts described as follows:

- The Bluff Street Historic District represents one of Beloit's oldest residential neighborhoods, dating back to the 1840's. A vast majority of Beloit's early commerce leaders and working class citizens chose this area on the western bluffs of the Rock River to settle and build their homes. This district includes properties along Bluff Street from Shirland Avenue



north to Merrill Street. The majority of the homes in this district were constructed before 1900 with the Lanthrop-Munn House and the Selvy Blodgett House listed on the National Register of Historic Places. Both are examples of the Greek Revival style.

- The Merrill Street Historic District consists of four homes in the 100 block of Merrill Street built in the late nineteenth century, commonly referred to as the “Brasstown Cottages”. The homes were originally constructed using the same floor plan. The “T-Plan” design is two rooms wide and three rooms deep. The homes originally served as residences for some of Beloit's early factory workers, and showcase one of the City’s earliest working class neighborhoods.
- The College Park Historic District is particularly significant because it is part of Caleb Blodgett's claim. The district is bounded by Clary Street to the north, Grand Avenue to the south, Pleasant Street to the west, and Wisconsin Avenue to the east. The district is part of the Hopkins Survey of 1840, the first plat of Beloit. The areas residential and institutional structures have numerous examples of architectural styles popular in the late nineteenth and early twentieth centuries. The neighborhood has several examples of homes built in the Prairie School architectural style. Although the earliest settlers of the district were those associated with Beloit College, the neighborhood grew to include a varied demography of Beloit’s citizens. The core elements that contributed to the development of the district are Beloit College, Horace White Park, which was patterned after a New England town square, and the residences of Beloit's early settlers. These elements merge to form a cohesive unit representing the cultural, architectural, and historical elements unique to this district.

B. Archeological Resources

There are over 40 archeological sites within the City of Beloit designated by the Wisconsin State Historical Society. These sites include cemeteries/burial sites, effigy mounds, and campsites/villages. All human burial sites, including cemeteries and Indian mounds, are protected under State law. The National Historic Preservation Act of 1966 requires federal agencies to insure that their actions do not adversely affect archeological sites on or eligible for listing on the National Register of Historic Places. Archeological sites can be protected during the course of state agency activities if the sites have been recorded with the Office of the State Archeologist.

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

C. Cultural Activities, Recreation, and the Arts

The culture of the City of Beloit is as diverse as the people who live here. The following is a sample of the many cultural, recreational, and artistic opportunities in and near the City in 2007 from the Visit Beloit website. While an effort was made to identify all events and venues, this list may not be comprehensive.

1. Festivals and Events

Winterfest - January

This 2-day festival features the toboggan races, Klondike Derby, indoor winter carnival, and a variety of family activities and new special events each year.

Beloit International Film Fest - January

This major cooperative undertaking of the Greater Beloit community, area businesses and organizations, and Beloit College, brings thousands of visitors to the area for the four-day festival in January. Venues include restaurants, art galleries, theatres, and even the chapel on the Beloit College campus. The mix of films provides an opportunity to see rare classics, foreign language films, and the latest creations of leading filmmakers as part of the Beloit Midwest Film Makers Competition.

Birds & Blooms - April

Both people and birds flock to this colorful event. Habitat experts, renowned birders and nature enthusiasts gather to share helpful information regarding our various feathered friends. Hundreds of artistic (and useful) birdhouses, adorned by local artisans, are displayed and then auctioned to support Beloit's magnificent riverfront.

Farmer's Market - May through October

The Beloit Farmers Market allows shopping for fresh homegrown vegetables and fruit, delicious baked goods, and fresh flowers. Bargains abound in this open-air market every Saturday morning on State Street and East Grand Avenue in Downtown Beloit.

ArtWalk - May

Businesses throughout downtown Beloit transform into fine art galleries with many venues featuring live music and hors d'oeuvres. After hours hot spots offer live music on Friday night and a trolley is available throughout the weekend event.

Music at Harry's - June through September

Free concerts are enjoyed on the riverfront several Friday evenings during the summer. The series features a variety of music including jazz, blues, swing and big band.

Beloit Triathlon - June

This annual event draws 300 local, regional, and national athletes and features a ¼-mile swim, 15-mile bike ride, and 3-mile run.

Friday's in the Park - June-August

This free noon concert series occurs every Friday during the summer, offering a wide variety of music and food.

Bushnell Wheeler Ice Cream - June

This event is a wonderful way to stay cool on a hot summer day, enjoying homemade ice cream, cake, and lively music while touring the lovely grounds of this 1850's restored Italianate gem. Open tours and refreshments are compliments of the South Beloit Historical Society.

Southern Wisconsin Airfest - June

Wisconsin's second largest Airfest features the daring feats of many of the country's most expert flyers.

Fourth of July Festival - July 4

Residents and visitors celebrate the Fourth with an outdoor concert on the riverfront by the Beloit/Janesville Symphony Orchestra followed by fireworks display.

RiverFest - July

RiverFest is one of Wisconsin's largest music festivals. The 4-day weekend features nationally known entertainers, including over 50 bands performing blues, jazz, rock and roll, country, oldies and Top 40.

Boat Races - August

Life on the River really starts jumping when the boat races come to town. Precision, high-speed boats race along the banks of the rolling Rock River.



Beloit's cultural amenities – recreation, entertainment, and the arts – create an educationally and spiritually enriched community.

Celebrate Downtown Weekend - August

This weekend event includes sidewalk sales, a street dance, concessions, and other family activities to celebrate Downtown Beloit.

Turtles in the Park - August

Hundreds of uniquely decorated turtles are auctioned to support the Arts in Beloit. Other family-oriented activities include turtle races, turtle sundaes, and the turtle dip.

Antique Auto Show & Flea Market - Last Sunday in August

This popular yearly event draws more than 125 dealers and over one hundred finely restored antique automobiles.

On the Village Green - September

More than 80 arts and crafts artisans gather for this one-day shopping extravaganza in Horace White Park.

Heritage Days - September

Beloit's heritage is celebrated during this festival. Beckman Mill offers an opportunity to see the mill in operation, enjoy old fashion craft demonstrations, wagon rides and more. Hanchett-Bartlett Homestead has entertainment, food and special family activities.

AutoRama - September

This is an annual car show, swap meet, and arts and crafts sale. It is one of the largest automotive one day events in the Midwest for classics, collectibles, street rods, and trucks.

Fall Festival on the Rock - September

This family event features pony rides, kids' games, crafters, food court, horseshoe and volleyball tournament, music, and much more.

Lighted Holiday Parade - November

Choral music, community sing, Santa's arrival, and a tree lighting celebration kick off the holiday season. Dozens of lighted floats wind their way through the downtown streets of Beloit.

Bushnell Wheeler Holiday Open House - November

All decked out for the holidays and ready for company, the Bushnell Wheeler House welcomes visitors for a complimentary holiday tour.

Holidazzle - December

This event features artists and specialty craftspeople in over 40 locations in Downtown Beloit with one-of-a-kind gifts and unique pieces of art. Other activities include live music, Santa visits, children's events, and holiday treats.

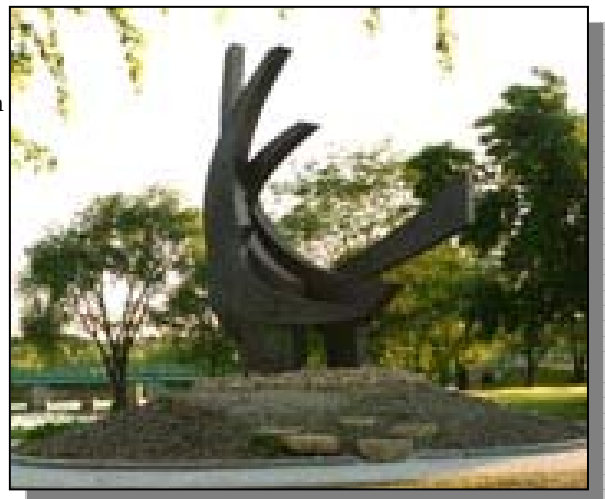
2. Public Art

Celebration

Noted sculptor, O.V. Shaffer recently directed the relocation of his sculpted piece titled "Celebration" which now graces the entrance park of Beloit's beautifully restored riverfront. The prairie grasses planted at its base represent the landscape that greeted our first industrial settlers.

Wood Family Fishing Bridge

Siah Amajani, acclaimed public art designer, reworked an existing river structure and added an elevated diesel locomotive replica in honor of Beloit's heritage of engine building at Fairbanks Morse.



Forged on the Rock

This river's edge "picturescape" blends historical photographs, brilliantly colored glass and original foundry pieces designed to honor the original Beloit Iron Works complex. It offers a visual treat to experience as you walk, skate, run or bicycle along the riverfront paths. Forged on the Rock was commissioned by Hendricks Development Group and designed by The Larsen Group.

Confluence

Located at the Beloit Public Library, this sculpture represents the confluence of Turtle Creek with the Rock River. It was dedicated in 1975 as a gift from the Beloit Bicentennial Committee.

Source

Located at the Rotary River Center, this sculpture is a gift to the people of Beloit from the Colonel Robert Morse Foundation. The mythical turtle carried the world on its back. This sculpture of a mythical turtle carrying the world on its back represents the source of life for native peoples.

The Landing

Sculptor O.V. Shaffer sculpted "The Landing" for the heart of downtown Beloit on the west bank of the Rock River. The sixty-foot tall sculpture is composed of twin stainless steel columns with silhouettes of people paying homage to the workers that built Beloit at its base. The sculpture was commissioned by the Neese Family Foundation.

SLU the Turtle

This whimsical piece was funded by the Society for Learning Unlimited, to welcome children and grandchildren to the playscape at Turtle Island in Riverside Park.

Turtle Geoglyph

Geoglyphs are land forms created to be fully visualized from a higher elevation. The Turtle Geoglyph references Beloit's Turtle Mound heritage. It is a ground hugging sculpture that allows people to walk into the Geoglyph and sit at a council ring element to enjoy the Riverside Park, the Rock River, and the lagoon and to engage in conversation. Significant parts of the design are beautiful tiles designed and made by all fifth grade students in the Beloit Public School District. Dedicated in 2003, this sculpture was funded by Beloit 2000 and the First National Bank as part of the on going improvements associated with the RiverFront Project.

3. Theatre and Performing Arts

Beloit Fine Arts Incubator

Beloit's newest addition to the art scene is located in a refurbished Beloit landmark. Located at 520 East Grand Avenue, the Beloit Fine Arts Incubator consists of an art gallery and will house a co-op of artists' studios. The art gallery showcases both resident artist works and traveling exhibits. Classes and special exhibits held throughout the year.

Beloit Civic Theatre

The Beloit Civic Theatre has been presenting Broadway's best to audiences from the stateline area for over 70 years. Founded as the Beloit Little Theatre Guild in 1932, the name of the Guild was changed to the Beloit Civic Theatre in 1948. In 1952 it was incorporated as a non-profit organization. Profits go to a scholarship fund which helps graduating students going on to study the performing arts. This volunteer theatre group puts on three productions each year. Performances are held in the Elizabeth Remholz Theatre at Beloit Memorial High School.

Beloit College International Performing Arts Series & Lecture Programs

Throughout the academic year, Beloit College provides internationally known artists, performers, and lecturers. The Wright Museum of Art and the Logan Museum of Anthropology bring leading authorities and their collections to the campus regularly. The Beloit College Theatre Department also presents nationally honored student productions.

Beloit/Janesville Symphony Orchestra

The Beloit/Janesville Symphony Orchestra includes local and nationally renowned musicians performing a variety of music. Performances are held at Eaton Chapel in Beloit College.

New Court Theatre

An integration of professional and community actors, the New Court Theatre presents exciting productions each summer. The plays are presented at the Kreske Theatre in the Laura Aldrich Neese Performing Arts Complex on the Beloit College campus.

Laura Aldrich Neese Theatre

For over 50 years, students of the Beloit College Theatre Company have been performing throughout the academic year in the Laura Aldrich Neese Theatre on the Beloit College campus.



4. Attractions and Museums

The Angel Museum

The Angel Museum holds the largest privately held angel collection in the world. Listed in the Guinness Book of World Records, and located at 656 Pleasant Street, the Angel Museum displays several thousand angels that are part of the Berg collection and the more than 900 black angels donated by TV host Oprah Winfrey.

Hanchett-Bartlett Homestead

This restored 1857 Victorian homestead, barn, and 1873 one-room schoolhouse is located at 2149 St. Lawrence Avenue. Fine period furnishings and a newly restored kitchen display how 'the upper middle class' lived at the turn of the 20th century.

Beloit Historical Society Lincoln Center

Located at 845 Hackett Street, the Lincoln Center includes changing exhibits revealing the history of the Beloit area. The Center includes the Ted Perring Sports Hall of Fame and the Arthur Missner Veterans Gallery. The Historical Society also sponsors numerous programs, events, and workshops throughout the year.

Logan Museum of Anthropology

View artifacts from around the world at the internationally renowned Logan Museum of Anthropology at Prospect Avenue and Bushnell Street. Displays include Native American baskets, Pre-Columbian and Prehistoric Native American ceramics, and archaeological specimens from the Beloit area.

Wright Museum of Fine Art

Appreciate the beautiful architecture of the Wright Museum, at Prospect Avenue and Bushnell Streets, as well as the fine art displayed. More than a dozen exhibitions, drawn from the permanent collection, regional and student artists, and national touring shows fill the gallery year round.

American Industrial Art Gallery

The Ironworks building at 655 Third Street is home to the American Industrial Art Gallery which features nine thousand square feet of display area for artistic reinterpretations of the original hardwood paper-making patterns. These exhibits represent a mix of American craftsmanship and historic industrial ingenuity.

Stone Water Tower and Water Works Pump House

The Water Works Pump House Visitor Information Center is located at 1003 Pleasant Street. Built in 1885, the pump house was the site of Beloit's first municipal water system. Restored in 1992, it houses Visit Beloit, the Friends of the Riverfront, the offices of Riverfest, and the City's Leisure Services Department. Built in 1889, and on the National Register of Historic Places, the stone tower is a visible community landmark.

Beloit Snappers

The Beloit Snappers play at Pohlman Field in Telfer Park. The Snappers are the Class A affiliates of the Minnesota Twins. The season runs from April through early September.

Beloit College Campus

Established in 1846 (two years before Wisconsin became a State), Beloit College is Wisconsin's oldest college in continuous service. The 40-acre wooded campus includes 28 buildings of diverse architectural styles, four of which are listed on the National Register of Historic Places. Serving over 1,100 students from over 40 countries, this liberal arts school is ranked among the top undergraduate colleges in the U.S.

Bushnell Wheeler House

The Bushnell Wheeler House is located on the bluffs overlooking South Beloit and Beloit at 542 Wheeler Avenue. This historic Italian Villa now houses the South Beloit Historical Society. The House includes original furniture and other period pieces. Also on display are the stories and inventions which are unique to the history of South Beloit including the evolution of the speedometer and the electric brake.

Gallery ABBA

Gallery ABBA is a component of the Myers Institute for the Art of Business and Business of Art (ABBA) located in downtown Beloit. Gallery ABBA features professional, semiprofessional, and amateur artists within the Beloit College network of students, faculty, staff, and alumni.

Poetry Gardens

Designed by world-famous public artist Siah Armajani, the 14,000-square foot garden is located next to the Logan Museum on the Beloit College Campus.

5. Recreation

Beloit has a wide variety of parks and recreational facilities. See Chapter Six: Utilities, Community Facilities, and Civic Organizations for a complete description of these resources.

D. Cultural Resource Goals, Objectives, Policies and Programs**1. Goals**

- a. Preserve and enhance the City's historic character and rich culture.

2. Objectives

- a. Maintain the balance between the City's urban advantages and small town characteristics.
- b. Celebrate the City's racial, ethnic, and cultural diversity.
- c. Promote the historic downtown area as a central gathering space in the City.
- d. Encourage the growth of civic and neighborhood organizations.
- e. Engage residents in the betterment of the community through increased involvement in civic activities.

3. Policies and Programs

- a. Maintain and enhance the cultural integrity of the City through preservation and enhancement of historic, cultural, and archeological resources.
- b. Help preserve historic homes, structures, and districts that contribute to the cultural heritage of the Beloit area, focusing on existing historic districts and buildings.
- c. Promote a continually increasing presence of the arts in the City, especially Downtown.
- d. Continue to work with Visit Beloit, Beloit Historical Society, Chamber of Commerce, Beloit College, Downtown Beloit Association, the School District, and other community organizations to promote cultural facilities and events for local residents and tourism development.
- e. Continue to support and promote community events and programs that celebrate the unique history and culture of the City, attempting to increase attendance from both residents and visitors.
- f. Continue to mark significant places with displays of public art as evidence of culture and beauty, and as a signature to the City. Maintain and promote existing installations.
- g. Support efforts to retain the Beloit Snappers in the community.
- h. Expand the City's wayfinding signage system. Beloit's community and downtown entryways are currently marked with distinctive welcome signs. The growing number of visitors to Beloit would benefit from expanding the wayfinding signage system to include other destinations and locations. Getting to and from downtown to the Interstate system can be particularly challenging to visitors.



IV. Land Use

- Encourage new neighborhood development on the City's east and west sides, incorporating open space and a mix of housing types.
- Support continued reinvestment in existing neighborhoods.
- Advance the City's east side as a major regional employment and shopping destination.
- Promote revitalization and community-serving retail, service, and mixed use developments on the City's west side.
- Continue the commitment to downtown and riverfront revitalization.
- Direct attention towards aging commercial corridors outside of the downtown for community-serving mixed use and employment uses.
- Enhance the appearance of existing developed areas and require high quality building standards for new development to enhance the City's image.
- Collaborate with adjoining communities on land use near the City's edge.
- Limit premature development in long range urban growth areas until development there can be provided with a full range of urban services.
- Limit development within environmental corridors and long-range agricultural areas.



This chapter will guide land use decision-making in the Beloit area from the City's perspective. It contains a compilation of background information, goals, objectives, policies and recommended programs to guide the future preservation and development of lands in the City of Beloit and its extraterritorial jurisdiction. It includes maps showing existing land uses and recommended future land uses, and provides land use data and analysis as required under §66.1001, Wisconsin Statutes.

Long-range land use planning allows municipalities to phase and guide development in a manner that maximizes positive neighborhood and economic development, maintains and enhances community character, protects sensitive environmental features, promotes revitalization of older parts of the City, and provides efficient municipal services. Land use planning also enables the City to identify lands well-suited for public purposes, such as schools, parks, municipal facilities, major roads, and stormwater management facilities.

A. Existing Land Use Categories

An accurate depiction of the existing land use pattern is the first step in planning for the desired future land use pattern. The set of categories below was used to prepare the existing land use map for the planning area (Map 8).

- Agricultural: agricultural and related uses, cropland, farmsteads, mineral extraction operations, and single family residential development with maximum development densities of 1 dwelling unit per 35 acres.
- Single Family Residential-Exurban: single family residential development on private well and on-site waste treatment (septic) systems, generally at densities between 1 dwelling unit per acre and 1 dwelling unit per 35 acres.
- Single Family Residential-Urban: single family residential development and small institutional uses such as churches on public sewer, public water, and other urban services and infrastructure.
- Two-Family/Townhouse Residential: attached single family, two-family, walk-up townhouse residential development, and small institutional uses such as churches on public sewer, public water, and other urban services and infrastructure.
- Mixed Residential: a variety of residential units focused in particular on multiple family housing (3+ units per building), and small institutional uses such as churches on public sewer, public water, and other urban services and infrastructure.
- Office: office, institutional, research, and office-support land uses on public sewer, public water, and other urban services and infrastructure.
- Commercial: a variety of retail, commercial service, office, and institutional land uses (outside of the downtown), generally on public sewer, public water, and other urban services and infrastructure.
- Downtown: a mix of retail, commercial service, office, institutional, and residential uses in Beloit's historic commercial center.
- Business Park: modern, indoor manufacturing, warehousing, distribution, office, research and development, and support uses with inside or screened storage areas on public sewer, public water, and other urban services and infrastructure.
- Industrial: manufacturing, warehousing, and distribution land uses and controlled outdoor storage areas generally on public sewer, public water, and other urban services and infrastructure.
- Institutional and Community Services: large-scale public buildings, hospitals, youth and elderly service facilities, special-care facilities, power plants, airports, and highway rest areas. Small institutional uses may occur in other land use categories.
- Parks and Open Spaces: park and public open space facilities devoted to playgrounds, play fields, trails, picnic areas, and related recreational activities, and conservation areas.
- Vacant: undeveloped parcels generally not in crop production.
- Surface Water: lakes, rivers, creeks, perennial streams, and some drainageways.
- Rights-of-Way: publicly-owned land for roads, highways, and railroads.

B. Existing Land Use Pattern

Map 8 depicts the existing land use pattern within the City of Beloit and its extraterritorial jurisdiction. Figure 10 summarizes the existing acreage within the various land use categories in the City.

Figure 10: City of Beloit Existing Land Use Totals, 2006

Land Use	Acres	Percent
Agricultural	3,188	28.7
Single Family Residential – Exurban	17	< 1
Single Family Residential – Urban	2,619	23.6
Two-Family/Townhouse Residential	156	1.5
Mixed Residential	171	1.5
Institutional and Community Services	835	7.5
Downtown	65	< 1
Commercial	597	5.4
Industrial	648	5.8
Business Park	383	3.5
Parks and Open Spaces	1,085	10
Vacant	844	7.6
Right-of-Way	487	4.4
Total	11,095	100

Source: City of Beloit, 2006

1. Residential Development

Most of the City's older residential neighborhoods are located west of the Rock River. The majority of these neighborhoods are characterized by a traditional linear street design pattern and smaller lot sizes. Much of the City's newer development is located east of the Rock River and is characterized by a more curvilinear design in which streets and lots often follow the natural contours of the land.

Single-family residential development is the City of Beloit's predominant land use (comprising nearly 24 percent of the overall land area in the City). The City's overall residential density averages roughly four homes per gross acre.

When combined, Two-Family/Townhouse Residential and Mixed Residential categories account for approximately three percent of existing land area in the City. These land uses are generally developed at average densities of between nine and thirteen dwelling units per acre.

2. Commercial Development

There are approximately 600 acres in Beloit used for commercial development outside of the Downtown area, accounting for approximately five percent of the City's land. These land uses are concentrated along the major roadways, the Interstate 39/90/43 interchange area, Madison Road, Prairie Avenue, and Cranston Road. The majority of the City's commercial development is located in shopping centers or strip malls, surrounded by ample parking. The City also has an historic and still vital central business district with a variety of retail and commercial service uses.

3. Industrial and Business Park Development

There are over 1,000 combined acres of Industrial and Business Park land uses in Beloit, accounting for over nine percent of the City's area. These land uses are concentrated on the eastern side of the City, near the railroad and Interstate. The Gateway Business Park, encompassing 383 acres on the far eastern side of the City, is home to industrial, manufacturing, and warehousing industries. There remain some larger industrial operations near the downtown area as well.

Map 8: Existing Land Use

4. Other Development

Community facilities such as churches, schools, municipal facilities, and utilities account for 835 acres (7.5 percent) of the City's land. These facilities are distributed throughout the City. In addition, there are another 1,085 acres of public parkland and/or open space located in the City, not including recreational lands associated with the school grounds. Most of these lands are located within the Turtle Creek Greenway and Big Hill Park. More detailed information regarding community facilities is located in Chapter Five: Utilities, Community Facilities, and Civic Organizations.

C. Historic Land Development Trends

A review of historical trends provides a foundation for projecting demand for housing and other land uses in the future. According to the City of Beloit Housing Services Department, for the five year period between 2000 and 2004, the City issued a total of 3,612 building permits. These were for everything from new residences and nonresidential buildings to building additions and garages.

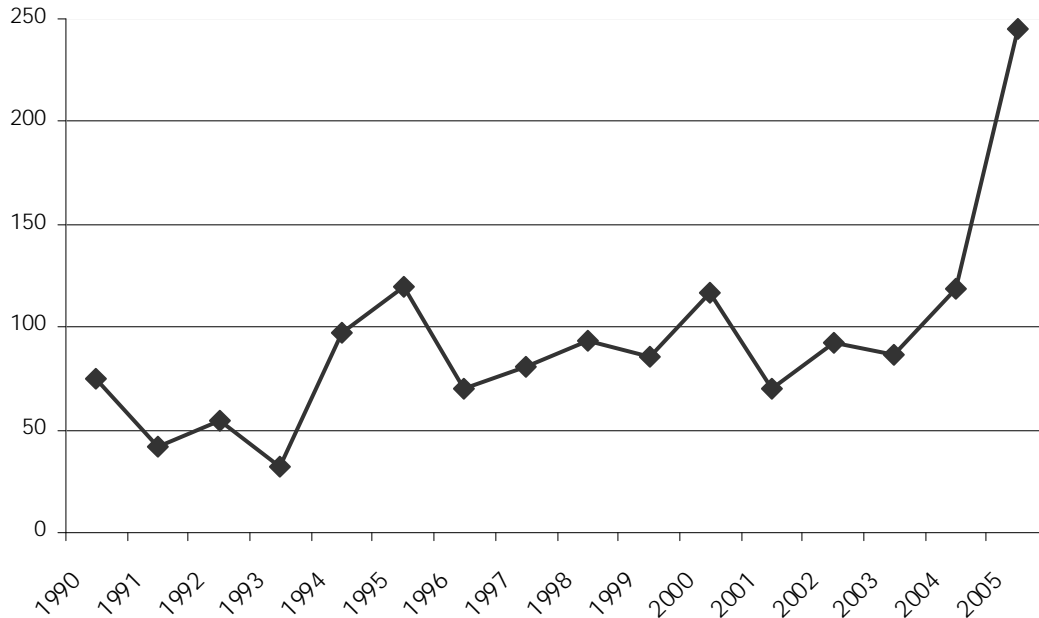
Figure 11 presents new residential units associated with building permits issued by the City. For the six year period between 2000 and 2005, the City issued building permits for the construction of 730 new housing units, an average of 121 residences each year. The City experienced a sharp increase in building activity in 2005, as illustrated in Figure 12, which is believed to be an indication of future residential trends.

Figure 11: New Residential Units, 1990-2005

Year	New Residential Units
1990	75
1991	42
1992	54
1993	32
1994	97
1995	120
1996	70
1997	81
1998	93
1999	86
2000	117
2001	70
2002	92
2003	87
2004	119
2005	245

Source: City of Beloit Housing Services Department, 2006

Figure 12: City of Beloit New Residential Units Associated with Building Permits: 1990-2005



D. Land Market Trends

Trends in the City of Beloit land market suggest increasing land values and lot prices. This reflects the accelerating demand for new development in the area, and the increasing relationship between the Beloit area and surrounding higher-priced markets. The State Department of Revenue reported an increase in the total equalized values of the City between 2000 and 2005 from \$1,067,851,610 to \$1,300,634,910.

Raw land values have increased in the Beloit area over the past several years. New residential lots in the City sell for approximately \$27,000, with some as high as \$72,000. Land intended for commercial uses sell for between \$5.00 and \$12.00 per square foot.

E. Land Supply

Supply of land available for development includes areas of the City that have been planned or approved for development, but not yet built-out; vacant areas within the City that have not been planned for development; developed land within the City that is appropriate for redevelopment; and land in the peripheral area that is not within the corporate limits of the City, but is potentially available for future inclusion in the City's Sewer Service Area. Through municipal boundary agreements, particularly with Turtle, certain areas east of the City will not be available for City development for the next several years. The City may also not grow south of the State line.

For vacant and other undeveloped areas, the land actually available for development is determined by several factors. The area available for development is limited by any environmental corridors, areas of wetlands, floodplains, public ownership, conservation easements or other characteristics that make it un-developable. Other potential building limitations (infiltration area, steep slopes, shallow depth to bedrock or depth to water table, and hydric soils) will also influence which vacant areas are actually appropriate for development. Drainage basins also form opportunities and limitations for development. Building limitations will need to be measured and assessed by the developer and City when a specific development proposal is being considered.

F. Projected Land Use Demand

The interaction of local and regional dynamics will continue to drive population change, household size, the balance of residential and non-residential uses, and the density of development in the Beloit area. These factors, in turn, determine the demand for land development.

As described in Chapter One: Issues and Opportunities, four population growth scenarios were considered for this *Plan*. This *Plan* is based on population projections derived from the “Building Permits: 15-Year Trend” scenario, as shown in the figure below.

Figure 13: City of Beloit Selected Population Projections

	2000	2005	2010	2015	2020	2025	2030
Building Permits: 15-Year Trend	35,775	36,106	38,339	41,031	44,171	47,776	51,859

Source: Wisconsin DOA, Census, Beloit Neighborhood Services Department, Beloit Housing Services Department

The following land use demand projections, in 5-year increments, are also based on the 15-year trend in building permits issued by the City. The projections suggest a total residential land demand of nearly 2,000 acres between 2005 and 2030, and 3,000 acres of non-residential land demand over that same period, accounting for a 50% flexibility factor. When accounting for roads and other public uses, this figure suggests that the City should allocate about 5,900 acres for future development to safely accommodate expected land use demand through 2030.

Figure 14: City of Beloit Land Use Demand in 5-Year Increments

	2005- 2010	2010- 2015	2015- 2020	2020- 2025	2025- 2030	Total
Projected Number of New Residents	2,233	2,692	3,140	2,605	4,083	15,753
Projected Number of New Housing Units	910	1,110	1,310	1,510	1,710	6,550
New Residential Acreage Demand (5 dwelling units per acre)	182	222	262	302	342	1,310
Flexibility Factor	1.5	1.5	1.5	1.5	1.5	-
Total Residential Acreage Demand	273	333	393	453	513	1,965
Percent Total Land Use Demand in Residential Uses	55%	52%	49%	47%	45%	-
Percent Total Land Use Demand in Non-Residential Uses	45%	48%	51%	53%	55%	-
New Non-Residential Acreage Demand*	149	307	409	511	627	2,003
Flexibility Factor	1.5	1.5	1.5	1.5	1.5	-
Total Non-Residential Acreage Demand	223	461	614	766	941	3,005
Land Needed for Roads, Utilities, Stormwater Management, etc.	102	152	190	228	269	942
Total Non-Residential and Residential Land Use Demand (including flexibility)	598	946	1,197	1,447	1,723	5,912

*Non-residential land use demand includes commercial and industrial uses.

Projected non-residential demand will be distributed in 5-year increments as follows. Land in commercial uses are projected increase by 147 acres from 2005 to 2010, 304 acres from 2010 to 2015, 405 acres from 2015 to 2020, 506 acres from 2020 to 2025, and 621 acres from 2025 to 2030 – a total of roughly 1,980 acres of additional commercial land use demand. Land in industrial uses are projected to increase by 76 acres from 2005 to 2010, 157 acres from 2010 to 2015, 209 acres from 2015 to 2020, 261 acres from 2020 to 2025, and 320 acres from 2025 to 2030 – a total of roughly 1,020 acres of industrial land uses. These may include some

of those uses described on the Future Land Use Map as “Office” and “Business Park.” This breakdown of projected commercial and industrial land uses reflects the historic balance of commercial and industrial uses in the City, with some additional emphasis on commercial uses.

In general, agricultural land in the City is expected to be an interim use pending development. Agricultural land uses in the City will decline over the planning period, following current trends of agricultural land conversion in the City. The amount of land in agricultural uses in the City is projected to decline by roughly the amount of residential, commercial, and industrial land added to the City every 5-years. The City intends to work with neighboring towns to ensure that a significant portion of the land base in the City’s extraterritorial jurisdiction remains rural and in agricultural uses.

G. Supply and Demand Interaction

The sections that follow bring together supply and demand. Map 10, the Future Land Use Map, and the policies and programs detailed in this *Plan* suggest how to accommodate future land use demand within the supply of lands potentially available for development. This includes recommendations of which types of land uses, if any, would be most appropriate for given locations within the City and the surrounding areas.

H. Existing and Potential Land Use Conflicts

Existing land use conflicts in the City of Beloit mainly occur in older parts of the City where industrial uses and heavy commercial uses are in close proximity to residential uses without adequate buffering.

Homeowners and businesses have occasional conflicts around the issues of noise, car and truck traffic, and lighting that are generally associated with life in an urban community. Proximity near vacant or significantly underutilized buildings—such as the former Beloit Mall and K-Mart site—can create challenges to property values and enjoyment of adjacent properties as well.

This *Comprehensive Plan* is focused on minimizing potential future land use conflicts through thoughtful placement of possibly conflicting new uses, high quality design, and buffering of possibly conflicting uses. In addition, this *Plan* is focused on the revitalization of older parts of the City, which will help eliminate or reduce use conflicts and increase positive activity levels for currently vacant and underutilized properties.

I. Recommended Future Land Use Pattern

Before considering specific policies and land use recommendations for specific areas of the City, it is useful to step back and describe the City’s vision for future land use overall, both within the City and surrounding areas.

Given its superior access, existing land uses, and momentum, the east side of the City will continue to be an economic development focus for the City. Regional commercial uses are desired for the Interstate 39/90/43 interchange, which is scheduled to be improved with better local access. The area between the 43 and 75 interchanges will be directed towards business park development, particularly east of Interstate 39/90. Lands to the northeast of the City are planned to remain rural and agricultural to reflect the boundary agreement with the Town of Turtle; towards the end of the planning period or beyond, these areas may also become available for future economic growth.

The west side of the City will continue to provide a mix of residential and commercial uses in a quieter urban setting, with Madison Road being a renewed focal point for retail and services and housing revitalization activities continuing in historic neighborhoods. The northwest and far west edges of the City will be developed with new neighborhoods built around natural features in the area.

Redevelopment activities will be focused in the downtown area and on and near aging commercial corridors, such as Prairie Avenue and Cranston Road. Changing market dynamics and ideas on land use integration will push these areas to include a more diverse mix of retail, service, office and residential uses.

Chapter Two: Issues and Opportunities includes conceptual future land use maps for each of several areas area of the City. While they be no means replace the Future Land Use map in this chapter, these maps describe area-specific growth directions and opportunities that are critical in forming the recommendations and maps in this Land Use chapter.

J. Land Use Goals, Objectives and Policies

1. Goal

- a. Promote a future development pattern that contains a sustainable mix of land uses to serve the needs of a diverse City population and business community.

2. Objectives

- a. Promote compact development and redevelopment to promote energy efficient land use patterns and preserve open space, natural areas, and agricultural land, without undue limitations on economic growth.
- b. Support land uses and development designs that help to enhance Beloit's identity and a sustainable future.
- c. Protect City long-term growth interests during and beyond the planning period.
- d. Promote a mix of housing types in all new neighborhoods, rather than segregating different housing types in different parts of the community.
- e. Develop neighborhoods as interconnected places focused around parks, schools, neighborhood shopping, and other neighborhood facilities.
- f. Provide sufficient improved business and industrial sites for the City to be competitive in attracting, retaining, and helping to grow high quality businesses and industries.

3. General Policies

- a. Actively promote infill development and redevelopment where opportunities exist as a means to improve neighborhood conditions, increase local economic and shopping opportunities, and make use of existing infrastructure investments.
- b. Prioritize development in areas with existing utilities or sewer service area designation
- c. Focus neighborhood-oriented commercial uses in areas that will conveniently serve residential areas.
- d. Ensure logical transitions between potentially incompatible land uses. Whenever possible, avoid locating potentially conflicting land uses adjacent to each other. Where necessary, buffer potentially incompatible uses through landscaped buffers, open space uses, or less intensive uses.
- e. Work to preserve the value of existing City neighborhoods through concerted efforts towards revitalization.
- f. Working in cooperation with surrounding towns, maintain productive agricultural lands and open spaces in areas surrounding the City that are not intended for development over the planning period.
- g. Where City neighborhood plans do not exist, require landowners wishing to develop a portion of their property to prepare a master plan for future use of their entire contiguous ownership parcel for City approval, along with connections to adjacent properties.
- h. Require developers to coordinate development plans with adjoining property owners so that there will be an efficient system of streets, stormwater facilities, utilities and other public facilities.
- i. Promote the stabilization and expansion of the current economic base by identifying areas for non-residential and employment-based land uses consistent with the areas shown for commercial, office, industrial and mixed-use development on Map 10.

- j. Maintain a residential balance policy for the City that sets an acceptable ratio of owner-occupied to renter-occupied dwelling units in the City (see Housing & Neighborhood Development chapter for policy).
- k. Provide adequate neighborhood and community parks to meet both the active and passive recreational needs of the residents of the community.
- l. Enter and amend intergovernmental boundary and land use agreements to achieve mutually beneficial development and preservation patterns of high-quality.
- m. Amend the City's zoning and subdivision ordinances to reflect the recommendations of this *Comprehensive Plan*. Chapter Nine: Implementation includes detailed recommendations.
- n. Work with developers and the public to continually educate them on *Plan* recommendations and how they affect private development proposals.

K. Land Use Recommendations, Specific Policies, and Programs

This section of the *Plan* has the ambitious intent of guiding land use and development in the City through the year 2030. Map 10, the Future Land Use map, is the centerpiece of this chapter and the *Plan's* land use direction. Map 10 was prepared based on an analysis of a variety of factors, including overall development trends, location and availability of vacant land in the City, location of areas logical for future development based on existing development, environmental constraints, public and property owner input, and this *Plan's* overall vision (see Chapter Two: Issues and Opportunities).

The Future Land Use map and related policies described below should be used as a basis to update the City's regulatory land use tools, such as the zoning map. They should also be used as a basis for all public and private sector development decisions. These include annexations, rezonings, conditional use permits, subdivisions, extension of municipal utilities, and other public or private investments. Changes in land use to implement the recommendations of this *Plan* will generally be initiated by property owners and private developers. In other words, this *Plan* does not automatically compel property owners to change the use of their land.

Not all land shown for development on Map 10 will be immediately appropriate for rezoning and other land use approvals following adoption of this *Plan*. Given service demands and other factors, careful consideration to the amount, mix, and timing of development to keep it manageable and sustainable is essential. The City advocates the phased development of land that focuses growth in areas and types that advance the vision of the community and can be efficiently served with transportation, utilities, public services, and other community facilities.

Wisconsin Statutes specifically allow cities to prepare plans for lands both inside and outside their municipal boundaries—up to the edges of their extraterritorial jurisdictions. To effectively manage growth, this *Plan* identifies desirable land use patterns within the existing City limits and in unincorporated areas around the City. This approach recognizes that City (and regional) growth and economic health can be either facilitated or impeded by the patterns of growth and preservation in adjacent areas. Not surprisingly, implementing many of the land use recommendations of this *Plan* will be greatly aided by intergovernmental cooperation, with opportunities described more fully in Chapter Nine: Intergovernmental Cooperation. The City may also take unilateral action as allowed by law to attempt to carry out its land use vision.

Each of the future land use categories shown on Map 10 is described below. Each land use category description includes where that type of land use should be promoted, the appropriate zoning districts to implement that category, policies related to future development in areas designated by that category, and overall approaches for achieving the City's overall vision for the future.

URBAN RESIDENTIAL LAND USE CATEGORIES

1. Single Family Residential - Urban

Description

This future land use category is intended for existing and planned groupings of single-family detached residences that are served by public sanitary sewer and water systems. Small public and institutional uses—such as parks, schools, churches, and stormwater facilities—may also be built on lands within this category. This category is mapped in various parts of the City of Beloit—as well as the adjoining Town of Beloit—where the desire is to promote or retain single family character.



Recommended Zoning

The City's R-1A and R-1B single family zoning districts are most appropriate for areas mapped in this future land use category, for lands in the City.

Policies and Programs

- a. Develop new single family residential areas in accordance with carefully-considered neighborhood development plans (see discussion later in chapter).
- b. Pursue residential infill opportunities where feasible.
- c. As maintenance and rehabilitation needs arise, work with the County, State and local lenders to assist homeowners and landlords with rehabilitation projects.
- d. Work to continually improve code enforcement efforts to maintain attractive, well-kept neighborhoods.
- e. Work with the local historical society, Landmarks Commission, and property owners to protect and celebrate historically significant residences within the community.
- f. Refer to Chapter Seven: Housing and Neighborhood Development for detailed housing recommendations.

2. Two-Family/Townhouse Residential

Description

This designation is primarily intended to allow groupings of attached single family residences with individual entries (e.g., townhouses, rowhouses, condominiums) and duplexes that are or will be served by public sanitary sewer and water systems. Small public and institutional uses—such as parks, schools, churches, and stormwater facilities—may also be built within this designation. Future two-family development is planned for existing platted infill lots, including all or portions of new neighborhoods. These areas are particularly appropriate for owner-occupied projects given the surrounding uses.



Recommended Zoning

The City's R-2 two family zoning district, along with PUD zoning, are the most appropriate districts to implement this future land use category.

Policies and Programs

- a. Promote these developments to be built for owner-occupancy wherever possible, and where approved for owner-occupancy, attempt to maintain that status through appropriate conditions during the development approval process.
- b. As maintenance and rehabilitation needs arise, work with the County, State and local lenders to assist homeowners and landlords with rehabilitation projects.
- c. Refer to Chapter Seven: Housing and Neighborhood Development for detailed housing recommendations.

3. Mixed ResidentialDescription

This future land use category is intended for a variety of residential units focused on multiple family housing (3+ unit buildings), usually developed at densities that exceed six units per acre and served by public sanitary sewer and water systems. Single-family detached housing, attached single family residences with individual entries (e.g., townhouses, rowhouses), and small public and institutional uses—such as parks, schools, churches, and stormwater facilities—may also be within lands mapped in this category.

Recommended Zoning

The City's R-3 and R-4 multi-family zoning districts, along with PUD zoning, are most appropriate to implement this future land use category.

Policies and Programs

- a. Promote these developments to be built for owner-occupancy wherever possible, and where approved for owner-occupancy, attempt to maintain that status through appropriate conditions during the development approval process.
- b. Encourage multiple-family residential building sizes of between 8 and 32 units. In any case, the size of the building shall be in scale with the surrounding neighborhood.
- c. Meet minimum site, building, landscape, lighting, and other design standards included in the Housing and Neighborhood Development chapter and the zoning ordinance.
- d. Discourage individual multi-family and duplex/townhouse developments exceeding 10 acres in size, except condominiums.
- e. Discourage distances of less than ½ mile between larger areas of multiple-family residential development.
- f. Support projects that include a strong program for maintaining the quality, value, and safety of the development over time.



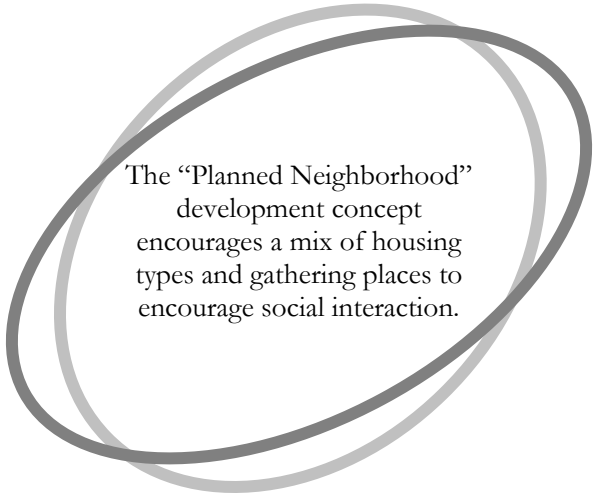
4. Planned Neighborhood

Description

The Planned Neighborhood future land use category is intended to provide for a variety of housing choices and a mix of non-residential uses such as parks, schools, religious institutions, and small-scale shopping and service areas. They are really a collection of different land use categories listed in this chapter. Planned Neighborhoods should be carefully designed as an integrated, interconnected mix of these use categories. They are by no means intended to justify an “anything goes” land use pattern. Overall, the composition and pattern of development should promote neighborhoods that instill a sense of community with their design.



The Planned Neighborhood concept encourages a mix of Single-Family Residential – Urban, Two-Family/Townhouse Residential, Mixed Residential, Institutional and Community Services, Parks and Open Space, and Neighborhood Commercial uses. Maintaining a minimum percentage of Single Family Residential – Urban uses has the effect of dispersing higher density development throughout the community and limiting the concentration of any one type of development in any one area. Appropriate commercial uses include neighborhood-oriented shopping opportunities, such as a small grocery store, barber shop, bakery, or pharmacy; smaller employment opportunities (usually located on the edges of these neighborhoods); and educational facilities (usually elementary schools) for area residents.



The “Planned Neighborhood” development concept encourages a mix of housing types and gathering places to encourage social interaction.

Recommended Zoning

The City’s PUD and TND zoning districts are most appropriate to implement areas mapped under this future land use category. However, combinations of residential districts, C-2, and PLI zoning may also be appropriate.

Policies and Programs

- a. Maintain overall residential development densities within Planned Neighborhoods of between 4 and 8 dwelling units per residential acre.
- b. Accommodate a mixture of housing types, costs, and densities, while maintaining the predominance of single-family housing in the community. A minimum of 65 percent of all new dwelling units in each Planned Neighborhood should be single family detached residential dwellings.
- c. Avoid rezoning any area designated for Planned Neighborhood development until public sanitary sewer and water service is available and a neighborhood development plan and specific development proposal is offered for the site.
- d. Require each Planned Neighborhood to be developed following preparation of a detailed neighborhood development plan by a developer or the City, ideally adopted as a component of the City’s *Comprehensive Plan*. Such plans shall specify land use mix, density, street layouts, open space, and stormwater management, as described more fully in the Housing and Neighborhood Development chapter.

- e. Where alleys are considered for garage and service access, promote their private ownership and maintenance through a homeowners or condominium association.
- f. Adhere to the following design objectives for Planned Neighborhood areas:
 - Create a distinct sense of place and charming human scale. Strategies include providing public focal points with public plazas, greens and squares; creating visual interest; and designating prominent building sites.
 - Connect Planned Neighborhoods internally and to adjacent areas through a network of paths, sidewalks, and streets that discourage high travel speeds but still allow access to emergency and maintenance vehicles (e.g. fire trucks and snow plows).
 - Design neighborhoods with interconnected open space systems for recreation and progressive stormwater management.
 - Integrate a mix of uses and densities within and around the neighborhood commercial centers
 - Preserve and focus attention on environmentally sensitive areas and unique natural features.
 - Lay out streets, buildings, and public open spaces which take advantage of long views created by local topography.

Figure 15: Planned Neighborhoods

NON-RESIDENTIAL LAND USE CATEGORIES

1. Office

Description

This future land use category is intended for high-quality office, institutional, research, and office-support land uses with very generous landscaping and limited signage, served by public sewer, public water, and other urban services and infrastructure. Three areas are designated within this future land use category. They include (a) east of Downtown, south of Bushnell Street, along Grand Avenue and Park Avenue; and (b) Grand Avenue west of the Rock River between 5th Street and 8th Street. Other areas planned for Community Commercial and Business Park use—described later in this section—may also be appropriate for office development.

Recommended Zoning

The City's C-1 office zoning district and PUD district are among the zoning districts appropriate for areas mapped under this future land use category.

Policies and Programs

- a. Market Office areas for research and development uses; corporate offices; professional offices; and certain private institutional uses like medical centers.
- b. Prohibit warehousing, assembly and manufacturing uses in the Office designation unless the site is specifically designed to blend within an office/research setting.
- c. Adhere to very high quality site and building design guidelines, and to local ordinances on other aspects of those projects like signage, landscaping, and lighting.
- d. Avoid rezoning any area designated for Office development until public sanitary sewer and water service is available and a specific development proposal is offered or the City approves an overall development layout and covenants.
- e. Require that all projects submit and have approved detailed building elevations and site plans, showing the proposed locations of the building(s), parking, storage, loading, signage, landscaping, and lighting prior to development approval.



Providing places and incentives for good-paying and lasting tax base will ensure that Beloit's families and City government remain sustainable.

2. Planned Mixed Use

Description

This future land use category is intended to facilitate a carefully controlled mix of commercial and residential uses on public sewer, public water, and other urban services and infrastructure. Planned Mixed Use areas are intended as vibrant urban places that should function as community gathering spots. This category advises a carefully designed blend of Community Commercial, Mixed Residential, Office, and Institutional and Community Services land uses.

Several areas on Map 10 have been identified for future development or redevelopment as Planned Mixed Use centers. The graphics that follow present use, design, and improvement recommendations for each area. These recommendations will not implement themselves; instead, a concerted public-private partnership will be necessary to make these redevelopment initiatives happen. Required efforts are described more fully in the Economic Development chapter.

Recommended Zoning

The best option for future zoning of the lands mapped under the Planned Mixed Use future land use category is often a Planned Unit Development zoning district. This district allows the desired mix in uses and provides flexibility in layout, in exchange for superior design. The zoning is tied to City approval of a specific plan for the project. Alternatively, the City could create a new mixed use zoning category that could include standards unique for mixed use developments. The City's C-3 commercial zoning district is also appropriate for areas within this future land use category.



Policies and Programs

- a. Actively pursue redevelopment of Planned Mixed Use areas over the planning period through public-private initiatives. Chapter Seven: Economic Development includes a description of the desired implementation process.
- b. Grant development approvals only after submittal, public review, and approval of site, landscaping, building, signage, lighting, stormwater, erosion control, and utility plans.
- c. Design mixed use developments in accordance with the principles included in the applicable figure in the series of Figures 16 through 21.

This *Plan's* emphasis on recycling aging commercial districts into vibrant mixed use centers is at the core of building a sustainable Beloit.

Figure 16: Prairie Avenue Design Guidelines

Figure 17: Cranston Road Design Guidelines

Figure 18: Park Avenue Design Guidelines

Figure 19: Switch Track Alley Design Guidelines

Figure 20: Madison Road Design Guidelines

Figure 21: K-Mart Site Design Guidelines

3. Neighborhood Commercial

Description

This future land use category is intended for neighborhood-scale residential, office, and neighborhood supporting institutional and commercial land uses that mainly serve the surrounding neighborhoods on public sewer, public water, and other urban services and infrastructure. There are several areas throughout the City—general in close proximity to residential neighborhoods—that are mapped in this category.

Recommended Zoning

The City's C-2 commercial zoning district is usually most appropriate for areas in this future land use designation.

Policies and Programs

- a. Encourage neighborhood-oriented retail and service businesses and recreational uses in areas that will conveniently serve City neighborhoods.
- b. Require that all proposed commercial projects submit a detailed site plan, building elevations, lighting plan, grading/stormwater management plan, and signage plan prior to development approval. Recommended design standards for commercial development projects are provided in Chapter Seven.
- c. In Neighborhood Commercial areas, require the use of high-quality building materials and designs that are compatible with residential areas, including residential roof materials such as shingles; generous window placements; and exterior materials such as wood, cement board, vinyl siding, brick, decorative block, stone, and other approved materials.
- d. Require calm, low-key, and attractive lighting and signage that are compatible with residential areas.



4. Community Commercial

Description

This future land use category includes large-scale recreational, commercial, and office land uses, including national and regional retailers, which serve the entire community and people from nearby communities on public sewer, public water, and other urban services and infrastructure. Community Commercial land uses are focused on the City's far east side and (to a lesser extent) the far west side.

Recommended Zoning

The City's C-3 commercial zoning district is appropriate for areas within this future land use category. Other commercial or industrial districts may also be appropriate.

Policies and Programs

- a. Adhere to site, building, signage, landscaping, and lighting design guidelines for commercial, large scale retail, and mixed use development projects. Additional detail is provided in the Economic Development chapter.
- b. Adhere to standards for highway access control, shared driveways, and cross access that are described in the Transportation chapter.
- c. Delay rezoning any area designated for Community Commercial development until public sanitary sewer and water service is available and a specific development or redevelopment proposal is offered.



for the site. Existing parcels zoned and/or used for industrial purposes as of the date of *Plan* adoption may continue in that zoning or use.

- d. Require that all commercial projects submit and have approved detailed building elevations and site plans, showing the proposed locations of the building(s), parking, storage, loading, signage, landscaping, and lighting prior to development approval.
- e. Prohibit the unscreened outdoor storage of equipment or materials, except for automobiles and other passenger vehicles.
- f. Consider the relationship between development in the Community Commercial areas and existing and future development behind these sites. Avoid inhibiting future access to sites behind commercial properties and creating an unattractive appearance which will inhibit future development of these sites.
- g. Encourage uses that are most appropriate for the City's downtown area to develop or remain in the downtown, rather than in locations designated as Community Commercial.

5. Downtown

Description

Downtown Beloit is intended to remain the civic, social, and commercial hub of the community. This opportunity has recently been enhanced through the revitalization efforts in the downtown area.

The Downtown future land use category is mapped over the historic downtown area. This category is intended for a mix of retail, commercial service, office, institutional, and residential (mainly upper stories) uses arranged in a pedestrian-oriented environment with on-street parking; minimal building setbacks; and building designs, materials, placement, and scale that are compatible with the character of existing development.

Recommended Zoning

The City's CBD-1 and CBD-2 zoning districts are generally appropriate for areas in this future land use category.

Policies and Programs

- a. Follow the recommendations of the Beloit Downtown Redevelopment Plan, including Map 9, which provides additional detail on desired future land uses in the downtown area.
- b. Continue to collaborate with the Downtown Beloit Association to implement the recommendations of the Downtown Redevelopment Plan.
- c. Given its current location at the State line, the downtown is not the geographic center of the City. Because of this, the City will exert substantial effort to ensure that the downtown retains its vitality. This will be particularly important as new commercial areas expand at the interchange, providing even greater competition for economic activity.
- d. Preserve the architectural and historic character of the core downtown historic buildings. Require that new development, expansions, and exterior renovations comply with general design standards in the Economic Development chapter and more detailed design guidelines adopted by the City.
- e. Encourage commercial developments that are most appropriate for the historic downtown to locate or remain there, rather than in other commercial districts in the City.
- f. Promote the expansion, retention, and upgrading of specialty retail, restaurants, financial services, offices, professional services, and community uses through marketing, investment and incentive strategies.



Map 9: Downtown Land Use Plan

6. Business Park

Description

This future land use category is planned for the Gateway Business Park and the I-90 Business Park on the City's east side, including future expansion areas. The Downtown Redevelopment Plan also includes an area for an urban business park described in more detail in the Downtown Plan. For lands within this category, predominate uses will include high-quality indoor manufacturing, warehousing, distribution, office, research and development, recreational, and business park support uses (e.g., day care, hotel, health club, bank). Development will include generous landscaping, screened storage areas, and modest lighting and signage.



Recommended Zoning

The City's M-1, M-2, C-1, and PUD zoning districts are appropriate for areas within this future land use category, which may also be subject to covenants.

Policies and Programs

- a. Promote the Gateway Business Park as the premier location in southern Wisconsin for modern industrial, office, and related economic development. The Economic Development chapter includes more detailed information.
- b. Provide improved, pre-zoned sites and incentives to facilitate development recruitment.
- c. Adhere to adopted covenants and zoning standards for new and expanded development projects, and ordinances on other aspects of those projects like signage, landscaping, and lighting. Additional detail is provided in the Economic Development chapter.
- d. Require that all projects submit and have approved detailed building elevations and site plans, showing the proposed locations of the building(s), parking, storage, loading, signage, landscaping, and lighting prior to development approval. The City may actively facilitate the "pre-approval" of basic site plan submittals.
- e. Do not require an amendment to this *Plan* if existing platted roads and lots within the Business Park are realigned.

7. General Industrial

Description

This future land use category is intended to facilitate manufacturing, warehousing, and distribution land uses with controlled outdoor storage areas, with moderate landscaping and signage, served by public sewer, public water, and other urban services and infrastructure. General Industrial areas are mapped on the City's east side, near the Downtown, and in the Prairie Avenue area.

Recommended Zoning

The City's M-1 and M-2 industrial zoning districts are most appropriate for areas within this future land use category.

Policies and Programs

- a. As opportunities for reinvestment and redevelopment occur, improve the appearance of building facades exposed to the public view, including loading docks and storage areas.
- b. Encourage the use of high quality building materials, improved window treatments, high-quality loading and storage screening devices and landscaping.

- c. Ensure that future industrial development is appropriately buffered from existing and planned residential development areas.
- d. Adhere to adopted site and building design guidelines for industrial projects, and ordinances on other aspects of those projects like signage, landscaping, and lighting. Additional detail is provided in the Economic Development chapter.
- e. Require that all industrial projects submit and have approved detailed building elevations and site plans, showing the proposed locations of the building(s), parking, storage, loading, signage, landscaping, and lighting prior to development approval.

8. Institutional and Community Services

Description

This future land use category is designed to facilitate large-scale public buildings, schools, religious institutions, power plants and substations, hospitals, and special care facilities. Maps 10 and 12 generally show existing locations of such facilities. Future small-scale institutional uses may also be located in areas planned for residential, commercial, office, industrial, mixed, or traditional neighborhood uses, while larger-scale institutional uses should generally be avoided in planned residential or Planned Neighborhood areas.

Recommended Zoning

The City's PLI zoning district is most appropriate for areas mapped within this future land use category, though other districts may also be appropriate, particularly in the downtown and for smaller-scale institutional uses in neighborhoods.



Policies and Programs

- a. Require and review a detailed site and operations plan before new or expanded institutional uses are approved.
- b. Consider the impact on neighboring properties before approving any new or expanded institutional use.
- c. Continue to work with Beloit College and the Beloit School District to coordinate uses and activities on college- and district-owned land.
- d. Encourage collaboration among the Public Works, Fire, and Police Department, and other providers of City services, on accommodating future service needs, as described in greater detail in the Community Facilities, Utilities, and Services chapter.

RURAL/ENVIRONMENTAL LAND USE CATEGORIES

1. Environmental Corridor

Description

This future land use category includes generally continuous open space systems based on lands that have sensitive natural resources and limitations for development. This category includes Wisconsin DNR identified wetlands subject to existing State-mandated zoning, FEMA designated floodplains, waterway and drainageway buffers, and slopes of 20 percent or greater.

Recommended Zoning

There are several options for zoning of environmental corridor areas depending on use. The City's PLI zoning district is appropriate for areas of environmental corridor that are public recreational areas, such as the Turtle Creek Greenway.



Policies and Programs

- a. Prohibit new development in mapped Environmental Corridor areas.
- b. Where development is proposed in or near mapped Environmental Corridors, the developer should determine the exact boundaries of the Environmental Corridor based on the features that define those areas. These lands may be considered for more intensive uses if (1) more detailed information or studies reveal that the characteristic(s) that resulted in their designation as an Environmental Corridor is not actually present, (2) approvals from appropriate agencies are granted to alter a property so that the characteristic that resulted in its designation will no longer exist, or (3) a mapping error has been identified and confirmed.
- c. Preserve, protect, and enhance open spaces and conservancy areas along the Rock River, Turtle Creek, and Springbrook Creek.
- d. Develop stream bank buffer landscaping standards for property owners with river frontage or environmental corridor adjacent to their property.
- e. Preserve woodlots and other environmental areas that serve to protect wildlife and vegetative resources.
- f. Continue to allow existing agricultural uses (cropping, grazing, or other preexisting agricultural uses) within Environmental Corridors.

2. Parks and Open Spaces

Description

This future land use category includes park and public open space facilities devoted to playgrounds, play fields, trails, picnic areas, and related recreational activities, and conservation areas.

Recommended Zoning

The City's PLI zoning district is most appropriate for these areas.

Policies and Programs

- a. Provide parks within safe walking distance of all residential neighborhoods.



- b. Continue to preserve a “greenway” corridor along Turtle Creek to provide recreational opportunities and protect sensitive natural areas.
- c. Follow the recommendations of the City’s Parks and Open Space Plan when acquiring new parkland or making changes to current parks.
- d. See the Utilities, Community Facilities, and Civic Organizations chapters for more recommendations regarding Parks and Open Spaces.

3. Single Family Residential - Exurban

Description

This future land use category is intended for single family residential development on private well and on-site waste treatment (septic) systems, generally at densities between 1 dwelling unit per acre and 1 dwelling unit per 35 acres. This area is mapped in the City’s extraterritorial jurisdiction only, in limited areas where single family residential development of this type has already occurred along with “infill” sites between largely developed areas.

Recommended Zoning

This category is mapped in areas outside the municipal boundary, and is therefore subject to Town zoning.



Policies and Programs

- a. Allow land divisions in these areas where local zoning and City subdivision ordinances allow for them.
- b. Require sensitivity towards natural resources and water quality with new development projects, including assurances that concentrations of on-site waste treatment systems will not negatively affect groundwater quality and that stormwater will be properly managed according to best practices.
- c. Assure that new development in these areas does not impede the logical future extension of municipal utilities or City growth.

4. Agriculture

Description:

This future land use category is intended to preserve productive agricultural lands and protect existing farm operations from encroachment by incompatible uses. This category focuses on lands actively used for farming and/or with productive agricultural soils and topographic conditions suitable for farming. It also includes woodlands and other open space areas not otherwise shown as Environmental Corridors. Lands in this category also include farmsteads, cottage industries, agricultural-related businesses, “value-added” farm production, and limited residential development at densities at or below one home per 35 acres.

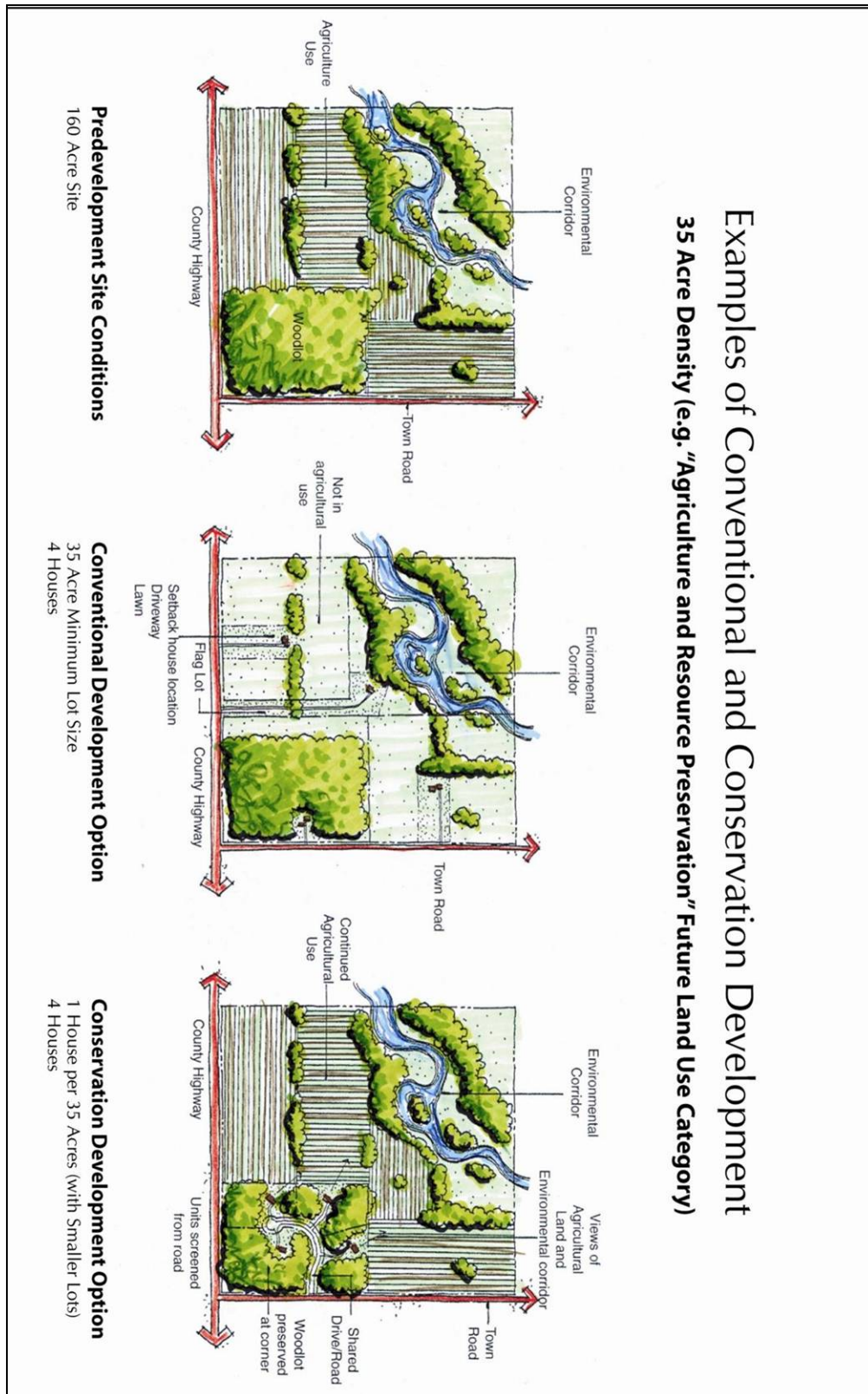
Recommended Zoning:

These lands are subject to Town zoning, and should generally be zoned for exclusive agricultural use.

Policies and Programs:

- a. Within Agriculture category areas, limit new development to a density of one residential dwelling unit per 35 acres to protect productive agricultural land and farms, maintain a viable agricultural base, reduce conflicts between potentially incompatible uses, and reduce costs of service provision. This standard does not require that all new lots be at least 35 acres. See Figure 22 for alternative approaches for achieving this maximum density.

Figure 22: Examples of Conventional and Conservation Development



- b. Develop a system of tracking and calculation of allowable new dwelling units on parcels in the Agriculture category under the “1 per 35 acre” policy. The following approach shall be utilized until a substitute or refined approach is adopted as part of the City’s subdivision ordinance:
 - Determine the gross site area of the contiguous lands held in single ownership as of the date of adoption of this Comprehensive Plan.
 - Divide the gross site area of the contiguous lands held in single ownership by 35. This is the total number of new dwelling units that will be allowed on the land.
 - Subtract from that total the number of new dwelling units that have already been constructed on the contiguous lands held in single ownership since the date of adoption of this Plan. This is the total number of dwelling units that are left to be allowed.
- c. Prohibit the development of subdivision plats (five or more lots within a five-year period) within the Agriculture category, except where such development will be consistent with the density policy clustering as per paragraphs (a) and (b) above.
- d. Discourage duplexes, multiple-family residences, or commercial uses that are not geared toward agriculture in Agriculture areas.
- e. Support farmland tax credits, use value assessments, reform in federal farm laws, and other programs that encourage the continued use of land for farming.
- f. Encourage preservation of wooded areas. In particular, the City should encourage preservation of wooded areas on slopes of 12 percent or greater.
- g. The Agricultural, Natural and Cultural Resources chapter of this *Plan* has additional policies and programs related to agricultural preservation in the Beloit area.

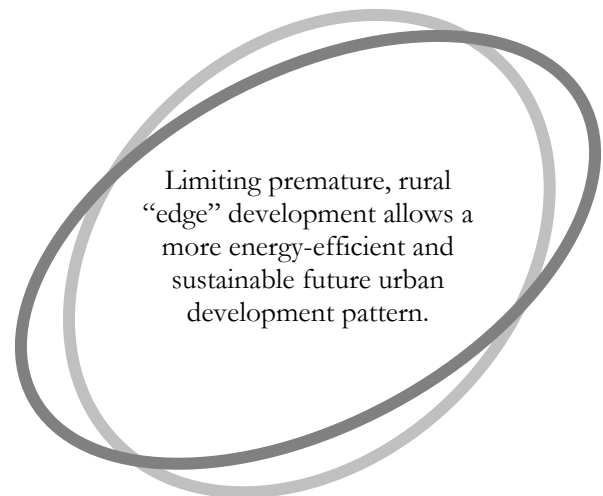
5. Long Range Urban Growth Area

Description:

This overlay future land use category defines several areas that may be appropriate for long-term City development beyond the present 20-year planning period, or at the expiration of current intergovernmental agreements. Premature exurban development and premature utility extensions should not be promoted in these areas. The policies of the Agriculture future land use category will apply until such time as more intensive development may be appropriate. The Long Range Urban Growth Area focuses on lands used for farming, but also includes scattered open lands and woodlots, farmsteads, agricultural-related uses, and limited single-family residential development at densities as described in the Agriculture designation. Development beyond these uses and densities should be deferred based on the policies described below.

Policies and Programs:

- a. Within the Long Range Urban Growth Area, new development should be limited in accordance with all policies applicable to the Agriculture designation, until such time when the City identifies that particular mapped area as appropriate for more intensive development through an amendment to this *Plan* and by adding the area to the Sewer Service Area.
- b. All non-farm development projects approved within the Long Range Urban Growth Area shall be designed and laid out in such a manner to not impede the orderly future development of the surrounding area, at such time when the City identifies that area as appropriate for more intensive development.



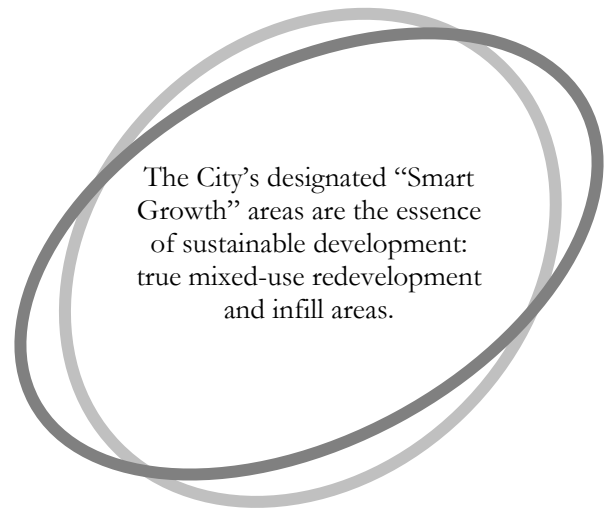
- c. The City may, following initial adoption of this *Comprehensive Plan*, identify lands within the Long Range Urban Growth Area as appropriate for more intensive development through an amendment to this *Plan* and by adding the area to the Sewer Service Area if the following standards are met:
- Extension of public utilities to the area is cost-effective and environmentally sound.
 - The proposed development is justified by growth forecasts.
 - The proposed development is likely to have a positive fiscal impact.
 - The proposed development would be economically and financially feasible.
 - The proposed development would serve an identified short-term need for additional development in the City, and that need is not being met by other existing developments in the City.
 - The property owner or developer has met with nearby property owners and made a good faith effort to address their concerns.
 - The City has conducted a meeting to obtain public input.
 - The proposed development will not have a substantial adverse effect upon adjacent property or the character of the area, including adjacent agricultural or residential uses.
 - The proposed development is in accordance with applicable intergovernmental agreements and laws.

L. Smart Growth Areas

Wisconsin's Comprehensive Planning law requires that communities identify "Smart Growth Areas" in their comprehensive plans. Smart Growth Areas are defined as "areas that will enable the development and redevelopment of lands with existing infrastructure and municipal state, and utility services, where practical, or that will encourage efficient development patterns that are contiguous to existing development and at densities which will have relatively low municipal, state governmental, and utility costs." The City's *Plan* designates Smart Growth Areas as the following:

- Continued revitalization, redevelopment and infill in the downtown area, as further described in the Beloit Downtown Redevelopment Plan.
- Redevelopment and revitalization of other central city and riverfront areas that are identified and implemented through the Beloit 2020 organization and its plans.
- Planned Mixed Use development areas described in this chapter and depicted on Map 10 and in Figures 16 through 21.
- Residential, commercial, office and industrial "infill" areas in portions of the City already served by utilities and services.

Strategies for developing and redeveloping these areas are outlined throughout in this *Comprehensive Plan*.



Map 10: Future Land Use



V. Transportation

- Work with WisDOT on the Interstate 39/90/43 interchange reconstruction project to ensure its timely completion and better access to the local road network, particularly for lands east of Interstate 39/90.
- Advance towards construction of the proposed Inman/Freeman Parkway and Highway 81 bypass to serve peripheral area development, relocate heavy traffic, and improve access to the north and west sides.
- Maintain and enhance the area's local, collector, and arterial road network, with improvements targeted to key roadways like Prairie Avenue.
- Enhance Beloit as a walkable, bikable City through developing an interconnected sidewalk and trail network, carefully considering the needs of bicyclists and pedestrians in road design, and requiring designs of new developments that have the pedestrian in mind.
- In an era of rising fuel costs, enhance in-town and intercity mobility for people and products through investments in busses, other ridesharing, and rail.



This chapter includes background information, goals, objectives, policies, and recommended programs to guide the future development and maintenance of various modes of transportation in the City of Beloit over the 20-year planning period.

Transportation access is a key component of community health and growth because it facilitates the flow of goods and people. The City of Beloit is extraordinarily well connected to the region through the Interstate network. Other transportation, such as busses, freight rail, airport service, and bike and recreational trails, are located in or easily accessible to the City.

A. Existing Transportation Network

1. Major Roadways

Interstate 39/90, located along Beloit's east side, serves as a regional controlled-access facility, connecting northern Wisconsin with Madison, Chicago, and central Illinois. Traffic volumes on Interstate 39/90 near the City increased by about five percent from 1998 to 2003. In 2003, Interstate 39/90 had volumes of 46,700 vehicle trips per day. Interstate 43 serves as a regional controlled-access facility within Wisconsin, connecting Beloit with the Milwaukee area. Traffic volumes on Interstate 43 just east of the City increased by about 20 percent from 1998 to 2003. In 2003, this segment had a volume of 14,200 vehicle trips per day. The Wisconsin Department of Transportation (WisDOT) Corridors 2020 Plan designates these interstates as critical "backbone" routes, connecting major population and economic centers.

United States Highway (USH) 51 extends north-south through the center of Beloit. It serves as an arterial road and connects the city to Janesville to the north and the Illinois Tollway to the south. In 2003, traffic volumes on Highway 51 were between 9,000 and 14,000 vehicle trips per day in the City. Other state and U.S. Highways traversing Beloit include State Trunk Highways (STH) 81 and 213. County Trunk Highways (CTH) G and D are also particularly noteworthy, as they provide connections between Beloit and Janesville.

Information on commuting patterns can be found in the Economic Development chapter of this *Plan*.

2. Bridges

There are three state-maintained bridges in the City of Beloit, located on Henry Avenue over the Rock River and Cranston Road over I-39/90. In addition, there are three bridges located on STH 213, STH 81, and USH 51 that are maintained by the City of Beloit. The state and county maintain condition reports for all bridges that are 20 feet and longer.

Roadway Functional Classification System

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

- **Principal Arterials:** Serve longer inter-urban type trips and traffic traveling through urban areas, including interstate highways and other freeways (e.g. I-39/90, USH 51)
- **Minor Arterials:** Provide intra-community continuity and service trips of moderate length, with more emphasis on land access than principal arterials. (e.g. Shopiere Road, Madison Road).
- **Collectors:** Provide both land access and traffic circulation within residential neighborhoods, commercial areas, and industrial areas. These roadways collect traffic from local streets in residential neighborhoods and channel it onto the arterial system (e.g., Park Avenue, 4th Street).
- **Local Streets:** Provide direct access to abutting land and access to collectors. Local streets offer the lowest level of mobility. Through traffic movement is usually discouraged

Source: WisDOT, Facilities Development Manual

3. Airports

The Beloit Airport is located east of the city at 4046 East County Road P, south of the Gateway Business Park. This private airport includes two 3,300-foot runways with an average of 74 flights per day.

The Southern Wisconsin Regional Airport is located a few miles north of Beloit at 4004 South Oakhill Avenue in Janesville. This municipal airport has three multi-directional runways, each over 5,000 feet with an average of 189 flights per day. It is also home to the annual Southern Wisconsin AirFEST, which features aviation performing groups such as the Blue Angels.

The following larger air carrier and passenger facilities are all located within 1½ hours from Beloit:

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



Southern Wisconsin Regional Airport

4. Water and Truck Transportation

There is no waterborne freight movement in the City. Water freight moves in and out of the region through the ports of Milwaukee and Chicago. The Rock River is suited for recreation, such as canoeing, fishing, and recreational motor boating.

Due to its ideal location at the intersection of Interstates and its many warehousing and logistical industries, Beloit experiences heavy semi-truck traffic. While there is an extensive network of designated truck routes, semi-truck volumes are heaviest along the Interstates, USH 51, and STH 81. This traffic is a good part of the motivation for Beloit's support of a STH 81 bypass on the City's west side.

5. Rail

There are two rail lines in the City of Beloit. The Iowa Chicago and Eastern railroad extends north from the stateline to Janesville. The Union Pacific railroad travels parallel to Interstate 43 and transports agricultural, automotive, and industrial products. There were regional studies underway at the time of writing to extend Chicago Metra commuter rail services to nearby Rockford and Clinton.

6. Public Transportation and Paratransit

The Beloit Transit System provides bus service to Beloit residents six days a week on five routes, including an express bus to Janesville. The Transit System is also considering expanding services in the City, including service to the proposed casino.

A new bus transfer center is planned, with construction starting as soon as 2008. A specific location has yet to be determined, but it will be located in the downtown area. There is also a desire to coordinate and expand regional mass transit services with neighboring communities and State agencies, including bus and passenger rail.

Rock County provides specialized transportation services for use by elderly or disabled persons. To be eligible for specialized transit services, an individual must be at least 55 years of age or be disabled. Transportation services are provided to all areas within Rock County in wheelchair-accessible vans.

7. Review of State and Regional Transportation Plans

The following is a summary of state and regional transportation plans affecting the Beloit area. These state and regional plans are consistent with the goals and recommendations of this *Comprehensive Plan*.

Stateline Area Bike and Pedestrian System Plan

In 2004, the Stateline Area Transportation Study (SLATS) Policy Committee updated the 1994 Bicycle and Pedestrian Master Plan for the Stateline Area. The purpose was to outline a strategy for designing and implementing a safe, convenient, and comprehensive bicycle and pedestrian circulation network in the Stateline Area. Recommendations for the City of Beloit include a mapped system of off- and on-street paths, bicycle lanes, and intersection and bridge improvements. The recommendations of that plan have been incorporated into this *Comprehensive Plan*.

SLATS 2035 Long-Range Transportation Plan

This 2007 plan guides long-range transportation improvements to ensure that they are timely, complimentary, conducive to economic development, and minimally disruptive to the natural environment. It prioritizes the local investment decisions from a collective standpoint with special emphasis on the use of federal funds. There are numerous detailed recommendations for the City of Beloit addressing public transit, bicycle and pedestrian facilities, and roadways and motor vehicles. In addition, the plan identifies several projects under study, including an extension of Lathers Road and Highway 81/213 bypass alternatives. The SLATS Transportation Plan was integral to the creation of the Transportation chapter of this *Comprehensive Plan*.

SLATS Transportation Improvement Program

The Transportation Improvement Program (TIP) provides the mechanism to list projects for federal funding. This program is the result of a comprehensive and continuing urban transportation planning process within the Stateline Area. The goal is to develop a program of short- and mid-range improvements to provide a balanced transportation system for the area. The TIP is updated annually to address need and adjust plans accordingly. Projects in the City of Beloit included in the most recent (2006) TIP are improvements to Shirland Avenue, the Riverwalk recreational path, Freeman Parkway, and White Avenue.

Wisconsin State Highway Plan 2020

This plan focuses on the 11,800 miles of state and federal highway routes in Wisconsin. The plan does not identify specific projects, but broad strategies and policies to improve the state highway system over the next 20 years. Given its focus, the plan does not identify improvement needs on roads under local jurisdiction. The plan includes three main areas of emphasis: pavement and bridge preservation, traffic movement, and safety. The plan identifies Interstates 39/90 and 43 and Highway 51 as “backbones” and US Highway 81 as a “connector”.

Stateline Area Transportation Study

The Stateline Area Transportation Study (SLATS) is the designated Metropolitan Planning Organization (MPO) for the Beloit Urbanized Area.

Intergovernmental transportation planning conducted by a MPO is mandated by the Federal Highway Administration for all urbanized areas over 50,000 in population. SLATS is one of 12 MPOs that share responsibility for transportation planning in Wisconsin and one of 14 MPOs operating in Illinois.

SLATS is represented by the following local governments: City of Beloit, Town of Beloit, Town of Turtle, Rock County, City of South Beloit, Village of Rockton, Rockton Township, and Winnebago County.

SLATS is responsible for maintaining a continuing, cooperative, and comprehensive transportation planning process for the entire Stateline Area. In implementing this planning process, SLATS is required to develop and update a Long-Range Transportation Plan, a Unified Work Program, and a Transportation Improvement Program (TIP), which together highlight the major projects, improvements, and expenditures that will influence the regional transportation system.

Translinks 21: A Multimodal Transportation Plan for Wisconsin's 21st Century

This plan provides a broad planning “umbrella” including an overall vision and goals for transportation systems in the state for the next 25 years. This 1995 plan recommends complete construction of the Corridors 2020 “backbone” network by 2005, the creation of a new state grant program to help local governments prepare transportation corridor management plans to deal effectively with growth, the provision of state funding to assist small communities in providing transportation services to elderly and disabled persons, and the development of a detailed assessment of local road investment needs. At the time of writing this *Comprehensive Plan*, WisDOT was in the process of updating the Translink Plan through *Connections 2030*.

Wisconsin Department of Transportation Connections 2030

Currently under development, Connections 2030 will identify a series of multimodal corridors for each part of the state. Each corridor will identify routes and/or services of several modes such as highways, local roads, rail, air, and transit. When completed, the multimodal corridors will accomplish these key goals: portray key Connections 2030 recommendations; prioritize investments; and assist WisDOT transportation districts in identifying future segments for more detailed corridor plans.

Wisconsin Bicycle Transportation Plan 2020

This plan presents a blueprint for improving conditions for bicycling, clarifies the Wisconsin Department of Transportation's role in bicycle transportation, and establishes policies for further integrating bicycling into the current transportation system. The plan reports that, according to a University of Wisconsin survey conducted in August 1998, more than one-third of all Wisconsin households included someone who took at least one bike trip in the previous week. There are no recommendations specific to Beloit.

Wisconsin Pedestrian Plan 2020

This plan outlines statewide and local measures to increase walking and to promote pedestrian comfort and safety. The plan provides a policy framework addressing pedestrian issues and clarifies WisDOT's role in meeting pedestrian needs. Pedestrian facilities include sidewalks, walkways, streetscapes, crosswalks, traffic controls signals, overpasses and underpasses, bridges, multi-use paths, curb cuts and ramps, transit stops, and paved shoulders. Many of these types of facilities are found in the City of Beloit.

Wisconsin State Airport System Plan 2020

This plan includes a general inventory of existing airport facilities in the state and provides a framework for the preservation and enhancement of a system of public-use airports to meet the current and future aviation needs of the state. It includes recommendations to upgrade existing facilities through runway extensions and replacements and facility improvements, but does not identify any new locations for airports to meet future needs. There are no recommendations related to the Southern Wisconsin Regional Airport.

Wisconsin Rail Issues and Opportunities Report

This report summarizes critical rail transportation issues identified during a public outreach effort. The report serves as a point of departure for the rail component of Connections 2030, WisDOT's next multimodal transportation plan completed in 2006. The report identifies the existing rail line in Beloit as “light density” carrying less than 3 million gross tons annually. These “light density” lines could require financial assistance in order to preserve rail service and avoid abandonment of track.

Rock County Transportation Improvement Plan

The Rock County Highway Department maintains an ongoing list of short term (5 years or less) transportation improvements. The County is currently resurfacing CIH S (Shopiere Road) south of Interstate 39/90. There are no other projects planned in the Beloit area in the next 5 years.

Highway 81 Bypass Environmental Impact Study

The Wisconsin and Illinois Departments of Transportation are currently considering the potential construction of a bypass of the west side of Beloit, extending into South Beloit in Illinois. A meeting was held on July 31, 2007, to gather input from the public, before the Environmental Impact Study for the project is completed. At the time of writing, no formal roles had been established for either Department and the future of the project was uncertain.

Interstate 39 Corridor Study

As described elsewhere in this chapter, WisDOT is planning a new configuration for the Interstate 39/90 and 43 interchange. This improvement is part of a larger Interstate 39 corridor study, extending from the Illinois state line to Madison. Preliminary recommendations include adding a lane of traffic in each direction in both Dane and Rock Counties. As a result of the study, it was recommended that the new lane should be added on the “outside” of the existing lanes in Dane County and on the “inside” in Rock County. The schedule for widening the highway has not been determined

B. Transportation Goals, Objectives and Policies

1. Goal

Provide a safe and efficient transportation system that meets the needs of multiple users.

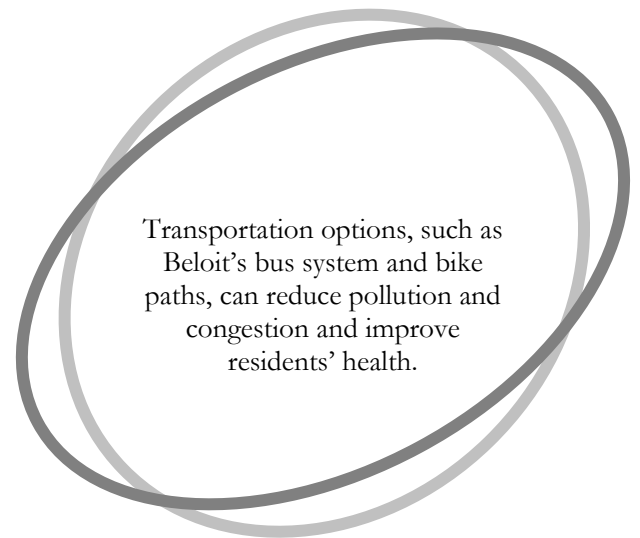
2. Objectives

- a. Provide an overall transportation system that accommodates existing and planned development in the most efficient and effective manner possible.
- b. Schedule transportation improvements that accommodate new development without promoting unplanned or poorly planned development.
- c. Provide a system of arterial and collector streets for safe and efficient access to regional highways.
- d. Provide safe and interconnected local streets within neighborhoods.
- e. Preserve railroad corridors for both freight and potential passenger rail service.
- f. Provide safe and efficient pedestrian and bicycle access.
- g. Continue to participate on appropriate state, regional, county and local transportation planning efforts that may have an impact on the City of Beloit and its transportation system, including initiatives related to air, water, and truck transportation.

3. Policies

- a. Require the construction of a limited number of collector streets in neighborhoods to provide safe and efficient access to major arterials, meeting design standards outlined in the City’s subdivision ordinance.
- b. Discourage the extensive use of cul-de-sacs that would force local traffic onto a limited number of through streets, difficult to maintain, and break up neighborhood continuity.
- c. Require all new streets in the City to be designed to provide safe and efficient access by City maintenance and public safety vehicles.
- d. Preserve sufficient public street right-of-way to allow for needed street updates and improvements, through subdivision review and official mapping.
- e. Control driveway access and maintain minimum sight distances along arterial and collector streets, updating streets and sidewalks or zoning ordinance standards as necessary to accomplish this objective.
- f. Pursue appropriate upgrades to existing intersections, as warranted by traffic volumes and new development, to enable safe and adequate access to collector and arterial streets. Several recommended intersection improvements are illustrated on Map 11.
- g. Maintain efficiency of arterial and collector streets serving the City—including Milwaukee Road, Madison Road, Prairie Avenue, Highway 51, and Cranston Road—by minimizing and consolidating curb cuts and driveway access points.
- h. Continue to work with WisDOT on the I-39/90/43 interchange reconstruction project and related over-underpasses to ensure its timely completion and to provide for improved local access, particularly east of Interstate 39/90. Recommended over/underpasses are shown on Map 11.

- i. Continue to participate in discussions on and planning for regional transportation facilities—in coordination with SLATS, WisDOT, and Rock County—for projects like the proposed Highway 81 bypass and the Inman/Freeman Parkway.
- j. Work to ensure that the transportation recommendations identified in this *Plan* are incorporated in the SLATS long range transportation plan and six-year Transportation Improvement Program and Unified Work Program. This will ensure that these projects are eligible for state and federal funding. Update the City’s Official Map to include the future transportation system improvements identified in this *Plan* and to map adequate street right-of-way widths for existing roadways.
- k. Enhance the City’s “walkability” by requiring sidewalks or pedestrian pathways in all new residential and commercial developments, designing neighborhoods and developments with the pedestrian in mind, and considering the needs of bicyclists and pedestrians in all road improvement projects.
- l. Continue to promote the use of the City’s bus system and explore new bus routes to serve future development and existing developed areas which are underserved (see Map 11).
- m. Encourage car-pooling and vanpooling, and explore new locations for park and ride facilities (see Map 11), particularly along the Interstates.
- n. Preserve existing rail corridors and reserve sites for stations and related parking facilities for potential commuter rail service.



C. Transportation Improvement Recommendations and Programs

The following section is a description of the transportation improvements illustrated and recommended through Map 11, as well as recommendations and programs which address non-map transportation issues.

1. Improvements Related to Interstates

Figure 23 illustrates WisDOT’s proposed reconfiguration for the interchange of I-39/90 and I-43. This new configuration will be a “free flow” design with gentler curves for changing highways. This will also improve access to the Gateway Business Park and ultimately the northeast quadrant of the interchange through a related under/overpass across I-43.

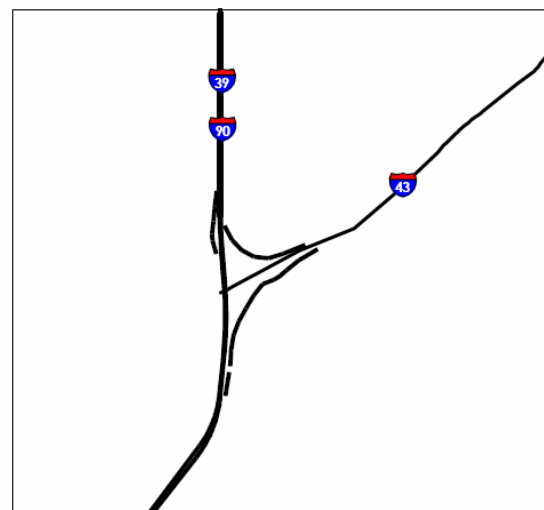
Construction is set to begin in 2015. The City will continue to work with WisDOT on this important project.

Additionally, the City supports a second Interstate under/overpass north of the interchange to make the areas adjacent to the Interstate within the City more developable, as shown on Map 11 and in a land use pattern recommended on Map 10: Future Land Use.

2. Inman/Freeman Parkway

The proposed Inman/Freeman Parkway is located west of I-39/90 and would connect the existing Freeman Parkway

Figure 23: Proposed Reconfiguration for the I-39/90/43 Interchange



Source: Wisconsin Department of Transportation

near Milwaukee Road with Inman Parkway near Prairie Avenue. This parkway connection is important to serve future development in this area, including commercial opportunities along the Interstate; to improve access to the north side of the Beloit area; to redirect increasing levels through traffic away from local streets; and to keep “Beloit-to-Beloit” traffic off of the Interstate.

The conceptual design of this road would initially include two lanes of traffic divided by a landscaped median, with speeds of 35 miles per hour. It is not intended as a high-speed expressway. The construction of this new arterial road may occur in phases, and would depend on the timing of future development and boundary adjustments in the area it crosses.

The City will continue to work with SLATS and participating local governments to plan for, fund, and ultimately construct this roadway.

3. West Side Bypass/Arterial

The proposed Highway 81 bypass is located in the far west side of the City and would extend from the intersection of Nye School Road and Madison Road directly south to the state line. The bypass would redirect regional traffic—particularly trucking—away from the downtown and central city neighborhoods. It would also provide a more efficient travel route for such vehicles. As an ancillary benefit, the bypass may increase development opportunities on the west side of Beloit.

The Illinois Department of Transportation most recently conducted public meetings on the potential new bypass in July 2007, in conjunction with the conclusion of an Environmental Impact Statement for that project. At the time of writing, this project was neither funded nor programmed for construction. The schedule for final location, design, and construction of the bypass has yet to be determined. Challenges include the fact that this project requires bi-state cooperation.

The City promotes the construction of this bypass, in cooperation with SLATS, WisDOT, IDOT, the City of South Beloit, and other affected communities in Wisconsin and Illinois. Map 11 generally represents the City-preferred route for this bypass, including use of Shirland Avenue as the east-west component if a better route through northern Illinois cannot be completed.

4. Improvements to Existing Roads

Over the next 10 to 20 years, the following roads within and near the City are anticipated to require improvements and upgrades:

- Colley Road
- Millington Road
- Prairie Avenue
- Shopiere Road (currently being reconstructed)
- Hart Road
- Lathers Road
- Nye School Road
- Inman Parkway
- Shirland Avenue
- Milwaukee Road Frontage Roads
- Gardner Avenue (Highway 75 in City of South Beloit)
- Interstate 39/90

The City will list these roads in local capital budgets and improvement programs, and encourage their listing in SLATS, State, and County improvement programs as appropriate.

5. Intersection Improvements

Over the next 10 to 20 year period, upgraded traffic controls will most likely to be warranted at several intersections, most notably the following:

- I-43 and Hart Road

- Cranston Road and Milwaukee Road
- Madison Road and Nye School Road
- Shirland Avenue and State Street

When the time comes to install a traffic control device, the City of Beloit will work with other agencies with jurisdiction to examine traffic signals, modern roundabouts and/or revised intersection geometry, to determine which type of traffic control best fits the need of a particular intersection. Where traffic signals are installed, pre-emptive devices should be included for public safety purposes. Figure 24 illustrates a conceptual design for a roundabout. Modern roundabouts have advantages over traffic signals in terms of safety (far fewer head-on or t-bone collisions), flow (average wait time at intersections much less), cost (initial installation and maintenance); and energy-efficiency.

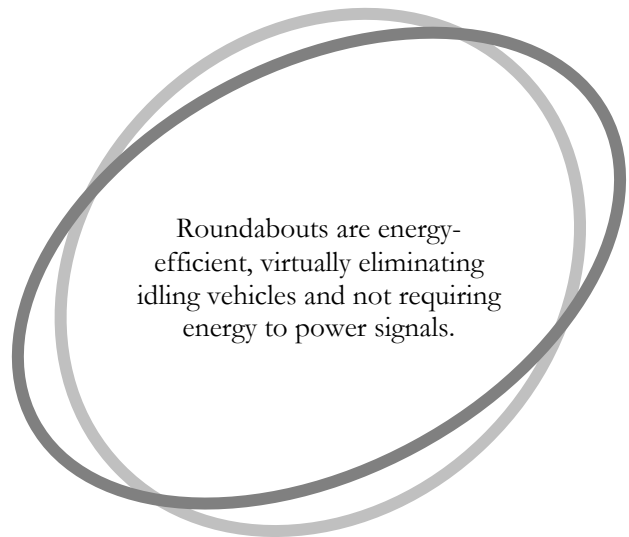
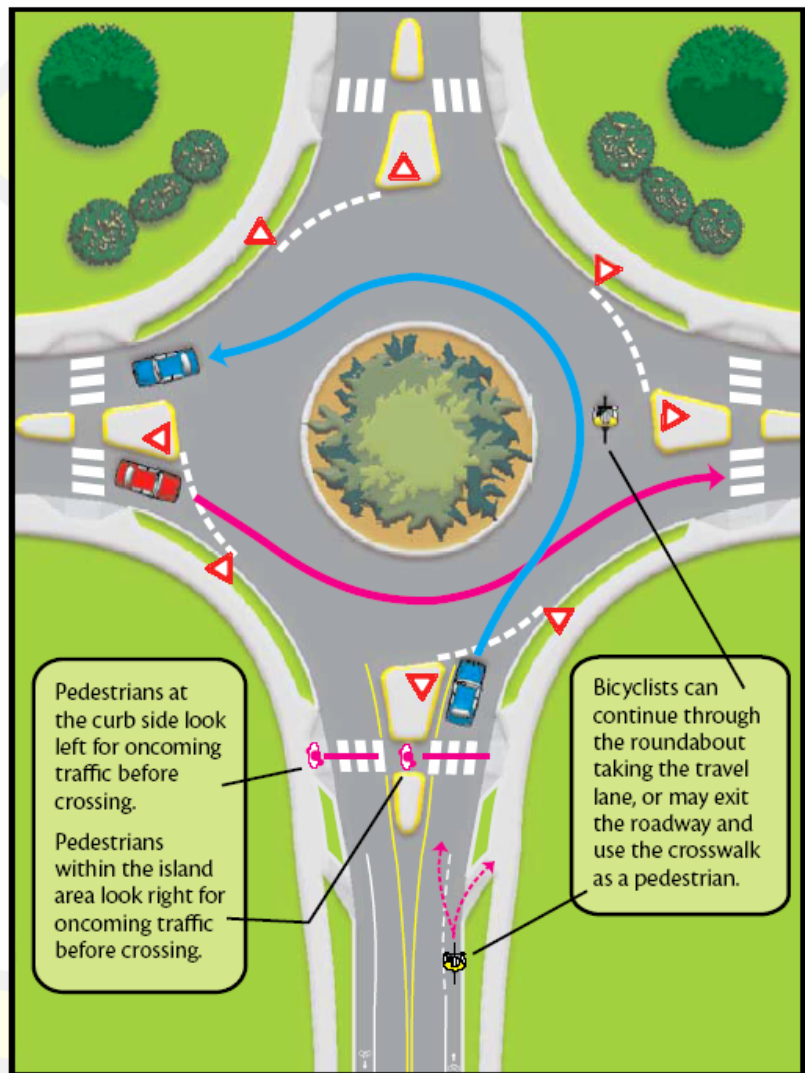


Figure 24: Conceptual Roundabout Design

6. Park and Ride Areas

Beloit currently has no public parking facilities designed to facilitate ridesharing, yet many Beloit residents travel significant distances for work. Map 11 identifies three potential general locations for future park and ride facilities, each at intersections of interstate highways and major arterial roads, including the following:

- Highway 75 and Interstate 39/90: Would provide a direct route from Downtown Beloit, and the most efficient location for travel to the Rockford and Chicago areas. However, this area is not controlled by the City or WisDOT.
- Highway 81 and Interstates 39/90/43: Would provide easy access to likely the greatest number of City residents, and is centrally located to serve commuters heading to the Madison, Milwaukee, and Chicago areas. However, real estate values in this area are high and much of the land is already developed.
- Shopiere Road and Interstate 39/90: Would provide an efficient location for travel to the Janesville



Source: Wisconsin Department of Transportation

and Madison areas, and there is a ready supply of undeveloped land. However, this area would not serve commuters to the Chicago and Milwaukee areas well, and is not presently in a planned City growth area.

The City intends to coordinate with WisDOT to determine the best location for a park and ride facility. In addition to stand alone park and ride lots, the City should consider a co-development model. In addition to a public parking lot, the site would include leased retail and service space with a shared parking lot.

7. Rail Service

The City of Beloit supports the preservation of the existing railroad lines in the City for freight rail service. The City's land use policies support reserving remaining industrial sites along the rail lines for uses that will use that service.

There are ongoing discussions for future passenger rail in the region. At the time of writing, regional interests in Illinois and Wisconsin were exploring the extension of Metra, the Chicago area transportation system, to Rockford, Illinois and Clinton, Wisconsin. The City supports further study and possible implementation of commuter/passenger rail service to Beloit during the planning period. To this end, efforts will be made to develop and maintain regular communication with key groups. Key among those are the railroad companies, WisDOT-Bureau of Railroads and Harbors, Metra, and SLATS.



Using railroads to move freight and people significant distances is more fuel efficient and environmentally-friendly than relying solely on trucks and cars.

8. Bus Transit Service

Map 11 identifies existing and potential future bus routes in the City. Potential new routes will be considered where more intensive new development is proposed, in particular Gateway Business Park, the possible casino, and west side growth areas. Actual location and establishment of routes will depend on timing and type of development, projected ridership, and funding. The City will continue to work with Janesville on bus service between the two cities and consider collaboration with other cities in the region, such as Rockford, on inter-city bus routes.

The Beloit Transit System is currently studying alternative locations for a future transportation center in the City Center. Such a location is a good coming-together point for the Downtown, would bring more people to the Downtown, and may be the best link to future regional transit options, including possible links with rail. The City intends to implement the recommendations of this study.



Local and intercity bus service allows more Beloit residents greater access to jobs, health care, education, and services.

9. Pedestrian and Bicycle Improvements

Overall, the City's network of streets, sidewalks, and multi-use paths provides good pedestrian and bicycle movement through the City. However, there are portions of the City that are not well served with pedestrian facilities. Map 11 shows the major existing and planned bike and pedestrian facilities throughout the City. The City's *Park and Open Space Plan* and the *Stateline Area Bicycle and Pedestrian System Plan* include a more thorough

presentation of these facilities. The following recommendations apply to the City's treatment of bicycle and pedestrian facilities in general:

- Direct bike and pedestrian crossings of major roadways to controlled intersections with proper signalization and striping.
- For “Recommended Intersection Improvements” as illustrated on Map 11, attend also to the needs of bicyclists and pedestrians. The intersection of Cranston and Milwaukee Roads is presently hazardous to both types of users, yet because of the land uses on either side of Milwaukee Road, generates bicycle and pedestrian traffic.
- For multi-use trails, generally provide 10 feet of paved surface width within a 20 foot wide easement or dedication, ¼ mile markers for longer trails, and pavement bulb outs for emergency access vehicle turn-arounds.
- For “Planned Expansions to Existing Roads” (solid red lines on Map 11) or “Planned Arterial and Collector Roads” (dashed red lines on Map 11), install or improve sidewalks on both sides and integrate on-street bike lanes in the design. Also, plan for the installation of sidewalk on the west side of Madison Road and along Park Avenue.
- Prioritize sidewalk installation or improvement along safe walking routes to schools and between other key walking origins and destinations. In general, sidewalks and/or trails should connect disconnected portions of existing trails and sidewalks, neighborhoods, schools, senior facilities, key industrial and commercial areas, transit centers and park and ride lots, and parks and recreational facilities.
- In new developments, require sidewalks along both sides of streets with average daily traffic projections of greater than 2,000 trips per day, and along at least one side of streets with projections of less than 2,000 trips per day.



Map 11: Transportation System Improvements



VI. Utilities, Community Facilities, and Civic Organizations

- Provide and promote the City's quality municipal utilities and services to enhance economic development and quality of life.
- Recognizing the essential link between education and community health, collaborate with educational providers to strengthen education, increase youth opportunities, and improve Beloit's overall quality of life.
- Implement the recommendations in the City's 2006-2010 Parks and Open Space Plan, with a focus on the maintenance of existing facilities.
- Address City department space needs through implementing the recommendations of the current space needs study.
- Develop and implement a municipal sustainability plan to guide City practices, operations, and construction of new facilities.



CITY OF BELOIT

Comprehensive Plan



Public utilities and community facilities comprise the framework for servicing people, existing development, and future growth in the Beloit area. This chapter describes local utilities and community facilities, including water, sewer, municipal buildings, libraries, police and fire services, schools, and parks. It also contains goals, objectives, policies, and recommended programs to guide their future maintenance and development—along with possible new directions. Finally, this chapter describes key civic organizations operating within the City.

A. Existing Utilities, Community Facilities, and Civic Organizations

1. Water Supply

The City purchased the water supply utility from Alliant Energy in 2003 and now owns the distribution system that supplies water to the Beloit area including the City of Beloit, Town of Beloit, Town of Turtle, and the City of South Beloit. The system is comprised of seven wells, three water towers with plans for a fourth, and numerous distribution mains.

The existing system is sufficient to meet the demands of future development, including the Gateway area and an off-reservation casino proposed in the southeast part of the City by the Bad River and St. Croix bands of Native Americans.

2. Sanitary Waste Disposal Facilities

The City of Beloit Wastewater Treatment Plant, completed in 1991, is located north of State Line Road and west of Interstate 39/90. This facility's highest treatment day in 2005 was 11.7 million gallons. Average daily flow over the past three years was between 4.6 and 5.2 million gallons. Peak daily capacity is approximately 21 millions gallons per day.

Similar to water supply, the existing treatment plant will be sufficient to meet future needs through the 20-year planning period.



3. Solid Waste Disposal

The City of Beloit provides garbage and recycling collection services for single-family homes and multi-family homes with four or fewer units. All city collected waste is transported to the Mallard Ridge Landfill in Delavan. City of Beloit residents may take yard waste to Leaflan Compost Center located at 6711 West Lawrence Avenue.

Private companies that are licensed to collect garbage from multiple family, commercial, industrial, and institutional uses in Beloit include Waste Management of Janesville, Veolia Environmental Services, Rock Disposal, Inc., Sherman Sanitation Services, LLC, and Humphrey Hauling Service.

4. Stormwater Management and Erosion Control

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

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

5. Municipal Facilities

The Beloit City Hall is located at 100 State Street and currently houses general government administrative staff (e.g. manager, attorney, clerk, and finance), the offices of Community Development, and the Municipal Court.

This facility may need to be remodeled during the planning period to include space for training, meeting rooms, and service counters. At the time of writing, the City was completing a space needs study for administrative and police protective functions, also presently housed in City Hall. The Municipal Court is also in need of technological updates.

6. Law Enforcement and Protection

The Beloit Police Department is currently located in City Hall at 100 State Street. The Police Department has 78 uniformed officers, 3 community service officers, and 18 administrative and records support staff.

The Department will likely have the need for a new facility in the planning period. The Department prefers a single facility rather than several satellite stations. In order to maintain service levels in the face of community growth, the Department also projects the need to hire an additional 9 officers and 2 support staff by 2016. Also, the Department is considering hiring a liaison for the proposed casino.

7. Fire Protection

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

In order to better serve City of Beloit residents, the Department is projected to add a fourth fire station in or near the Gateway Business Park by 2011; a specific location has yet to be determined. Overall, an additional 6 full time firefighters would be needed to provide services. The Department is also favorable towards greater regionalization of Beloit area fire services during the planning period.



8. Emergency Medical Services

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

Additional full time emergency medical personnel are projected to be needed in the near-term, specifically to staff the planned Fire Station 4.

9. Library

The Beloit Public Library is located at 409 Pleasant Street. In addition to books, the library loans videos, DVDs, and audio books, and provides access to several online databases. Wireless connectivity to the Internet is also available. The Library is part of the Arrowhead Library System. Under an agreement with all Rock County libraries, each must be reimbursed for loans they make to residents of cities in Rock County outside their service area.

The City is currently planning for a new library facility. It will be relocated to the new Eclipse Center (former Beloit Mall site), southeast of the intersection of Highway 51 and Henry Avenue. The new facility will greatly expand the space of the existing library, and likely provide increased seating, shelving, a public access computer lab, study rooms, larger meeting rooms, and improved staff work space.

10. Telecommunication and Power Resources

There are several telecommunication towers in the City, providing good coverage. The following is a list of the general locations of towers in the City:

- Lathers Road north of Interstate 43
- Gateway Boulevard and Eagles Ridge Drive
- Kennedy Drive and Cranston Road
- Willowbrook Road and Kennedy Drive
- Bushnell Street and Pleasant Street
- 6th Street and Maple Avenue
- Park Avenue and Henry Avenue
- Post Road and Park Avenue
- Ute Court
- Trevino Court
- Mill Street and Shirland Avenue

Alliant Energy provides Beloit's electric services. The American Transmission Company owns and operates the electric transmission lines and substations in the eastern portion of Wisconsin. Its 10-Year Transmission System Assessment Summary Report, Zone 3, which includes Beloit, identified numerous system limitations such as low voltages, transmission facility overloads and transmission service limitations. Numerous projects are planned in Zone 3 to address these issues, including rebuilding a transmission line from the City's west side to Janesville.

There are several power facilities in the area. The Blackhawk Generation Station is located in City Center just north of the Rock River Dam and it is operated by Alliant Energy. The Riverside Generation Station is located in the Town of Beloit and is operated by Alliant Energy. The Riverside Energy Center is a natural gas-fired electric generating facility located north of the City in the Town of Beloit. Two combustion turbines are routed to two heat recovery steam generators, which provide steam to one steam turbine. The construction of the plant was coordinated and managed by Calpine. Calpine sells electricity to Alliant under the terms of a nine-year tolling agreement and also provides capacity to Madison Gas & Electric under a nine-year power sales agreement.

11. Education

The majority of children residing within the City of Beloit attend the School District of Beloit; however, there are small pockets that are served by the Beloit-Turner School District. Enrollment, shown in Figure 25, for the School District of Beloit and the Beloit-Turner School District has been relatively stable for the last few years. Figure 26 illustrates area school district boundaries.

Located in the heart of the City, Beloit College was founded in 1846. It is the longest continuously running liberal arts college in Wisconsin. Today, this small college of around 1,200 students offers over fifty majors, thirty minors, and a number of dual-degree and pre-professional programs. The College's wooded forty-acre campus includes twenty-eight buildings in a range of architectural styles; four buildings are listed on the National or State Register of Historic Places. The campus is marked by winding pathways, expansive lawns, displays of public art, and ancient Indian mounds.

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

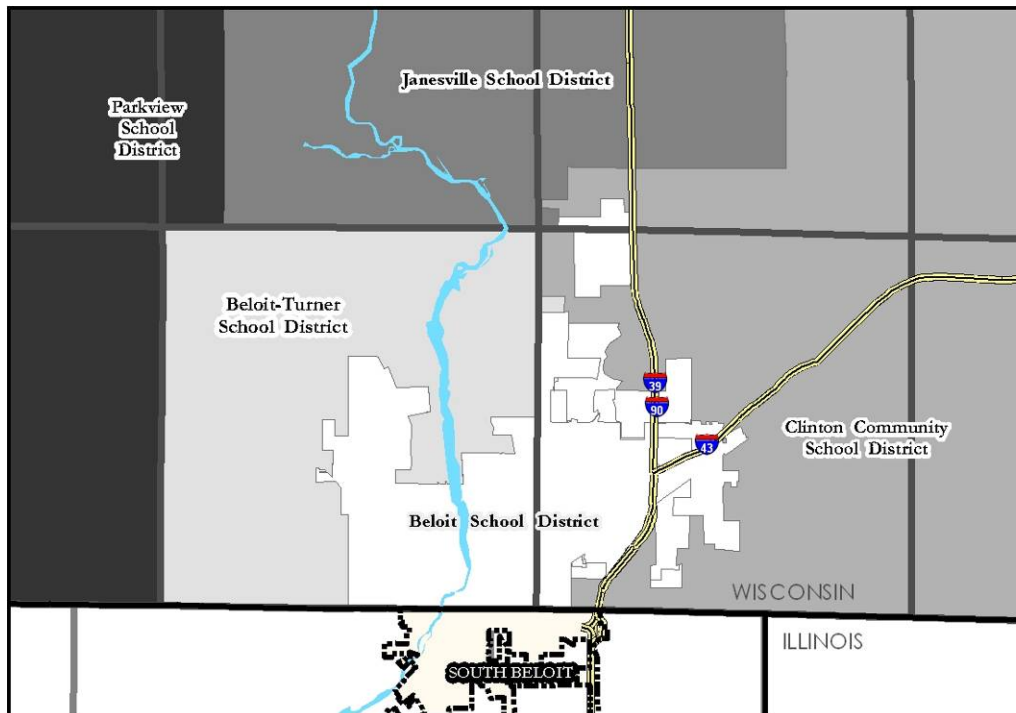
Cardinal Stritch University has a satellite campus in Beloit, located at the Eclipse Center, which offers courses in business and management.

Figure 25: School Enrollment, 2001-2005

School Type	2001	2002	2003	2004	2005
City of Beloit School District					
Elementary School (K-5)	3,450	3,403	3,252	3,313	3,442
Middle School (6-8)	1,478	1,603	1,653	1,634	1,563
High School (9-12)	1,841	1,864	1,797	1,938	2,079
District Total	6,880	6,967	6,799	6,941	7,113
Beloit-Turner School District					
Elementary School (K-5)	508	500	496	523	567
Middle School (6-8)	265	301	319	290	307
High School (9-12)	357	388	382	377	400
District Total	1,130	1,189	1,197	1,193	1,274

Source: Wisconsin Department of Public Instruction

Figure 26: Area School District Boundaries



12. Parks and Recreational Facilities

The City recently completed its 2006-2010 *Parks and Open Space Plan*, which includes detailed recommendations for the parks system. The following is a description of existing facilities:

Big Hill Memorial Park

A scenic community asset with wooded hills and river views, this park sits atop a high point on the north edge of Beloit along the west bank of the Rock River. The park has 187.7-acres and is a destination for group and individual picnicking, hiking, and natural interpretation. The historic site is graced with 1930's Civilian Conservation Corp stone fireplaces and log cabin picnic structures, and was home to the first ski jump in Wisconsin.

Primarily used for nature interpretation, the park contains walking and cross country ski trails, group picnic shelter sites, a historic stone amphitheater, a scenic river overlook, a sand volleyball court, an informal ball field with backstop, and playgrounds. The site also is home to the Girl Scout of Badger Council Program Service Center, which has a long-term lease on land within the park.



Krueger Recreation Area

This 15.7-acre special use community park is uniquely located in an old stone quarry. It contains the City's only municipal pool, which charges user fees. Other facilities include play equipment, a softball field, tennis courts, a basketball court, restrooms, and a picnic shelter. The aging pool facility has inherent maintenance problems, which merit long term consideration of either complete renovation, or phasing out of the pool use entirely. New uses for the pool area would need to be determined.

Leeson's Park

This 41.5-acre community park contains two lighted baseball fields, concessions, restrooms, play equipment, picnic shelters, a sledding hill, and open space. Located on the east side of the City, Spring Brook Creek winds through the park before entering the Spring Brook Creek Floodplain natural area.

Riverside Park

This 24.9-acre riverfront park is a centerpiece for downtown Beloit. Its scenic location on the Rock River, and dramatic sequence of inviting park spaces and amenities makes it a natural for a variety of civic events, as well as for daily active park use. The Riverwalk meanders through the site, linking a number of cultural amenities such as the Turtle Island play area, the Harry Moore Pavilion, Rotary River Center, Jones Pavilion, the Angel Museum, and picnic shelters. The Riverside Lagoon is a special feature of the park with decorative fountains, and small gazebos highlight scenic overlooks of the river. Riverside is also the site of Riverfest and hosts a number of free, outdoor concerts as well as private events. This park is also home to the City's best tennis facility, a complex of four lighted courts. Public art is prominently located throughout the park.



Telfer Park

This 28.8-acre site is a special use community park on the northeast side of the City, adjacent to a new firehouse. The site is home to Harry C. Pohlman Field and the Beloit Snappers, a Class A minor league baseball farm team for the Minnesota Twins. The Pohlman baseball complex includes a ball field, grandstands, concessions, and offices. The park also houses the Edwards Sports and Activity Center, which has indoor and outdoor ice rinks, locker rooms, and offices. In summer the rink is transformed into the Edwards Pavilion, available for reservation. Telfer Park also has one lighted softball field, a sand volleyball court, new play equipment, a new skate park, and extensive parking.

Riverwalk

This 5 kilometer multi-use paved trail is a popular attraction connecting the east and west sides of the Rock River with downtown Beloit. The Riverwalk travels the length of Riverside Park on the east side of the river, across the Wood Family Fishing Bridge and up to Portland Avenue including a section behind Beloit Memorial High School and Wootten Park.

Turtle Creek Floodplain

In addition to flood relief, this 278.6-acre natural area provides a mowed grass path used for walking and jogging and cross country skiing. A trailhead on Milwaukee Road and easements in the adjacent neighborhoods also provide access to the trail. There are issues concerning public versus private space in residential areas. While boundaries and trail limits are difficult to distinguish, the Parks and Leisure Services Division is attempting to delineate space by leavening an un-mowed 10-foot buffer between adjacent residential properties and the natural area. Parking and public access to the Creek is available at the southern end of the Floodplain, off Milwaukee Road.

The following neighborhood parks range in size and include improvements such as play equipment, informal ball fields, picnic shelters, and restrooms:

- Christilla Park
- Eagles Ridge Park
- Freeman Park
- Hilliard Park
- Hinckley Park
- Horace White Park
- Mechanics Green
- Pride Park
- Roosevelt Park
- Strong Park
- Summit Park
- Townview Park
- Turtle Creek Park
- Vernon Park
- Brooks Street Vest Pocket Park.
- Brown-Hanchett Park
- Field Park.
- Hope Park
- Lee Lane Park
- Merrill Street
- Ritsher Street
- Schellenger Park
- Tremont Park
- Water Tower Park
- Zonta Memorial Park
- The Landing
- Fifth Street Trail
- Krueger-Haskell Municipal Golf Course
- Wood Family Fishing Bridge
- Wootton Park.
- Spring Brook Creek Floodplain
- Lenigan Creek Greenway
- Westside Detention Pond
- Leuty Park
- Totem Mound

13. Health Care and Child Care Facilities

Beloit is served by several health care facilities, with the major facilities located in the Prairie Avenue corridor. Beloit Memorial Hospital, located at 1969 West Hart Road near Prairie Avenue, provides a full range of medical services. Mercy Beloit Medical Center, located in close proximity at 2825 Prairie Avenue, provides a variety of services including family medicine, obstetrics, occupational therapy, and urgent care. Beloit Clinic, located at 1905 Huebbe Parkway, provides a range of services including family and internal medicine, general surgery, and physical therapy.

The City of Beloit is also served by multiple child care facilities including the following: Rainbow Station Nursery School at 617 Saint Lawrence Avenue, the Stateline Family YMCA at 1865 Riverside Drive, and the Kiddie Ranch Day Care & Learning at 1230 House Street.

14. Cemeteries

The City owns two cemeteries, both located on the east side, managed by the Division of Parks and Leisure Services. Eastlawn Cemetery is located on Milwaukee Road, adjacent to Leeson's Park, and Oakwood Cemetery on Clary Street, adjacent to Strong Park. These are self-supported facilities that generate their own revenue for operation. There are other private cemeteries in Beloit.

15. Civic Organizations

Civic organizations are the backbone of any community. The City of Beloit is fortunate to have numerous organizations that serve area residents including the following:

Stateline Boys and Girls Clubs

The Stateline Boys and Girls Clubs, working with area schools, serve more than 2,000 children annually with quality supervised programs at several locations. The Beloit Boys and Girls Club, located at 1851 Moore Street, offers youth football, basketball, girls softball, summer camp, and an after school program. The South Beloit Boys and Girls Club, located at 1161 Dorr Road, offers youth dance, basketball, cheerleading, Torch Club, summer camp, and an after school program.

Stateline Family YMCA

The Stateline Family YMCA serves the area with two locations. The Beloit YMCA is located at 1865 Riverside Drive. Facilities include a pool, fitness equipment, gymnasiums, and locker rooms. The Roscoe-Rockton YMCA offers a range of organized sports and recreation.

Merrill Community Center

The Merrill Community Center is located at 1428 Wisconsin Avenue. As an agency of the Stateline United Way, the Center's mission is to strengthen the community by providing programs and resources that build strong families, sustain neighborhoods, and celebrate diversity. The Center offers after school programs for children as well as programs for seniors. A juvenile diversion program in conjunction with Rock County Probation & Parole and an Alternative High School in collaboration with the School District of Beloit is housed at the Center

Grinnell Senior Center

Located at 631 Bluff Street, the Grinnell Senior Center offers a variety of activities for those 55 and older Monday through Friday from 8:00 a.m. to 4:30 p.m. Senior-oriented programs include education, recreation, arts and crafts, and exercise and health.

Beloit has several religious and fraternal organizations including American Legion, Eagles, Masons, the Knights of Columbus, Rotary, Kiwanis, Lions, Optimists, Zanta, JCs, VFW, Marine Corps League, Boy Scouts, Girl Scouts, and numerous churches. Beloit is also home to charitable organizations, that focus on poverty reduction, the arts, and riverfront improvements, including the Stateline Community Foundation and the Beloit Foundation.



B. Utilities and Community Facilities Goals, Objectives and Policies

1. Goals

- a. Coordinate utility and community facility systems planning with the land use, transportation, natural resources and recreation needs of the City.
- b. Maintain the City's high quality of life through access to a wide range of sustainable public services and facilities.

A compact growth pattern, particularly focused on redevelopment and infill, is cost-effective to serve with public utilities and services.

2. Objectives

- a. Provide adequate government services and facilities necessary to maintain a high quality living and working environment.
- b. Provide community services and facilities in a logical, reliable, energy-efficient and cost-effective manner to serve a compact development pattern.
- c. Assure that the costs for new community services, facilities, and utilities are distributed equitably.
- d. Respect natural features and conditions in the design and location of orderly utility extensions.
- e. Work with educational institutions on community facility and service issues of mutual interest.

3. Policies

- a. Maximize the use of existing utilities (such as public water, sanitary sewer, and power lines) and facilities within the City, and plan for an orderly extension of municipal utilities and facilities within the areas identified for future growth on Map 10: Future Land Use.
- b. Ensure that the City's utility system has adequate capacity to accommodate projected future growth; avoid overbuilding that would require present residents to carry the costs of unutilized capacity.
- c. Ensure that the City's services, including fire/EMS, police, library, and parks, have adequate staffing, facility, and equipment capacity to accommodate projected future growth, and that the City has the ability to capture the value associated with such growth to pay for required City service increases.
- d. Emphasize sustainability, energy-efficiency, and cost effectiveness in the delivery of public facilities and services, such as municipal equipment purchases.



- e. Work with educational institutions to ensure adequate school facilities and educational services for Beloit area, on joint park and recreational programming, and to engage youth in municipal processes and community activities.
- f. Provide space for City services in a manner that enhances services to Beloit residents, provides a comfortable working environment for City employees, contributes to an attractive community image, uses tax dollars in an efficient manner, and follows the recommendations of objective space and facility studies.
- g. Identify locations for new public facilities, such as roads, sanitary sewer lines, water lines, storm sewer lines, trail extensions, and parks on an updated Official Map for the City. This will be particularly important for the growth areas identified on Map 10.
- h. Follow the City's *Park and Open Space Plan* when making decisions related to the park system, and update that plan every five years.
- i. Site new parks in areas to enhance neighborhood cohesion and provide common neighborhood gathering places. All new residential development should be within walking distance of an accessible park.
- j. When possible, acquire park and open space lands in advance of or in coordination with development to provide for reasonable acquisition costs and facilitate site planning. Parklands in undeveloped areas should be acquired through land developer dedications, where feasible.
- k. Design public buildings and parks to be accessible to persons with disabilities.
- l. Reevaluate park impact fee requirements to reflect the current demand for parkland.

C. Utilities, Community Facilities, and Civic Organizations Recommendations and Programs


1. Implement Results of Municipal Space Needs Study

At the time of writing, the City was conducting a space needs study for the existing City Hall building and the services it houses. As a result of study, the City will ensure that various departments and facilities have sufficient capacity to meet future service demands of the community, keeping multiple community objectives in mind, including cost-effectiveness.

Over the planning period, the City will explore expansion or relocation of the Police Department, as well as construction of a new satellite fire station in the Gateway or near area, as represented in Map 12.

Additionally, the City has recently relocated certain municipal facilities, including the library, to the Eclipse Center.

These new facilities create an opportunity for increased energy-efficiency and environmental sustainability. The City may consider construction of LEED (Leadership in Energy and Environmental Design) certified buildings. LEED is the nationally accepted benchmark for the design, construction, and operation of high performance "green" buildings. LEED promotes a whole-building approach to sustainability by recognizing performance in five key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection, and indoor environmental quality.



The City can be a leader in sustainable building design with new and remodeled public buildings over the planning period.

2. Implement the Recommendations in the City's 2006-2010 Parks and Open Space Plan

Over the next 20 years, to maintain its current park standards, the City will likely acquire and/or develop an additional 170 acres of parkland and make improvements to several existing parks. The City's 2006-2010 *Parks and Open Space Plan* provides a comprehensive evaluation and recommendations to address the interest in park space, and should be referred to as the guide for future park system recommendations.

Still, each *Park and Open Space Plan* focuses particularly on the next five year period, while this *Comprehensive Plan* identifies proposed growth patterns over the next 20 years. General proposed locations for future parks to serve longer-term growth are depicted on Map 12: Community Facilities. Some of these future parks are not yet identified in the current *Parks and Open Space Plan*. With the next update of the *Parks and Open Space Plan* in 2010, ideas regarding the park and recreational needs of future growth areas—as presented in Maps 10 and 12—should be considered.

One recreational improvement of particular note and popularity is the Riverwalk. The Riverwalk and associated recreational facilities along the Rock River are key assets for the City of Beloit—not only allowing for recreation but also contributing to aesthetic beauty and economic development. The City will continue maintenance and enhancements along the riverfront, in partnership with civic groups like Friends of Riverside Park. Further recommendations are included in Chapter Eight: Economic Development.

3. Enhance Coordination with the Beloit School District and other Educational Institutions

The health of the City and the health of the School District are closely intertwined. A high quality school district enhances the overall quality of life for City residents, increases positive opportunities for the City's youth, and is a large factor in workforce and economic development. Several initiatives to ensure close collaboration among the School District, City, and higher educational institutions in the Beloit area are strongly advised. Ideas and advice include the following:

- To encourage awareness and ongoing communication between the City and the School District, the City should continue to involve the School District in review of residential development as well as other issues of mutual concern.
- The City desires to continue regular City Council-School Board meetings to discuss and try to resolve policy issues of mutual concern, including the impact of new development on schools and on new focuses and vision for curriculum and joint services.
- The City will continue to collaborate on a staff/department level to assure that shared facilities and overlapping areas of concern—such as student safety—are addressed in an efficient and effective manner.
- As the community grows, the location of future school sites will become an important planning issue for the City and the District. School siting decisions will be influenced by the locations of new neighborhoods. The ease of access and availability of safe transportation routes should also influence siting decisions. The City encourages the School District to prepare a long range facilities plan to forecast facilities needs based on the development activity, population growth, neighborhood turnover, and student enrollment trends.
- The City encourages the District to work with community leaders and high school students to establish a mentoring program for younger students, and would partner on such an effort.



- The City supports dialogue and joint educational programming among the School District, Beloit College, and Blackhawk Technical College to expand educational opportunities for students who are bound for college and for students who are more directed towards further technical education and the trades.

Other collaborations to strengthen education and career training services in the Beloit area are described in Chapter Eight: Economic Development.

4. Develop a Municipal Sustainability Plan

The City of Beloit acknowledges the importance and interconnectedness of the economic, social, and environmental health of the community. The City intends to explore the development of a sustainability plan to develop options for improving energy-efficiency and sustainability of municipal operations. Components of such a plan could be similar to those currently being implemented in other communities (see side bar). An example of sustainable practices may extend to altering the City's purchasing process to promote "green purchases (e.g. not always low bid).

5. Consider Reestablishing the Neighborhood Resource Officer Program

In the past, Beloit's Police Department administered an effective neighborhood policing program. In this program a Neighborhood Resource Officer (NRO), a Beloit Police Officer, was assigned to a geographic area of the City within their division and was responsible for coordinating problem solving efforts that are identified in their areas. NRO officers worked with neighborhood and business groups to educate and train citizens to police their own neighborhoods and identify problems more quickly. NROs also partnered with other citizen groups, city, county and state agencies and officers to solve problems in high crime areas, locations with high calls for police service and resolve issues in neighborhoods and communities that affect the quality of life for those who live there.

While funding for this program is not longer available, the City should consider reestablishing this program if funding becomes available. It was viewed by participants in the comprehensive planning process as an effective tool to improve City neighborhoods. The Comprehensive Plan Steering Committee strongly recommended this as a component of neighborhood revitalization.

6. Continue Neighborhood and Housing Improvement Initiatives

The City will continue to work to improve challenged neighborhoods in the community through the provision of community services, particularly housing and neighborhoods enhancements, as described more fully in Chapter Seven: Housing and Neighborhood Development.

"Green" Municipal Practices

Several communities in Wisconsin are currently incorporating sustainable practices into municipal activities. For example, Madison and Milwaukee are pursuing multiple approaches.

Madison's efforts include:

- Implementing the "Building a Green Capital City" plan, adopted in 2004
- "Natural Step" training completed by 40 employees
- Conducts energy audits of municipal buildings
- Purchases green energy from utility
- Uses "green" cleaning products
- Provides commuting options for employees
- Uses alternative energy such as photovoltaic and solar hot water systems in service buildings

Milwaukee's efforts include:

- Improve fleet efficiency through use of biodiesel and hybrid vehicles
- Conducts energy audits of municipal buildings
- Purchases green energy from utility
- Uses "green" cleaning products and recycled products in bathrooms
- Proposal for all new municipal buildings to meet LEED silver standard
- Proposal for all departments to reduce energy use and stormwater runoff 15 percent by 2012

Staff in both cities have noted the following challenges to implementing "green" practices: employee education, key employee leadership, and cost of some initiatives.

7. Enhance Access to Technology in the Community

Communities across the country are recognizing the importance of wireless and high speed internet access to quality of life for residents, and as an economic development tool to attract and retain technology-based employers and employees. The City is currently considering creating a publicly accessible wireless fidelity (wi-fi) network in collaboration with Janesville.

The City may also choose to work with private utility companies to develop a Technology Master Plan for the Beloit area. A Technology Master Plan would study what the current and emerging technology needs are, and identify how to most efficiently provide these services. One purpose is to form a telecommunications “fiber ring” around the City, including the industrial and office/business parks, schools, and libraries.

The City may also consider revising the land division ordinance to include provision for installation of high-technology communications infrastructure, such as fiber optic lines, in new subdivisions.

8. Support Quality, Affordable Childcare Facilities

Quality, affordable childcare is an important ingredient to attracting and retaining a quality workforce, as well as creating a healthy and stable community. The non-traditional schedules for today’s high-tech workforce, the number of employers with after hour shifts, more commuters, and the growing number of households with two working parents and single parents will require childcare facilities with hours of operation that complement employee shifts and a wide range of childcare options (infant care, day care centers, family day care). The City encourages local businesses to offer childcare services as part of the benefits package for their employees, and will support the creation of child care centers in and near places of employment.

9. Generally Follow the Timetable Shown in Figure 27 to Create, Expand or Rehabilitate Community Facilities and Utilities

Figure 27: Timetable to Expand, Rehabilitate, or Create New Community Utilities or Facilities

Utility or Facility	Timeframe for Improvements	Description
Water Supply	Ongoing	Improve water storage capacity and the distribution system as necessary to serve development.
Sanitary Sewer	Ongoing	Extend interceptors as necessary and cost feasible to serve development.
Solid Waste Disposal	Ongoing	Continue to provide municipal garbage and recycling collection service for single family and two-family residences. Continue to require mixed residential dwellings and nonresidential uses to contract with a private waste disposal company for collection service. (See also Economic Development chapter.)
Stormwater Management	Ongoing	Continue to require compliance with quantity and quality components for all developments to mitigate flooding concerns and improve overall ground and surface water quality.
	Ongoing	Update stormwater management plan, ordinance, and/or utility as needed.
Police Protection	2008-2009	Ensure that new location meets long term needs.
	2010-2013	Consider reestablishing the Neighborhood Resource Officer program if funding becomes available.
Fire Protection and EMS Services	2008-2009	Identify and obtain a location for a fourth Fire Station on the City's east side; build the station.
Housing and Neighborhood Services	Ongoing	Continue Neighborhood Development Initiative program; explore measures of success and timing to expand to new neighborhood areas. (See also Housing and Neighborhood Development chapter.)
Library	2008-2009	Ensure that new location meets long term needs.
Municipal Building and Operations	2008-2013	Implement recommendations of facility needs study.
	2009	Explore developing a municipal sustainability plan.
Medical Facilities	Ongoing	Encourage improvements to existing facilities as needed, and improved medical services for the City's west side.
Schools	Ongoing	Continue to coordinate and communicate with the School District on issues of mutual concern.
Parks & Recreation	2007-2010	Implement recommendations of <i>Parks and Open Space Plan</i> , focusing on the maintenance of existing parks and expansion and improved access to Turtle Creek greenway, and the <i>Stateline Area Bike and Pedestrian Plan</i> .
	2010, 2015	Update <i>Parks and Open Space Plan</i> .
Telecommunication Facilities	2010-2013	Develop and implement a Technology Master Plan.
Cemeteries	Ongoing	Private parties will add to cemeteries as needed. City does not expect expansion of City cemeteries.
Child Care	Ongoing	Area child care facilities are projected to expand to meet needs, serving new development and employment areas. Recommend expanded opportunities in and near employment centers.

Map 12: Community Facilities



VII. Housing and Neighborhood Development

- Help revitalize older neighborhoods through a variety of approaches within targeted areas in partnership with neighborhood and non-profit organizations.
- Support quality housing at all levels, including workforce housing and executive housing, to contribute to the diversity, character, and economic vitality of the City.
- Actively promote homeownership as a means to achieve stable neighborhoods.
- Design new neighborhoods to encourage resident interaction, promote "walkability," and create a distinct sense of place.
- Prepare or require detailed neighborhood development plans for large areas in advance of subdivision plat approvals for smaller pieces of those areas.
- Require quality housing design, including multi-family residential developments.



The Housing and Neighborhood Development chapter establishes goals, policies, and programs to assure that there is an adequate supply of decent housing to meet present and future demand. The policies and recommendations also support the interest in achieving high-quality neighborhoods.

The fabric of a healthy, sustainable neighborhood is created through the interaction of neighborhood conditions, existing assets, residents’ priorities and capacities, and the level of neighborhood support and leadership. All neighborhoods, new and old, require attention and tending to ensure that pieces of the fabric do not fray. When it does, mending the fraying pieces becomes a priority.

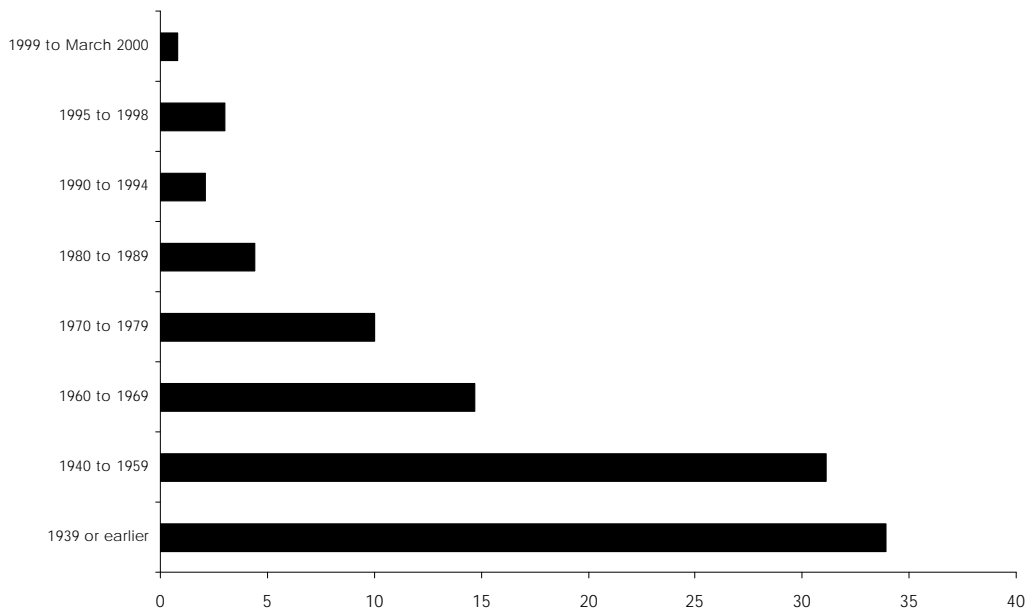
A. Housing and Neighborhood Development Framework

This section describes the characteristics of the City’s housing stock including type, value, occupancy status, age and structural condition. This section also provides projected housing demand in the City, describes housing development and rehabilitation programs available to City residents, and

1. Housing Condition and Age

The age of a community’s housing stock is one measure of the general condition of the community’s housing supply. A casual survey of the housing stock in the City reveals that the housing is in generally good condition, regardless of age. Given the long history and slow growth of the City before recent years, it is not surprising that the majority of the housing stock was constructed before 1959. Only five percent of the City’s current housing stock was constructed between 1995 and 2000.

Figure 28: Percent of Beloit Housing Stock by Age, 2000



2. Housing Characteristics

Figure 29 compares the City’s housing types between 1990 and 2000. Overall, there was little change in the composition of the City’s housing types. Nearly three-quarters of all housing units in the Beloit are single family homes. While the number of two family or duplex units decreased slightly from 1990 to 2000, they still account for about for ten percent of the City’s housing stock. The percentage of multi-family units in the Beloit increased slightly from 1990 to 2000.

Figure 29: City of Beloit Housing Types, 1990 & 2000

	Number		Percent	
	1990	2000	1990	2000
Units per Structure				
Single Family Detached	9,817	10,290	70.4	72.2
Single Family Attached	239	219	1.7	1.5
Two Family (duplex)	1,754	1,468	12.6	10.3
Multi-Family: 3-4 units	608	573	4.4	4.0
Multi-Family: 5-9 units	276	312	2.0	2.2
Multi-Family: 10-19 units	353	266	2.5	1.9
Multi-Family: 20 or more units	746	932	5.4	6.5
Mobile Home	145	193	1.0	1.4
Total	13,938	14,253	100	100

Source: U.S. Census, 1990 & 2000

Figure 30 compares other 2000 housing stock characteristics in Beloit with surrounding communities. In 2000, Beloit had an average vacancy rate of 6.3 percent, which is higher than the neighboring towns and Janesville. The percent of owner-occupied housing units in the City was relatively low in comparison to the surrounding communities—suggesting that a fairly significant percentage of the City’s single family housing is currently being rented. The average assessed housing value in 2005 was \$75,900, an increase of just over one percent since 2000. In 1999, the median monthly rent for Beloit was \$509, which is similar to South Beloit but lower than the surrounding towns and the City of Janesville. This data suggests that Beloit has an affordable existing housing stock, and that being a landlord may not be as profitable as in other communities. These factors suggest that City goals of increasing homeownership may be reasonable, if household incomes are sufficient and the benefits and challenges of homeownership are widely understood.

Figure 30: Housing Characteristics

	City of Beloit	Town of Beloit	Town of Turtle	City of South Beloit	City of Janesville
Total Housing Units (2000)	14,253	2,949	990	2,345	25,083
Percent Vacant (2000)	6.3	4.6	3.3	7.7	4.7
Percent Owner Occupied (2000)	61.9	85.3	89.8	68.8	68.2
Median Home Value of Single-Family Owner-Occupied Units (2000)	\$68,200	\$102,000	\$115,900	\$86,200	\$100,000
Average Assessed Value of Class 1 Property (2005)*	\$75,900	\$106,387	\$138,000	\$88,233**	\$110,700
Median Contract Rent (1999)	\$509	\$538	\$652	\$505	\$567

* Includes all Class 1 buildings (single family, duplex, and three unit buildings)

**Includes only single family residential units

Source: U.S. Census, 2000, City of Beloit, Town of Beloit, Town of Turtle, Rockton Township, City of Janesville

3. Existing Neighborhood Development Pattern

Beloit’s current pattern of neighborhood development greatly influences the character of the City. With a unique combination of historic established neighborhoods and new residential areas, Beloit offers a wide range of neighborhood settings.

Beloit’s historic neighborhoods are located near the Downtown on both sides of the Rock River near the heart of the City. The Merrill neighborhood is located north of White Avenue east of the Rock River. The near westside neighborhood is located south of Liberty Avenue west of the Rock River. There is also an

established near eastside neighborhood surrounding Beloit College. These residential areas are characterized by traditional homes on smaller lots with a “grid” street pattern. They represent the fabric of the City.

Beloit also has new residential areas on the periphery of the City. These developments include a subdivision on the far east side of the City in the Gateway area and on the north side east of the Rock River. These areas are characterized by larger lots and homes laid out in a curvilinear design, where streets follow the natural contours of the land rather the traditional “grid” pattern.

4. Housing Agencies and Programs

There are several agencies and programs operating in Beloit with the goal of improving housing opportunities, including the following:

Neighborhood Development Initiative

The City’s Neighborhood Development Initiative began in 2004 with a pilot neighborhood on the near east and west sides. Through the project, the City has acquired, rehabilitated, and sold several homes.

Beloit Housing Authority

The Beloit Housing Authority (BHA) assists in providing adequate and affordable housing, economic opportunity, and a suitable living environment free from discrimination for low-income, elderly and disabled residents in the Beloit community. The Authority manages 91 units for families and 40 units for elderly, disabled/handicapped households. These properties are federally funded through the Department of Housing and Urban Development (HUD), and administered by the Beloit Housing Authority. The BHA also administers 598 Housing Choice Vouchers as part of the Section 8 Program. The program is designed to assist very low-income families in renting, or continuing to rent decent, safe, and sanitary housing at costs they can afford. Additional program information is available through the City.



Community Action Inc.

Community Action Inc. of Rock and Walworth Counties is a private, non-profit community service and developmental agency. Services focus on enabling residents to become or remain socially and financially self-sufficient and include emergency shelter for the homeless, free health care services for women, and assistance with child care. In addition to programs administered by Community Action, the agency also works with other institutions and organizations in the communities it serves to coordinate efforts to assist low-income individuals and families. Community Action is currently purchasing houses in the Merrill neighborhood, rehabilitating them, and reselling to low income home owners.

Neighborhood Housing Services

Established in 1979, Neighborhood Housing Services (NHS) is a private, not-for-profit organization working to build the Beloit community through programs that support homeownership, residents, and community development. NHS strives to provide quality service to first-time home buyers, current home owners, and quality rental property owners, including education and counseling, down payment assistance, and emergency loans.

Community Development Block Grant and HOME Programs

In 1974, the federal government established the Community Development Block Grant (CDBG) program to provide cities with funds to help meet the needs of low- and moderate-income residents and eliminate substandard housing and blight. Later, the federal government established the HOME Investment

Partnerships Program, to focus in particular activities that build, buy, and/or rehabilitate affordable housing for rent or homeownership or provide direct rental assistance to low-income people.

The City of Beloit receives annual CDBG and HOME allocations from the Department of Housing and Urban Development (HUD) for local use. There are certain guidelines as to the types of programs eligible for CDBG and HOME funds. In addition, the City of Beloit establishes local priorities for funding to meet specific local needs. The funds are managed locally by the City of Beloit's Division of Neighborhood Planning, which is responsible for ensuring that all funded agencies manage those funds in accordance with HUD guidelines.

To continue to receive CDBG and HOME funding, the City is required to prepare a three to five year strategic plan. The 2005-2009 strategic plan identifies renters and elderly homeowners as populations with priority housing needs including rehabilitation and other housing assistance. Strategies for addressing these needs are focused on upgrading the City's older housing stock, promoting homeownership, and helping homeowners stay in their homes. Specific objectives include:

- Develop a variety of housing alternatives in order to satisfy a wider range of housing needs.
- Use the existing programs and resources to improve Beloit's older housing stock.
- Promote the conversion of rental to owner-occupied housing in neighborhoods with unusually high percentages of rental properties.
- Promote homeownership as an alternative to renting for qualified households.
- Support programs that enable homeowners to retain their homes.
- Support neighborhood revitalization efforts.

Other Housing Programs

Other housing programs available to City of Beloit residents include home mortgage and improvement loans from the Wisconsin Housing and Economic Development Authority (WHEDA) and home repair grants for the elderly from the U.S. Department of Agriculture. The Housing Cost Reduction Initiative (HCRI) also funds activities such as emergency rental aid, homeless prevention efforts, and related housing initiatives. Further information on these programs can be obtained by contacting WHEDA.

Neighborhood Associations

Neighborhood associations can be a key factor in neighborhood health, and an important conduit between City Hall and the people who live in a neighborhood. Beloit has several neighborhood associations and related organizations, including Citizens for a Better Community (west side), Neighbors Who Care (west side), Merrill Revitalization, North East Side Neighborhood Association, and the Fairbanks Flats Revitalization organization.

B. Housing and Neighborhood Development Goals, Objectives and Policies

1. Goal

Support a variety of housing types and costs and quality neighborhoods to promote a desirable living environment for all residents.


2. Objectives

- a. Provide a range of affordable housing types to address the demands of various age groups, household types, income levels, and those with special needs.
- b. Promote home ownership as the preferred form of tenancy in the City.
- c. Promote high quality, safe housing and living environments that enhance existing neighborhoods, maintaining reasonable densities and promoting a sustainable owner-renter ratio.
- d. Require City neighborhoods to be served by a full range of urban services and close to key destinations for residents.

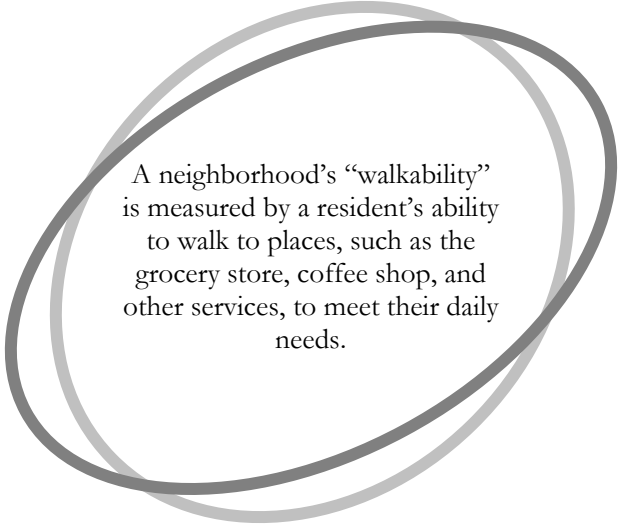
- e. Encourage well-designed neighborhoods, with a mix of housing types oriented towards pedestrians and well served by sidewalks and bicycle routes.

3. Policies

- a. Encourage a housing tenure mix in all neighborhoods that focuses on owner-occupied housing, yet provides opportunities for rental housing. In general, neighborhood stability and health are strongest when the ratio of owners to renters is at least 50/50, with greater percentages of owners leading to healthier neighborhoods. The City will strive to achieve these ratios in new and existing neighborhoods.
- b. Require that the development of new neighborhoods comply with the City's historic housing mix, in order to maintain the character of the community while allowing for housing choice. Within each continuous area designated as a "Planned Neighborhood" on the Future Land Use map (Map 10), seek a housing mix where not less than 65% of all housing units are in single family detached residences, with desired a maximum of 15% of units in two-family dwellings and 20% of units in multiple family dwellings (3+ units per building, regardless of occupancy). For two-family and multiple-family units, seek to maximize the percentage of such units that will be available for owner-occupancy. For single family units, seek a mix of lot sizes.
- c. Guide new housing and neighborhoods to areas with convenient access to commercial and recreational facilities, transportation systems, schools, shopping, services, and jobs.
- d. Accommodate and promote the upper-end housing market to help with business recruitment and boost the City's residential tax base.
- e. Promote the development of quality workforce housing to help with business recruitment.
- f. Promote upper story housing in Downtown Beloit as described more thoroughly in the Beloit Downtown Redevelopment Plan.
- g. Plan for multiple-family developments in parts of the City where streets and sidewalks can handle increased volumes of traffic; there are adequate parks, open space, and shopping facilities existing or planned; and utility systems and schools in the area have sufficient capacity. Disperse such developments throughout the City, rather than planning for large multiple family housing developments in isolated areas.
- h. Limit housing development in rural areas at and beyond the City's fringe. Do not approve development of unsewered residential subdivisions, with the exception of areas designated on the



Neighborhoods that are sustainable from a socioeconomic perspective have a mix of housing types, but trend towards owner-occupancy.



A neighborhood's "walkability" is measured by a resident's ability to walk to places, such as the grocery store, coffee shop, and other services, to meet their daily needs.

Future Land Use map as “Single Family Residential-Exurban.”

- i. Design neighborhoods to protect environmental resources, encourage resident interaction, promote “walkability”, and create a sense of place, following the “Planned Neighborhood” design guidelines presented in Chapter Four: Land Use.
- j. Require residential developers and builders to complete development and provide infrastructure improvements, including parks and streets, in partially developed existing subdivisions prior to platting new development areas or additions.
- k. Require developers to help fund safe and efficient pedestrian and bicycle access between residential neighborhoods and nearby community facilities (e.g. bus routes, parks, and schools).
- l. Require sensitive design of infill residential development in existing neighborhoods to complement the surrounding neighborhood, with particular attention to setbacks, height and massing, patterns, and materials.
- m. Establish multi-family design standards to promote quality design for market rate and affordable housing projects.
- n. Continue the City’s proactive code enforcement policy with strict consequences for continued violations.
- o. Implement a multi-layered approach to promoting housing affordability, through the update of the 3-5 Year Strategic Plan required for the City’s CDBG/HOME program.

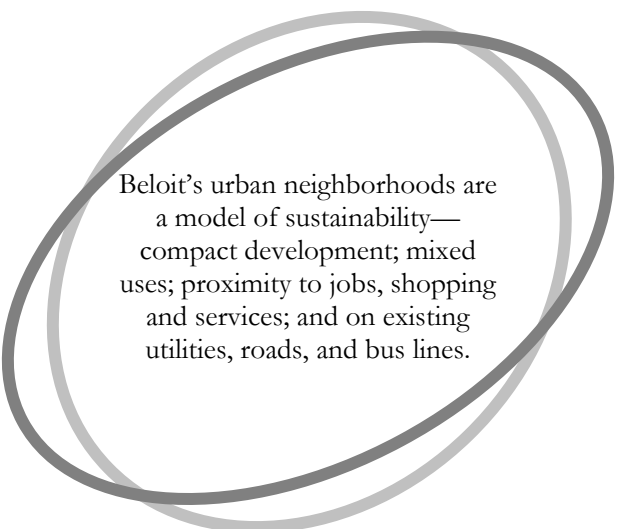
C. Recommendations and Programs for Existing Neighborhoods

As in many cities, as the City of Beloit has grown outward, some of its older, urban neighborhoods have declined in quality and safety. The neighborhoods surrounding the Downtown—the Merrill and West Side neighborhoods in particular—provide classic examples of the issues these types of neighborhoods can face. These issues include an aging housing stock with a mixed maintenance record, declining property values and rates of home ownership, increased numbers of vacant homes, and higher crime rates.

The continued revitalization of neighborhoods like Merrill and West Side are essential to provide a decent living environment for their residents. Further, their revitalization will enhance the City as a whole. For example, neighborhood revitalization will complement and enhance the community’s investment in its Downtown, perhaps by providing the type of urban neighborhoods that are attractive to young professionals, empty nesters, and young families.

The key to revitalization is targeting public services, initiatives, and investment in specific areas within the neighborhoods with the goal of encouraging and leveraging private investment by both for profit and non-profit builders and property owners. Concentrating resources in a particular area or section of a neighborhood increases the likelihood for the successful revitalization of the entire neighborhood. As the targeted part of the neighborhood improves, the benefits reverberate through the surrounding neighborhood. Through the strategic implementation of this investment approach over time, entire neighborhoods can be transformed.

The crucial components to the long term successful implementation of this targeted strategy include public private (non-profit and for-profit) partnerships, proactive code



Beloit’s urban neighborhoods are a model of sustainability—compact development; mixed uses; proximity to jobs, shopping and services; and on existing utilities, roads, and bus lines.

enforcement, comprehensive public safety initiatives, incentives for housing rehabilitation and new development, on-going resident participation and buy-in, and, most importantly, political will and leadership.

The following are specific programs and recommendations to promote the revitalization and continued attention to Beloit's existing neighborhoods:

1. Establish Benchmarks for Neighborhood Development Initiative

The City will consider establishing benchmarks (e.g. percent homeowner occupied, average housing value, percent vacancy) for measuring success within each targeted neighborhood, and a timeline for identifying new target neighborhoods. Retiring an old and establishing a new target neighborhood every three to five years may be a worthwhile objective.

2. Improve Connections to Neighborhood Groups and Residents

The City will explore creating a Targeted Neighborhood Revitalization Committee to guide the establishment of priorities for implementing targeted investment in Beloit's existing neighborhoods. The committee may include representation from the neighborhood associations, city council, non-profit housing developers and economic development corporations, for profit housing developers, local banks, Merrill Neighborhood Community Center, Beloit College, and Beloit 2020. This group could also develop and implement a participation process to solicit input into the targeted investment strategy and endorsement of the targeted area selection process and priorities.

To improve City-neighborhood relations for the betterment of both, the City may also reestablish a City staff Neighborhood Resource Liaison. Responsibilities could include assistance with the creation of new neighborhood associations, on-going support of existing neighborhood associations, guidance for neighborhood initiatives, and a clear channel of communication regarding city policies and practices. This staff person would coordinate with the Neighborhood Resource Officer described in Chapter Six.

The City will also work with neighborhood groups to explore options for supporting local public improvement projects by neighborhood groups and associations, such as neighborhood signs, public art, banners, and other streetscape improvements.



3. Maintain Other Partnerships for Lasting Success

In an era of scarce public resources, the importance of coordinating efforts across all City departments and partnering with other civic organizations to improve housing and neighborhoods cannot be underestimated.

To this end, the City will coordinate among the Departments of Community Development, Police, Public Works, Building Inspection, and Public Health to include neighborhood safety, public improvements, and code enforcement in its neighborhood improvement initiatives. Targeted investment in specific areas should be in conjunction with other major capital or private sector investments (e.g. development of the Eclipse Center).

In addition to the City, many organizations in the Beloit area are working to meet the housing needs of local residents. These organizations include Neighborhood Housing Services, the Beloit Housing Authority, and Community Action, Inc. Housing issues in the City should be addressed through the concerted effort of all these groups and the City in targeted neighborhoods.

4. Continue Housing Improvement Initiatives

The City will continue to focus on improving the conditions of existing housing within its central city neighborhoods, including but not limited to the following ongoing efforts:

- Providing incentives for housing upgrades and homeownership increases through use of CDBG/HOME funding and partnerships with other organizations.
- Within targeted neighborhoods, continuing to pursue the purchase of vacant, dilapidated, and tax delinquent housing for rehabilitation and resale for owner-occupancy.
- Continuing proactive code enforcement policy with strict consequences for continued violations.
- Maintaining the current policy of downzoned central city neighborhoods, focused on re-converting former single family houses back to single family use and reducing the incidence of multiple homes on a single lot. Consider the impact of this policy on buildings originally built for more than single family use, perhaps through minor zoning text changes.

5. Use the 3-5 Year Strategic Plan Process Explore Innovation in Affordable Housing

The City will continue to treat the 3-5 Year Strategic Plan associated with CDBG/HOME funding as more than just a compliance document. It should also be used as a platform to explore new directions in housing and neighborhood development policy and initiatives. Through the process of its next update, the City intends to explore the feasibility and desirability of initiatives such as land trusts for affordable housing, promotion of workforce housing development in collaboration with major employers, additional incentives such as low interest and forgivable loan programs to promote the rehabilitation of historic homes as well as single family homes that have been converted to multiple-family homes, inclusionary zoning, and use of tax increment financing for neighborhood revitalization.

D. Recommendations and Programs for New Neighborhoods


Building off of some of the policies listed in Section B, the following are programs and recommendations to promote high-quality and affordable housing and neighborhoods in the Beloit area, focused in particular on newer neighborhoods near the City's fringe.

1. Support Provision of Quality New Housing at all Levels

Housing is not simply part of the framework of the City; it also contributes to its economic vitality. In order for the Beloit area to grow economically, housing is needed to meet diverse job opportunities. Businesses need access to workers, and workers need quality housing they can afford. A range of housing types, from workforce housing to executive housing, is an asset to the City. It promotes attachment to the community by providing housing for all stages of life, and lends richness to community life through variety and balance. To this end, the City will continue to promote a range of housing choices in new neighborhoods, consistent with the policies laid out earlier in this chapter.

2. Enact Design Standards for Multiple Family Housing

Multiple family housing provides options for the elderly, younger residents, and employees for Beloit businesses. However, such projects often cause community opposition. In some cases, this is because such projects have been poorly and cheaply designed. The City should include detailed design guidelines for all new or expanded multi-family residential developments in the zoning ordinance and enforce them during development review processes. The following guidelines and Figure 31 provide a foundation:

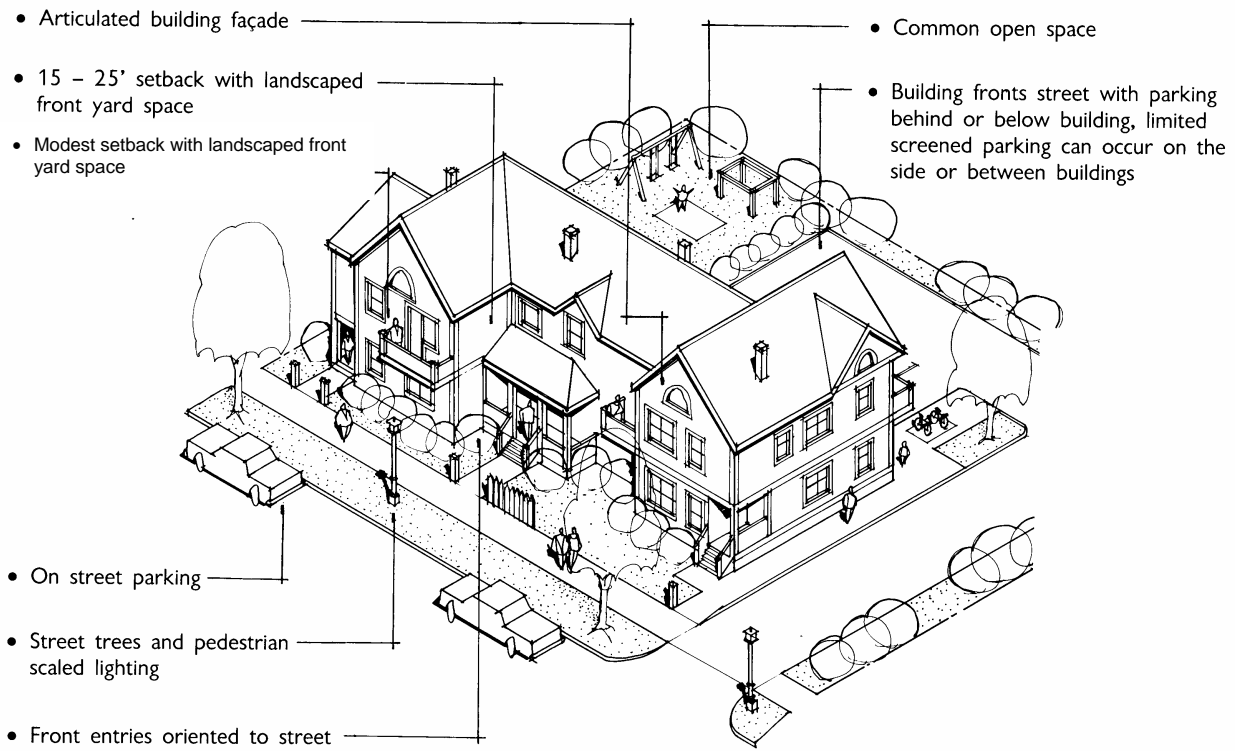


To be sustainable from a financial and community service perspective in the long-term, the initial quality of construction of multiple-family housing is a key ingredient.

- Incorporate architectural design that fits the context of the surrounding neighborhood, and Beloit's overall character. Encourage layouts where buildings appear as a grouping of smaller residences. Within and near the downtown, promote building materials, designs, scale, and setbacks that are compatible with the surrounding historic character.
- Use brick and other natural materials on building facades. Avoid monotonous facades and box-like buildings. Incorporate balconies, porches, garden walls, varied building and facade setbacks, varied roof designs, and bay windows.
- Orient buildings to the street with modest front yard setbacks, bringing street-oriented entries close to public sidewalks to increase pedestrian activity. Include private sidewalk connections.
- Locate parking, dumpsters, and other unattractive uses behind buildings.
- For parking lots and garages, (a) locate garage doors and parking lots so they are not the dominant visual element; (b) screen parking areas from public view; (c) break up large parking lots with landscaped islands and similar features; (d) provide direct links to building entrances by pedestrian walkways physically separated from vehicular movement areas; (e) large parking garages are undesirable, but where necessary, break up facades with foundation landscaping, varied facade setbacks, and recessed garage doors.
- Provide generous landscaping of sufficient size at time of planting. Emphasize landscaping (a) along all public and private street frontages; (b) along the perimeter of all paved areas and in islands in larger parking lots; (c) along all building foundations; (d) along yards separating land uses which differ in intensity, density, or character; (e) around all outdoor storage areas such as trash receptacles and recycling bins (also include screening walls in these areas); (f) around all utility structures or mechanical structures visible from public streets or less intensive land uses.
- Provide on-site recreational and open space areas to serve the needs of residents. Whenever possible, develop contiguous rear yards as a unit to encourage use by building residents and guests.



Figure 31: Desired Multiple Family Residential Project Layout



3. Consider Anti-Monotony Ordinances for New City Neighborhoods

The City of Beloit supports variety of housing styles, materials, and colors in new residential neighborhoods, particularly in the “Planned Neighborhood” growth areas on the City’s west and east sides. This variety is reflective of the historic character of housing in the older parts of the City, so is therefore important in preserving the area’s character. Housing variety also makes for more interesting neighborhoods that tend to retain their value over time.

Too often in growing communities, housing material, color, and style choices are very limited in new neighborhoods. To combat this trend, many communities have adopted “anti-monotony” provisions into their zoning ordinances. These types of provisions limit the construction of identical—or very similar—houses within a certain distance of one another. The sidebar includes an example of general anti-monotony ordinance provisions for a suburban community outside of Milwaukee which includes more detailed provisions and definitions as well.

The City will consider inclusion of anti-monotony housing provisions in its zoning ordinance, in consultation with residents, developers, and home builders.

Example of General Anti-Monotony Provisions (Grafton, WI)

“No two single-family dwellings of similar front façade shall be repeated on any abutting lots or within five lots on either side of the street on which the dwellings front, including lots which are directly across the street from one another. Front facades shall be deemed to be similar when there is no substantial difference in roof lines; no substantial change in windows of either size, location, or type; and no substantial change in the color or kind of materials.”

4. Require Neighborhood Development Plans in Advance of Development

The Land Use chapter includes a description of the “Planned Neighborhood” future land use category, which is intended to provide for a variety of housing choices and a mix of non-residential uses such as parks, schools, religious institutions, and small-scale shopping and service areas. These areas are mapped on Map 10 for future development in different parts of the City.

The complexity of “Planned Neighborhood” areas suggests the preparation of detailed neighborhood development plans to further guide development of these areas. A neighborhood development plan would be prepared by a developer, a group of property owners, or the City, in advance of the approval of individual subdivision plats within the area it covers.

Neighborhood development plans specify in greater detail land use mix, density, street layouts, open space, and stormwater management than are possible within this *Comprehensive Plan*. They also suggest important connections between individual property ownerships and future subdivision plats. These neighborhood development plans would ideally be adopted as a detailed component of the City’s *Comprehensive Plan* once completed.

Preparing Neighborhood Development Plans – A Recommended Process

The following planning process has a proven track record of success:

- I. Analysis: A wide variety of site specific information must be collected about both existing and emerging conditions:
 - A. Establish and confirm the full neighborhood design process, including the creation of an ad-hoc or blended oversight committee including and/or reporting to the Plan Commission and City Council;
 - B. Collect existing map and plan data for the area and its surroundings related to parcels, topography, soils, land cover and uses, utilities, transportation, recreation, public services, plan recommendations, zoning and property ownership;
 - C. Evaluate the existing and emerging real estate market;
 - D. Employ meaningful public participation to help identify opportunities & constraints, and to help create a vision for the area; and,
 - E. Conduct property owner, agency and stakeholder interviews.
- II. Plan: Based on the results of the Analysis phase, prepare a detailed Neighborhood Development Plan as derived from the consideration of a Preliminary Concept Plan, Alternative Concept Plans where options are many, and a Refined Draft Neighborhood Plan:
 - A. Refine and confirm the neighborhood vision;
 - B. Draft and confirm a Preliminary Concept Plan depicting the general arrangement of land uses, development character, main roads and stormwater management facilities, pedestrian & bicycle networks, and the open space system. For more complex neighborhoods with a variety of options, produce and confirm one or more Alternative Concept Plans;
 - C. Present Preliminary Concept Plan or Alternative Concept Plans for review by the public, stakeholders, agencies and the committee. An alternatives Open House with rating sheets is an excellent method to receive general public input;
 - D. Produce and confirm a Draft Neighborhood Development Plan based on the responses to the Preliminary or Alternative Concept Plans.
 - E. Refine and adopt the Neighborhood Development Plan, and ultimately integrate it into the *Comprehensive Plan* as an amendment.
- III. Implementation: Following neighborhood development plan adoption, establish and apply the appropriate regulatory and procedural foundation to ensure full implementation:
 - A. Facilitate developments consistent with that plan;
 - B. Establish zoning districts and boundaries in compliance with the plan;
 - C. Review proposed land divisions, conditional use permits and planned developments based on conformance with the plan, including consideration of land use pattern, density/intensity, community character, and infrastructure recommendations.



VIII. Economic Development

- Focus economic development around an overall strategy of helping local businesses prosper; building Beloit residents as sought-after employees and entrepreneurs, attracting new industries, retailers, and economic initiatives that capitalize on Beloit's attributes; enhancing economic health in the City Center and nearby neighborhoods through revitalization efforts; and working collaboratively through local and regional partnerships.
- Encourage entrepreneurship in local residents including supporting training and incubator space.
- Strengthen the link between people and jobs, including greater options in workforce housing, education, and transportation.
- Recognize the importance of existing local businesses by supporting their retention and expansion.
- Direct business recruitment efforts towards specialized manufacturing, retail opportunities not yet available in Beloit, and projects that contribute to Downtown and corridor redevelopment.
- Pursue community enhancements, such as Riverwalk expansion and events, as part of the City's economic well-being.
- Continue to collaborate with local and regional partners on economic development initiatives.



CITY OF BELOIT

Comprehensive Plan



This chapter of the *Plan* contains information, goals, objectives, policies and recommended programs to promote the retention and stabilization of the economic base in Beloit. This chapter assesses the City's economic development strengths and weaknesses and evaluates the types of new businesses and industries that are desired for the City.

Because a successful economic development strategy must consider a community's position within a broader economic and geographic region, this chapter was developed with that regional perspective in mind. Chapter II: Issues and Opportunities also features a discussion of the major economic opportunities for Beloit based on its regional position and local assets.

A. Labor Force

The City's labor force is the portion of the population employed or available for work and includes people who are in the armed forces, employed, unemployed, or actively seeking employment. According to 2000 U.S. Census data, 17,449 residents, or 65 percent, of City residents age 16 or older were in the labor force. Of this total, 9.2% were unemployed. The percentage of the City's labor force employed by occupational sector is shown in Figure 32. Nearly 35 percent of the labor force is employed in the manufacturing sector, which is reflective of the City's large "blue collar" workforce. The educational, health, and social services sector employs another 18.4 percent of the workforce.

Figure 32: City of Beloit Occupational Groups

Occupational Group	% of Labor Force
Manufacturing	34.9
Educational, health, and social services	18.4
Retail trade	11.1
Arts, entertainment, recreation, accommodation, and food services	8.5
Professional, scientific, management, administrative, and waste management services	5.2
Construction	4.9
Other services (except public administration)	3.9
Transportation, warehousing, and utilities	3.4
Finance, insurance, real estate, rental, and leasing	3.3
Public Administration	2.4
Wholesale trade	2.0
Information	1.5
Agriculture, forestry, fishing, hunting, and mining	0.5

Source: U.S. Census Bureau, 2000

B. Educational Attainment

Educational attainment is one variable that is used to assess a community's labor force potential. According to 2000 Census data, 75.6 percent of the City's population ages 25 and older have attained a high school degree or higher, which is lower than all other surrounding communities except the City of South Beloit. Over 13 percent of that group holds bachelor's degrees or higher. This is lower than the Town of Turtle but higher than the Town of Beloit. Increasing educational attainment and well-trained employees will be key to Beloit's economic future.

Figure 33: Education Characteristics, 2000

	% High School Graduates	% with Bachelor's Degree or Higher
City of Beloit	75.6	13.5
Town of Beloit	84.8	11.5
Town of Turtle	86.3	17.0
City of South Beloit	73.7	7.4
City of Janesville	87.0	18.9
Rock County	83.9	16.7
State of Wisconsin	85.1	22.4

Source: U.S. Census Bureau, 2000

C. Income

Figure 34 presents income characteristics for the City of Beloit and the surrounding communities. According to 2000 U.S. Census data, median household income in the City was \$36,414, which is similar to the neighboring Illinois community of South Beloit, but is lower than the adjacent towns, Janesville, the County, and the State. Similarly, the City of Beloit's per capita income ranged between 9 and 42 percent lower than the adjacent communities, Janesville, the County, and the State. Approximately 46 percent of households in Beloit reported an annual income of between \$35,000 and \$100,000 in 1999. Nearly 6 percent of the households reported an annual income of more than \$100,000.

Using the total income tax returns and gross adjusted income filed between July 1, 2004 and June 30, 2005 for the City of Beloit, the adjusted gross income per tax return was \$31,209. The adjusted gross income per tax return throughout Rock County was \$41,906. This data includes only income subject to tax and income of persons filing tax returns; it does not include non-taxable income and people not filing returns. It does not directly reflect household incomes because tax returns do not always correspond with households.

Figure 34: Comparable 2000 Housing and Per Capita Incomes

	Median Household Income	Per Capita Income
City of Beloit	\$36,414	\$16,912
Town of Beloit	\$47,907	\$21,874
Town of Turtle	\$57,188	\$24,015
City of South Beloit	\$35,597	\$18,363
City of Janesville	\$45,961	\$22,224
Rock County	\$45,517	\$20,895
State of Wisconsin	\$43,791	\$21,271

Source: U.S. Census Bureau, 2000

D. Commuting Patterns

Although the largest number of Beloit's resident workforce is employed within the City, approximately 56 percent commute to work outside of the City. Figure 35 illustrates the number of workers commuting to proximate metropolitan areas. Of Beloit residents who work outside the home, the median time spent traveling to work was 15 to 19 minutes. This data suggests that the most common places for Beloit residents to work are Beloit, Janesville, and Rockford. 92.3 percent of workers traveled by private vehicle to work, and of these, 14.8 percent carpooled. 15 percent of Rock County's workforce commuted from outside the County (only County-specific information was available).

Figure 35: Commuting Patterns

Workplace Location for Beloit Residents	# of Workers	% of Employed Residents
City of Beloit	6,827	43.9%
Janesville-Beloit MSA (outside of the City of Beloit)	4,247	27.3%
Rockford MSA	3,003	19.3%
Chicago MSA	283	1.8%
Milwaukee MSA	217	1.4%
Madison MSA	96	.6%

Note: Metropolitan Statistical Area (MSA)

Source: U.S. Census Bureau, 2000

E. Trade Area Demographics

Existing and prospective businesses consider the population and characteristics of the larger trade area when considering location and expansion decisions. Beloit businesses serve not only City residents, but also customers from a larger trade area.

Figure 36 below presents demographic information for 10-mile and 15-mile radii from Beloit. The 2000 population of the 10-mile radius is more than twice as large as the City's 2000 population (35,775). The average household size and median age for the 10-mile area are higher than in the City alone. The median household income of the 10-mile radius is significantly higher than the City.

Figure 36: Trade Area Demographics

	10-Mile Radius	15-Mile Radius
2000 Population	94,524	256,941
2006 Population (estimated)	101,210	273,622
2000 Households	34,920	98,052
2006 Households (estimated)	38,210	106,657
2000 Average Household Size	2.6	2.51
2000 Median Age	36.0	36.4
2000 Median Household Income	\$52,911	\$52,536

Source: City of Beloit

F. Locations of Economic Development Activity

Beloit's economic development activity is focused in three geographic areas, described below.

1. Downtown and City Center

Beloit's City Center, the riverfront corridor that extends through the City and includes Downtown, was the historic location of Beloit's economic activity, including riverfront industrial businesses, like Fairbanks Morse and the Beloit Corporation. Beloit experienced devastating economic decline there starting in the 1970s along with other "rustbelt" cities throughout the Midwest, but has made significant progress to revitalize the City Center in partnership with Beloit 2020, the Downtown Beloit Association, and private investors.

Today, the City Center is home to a number of major employers including Fairbanks Morse, ABC Supply, Regal-Beloit Corporation, several Downtown banks, and Beloit College. The Downtown portion of the City Center alone boasts over 2,000 employees and 200 businesses. There are also a number of small businesses downtown, catering to Beloit residents, students, and visitors. Efforts to reinvest in the City Center have been

aided by support through state and federal programs, the Wisconsin Main Street program, and Tax Increment Financing.

2. Commercial Corridors

The most rapidly expanding area of commercial activity in Beloit is along Highway 81/Milwaukee Road near the interchange with Interstates 39/90 and 43. This area is characterized by automobile-oriented development, including regional-scale retailers like Wal-Mart, Menards, and Staples; multi-tenant commercial centers; national chain sit-down and fast food restaurants; and travel service centers.

In the northeast area of the City, Prairie Avenue and Cranston Road both serve as commercial corridors. Cranston Road businesses are focused on retailing and restaurants closer to Highway 81 with service businesses and offices further west. Prairie Avenue is a community service and retail area, which is struggling relative to the interchange area, but is bolstered by the health care institutions that are focused in that area. On Beloit's west side, Madison Road is home to a mix of neighborhood-scale commercial establishments and a large grocery store. Smaller neighborhood commercial pockets also dot the City.

3. Industrial Development

In addition to the significant industrial activity in the City Center, most industrial development is located on Beloit's northeast side along the rail corridor. It is most heavily concentrated on both sides of Interstate 39/90, south of the Interstate 43 interchange. Major industrial employers on the west side of Interstate 39/90 include Frito-Lay, Hormel Foods, and Alcoa International. Recently, the City, in partnership with MLG (a commercial real estate development company), established the Gateway Business Park on the east side of Interstate 39/90 for new industrial and residential development. Major developments recently completed or underway in the Gateway Business Park include a Staples distribution center, bringing 200 new jobs, a Kettle Foods production and distribution center, bringing 100 new jobs, and the relocation of Kerry's facilities from the Downtown.



The presence of Frito-Lay, Hormel Foods, Kettle Foods, and Kerry Ingredients demonstrates a clear food products cluster in Beloit. In addition to the food industry, the east side of Beloit is home to a biotechnology company, Genencor, which processes agricultural products for feeds, food and food ingredients, and renewable fuels. Beloit's proximity to agricultural raw materials, interstate transshipment routes, a power plant, and major metropolitan markets demonstrates a clear growth potential in bio-based production, particularly focused on food products.

Figure 37: Major Employers of Greater Beloit, 2007

Employer*	Industry/Organization	# Employees
School District of Beloit	Educational Services	890
Beloit Memorial Hospital	Medical Services	845
Frito-Lay	Snack Foods	717
Taylor Company (Rockton, IL)	Ice Cream and Shake Machines	652
Beloit College	4-Year College	448
Alcoa International	Aluminum Wheels	401
Beloit Clinic	Medical Services	394
City of Beloit	Municipal Services	382
ABC Supply Co.	Roofing, Siding	372
Wal-Mart Super Store	Retail Department Store	336
Kerry Americas	Dehydrated Food	330
Fairbanks Morse/Goodrich	Diesel Engines	288
General Motors (Janesville, WI)	Auto Assembly	279
Hormel Foods	Canned Meat	272
Ecolab, Inc. (South Beloit, IL)	Chemical Dispenser	264
Warner Electric (South Beloit, IL)	Brake & Clutch Systems	232
Woodward Governor (Rockford, IL)	Aerospace Products	228
Regal-Beloit (all area locations)	Cutting Tools	225
Staples	Office Supplies	190
Scot Forge (Clinton, WI)	Open Die Steel Forgings	186
First National Bank & Trust	Financial Institution	183
Menards	Retail Department Store	170
Midstates Concrete	Precast concrete slabs	160
Turner School District	Educational Services	160
Serta Mattress Company	Mattresses	158
United Industries	Stainless Steel Tubing	137
McCleary Industries (South Beloit)	Snack Foods	135
Metso Paper USA	Paper Making Machines	120
Woodman's	Grocery Store	120
Paperchine	Paper Machinery Manufacturers	110

* Employers with 100 or more employees were included on this list

Source: City of Beloit, 2007

G. Environmentally Contaminated Sites

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

The sites represented on the DNR database in the planning area include areas contaminated through spills, leaking underground storage tanks (LUST), and other contamination sources that require long-term monitoring of the soil and water. As of August, 2007, there were 66 sites listed in the DNR database in the City of Beloit. Of these, 37 were classified as spill sites, 16 were classified as "ERP" (sites which have contaminated soil and/or groundwater), and 13 were classified as "LUST" sites.

Concentrations of brownfield sites appear to be along 4th Street, Broad Street, Liberty Avenue, Pleasant Street, and Prairie Avenue. Specific locations, property ownership information, and status of remediation efforts for these sites are available from the DNR. These properties may need special attention for successful redevelopment to occur. The locations of these environmentally contaminated sites were considered when making the land use recommendations in this *Plan*.

H. Local Economic Development Organizations

The following section describes the numerous economic development organizations working in the Beloit area. Attesting to the strong collaboration among four of these organizations – Downtown Beloit Association, Chamber of Commerce, Visit Beloit, and Greater Beloit Economic Development Corporation – starting in winter of 2008, they will be housed in the new “Vision Beloit” center in Downtown Beloit.

1. City of Beloit Economic Development Department

The City’s Economic Development Department offers a number of services to businesses and developers to promote balanced economic growth for the City. The City assists businesses and developers with provision of demographic information; building and site searches; labor searches; financial packaging; and incentive packaging.

2. Greater Beloit Economic Development Corporation (GBEDC)

The GBEDC was formed in April 2005 through the merger of the Beloit Economic Development Advisory Council and the Beloit Economic Development Corporation. The GBEDC focuses on industrial development, business retention and expansion, and commercial development leading to private investment and job creation in the Cities of Beloit and South Beloit and the Towns of Beloit and Turtle. The GBEDC serves as a voice of the business community and works to facilitate partnerships with government, utilities, realtors, and other public and private entities.

3. Community Development Authority (CDA)

The City of Beloit Community Development Authority develops plans and implements economic redevelopment and housing initiatives. It also oversees the operations of the public housing office.

4. Downtown Beloit Association (DBA)

The DBA works to revitalize Beloit’s center through its management of the downtown, in part utilizing the State’s Main Street program. The DBA assists with (1) organizing human and financial resources to implement the Main Street program; (2) marketing the downtown through promotional materials and special events; (3) promoting historically sensitive design for both private buildings and public improvements; and (4) economic restructuring of the downtown to achieve an optimal, vibrant business atmosphere.

5. Greater Beloit Chamber of Commerce

The Chamber of Commerce serves the greater Beloit business community through its coordination with government, educational, and other community organizations; networking opportunities; and special events.



6. Visit Beloit

Visit Beloit—the local convention and visitors bureau—supports tourism in Beloit through its promotion of Beloit attractions, special events, activities, dining, and accommodations.

7. Beloit 2020

Formerly Beloit 2000, Beloit 2020 is comprised of key members of the public, private, and civic sectors who are committed to Beloit's continuous improvement and a greater quality of life for its residents. Beloit 2020 has led many planning and implementation efforts, focused particularly on the City Center, stretching near the river from the new Eclipse Center to South Beloit. Recently, Beloit 2020 led the development of the City Center Plan for this area.

8. Beloit Fine Arts Incubator

The Beloit Fine Arts Incubator is a non-profit organization that provides affordable space for artists to create, display, and sell their work and also provides business development services to artists.

I. Regional Economic Initiatives

1. Rock County Development Alliance

In addition to a wealth of local economic development organizations, the City is active at a higher level with Janesville and Rock County. These efforts recognize that both cities benefit from an overall strong region. The focus of this effort is the development of joint marketing materials. Recently Rock County and the two cities have targeted the Chicago development market to maintain and improve local visibility.

2. Stateline Coalition Steering Committee

The Stateline Coalition Steering Committee is a collaborative effort among Illinois and Wisconsin cities near the stateline. Its purpose is to identify strategic transportation initiatives which impact economic development and lobby for funding (e.g. expansion of Highway 20 from Iowa to Rockford, Illinois).

3. I-39 Logistics Corridor

Rock County Planning and Development is a member of the I-39 Logistics Corridor group. This group markets the proximity of the Interstate 39 corridor, which offers everything of vital importance to logistics, manufacturing, and other companies analyzing site criteria for the Chicago area. The Chicago area handles more freight than any other region in the country.

J. Economic Incentive Programs

1. Tax Increment Financing (TIF)

Tax increment financing is the City's most important economic development tool and is used mostly to finance infrastructure and to leverage private investments. The City of Beloit has nine active TIF districts, concentrated in the City Center and in industrial areas on the east side of City. TIF is used as a funding tool to facilitate desired development and redevelopment that would not happen "but for" the use of TIF. Incremental tax dollars collected from rising property values within a TIF district are used to finance public improvements and/or to narrow an evident funding gap for a private development investment.

2. City of Beloit Revolving Load Fund

The City's Revolving Loan Fund provides up to 30 percent financing for real estate and depreciable assets for businesses creating new jobs and tax base within the City.

3. GBEDC Multi Bank Loan Pool

The Greater Beloit Economic Development Corporation, M & I Bank, First National Bank, and Blackhawk State Bank have partnered to establish a Multi Bank Loan Pool. This Pool can provide financing for business development or expansion projects in the City leading to significant job creation or private investment.

4. Community Development Zone

Beloit's City Center and Industrial Park are part of a state-designated Community Development Zone, in which new companies are eligible for income tax credits based on job creation.

5. Beloit Development Opportunity Zone – Gateway Business Park

New companies locating or expanding in the Gateway Business Park are eligible for income tax credits for job creation for full-time positions filled by Wisconsin residents. This program has recently been extended to be available into 2009.

6. Capital Ideas Technology Zone

The Capital Ideas Technology Zone is an economic development initiative promoting high-technology businesses development in Dane, Jefferson and Rock Counties. In Beloit, high technology businesses locating in the I-90 Industrial Park and in the City Center are eligible for state income tax credits based on job creation and private investment.

7. Industrial Revenue Bonds

New industrial facilities with demonstrated financing needs can request the City's assistance in obtaining industrial revenue bond financing for new construction and equipment. IRBs are tax exempt and maintain interest rates lower than the market rate by about 75%.

8. Small Business Administration (SBA) 504 Financing

The City can assist businesses with the procurement of SBA 504 financing for new construction and equipment. SBA financing requires a 10% equity investment coupled with a 50% investment by a lending institution and 40% investment from the federal government.

9. State Job Training Programs

Businesses creating new jobs in manufacturing and new technology can take advantage of the State's Customized Labor Training Program (CLT) that provides \$2,500 in training funds for each new job created. Additionally, the State's Business Employee's Skills Training (BEST) grant program can provide up to \$10,000 to small employers for job training.



K. Assessment of Desired Economic Development Focus

Following the State's comprehensive planning law, this *Comprehensive Plan* assesses categories or particular types of new businesses and industries that the City desires. In order to do this, the City must understand its economic development assets, and how to capitalize on those assets through identifying strengths and weaknesses.

Figure 38: City of Beloit Strengths and Weaknesses for Economic Development

Strengths	Weaknesses
<ul style="list-style-type: none"> ▪ Well connected to major metro markets through transportation network ▪ Access to raw materials ▪ Infrastructure in place to serve new development ▪ Recent residential growth ▪ Proactive leadership ▪ Available workforce ▪ Food processing cluster ▪ Regional recreation and tourism amenities ▪ Historic City Center riverfront ▪ Sewer and water capacity and quality ▪ Workforce initiatives and the Job Center ▪ Availability of land 	<ul style="list-style-type: none"> ▪ Difficulty in land assembly, particularly downtown and along Milwaukee Road ▪ Status as “in between” market ▪ Obstacles faced in changing perceptions of the community ▪ Lower property taxes and more flexible incentive packages across the State line ▪ Some future economic development areas—particularly east of I-90—currently lack good access

L. Employment Projections

The following employment projections in 5-year increments are based on the Wisconsin Department of Workforce Development’s Office of Economic Advisors (OEA). The OEA produces mid-term employment projections for the South West Wisconsin area (Grant, Green, Iowa, Lafayette, Richland, and Rock Counties). Employment is a count of jobs rather than people, and includes all part- and full-time non-farm jobs. Employment does not include self-employed, unpaid family, and railroad workers.

The City’s current proportion of jobs relative to the region is projected to continue through the planning period. In 2000, the City had 14,150 jobs, which is approximately 12 percent of all jobs in the South West Wisconsin area. By 2012, the South West area’s total number of jobs is expected to increase by 16,760 jobs (14.2 percent). The City’s portion of this increase would be approximately 2,015 new jobs. This employment growth rate is projected to remain constant throughout the planning period.

Figure 39: City of Beloit New Employment Projections: 2005-2030

	2005-2010	2010-2015	2015-2020	2020-2025	2025-2030	Total
Projected Number of New Jobs in the City of Beloit	901	956	1,014	1,076	1,141	5,088

Source: Wisconsin Department of Workforce Development, Office of Economic Advisors, 2004; Vandemalle & Associates

M. Economic Development Goals, Objectives and Policies

The City’s economic strategy acknowledges that the economic health of the City is inextricably linked to its regional position, and to its local attributes and conditions. Often through partnerships, the City will seek to capitalize on these attributes and improve local conditions to enhance its economic environment. At the same time, the City will direct limited economic resources in directions that best meet unmet community needs, raise the standard of living and quality of life for Beloit residents, and advance the City’s overall vision and goals as expressed through this *Comprehensive Plan*.

1. Goal

Attract and retain businesses that capitalize on Beloit’s regional position, enhance the City’s character and appearance, and strengthen and diversify the non-residential tax base and employment opportunities.

2. Objectives

- a. Promote commercial development that will meet the shopping, service, and entertainment needs of the residents of the Beloit trade area.
- b. Support the creation and growth of small business development.
- c. Recruit businesses and industries that provide high paying jobs in a variety of fields for Beloit residents.
- d. Continue to grow and enhance economic clusters in Beloit, such as specialized food processing, transportation, energy, and logistics.
- e. Promote regional economic development through cooperative efforts.
- f. Actively support the continued revitalization of Downtown Beloit, the City Center area, and nearby neighborhoods.
- g. Balance economic growth with other community goals, such as neighborhood preservation and environmental protection.

Pillars of the City’s Economic Strategy

- Focus economic development on community vision and goal achievement
- Help local businesses grow and prosper
- Build Beloit residents as sought-after employees and entrepreneurs
- Attract new industries, retailers, and economic initiatives that capitalize on Beloit’s unique attributes and position
- Enhance economic health in the City Center and nearby neighborhoods through revitalization efforts
- Enhance community sustainability through responsible economic growth
- Work collaboratively through local and regional partnerships

3. Policies

- a. Provide sufficient business and industrial sites for the community to be competitive in attracting high quality enterprises, and in helping existing businesses grow if relocation is necessary.
- b. Continue to revitalize Downtown Beloit as a specialty retail, service, residential, and event district that complements its existing scale and character and draws customers from a broader trade area.
- c. Encourage neighborhood-serving commercial opportunities in the existing developed areas of the City, particularly aging commercial corridors and neighborhood retail centers.
- d. Capitalize on Beloit’s ideal location and excellent access by encouraging regional retail and commercial service development in the vicinity of the Interstate 39/90 and 43 and Milwaukee Road.
- e. Continue to enhance and beautify the streetscapes along major corridors and community gateways, particularly Highway 51, Milwaukee Road, Madison Road, and the Highway 75.



- f. Encourage the redevelopment or rehabilitation of underutilized and deteriorated properties and districts, following the directions provided in Chapter Four: Land Use.
- g. Support the creation of small-business incubators in both formal and more ad hoc locations, and for a variety of business types, including industrial, retail and service, and the arts.
- h. Allow neighborhood-scale retail businesses and services in predominantly residential neighborhoods, provided such uses and structures are compatible with adjoining residential properties and serve primarily the needs of the surrounding neighborhood.
- i. Require that new business or industrial development provides adequate separation and buffering between facilities and nearby existing or planned residential neighborhoods, while still encouraging the concept of live-work neighborhoods where neighborhood and site planning is high.
- j. Encourage businesses and industries that do not have environmental impacts that would negatively affect adjoining properties or otherwise degrade the environmental quality of the community.
- k. Complete the marketing, development, and expansion of the Gateway Business Park as the premier industrial, manufacturing, and distribution area of the City.
- l. Preserve long term economic opportunities beyond the City limits—particularly east of the City—through intergovernmental cooperation and extraterritorial authorities to prevent premature development there.
- m. Create and communicate clear expectations and standards for areas planned for industrial, office, mixed use, and commercial development, and review projects against these standards, to eliminate uncertainty in the development review process.
- n. Continue the appropriate use of Tax Increment Financing and other financial incentives and implementation tools to promote desirable new and expansion industrial development and redevelopment.
- o. Work with the Beloit Area Chamber of Commerce, the Downtown Beloit Association, Beloit 2020, Visit Beloit, the Greater Beloit Economic Development Corporation, and other organizations to address the concerns and issues of area businesses to promote a healthy and vibrant business community.
- p. Work with surrounding communities and the County to enhance the region, in part by not pursuing industrial projects that are currently in other communities and encouraging them to do the same.
- q. Work with education providers to help grow and support local entrepreneurs and to better match local workforce skills with industry needs.
- r. Support a variety of housing options to meet the needs of the Beloit business community, from workforce housing to executive housing.



N. Economic Development Recommendations and Programs

To carry out the City’s economic strategy, and to build on the goals, objectives, and policies outlined in the previous section, the City intends to pursue the following directions.

1. Grow the Economy by Creating a Better Beloit

A lot has been written about the nation’s and world’s transition to the “new economy.” One key aspect to economic growth and health in the new economy is providing physical and cultural amenities that employers and workers want. Community features like good housing and neighborhoods, a strong downtown, parks and trails, the arts and theater, and education really do matter. To this end, the City will continue to work with others in providing an amenity-rich environment for Beloiters—to serve the intertwined goals of economic prosperity and high quality of life.

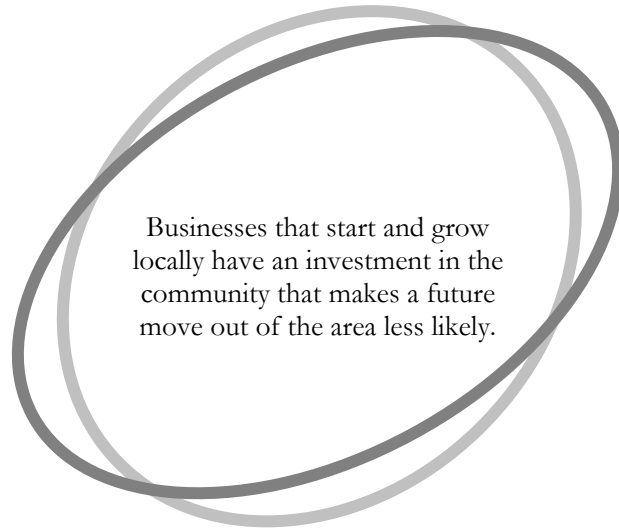
In addition to being sound infrastructure investments, appropriate public improvements can improve the overall appearance of a community and present a more attractive face to potential companies and industries. Investments in neighborhoods and parks are key components. The City will continue to capitalize on the Rock River as one of its most important natural features. The recent removal of the parking structure over the River is a positive step in enhancing the City’s connection to the River. The City will pursue development of the Riverwalk through Downtown on both sides of the River, as well as other Downtown enhancements. Additionally, as City streets are reconstructed, upgrades such as wayfinding signs, decorative lighting, and new sidewalks should be considered. Efforts will continue to remove billboards from inappropriate locations, including City Center.

2. Foster Entrepreneurs and Small Business Start-Ups

As a diverse urban community, Beloit should explore ways of cultivating entrepreneurship and fostering new businesses started by area residents – a “growing from within” approach. Entrepreneurs are defined by their ability to create new products, services, or methods of production to meet local needs. Entrepreneurship can take many forms, ranging from the part-time home occupation to the start-up businesses that grow into firms that require their own facilities and employees. Individually or collectively, these activities can greatly enhance the overall economic health of the community. The following continued and new approaches are advised to foster greater entrepreneurial activity in Beloit:

- Bringing together networks of individuals and agencies that can provide training and funding assistance. The City can be a key player in connecting prospective business owners with training and funding. Numerous County, Regional, State and Federal programs, agencies, and private organizations exist to provide would-be entrepreneurs with information and financial assistance on an array of issues including training, grants, and on research on specific products and services. The Greater Beloit Chamber of Commerce, Downtown Beloit Association, and the GBEDC are but a few examples of organizations that provide staff capable of matching interested individuals with links to these numerous and varied resources. Educational opportunities with the University of Wisconsin-Whitewater, Blackhawk Technical College, and University of Wisconsin-Rock County should be fostered or reestablished. Partnerships with Janesville and Rock County may make training programs more economically feasible.
- Promoting a “buy local” campaign among Beloit residents to enhance markets for small, locally-owned businesses. This could be carried out through the media or through tasteful signage marking locally-owned businesses. In executing this approach, the City should not overlook the role of locally-owned franchises. Franchise owners often have more access to capital than “mom and pop” operations, and pre-disposed clientele. Franchising in urban areas also allows workers to find employment in their own neighborhoods and strengthens the local community through local ownership.

- Collaboratively creating and fostering business incubator space. This may be in the form of a structure that is leased to a new or small business on terms highly favorable to the tenant. This allows new business to direct more revenue into growing a business and building a reserve of capital that will eventually allow the business to construct or move to a permanent site. However, incubators can also be “created” formally or informally in older spaces in different parts of the City, such as second floor spaces Downtown, along Madison Road, or in proposed redevelopment areas like Cranston Road (see Land Use chapter). The City could collaborate with partners such as UW-Whitewater and Beloit College on this effort.
- Creating reasonable standards for home occupations that allow home-based businesses to start and flourish, without negatively affecting the neighborhood environment. Once a business grows beyond a home-based business status, it should move on to incubator or other space in a district zoned for business use.



3. Retain and Expand Existing Local Businesses

Beloit has a variety of locally-owned businesses that provide unique goods and services, and contribute strongly to the community’s urban identity. Since the owners of such businesses usually live within the community, there is a strong likelihood that the profits from such enterprises will be spent locally, and recycle through the local economy.

Local business retention and development will be emphasized as an important component of the City’s economic development strategy. It is far easier to retain the City’s existing businesses and industries than recruit new businesses, and most employment growth in any community occurs through existing business expansion. Support through development approval assistance, business mentoring, development incentives, and small business loans are important ways that the City can continue to promote locally grown businesses.


4. Strengthen the Link between People and Jobs

Good employees are a vital part of the economic development equation. The accessibility and quality of education, job training, transportation, and housing affect the ability of a community’s workforce to access and prosper at today’s jobs. The City intends to carry out the following efforts to strengthen the link between area residents and local jobs:

- *Education and training opportunities.* The City intends to work with the Beloit School District, Blackhawk Technical College, and local businesses to ensure that local curriculums and training opportunities are meeting employer needs. The City, local businesses, and the School District may also collaborate on education and training initiatives such as job shadowing and mentoring. The City will also encourage local businesses to support life-long learning opportunities for employees.
- *Transportation options.* Beloit is fortunate to have a variety of transportation options. The Beloit Transit System provides bus service through the City as well as to Janesville. Map 11: Transportation System Improvements depicts potential new routes where more intensive new development is proposed, in particular the Gateway Business Park. Developing a more complete bicycle and pedestrian system also increases transportation choices for workers—particularly in good weather and where jobs are close to

housing. All this being said, maintaining the existing road network also cannot be overlooked in getting people to jobs.

- *Variety of housing options.* Housing is not simply part of the fabric of the City; it also contributes to its economic vitality. In order for the Beloit area to grow economically, local housing development and improvements are critical. Businesses need access to workers, and workers need quality housing they can afford. A range of housing types, from workforce housing to executive housing, is an asset that the City will endeavor to encourage.
- *Bringing jobs to the neighborhoods.* This Plan identifies several places in and near the City's older neighborhoods where job and business redevelopment could occur. These include the Cranston Road area (near the railroad crossing), Park Avenue, and Madison Road. Bringing jobs close to where people live enhances employment opportunities without creating transportation challenges. It also enhances positive neighborhood activity.



A good-paying, rewarding job is essential for economic self-sufficiency and self-worth.

5. Recruit New Retail Sales and Service Businesses that Fill Unmet Local Needs

There is an undersupply of local establishments where purchases can be made in the City compared to the purchasing power of local households. This results in a significant leakage of wealth from the community, and unnecessary and longer automobile trips as Beloit residents travel outside the community for much of their shopping. A greater quantity and variety of stores geared specifically toward the local market would help re-circulate local wealth, bolster local tax revenues, enhance the City's image and quality of life, and put less strain on regional roads. Appropriate locations for future retail and commercial service development are described more fully in the Land Use chapter and on Map 10.

The City will also work to bring desired retailers to the area, including additional department stores, clothing stores, sports outfitters, and others. Site assembly and access are key impediments that the City and real estate interests will continue to work to overcome. Efforts will include improving road access via the Freeman/Inman Parkway extension, along with interchange and freeway over/underpass improvements, discussed more completely in the Transportation chapter.

Historically, the City has not provided significant financial incentives to encourage retail development, instead choosing to focus its investments on redevelopment (which is often impossible to achieve without incentives) and industrial development (which has superior potential for creating good-paying jobs). The City does not currently have guidelines for whether, what types, and under what circumstances financial support may be offered to provide an incentive for a retail project. The City will use the following minimum criteria before it considers for financial support for retail and commercial service development through TIF or other means:

- Commitment to remain in operation in Beloit for a minimum acceptable period of time.
- Providing a product or service needed within the Beloit area.
- Having a brand identity or cache that will significantly enhance Beloit's image.
- Likelihood that development will create positive spin-off development nearby.

- Site design and building layout.
- Minimum of 100,000 square feet of floor space.
- Location that promotes efficiency and connectivity with existing public infrastructure. The City will incorporate the cost of required new infrastructure in preparing incentive package.

The City may link incentives for retail development to projects with sustainable designs in areas served by existing infrastructure.

6. Recruit New Industrial Development that Capitalizes on the City's Position

Attraction of industries from outside the City and region will help expand the breadth and depth of the City's economy. Techniques for attracting new businesses are often similar to those used to retain existing businesses, outlined earlier in this section. The City has a range of these and other tools at its disposal that it will utilize.

Many times the availability of improved sites is often necessary to overcome an outside firm's hesitancy to move or expand into a new community. The City will consider developing an inventory of a broad range (e.g. size and location) which are already improved with streets, sanitary sewer, and water services and are ready for construction—in all parts of the City.

Development regulations should be clear. The City may even consider having a pre-approved building plan where a prospective business seeking a quick opening could begin construction immediately, according to the approved plan.

At the time of writing, the Gateway Business Park was nearly 25 percent developed. The City will continue to market this area of the City for specialized manufacturing, transportation, and logistics companies. In particular, Beloit will continue to grow its "food cluster." A cluster is a group of companies that produce similar products and share infrastructure, suppliers, and distribution networks—all of which provide additional business opportunities in an area. Where formed, informal cluster organizations can also help identify careers in related industries, guide local schools and colleges in providing appropriate training, and help policy makers understand industry requirements for success. The City encourages formation of such a working group.

7. Pursue Redevelopment and Infill of Underutilized Lands

The City will continue to promote Downtown Beloit as a social, civic, business, and residential center. The Downtown Plan contains detailed recommendations for redevelopment and infill in the Downtown. The City Center planning effort includes redevelopment recommendations for other properties near the Rock River, which are being carried out with projects such as the Eclipse Center.

Additional redevelopment opportunities are present outside of Downtown and City Center area.

Redevelopment concept plans for the following areas are illustrated in the Land Use chapter: Prairie Avenue, Park Avenue, Madison Road, the Former K-Mart-Sentry site, Switchtrack Alley, and Cranston Road.

Sites like these typically do not redevelop themselves. Instead, careful planning, site assessment, public-private partnerships, redevelopment incentives, and persistence over a number of years are required. The Beloit Community Development Authority should be the lead organization in such redevelopment efforts. In the



case of the Cranston Road and Prairie Avenue locations, collaborate with the Town of Beloit will also be critical.

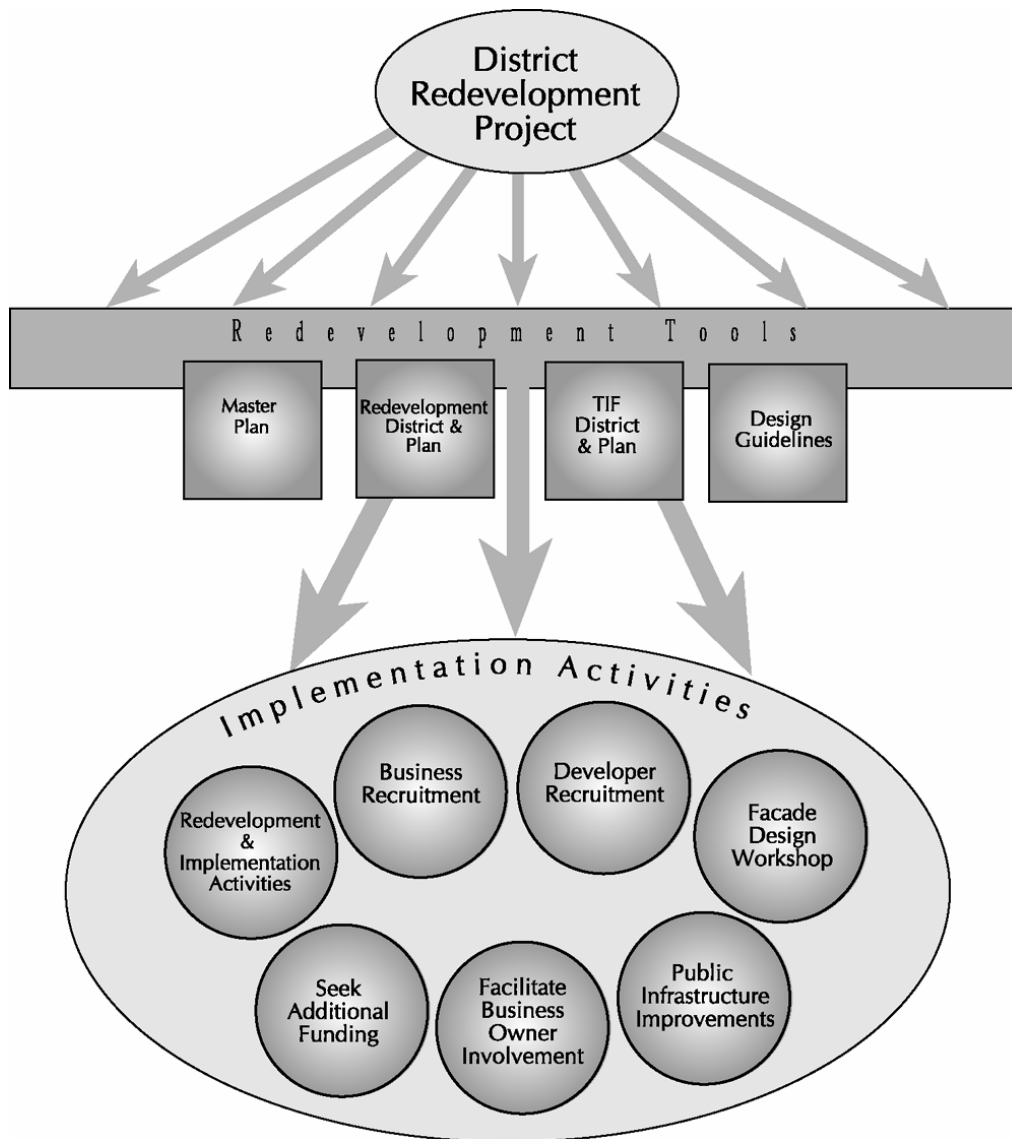
The concept plans in Chapter Four are intended to be a starting point for individual redevelopment plans and actual redevelopment for each these areas. Figure 40 illustrates a recommended approach to redevelopment planning and implementation that will have a lasting, positive economic effect on each area and the community. Typically, this type of detailed planning and implementation process includes:

- Evaluating the planning area's condition.
- Conducting a regional and local economic opportunities analysis.
- Identifying goals and objectives for the redevelopment area
- Prioritizing individual redevelopment sites within the area.
- Conducting a market assessment for each redevelopment site.
- Preparing a redevelopment strategy and detailed plan map, with attention to priority sites.
- Aggressively pursuing implementation through techniques like the adoption of a statutory redevelopment plan; establishment of a redevelopment tax increment financing district; possible brownfield remediation (see approach in Figure 40); possible site acquisition, consolidation, and demolition; and developer recruitment.

Where brownfields are identified in the redevelopment planning process, the following list of special steps are advised for successful brownfield remediation and reuse.

- *Resource Procurement.* In order to ensure the successful redevelopment of these sites, considerable capital must also be raised for remediation and redevelopment. Funding assistance from state, federal, and other public agencies, as well as from non-profit and foundation sources should be sought.
- *Environmental Assessment.* Successful redevelopment of brownfields is not possible without a thorough understanding of the environmental conditions present on the site. The first step is to conduct a Phase I Environmental Site Assessment (ESA), which entails an analysis of potential environmental concerns at the site. Following a Phase I ESA is a Phase II ESA which includes soil and groundwater sampling to determine the existence and extent of the perceived potential contamination.
- *Site Control.* Successful brownfield assessment, cleanup, and redevelopment hinges on access to the site. This can be achieved either through a cooperative relationship with the property owner, or through purchase of the property by the municipality. Consequently, working with property owners to negotiate property access or acquisition and to determine a relocation strategy, when necessary, is critical.
- *Developer Recruitment and Enrollment in the State's Voluntary Cleanup Program.* It is important to seek out developers whose skills and portfolios best meet the end use and site specific requirements of each brownfield redevelopment project. A determination of a developer's desire of a No Further Action (NFA) letter from Wisconsin DNR Voluntary Cleanup Program should be made early in the discussions, and enrollment in the program should occur early to facilitate WisDNR buy-in to the project, if an NFA letter is required by the developer.
- *Environmental Remediation and Construction.* Once issues of site control have been adequately dealt with, environmental remediation, if necessary, should occur. Remedial actions are often developed most efficiently when a developer has been secured for the site, so that new construction can be used as a remedial method.

Figure 40: Redevelopment Planning and Implementation Process



8. Continue Participating in the Economy Focused on “New Uses” for Agricultural Products

Advances in technology are opening up new markets for traditional agricultural products. The “new uses” economy is focused on finding new ways to use and process corn, soybeans, other carbohydrate-rich farm products, and even waste and industrial by-products into plastics, fuel, and even pharmaceuticals. At the same time that production costs are declining to process these carbohydrate-base materials, environmental regulations and “green” economic incentives are increasing the cost of other hydrocarbon- or petroleum-based products.

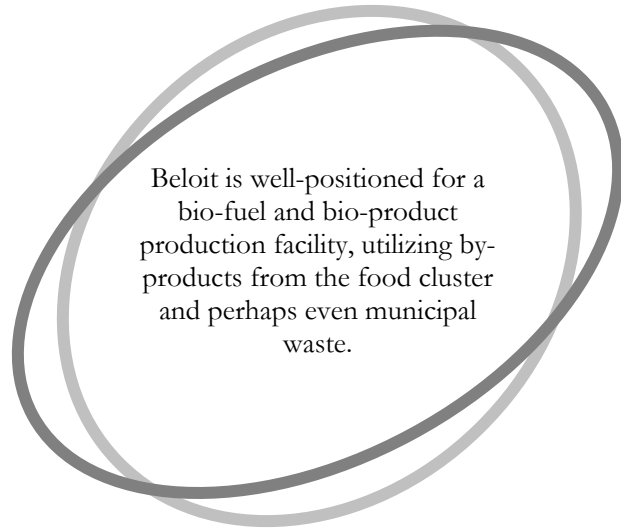
The City is strategically located close to a major research and development center at the University of Wisconsin-Madison, agricultural producers, and the manufacturing centers of southeastern Wisconsin, north central Illinois, and Chicago. The City is also home to many food products companies with organic by-products and collects and processes municipal and sanitary waste. There is also a power plant in the Town of Beloit. These location characteristics lend themselves to opportunities in the production of bio-based products for more than just food.

The Gateway Business Park provides a location for “new uses” research enterprises and producers. The City will support business development for emerging and expanding “new uses” operations, particularly those in the production and energy sectors.

One promising option for positioning Beloit as a center of sustainability and the “new uses” economy is the development of an alternative fuel and/or bio-products production facility, relying on surrounding agriculture and the by-products of existing businesses and even municipal waste.

Figure 41 illustrates the conceptual flow of inputs, processes, and outputs that would support such a facility. A bio-energy and/or production facility could use a variety of inputs—called “feedstocks”—including plant materials, municipal sludge and organic waste, and food wastes and by-products from local manufacturers like Frito Lay and Kettle (see side bar on the following page). The production facility could deploy a combination of processes such as collection, storing, and crushing of the feedstocks. This facility could convert these feedstocks to a variety of outputs, including bio-fuels and bio-plastics for further use and processing elsewhere.

The City will explore the feasibility of developing a bio-processing and production facility including cost of production and demand for outputs, including perhaps the local power plant.



Kettle Foods: Alternative Energy, Alternative Fuel

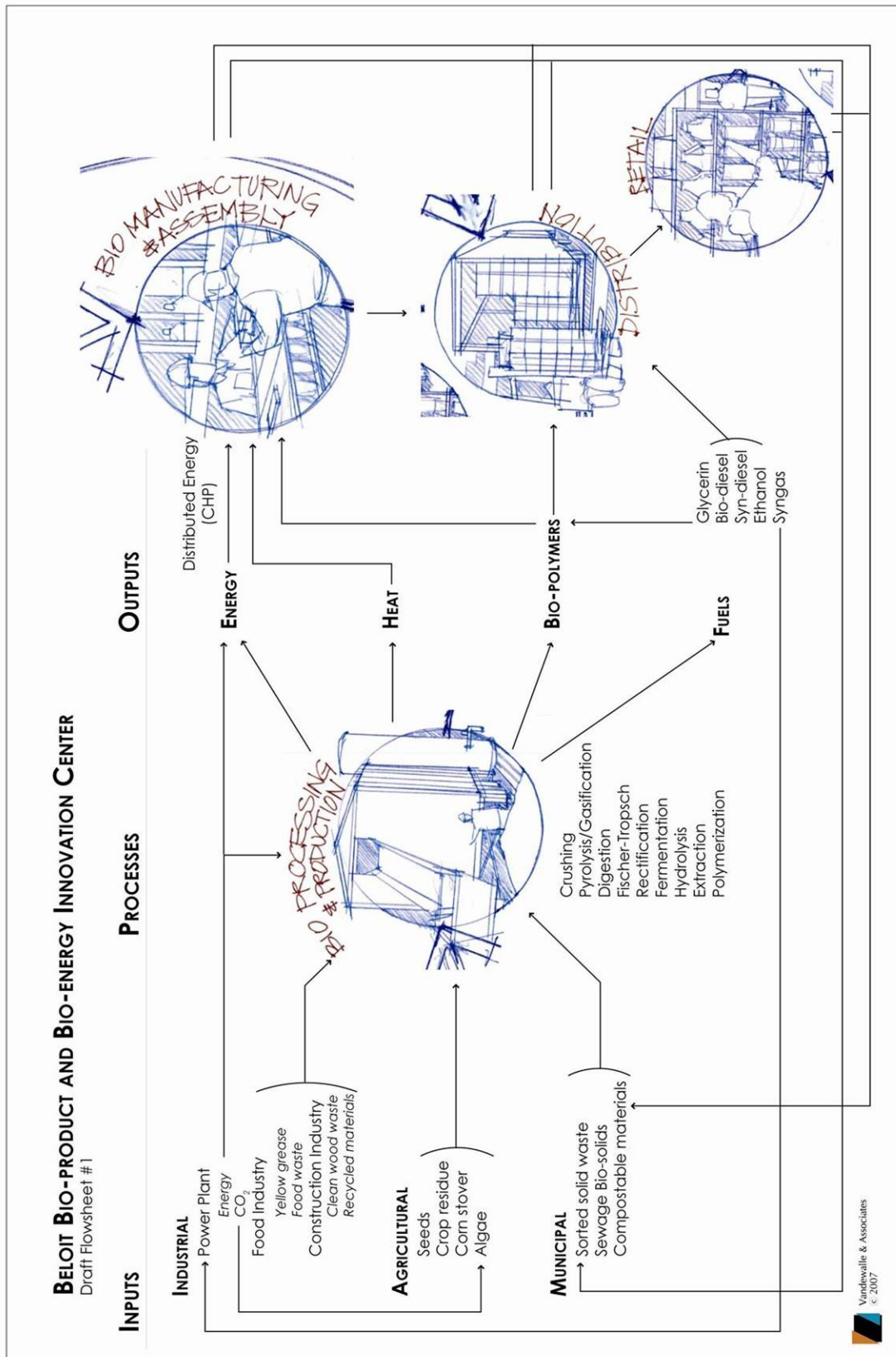
Kettle Foods has been cooking up chips at its potato processing factory in Beloit since last spring, but the Salem, Ore., company will hold a grand opening for its Beloit factory at 9:30a.m. Wednesday with Gov. Jim Doyle and Beloit City Manager Larry Arft among the participants.

The \$20 millions plan at 3150 Kettle Way has 95 employees and is expected to produce 2.5 million bags of potato chills a year. About 2.2 percent of them could be manufactured using electricity from the 18 wing turbines posted along the roof of the new, 73,000-square-foot factory.

Kettle will receive gold-level certification from the U.S. Green Building Council, the first U.S. food manufacturing facility to achieve that honor, for efforts that also include prairie restoration and recycling its used cooking oil into biodiesel fuel.

Source: Wisconsin State Journal, September 18, 2007.

Figure 41: Conceptual Bio-Product and Bio-Process Flowsheet



9. Continue to Collaborate with Local and Regional Partners on Economic Development Initiatives

As described earlier in this chapter, Beloit has a wealth of local and regional economic development partners and a track record of productive collaboration. Key partners for the City include local organizations like GBEDC, education providers such as the Beloit School District, Beloit College, and Blackhawk Technical College, and neighboring and overlapping communities like Janesville and Rock County.

The City will continue to work with these organizations and others individually and collectively to implement the recommendations of this *Plan*. For example, Beloit will consider formal/informal “non-compete” agreements with surrounding communities in which participating municipalities agree not to attempt to have businesses relocate to their community. The City will also participate in joint efforts to bring logistics and other desired and appropriate industries to Rock County.

As described more completely in the Intergovernmental Cooperation chapter that follows, the City has an intergovernmental agreement with the Town of Turtle that limits rural development and secures support for future annexation of lands between the current Gateway Business Park and the state line. This area should accommodate Beloit’s industrial development demands throughout most of the 20-year planning period. In its current form, that same intergovernmental agreement prevents annexation of lands from most other parts of the Town of Turtle. These include significant lands along the Interstate 39/90 corridor and near the Shopiere Road interchange that will be appropriate for long-term economic development. The City intends to work with the Town of Turtle and through its extraterritorial abilities to minimize premature development in these areas on private well and septic systems. Such development may impede logical future economic

10. Capitalize on Positive Impacts of Proposed Casino

At the time of writing this *Comprehensive Plan*, a proposal to build a casino on the City’s east side was working its way through the federal approval process. The casino resort project, proposed by the Bad River and St. Croix Chippewa Tribes, would include a casino, convention center, hotel, multiple restaurants, theater, day care facility, and a year round water park. An estimated 1,500 workers, most of them from the local building trades, would be required to construct the Beloit Casino Project. When complete, the casino would employ 3,000 workers.

Studies from other communities have documented both positive and negative impacts from casino development. Negative impacts include problem gambling and a drain on public services. It is the City’s intent and hope to address these issues in collaboration with the casino owners and also to capitalize on the positive economic impacts associated with the casino that would extend beyond the casino property. They may include spin off shopping such as department stores or even outlet centers, enhanced Downtown redevelopment through frequent bus or shuttle service, and complementary entertainment venues, lodging, and restaurants to promote overnight stays.



IX. Intergovernmental Cooperation

- Pursue an intergovernmental agreement with the Town of Beloit, related to boundary adjustments, utility services, development design standards, joint redevelopment, and road and trail improvements.
- Implement the 1999 Cooperative Boundary Plan with the Town of Turtle and limit premature rural development within that Town in areas that are more appropriate for long-term urban growth.
- Work in collaboration with the Beloit School District, Blackhawk Technical College, and Beloit College on joint educational initiatives to enhance community learning and well-being.
- Collaborate with local economic development groups and other Beloit-area communities, Rock County, Janesville, and Rockford on regional economic growth.
- Work with the Beloit Area MPO and participating local communities, WisDOT, and IDOT on transportation projects that will benefit the City.



In a state with over 2,500 units of government, in an era of diminished local government resources, and for a community located along a state line, it is critical to coordinate decisions that affect neighboring communities and to seek intergovernmental cooperation and regionalization to provide services more efficiently.

This chapter includes goals, objectives, policies, and programs for joint planning and decision making; incorporates by reference all plans and agreements to which the City of Beloit is a party under §66.0225, §66.0301, §66.0307, and §66.0309, Wisconsin Statutes; and identifies known existing or potential conflicts between this *Comprehensive Plan* and the plans of adjacent cities and towns, counties, states, and school districts.

A. Existing Local Governmental Framework

The Beloit area has an understandably complex array of government agencies, including two cities, two towns, three school districts, a metropolitan planning organization, and various agencies covering two states. All play an important part in the area's future. Map 1 shows the boundaries of the Beloit area's neighboring and overlapping jurisdictions.

Relationships among the various political jurisdictions were analyzed to identify future opportunities and potential planning conflicts. The following is a summary of this analysis, including an analysis of potential conflicts between plans and policies of adjoining and overlapping governments and those of the City of Beloit. Where conflicts are apparent or may occur, processes to resolve them are proposed later in this chapter.

1. Town of Beloit

The Town of Beloit is located to the west and north of the City of Beloit. The Town's 1997 Master Plan proposes rural residential and agricultural land uses in the western portion of the Town and commercial and higher density residential uses adjacent to and surrounding the City of Beloit, mainly east of the Rock River. In updating its plan, the Town is taking an approach of looking at different parts of the Town on a district-by-district basis. At the time of writing, the Town was preparing a neighborhood development plan for an area between Afton Road and the Rock River, north of Big Hill Park. The Town was also commencing a park and open space system plan.

The Town provides a variety of services to its residents including law enforcement, fire protection, and emergency medical services. Portions of the Town are also serviced the Town's sanitary sewer district and wastewater treatment plant. The Town also has its own zoning and subdivision regulations. The Town has investigated the possibility of incorporation, but has not yet commenced the required formal incorporation process under Wisconsin Statutes. That process necessitates boundary agreements with all neighboring communities.

At the time of writing, the City of Town of Beloit had, in fact, been engaged in discussions regarding a potential agreement regarding boundary rationalization and utility services, particularly west of the Rock River.

At present, there are no known conflicts between the *City of Beloit Comprehensive Plan* and the plans and policies of the Town. The Future Land Use map (Map 10) of this *Comprehensive Plan* does not yet acknowledge future development in the Town to the north of Big Hill Park, west of the river. This is mainly because the Town was engaged in a neighborhood development planning process at the time of writing. Further, there exist many opportunities for the enhancement of both communities through joint redevelopment and other initiatives.

2. Town of Turtle

The Town of Turtle is located to the east and northeast of the City of Beloit. The Town adopted its most recent Land Use Plan in 2004. That plan proposes exclusive agricultural or general agricultural uses in the majority of the Town. However, the future land use map identifies rural residential and commercial land uses near the City of Beloit and along major transportation corridors. These include planned residential

development areas west of the Interstate and planned commercial development near the interchange of Interstate 39/90 and Shopiere Road. At the time of writing, the Town was working with Rock County to prepare a complete nine-element comprehensive plan to meet state planning requirements.

The Town administers its own zoning ordinance. Subdivision regulations in the Town are administered by Rock County. There are no public sewer and water utilities within Turtle.

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

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

Since 1999, the City and Town have had some discussions about amending the Cooperative Boundary Plan. However, to date no amendments have been approved.

This *City of Beloit Comprehensive Plan* was prepared to be in full compliance with the 1999 Cooperative Boundary Plan. The Future Land Use map in this *Comprehensive Plan* does show more business park/industrial development in the Gateway area than was represented in the City’s 1998 plans, in some areas that were formerly planned for residential development. Also, outside of the Boundary Adjustment Area, this *Comprehensive Plan’s* Future Land Use map identifies certain areas as “Long Range Urban Growth Areas,” where City policies advise very limited development in advance of future urban development on public sewer and water service. Because such urban development may occur beyond 2020, and the Town’s stated intent was to keep lands outside the Boundary Adjustment Area in their current use over that period, this approach is not inconsistent with the Cooperative Boundary Plan. However, it could lead to some disagreement between the City and Town, as the Town’s 2004 Land Use Plan shows significant parts of this City “Long Range Urban Growth Area” for rural residential and commercial development.

3. City of South Beloit

The City of South Beloit is located south of the City of Beloit, in Illinois. Highway 75 is South Beloit’s main commercial corridor, and also a key entryway for the City of Beloit. South Beloit recently adopted a land use plan map. That map identifies significant commercial development along Highway 75 (Gardner Road) and, to a lesser extent, near Shirland Avenue west of the Rock River.

The *City of Beloit Comprehensive Plan*—particularly the Future Land Use map—attempts to reflect the current and emerging plans of South Beloit. Achieving high-quality development and signage design along Highway 75 and joint economic development through the Greater Beloit Economic Development Corporation are key initiatives that the two communities can pursue over the planning period.

4. City of Janesville

Janesville is the largest city in Rock County, with an estimated 2005 population of 62,130. The downtowns of Beloit and Janesville are about 11 miles apart, and municipal boundaries are even closer. The Southern Wisconsin Regional Airport was incorporated into the City in 2007. The extraterritorial jurisdictions of the two cities now adjoin one another (see Map 1).

Janesville is currently in the process of updating its comprehensive plan, downtown plan, park and open space plan, and other small area plans. Janesville and the City of Beloit have engaged in partnerships over years, including joint economic development in collaboration with Rock County and bus service between the two cities. There are no known conflicts between the plans of Beloit and Janesville; in fact, there may be growing opportunities for collaboration in the areas of economic positioning, grant writing, and road and trail connections.

5. Rock County

At the time of writing, Rock County was in the process of preparing a comprehensive plan meeting the State's comprehensive planning legislation. The primary purposes of the plan are to generate goals for attaining a desirable development pattern and to devise strategies and recommendations the County can follow to achieve its desired development pattern. County staff is also assisting in preparing nine Town comprehensive plans, including the Town of Turtle. There are no known conflicts between this City *Plan* and the County's planning efforts. However, the City intends to advocate for full inclusion of the City's *Plan* in the County comprehensive plan and collaborate on other initiatives.

6. Winnebago County and the City of Rockford

The future of Winnebago County and the City of Rockford, to Beloit's south, are connected to the health of the region that includes Beloit. Rockford's 2000 population of 150,115 makes it the largest City between Chicago and Madison. While the plans and policies of these two governments were not extensively analyzed during this planning process, there exist opportunities for joint economic and transportation initiatives over the planning period.

B. Important Regional and State Agency Jurisdictions

1. State Agencies

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

2. Stateline Area Transportation Study (Beloit Area MPO)

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

3. Regional Planning Jurisdictions

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

4. Public Educational Districts

For K-12 public education, most of the City of Beloit lies within the School District of Beloit. At the time of writing, the School District of Beloit was beginning to prepare a facilities study. Small parts of the City—mainly near its fringe—are within the separate Beloit-Turner School District. For technical education beyond the high school level, the City is within the Blackhawk Technical College District. These educational districts are described more fully in the Utilities, Community Facilities, and Civic Organizations chapter. There are no conflicts between the City’s plans and those of these districts.

C. Intergovernmental Cooperation Goals, Objectives and Policies

1. Goal


Develop and maintain mutually beneficial relations with adjacent and overlapping governments.

2. Objectives

- a. Continue to work with SLATS and neighboring communities to encourage an orderly, efficient land use pattern and transportation network in and around the City.
- b. Work collaboratively to strengthen the Beloit School District and education in general.
- c. Continue to develop and maintain mechanisms for ongoing communication between Beloit and surrounding and overlapping units of government.
- d. Grow relationships with nearby communities and counties for an enhanced regional economic presence.


3. Policies

- a. Provide a copy of this *Plan* to all surrounding local governments and districts, and continue to involve and update them on future changes to the *Plan*.
- b. Work to resolve differences between the *City of Beloit Comprehensive Plan* and the plans, policies, and ordinances of adjacent communities.
- c. Actively monitor, participate in, and review and comment on pending and future comprehensive plans and municipal incorporation proposals from nearby communities.
- d. Continue to cooperate with other units of government on issues related to land use, natural resources, places of recreation, transportation facilities, economic development, and other systems that are under shared authority or that cross governmental boundaries.
- e. Pursue new and amended boundary agreements with adjacent Towns as mechanisms to create a more predicible future near the City’s edges and reduce the need for the City to exercise its extraterritorial abilities and avoid costly future conflict.
- f. Continue to consider regionalization of public services and facilities where consolidating, coordinating, or sharing services or facilities will result in better services, cost savings, or both.
- g. Share capital improvement plans with adjoining communities to identify the potential for coordinating projects (e.g. parks), then coordinate bidding and construction of major infrastructure projects for improved efficiencies.



Open communication, intergovernmental agreements and shared services increase efficiency, reduce costly conflicts, and result in a more predicible and compact growth pattern.

- h. Partner with educational institutions in the Beloit area to improve educational achievement, help grow the economy through worker and entrepreneur training, pursue recreational programming, and enhance the economic health of the City and surrounding area (see also Utilities, Community Facilities, and Civic Organizations chapter).
- i. Continue and grow partnerships with public-private organizations and with Janesville, Rockford, Rock County, and Winnebago County on regional economic initiatives that capture the area's future potential given its unique assets and position (see also Economic Development chapter).
- j. Work with SLATS to advance regional transportation improvements, such as new arterial roads and trails (see also Transportation chapter).
- k. Continue to support regional organizations that enhance quality of life and sustainability in the area, such as the Downtown Beloit Association and Friends of Riverside Park.



Regional partnerships for education, transportation, and economic development will increase the City's economic sustainability and allow greater personal success of its residents.

D. Intergovernmental Cooperation Recommendations and Programs

Intergovernmental communication, coordination, and cooperation are critical in implementing many of the recommendations in this *Plan*. This section builds off some of the key policies listed above, setting forth recommendations for enhanced relations with adjacent and overlapping jurisdictions. It focuses in particular in areas and relationships that are not described extensively in other chapters of this *Plan*, and where potential future conflicts may be the greatest without concerted future action.

1. With Town of Beloit

The Town of Beloit is rather unique among Wisconsin towns in that it has a sizable population base and provides a variety of urban services. The future success of the City and Town of Beloit are closely linked. Discussions on an intergovernmental agreement were ongoing at the time of writing of this *Comprehensive Plan*. Such discussions were focused on boundary rationalization, land use, and utility provision, particularly west of the Rock River in the Afton Road corridor.

To achieve the full potential of both communities and to protect the City's interests, the City intends to pursue an intergovernmental agreement with the Town of Beloit. Either the agreement discussions taking place at the time of writing may be expanded, or a follow-up agreement may be pursued, to cover the topics listed below. The form of the agreement has yet to be decided; the sidebar on the following page identifies the two main options under Wisconsin law:

- Municipal boundary adjustments: Particularly in the Afton and Cranston Road/railroad areas, the Town-City boundaries are illogical and can lead to inefficient service delivery, disinvestment, and confusion. The agreement should seek greater rationalization of boundaries in these areas. Additionally, west of the Rock River particularly in the Nye School and Creedy Road corridors, the agreement would ideally identify which lands are logically future City growth areas and which lands are logically future Town growth areas. The boundaries of the "Long Range Urban Growth Areas," as shown on Map 10, may be possible long-term City-Town boundaries.



- Coordination on future land use patterns: This City Comprehensive Plan attempted to coordinate future land use recommendations with adopted Town of Beloit plans. However, there are probably some differences between the future land use recommendations on Map 10 and the Town’s intent for future land use, particularly in the area between Afton Road and the River, north of Big Hill Park. The future land use maps of both communities could be coordinated as part of an intergovernmental agreement process. Once general future patterns are agreed upon, using a common set of future land use categories for maps helps ensure clear communication between plans.
- Utility service provision: The City and Town operate separate utility districts and sewage treatment plants, and each has their own Sewer Service Area for long-range utility planning. The City is the only water supplier in the Beloit area, north of the state line. The intergovernmental agreement will likely address water and sewer service provision. The agreement may also specify how and where future expansions to the respective Sewer Service Areas will occur, in conjunction with utility capacity, future land use desired, and municipal boundaries.
- Public safety services: The City and Town could build on existing mutual aid agreements for greater linkage of safety services such as fire protection and emergency medical services.
- Collaborative redevelopment planning and implementation: Through this *Plan*, the City has identified several future redevelopment opportunity areas beyond the downtown and riverfront. These are described more fully in the Land Use and Economic Development chapters. In particular, the proposed “Prairie Avenue Mixed Use District” and “Cranston Road Mixed Use District” include lands both within the City and the Town. Without concerted action by both governments—particularly in the Cranston Road area—revitalization of these areas according to the concept plans will be extremely challenging. The intergovernmental agreement can establish processes and priorities for the joint redevelopment of these areas.

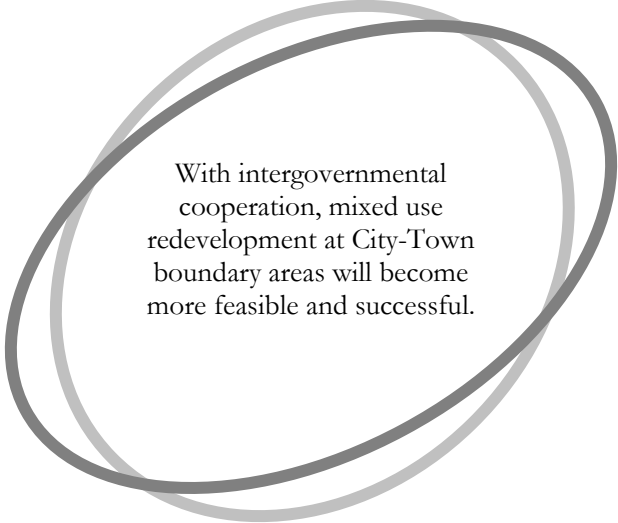
**Intergovernmental Agreements
Under Wisconsin Law**

There are two main formats for inter-governmental agreements under Wisconsin Statutes.

The first is available under Section 66.0301, which allows any two or more communities to agree to cooperate for the purpose of furnishing services or the joint exercise of any power or duty authorized under State law. While this is the most commonly used approach, a “66.0301” agreement is limited by the restriction that the municipalities must be able to exercise co-equal powers. So, for example, attorneys sometimes do not recommend this agreement format when future municipal boundary changes are involved, because cities and towns do not have co-equal powers with respect to annexation.

Another format for an intergovernmental agreement is a “cooperative (boundary) plan” under Section 66.0307 of the Wisconsin Statutes. This approach is more labor intensive and ultimately requires State approval of the agreement, but the “66.0307” approach does not have some of the limitations of the “66.0301” agreement format.

An increasingly common approach is for communities to first enter into a “66.0301” intergovernmental agreement, which in part directs the communities to then prepare a “66.0307” cooperative plan covering issues such as boundary changes.



- Comparable and coordinated development design standards: Through an intergovernmental agreement, the two communities may agree to minimum design standards that all or certain types of new development projects would have to follow, regardless of in which community the development occurs. More unified design standards will enhance the aesthetic quality and property values throughout the Beloit area. These might include standards for signs, landscaping, lighting, setbacks, or building design. The recommendations for the “Prairie Avenue Mixed Use District” include adopting corridor-wide design standards across the City and Town boundaries based on prairie-style architecture and landscape themes.
- Transportation planning: Through this Comprehensive Plan, the City is advocating new roads like the Inman/Freeman Parkway extension and the West Bypass. Both of these projects also affect the Town of Beloit. Public transit services could also potentially be extended into the Town. Agreements on alignment, design, and levels of support for these and possibly other transportation facilities could be covered in an intergovernmental agreement.
- Joint park, open space, trail and recreational system planning: The City has recently completed an updated 5-year park and open space system plan; at the time of writing, the Town was commencing a similar process for its park facilities. In addition, the Stateline Area Bicycle and Pedestrian System Plan advises trails that cross City-Town boundaries. Greater coordination regarding park and trail system planning could be another outcome of an intergovernmental agreement.

2. With Town of Turtle

According to Turtle’s adopted land use planning goals and the Beloit-Turtle Cooperative Boundary Plan, the Town of Turtle desires to be a community focused on agriculture and modest land use changes. The Town provides a rural level of community services—including no public sewer or water—consistent with that pattern. Still, there is obviously some tension between these rural goals and service levels and Turtle’s regional position. It is bisected by two interstates and includes two interchanges. That tension may have led to recent land use recommendations from the Town that are not always consistent with agricultural preservation goals. The Town’s 2004 land use plan includes recommendations for planned commercial development near both interchanges and significant rural residential development planned in parts of the Town west of Interstate 39/90.

It is not in the City’s best long term interests to support or allow rural commercial or residential development in many of the areas in which the 2004 Town Land Use Plan envisions it. To do so may compromise the City’s plans and image, and would impede orderly, sequential urban growth in the long term. Through this *Comprehensive Plan*, the City envisions most of these same lands—and others within the same drainage basin—as more appropriate to reserve as “Long Range Urban Growth Areas.” These areas should be developed when there is both property owner and market interest and when a full range of urban services, including municipal sewer and water, can be provided.

The City supports re-opening discussions with the Town to amend the 1999 Cooperative Boundary Plan to address these issues, other desired comprehensive plan changes by both communities to bring the plans in closer alignment, and municipal boundary issues. The City will formally invite the Town to reengage in these discussions following adoption of this *Comprehensive Plan*.



In the mean time, the City intends to amend its subdivision and official map ordinances to fully and clearly implement the recommendations underlying the “Long Range Urban Growth Areas” and “Agricultural” future land use categories. These recommendations are described in the Land Use chapter, with the affected areas shown on Map 10. In short, rural development in these areas should not exceed a maximum development density of one home or lot per 35 acres of land. This would inhibit subdivision development or large-scale commercial development. Adopting such ordinance amendments would be in full accordance with the 1999 Cooperative Boundary Plan, and is intended to protect the City’s interests under that Cooperative Boundary Plan and this *Comprehensive Plan*.



X. Implementation

- Implement this Plan according to a detailed timetable consistent with State mandates, local priorities, and City budget and time constraints.
- Make sure that after 2010, decisions related to zoning, subdivision, and official mapping are consistent with this Comprehensive Plan.
- Institute an annual Plan amendment process to provide a more manageable, predictable, and cost effective process for keeping the Plan up to date.
- Increase community awareness and education of the Plan through displaying Plan materials, regularly presenting to community groups and officials, ensuring that materials are easily accessible on the City's website, and using the Plan as a guide for decision making.



Few of the recommendations of this *Plan* will be automatically implemented. Specific follow-up action will be required for the *Plan* to become reality. This final chapter is intended to provide the City with a roadmap for these implementation actions. It includes a compilation of programs and specific actions to be completed in a stated sequence, as required under Wisconsin Statutes.

A. Plan Adoption

A first step in implementing the *City of Beloit Comprehensive Plan* is making sure that it is adopted in a manner which supports its future use for more detailed decision making. The City has included all necessary elements for this *Plan* to be adopted under the state's comprehensive planning legislation. Section 66.1001(4), Wisconsin Statutes, establishes the procedures for the adoption of a comprehensive plan. The City followed this process in adopting this *Plan*.

B. Plan Monitoring and Advancement

This *Plan* is intended to be used by government officials, developers, residents, and others interested in the future of the City to guide growth, development, redevelopment, and preservation. The City intends to constantly evaluate its decisions on private development proposals, public investments, regulations, incentives, and other actions against the recommendations of this *Plan*. In fact, on January 1, 2010, zoning, subdivision, and official map ordinances and decisions will have to be consistent with the *Comprehensive Plan*. This will require adjustments to these regulations as described in Figure 42.

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

- Prominently displaying the Vision Statement and Overall Goals graphic and other *Plan* materials in City offices and gathering places
- Ensuring that attractive and up to date materials are easily accessible on the City's website
- Speaking to community organizations about the *Plan*
- Regularly presenting implementation progress reports to the City Council, Plan Commission, and other municipal bodies
- Incorporating *Plan* implementation steps in the annual budget process
- Encouraging all City staff to become familiar with and use the *Plan* in their decision making

C. Plan Administration

This *Plan* will largely be implemented through an on-going series of individual decisions about annexation, zoning, land division, official mapping, public investments, and intergovernmental relations. The City of Beloit intends to use this *Plan* to inform such decisions under the following guidelines:

1. Annexations

Proposed annexations should be guided by the recommendations of this *Plan*. Specifically, the Future Land Use map (10), the Transportation System Improvements map (11), and the Utilities and Community Facilities map (12) of this *Plan* will be among the factors considered when evaluating a request for annexation. Annexation proposals on lands that are designated for urban development, as locations for future transportation facilities, and/or as locations for future community facilities should be more strongly considered for annexation approval. However, in their consideration of annexation proposals, the Plan Commission and City Council should also evaluate the specific timing of the annexation request, its relationship to the overall regularity of the corporate boundary, the ability to provide utilities and public services to the site, the costs associated with the proposed annexation, the effect on intergovernmental relations, as well as other pertinent Statutory and non-Statutory factors.

2. Zoning

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

3. Land Division

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

4. Official Mapping

The Transportation System Improvements map and the Utilities and Community Facilities map will be used to guide the general location and design of both existing and new public streets, public parks, and utilities, as depicted on a revised Official Map. However, in their consideration of official mapping issues, the Plan Commission and City Council will also evaluate the specific timing of the development request, its relationship to the nature of both existing and future land uses, and the details of the proposed development. Departures from the exact locations depicted on these maps will be resolved through the official mapping and platting processes both within the City limits and the extraterritorial jurisdiction.

5. Public Investments

Proposed public investment decisions will be guided by the recommendations of this *Plan*. However, the timing and precise location of public investments may vary, as judged appropriate by the Plan Commission and City Council. This *Plan* allows for the timing and the refinement of the precise recommended public facilities and other public investments as deemed appropriate by the Plan Commission and City Council.

6. Intergovernmental Relations

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

D. Plan Amendments

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

As a dynamic community facing a myriad of growth issues, the City is likely to receive requests for plan amendments over the planning period. To provide a more manageable, predictable and cost effective process, the City will consider establishing a single plan amendment consideration cycle every year. Several Wisconsin communities use an annual plan review and amendment process cycle to ensure these evaluations and adjustments are handled in a predictable and efficient manner. This approach would require that all proposed plan amendment requests be officially submitted to City by a designated date of each year. A full draft of the amendments would then be presented to the Plan Commission for its evaluation and recommendation to the City Council. The Council could then act to approve the amendment(s), following a public hearing.

The City may bypass the annual amendment process described above if an amendment to this *Comprehensive Plan* is determined necessary to capture a unique economic opportunity that is both related to achieving the vision of this *Comprehensive Plan* and may be lost if required to wait for the regular plan amendment cycle. However, the City is still required to use the procedures outlined below.

The procedures defined under Section 66.1001(4), Wisconsin Statutes, need to be followed for all *Plan* amendments. Specifically, the City will use the following procedure to amend, add to, or update the *Comprehensive Plan*:

- a. Either the City Council or the Plan Commission initiates the proposed *Comprehensive Plan* amendment(s). This may occur as a result of a regular Plan Commission review of the *Plan*, or may be initiated at the request of a property owner or developer.
- b. The City Council adopts a resolution outlining the procedures that will be undertaken to ensure public participation during the *Plan* amendment process (see Section 66.1001(4)a of Statutes). If appropriately drafted, the City may need to only have to take this step for the first of several amendment cycles.
- c. The Plan Commission prepares or directs the preparation of the specific text or map amendment(s) to the *Comprehensive Plan*.
- d. The Plan Commission holds one or more public meetings on the proposed *Comprehensive Plan* amendments. Following the public meeting(s), the Plan Commission makes a recommendation by resolution to the City Council by majority vote of the entire Commission (see Section 66.1001(4)b of Statutes).
- e. The City Clerk sends a copy of the recommended *Plan* amendment (not the entire *Comprehensive Plan*) to all adjacent and surrounding government jurisdictions and the County as required under Section 66.1001(4)b, Wisconsin Statutes. These governments should have at least 30 days to review and comment on the recommended *Plan* amendment(s). Nonmetallic mine operators, any person who has registered a marketable nonmetallic mineral deposit with the local government, and any other property owner or leaseholder who has requested notification in writing must be informed through this notice procedure. These governments and individuals should have at least 30 days to review and comment on the recommended *Plan* amendments.
- f. The City Clerk directs the publishing of a Class 1 notice, with such notice published at least 30 days before a City Council public hearing and containing information required under Section 66.1001(4)d.
- g. The City Council holds the formal public hearing on an ordinance that would incorporate the proposed amendment(s) into the *Comprehensive Plan*.

- h. Following the public hearing, the City Council approves or denies the ordinance adopting the proposed *Plan* amendment(s). Adoption must be by a majority vote of all members. The City Council may require changes from the Plan Commission recommended version of the proposed amendment(s).
- i. The City Clerk sends a copy of the adopted ordinance and the amendment(s) (not the entire *Comprehensive Plan*) to all adjacent and surrounding government jurisdictions, mine operators, any person who has registered a marketable nonmetallic mineral deposit with the City, and any other property owner or leaseholder who has requested notification in writing as required under Section 66.1001(4)b and c, Wisconsin Statutes.

E. Plan Updates

The state comprehensive planning law requires that this *Comprehensive Plan* be updated at least once every ten years. As opposed to an amendment, an update is often a substantial re-write of the plan document and maps. Based on this deadline, the City will update this *Comprehensive Plan* before the year 2018 (i.e., ten years after 2008), at the latest. The City should continue to monitor any changes to the language or interpretations of the state law over the next few years.

F. Consistency Among Plan Elements

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

G. Implementation Programs and Recommendations

Figure 42 provides a detailed list and timeline of the major actions that the City intends to complete to implement this *Plan*. Often, such actions will require substantial cooperation with others, including County and surrounding local governments and local property owners. The table has three different columns of information, described as follows:

- **Category:** The list of recommendations is divided into different categories—based on different implementation tools or plan elements.
- **Recommendation:** The second column lists the actual steps, strategies, and actions recommended to implement key aspects of the Plan. The recommendations are for City actions, recognizing that many of these actions may not occur without cooperation from others, and may be delayed or adjusted based on other City priorities.
- **Reference:** The third column identifies the chapter of this Comprehensive Plan or other current planning documents where additional information regarding the recommendation may be found.
- **Implementation Timeframe:** The fourth column responds to the comprehensive planning statute, which requires implementation actions to be listed in a “stated sequence.” The suggested timeframe for the completion of each recommendation reflects the priority attached to the recommendation. Suggested implementation timeframes span the next 10 years, because the Plan will have to be updated by 2018.

Figure 42: Implementation Programs and Recommendations

Category	Recommendation	Reference	Implementation Timeframe
Ordinances/Land Use	<p>Consider the following changes to the Zoning and/or Subdivision Ordinances:</p> <ul style="list-style-type: none"> ▪ Over time and as projects present themselves, update the zoning map to correspond with the Future Land Use map. ▪ Update detailed design standards from this <i>Plan</i> for multi-family, commercial, office, and mixed-use developments. ▪ Enhance extraterritorial land division review authority. ▪ Incorporate low impact development standards and stormwater best management practices. ▪ Include anti-monotony housing provisions in consultation with residents, developers, and home builders. ▪ Create a Prairie Avenue Corridor Overlay zoning district (in cooperation with the Town of Beloit). ▪ Include “Heritage Tree” preservation provisions. 	Chapters 3, 4, 6, 7, 8, and 9	2008-2009
	Update the Official Map to reflect the recommendations in this <i>Plan</i> and the City’s 2006 Parks and Open Space Plan.	Chapters 5 and 6	2008-2009
Agricultural, Natural, and Cultural Resources	Pursue flood studies and Letters of Map Revisions to support remapping of expanded floodplains in key areas of the City.	Chapter 3	2008-2009
	Expand the City’s wayfinding signage systems	Chapter 3	2014-2017
Transportation	Continue to work with WisDOT on the I-39/90-I-43 interchange reconstruction project.	Chapter 5	2008-2017
	Participate in discussions on and planning for the proposed Highway 81 Bypass.	Chapter 5	2008-2017
	Implement the transportation improvements identified on Map 11 and in the Transportation chapter.	Chapter 5	2008-2017
	Implement the non-highway transportation improvements identified in the Transportation chapter, such as park-and-ride, transit system, and bike and pedestrian improvements.	Chapter 5, Park and Open Space Plan, and Stateline Area Bike and Pedestrian System Plan	2008-2017
	Ensure that the recommendations identified in this <i>Plan</i> are incorporated in SLATS’ six-year Transportation Improvement Program and Unified Work Program.	Chapter 5	2008-2017

Category	Recommendation	Reference	Implementation Timeframe
Utilities, Community Facilities, and Civic Organizations	Recommendations exist in Figure 27: Timetable to Expand, Rehabilitate, or Create New Community Utilities or Facilities	Chapter 6	See Chapter 6, Figure 27
Housing and Neighborhood Development	Continue Neighborhood Development Initiative program, including developing measures of success and a timeline for retiring and establishing new target neighborhoods.	Chapter 7	2008-2017
	Explore creating a Targeted Revitalization Committee to develop the principles, process, policies, and priorities for implementing targeted investment in Beloit’s existing neighborhoods.	Chapter 7	2010-2013
	Establish a City staff Neighborhood Resource Liaison if funding becomes available.	Chapter 7	2010-2013
	Use the 3-5 year Community Development Block Grant Strategic Plan process to advance the housing and neighborhood development recommendations in this <i>Comprehensive Plan</i> .	Chapter 7	2008-2009
Economic Development	Support existing local businesses through development approval assistance, business mentoring, and small business loans.	Chapter 8	2008-2017
	Work with education providers to help grow and support local entrepreneurs and to better match local workforce skills with industry needs.	Chapter 8	2008-2017
	Engage the CDA to establish priorities, refine planning, develop appropriate incentives and implement the recommendations in this <i>Plan</i> for each of the following Planned Mixed Use Districts: <ul style="list-style-type: none"> ▪ Prairie Avenue (with/Town of Beloit) ▪ Madison Road ▪ Cranston Road (with/Town of Beloit) ▪ Park Avenue ▪ Switchtrack Alley ▪ Former Kmart/Sentry 	Chapter 8	2008-2017
	Work with the Downtown Beloit Association and others to implement the recommendations of the Downtown Redevelopment Plan.	Chapter 8	2008-2017
	Explore the feasibility of developing a bio-processing and production facility.	Chapter 8	2008-2009
	Intergovernmental Cooperation	Work with the Beloit School District and other education providers on efforts identified in this <i>Plan</i> to enhance and advance the community.	Chapters 6 and 9

Category	Recommendation	Reference	Implementation Timeframe
	Execute an intergovernmental agreement with the Town of Beloit, particularly addressing the following issues: <ul style="list-style-type: none"> ▪ Municipal boundary adjustments ▪ Coordination on future land use patterns ▪ Utility service provision ▪ Collaborative redevelopment ▪ Development design standards ▪ Transportation planning ▪ Joint park, open space, trail and recreational system planning 	Chapter 9	2008-2009
	Invite the Town of Turtle to participate in discussions on potential amendments to the 1999 Cooperative Boundary Plan.	Chapter 9	2008-2009
Plan Monitoring and Advancement	Monitor development activity and future implementation strategies against the recommendations in this <i>Plan</i> .	Chapter 10	2008-2017
	Institute an annual <i>Comprehensive Plan</i> amendment process.	Chapter 10	2008-2009
	Update this <i>Plan</i> as required by State statute.	Chapter 10	2014-2017
	Increase community awareness and education of the <i>Plan</i> through various initiatives described earlier in this chapter.	Chapter 10	2008-2017