



**PUBLIC NOTICE & AGENDA  
BELOIT PLAN COMMISSION  
City Hall Forum - 100 State Street, Beloit, WI 53511  
7:00 PM  
Wednesday, June 9, 2021**

1. CALL TO ORDER AND ROLL CALL
2. MINUTES
  - 2.a. Consideration of the minutes for the May 19, 2021 Plan Commission meeting and the amended minutes for the May 5, 2021 Plan Commission meeting  
[Attachment](#)
3. PUBLIC HEARINGS
  - 3.a. Consideration of a Resolution approving a Comprehensive Plan Amendment for the property located at 2030 Porter Avenue in the City of Beloit and two vacant lots located immediately to the south of 2030 Porter Avenue in the Town of Beloit  
[Attachment](#)
  - 3.b. Consideration of a Conditional Use Permit to allow indoor sales of alcohol for the property located at 550 W Grand Avenue  
[Attachment](#)
4. REPORTS
  - 4.a. Consideration of an Extraterritorial one-lot Certified Survey Map for the property located at 6208 W. Beloit-Newark Road in the Town of Beloit  
[Attachment](#)
  - 4.b. Consideration of a proposed Natural Gas Easement for the City-owned property located at 1901 Gateway Blvd (Christensen)  
[Attachment](#)
  - 4.c. Consideration of an Ordinance to create sections 30.31(3)(d) and (e) of the Code of General Ordinances for the City of Beloit relating to sign area bonus for on-premise signs  
[Attachment](#)
5. STATUS REPORT ON PRIOR PLAN COMMISSION ITEMS  
*Transitional Living Ordinance*  
*Permanent Zoning for 1945 Prairie Avenue*
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, May 19, 2021**

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

Meeting was called to order at 7:02 PM. Chairman Weeden, Commissioners Toral, Robson, Ramsden, Ruster, and Anderson were present. Commissioner Finnegan and Councilor Preuschl were absent.

**2. MINUTES**

**2.a. Consideration of the minutes of the May 5, 2021 Plan Commission meeting**

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

**3. PUBLIC HEARINGS**

**3.a. Consideration of an exception to Section 30.40(2)(c) of the Outdoor Sign Regulations (the "Sign Ordinance") to allow one secondary, on-premises sign exceeding 30 square feet for the property located at 2901 Milwaukee Rd**

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

Commissioner Weeden asked Ms. Christensen if the fourth sign listed under the request details was 27.68 square feet larger than is allowed by code. Ms. Christensen stated that is correct. Commissioner Weeden noted that the first sign listed, the pole sign, could be 69 square feet larger than proposed, and their overall sign package is less than what they are allowed in the Sign Ordinance. He asked if it is possible to provide an incentive for them to go ahead and increase their secondary sign based on the reductions in overall signage and the primary pole sign. Ms. Christensen stated that staff reviewed the criteria, and staff does not feel that Jiffy Lube met the criteria for an Exception.

Commissioner Weeden asked how hard it would be to set up a credit system where if the overall square footage package or pole sign square footage was less than code, they could use 20 percent of the reduction to apply to offset 28 additional square feet. He indicated that he feels like we are encouraging larger pole signs, which he thought everyone could agree causes the sign pollution on Milwaukee Road. Ms. Christensen stated they were just going through the criteria and since the site did not meet the criteria, staff recommended denial.

Commissioner Weeden opened the public hearing.

Bob Carlson, 250 S 70<sup>th</sup> St, New Berlin, Wisconsin, explained that their intent is to be consistent nationally with their signs, and their package is not extravagant. It is the minimum required to meet their needs. They are just asking for a slight increase in the secondary sign.

Commissioner Weeden closed the public hearing.

Commissioner Ramsden stated that he supports Commissioner Weeden's recommendation for a credit system. Ms. Christensen stated she will talk with the City Attorney about the suggestion. The City Attorney was looking for a stopgap amendment that would get us through until we can do a complete rewrite of the Ordinance. Commissioner Ramsden also indicated that he supported staff's recommendation for denial.

Commissioner Anderson indicated that if someone is driving past this location that the only time you would be seeing the pole sign would be when you are looking directly at the building. Commissioner Toral also stated he was in favor of the credit system too and asked that we consider credits for better environmental practices or for additional landscaping.

Motion was made by Commissioner Ramsden, seconded by Commissioner Robson to deny the exception request. Motion carried, roll call vote (3-2).

- 3.b. **Consideration of an exception to Section 30.42(2)(c) of the Outdoor Sign Regulations (the "Sign Ordinance") to allow two secondary, on-premises signs exceeding 30 square feet in area for the property located at 2746 Milwaukee Rd**  
Julie Christensen, Community Development Director, presented the staff report and recommendation.

Commissioner Weeden opened the public hearing.

Shawn Smith, 6001 Nimitz Parkway, South Bend, Indiana, explained that Mavis Discount Tires and Brakes is in the process of rebranding this facility. Mr. Smith stated this is not a self-created hardship and that it is an existing condition that already exists. They just wanted to match the branding standards for the company. Mr. Smith stated this building is on the frontage road, and there is cross access with neighbors next door. Mr. Smith stated they are asking for slight increase on secondary sign by the entry of only 1.5 square feet that is minor in nature.

Commissioner Weeden closed the public hearing.



Commissioner Anderson asked Ms. Christensen if the ordinance allows three secondary signs. Ms. Christensen said yes it does. Commissioner Anderson asked if it would be possible to break up the Mavis sign into two parts, so that perhaps the Mavis part of the sign would be less than the 30 square feet allowed by code. Also, maybe they could scale down the remainder of the sign. Ms. Christensen stated they could consider the Mavis part one sign and the tires and brakes at discount prices as a second sign.

Mr. Smith stated the Mavis part of the sign is less than 30 square feet, and the tires and brakes itself would be 50-60 square feet and that sign states what they do there.

Commissioner Weeden asked Ms. Christensen if the staff took into account the frontage road issue and the distance from Milwaukee Road itself. He also asked if the distance to Milwaukee Road is a fair counter to the conclusion that the hardship was not self-created. Ms. Christensen explained that the denial was based on the fact that this site does not have unique conditions.

Commissioner Anderson asked if the setback is based on the frontage road or Milwaukee Road. Ms. Christensen said it would be from the frontage road not Milwaukee Road. Commissioner Anderson stated that customers would not be deciding to go there from the frontage road.

The Commission was undecided as to what to recommend, so staff indicated that if they wanted staff to work with the sign contractor to come up with an alternate solution, they could lay the item over until the next meeting.

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

#### **4. STATUS REPORT ON PRIOR PLAN COMMISSION ITEMS**

Ms. Christensen provided the following updates: City Council held a public hearing and laid them over under the rules for the transitional living facility ordinance and the Zoning Map Amendment for 1945 Prairie. City Council will take action on the items on June 7, 2021. The next Plan Commission meeting is scheduled for June 9, 2021.

#### **5. ADJOURNMENT**

Motion made by Commissioner Ramsden, and seconded by Commissioner Robson to adjourn. Motion carried, roll call vote (5-0). Meeting was adjourned at 7:45 PM.

**AMENDED MINUTES  
PLAN COMMISSION  
City Hall Forum - 100 State Street, Beloit, WI 53511  
7:00 PM  
Wednesday, May 5, 2021**

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

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

**2. ELECTION OF OFFICERS**

**2.a. Election of Chairperson**

Commissioner Ruster nominated Commissioner Weeden to be Chairperson. Nomination was approved.

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

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

**3. MINUTES**

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

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

**4. PUBLIC HEARINGS**

**4.a. Consideration of a Zoning Map Amendment from temporary R-1B, Single Family Residential District, to permanent R-1B, Single Family Residential District, for the property located at 1945 Prairie Ave**

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

Commissioner Weeden opened and closed the public hearing.

Motion was made by Commissioner Ramsden, seconded by Commissioner Finnegan to approve the Zoning Map Amendment. (5-0) Motion carried, roll call vote.

4.b. **Consideration of an Ordinance to amend Sections 5-102(a)(15), the Table in 6.1-1, and 6.2.4 of the Zoning Ordinance, Chapter 19 of the Code of General Ordinances of the City of Beloit pertaining to Transitional Living Uses**

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

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

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

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

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

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

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

Commissioner Weeden opened the public hearing.

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

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

Commissioner Weeden closed the public hearing.

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

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

Commissioner Finnegan made a motion to change the permitted uses to conditional uses under the R-3, R-4, C-2, C-3, and PLI districts but to keep the standards proposed by staff, seconded by Commissioner Ramsden. Motion carried, roll call vote (5-0).

Motion was made by Commissioner Ramsden, seconded by Commissioner Finnegan to approve the Ordinance as amended. Motion carried, roll call vote (5-0).

4.c. **Consideration of a Resolution approving an exceptions to Section 30.17(2)(b)(5) of the Outdoor Sign Regulations (the "Sign Ordinance") to allow two Electronically Variable Message (EVM) signs on one parcel, to Section 30.35(2)(e) of the Sign Ordinance to allow two primary, on-premises signs on one parcel, and to Section 30.40(2)(e) of the Sign Ordinance to allow six secondary, on-premises signs, for the property located at 3155 Prairie Ave**

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

Commissioner Weeden opened the public hearing.

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

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

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

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

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

Motion was made by Commissioner Anderson, seconded by Commissioner Finnegan to approve the Resolution approving an exception to allow two primary and Electronically Variable Message signs on one parcel and six secondary signs on the building. Motion carried, roll call vote (3-2).

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

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

**6. ADJOURNMENT**

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



## **REPORT TO THE PLAN COMMISSION**

**Plan Commission Meeting Date:** June 9, 2021

**Agenda Item:** 3.a.

**File Number:** RPB-2021-02

### **General Information**

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**Applicant & Owner:** JJGJ Wellnitz Holdings, LLC

**Address/Location:** 2030 Porter Avenue and 2 adjacent lots in the Town of Beloit (TOB)

**Current Zoning:** M-2, General Industrial (2030 Porter Ave) and Single-Family Residential (TOB)

**Applicant's Request/Proposal:** JJGJ Wellnitz Holdings, LLC has submitted an application to amend the Future Land Use Map (Map 10) of the City of Beloit Comprehensive Plan. Wisconsin's Comprehensive Planning Law, §66.1001 of the Wisconsin Statutes, was signed into law in 1999. The Comprehensive Planning law requires all cities, towns, and villages that regulate land use through land use ordinances (e.g. zoning) to adopt a Comprehensive Plan. This plan is intended to guide development and redevelopment over a 20-year timeframe. The law also requires that land use decisions be consistent with the plan. The Beloit City Council approved the City's Comprehensive Plan update in November 2018 after an extensive public participation program. All land use decisions made by the City of Beloit, including any actions regarding official mapping, local subdivision regulation, and zoning regulations, must be consistent with the plan.

### **Staff Analysis**

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**Project Summary:** The applicant has proposed the following amendment to the Future Land Use Map (Map 10) of the City's Comprehensive Plan:

1. 2030 Porter Avenue (City) - from Planned Mixed Use to General Industrial; and
2. Two Adjacent Lots to the South (Parcels 6-2-2258.25 & 6-2-2258.24 in Town of Beloit) – from Single-Family Residential-Urban to General Industrial.

This request is related to a proposed redevelopment of the surface parking lot and vehicle storage lot located at 2030 Porter Avenue into an industrial service-related building with offices and shop space for local contractors. If this amendment is approved, the proposed lots in the Town of Beloit must be annexed into the City and rezoned. Both lots requiring annexation are proposed to be improved with off-street parking and landscaping as part of this redevelopment project.

#### **Existing Site Conditions:**

The property located at 2030 Porter Avenue in the City is an underutilized surface parking lot in

a deteriorated condition surrounded by a fence, which is already zoned M-2, General Manufacturing District. The adjacent lots are vacant residential parcels in the Town of Beloit. These lots are within the Town's sewer service area.

**Surrounding Land Use and Zoning:**

To the east of the subject properties is Avid Pallet, a large industrial user in the City of Beloit that is zoned M-2. Avid Pallet is a growing business that has constructed several buildings and site improvements on land in both the Town and City over the past decade, including a driveway connection to Cranston Road. There is vacant land to the north of the subject property, and single-family dwellings to the west and south, all in the Town of Beloit.

**City of Beloit Comprehensive and Strategic Plan:**

The City's compliance with the Comprehensive Planning law's consistency requirement is the impetus for this request. While not explicitly required like a subdivision plat or zoning amendment, annexation requests should be consistent with an adopted Comprehensive Plan, since they include the assignment of a temporary zoning classification. Consideration of this request supports Strategic Goal #3 by creating economic growth.

**Land Use Analysis:**

The applicant's property located at 2030 Porter Avenue in the City is already zoned M-2, and their proposed industrial service redevelopment is permitted by-right. This request is essentially about the two adjacent parcels in the Town of Beloit, and whether they should be annexed and rezoned so that they can be incorporated into this redevelopment. All three of the subject parcels are underutilized and would be vastly improved as shown on the attached preliminary site plan. Any redevelopment would be required to meet the current zoning and landscape code, and therefore would include a substantial landscape buffer along adjacent residential property boundaries. The Mixed Use and Single-Family Residential future land use designations are still appropriate, but unlikely to be realized given the substantial growth of the adjacent Avid Pallet property since the Comprehensive Plan was drafted 15 years ago. Staff believes that the proposed *General Industrial* recommendation is fully appropriate given the adjacent industrial uses to the east and vacant land to the north. The proposed parking lot use on the vacant parcels currently in the Town will be required to include a 20-foot landscape buffer planted with at least 20 landscape units per linear foot of boundary line to ensure adequate separation.

**STAFF RECOMMENDATION:**

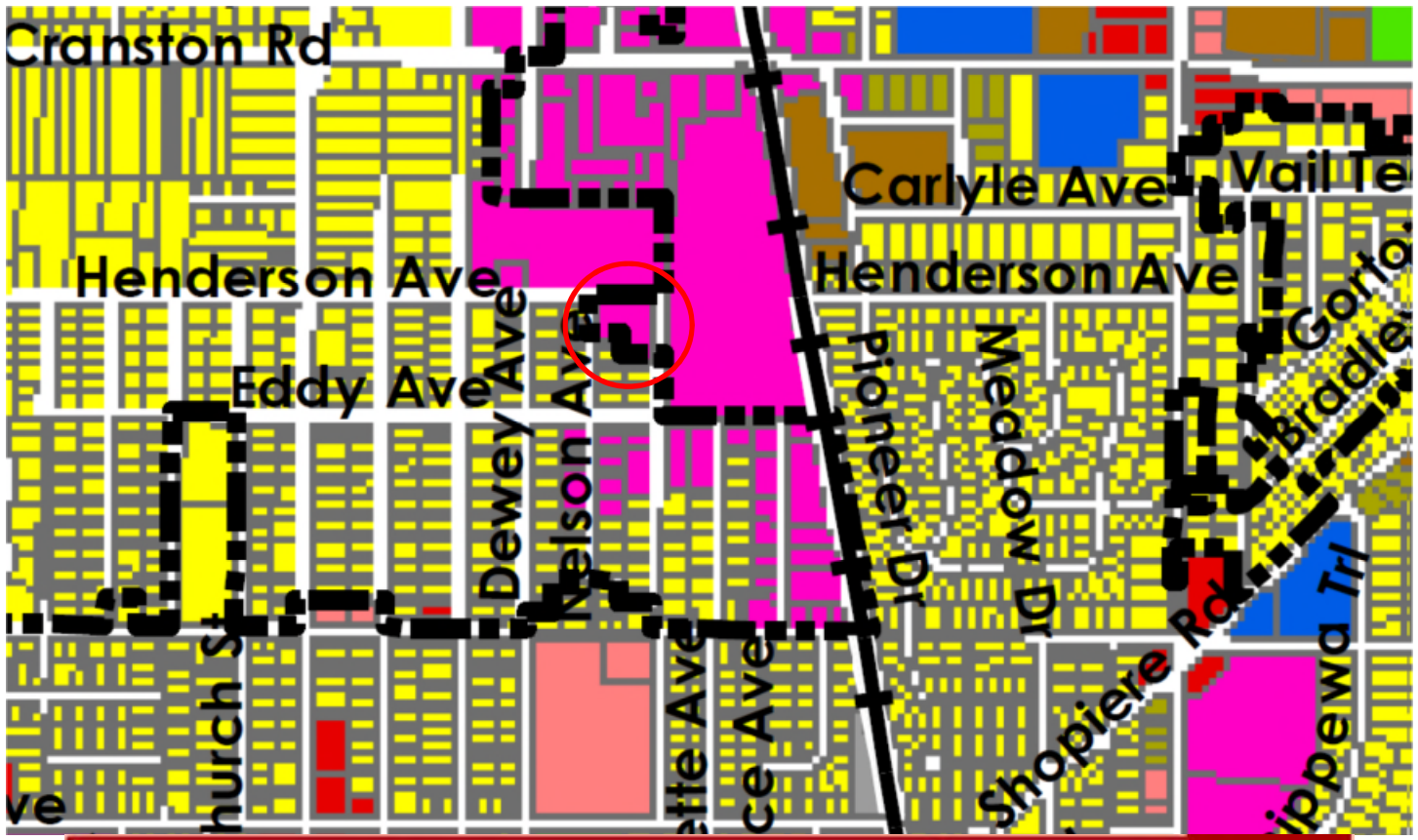
The Planning & Building Services Division recommends **approval** of a Comprehensive Plan Amendment to change the future land use classification from *Planned Mixed Use and Single-Family Residential-Urban* to *General Industrial* for 2030 Porter Avenue in the City of Beloit and the two adjacent lots to the South (Parcels 6-2-2258.25 & 6-2-2258.24) in the Town of Beloit.

**ATTACHMENTS:** Location Map, FLU Map, Application, Public Notice, Mailing List, and Resolution.





Map 10, Future Land Use (Narrowed to Subject Property)



	Municipal Boundary
	City of Beloit/Town of Tangle Boundary/Adaptment Area
	Interstate Highway
	County Highway
	Existing Road
	Potential Future Major Collector/Arterial Roads
	Railroads
	Surface Water
<b>Future Land Use Categories</b>	
	Agricultural
	Single-Family Residential - Exurban
	Single-Family Residential - Urban
	Two-Family/Townhouse Residential
	Mixed Residential
	Burned Neighborhood
	Office
	Planned/Mixed Use
	Neighborhood Commercial
	Community Commercial
	Downtown
	Business Park
	General Industrial
	Institutional & Community Services
	Environmental Corridor
	Parks and Open Space
	Large Range Urban Growth Area
	Right-of-Way

\*\*Potential High-Growth Area\*\* (shown within a mix of the following):

1. Single-Family - Urban (pinkish-red)
2. Two-Family/Townhouse (yellow)
3. Mixed Residential (orange)
4. Institutional and Community Services (blue)
5. Neighborhood Commercial (light green)
6. Parks and Open Space (green)

Scale: 0 0.25 0.5 1 Miles  
 Date: March 17, 2018  
 Source: City of Beloit, Rock County

City of Beloit  
 Comprehensive Plan  
 Map 10:  
 Future Land Use

# CITY of BELOIT

## PLANNING & BUILDING SERVICES DIVISION

100 State Street, Beloit, WI 53511

Phone: (608) 364-6700

Fax: (608) 364-6609

### Comprehensive Plan Amendment Application Form

(Please Type or Print)

File No.: \_\_\_\_\_

1. Applicant's Name: JJGJ Wellnitz Holding, LLC

1964 S. Porter Avenue

Beloit

WI

53511

(Address)

(City)

(State)

(Zip)

608.312.2174

608.312.8793

jwellnitz@gmail.com

(Office Phone #)

(Cell Phone #)

(E-mail Address)

2. Type:  Text Amendment

Map Amendment

3. The following Text Amendment is requested:

Chapter: \_\_\_\_\_, Section: \_\_\_\_\_, Subsection(s): \_\_\_\_\_

Proposed Amendment: \_\_\_\_\_

4. The following Map Amendment is requested:

Map No. & Title: 10 Future Land Use

Address of Affected Property: No addresses (vacant properties)

Tax Parcel Number(s): 6-2-2258.25 & 6-2-2258.24

Owner of record: JJGJ Wellnitz Holding, LLC Phone: \_\_\_\_\_

1964 S. Porter Avenue

Beloit

WI

53511

(Address)

(City)

(State)

(Zip)

Proposed Amendment: Single Family Residential to Mixed Use

5. I/we represent that I/we have a vested interest in this property in the following manner:

Owner

Leasehold, Length of lease: \_\_\_\_\_

Contractual, Nature of contract: \_\_\_\_\_

Other, explain: \_\_\_\_\_

The applicant's signature below indicates the information contained in this application and on all accompanying documents is true and correct.

I/we, the undersigned, do hereby respectfully make application for and petition the City Plan Commission and City Council to grant the requested action for the purpose stated herein. I/we also agree to abide by all applicable federal, state and local laws, ordinances, rules, and regulations.

*[Handwritten Signature]*

(Signature of Owner)

Jo A. Wellnitz

(Print name)

4/21/21

(Date)

(Signature of Applicant, if different)

(Print name)

(Date)

In order for your request to be heard and considered in a timely manner, you must submit the completed application and all accompanying documents to the Planning & Building Services Division. This application must be submitted with the \$275.00 application fee. Applicants will also be charged a fee for mailing public notices at the rate of \$0.50 per notice. An invoice for this fee will be sent to the applicant, and it is typically between \$5.00 and \$20.00.

To be completed by Planning Staff

Filing Fee: **\$275.00** Amount Paid: \_\_\_\_\_ Meeting Date: \_\_\_\_\_

Number of notices: \_\_\_\_\_ x mailing cost (\$0.50) = cost of mailing notices: \$ \_\_\_\_\_

Application accepted by: \_\_\_\_\_ Date: \_\_\_\_\_

Date Notice Published: \_\_\_\_\_ Date Notice Mailed: \_\_\_\_\_



CITY HALL • 100 STATE STREET • БЕЛОIT, WI 53511  
Office: 608/364-6700 • Fax: 608/364-6609  
www.beloitwi.gov  
Equal Opportunity Employer

## **NOTICE TO THE PUBLIC**

May 18, 2021

To Whom It May Concern:

JJGJ Wellnitz Holdings, LLC has filed an application requesting the following amendment to the Future Land Use Map (Map 10) of the City of Beloit Comprehensive Plan for the properties located at:

1. 2030 Porter Avenue (City) - *From Planned Mixed Use to General Industrial; and*
2. Two Adjacent Lots to the South (Parcels 6-2-2258.25 & 6-2-2258.24 in Town of Beloit)  
– *From Single-Family Residential-Urban to General Industrial.*

This request is related to a proposed redevelopment of the surface parking lot & vehicle storage lot located at 2030 Porter Avenue into an industrial service-related building with offices & shop space for local contractors. If this amendment is approved, the proposed lots in the Town of Beloit must be annexed into the City and rezoned. Both lots requiring annexation are proposed to be improved with off-street parking and landscaping as part of this redevelopment project. The following public meetings will be held regarding this proposed amendment:

**City Plan Commission:** Wednesday June 9, 2021, 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, July 19, 2021, at 7:00 PM, or as soon thereafter as the matter can be heard in The Forum, Beloit City Hall, 100 State Street.

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

**\*Due to the COVID-19 crisis, members of the public are highly encouraged to provide oral or written comments to the Commission and City Council via alternative means. You may mail your comments to the attention of Drew Pennington at 100 State Street or via email to [planning@beloitwi.gov](mailto:planning@beloitwi.gov). Public comments and public input for the public hearing will be required, in writing, by noon on the day of the meeting. You may also call (608) 364-6711 to provide your comments over the phone. In-person attendance at Commission and Council meetings may be limited.**

Karry DeVault, Clerk  
Town of Beloit  
2871 S. Afton Rd.  
Beloit 53511

Frank Management Inc.  
2501 Morse Street  
Janesville, WI 53545

Dr. Keyser, Superintendent  
School District of Beloit  
1500 Fourth Street  
Beloit, WI 53511

Deb Bennett, Clerk  
Town of Turtle  
6916 S. County Rd. J.  
Beloit, WI 53511

Rock County Planning Director  
51 S. Main Street, Room 266  
Janesville, WI 53545

Dr. Dennis McCarthy, Superintendent  
Beloit-Turner School District  
1237 Inman Parkway  
Beloit, WI 53511

City Clerk  
City of South Beloit  
519 Blackhawk Blvd. Suite 2  
South Beloit, IL 61080

Mr. Jim Brewer, District Administrator  
Clinton Community School District  
112 Milwaukee Road  
Clinton, WI 53525

Brad Austin  
Corporate Contractors Inc.  
3800 Gateway Blvd #200  
Beloit, WI 53511

Peter Herreid  
Div. of Intergovernmental Relations  
Department of Administration  
[peter.herreid@wisconsin.gov](mailto:peter.herreid@wisconsin.gov)

Nick Dimassis  
Beloit Public Library Director  
For Public Posting

**RESOLUTION  
RECOMMENDING APPROVAL OF AN AMENDMENT TO THE  
CITY OF БЕЛОIT COMPREHENSIVE PLAN**

**WHEREAS**, the Plan Commission of the City of Beloit recommended approval of the Comprehensive Plan of the City of Beloit (the Plan) on September 5, 2018, and the City Council of the City of Beloit approved an Ordinance adopting the Plan on November 5, 2018; and

**WHEREAS**, the Plan may be amended and changed in the years following adoption, particularly in instances where the Plan is becoming irrelevant or contradictory to emerging policies or trends, or does not provide specific advice or guidance on an emerging issue; and

**WHEREAS**, “Amendments” are generally defined as minor changes to the Plan’s maps or text; and

**WHEREAS**, the City Council of the City of Beloit approved a Resolution to Adopt a Process for Amending the City of Beloit Comprehensive Plan on February 1, 2010; and

**WHEREAS**, the approved process directs the Plan Commission to hold a public meeting on the proposed amendment, and following said public meeting, make a recommendation by Resolution to the City Council by majority vote of the entire Commission.

**NOW, THEREFORE, BE IT RESOLVED** that the Plan Commission of the City of Beloit, Rock County, Wisconsin, hereby recommends approval of the following amendment to the Future Land Use Map (Map 10) of the City of Beloit Comprehensive Plan:

1. 2030 Porter Avenue (City) - From Planned Mixed Use to General Industrial; and
2. Two Adjacent Lots to the South (Parcels 6-2-2258.25 & 6-2-2258.24 in Town of Beloit) – From Single-Family Residential-Urban to General Industrial.

Adopted this 9<sup>th</sup> day of June, 2021.

**Plan Commission**

\_\_\_\_\_  
Tim Weeden, Chairman

ATTEST:

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





## **REPORT TO THE PLAN COMMISSION**

**Plan Commission Meeting Date:** June 9, 2021

**Agenda Item:** 3.b.

**File Number:** CU-2021-04

### **General Information**

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**Applicant:** Dalip Singh and LBJ Beloit Realty South LLC

**Owner:** LBJ Beloit Realty South LLC

**Address/Location:** 550 W. Grand Avenue (Grand Avenue Plaza)

**Applicant's Request:** Conditional Use Permit (CUP) to allow alcohol sales in a C-2, Neighborhood Commercial District.

### **Background**

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Dalip Singh and LBJ Beloit Realty South LLC have applied for a Conditional Use Permit to allow alcohol sales in a C-2, Neighborhood Commercial District, for the property located at 550 W. Grand Avenue. The applicant is seeking to open a liquor store in the space currently occupied by a laundromat.

### **Staff Analysis**

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**Existing Conditions:** The property is located at the southeast corner of the intersection of W. Grand Avenue, Eighth Street, and Brooks Street; just west of downtown. There is a neighborhood convenience store and surface parking lot on the subject property, which is 0.32 acres in area.

**Surrounding Land Use and Zoning:** To the north is Hackett Elementary School, zoned PLI, Public Lands and Institutions. To the east is Beloit Auction and Realty, zoned C-2, Neighborhood Commercial District. To the south and west are residential land uses zoned R-1B, Single-family Residential.

**Proposed Use:** As shown on the attached drawing, the applicant is proposing a liquor store with a Class A Liquor License, and the highlighted areas are where sales will be permitted. Before the applicant may seek a Liquor License, a Conditional Use Permit is required due to the C-2 zoning classification.

**City of Beloit Comprehensive Plan:** The City's Comprehensive Plan recommends *Neighborhood Commercial* for the subject property. This request and the underlying zoning classification are consistent with this recommendation.

**Municipal Utilities:** The subject property receives the full range of municipal services.

**Review Agent Comments:** A copy of the application was sent to the City of Beloit Staff they had the following comments:

**Police Department:** The Beloit Police Department recommends denial of the proposed conditional use permit

for alcohol sales at 550 W. Grand Avenue. This recommendation is made based upon a number of factors including the concerns found during a neighborhood survey about the amount of loitering and suspected drug dealing taking place in the parking lot that the liquor store would be located in. Also the neighboring businesses expressed opposition to alcohol sales because their customers have already expressing a number of frustrations with the questionable activities that currently occur at 550 W. Grand Avenue. The Police Department is also concerned about the proximity of the proposed liquor store to the existing Elementary School. Lastly, a review of calls for service indicates that there were 27 calls from 2019 to date that involve battery, loitering, suspicious activity, automobile thefts and a weapons offense. Please see attached memo for more detail.

**Public Comments:** Beloit Auction Service and Hackett Elementary staff have submitted comments objecting to the applicant's request. Please see attached emails.

**Findings of Fact:** Based on Section 2-504 of the Zoning Ordinance, the Plan Commission shall make a recommendation based on the following considerations:

- a. *Whether the establishment, maintenance, or operation of the conditional use will be detrimental to or endanger the public health, safety, morals, comfort, or general welfare;*
  - The establishment of a liquor store in this location, directly across from Hackett Elementary School and near high density housing, may endanger public health, safety, and welfare by likely increasing occurrences of crime and disorder. This likelihood is supported by numerous publicly available research studies. A July 2009 study by the Urban Institute Justice Policy Center found that "...off-premise outlets are significantly associated with an increase in calls for service for domestic violence. With regard to social disorder—and specifically calls for service for disorderly conduct, high densities of both on-premise and off-premise were associated with high levels of disorder."<sup>2</sup>
  - If the establishment of a liquor store is likely to increase crime in this location, then it follows that the increased crime will be detrimental to nearby residents, existing nearby businesses, and the entire Hackett School community. A recent study of this issue found "strong and consistent evidence that limiting alcohol availability by maintaining existing limits on the days of sale is an effective strategy for preventing excessive alcohol consumption and related harms."<sup>3</sup>
  - The specific location directly across from an elementary school creates an additional layer of vulnerability. The establishment of a liquor store in this location is likely to negatively impact the future behavior of students who live in the neighborhood and attend Hackett School. The constant exposure to the sale, purchase, and consumption of alcoholic beverages will negatively impact the students. For example, a recent study of more than 2,700 middle-school students in Southern California found that alcohol availability within a ½ mile of their homes was associated with a higher likelihood (odds ratio 1.03) of lifelong drinking habits.<sup>1</sup>
  - Studies show that neighborhood poverty can impact alcohol consumption through several means. "Interventions aimed at deconcentrating neighborhood poverty or addressing some of its consequences in the economic, built, or social environment, could have a small impact on the level of alcohol consumption."<sup>4</sup> Limiting the location of alcohol sales in neighborhoods with higher poverty metrics can reduce the alcohol use in the area.

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<sup>1</sup> See Source #1 on attached page

<sup>2</sup> See Source #2 on attached page

<sup>3</sup> See Source #3 on attached page

<sup>4</sup> See Source #4 on attached page



- b. *Whether the conditional use will be injurious to the use and enjoyment of other property in the immediate vicinity for purposes already permitted;*
- The subject property is directly across W. Grand Avenue from Hackett Elementary School, which serves the surrounding neighborhood. When the School District put an addition on Hackett Elementary School in 2013, that addition included a two-story classroom wing that extends all the way to Eighth Street. As a result, there are two entrances and sixteen classroom windows that look directly at the proposed liquor store. As a result, students will not only be exposed to the liquor store and the associated problems while going to/from school, but *during* the school day, which will be an unnecessary distraction.
  - Furthermore, there is a surface parking lot used by Hackett teachers and staff at the southwest corner of W. Grand Avenue and Eighth Street near the proposed liquor store. Due to the negative outcomes stated above, establishment of a liquor store in this location will be injurious to Hackett teachers and staff who must walk past this site when walking to and from their parked vehicles.
  - The immediate neighborhood includes a small business district consisting of a restaurant, housing nonprofit, auction center, and church. For the reasons stated above, the establishment of a liquor store in this location will negatively impact the use and enjoyment of nearby properties. The public comments attached to this report express concern about the likely impact upon their use and enjoyment of their respective properties.
- c. *Whether the conditional use will substantially diminish or impair property values within the neighborhood of the subject property;*
- Studies have shown that alcohol outlets have been shown to increase crime.<sup>5</sup> As the Beloit Police Department has stated before this property already receives numerous service calls and the addition of alcohol sales will only increase the likelihood of more. It could be argued that neighborhoods with more violent crime tend to become less attractive areas to live, which results in lower property values for the area.
- d. *Whether the establishment of the conditional use will impede the normal and orderly development and improvement of the surrounding property;*
- This is an urbanized area, and the surrounding properties are already fully developed.
- e. *Whether the exterior architectural design or site layout of the proposed conditional use is so dissimilar or otherwise incompatible with existing or proposed development in the immediate neighborhood that it will cause a depreciation in property values;*
- The applicant has not proposed any architectural changes, although if approved the applicant will have to submit an architectural review application for any exterior improvements, which includes signage.
- f. *Whether adequate utilities, access roads, drainage or other necessary facilities will be available to serve the proposed use at the time of its occupancy or use;*
- Adequate facilities and infrastructure are available and currently serve the property.
- g. *Whether adequate measures will be taken to minimize traffic congestion; and*
- The proposed site can be accessed from both Eighth Street and W. Grand Avenue. Parking is shared with the adjacent tenant Grand Avenue Market.
- h. *Whether the conditional use will comply with all applicable regulations of the Zoning Ordinance.*
- If approved, the proposed use will comply with all other applicable regulations.

<sup>5</sup> See Source #5 on attached page

**STAFF RECOMMENDATION:**

The Planning & Building Services Division recommends denial of a Conditional Use Permit to allow alcohol sales in the C-2, Neighborhood Commercial District, for the property located at 550 W. Grand Avenue, based on the above Findings of Fact.

**ATTACHMENTS:** Substantial Evidence, CUP Decision Form, Site Plan, Application, PB Comments, Public Comment, Public Notice, & Mailing List.

## Substantial Evidence Sources

1. “A recent study of more than 2,700 middle-school students in Southern CA found that alcohol availability within a ½ mile of their homes was associated with a higher likelihood (odds ratio 1.03) of lifelong drinking habits.”  
Study Title: Associations between neighborhood alcohol availability and young adolescent alcohol use (September 2015)  
Published by: Journal of the Society of Psychologists in Addictive Behaviors  
Authors: [Regina A Shih](#)<sup>1</sup>, [Leslie Mullins](#)<sup>1</sup>, [Brett A Ewing](#)<sup>1</sup>, [Lisa Miyashiro](#)<sup>1</sup>, [Joan S Tucker](#)<sup>1</sup>, [Eric R Pedersen](#)<sup>1</sup>, [Jeremy N V Miles](#)<sup>1</sup>, [Elizabeth J D'Amico](#)<sup>1</sup>

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2. “...off-premise outlets are significantly associated with an increase in calls for service for domestic violence. With regard to social disorder—and specifically calls for service for disorderly conduct, high densities of both on-premise and off-premise were associated with high levels of disorder.”  
Study Title: Alcohol Outlets as Attractors of Violence and Disorder: A Closer Look at the Neighborhood Environment (July 2009)  
Prepared by: Urban Institute Justice Policy Center  
Authors: [Caterina Gouvis Roman](#), [Shannon E. Reid](#), [Avinash S. Bhati](#), [Bogdan Tereshchenko](#)

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3. “We found strong and consistent evidence that limiting alcohol availability by maintaining existing limits on the days of sale is an effective strategy for preventing excessive alcohol consumption and related harms. In addition, there is some direct evidence that the imposition of increased limits on days of sale may reduce alcohol-related harms.”  
Study Title: Effectiveness of Policies Maintaining or Restricting Days of Alcohol Sales on Excessive Alcohol Consumption and Related Harms  
Prepared By: Community Guide Branch, Epidemiology and Analysis Program Office (Middleton, Hahn, Kuzara, Elder, Chattopadhyay, Lawrence), National Center for Chronic Disease Prevention and Health Promotion (Brewer, Naimi), CDC, Atlanta, Georgia; Los Angeles County Department of Public Health (Fielding), Los Angeles, California; University of Minnesota School of Public Health (Toomey), Minneapolis, Minnesota  
Authors: [Jennifer Cook Middleton](#), PhD, [Robert A. Hahn](#), PhD, MPH, [Jennifer L. Kuzara](#), MA, MPH, [Randy Elder](#), PhD, [Robert Brewer](#), MD, PhD, [Saial Chattopadhyay](#), PhD, [Jonathan Fielding](#), MD, MPH, MBA, [Timothy S. Naimi](#), MD, MPH, [Traci Toomey](#), PhD, [Briana Lawrence](#), MPH, and the Task Force on Community Preventive Services

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4. “Interventions aimed at deconcentrating neighborhood poverty or addressing some of its consequences in the economic, built or social environment, could have a small impact on levels of alcohol consumption.”  
Study Title: The relationship between neighborhood poverty and alcohol use: estimation by marginal structural models.  
Prepared By: *Epidemiology (Cambridge, Mass.)*, 21(4), 482–489  
Authors: [Cerdá, M.](#), [Diez-Roux, A. V.](#), [Tchetgen, E. T.](#), [Gordon-Larsen, P.](#), & [Kiefe, C.](#) (2010)

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5. “Access to outlets that allow for off-site consumption had a greater association with violent crime than outlets that only permit on-site consumption. The lack of effective measures to keep order in and around off-premise outlets could attract or multiply violent crime.”  
Study Title: Outlet Type, Access to Alcohol, and Violent Crime  
Published By: *Alcoholism Clinical & Experimental Research* Volume 42, Issue 11 November 2018  
Authors: [Pamela J. Trangenstein](#), [Frank C. Curriero](#), [Daniel Webster](#), [Jacky M. Jennings](#), [Carl Latkin](#), [Raimee Eck](#), [David H. Jernigan](#)

## Beloit Plan Commission Conditional Use Permit Decision Form

When reviewing an application for a conditional use, the local government must look to the requirements and conditions found in the local zoning ordinance and determine if the applicant meets those requirements and conditions. The local government must provide **substantial evidence** supporting their decision to grant or deny the permit, and to impose additional conditions on the permit. Substantial evidence means **facts and information**, directly relating to the requirements and conditions, that a reasonable person would accept in support of a conclusion. Personal preferences and speculation are not sufficient forms of evidence. All requirements and conditions imposed by the local government must be reasonable, and to the extent practicable, measurable.

### Permit Conditions

A local government is authorized to impose conditions on the permit that relate to the purpose of the ordinance. Conditions must be **reasonable**, and to the extent practicable, **measurable**. Conditions may limit the permit's duration, transfer, or renewal.

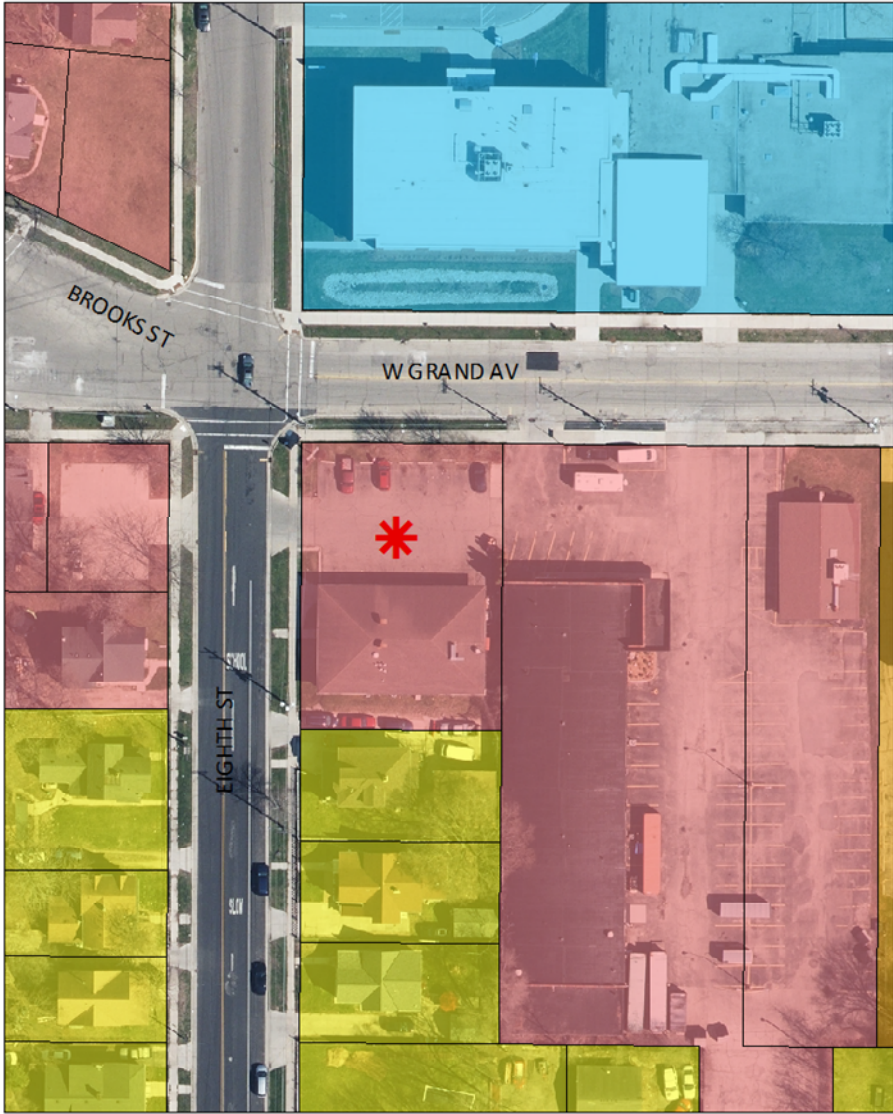
List conditions imposed on the permit:

**Decision:** Based on the findings of fact, conclusions of law, and the record in this matter, the permit is:

- Approved, with the conditions stated above  
 Denied, for the following reasons:

The applicant fails to meet three of the findings of fact as detailed in the staff report. Based on the evidence presented in the staff report, the proposed use is detrimental to or endangers the public health, safety, morals, comfort, or general welfare, and the use will be injurious to the use and enjoyment of other property in the immediate vicinity for purposes already permitted. Finally, approving this conditional use will substantially diminish or impair property values within the neighborhood of the subject property. Specifically, there is substantial evidence (see attached sources) that the establishment of liquor sales leads to increases in crime and disorder, which is specifically problematic given the adjacent elementary school serving grades 4K through 3<sup>rd</sup> Grade. Establishment of a liquor store in this location, next to an elementary school and near high density housing along W. Grand Avenue would lead to increases in crime that would harm the residents, business owners, and school community, and would hurt nearby property values.

# Location Map



## Legend

### Zoning Classification

<all other values>

### REGULATIONCLASSIFICATION

C-1

C-2

C-3

CBD-1

CBD-2

DH

M-1

M-2

MRO

PLI

PUD

R-1A

R-1B

R-2

R-3

R-4

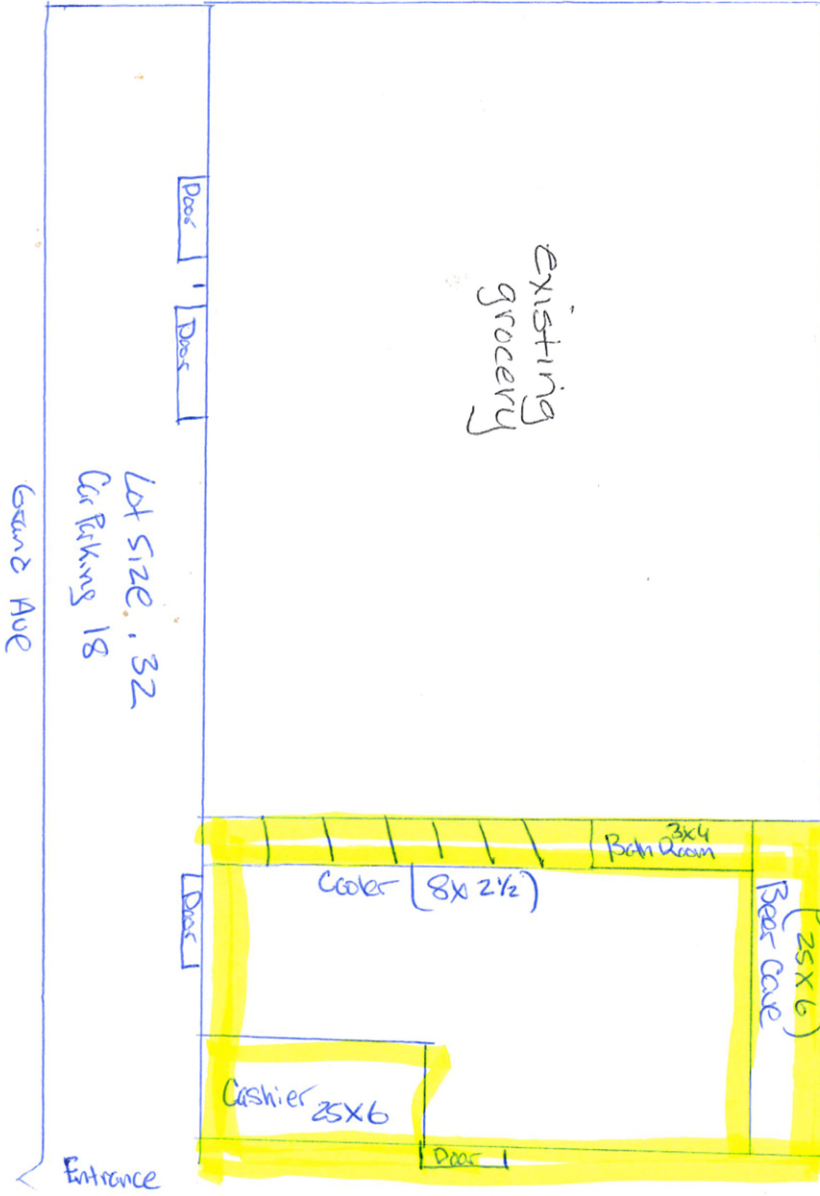
Parcel Poly

City Limits (Corp Poly)

NFSZ LLC  
Dair Singh

3634 Molit Hainment Retail Bldg 1350

existing  
grocery



15th St



# CITY of BELOIT

## Planning and Building Services Division

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

### Conditional Use Permit Application

(Please Type or Print)

File Number: \_\_\_\_\_

1. Address of subject property: 550 W Grand Ave

2. Legal description: Garage / Laundry Mt

If property has not been subdivided, attach a copy of the complete legal description from deed.

Property dimensions are: \_\_\_\_\_ feet by \_\_\_\_\_ feet = 3634 square feet.

If more than two acres, give area in acres: \_\_\_\_\_ acres.

3. Tax Parcel Number(s): 13560491

4. Owner of record: LBJ Beloit Realty South LLC Phone: 262-784-6871

1461 S. River Rd New Berlin WI 53151  
(Address) (City) (State) (Zip)

5. Applicant's Name: Dalip Singh

102615743 Scott Ln Menomonee Falls WI 53051  
(Address) (City) (State) (Zip)

150510311 / 262-309-7514 / Dalip@ljb.com  
(Office Phone #) (Cell Phone #) (E-mail Address)

6. All existing use(s) on this property are: Garage / Laundry Mt

#### 7. THE FOLLOWING ACTION IS REQUESTED:

A Conditional Use Permit for: Liquor License

\_\_\_\_\_ in a(n) \_\_\_\_\_ Zoning District.

#### 8. All the proposed use(s) for this property will be:

Principal use: Liquor Store

Secondary use: \_\_\_\_\_

Accessory use: \_\_\_\_\_

9. Project timetable: Start date: 6-1-21 Completion date: \_\_\_\_\_

10. I/We represent that I/we have a vested interest in this property in the following manner:

( ) Owner

( ) Leasehold, length of lease: \_\_\_\_\_

( ) Contractual, nature of contract: \_\_\_\_\_

(X) Other, explain: Buying Property Contingent upon securing liquor license

The applicant's signature below indicates the information contained in this application and on all accompanying documents is true and correct.

I/We, the undersigned, do hereby respectfully make application for and petition the City Plan Commission and City Council to grant the requested action for the purpose stated herein. I/We represent that the granting of the proposed request will not violate any of the required standards of the Zoning Ordinance of the City of Beloit. I/We also agree to abide by all applicable federal, state and local laws, ordinances, rules, and regulations.

Robert Huelzi  
(Signature of Owner)

Robert Huelzi  
(Print name)

4/26/2021  
(Date)

Dalip Singh  
(Signature of Applicant, if different)

DALIP SINGH  
(Print name)

04-22-2021  
(Date)

In order for your request to be heard and considered in a timely manner, you must submit the completed application, and all accompanying documents, to the Planning and Building Services Division for acceptance by the filing deadline date prior to a scheduled Plan Commission meeting.

This application must be submitted with one copy of a scaled drawing showing the layout of the proposed development in accordance with all code requirements, and the \$275.00 application fee. Applicants will also be charged a fee for mailing public notices at the rate of \$0.50 per notice. An invoice for this fee will be sent to the applicant and these costs are typically between \$5.00 and \$15.00.

To be completed by Planning Staff

Filing fee: \$275.00 Amount paid: \_\_\_\_\_ Meeting date: \_\_\_\_\_

No. of notices: \_\_\_\_\_ x mailing cost (\$0.50) = cost of mailing notices: \$ \_\_\_\_\_

Application accepted by: \_\_\_\_\_ Date: \_\_\_\_\_





**Beloit Police Department  
Office of the Chief**

To: Hilary Rottmann  
Planner II

From: Andre Sayles  
Chief of Police

Date: Thursday, June 3, 2021

RE: Recommendation 550 W. Grand Avenue

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The Police Department is in receipt of a request for a conditional use permit (CUP) for the sale of alcohol for the property at 550 W. Grand Avenue. The applicant for the CUP is proposing to remove a laundromat and replace it with a liquor store. The building also houses a grocery store/neighborhood market in the adjacent space.

The Police Department appreciates the opportunity to provide feedback on this application. After reviewing all of the data and information available to the Department, please let this memorandum serve as a recommendation for DENIAL of the conditional use permit.

This recommendation is made upon a number of factors.

First, a review of concerns found during a neighborhood survey indicate the concerns of neighbors revolve around the amount of loitering and suspected drug dealing going on in the parking lot. Although some neighbors did not express any issues with the market, others were concerned about the owner of 550 W. Grand Avenue knowing what is going on in the parking lot and not doing anything about it.

Second, neighboring businesses expressed opposition to allowing the sale of alcohol because their customers were already expressing a number of frustrations; namely the following:

1. frustration with people coming from the Grand Avenue Market and approaching them asking for money
2. concern that the location is a continual hangout of drug dealers
3. proximity to an elementary school
4. constant need to maintain the property due to the garbage that is strewn about and enters the properties of others
5. concern of adding the sale of alcohol to this location would only exacerbate the above-listed problems on the property

Memo

A015-6-9/21/16-3265

1



**Beloit Police Department  
Office of the Chief**

Third, the location of the proposed sale of alcohol is directly across the street from an elementary school. The school also reported that it also had concerns about the loitering occurring in the parking lot.

Fourth, a review of calls for service indicates that there were several calls from 2019 to date. These calls for service are detailed below, but involve battery, loitering, suspicious activity, automobile thefts and a weapons offense. Below is a list of calls for service at 550 W. Grand Avenue:

- 12 Suspicious Activity Calls
- 8 Drug Complaints
- 2 Loitering Complaints
- 2 Auto Thefts (2 reports generated for auto thefts, both taken from the parking lot)
- 1 Robbery (Money forcibly taken from a victim)
- 1 Battery (Victim was assaulted outside the business)
- 1 Weapons Offense (Verbal argument one subject pulled out a handgun)

The kinds of calls listed above are a legitimate concern for this neighborhood and, as you can see, generate a lot of activity for the Police Department. The Department's prior experience has shown that if alcohol sales/service is added to a business, the calls for service only increase. An increase to calls for service for one business reduces the amount of time that the Department has to respond to other areas of concern in the community. As a grocery store, the business already has generated calls for service that are concerning to the neighborhood and the community. Adding alcohol sales will only serve to create more issues, rather than solve the problems.

For all of these reasons, the Department requests that the application for a conditional use permit for alcohol sales at this location be DENIED.

Respectfully Submitted,

Andre Sayles  
Chief of Police

Memo

A015-6-9/21/16-3265  
2

## Rottmann, Hilary

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**From:** David Allen <david@beloitauction.com>  
**Sent:** Tuesday, May 25, 2021 12:30 AM  
**To:** Rottmann, Hilary  
**Subject:** Feedback on Proposed Conditional Use Permit for 550 Grand Avenue, Beloit

Dear Hilary Rottmann,

We were made aware of a potential conditional use permit for 550 Grand Avenue, Beloit to allow alcohol sales. I currently work for Beloit Auction & Realty, Inc. located at 534 W. Grand Avenue (a neighboring property) and will eventually take over the business. We take great pride in the business we have built and in the city in which we live. In no particular order, I will share why I am vehemently opposed to this conditional use:

- We already have individuals who frequent the grocery store/laundromat on the corner of 8th Street and Grand Avenue who come into our parking lot and harass our customers for money. These individuals do nothing but tarnish the image of the community in which we live.
- The grocery store/laundromat is a known location for drug dealing. I have personally witnessed numerous drug deals and if we add alcohol to the mix of what can be purchased at that location, the amount of unwelcome traffic in and around that location will only increase. We have already had individuals damage/steal from the Penske vehicles we rent, the vehicles we drive, and the personal property/vehicles that we sell that sit outside of our building in our parking lot.
- That location sits right across from Hackett Elementary School. There are enough school children around that should not have to walk by a location where these types of unwelcome individuals will linger/frequent.
- There is a lot of drive in and drive out traffic at that location already with plenty of loud music provided by the vehicles frequenting that location. More traffic will mean even greater noise and safety issues.
- We frequently pick up the trash and food packaging from the grocery store in our parking lot. We do not need to add beer cans and liquor bottles to that mix. The overall appearance of their location has never been maintained and held in high regard and they show no respect for neighboring properties.

Nuisance activities within the premises or close proximity of the premises, will no doubt increase, including but not limited to illegal drug activity, public drunkenness, drinking in public, harassment of passersby, the sale of stolen goods, public urination, thefts, assaults, littering, loitering, and police detentions/arrests (most of these activities which I have personally witnessed already). Ultimately, the sale of alcohol at this proposed establishment will have a negative effect on the health, safety, and general welfare of all of us living and working in that area. We are strongly opposed to this conditional use. Thank you.

Thank you,  
David Allen  
Mobile: (608) 333-4586  
Vice President - Beloit Auction & Realty, Inc.  
To bid, visit [www.beloitauction.com](http://www.beloitauction.com) or download our free app by searching for "Beloit Auction"



**From:** Pat Ranft [mailto:pat@beloitauction.com]  
**Sent:** Saturday, May 22, 2021 12:21 PM  
**To:** Pennington, Drew  
**Subject:** Re: proposed liquor store at corner of W. Grand and 8th St.

I am a business owner at 534 West Grand Ave. and am astonished that the City of Beloit is even remotely considering placement of a liquor store at West Grand and 8th St.

The building is directly across the street from Hackett Elementary School, and questionable activity in the parking lot shared by the small grocery store and former laundromat already gives us enough problems in this block. It was bad enough when people would hang out at the laundry, and I cannot imagine how much worse it would be with a liquor store there.

We have been an anchor business here since 1984 and believe that we contribute positively to this neighborhood and to the City. Do not create another problem for us to contend with by allowing a liquor store to open on the corner.

I would appreciate it if you would see that this letter is presented to council members and appropriate staff for consideration in this matter.

Patricia Ranft  
Beloit Auction Service, Inc.

**From:** Ryan McReynolds [mailto:rmcreynolds@sdb.k12.wi.us]  
**Sent:** Wednesday, May 26, 2021 12:00 PM  
**To:** Pennington, Drew  
**Subject:** Re: Proposed Liquor Store Near Hackett

Thanks again for speaking with me this morning.

On behalf of the Hackett staff, we oppose the proposed liquor store trying to be established across the street. Our main concern is the safety of our students and families. With a new store being developed, and the services it offers, this would bring more traffic to an intersection that is already busy and has a history of incidents in the area. We have many students that walk or ride their bikes to and from school, and this new store is in their direct path.

Thank you.

Hackett Staff



CITY HALL • 100 STATE STREET • BELOIT, WI 53511  
Office: 608/364-6700 • Fax: 608/364-6609  
www.beloitwi.gov  
Equal Opportunity Employer

## **NOTICE TO THE PUBLIC**

May 21, 2021

To Whom It May Concern:

Dalip Singh has applied for a Conditional Use Permit to allow alcohol sales in a C-2, Neighborhood Commercial District for the property located at:

**550 W. Grand Avenue**

The following public hearings will be held regarding this proposed Conditional Use Permit:

**City Plan Commission:** Wednesday, June 9, 2021, 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, June 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.

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

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

**\*Due to the COVID-19 crisis, members of the public are highly encouraged to provide oral or written comments to the Commission and City Council via alternative means. You may mail your comments to the attention of Hilary Rottmann at 100 State Street or via email to [rottmanh@beloitwi.gov](mailto:rottmanh@beloitwi.gov). Public comments and public input for the public hearing will be required, in writing, by noon on the day of the meeting. You may also call (608) 247-2965 to provide your comments over the phone. In-person attendance at Commission and Council meetings will be limited.**

BELOIT SCHOOL DISTRICT  
1500 FOURTH STREET  
BELOIT WI 53511

SS PROPERTY RENTALS LLC  
W2484 COUNTY ROAD C  
ALBANY WI 53502-9338

BELOIT AUCTION & REALTY INC  
534 W GRAND AVE  
BELOIT WI 53511

GRAJCEVCI, MUHAMET  
3841 LUCEY ST  
JANESVILLE WI 53546

SANCHEZ, ESPERENZA  
533 EIGHTH ST  
BELOIT WI 53511

GALVEZ, ALVARO  
529 EIGHTH ST  
BELOIT WI 53511

SANCHEZ RENTALS LLC  
PO BOX 553  
BELOIT WI 53511

R M R RENTALS LLC  
1425 WILLIAMS DR  
BELOIT WI 53511

KRUEGER, BEVERLY J  
339 E MAIN ST  
EVANSVILLE WI 53536

PLANTE, ROGER  
530 EIGHTH ST  
BELOIT WI 53511



## **REPORT TO THE PLAN COMMISSION**

**Plan Commission Meeting Date:** June 9, 2021

**Agenda Item:** 4.a.

**File Number:** CSM-2021-03

### **General Information**

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**Applicant:** Combs & Associates, Inc.

**Owner:** Green Valley Farms, Inc.

**Address/Location:** 6208 W. Beloit-Newark Road

**Applicant's Request:** The applicant has proposed a one-Lot Certified Survey Map (CSM) for 6208 W. Beloit-Newark Road in the Town of Beloit.

### **Staff Analysis**

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

**Proposed Land Division:** The intent of the proposed CSM is to create a 4.35-acre lot to separate the home and structures from the agricultural land. They intend to keep the farm land and sell off the parcel with the structures.

**Surrounding Land Use and Zoning:** The subject property has a rural residence and agricultural uses and is zoned A-1, Farmland Preservation District. The properties to the east, south, and west have agricultural uses zoned A-1, Farmland Preservation District. To the north are rural residential and agricultural uses zoned A-2, General Agricultural District all located in the Town of Beloit subject to Town zoning.

**City of Beloit Comprehensive Plan and Strategic Plan:** The Comprehensive Plan's Future Land Use Map states this property is outside the long range Urban Growth Area and recommends agricultural uses for the subject properties. Land use cannot be considered when reviewing extraterritorial CSM applications per state law.

**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 have no comments.

**STAFF RECOMMENDATION:**

The Planning & Building Services Division recommends **approval** of the attached one-Lot Certified Survey Map (CSM) for the property at 6208 W. Beloit-Newark Road in the Town of Beloit, 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.

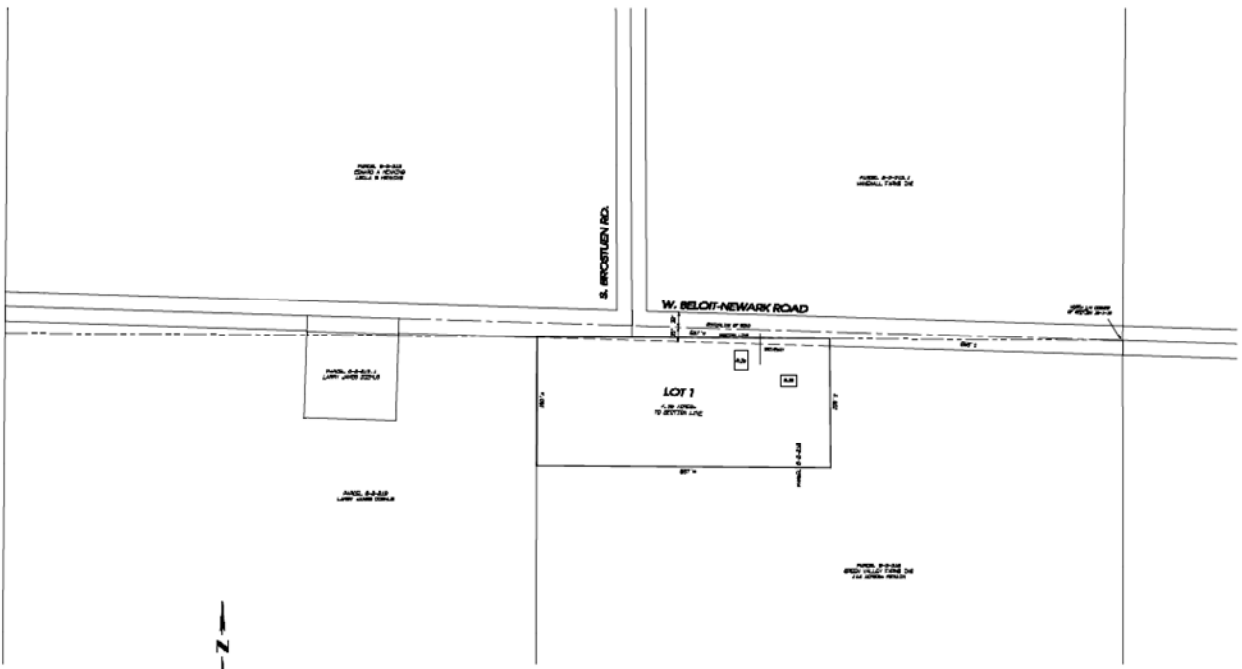


# LOCATION MAP



# PRELIMINARY CERTIFIED SURVEY MAP

PART OF THE NW 1/4 OF THE NW 1/4 AND PART OF THE NE 1/4 OF THE NW 1/4 OF SECTION 18, T.20N., R.10E., OF THE 4TH P.M., TOWN OF BELLOIT, ROCK COUNTY, WISCONSIN.



NOTES:  
 THIS MAP IS SUBJECT TO ALL CITY ORDINANCES  
 AND AGREEMENTS, RECORDS AND UNRECORDED.  
 THE SHEET OF RECORDS IS REFERRED.

	• LAND SURVEYOR	NO. 03/24/21
	• LAND PLANNER	BY 817
	• SURVEYOR	PROJECT 101-008
	NO. 000000000	TOWN GREEN VALLEY

**CITY of BELOIT**  
**Neighborhood Planning Division**

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

**Application for Review of a Minor Subdivision**

(Please Type or Print)

File Number: CSM-2021-03

1. Address of property: 6208 W. Beloit-Newark Road
2. Tax Parcel Number(s): 6-2-218
3. Property is located in (circle one): City of Beloit or Town of Turtle; Beloit; Rock or LaPrairie  
 In the NW Quarter of Section 19, Township 1 North, Range 12 East of the 4th P.M.
4. Owner of record: Green Valley Farms, Inc Phone: 608-290-6330  
39 Pinerock Dr. Travers Rest, SC 29690  
(Address) (City) (State) (Zip)
5. Surveyor's name: Combs & Associates, Inc. Phone: 608-752-0575  
109 W. Milwaukee Street., Janesville, WI 53548  
(Address) (City) (State) (Zip)
6. Number of new lots proposed with this land division is 1 lot(s).
7. Total area of land included in this map: 4.35±
8. Total area of land remaining in parent parcel: 114±
9. Is there a proposed dedication of any land to the City of Beloit? No
10. The present zoning classification of this property is: A-1
11. Is the proposed use permitted in this zoning district: \_\_\_\_\_

12. **THE FOLLOWING ITEMS MAY NEED TO BE COMPLETED AND/OR ATTACHED:**
- Site Assessment Checklist;** is required if the total area of CSM is over 5 acres.
  - Pre-application meeting;** a pre-application meeting was held on \_\_\_\_\_ with City of Beloit Staff.
  - Developer's Statement;** as required by section 12.02(7) of the Subdivision Ordinance.
  - Phase One Environmental Assessment;** as per section 12.05(1)(c) of the Subdivision Ordinance.
  - Certified Survey Map;** one copy as required by section 12.05(1) of the Subdivision Ordinance.

The applicant's signature below indicates the information contained in this application and on all accompanying documents is true and correct. The undersigned does hereby respectfully make application for and petition the City Plan Commission or City Council for approval of this Certified Survey Map for the purpose stated herein. The undersigned also agrees to abide by all applicable federal, state and local laws, rules, and regulations.

Ronald J Combs Agent Ronald J Combs 4/20/2021  
(Signature of applicant) (Name of applicant) (Date)

**This application must be submitted at least 21 days prior to the Plan Commission meeting date.**

Review fee: <u>\$150 plus \$10 per lot</u>	Amount paid: _____
Scheduled meeting date: _____	
Application accepted by: _____	Date: <u>APR 26 REC'D</u>

**RESOLUTION**  
**APPROVING A ONE-LOT CERTIFIED SURVEY MAP**  
**FOR THE PROPERTY LOCATED AT 6208 W. BELOIT-NEWARK 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 one-lot Certified Survey Map for the property located at 6208 W. Beloit-Newark Road, containing 114 acres, more or less, is located within the extraterritorial jurisdiction of the City of Beloit; and

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

PART OF THE NW ¼ OF THE NW ¼ AND PART OF THE NE ¼ OF THE NW ¼ OF SECTION 19, T.1N., R.12E. OF THE 4<sup>TH</sup> P.M., TOWN OF BELOIT, ROCK COUNTY, WISCONSIN.

**NOW, THEREFORE, BE IT RESOLVED THAT** the Plan Commission of the City of Beloit does hereby conditionally approve the attached one-lot Certified Survey Map for the property located at 6208 W. Beloit-Newark 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 9th day of June, 2021.

**Plan Commission**

\_\_\_\_\_  
Timothy Weeden, Chairman

**ATTEST:**

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



## **REPORT TO THE PLAN COMMISSION**

**Plan Commission Meeting Date:** June 9, 2021

**Agenda Item:** 4.b.

**File Number:** RPB-2021-03

### **General Information**

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**Applicant:** Wisconsin Power & Light Co. DBA Alliant Energy

**Owner:** City of Beloit

**Address/Location:** 1901 Gateway Boulevard

**Applicant's Request:** Wisconsin Power & Light Company has requested a 15-foot Natural Gas Easement across the western edge of the vacant City-owned property located at 1901 Gateway Boulevard as described and illustrated on the attachments. The proposed easement will allow the applicant to install underground natural gas lines and communication facilities as part of a service upgrade project for the larger Gateway area.

### **Staff Analysis**

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**Existing Conditions:** The subject property is a vacant, 56-acre parcel being actively marketed for business park development. Gateway Boulevard lies to the west of the subject property, while the railroad line lies to the north. City staff has ensured that the easement will allow future utility laterals and directional signage within the easement area for future development prospects.

**Surrounding Land Use and Zoning:** There is agricultural land and rural residential parcels to the east and south of the subject property, along with G5 Brewing Company to the southwest. The land to the north and west is zoned M-1, Limited Manufacturing District, while the land to the south and east is a mixture of residential and Development Holding (DH) zoning.

**City of Beloit Comprehensive Plan and Strategic Plan:** The Future Land Use Map recommends Business Park uses. This request supports Strategic Goal #5 by creating and sustaining high quality infrastructure and connectivity.

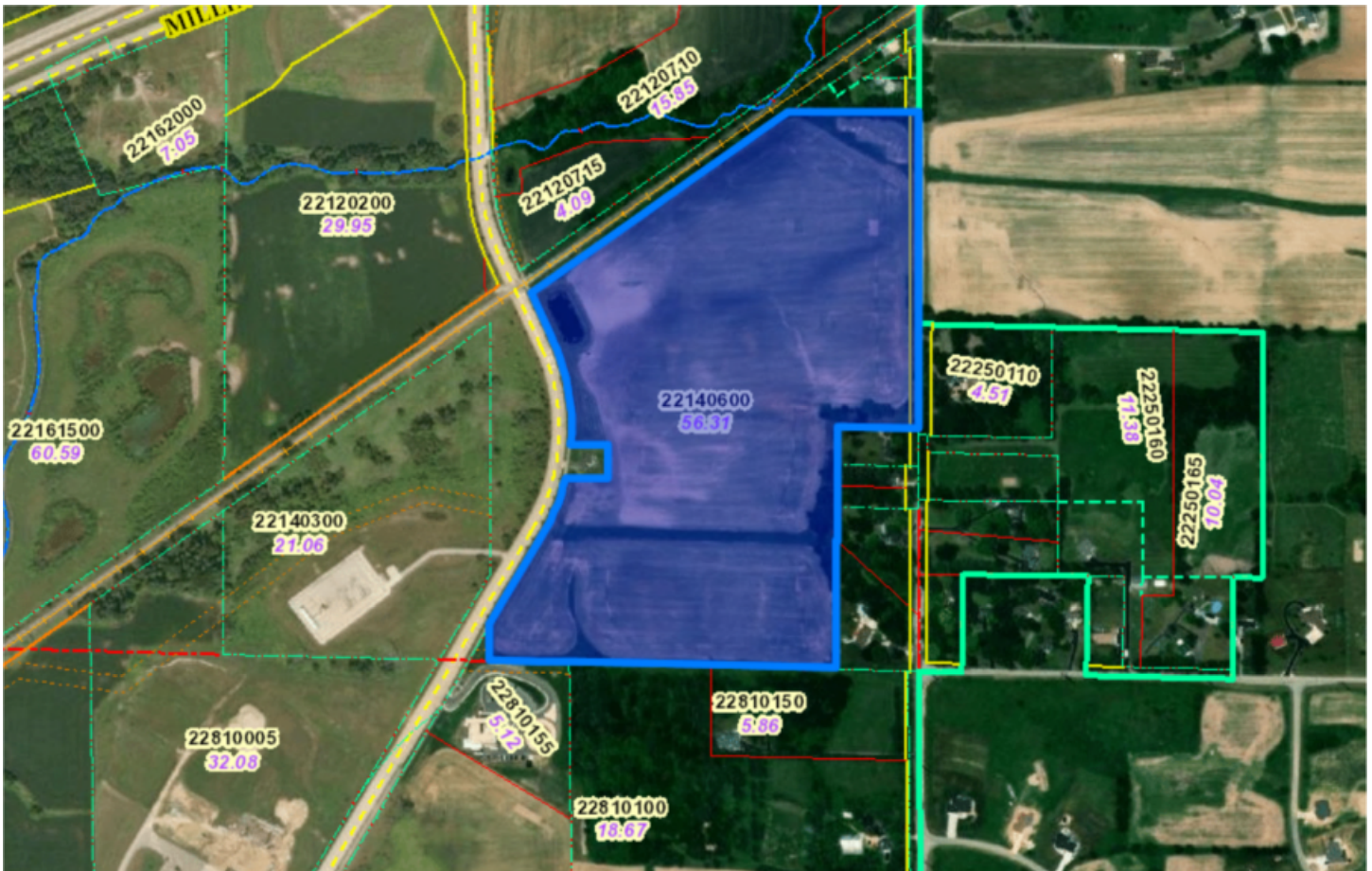
#### **STAFF RECOMMENDATION:**

The Planning and Building Services Division recommends **approval** of the attached Natural Gas Easement across the western edge of the vacant City-owned property located at 1901 Gateway Boulevard.

**ATTACHMENTS:** Location Map, Proposed Easement, and Easement Exhibits.



# Location Map – 1901 Gateway Blvd



Document No.

**EASEMENT  
NATURAL GAS**

The undersigned **the City of Beloit, a Wisconsin municipal corporation, (hereinafter called the "Grantor")**, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, does hereby grant, convey and warrant unto **Wisconsin Power and Light Company, a Wisconsin corporation, (hereinafter called the "Grantee")**, the Grantee's successors and assigns, the perpetual right and easement to construct, install, maintain, operate, repair, inspect, replace, add, relocate and remove the Designated Facilities, as defined below, upon, in, over, through and across lands owned by the Grantor **in the City of Beloit, County of Rock, State of Wisconsin**, said "Easement Area" to be **fifteen (15)** feet in width and described as follows:

**See Exhibit "A" for the legal description of the Easement Area, attached hereto and made a part hereof.**

This easement is subject to the following conditions:

- Designated Facilities:** This easement is for underground natural gas line and underground communication line facilities, including but not limited to pipelines with valves, main and service laterals, and any other components as Grantee may select for use in the transmission and distribution of natural gas products or communication signals (collectively, the "Designated Facilities").
- Access:** The Grantee and its agents shall have the right of reasonable ingress and egress to, over and across the Grantor's land adjacent to the Easement Area.
- Buildings and Structures:** The Grantor agrees within the Easement Area not to construct or place buildings without consent of the Grantee. Such consent shall not be unreasonably withheld or delayed. The Grantor may construct, install, maintain, operate, repair, inspect, replace, add, relocate and remove utility service lines/laterals or directional signage in the Easement Area. Grantor agrees to provide notice to the Grantee.
- Landscaping and Vegetation:** No plantings and landscaping are allowed within the Easement Area that will interfere with the easement rights herein granted. The Grantee has the right to trim or remove trees, bushes and brush within the Easement Area without replacement or compensation hereinafter. The Grantee may treat the stumps of any trees, bushes or brush to prevent re-growth and apply herbicides in accordance with applicable laws, rules and regulations, for tree and brush control.
- Elevation:** After the installation of the facilities and final grading of the Easement Area, the Grantor agrees not to alter the grade of the existing ground surface by more than six (6) inches or place rocks or boulders more than eight (8) inches in diameter, within the Easement Area, without the express written consent of the Grantee.
- Restoration and Damages:** The Grantee shall restore, cause to have restored or pay a reasonable sum for all damages to property, crops, fences, livestock, lawns, roads, fields and field tile (other than trees trimmed or cut down and removed), caused by the construction, maintenance or removal of said facilities.
- Rights not granted to the Grantee:** The Grantee shall not have the right to construct or place fences, buildings or any other facilities other than the above Designated Facilities.
- Reservation of use by the Grantor:** The right is hereby expressly reserved to the Grantor, the heirs, successors and assigns, of every use and enjoyment of said land within the Easement Area consistent with rights herein granted.
- Binding Effect:** This agreement is binding upon the heirs, successors and assigns of the parties hereto, and shall run with the lands described herein.

Record this document with the Register of Deeds

Name and Return Address:

Alliant Energy  
Attn: Real Estate Department  
4902 North Biltmore Lane  
P.O. Box 77007  
Madison, WI 53707-1007

Parcel Identification Number(s)

[Enter PINs]



WITNESS the signature(s) of the Grantor this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

**The City of Beloit, a Wisconsin municipal corporation**

\_\_\_\_\_(SEAL)  
Signature

\_\_\_\_\_(SEAL)  
Signature

\_\_\_\_\_  
Printed Name and Title

\_\_\_\_\_  
Printed Name and Title

\_\_\_\_\_(SEAL)  
Signature

\_\_\_\_\_(SEAL)  
Signature

\_\_\_\_\_  
Printed Name and Title

\_\_\_\_\_  
Printed Name and Title

**ACKNOWLEDGEMENT**

STATE OF WISCONSIN )  
COUNTY OF ROCK ) SS

Personally came before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_, the above named \_\_\_\_\_

\_\_\_\_\_ to me known to be the person(s) who executed the foregoing instrument and acknowledged the same.

\_\_\_\_\_  
Signature of Notary

\_\_\_\_\_  
Printed Name of Notary

Notary Public, State of Wisconsin

My Commission Expires (is) \_\_\_\_\_

**ACKNOWLEDGEMENT**

STATE OF \_\_\_\_\_ )  
COUNTY OF \_\_\_\_\_ ) SS

Personally came before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_, the above named \_\_\_\_\_

\_\_\_\_\_ to me known to be the person(s) who executed the foregoing instrument and acknowledged the same.

\_\_\_\_\_  
Signature of Notary

\_\_\_\_\_  
Printed Name of Notary

Notary Public, State of \_\_\_\_\_

My Commission Expires (is) \_\_\_\_\_

This instrument drafted by

**Seth J. Raasch**

**Jordan R. Oosterhouse**

Checked by \_\_\_\_\_ May 13, 2021

Project Title:	<b>Gateway Main Extension</b>
ERP Activity ID:	<b>4191776</b>
Tract No.:	<b>1 of 1</b>
REROW No.:	

## Exhibit A

### **Lands owned by Grantor:**

Part of the East 1/2 of Section 21, Town 1 North, Range 13 East, of the 4th P.M., City of Beloit, Rock County, Wisconsin; Beginning at a point in the East line of Section 21, aforesaid 521.45 feet South of the East 1/4 corner of said section; thence continuing South along said line 1210.53 feet; thence North 88°43'20" West 308.00 feet; thence South 435.86 feet; thence North 47°28' West 7.46 feet; thence South 494.69 feet to the South line of Section 21, aforesaid; thence North 88°43'20" West along said line 1336.50 feet; thence North 1295 feet to the South R.O.W. line of the Chicago, Milwaukee, St. Paul and Pacific Railroad; thence North 54°59'35" East along said R.O.W. line 1401.67 feet; thence East 501.49 feet to the place of beginning, reserving therefrom the East 33.00 feet in equal width for road purposes.

EXCEPTING THEREFROM, Land conveyed for road purposes pursuant to Award of Damages, recorded June 10, 2009; as Document #1866280, as to Parcel #17 of Transportation Project Plat 5989-01-21-4.02, recorded as Document #1846847, in Rock County, Wisconsin, an Amendment #1 of Transportation Plat 5989-01-21-4.02, recorded as Document #1863899, and Further Amendment, recorded May 29, 2009, as Document #1864981.

Grantors deed recorded on February 3, 2014, as Document Number 1997067, in the Office of the Register of Deeds for Rock County, Wisconsin.

### **Easement Area:**

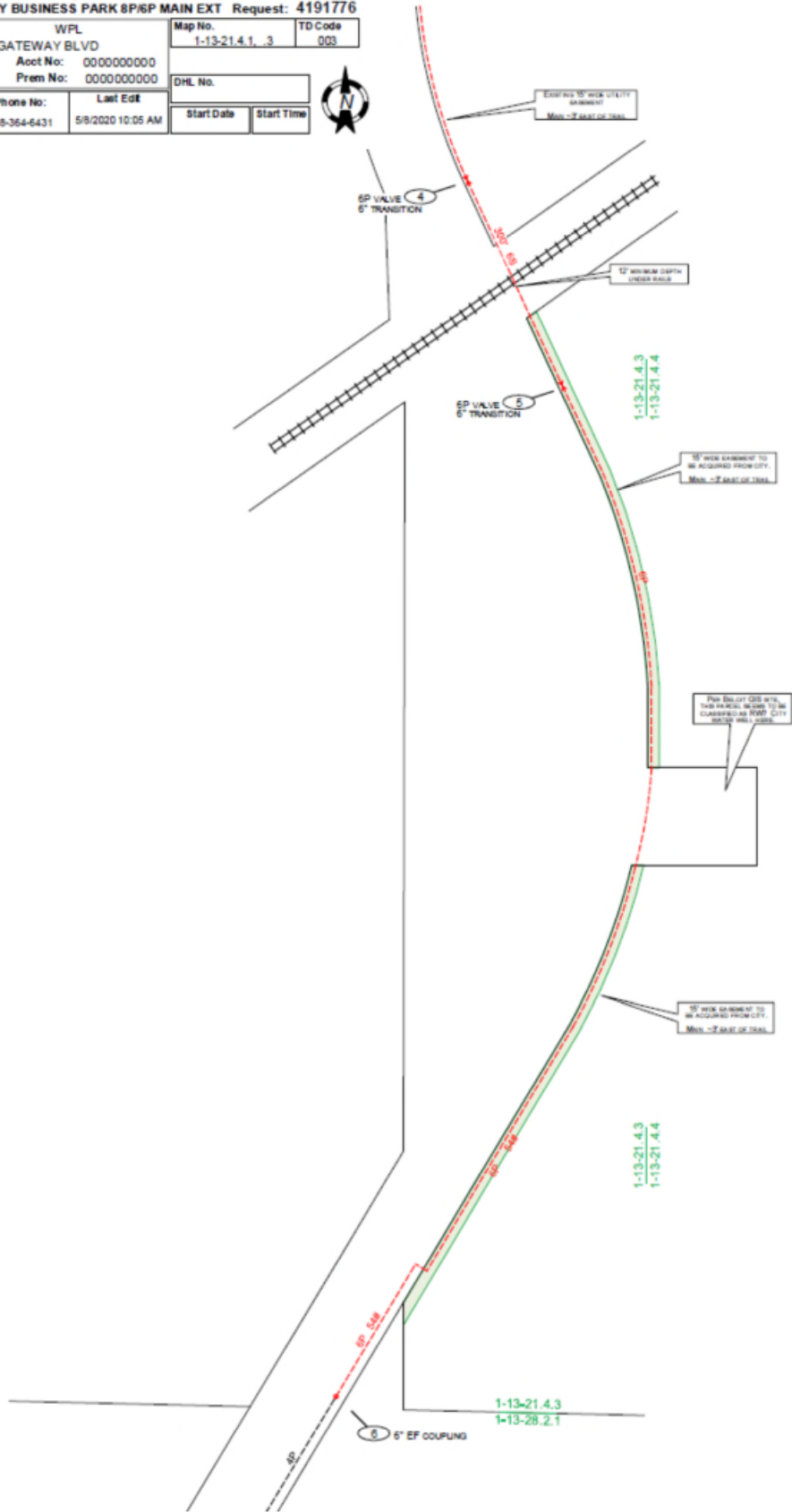
The westerly fifteen (15) feet of the above described lands owned by Grantor being to the right of and immediately adjacent to the easterly R.O.W. of Gateway Boulevard.

Being located within the Southeast Quarter (SE 1/4) of the Southeast Quarter (SE 1/4) of Section 21, Town 1 North, Range 13 East, City of Beloit, Wisconsin.

**Designed / Non-Designed Job Sketch - OH / UG / Gas**

WR Desc: GATEWAY BUSINESS PARK 8P/6P MAIN EXT Request: 4191776

Customer Name:	WPL	Map No.	TD Code
Address:	GATEWAY BLVD	1-13-21.4.1, .3	003
City:	BELOIT	Acct No:	000000000
Customer Ph:	Prem No: 000000000	DHL No.	
Planned By:	Phone No:	Last Edit	
DEAN COPP	609-364-6431	5/8/2020 10:05 AM	
		Start Date	Start Time





## **REPORT TO THE PLAN COMMISSION**

**Plan Commission Meeting Date:** June 9, 2021

**Agenda Item:** 4.c.

**File Number:** RPB-2021-04

### **General Information**

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**Request:** Proposed amendment to the Sign Ordinance to create a bonus system for on-premises wall signs.

### **Staff Analysis**

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**Request Details:** The attached, draft Ordinance was prepared at the request of the Plan Commission Chairman to address two longstanding goals of both Plan Commissioners and staff: (1) to reduce the frequency of Exception requests for secondary signs over 30 square feet; and (2) to discourage the installation of large freestanding pole signs.

The proposed Ordinance will add to the existing bonus system in the Sign Ordinance. It will allow unused sign allowances for freestanding primary signs (pole or ground-mounted) to be applied or transferred to one or more secondary wall signs, provided each wall sign does not exceed 25 percent of the building face. This new bonus would provide an incentive to businesses to reduce the size of their pole or monument sign, which staff and the Plan Commission chair feel is the primary cause of sign pollution.

For example, a typical commercial lot is allowed a 150 square-foot primary freestanding sign and three secondary, 30 square-foot secondary signs. If an owner wanted to install a 90 square-foot primary sign instead of the maximum, then they could transfer the unused 60 square feet to their secondary wall signs in any distribution they prefer. The extra 60 square feet could be divided evenly among the three secondary signs or added to just one or two signs, provided all secondary wall signs comply with the 25 percent of façade requirement.

### **STAFF RECOMMENDATION:**

The Planning and Building Services Division recommends ***approval*** of the attached Ordinance No. 3712 to create Sections 30.31(3)(d) and (e) of the Sign Ordinance relating to sign area bonuses for on-premises signs.

**ATTACHMENTS:** Proposed Ordinance No. 3712.

ORDINANCE NO. 3712

**AN ORDINANCE TO CREATE SECTIONS 30.31(3)(d) and (e) OF THE CODE OF GENERAL ORDINANCES FOR THE CITY OF BELOIT RELATING TO SIGN AREA BONUSES FOR ON-PREMISE SIGNS**

**Section 1.** Section 30.31(3)(d) of the Code of General Ordinances of the City of Beloit is hereby created to read as follows:

“(d) If the sign area for a freestanding primary sign, as defined in section 30.19(1)(d), is less than the maximum sign area allowed for a ground-mounted or a pole sign by section 30.35, then the difference between the sign area of the freestanding primary sign and the maximum sign area allowed in section 30.35 may be applied to one or more secondary wall signs, provided the wall sign(s) does not exceed 25 percent of the building face. In no event shall the maximum sign area allowance as provided in section 30.09 be exceeded.”

**Section 2.** Section 30.31(3)(e) of the Code of General Ordinances of the City of Beloit is hereby created to read as follows:

“(e) If there is no freestanding primary sign, as defined in section 30.19(1)(d), then the maximum sign area allowed for a ground-mounted or a pole sign by in section 30.35 may be applied to one or more secondary wall signs, provided the wall sign(s) does not exceed 25 percent of the building face. In no event shall the maximum sign area allowance as provided in section 30.09 be exceeded.”

**Section 3.** Should any portion of this ordinance be declared unconstitutional or invalid by a court of competent jurisdiction, the remainder of this ordinance shall not be affected.

**Section 4.** This ordinance shall take effect and be in force upon its passage and publication.

Adopted this \_\_\_\_ day of June, 2021.

**CITY COUNCIL OF THE CITY OF БЕЛОIT**

\_\_\_\_\_  
Clinton Anderson, President

ATTEST:

By: \_\_\_\_\_  
Lorena Rae Stottler, City Clerk-Treasurer

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

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

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

ordinances/30.31(3)(d) and (e) = ORD 20210527 (21-1108)