



**PUBLIC NOTICE & AGENDA  
BELOIT PLAN COMMISSION  
City Hall Forum - 100 State Street, Beloit, WI 53511  
7:00 PM  
Wednesday, March 3, 2021**

\*  
*Members of the media or the public may participate in the open session portion of this agenda by calling 1 (872) 240-3212, access code 591-277-853. All participants' phones will be muted. Attendance at the meeting in person will be limited. If you would like to provide comments for the any of the items on the agenda, please submit those to [planning@beloitwi.gov](mailto:planning@beloitwi.gov) by 12:00 noon on Wednesday, March 3, 2021.*

1. CALL TO ORDER AND ROLL CALL
2. MINUTES
  - 2.a. Consideration of the minutes of the February 17, 2021 Plan Commission meeting  
[Attachment](#)
3. REPORTS
  - 3.a. Consideration of a Resolution approving a 2-lot Certified Survey Map for the property located at 2225 W Creedy Road in the Town of Beloit  
[Attachment](#)
4. PUBLIC HEARINGS
  - 4.a. Consideration of a Zoning Map Amendment from C-1, Office District, to C-2, Neighborhood Commercial District, for the property located at 2315 Prairie Avenue  
[Attachment](#)
  - 4.b. Consideration of a Resolution approving an Exception to Section 30.13(2)(a) of the Outdoor Sign Regulations to allow a temporary banner sign greater than 100 square feet on the Flood Arena (845 Pleasant Street)  
[Attachment](#)
  - 4.c. Consideration of a Resolution approving an Exception to Section 30.40(2)(c) of the Outdoor Sign Regulations to allow two secondary, on-premise signs larger than 30 square feet for the new Verizon store located at 2911 Milwaukee Road  
[Attachment](#)
5. STATUS REPORT ON PRIOR PLAN COMMISSION ITEMS  
*Comprehensive Plan Amendment for 3155 Prairie Avenue  
Attachment Petition for 1945 Prairie Avenue*

## 6. ADJOURNMENT

- \*\* Please note that, upon reasonable notice, at least 24 hours in advance, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information to request this service, please contact the City Clerk's Office at 364-6680, 100 State Street, Beloit, WI 53511.

**MINUTES  
PLAN COMMISSION  
City Hall Forum - 100 State Street, Beloit, WI 53511  
7:00 PM  
Wednesday, February 17, 2021**

**1. CALL TO ORDER AND ROLL CALL**

Meeting was called to order at 7:00 PM. Chairman Weeden, Commissioners Robson, Toral, Finnegan, Ramsden, Ruster, and Councilor Preuschl were present.

**2. MINUTES**

**2.a. Consideration of the minutes of the February 3, 2021 Plan Commission meeting**

A motion was made by Commissioner Robson, seconded by Commissioner Ruster to approve the minutes, as submitted. Motion carried, roll call vote.

**3. REPORTS**

**3.a. Consideration of a Petition for Attachment of the property located at 1945 Prairie Avenue from the Town of Turtle to the City of Beloit**

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

Commissioner Ramsden asked what would happen if someone's septic system failed and Plan Commission decided they did not want to attach the property. Ms. Christensen stated that the Attachment request would still go to City Council for consideration with a negative recommendation and then City Council would have to decide if they wanted to attach it. Commissioner Ramsden stated what if City Council decided not to attach it, then what would the person do with their sewer. Ms. Christensen stated that if the City Council decided not to attach, we would mostly support the replacement of the septic system. Commissioner Ramsden asked if there isn't really an option for the applicant, why do we make him go through this whole process. Ms. Christensen explained that this process is required by State law in order for a property to be annexed or attached to the City.

Motion was made by Commissioner Finnegan to approve the Petition for Attachment of property located at 1945 Prairie Ave, seconded by Commissioner Ramsden. Motion carried, roll call vote.

3.b. **Consideration of a Resolution approving an Extraterritorial Certified Survey Map for the property located at 9127 S Lathers Road in the Town of Turtle**

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

Motion was made by Commissioner Ruster to approve the Extraterritorial CSM, seconded by Commissioner Robson. Motion carried, roll call vote.

4. **STATUS REPORT ON PRIOR PLAN COMMISSION ITEMS**

Ms. Christensen stated that City Council approved the Final Subdivision for Parkmeadow North Plat Number Four, and the next meeting will be on March 3, 2021 with four items on the agenda.

Chairperson Weeden requested that if a request for a sign ordinance exception will be made in the future for new development, he would like it included in the staff report for the initial item coming before them.

Commissioners discussed stop signs on Sutler and Morgan Square.

5. **ADJOURNMENT**

Motion made by Commissioner Robson, and seconded by Commissioner Ramsden. Motion carried, roll call vote. Meeting adjourned at 7:18 PM.



## **REPORT TO THE PLAN COMMISSION**

**Plan Commission Meeting Date:** March 3, 2021

**Agenda Item:** 3.a.

**File Number:** CSM-2021-02

### **General Information**

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**Applicant:** R.H. Batterman

**Owner:** Stephen K & Joyce H. Williams and Rodney & Lesia Burzinski

**Address/Location:** 2225 and 2137 W. Creedy Road

**Applicant's Request:** The applicant has proposed a two-lot Certified Survey Map (CSM) for 2225 & 2137 W. Creedy Road in the Town of Beloit.

### **Staff Analysis**

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**Existing Conditions:** The current use of the area covered by this CSM is residential.

**Proposed Land Division:** The intent of the proposed CSM is to adjust a lot line to provide additional land to Lot 1.

**Surrounding Land Use and Zoning:** There are rural residential uses to the east and south of the subject property zoned R-1, Single-Family Residential. The properties to the north and west have agricultural uses zoned A-1, Exclusive Agriculture. All properties are located in The Town of Beloit and are subject to Town zoning.

**City of Beloit Comprehensive Plan and Strategic Plan:** The Comprehensive Plan's Future Land Use Map states these properties are outside the long range Urban Growth Area and recommends Single-Family Residential-Exurban uses for the subject properties. Land use cannot be considered when reviewing Extraterritorial CSM applications per state law.

**Municipal Utilities:** The subject property is not currently served by municipal utilities.

**Review Agent Comments:** The proposed Certified Survey Map (CSM) was sent to the City of Beloit Staff and Utility Contacts, and they did not have any comments.

**STAFF RECOMMENDATION:**

The Planning & Building Services Division recommends **approval** of the attached two-lot Certified Survey Map (CSM) for the properties at 2225 and 2137 W. Creedy Road in the Town of Beloit, subject to the following condition:

1. The final CSM shall be recorded with the Rock County Register of Deeds by December 31, 2021 and a copy provided to the Planning and Building Services Division.

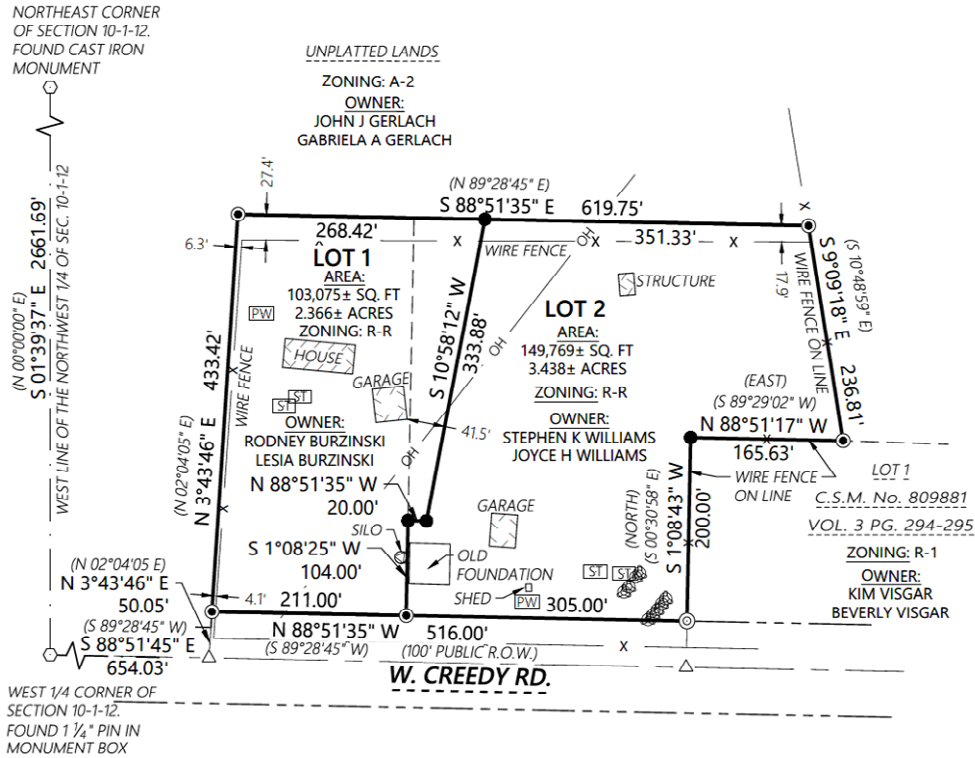
**ATTACHMENTS:** Location Map, Preliminary Certified Survey Map, Application, and Resolution.

# LOCATION MAP



# PRELIMINARY CERTIFIED SURVEY MAP

OF LOTS 1 AND 2 OF CERTIFIED SURVEY MAP DOC. No.  
1424057 RECORDED IN VOL. 22 ON PGS. 294-296,  
BEING PART OF THE SW 1/4 OF THE NW 1/4 OF  
SECTION 10, T. 1 N., R. 12 E., OF THE 4TH P.M.,  
TOWN OF BELOIT, ROCK COUNTY, WISCONSIN.

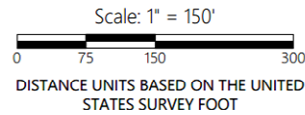


### LEGEND

- Existing Boundary Line
- - - Existing Right-of-Way
- - - Existing Adjacent Property
- - - Existing Centerline
- - - Existing Section Line
- X - Existing Fence
- OH - Existing Overhead Power
- [PW] Existing Well
- [ST] Existing Septic Tank
- [S] Existing Septic Vent

### MONUMENT KEY

- Iron Rebar Set  
3/4" x 24"(1.5 Lbs./Ft.)
- ⊙ 3/4" Iron Rebar Found
- ⊙ Iron Pipe Found
- △ Railroad Spike Set
- Aluminum Monument Found
- (XXX.XX) Record Information



BEARINGS BASED ON THE WISCONSIN COUNTY COORDINATE SYSTEM, ROCK ZONE. THE WEST LINE OF THE NORTHWEST QUARTER BEARING S 01°39'37" E

<b>ORDER NO: 33826</b> FIELD CREW: DJE DRAWN BY: DJE  SHEET 1 OF 1	FOR THE EXCLUSIVE USE OF: Rodney Burzinski 2225 W. Creedy Rd. Beloit, WI 53511	<div style="display: flex; align-items: center;"> <div> <p><b>Batterman</b> engineers surveyors planners</p> <p>2857 Bartells Drive    Beloit, Wisconsin 53511                      608.365.4464    www.rhbatterman.com</p> </div> </div>
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File Name: J:\33800-33899\33826 - Rodney Burzinski\SURVEY\RHB DRAWING FILES



**CITY of BELOIT**  
**Neighborhood Planning Division**

100 State Street, Beloit, WI 53511 Phone: (608) 364-6700 Fax: (608) 364-6609

**Application for Review of a Minor Subdivision**

(Please Type or Print)

File Number: CSM-2021-02

1. Address of property: 2225 / 2137 W. Creedy Road
2. Tax Parcel Number(s): 6-2-31.10B / 6-2-91.10A
3. Property is located in (circle one): City of Beloit or Town of: Turtle; Beloit; Rock or LaPrairie  
In the NW Quarter of Section 10, Township 1 North, Range 12 East of the 4th P.M.
4. Owner of record: Stephen K. & Joyce H. Williams AND Rodney & Leslie Burzinski Phone: \_\_\_\_\_  

<u>811 Chapin Street AND 2225 W. Creedy Road</u> <small>(Address)</small>	<u>Beloit</u> <small>(City)</small>	<u>WI</u> <small>(State)</small>	<u>53511</u> <small>(Zip)</small>
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5. Surveyor's name: R. H. Batterman & Co., Inc. (Kristin Belongia) Phone: (608) 365 - 4464  

<u>2857 Bartells Dr.</u> <small>(Address)</small>	<u>Beloit</u> <small>(City)</small>	<u>WI</u> <small>(State)</small>	<u>53511</u> <small>(Zip)</small>
--	--	-------------------------------------	--------------------------------------
6. Number of new lots proposed with this land division is 0 (Combination) lot(s).
7. Total area of land included in this map: 5.805 Acres
8. Total area of land remaining in parent parcel: Same
9. Is there a proposed dedication of any land to the City of Beloit? No
10. The present zoning classification of this property is: R-R
11. Is the proposed use permitted in this zoning district: R-R (No Change)

12. **THE FOLLOWING ITEMS MAY NEED TO BE COMPLETED AND/OR ATTACHED:**
- Site Assessment Checklist; is required if the total area of CSM is over 5 acres.
  - Pre-application meeting; a pre-application meeting was held on \_\_\_\_\_ with City of Beloit Staff.
  - Developer's Statement; as required by section 12.02(7) of the Subdivision Ordinance.
  - Phase One Environmental Assessment; as per section 12.05(1)(c) of the Subdivision Ordinance.
  - Certified Survey Map; one copy as required by section 12.05(1) of the Subdivision Ordinance.

The applicant's signature below indicates the information contained in this application and on all accompanying documents is true and correct. The undersigned does hereby respectfully make application for and petition the City Plan Commission or City Council for approval of this Certified Survey Map for the purpose stated herein. The undersigned also agrees to abide by all applicable federal, state and local laws, rules, and regulations.

[Signature] / Stephen Williams / 2-14-2021  
(Signature of applicant) (Name of applicant) (Date)

**This application must be submitted at least 21 days prior to the Plan Commission meeting date.**

Review fee: <u>\$150 plus \$10 per lot</u>	Amount paid: <u>\$170.00</u>
Scheduled meeting date: <u>March 3, 2021</u>	
Application accepted by: <u>[Signature]</u>	Date: <u>2/1/21</u>

**RESOLUTION  
APPROVING A TWO-LOT CERTIFIED SURVEY MAP  
FOR THE PROPERTIES LOCATED AT 2225 AND 2137 W. CREEDY ROAD**

**WHEREAS**, Section 12.05(1)b of Chapter 12 of the Code of General Ordinances of the City of Beloit entitled “*Subdivision and Official Map Ordinance*” authorizes the City Plan Commission of the City of Beloit to approve, conditionally approve, or reject any minor subdivision of land within the extraterritorial jurisdiction of the City; and

**WHEREAS**, the attached two-lot Certified Survey Map for the properties located at 2225 and 2137 W. Creedy Road, containing 5.805 acres, more or less, is located within the extraterritorial jurisdiction of the City of Beloit; and

**WHEREAS**, the City Plan Commission of the City of Beloit has reviewed the attached two-lot Certified Survey Map, which pertains to the following described land:

LOTS 1 AND 2 OF CERTIFIED SURVEY MAP DOCUMENT NUMBER 1424057 RECORDED IN  
VOLUME 22 ON PAGES 294-296, BEING PART OF THE SW ¼ OF THE NW ¼ OF SECTION  
10, T. N., R. 12 E., OF THE 4<sup>TH</sup> P.M., TOWN OF БЕЛОIT, ROCK COUNTY, WISCONSIN.

**NOW, THEREFORE, BE IT RESOLVED THAT** the Plan Commission of the City of Beloit does hereby conditionally approve the attached two-lot Certified Survey Map for the properties located at 2225 and 2137 W. Creedy Road, subject to the following condition:

1. The final CSM shall be recorded with the Rock County Register of Deeds by December 31, 2021 and a copy provided to the Planning and Building Services Division.

Adopted this 3<sup>rd</sup> day of March, 2021.

**Plan Commission**

\_\_\_\_\_  
Timothy Weeden, Chairman

**ATTEST:**

\_\_\_\_\_  
Julie Christensen,  
Community Development Director



## **REPORT TO THE PLAN COMMISSION**

**Plan Commission Meeting Date:** March 3, 2021

**Agenda Item:** 4.a.

**File Number:** ZMA-2021-01

### **General Information**

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**Applicant:** Amy Jacobson, President on behalf of Teachers Credit Union

**Owner:** Teachers Credit Union

**Address/Location:** 2315 Prairie Avenue

**Applicant's Request/Proposal:** The applicant is requesting a Zoning Map Amendment from C-1, Office District to C-2, Neighborhood Commercial District

### **Staff Analysis**

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**Existing Site Conditions:** The current site is located on the corner of Prairie Avenue and Robin Road across the street from Aldrich Intermediate School with three access points. One of the access points is from Prairie Avenue and two are off Robin Road.

**Surrounding Land Use and Zoning:** To the north is River of Life United Methodist Church zoned PLI, Public Lands and Institutions. To the east are single-family dwellings zoned R-1A, Single-family Residential. To the south is the Good News Christian Center zoned C-2, Neighborhood Commercial. To the West is Aldrich Intermediate School zoned PLI, Public Lands and Institutions.

**City of Beloit Comprehensive and Strategic Plan:** The Comprehensive Plan's Future Land Use Map recommends Neighborhood Commercial Uses; this land use category is intended for neighborhood-scale residential, office, and neighborhood supporting institutional and commercial land uses. C-2 zoning is consistent with this future land use recommendation.

**Zoning Map Amendment Findings of Fact:** Based on Section 2-304 of the Zoning Ordinance, the Plan Commission shall make a recommendation based on the following considerations:

- 1. The existing use of property within the general area of the subject property.**  
The current use is compatible with the adjacent commercial uses and will not change.

2. **The zoning classification of property within the general area of the subject property.**  
The requested zoning classification is consistent with the zoning classification of land uses in the general area, specifically the existing C-2 zoning district immediately south of the subject property.
3. **The suitability of the subject property for the uses permitted under the existing zoning classification.**  
A financial institution is a permitted use within the C-1, Office Use. However, the City's Comprehensive Plan identifies this property as Neighborhood Commercial, which specifies a zoning classification of C-2, Neighborhood Commercial.
4. **The trend of development and zoning map amendments in the general area of the subject property.**  
The subject area is already fully developed, and the applicant does not plan on changing the current use of the property. The church property to the south was rezoned from C-1 to C-2 in 2013.

**STAFF RECOMMENDATION – ZONING MAP AMENDMENT:**

The Planning & Building Services Division recommends **approval** of a Zoning Map Amendment to change the zoning district classification from C-1, Office District to C-2, Neighborhood Commercial District, for the property located at 2315 Prairie Avenue.

**ATTACHMENTS:** Location & Zoning Map, Application, Public Notice, and Mailing List.

# Location Map



## Legend

### Zoning Classification

<all other values>

### REGULATIONCLASSIFICATION

- C-1
- C-2
- C-3
- CBD-1
- CBD-2
- DH
- M-1
- M-2
- MRO
- PLI
- PUD
- R-1A
- R-1B
- R-2
- R-3
- R-4
- Parcel Poly
- City Limits (Corp Poly)

# CITY of BELOIT

## PLANNING & BUILDING SERVICES DIVISION

100 State Street, Beloit, WI 53511 Phone: (608) 364-6700 Fax: (608) 364-6609

### Zoning Map Amendment Application Form

(Please Type or Print)

File No.: ZMA 2021-01

1. Address of subject property: 2315 Prairie Ave., Beloit, WI 53511

2. Legal description: Lot: 3,4 Block: 3 Subdivision: Greenfield

(If property has not been subdivided, attach a copy of the complete legal description from deed.)

Property dimensions are: \_\_\_\_\_ feet by \_\_\_\_\_ feet = \_\_\_\_\_ square feet.

If more than two acres, give area in acres: overall area is 1.29 acres.

3. Tax Parcel Number(s): 21970600

4. Owner of record: Teachers Credit Union Phone: 608-362-8983

2315 Prairie Avenue Beloit WI 53511  
(Address) (City) (State) (Zip)

5. Applicant's Name: Amy Jacobson, President on behalf of Teachers Credit Union

2315 Prairie Avenue Beloit WI 53511  
(Address) (City) (State) (Zip)

608-362-8983 / \_\_\_\_\_ / ajacobson@tcubeloit.net  
(Office Phone #) (Cell Phone #) (E-mail Address)

6. **THE FOLLOWING ACTION IS REQUESTED:**

Change zoning district classification from: C-1 to: C-2

All existing uses on this property are: for financial purposes

7. All the proposed uses for this property are:

Principal use(s): Financial Services

Secondary use(s): \_\_\_\_\_


Accessory use(s): \_\_\_\_\_

8. I/we represent that I/we have a vested interest in this property in the following manner:  
 Owner  
 Leasehold, Length of lease: \_\_\_\_\_  
 Contractual, Nature of contract: \_\_\_\_\_  
 Other, explain: \_\_\_\_\_

9. Individual(s) responsible for compliance with conditions (if any), if request is granted:  
 Name(s): Amy Jacobson, President Phone: 608-362-8983  
2315 Prairie Avenue      Beloit      WI      53511  
(Address)                      (City)                      (State)                      (Zip)

**The applicant's signature below indicates the information contained in this application and on all accompanying documents is true and correct.**

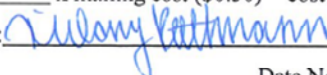
I/we, the undersigned, do hereby respectfully make application for and petition the City Plan Commission and City Council to grant the requested action for the purpose stated herein. I/we represent that the granting of the proposed request will not violate any of the required standards of the Zoning Ordinance of the City of Beloit. I/we also agree to abide by all applicable federal, state and local laws, ordinances, rules, and regulations.

 / Amy Jacobson / 1/25/2021  
(Signature of Owner)                      (Print name)                      (Date)

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
(Signature of Applicant, if different)                      (Print name)                      (Date)

In order for your request to be heard and considered in a timely manner, you must submit the completed application and all accompanying documents to the Division for acceptance by the filing deadline date prior to a scheduled Plan Commission meeting. This application must be submitted with the \$275.00 application fee. Applicants will also be charged a fee for mailing public notices at the rate of \$0.50 per notice. An invoice for this fee will be sent to the applicant, and it is typically between \$5.00 and \$20.00.

*CK#5309*

To be completed by Planning Staff	
Filing Fee: <b>\$275.00</b>	Amount Paid: <u>275.00</u> Meeting Date: <u>3/3/2021</u>
Number of notices: _____	x mailing cost (\$0.50) = cost of mailing notices: \$ _____
Application accepted by: <u></u>	Date: <u>1/26/2021</u>
Date Notice Published: _____	Date Notice Mailed: _____



CITY HALL • 100 STATE STREET • BELOIT, WI 53511  
Office: 608/364-6700 • Fax: 608/364-6609  
www.beloitwi.gov  
Equal Opportunity Employer

## **NOTICE TO THE PUBLIC**

February 11, 2021

To Whom It May Concern:

The Teachers Credit Union has submitted an application for review and consideration for a Zoning Map Amendment to rezone the subject property located at: **2315 Prairie Avenue** from C-1, Office District to C-2, Neighborhood Commercial District.

The following public hearings will be held regarding these applications:

**City Plan Commission:** Wednesday, March 3, 2021, 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 15, 2021, at 7:00 PM, or as soon thereafter as the matter can be heard in The Forum, Beloit City Hall, 100 State Street.

**We are interested in your opinion.\***

**\*Due to the COVID-19 crisis, members of the public are highly encouraged to provide oral or written comments to the Commission and City Council via alternative means. You may mail your comments to the attention of Hilary Rottmann at 100 State Street or via email to [rottmannh@beloitwi.gov](mailto:rottmannh@beloitwi.gov). You may also call (608) 364-6708 to provide your comments over the phone. In-person attendance at Commission and Council meetings will be limited.**



The River of Life Umc  
2375 Prairie Ave  
Beloit, WI 53511

Ladder Property Ventures, LLC  
828 E Nakoma Ct  
Beloit, WI 53511

Amanda Kober  
2312 Sunshine Ln  
Beloit, WI 53511

Raul N. Casique  
2306 Sunshine Ln  
Beloit, WI 53511

Hernan Zagal Vazquez  
2298 Sunshine Ln  
Beloit, WI 53511

Jeremy J. Badger Melissa M. Badger  
2290 Sunshine Ln  
Beloit, WI 53511

Ruby M. White  
2280 Sunshine Ln  
Beloit, WI 53511

Good News Center  
2293 Prairie Ave  
Beloit, WI 53511

School District of Beloit  
1500 Fourth St  
Beloit, WI 53511





## REPORT TO THE PLAN COMMISSION

**Plan Commission Meeting Date:** March 3, 2021

**Agenda Item:** 4b

**File Number:** SOE-2021-03

### **General Information**

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**Applicant:** Beloit College

**Owner:** Beloit College

**Address/Location:** Flood Arena (845 Pleasant Street) with Parcel Address of 601 Emerson St.

**Applicant's Request:** Exception to the Sign Ordinance to allow a 112 square-foot banner sign

### **Staff Analysis**

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**Request Details:** Beloit College has filed an application for an exception to Section 30.13(2)(a) of the Outdoor Sign Regulations (the "Sign Ordinance") to allow a 112 square-foot temporary banner sign on the gym building located at 845 Pleasant Street/601 Emerson Street. Banner signs are limited to 100 square feet in area (including both sides of the banner). The applicant's sign is single-sided and 112 square feet in area. The display area is the western exterior wall of the Flood Arena, which faces Pleasant Street and the Powerhouse as shown in the attached photo. Since the content of the sign cannot be regulated, the exact banner sign is not shown.

**Exception Standards:** Section 30.48(2) of the Sign Ordinance outlines standards for granting an exception. The Ordinance states that the Plan Commission may grant an exception if it determines that:

- a. *Compliance with the strict letter of the Sign Ordinance would create an economic hardship by either unreasonably restricting an on-premises sign owner from advertising a business or rendering conformity with such regulations unnecessarily burdensome upon an owner of an on-premises sign.*
  - Compliance with the Ordinance may create an economic hardship by requiring the applicant to discard existing banner signs and to purchase new signs that are 12 square feet smaller.
- b. *The hardship is not self-created.*
  - The need for a larger sign is largely created by the setback from the roadway (greater than 100 feet) and grade differential.
- c. *The exception will not undermine the purpose of the Sign Ordinance or the public interest.*
  - The banner sign is single-sided, professionally made and installed and is only slightly larger than what is allowed by code.

**STAFF RECOMMENDATION:**

The Planning & Building Services Division recommends *approval* of an exception to Section 30.13(2)(a) of the Sign Ordinance to allow a 112 square-foot temporary banner sign on the gym building located at 845 Pleasant Street/601 Emerson Street, based on the above Findings of Fact and subject to the following conditions:

1. The applicant shall obtain a Sign Permit by March 31, 2021.
2. Any major changes in the adopted conditions of this Sign Ordinance Exception shall be approved by the Plan Commission. The Director of Planning & Building Services may approve minor changes administratively.

**ATTACHMENTS:** Site Photo, Sign Location Map, Application, Public Notice, and Resolution.

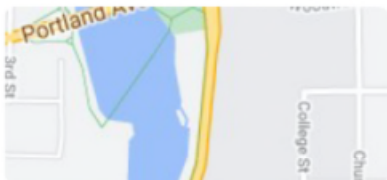


Image capture: Oct 2019 © 2021 Google

Beloit, Wisconsin

Google

Street View





# CITY of BELOIT

## Planning & Building Services Division

100 State Street, Beloit, WI 53511 Phone: (608) 364-6700 Fax: (608) 364-6609

### Sign Ordinance Exception Application Form


(Please Type or Print)

File number: SOE-2021-03

1. Name of applicant: Beloit College Phone #: 608-363-2408  
700 College Street Beloit WI 53511  
(Address) (City) (State) (Zip)
2. Address of subject property: 845 Pleasant Street (Flood Arena) / 601 Emerson
3. Tax Parcel Number(s): 13670455 (Parcel address is 601 Emerson St.)
4. Legal description: L 1 CSM V 12 PGS 244 & 245
5. Present zoning: PLI, WPO Present use: Gymnasium
6. Proposed use (if different): \_\_\_\_\_
7. Owner of record: Board of Trustees of Beloit College Phone: 608-363-2408  
(same as applicant)  
(Address) (City) (State) (Zip)  
E-mail address: schooffd@beloit.edu
8. State specific sections of code and exception(s) requested: (Use separate sheet if necessary)  
30.13 (2)(a) Temporary Banner Signs. Beloit College seeks permission to display  
one 8x14 sign high up on the west facing wall of Flood Arena (The colleges's  
basketball and volleyball gym). This 112 sq ft. sign would be displayed until the end  
of the spring semester (this year, due to covid, the semester ends on March 30.)  
The wall is approx. 125 feet from the edge of pleasant street, he  
right-of-way.
9. State specific hardship experienced by the applicant: (Use separate sheet if necessary)  
The current ordinance would limit the sign to 100 sq feet and only to be displayed for  
30 days.

10. In order for this application to be considered complete, the applicant must attach a scale drawing (1" = 20' usually works best) showing the location of property lines and their dimensions, existing buildings and improvements, all abutting properties and improvements thereon, and the proposed changes or additions. A professional drawing is not required. You are required to furnish a legible drawing with enough detail that will adequately advise and inform the Commission.

The applicant's signature below indicates the information contained in this application and on all accompanying documents is true and correct.

	Daniel J. Schooff - Auth. Rep.	2/2/2021
(Signature of Owner)	(Print name)	(Date)
/	/	/
(Signature of Applicant, if different)	(Print name)	(Date)

The applicant acknowledges that this application is not deemed filed until dated and receipt acknowledged by a person authorized to receive the application. The applicant is entitled to receive a copy of the acknowledged application once it is officially reviewed and accepted.

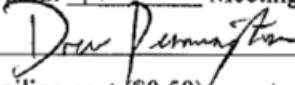
**Hearings are usually held in City Hall Forum, City Hall, 100 State Street at 7:00 P.M.**

In order for your request to be heard and considered in a timely manner, you must submit the completed application to the Planning & Building Services Division for acceptance by the filing deadline date prior to a scheduled Plan Commission meeting.

The application fee will be \$100 and applicants will be charged actual out-of-pocket costs for mailing public notices at the rate of \$0.50 per notice.

**To be completed by Planning staff**

Filing fee: **\$100.00** Amount paid: \$100.<sup>00</sup> Meeting date: March 3, 2021

Application accepted by:  Date: 2/5/21

No. of notices: \_\_\_\_\_ x mailing cost (\$0.50) = cost of mailing notices: \$ \_\_\_\_\_

Date Notice Published: \_\_\_\_\_ Date Notice Mailed: \_\_\_\_\_





Division of Planning and  
Building Services  
City Hall  
100 State Street  
Beloit, Wisconsin 53511

608-364-6700 (Office)  
608-364-6609 (Fax)  
beloitwi.gov  
Equal Opportunity Employer

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COMMUNITY DEVELOPMENT DEPARTMENT

## **NOTICE TO THE PUBLIC**

February 17, 2021

To Whom It May Concern:

Beloit College has filed an application for an exception to Section 30.13(2)(a) of the Outdoor Sign Regulations (the "Sign Ordinance") to allow a 112 square-foot banner sign on the gym building located at **845 Pleasant Street/601 Emerson Street**.

The following public hearing will be held regarding the proposed exception:

**City Plan Commission:** Wednesday, March 3, 2021, at 7:00 PM, or as soon thereafter as the matter can be heard in The Forum, Beloit City Hall, 100 State Street.

### **We are interested in your opinion.\***

**\*Due to the COVID-19 crisis, members of the public are highly encouraged to provide oral or written comments to the Commission via alternative means. You may mail your comments to the attention of Drew Pennington at 100 State Street or via email to [penningtond@beloitwi.gov](mailto:penningtond@beloitwi.gov). You may also call (608) 364-6711 to provide your comments over the phone. In-person attendance at Commission meetings will be limited.**

**RESOLUTION  
AUTHORIZING AN EXCEPTION TO SECTION 30.13(2)(A) OF THE SIGN ORDINANCE  
FOR THE PROPERTY LOCATED AT 845 PLEASANT STREET**

**WHEREAS**, the application of Beloit College for an exception to Section 30.13(2)(a) of the Outdoor Sign Regulations (the “Sign Ordinance”) to allow a 112 square-foot banner sign on the gym building located at 845 Pleasant Street/601 Emerson Street, having been considered by the Plan Commission of the City of Beloit, Wisconsin at a public hearing held for that purpose.

**NOW, THEREFORE, IT IS HEREBY RESOLVED**, that the Plan Commission of the City of Beloit, Rock County, Wisconsin does hereby grant an exception to Section 30.13(2)(a) of the Sign Ordinance to allow a 112 square-foot banner sign on the gym building located at 845 Pleasant Street/601 Emerson Street in the City of Beloit, for the following described premises:

Lot 1 of a Certified Survey Map recorded in Volume 12 on Pages 244-245 as Document No. 1016178, located in the City of Beloit, Rock County, Wisconsin. Said parcel contains 3.584 acres, more or less.

This exception is subject to the following conditions:

1. The applicant shall obtain a Sign Permit by March 31, 2021.
2. Any major changes in the adopted conditions of this Sign Ordinance Exception shall be approved by the Plan Commission. The Director of Planning & Building Services may approve minor changes administratively.

Adopted this 3<sup>rd</sup> day of March, 2021.

**PLAN COMMISSION**

\_\_\_\_\_  
Tim Weeden, Plan Commission Chairman

ATTEST:

\_\_\_\_\_  
Julie Christensen  
Community Development Director



## REPORT TO THE PLAN COMMISSION

**Plan Commission Meeting Date:** March 3, 2021

**Agenda Item:** 4c

**File Number:** SOE-2021-02

### **General Information**

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**Applicant:** Signs Now

**Owner:** M & W Development, LLC

**Address/Location:** Verizon Wireless Store, 2911 Milwaukee Road

**Applicant's Request:** Exception to the Sign Ordinance to allow two secondary, on-premises signs larger than 30 square feet in area.

### **Staff Analysis**

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**Request Details:** Signs Now has filed an application for an exception to Section 30.40(2)(c) of the Outdoor Sign Regulations (the "Sign Ordinance") to allow two secondary, on-premises signs to exceed thirty (30) square feet in area, for the property located at 2911 Milwaukee Road. There is a recently constructed Verizon Wireless store on the subject property that has installed a 50 square-foot primary wall sign on the front (southeast) side of the building (see attached rendering). In lieu of constructing a freestanding pole or monument sign near the street, the applicant has proposed the installation of two additional 50 square-foot wall signs on the building sides as shown. The proposed signs are internally illuminated channel letters in white & red against the gray façade.

**Applicant's Hardship Argument:** According to the applicant, the proposed signs are required by Verizon corporate marketing as part of uniform sign standards. The applicant has volunteered to forgo a freestanding primary sign as a condition of approval, which would otherwise allow a freestanding sign up to 150 square feet in area and 50 feet in height.

**Exception Standards:** Section 30.48(2) of the Sign Ordinance outlines standards for granting an exception. The Ordinance states that the Plan Commission may grant an exception if it determines that:

- a. *Compliance with the strict letter of the Sign Ordinance would create an economic hardship by either unreasonably restricting an on-premises sign owner from advertising a business or rendering conformity with such regulations unnecessarily burdensome upon an owner of an on-premises sign.*
  - Because corporate standards require the size of all wall signs to be uniform when more than one sign is visible on the building, compliance would require three 30 square-foot wall signs. According to the applicant, 30 square-foot signs would not be adequate along a heavily traveled state highway with a 40 MPH speed limit.

- b. *The hardship is not self-created.*
- The applicant is required to display a certain amount and type of signage in order to operate a Verizon store.
- c. *The exception will not undermine the purpose of the Sign Ordinance or the public interest.*
- The proposed signage (three 50 square-foot signs) is compatible with the scale of the building and will not add to visual clutter along the street.
  - Compliance with the Ordinance would actually allow significantly more signage (primary sign at 150 square feet plus 90 square feet of secondary signage totaling 240 square feet) than what is being proposed as a compromise by the applicant. This compromise will mean that there will not be an additional pole sign along Milwaukee Road.
  - This is the rare scenario in which the Plan Commission can actually ensure a reduction in overall signage on the property by granting the requested Exception, subject to conditions.

**STAFF RECOMMENDATION:**

The Planning & Building Services Division recommends approval of an exception to Section 30.40(2)(c) of the Outdoor Sign Regulations (the “Sign Ordinance”) to allow two secondary, on-premises signs to exceed thirty (30) square feet in area, for the property located at 2911 Milwaukee Road, based on the above Findings of Fact and subject to the following conditions:

1. This approval authorizes two secondary, on-premises wall signs at 50 square feet each as shown in the application attachments. If the applicant elects to install a fourth wall sign on the rear facade in the future, it may not exceed 30 square feet in area.
2. No freestanding primary sign (ground or pole) may be constructed on the property. One directional sign that meets code may be installed to guide vehicular traffic.
3. An Architectural Review Certificate and Sign Permit are required prior to construction of any and all signs.
4. Any major changes in the adopted conditions of this Sign Ordinance Exception shall be approved by the Plan Commission. The Director of Planning & Building Services may approve minor changes administratively.

**ATTACHMENTS:** Site Diagram, Sign Renderings, Application, Public Notice, and Resolution.

## Sign Location Diagram

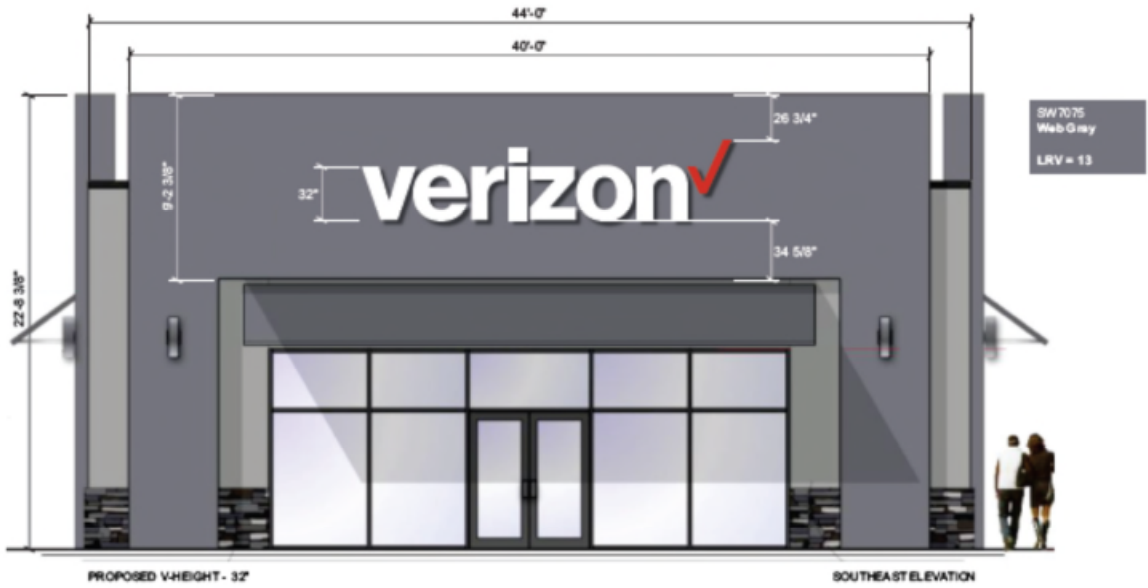


UNASSIGNED	2911 MILWAUKEE RD BELOIT, WI 53511	SIGN LOCATION PLAN	DATE 2023-11-26 11:00 AM
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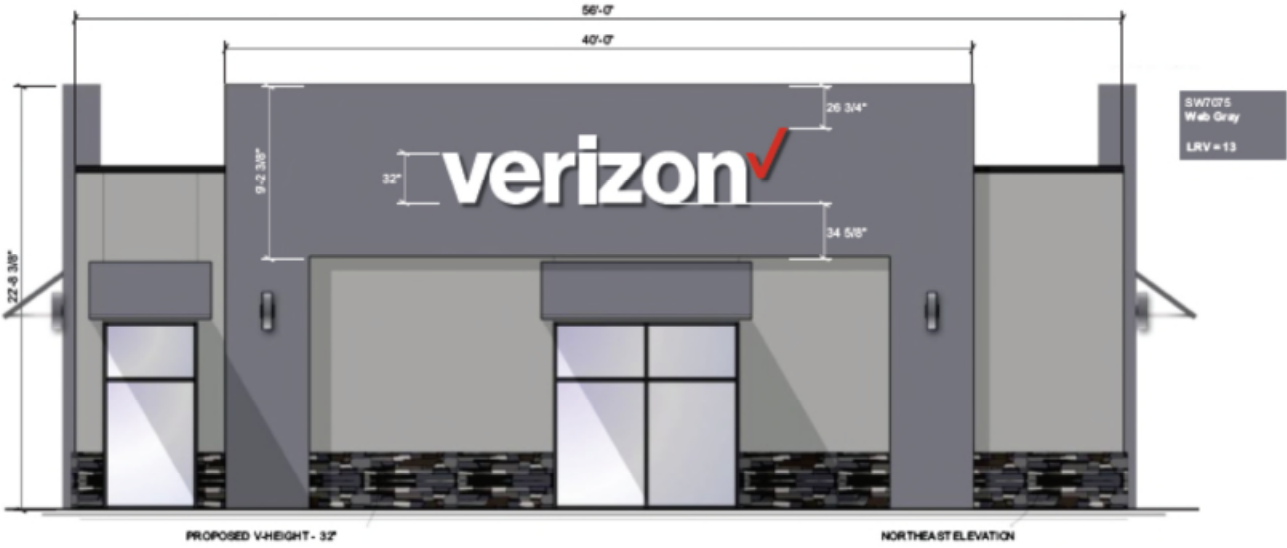
### LEGEND

	QTY	
1	SOUTHEAST ELEVATION WALL SIGN	1
2	NORTHWEST ELEVATION WALL SIGN	1
3	NORTHEAST ELEVATION WALL SIGN	1
4	DOOR VINYL	1 SET

Existing Primary Wall Sign (50 SF) on Front



Proposed Secondary Wall Signs (50 SF Per Sign X 2 Sides)



TENANT INFO.  
WARREN T. KEAYS  
Cellular Sales of Wisconsin | Regional  
Director  
c. 540 209 2487  
Warren.Keays@cellularsales.com

## CITY of BELOIT

### Planning & Building Services Division

100 State Street, Beloit, WI 53511 Phone: (608) 364-6700 Fax: (608) 364-6609

#### Sign Ordinance Exception Application Form

(Please Type or Print)

File number: \_\_\_\_\_

1. Name of applicant: Signs Now Phone #: 815-398-8371

700 20th Street, Rockford, IL 61104

(Address) (City) (State) (Zip)

2. Address of subject property: 2911 Milwaukee Road, Beloit, WI 53511

3. Tax Parcel Number(s): \_\_\_\_\_

4. Legal description: \_\_\_\_\_

5. Present zoning: C-3 Present use: Community Commercial

6. Proposed use (if different): \_\_\_\_\_

7. Owner of record: M&W Development, LLC Phone: 815-292-5692

PO Box 10267 Knoxville TN 37939

(Address) (City) (State) (Zip)

E-mail address: todd@murder.com

8. State specific sections of code and exception(s) requested: (Use separate sheet if necessary)

30.40 - SECONDARY, ON-PREMISES SIGNS.

(2)REGULATIONS. Secondary signs shall:

(c)Not exceed 30 square feet in area or 10 percent of the sign area of the primary, on-premises sign, whichever is less, unless a larger sign area is permitted by §30.31(3).

9. State specific hardship experienced by the applicant: (Use separate sheet if necessary)

Verizon requires national banding to such that all letter sizes will remain the same size from any view point where more than 1 sign is visible.

Tenant elected to forego the large 150 sf Pylon sign in order to try and get the same size lettering on the building. The collective sf of the signage we are proposing

is less than the signage given up to try and obtain the branding standard for his company

We are asking for approval based on the hardship of being able to use additional SF

for the building due to this purpose. Wall signage is calculated @ 50 SF ea. x 3

10. In order for this application to be considered complete, the applicant must attach a scale drawing (1" = 20' usually works best) showing the location of property lines and their dimensions, existing buildings and improvements, all abutting properties and improvements thereon, and the proposed changes or additions. A professional drawing is not required. You are required to furnish a legible drawing with enough detail that will adequately advise and inform the Commission.

The applicant's signature below indicates the information contained in this application and on all accompanying documents is true and correct.

Todd Miller / Todd Miller, President / 2/25/21  
(Signature of Owner) (Print name) (Date)  
MILW Development  
\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
(Signature of Applicant, if different) (Print name) (Date)

The applicant acknowledges that this application is not deemed filed until dated and receipt acknowledged by a person authorized to receive the application. The applicant is entitled to receive a copy of the acknowledged application once it is officially reviewed and accepted.

**Hearings are usually held in City Hall Forum, City Hall, 100 State Street at 7:00 P.M.**

In order for your request to be heard and considered in a timely manner, you must submit the completed application to the Planning & Building Services Division for acceptance by the filing deadline date prior to a scheduled Plan Commission meeting.

The application fee will be \$100 and applicants will be charged actual out-of-pocket costs for mailing public notices at the rate of \$0.50 per notice.

**To be completed by Planning staff**

Filing fee: **\$100.00** Amount paid: \_\_\_\_\_ Meeting date: \_\_\_\_\_  
Application accepted by: \_\_\_\_\_ Date: \_\_\_\_\_  
No. of notices: \_\_\_\_\_ x mailing cost (\$0.50) = cost of mailing notices: \$ \_\_\_\_\_  
Date Notice Published: \_\_\_\_\_ Date Notice Mailed: \_\_\_\_\_





CITY HALL • 100 STATE STREET • BELOIT, WI 53511  
Office: 608/364-6700 • Fax: 608/364-6609  
www.beloitwi.gov  
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## **NOTICE TO THE PUBLIC**

February 11, 2021

To Whom It May Concern:

Signs Now on behalf of Verizon Wireless has filed an application for an exception to Section 30.40(2)(c) of the Outdoor Sign Regulations (the "Sign Ordinance") to allow two secondary wall signs to exceed thirty (30) square feet in area, for the property located at:

**Verizon Wireless, 2911 Milwaukee Road.**

The applicant recently obtained approval to construct a Verizon Wireless retail store on the subject property. The proposed sign package includes three secondary wall signs on the building. The Sign Ordinance allows three secondary wall signs on the building up to 30 square feet each. All three of the proposed secondary wall signs are 50 square feet each.

The following public hearing will be held regarding the proposed exception:

**City Plan Commission:** Wednesday, March 3, 2021, at 7:00 PM, or as soon thereafter as the matter can be heard in The Forum, Beloit City Hall, 100 State Street.

**We are interested in your opinion.\***

**\*Due to the COVID-19 crisis, members of the public are highly encouraged to provide oral or written comments to the Commission and City Council via alternative means. You may mail your comments to the attention of Hilary Rottmann at 100 State Street or via email to [rottmannh@beloitwi.gov](mailto:rottmannh@beloitwi.gov). You may also call (608) 364-6708 to provide your comments over the phone. In-person attendance at Commission and Council meetings will be limited.**

**RESOLUTION AUTHORIZING AN EXCEPTION TO SECTION 30.40(2)(C) OF THE SIGN ORDINANCE FOR THE PROPERTY LOCATED AT 2911 MILWAUKEE ROAD**

**WHEREAS**, the application of Signs Now for an exception to Section 30.40(2)(c) of the Outdoor Sign Regulations (the “Sign Ordinance”) to allow two secondary, on-premises signs to exceed thirty (30) square feet in area, for the property located at 2911 Milwaukee Road, having been considered by the Plan Commission of the City of Beloit, Wisconsin at a public hearing held for that purpose.

**NOW, THEREFORE, IT IS HEREBY RESOLVED**, that the Plan Commission of the City of Beloit, Rock County, Wisconsin does hereby grant an exception to Section 30.40(2)(c) of the Outdoor Sign Regulations (the “Sign Ordinance”) to allow two secondary, on-premises signs to exceed thirty (30) square feet in area, for the property located at 2911 Milwaukee Road in the City of Beloit, for the following described premises:

Lot 2 of a Certified Survey Map recorded in Volume 40 on Pages 448-450 as Document No. 2168734, located in the City of Beloit, Rock County, Wisconsin. Said parcel contains 22,820 square feet, more or less.

This exception is subject to the following conditions:

1. This approval authorizes two secondary, on-premises wall signs at 50 square feet each as shown in the application attachments. If the applicant elects to install a fourth wall sign on the rear facade in the future, it may not exceed 30 square feet in area.
2. No freestanding primary sign (ground or pole) may be constructed on the property. One directional sign that meets code may be installed to guide vehicular traffic.
3. An Architectural Review Certificate and Sign Permit are required prior to construction of any and all signs.
4. Any major changes in the adopted conditions of this Sign Ordinance Exception shall be approved by the Plan Commission. The Director of Planning & Building Services may approve minor changes administratively.

Adopted this 3<sup>rd</sup> day of March, 2021.

**PLAN COMMISSION**

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Tim Weeden, Chairman

ATTEST:

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Julie Christensen  
Community Development Director