



PROCEEDINGS OF THE BELOIT CITY COUNCIL
100 State Street, Beloit WI 53511
City Hall Forum – 7:00 p.m.
Monday, July 20, 2015

Presiding: Charles M. Haynes
Present: Sheila De Forest, Regina Hendrix, Ana Kelly, Chuck Kincaid, David F. Luebke,
Marilyn Sloniker
Absent: None

1. President Haynes called the meeting to order at 7:00 p.m. in the Forum at Beloit City Hall.
2. PLEDGE OF ALLEGIANCE
3. SPECIAL ORDERS OF THE DAY/ANNOUNCEMENTS – none.
4. PUBLIC HEARING
 - a. Community Development Director, Julie Christensen, presented a proposed Ordinance amendment to amend Sections 30.17(1)(b)2, (b)3, (b)6 and (b)7a of the Code of General Ordinances of the City of Beloit pertaining to Electronically Variable-Message Signs. The City of Beloit staff has drafted an Ordinance to amend four sections of the City's Outdoor Sign Regulations, hereafter referred to as the "Sign Ordinance." The purpose of the proposed amendments is to allow the Central Christian Church on Milwaukee Road and the School District of Beloit to use an Electronically Variable-Message (EVM) Sign to notify the public of programs at the church and schools.
 - The most substantive changes are listed below.
 - Section 1 of the proposed Ordinance adds the PLI zoning district to the list of zoning districts permitted to have EVM signs as secondary, on-premise signs.
 - Section 2 establishes maximum sign areas for EVM signs in the PLI zoning districts.
 - Section 3 changes where EVM signs are allowed to be located with regards to the vision triangle.
 - The Plan Commission reviewed this item on July 8, 2015, and voted unanimously (6-0) to recommend approval of the Sign Ordinance with two modifications.
 - Location: The original version of the Sign Ordinance proposed permitting EVM signs in PLI and C-1 zoning districts. The Plan Commission recommended only allowing EVM signs in the PLI zoning district.
 - Operating Time: The original version of the Sign Ordinance proposed establishments with EVM signs only have time restrictions if they abut a residential district. The Plan Commission recommended adding time restrictions on EVM signs for establishments that either abut a residential district OR are located directly across from a residential district.

President Haynes opened the public hearing.

- James Van de Bogart spoke opposed to this ordinance change and shared concerns of distracted driving as a result of busy signs being allowed. He also stated that the possibility existed that the City could wind up being responsible for abandoned signs.
- Janelle Marotz spoke in favor of this ordinance on behalf of the Beloit School District. They would like to purchase another sign similar to the one at Aldrich Middle School which is a 4' x 8' signs with 3 lines of text.
- Pastor Craig Zastrow spoke in favor of this ordinance on behalf of the congregation at Central Christian Church located at 2460 Milwaukee Road. They are redeveloping their sign plan and have not committed to a sign type due to challenges in original placement.

President Haynes closed the public hearing.

Councilors Luebke and Sloniker made a motion to suspend the rules for a 2nd reading hearing. Discussion followed. The motion failed on a vote of 3-4 with Kelly, De Forest, Haynes and Kincaid

voting no. Councilors De Forest and Kincaid moved to lay over the ordinance to the August 3, 2015 regular meeting. Motion carried on a vote of 6-0-1 with Luebke abstaining. File 6068.

5. CITIZEN PARTICIPATION

- Walter Knight, Beloit, addressed the council as a follow up on the condition of the railroad crossing at the 1400 block of Wisconsin Avenue and thanked the council, especially to the Public Works Director, Greg Boysen, for addressing the need to complete these railroad crossing repairs.

6. CONSENT AGENDA

Councilor De Forest asked to have item 6.c removed from the consent agenda. Councilors Luebke and Sloniker made a motion to adopt the Consent Agenda items 6.a, 6.b, 6.d 6.e. & 6.f. Motion carried. The Consent Agenda is accepted, approved, adopted or referred and acted upon as required by state and local code by a vote of 7-0.

- a. The minutes of the regular meeting of July 6th and special meeting of July 6th, 2015 were approved.
- b. The application for a Conditional Use Permit to allow a single-family attached dwelling in C-2, Neighborhood Commercial District, for the property located at 911 East Grand Avenue was referred to Plan Commission. File 8614
- d. The application for a Conditional Use Permit to allow outdoor seating area and outdoor sales, possession, & consumption of alcohol in the CBD-1, Central Business District – Core, for the property located at 430 E. Grand Avenue doing business as Zen Sushi & Grill was referred to Plan Commission. File 8540
- e. The resolution authorizing final payment of Public Works Contract C15-06, Colley Road Main Extension was approved. File 8678
- f. The resolution approving a Change of Agent for The Local, LLC, d/b/a The Local Sports Bar and Grill, located at 443 E. Grand Avenue, from Mike Dutter to Aimee Marlette was approved. File 8688
- c. Ms. Christensen presented the application for a Conditional Use Permit to allow the sale of alcoholic beverages in C-2, Neighborhood Commercial District, for the property located at 901 Bayliss Avenue (Dave's Bait and Tackle). Councilor De Forest expressed concerns about alcohol in that neighborhood and is requesting a report from the Police Department that includes calls for service that extends one block in each direction before this comes back for council approval next meeting. Councilors De Forest and Kelly made a motion to refer the item to the Plan Commission. Motion carried. File 8694

7. ORDINANCES

- a. Fire Chief, Bradley Liggett presented a proposed ordinance to Repeal and Recreate Section 1.10 of the Code of General Ordinances for the City of Beloit pertaining to Emergency Management. Chief Liggett explained that this update addresses concerns relating to the line of succession for the City Manager and involves management in Emergency Response. It also brings us into compliance with NIMS. Councilors Luebke and Sloniker made a motion to lay over the ordinance until the August 3, 2015 regular meeting. Motion carried. File 6543

8. APPOINTMENTS

Councilor Haynes announced the openings and submitted the following appointments to City Committees, Boards, and Commissions for approval. Councilor Kincaid and Sloniker made a motion to approve the appointments, and Councilor Hendrix seconded. The motion carried.

- a. Alcohol Beverage License Control Committee: John N. Metter, term ending June 30, 2017. File 6145
- b. Municipal Golf Committee: Ex Officio member Chris Moxley, (replacing Bess Davies) as Women's Club Rep. and Ex Officio member Gary L. Gard, (replacing Gary Sherer) as Senior's Club Rep. File 7382
- c. Municipal Library Board: Ex Officio member Nora Gard, (replacing Missy Henderson) as Beloit

School District's, Representative for the 2015-2016 school year and Incumbent Maribeth Miller to a term ending June 20, 2018. File 5991

9. COUNCILOR ACTIVITIES AND UPCOMING EVENTS

- Councilor Hendrix expressed gratitude for an officer of the Beloit Police Department who participated with Beloit College students in a "Beloit-ology" scavenger hunt. The officer even got out of his car to take a picture with the group to fulfill one of their tasks.
- Councilor Kelly went downtown on Sunday and was so pleased at how many people were downtown on a Sunday afternoon
- Councilor De Forest went on the Parks tour July 8th and found it useful and entertaining. She has been attending the farmer's market regularly. She attended the Rock County Criminal Justice Coordinating Committee this month and expressed thanks to interim Chief Zibolski for representing the City of Beloit. She apologized in advance for having to miss the August 3rd council meeting.
- Councilor Kincaid continues to attend the robust farmer's market. He also attended his 2nd municipal golf committee and is impressed with the hard work of the members who understand the issues and are working to make the course better.
- Councilor Luebke reminded all that National Night Out is coming up Tuesday August 4th from 5:30-8:30 pm. He also invited everyone to attend the Friday at Harry's Place at 7:00 pm this Friday at the Harry Moore Pavilion at Riverside Park. This week's performance is by "Mr. Big Stuff."
- Councilor Sloniker went on the Parks tour July 8th and learned a lot. She also attended the SLATS meeting which discusses road projects and conditions. She learned that while the work on Prairie is behind schedule, Inman Parkway is on schedule.

10. CITY MANAGER'S PRESENTATIONS - none

11. REPORTS FROM BOARDS AND CITY OFFICERS- none

12. Councilor's Sloniker and De Forest made a motion to adjourn the meeting at 7:47pm. Motion carried



Lorena Rae Stottler, City Clerk

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Date approved by Council: August 3, 2015