



**PUBLIC NOTICE & AGENDA
BELOIT PLAN COMMISSION
City Hall Forum - 100 State Street, Beloit, WI 53511
7:00 PM
Wednesday, May 5, 2021**

1. CALL TO ORDER AND ROLL CALL
2. ELECTION OF OFFICERS
 - 2.a. Election of Chairperson
 - 2.b. Election of Vice-Chairperson
3. MINUTES
 - 3.a. Consideration of the minutes of the April 21, 2021 Plan Commission meeting
[Attachment](#)
4. PUBLIC HEARINGS
 - 4.a. Consideration of a Zoning Map Amendment from temporary R-1B, Single Family Residential District, to permanent R-1B, Single Family Residential District, for the property located at 1945 Prairie Avenue
[Attachment](#)
 - 4.b. Consideration of an Ordinance to amend Sections 5-102(a)(15), the Table in 6.1-1, and 6.2.4 of the Zoning Ordinance, Chapter 19 of the Code of General Ordinances of the City of Beloit pertaining to Transitional Living Uses
[Attachment](#)
 - 4.c. Consideration of a Resolution approving an exception to Section 30.17(2)(b)(5) of the Outdoor Sign Regulations (the "Sign Ordinance") to allow two Electronically Variable Message (EVM) signs on one parcel, to Section 30.35(2)(e) of the Sign Ordinance to allow two primary, on-premises signs on one parcel, and to Section 30.40(2)(e) of the Sign Ordinance to allow six secondary, on-premises signs, for the property located at 3155 Prairie Avenue
[Attachment](#)
5. STATUS REPORT ON PRIOR PLAN COMMISSION ITEMS
Final Plat for Deerfield Estates Second Addition
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, April 21, 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 April 7, 2021 Plan Commission meeting

Commissioner Preuschl mentioned that the minutes did not include the information provided by Julie Christensen that removing the pavement will reduce the storm water fee. Commissioner Ramsden made a motion to amend the minutes based on the information suggested by Mark Preuschl, seconded by Commissioner Robson. Motion carried, roll call vote.

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

3. REPORTS

3.a. Consideration of a Final Subdivision Plat named Deerfield Estates Second Addition

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

Commissioner Robson stated that in the report, it indicates that the City Staff were weighing the benefits of connecting a local street against the damage caused by the elimination of mature woodlands. She indicated that she thought they were always going to be cul-de-sacs. Ms. Christensen stated that this same statement was in the Preliminary Plat Staff report. Since the City had received a comment from a neighbor mentioning they should put in a street to go through, City staff had completed an analysis of whether the street should be extended. At that meeting, the Commission expressed gratitude that the City was going to be saving the three oak trees instead of cutting them down.

Commissioner Weeden asked whether they would be bringing in heavy construction equipment when the water main is extended and expressed concern that they could be destroying the environmental features we are trying to protect. Ms. Christensen indicated that the developer will have to be sensitive to what is there, but that the water main needs to be looped so that good water quality and water pressure are

provided in these neighborhoods. The developer will have to be aware of the drainage of the land, and maintaining those trees so they do not get destroyed.

Motion was made by Commissioner Ramsden, seconded by Commissioner Finnegan to approve the Final Subdivision Plat. Motion carried, roll call vote.

4. STATUS REPORT ON PRIOR PLAN COMMISSION ITEMS

Ms. Christensen provided the following updates: City Council approved the Conditional Use Permit for the self-storage unit building; City Council held the public hearing and held the first reading on the Zoning Ordinance Amendment for the attached garage; City Council approved the Conditional Use Permit for outdoor events with alcohol sales on the Spine Road; City Council approved the Planned Unit Development amendment for 200 W Grand Ave; City Council approved the rezoning for 2222 Canterbury Drive from R1-A to R1-B and approved the final rezoning for Kwik Trip; City Council approved the attachment for 2021 East Ridge Road; and City Council approved the sign package for the Stadium project. The next Plan Commission meeting is scheduled for May 5, 2021, and it will be in-person.

5. ADJOURNMENT

Motion made by Commissioner Robson, and seconded by Commissioner Ruster to adjourn. Motion carried, roll call vote. Meeting was adjourned at 7:15 PM.



REPORT TO THE PLAN COMMISSION

Plan Commission Meeting Date: May 5, 2021

Agenda Item: 4a

File Number: ZMA-2021-04

General Information

Applicant: Planning staff on behalf of Plan Commission

Owner: Gregory Spors

Address/Location: 1945 Prairie Avenue

Applicant's Request/Proposal: Planning staff has submitted an application for a Zoning Map Amendment from temporary R-1B, Single-Family Residential District, to permanent R-1B, Single-Family Residential District, for the property located at 1945 Prairie Avenue in the City of Beloit.

Staff Analysis

Existing Site Conditions: The property owner has been approved by the City Council for attachment to the City from the Town of Turtle due to a failing septic system. Section 4 of the Ordinance approving the attachment assigned a temporary zoning classification of R-1, Single Family Residential District, to the property and directed Plan Commission to initiate an amendment to the Zoning Ordinance setting forth a permanent zoning classification (see attached Ordinance). Planning staff initiated the Zoning Map Amendment on behalf of the Plan Commission.

Surrounding Land Use and Zoning: The attached Location Map shows the location of the property near the intersection of Janie Lane and Prairie Avenue. There are residential land uses to the north and west of the subject property, zoned R-1B, Single-Family Residential, located in the City of Beloit. The properties to the east and south are residential uses zoned R-1, Residential One in the Town of Turtle.

City of Beloit Comprehensive and Strategic Plan: The Comprehensive Plan’s Future Land Use Map recommends Single-Family Residential – Urban uses for this property. This land use category is intended for existing and planned groupings of single-family detached residences that are served by public sanitary sewer and water systems. This proposed Zoning Map Amendment is consistent with the Comprehensive Plan.

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 proposed use is compatible with the adjacent single-family uses.
2. **The zoning classification of property within the general area of the subject property.**
The proposed zoning map amendment is consistent with the adjacent single-family zoning districts in both the City and Town of Turtle.
3. **The suitability of the subject property for the uses permitted under the existing zoning classification.**
The existing zoning classification is a temporary R-1B, Single Family Residential District. Section 4 of the attached Ordinance requires assignment of a permanent zoning district classification for the property.
4. **The trend of development and zoning map amendments in the general area of the subject property.**

This area is fully developed, and the majority of the land is zoned single family residential, except for the commercial development located closer to the Prairie Avenue-Shopiere Road intersection.

STAFF RECOMMENDATION – ZONING MAP AMENDMENT:

The Planning & Building Services Division recommends **approval** of a Zoning Map Amendment to change the zoning district classification from temporary R-1B, Single-Family Residential District, to permanent R-1B, Single-Family Residential District, for the property located at 1945 Prairie Avenue.

ATTACHMENTS: Location and Zoning Map, Application, Annexation Ordinance, Public Notice, and Mailing List.

LOCATION MAP



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-2021-04

1. Address of subject property: 1945 Prairie Ave

2. Legal description: Lot: _____ Block: _____ Subdivision: _____
(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: _____ acres.

3. Tax Parcel Number(s): 6-19-524

4. Owner of record: Gregory Spores Phone: _____

5618 S. US Highway 51 Janesville WI 53546
(Address) (City) (State) (Zip)

5. Applicant's Name: Planning & Building Services

100 State Street Beloit WI 53511
(Address) (City) (State) (Zip)

_____/_____/_____
(Office Phone #) (Cell Phone #) (E-mail Address)

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

Change zoning district classification from: Temporary R-1B to: Permanent R-1B

All existing uses on this property are: Single-Family Residential

7. All the proposed uses for this property are:

Principal use(s): Single-Family Residential

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: _____

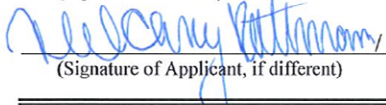
9. Individual(s) responsible for compliance with conditions (if any), if request is granted:

Name(s): _____ Phone: _____

(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.

/	/	
(Signature of Owner)	(Print name)	(Date)
	Hilary Rothmann	4/9/21
(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.

To be completed by Planning Staff

Filing Fee: **\$275.00** Amount Paid: _____ Meeting Date: May 5th

Number of notices: _____ x mailing cost (\$0.50) = cost of mailing notices: \$ _____

Application accepted by: Hilary Rothmann Date: 4/9/21

Date Notice Published: 4/16 + 4/23 Date Notice Mailed: 4/20



ORDINANCE NO. 3694

**AN ORDINANCE ATTACHING THE PROPERTY LOCATED AT
1945 PRAIRIE AVENUE TO THE CITY OF BELOIT**

The City Council of the City of Beloit, Rock County, Wisconsin, do ordain as follows:

Section 1. Territory Attached. In accordance with Section 66.0307 of Wisconsin Statutes, the Cooperative Boundary Plan between the City of Beloit and the Town of Turtle, and the Petition for Attachment filed by Gregory Spors with the City Clerk on the 14th day of January, 2021, signed by all of the owners of real property of the following described property in the Town of Turtle, Rock County, Wisconsin, the following territory is attached to the City of Beloit, Wisconsin:

LOT 30, BLOCK 2 AND THE NORTH 25 FEET IN EQUAL WIDTH OFF THE NORTH SIDE OF LOT 31, BLOCK 2, LINDALE PLACE, TOWN OF TURTLE, ROCK COUNTY, WISCONSIN. CONTAINING 0.21 ACRES MORE OR LESS (A/K/A 1945 PRAIRIE AVENUE).

Section 2. Effect of Attachment. From and after the date of this Ordinance the territory described in Section 1 shall be part of the City of Beloit for any and all purposes provided by law and all persons coming or residing within such territory shall be subject to all Ordinances, rules, and regulations governing the City of Beloit.

Section 3. Payment to Town of Turtle. Since the City of Beloit has entered into a Cooperative Boundary Plan with the Town of Turtle, the City of Beloit does not have to pay any additional monies to the Town of Turtle other than the monies already agreed to in the Boundary Plan pursuant to Section 66.0217(14) of Wisconsin Statutes.

Section 4. Temporary Zoning Classification. A) The territory attached to the City of Beloit by this Ordinance is temporarily designated to be part of the following district of the City for zoning purposes and subject to all provisions of Chapter 19 of the Code of General Ordinances of the City of Beloit, entitled "The City of Beloit Zoning Ordinance" relating to such district classifications and to zoning in the City: R-1B, Single-Family Residential District. B) The boundaries of these designated districts are established as shown on the map filed in the office of the City Clerk. C) The Plan Commission is directed to initiate an amendment to the Zoning Ordinance not later than 30 days from the effective date of this Ordinance setting forth a permanent classification and regulations for the zoning of the attached area and to submit its recommendations to the City Council.

Section 5. Ward Designation. The territory described in Section 1 of this Ordinance is hereby made a part of the Twenty-second (22nd) Ward of the City of Beloit, subject to the Ordinances, rules, and regulations of the City, governing ward districts.

Section 6. Severability. If any provision of this Ordinance is invalid or unconstitutional, or if the application of this to any person or circumstance is invalid or unconstitutional, such invalidity or unconstitutionality shall not affect the other provisions or applications of this Ordinance, which can be given effect without the invalid or unconstitutional provision or application.

Section 7. Effective Date. This Ordinance shall take effect and be in force upon its passage and publication.

Adopted this 15th day of March, 2021.

CITY COUNCIL OF THE CITY OF BELoit



Regina Dunkin, President

ATTEST:



Lorena Rae Stottler, City Clerk-Treasurer

Published this 23rd day of March, 2021.

Effective this 24th day of March, 2021.

01-611100-5231-20



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

NOTICE TO THE PUBLIC

April 20, 2021

To Whom It May Concern:

The Planning & Building Services Division has submitted an application for review and consideration for a Zoning Map Amendment to rezone the subject property located at: **1945 Prairie Avenue** from Temporary R-1B, Single-Family Residential District to permanent R-1B, Single-Family Residential District.

The following public hearings will be held regarding these applications:

City Plan Commission: Wednesday, May 5, 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 May 17, 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 rottmanh@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.**

Town Clerk
Town of Turtle
6916 S. County Road J
Beloit, WI 53511

STEPHANIE B REINHOLD
1953 PRAIRIE AVE
CITY OF BELOIT WI 53511

RONALD GUAGINTE
1934 CRANE AVE
CITY OF BELOIT WI 53511

1901 BELOIT LLC AN ILLINOIS LIMITED
LIAB
444 NORTH MICHIGAN AVE STE 3450
CHICAGO IL 60611

JARROD SELGREN
1966 PRAIRIE AVE
CITY OF BELOIT WI 53511

RENE VIVAS
1852 JANIE LN
CITY OF BELOIT WI 53511

THOMAS ALVERSON
1938 PRAIRIE AVE
CITY OF BELOIT WI 53511



REPORT TO THE PLAN COMMISSION

Plan Commission Meeting Date: May 5, 2021

Agenda Item: 4b

File Number: ZTA-2021-02

General Information

Request: Consideration of an Ordinance to Amend Section 5-102(a)(15), Table 6.1-1, and Section 6.2.4 of the Zoning Ordinance, Chapter 19 of the Code of General Ordinances of the City of Beloit pertaining to Transitional Living Facilities.

Background: Family Promise requested an ordinance change that would allow a homeless shelter in a PLI, Public Lands and Institutions district. This caused City staff to evaluate the entire Zoning Ordinance as it related to these uses. As a result, it was determined that homeless shelters do not belong in the group living category, as provided in the Use Table. It instead belongs in the Community Services category. Rather than limit the category to just homeless shelters, we are proposing to change the designation from Homeless Shelters to Transitional Living Facilities, a broader category of housing services. We then provided detailed use standards for the new land use.

Staff Analysis

Section 1 of the proposed Ordinance clarifies that all Community Service uses are permitted by-right in the PLI, Public Lands and Institutions District. This will include transitional living uses as defined in Section 4 of the proposed ordinance.

Section 2 of the proposed Ordinance removes "Homeless Shelters" from the Use Table, where they are currently a Conditional Use in six different districts but permitted by-right in none. We have determined that Homeless Shelters are not Group Living as defined in the Zoning Ordinance; rather, they are a type of Community Service use. Therefore, they should not be in this section of the Use Table.

Section 3 of the proposed Ordinance adds "Transitional Living Facilities" as a type of land use within the Community Service category, and makes them permitted by-right in four districts (Multifamily R-3/R-4 and Commercial C-2/C-3). Rather than consider the uses on a case-by-case basis through the conditional use process, we are proposing defined standards that must be met before the use can be established.

Section 4 of the proposed Ordinance defines Transitional Living Facilities and establishes detailed standards of operation. These facilities are defined as supportive, temporary

accommodations to bridge the gap between homelessness and permanent housing operated by nonprofit organizations. This would not include any transitional housing options where tenancy is arranged on a month-to-month or longer basis. The proposed standards include requirements for on-site supervision, Building Code compliance, the provision of parking areas, entrance locations, and minimum separation from other facilities. The maximum occupancy of each facility is proposed to be 16 families, and a detailed Management and Operation Plan based upon best practices must be submitted for staff review and approval prior to opening.

This item must be considered by the Plan Commission before City Council takes action, as the proposed Ordinance amends the Zoning Ordinance. All required public notices have been posted and distributed.

STAFF RECOMMENDATION:

The Planning & Building Services Division recommends approval of the attached Ordinance to amend Section 5-102(a)(15), Table 6.1-1, and Section 6.2.4 of the Zoning Ordinance, Chapter 19 of the Code of General Ordinances of the City of Beloit pertaining to Transitional Living Facilities.

ATTACHMENTS: Proposed Ordinance and Public Notice

ORDINANCE NO. 3708

AN ORDINANCE TO AMEND SECTIONS 5-102(a)(15), THE TABLE IN 6.1-1, AND 6.2.4 OF THE ZONING ORDINANCE, CHAPTER 19 OF THE CODE OF GENERAL ORDINANCES OF THE CITY OF BELOIT PERTAINING TO TRANSITIONAL LIVING USES

The City Council of the City of Beloit, Rock County, Wisconsin do ordain as follows:

Section 1. Section 5-102(a)(15) of the Zoning Ordinance, Chapter 19 of the Code of General Ordinances of the City of Beloit, is hereby amended to read as follows:

“15. Day care centers and community service uses.”

Section 2. Table 6.1-1 of the Zoning Ordinance, Chapter 19 of the Code of General Ordinances of the City of Beloit, is hereby amended to include the following deletion under *Group Living* which is within the *Residential Use Categories*:

Use Category	Specific Use Type	Residential				Commercial				Mfg.		Conditions	
		R 1 A	R 1 B	R 2	R 3 4	C 1	C 2	C 3	C B D 1	C B D 2	M 1		M 2
<i>Residential Use Categories</i>													
Group Living	Community Living Arrangements, Class I	P	P	P	P	P	P	-	-	-	-	-	-
	Community Living Arrangements, Class II	C	C	C	P	P	P	-	-	-	-	-	-
	Community Living Arrangements, Class III	C	C	C	P	P	P	-	-	-	-	-	-
	Homeless Shelters	-	-	-	C	C	C	C	C	-	C	-	-
	All Other Group Living Uses	-	-	-	C	C	C	C	C	-	C	-	-

Section 3. Table 6.1-1 of the Zoning Ordinance, Chapter 19 of the Code of General Ordinances of the City of Beloit, is hereby amended to include the following addition under *Institutional and Civic Use Categories* as follows:

Use Category	Specific Use Type	Residential				Commercial				Mfg.		Conditions		
		R 1 A	R 1 B	R 2	R 3	R 4	C 1	C 2	C 3	C B 1	C B 2		M 1	M 2
<i>Institutional and Civic Use Categories</i>														
Community Service	Transitional Living Facilities	-	-	-	<u>P</u>	<u>P</u>	-	<u>P</u>	<u>P</u>	-	-	-	-	§6.2.4
	Other Community Service Uses	-	-	-	C	C	C	C	C	C	C	C	-	§6.2.4

Section 4. Section 6.2.4 of the Zoning Ordinance, Chapter 19 of the Code of General Ordinances of the City of Beloit, is hereby amended to read as follows:

“6.2.4 COMMUNITY SERVICE.

a) Definitions. For the purposes of this subsection, the following terms shall have meanings prescribed herein.

1. Family(ies). A single person or a group of persons living together. The members of the household do not need to be related by blood, marriage, or in any other legal capacity.
2. Transitional Living Facility. A supportive, temporary type of accommodation that is meant to bridge the gap from homelessness to permanent housing by offering structure, supervision, support, life skills, education or training.

b) CBD District. In the CBD district, community service uses shall be limited to libraries, museums, community centers, youth club facilities, and vocational training facilities.

c) Transitional Living Facility.

1. Intent. Transitional living facility is intended to mean the short-term occupancy as a service to multiple or unrelated individuals in need of emergency shelter, sustenance or other support services. Such facilities shall be run as not-for-profit operations intended to principally serve clients, including, but not limited to, the homeless, persons seeking refuge from violence or abuse, persons rendered shelterless by natural disasters or calamity or other persons that by some atypical circumstance have been displaced from their normal or permanent residence. Transitional living facility is not intended to accommodate

licensed group living arrangements, including, but not limited to group homes, foster homes, or community-based residential facilities.

2. Use Standards. Transitional living facilities shall comply with the following standards:

- (a) Staff. Staff supervision shall be on the premises at all times.
- (b) Certificate of Occupancy Required. The facility shall obtain a Certificate of Occupancy demonstrating compliance with applicable building and fire codes prior to establishing the use as required in section 2-800 of this chapter.
- (c) Off-Street Parking. The facility shall provide off-street parking as required in section 8-103 of chapter.
- (d) Occupancy. The facility shall not house more than 16 families.
- (e) Entrance Setback. The primary entrance to said shelter shall be set back at least 50 feet from all property lines.
- (f) Separation Criteria. At least 1,000 feet shall be maintained from any other transitional living facility as measured from the closest property line.
- (g) Management and Operation Plan. The facility shall submit a management and operation plan for the transitional living facility for review and approval by the Community Development Director or designee, in consultation with the Chief of Police or designee, at the time the project is proposed, prior to issuance of any permits. If site plan review applies, then the management and operational plan should be submitted and reviewed concurrently with those applications. The plan shall remain active throughout the life of the facility, with any changes subject to review and approval by Community Development Director or designee. The plan shall be based on "best practices" and include, but not be limited to, a safety and security plan, standard operating procedures, list of services, staff training, ratio of staff to clients, client eligibility and intake and check out process, detailed hours of operation, ongoing outreach plan to Beloit homeless population. The City may inspect the facility at any time for compliance with the facility's operational plan and other applicable laws and standards.
- (h) Applicable laws. The facility shall comply with all other laws, rules and regulations that apply, including building and fire codes and shall be subject to City inspections prior to operational plan approval.

Section 5. If any section, clause, provision or portion of this ordinance is judged unconstitutional or invalid by a court of competent jurisdiction, the remainder of the ordinance shall remain in force and not be affected by such judgment.

Section 6. This ordinance shall be in force and take effect upon passage and publication.

Adopted this ____ day of June, 2021.

CITY COUNCIL FOR THE CITY OF БЕЛОIT

By: _____
Clinton Anderson, President

ATTEST:

By: _____
Lorena Rae Stottler, City Clerk-Treasurer

PUBLISHED: _____

EFFECTIVE DATE: _____

01-611100-5231- _____

19-5-102(a)(15), 6.1-1 and 6.2.4 ORD 20210423 (21-1082)

COMMUNITY DEVELOPMENT DEPARTMENT

NOTICE TO THE PUBLIC

April 14, 2021

To Whom It May Concern:

The Beloit Plan Commission and City Council are considering an Ordinance to amend Section 5-102(a)(15), Table 6.1-1, and Section 6.2.4 of the Zoning Ordinance, Chapter 19 of the Code of General Ordinances of the City of Beloit to replace *Homeless Shelters* with *Transitional Living Facilities* as a type of land use and to create detailed use standards.

The following public hearings will be held regarding this proposed Ordinance:

City Plan Commission: Wednesday, May 5, 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, May 17, 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 Drew Pennington at 100 State Street or via email to penningtond@beloitwi.gov. You may also call (608) 364-6711 to provide your comments over the phone. In-person attendance at Commission and Council meetings may be limited.**



REPORT TO THE PLAN COMMISSION

Plan Commission Meeting Date: May 5, 2021

Agenda Item: 4c

File Number: SOE-2021-04

General Information

Applicant: Seth Waddell of Kwik Trip and James Hamilton

Owner: Prairie Avenue, LLC – James Hamilton, Registered Agent

Address/Location: 3155 Prairie Avenue (NE corner of Prairie Ave and Inman Parkway)

Applicant's Request: Exception to the Sign Ordinance to allow two primary signs with EVM panels and six secondary signs on one parcel.

Staff Analysis

Request Details: Seth Waddell of Kwik Trip has filed an application for three exceptions to the Outdoor Sign Regulations (the "Sign Ordinance"). They are outlined below:

1. Section 30.17(2)(b)(5) of the Outdoor Sign Regulations (the "Sign Ordinance") to allow more than one Electronically Variable Message (EVM) sign on one parcel:
Kwik Trip is proposing to install two EVM signs. The first sign is proposed to be located at the Prairie Avenue driveway to the site and if approved, would be a 96.82 square foot monument sign that includes a 30.57 square-foot EVM. The second sign is proposed to be located at the Inman Parkway driveway and if approved, would be a 118.57 square-foot sign that includes a 30.57 square-foot EVM
2. Section 30.35(2)(e) of the Sign Ordinance to allow more than one primary, on-premises signs on one parcel:
Kwik Trip is requesting two primary signs, one at each driveway. They are described in Section 1 above.
3. Section 30.40(2)(e) of the Sign Ordinance to allow more than three secondary, on-premises signs, for the property located at 3155 Prairie Avenue.
Kwik Trip is proposing to install six secondary signs: three on the building and three on the fuel canopies.

The applicant will be constructing a convenience store, carwash, gas pumps, and diesel pumps on the subject property with driveways on both Prairie Avenue and Inman Parkway. The proposed sign package includes a primary sign including an EVM at each driveway entrance, along with three wall signs on the convenience store and three wall signs on the fuel pump canopies as shown on the attachments.

Applicant's Hardship Argument: According to the applicant, the typical location for primary signage would be in the southwest corner near the intersection, but that part of the site is not available due to a stormwater detention area serving the roadway. In addition, the development has two driveways – each several hundred feet away from the intersection, which creates a greater need for signage at each driveway location. With respect to fuel canopy signage, the applicant is seeking enough signage to advertise to drivers in each direction.

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.*
 - For the primary EVM signs, strict adherence to the code would severely limit Kwik Trip's ability to advertise. Due to the size of the site, the large setbacks due to stormwater management, and the distance from the intersection to each driveway, limiting this development to only one primary sign would prevent adequate visibility from both entrances, which would create an unnecessary burden upon the sign owner.
 - For the proposed secondary signage, allowing only three secondary signs would also severely limit Kwik Trip's ability to advertise. Due to the number of structures to be constructed (one building and two fuel canopies) on a corner property, limiting this development to only three secondary signs would unreasonably restrict the sign owner from advertising this new business.

- b. *The hardship is not self-created.*
 - The applicant was required by the City and Rock County to locate the proposed driveways in the locations shown for traffic safety, and the existing and proposed stormwater detention areas are required.
 - The proposed Kwik Trip store is their largest prototype and includes the full range of goods and services (convenience store with groceries, carwash, gas pumps, and diesel pumps). The applicant is required to display a certain amount and type of signage in order to operate a Kwik Trip.

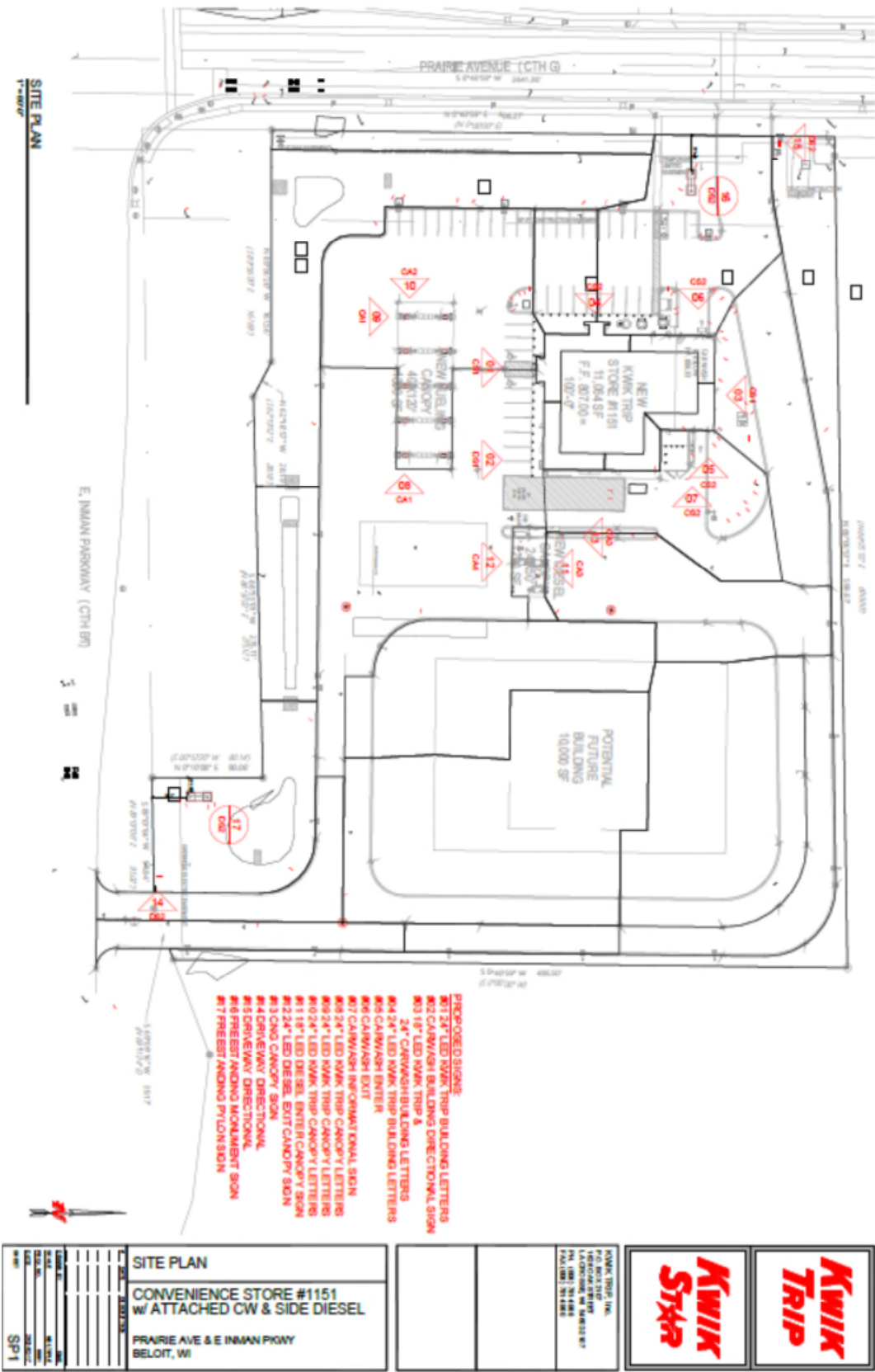
- c. *The exception will not undermine the purpose of the Sign Ordinance or the public interest.*
 - This exception will not undermine the purpose of the Sign Ordinance or the public interest. The request exception is unique to this business, as it includes a large retail store with large fuel canopies.
 - This proposed development includes space for a future 10,000 square-foot retail building as shown on the site plan. The applicant has voluntarily agreed to forgo any additional freestanding signage for the future retail building in exchange for approval of the requested exception. The future retail building would be limited to secondary wall signs as shown in condition number two below.
 - All of the proposed secondary wall signs comply with the maximum size applicable to secondary, on-premises wall signs, and are proportionate to the structures on which they will be installed.

STAFF RECOMMENDATION:

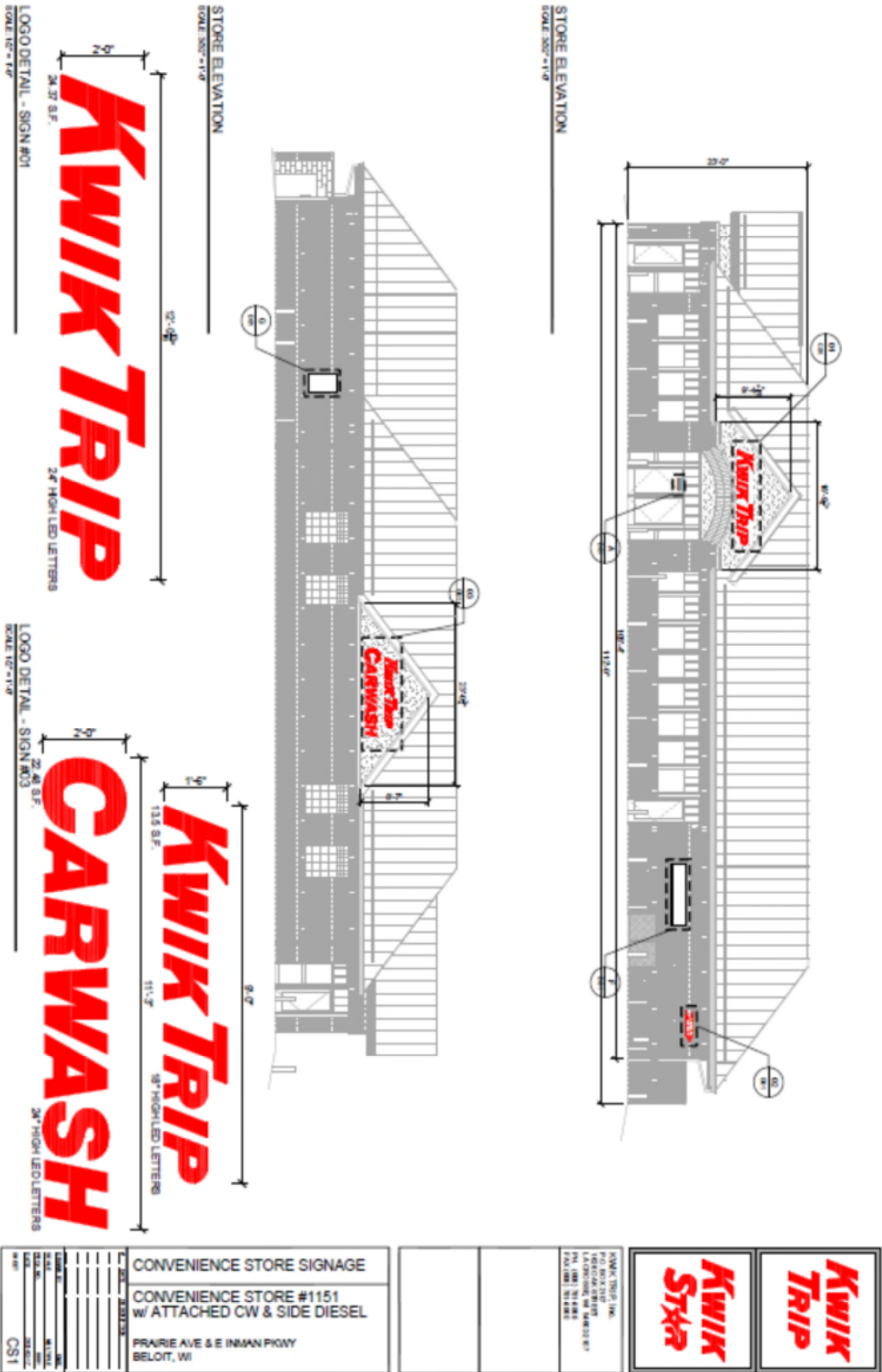
The Planning & Building Services Division recommends approval of an exception to Section 30.17(2)(b)(5) of the Sign Ordinance to allow more than one EVM sign on one parcel, to Section 30.35(2)(e) of the Sign Ordinance to allow more than one primary, on-premises signs on one parcel, and to Section 30.40(2)(e) of the Sign Ordinance to allow more than three secondary, on-premises signs, for the property located at 3155 Prairie Avenue, based on the above Findings of Fact and subject to the following conditions:

1. This approval authorizes one monument sign with EVM, one pole sign with EVM, three wall signs on the retail building, and three wall signs on the fuel canopies. This development includes other directional signage allowed by code.
2. No additional primary, on-premises signs shall be allowed for the future retail building.
3. An Architectural Review Certificate and Sign Permit are required for 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 and Building Services may approve minor changes administratively.

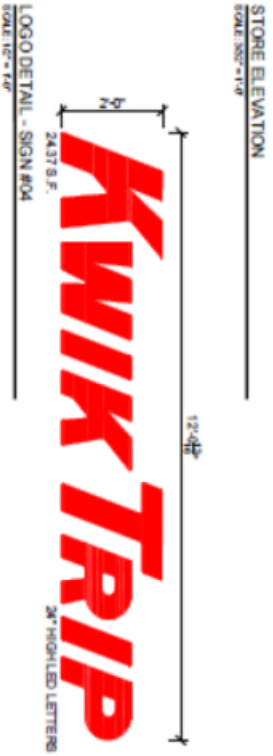
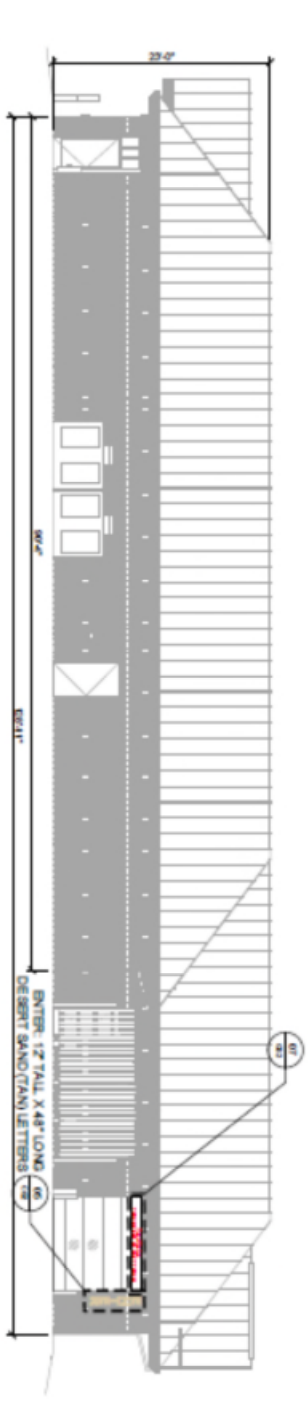
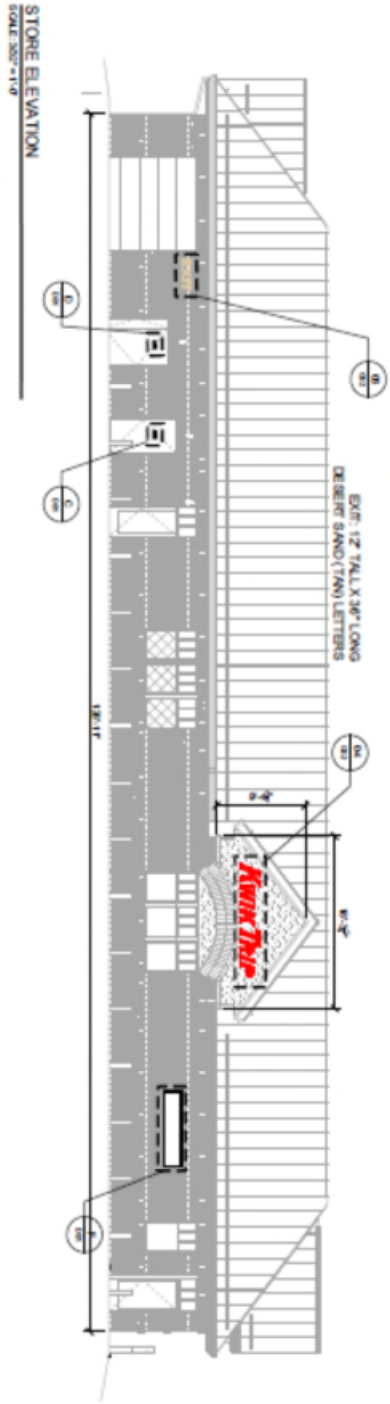
ATTACHMENTS: Site Diagram, Sign Renderings, Application, Public Notice, and Resolution.



Proposed Secondary #1 (South) and #2 (North) on Building



Proposed Secondary #3 (West) on Building



**Your Choice
TOUCH FREE OR SOFT TOUCH**

NON-LIT INFORMATIONAL SIGN
RED VINYL ON WHITE ALUMINUM
1'-0" HIGH 90"-0" WIDE = 100.00 SQ FT

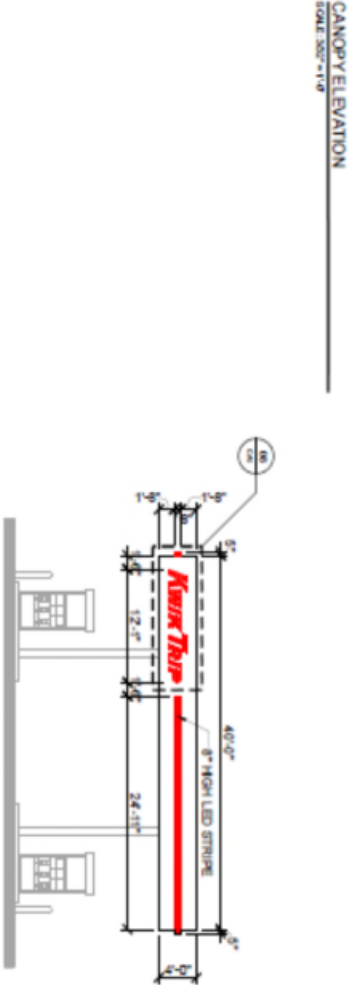
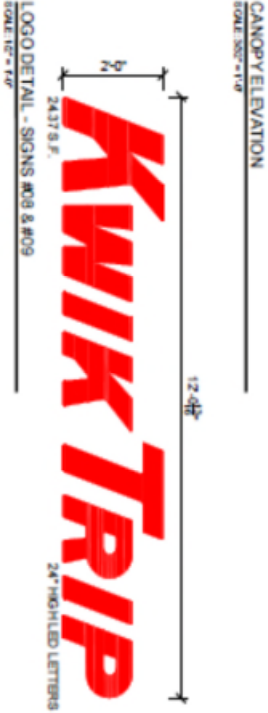
INFORMATIONAL SIGN #07
SCALE: 1/2" = 1'-0"

NO. OF SHEETS	2
DATE	
DRAWN BY	
CHECKED BY	
SCALE	
SHEET NO.	CS2

CONVENIENCE STORE SIGNAGE
CONVENIENCE STORE #1151 w/ ATTACHED CW & SIDE DIESEL
PRAIRIE AVE & E INMAN PKWY BELOIT, WI

	
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Proposed Secondary #4 (South) and #5 (East) on Pump Canopy



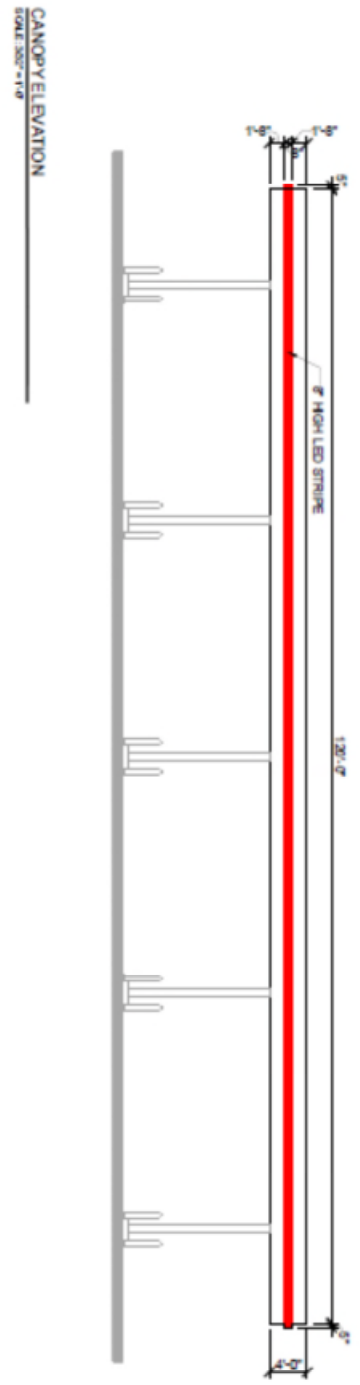
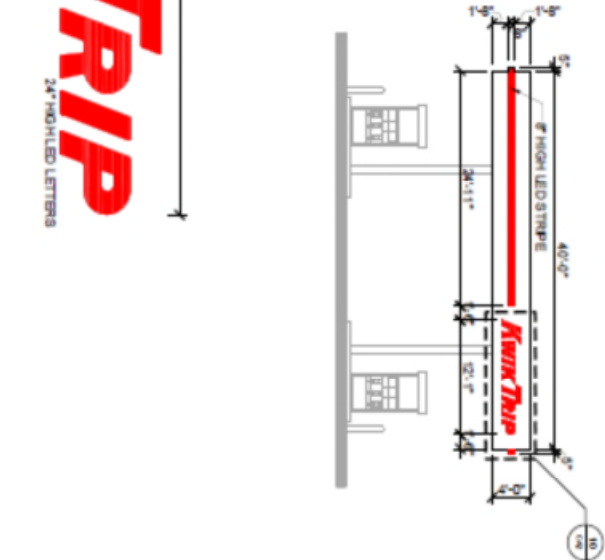
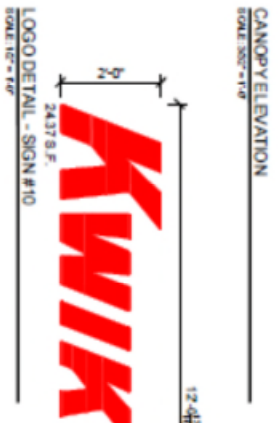
CANOPY SIGNAGE	
CONVENIENCE STORE #1151 w/ ATTACHED CW & SIDE DIESEL	
PRAIRIE AVE & E INMAN PIQWY BELOIT, WI	
DATE: _____	SCALE: _____
BY: _____	PROJECT: _____
CHECKED: _____	CAD: _____
DATE: _____	CAD: _____
CAD: _____	CA1

PROJECT NO.:	2021-04
DATE:	5/5/21
DRAWN BY:	CA1
CHECKED BY:	
SCALE:	
SHEET NO.:	
TOTAL SHEETS:	

KWIK TRIP, INC.
1800 WISCONSIN STREET
P.O. BOX 1188
BELOIT, WI 53510
TEL: (608) 733-4411
FAX: (608) 733-4412



Proposed Secondary #6 (West) on Pump Canopy



CANOPY SIGNAGE	
CONVENIENCE STORE #1151 W/ ATTACHED CW & SIDE DIESEL	
PRAIRIE AVE & E INMAN PKWY SELOTT, WI	
DATE: _____	SCALE: _____
BY: _____	PROJECT: _____
CHECKED BY: _____	CAD: _____

Kwik Trip, Inc. 15000 STATE ST LAKEVIEW, WI 53151 PHONE: 262.338.1111	
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Proposed Primary #1 with EVM at Prairie Ave Driveway

DOUBLE FACED MONUMENT SIGN
1511 Beloit, WI

Approved by: _____ Date: _____ Landlord: _____ Date: _____

DESIGN

Drawing by: Danelia Weiss

Sign Type: Monument

Date Created: 3/7/2019

Last Modified: _____

Scale: 1/4" = 10"

SALES

Job Name: Kwik Trip

Job Address: _____

Salesperson: Cindy Bluske

Job Number: _____

FILE

Revision Number: _____

Job File Location: _____

COLOR KEY

1 NA 200300 Beige	7 Tan Brick
2 Black S/S part	8 Red LED
3 PRG NA 203400	9 Green LED
4 42203 Red Acrylic	10 Black (230-27)
5 White of Acrylic	11 Yellow (230-015)
6 Red Brick	12 Blue (230-457)

Materials:

- 108x216 10mm RGB Active SF 25.91 Overall SF 30.57
- FL-3000 12" Plicers
- Opaque Background
- Poles clad and painted to match brick color
- Aluminum Brick Cap
- TOTAL SF 96.82 sq ft

La Crosse Design Group

1450 Oak Forest Drive • Goldens, WI 53021 • 800-431-1450
 2302 Murray Drive • Madison, WI 53718 • 608-222-4200
 2502 Valley Street • Eau Claire, WI 54601 • 715-834-1199

Proposed Primary #2 with EVM at Inman Pkwy Driveway

DOUBLE FACED PYLON

1151 Beloit, WI

Total Square Feet
118.57

Price Cabinet:
FL-3000, 16"
6' 6" x 8' 0"
52 sq. ft.

108x216
10mm RGB
Active SF 25.91
Overall SF 30.57

Approved by: _____ Date: _____

Landlord: _____ Date: _____

DESIGN

Drawing by: Dannelle Halby

Sign Type: Pylon

Date Created: 3/7/2019

Last Modified:

SALES

Job Name: Kwik Trip

Job Address:

Salesperson: Cindy Blaska

Job Number:

FILE

Revision Number:

Job File Location:

COLOR KEY

NA 208260 84hp	Green LED
Black 810 paint	Black (220-22)
#2203 Red Acrylic	Yellow (220-19)
White of Acrylic	Blue (220-187)
Red LED	
NA 307860 HortiLoc Chain	

1405 Oak Forest Drive • Oak Creek, WI 53005 • 608-278-1450

2242 Madison Way • Madison, WI 53718 • 608-222-0333

2500 Wilby Street • Eau Claire, WI 54603 • 715-835-8189

lacrosetesign.com

La Crosse Sign Group

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: Seth Waddell Phone #: 608-793-4933
1813 Kramer St LaCrosse WI 54603
(Address) (City) (State) (Zip)

2. Address of subject property: _____

3. Tax Parcel Number(s): _____

4. Legal description: _____

5. Present zoning: M-2 Present use: Agricultural

6. Proposed use (if different): C-3 - Convenience Store & Car Wash

7. Owner of record: Prairie Ave LLC Phone: _____
2278 Riverside Dr Beloit WI 53511
(Address) (City) (State) (Zip)



E-mail address: _____

8. State specific sections of code and exception(s) requested: (Use separate sheet if necessary)
Seeking an exception to Section 30.17(2)(b) to allow two Electronic Message Signs
and 30.35(2)(e) to allow two Primary, On-Premise signs on the property as well as
30.40(1)(b) to allow more than three secondary signs.

9. State specific hardship experienced by the applicant: (Use separate sheet if necessary)
Due to the location of the property line from the setback needed for drainage and
need for landscape points along the property line. The ideal location for our sign
in the South West corner of the site is no longer ideal. By moving it to the North
West corner of the South East corner it makes it easily visible to traffic. Sadly, at
the cost of not allowing it to be seen by one of the directions of traffic. My hope
is to get signage at both access locations. In addition, we are seeking approval for
extra secondary signage as well, 3 on building and 3 on the canopy.

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.

	James C. Hamilton	04/21/20201
(Signature of Owner)	(Print name)	(Date)
	Seth Waddell	4/26/21
(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: _____

COMMUNITY DEVELOPMENT DEPARTMENT

NOTICE TO THE PUBLIC

April 21, 2021

To Whom It May Concern:

Seth Waddell of Kwik Trip has filed an application for an exception to Section 30.17(2)(b)(5) of the Outdoor Sign Regulations (the "Sign Ordinance") to allow two Electronically Variable Message (EVM) signs on one parcel, to Section 30.35(2)(e) of the Sign Ordinance to allow two primary, on-premises signs on one parcel, and to Section 30.40(2)(e) of the Sign Ordinance to allow six secondary, on-premises signs, for the property located at:

3155 Prairie Avenue.

The applicant will be constructing a convenience store, carwash, gas pumps, and diesel pumps on the subject property with driveways on both Prairie Avenue and Inman Parkway. The proposed sign package includes a primary sign including an EVM at each driveway entrance, along with three wall signs on the convenience store and three wall signs on the fuel pump canopies.

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

City Plan Commission: Wednesday, May 5, 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. You may also call (608) 364-6711 to provide your comments over the phone. In-person attendance at Commission meetings may be limited.**

**RESOLUTION AUTHORIZING AN EXCEPTION TO THE SIGN ORDINANCE
FOR THE PROPERTY LOCATED AT 3155 PRAIRIE AVENUE**

WHEREAS, the application of Seth Waddell of Kwik Trip and James Hamilton of Prairie Avenue LLC for an exception to Section 30.17(2)(b)(5) of the Sign Ordinance to allow two EVM signs on one parcel, to Section 30.35(2)(e) of the Sign Ordinance to allow two primary, on-premises signs on one parcel, and to Section 30.40(2)(e) of the Sign Ordinance to allow six secondary, on-premises signs, for the property located at 3155 Prairie Avenue,, 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 all of the requested signs for the property located at 3155 Prairie Avenue in the City of Beloit, for the following described premises:

LOT 2 OF CSM NO. 842807 RECORDED IN VOLUME 5 ON PAGES 240-243 EXCEPT THAT PART DEEDED TO ROCK COUNTY IN DOCUMENT NO. 2021687 FOR CTY HIGHWAY BT TRANSPORTATION PROJECT, CITY OF БЕЛОIT, ROCK COUNTY, WISCONSIN (ALSO KNOWN AS 3155 PRAIRIE AVENUE). SAID PARCEL CONTAINS 5.978 ACRES MORE OR LESS.

This exception is subject to the following conditions:

1. This approval authorizes a monument sign with EVM, pole sign with EVM, three wall signs on the building, and three wall signs on the fuel canopies. This development includes other directional signage allowed by code.
2. No additional primary, on-premises signs shall be allowed for the future retail building.
3. An Architectural Review Certificate and Sign Permit are required for 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 5th day of May, 2021.

PLAN COMMISSION

Tim Weeden, Plan Commission Chairman

ATTEST:

Julie Christensen, Community Development Director