

MINUTES
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

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

2. MINUTES

2.a. Consideration of the minutes of the July 7, 2021 Plan Commission meeting

Motion was made by Commissioner Ruster, seconded by Commissioner Anderson to approve the minutes. Motion carried, roll call vote (5-0).

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

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

Commissioner Weeden opened the public hearing.

Kevin Cook, representing JNB Signs, 1221 Venture St, Suite 1, Janesville, stated that this would be the only identification on this side of the building and that this is imperative to have this sign, and that people would miss this building if they do not add the signs on this side of the building.

Commissioner Anderson asked what year the building was constructed. Ms. Christensen stated that the building was built in 2003-2004. Commissioner Anderson stated that this building has been without the sign on that side for seventeen years, and asked Mr. Cook if something has changed. Mr. Cook stated that the traffic increases 7 percent yearly, and that there was an additional lane added to the interstate traffic and more people traveling in that area and they need to see the sign ahead of time.

Commissioner Weeden asked if back in 2004 wasn't there a need for visibility on the south and east sides of the building. Mr. Cook stated that he is sure that there was, but the sign code did not allow that then and he thinks it is imperative to have the

signs adjusted to meet the customer's needs. Mr. Cook stated that the needs and wants of owners today need to be addressed.

Commissioner Finnegan asked Mr. Cook if he could adjust the other signs and move the signs around to meet the code. He added that he is usually pro-signs but since this is a destination type of place and with having google maps, people should be able to find the building. Mr. Cook said not everyone is tech savvy, and there are thousands of vehicles that pass by daily.

Commissioner Robson asked what the Morse group is, what they provide, and who the customers are. Mr. Cook stated they provide electrical services for commercial purposes. Commissioner Ruster asked what individuals are going to be looking for this business on the interstate. Mr. Cook stated that business owners, contractors, suppliers, and delivery vehicles. Commissioner Ruster stated that given the traffic on the interstate that it is a safety issue having people gazing off into the distance. Mr. Cook stated it would easily be seen given the size of the signs.

Commissioner Anderson asked Ms. Christensen if a new building were to go up and there were a multi-tenant building what would they be allowed to have. Ms. Christensen stated if you have a strip mall, each tenant in the mall gets a sign, and they have a store front that directs them.

Commissioner Weeden closed the public hearing.

Motion was made by Commissioner Robson, seconded by Commissioner Ruster to deny the exception for 1390 Gateway Boulevard. Motion carried, roll call vote (5-0).

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

Commissioner Robson asked if the blue lines on the map are in the Town of Turtle and the grey ones are the City of Beloit. Ms. Christensen said that the grey ones are the City of Beloit, and the blue lines outline the parcel that the Certified Survey Map is for.

Commissioner Anderson asked if the future use is intended to be agricultural. Ms. Christensen said it is proposed for agricultural uses, and that the Comprehensive Plan addresses the fact that the City has a boundary agreement. Commissioner Anderson asked what was the reason for the land division if they do not intend to do something else with those parcels. Ms. Christensen stated that the City no longer has the authority to impose the Comprehensive Plan on town parcels.

Councilor Preuschl asked if the large blue lot is divided into three lots. Ms. Christensen stated that the large chunk would just remain one big unplatted lot, and the owner is likely to sell those three lots and put houses on them. Commissioner Robson asked who owns that lot. Ms. Christensen said Danny and Cynthia Gander own it.

Motion was made by Commissioner Ruster, seconded by Commissioner Robson to approve the resolution for the Extraterritorial three-lot CSM. Motion carried, roll call vote (5-0).

5. STATUS REPORT ON PRIOR PLAN COMMISSION ITEMS

Ms. Christensen updated the Plan Commission on the actions taken by City Council related to a variety of items previously reviewed by Plan Commission. The next Plan Commission meeting is scheduled for August 4, 2021.

6. ADJOURNMENT

Motion made by Commissioner Robson, and seconded by Commissioner Ruster to adjourn the meeting. Motion carried, roll call vote (5-0).

Timothy Weeden, Chairman