



CITY HALL • 100 STATE STREET • BELOIT, WI 53511

**MEETING MINUTES**  
**Beloit City Plan Commission**  
**Wednesday, December 9, 2015 at 7:00 PM**  
**The Forum**  
**Beloit City Hall, First Floor**  
**100 State Street, Beloit**

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

Chairperson Faragher called the meeting to order at 7:02pm. Commissioners Moore, Johnson, Faragher, Ruster, Finnegan, Tinder, and Councilor Kincaid were present. Commissioner Mathis was absent.

**2. Approval of the Minutes of the November 18, 2015 Meeting**

Commissioner Moore moved to approve the minutes. Commissioner Tinder seconded the motion. The motion passed, voice vote.

**3. Certified Survey Map – 1345 Ritsher Street**

Review and consideration of a two-lot Certified Survey Map for the property located at 1345 Ritsher Street.

Ms. Julie Christensen, Director of Community Development, presented the staff report and recommendation.

Commissioner Johnson moved to approve the motion. Commissioner Ruster seconded the motion. The motion passed, voice vote.

**4. Installation of a Memorial Garden in Horace White Park**

Review and consideration of a request by Family Services to construct a memorial garden in Horace White Park located at 825 E. Grand Avenue.

Ms. Julie Christensen, Director of Community Development, presented the staff report and recommendation.

John Pfeleiderer, Family Services Executive Director, explained the project to the Commission. Chairperson Faragher inquired into which proposal Family Services would be constructing. Mr. Pfeleiderer stated that the final design would be largely dependent upon the donations and funding received.

Commissioner Ruster moved to approve the motion. Commissioner Moore seconded the motion. The motion passed, voice vote.

**5. Sign Ordinance Exception – Pratt Industries – 1405 Gateway Boulevard**

Public hearing, review and consideration of an exception to Section 30.40(2)(c) of the Outdoor Sign Regulations to allow a secondary, on-premises wall sign to be larger than 30 square feet in

area in an M-2, General Manufacturing District, for the property located at 1405 Gateway Boulevard

Ms. Julie Christensen, Director of Community Development, presented the staff report and recommendation.

Commissioner Ruster inquired into why the lack of the sign would create an economic hardship for the company. Ms. Christensen stated that the company desired to advertise to both North and Southbound traffic on I-90.

Chuck Gregg, 1405 Gateway (with Pratt Industries), addressed the Commission regarding the signs. He explained that Pratt Industries wanted to advertise so that traffic from the North and South bound interstate would be able to see the sign. He also stated that a 30 square foot sign would not be visible considering the size of the existing Pratt building.

Commissioner Tinder stated that the sign would not be flashing or lit and therefore would not distract drivers. He also said that considering the size of the building, the proposed sign would be proportional.

Councilor Kincaid inquired into how the upcoming changes to the existing Sign Ordinance would affect this proposed sign. Ms. Christensen explained that the proposed changes to the sign ordinance would not have required the exception because there is an overall sign allowance per site.

Commissioner Ruster stated that she was not in favor of the exception due to the size of the sign. She was concerned that it would set a precedent for other companies and industries to apply for larger signs.

Chairperson Faragher stated that existing and past sign ordinances have not grown with the City of Beloit. He believes that the proposed sign is appropriate.

Chairperson Faragher asked Mr. Gregg if Pratt Industries intended to apply for any Sign Ordinance Exceptions in the future. Mr. Gregg stated that they were not intending to apply.

Commissioner Finnegan moved to approve the motion. Commissioner Moore seconded the motion. The motion passed, voice vote. Commissioner Ruster voted to deny the motion.

Due to conflict of interest, Commissioner Finnegan left the meeting in order to abstain on the rest of the items.

**6. Alley Vacation –900 Blocks of Johnson Street and Townline Avenue**

Review and consideration of the vacation of an unnamed east-west alley located between the 900 blocks of Johnson Street and Townline Avenue

Ms. Julie Christensen, Director of Community Development, presented the staff report and recommendation.

Commissioner Johnson moved to approve the motion. Commissioner Tinder seconded the motion. The motion passed, voice vote, with Commissioner Finnegan abstaining.

7. **Comprehensive Plan Amendment – 1633 Keeler Avenue – Commonwealth Development**  
Public hearing, review and consideration of an amendment to the Future Land Use Map of the City of Beloit Comprehensive Plan from Institutional and Community Services to Mixed Residential for the property located at 1633 Keeler Avenue (Kolak Education Center)

Ms. Julie Christensen, Director of Community Development, presented the staff reports and recommendations for items 7, 8 and 9.

Robert Ames, 1365 Central Ave, stated that he is still strongly against the proposal.

Carol Allen, 1230 Partridge Ave, thanked the Commission for listening to the neighborhood's concerns and wishes. She also reiterated her concerns with the proposed plans for 1633 Keeler Avenue

Michael Kearney, 1226 Evergreen Ave, said that he truly desired to ask the Developer why all of the changes have been made to the proposals. His main concern was that the latest proposal was deemed undoable by the Developer when this entire project was first presented to the City, yet now the Developer has reduced the number of apartments twice.

Commissioner Johnson expressed his concern with the building sitting vacant and lowering property values in the nearby neighborhoods. He also suggested that perhaps the neighborhood would be more comfortable with a 55+ senior living center.

Commissioner Tinder stated that he has done additional research on Commonwealth Development. According to Commissioner Tinder's research, they have developed good projects in other cities; however, they did not propose the project to the neighborhood in an effective manner.

Chairperson Faragher suggested that the neighborhood residents follow-up with the school district's future movements.

Commissioner Johnson moved to deny the motion. Commissioner Tinder seconded the motion. The motion to deny the proposal passed, voice vote, with Commissioner Finnegan abstaining.

8. **Planned Unit Development – 1633 Keeler Avenue – Commonwealth Development**  
Public hearing, review and consideration of Planned Unit Development – Master Land Use Plan for the property located at 1633 Keeler Avenue (Kolak Education Center)

Robert Ames, 1365 Central Ave, stated that he is strongly against the proposal.

Commissioner Ruster moved to deny the motion. Commissioner Johnson seconded the motion. The motion to deny the motion passed, voice vote, with Commissioner Finnegan abstaining.

9. **Zoning Map Amendment – 1633 Keeler Avenue – Commonwealth Development** Public hearing, review and consideration of a Zoning Map Amendment to change the zoning district classification from PLI, Public Lands and Institutions District, to PUD, Planned Unit Development District, for the property located at 1633 Keeler Avenue (Kolak Education Center).

Robert Ames, 1365 Central Ave, stated that he is strongly against the proposal.

Commissioner Johnson asked that the neighborhood work together with the City of Beloit and the School District of Beloit to determine an appropriate and acceptable use for the property.

Chairperson Faragher encouraged the residents to submit comments and concerns through the City website.

Ms. Christensen stated that residents should stay up to date with the School District's agendas.

Commissioner Tinder moved to deny the motion. Commissioner Johnson seconded the motion. The motion to deny the motion passed, voice vote, with Commissioner Finnegan abstaining.

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

The Conditional Use Permit for 1230 House Street was approved by Council on Monday. The next Plan Commission meeting will be on Tuesday, December 22, 2015.

**11. Adjournment**

The meeting adjourned at 7:45 pm.

Minutes respectfully submitted by Ashley Rosenbaum.