

MINUTES
PLAN COMMISSION
City Hall Forum - 100 State Street, Beloit, WI 53511
7:00 PM
Wednesday, January 18, 2023

1. CALL TO ORDER AND ROLL CALL

Chairperson Weeden called the meeting to order at 7:00 PM. Chairperson Weeden, Commissioners Ramsden, Flesch, Janke, Jacobsen, Anderson, and Councilor Dunkin were present. Commissioner Toral was absent.

2. MINUTES

2.a. Consideration of the minutes of January 4, 2023 Plan Commission meeting

Motion was made by Commissioner Ramsden, seconded by Commissioner Jacobsen to approve the minutes. Motion prevailed, voice vote (6-0).

3. PUBLIC HEARINGS

3.a. Consideration of a Resolution approving an amendment to the Future Land Use Plan of the City of Beloit's Comprehensive Plan for a portion of the properties located at 343 Euclid Ave and 340 W Grand Ave

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

Chairperson Weeden opened the public hearing.

Brian Delrose, 701 E Waterford Drive, Beloit, Wisconsin, representing Peoples Church of Beloit stated that he was there to answer any questions anyone may have.

Chairperson Weeden closed the public hearing.

Commissioner Ramsden moved to approve the resolution amending the Future Land Use Plan, seconded by Commissioner Flesch. Motion approved, voice vote (6-0).

3.b. Consideration of an Ordinance amending the Zoning District Map for the City of Beloit for a portion of the properties located at 343 Euclid Avenue and 340 W Grand Avenue

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

Chairperson Weeden opened and closed the public hearing.

Commissioner Janke moved to approved the ordinance amending the Zoning District Map, seconded by Commissioner Jacobsen. Motion approved, voice vote (6-0).

3.c. **Consideration of a Planned Unit Development (PUD) Master Land Use Plan for the property located at 625 Third St**

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

Chairperson Weeden asked what the Comprehensive Plan designation was for the Ironworks Campus. Ms. Christensen said it is downtown, so it is labeled downtown on the Future Land Use Map. Chairperson Weeden said that most of the Ironworks Campus is zoned M-1, and in the report, it is listed M-2. Ms. Christensen clarified that the Ironworks Campus is zoned M-2, General Manufacturing District.

Chairperson Weeden opened the public hearing.

Rick Dexter, 604 Pleasant Street, Unit 250, indicated that he was never notified about this PUD and has concerns about the noise from the outdoor entertainment. Mr. Dexter said that he thinks this is a good project overall, but if they are open until midnight with bands playing, he would object to the PUD. Mr. Dexter said he also has concerns about the signs and lighting.

Chairperson Weeden asked Ms. Christensen why the Heritage View occupants were not notified. Ms. Christensen said she did not mail the public notice herself, so she is not sure why they were not notified. Councilor Dunkin said she had seen something in the packet about the noise ordinance that said they have to stop by 10 pm. Commissioner Anderson asked if there was requirement that the sign be turned off at night.

Ms. Christensen said that there is no requirement for the sign to be turned off, and if Plan Commission wants the sign to turn off at some point in the night, they can make a condition of approval to require that. Commissioner Flesch asked if Mr. Dexter is concerned about the brightness of the sign. Mr. Dexter said yes it will reflect into his condo unit.

Joe Stadelman, 555 S River St, Janesville, Angus Young and Associates, representing Hendricks Commercial Properties said that there are not a lot of buildings in the City that are scaled for a sign of this type. He said that is not just a sign, but it is also art. Commissioner Ramsden said that in the report, it mentions that the flag art is going to stay, and Mr. Ramsden asked if it was going to stay.

Dan Barkes, 525 Third Street, Beloit, stated that some of the historic pictures on the wall will stay along with the flat, and the others will be removed because they are opening up the walls with windows. Mr. Barkes said that as they move north and do development at the Ironworks Campus, they are looking at options to develop that area. Commissioner Ramsden said it does not make sense to remove the art off the walls to replace with a sign for the business. Mr. Barkes said if you go back before all of the development was done, it was not attractive from across the river. Mr. Barkes said that they wanted to soften the

exterior with that art, and they want to replace the signs because they are fading. Mr. Barkes said they are proposing seating with some lighting, and keeping the environment soft without being intrusive to neighbors across the river.

Chairperson Weeden asked Mr. Barkes what their long-term investment in that site is in the City of Beloit, and what their commitment is for that site. Mr. Barkes outlined some of their plans for the Ironworks Campus.

Chairperson Weeden said if you walk the site, you have all these different businesses, and he is not sure if introducing a new use will provide compatibility. Mr. Barkes said with this corner, it will create a linkage from the Ironworks Campus to the college, hotels, and restaurants. Chairperson Weeden asked where the second access point is. Mr. Barkes said there is access off of Spine Road, and an access where Rakuten is off of Third Street. Ms. Christensen said the PUD requires two access points.

Mr. Barkes said that there will be access from the Central Parking lot off of Third Street and Spine Road. Commissioner Anderson said will there be signs and will they park in the Central area. Commissioner Anderson asked the standard of two access points means in the Zoning Ordinance. Ms. Christensen said it states there must be two points of access. The second access point could be for deliveries, with people entering from the access point on the Spine Road.

Chairperson Weeden asked if the applicant could accomplish what they are trying to do with a Conditional Use Permit. Ms. Christensen said that they cannot because of the sign. The sign can only be allowed under a PUD Master Land Use Plan.

Commissioner Jacobsen asked if there is a targeted demographic on this project. Mr. Barkes said that it is for whoever wants to come and enjoy the place. Ms. Christensen said that she has met with the applicant many times, and she had discussions with them about who would come to this place. Earlier in the evening, it could be families with children, and then later in the evening, it would likely be just adults.

Commissioner Flesch asked if there would be food trucks. Mr. Barkes said yes there will be, and they have been working on how this would be accomplished.

Commissioner Anderson said that the only place you can put a sign up is on the East side of the building, and if Plan Commission can get past on how big the sign is then there should not be any issues.

Councilor Dunkin asked about the outdoor space, and was wondering what they would do with the space during the winter months. Mr. Barkes said that it would be dormant. Councilor Dunkin said to take a look at laser tag, and do they anticipate any challenges with their timeline. Mr. Barkes said they are considering installing the windows this

summer, and the big challenge is they have to raise the floor 19 inches to comply with the floodplain requirements that were established ten years ago.

Councilor Dunkin said that they should be sure to include the residents nearby to let them know what is going on in the process. Mr. Barkes said that they plan to do so.

Chairperson Weeden closed the public hearing.

Chairperson Weeden said he thinks Plan Commission would be better off to lay the item over, and schedule a site visit for Plan Commission to get a better idea of the site itself, access issues, and signage. Chairperson Weeden said he wants to lay the item over to give the residents a chance to give input on the item.

Commissioner Ramsden moved to lay over the item, seconded by Commissioner Janke. Motion approved, voice vote (6-0).

3.d. **Consideration of an Ordinance amending the Zoning District Map for the City of Beloit for the property located at 625 Third Street**

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

Chairperson Weeden opened and closed the public hearing.

Commissioner Flesch moved to lay over the item, seconded by Commissioner Janke. Motion approved, voice vote (6-0).

4. **REPORTS**

No reports to discuss.

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. Ms. Christensen said the next Plan Commission meeting is scheduled for February 8, 2023.

6. **FUTURE AGENDA ITEMS**

Julie Christensen outlined the future agenda items.

7. **ADJOURNMENT**

Commissioner Janke moved to adjourn the meeting, seconded by Commissioner Ramsden at 8:20 PM. Motion carried, voice vote (6-0).



Chairperson