



**Meeting Minutes  
Beloit City Plan Commission  
Wednesday, May 23, 2018 at 7:00 PM  
The Forum  
Beloit City Hall  
100 State Street, Beloit**

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

The meeting was called to order at 7:01pm. Commissioners Haynes, Weeden, Johnson, Faragher, Ruster, and Finnegan were present. City Councilor Mark Preuschl was absent.

**2. Nomination and Election of Officers**

a. Nomination and Election of Chairperson

Commissioner Haynes nominated Commissioner James Faragher, Commissioner Finnegan seconded the motion. Motion passed, voice vote.

b. Nomination and Election of Vice-Chairperson

Commissioner Ruster nominated Commissioner Timothy Weeden, Commissioner Finnegan seconded the motion. Motion passed, voice vote.

**3. Approval of the Minutes of the April 18, 2018 Meeting**

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

**4. Extraterritorial Certified Survey Map – 9520 South Clinic Road**

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

Commissioner Haynes moved to approve the Extraterritorial Certified Survey Map. Commissioner Ruster seconded the motion. The motion passed, voice vote.

**5. Sign Ordinance Exception – Truk't – 443 E Grand Avenue**

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

Commissioner Ruster asked Ms. Christensen why staff was recommending approval of the sign exception if it was still outside the city's sign ordinance guidelines. Ms. Christensen directed the commissioner to the staff report outlining the staff's opinion on why an exception to the ordinance should be granted. However, the final decision on the

exception will be made by the commission. She also explained that due to the 45 degree angle at the intersection, only a portion of the projecting sign is in the right-of-way.

Commissioner Haynes commented on the uniqueness of the building, that he believes this exception would not create precedence because of those unique features (45 degree angle which means that the hardship was not created by the applicant), thus giving the committee an adequate reason to apply an exception.

Commissioner Johnson asked if this would be the primary and only sign for the business. Ms. Christensen commented that the building includes two separate businesses, and each would have its own sign, one for Truk't and one for Blue Collar Coffee. Commissioner Johnson mentioned that if the sign was any smaller, it would not be visible from all four sides of the intersection. He also believed that the uniqueness of the building contributes to his recommendation to grant an exception for the sign. Commissioner Weeden agreed and commented that the referenced sign would be less intrusive than a typical sign projecting 4 feet from the building wall. Commissioner Weeden also commented that if the City Engineer has not expressed any evidence regarding the obstruction of any traffic signals, there should not be an issue for granting the exception.

Commissioner Faragher asked staff if the Downtown Beloit Association (DBA) had expressed any concerns regarding the proposed sign. Planning and Building Services Director, Drew Pennington, discussed the review of the sign exception by the DBA Design Review Board, a subcommittee of the DBA. While some individuals had concerns, others did like the design of the original sign, which would have projected 10 feet from the building.

Bill Dorr, 836 Church Street, directed the commission to the city ordinance regarding projecting signs. Mr. Dorr argued that the owners should abide by the city regulations and the sign ordinance. He indicated that he believed that the sign face and sign structure were required to be included in the calculation of sign area. Ms. Christensen directed the commissioners to the city's sign ordinance regarding Projecting Signs and commented on the definition of *sign area* which is defined as sign face and does not include structure.

Commissioner Ruster asked if the attached rendering of the proposal was to scale. Josh Mory representing Hendricks Commercial Properties, located at 525 Third Street, Suite 300 in Beloit, stated that the rendering was to scale within inches, and the structure would not be far from what was proposed. Mr. Mory also discussed some concerns by the City Engineer regarding the obstruction of traffic signals. He indicated that he did not believe that the sign, as proposed, would obstruct the signals. He also indicated that the proposed signage met their corporate design standards.

Commissioner Johnson moved to approve the sign ordinance exception. Commissioner Haynes seconded the motion. The motion passed, voice vote.

**6. Presentation by the Planning Staff on the Comprehensive Plan Update**

Director of Planning and Building Services, Drew Pennington, presented a progress report and next steps in the Comprehensive Plan Update. He explained that the next steps include two Community Open House(s) in June, Plan Commission public hearings in June or July (followed by a 30-day public comment period) and a City Council public hearing and adoption in August. Mr. Pennington also addressed questions regarding the Comprehensive Plan updates. Commissioner Weeden asked Mr. Pennington if there was a statement included in the plan that prioritized housing in any ongoing boundary agreements or negotiations with any of the city's surrounding towns. Mr. Pennington commented that the steering committee did discuss whether it was appropriate to take a position for or against incorporation, but decided against it. Mr. Pennington stated that a policy position on prioritizing housing in any boundary negotiations could be considered and added to the plan.

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

Ms. Christensen explained that the City is moving forward with temporary closure of Fourth Street in front of the Beloit Memorial High School. A public meeting was held on the closure, and the City will be taking ordinance amendments related to parking and turn lanes to allow for better traffic flow on the side streets. The City is working with DBA and Engineering on how to implement the Downtown parking study and although there were not any current parking problems, the collaboration is to plan and prevent any future problems. Judy Robson has been appointed to the Planning Commission and will be attending the next meeting. City Councilor Mark Preuschl has been appointed to the Planning Commission as the new Council Representative.

**8. Adjournment**

Meeting adjourned at 8:03pm.

Minutes respectfully submitted by Frank Fuerte.