



CITY HALL • 100 STATE STREET • BELOIT, WI 53511

**MEETING NOTICE AND AGENDA  
Beloit City Plan Commission  
Wednesday, October 23, 2013 at 7:00 PM  
The Forum  
Beloit City Hall, First Floor  
100 State Street, Beloit**

1. **Call to Order and Roll Call**
2. **Approval of the Minutes of the October 9, 2013 Meeting**
3. **Sign Ordinance Exception – 2933 Milwaukee Road – U.S. Cellular**  
Public hearing, review and consideration of an exception to Section 30.40(2)(c) of the Outdoor Sign Regulations to allow three (3) secondary, on-premises wall signs to be larger than 30 square feet in area for the property located at 2933 Milwaukee Road
4. **Sign Ordinance Amendment**  
Public hearing, review and consideration of an Ordinance to amend various sections of the Code of General Ordinances of the City of Beloit pertaining to Outdoor Sign Regulations
5. **Status Report on Prior Plan Commission Items**
6. **Adjournment**

If you are unable to attend this meeting, please contact Gail Riddle in the Planning Office at 364-6700 **no later than 4:00 PM the day before the meeting.**

Notice Mailed: October 18, 2013

Approved: Julie Christensen  
Community Development Director

\*\*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**  
**BELOIT CITY PLAN COMMISSION**  
**Wednesday, October 9, 2013**  
**The Forum, Beloit City Hall**  
**100 State Street, Beloit**

1. **Call to Order and Roll Call**

Chairperson Faragher called the meeting to order at 7:00 PM. Gail Riddle called the roll. Present were Commissioners Kelly, Moore, Nee, and Kincaid. Commissioners Jacobsen and Ruster were absent.

2. **Approval of the Minutes of the September 18, 2013 Meeting**

Commissioner Nee moved and Commissioner Kelly seconded a motion to approve the Minutes of the September 18, 2013 Meeting. The minutes were approved (4-0).

3. **Comprehensive Plan Amendment – 903 and 911 East Grand Avenue**

Public hearing, review and consideration of an amendment to the Future Land Use Map of the City's Comprehensive Plan from Office to Neighborhood Commercial for the properties located at 903 and 911 East Grand Avenue.

Julie Christensen summarized the Staff Report and Staff Recommendation.

Chairperson Faragher opened the Public Hearing.

The applicant, William Zawadzki, was present for any questions.

Commissioner Faragher closed the Public Hearing.

Commissioner Kincaid asked Ms. Christensen if there were any uses in retail not appropriate for this district and she stated no.

Commissioner Kelly moved to approve the Comprehensive Plan Amendment and Commissioner Nee seconded the motion. The motion carried (4-0).

4. **Zoning Map Amendment – 903 and 911 East Grand Avenue**

Public hearing, review and consideration of a Zoning Map Amendment from C-1, Office District, to C-2, Neighborhood Commercial District, for the properties located at 903 and 911 East Grand Avenue.

Ms. Christensen summarized the Staff Report and Staff Recommendation.

Chairperson Faragher opened and closed the Public Hearing.

Commissioner Nee moved and Commissioner Kelly seconded approval of the Zoning Map Amendment. The motion carried (4-0).

5. **Conditional Use Permit – 856 Fourth Street**

Public hearing, review and consideration of a Conditional Use Permit to allow vehicle repair in the CBD-2, Central Business District-Fringe, for the property located at 856 Fourth Street.

Ms. Christensen summarized the Staff Report and Staff Recommendation.

Chairperson Faragher opened the Public Hearing.

John Thompson, owner of Butitta Brothers, was present and expressed concerns about having the striping completed by November 1<sup>st</sup>. Mr. Thompson stated that he will also speak with Planning Staff to discuss the signage. Mr. Thompson stated that he will put in green space but would like to request that he have until next year to get that done.

Charles Haynes, 209 Portland Avenue, was present and commented that he is in general support of the project but his concern is that he would like a condition to be added that will prohibit any fence higher than 4 feet to be placed on the property because he feels that a fence any higher could be used to mask junk.

Chairperson Faragher closed the Public Hearing.

Commissioners Faragher and Nee stated that they did not have a problem with a 4 foot fence.

Commissioner Moore moved and Commissioner Nee seconded a motion to approve the Conditional Use Permit with the amended condition to submit a landscape plan by December 31, 2013 and with an extension for the work to be done by June 1, 2014. Additionally, any fence that is installed will not exceed 4 feet in height. The motion carried (4-0).

6. **Preliminary Subdivision Plat – Elmwood Commons**

Public hearing, review and consideration of a 38-lot Preliminary Subdivision Plat called Elmwood Commons for property located at 1715 Elmwood Avenue in an R-2, Two-Family Residential District.

Ms. Christensen summarized the Staff Report and Staff recommendation.

Vice Chairperson Faragher opened the Public Hearing.

Terry Brown, 2629 Robinson, was present and expressed her concern about the traffic at the intersection of Elaine and Robinson. She expressed the need for a stop sign at that intersection once the subdivision is developed.

Vice-Chairperson Faragher closed the Public Hearing.

Commissioner Nee moved to approve the Preliminary Subdivision Plat and Commissioner Kelly seconded the motion. The motion carried (4-0).

7. **Planned Unit Development – 2850 & 2900 Milwaukee Road and 1865 Branigan Road**  
Public hearing, review and consideration of Planned Unit Development – Master Land Use Plan for the properties at 2850 & 2900 Milwaukee Road and 1865 Branigan Road.

Ms. Christensen summarized the Staff Report and Recommendation.

Chairperson Faragher opened the Public Hearing.

Applicant John Patch was present to represent McBain and gave some history on the origin of McBain Enterprises. Mr. Patch commented that this was a good project for the City.

Chairperson Faragher closed the Public Hearing.

Commissioner Moore moved and Commissioner Kelly seconded a motion to approve the Planned Unit Development. The motion carried (4-0).

8. **Zoning Map Amendment – 2850 & 2900 Milwaukee Road and 1865 Branigan Road**  
Public hearing, review and consideration of a Zoning Map Amendment to change the zoning district classification from C-3, Community Commercial District, to PUD, Planned Unit Development District, for the properties located at 2850 & 2900 Milwaukee Road and 1865 Branigan Road.

Ms. Christensen summarized the Staff Report and Staff Recommendation.

Chairperson Faragher opened and closed the Public Hearing.

Commissioner Moore moved and Commissioner Kelly seconded a motion to approve the Zoning Map Amendment. The motion carried (4-0).

9. **Status Report on Prior Plan Commission Items**  
The Conditional Use Permit for 622 Broad Street was approved.

The Conditional Use Permit for 201 Short Street (Rose's) was approved with the Plan Commission Conditions.

The Comprehensive Plan and Zoning and Map Amendment for 2091 Shopiere Road were approved for just the property at 2091 Shopiere Road.

10. **Adjournment**  
The meeting adjourned at 8:00 PM.

# CITY OF BELOIT

## REPORT TO THE BELOIT CITY PLAN COMMISSION

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**Meeting Date:** October 23, 2013

**Agenda Item:** 3

**File Number:** SOE-2013-03

**Applicant:** JNB Signs, Inc.

**Owner:** 2933 Milwaukee Road LLC

**Location:** 2933 Milwaukee Road

**Existing Zoning:** C-3, Community  
Commercial District

**Existing Land Use:** Vacant  
**Proposed Land Use:** U.S. Cellular

**Parcel Size:** 0.5165 Acres

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### Request Overview/Background Information:

JNB Signs, Inc. has filed an application, on behalf of 2933 Milwaukee Road LLC, for an exception to Section 30.40(2)(c) of the Outdoor Sign Regulations (the "Sign Ordinance") to allow three (3) secondary, on-premises wall signs to be larger than 30 square feet in area for the property located at 2933 Milwaukee Road.

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### Key Issues:

- A new U.S. Cellular store has been constructed on the subject property.
- The applicant has proposed a total of three (3) secondary wall signs on the façade of the building. All signs will read "U.S. Cellular" with their logo. The signs located on the South and West sides of the building will be 58.7 square feet in size. The sign located on the East side of the building will be 37.5 square feet. Graphics of the proposed wall signs are attached to this report.
- The wall signs will be five (5) inches from the wall and illuminated from behind. This illumination will be under the foot-candle limit.
- The primary sign for this property is a pylon sign located on the northeast corner of the property near Freeman Parkway. This will be 44' in height reading "U.S. Cellular" with their logo. This sign is under the 150 square foot requirement in the C-3 District.
- The proposed sign package is the standard template used for all U.S. Cellular stores in the region.
- The attached **Location and Zoning Map** shows the location of the parcel involved in this application. The adjacent zoning and land uses are as follows:
  - North: PUD, Planned Unit Development (Menards)
  - South: C-3, Community Commercial District (Road Dawg Family Restaurant)
  - East: C-3, Community Commercial District (Pilot Travel Center)
  - West: C-3, Community Commercial District (Phantom Fireworks)
- According to the Sign Ordinance, the Plan Commission may grant an exception if it determines that compliance will create an economic hardship, the hardship is not self-created, and the exception will not undermine the purpose of the Sign Ordinance or the public interest.
- The application, which is attached to this report, includes a statement relating to hardship. According to the applicant, compliance with the strict letter of the Sign Ordinance would limit their ability to advertise their brand due to the scale of the signs being too small relative to the scale of the building.
- The attached Public Notice was sent to three (3) nearby property owners. As of this writing, staff has not received any comments or concerns.
- **Findings of Fact**

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 proposed signage is the standard sign package for U.S. Cellular. It is also proportionate to the façade of the building. Limiting the size of the wall signs would place an unnecessary burden upon the applicant.
  - b. *The hardship is not self-created.*
    - The hardship resulting from strict compliance with the secondary, on-premises wall sign standards is not self-created.
  - c. *The exception will not undermine the purpose of the Sign Ordinance or the public interest.*
    - The proposed signs are compatible with the building façade and surrounding properties. The exceptions to the secondary, on-premises wall sign standards will not undermine the purpose of the Sign Ordinance.

**Consistency with Comprehensive Plan and Strategic Plan:**

The subject property's underlying zoning district classification is consistent with the Comprehensive Plan. Consideration of this request supports City of Beloit Strategic Goal #5.

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**Sustainability:** (Briefly comment on the sustainable long term impact of this policy or program related to how it will impact both the built and natural environment utilizing the four following eco-municipality guidelines)

- **Reduce dependence upon fossil fuels** – N/A
- **Reduce dependence on chemicals and other manufacturing substances that accumulate in nature** - N/A
- **Reduce dependence on activities that harm life sustaining eco-systems** – N/A
- **Meet the hierarchy of present and future human needs fairly and efficiently** – N/A

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**Staff Recommendation:**

The Planning & Building Services Division recommends **approval** of an exception to Section 30.40(2)(c) of the Outdoor Sign Regulations (the "Sign Ordinance") to allow three (3) secondary, on-premises wall signs to be larger than 30 square feet in area for the property located at 2933 Milwaukee Road based on the above Findings of Fact and subject to the following conditions:

1. The applicant may install two (2) secondary, on-premises wall signs at a maximum size of 58.7 square feet for each.
2. The applicant may install one (1) additional secondary, on-premises wall sign at a maximum size of 37.5 square feet.
3. The applicant or sign contractor shall obtain an Architectural Review Certificate and a Sign Permit before installing the 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.

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**Fiscal Note/Budget Impact:** N/A

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**Attachments:** Location & Zoning Map, Sign Specifications, Site Plan, Application, Public Notice, and Resolution.

# Location & Zoning Map

2933 Milwaukee Road

SOE-2013-03



1 inch = 308 feet  
 0 70 140 280 420 Feet

**Legend**

- COB Parcels
- Zoning District

Map prepared by: Stephanie Hummel  
 Date: October 2013  
 For: City of Beloit Planning & Building Services  
 Date of Aerial Photography: March 2011

**PLANNING & BUILDING SERVICES DIVISION**

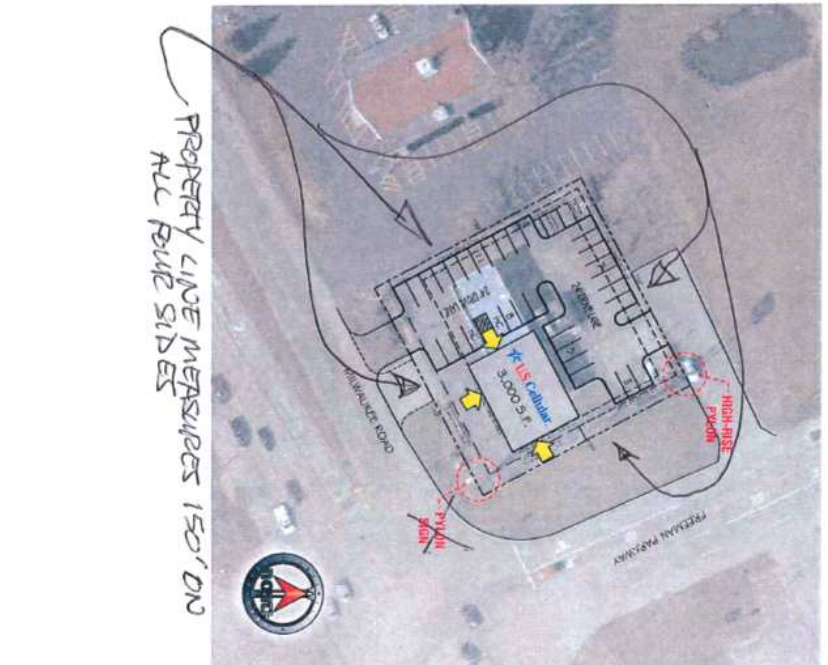
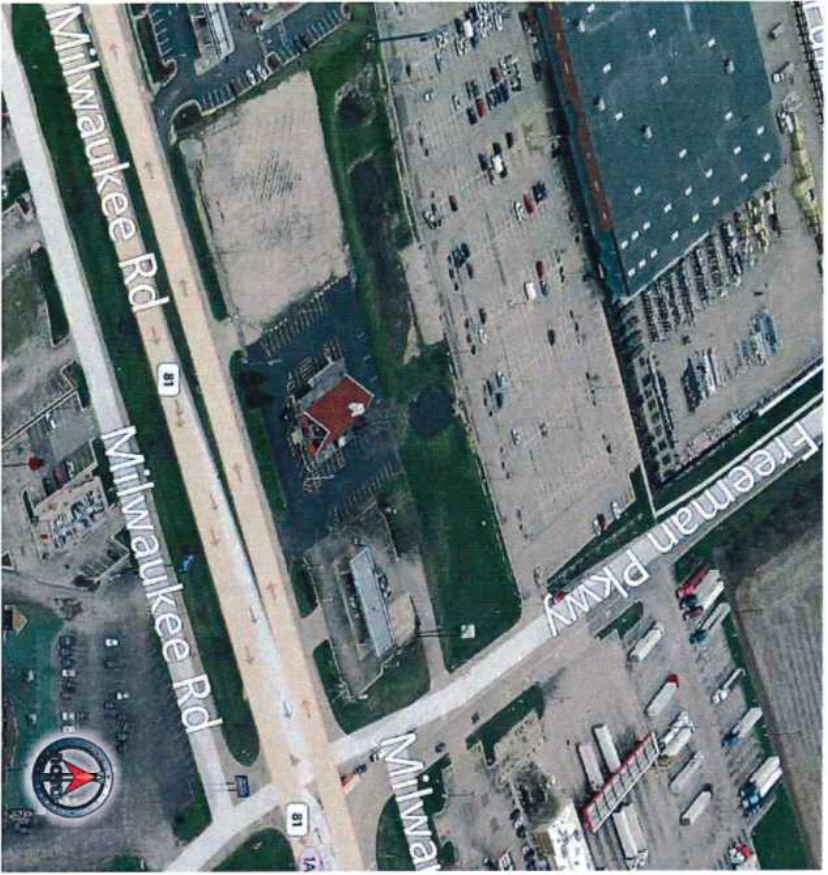


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162815 Star Road, Manassas, VA 20108

05.30.2013

S. Carino

USC-Bidlet-C

R. Paulson

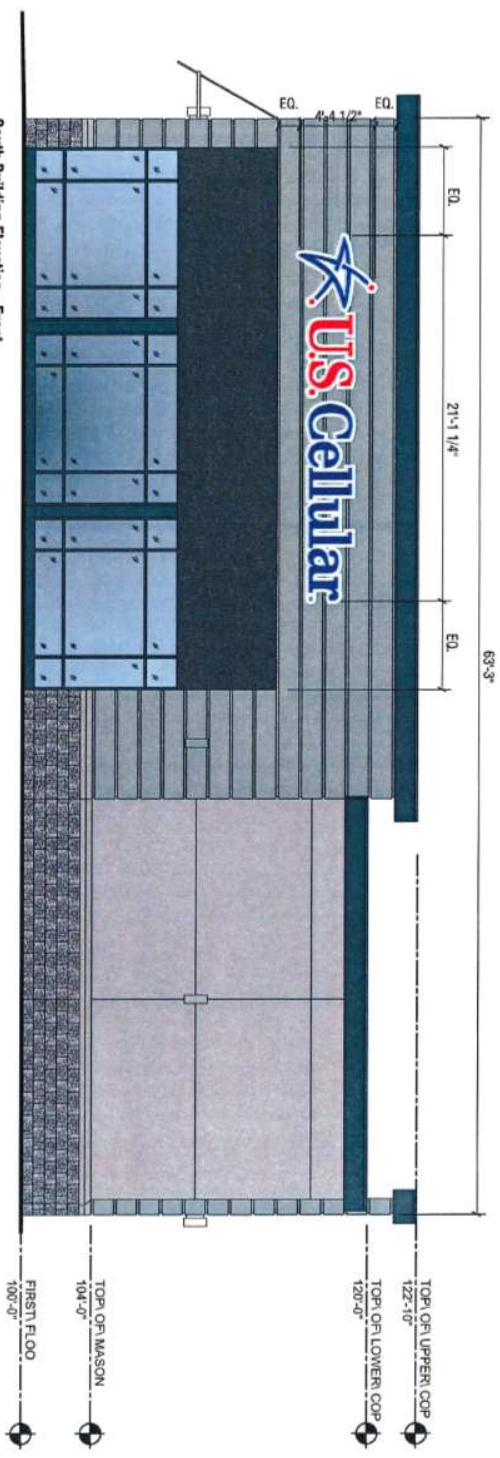
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JAMES PAUL  
ILL. 6410195-201

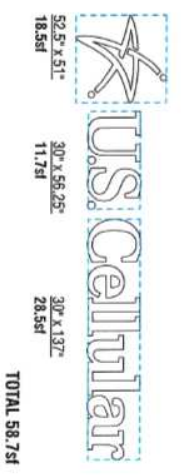
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1 7





South Building Elevation - Front  
 scale: 3/16" = 1'-0"



It is the intent and purpose of this color rendering to provide a basic color representation of your sign, finish and color. However, slight shade and printed colors will vary from actual colors shown and color. Existing painted surfaces will have a perspective reference in place and color from your sign files. Providing a sample of the paint you wish to make use of a uniform color rendering will minimize the discrepancy.

18265 Star Road Nampa, ID 83687 toll free: 800.592.8058 cell: 208.345.4020 fax: 208.336.9886 www.ingenerational.com

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2933 Millwaukee Rd. Bechtel, WI 53511

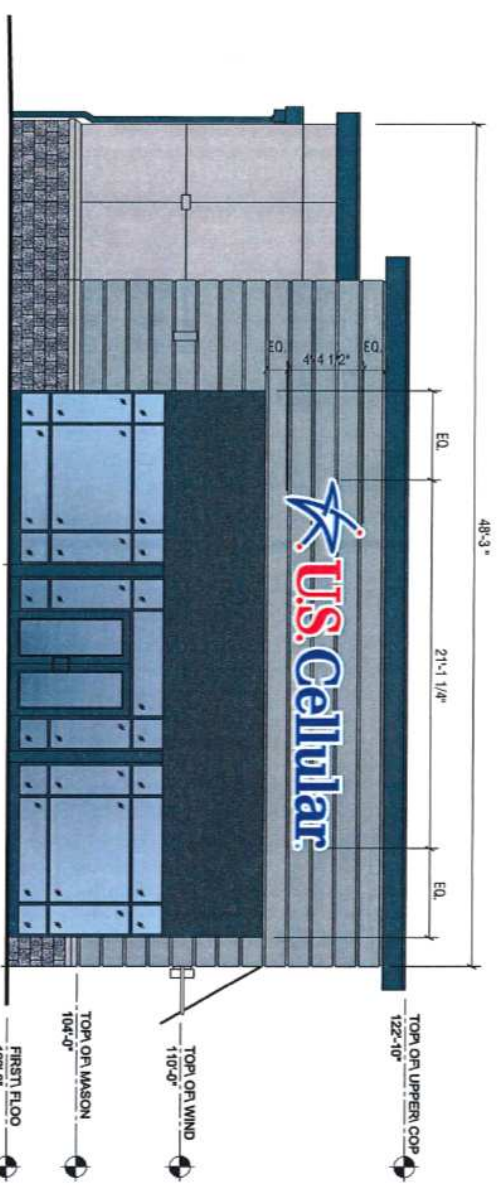
05.30.2013 S. Carpio

05.30.2013 R. Paulson

US-C-Bechtel-C

P2 08.01.2013

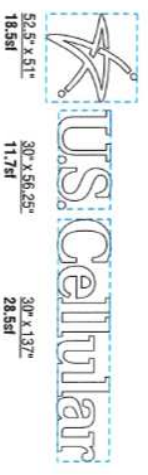
3 of 7



West Building Elevation - Entrance  
Scale: 3/16" = 1'-0"



Mfg. & Install New 30" LED Channel Letters  
Scale: 3/8" = 1'-0"



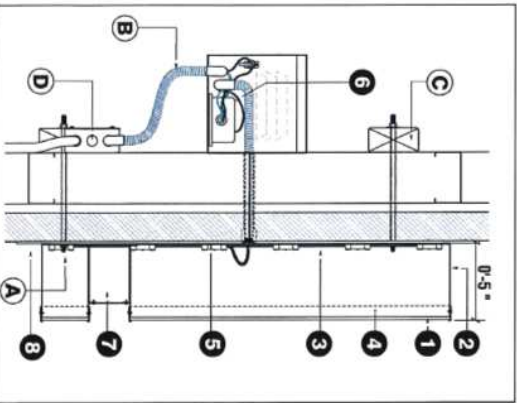
TOTAL 58.7sf

16345 Star Road, Nampa, ID 83857, Mail From: 800.592.8038, Meter: 208.248.4030, Fax: 208.248.9886, www.image-nationalsigns.com

DATE	05.30.2013	ORDER #	S. Carico
CLIENT	R. Paulson	PROJECT	USC-Bldg-C
DESIGNER	R. Paulson	QUANTITY	R2 08.01.2013

16345 Star Road, Nampa, ID 83857, Mail From: 800.592.8038, Meter: 208.248.4030, Fax: 208.248.9886, www.image-nationalsigns.com

2 of 7



## I N S T A L L

- A.** Non-Corrosive Securement
  - 1/4" Rivet Nut w/ All-Thread Attachment**  
(or appropriate mounting hardware)
  - B.** 1/2" Flexible Conduit to 120V Power
  - C.** Blocking as Required per Location
  - D.** (1) 20 amp 120V Circuit Required
- NOTE:** Disconnect Switch Required in Transformer Box (Supplied by Image National)



<p><b>1 FACE:</b> MATERIAL: 3/16" ACRYLIC COLOR: 020-4 or 2447 WHITE VINYL: #53 Cardinal Red &amp; #97 Shield Blue</p> <p><b>2 TRIM CAP:</b> MATERIAL: 1" JEWELITE TRIM CAP COLOR: WHITE</p> <p><b>3 STEP DOWN:</b> MATERIAL: PRE-PAINTED .040 ALUM. SIZE: 3 3/4" COLOR: PRE-PAINTED WHITE (WHITE INSIDE)</p>	<p><b>4 RETURNS:</b> MATERIAL: PRE-PAINTED .040 ALUM. SIZE: 5" COLOR: PRE-PAINTED WHITE (WHITE INSIDE)</p> <p><b>5 BACKS:</b> MATERIAL: PRE-PAINTED .063 ALUM. COLOR: PRE-PAINTED WHITE (WHITE INSIDE)</p>	<p><b>6 ILLUMINATION:</b> MATERIAL: GE SIZE: T8D COLOR: WHITE</p> <p><b>7 ELECTRICAL:</b> POWER SUPPLY: (2) GEPS 12-60 TOTAL amps: 1.7 amps EA. set</p>
<p><b>8 BACKGROUND:</b> MATERIAL: PAINTED .125 ALUM. COLOR: PAINTED SATIN WHITE</p>	<p><b>9 ELECTRICAL:</b> MATERIAL: PAINTED 1/4" ALUM. SIZE: 3 1/4" X 3 1/4" COLOR: PAINTED WHITE w/ 1st SUR. VINYL #97 BRISTOL BLUE</p>	

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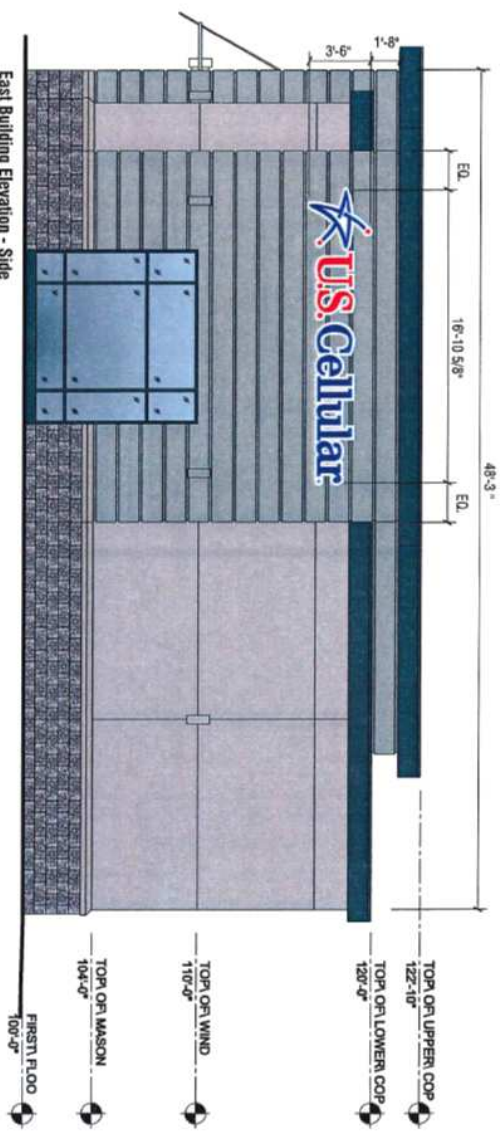
14255 Shaw Road, Manassas, VA 20108-1008 | Tel: 800.592.8058 | Fax: 202.338.4000 | Email: 202.338.9888 | www.imagenational.com

DATE: 05-30-2013	DRAWN BY: S. Cahelo	CHECKED BY: USC-Bridle-C	REVISION: R2 08.01.2013
BY: R. Paulson	DATE: 05-30-2013	BY: R. Paulson	DATE: 05-30-2013

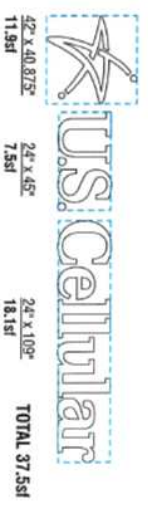
5 of 7

Page #

The Buyer hereby warrants that the sign will be installed in accordance with the specifications and drawings provided by the manufacturer. The Buyer shall be responsible for obtaining all necessary permits and approvals from the appropriate authorities. The Buyer shall be responsible for obtaining all necessary permits and approvals from the appropriate authorities. The Buyer shall be responsible for obtaining all necessary permits and approvals from the appropriate authorities.



**Mfg. & Install New 24" LED Channel Letters**  
 Scale: 1/2" = 1'-0"



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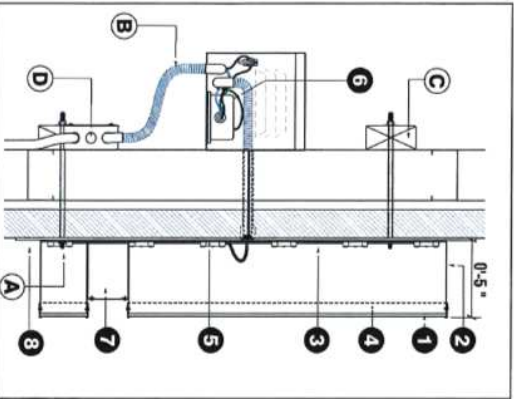
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4 of 7



## I N S T A L L

- A. Non-Corrosive Securement**  
1/4" Rivet Nut w/ All-Thread Attachment  
(or appropriate mounting hardware)
  - B. 1/2" Flexible Conduit** to 120V Power
  - C. Blocking** as Required per Location
  - D. (1) 20 amp 120V Circuit** Required  
(supplied by others than Image National)
- NOTE:** Disconnect Switch Required in Transformer Box (Supplied by Image National)



Min. & Install New 24" LED Channel Letters  
SCALE: 1/2" = 1'-0"

<b>1 FACE:</b> MATERIAL: 3/16" ACRYLIC COLOR: 020-4 or 2447 WHITE VINYL: #53 Cardinal Red & #97 Bristol Blue	<b>2 RETURNS:</b> MATERIAL: PRE-PAINTED .040 ALUM. SIZE: 5" COLOR: PRE-PAINTED WHITE (WHITE INSIDE)	<b>3 ILLUMINATION:</b> MATERIAL: GE SIZE: T8D COLOR: WHITE
<b>4 TRIM CAP:</b> MATERIAL: 1" JEWELITE TRIM CAP COLOR: WHITE	<b>5 BACKS:</b> MATERIAL: PRE-PAINTED .063 ALUM. COLOR: PRE-PAINTED WHITE (WHITE INSIDE)	<b>6 ELECTRICAL:</b> POWER SUPPLY: (2) GEPS 12-50 TOTAL amps: 1.7 amps EA. set
<b>7 STEP DOWN:</b> MATERIAL: PRE-PAINTED .040 ALUM. SIZE: 3 3/4" COLOR: PRE-PAINTED WHITE (WHITE INSIDE)	<b>8 BACKGROUND:</b> MATERIAL: PAINTED .125 ALUM. COLOR: PAINTED SATIN WHITE	<b>9 MATERIAL:</b> PAINTED 1/4" ALUM. SIZE: 3 1/4" x 3 1/4" COLOR: PAINTED WHITE w/ 1st SUR. VINYL #97 BRISTOL BLUE

It is the intent and purpose of the color selection to provide a color representation of your sign, logo and color. However, digital media and printed matter will vary from actual print colors and color. Existing printed matters will have a percentage difference in colors and please view your sign files. Providing a sample of the print you wish to match or a substrate print color formula will minimize the difference.

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**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-2013-03

1. Name of applicant: RICK BRUNTON JOBS SIGNS, INC Phone #: 921.9689  
1221 VENTURE DR / STE 1 JANESVILLE - WI 53546  
(Address) (City) (State) (Zip)
2. Address of subject property: 2933 MILWAUKEE ROAD
3. Tax Parcel Number(s): 22040150
4. Legal description: PT LY MORGAN FARM PT SE 1/4 SW 1/4 COM AT INTERSEC N R/W STH 15 &  
W R/W LE FRONTAGE RD OF 190 FT W 150 FT, TH NWLY 150 FT, TH NE PLL TO STH 15 150 FT
5. Present zoning: G-3 Present use: VACANT
6. Proposed use (if different): RETAIL
7. Owner of record: 2933 MILWAUKEE ROAD BELOIT, WI Phone: \_\_\_\_\_  
230 OHIO ST / STE 200 OSTKOSH WI 54902  
(Address) (City) (State) (Zip)  
E-mail address: \_\_\_\_\_
8. State specific sections of code and exception(s) requested: (Use separate sheet if necessary)  
30.43 (2) (c) Wall signs shall . . . not exceed 30 sq. ft. of sign  
area . . . when used as a secondary on-premise sign.  
SEEKING APPROVAL FOR THREE LETTERSETS WITH FOLLOWING SIGN  
AREAS: SOUTH ELEVATION - 58.7 sq. ft., WEST ELEVATION - 58.7 sq. ft.  
AND EAST ELEVATION 37.5 sq. ft.
9. State specific hardship experienced by the applicant: (Use separate sheet if necessary)  
New construction. Building designed with designated sign  
display areas above architectural elements. Signs restricted  
to 30 sq. ft. would look too small to scale of building and  
designated sign display areas.

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)	_____ (Print name)	_____ (Date)
 (Signature of Applicant, if different)	<u>Rick Brunton</u> (Print name)	<u>9-16-13</u> (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: <b>\$100.00</b>	Amount paid: <u>100.<sup>00</sup></u> Meeting date: <u>10/23/13</u>
Application accepted by: <u>STNJP</u>	Date: _____
No. of notices: <u>3</u> x mailing cost (\$0.50) = cost of mailing notices: \$ <u>1.50</u>	
Date Notice Published: <u>10/12/13</u>	Date Notice Mailed: <u>10/11/13</u>

**RESOLUTION AUTHORIZING AN EXCEPTION TO  
THE SIGN ORDINANCE FOR THE PROPERTY  
LOCATED AT 2933 MILWAUKEE ROAD**

**WHEREAS**, the application of JNB Signs, Inc., on behalf of 2933 Milwaukee Road Beloit, LLC, for an exception to Section 30.40(2)(c) of the Outdoor Sign Regulations (the “Sign Ordinance”) to allow three (3) secondary, on-premises wall signs to be larger than 30 square feet in area for the property located at 2933 Milwaukee Road, 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 an exception to Section 30.40(2)(c) of the Sign Ordinance to allow three (3) secondary, on-premises wall signs to be larger than 30 square feet in area for the property located at 2933 Milwaukee Road in the City of Beloit, for the following described premises:

PT L 4 MORGAN FARM PT SE ¼ SW ¼ COM AT INTERSEC N R/W STH 15 & W  
R/W LE FRONTAGE ROAD OF I90, TH W 150 FT, TH NWLY 150 FT, TH NE PLL TO  
STH 15 150 FT, TH SELY 150 FT TO POB 1 A, LOCATED IN THE CITY OF BELOIT,  
COUNTY OF ROCK, STATE OF WISCONSIN. SAID PARCEL CONTAINS 0.5165  
ACRES, MORE OR LESS. (A/K/A 2933 MILWAUKEE ROAD).

This exception is subject to the following conditions:

1. The applicant may install two (2) secondary, on-premises wall signs at a maximum size of 58.7 square feet for each.
2. The applicant may install one (1) additional secondary, on-premises wall sign at a maximum size of 37.5 square feet.
3. The applicant or sign contractor shall obtain an Architectural Review Certificate and a Sign Permit before installing the 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 23<sup>rd</sup> day of October, 2013.

**PLAN COMMISSION**

\_\_\_\_\_  
James Faragher, Plan Commission Chairman

ATTEST:

\_\_\_\_\_  
Julie Christensen, Community Development Director





City of  
**BELOIT, Wisconsin**  
Division of Planning and Building Services

CITY HALL • 100 STATE STREET • BELOIT, WI 53511

Office: 608/364-6700 • Fax: 608/364-6609

[www.ci.beloit.wi.us](http://www.ci.beloit.wi.us)

Equal Opportunity Employer

## **NOTICE TO THE PUBLIC**

October 10, 2013

To Whom It May Concern:

JNB Signs, Inc. has filed an application, on behalf of 2933 Milwaukee Road LLC., for an exception to Sections 30.40(2)(c) of the Sign Ordinance to allow a secondary, on-premise wall sign to be larger than 30 square feet in area for the property located at:

### **2933 Milwaukee Road.**

The applicant has submitted plans to construct a new US Cellular location on the subject property. The applicant has proposed three secondary wall signs that exceed 30 square feet as on-premise signs. The south and west elevation signs will be 58.7 square feet and the east elevation sign will be 37.5 square feet.

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

**City Plan Commission:** Wednesday, October 23, 2013, at 7:00 PM, or as soon thereafter as the matter can be heard in The Forum, Beloit City Hall, 100 State Street.

## **THE PUBLIC IS INVITED TO ATTEND THIS HEARING.**

### **We are interested in your opinion.**

Anyone bringing handouts to the Plan Commission meeting must bring ten (10) copies and submit them to the Recording Secretary before the meeting begins. Staff is unable to leave the meeting area to make copies.

*For additional information, please contact Stephanie Hummel in the Planning & Building Services Division at (608) 364-6708 or [hummels@ci.beloit.wi.us](mailto:hummels@ci.beloit.wi.us). Comments will be accepted via telephone, email, and U.S. Mail.*

# CITY OF BELOIT

## REPORT TO THE BELOIT CITY PLAN COMMISSION



Meeting Date: October 23, 2013

Agenda Item: 4

File Number: RPB-2013-12

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### Request Overview/Background Information:

City of Beloit staff has drafted an Ordinance to amend twenty-three sections of the City's Outdoor Sign Regulations, hereafter referred to as the "Sign Ordinance." The proposed amendments include a combination of corrections, clarifications, and changes addressing development trends and enforcement issues. The proposed Ordinance is attached.

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### Key Issues:

- The most substantive changes are listed below.
- Section 1 of the proposed Ordinance removes neon signs from the list of prohibited signs.
- Section 4 allows nonconforming businesses and churches in R-1 & R-2 districts to install outdoor signs.
- Section 9 provides a maximum size for awning, canopy, & marquee signs in PLI districts.
- Section 10 clarifies that temporary banner signs are allowed in PLI districts.
- Section 11 provides that permanent banner signs are allowed in PLI districts.
- Section 13 allows Electronically Variable Message signs in manufacturing & PLI districts as secondary signs.
- Section 16 establishes maximum sizes for nonconforming business signs and multi-family dwelling signs.
- Section 16 also clarifies that a primary, on-premise sign may be a changing electronic sign (every four seconds).
- Section 17 allows projecting signs in all non-residential districts.
- Section 19 increases the maximum size of secondary, on-premises signs from 30 to 45 square feet.
- Section 21 allows special event/temporary signs in PLI districts.
- Section 22 clarifies that wall signs may be installed in PLI districts, subject to size limitations.
- Section 23 shortens the compliance time for removing unlawful signs from 30 to 10 days.
- The attached Public Notice was sent to the sign companies that regularly do business in the City of Beloit.

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### Consistency with Comprehensive Plan and Strategic Plan:

- The proposed Ordinance is consistent with the City's Comprehensive Plan.
- Consideration of this request supports Strategic Goal #5.

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**Sustainability:** (Briefly comment on the sustainable long term impact of this policy or program related to how it will impact both the built and natural environment utilizing the four following eco-municipality guidelines)

- **Reduce dependence upon fossil fuels** – N/A
- **Reduce dependence on chemicals and other manufacturing substances that accumulate in nature** – N/A
- **Reduce dependence on activities that harm life sustaining eco-systems** – N/A
- **Meet the hierarchy of present and future human needs fairly and efficiently** – N/A

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### Staff Recommendation:

The Planning & Building Services Division recommends **approval** of the attached Ordinance to amend various sections of the Code of General Ordinances of the City of Beloit pertaining to Outdoor Sign Regulations.

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**Fiscal Note/Budget Impact:** N/A

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**Attachments:** Proposed Ordinance, Public Notice, and Mailing List

ORDINANCE NO. \_\_\_\_\_

**AN ORDINANCE TO AMEND VARIOUS SECTIONS OF THE CODE OF  
GENERAL ORDINANCES OF THE CITY OF БЕЛОIT PERTAINING TO  
OUTDOOR SIGN REGULATIONS**

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

Section 1. Section 30.04 of the Code of General Ordinances of the City of Beloit is hereby amended to read as follows:

**“30.04 PROHIBITED SIGNS.**

The following outdoor signs are prohibited everywhere in the City of Beloit:

- (1) ABANDONED SIGNS. See §30.47(3) for definition and regulations pertaining to abandoned signs.
- (2) ANIMATED SIGNS. "Animated sign" means any outdoor sign that displays a message which moves or simulates movement. Animated sign includes banners, streamers, pennants, and propellers which are intended to be moved by the wind. Animated sign does not include flashing, changing, indexing or moving signs.
- (3) FESTOON LIGHTING AND SIGNS CONTAINING FESTOON LIGHTING. "Festoon lighting" means a series of 2 or more bare, outdoor light bulbs on a decorative chain or wire hanging between 2 points.
- (4) FLASHING SIGNS. "Flashing sign" means an outdoor sign on which lighting flashes on and off or which simulates such activity. Flashing sign does not include animated, changing, indexing or moving signs.
- (5) GLARING SIGNS. "Glaring sign" means a sign with a light source or reflected light of such brightness or intensity as to constitute a safety hazard or public nuisance.
- (6) INDEXING SIGNS. "Indexing sign" means an outdoor sign that has sections of sign face that turn and stop to show more than one message on the sign face.
- (7) MOVING SIGNS. "Moving sign" means an outdoor sign which changes the direction it faces. Moving sign does not include animated, changing, EVM or indexing signs.

~~(8)~~ ~~NEON SIGNS WITH EXPOSED TUBING. "Neon sign" means any sign with exposed neon tubing or festoon lights use to outline buildings, display windows or other structures.~~

~~(9)~~(8) ROOF SIGNS. "Roof sign" means an outdoor sign painted, mounted or erected on the roof or extending above the roofline of a building. "Roofline" means either the edge of the roof or the top of the parapet, whichever forms the top line of the building silhouette. "Parapet or parapet wall" means that portion of a building wall that rises above the roofline.

~~(10)~~(9) SEARCH LIGHTS. "Search light" means a device equipped with a powerful light and reflector which produce a bright beam or beams of light.

~~(11)~~(10) UNLAWFUL SIGNS. "Unlawful sign" means an outdoor sign which violates any local, state or federal law, other than a sign which is a legal nonconforming sign.

~~(12)~~(11) UNSAFE SIGNS. See §30.47 for definition and regulations pertaining to unsafe signs.

~~(13)~~(12) Signs painted directly on the wall of a building, fence or other structure. This subsection does not apply to signs painted on walls or fences of recreational facilities when the signs are intended for viewing by persons inside the recreational facility.

~~(14)~~(13) Signs which constitute a traffic hazard.

~~(15)~~(14) Signs which are located in the public right-of-way without permission of the local, state or federal government(s) having jurisdiction over the same.

~~(16)~~(15) Signs which simulate official signs but are not authorized by the appropriate government body or official.

~~(17)~~(16) Off-premises signs in the Riverfront Conservation District and in historic districts.

~~(18)~~(17) A sign which advertises a business, product or service that has been discontinued for 6 months or longer."

Section 2. Section 30.07(3)(b) of the Code of General Ordinances of the City of Beloit is hereby amended to read as follows:

“(b) *Wind Pressure and Load Requirements.* Every outdoor sign shall be designed and constructed to conform to the structural load and stress requirements of ~~Article IX of the 1984 BOCA Basic~~National the City’s Building Code.”

Section 3. Section 30.08(2) of the Code of General Ordinances of the City of Beloit is hereby amended to read as follows:

“(2) OTHER ZONING DISTRICTS. The maximum number of outdoor signs permitted in non-residential zoning districts is as follows:

NUMBER OF SIGNS ALLOWED IN NONRESIDENTIAL ZONING DISTRICTS									
Sign Type	C-1	C-2	C-3	CBD1	CBD2	M-1	M-2	PLI	DH
Address	U	U	U	U	U	U	U	U	U
Awning, Canopy & Marquee	U	U	U	U	U	U	U	<del>NAU</del>	NA
Signs under Awnings, Canopies & Marquees	1	1	1	1	1	NA	NA	NA	NA
Banner									
Permanent	U	U	U	U	U	U	U	<del>NAU</del>	NA
Temporary	1	1	1	1	1	1	1	<del>NA1</del>	NA
Construction	1 or 2	1 or 2	1 or 2	1 or 2	1 or 2	1 or 2	1 or 2	1 or 2	1 or 2
Directional	U	U	U	U	U	U	U	U	U
EVM									
Time & Temp	1	1	1	1	1	NA	NA	NA	NA
Other	<del>NA1</del>	1	1	1	1	<del>NA1</del>	<del>NA1</del>	<del>NA1</del>	NA
Flags	U	U	U	U	U	U	U	U	U
Freestanding	see off-premises, primary & secondary signs below								
Garage Sale	NA	NA	NA	NA	NA	NA	NA	NA	NA
Ground Mounted	see off-premises, primary & secondary signs below								
Inflatable	1	1	1	1	1	NA	NA	NA	NA
Large-Scale Development									
Permanent	U	U	U	U	U	U	U	U	U
Temporary	2	2	2	2	2	2	2	2	2

Memorial	1	1	1	1	1	1	1	1	1
Multiple-family	NA1	NA1	NA1	NA1	NA1	NA	NA	NA	NA
Nameplate	2	2	2	2	2	2	2	2	2
Office Complex	1	1	1	1	1	1	1	NA	NA
Official	U	U	U	U	U	U	U	U	U
Off-Premises									
Improved Lots	NA	NA	1	NA	NA	1	1	NA	NA
Unimproved Lots	NA	NA	NA	NA	NA	NA	1	NA	NA
Pole	see primary & secondary sign below								
Off-Premises, Improved Lots Only	NA	NA	1	NA	NA	NA	1	NA	NA
Political	U	U	U	U	U	U	U	U	U
Portable	NA1	1	1	1	1	NA1	NA1	NA1	NA
Primary	1	1	1	1	1	1	1	1	1
Private Regulatory	2+	2+	2+	2+	2+	2+	2+	2+	2+
Projecting	1	1	1	1	1	1	1	1	1
Real Estate	1 or 2	1 or 2	1 or 2	1 or 2	1 or 2	1 or 2	1 or 2	1 or 2	1 or 2
Sandwich Board	1	1	1	1	1	NA	NA	NA	NA
Shopping Center	2	2	2	2	2	2	2	2	2
Special Event/Temporary									
Off-Premises	1 or 2	1 or 2	1 or 2	1 or 2	1 or 2	1 or 2	1 or 2	1 or 2	1 or 2
On-Premises	2	2	2	2	2	2	2	NA2	NA
Wall	U	U	U	U	U	U	U	NAU	NA
Window	U	U	U	U	U	U	U	U	U

NA = not allowed  
U = unlimited”

Section 4. Section 30.09(1) of the Code of General Ordinances of the City of Beloit is hereby amended to read as follows:

- “(1) CALCULATION OF MAXIMUM ALLOWED SIGN AREA. Except as provided by §30.31(3), the following totals are the maximum outdoor sign areas allowed on a single premises:

Zoning District	Maximum Outdoor Sign Area Allowed
R-1 & R-2	045 square feet <u>for nonconforming business;</u> 150 square feet <u>for religious institutions</u>
R-3 & R-4	64 square feet
C-1 & C-2	2 times street frontage
C-3 & CBD	4 times street frontage
M-1	3 times street frontage
M-2	4 times street frontage
PLI, DH	2 times street frontage

See §30.31(3) for "on-premises, sign area bonus" provisions."

Section 5. Section 30.10(1) of the Code of General Ordinances of the City of Beloit is hereby amended to read as follows:

“(1) MAXIMUM ALLOWED SIGN HEIGHTS IN RESIDENTIAL ZONING DISTRICTS.

MAXIMUM ALLOWED SIGN HEIGHTS IN RESIDENTIAL ZONING DISTRICTS					
Sign Type	R-1A	R1-B	R-2	R-3	R-4
Address	*	*	*	*	*
Awning, Canopy & Marquee	NA	NA	NA	NA	NA
Signs under Awnings, Canopies & Marquees	NA	NA	NA	NA	NA
Banner	NA	NA	NA	NA	NA
Construction	*	*	*	*	*
Directional	6'	6'	6'	6'	6'
EVM	NA	NA	NA	NA	NA
Flags	U	U	U	U	U
Garage Sale	5'	5'	5'	5'	5'
Inflatable	NA	NA	NA	NA	NA
Large-Scale Development					
Permanent	5'	5'	5'	5'	5'
Temporary	15'	15'	15'	15'	15'
Memorial	4'	4'	4'	4'	4'

Multiple-Family	NA	NA	NA	6'	6'
Nameplate	1'	1'	1'	1'	1'
Office Complex	NA	NA	NA	NA	NA
Official	U	U	U	U	U
Political	5'	5'	5'	5'	5'
Portable	NA	NA	NA	NA	NA
Private Regulatory	8'	8'	8'	8'	8'
Projecting	NA	NA	NA	NA	NA
Real Estate	3'	3'	3'	4'	4'
Sandwich Board	NA	NA	NA	NA	NA
Shopping Center	NA	NA	NA	NA	NA
Special Event/Temporary					
Off-Premises	5'	5'	5'	5'	5'
On-Premises	NA	NA	NA	NA	NA
Wall	NA	NA	NA	NA	NA
Window	NA	NA	NA	NA	NA
Other Off-Premises Signs	NA	NA	NA	NA	NA
Other On-Premises Signs	<u>NA6'</u>	<u>NA6'</u>	<u>NA6'</u>	<u>NA6'</u>	<u>NA6'</u>

U = unlimited

NA = not allowed

\* = limited in height only by maximum sign area"

Section 6. Section 30.10(2) of the Code of General Ordinances of the City of Beloit is hereby amended to read as follows:

“(2) MAXIMUM ALLOWED SIGN HEIGHTS IN NONRESIDENTIAL ZONING DISTRICTS.

MAXIMUM ALLOWED SIGN HEIGHTS IN NONRESIDENTIAL ZONING DISTRICTS									
Sign Type	C-1	C-2	C-3	CBD1	CBD2	M-1	M-2	PLI	DH
Address	*	*	*	*	*	*	*	*	*
Awning, Canopy & Marquee	*	*	*	*	*	*	*	NA*	NA



Signs under Awnings, Canopies & Marquees	*	*	*	*	*	*NA	*NA	NA	NA
Banner									
Permanent	*	*	*	*	*	*	*	*	*NA
Temporary	10'	10'	10'	10'	10'	10'	10'	NA10'	NA
Construction	*	*	*	*	*	*	*	*	*
Directional	8'	8'	8'	8'	8'	8'	8'	8'	8'
EVM									
Time & Temp	*	*	*	*	*	NA	NA	NA	NA
Other	NA*	*	*	*	*	NA*	NA*	NA*	NA
Flags	U	U	U	U	U	U	U	U	U
Garage Sale	NA	NA	NA	NA	NA	NA	NA	NA	NA
Inflatable	*	*	*	*	*	NA	NA	NA	NA
Large-Scale Development									
Permanent	10'	10'	10'	10'	10'	10'	10'	10'	10'
Temporary	15'	15'	15'	15'	15'	15'	15'	15'	15'
Memorial	4'	4'	4'	4'	4'	4'	4'	4'	4'
Multiple-Family	NA6'	NA6'	NA6'	NA6'	NA6'	NA	NA	NA	NA
Nameplate	1'	1'	1'	1'	1'	1'	1'	1'	1'
Office Complex	8'	8'	8'	8'	8'	8'	8'	8NA	8NA
Official	U	U	U	U	U	U	U	U	U
Political	10'	10'	10'	10'	10'	10'	10'	10'	10'
Portable	NA5'	5'	5'	5'	5'	NA5'	NA5'	NA5'	NA
Private Regulatory	8'	8'	8'	8'	8'	8'	8'	8'	8'
Projecting	*	*	NA*	*	*	NA*	NA*	NA*	NA
Real Estate	4'	4'	6'	4'	4'	6'	6'	4'	3'
Sandwich Board	4'	4'	4'	4'	4'	NA	NA	NA	NA
Shopping Center	NA	20'	50'	20'	20'	NA	NA	NA	NA
Special Event/Temporary									
Off-Premises	10'	10'	10'	10'	10'	10'	10'	10'	10'
On-Premises (secondary)	10'	10'	10'	10'	10'	10'	10'	NA10'	NA

Wall	*	*	*	*	*	*	*	NA*	NA
Window	*	*	*	*	*	NA	NA	NA	NA
Other Off-Premises									
Improved Lots	NA	NA	50'	NA	NA	30'	50'	NA	NA
Unimproved Lots									
a) Pole Signs	NA	NA	NA	NA	NA	30'	NA	NA	NA
b) Non-Pole Signs	NA	NA	NA	NA	NA	30'	50'	NA	NA
Other On-Premises									
Primary	20'	20'	50'	20'	20'	30'	50'	8'	15'
Secondary	10'	10'	10'	10'	10'	10'	10'	10'	10'

U = unlimited

NA = not allowed

\* = sign height is limited only by other dimensional restrictions such as restrictions on sign face area, vision triangle regulations, etc.”

**Section 7.** Section 30.12(3)(a) of the Code of General Ordinances of the City of Beloit is hereby amended to read as follows:

“(a) *Building Permit Required.* No person shall install or erect an awning, canopy, or marquee on any building without obtaining a building permit required by §9.28(10)(a) of this Municipal Code. Awnings, canopies and marquees may be constructed in all commercial-~~and~~, manufacturing, ~~and~~ **PLI** zoning districts in the City of Beloit.”

**Section 8.** Section 30.12(4)(c) of the Code of General Ordinances of the City of Beloit is hereby amended to read as follows:

“(c) Not exceed the following sign areas:

Zoning District	Maximum Sign Area
C-1, C-2, C-3	150 sq. ft.
CBD, M-1, M-2, <b>PLI</b>	300 sq. ft.

No "on-premises, sign area bonus" applies to awning, canopy or marquee signs.”

**Section 9.** Section 30.12(4)(e) of the Code of General Ordinances of the City of Beloit is hereby amended to read as follows:

“(e) ~~Not be limited in number~~Be limited to one.”

Section 10. Section 30.13(2)(a)2 of the Code of General Ordinances of the City of Beloit is hereby amended to read as follows:

“2. Be permitted in commercial ~~and~~, manufacturing, and PLI zoning districts ~~only as a secondary, on-premises signs.~~”

Section 11. Sections 30.13(2)(b)2 and 30.13(2)(b)3 of the Code of General Ordinances of the City of Beloit are hereby amended to read as follows:

“2. Be permitted in commercial ~~and~~, manufacturing, and PLI zoning districts as on-premises signs.

3. Not exceed 150 square feet in C-1, C-2 ~~and~~, C-3, and PLI zoning districts and 300 square feet in CBD and manufacturing ~~ing~~ zoning districts.”

Section 12. Section 30.16(2)(j) of the Code of General Ordinances of the City of Beloit is hereby amended to read as follows:

“(j) Be counted as off-premises signs or ~~secondary, on-premises signs.~~”

Section 13. Sections 30.17(2)(b)2 and 30.17(2)(b)3 of the Code of General Ordinances of the City of Beloit are hereby amended to read as follows:

“2. Be permitted in ~~C-2, C-3 and CBD~~ commercial, manufacturing, and PLI zoning districts as secondary, on-premises signs.

3. Not exceed maximum allowable sign area as follows:

Zoning District	Maximum EVM Sign Area
<del>C-1, C-2 &amp;</del> , <u>and C-3</u>	75 sq. ft.
<del>CBD, M-1, M-2, and PLI</del>	150 sq. ft.

An "on-premises, sign area bonus" may be permitted by §30.31(3) of this chapter.”

Section 14. Section 30.26(2)(b) of the Code of General Ordinances of the City of Beloit is hereby amended to read as follows:

“(b) Be permitted in ~~R-3 and R-4~~ all zoning districts, which allow multi-family land uses.”

Section 15. Section 30.34(2)(b) of the Code of General Ordinances of the City of

Beloit is hereby amended to read as follows:

“(b) Be permitted in ~~C-2, C-3 and CBD~~ commercial, manufacturing, and PLI zoning districts, ~~as a secondary, on-premises sign.~~”

Section 16. Section 30.35(2) of the Code of General Ordinances of the City of Beloit is hereby amended to read as follows:

“(2) REGULATIONS. Primary, on-premises signs shall:

(a) Require a sign permit and permit fee.

~~(b) — Not be permitted in residential zoning districts, except religious institutions.~~ ~~(e)(b)~~ Not exceed the following number of square feet when located in the following zoning districts:

Type of Primary Sign	Zoning District										
	<del>R-1 &amp; R-2</del>	<del>R-3 &amp; R-4</del>	C-1	C-2	C-3	CBD1	CBD2	M-1	M-2	PLI	DH
Awning, Canopy, Marquee	<del>NA</del>	<del>NA</del>	150	150	150	300	300	300	300	<del>NA</del> <u>300</u>	NA
Ground Mounted	<del>45</del>	<del>45</del>	150	150	150	300	300	300	300	<del>NA</del> <u>300</u>	NA
<u>Multiple-Family Dwelling Sign</u>	<del>NA</del>	<del>32</del>	<del>32</del>	<del>32</del>	<del>32</del>	<del>32</del>	<del>32</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>
Pole Sign	<del>NA</del>	<del>NA</del>	150	150	150	150	150	150	150	<del>NA</del> <u>300</u>	NA
Projecting	<del>NA</del>	<del>NA</del>	NA	NA	NA	20	20	NA	NA	NA	NA
Wall Sign	<del>45</del>	<del>45</del>	150	150	150	300	300	300	300	<del>NA</del> <u>300</u>	NA
Permanent Banner Sign	<del>NA</del>	<del>NA</del>	150	150	150	300	300	300	300	NA	NA

NA = Not Allowed

~~(d)(c)~~ Not exceed 20 feet in height in C-1, C-2 and CBD zoning districts; 30 feet in M-1 zoning districts; 50 feet in C-3 and M-2 zoning districts; ~~15 feet in DH zoning districts~~ and ~~820~~ feet in PLI districts. Signs for religious institutions may not exceed 20 feet in height and 150 square feet in area.

~~(e)(d)~~ Not exceed one in number.

~~(f)~~(e) Meet the setback requirements of the Zoning Code for the zoning district in which the sign is located and not be located in a vision triangle in violation of §8.4 of the Zoning Code, except that pole signs can be located in the setback area if the bottom of the sign face is more than 10 feet above street grade.

~~(g)~~(f) Not be subject to time limits.

~~(h)~~(g) Be included as part of the maximum sign area allowed by §30.09 for the premises where the sign is displayed.

(h) A primary, on-premise sign can be a changing sign, but the sign face may not change more frequently than once every four seconds.”

Section 17. Section 30.37(2)(b) of the Code of General Ordinances of the City of Beloit is hereby amended to read as follows:

“(b) Be permitted in ~~CBD~~all non-residential zoning districts, but only as an on-premises sign.”

Section 18. Section 30.40(1)(a) of the Code of General Ordinances of the City of Beloit is hereby amended to read as follows:

“(a) *Secondary, On-Premises Signs.* A secondary, on-premises sign is an outdoor, on-premises sign which is subordinate to and smaller than the primary, on-premises sign. A secondary, on-premises sign does not include: address signs; temporary banner signs; construction signs; directional signs; door signs; flags; garage sale signs; kiosk signs; large-scale development signs; memorial signs; multiple-family dwelling signs; nameplate signs; office complex signs; official signs; political signs; portable signs; private regulatory signs; projecting sign; real estate signs; sandwich board signs; ~~or~~ shopping center identification signs or special event/temporary signs.”

Section 19. Section 30.40(2)(c) of the Code of General Ordinances of the City of Beloit is hereby amended to read as follows:

“(c) Not exceed 3045 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).~~”

Section 20. Section 30.42(1)(a) of the Code of General Ordinances of the City of Beloit is hereby amended to read as follows:

“(a) Special Event/Temporary Sign. A special event/temporary sign is an outdoor sign which may be displayed for a limited period of time (i.e. 30 days) and advertises a future or contemporaneous sale, performance or similar activity. A special event/temporary sign may be used as a ~~secondary, an~~ on-premises sign or an off-premises sign. The following temporary signs are regulated elsewhere in this chapter: temporary banner signs; construction signs; garage sale signs; inflatable signs; kiosk signs; political signs; portable signs; real estate signs; sandwich board signs; temporary, large-scale development signs; and window signs. All other temporary signs are regulated by this section.”

Section 21. Sections 30.42(2)(a), 30.42(2)(a)2 and 30.42(2)(a)3 of the Code of General Ordinances of the City of Beloit are hereby amended to read as follows:

“(a) ~~Secondary, On-Premises, Special Event/Temporary Signs~~. Except as noted in subsection (1)(a), ~~secondary, —~~on-premises, special event/temporary signs are regulated exclusively by this section. They shall:

2. Be permitted in commercial, ~~and~~ manufacturing, and PLI zoning districts ~~as secondary, on-premises sign~~.
3. ~~Not exceed 20 percent of the maximum sign area allowed by §30.09 for the premises on which it is displayed.~~ No "on-premises, sign area bonus" applies to special event/temporary signs.”

Section 22. Sections 30.43(2)(b) and 30.43(2)(c) of the Code of General Ordinances of the City of Beloit are hereby amended to read as follows:

- “(b) Be permitted in commercial, ~~and~~ manufacturing, PLI zoning districts as an on-premises sign.
- (c) 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, and PLI zoning districts 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 a secondary on-premises sign.”~~

Section 23. Section 30.47(2) of the Code of General Ordinances of the City of Beloit is hereby amended to read as follows:

- “(2) UNLAWFUL SIGNS. When any sign is unlawfully erected or maintained in violation of any provision of this chapter, the building official shall issue a written notice requiring the sign owner to remove the sign or to

bring it into compliance with this chapter within ~~30~~10 days. If the sign owner is a tenant, a copy of the notice shall be sent to the landlord. The notice shall be delivered in person or by regular first class mail to the last known address of the sign owner and landowner. The notice shall advise the sign owner that if he fails to comply with the notice, that the building official will issue a municipal court citation charging the sign owner with a violation of the ordinance(s) referred to in the notice. The notice shall also advise the sign owner of his right to seek review of, or appeal, the order as provided in §1.15 of this Municipal Code.”

Section 24. This ordinance shall be in force and take effect upon passage and publication.

Adopted this \_\_\_\_\_ day of November, 2013.

BELOIT CITY COUNCIL

By: \_\_\_\_\_  
Charles M. Haynes, President

ATTEST:

By: \_\_\_\_\_  
Rebecca Houseman LeMire, City Clerk

PUBLISHED: \_\_\_\_\_

EFFECTIVE DATE: \_\_\_\_\_

01-611100-5231-\_\_\_\_\_

tdh/ord/Chp 30 (2013 revisions)=ORD=130911 1650 (rdln) (13-1204)



## **NOTICE TO THE PUBLIC**

October 14, 2013

To Whom It May Concern:

City of Beloit staff has drafted an Ordinance to amend twenty-three sections of the City's Sign Ordinance. The proposed amendments include a combination of corrections, clarifications, and changes addressing development trends and enforcement issues. The proposed Ordinance is available on the City's website ([www.ci.beloit.wi.us](http://www.ci.beloit.wi.us)) under Document Center > Public Notices > 2013.

The most substantive proposed amendments are listed below.

- Section 4 allows businesses and churches in R-1 & R-2 districts to install outdoor signs.
- Section 13 allows Electronically Variable Message signs in manufacturing & PLI districts as secondary signs.
- Section 16 clarifies that a primary, on-premise sign may be a changing electronic sign.
- Section 19 increases the maximum size of secondary, on-premises signs from 30 to 45 square feet.
- Section 23 shortens the compliance time for removing unlawful signs from 30 to 10 days.

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

**City Plan Commission:** Wednesday, October 23, 2013, 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, November 4, 2013, at 7:00 PM, or as soon thereafter as the matter can be heard in The Forum, Beloit City Hall, 100 State Street.

### **THE PUBLIC IS INVITED TO ATTEND THESE HEARINGS.**

**We are interested in your opinion.**

Anyone bringing handouts to the Plan Commission meeting must bring ten (10) copies and submit them to the Recording Secretary before the meeting begins. Staff is unable to leave the meeting area to make copies.

*For additional information, please contact Drew Pennington in the Planning & Building Services Division at (608) 364-6711 or [penningtond@ci.beloit.wi.us](mailto:penningtond@ci.beloit.wi.us). Comments will be accepted via telephone, email, and U.S. Mail.*



JNB Signs, Inc.  
1221 Venture Drive #1  
Janesville, WI 53546

Signs Now  
700 20<sup>th</sup> Street  
Rockford, IL 61104

CorPro Screentech  
5129 Forest Hills Court  
Loves Park, IL 61111

State-Sign, LLC.  
N 515 Blackhawk Bluff Drive  
Milton, WI 53563

Harder Signs  
4695 Stenstrom Road  
Rockford, IL 61109

Graphic House  
9204 Packer Drive  
Wausau, WI 54401

Jones Sign Co., Inc.  
1711 Scheuring Road  
De Pere, WI 54115

Image Signs  
7323 N. Alpine Road  
Loves Park, IL 61111

Poblocki Sign Company  
922 S 70<sup>th</sup> Street  
West Allis, WI 53214

P&D Sign, LLC  
17080 4<sup>th</sup> Street  
Peru, IL 61354

Olson Signs  
601 Gardner Street  
South Beloit, IL 61080

Pacific Graphics  
959 Fourth Street  
Beloit, WI 53511

Sign-A-Rama  
1221 Venture Drive #2  
Janesville, WI 53546

Foss Signs  
1400 E. Gale Drive  
Beloit, WI 53511

Babcock Signs  
966 Center Avenue  
Janesville, WI 53546