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COMMUNITY DEVELOPMENT DEPARTMENT

## **NOTICE TO THE PUBLIC**

February 20, 2019

To Whom It May Concern:

Aetna Development Corporation has submitted an application for review and consideration of a Planned Unit Development (PUD) - Master Land Use Plan for the redevelopment of five (5) separate parcels at the NE corner of Fourth Street and Merrill Street into an O'Reilly Auto Parts store. The subject properties include:

**1003, 1017, & 1021 Fourth Street; 117 Merrill Street; and 1016 Third Street.**

The applicant is seeking approval of a PUD in order to provide flexibility in building and driveway placement, and to facilitate compliance with the floodplain ordinance requirements. Four of the subject parcels are zoned C-3, Community Commercial, while the parcel located at 1016 Third Street is zoned R-3, Low-Density Multifamily Residential. The applicant has also submitted an application for a Zoning Map Amendment to change the zoning district classification of all five parcels to PUD. A copy of the proposed plan is attached.

The following public hearings will be held regarding these applications:

**City Plan Commission:** Wednesday, March 6, 2019, at 7:00 PM, or as soon thereafter as the matter can be heard in The Forum, Beloit City Hall, 100 State Street.

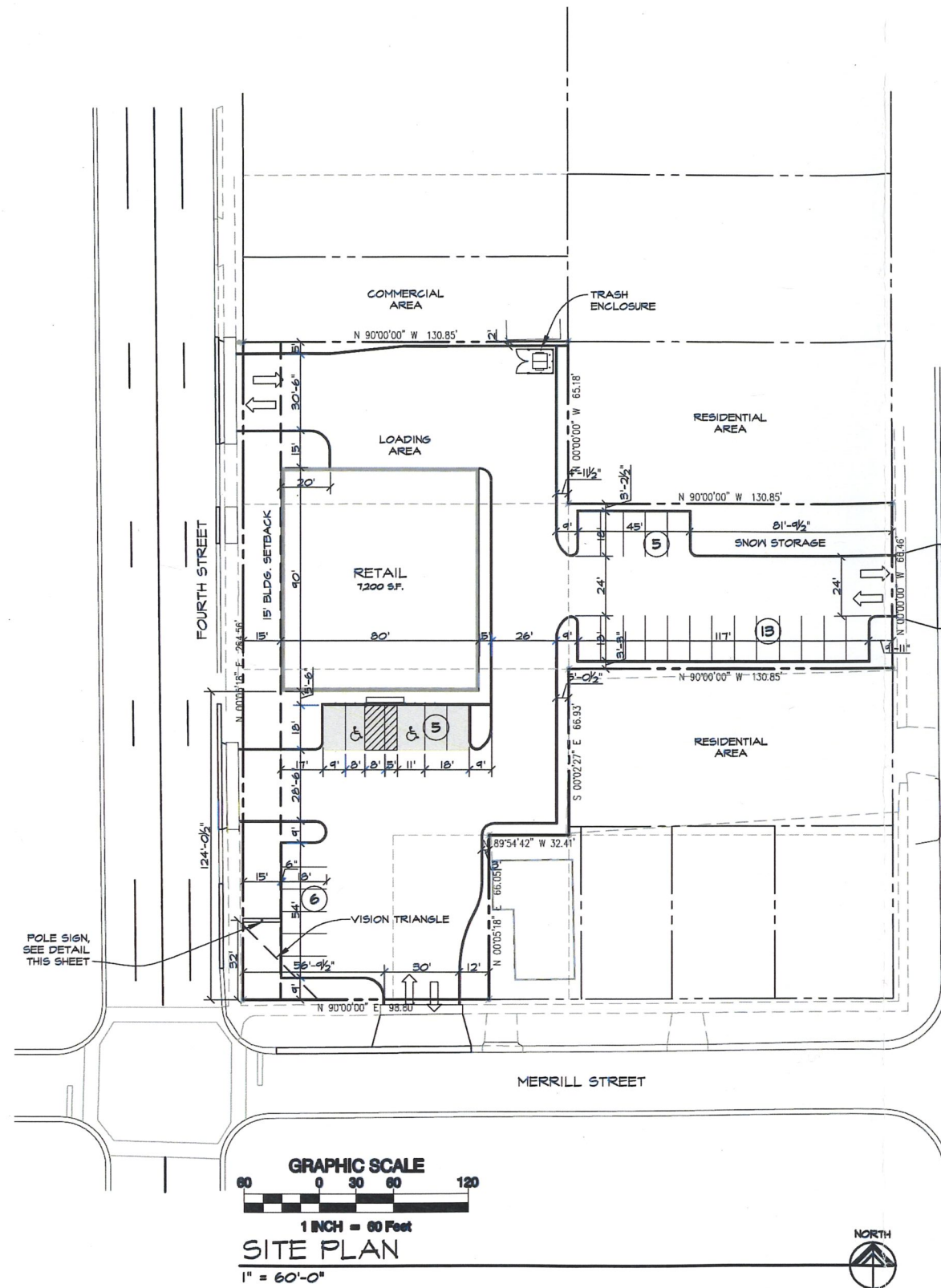
**City Council:** Monday, March 18, 2019, at 7:00 PM, or as soon thereafter as the matter can be heard in The Forum, Beloit City Hall, 100 State Street.

**THE PUBLIC IS INVITED TO ATTEND THESE HEARINGS.**

**We are interested in your opinion.**

Anyone bringing handouts to the Plan Commission meeting must bring ten (10) copies and submit them to the Recording Secretary before the meeting begins.

*For additional information, please contact Drew Pennington, AICP in the Planning & Building Services Division at (608) 364-6711 or [penningtond@beloitwi.gov](mailto:penningtond@beloitwi.gov). Comments will be accepted via telephone, email, and U.S. Mail.*



**SITE DATA**

ZONING DISTRICT: C3 - COMMUNITY COMMERCIAL  
 GROSS LAND AREA: 41,230 S.F. (0.93 ACRES)  
 BLDG. AREA: 7,200 S.F.  
 PARKING REQUIRED: 29 CARS (1 CAR/250)  
 PARKING AVAILABLE: 29 CARS

**SIGNAGE**

TOTAL SIGN AREA (REQ'D.): 363.36 L.F. X 4 = 1453.44 S.F. MAX.  
 4 X STREET FRONTAGE

**PRIMARY ON-PREMISES SIGN (REQ'D.):**

SIGN AREA: 150 S.F. MAX.  
 SIGN HEIGHT: 50 FT. MAX.  
 (ONE SIGN PERMITTED)

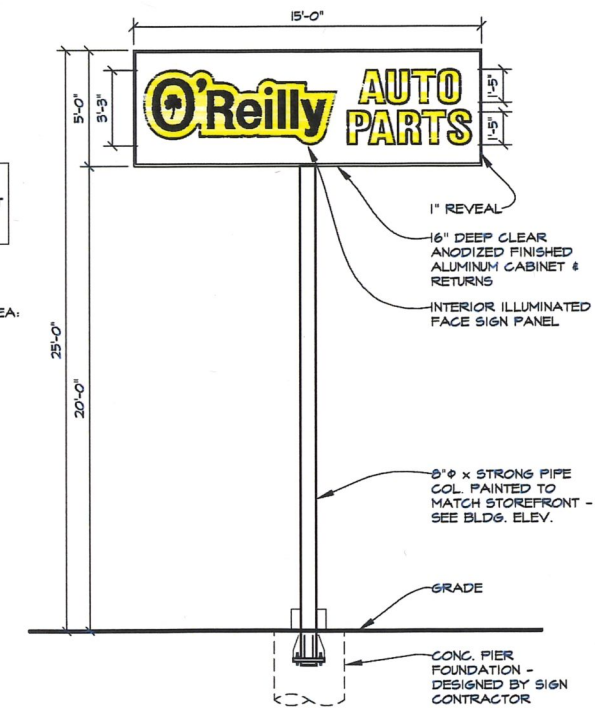
**POLE SIGN (PROPOSED): DOUBLE-SIDED**  
 SIGN AREA: 75 S.F. EACH FACE  
 SIGN HEIGHT: 25 FT.

**SECONDARY ON-PREMISES SIGN (REQ'D.):**

SIGN AREA: 30 S.F. MAX.  
 SIGN HEIGHT: 10 FT. MAX.  
 (THREE SIGNS PERMITTED)

**WALL SIGN (PROPOSED): SOUTH ELEVATION, MERRILL ST.**  
 SIGN AREA: 169.42 S.F. (ENCOMPASSED RECTANGLE)  
 SIGN HEIGHT: 115.05 S.F. (COMBINED INDIVIDUAL COMPONENTS)  
 5'-3" FT.

**WALL SIGN (PROPOSED): WEST ELEVATION, FOURTH ST.**  
 SIGN AREA: 169.42 S.F. (ENCOMPASSED RECTANGLE)  
 SIGN HEIGHT: 115.05 S.F. (COMBINED INDIVIDUAL COMPONENTS)  
 5'-3" FT.



SIGN STRUCTURE, FOUNDATION DESIGN AND SEPARATE PERMIT SUBMISSION BY SIGN CONTRACTOR.

\*SIGN FACE PANEL AREA: ALLOWED = 150s.f. (150 EACH FACE) PROVIDED = 72 s.f. (EACH FACE)

\*SIGN MAX. HEIGHT: ALLOWED = 50' PROVIDED = 25'

\*PER CITY ZONING ORDINANCE



**POLE SIGN ELEVATION**

SCALE: 1/8" = 1'-0"

KMA PROJECT No. 1829

2/6/2019

**PROPOSED RETAIL DEVELOPMENT**

N.E.C. 4TH ST. & MERRILL AVE.  
 BELOIT, WISCONSIN 53511

**AETNA DEVELOPMENT CORPORATION**

200 W. MADISON STREET, SUITE 4200  
 CHICAGO, ILLINOIS 60606

**KMA & ASSOCIATES, INC.**

1121 LAKE COOK ROAD, SUITE F  
 DEERFIELD, ILLINOIS 60015

ARCHITECTS

