



**PUBLIC NOTICE & AGENDA  
BELOIT PLAN COMMISSION  
City Hall Forum - 100 State Street, Beloit, WI 53511  
7:00 PM  
Wednesday, May 19, 2021**

1. CALL TO ORDER AND ROLL CALL
2. MINUTES
  - 2.a. Consideration of the minutes of the May 5, 2021 Plan Commission meeting  
[Attachment](#)
3. PUBLIC HEARINGS
  - 3.a. Consideration of an exception to Section 30.40(2)(c) of the Outdoor Sign Regulation (the "Sign Ordinance") to allow one secondary, on-premises sign exceeding 30 square feet for the property located at 2901 Milwaukee Road  
[Attachment](#)
  - 3.b. Consideration of an exception to Section 30.42(2)(c) of the Outdoor Sign Regulations (the "Sign Ordinance") to allow two secondary, on-premises signs exceeding 30 square feet in area for the property located at 2746 Milwaukee Road  
[Attachment](#)
4. STATUS REPORT ON PRIOR PLAN COMMISSION ITEMS  
*Ordinance pertaining to Transitional Living Facilities  
Zoning Map Amendment for 1945 Prairie Avenue*
5. 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, May 5, 2021**

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

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

**2. ELECTION OF OFFICERS**

**2.a. Election of Chairperson**

Commissioner Ruster nominated Commissioner Weeden to be Chairperson, seconded by Commission Robson. Nomination was approved.

**2.b. Election of Vice-Chairperson**

Commissioner Ruster nominated Commissioner Robson to be Vice-Chairperson. Nomination was approved.

**3. MINUTES**

**3.a. Consideration of the minutes of the April 21, 2021 Plan Commission meeting**

Motion was made by Commissioner Ramsden, seconded by Commissioner Ruster to approve the minutes. Motion carried, roll call vote.

**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 Ave**

Julie Christensen, Community Development Director, presented the staff report and recommendation. Chairman Weeden asked why a public hearing was necessary for such a routine item. Ms. Christensen explained that it was required under the Zoning Ordinance.

Commissioner Weeden opened and closed the public hearing.

Motion was made by Commissioner Ramsden, seconded by Commissioner Finnegan to approve the Zoning Map Amendment. Motion carried, roll call vote.

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**

Julie Christensen, Community Development Director, presented the staff report and recommendation. Ms. Christensen stated that there were a number of public comments received that supported the ordinance amendment. They were from Tammy King-Johnson; John Pfleiderer, Family Services; Beth Gliebe, Family Promise; and Robin Stuht, Homeless Coordinator at the Beloit School District.

Commissioner Finnegan asked if an applicant wanted to use a property that is zoned Public Lands and Institutions District, PLI, for transitional living, would they have to get a zoning change, referring to the changes to the Use Table. Ms. Christensen stated that the property would have to be zoned PLI, R-3, R-4, C-2, or C-3. Commissioner Finnegan asked if it would be a permitted use in PLI. Ms. Christensen stated yes that it would be.

Commissioner Robson asked if there is any requirement for the number of residents that can be allowed in the homeless shelter. Ms. Christensen stated that the ordinance indicates that sixteen families can be allowed at any one time.

Commissioner Robson asked how this ordinance compares with other communities' ordinances. Ms. Christensen stated that she did not look at other communities' ordinances, and that she looked at what kinds of conditions were being imposed at the federal level when organizations applied for ESG funds (Emergency Shelter Grant).

Commissioner Robson asked if this means that Family Promise will not be using churches for their program anymore. Ms. Christensen stated that they will not be using churches, and they are looking at an institutional site that will house sixteen families. Commissioner Robson asked where the families will be from. Ms. Christensen stated that normally homeless people are from that city, but there is no restriction related to residency in the ordinance.

Commissioner Weeden stated his concern that by changing the use from a Conditional Use to a Permitted Use, you eliminate the public hearing requirement. Ms. Christensen explained that given the limitations of the Wisconsin Conditional Use law, it is misleading to the public, as the application cannot be denied or conditions added without substantial evidence as to why the use would be detrimental to the neighborhood. Ms. Christensen stated that the way the ordinance is drafted is that the use would be Permitted Uses which would not require a public hearing. However, if the Plan Commission wishes to make it a Conditional Use, staff would suggest approving the ordinance amendment but make the use conditional, rather than permitted. The current Zoning Ordinance does not define homeless shelters and

contains no standards for the use. The new Ordinance would define the term Transitional Living and would include standard conditions for each facility.

Commissioner Weeden opened the public hearing.

Pastor Dave Fogderud, Overflowing Cup, stated that he has a lot of experience with transitional living and would like to be included if a committee is set up to discuss this issue. Pastor Fogderud asked if this is for transitional living or homeless shelters. Ms. Christensen stated that transitional living is intended to mean short-term occupancy as a service to multiple or unrelated individuals in need of emergency shelter and other support services.

Diana Fogderud stated that she was on a board when it was Family Promise, and she feels that the conditions in the ordinance are needed.

Commissioner Weeden closed the public hearing.

Commissioner Weeden asked Ms. Christensen to define temporary, as he did not see it in the Ordinance. Ms. Christensen stated that temporary is not defined, but permanent housing is defined in the household living section of the definitions. She indicated that she consulted with the City Attorney, and they did not feel that this term needed to be defined.

Commissioner Weeden indicated that he thinks it's important for a public hearing to be held so that the neighbors or the members of the public could find out how long people are able to stay and have any questions they have answered. He added that he feels there should be someone at the facility accountable, rather than the City.

Commissioner Finnegan made a motion to change the permitted uses to conditional uses under the R-3, R-4, C-2, C-3, and PLI districts but to keep the standards proposed by staff, seconded by Commissioner Ramsden. Motion carried, roll call vote (6-0).

Motion was made by Commissioner Ramsden, seconded by Commissioner Finnegan to approve the Ordinance as amended. Motion carried, roll call vote (6-0).

4.c. **Consideration of a Resolution approving an exceptions 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 Ave**

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



Commissioner Weeden opened the public hearing.

Dax Conley, 1626 Oak Street, Lacrosse, Wisconsin, real estate manager for Kwik Trip, stated that Kwik Trip is requesting an additional primary sign because there is a tree line heading west bound on Inman that is blocking visibility of the store.

Commissioner Weeden asked if the Beloit store is going to look like the store off of Highway 51 in Janesville. Mr. Conley stated that it would look similar to that store; it would be all brick with a metal steel roof, diesel pumps on the side, and a car wash attached.

Commissioner Robson asked Mr. Conley if they plan to put landscaping around the monument sign. Mr. Conley stated that the City has asked them to provide landscaping, and that typically, the Kwik Trips have a lot of plant materials onsite and landscape the signs.

Commissioner Anderson asked Mr. Conley if the potential future building would be developed or if they would sell the space. Mr. Conley said that it would most likely be sold, but it would depend on the business.

Commissioner Ruster asked if the Kwik Trip building was going to be blocking the possible future building. Mr. Conley stated if they needed visibility this would not be a spot they would go. Commissioner Ruster stated if this building is not very visible, they may want their own signage. Mr. Conley stated that Kwik Trip would ask them to use the sign pole that is already there.

Motion was made by Commissioner Anderson, seconded by Commissioner Finnegan to approve the Resolution approving an exception to allow two primary and Electronically Variable Message signs on one parcel and six secondary signs on the building. Motion carried, roll call vote (4-2).

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

Ms. Christensen provided the following updates: City Council approved the Final Plat for Deerfield Estates Second Addition. The next Plan Commission meeting is scheduled for May 19, 2021.

**6. ADJOURNMENT**

Motion made by Commissioner Robson, and seconded by Commissioner Ruster to adjourn. Motion carried, roll call vote. Meeting was adjourned at 8:20 PM.



## **REPORT TO THE PLAN COMMISSION**

**Plan Commission Meeting Date:** May 19, 2021

**Agenda Item:** 3a

**File Number:** SOE-2021-05

### **General Information**

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**Applicant:** JL Beloit 1365, LLC

**Owner:** JL Beloit 1365, LLC

**Address/Location:** Jiffy Lube, 2901 Milwaukee Road

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

### **Staff Analysis**

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**Request Details:** JL Beloit 1365, LLC has filed an application for an exception to Section 30.40(2)(c) of the Outdoor Sign Regulations (the "Sign Ordinance") to allow one secondary, on-premises signs to exceed thirty (30) square feet in area, for the property located at 2901 Milwaukee Road. A Jiffy Lube quick lube facility is under construction on the subject property. The applicant is proposing to install the following signage:

1. One primary pole sign at 81.25 square feet. The Sign Ordinance allows a 150 square foot sign. This sign is not part of the exception request.
2. One secondary 30 square foot wall sign on the west side of the building. This sign is allowed and is not part of the exception request.
3. One secondary 18.11 wall sign on the south side (front façade). This sign is allowed and is not part of the exception request.
4. One secondary 57.68 square foot wall sign on the south side (front façade). The Sign Ordinance allows this third secondary sign to be 30 square feet. The Exception is being requested for this sign only.

**Applicant's Hardship Argument:** According to the applicant, the proposed signage is to address visibility concerns and is the minimum exception signage needed for this site. The applicant is proposing to increase the size of the secondary sign, while keeping the total area of the sign package in compliance with the Sign Ordinance. The sign package, as submitted, includes 203.20 square of signage. The Sign Ordinance allows 415.88 square feet.

**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.*

- The applicant does not have a unique use or geographical barriers that would create site visibility issues. Staff does not believe the business would suffer an economic hardship if the exception was not granted. The business has proposed one primary sign and three secondary signs, which should allow the business to adequately advertise.
- b. *The hardship is not self-created.*
- Staff believes the hardship is self-created; the applicant could work within the code requirements and still obtain more signage for the business.
- c. *The exception will not undermine the purpose of the Sign Ordinance or the public interest.*
- The building is set back 78 feet from the front property line along Milwaukee Road, and the lot is fairly small for the area at only 103.97 feet wide.
  - The proposed signage is compatible with the scale of the building but will add to visual clutter along the street with three “Jiffy Lube” signs in such a small front yard area.
  - 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 by the applicant. However, staff feels that the quantity of signage on the front portion of the site is unnecessary, with 2 secondary signs and the pole sign.

**STAFF RECOMMENDATION:**

The Planning & Building Services Division recommends ***denial*** of an exception to Section 30.40(2)(c) of the Outdoor Sign Regulations (the “Sign Ordinance”) to allow one secondary, on-premises sign to exceed thirty (30) square feet in area, for the property located at 2901 Milwaukee Road, based on the above Findings of Fact.

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

# Location Map





# Sign Location Diagram

51

Celebrating 51 Years of Quality Manufacturing and Service

Jiffy Lube  
Beloit, WI

**THOMAS SIGN & AWNING CO INC**  
4590 118TH Avenue North  
Clearwater, Florida 33762  
800-526-3325  
www.thomassign.com

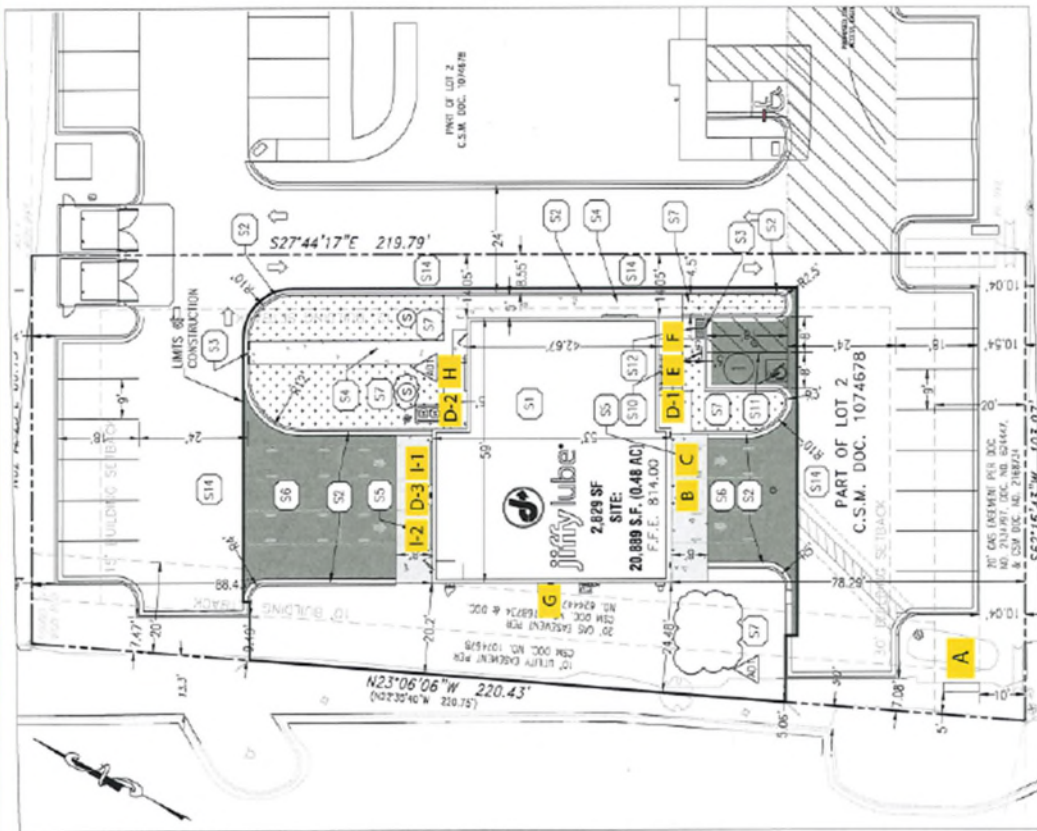
**CLIENT:** Jiffy Lube  
**Design Number:** 89257 - SITE PLAN  
**Project Name:** 2901 Milwaukee Road  
Beloit, WI 53511  
**Project Identity Number:** 91926  
**Site Address:** 2901 Milwaukee Road  
Beloit, WI 53511  
**Project Identity Number:** 91926  
**Client:** Jiffy Lube  
**Design:** EG  
**Drawn:** ELB/BJP  
**Project:** Jiffy Lube  
**Site:** 2901 Milwaukee Road  
Beloit, WI 53511

**DATE:** 11/20/21  
**PROJECT:** Jiffy Lube  
**DATE:** 11/20/21  
**PROJECT:** Jiffy Lube  
**DATE:** 11/20/21  
**PROJECT:** Jiffy Lube

MGS Warranty  
Approved: [Signature]  
DATE: 11/20/21  
DATE: 11/20/21  
DATE: 11/20/21  
DATE: 11/20/21  
DATE: 11/20/21

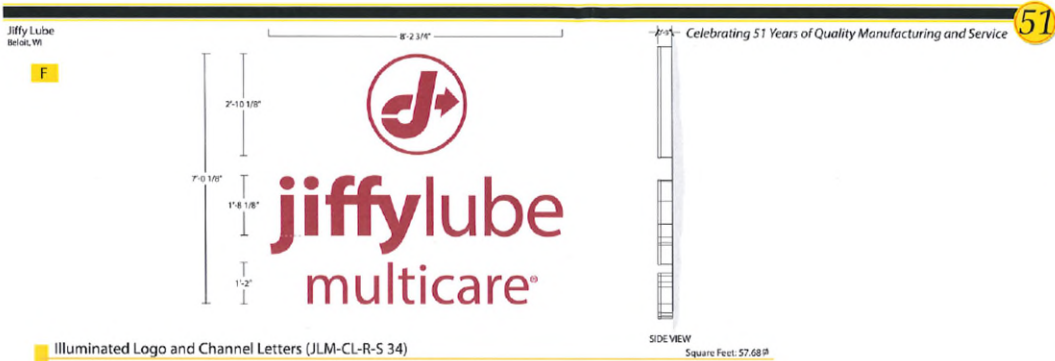
Page 1 of 12  
Loc: 737-513-7757  
Fax: 737-513-0308

CODE/ SIGNAGE PLAN	DESCRIPTION	SQ.FT.
A	DOUBLE SIDED ILLUMINATED Pylon w/ READER BOARD	81.25 (P)
B	Jiffy Lube multicare 14.15 (P) ILLUMINATED WALL SIGN SOUTH ELEVATION 3.96 (P)	18.11 (P)
C	BREAK FORMED ALUMINUM PANEL	1.02 (P)
D-1	BREAK FORMED ALUMINUM PANEL	5.25 (P)
D-2	BREAK FORMED ALUMINUM PANEL	5.25 (P)
D-3	BREAK FORMED ALUMINUM PANEL	5.25 (P)
E	BRONZE ACM CANDOPY	NOT INCLUDED IN SQ.FT. COUNT
F	Jiffy Lube multicare ILLUMINATED LOGO& CHANNEL LETTERS SOUTH ELEVATION	57.68 (P)
G	Jiffy Lube multicare ILLUMINATED LOGO& CHANNEL LETTERS WEST ELEVATION	30.0 (P)
H	BRONZE ACM CANDOPY	NOT INCLUDED IN SQ.FT. COUNT
I-1	ACM PANEL	2.32 (P)
I-2	ACM PANEL	2.32 (P)
TOTAL PROPOSED		203.2 (P)



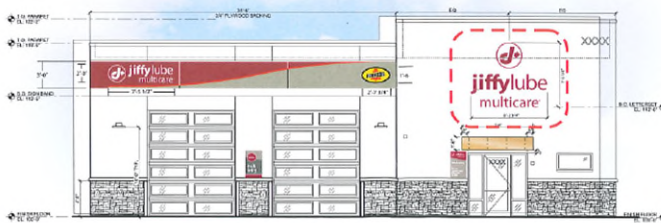
Site Plan

# Proposed Secondary Wall Sign Requesting An Exception (57.68) SF



**Illuminated Logo and Channel Letters (JLM-CL-R-S 34)**

5" deep aluminum channel letter with prefinished white returns and 1" white jewelle trimcap. "Logo" face to be clear modified acrylic face has 3M 3630-2395 Dark Red vinyl applied first surface overlaid w/3M 180AC-10 White vinyl, 70% white diffuser applied second surface. "Letters" face to be clear modified acrylic face has 3M 3630-2395 Dark Red vinyl applied first surface 70% white diffuser applied second surface. Registration Mark is aluminum plate painted MP 42202 White w/ 3M Vc22180 Dark Red opaque vinyl. Illuminated with Principal White LEDs.



**South Elevation**

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

**THOMAS SIGN & AWNING CO INC**  
 4500 118TH Avenue North  
 Clearwater, Florida 33762  
**800-526-3325**  
 www.thomassign.com

**CLIENT**  
 Jiffy Lube  
 Design Number: 89057 CLS  
 Installation Address: 2901 Milwaukee Road, Beloit, WI 53511

Project Identity Number: 91926  
**Entity Associated:** **Project Team:**  
 JLM  
**Designer:** **Date:**  
 JG 01/09/21  
 Project Update: LHM/RS/MS

**Underwriters Laboratories, Inc.**  
 E-TESTED TO MEET OR EXCEED ALL APPLICABLE REQUIREMENTS  
 E-TESTED TO MEET OR EXCEED ALL APPLICABLE REQUIREMENTS  
 E-TESTED TO MEET OR EXCEED ALL APPLICABLE REQUIREMENTS

**3M™ MCS™ Warranty**

**Approval:**  
 Approved  
 Approved as noted  
 Review & Re-submit  
 Cancel  
 The design, materials, assembly and installation of this sign are subject to the terms and conditions of the Underwriters Laboratories, Inc. (UL) sign listing. For more information, visit www.ul.com/signs.

Page: 8 of 12  
 Sheet: 8 of 12  
 Local: 727-573-7737  
 Fax: 727-573-0326

# Proposed Primary Pole Signs (81.25) SF South Side



**Double Sided Illuminated Pylon w/ Readerboard**

4mm Dark Red ACM curved cabinet, with routed logo backed with #7328 translucent white acrylic. Penzill emblem is digitally printed graphic applied first surface to curved detail made of 4mm Medium Bronze Metallic ACM. Top and bottom of cabinet is painted Matthews #55143 Dark Red with Semi-Gloss finish to match Alpollic J.R ACM. Illuminated with Principal white LEDs and FlexiBrite Red LEDs. Below cabinet to have White painted acrylic face with 3 lines (8") readerboard. Support and readerboard to be painted Sherwin Williams Colonial Revival Stone SW2827 w/ semi-gloss finish.

**THOMAS SIGN & AWNING CO INC**  
 4500 118TH Avenue North  
 Clearwater, Florida 33762  
**800-526-3325**  
 www.thomassign.com

**CLIENT**  
 Jiffy Lube  
 Design Number: 89057  
 Installation Address: 2901 Milwaukee Road, Beloit, WI 53511

Project Identity Number: 91926  
**Entity Associated:** **Project Team:**  
 JLM  
**Designer:** **Date:**  
 JG 01/09/21  
 Project Update: LHM/RS/MS

**Underwriters Laboratories, Inc.**  
 E-TESTED TO MEET OR EXCEED ALL APPLICABLE REQUIREMENTS  
 E-TESTED TO MEET OR EXCEED ALL APPLICABLE REQUIREMENTS  
 E-TESTED TO MEET OR EXCEED ALL APPLICABLE REQUIREMENTS

**3M™ MCS™ Warranty**

**Approval:**  
 Approved  
 Approved as noted  
 Review & Re-submit  
 Cancel  
 The design, materials, assembly and installation of this sign are subject to the terms and conditions of the Underwriters Laboratories, Inc. (UL) sign listing. For more information, visit www.ul.com/signs.

Page: 2 of 12  
 Sheet: 2 of 12  
 Local: 727-573-7737  
 Fax: 727-573-0326

## Secondary Wall Sign (18.11 SF) on South Side

Jiffy Lube  
Beloit, WI

Celebrating 51 Years of Quality Manufacturing and Service 51

**Color Reference**

- DARK RED ACM
- 3M VINYL YGMC2136 BRONZE
- MATTHEWS #55143 DARK RED W/SEMI-GLOSS FINISH
- 3M 3630-143 Poppy Red,
- DIGITALLY PRINTED GRAPHIC VINYL
- WHITE ACRYLIC #7328

**Illuminated Wall Sign (CUSTOM) Part #: JLM-FF-36-L-6** SQ. FT. 18.11 @ Scale: 1/4"=1'-0"

4mm Dark Red ACM cabinet, with routed logo backed with #7328 translucent white acrylic. (Registration mark is first surface white 3M #7225-10 vinyl. Bronze curve is 3M vinyl YGMC2136 Bronze, applied first surface. Red accent stripe is 3M 3630-143 Poppy Red, applied first surface. Pennzoil emblem is 3" deep cabinet having clear pan formed face with digitally printed graphic applied first surface. Illuminated with Principal White LEDs. Estimate: 173824

**Underwriters Laboratories, Inc.**  
ELECTRIC SIGN  
COMPLIES TO UL 48

**3M™ MCS™ Warranty**

**Approved:**

- Approved
- Approved as shown
- Revised & Re-submit

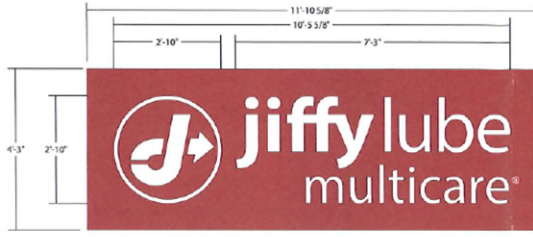
**Page 3 of 12**

Local: 727-373-7757  
Fax: 727-373-0321

## Secondary Wall Sign (30 SF) on West Side



G



SIDE VIEW

Color Reference

-  3M VE22180 DARK RED OPAQUE VINYL
-  WHITE ACRYLIC
-  MP 26077 DURANODIC BRONZE
-  3M 180MC-10 WHITE OPAQUE VINYL
-  DARK RED ACM



**THOMAS**

SIGN & AWNING CO INC

4590 118TH Avenue North

Clearwater, Florida 33762

800-526-3325

www.thomassign.com

CLIENT

Jiffy Lube

Design Number:

EM027 CL

Project Address:

2901 Milwaukee Road  
Beloit, WI 53511

Project Identity Number:

01926

Project Manager:

CL

Designer:

CL

Date:

09/01/21

Project Location:

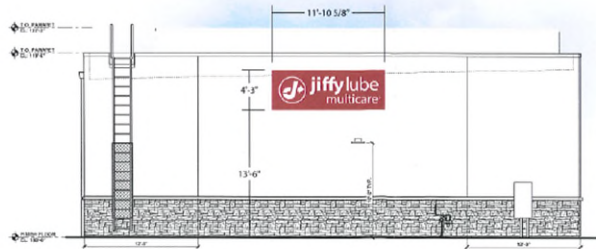
LABORATORY

Illuminated Logo and Channel Letters (JLM-CL-W-SP-34) on Backer Panel

Square Feet: 30.0 ft<sup>2</sup>

Scale: 1/2" = 1'-0"

5" deep aluminum channel letter with painted MP 26077 Duranodic Bronze returns and trimcap.  
"Logo" face to be White acrylic, face has 3M VE22180 Dark Red opaque vinyl applied first surface with reverse-wedged white outer ring & logo.  
"Letters" face to be White acrylic, Registration Mark is 3M 180MC-10 White opaque vinyl  
Mounted 4mm Dark Red ACM cabinet. Illuminated with Principal White LEDs.



West Elevation

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



Approved:

Approved

Approved as noted

Review & the Submitt

Page 9 of 12

Local: 727-573-7757  
Fax: 727-573-0528



# 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 2021-05

1. Name of applicant: JL Beloit 1365 LLC Phone #: 727-573-7757 ext 241

3000 Internet Blvd Ste 570 Frisco TX 37919  
(Address) (City) (State) (Zip)

2. Address of subject property: 2901 Milwaukee Road Beloit, WI 53511

3. Tax Parcel Number(s): 22040170

4. Legal description: L2 CSM V 13 PGS 285 - 287

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

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

7. Owner of record: JL Beloit 1365 LLC Phone: 727-573-7757 ext 241

3000 Internet Blvd Ste 570 Frisco TX 37919  
(Address) (City) (State) (Zip)

E-mail address: greg.davis@thomassign.com or carmen.ward@thomassign.com

8. State specific sections of code and exception(s) requested: (Use separate sheet if necessary)  
Sec. 30.40 Secondary, on premise signs 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)

Not exceed 150 square feet of sign area in C-1, C-2 and C-3 zoning districts and 300 square

feet in sign area in CBD and manufacturing zoning district when used as a primary, on-premises sign.

Not exceed 30 square feet of sign area or 10 percent of the sign area of the primary, on-premises sign,

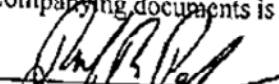
whichever is less, when used as a secondary on-premises sign.

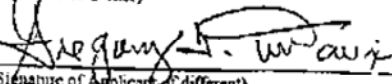
9. State specific hardship experienced by the applicant: (Use separate sheet if necessary)

See attached

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.

  
 (Signature of Owner) / Raymond Parker / 04/07/2021  
 (Print name) (Date)

  
 (Signature of Applicant, if different) / Gregory T. Davis / 4/8/21  
 (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: \_\_\_\_\_

9. Our request for this exception is to address our concerns of visibility. Our request is to increase the overall number of signs allowed, but still maintain the overall allowable square footage. Several of the signs requested are informational and directional in nature and would aid the general public in a helpful sense. The general intent of the code is to grant signage that is descriptive in nature, proportional to its location, architecturally pleasing and to provide advertisement that is beneficial to the general public. Our request, if granted, is the minimum exception needed to address our concerns. In our proposal, we are complying with the intent of the zoning regulations with a minimum request, in a position that most suitable for the overall appearance of this location as it relates to the general public, neighbors and surrounding businesses.



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**

May 5, 2021

To Whom It May Concern:

JL Beloit 1365 LLC has filed an application for an exception to Section 30.40(2)(c) of the Outdoor Sign Regulations (the “Sign Ordinance”) to allow one secondary wall signs to exceed thirty (30) square feet in area, for the property located at:

**Jiffy Lube, 2901 Milwaukee Road.**

The applicant recently obtained approval to construct a quick lube facility 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. One proposed secondary wall sign is 57.68 square feet.

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

**City Plan Commission:** Wednesday, May 19, 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](mailto: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.**

MY THREE KIDS INC  
1333 EXCALIBUR DR  
JANESVILLE WI 53546

MENARD INC  
4777 MENARD DR  
EAU CLAIRE WI 54703

SHIRLEY M CARLSON REV TRUST  
8829 S LATHERS RD  
BELOIT WI 53511

M & W DEVELOPMENT LLC  
2911 MILWAUKEE RD  
BELOIT WI 53511

**RESOLUTION DENYING AN EXCEPTION TO SECTION 30.40(2)(C) OF THE SIGN ORDINANCE FOR THE PROPERTY LOCATED AT 2901 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 one secondary, on-premises signs to exceed thirty (30) square feet in area, for the property located at 2901 Milwaukee Road, having been considered by the Plan Commission of the City of Beloit, Wisconsin at a public hearing held for that purpose.

**WHEREAS**, the applicant does not meet the criteria to grant an exception from Section 30.40(2)(c) of the Outdoor Sign Regulations (the “Sign Ordinance”).

**NOW, THEREFORE, IT IS HEREBY RESOLVED**, that the Plan Commission of the City of Beloit, Rock County, Wisconsin does hereby deny an exception to Section 30.40(2)(c) of the Outdoor Sign Regulations (the “Sign Ordinance”) to allow one secondary, on-premises signs to exceed thirty (30) square feet in area, for the property located at 2901 Milwaukee Road in the City of Beloit, for the following described premises:

Lot 1 of a Certified Survey Map recorded in Volume 40, pages 448-450 of Certified Survey Maps of Rock County, Wisconsin, as Document No. 2168734 and located in the SW ¼ of the SE ¼ of Section 20, T. 1 N., R. 13 E., of the 4<sup>th</sup> P.M., City of Beloit, Rock County, Wisconsin. Said parcel contains 0.48 acres, more or less. (A/K/A 2901 Milwaukee Road)

Adopted this 19<sup>th</sup> day of May, 2021.

**PLAN COMMISSION**

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Tim Weeden, Plan Commission Chairman

ATTEST:

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Julie Christensen, Community Development Director



## REPORT TO THE PLAN COMMISSION

**Plan Commission Meeting Date:** May 19, 2021

**Agenda Item:** 3.b

**File Number:** SOE-2021-06

### **General Information**

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**Applicant:** Site Enhancement Services & SRC Properties LLC Beloit

**Owner:** SRC Properties LLC Beloit

**Address/Location:** Mavis Tires & Brakes, 2746 Milwaukee Road

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

### **Staff Analysis**

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**Request Details:** Site Enhancement Services & SRC Properties LLC Beloit have 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 sign to exceed thirty (30) square feet in area, for the property located at 2746 Milwaukee Road. The applicant is proposing to install the following signage:

1. Re-face the existing primary pole sign. It is proposed to be 84.30 square feet. The Sign Ordinance allows a 150 square foot sign. This is not part of the exception request.
2. Install one 31.5 square foot secondary wall sign on the northeast side of the building. The Sign Ordinance allows three secondary, on premise signs up to 30 square feet in size each.
3. Install one 98.13 square foot secondary wall sign on the north side of building. The Sign Ordinance allows three secondary, on-premise signs up to 30 square feet in size each.

**Applicant's Hardship Argument:** According to the applicant, the Mavis Tires & Brakes building has the shortest elevation of the surrounding businesses. In addition, the building is set back a distance from Milwaukee Road and gets lost in the visual environment.

**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.*
  - This site does not have topographical conditions or unique attributes that are different than surrounding properties. Following the sign ordinance would not create an economic hardship for the business.

- b. *The hardship is not self-created.*
- Staff believes the hardship is self-created. The applicant could comply with the sign ordinance by modifying the size of the pole sign to become a secondary sign and making the largest wall sign (98.13 square feet) the primary sign.
- c. *The exception will not undermine the purpose of the Sign Ordinance or the public interest.*
- The proposed signage for an exception is over three times the allotted secondary signage amount. Allowing the exception will undermine the intent of permitting the minimum amount of signage necessary for effective communication.
  - The applicant has other options available and compliance with the Ordinance would actually allow more signage (one primary sign at 150 square feet plus three 30 square feet of secondary signage totaling 240 square feet compared to the 213.93 they are requesting).

**STAFF RECOMMENDATION:**

The Planning and Building Services Division recommends ***denial*** of an exception to Section 30.40(2)(c) of the Outdoor Sign Regulations (the “Sign Ordinance”) to allow two secondary, on-premises sign to exceed thirty (30) square feet in area, for the property located at 2746 Milwaukee Road, based on the above Findings of Fact.

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



## Sign Location Diagram



Proposed Secondary Wall Sign Requesting an Exception (98.13) SF North Side



Elevation  
Proposed

Sign 1

Proposed

Description:	Wall Sign - Cloud Letters	Attachment:	Flush
Face Count:	1	Available Height:	4'-9"
Illumination:	Internally Illuminated	Available Width:	31'-10"
Sign Material:	Painted Aluminum, Plex	Fascia PMS Color:	N/A
Wall Material:	Block		



A. Building Height:	18'-0"	D. Sign Width:	31'-8"
B. Building Width:	33'-8"	E. Sign Depth:	5"
C. Sign Height:	3'-1 3/16"	F. Overall Height:	14'-0"



Code Compliant (Max 30 SF)



Proposed



## Proposed Reface of Primary Pole Signs (84.3) SF North Side



### Freestanding Sign Proposed

#### Sign 1

**Description:** Freestanding - Pole Sign  
**Face Count:** 2  
**Illumination:** Internally Illuminated  
**Sign Material:** Painted Aluminum, Vinyl, flex  
**Sign Support:** Direct Barial



A. V.O. Height:	7'-4"	F. Overall Height:	33'-0"
B. V.O. Width:	10'-8"	G. Retainer Width:	2"
C. Cabinet Height:	7'-8"	H. Pole Width:	1'-0"
D. Cabinet Width:	11'-8"	Sign Setback:	47'-8"
E. Sign Depth:	2'-0"	Setback Measured From:	Road/Curb

Side A



#### Recommended



#### Recommended

Rec.Action: Reface      Sign Type: Custom Face  
 Rec.SF: 84.3      Rec.Dimensions: 7'-8" x 11'-0"

**Wall Repair / Additional Comments:**  
 Existing sign exceeds allowable height by 13'-0" and is illuminated and visible from the ROW. Custom reface required to maintain non-conforming height and illumination.

#### Code Info

Sign Type: GS  
 SF Comments:  
 Existing SF: 84.3  
 Allowed SF: 150.0 SF  
 Code: Site aggregate of 4 SF/linear ft of street frontage F/S sign NTE 150 SF; 1 FS allowed per site; Setback 15' from property line; Max OAH 20'

## Secondary Wall Sign (31.5 SF) on Northeast Side



### Elevation Proposed

#### Sign 2

**Description:** Wall Sign - Cabinet      Attachment: Flush  
**Face Count:** 1      Available Height: 12'-2"  
**Illumination:** Internally Illuminated      Available Width: 14'-4"  
**Sign Material:** Painted Aluminum, Plex      Fascia PMS Color: 0 white  
**Wall Material:** Block



A. Building Height:	31'-8"	D. Sign Width:	8'-1 1/2"
B. Building Width:	14'-6"	E. Sign Depth:	1'-3 1/2"
C. Sign Height:	3'-10 1/2"	F. Overall Height:	26'-9"



#### Recommended



#### Recommended

Rec.Action: Replace      Sign Type: Cabinet  
 Rec.SF: 31.5      Rec.Dimensions: 3'-10 1/2" x 8'-1 1/2"

**Wall Repair / Additional Comments:**  
 Largest proposed is largest that will fit within recessed area. Recessed area is 8'-0" x 8'-0".

#### Code Info

Sign Type: WS  
 SF Comments:  
 Existing SF: 30.06  
 Allowed SF: 300.0 SF Aggregate  
 Code: NTE Aggregate of 4 SF/linear ft of street frontage; Number of signs allowed NTE SF Allowance.



Heading Westbound on Milwaukee Service Road



Heading Westbound on Milwaukee Road



Heading Eastbound on Milwaukee Road



# 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-2021-06

1. Name of applicant: Site Enhancement Services Phone #: 800-599-7696  

<u>6001 Nimitz Parkway</u> <small>(Address)</small>	<u>South Bend</u> <small>(City)</small>	<u>IN</u> <small>(State)</small>	<u>46628</u> <small>(Zip)</small>
--	--	-------------------------------------	--------------------------------------
2. Address of subject property: 2746 Milwaukee Road
3. Tax Parcel Number(s): 206 22981600
4. Legal description: \_\_\_\_\_  
\_\_\_\_\_
5. Present zoning: C-3 Present use: Auto Service
6. Proposed use (if different): N/A
7. Owner of record: SRC Properties LLC Beloit Phone: 630-347-8176  

<u>49W755 Peterson Road</u> <small>(Address)</small>	<u>Maple Park</u> <small>(City)</small>	<u>IL</u> <small>(State)</small>	<u>60151</u> <small>(Zip)</small>
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E-mail address: bids@foxvalley.net
8. State specific sections of code and exception(s) requested: (Use separate sheet if necessary)  
30.43(2)(c)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
9. State specific hardship experienced by the applicant: (Use separate sheet if necessary)  
See Attached

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.

Alamy / Robbin Casey / 4/6/21  
 (Signature of Owner) (Print name) (Date)

Shawn Smith / Shawn Smith / 4/16/2021  
 (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: 100.00 Meeting date: May 19th  
 Application accepted by: Arlony Pattmann Date: 4/23/2021  
 No. of notices: \_\_\_\_\_ x mailing cost (\$0.50) = cost of mailing notices: \$ \_\_\_\_\_  
 Date Notice Published: \_\_\_\_\_ Date Notice Mailed: \_\_\_\_\_

*CK# 1818222*





City of Beloit - Sign Ordinance Exception Application Form

**9. State specific hardship experienced by the applicant:**

The signage that is requested in the application is intended to notify motorists that are traveling on the busy adjacent roadway system of the existence of business.

The signs at the size requested will allow motorists traveling on Milwaukee Road the ability to view, comprehend, and respond to the signs in a manner that will allow for the safe vehicular travel on the roadway. Signs at the code allowed size will force motorists to scan the complex visual environment in order to find their destination, all time/effort that is taken away from the motorist's primary task of control of their vehicle.

The Mavis location is unique in the fact that while the building has frontage on the roadway, it is the shortest elevation of the business and therefore gets lost in the complex visual environment. While the Mavis Discount Tire store will have a freestanding sign, the wall signs that are proposed are of equal importance as they serve an entirely different function. The freestanding sign is intended to set a marker for the proximity of the business within the trade area while the façade signs are intended to identify an actual physical structure. The distinction of function is important because a decrease in the functionality of just one of the elements can cause a negative situation for a motorist trying to locate this destination.

Another factor to consider in the request is the business and the service that is offered at this property. Many of the customers that visit this type of establishment are in a state of concern over their vehicle or the ability to function their vehicle properly. The signage that we are requesting will function as a wayfinding device that is clearly visible so that the motorists can spend their energy operating their vehicle and get it to this location.

This request is not out of the norm for the area nor will it negatively affect the surrounding area. This location has zero impact on any residentially zoned property and all of the surrounding properties are commercial in nature. Motorists traveling along Milwaukee will only benefit from the relief that is proposed and the surrounding businesses could actually benefit as well. While work is being completed for a client at the Mavis location, patrons will have the ability to visit other businesses that are within walking business. This is additional traffic brought to these locations is all because motorists were able to locate the Mavis business.

SOUTH BEND

6001 Nimitz Pkwy | South Bend, IN | 46628 | p. 888.276.7107 | f. 574.237.6166



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**

May 5, 2021

To Whom It May Concern:

Site Enhancement Services and SRC Properties LLC Beloit have filed an application for an exception to Section 30.40(2)(c) of the Outdoor Sign Regulations (the “Sign Ordinance”) to allow one secondary wall signs to exceed thirty (30) square feet in area, for the property located at:

### **Mavis Tires & Brakes, 2746 Milwaukee Road.**

The proposed sign package includes two secondary wall signs on the building. The Sign Ordinance allows up to three secondary wall signs on the building up to 30 square feet each. One of the proposed wall signs is 98.13 square feet.

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

**City Plan Commission:** Wednesday, May 19, 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](mailto: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.**



RUIZ, ANTHONY M  
PO BOX 35400  
SARASOTA FL 34242

HARTL HOLDINGS LLC  
2770 MILWAUKEE RD  
BELOIT WI 53511

BELOIT HOTEL GROUP LLC  
382 WOODSIDE PLACE  
DIXON IL 61021

GENE DENCKER BUICK-PONTIAC INC  
2700 MILWAUKEE  
BELOIT WI 53511-3999

**RESOLUTION DENYING AN EXCEPTION TO SECTION 30.40(2)(C) OF THE SIGN ORDINANCE FOR THE PROPERTY LOCATED AT 2746 MILWAUKEE ROAD**

**WHEREAS**, the application of SRC Properties LLC Beloit for an exception to Section 30.40(2)(c) of the Outdoor Sign Regulations (the “Sign Ordinance”) to allow two secondary, on-premises sign to exceed thirty (30) square feet in area, for the property located at 2746 Milwaukee Road, having been considered by the Plan Commission of the City of Beloit, Wisconsin at a public hearing held for that purpose.

**WHEREAS**, the applicant does not meet the criteria to grant an exception from Section 30.40(2)(c) of the Outdoor Sign Regulations (the “Sign Ordinance”).

**NOW, THEREFORE, IT IS HEREBY RESOLVED**, that the Plan Commission of the City of Beloit, Rock County, Wisconsin does hereby deny an exception to Section 30.40(2)(c) of the Outdoor Sign Regulations (the “Sign Ordinance”) to allow two secondary, on-premises sign to exceed thirty (30) square feet in area, for the property located at 2746 Milwaukee Road in the City of Beloit, for the following described premises:

Lot one of Certified Survey Map Document No. 1214746 As recorded in volume 17 on pages 28, 29, and 30 of Certified Survey Maps, Situated in the N.W. ¼ of Section 29, T. N., R. 13 E. of the 4<sup>th</sup> P.M., City of Beloit, Rock County, Wisconsin. Said parcel contains 0.69 acres more or less. (A/K/A 2746 Milwaukee Road)

Adopted this 19<sup>th</sup> day of May, 2021.

**PLAN COMMISSION**

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Tim Weeden, Plan Commission Chairman

ATTEST:

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Julie Christensen, Community Development Director