



CITY HALL • 100 STATE STREET • BELOIT, WI 53511

**MINUTES
BELOIT CITY PLAN COMMISSION
Wednesday, October 23, 2013
The Forum, Beloit City Hall
100 State Street, Beloit**

1. **Call to Order and Roll Call**

Chairperson Faragher called the meeting to order at 7:00 PM. Julie Christensen called the roll. Present were Commissioners Jacobsen, Kelly, Moore, Nee, Ruster and Kincaid.

2. **Approval of the Minutes of the October 9, 2013 Meeting**

Commissioner Moore moved and Commissioner Kelly seconded a motion to approve the Minutes of the October 9, 2013 Meeting. The minutes were approved (6-0).

3. **Sign Ordinance Exception – 2933 Milwaukee Road – U.S. Cellular**

Public hearing, review and consideration of an exception to Section 30.40(2)(c) of the Outdoor Sign Regulations to allow three (3) secondary, on-premises wall signs to be larger than 30 square feet in area for the property located at 2933 Milwaukee Road

Julie Christensen summarized the Staff Report and Staff Recommendation.

Commissioner Nee asked if the existing signs would remain. Julie explained that her understanding was that the only remaining signs would be the pole sign and the three secondary wall signs.

Chairperson Faragher opened the Public Hearing.

Rick Brunton, JNB Signs, indicated that the gas price sign would be removed and that they would be reusing the pole sign. Commissioner Nee asked how tall the sign was, and Mr. Brunton said it was 44 feet tall.

Commissioner Nee asked if that was a legal sign. Julie Christensen answered that the Sign Ordinance allows a 50 foot sign with a 150 square foot sign face for this property. The sign meets the requirements of code. Mr. Nee indicated that he did not feel that this type of business needed a sign 44 feet tall. Mr. Brunton argued there was a need for the sign to be viewed from the interstate, and that this size sign is typical in interstate business districts, like Milwaukee Road.

Commission Kincaid asked if the sign ordinance amendment being proposed would change anything about this sign request. Ms. Christensen indicated that two of secondary signs would still need exceptions. One secondary sign would be allowed under the proposed ordinance.

Commissioner Jacobsen moved, and Commissioner Moore seconded approval of the Sign Ordinance Exception as proposed with the staff conditions. The motion carried (6-0).

4. **Sign Ordinance Amendment**

Public hearing, review and consideration of an Ordinance to amend various sections of the Code of General Ordinances of the City of Beloit pertaining to Outdoor Sign Regulations

Ms. Christensen summarized the Staff Report and Staff Recommendation.

Chairperson Faragher opened the Public Hearing.

The owner of the National Martial Arts Academy at 3100 Riverside Drive attended the hearing to encourage the Commission to shorten the compliance time for removing illegal signs. He indicated that his competition is putting up illegal off-premise signs all over the City in an attempt to drive business away from the National Martial Arts Academy.

The Commission discussed what could be done about these types of illegal signs. Julie Christensen agreed to check with the City Attorney regarding what type of signs are allowed on property surrounding a person's residence.

Rick Brunton, JNB Signs, suggested establishing a minimum percentage of building façade that could be secondary signage, rather than using 45 square feet for secondary signs. He also suggested classifying the residential signs as off-premise signs and not allowing off-premise signs on residential properties.

The Commission discussed the possibility of having primary signs be allowed to be electronic, and what rules would apply to them. They indicated that they felt that the City should take a more comprehensive look at the Sign Ordinance. They suggested that the City is allowing signs that are too large or too tall for the site, and that signs are being approved for businesses where the rationale for the taller or larger sign doesn't make sense. The Commission requested that sign ordinances from other comparable cities be researched. The Commission indicated the desire to limit the size, height and square footage of pole signs and encourage the use of ground-mounted signs.

Commissioner Nee moved and Commissioner Ruster seconded laying over the Sign Ordinance Amendment. The motion carried (6-0).

5. **Status Report on Prior Plan Commission Items**

The Conditional Use Permit for 856 Fourth Street was approved.

The PUD Plan and zoning for the Arby's strip development was approved.

6. **Adjournment**

The meeting adjourned at 7:50 PM.