

PUBLIC NOTICE & AGENDA BELOIT PLAN COMMISSION

City Hall Forum - 100 State Street, Beloit, WI 53511 7:00 PM

Wednesday, July 21, 2021

- 1. CALL TO ORDER AND ROLL CALL
- 2. MINUTES
 - 2.a. Consideration of the minutes of the July 7, 2021 Plan Commission meeting Attachment
- 3. PUBLIC HEARINGS
 - 3.a. Consideration of Exceptions to 30.40(2)(c) and (e) of the Outdoor Sign Regulations to allow an additional wall sign to be greater than 30 square feet and to allow more than three secondary signs on the property located at 1390 Gateway Boulevard

 Attachment
- 4. REPORTS
 - 4.a. Consideration of a Resolution approving a revised Extraterritorial three-lot Certified Survey Map for the property located at 9127 S Lathers Road in the Town of Turtle Attachment
- STATUS REPORT ON PRIOR PLAN COMMISSION ITEMS

Zoning Map Amendment - 901 Harrison

Zoning Map Amendment - 2021 E Ridge Road

Zoning Map Amendment - 1555 Willowbrook Road

Comprehensive Plan Amendment - 2000 Block of Porter Avenue

Annexation - 2000 Block of Porter Avenue

Annexation - 2317 Forest Avenue

Acquisition of Land for Right Turn Lane

Sign Ordinance Amendment related to Sign Bonuses

- 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, July 7, 2021

1. CALL TO ORDER AND ROLL CALL

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

2. MINUTES

2.a. Consideration of the minutes of the June 23, 2021 Plan Commission meeting Motion was made by Commissioner Ramsden, seconded by Commissioner Anderson to approve the minutes. Motion carried, roll call vote (4-0).

3. PUBLIC HEARINGS

3.a. Consideration of a Zoning Map Amendment from M-2, General Manufacturing District, to C-3, Community Commercial District, for the property located at 1555 Willowbrook Road

Drew Pennington, Director of Planning and Building Services, presented the staff report and recommendation.

Commissioner Weeden opened the public hearing.

Jack Gill, 1702 Park Ave, President of the Credit Union, stated that the business is expanding and growing and they need a new location in Beloit to continue doing business.

Commissioner Weeden closed the public hearing.

Motion was made by Commissioner Anderson, seconded by Commissioner Finnegan to approve the Zoning Map Amendment. Motion carried, roll call vote (4-0).

4. REPORTS

4.a. Consideration of the annexation of two lots South of 2030 Porter Avenue from the Town of Beloit to the City of Beloit

Drew Pennington, Director of Planning and Building Services, presented the staff report and recommendation.

Commissioner Anderson asked what the purpose for the annexation is since sewer service is not needed. Mr. Pennington stated that the primary purpose is to meet off-street parking requirements, and the applicant reached out to the City of Beloit to get it zoned Industrial for off street parking. Commissioner Anderson asked if Mr. Pennington knew why the parking lot could not be developed in the Town, and Mr. Pennington stated that he was not involved but that it could be prohibited by the R-1 zoning in the Town.

Commissioner Weeden asked if there was going to be truck traffic that is coming and going from the site. Mr. Pennington stated that it would most likely be box truck traffic but not semi-trucks. Commissioner Weeden asked if the traffic would be using Henderson or Porter Ave. Mr. Pennington stated that traffic would use Porter Ave, and that the East-West alley shown on the preliminary site plan connects to Nelson Ave in Town of Beloit and would need their approval.

Motion was made by Commissioner Ramsden, seconded by Commissioner Anderson to approve the annexation. Motion carried, roll call vote (4-0).

4.b. Consideration of the annexation of 2317 Forest Avenue from the Town of Beloit to the City of Beloit

Drew Pennington, Director of Planning and Building Services, presented the staff report and recommendation.

Motion was made by Commissioner Ramsden, seconded by Commissioner Finnegan to approve the annexation. Motion carried, roll call vote (4-0).

4.c. Consideration of a Resolution approving a one-lot Extraterritorial Certified Survey Map for the property located at 1633 E Huebbe Parkway in the Town of Beloit Drew Pennington, Director of Planning and Building Services, presented the staff report and recommendation.

Motion was made by Commissioner Finnegan, seconded by Commissioner Anderson to approve the Extraterritorial CSM. Motion carried, roll call vote (4-0).

4.d. Consideration of a Resolution approving a one-lot Extraterritorial Certified Survey Map for the property located at 907 and 921 E Inman Parkway in the Town of Beloit Drew Pennington, Director of Planning and Building Services, presented the staff report and recommendation.

Motion was made by Commissioner Anderson, seconded by Commissioner Finnegan to approve the Extraterritorial CSM. Motion carried, roll call vote (4-0).

4.e. Consideration of a request to acquire a portion of the property located at 1304 Fourth Street for public right-of-way

Drew Pennington, Director of Planning and Building Services, presented the staff report and recommendation.

Motion was made by Commissioner Ramsden, seconded by Commissioner Anderson to approve the acquisition of a portion of 1304 Fourth Street for public right-of-way. Motion carried, roll call vote (4-0).

5. STATUS REPORT ON PRIOR PLAN COMMISSION ITEMS

Mr. Pennington provided the following updates: City Council had the first reading and laid over the Zoning Map Amendment for 901 Harrison Ave, the Zoning Map Amendment for 2021 E Ridge Road, and the Sign Ordinance Amendment bonuses. The next Plan Commission meeting is scheduled for July 21, 2021.

6. ADJOURNMENT

The Chairman adjourned the meeting at 7:25 PM.

Timothy Weeden, Chairman	



REPORT TO THE PLAN COMMISSION

Plan Commission Meeting Date: July 21, 2021

Agenda Item: 3.a.

File Number: SOE-2021-07

General Information

Applicant: Kevin Cook of JNB Signs and The Morse Group

Owner: DMDM Inc

Address/Location: 1390 Gateway Boulevard

Applicant's Request: Exception to the Sign Ordinance to allow an additional, on-premise sign

larger than 30 square feet in area.

Staff Analysis

Request Details: Kevin Cook of JNB Signs and The Morse Group have filed an application for an exception to Section 30.40(2)(c) and (e) of the Outdoor Sign Regulations (the "Sign Ordinance") to allow an additional, on-premises sign to exceed thirty (30) square feet in area, for the property located at 1390 Gateway Boulevard. The applicant is proposing to add an 88.72 square-foot channel letter wall sign to the south side of the building.

Background: The current quantity and size of signs on site were originally approved in 2004, and approved prior to the February 2006 Sign Ordinance update, making the existing signage legal-nonconforming. The proposed signage exceeds all eligible bonus amounts.

Applicant's Hardship Argument: According to the applicant, northbound interstate and Gateway Boulevard traffic have no way of knowing the location or identification of this site because there is currently no signage along the south and east side of the property.

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 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 relocate and rearrange some of the allotted square footage of the current signage on the

northwest corner or the northeast corner to the south side of the property to fulfill the applicant's visibility concerns.

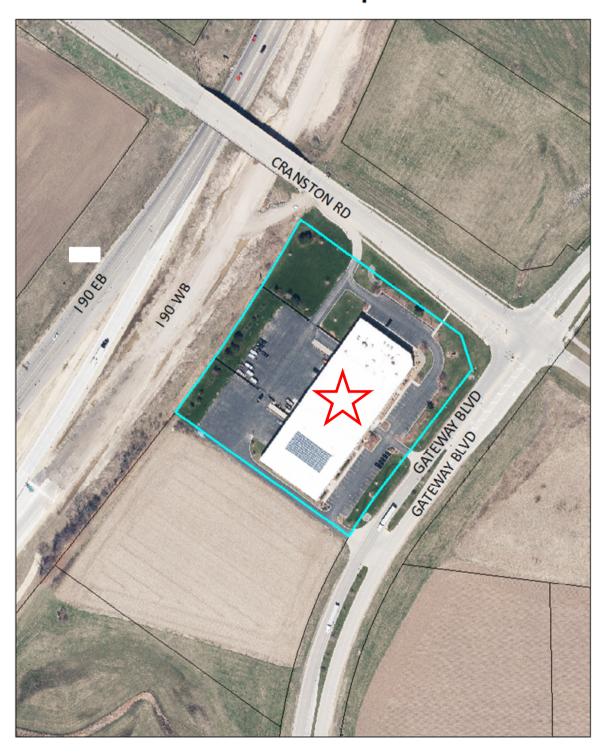
- c. The exception will not undermine the purpose of the Sign Ordinance or the public interest.
 - The proposed signage for an exception is over two times the allotted secondary signage amount, and the site already has more wall signage than is currently allowed by code. Allowing the exception will undermine the intent of permitting the minimum amount of signage necessary for effective communication.

STAFF RECOMMENDATION:

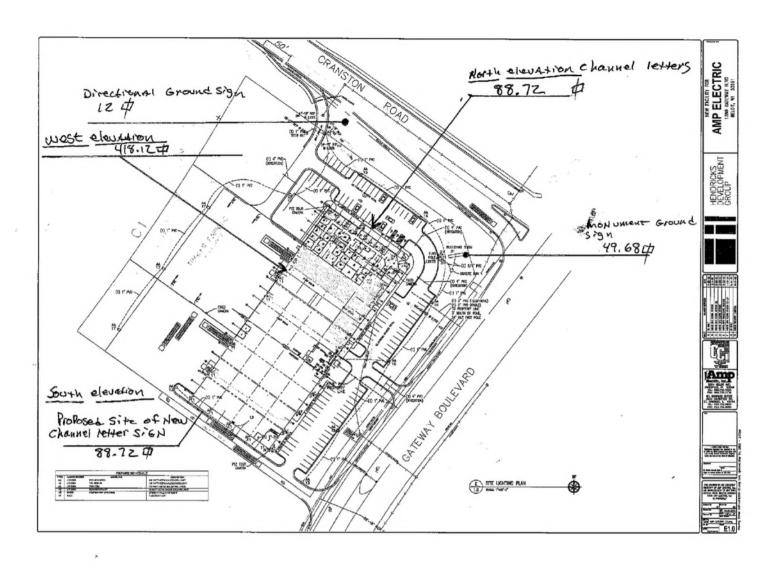
The Planning and Building Services Division recommends <u>denial</u> of an exception to Section 30.40(2)(c) and (e) of the Outdoor Sign Regulations (the "Sign Ordinance") to allow an additional, on-premises sign to exceed thirty (30) square feet in area, for the property located at 1390 Gateway Boulevard, based on the above Findings of Fact.

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

Location Map



Sign Location Diagram



Proposed Secondary Wall Sign Requesting an Exception (88.72) SF South Side

CHANNEL LETTER SPECIFICATIONS:

Scope of Work: (South Elevation) Manufacture and install (1) new set of flush mounted channel letters for "The Morse Group" as shown,

Letters: Routed. 053* aluminum backs, .040" x 5" tall returns, "Flanged & Crimpod" construction, seams sealed, drain holes.

Letter Finish: Letter interiors prefinished "White" enemet, exteriors prefinished Wrisco "Brorze".

Letter Faces: Routed 3/16" translucent "White" (#7328) acrylic, "MORSE" to have Gerber translucent "Imperial Red" (220-93) viryl, applied first surface, finished with 1" "Bronze" Jewellie trimcap,

Electrical: UL listed & labeled, Hanley 12v LED power supplies remotely mounted inside of building.

Location: To be placed 36" to the right of the end of the sign band as shown, certeined up and down

Lighting: Channel letters it internally using Hanley PF3120 "White" LED light modules.

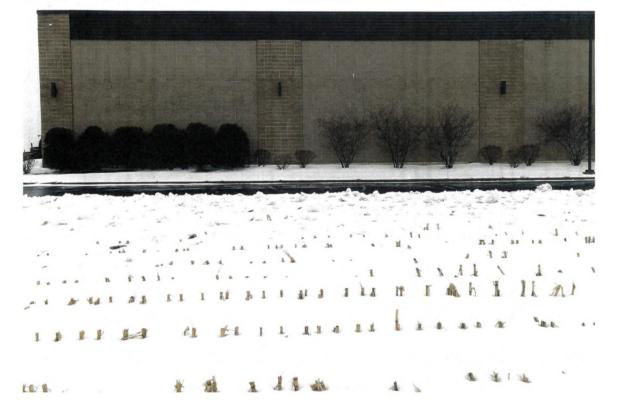








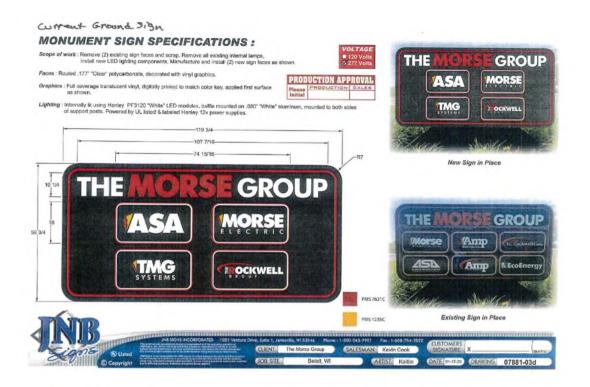
Current South elevation



North elevation



Current Ground Sign (49.68) SF Northeast Side



Current Directional Sign (12) SF on Northwest Side





west elevation

Replaces: Ecceptary

Scope of Work: Remove all channel letter signage and red dots from elevation. Leave old signage that is not to be reused on site, bring remaining signage to shop (including "IEE" from "AMP ELECTRIC") dean, strip all LED modules, replace with new LED modules and repotatern all letters for crisistali. Manufacture and instalt (1) new channel test set reading "TMG SYSTEMS". Use the existing letters (T, M, G, Y and E from "ECDENERGY" and "AMP ELECTRIC") and manufacture (3) "S", (1)" and (1)" M' to complete, reinstall existing and rew signage with new spacing.

Lighting: Existing and new Channel letters lit internally using Henley P3120 "White" LED light modules

Electrical: UL, listed & labeled, Hanley 12v LED power supplies remotely mounted inside of building.

Location: "ASA" to be placed 36" to the right of existing signage remaining, 36" spacing betwee each letter set and bullet points. All signage to be centered up and down as shown.

Letters: Routed ,063" aluminum backs, .040" x 5" tall returns, "Flanged & Crimped" construction, seams sealed, drain holes.

Letter Finish: Letter interiors prefinished "White" enamel, exteriors prefinished Wrisco "Black"

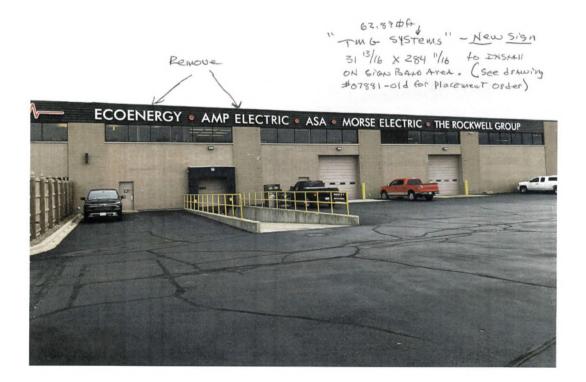
ASA • MORSE ELECTRIC • TMG SYSTEMS • THE ROCKWELL GROUP

276 1/

PRODUCTION APPROVAL
Please Initial

VOLTAGE ■ 120 Volts © 277 Volts 31 J3/16 TMG SYSTEMS





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	
(P	ease Type or Print) File number:	
1.	Name of applicant: Kevi'n Cook - JNB Signs, INC. Phone #: 608, 754, 6	<u> 33</u> 8
	1221 Venture DR. Suite Janes VIIIe, WI 53546 (Address) (City) (State) (Zip)	
2.	Address of subject property: 1390 Greteway BIVL.	
	Tax Parcel Number(s):	_
4.	Legal description: Commercial business	—
5.	Present zoning: Present use:	_
	Proposed use (if different):	_
7.	Owner of record: The Worse Group Phone: 608.299.	017
	(Address) Leve Chemorsegroup. com (State) (Zip)	_
8.	State specific sections of code and exception(s) requested: (Use separate sheet if necessary) 30.48 Exceptions Part 1 Sub Section a	
9.	State specific hardship experienced by the applicant: (Use separate sheet if necessary) Please See attached	
Plan	ning Form No. Established: March 2006 Revised: November, 2012 Page 1 of 2 F	Pages

City of Be	doit
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Sign Ordinance Exception Application Form

(continued)

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 dopuments is true and correct.

| Shawn Sullivan | C/B/202 |
| (Rigraphic of Owner) | (Print name) | (Date)
| Security & Cont | 6-7-2 |
| (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:				

· Planning Form No.

Retablished: March 2006

Revised: November, 2012

Page 2 of 2 Pages

The south elevation of the building located at 1390 Gateway Blvd., faces the northbound interstate traffic. New signage for this elevation as well as the current signage elevations, (North and West) are vital for the business identification as well as the branding for the company. The northbound interstate and Gateway Boulevard traffic has no way of knowing the location and identification without this much needed signage. It is important that The Morse Group reach the current and more importantly future customers with this signage.



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

July 7, 2021

To Whom It May Concern:

Kevin Cook of JNB Signs and The Morse Group have filed an application for an exception to Section 30.40(2)(c)(e) of the Outdoor Sign Regulations (the "Sign Ordinance") to allow an additional secondary wall signs to exceed thirty (30) square feet in area, for the property located at:

The Morse Group, 1390 Gateway Boulevard.

The proposed sign ordinance exception includes one secondary wall sign on the south side of 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 88.72 square feet.

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

<u>City Plan Commission:</u> Wednesday, July 21, 2021, at 7:00 PM, or as soon thereafter as the matter can be heard in The Forum, Beloit City Hall, 100 State Street.

We are interested in your opinion.*

*Due to the COVID-19 crisis, members of the public are highly encouraged to provide oral or written comments to the Commission and City Council via alternative means. You may mail your comments to the attention of Hilary Rottmann at 100 State Street or via email to rottmannh@beloitwi.gov. 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.

HENDRICKS COMMERCIAL PROPERTIES LLC 525 THIRD ST STE 300 BELOIT WI 53511

J W & SUSANNE COLIN TRUST 18 CULLODEN PARK RD SAN RAFAEL CA 94901

RESOLUTION DENYING AN EXCEPTION TO SECTION 30.40(2)(C) AND (E) OF THE SIGN ORDINANCE FOR THE PROPERTY LOCATED AT 1390 GATEAWAY BOULEVARD

WHEREAS, the application of Signs Now for an exception to Section 30.40(2)(c) and (e) of the Outdoor Sign Regulations (the "Sign Ordinance") to allow an additional, on-premises sign to exceed thirty (30) square feet in area, for the property located at 1390 Gateway Boulevard, 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 deny an exception to Section 30.40(2)(c) and (e) of the Outdoor Sign Regulations (the "Sign Ordinance") to allow an additional, on-premises sign to exceed thirty (30) square feet in area, for the property located at 1390 Gateway Boulevard in the City of Beloit, for the following described premises:

LOT 3 OF CERTIFIED SURVEY MAP RECORDED IN VOLUME 27 ON PAGES 257-259 OF CERTIFIED SURVEY MAPS SITUATED IN THE N.E. ¼ , S.W. ¼ AND S.E. ¼ OF SECTION 29, T. 1 N., R. 13 E. OF THE 4TH P.M, CITY OF BELOIT, ROCK COUNTY, WISCONSIN. SAID PARCEL CONTAINS 6 ACRES MORE OR LESS. (A/K/A 1390 GATEWWAY BOULEVARD)

Adopted this 21st day of July, 2021.

PLAN COMMISSION

Tim Weeden, Chairman

ATTEST:

Julie Christensen

Community Development Director



REPORT TO THE PLAN COMMISSION

Plan Commission Meeting Date: July 21, 2021

Agenda Item: 4.b.

File Number: CSM-2021-01

General Information

Applicant: Combs & Associates

Owner: Danny L Gander and Cynthia J Gander

Address/Location: 9127 S. Lathers Road

Applicant's Request: The applicant has proposed a three-lot Certified Survey Map (CSM) for

the property located at 9127 S. Lathers Road in the Town of Turtle.

Staff Analysis

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

Proposed Land Division: The Plan Commission approved a four-lot CSM for this land back in February, but the owners have made substantial changes. They are now proposing a three-lot CSM and have reconfigured Lots 1-3. The previously approved CSM included all of their agricultural land extending all the way to Minnie Lane in the Lathers Woods Subdivision in the City. However, the revised CSM leaves 70 acres un-platted, including all of the drainage swale and agricultural land on the south side (closer to Minnie Lane). Proposed Lot 1 is 50.6 acres along Hart Road. Proposed Lot 2 is 17 acres along Hart Road. Proposed Lot 3 is essentially a giant flag lot with 15.6 acres accessed from 100 feet of frontage on Clinic Road.

Surrounding Land Use and Zoning: There are agricultural land uses to the north, east and west of the subject property, zoned AE, Exclusive Agriculture, in the Town of Turtle. The properties to the south are residential uses zoned R-R, Rural Residential, in the Town of Turtle and R-1A, Single-Family Residential in the City of Beloit.

City of Beloit Comprehensive Plan and Strategic Plan: The Comprehensive Plan's Future Land Use Map recommends Agricultural uses and is within the City's Long Range Urban Growth Area.

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

Review Agent Comments: The proposed Certified Survey Map (CSM) was sent to the City of Beloit Staff and Utility Contacts, and no comments were received.

STAFF RECOMMENDATION:

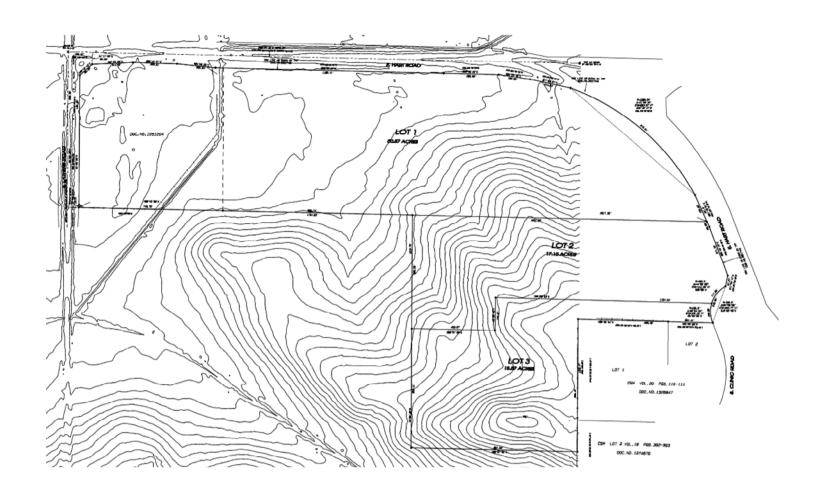
The Planning and Building Services Division recommends <u>approval</u> of the attached three-lot Certified Survey Map (CSM) for the property located 9127 S. Lathers Road in the Town of Turtle, subject to the following condition:

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

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

LOCATION MAP





CITY of BELOIT

Neighborhood Planning Division

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

	rippiication for it	eview of a Minor Sul	DUITISION
(Ple	ease Type or Print)	File Numl	ber:
1.	Address of property: E. Hart Rd.		
	Tax Parcel Number(s): 6-19-187 &	6-19-183.1	
	Property is located in (circle one): City		Beloit; Rock or LaPrairie
	he SW Quarter of Section 15, Tox		
	Owner of record: Danny L. and Cy		hone: 608-364-4767
	9127 S. Lathers Rd, Beloit, W		
	(Address)		ate) (Zip)
5.	Surveyor's name: Combs & Associ	The state of the s	hone: 608-752-0575
	109 W. Milwaukee Street, Jane		ate) (Zip)
6.	Number of new lots proposed with thi	-	lot(s).
7.	Total area of land included in this ma		101(0).
	Total area of land remaining in paren		
	Is there a proposed dedication of any)
	The present zoning classification of th		
	Is the proposed use permitted in this a		
	THE FOLLOWING ITEMS MAY NE		D/OR ATTACHED:
	 □ Site Assessment Checklist; is requi □ Pre-application meeting; a pre-app with City of Beloit Staff. □ Developer's Statement; as required □ Phase One Environmental Assess □ Certified Survey Map: one copy as 	ired if the total area of CSM is oblication meeting was held on by section 12.02(7) of the Subment: as per section 12.05(1)(c)	over 5 acres. division Ordinance. of the Subdivision Ordinance
or our	e applicant's signature below indicate ompanying documents is true and correand petition the City Plan Commission or pose stated herein. The undersigned also ss, and regulations.	ect. The undersigned does hereb City Council for approval of thi	y respectfully make application is Certified Survey Map for the
_	(Signature of applicant)	(Name of applicant)	(Date)
1	his application must be submitted at l		
	riew fee: \$150 plus \$10 per lot	Amount paid:	
Rev			
	eduled meeting date:		

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RESOLUTION

APPROVING A THREE-LOT EXTRATERRITORIAL CERTIFIED SURVEY MAP FOR THE PROPERTY LOCATED AT 9127 S. LATHERS ROAD

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

WHEREAS, the attached three-lot Certified Survey Map for the property located at 9127 S. Lathers Road, containing 83.29 acres, more or less, is located within the extraterritorial jurisdiction of the City of Beloit; and

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

PART OF THE NW 1/4 OF THE SW 1/4 OF SECTION 15 AND PART OF THE SE 1/4 OF THE SE 1/4, NE 1/4 OF THE SE 1/4, NW 1/4 OF THE SE 1/4, ALL IN T.1N., R.13E. OF THE 4TH P.M., TOWN OF TURTLE, ROCK COUNTY, WISCONSIN.

NOW, THEREFORE, BE IT RESOLVED THAT the Plan Commission of the City of Beloit does hereby conditionally approve the attached three-lot Certified Survey Map for the property located at 9127 S. Lathers Road, subject to the following condition:

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

Adopted this 21st day of July, 2021.

	Plan Commission	
	Timothy Weeden, Chairman	
ATTEST:		
Julie Christensen, Community Development Director	_	