



**PUBLIC NOTICE & AGENDA  
BELOIT PLAN COMMISSION  
City Hall Forum - 100 State Street, Beloit, WI 53511  
7:00 PM  
Wednesday, December 18, 2024**

1. CALL TO ORDER AND ROLL CALL
2. MINUTES
  - 2.a. Consideration of the minutes of the December 4, 2024 Plan Commission meeting  
[Attachment](#)
3. PUBLIC HEARINGS
  - 3.a. Consideration of Resolution 2024-029 approving the Preliminary Plat of Elmwood Commons Plat Two  
[Attachment](#)
  - 3.b. Consideration of Resolution 2024-034 approving a Preliminary Plat of Eagles Ridge Remainder Subdivision  
[Attachment](#)
  - 3.c. Consideration of a Planned Unit Development (PUD) Master Land Use Plan for the property located at 1400 White Avenue  
[Attachment](#)
  - 3.d. Consideration of Ordinance No. 3859 amending the Zoning District Map of the City of Beloit for the property located at 1400 White Avenue  
[Staff Report is included under 3c.](#)
  - 3.e. Consideration of Ordinance No. 3860 amending the Zoning District Map of the City of Beloit for the property located at 423 St. Lawrence Avenue  
[Attachment](#)
  - 3.f. Consideration of Resolution 2024-035 approving an exception to Sections 30.09, 30.10, 30.35(2)(c), and 30.42(2)(c) of the Outdoor Sign Regulations for the property located at 2825 Prairie Avenue  
[Attachment](#)
4. REPORTS
  - 4.a. Consideration of a one-lot Certified Survey map for the property located at 1452 S Townhall Road  
[Attachment](#)

5. STATUS REPORT ON PRIOR PLAN COMMISSION ITEMS

*Annexation - Murphy Woods and S Creek Roads*

*Architectural Review Exception - 1731 Cranston Road*

6. FUTURE AGENDA ITEMS

*Final Plats for Elmwood Commons and Eagles Ridge*

*Permanent Zoning for 1990 E Bradley*

7. 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, December 4, 2024**

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

Chairperson Ramsden called the meeting to order at 7:00 PM. Commissioners Ramsden, Winkelmann, Abarca, Flesch, Anderson, and Jacobsen and Councilor Day were present. Commissioner Elliott was absent.

**2. MINUTES**

**2.a. Consideration of the minutes of the November 20, 2024 Plan Commission meeting**

Commissioner Flesch made a motion to approve the Minutes, seconded by Commissioner Anderson. Motion prevailed, voice vote (6-0).

**3. PUBLIC HEARINGS**

**3.a. Consideration of an exception to Section 34.10 of the Architectural Review and Landscape Code for the property located at 1731 Cranston Road**

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

Commissioner Winkelmann inquired if the standards specifically require the lighting to be a specific brightness or type. Ms. Christensen explained that the project developer identifies the lighting they desire and ensures it meets the established standards before they submit the lighting plan. If it does, City staff approves the plan, and engineers later confirm that the lighting identified in the plan has been installed. Commissioner Winkelmann then asked whether the lights could be purchased at a store like Menards. Ms. Christensen clarified that typically, a professional is hired to develop the lighting plan, ensuring the lights are directed downward to avoid light pollution.

Chairperson Ramsden asked if the engineers go out after the lighting is installed to ensure that the lights meet the lighting standards. Ms. Christensen confirmed that a lighting plan, including a photometric analysis, must be submitted but noted that the engineers confirm that the light fixtures that were proposed on the plan were installed. They do not take light meter out on site and measure the lighting standards. Commissioner Flesch noted that the site plan and lighting suppliers can determine the brightness and light distribution up to the property line. Commissioner Anderson asked if there are provisions for businesses operating only during daylight hours. Ms. Christensen responded that there are no such provisions.

Chairperson Ramsden opened the public hearing.

Aaron Nilson, South Beloit, expressed frustration, stating that he keeps hearing he needs to spend more money on lighting he doesn't currently have and questioned why it is necessary. He emphasized that his primary goal is to attract more customers, hire additional employees, and maintain jobs. He noted that his family has been doing business in Beloit for 100 years and shared that he has been working for eight months to finalize everything. He expressed frustration over the process.

Chairperson Ramsden closed the public hearing.

Commissioner Flesch indicated that they could use wall packs and model their sign design after the existing lighting setup, noting they might be surprised by the amount of lighting produced when functioning properly. Ms. Christensen added that Batterman's was involved in the process, but the owner was not in favor of adding any lighting.

Commissioner Anderson made a motion to deny, seconded by Commissioner Jacobsen. Motion carried, voice vote (6-0).

#### 4. **REPORTS**

4.a. **Consideration of Resolution 2024-032 approving a two-lot extraterritorial certified survey map for the property located on the 4700-4800 block of E Ryan Parkway in the Town of Turtle**

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

Commissioner Abarca made a motion for approval, seconded by Commissioner Winkelmann. Motion carried, voice vote (6-0).

4.b. **Consideration of Resolution 2024-031 approving a two-lot Extraterritorial Certified Survey Map for the property located at 3918 S Duggan Road in the Town of Beloit**

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

Commissioner Flesch made a motion for approval, seconded by Commissioner Winkelmann. Motion carried, voice vote (6-0).

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

Julie Christensen provided an update on items previously reviewed by the Commission.

6. **FUTURE AGENDA ITEMS**

Julie Christensen outlined the future agenda items. The next meeting is scheduled for December 18, 2024.

7. **ADJOURNMENT**

Commissioner Winkelmann made a motion to adjourn the meeting, seconded by Commissioner Abarca at 7:19 PM. Motion carried, voice vote (6-0).

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Mike Ramsden, Chairperson



## REPORT TO THE PLAN COMMISSION

**Plan Commission Meeting Date:** December 18, 2024

**Agenda Item:** 3.a.

**File Number:** PS-2024-03

### **General Information**

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**Applicant:** Fehr Graham

**Owner:** NG Kadlec Land, LLC

**Address/Location:** 1715 Elmwood Avenue and 2500 Kadlec Drive

**Applicant's Request:** Preliminary Subdivision Plat (56 lots, 1 out-lot, and dedicated right-of-way)

### **Staff Analysis**

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**Proposed Lots:** Fehr Graham on behalf of Next Generation Construction, LLC. has submitted the attached Preliminary Subdivision of Elmwood Commons Plat Two for the subdivision of 19.26 acres into 56 lots located on Elmwood Drive, Kadlec Drive, and Elaine Drive.

The attached plat outlines the proposed development, which includes the creation of 45 single-family lots, 11 multi-family lots, and 1 out-lot. The multi-family residential lots will range in size from 10,628 to 21,917 square feet, while the single-family lots will vary between 7,197 and 20,275 square feet. Out-Lot 1 will cover 93,038 square feet. The total platted area is 19.26 acres, of which 4.83 acres are zoned R-1A (Single-Family Residential) and 14.43 acres are zoned R-2 (Two-Family Residential). A zoning map amendment will be brought forward for R-1B and R-3 zoning to align with the plat in the near future. This land is located within the School District of Beloit and will be serviced by municipal water and sewer.

**Proposed Improvements:** The proposed project will include the creation of three new streets: Aqua Drive, Westwood Drive, and Mini Drive. These streets will be designed with curb and gutter, as well as water and sewer mains to support the development. The plat also includes extending Kadlec Drive to connect with Elmwood Drive and extending the existing dead-end Elaine Drive. The City of Beloit is proposing to finance up to one million dollars for the extension of Kadlec and Elaine Drive from the 2025 Capital Improvement Plan (CIP). The preliminary plat does not currently show any sidewalks. Staff recommends installing sidewalks on both sides of the streets.. Additionally, USPS will require cluster mailbox units to serve this development.

**Platting Process:** Residential subdivisions require approval of a preliminary or conceptual plat followed by a final plat to be recorded. The Plan Commission may approve, conditionally approve, or reject any preliminary plat.

**Surrounding Uses:** As shown on the attached Location Map, there is multi-family residential uses to the north and single-family and two-family residential uses to the east and south. To the west are industrial and commercial uses within the Town of Beloit.

**City of Beloit Comprehensive Plan:** The Comprehensive Plan's Future Land Use Map Recommends *Established Neighborhood* for the subject parcels. The proposed subdivision plat is consistent with this recommendation. Consideration of this request supports City of Beloit Strategic Goals #3 and #5 by encouraging residential growth with high-quality infrastructure.

**Review Agent Comments:** A copy of the application was sent to the City of Beloit Staff and utility contacts. Below are the comments received from Engineering and Water Resources.

- Water Resources is requesting that utility easements be included on the final subdivision plat.
- Rock County 911 has requested that an alternative name be chosen for Mini Drive, as we already have a Minnie Lane within the city.
- AT&T is inquiring about the locations of utility easements.
- The Park, Recreation, and Conservation Advisory Commission reviewed the need for parkland dedication on November 13, 2024, and voted to recommend against requiring land dedication for parks.

**STAFF RECOMMENDATION:**

The Planning and Building Services Division recommends approval of the Preliminary Plat for Elmwood Commons Plat Two and an exception from section 12.09(4) of the Subdivision Ordinance, subject to the following conditions:

1. The Final Plat shall substantially conform to the approved Preliminary Plat with respect to the number of lots, lot sizes, and the proposed right-of-way layout.
2. Sidewalks shall be negotiated as part of the Development Agreement.
3. An alternative name shall be selected for Mini Drive.
4. Any major changes in the adopted conditions or use of the property shall be approved by the Plan Commission. The Community Development Director may approve minor changes administratively.

**ATTACHMENTS:** Location Map, Preliminary Plat, Application, Public Notice, and Resolution.

# Location Map

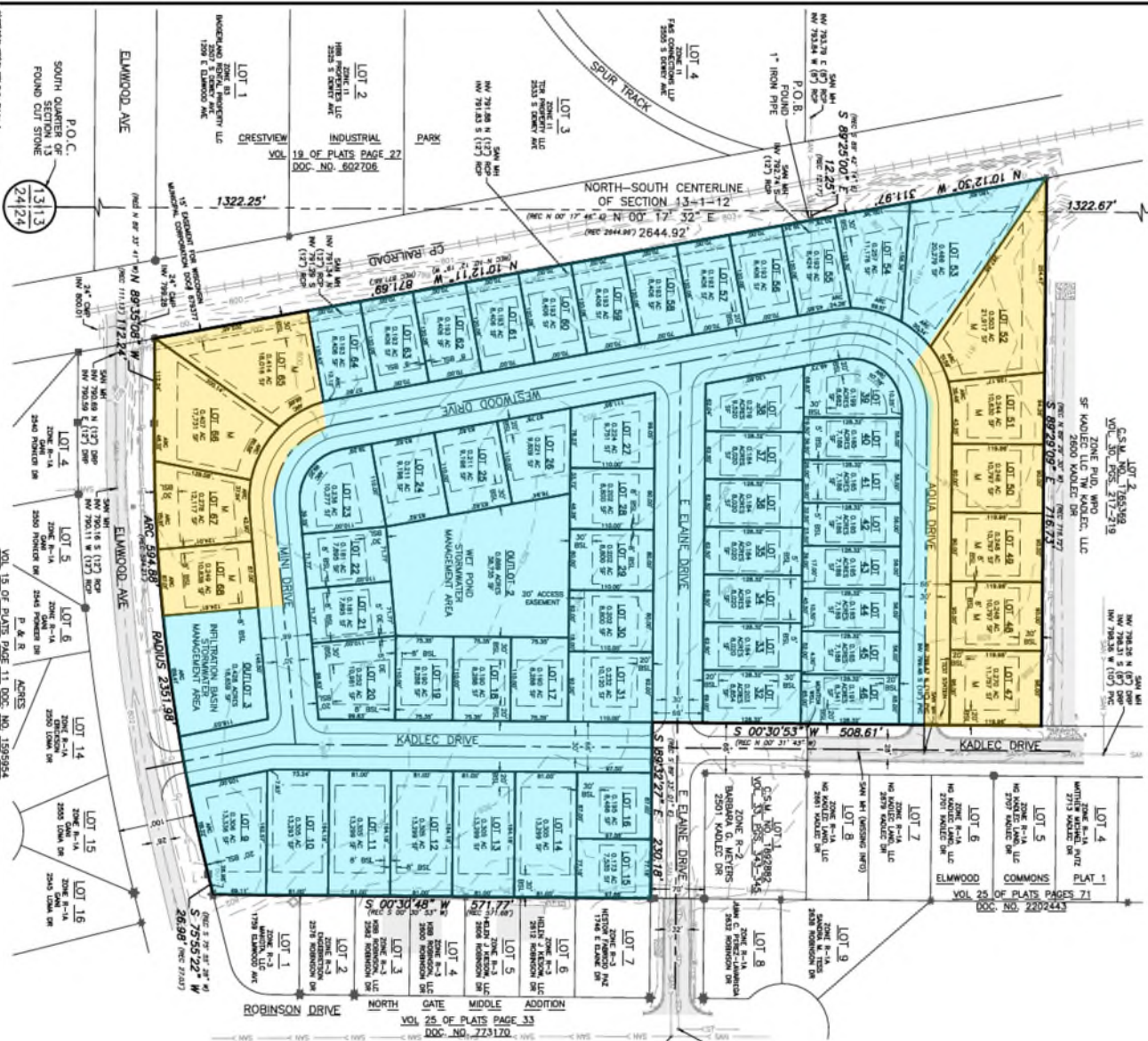






**"ELMWOOD COMMONS PLAT 2"**

PRELIMINARY PLAT OF  
 PART OF THE WEST HALF OF THE SOUTHEAST QUARTER AND PART OF THE  
 NORTHEAST QUARTER OF THE SOUTHWEST QUARTER OF SECTION 13,  
 TOWNSHIP 1 NORTH, RANGE 12 EAST OF THE FOURTH PRINCIPAL MERIDIAN,  
 CITY OF BELLOTT, ROCK COUNTY, WISCONSIN



- LEGEND:**
- ◆ DISK FOUND
  - 1/2" OD REBAR FOUND
  - 3/4" OD REBAR FOUND
  - 1" OD PIPE FOUND
  - 2" OD PIPE FOUND
  - 3/4" OD X 18" RIBBON BAR 3.65 LBS./LN. FT., SET 1 1/4" OD X 18" RIBBON BAR 3.65 LBS./LN. FT., SET
  - ⊕ BOUNDARY LINE
  - SECTION LINE
  - (XXX) RECORD INFORMATION
  - BUILDING SETBACK LINE
  - BUILDING SETBACK LIMIT
  - UTILITY EASEMENT
  - DRAINAGE EASEMENT
  - MULTI-FAMILY LOT R-3 ZONING
  - M EXISTING ASPHALTIC PAVEMENT

**DESCRIPTION:**

All of Lot 1 of Certified Survey Map recorded September 20, 2006, in Vol. 30, Page 217 - 219, as Document No. 1762589, and part of District 13-11 of the Acreage Plat of Beloit Township, all situated in part of the West Half of the Southeast Quarter and part of the Northeast Quarter of the Southwest Quarter of Section 13, T1N, R12E, of the 4th P.M., City of Beloit, Rock County, Wisconsin.

Connecting at the North-South Corner of said Section 13, thence North 09 degrees 17 minutes 12 seconds along the North-South Corner of said Section 13, a distance of 1022.25 feet; thence South 89 degrees 25 minutes East, a distance of 12.25 feet to the Place of Beginning also being the Southwest corner of a proposed Certified Survey Map Document No. 1762596, thence South 10 degrees 12 minutes 09 seconds West, a distance of 508.41 feet to the Southeast corner of Certified Survey Map Document No. 1823882, Y&C, 21, Page 242-245 also being the South right-of-way line for E Elaine Drive, thence South 89 degrees 21 minutes 27 seconds East along the South right-of-way line for E Elaine Drive, a distance of 203.18 to the West line of the North Gate Middle Addition as recorded in the Office of the Register of Deeds of Rock County, Wisconsin, thence North 11 degrees 17 minutes 12 seconds West, a distance of 571.77 feet to the North right-of-way line for Elmwood Ave, thence South 75 degrees 55 minutes 22 seconds West, a distance of 754.98 feet to a benchmark corner to the right; thence along said corner bearing S 45 degrees 23 minutes 14 seconds East a distance of 30 meters of record; thence North 11 degrees 17 minutes 12 seconds West, a distance of 112.24 feet to the Eastern right-of-way line for the Railroad, thence West 10 degrees 11 minutes 11 seconds West, a distance of 871.49 feet along said Railroad right-of-way to the Place of Beginning, containing 819,111 square feet (18,743.33 acres), more or less.

**PREPARED FOR:**  
 NG WILBERG LAND, LLC  
 430 E GARDNER SUITE 103,  
 BELLOTT, WI 53511  
 (609) 312-2296

**THIS PLAT WAS PREPARED BY:**  
 KATHRYN KUEKNER,  
 WISCONSIN PROFESSIONAL LAND SURVEYOR  
 200 PHOENIX STREET, SUITE 208  
 ROCKFORD, WISCONSIN 61107  
 (815) 384-4100

**NOTE:**  
 ALL LOTS ARE ZONED R-1B, EXCEPT FOR  
 MULTI-FAMILY (M), WHICH ARE ZONED R-3

**BUILDING SETBACKS FOR R-1B ZONING**

FRONT	20 FT
REAR	20 FT
STREET	20 FT
SMALL LOT SIDE	3 FT

**BUILDING SETBACKS FOR R-3 ZONING**

FRONT	20 FT
REAR	20 FT
STREET	20 FT
SMALL LOT SIDE	3 FT

**10 MULTI-FAMILY LOTS**  
 2 OUTLOTS

**3286 LF NEW ROAD**

**FEHR GRAHAM**  
 ENGINEERING & ENVIRONMENTAL  
 WISCONSIN

**NG KADLEC LAND, LLC**

**JOB NUMBER:** 24-1078  
**SHEET NUMBER:** 1 OF 1

**DATE:** 10/07/2024  
**FIELD WORK COMPLETED:** 02/02/2024  
**FIELD TITLE:** DRAINAGE PLAN, DRIVEWAY





# CITY of BELOIT

## Planning & Building Services Division

100 State Street, Beloit, WI 53511

Phone: (608) 364-6700

Fax: (608) 364-6609

### Application for Review of a Preliminary Subdivision Plat

(Please Type or Print)

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

1. Proposed subdivision name: Elmwood Commons Plat 2

2. Address of property: 2500 Kadlec Dr and 1715 Elmwood Ave

3. Tax Parcel Number(s): 11330300 and 11340600

4. Property is located in (circle one): City of Beloit or Town of: Turtle; Beloit; Rock or LaPrairie

In the SW Quarter of Section 13, Township 1 North, Range 12 East of the 4th P.M.

5. Owner of record: NG Kadlec Land, LLC Phone: 608-473-0401

430 East Grand Ave Beloit WI 53511  
(Address) (City) (State) (Zip)

6. Applicant's Name: NG Kadlec Land, LLC

430 East Grand Ave Beloit WI 53511  
(Address) (City) (State) (Zip)

608-473-0401 / 815-904-4011 / zach@nextgenbuilds.com  
(Office Phone #) (Cell Phone #) (E-mail Address)

7. The present zoning classification is: R-1A and R-2

8. All existing uses on the property are: Agricultural

9. Proposed future zoning classification(s) is (are): R-1B and R-3

10. Proposed future uses of the property are: Single- and multi-family residences

11. **THE FOLLOWING ITEMS MAY NEED TO BE COMPLETED AND/OR ATTACHED:**

- Site Assessment Checklist;** as required for all major subdivision plats by section 12.02(1).
- Pre-application meeting;** a pre-application meeting was held on 10/2/2024 with City of Beloit Staff as per section 12.02(2).
- Site Assessment Report;** if required as per section 12.02(5) of the Subdivision Ordinance.
- Concept Plan;** as required by section 12.02(6) of the Subdivision Ordinance.
- Developer's Statement;** as required by section 12.02(7) of the Subdivision Ordinance.
- Preliminary Plat Map;** 10 copies as required by section 12.03(2) including all information required by section 12.03(3) 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 to review and approve the Preliminary Subdivision Plat for the purpose stated herein. The undersigned also agrees to abide by all applicable federal, state and local laws, rules, and regulations.

ZK / Zachary Knutson Manager / 10/7/2024  
(Signature of applicant) (Name of applicant) (Date)

This application must be submitted at least **30 days** prior to the Plan Commission meeting date.

Review fee: \$500 plus \$15 per lot Amount paid: \_\_\_\_\_

Scheduled meeting date: \_\_\_\_\_

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

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COMMUNITY DEVELOPMENT DEPARTMENT

**NOTICE TO THE PUBLIC**

December 3, 2024

To Whom It May Concern:

Fehr Graham on behalf of NG Kadlec Land, LLC, has submitted a preliminary subdivision for review. The attached Preliminary Plat of Elmwood Commons Plat Two outlines the subdivision of 19.26 acres into 60 lots, and 2 out-lots located at 1715 Elmwood Avenue and 2500 Kadlec Drive. As depicted in the attached plat, the developer proposes the creation of 50 single-family lots and 10 multi-family lots within this residential development.

The following public hearing will be held regarding this proposed Preliminary Plat:

**City of Beloit Plan Commission:** Wednesday, December 18, 2024 at 7:00 PM, or as soon thereafter as the matter can be heard in The Forum, Beloit City Hall, 100 State Street, Beloit, Wisconsin.

**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.

**Anyone bringing handouts to the Plan Commission meeting must bring 10 copies and submit them to City staff before the meeting begins. You may also mail your comments to the attention of Hilary Rottmann at 100 State Street or via email to [planning@beloitwi.gov](mailto:planning@beloitwi.gov). You may also call (608) 364-6708 to provide your comments over the phone.**

**RESOLUTION 2024-029**

**APPROVING A PRELIMINARY PLAT  
OF ELMWOOD COMMONS PLAT TWO**

**WHEREAS**, the Plan Commission of the City of Beloit has heretofore held a public hearing on December 18, 2024, regarding the 56-Lot Preliminary Plat of Elmwood Commons Plat Two (Parcel No. 11340600 and 11330300) in the City of Beloit.

**NOW, THEREFORE, BE IT RESOLVED THAT** the Plan Commission of the City of Beloit does hereby approve the Preliminary Plat of Elmwood Commons Plat Two (Parcel No. 11340600 and 11330300) in the City of Beloit, subject to the following conditions:

1. The Final Plat shall substantially conform to the approved Preliminary Plat with respect to the number of lots, lot sizes, and the proposed right-of-way layout.
2. Sidewalks shall be negotiated as part of the Development Agreement.
3. An alternative name shall be selected for Mini Drive.
4. Any major changes in the adopted conditions or use of the property shall be approved by the Plan Commission. The Community Development Director may approve minor changes administratively.

Adopted this 18<sup>th</sup> of December 2024.

**Plan Commission**

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Mike Ramsden, Chairperson

ATTEST:

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Julie Christensen  
Community Development Director



## **REPORT TO THE PLAN COMMISSION**

**Plan Commission Meeting Date:** December 18, 2024

**Agenda Item:** 3.b.

**File Number:** PS-2024-04

### **General Information**

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**Applicant:** Jeffrey S. Linkenheld, PE on behalf of New Leaf Homes, LLC

**Owner:** Luke E Madson Revocable Trust

**Address/Location:** 1452 Townhall Road

**Applicant's Request:** Preliminary Subdivision Plat (141 lots, 1 out-lot, and dedicated right-of-way)

### **Staff Analysis**

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**Proposed Lots:** Jeffrey S. Linkenheld, PE on behalf of New Leaf Homes, LLC has submitted the attached Preliminary Plat of Eagles Ridge Remainder Subdivision for the subdivision of 61.80 acres located on Townhall Road.

The attached preliminary plat outlines the proposed development, which includes the creation of 139 single-family lots and 1 out-lot. The single-family residential lots will range in size from 11,200 to 24,783 square feet. Out-Lot 8 will be 3.57 acres as a non-buildable stormwater management area. The land is zoned R-1A, Single-Family Residential District, located within the School District of Beloit, and will be served by municipal water and sewer.

**Proposed Improvements:** The proposed streets will feature curb and gutter, along with water and sewer mains. The plat includes extending Quail Run to connect with E. Colley Road, and extending Hawks Pass to a new east-west street named Owl Run on the southern end of the proposed subdivision. It will also create three additional streets: Harrier Run, Osprey Way, and Kestral Lane. The preliminary plat shows proposed sidewalks throughout, on both sides of Quail Run and Harrier Run, on the west sides of Hawks Pass, Osprey Lane, and Kestral Lane, and on the south side of Owl Run. Final sidewalk locations will be determined in the Development Agreement.

On December 11, 2024, the Park, Recreation & Conservation Advisory Commission voted in favor not to require land dedication or a fee in lieu of dedication for the development. Planning staff believes additional parkland may be needed to serve this and future residential development, but that a more centrally-located area outside of this proposed plat is more appropriate, and will be determined in the future. USPS will require cluster mailbox units to serve this development. A lift station will be constructed to serve this development on the northwest corner of Townhall Road and Colley Road.

**Platting Process:** Residential subdivisions require approval of a preliminary plat followed by a

final plat to be recorded. The Plan Commission may approve, conditionally approve, or reject any preliminary plat.

**Surrounding Uses:** As shown on the attached Location Map, there are single-family residential uses to the north and southwest of the proposed subdivision. To the west and south are primarily agricultural uses located within the Town of Turtle.

**City of Beloit Comprehensive Plan:** The City's recently adopted Comprehensive Plan recommends Planned Neighborhood for the subject property, which is a carefully planned mix of single dwelling unit detached or attached, two-dwelling, multi-dwelling buildings, small scale business, community facilities, and parks, recreation, and conservancy uses consistent with Traditional Neighborhood Design principles and forms of development. The proposed land use is consistent with those allowed in an overall Planned Neighborhood. Consideration of this request supports City of Beloit Strategic Goals #3 and #5 by encouraging residential growth with high quality infrastructure.

**Review Agent Comments:** A copy of the application was sent to the City of Beloit Staff and utility contacts. Below is a comment received from Engineering and Water Resources.

A proposed sanitary sewer easement is shown running through the front yard areas of proposed Lots 195-199. Sanitary sewer will need to be installed within the existing Quail Run right-of-way down the roadway centerline. The proposed easement running through Lots 195-199 should be eliminated.

The applicant indicated that the easement must remain as to not need to replace the road adjacent to these lots. However, staff notes that the City does not wish to have the sanitary main and manholes within residential front yard areas due to concerns of maintaining and repairing the sanitary sewer. Basic maintenance would require a large vector truck to use driveway and yard areas, which would not be designed to bear such weight. Any repair or replacement work could require the destruction of lawns, plantings, and driveways, which the City would not wish to replace.

This issue will be addressed during plan review.

**STAFF RECOMMENDATION:**

The Planning and Building Services Division recommends **approval** of the Preliminary Plat of Eagles Ridge Remainder Subdivision in the City of Beloit, subject to the following conditions:

1. The Final Plat shall substantially conform to the approved Preliminary Plat with respect to the number of lots, lot sizes, and the proposed right-of-way layout.
2. A draft of any proposed restrictive covenants shall be submitted with the Final Plat.
3. The applicant shall review the spelling of Kestral Lane and correct as needed (i.e., "Kestrel").

4. Any major changes in the adopted conditions or use of the property shall be approved by the Plan Commission. The Community Development Director may approve minor changes administratively.

**ATTACHMENTS:** Location Map, Preliminary Plat, Application, Public Notice, and Resolution.



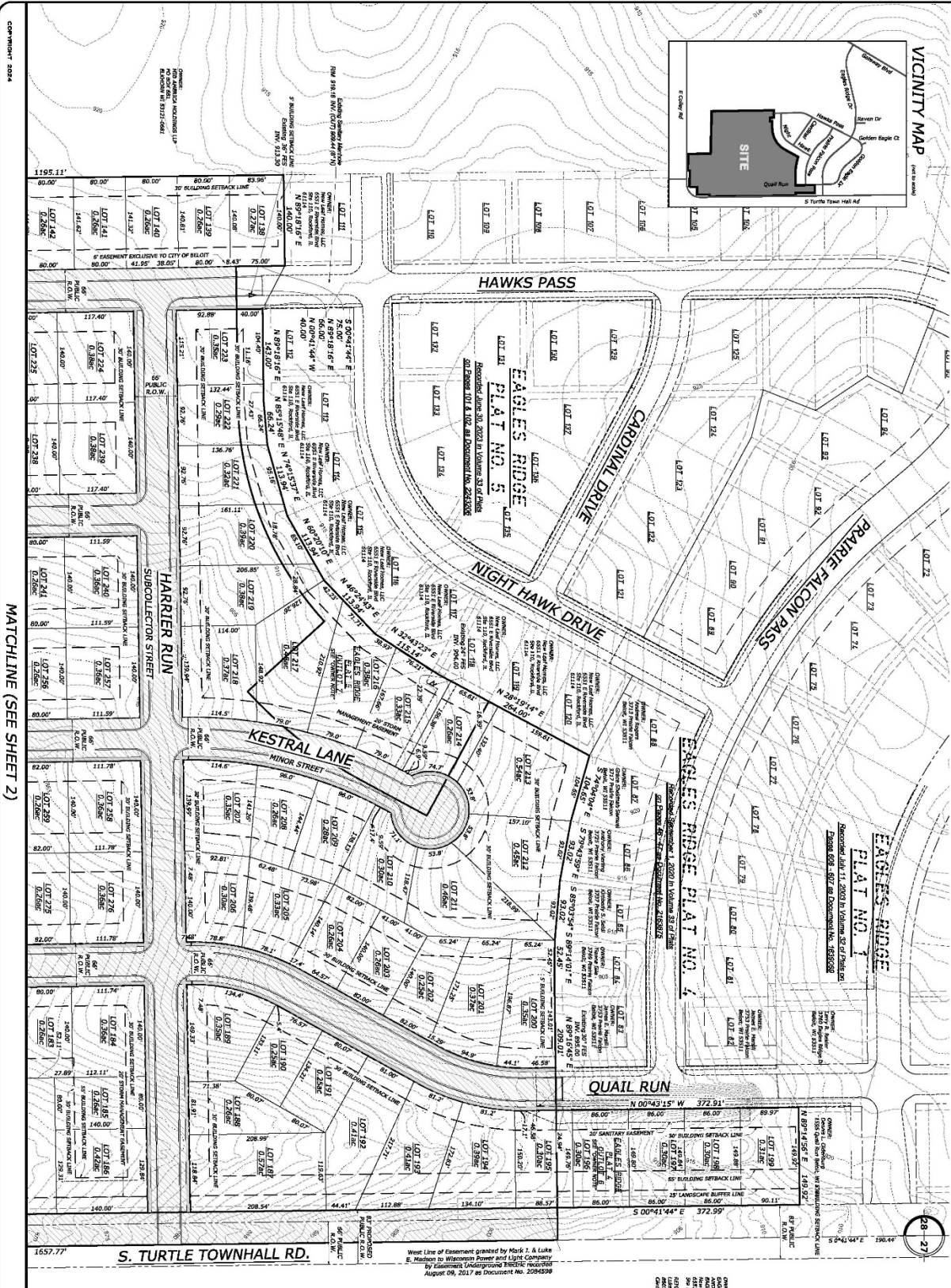
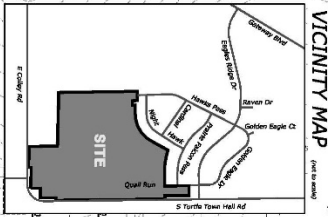
# Location Map





# PRELIMINARY PLAT OF EAGLES RIDGE REMAINDER SUBDIVISION

Part of the Southeast 1/4 of Section 28, Township 1 North, Range 13 East of the 4th Principal Meridian  
City of Beloit, Rock County, Wisconsin



**ARC DESIGN**  
RESOURCES INC.  
1201 ZEPHYRUS AVE. UNIT 200  
BELoit, WI 53511  
TEL: 608.733.1111  
WWW.ARCDESIGNRESOURCES.COM

**SHEET 1 OF 3**  
24109  
Rev. 12/03/2024

COMPILED BY 2024

MATCHLINE (SEE SHEET 2)

West Line of Easement granted by Mark T. & Luke E. Madison to Wisconsin Power and Light Company by Easement Recording Record No. 201805998  
Amended by Record No. 202112712. See document No. 201805998

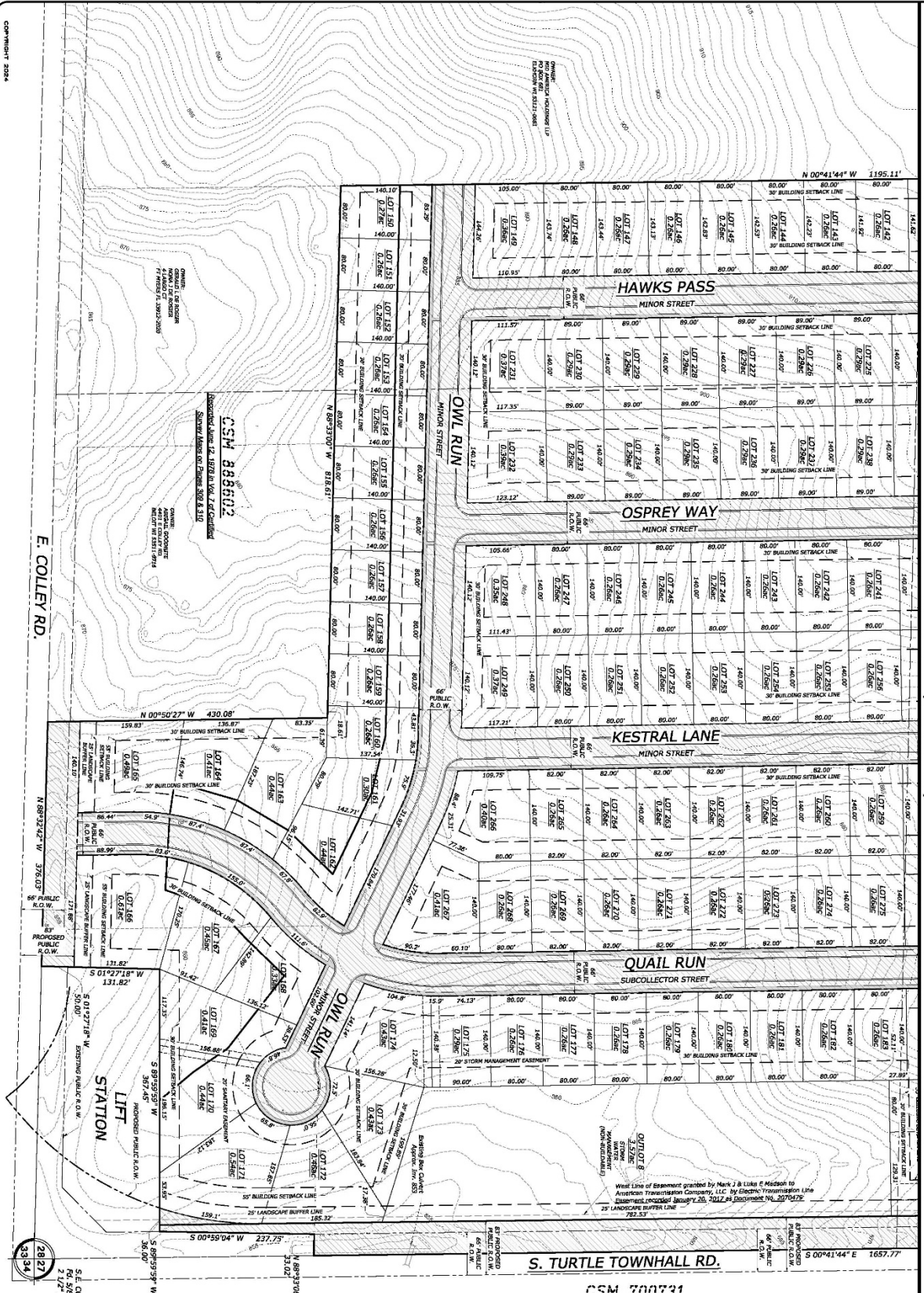
**CONVEYANCE:**  
OWNER: ARC DESIGN RESOURCES INC.  
BY: [Signature]  
DATE: 12/03/2024  
RECORDING: 12/03/2024  
RECORD NO.: 20241203



# PRELIMINARY PLAT OF EAGLES RIDGE REMAINDER SUBDIVISION

Part of the Southeast 1/4 of Section 28, Township 1 North, Range 13 East of the 4th Principal Meridian  
 City of Beloit, Rock County, Wisconsin

MATCHLINE (SEE SHEET 1)



**CSM 700731**  
 Recorded March 15, 1966 in Vol. 1 of  
 Certified Survey Maps on Pages 126

**ARC DESIGN**  
 RESOURCES INC.

1521 LATHIN PARKWAY  
 ROCK COUNTY, WISCONSIN  
 TEL: 319-884-4888  
 FAX: 319-884-4888

DATE: 11-11-2024 10:57:13 AM

**NORTH**

SHEET 2 of 3  
 Rev. 12/03/2024

# PRELIMINARY PLAT OF EAGLES RIDGE REMAINDER SUBDIVISION

Part of the Southeast 1/4 of Section 28, Township 1 North, Range 13 East of the 4th Principal Meridian  
City of Beloit, Rock County, Wisconsin

ARC DESIGN  
RESOURCES INC.  
1201 S. MAIN ST. SUITE 100  
BELOIT, WI 53510-4400  
TEL: 608-735-4400  
FAX: 608-735-4400  
WWW.ARCDESIGNRESOURCES.COM

### OWNER

OWNSHIP:  
EAGLES RIDGE PLAT # 1 OUTLOT 6  
EAGLES RIDGE PLAT # 3 OUTLOT 7  
EAGLES RIDGE PLAT # 4 OUTLOT 8  
EAGLES RIDGE PLAT # 5 OUTLOT 9  
EAGLES RIDGE PLAT # 6 OUTLOT 10  
EAGLES RIDGE PLAT # 7 OUTLOT 11  
EAGLES RIDGE PLAT # 8 OUTLOT 12

### DEVELOPER

NEW LEAF HOMES & RENOVATING  
630 E. RIVERVIEW BLVD., SUITE #110  
ROCKFORD, IL 61114  
(815) 975-5739

### PLAT DATA

- 51.88 ACRES TOTAL
- 14.474 ACRES IN IMPROVED PUBLIC RIGHT-OF-WAY
- 3.574 ACRES IN OUTLOT # 8 AS NON-ALIENABLE FROM WATER MANAGEMENT DISTRICT
- 138 IMPROVED LOTS WITH AVERAGE RESERVATIONAL LOT SIZE = 0.36 ACRES
- RESERVATIONAL LOTS TO HAVE CITY SEWERS AND WATER
- WATER MAIN EXTENSION ALONG E. COLLETT RD. IS PROPOSED
- SEWER STATION AT INTERSECTION OF E. COLLETT RD. AND S. TURTLE TOWNSHIP RD. IS PLANNED FOR 2024
- 8,161 LF OF NEW ROAD NEEDED FOR LESS TOTAL CENTERLINE
- 86 PUBLIC RIGHT-OF-WAY FOR ALL WATER AND SUBCOLLECTOR MAIN STREETS INCLUDE: HAWKS PASS, OSPREY WAY, KESTRAL LANE AND CONDOR CIRCLE

### SETBACK LINES & ZONING

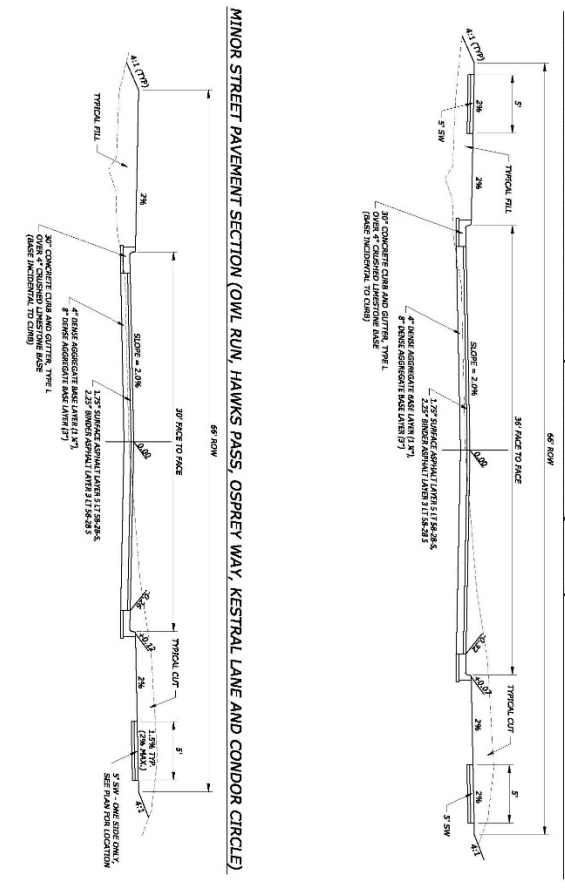
- CHANGING ZONING R-14
- FRONT AND REAR YARD SETBACK TO BE 30 FEET (REAR YARDION SIDE SETBACK TO BE 5 FEET WITH A COMBINED TOTAL WIDTH OF 35 FEET) ON 30 FEET CORNERS.
- STREET SIDE SETBACK TO BE 30 FEET (REAR YARDION SIDE SETBACK TO BE 5 FEET) ON 30 FEET CORNERS.
- LANDSCAPE BUFFER IS PROPOSED ALONG S. TURTLE TOWNSHIP RD. AND E. COLLETT RD. LANDSCAPING IN THIS BUFFER SHALL BE INSTALLED BY ACCORDANCE WITH ORDINANCE CODE §12.07(9)

### BEDROCK & GROUNDWATER DEPTHS

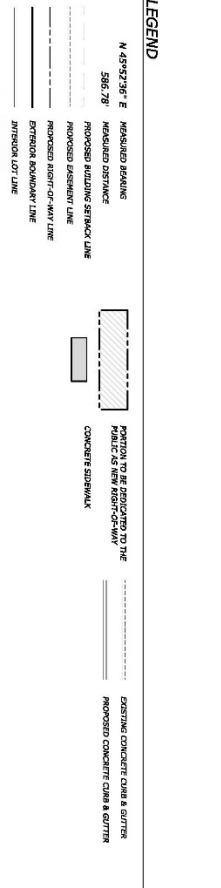
- AVERAGE DEPTH TO GROUNDWATER GREATER THAN 5'
- DEPTH TO BEDROCK GREATER THAN 40'
- SOURCE: USGS NATIONAL RESOURCES CONSERVATION SERVICE (NRCS) NHTS/INTRODUCE/INTRODUCE/CONV/INTRODUCE

### ACCESS RESTRICTION

NO LOT SHALL BE ALLOWED VEHICULAR ACCESS DIRECTLY TO THE PUBLIC RIGHT-OF-WAY OR S. TURTLE TOWNSHIP RD. OR E. COLLETT RD.



SUBCOLLECTOR STREET PAVEMENT SECTION (HARRIER RUN AND QUAIL RUN)



MINOR STREET PAVEMENT SECTION (OWL RUN, HAWKS PASS, OSPREY WAY, KESTRAL LANE AND CONDOR CIRCLE)



LEGEND



# 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 Preliminary Subdivision Plat

(Please Type or Print)

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

1. Proposed subdivision name: Eagles Ridge Remainder Subdivision

2. Address of property: 1452 S. Turtle Townhall Rd.

3. Tax Parcel Number(s): 22830020

4. Property is located in (circle one) City of Beloit or Town of: Turtle; Beloit; Rock or LaPrairie  
In the SE Quarter of Section 28, Township 1 North, Range 13 East of the 4th P.M.

5. Owner of record: Luke E Madson Revocable Trust Phone: (608) 295-8440  
8803 E Little Ln Clinton WI 53525  
(Address) (City) (State) (Zip)

6. Applicant's Name: Jeffrey S. Linkeheld, PE on behalf of New Leaf Homes, LLC  
5291 Zenith Pkwy. Loves Park IL 61111  
(Address) (City) (State) (Zip)  
(815) 484-4300 / (815) 703-9219 / jlinkeheld@arcdesign.com  
(Office Phone #) (Cell Phone #) (E-mail Address)

7. The present zoning classification is: R1A


8. All existing uses on the property are: Vacant

9. Proposed future zoning classification(s) is (are): R1A

10. Proposed future uses of the property are: Single family residential housing

11. **THE FOLLOWING ITEMS MAY NEED TO BE COMPLETED AND/OR ATTACHED:**
- Site Assessment Checklist;** as required for all major subdivision plats by section 12.02(1).
  - Pre-application meeting;** a pre-application meeting was held on 10/02/2024 with City of Beloit Staff as per section 12.02(2).
  - Site Assessment Report;** if required as per section 12.02(5) of the Subdivision Ordinance.
  - Concept Plan;** as required by section 12.02(6) of the Subdivision Ordinance.
  - Developer's Statement;** as required by section 12.02(7) of the Subdivision Ordinance.
  - Preliminary Plat Map;** 10 copies as required by section 12.03(2) including all information required by section 12.03(3) 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 to review and approve the Preliminary Subdivision Plat for the purpose stated herein. The undersigned also agrees to abide by all applicable federal, state and local laws, rules, and regulations.

 / Jeffrey S. Linkeheld, P.E. / 10/29/2024  
(Signature of applicant) (Name of applicant) (Date)

**This application must be submitted at least 30 days prior to the Plan Commission meeting date.**

Review fee: <u>\$500 plus \$15 per lot</u> Amount paid: <u>500+15(141) = \$2,615</u>
Scheduled meeting date: _____
Application accepted by: _____ Date: _____



*Division of Planning and  
Building Services*  
City Hall  
100 State Street  
Beloit, Wisconsin 53511

608-364-6700 (Office)  
608-364-6609 (Fax)  
beloitwi.gov  
*Equal Opportunity Employer*

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COMMUNITY DEVELOPMENT DEPARTMENT

**NOTICE TO THE PUBLIC**

December 3, 2024

To Whom It May Concern:

Jeffrey S. Linkenheld, PE on behalf of New Leaf Homes, LLC and the Luke E Madson Revocable Trust, has submitted a preliminary subdivision for review. The attached Preliminary Plat of the Remainder of Eagles Ridge outlines the subdivision of 61.80 acres into 141 lots with 3 outlots, located at 1452 S. Turtle Townhall Road in the City of Beloit.

The following public hearing will be held regarding this proposed Preliminary Plat:

**City of Beloit Plan Commission:** Wednesday, December 18, 2024 at 7:00 PM, or as soon thereafter as the matter can be heard in The Forum, Beloit City Hall, 100 State Street, Beloit, Wisconsin.

**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.

**Anyone bringing handouts to the Plan Commission meeting must bring 10 copies and submit them to City staff before the meeting begins. You may also mail your comments to the attention of Molly Lambert at 100 State Street or via email to [planning@beloitwi.gov](mailto:planning@beloitwi.gov). You may also call (608) 368-7192 to provide your comments over the phone.**

**RESOLUTION 24-034**

**APPROVING A PRELIMINARY PLAT OF EAGLES RIDGE  
REMAINDER SUBDIVISION IN THE CITY OF BELOIT**

**WHEREAS**, the Plan Commission of the City of Beloit has heretofore held a public hearing on December 18, 2024 regarding the 139-Lot Preliminary Plat of Eagles Ridge Remainder Subdivision (Parcel No. 22830020) in the City of Beloit.

**NOW, THEREFORE, BE IT RESOLVED THAT** the Plan Commission of the City of Beloit does hereby approve the Preliminary Plat of Eagles Ridge Remainder Subdivision (Parcel No. 22830020) in the City of Beloit, subject to the following conditions:

1. The Final Plat shall substantially conform to the approved Preliminary Plat with respect to the number of lots, lot sizes, and the proposed right-of-way layout.
2. A draft of any proposed restrictive covenants shall be submitted with the Final Plat.
3. The applicant shall review the spelling of Kestral Lane and correct as needed (i.e., “Kestrel”).
4. Any major changes in the adopted conditions or use of the property shall be approved by the Plan Commission. The Community Development Director may approve minor changes administratively.

Adopted this 18<sup>th</sup> of December 2024.

**Plan Commission**

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Mike Ramsden, Chairperson

ATTEST:

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Julie Christensen  
Community Development Director



## **REPORT TO THE PLAN COMMISSION**

**Plan Commission Meeting Date:** December 18, 2024

**Agenda Item:** 3.c and 3.d

**File Number:** PUD-2024-07 and ZMA-2024-11

### **General Information**

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**Applicant:** Keira Wilson

**Owner:** Otis Garrett Jr.

**Address/Location:** 1400 White Avenue

**Applicant's Request/Proposal:** Keira Wilson has submitted an application for review and consideration of a Zoning Map Amendment for the property located at 1400 White Avenue from R-1B, Single-Family Residential District to PUD, Planned Unit Development District. The applicant has also submitted an application for a Planned Unit Development (PUD) - Master Land Use Plan for the subject property. The request is for Retail Sales/Service uses including an arts and crafts studio and cafe on the ground floor (*The Culture Lounge*), and a dwelling unit on the upper floor of the existing building. The applicant plans to open the arts and crafts studio with do it yourself (DIY) projects and retail use if approved, followed by the café in the future.

**Public Notice:** Proper public notice of the proposal was provided including mailed notices to property owners within 150 feet of the parcel. As of the writing of this report, no comments were received.

**Planned Unit Development (PUD) Process:** A PUD is a type of special purpose zoning district and a type of development plan. PUD zoning districts are inextricably linked to PUD plans. No rights of development apply to a PUD zoning designation other than those of the approved PUD plan. PUDs are processed in three stages: Master Land Use Plan, Rezoning to PUD district and Final (Site) Plan. Master Land Use Plans and Zoning Map Amendments may be processed concurrently, provided that no rezoning to the PUD district may occur until approval of a PUD Master Land Use Plan.

### **Staff Analysis**

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**Project Summary:** The applicant has proposed a reuse for the mixed-use building located at 1400 White Avenue. This building was built around 1917 with ground-floor commercial space and an upper floor apartment. The apartment use is active and conforms to the R-1B District; however, the ground floor space is vacant and cannot be used for a commercial use under the current R-1B zoning. Records show the previous commercial use was a nail salon that closed in 2006. Since then, continuance of the commercial component of the building ceased for more than 12 months, whereby losing its legal non-conforming status and ability to be reestablished without zoning approval. The current Zoning Ordinance does not generally allow a mix of

commercial and residential uses in the same building other than in the Central Business District or through approval of a PUD, which establishes a list of allowed uses. Typically, a PUD is pursued for a new development that has more than one building, a mix of uses, or the need for flexibility in zoning requirements such as parking or setbacks. In this case, the building exists, and no substantive changes to the site are being proposed, other than use of an existing outdoor patio space in conjunction with the arts and crafts studio and future café. As such, the PUD Master Land Use Plan and (if the Master Land Use Plan is approved) PUD Final Plans are atypical in that they do not include detailed site, grading, drainage, utility or landscaping information. The PUD in this case is more about the rezoning aspect of the PUD process to allow the mix of uses than the plan aspect of the PUD process.

**Surrounding Zoning and Land Use:** The subject property is surrounded by residential properties and uses that are all zoned R-1B, Single Family Residential District, making this property a prime example of the neighborhood “corner store” described in the Comprehensive Plan.

**Review Agent Comments:** The proposed Planned Unit Development (PUD) was sent to the City of Beloit staff and utility contacts. They had no comments on the proposed PUD.

- The Water Resources Division notes that a future café would need a grease trap, but that would be addressed through the business permit process.

**PUD Master Land Use Plan Review Criteria:** Applications for a PUD Master Land Use Plan may be approved if the following criteria are met:

1. **The plan represents an improvement over what could have been accomplished through strict application of otherwise applicable zoning ordinance standards, based on the purpose and intent of this chapter.**

Generally, under the current R-1B zoning, the property can be used as a single-family residence, bed and breakfast or for certain institutional uses such as a daycare or church, but not be used as the building was originally intended with ground floor neighborhood commercial space and upper floor housing to serve the neighborhood. In order to allow the mix of ground floor neighborhood commercial and upper floor housing, a PUD is required in any district other than the Central Business District.

2. **The PUD Master Land Use Plan complies with the PUD district standards of Section 5-300;**

The proposed PUD will comply with the standards of Section 5-300, which are established as detailed in **Attachment A - PUD Standards to Be Established**.

3. **The City and other service providers will be able to provide necessary public services, facilities, and programs to serve the development proposed, at the time the property is developed;**

Utilities including sewer and water service already serve the existing building. Additionally, the property is located a block from Route 2 of the Beloit Transit System

(BTS), which serves the downtown, Beloit College, the College Park and Merrill neighborhoods and generally the near east side. Lastly, the property is near the regional bike system. Transit, bicycle and pedestrian access can help address the mobility needs of all residents, including those that might face particular challenges when it comes to transportation, tending to rely more on transit, carpooling, cycling and walking, and provide businesses additional customer base from those who cannot or choose not to drive.

**4. The development is consistent with and implements the planning goals and objectives contained in the Comprehensive Plan and other adopted policy documents; and**

The City's new Comprehensive Plan recommends *Established Neighborhood* for the subject property, which includes *already developed, predominately residential areas with a mix of housing types and, where appropriate in context to the existing neighborhood and building format, small-scale neighborhood-oriented mixed-use development may occur in structures designed to accommodate a mix of residential and commercial within the same structure. Small-scale neighborhood commercial land uses are oriented to serve the surrounding neighborhood with commercial uses facing the street and are typically found along higher volume traffic roadways and intersections (ex. the corner store or small shop), including services, office, and retail.* The proposed land use is consistent with the Comprehensive Plan.

**5. The PUD Master Land Use Plan is consistent with sound planning practice and the development will promote the general welfare of the community.**

This building like many in the City and across the country was built as a mixed-use structure in the early part of the twentieth century (1917) with ground floor neighborhood commercial and upper floor housing to serve the neighborhood and surrounding area, as many corner stores were prior to WWII. Often these structures allowed the business proprietor to live above their shop. Since then, zoning practice favored homogenous districts with generally single land uses, whereby separating land uses into distinct areas (e.g. single-family detached structures from other types of single family structures, from two-family structures from multi-family structures from commercial structures). This non-traditional planning approach where uses that were once considered compatible and part of the neighborhood fabric has led to unintended consequences including racial and economic segregation, inefficient development patterns that overly consume land, higher infrastructure development costs and maintenance costs for cities, heavy reliance on the automobile, traffic, lack of diverse housing options within neighborhoods to accommodate residents at varying life stages and lack of investment in buildings such as this that have lost their legal non-conforming status and can no longer be used for anything other than what is allowed in a single-family district as a result of the downzoning of much of the City that occurred a quarter century ago. The new Comprehensive Plan supports mixed use buildings and neighborhoods to include a combination of commercial, residential, institutional, and employment on the same property or within the same building to



achieve greater density, concentrations of complimentary uses, and maximize underutilized properties.

**Zoning Map Amendment Findings of Fact:** Based on Section 2-304 of the Zoning Ordinance, the Plan Commission shall make a recommendation based on the following considerations:

**1. The existing use of property within the general area of the subject property.**

The subject property includes a vacant commercial space on the ground floor and existing apartment on the second floor. The building was built for ground floor neighborhood commercial and upper floor housing around 1917 within a predominately single-family area that also includes two-family uses. The property was downzoned like many in the City more than two decades ago, and subsequently lost its legal non-conforming status in 2006 that had allowed a neighborhood commercial use on the ground floor. The proposal to reuse the building for ground floor neighborhood commercial and upper floor residential is consistent with an *Established Neighborhood* as designated in the Comprehensive Plan, and consistent with the proposed rezoning to PUD.

**2. The zoning classification of property within the general area of the subject property.**

The proposed PUD property is currently zoned R-1B, Single Family Residential District, and is surrounded by the same, although a number of two-family uses exist within the largely single-family neighborhood surrounding the property. White Avenue (STH 81), which the building fronts on is functionally classified as a principal arterial. The Comprehensive Plan notes that *small-scale neighborhood commercial land uses are oriented to serve the surrounding neighborhood with commercial uses facing the street and are typically found along higher volume traffic roadways and intersections (ex. the corner store or small shop), including services, office, and retail.* The proposed land use is consistent with the Comprehensive Plan.

**3. The suitability of the subject property for the uses permitted under the existing zoning classification.**

Under the current R-1B zoning, the property can be used as a single-family residence, bed and breakfast or for certain institutional uses such as a daycare or church, but not be used as the building was originally intended with ground floor neighborhood commercial space and upper floor housing to serve the neighborhood. In order to allow a mix of ground floor neighborhood commercial and upper floor housing, a PUD is required in any district other than the Central Business District. Also, the design and construction of the building for single-family use only is impractical. Furthermore, the other uses allowed in R-1B generally cannot be mixed in this building, other than in the case of a permitted home occupation, whereby the person dwelling in the building could use no more than 25% of the space for the permitted home occupation. Otherwise, the building would need to either be used for single family only, or a bed and breakfast, daycare, church or other single use consistent with the Zoning

Ordinance, but not a combination of uses that would include the upper floor apartment.

4. **The trend of development and zoning map amendments in the general area of the subject property.**

This area of the City is fully developed and considered *Established Neighborhood*. There have not been recent zoning map amendments as the area is primarily single-family residences.

**STAFF RECOMMENDATION – PUD MASTER LAND USE PLAN:**

The Planning and Building Services Division recommends **approval** of the PUD – Master Land Use Plan for the property located at 1400 White Avenue, subject to the following condition:

1. The proposed PUD will comply with the standards of Section 5-300, which are established as detailed in **Attachment A - PUD Standards to Be Established**.

**STAFF RECOMMENDATION – ZONING MAP AMENDMENT:**

The Planning and Building Services Division recommends **approval** of a Zoning Map Amendment to change the zoning district classification from R-1B, Single-Family Residential District to PUD, Planned Unit Development District, for the property located at 1400 White Avenue.

**ATTACHMENTS:** Attachment A - PUD Standards to Be Established, Zoning Map, Google Street View Images, Zoning Map Amendment Application, PUD Master Land Use Plan Application, Applicant Submittal, Public Notice, Mailing List and Ordinance

## Attachment A - PUD Standards to Be Established

The PUD Master Land Use Plan for the property located at 1400 White Avenue shall comply with the PUD district standards of Section 5-300 established as follows:

- a. Allowed Uses: Allowed uses for the PUD are a mixed-use neighborhood commercial and residential building which includes:
  - One existing 828 square foot +/- building and 140 square foot +/- open porch (building footprint) with a mix of ground floor neighborhood commercial and an upper floor dwelling unit. Ground floor commercial may include Retail Sales/Service related to an arts and crafts studio and cafe.
  - Driveway and driveway parking
  - Outdoor patio area
  - Uses considered ancillary to the allowed uses noted above.
  
- b. Density/Intensity and Lot Size: The overall PUD Master Land Use Plan includes the following maximum density/intensity and lot size standards and other site attributes:
  - Overall PUD area: 0.052 acres +/- or 2,280 square feet +/-
  - Total area of upper floor residential dwelling unit: 828 +/- square feet
  - Total number of upper floor residential dwelling units: 1
  - Total area of interior ground floor commercial space: 828 +/- square feet
  
- c. Setbacks: The existing building has a zero-foot setback from the PUD district's north and west boundary, approximately a 5-foot setback from the south boundary, and approximately a 21-foot setback from the east boundary which shall remain for the principal structure. Accessory structures shall be set back three feet from the rear and interior side lot lines, and 20 feet from the front and streetside lot lines and meet all other applicable ordinances.
  
- d. Height: The maximum building height is the existing building height at two stories.
  
- e. Building Coverage: The maximum overall building coverage/footprint is the existing building which is approximately 828 square feet plus a 140 square-foot open porch in the back.
  
- f. Approval Procedures: The PUD is being reviewed under the procedures outlined in Section 2-400 of the Zoning Ordinance, beginning with review and approval of the Master Land Use Plan, followed by a Rezoning to PUD district, and lastly with review and approval of Final PUD (site) Plans. The Master Land Use Plan and Zoning Map Amendment are being processed concurrently, however no rezoning to the PUD district may occur until approval of a PUD Master Land Use Plan. Prior to issuance of any building permits, the applicant shall obtain PUD Final Plan/site plan and architectural approval as needed.

- g. Roadway Access: Roadway access is only from White Avenue. Two vehicular access points are not required, as is the case when 25 dwelling units or 24,000 square feet of nonresidential floor space is proposed.
- h. Open Space: Section 5-306 of the PUD ordinance requires that at least 15 percent (340 square feet) of the gross land area shall be open space. The building covers roughly 36 percent of the total site, leaving roughly two-thirds of the site open, albeit largely paved.
- i. Preservation of Natural Features: Mature trees on site (those that measure 6 inches in diameter 4 feet above grade) that are healthy and of a desirable species must be preserved to the maximum extent possible.

In addition to the PUD standards established above, the following additional conditions are established as part of PUD Master Land Use Plan approval:

- a. Off-Street Parking: No parking stalls shall be required, although the driveway may be used for parking. The paved terraces shall not be used for parking.
- b. Signage: Two non-internally lit wall signs, one facing White Avenue and one facing Central Avenue are approved as part of the PUD Master Land Use Plan. The signs shall require a sign permit and fee and Architectural Review, are not subject to setback or time limits, shall not extend more than 12" horizontally from the wall to which they are attached, shall not be painted on the wall, shall not exceed 12 square feet each, and shall be located between the first and second floors above the store windows (e.g. on the brick). Awnings that are historically compatible with the building are permitted provided they meet all codes including Outdoor Sign Regulations, Building codes and Architectural Review approval. Awning signs are not permitted.
- c. PUD Amendments and Modifications: Any major changes in the adopted conditions or use of the property shall be approved by the Plan Commission and City Council by amending this PUD – Master Land Use Plan. The Community Development Director may approve minor changes administratively and allow accessory structures and uses, or other improvements that comply with and meet all of the standards and requirements of the City of Beloit Municipal Code.

# City of Beloit Zoning Map





## Google Street View Images



# CITY of BELOIT

## PLANNING & BUILDING SERVICES DIVISION

100 State Street, Beloit, WI 53511

Phone: (608) 364-6700

Fax: (608) 364-6609

### Zoning Map Amendment Application Form

(Please Type or Print)

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

1. Address of subject property: 1400 White Ave Beloit WI 53511

2. Legal description: Lot: 3 Block: 4 Subdivision: Murphy

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

Property dimensions are: 20 feet by 42 feet = 840 square feet.

If more than two acres, give area in acres: 0.05 acres

3. Tax Parcel Number(s): 13610485

4. Owner of record: Otis Barrett Phone: (608) 346-6850

1400 White Beloit WI 53511  
(Address) (City) (State) (Zip)

5. Applicant's Name: Keira Wilson The Culture Lounge

1150 Central Ave Beloit WI 53511  
(Address) (City) (State) (Zip)

(Office Phone #) 1-262-433-1167 (Cell Phone #) 1-thecultureloungewi@gmail.com (E-mail Address)

6. **THE FOLLOWING ACTION IS REQUESTED:**

Change zoning district classification from: R1B-WPO to: Pud

All existing uses on this property are: Upstairs apartment downstairs  
Vacant Commercial space

7. All the proposed uses for this property are:

Principal use(s): Arts & Crafts, DIY projects, book signings,  
Retail, and future Cafe (The Culture Lounge)  
Painting, pottery, DIY projects.

Secondary use(s): \_\_\_\_\_

Accessory use(s): \_\_\_\_\_

8. 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: \_\_\_\_\_

9. Individual(s) responsible for compliance with conditions (if any), if request is granted:

Name(s): Keira Wilson Phone: 262-433-1167  
1150 Central Beloit WZ 53511  
(Address) (City) (State) (Zip)

**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.

Otis Garnett Jr | Otis Garnett Jr | NOV. 27, 2024  
(Signature of Owner) (Print name) (Date)

Keira Wilson | Keira Wilson | 11-27-2024  
(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 and Building Services Division for acceptance by the filing deadline date prior to a scheduled Plan Commission meeting. This application must be submitted with the application fee.

<b>To be completed by Planning Staff</b>	
Filing Fee: <b>\$500.00</b> Amount Paid: _____	Meeting Date: _____
Application accepted by: _____	Date: _____



# CITY of BELOIT

## Planning & Building Services Division

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

### PUD - Master Land Use Plan Application

(Please Type or Print)

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

1. Address of subject property: 1400 white ave
2. Legal description: Lot Murphy 3 & 4  
If necessary attach a copy of the complete legal description.
3. Area of parcel in square feet or acres: 0.05 acre
4. Tax Parcel Number(s): 13610485
5. Owner of record: Otis Barrett Phone: (608) 346-6850  
1400 White Beloit Wisconsin 53511  
(Address) (City) (State) (Zip)
6. Applicant's Name: Keira Wilson The Culture Lounge  
1150 Central Ave Beloit WI 53511  
(Address) (City) (State) (Zip)  
1 262-433-1167 thecultureloungewi@gmail.com  
(Office Phone #) (Cell Phone #) (E-mail Address)
7. All existing use(s) on this property are: upstairs Apartment downstairs vacant
8. The applicant requests review and approval of a PLANNED UNIT DEVELOPMENT /  
Master Land Use Plan: in a(n) R/B-WPO Zoning District.
9. A Preapplication Conference was held on: 11-19-2024
10. All the proposed use(s) for this property will be:  
Principal use(s): upper Residential ground floor commercial Retail  
Secondary use(s): \_\_\_\_\_
11. State how the proposed development differs from the type of development that would  
be permitted under the existing zoning regulations. Commercial use on  
ground floor no longer permitted because zoned
12. Describe how the proposed development provides greater benefits to the City of Beloit  
than an otherwise permitted development. The Culture Lounge will bring  
creativity and inspiration to not only the neighborhood  
but also the entire community of Beloit. The college students  
and residents will have a short commute to a place they  
can enjoy.

13. Project timetable: Start date: 11/19/2024 Completion date: \_\_\_\_\_

14. 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 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.

Otis Garnett Jr. | Otis Garnett Jr. | NOV. 27, 2024  
 (Signature of Owner) | (Print name) | (Date)

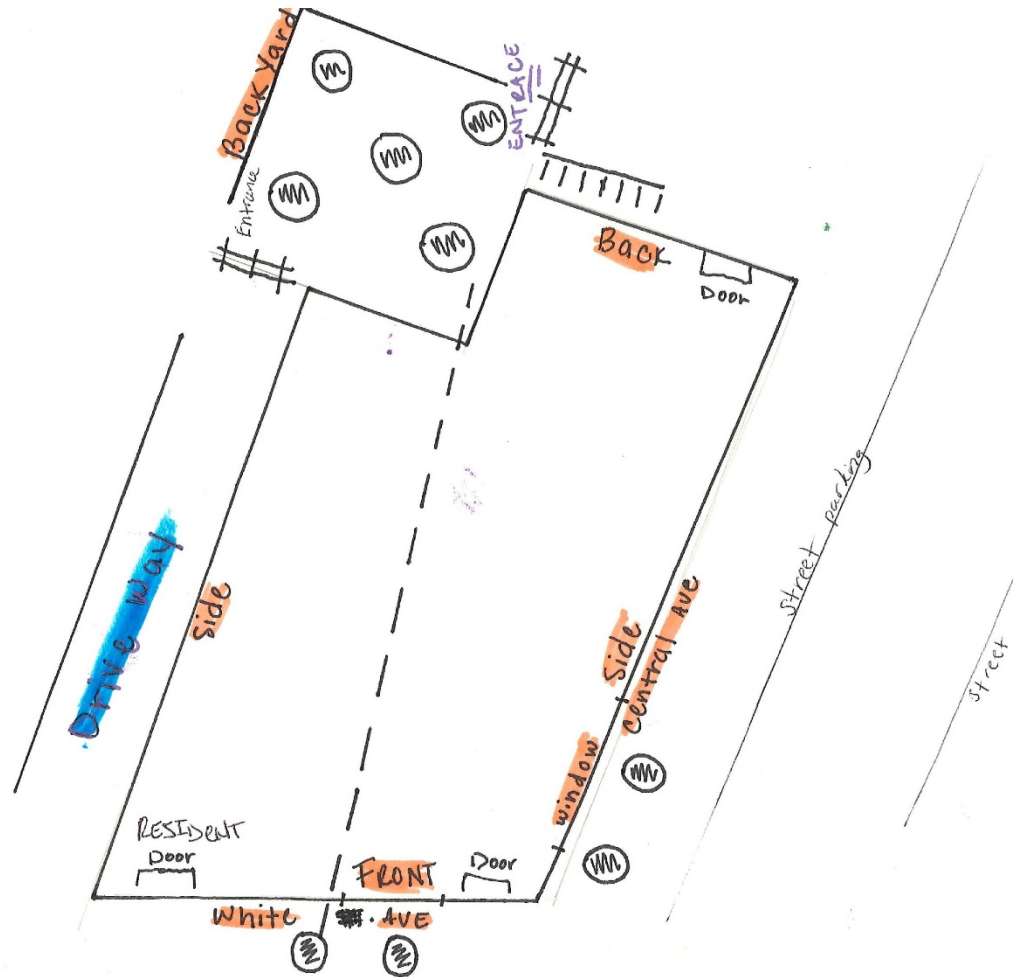
Keira Wilson | Keira Wilson | 11-27-2024  
 (Signature of Applicant, if different) | (Print name) | (Date)

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 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 application fee.

<b>To be completed by Planning Staff</b>	
Filing fee: <b>\$500.00</b> Amount paid: _____	Meeting date: _____
Application accepted by: _____ Date: _____	

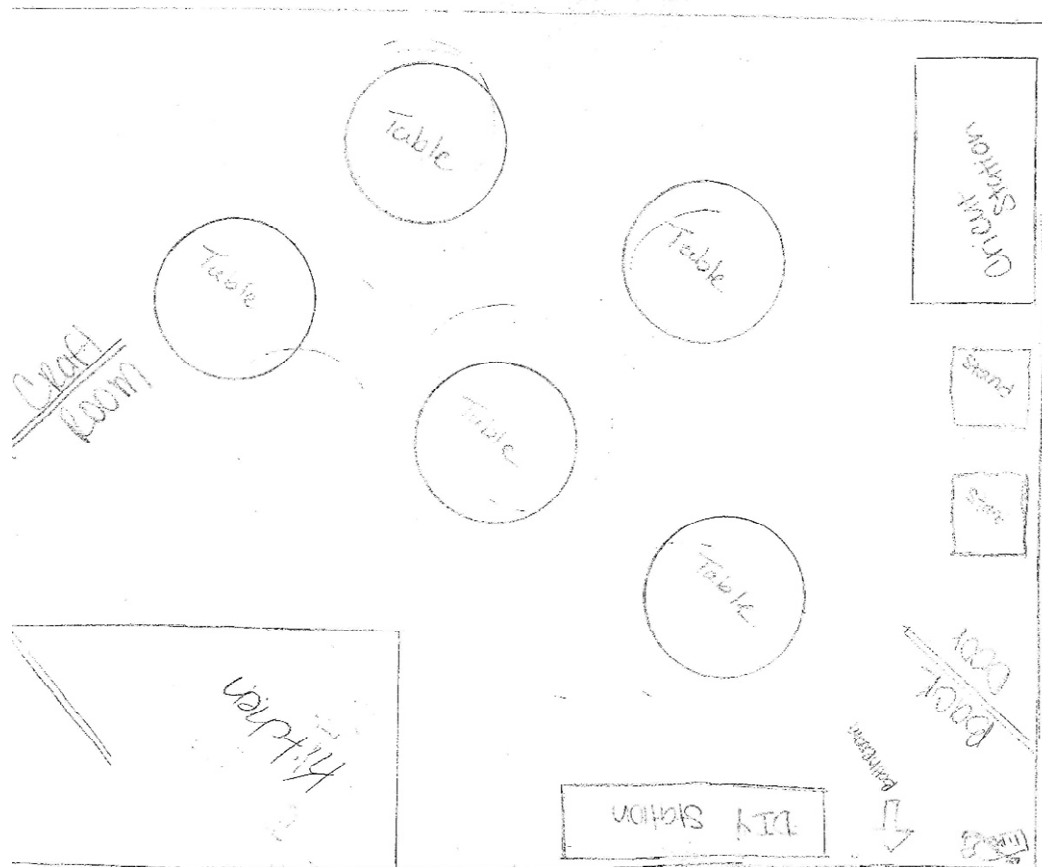
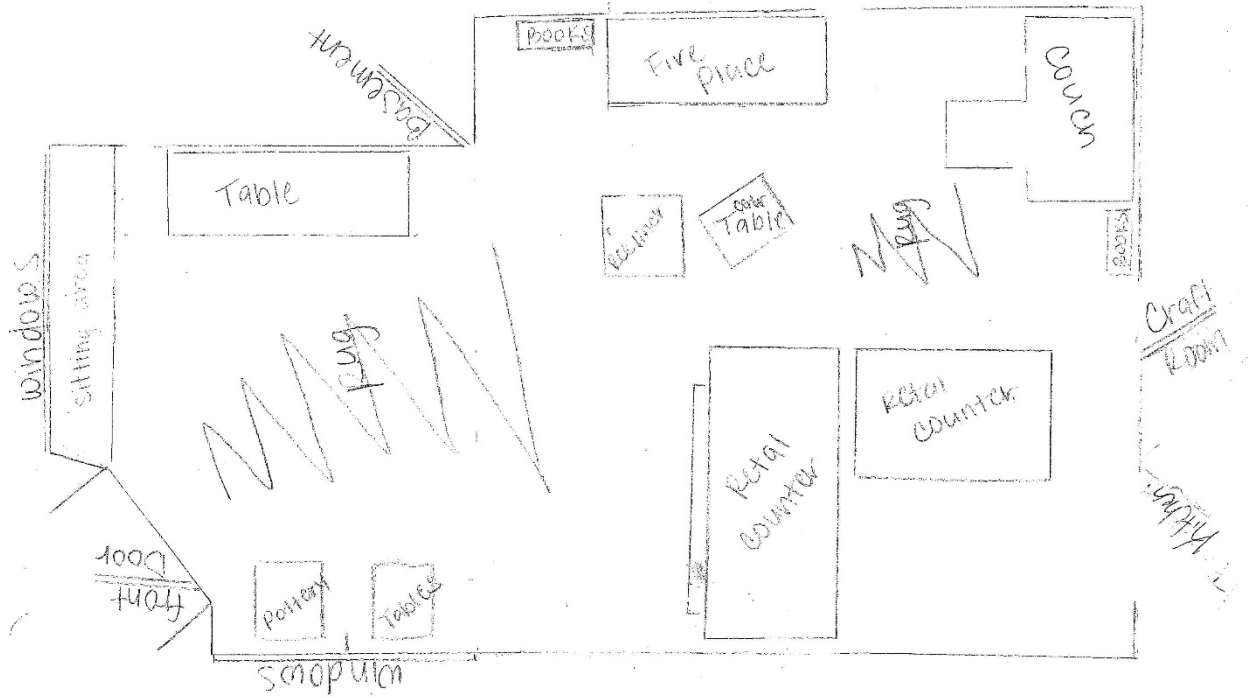
# Applicant Submittal

- ⊙ - Table
- ### - Fence
- ||| - Stairs



~ ~ ~ ~ ~  
} The Culture Lounge }

# Front Room Lounge







## Research&resource

Keira Wilson <keira.wilson@tricociuniversity.edu>

Mon 4/8/2024 11:55 AM

To:Library Printing <library-printing@whitewater-wi.gov>

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

## Research&resource

Small Cafes make 60,000 to 160,000 a year on average bringing in 70 a billion a year in sales with coffee being the highest selling profit nationwide oppose to other food products in the us

Source google and AI app

[REDACTED]

DIY(do it yourself) craft business owners in the US makes around 45,000-65,000 a year on average

Source google and AI app

paint and sip 70,000 a year on average, sip and paint studios generate 130.7 million in revenue and have grown 4.5 each year since 2016in the US

Source google and AI app

Pottery makes around 24,617-27,532 a year on average in the United States

Source google and AI app

## Comparables

Sweet spot whitewater, Wisconsin

Café grand geneva lake Geneva,Wisconsin

Café the abbey resort Fontana, Wisconsin

Café Lake lawn resort Delaven Wisconsin

Boxed and Burlap Delaven Wisconsin

Wine & Design Madison WI

Check Presenters	Dining	100
Decor	Dining	1000
Painting	Dining	2000
<b>Operational Costs</b>		
Legal Fees	Operational Costs	2000
Training	Operational Costs	6500
Utility Start Up	Operational Costs	1500
Start Up Inventory	Operational Costs	15000
Accountant	Operational Costs	1000
Equipment Hook Up/Service	Operational Costs	1381
Merchandise	Operational Costs	1000
Advertising	Operational Costs	2000
Insurance Pre Open Date	Operational Costs	2556
Incidentals	Operational Costs	639.67
<b>TOTAL COST</b>		<b>75,614</b>

*Glass Partitions*

24 Month CF Projections

	Year 1												Year 2											
	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July
<b>Income</b>																								
Beginning Cash	2,000	2,000	2,040	2,081	2,122	2,164	2,206	2,249	2,292	2,335	2,378	2,421	2,464	2,507	2,550	2,593	2,636	2,679	2,722	2,765	2,808	2,851	2,894	2,937
Change	1,200	1,212	1,224	1,236	1,248	1,261	1,274	1,287	1,299	1,312	1,325	1,337	1,350	1,363	1,375	1,388	1,400	1,413	1,426	1,438	1,451	1,464	1,476	1,489
Payroll	6,000	6,050	6,101	6,152	6,203	6,254	6,305	6,356	6,407	6,458	6,509	6,560	6,611	6,662	6,713	6,764	6,815	6,866	6,917	6,968	7,019	7,070	7,121	7,172
City	2,900	2,950	3,018	3,050	3,090	3,111	3,142	3,174	3,205	3,237	3,270	3,302	3,334	3,366	3,398	3,430	3,462	3,494	3,526	3,558	3,590	3,622	3,654	3,686
Rental	500	510	510	510	510	510	510	510	510	510	510	510	510	510	510	510	510	510	510	510	510	510	510	510
Total Revenue	53,160	53,882	54,220	53,848	54,670	54,600	55,168	55,718	56,275	56,838	57,408	57,980	58,550	59,121	60,000	62,144	63,297	64,655	65,986	67,687	68,612	69,984	71,384	72,812
<b>COGS</b>																								
Labor	11,130	11,130	11,130	11,130	11,130	11,130	11,130	11,130	11,130	11,130	11,130	11,130	11,130	11,130	11,130	11,130	11,130	11,130	11,130	11,130	11,130	11,130	11,130	11,130
Materials	2,898	2,897	2,956	2,988	3,016	3,046	3,076	3,107	3,138	3,169	3,201	3,233	3,264	3,295	3,326	3,357	3,388	3,419	3,450	3,481	3,512	3,543	3,574	3,605
Total COGS	21,683	21,790	21,875	21,790	21,790	21,982	21,982	22,209	22,311	22,433	22,433	22,536	22,536	22,639	22,639	22,825	23,011	23,200	23,390	23,580	23,770	23,960	24,150	24,340
<b>Gross Profit</b>																								
Gross Margin	59%	59%	60%	60%	60%	60%	60%	60%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%
<b>Expenses</b>																								
Professional Fees	167	167	167	167	167	167	167	167	167	167	167	167	167	167	167	167	167	167	167	167	167	167	167	167
Advertising	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
Auto	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
CC Fees	699	700	700	700	700	713	720	727	734	742	749	757	764	771	779	787	795	802	810	818	826	834	842	850
Leases	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83
Repairs & Maintenance	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83
Supplies	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83
Subscriptions	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83
Total Expense	1,699	1,700	1,713	1,708	1,706	1,713	1,720	1,727	1,734	1,742	1,749	1,757	1,764	1,771	1,779	1,787	1,795	1,802	1,810	1,818	1,826	1,834	1,842	1,850
<b>EBITDA</b>																								
EBITDA Margin	29.72%	29.72%	29.72%	29.72%	29.72%	29.72%	29.72%	29.72%	29.72%	29.72%	29.72%	29.72%	29.72%	29.72%	29.72%	29.72%	29.72%	29.72%	29.72%	29.72%	29.72%	29.72%	29.72%	29.72%
<b>Other Expense</b>																								
Rest	1,775	1,775	1,775	1,775	1,775	1,775	1,775	1,775	1,775	1,775	1,775	1,775	1,775	1,775	1,775	1,775	1,775	1,775	1,775	1,775	1,775	1,775	1,775	1,775
Insurance	1,278	1,278	1,278	1,278	1,278	1,278	1,278	1,278	1,278	1,278	1,278	1,278	1,278	1,278	1,278	1,278	1,278	1,278	1,278	1,278	1,278	1,278	1,278	1,278
Payroll Tax	461	461	461	461	461	461	461	461	461	461	461	461	461	461	461	461	461	461	461	461	461	461	461	461
Total Other Expense	8,521	8,521	8,521	8,521	8,521	8,521	8,521	8,521	8,521	8,521	8,521	8,521	8,521	8,521	8,521	8,521	8,521	8,521	8,521	8,521	8,521	8,521	8,521	8,521
Net Income	21,277	21,947	22,021	21,982	21,982	22,229	22,229	22,321	22,531	22,923	23,321	23,644	23,973	24,307	24,646	25,000	25,358	25,721	26,089	26,462	26,839	27,221	27,608	27,999
Ending Cash	21,277	42,923	64,944	87,292	110,022	133,150	156,670	180,580	204,880	229,570	254,650	280,120	306,000	332,280	359,000	386,144	413,722	441,743	470,205	500,107	530,449	561,231	592,453	624,115





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## **NOTICE TO THE PUBLIC**

December 2, 2024

To Whom It May Concern:

Keira Wilson has submitted an application for review and consideration of a Planned Unit Development (PUD) - Master Land Use Plan for the property located at **1400 White Avenue**. The applicant has also submitted an application to rezone the property from R-1B, Single-Family Residential District to PUD, Planned Unit Development District. The request is for Retail Sales/Service uses including an arts and crafts studio and cafe on the ground floor and a dwelling unit on the upper floor.

The following public hearings will be held regarding these applications:

**City Plan Commission:** Wednesday, December 18, 2024 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, January 6, 2025 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. \***

**Anyone bringing handouts to the Plan Commission meeting must bring 10 copies and submit them to City staff before the meeting begins. You may also mail your comments to the attention of TJ Nee at 100 State Street or via email to [planning@beloitwi.gov](mailto:planning@beloitwi.gov). You may also call (608) 364-6711 to provide your comments over the phone.**

GORDON M. CRANE  
1347 WHITE AVENUE  
BELOIT, WI 53511

LUKE MARKLEY  
1153 CENTRAL AVENUE  
BELOIT, WI 53511

BELLAIR MICHAEL ORTEGA  
1206 CENTRAL AVENUE  
BELOIT, WI 53511

ERNESTO ROMAN ESQUER  
REVOCABLE TRUST  
2601 COLLEY ROAD LOT 41  
BELOIT, WI 53511

PAMELA K. LAVARIEGA  
1210 CENTRAL AVENUE  
BELOIT, WI 53511

PAUL RAMIREZ  
1165 CENTRAL AVENUE  
BELOIT, WI 53511

GARY A. JONES  
1215 CENTRAL AVENUE  
BELOIT, WI 53511

RONALD A. BOWSER  
1145 CENTRAL AVENUE  
BELOIT, WI 53511

KEIDY MARISOL BANEGAS JIMENEZ  
102 W VERLEEN AVE  
WAUNAKEE, WI 53597

JAMISON M. DIEHL  
1142 PARTRIDGE AVENUE  
BELOIT, WI 53511

SALVADOR RAMIREZ BUSTAMANTE  
1164 PARTRIDGE AVENUE  
BELOIT, WI 53511

ORBERT J. FAULK  
1150 CENTRAL AVENUE  
BELOIT, WI 53511

KC REAL ESTATE HOLDINGS, LLC  
423 DELAWARE STREET, STE 103  
KANSAS CITY, MO 64105

JEFFRY MARTIN MAR FOSADOS  
1158 CENTRAL AVENUE  
BELOIT, WI 53511

JESUS A. PEMBERTON  
911 GARFIELD AVENUE  
BELOIT, WI 53511

ANDREW MILNER RENTALS, LLC  
PO BOX 1161  
BELOIT, WI 53511-1161

TORRANCE GOODEN-WOSE  
1150 PARTRIDGE AVENUE  
BELOIT, WI 53511

**ORDINANCE NO. 3859**

**AN ORDINANCE AMENDING THE  
ZONING DISTRICT MAP OF THE CITY OF БЕЛОIT**

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

**Section 1.** The Zoning District Map of the City of Beloit, mentioned in the Zoning Code, Chapter 19 of the Code of General Ordinances of the City of Beloit, is amended as follows:

The following described land is hereby changed from R-1B, Single-Family Residential District to PUD, Planned Unit Development District:

LOTS 3 AND 4, MURPHY'S SUBDIVISION OF LOT 10, BLOCK TWO OF STRONG'S THIRD ADDITION TO THE CITY OF БЕЛОIT, ROCK COUNTY, WISCONSIN, ACCORDING TO THE RECORD PLAT THEREOF, SITUATION IN THE COUNTY OF ROCK AND STATE OF WISCONSIN. CONTAINING 0.052 ACRES OF LAND, MORE OR LESS. A/K/A 1400 WHITE AVENUE.

**Section 2.** This Ordinance shall take effect and be in force upon its passage and publication.

Adopted this \_\_\_\_ day of \_\_\_\_\_, 2025.

**City Council of the City of Beloit**

\_\_\_\_\_  
Kevin D. Leavy, Council President

Attest:

\_\_\_\_\_  
Marcy J Granger, City Clerk-Treasurer

Published this \_\_\_\_ day of \_\_\_\_\_, 2025

Effective this \_\_\_\_ day of \_\_\_\_\_, 2025

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



## **REPORT TO THE PLAN COMMISSION**

**Plan Commission Meeting Date:** December 18, 2024

**Agenda Item:** 3.e.

**File Number:** ZMA-2024-10

### **General Information**

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**Applicant:** Edgar Mellin

**Owner:** Mellin Rentals

**Address/Location:** 423 St. Lawrence Avenue

**Applicant's Request:** Amend the Zoning District Map from R-1B, Single Family Residential District to R-3, Low-Density Multifamily Residential District

### **Staff Analysis**

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**Project Summary:** Edgar Mellin, on behalf of Mellin Rentals has submitted an application for a Zoning Map Amendment to change the zoning district classification from R-1B, Single-Family Residential District, to R-3, Low-Density Multi-family Residential District, for the property located at 423 St. Lawrence Avenue.

**Request Details:** The applicant wishes to rezone the property to R-3, Low-Density Multi-family Residential District, with plans to use the property as a multi-family residential building. The current zoning, R-1B Single-Family Residential District, does not allow for multi-family residential uses. The R-3, Low-Density Multifamily Residential District is intended to accommodate up to 25 dwelling units per acre and other low-density residential development.

**Surrounding Uses:** To the north, south, east, and west of the subject property are primarily single-family homes zoned R-1B, Single-Family Residential District. There are scattered two-family residential uses throughout the neighborhood on parcels also zoned R-1B, including in former single-family homes that were carved up into multiple units in the past.

**City of Beloit Comprehensive Plan:** The property is designated as part of an *Established Neighborhood* in the current Comprehensive Plan, which specifies an already developed predominately residential area, with future building types to include single-family dwellings, accessory dwelling units (ADUs), two-family dwellings, single-family attached units such as twin homes or townhomes, residential two, three, and four-unit flats, small-scale multi-family up to 4 units per building, and context appropriate, mid-scale multi-family structures. The intent of *Established Neighborhood* is to allow a mix of existing and new housing of different building types, along with non-residential uses that are compatible with the neighborhood such as a corner store, but not to convert existing homes constructed for single-family use into multiple units. City records show that this house has been used for single-family



purposes since at least mid-1980s. Therefore, staff believes this proposed Zoning Map Amendment is not consistent with the Comprehensive Plan, as required by Section 66.1001(3) of Wisconsin Statutes. Also, in the related situation where a residential building originally designed and built as one dwelling unit was later converted into a multiple dwelling unit building, but then loses its legal non-conforming status, staff generally does not support its reestablishment as a multiple dwelling building, but does generally support allowing residential buildings that were originally designed and built with multiple dwelling units by right, which is consistent with the Comprehensive Plan.

**Findings of Fact:** Based on Section 2-304 of the Zoning Ordinance, the Plan Commission is required to make a recommendation based on the following considerations:

1. **The existing use of property within the general area of the subject property.**  
The subject property and all surrounding properties are zoned R-1B. The existing single-family residential use of the property is compatible in this area.
2. **The zoning classification of property within the general area of the subject property.**  
The proposed R-3, Low-Density Multifamily Residential, classification is not consistent with the surrounding single-family district and is not compatible with the use of the property.
3. **The suitability of the subject property for the uses permitted under the existing zoning classification.**  
Under the current R-1B zoning district classification, single family residential buildings such as this are permitted. The subject property is suitable for single-family use.
4. **The trend of development and zoning map amendments in the general area of the subject property.**  
This area of the city is fully developed, and there have been no recent Zoning Map Amendments in the area.

**STAFF RECOMMENDATION:**

The Planning and Building Services Division recommends **denial** of a Zoning Map Amendment to change the zoning district classification from R-1B, Single-Family Residential District to R-3, Low-Density Multifamily Residential District, for the property located at 423 St. Lawrence Avenue.

**ATTACHMENTS:** Zoning Map, Application, Public Notice, and Mailing List.

# City of Beloit Zoning Map



# CITY of BELOIT

## PLANNING & BUILDING SERVICES DIVISION

100 State Street, Beloit, WI 53511

Phone: (608) 364-6700

Fax: (608) 364-6609

### Zoning Map Amendment Application Form

(Please Type or Print)

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

1. Address of subject property: 423 st Lawrence Beloit Wi

2. Legal description: Lot: \_\_\_\_\_ Block: \_\_\_\_\_ Subdivision: \_\_\_\_\_

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

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

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

3. Tax Parcel Number(s): 3420465

4. Owner of record: Mellin Rentals Phone: 773-663-3804  
608-312-1011

1910 Mckinley Ave Beloit Wi 53511  
(Address) (City) (State) (Zip)

5. Applicant's Name: Edgar Mellin

1910 Mckinley Ave Beloit Wi  
(Address) (City) (State) (Zip)

\_\_\_\_\_/ 608-312-1011 / e.mellin5050@gmail.com  
(Office Phone #) (Cell Phone #) (E-mail Address)

6. **THE FOLLOWING ACTION IS REQUESTED:**

Change zoning district classification from: Single family to: Multifamily *2-3 per email*

All existing uses on this property are: single family residential property

7. **All the proposed uses for this property are:**

Principal use(s): multifamily residential property

Secondary use(s): \_\_\_\_\_

Accessory use(s): \_\_\_\_\_

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

(X) Owner

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

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

( ) Other, explain: \_\_\_\_\_


9. Individual(s) responsible for compliance with conditions (if any), if request is granted:

Name(s): \_\_\_\_\_ Phone: \_\_\_\_\_

\_\_\_\_\_  
(Address) (City) (State) (Zip)

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.

 / Edgar Mellin / 11/11/24  
(Signature of Owner) (Print name) (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 Division for acceptance by the filing deadline date prior to a scheduled Plan Commission meeting. This application must be submitted with the \$300.00 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: **\$300.00** 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: \_\_\_\_\_





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## **NOTICE TO THE PUBLIC**

November 27, 2024

To Whom It May Concern:

Edgar Mellin on behalf of Mellin Rentals is requesting a Zoning Map Amendment to rezone **423 Saint Lawrence Avenue** in the City of Beloit from a Single-Family Residential District to a Low-Density Multifamily Residential District (R-1B to R-3). The following public hearings will be held regarding these applications:

The following public hearings will be held regarding these applications:

**City Plan Commission:** Wednesday, December 18, 2024, 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, January 6, 2025, 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. \***

Anyone bringing handouts to the Plan Commission meeting must bring 10 copies and submit them to City staff before the meeting begins. You may also mail your comments to the attention of Molly Lambert at 100 State Street or via email to [planning@beloitwi.gov](mailto:planning@beloitwi.gov). You may also call (608) 368-7192 to provide your comments over the phone.

Owner	Owner Address
Andres Casique	718 Vine St, Beloit, WI
Andrew Milner Rentals, LLC	PO Box 1161, Beloit, WI
Cabin Fever Enterprise, LLC	PO Box 861, Beloit, WI
City of Beloit, Inc.	100 State St, Beloit, WI
Claire L. Earhart	403 Saint Lawrence Ave, Beloit, WI
Duane A. Blakeman	419 Saint Lawrence Ave, Beloit, WI
Gerardo Flores	716 Oak St, Beloit, WI
Gruber Homes, LLC	207 W Cook St, Portage, WI
Gruber Homes, LLC	207 W Cook St, Portage, WI
Havenwood Holdings, LLC	2547 N Burdick Rd, Janesville, WI
Jaime Flores-Torres	722 Oak St, Beloit, WI
Joseph P. Wall	W7947 Town Hall Rd, Sharon, WI
Karla K. Prince	414 Saint Lawrence Ave, Beloit, WI
Khalid M. Abdelrahem	411 Saint Lawrence Ave, Beloit, WI
Lisa Wells	502 Saint Lawrence Ave, Beloit, WI
Omar A. Munoz	734 Vine St, Beloit, WI
Pearl M. Marshall	4323 Eberly Ave, Brookfield, IL
Richard E. Nelson	2243 N Pow Wow Trl, Beloit, WI
Tarcila Castro	723 Oak St, Beloit, WI
The Apostolic Assembly of Faith of Jesus Christ, Inc.	725 Oak St, Beloit, WI
Theresa Mullvain	410 Saint Lawrence Ave, Beloit, WI
Vivian Fields	422 Saint Lawrence Ave, Beloit, WI

**ORDINANCE NO. 3860**

**AN ORDINANCE AMENDING THE  
ZONING DISTRICT MAP OF THE CITY OF БЕЛОIT**

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

**Section 1.** The Zoning District Map of the City of Beloit, mentioned in the Zoning Code, Chapter 19 of the Code of General Ordinances of the City of Beloit, is amended as follows:

The following described land is hereby changed from R-1B, Single-Family Residential District to R-3, Low-Density Multifamily Residential District:

LOT 15, BLOCK 7, WALKER'S ADDITION TO THE CITY OF БЕЛОIT, ROCK COUNTY, WISCONSIN.  
A/K/A 423 ST. LAWRENCE AVENUE.

**Section 2.** This Ordinance shall take effect and be in force upon its passage and publication.

Adopted this \_\_\_\_ day of \_\_\_\_\_, 2025.

**City Council of the City of Beloit**

\_\_\_\_\_  
Kevin D. Leavy, Council President

Attest:

\_\_\_\_\_  
Marcy J Granger, City Clerk-Treasurer

Published this \_\_\_\_ day of \_\_\_\_\_, 2025

Effective this \_\_\_\_ day of \_\_\_\_\_, 2025

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



## REPORT TO THE PLAN COMMISSION

**Plan Commission Meeting Date:** December 18, 2024

**Agenda Item:** 3.f.

**File Number:** SOE-2024-01

### **General Information**

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**Applicant:** Randy Benish

**Owner:** Mercy Hospital

**Address/Location:** Mercyhealth Beloit, 2825 Prairie Avenue

**Applicant's Request:** Randy Benish, on behalf of Mercy Hospital, has submitted a request for exceptions to the following sections of the Outdoor Sign Regulations for the property located at 2825 Prairie Avenue: Section 30.09 to exceed the maximum allowable sign area on the same premises; to Section 30.10 to exceed the maximum sign height in a nonresidential zoning district; to Section 30.35(2)(c) to exceed the maximum square footage of a primary on-premises sign; and to Section 30.43(2)(c) to allow secondary wall signs larger than 10% of the primary on-premises sign.

### **Staff Analysis**

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**Existing Conditions:** Mercyhealth Beloit is located on the east side of Prairie Avenue between Huebbe Parkway and Hart Road. The building is undergoing a building addition to add emergency services to the existing medical office use.

For properties with C-2 zoning, the maximum sign area is calculated as twice the street frontage, which in this case equals 658.14 square feet. Mercyhealth Beloit is proposing a total of 814.8 square feet of signage, or 156.66 square feet more than the total allowed by code. Additionally, the applicant is proposing that six of the on-premises signs exceed the sign area allowed by code, and one of the signs exceed the sign height allowed by code.

**On-Premises, Sign Area Bonuses that are applicable:** The maximum on-premises sign areas may be increased if the signage meets one or more of the following:

- If the on-premises sign is a freestanding sign, other than a pole sign, the maximum allowed sign area of the freestanding sign may be increased by an additional 10 percent if the sign is in a landscaped area where there is a minimum of 2 square feet of landscaping for each square foot of sign area.
  - This would bring the maximum allowed sign area of the Primary On-Premise freestanding sign to 165 square feet.
- If the on-premises sign is an outdoor wall sign, the maximum allowed sign area of the wall sign may be an additional 10 percent if the wall sign consists of individual letters mounted directly on the face of a building.

- This would bring the allowance for each secondary wall sign area to 18.2 square feet.
- If the on-premises sign is an outdoor wall sign, the maximum allowed sign area may be increased by up to 20% if the wall sign is set back between 160 and 214 feet from the front lot line.
  - The wall signs are setback:
    - On the north elevation 182 square feet from the front property line.
    - On the west elevation 171 square feet from the front property line.
    - On the south elevation 161 square feet from the front property line.
  - This would bring the allowance for the secondary wall signs to 21.8 square feet.

The Outdoor Sign Ordinance defines height as the distance measured vertically to the highest point of an outdoor sign from grade and defines sign face as the portion of a sign upon which a message is displayed by graphics, symbols, insignias, logos, pictures or other means, including any background color, border, frame, trim or other material which is an integral part of the sign. "Sign face" does not include a sign structure. "Sign face" includes both sides of a double-faced sign.

<b>Exception Request Details:</b>					
<b>Sign</b>	<b>Description</b>	<b>Sign Type</b>	<b>Square Feet of Sign Face Proposed</b>	<b>Square Feet of Sign Face Allowed with Bonuses</b>	<b>Square Feet Overage (Exception Request)</b>
MD	Double Sided Ground Mounted – Mercyhealth Logo, Emergency, Clinic, and Urgent Care	Primary	435	165	270
CL.1	West Wall -Mercyhealth Logo	Secondary	64.3	18.2	46.1
CB.1	West Wall -Clinic/Urgent Care	Secondary	20	18.2	1.8
CL.2	West Wall -Emergency	Secondary	87.9	18.2	69.7
CL.3	North Wall -Emergency	Secondary	156.2	21.8	134.4
CL.4	South Wall -Emergency	Secondary	39	21.8	17.2

The applicant is proposing one ground sign, five secondary wall signs and five directional signs. The proposed directional signs meet code; however, none of the five wall signs in the table above nor the ground sign do. Specifically, the applicant is requesting approval for a primary ground sign with a sign face of 435 square feet and a height of 25 feet. This request deviates from the maximum allowable size of 165 square feet for the sign face and a height of 20 feet. Additionally, the applicant is requesting an exception for five of the secondary wall signs located on three building elevations, ranging in size from 20 square feet to 156.2 square feet. This is a deviation from the maximum allowance of 21.8 square feet.



**Applicant’s Hardship Argument:**

The applicant has stated that the maximum on-premises sign allowance does not provide adequate visibility for signage, which poses a safety hazard, for emergency healthcare situations.

**Exception Standards:** Section 30.48(2) of the Sign Ordinance outlines standards for granting an exception. The Ordinance states that the Plan Commission may grant an exception if it determines that:

- a. *Compliance with the strict letter of the Sign Ordinance would create an economic hardship by either unreasonably restricting an on-premises sign owner from advertising a business or rendering conformity with such regulations unnecessarily burdensome upon an owner of an on-premises sign.*
  - The site has no topographical challenges or obstructions that would limit the visibility of compliant signage. The proposed signage—totaling 802.4 square feet, including a double-sided 25-foot-tall, 435-square-foot freestanding sign for a two-story building that is little more than 26 feet tall—is excessive and far exceeds what is necessary for effective communication. The allowable signage area, as outlined in the ordinance, provides ample capacity to advertise without overwhelming the site or its surroundings. Furthermore, other businesses within the same zoning district operate effectively within these limits.
  
- b. *The hardship is not self-created.*
  - The request for increased signage stems from the applicant’s decision to add emergency services, which does not constitute a hardship caused by the ordinance itself. Adequate signage can be achieved within the current regulations, ensuring visibility and communication for the new use of the property without requiring excessive deviations. Other emergency services in the City as well as those of the applicant in other communities such as Janesville communicate those services effectively with smaller signage.
  
- c. *The exception will not undermine the purpose of the Sign Ordinance or the public interest.*
  - The proposed signage is incompatible with the scale and character of the surrounding area. The ordinance seeks to maintain visual harmony within zoning districts, and the proposed signage would detract from the overall aesthetic appeal of the area by introducing disproportionate and overly prominent features.
  - The applicant’s reliance on MDOT and ISA standards for visibility fails to account for the local context and scale of the site. Visibility can be achieved within the ordinance’s current limits through thoughtful design and placement, ensuring public safety and effective wayfinding without compromising the ordinance’s goals.

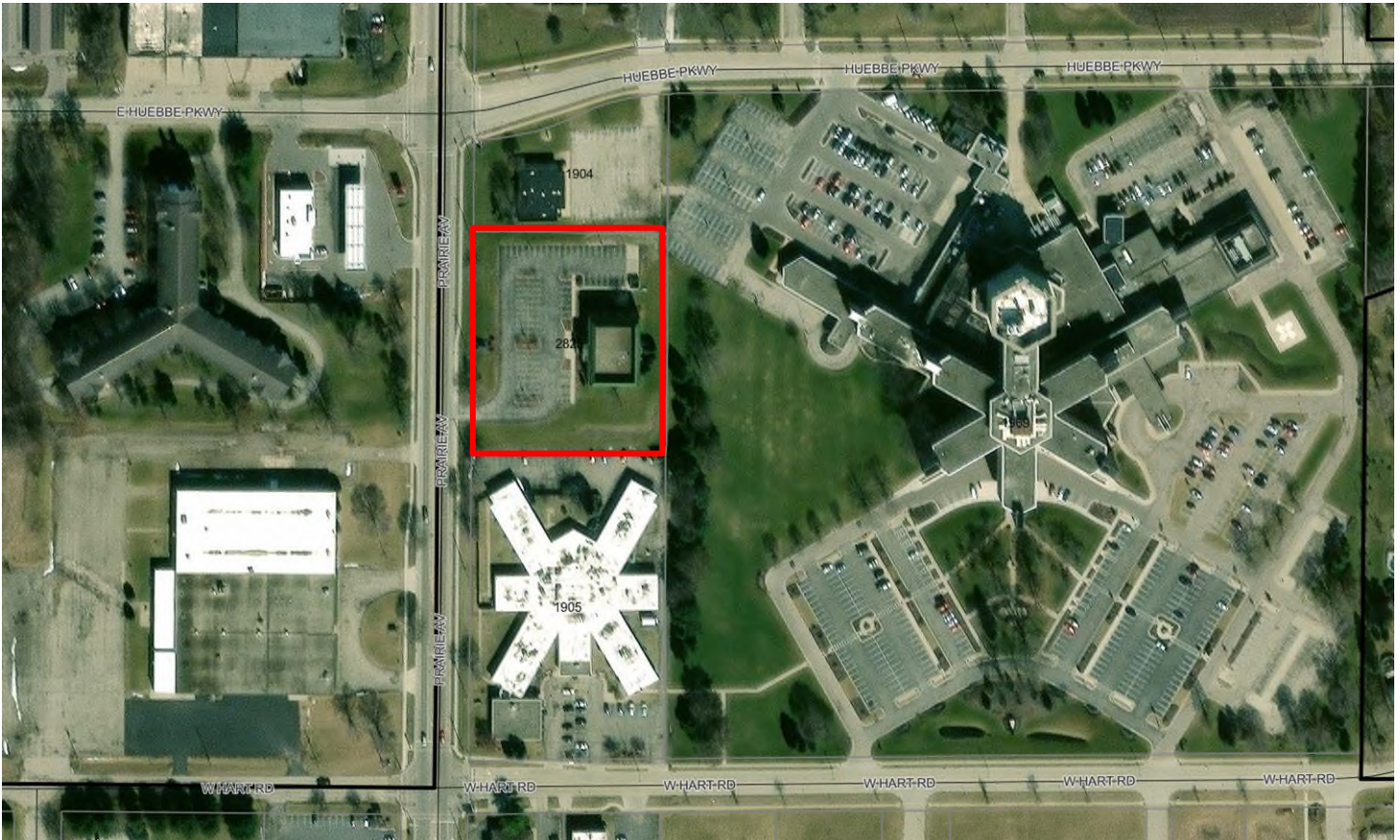
**STAFF RECOMMENDATION:**

The Planning and Building Services Division recommends *denial* of an exception to Section 30.09 of the Outdoor Sign Regulations to exceed the maximum allowable sign area on the same premises; to Section 30.10 of the Outdoor Sign Regulations to exceed the maximum sign height in a nonresidential zoning district; to Section 30.35(2)(c) of the Outdoor Sign Regulations to exceed the maximum square footage of a primary on-premises sign; and to Section 30.43(2)(c) of the Outdoor Sign Regulations to allow secondary wall signs larger than 10% of the primary on-

premises sign for the property located at 2825 Prairie Avenue, based on the above standards for granting an exception.

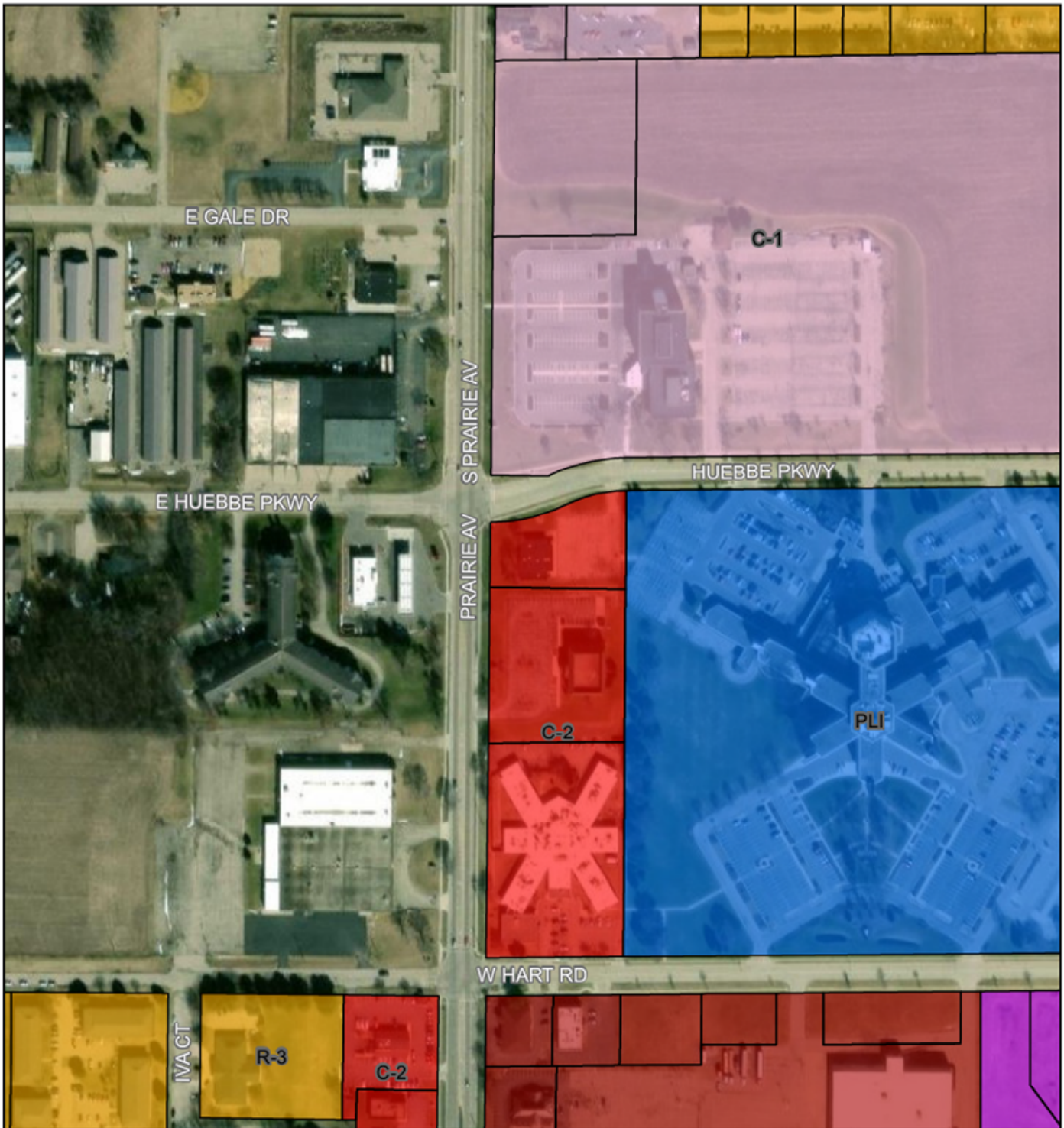
**ATTACHMENTS:** Site Diagram, Sign Renderings, Application, Public Notice, and Resolution.

# LOCATION MAP





# City of Beloit Zoning Map



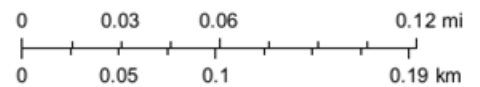
12/5/2024

1:4,830

Zoning Districts

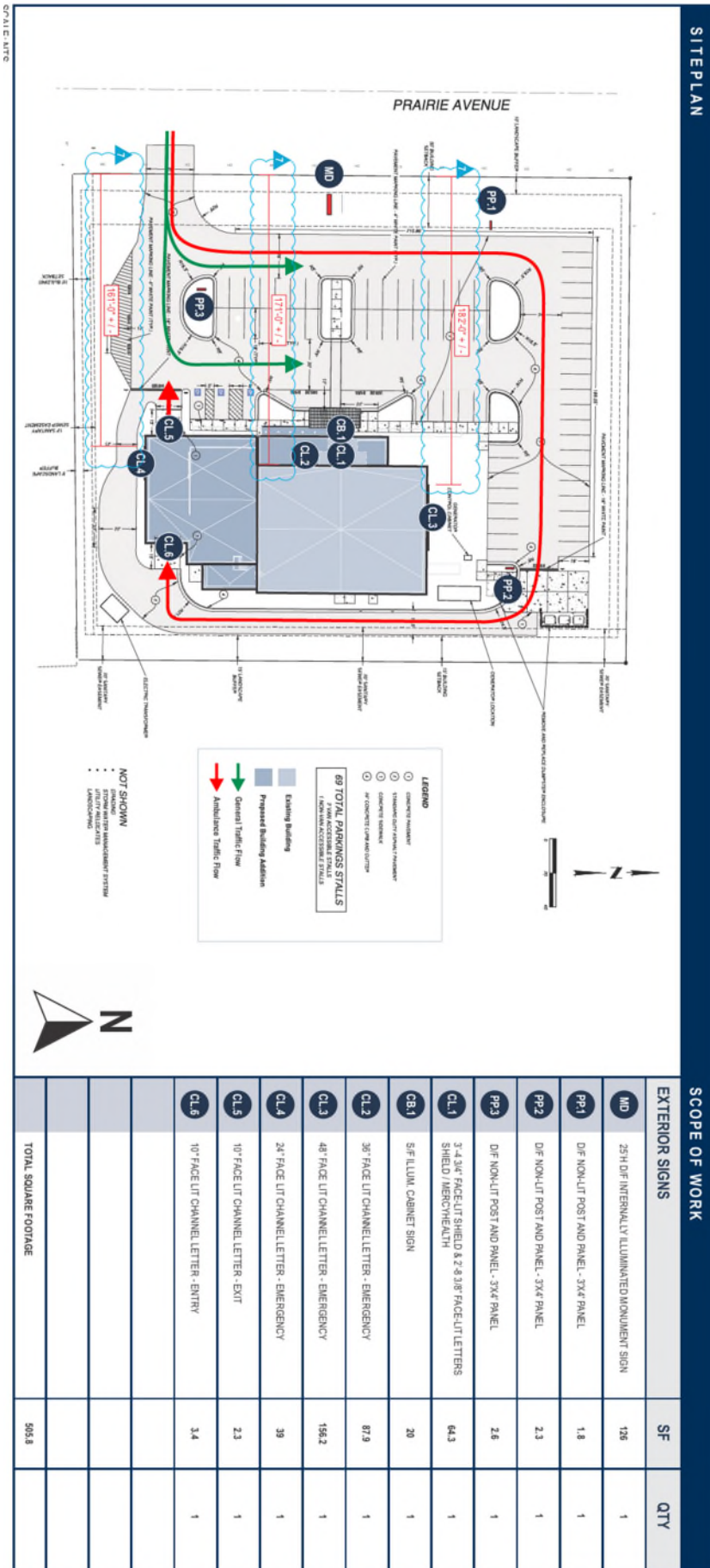
- C-1
- C-2
- C-3
- PLI
- PUD
- R-3

- World Imagery
- Low Resolution 15m Imagery
- High Resolution 60cm Imagery
- High Resolution 30cm Imagery
- Citations
- 1.2m Resolution Metadata



Maxar

# Sign Location Diagram





**MD 25'H D/F INTERNALLY ILLUMINATED MONUMENT SIGN (Qty 1)**

SQUARE FOOTAGE: 126

**SPECIFICATIONS:**

- ILLUMINATED CABINET AND .080" ALUMINUM 2" X 2" BRAKE-FORMED RETAINERS AND 1/2" DIVIDER PAINTED P-1, P-2. DIVIDER PAINTED P-2
- TOP FACE: 150' WHITE POLYCARBONATE WITH DIGITALLY PRINTED GRAPHICS DP-1
- BOTTOM FACE: FRAMED ALUMINUM WITH ROUTED ALUMINUM FACE BACKED WITH 150' WHITE POLYCARB P-1
- 150' WHITE POLYCARB WITH VINYL APPLIED FIRST SURFACE V-4
- INTERNALLY LIT W/ WHITE SCAN SIGNBOX 3 S/S 6500K LEDS
- ENDS CLAD W/ 3MM ACM, PAINTED P-1, P-2
- STEEL FRAMED BASE W/ STONE VENEER
- FABRICATED ALUMINUM CAP TOP CAP, PAINTED P-3
- BLUE LED UPLIGHTING IN TOP CAP
- 9" BLUE LED UPLIGHTING IN TOP CAP
- ADDRESS: 1/2" FLAT CUT OUT ALUMINUM STUD MOUNTED P-4
- MASONRY BASE TO HAVE 2" X 2" X 1/4" STEEL SUPPORTS ON BOTH SIDES @ 16" O.C.

**MASONRY SPEC:**

MASONRY: QUARRY CREEK RANDOM ASHLAR PATTERN SPLIT FACE PROVIDED IN BUFF, CREAM, DRCY, RUST BROWN AND BLENDING VARIATIONS ALL TONES TO BE DISTRIBUTED EVENLY  
 COURSE HEIGHTS OF 20% 1 1/2'-13", 30% 3'-4" AND 30% 6'-9"  
 BED DEPTH OF 2 1/2" - 5 1/2"  
 RANDOM LENGTHS UP TO APPROXIMATELY 4'-0"  
 NATURAL STRATAFACE WITH SPLIT BEDS AND SAWN BACKS  
 ENDS PROVIDED IN A COMBINATION OF SPLIT AND/OR SAWN  
 NO SUBSTITUTIONS ARE ACCEPTABLE  
 USE OF HDU FOAM PRODUCTS IS PROHIBITED

**NOTES:**

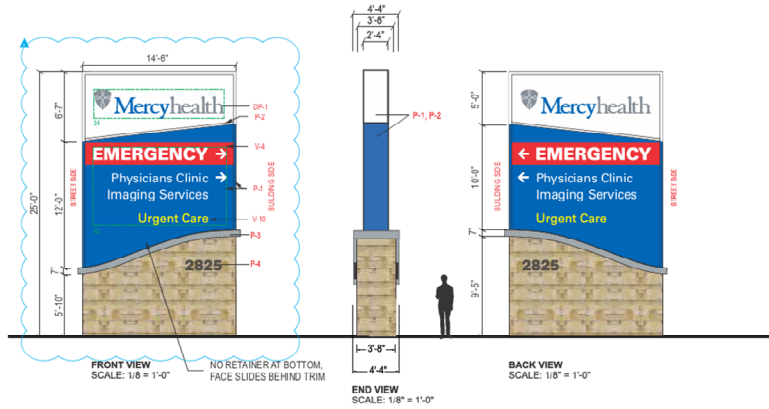
- REMOVE EXISTING SIGN
- REUSE EXISTING FOUNDATION AND 14'-0" POLE
- STONE TO BE PURCHASED BY JONES AND INSTALLED BY VENDOR
- STONE IS LOWER AT STREET SIDE
- LANDSCAPING TO BE LEFT IN REASONABLE CONDITION

**COLORS / FINISHES:**

- P-1 MP TO MATCH PMS 2144C BLUE
- P-2 MP WHITE
- P-3 MP TO MATCH PMS 7544C GREY
- P-4 MP GUNMETAL GRAY METALLIC
- V-4 3M 3630-33 RED TRANSLUCENT
- V-10 3M 3632-015 YELLOW TRANSLUCENT
- DP-1 DIGITALLY PRINTED GRAPHIC ON TRANSLUCENT WHITE VINYL TO MATCH PMS 2144C BLUE & PMS 7544C GREY WITH MATTE LAMINATE

**FONT:**

UNIVERS 55 ROMAN  
**Swiss 721 Bk BT** (USED FOR ADDRESS ONLY)



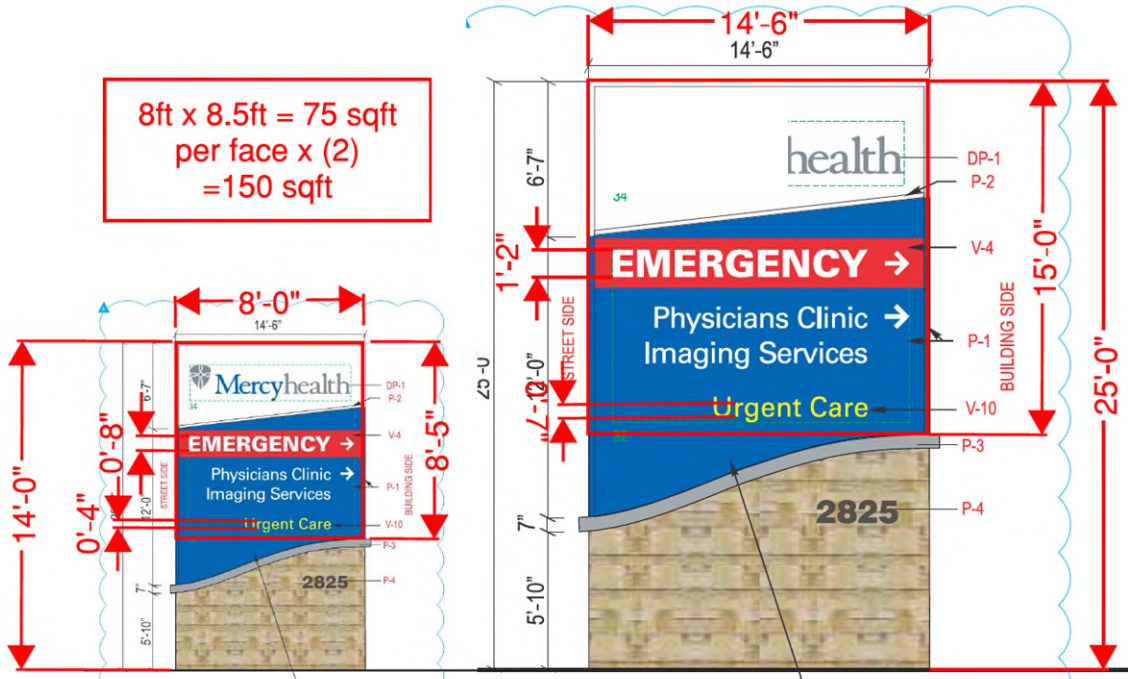
NIGHT VIEW SCALE: NTS



11/5/2024  
 Sign Type MD monument primary  
 Exhibit A to Exception Explanation

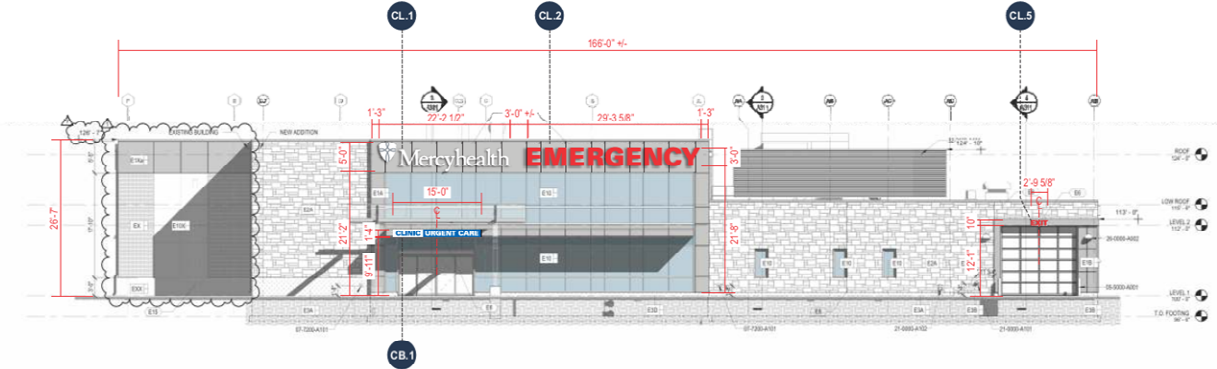
14.5ft x 15ft 217.5 sqft per face x (2) = 435 sqft

8ft x 8.5ft = 75 sqft per face x (2) = 150 sqft



# WEST ELEVATION

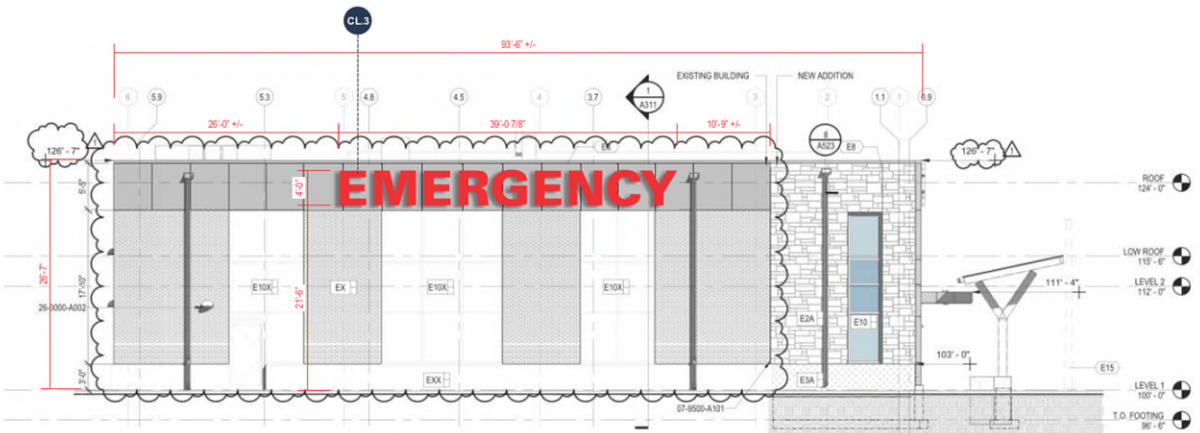
TOTAL SIGN SF FOR ALL BUILDING ELEVATIONS : 373.1  
 TOTAL SIGN SF FOR ALL BUILDING ELEVATION & SITE SIGNS: 505.8



WEST ELEVATION - PROPOSED SIGNAGE  
 SCALE: 1/16" = 1'-0"

# NORTH ELEVATION

TOTAL SIGN SF FOR ALL BUILDING ELEVATIONS : 373.1  
 TOTAL SIGN SF FOR ALL BUILDING ELEVATION & SITE SIGNS: 505.8

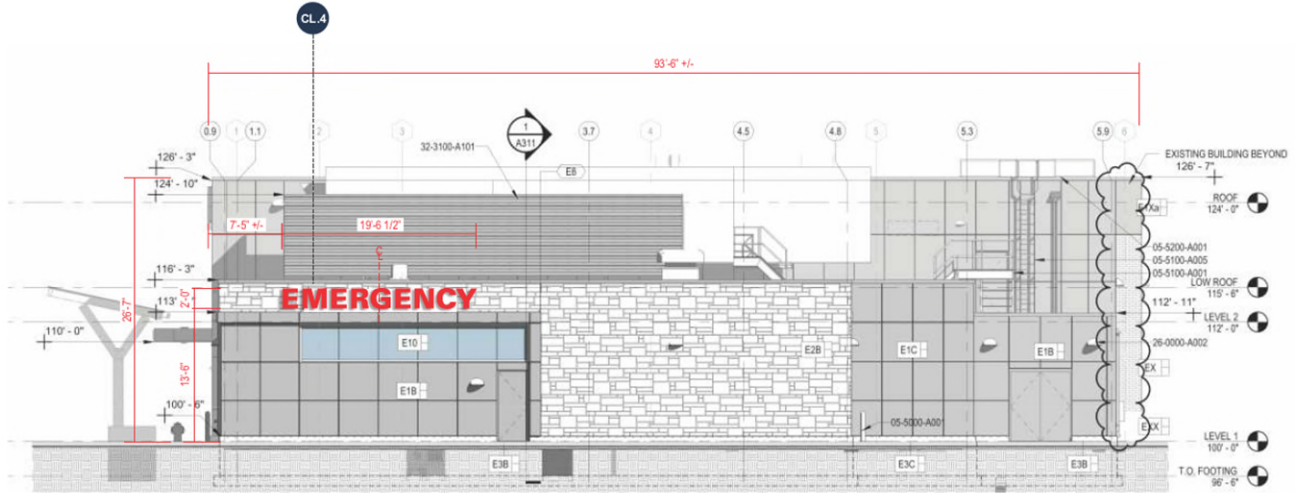


NORTH ELEVATION - PROPOSED SIGNAGE  
 SCALE: 3/32" = 1'-0"

# SOUTH ELEVATION

TOTAL SIGN SF FOR ALL BUILDING ELEVATIONS : 373.1

TOTAL SIGN SF FOR ALL BUILDING ELEVATION & SITE SIGNS: 505.8

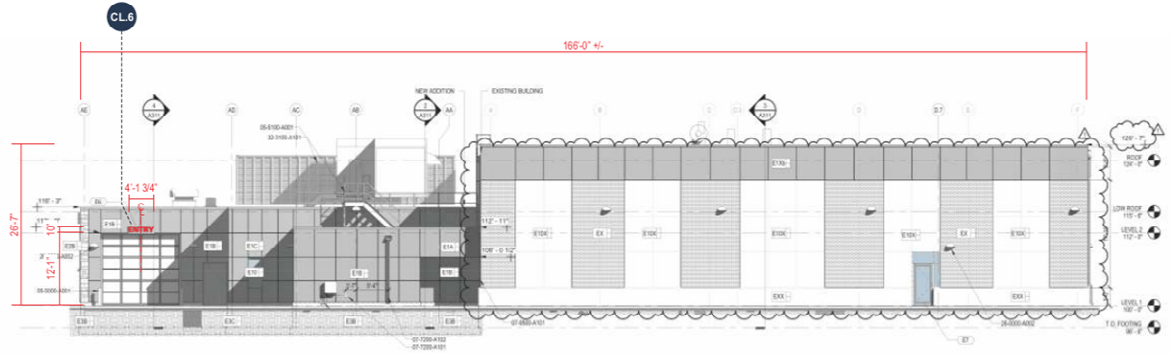


SOUTH ELEVATION - PROPOSED SIGNAGE  
SCALE: 3/32" = 1'-0"

# EAST ELEVATION

TOTAL SIGN SF FOR ALL BUILDING ELEVATIONS : 373.1

TOTAL SIGN SF FOR ALL BUILDING ELEVATION & SITE SIGNS: 505.8



EAST ELEVATION - PROPOSED SIGNAGE  
SCALE: 1/16" = 1'-0"

**CL.1 FACE LIT CHANNEL LETTERS - 5'-0" X 22'-2 1/2" (QTY 1)**

OVERALL SQUARE FOOTAGE: 9.8 (LOGO) + 54.5 (LETTERS) = 64.3



FRONT VIEW  
SCALE: 3/8" = 1'-0"



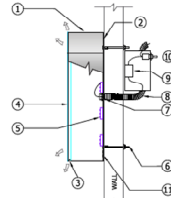
NIGHT VIEW  
SCALE: NTS

**SPECIFICATIONS:**

- INDIVIDUAL LED LIT CHANNEL LOGO CUSTOM FACE-LIT SIDE HIGHLIGHT
- DIGITALLY PRINT DIE-CUT ELEMENT IN SHIELD, V-1
- INDIVIDUAL LED LIT CHANNEL LETTERS STANDARD FACE-LIT LETTERS W/ TRIMCAP
- POWER IS OUT AT THE CENTER
- ATTACHMENT HARDWARE TO BE STAINLESS STEEL

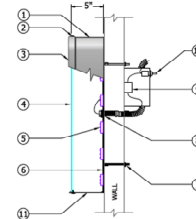
**COLORS / FINISHES:**

- P-6 1/2" 1024 METALLIC SILVER
- P-7 LEP LIGHT ENHANCING PINK T. LIT LETTER INTERIORS
- V-7 BLOCK OUT VINYL W/ MP MATCH TO PMS 7544C GREY
- V-8 3M WHITE DIFFUSER (2ND SURFACE)



REMOTE WIRED FACE LIT SHIELD LOGO  
TRIM-LESS EDGE LIT  
SCALE: NTS

- .063" X 5" ALUMINUM COIL (WHITE INSIDE P-7) PAINTED P-6
- WELDED AND SEALED TO .063" ALUMINUM BACK WHITE INSIDE P-7
- #8 - 1/2" FLAT HEAD CSUNK SCREWS PAINTED P-6
- 1/2" CLEAR ACRYLIC WITH DIGITALLY PRINTED VINYL APPLIED 1ST SURFACE V-7, V-8 DIFFUSER APPLIED 2ND SURFACE
- LEDs / 1 ROW SECURED TO BACK OF LETTER
- MOUNTING HARDWARE H/C SLEEVE ANCHOR 1 1/2" EMBEDMENT
- 7/8" ELECTRICAL HOLE / 3/4" COUPLER WITH FLEXIBLE CONDUIT TO POWER SUPPLY BOX
- LED POWER SUPPLY INSIDE POWER SUPPLY BOX
- TOGGLE SWITCH MOUNTED TO POWER SUPPLY BOX
- 1/4" DIA. WEEP HOLES (BRAKE FORMED ALUMINUM TENT) TO PREVENT LIGHT LEAKS



REMOTE WIRED FACE LIT CHANNEL LETTERS  
SCALE: NTS

- .040" X 5" ALUMINUM COIL (WHITE INSIDE P-7) PAINTED P-6
- #8 - 1/2" FLAT HEAD SCREWS PAINTED P-6
- 1" JEWELITE CHEMICALLY BONDED TO FACES PAINTED P-6
- 3/16" WHITE ACRYLIC
- LEDs / 1 ROW SECURED TO BACK OF LETTER
- .063" PRE-FINISHED BLK/WHT ALUMINUM BACK
- MOUNTING HARDWARE H/C SLEEVE ANCHOR 1 1/2" EMBEDMENT
- 7/8" ELECTRICAL HOLE / 3/4" COUPLER WITH FLEXIBLE CONDUIT TO POWER SUPPLY BOX
- LED POWER SUPPLY INSIDE POWER SUPPLY BOX
- TOGGLE SWITCH MOUNTED TO POWER SUPPLY BOX
- 1/4" DIA. WEEP HOLES (BRAKE FORMED ALUMINUM TENT) TO PREVENT LIGHT LEAKS

**CL.2 36" FACE LIT CHANNEL LETTERS - REMOTE POWER SUPPLY - EXTERIOR (QTY 1)**

SQUARE FOOTAGE: 87.9



FRONT VIEW  
SCALE: 3/8" = 1'-0"



NIGHT VIEW  
SCALE: NTS

**SPECIFICATIONS:**

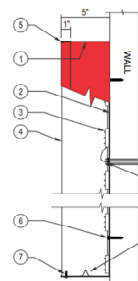
- .040" X 5" ALUMINUM COIL (WHITE INSIDE) (SEAMS IN CORNERS OR TOP) P-8
- 3MM ACH BACKS / LETTER LOCKED TO RETURN
- SLOAN PRISM RED LEDS
- 3/16" #328 WHITE ACRYLIC WITH FIRST SURFACE APPLIED VINYL V-4
- ALUM. TRIMCAP P-8
- MOUNTING HARDWARE TO SUIT FIELD CONDITIONS
- #8 - 1/2" PAN-HEAD SCREWS (NO MORE THAN 1/4" SPACED)
- 1/4" DIA. WEEP HOLES W/ .063" DRAIN HOLE COVER
- 7/8" ELECTRICAL HOLE / 1/2" COUPLER WITH F. FLEXIBLE CONDUIT TO POWER SUPPLY BOX (IN MIDDLE OF LETTER UNLESS NOTED OTHERWISE). INSTALLER TO FOLLOW LOCAL CODE.
- LED POWER SUPPLY INSIDE POWER SUPPLY BOX
- TOGGLE SWITCH MOUNTED TO POWER SUPPLY BOX
- 15 FT. MIN. WHIP LENGTH, IF PRIMARY ELECTRIC IS LOCATED WITHIN 6 FT. OF THE POWER SUPPLY BOX. ELECTRIC TO BE CONNECTED BY INSTALLER, INSTALLER TO FOLLOW LOCAL CODE.
- RIGID CONDUIT THROUGH WALL WITH 1/2" - 1" STUD BEYOND INSIDE WALL. 15 FT. MINIMUM WHIP LENGTH FOR LOW VOLTAGE WIRE.

**COLORS / FINISHES:**

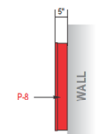
- P-8 MP TO MATCH PMS 1797 C
- V-4 3M 3683-33 RED TRANSLUCENT

**NOTES:**

- ETL STICKER TO BE PLACED ON BOTTOM OF SIGN, VISIBLE FROM GROUND
- ALL BLOCKING PROVIDED BY MERCY HEALTH



CROSS SECTION VIEW  
SCALE: 1 1/2" = 1'-0"

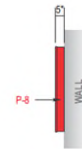


SIDE VIEW  
SCALE: 3/8" = 1'-0"

**CL.3 48" FACE LIT CHANNEL LETTERS - REMOTE POWER SUPPLY - EXTERIOR (QTY 1)**  
 SQUARE FOOTAGE: 156.2



FRONT VIEW  
SCALE: 1/4" = 1'-0"

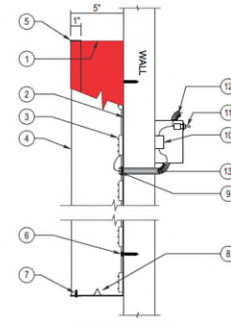


SIDE VIEW  
SCALE: 1/4" = 1'-0"



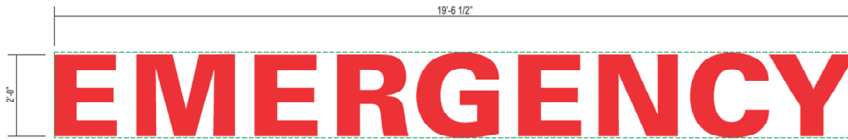
NIGHT VIEW  
SCALE: NTS

SPECIFICATIONS:	COLORS / FINISHES:
<ol style="list-style-type: none"> <li>.040" X 5' X 5' ALUMINUM COIL (WHITE INSIDE) (SEAMS IN CORNERS OR TOP) P-8</li> <li>3MM ACM BACKS / LETTER LOCKED TO RETURNS</li> <li>SLOAN PRISM RED LEDS</li> <li>3/16" #7328 WHITE ACRYLIC WITH FIRST SURFACE APPLIED VINYL V-4</li> <li>ALUM. TRIMCAP P-8</li> <li>MOUNTING HARDWARE TO SUIT FIELD CONDITIONS</li> <li>#8 - 1/2" PAN HEAD SCREWS (NO MORE THAN 24" APART)</li> <li>1/4" DIA. WEEP HOLES W/ .063" DRAIN HOLE COVER</li> <li>7/8" ELECTRICAL HOLE / 1/2" COUPLER WITH FLEXIBLE CONDUIT TO POWER SUPPLY BOX (IN MIDDLE OF LETTER UNLESS NOTED OTHERWISE). INSTALLER TO FOLLOW LOCAL CODE</li> <li>LED POWER SUPPLY INSIDE POWER SUPPLY BOX</li> <li>TOGGLE SWITCH MOUNTED TO POWER SUPPLY BOX</li> <li>15 FT. MIN. WHIP LENGTH. IF PRIMARY ELECTRIC IS LOCATED WITHIN 6 FT. OF THE POWER SUPPLY BOX. ELECTRIC TO BE CONNECTED BY INSTALLERS. INSTALLER TO FOLLOW LOCAL CODE</li> <li>RIGID CONDUIT THROUGH WALL WITH 1/2" - 1" STUB BEYOND INSIDE WALL. 15 FT. MINIMUM WHIP LENGTH FOR LOW VOLTAGE WIRE.</li> </ol>	<p> <span style="color: red;">■</span> P-8 MP TO MATCH PMS 1797 C  <span style="color: red;">■</span> V-4 3M 3630-33 RED TRANSLUCENT                 </p>
<p>NOTES:</p> <ol style="list-style-type: none"> <li>ETL STICKER TO BE PLACED ON BOTTOM OF SIGN, VISIBLE FROM GROUND</li> <li>ALL BLOCKING PROVIDED BY MERCY HEALTH</li> </ol>	<p>                     FONTS:  <b>UNIVERS BOLD</b> </p>

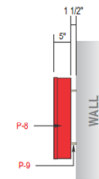


CROSS SECTION VIEW  
SCALE: 1 1/2" = 1'-0"

**CL.4 24" FACE LIT CHANNEL LETTERS - REMOTE POWER SUPPLY - EXTERIOR (QTY 1)**  
 SQUARE FOOTAGE: 39



FRONT VIEW  
SCALE: 1/2" = 1'-0"

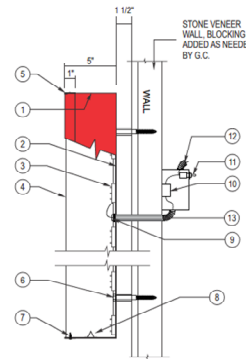


SIDE VIEW  
SCALE: 1/2" = 1'-0"



NIGHT VIEW  
SCALE: NTS

SPECIFICATIONS:	COLORS / FINISHES:
<ol style="list-style-type: none"> <li>.040" X 5' X 5' ALUMINUM COIL (WHITE INSIDE) (SEAMS IN CORNERS OR TOP) P-8</li> <li>3MM ACM BACKS / LETTER LOCKED TO RETURNS</li> <li>SLOAN PRISM RED LEDS</li> <li>3/16" #7328 WHITE ACRYLIC WITH FIRST SURFACE APPLIED VINYL V-4</li> <li>1" PRE-FINISHED, INERTLY CHEMICALLY BONDED TO FACES (SEAMS AT THE TOP) P-8</li> <li>3/8" LAG SCREW WITH 1/2" ID SPACER P-8</li> <li>WALL BLOCKING ADDED AS NEEDED BY G.C.</li> <li>#8 - 1/2" PAN HEAD SCREWS (NO MORE THAN 24" APART)</li> <li>1/4" DIA. WEEP HOLES W/ .063" DRAIN HOLE COVER</li> <li>7/8" ELECTRICAL HOLE / 1/2" COUPLER WITH FLEXIBLE CONDUIT TO POWER SUPPLY BOX (IN MIDDLE OF LETTER UNLESS NOTED OTHERWISE). INSTALLER TO FOLLOW LOCAL CODE</li> <li>LED POWER SUPPLY INSIDE POWER SUPPLY BOX</li> <li>TOGGLE SWITCH MOUNTED TO POWER SUPPLY BOX</li> <li>15 FT. MIN. WHIP LENGTH. IF PRIMARY ELECTRIC IS LOCATED WITHIN 6 FT. OF THE POWER SUPPLY BOX. ELECTRIC TO BE CONNECTED BY INSTALLERS. INSTALLER TO FOLLOW LOCAL CODE</li> <li>RIGID CONDUIT THROUGH WALL WITH 1/2" - 1" STUB BEYOND INSIDE WALL. 15 FT. MINIMUM WHIP LENGTH FOR LOW VOLTAGE WIRE.</li> </ol>	<p> <span style="color: red;">■</span> P-8 MP TO MATCH PMS 1797 C  <span style="color: red;">■</span> P-8 MP TO MATCH WALL COIL OR TRD  <span style="color: red;">■</span> V-4 3M 3630-33 RED TRANSLUCENT                 </p>
<p>NOTES:</p> <ol style="list-style-type: none"> <li>ETL STICKER TO BE PLACED ON BOTTOM OF SIGN, VISIBLE FROM GROUND</li> <li>ALL BLOCKING PROVIDED BY MERCY HEALTH</li> <li><b>SIGN INSTALLED ON STONE VENEER WALL. SPACERS WILL BE REQUIRED.</b></li> </ol>	<p>                     FONTS:  <b>UNIVERS BOLD</b> </p>

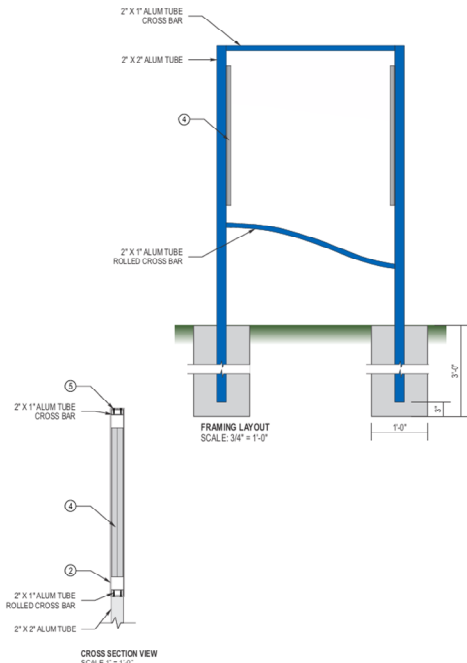
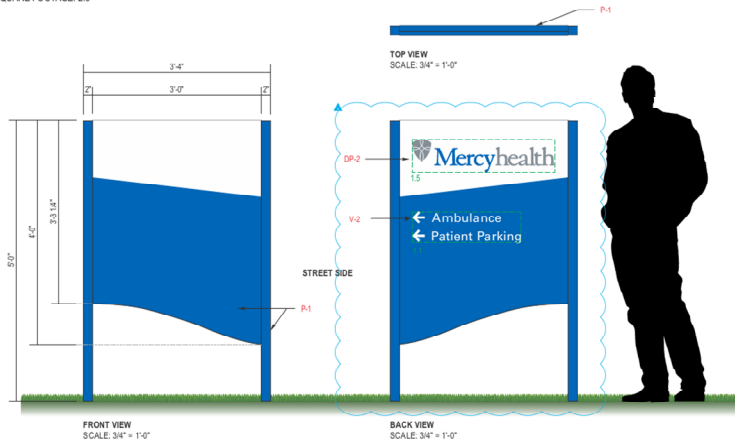


CROSS SECTION VIEW  
SCALE: 1 1/2" = 1'-0"



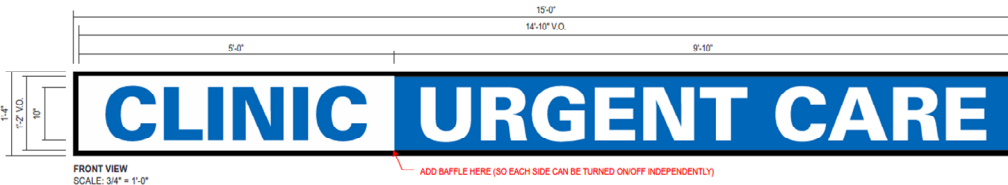


**PP.3** D/F NON-LIT POST AND PANEL - 3'x4' PANEL (Qty 1)  
 SQUARE FOOTAGE: 2.6

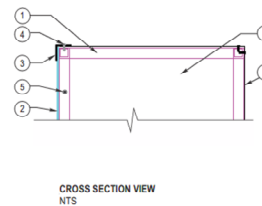


SPECIFICATIONS:	COLORS / FINISHES:						
<ol style="list-style-type: none"> <li>2" X 2" X 1/2" SQUARE ALUMINUM TUBE WITH 2" X 1" ALUMINUM CROSS BARS.</li> <li>BOTTOM CROSS BAR TO BE CURVED TO MATCH CURVE OF SIGN FACE P-1.</li> <li>1/8" ALUMINUM FACE PANEL, BREAK FORMED AT TOP AND CURVED RETURN WELDED TO BOTTOM FACE WITH 1/8" DIA. DRILLING CROSS BARS P-1.</li> <li>OPAQUE VINYL APPLIED FIRST SURFACE TO ALUMINUM FACE V-2, DP-2.</li> <li>1" X 1" X 1/2" ALUMINUM ANGLE FOR PANEL STIFFENERS (IF REQUIRED).</li> <li>COUNTERSINK HARDWARE ON TOP AND BOTTOM OF FACE PANELS TO ATTACH TO CROSSBAR FRAME.</li> <li>POSTS TO BE DIRECT BURIED WITH SEPARATE CONCRETE FOOTINGS FOOTINGS TO BE 1'-0" X 3'-0" DEEP.</li> </ol>	<table border="1"> <tr> <td>P-1</td> <td>MP TO MATCH PMS 2144C BLUE</td> </tr> <tr> <td>V-2</td> <td>SM 725-10 WHITE OPAQUE</td> </tr> <tr> <td>DP-2</td> <td>DIGITALLY PRINTED GRAPHIC ON OPAQUE WHITE VINYL TO MATCH PMS 2144C BLUE &amp; PMS 7544C GREY WITH MATTE LAMINATE</td> </tr> </table>	P-1	MP TO MATCH PMS 2144C BLUE	V-2	SM 725-10 WHITE OPAQUE	DP-2	DIGITALLY PRINTED GRAPHIC ON OPAQUE WHITE VINYL TO MATCH PMS 2144C BLUE & PMS 7544C GREY WITH MATTE LAMINATE
P-1	MP TO MATCH PMS 2144C BLUE						
V-2	SM 725-10 WHITE OPAQUE						
DP-2	DIGITALLY PRINTED GRAPHIC ON OPAQUE WHITE VINYL TO MATCH PMS 2144C BLUE & PMS 7544C GREY WITH MATTE LAMINATE						
<p>NOTES:</p>	<p>FONTS:                  UNIVERS 55 ROMAN</p>						

**CB.1** S/F ILLUM. CABINET SIGN (QTY 1)  
 SQUARE FOOTAGE: 20



SPECIFICATIONS:	COLORS / FINISHES:				
<ol style="list-style-type: none"> <li>ALUMINUM TUBE, BUTTED &amp; WELDED</li> <li>WHITE PLEX FACE W/ 31 SURFACE VINYL</li> <li>RETAINER</li> <li>POP RIVET RETAINER AT TOP &amp; BOTTOM</li> <li>NON-DRILL POINT PAIN-HEAD SCREW RETAINER AT SIDES</li> <li>ACM BACK, CAULKED &amp; POP-RIVETED TO FRAME</li> <li>.063" PRE-FINISHED ALUMINUM SKIN AT SIDES, POP RIVETED TO FRAME</li> <li>WHITE LED'S</li> <li>LED POWER SUPPLY</li> <li>TOGGLE SWITCH / SWITCH PLATE</li> <li>ELECTRICAL HOLE</li> <li>1" X 2" TUDULAR / ANGLE ALUMINUM SUPPORTS ON 4 FT. CENTERS</li> <li>LIFTING EYEBOLT MIN. (2) NO MORE THAN 8 FT. APART</li> <li>MOUNTING HARDWARE TO SUIT FIELD CONDITIONS</li> </ol>	<table border="1"> <tr> <td>MP BLACK</td> <td>MP BLACK</td> </tr> <tr> <td>V-9</td> <td>BLACK OUT VINYL W/ MP MATCH TO PMS 2144C BLUE W/ MATTE LAMINATE</td> </tr> </table>	MP BLACK	MP BLACK	V-9	BLACK OUT VINYL W/ MP MATCH TO PMS 2144C BLUE W/ MATTE LAMINATE
MP BLACK	MP BLACK				
V-9	BLACK OUT VINYL W/ MP MATCH TO PMS 2144C BLUE W/ MATTE LAMINATE				
<p>NOTES:                  - SEPARATE SWITCH REQUIRED FOR EACH SIGN, THEY BOTH CAN LIGHT INDEPENDENTLY</p>	<p>FONTS:                  UNIVERS BOLD</p>				



**\*Not a part of the exception request\***

**CL.5** 10" FACE LIT CHANNEL LETTERS - REMOTE POWER SUPPLY - EXTERIOR (QTY 1)

SQUARE FOOTAGE: 2.3



FRONT VIEW  
SCALE: 1 1/2" = 1'-0"



SIDE VIEW  
SCALE: 1 1/2" = 1'-0"



FRONT VIEW  
SCALE: NTS

**SPECIFICATIONS:**

- 0.60" X 3" ALUMINUM COIL (WHITE INSIDE) (SEAMS IN CORNERS OR TOP) P-8
- 3MM ACM BACKS (LETTER LOCKED TO RETURNS)
- SLOAN PRISM RED LEDS
- 3/16" #7328 WHITE ACRYLIC WITH FIRST SURFACE APPLIED VINYL V-4
- 1" PRE-FINISHED BEVELITE CHEMICALLY BONDED TO FACES (SEAMS AT THE TOP) P-8
- MOUNTING HARDWARE TO SUIT FIELD CONDITIONS
- #8 - 1/2" PAN HEAD SCREWS (NO MORE THAN 24" APART)
- 1/4" DIA. WEEP HOLES W/ .063" DRAIN HOLE COVER
- 7/8" ELECTRICAL HOLE / 1/2" COUPLER WITH FLEXIBLE CONDUIT TO POWER SUPPLY BOX (IN MIDDLE OF LETTER UNLESS NOTED OTHERWISE). INSTALLER TO FOLLOW LOCAL CODE.
- LED POWER SUPPLY INSIDE POWER SUPPLY BOX
- TOGGLE SWITCH MOUNTED TO POWER SUPPLY BOX
- 15 FT. MIN. WHIP LENGTH. IF PRIMARY ELECTRIC IS LOCATED WITHIN 6 FT. OF THE POWER SUPPLY BOX, ELECTRIC TO BE CONNECTED BY INSTALLERS, INSTALLER TO FOLLOW LOCAL CODE.
- RIGID CONDUIT THROUGH WALL WITH 1/2" - 1" STUB BEYOND INSIDE WALL. 15 FT. MINIMUM WHIP LENGTH FOR LOW VOLTAGE WIRE.

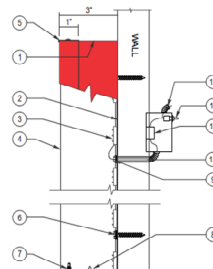
**COLORS / FINISHES:**

- P-8 MP TO MATCH PMS 179F C
- V-4 3M 3630-33 RED TRANSLUCENT

FONTS:  
UNIVERS BOLD

**NOTES:**

- ETL STICKER TO BE PLACED ON BOTTOM OF SIGN, VISIBLE FROM GROUND
- ALL BLOCKING PROVIDED BY MERCY HEALTH



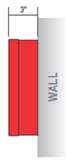
CROSS SECTION VIEW  
SCALE: 3" = 1'-0"

**CL.6** 10" FACE LIT CHANNEL LETTERS - REMOTE POWER SUPPLY - EXTERIOR (QTY 1)

SQUARE FOOTAGE: 3.4



FRONT VIEW  
SCALE: 1 1/2" = 1'-0"



SIDE VIEW  
SCALE: 1 1/2" = 1'-0"



FRONT VIEW  
SCALE: NTS

**SPECIFICATIONS:**

- 0.60" X 3" ALUMINUM COIL (WHITE INSIDE) (SEAMS IN CORNERS OR TOP) P-8
- 3MM ACM BACKS (LETTER LOCKED TO RETURNS)
- SLOAN PRISM RED LEDS
- 3/16" #7328 WHITE ACRYLIC WITH FIRST SURFACE APPLIED VINYL V-4
- 1" PRE-FINISHED BEVELITE CHEMICALLY BONDED TO FACES (SEAMS AT THE TOP) P-8
- MOUNTING HARDWARE TO SUIT FIELD CONDITIONS
- #8 - 1/2" PAN HEAD SCREWS (NO MORE THAN 24" APART)
- 1/4" DIA. WEEP HOLES W/ .063" DRAIN HOLE COVER
- 7/8" ELECTRICAL HOLE / 1/2" COUPLER WITH FLEXIBLE CONDUIT TO POWER SUPPLY BOX (IN MIDDLE OF LETTER UNLESS NOTED OTHERWISE). INSTALLER TO FOLLOW LOCAL CODE.
- LED POWER SUPPLY INSIDE POWER SUPPLY BOX
- TOGGLE SWITCH MOUNTED TO POWER SUPPLY BOX
- 15 FT. MIN. WHIP LENGTH. IF PRIMARY ELECTRIC IS LOCATED WITHIN 6 FT. OF THE POWER SUPPLY BOX, ELECTRIC TO BE CONNECTED BY INSTALLERS, INSTALLER TO FOLLOW LOCAL CODE.
- RIGID CONDUIT THROUGH WALL WITH 1/2" - 1" STUB BEYOND INSIDE WALL. 15 FT. MINIMUM WHIP LENGTH FOR LOW VOLTAGE WIRE.

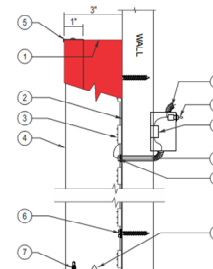
**COLORS / FINISHES:**

- P-8 MP TO MATCH PMS 179F C
- V-4 3M 3630-33 RED TRANSLUCENT

FONTS:  
UNIVERS BOLD

**NOTES:**

- ETL STICKER TO BE PLACED ON BOTTOM OF SIGN, VISIBLE FROM GROUND
- ALL BLOCKING PROVIDED BY MERCY HEALTH



CROSS SECTION VIEW  
SCALE: 3" = 1'-0"

**\*Not a part of the exception request\***

November 8, 2024

## **Mercyhealth Beloit Hospital Signage Exception Explanation**

In support of the request for signage exception this document is intended to summarize the hardship imposed and need for an exception to the standard signage code for the planned Mercyhealth Hospital located at 2825 County Hwy G Beloit, WI within C-2 Neighborhood Commercial District.

The size and placement of the signs as proposed carefully considers the particular aspects of a healthcare setting that has Emergency and Urgent Care services. Sign location and sizing allow messaging to be readable from safe distance. The speed and volume of traffic and condition of the motorist attempting to read the sign from the adjacent roadway have been considered in safe sign functional design.

Sign type MD monument primary  
Code allows = 150 sqft  
Proposed size = 435 sqft  
Exception requested = 285 sqft

@ proposed size EMERGENCY = 14" letter height  
@ code allowed size EMERGENCY = 8" letter height

@ proposed size Urgent Care = 7" letter height (lower case)  
@ code allowed size Urgent Care = 4" letter height (lower case)

The visibility of this primary monument is a priority because it identifies the Emergency services available at the hospital and is placed perpendicular to traffic in the line of site of the motorist, thus giving it increased visibility over that of the building mounted signage.

This sign being of adequate size is critical to preventing motorists from passing the entry drives and causing turn arounds or other delays and possible traffic backups. This is of particular importance in an emergency situation.

Per MDOT and ISA standards each 1" of letter height on a on-premise sign provides ~ 30' of visibility to a person with average eyesight.

The 435 sqft sign size allows for a 14" letter height on the EMERGENCY wording. Applying the MDOT standard noted above this letter height provides ~ 420ft of readability.

At 35 mph this gives an average reader ~ 8 seconds to safely read and react to the messaging. (see attached ISA Visibility Guidelines). Reaction time includes the time required to understand the message, apply turn-signal, brakes and safely turn into the driveway.

A sign with 8 words requires a bare minimum 5.6 seconds to safely read and react based upon visual research studies. (see table 3 page 7 of attached ISA visibility guidelines). This is under



normal conditions. The time increases based upon driver's psychological state and familiarity with a sign and its contents. Time can increase to as much as 24 to 36 seconds.

As motorists are traveling to a healthcare facility there is often a heightened sense of anxiety, or duress. With many elderly having eyesight less than average seeking healthcare this also adds to increase in the seconds required toward the higher numbers needed to allow for safe read and reaction times.

The code allowed 150 sqft sign size allows for an 8" letter height on the EMERGENCY wording. Applying the MDOT standard noted above this letter height provides ~ 240ft of readability.

At 35 mph this gives an average reader ~ 4.7 seconds to safely read and react to the messaging. (see attached ISA Visibility Guidelines). Reaction time includes the time required to understand the message, apply turn-signal, brakes and safely turn into the driveway.

The code allowed 150 sqft sign size allows only 4.7 seconds for a driver to read and react to the EMERGENCY message. This is nearly a full 2 seconds below the safe guidelines established by ISA research and MDOT standards.

The code allowed 150 sqft sign size will also reduce the Urgent Care lettering to only 4" in height which will further reduce critical seconds in urgent situations.

In summary the code allowed size does not allow for safe visibility and therefore poses a safety concern in light of the healthcare setting. This is the reason for the request for a code exception to increase the allowance by 285sqft.

See attached Exhibit A for supporting visuals.

*This lot fronts on Prairie Avenue/CTH G approximately 329 feet. As such the total sign area for the entire site can be 658 square feet provided each sign meets whatever requirements are in place for that particular sign.*

The following list of sign types are included in this exception request because due to the need to safely increase the size of the MD monument primary sign it pushes them outside of the total allowance. If the request is granted to allow the increase in the MD sign these signs will fall within the total allowed for the property.

64 sqft - CL.1 wall sign – lit logo and letters  
20 sqft - CB.1 wall sign – lit cabinet CLINIC/URGENT CARE  
88 sqft - CL.2 wall sign – lit letters EMERGENCY  
150 sqft - CL.3 wall sign – lit letters EMERGENCY  
39 sqft - CL.4 wall sign – lit letters EMERGENCY

361 sqft - Total of above

Additional signs excluded from this exception request. They do count toward total signage sqft on the property.



1.8 sqft - PP.1 ground directional  
2.3 sqft - PP.2 ground directional  
2.6sqft – PP.3/MV1 ground directional  
2.3 sqft - CL.5/CL.7 wall directional  
3.4 sqft – CL.6 wall directional

12.4 sqft - Total of above

$435 + 361 + 12.4 = 808.4$  sqft is the total of all signs on the property

$808.4$  minus  $285$  sqft exception =  $523.4$  sqft which is  $134.6$  sqft below the  $658$  sqft total allowed for the property based upon the frontage calculation noted above.

# SIGNLINE

ISSUE FIFTY ONE

2007

## Conspicuity and Readability

Speech is a two-way interaction, in which one person conveys a message to another, and it is only complete when the recipient of the message understands it. If someone whispers in a crowded room, you cannot understand them. If their back is turned to you so that their words are muffled and you cannot read their lips, and others are attempting to talk to you at the same time, you cannot understand them. If someone covers their mouth while they are trying to speak, you cannot understand them. If they speak in a language you do not know, you cannot understand them. If they do not express themselves well enough, or speak too quickly, you cannot understand them.

Like any other form of speech, the purpose of any sign is to convey a message. But if that message is to be understood it must first be noticed and then read – that is, it must be conspicuous and readable. While this may appear to be obvious, the factors that result in a conspicuous and readable sign are numerous and complex. For the sign industry, “conspicuity and readability” have become synonymous with sufficiency in size, height, placement, and illumination to allow the message to be seen, read and comprehended.

Planners who regulate signage can benefit from understanding the numerous and complex factors that result in conspicuous and readable signage that can serve as a planning tool to facilitate efficient resource allocation, enhance traffic safety, beautify retail/commercial districts, and stimulate the local economy.

### Definition of Terms

Before going further, four terms need to be defined: conspicuity, visibility, legibility and readability.

**Conspicuity:** The capacity of a sign to stand out or be distinguishable from its surroundings and thus be readily discovered by the eye. It is the noticeable contrast between a sign and its background, attributed to an exogenous (unplanned) or endogenous (planned) mindset, with the display having features that attract attention to the sign. Conspicuity is considered a subjective outcome.

**Visibility:** The physical attributes of a sign and its contents that allow for detection at a given distance, although legibility may be uncertain. Visibility is considered an objective stimulus.

**Legibility:** The physical attributes of a sign that allow for differentiation of its letters, words, numbers, or graphics and that directly relate to an observer’s visual acuity. Legibility is considered an objective stimulus.

**Readability:** That which enables the observer to correctly perceive the information content of letters, numbers or symbols grouped together in words, sentences, or other meaningful relationships on the sign. Readability is the character of a sign that leads to comprehension of its intended message, and depends on legibility and other considerations of contents and time restraints. It is considered a subjective outcome.

The on-premise signs used by businesses to communicate with passing traffic are functioning in a complex environment. Those on the receiving end of the message signs convey are typically viewing the signs through the windshield of their vehicle. In order to mentally process and respond safely to the information on the sign, they must within seconds be capable of noticing it, reading it, comprehending it, and making a decision as to whether to maneuver through traffic and stop at the business. When a passing motorist sees a business that is interesting and either stops at the business or remembers it for future use, the benefit is shared by the business, its potential customer, and the municipality in which the business is located.

As a matter of good public policy and smart planning, sign regulations should be written to allow local businesses to communicate effectively with passing motorists. That means signs should be allowed sufficient size, height, placement, and illumination to be certain the sign will be noticed and its message understood. This brings numerous benefits to the local community, not the least of which is enhancement of public safety through effective wayfinding.

### Time, Place and Manner

In the regulation of speech under the First Amendment, governments are constitutionally restrained from stepping outside the bounds of content-neutral regulation of “time, place and manner” of expression. In the case of signs, this refers to the “time” when a message may be displayed on a sign, the “place” at which the sign may be located, and the “manner” in which the message may be displayed. Translated into sign code language,

SIGNLINE



this means the government may regulate the size, height, placement, and illumination of a sign.

But the Court has placed limits on how far the government may go in regulating these factors. In *Virginia State Board of Pharmacy v. Virginia Citizen Consumer Council, Inc.*,<sup>1</sup> a First Amendment case, the Court laid out the test for determining whether a speech-restricting ordinance is constitutional:

Time, place and manner restrictions on commercial speech are permissible only if the restrictions:

- (1) are justified without reference to the content of the speech,
- (2) serve a significant government interest, and
- (3) leave open ample alternative channels for effective communication of the information.

These guidelines were enhanced in *Central Hudson Gas & Elec. Corp v. Public Service Comm.*<sup>2</sup> Today, if a sign ordinance is to withstand a constitutional challenge, the government must show all of the following:

- (1) a substantial government interest that justifies the regulation;
- (2) the regulation directly advances that interest;
- (3) the regulation is narrowly tailored to achieve that interest; and
- (4) the regulation leaves open ample alternative avenues of communication for those it affects.

This was clarified in *Cleveland Area Board of Realtors v. City of Euclid*,<sup>3</sup> in which Euclid, Ohio passed an ordinance allowing real estate signs to be displayed only in windows, and barring them from their normal placement on front lawns. Euclid's ordinance was struck down largely because it did not allow for adequate alternative communication. The selling of real estate could only reasonably be facilitated through the placement of signs on front lawns. Placing the signs in windows rendered them virtually invisible to passing motorists. The Court found that it was not enough that the homeowners be able to "speak" by putting their for sale signs in their windows, their message also had to be capable of being "heard." In other words, the Court affirmed that for speech to be protected, the intended recipient had to be capable of receiving and understanding the message, and government could not arbitrarily interfere with the reception of that message.

As applied to sign regulations, this would indicate that signs must be allowed sufficient size, height, placement, and illumination to be capable of being seen, read and understood by the passing motorist. Most states require a minimum of 20/40 vision to obtain a driver's license; therefore, signs should minimally be capable of communicating effectively with drivers having 20/40 vision.

While we will not address at great length the variety of factors that affect individuals' abilities to read and comprehend the message on a sign, it is worthwhile for communities to consider whether they might need to accommodate the visual needs of particular members of society, at least where they relate to particular businesses. For instance, as people age, they are less able to distinguish between certain colors, have longer reaction times, their field of view narrows, and their vision declines. These individuals need to be able to see and read signs from a greater distance than others in order to safely read and react to them. Other issues that can interfere with a person's ability to see or read a sign include color blindness, cultural differences, and visual impairment. The special visual needs of the community should be considered as part of the zoning in areas where appropriate, such as in retirement communities and/or campuses.

Let's look a little more closely at visibility, conspicuity, legibility, and readability, both at what they mean and how they are achieved.

## Visibility

The very first step in assuring a sign can communicate effectively is ensuring that sign can be seen – that it is visible. This is primarily a matter of placement, but other factors also affect visibility. For instance, in order to be visible at night a sign must be illuminated. If the sign does not sufficiently contrast with its environment, is poorly maintained, or is parallel to the roadway it can become essentially



The average person takes approximately 0.33 seconds to recognize a familiar single word or symbol.





Research has shown that parallel signs are missed significantly more times than perpendicular signs.

invisible. If it is too small, too high, or too low to be seen through a windshield, it has no visibility. Blockage by trees, other vehicles, buildings, inclement weather, or other signs can also impair a sign's visibility.

Imagine you are the owner of an independent bookstore and your business is located in the downtown area of a mid-sized town. Street trees have been added all along the street in front of your business, and your sign, though large enough to be seen from the road, is blocked from view by a lush, leafy tree. Your long-time customers know where you are, but because 16% of Americans relocate each year,<sup>4</sup> and almost as many change their work location each year,<sup>5</sup> they are slowly dwindling away and newcomers to your town do not know your business exists. Sure, word-of-mouth will replace some of your lost customers, but, at least according to one comprehensive survey,<sup>6</sup> half of an independent small business's first-time customers will stop at the business because they saw its sign. What all of this means is that unless you can find some other way to make your store more visible to passing motorists, your business will steadily decline or, at a minimum, fail to grow as it should.

Some businesses attempt to overcome visibility problems through the use of temporary signage, such as banners, sandwich board signs, balloons, flashing lights, etc. Many communities, however, view these alternative forms of signage as "clutter" and bar their use. The problem here is that by first infringing upon the right of the business to "speak" to passing motorists, and then refusing to allow alternate forms of communication, regulators are quite possibly engaging in unconstitutional censorship of speech.

Imagine you are looking to buy a book and would like to buy from an independent bookstore, rather than one of the very visible and well-known chain stores. You have never seen the independent book store downtown, but you have heard one is located there. As you try to safely maneuver through traffic, watching for pedestrians and cars entering and exiting the roadway, you are also looking for the bookstore's sign. Unfortunately, all you can see are trees. You become very frustrated, perhaps even risking further distraction by picking up your cell phone and dialing information in hopes of finding out the store's location. You may or may not eventually locate the store, but in the mean time you have taken safety risks and perhaps even driven around the block several times, wasting gas and time.

When signs are not visible, nobody is better off. For reasons of safety, economics, and even aesthetics, it is incumbent upon cities to ensure local businesses' signs can be seen by motorists.

## Conspicuity

Whereas visibility addresses issues of physical conditions that allow a sign to be seen, conspicuity addresses issues related to the viewer noticing and being aware of the sign. For a sign to be conspicuous, the viewer must be able to differentiate it from the surrounding background.

Visibility can be objectively and consistently determined. For instance, a photograph will readily reveal whether a sign



## Variables Affecting Conspicuity

### Measurements and construction of the sign

#### Placement of the sign

- a. Height
- b. Setback (distance to the first edge of the sign)
- c. Obliquity of viewing angle

#### Size of the sign

- a. Letter height
- b. Number and length of words
- c. Dimensions of logos or other graphics
- d. "White" space
- e. Square footage

#### Illumination (day or night) on the sign

- a. Luminance (candelas per square foot or square meter)
- b. Luminance contrast (positive or negative)
- c. Color contrast

#### Type of sign (roof, pole, projecting, monument, V, wall)

### Considerations external to the sign

- a. Speed of traffic (affecting seeing, reading, and reacting times)
- b. Number of traffic lanes
- c. Artistic and attractive qualities of the sign
- d. Obstructions or distractions affecting conspicuity

#### Community Aesthetics

likely to notice a business with a red sign than someone who has no feeling about the color one way or the other.

Most businesses need to be noticed and remembered by those who pass them on the street, but often their signs are placed among many other visual stimuli. Nonetheless, if a sign is properly designed and placed it will be noticed even by those who are not specifically seeking it at that moment. The conspicuity of a sign is enhanced by virtue of its placement within the cone of vision (see below), its angle in relationship to the viewer (signs facing the roadway are far more difficult to read than signs facing the oncoming motorist), the ease with which it can be read, the design elements (colors, shapes, contrast, illumination, motion, and borders) that differentiate it from its surroundings, the speed at which traffic is passing, and the familiarity of the sign's graphic elements, such as logos.

A sign's shape and color are usually noticed and recognized from a much greater distance than its legend. Corporations, chains and franchises know this, which is why they make the most of trademark colors, logos and shapes. Public roadway signage is designed based on the same principle. You don't need to read a stop sign to know what it is; its shape and color are only used for one purpose. When you see a green sign with white lettering along the highway, you know it will contain information about places ahead and how many miles away they are located.

## Cone of Vision

is visible. Conspicuity, on the other hand, is subjective and cannot be consistently measured. One motorist might readily notice it, while another will drive right past it and never know it is there.

One of the reasons a sign will be conspicuous to one person and not another has to do with whether or not the person is looking for a particular business or type of business. If someone is hungry, that person is much more likely to notice a restaurant than someone who is simply on the way to work. Someone who has a special preference for the color red will be more

The human eye is designed to focus in one direction, with peripheral vision extending out to either side, creating a fan-shaped zone of visual awareness. A sub-portion of that zone



Color contrasts and familiar symbols or logos are likely to enhance conspicuity.



TABLE 1

**The Standard Relationship Between Vehicle Speed  
and Legibility Distance In Feet and Meters**

Vehicle Speed		MRLD
55 mph (88 kph)	81' /sec (25 m/sec)	440' (134 m)
50 mph (90 kph)	73' /sec (22.25 m/sec)	400' (122 m)
45 mph (72 kph)	66' /sec (20 m/sec)	360' (110 m)
40 mph (64 kph)	59' /sec (18 m/sec)	320' (98 m)
35 mph (56 kph)	51' /sec (15.5 m/sec)	280' (85 m)
30 mph (48 kph)	44' /sec (13.4 m/sec)	240' (73 m)
25 mph (40 kph)	37' /sec (11.3 m/sec)	200' (61 m)

Source: Schwab, Richard N.;<sup>7</sup> also, Garvey, P.M., et al, 1996.<sup>8</sup>

is the "cone of vision," which is variously reported to be limited to 18 to 24 degrees. Location within a range of 20 degrees from the motorist (the half-angle being 10 degrees) is recommended for on-premise signage, and outside of that visual cone, a sign's conspicuity is dramatically diminished. Once the sign is noticed with peripheral vision, the motorist will have to make accurate eye movements to look directly at the sign with central vision for legibility and readability.

At night, the cone of vision is greatly reduced, often to only the area illuminated by the vehicle's headlights. Unless a sign otherwise optimally visible is either internally illuminated or lighted by exterior flood lamps, it is essentially invisible at night. Even signs containing retroreflective materials cannot be seen unless they can be illuminated by vehicle headlights. For this to occur, a sign must be located near the right shoulder of the roadway.

### Legibility

Legibility occurs when a sign's letters, symbols and graphics are capable of being deciphered sufficiently that its meaning may then be understood. How easily a sign can be read by oncoming drivers of 20/40 visual acuity is first dependent on the sign's legibility, which in turn is dependent upon such characteristics as letter size, font, spacing of letters and words, extent of negative space (blank area of sign), whether the sign contains a dark legend on a light background or a light legend on a dark background, the color combinations between legend and background, and (in the case of obliquely oriented signs) foreshortening effects, among other factors.

Before judging the legibility of a sign, it is essential to first determine the distance from the sign at which it must be legible. This, of course, is because the intended viewer of the sign's message will not be standing in a sign shop or at a permit hearing looking at a drawing. They will be seated behind the windshield of a moving vehicle, focusing their attention on the driving task in an environment full of items vying for their attention. Moreover, they must be able to

notice and read the sign in sufficient time to make a decision to stop at the business and then safely stop at the business. The key, therefore, is the speed at which they are traveling and the duration of time they will need to read and react to the sign.

In most research minimum sight distance is referenced as the MRLD, or the Minimum Required Legibility Distance at which a sign should be detectable and readable. The distance will vary according to the speed of approaching vehicles, the sign's placement in relation to the roadway, its conspicuity and readability, and the complexity of the message. For simplicity's sake, Table 1 offers the minimum distance at which a sign must be legible to the average driver of 20/40 visual acuity (the minimum required for a driver's license). It assumes the sign being viewed is within 5 to 10 feet of the edge of the right-of-way, that it is of optimal height, that it is optimally conspicuous and readable, and that it is not subject to any environmental degradation, distractions or visual obstructions.

The next step is to determine how large the letters must be at that distance to be legible to the average driver of 20/40 visual acuity. Forbes and Holmes developed a Legibility Index (LI)<sup>9</sup> to describe the relative legibility of different letter sizes used on highway signs. They found that for every 50 feet of distance, lettering needed one inch in height to be read by a person with 20/23 visual acuity. Although the Forbes-Holmes standard was used for many years, the needs of drivers with lower visual acuity have been taken into consideration by the Federal Highway Administration, and the standard has been reduced to one inch of letter height for every 35 feet of distance. For a person of 20/40 visual acuity, however, one inch of letter height is needed for every 28.6 feet of distance.

Because the previous MRLD studies had been conducted primarily on test tracks where no driving tasks were involved, in 2001 a study by Chrysler, et al<sup>10</sup> was undertaken that included driving tasks. The test group, which included



TABLE 2

## Standard Letter Height Guidelines for On-Premise Signs

Speed Limit (mph)	Speed Limit (kph)	MRLD (Feet)	MRLD (meters)	Letter Height (Inches)	Letter Height (Centimeters)
25	40	200	61	7	18
35	55	280	85	9	23
45	70	360	110	12	30
55	90	445	136	15	38

older drivers, was asked to find and read street name signs throughout Minneapolis, MN. The subjects were instructed to observe all traffic rules and engage in safe-driver behaviors. The test signs were located on both sides of the roadway in varying degrees of visual-field complexity, and consisted of several types of retroreflective materials.

The researchers found a mean legibility distance of 153 feet for 6-inch letters, or an LI of 25 feet/inch. For left-mounted signs using low reflectance materials, the LI dropped to 16 feet/inch, and if said signs were placed in high complexity locations, the LI dropped to 5.5 feet/inch. Clearly, when driving tasks are taken into account, drivers need larger lettering than has long been thought to be able to decipher roadway signs.

The reality of on-premise signs is that unlike highway signs, they are extremely varied in font, color, size, and design. This fact prompted Garvey, et al<sup>11</sup> to further study the detectability and legibility of a variety of on-premise signs under real life environmental conditions. The results of their study disclosed that even under the best conditions (daytime and low complexity), the LI was approximately 30 feet/inch. In high complexity circumstances, the LI dropped as low as 7 feet/inch (consistent with Chrysler, et al), with the mean LI determined at 25 feet/inch.

Clearly, then, an increase in letter height will increase legibility distance, although the ultimate size of lettering needed depends heavily on the selected font. Often the most aesthetically pleasing fonts are more difficult to read, while plain block fonts are most legible. Table 2 sets out recommended minimum letter heights based on standard highway-style fonts for 20/40 visual acuity and various speeds of traffic.

Speed, setback, distance, and letter size are not the only considerations. Of equal importance is the length of time needed to recognize and comprehend the message on the sign. Griffin and Bailey<sup>12</sup> have found that when test subjects are asked to read words that are flashed at them, a level of 75% accuracy in 0.7 seconds can be expected. Accuracy approaches 100% when the subject has 1 to 2 seconds to read the word. Table 3 can be used as a guideline when 0.7 time

factor is applied. For example, a sign with three words would take 2.1 seconds ( $3 \times 0.7 = 2.1$ ). Note that individuals with literacy problems, such as those associated with dyslexia or in those who are not fluent in English, can be expected to have difficulty with word recognition with estimated more time being necessary.

Wall signs are particularly troublesome as communication devices in terms of legibility. This is so for two reasons. First, the effect of foreshortening is so intense that the words on the sign simply cannot be deciphered from any reasonable distance, no matter how large they are. Second, because the signs are parallel to the roadway, unless the driver is approaching from a direction directly or nearly-directly opposite, the sign is outside the cone of vision. To those driving past, it can only be discerned by a 90 degree sideways turn of the head. In many cases, neither action provides the driver enough time to safely slow down, brake, or change lanes should the sign prompt a responsive reaction or contain information the driver is looking for. According to Schwab,<sup>13</sup> a general assumption is that at angles greater than 2-3 degrees, the sign's legend or copy is foreshortened, thereby decreasing legibility and readability. One way to correct this problem is to install a building-mounted, double-faced projecting sign that is either "V" shaped or perpendicular to the roadway.

Although the "V" sign is a compromise between a perpendicular sign and a parallel wall sign, Griffin and Bailey<sup>14</sup> concluded that such a sign angled approximately 30 degrees from the wall of a building that is parallel to the roadway is highly readable (criterion of 75% accuracy under normal viewing conditions). They found, however, that readability at increasingly oblique angles is greatly reduced when a sign utilizes crowded letters (small spaces between letters); although, larger letters may be used to help offset crowding if wider spacing is not an option.

## Readability

Readability is the ultimate goal of any sign, and it speaks to the ability of the message to be comprehended. Johnston and Cole (1976)<sup>15</sup> pointed out what researchers have consistently found about signs – that even when a driver is exposed to several signs within a short distance, the signs do not cause



TABLE 3

Readability Time per Number of Words

Number of Words	Normal Reader	Nonfluent or Dyslexic
1	0.7 seconds	3 to 13 seconds
2	1.4 seconds	6 to 16 seconds
3	2.1 seconds	9 to 19 seconds
4	2.8 seconds	12 to 22 seconds
5	3.5 seconds	15 to 25 seconds
6	4.2 seconds	18 to 28 seconds
7	4.9 seconds	21 to 31 seconds
8	5.6 seconds	24 to 34 seconds
9	6.3 seconds	27 to 37 seconds

traffic accidents. This is so because the normal human brain has a remarkable ability to process visual input, recognizing even highly complex items, such as the movement of vehicles and pedestrians on a crowded road, buildings, landscaping, signs, and more as single inputs, make rapid decisions and selectively choose items of importance requiring more attention, while rejecting others.

Engel (1977)<sup>16</sup> found that recognition relied not only on sensory and visual prominence, but also on cognitive recognition. In other words, the driver's psychological state, motivations, and familiarity with a sign and its contents greatly affect the ability of that driver to recognize and comprehend its message. The more familiar an object or figure on a sign is to the driver, the fewer glances he or she will require to recognize it, thereby reducing recognition time. In situations where a driver may become distracted by too much information in the visual field, the average driver will be quickly concentrate attention on the information he or she needs to attend to the driving task and ignore everything else.

Aesthetics play an important role in the readability of a sign. People who may only glance at a sign will within milliseconds comprehend a message about the business based on the fonts, colors, shapes and graphics used in the sign and use that information to decide whether to take a second look an attempt to read the words on the sign. For example, a person seeking a fast food restaurant will not bother to read a lavender colored sign with a lovely script font. Thus, all aspects of a sign contribute to the successful conveyance of its unique message.

A properly designed sign will meet the marketing needs of the business and conform to appropriate standards of safety, quality and functionality. If the community desires a thriving business district, then the sign that

allows a business to flourish will be a sign that is compatible with the desired character of the community. The purpose of the sign code should be to facilitate the city's objectives without regulating the content or restricting creativity. Establishing minimum standards for conspicuity and readability of signs based on sound science will ensure that each sign serves the communication purpose for which it was intended, bringing benefit to the business, the consumer, and the community as a whole.

A sign code must resist content-interference, including interfering with the aesthetic features that flavor the textual content, as well as the imposition of physical constraints that result in design interference, and instead allow local businesses sufficient leeway to engage in creative expression within a framework of thoughtful design, structural safety, and community values. Undue restrictions on time, place and manner – or size, height, placement and illumination – simply



When a script font is used, the size of the lettering - and, thus, the size of the sign itself - must be increased to ensure readability.

work to undermine the attractiveness and effectiveness of the sign's communication ability. When forced to reduce a sign's message to fit into a smaller space, a business will have no choice but to abandon aesthetic elements and fonts and instead use the most basic, readable fonts and colors available to maximize visibility and legibility. The business's unique message is lost. Differentiation between the small, locally-owned business and major corporations begins to disappear, and the locally-owned small business is usually the one that suffers.

Constitutional application of content-neutral regulation of time, place and manner – or size, height, placement and illumination – will ensure that the sign's message, as designed by the speaker, is capable of being seen and comprehended by its intended recipient. It will ensure that signs are allowed to be readable and conspicuous, thereby functioning as effectively as possible in our highly mobile society.

#### Endnotes:

1. Virginia State Board of Pharmacy v. Virginia Citizen Consumer Council, Inc., 425 U.S. 748, 761-773 (1976).
2. Central Hudson Gas & Elec. Corp v. Public Service Comm., 447 U.S. 557 (1980).
3. Cleveland Area Bd. of Realtors v. City of Euclid, 88 F.3d 382, (6th Cir., 1996).
4. The rate for some groups is particularly high. More than one in three people aged 20 to 24 move each year, and nearly 31% of those between 25 and 29 move annually. Additionally, a full third of renters moves each year. Schimmel, Bruce, "Moving Facts", Philadelphia citypaper.net, April 10-17, 1997. <<http://www.citypaper.net/articles/041097/article019.shtml>>
5. Nolte, Carl, "Driving Force for Many – Parking: Survey finds 67% are alone at the wheel" San Francisco Chronicle, p. A13, September 4, 2000.
6. Based on a 1997-99 survey, in conjunction with Signtronix, of nearly 2500 first-time customers who were visiting 165 independent small businesses within 30 to 45 days after those businesses installed a new sign. The Signage Sourcebook. (Sherwood, OR: The Signage Foundation for Communication Excellence and the U.S. Small Business Administration, 2003), p. 183.
7. Richard N. Schwab, Ret., Safety and Human Factors: Design Considerations for On-Premise Commercial Signs. (Washington DC: International Sign Association, 1998).
8. P.M. Garvey, et al., Sign Visibility: Research and Traffic Safety Overview. (Bristol, PA: The United States Sign Council, 1996).
9. T.W. Forbes and R.S. Holmes, "Legibility Distance of Highway Destination Signs in Relation to Letter Height, Letter Width, and Reflectorization," Proceedings: Highway Research Board, Vol. 19, pp. 321-326, 1939.
10. S. Chrysler , et al., "Improving Street Name Sign Legibility for Older Drivers," Proceedings of the Human Factors and Ergonomics Society 45th Annual Meeting, pp. 1597-1601. (2001).
11. P.M. Garvey, et al., Real World On-Premise Sign Visibility: The Impact of the Driving Task on Sign Detection and Legibility. (Bristol, PA: The United States Sign Council, 2002).
12. J.R. Griffin and J.E. Bailey, Visual Science and Signage: Signtronix Report. (Torrance, CA: Signtronix, 2001).
13. Richard N. Schwab. Safety and Human Factors: Design Considerations for On-Premise Commercial Signs. (Washington DC: International Sign Association, 1998).
14. John Griffin and James Bailey, Horizontal Obliquity: Word Readability and Logo Identification. (Torrance, CA: Signtronix, 2002).
15. A.W. Johnston, B.L. Cole, Investigations of Distraction by Irrelevant Information. (Australian Road Research, 1976; 6:3-23).
16. F.L. Engle, Visual Conspicuity, Visual Search and Fixation Tendencies of the Eye. (Vision Research, 1977; 17:95-108).

*Several legal issues are discussed throughout ISA's Signline series. Signline is offered for educational and informational purposes only and not to be construed as given legal advice to any user. Competent legal advice/advisors should be sought after and obtained by the user.*



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**International Sign Association**  
Email: [signage.help@signs.org](mailto:signage.help@signs.org)  
Phone: (866) WHY-SIGN (866) 949-7446

For other signage resource help see:

[http://www.sba.gov/smallbusinessplanner/  
start/pickalocation/signage/index.html](http://www.sba.gov/smallbusinessplanner/start/pickalocation/signage/index.html)  
<http://www.uschamber.com/signs.htm>

**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: \_\_\_\_\_

1. Name of applicant: Randy Benish Phone #: 608-295-3522  
1000 Mineral Point Ave. Janesville WI 53547  
(Address) (City) (State) (Zip)
2. Address of subject property: 2825 County Hwy G, Beloit, WI 53511
3. Tax Parcel Number(s): 21870200
4. Legal description: COM 289.07 FT ELY FROM NE COR PRAIRIE AVE & W HART RD; TH  
ELY 1032 FT; TH NLY 980.36 FT; TH WLY 1032 FT ON S LE HUEBBE  
PKWY; TH SLY 980.36 FT TO POB
5. Present zoning: C-2 Present use: Hospital
6. Proposed use (if different): N/A
7. Owner of record: Mercy Health System Corporation Phone: 608-295-3522  
3401 N. Perryville Rd. Rockford IL 61114  
(Address) (City) (State) (Zip)  
E-mail address: rbenish@mhemail.org
8. State specific sections of code and exception(s) requested: (Use separate sheet if necessary)  
Code Section 30.09 - MAXIMUM SIGN AREA ALLOWED ON SAME PREMISES  
See attached sheet for details.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
9. State specific hardship experienced by the applicant: (Use separate sheet if necessary)  
See attached sheet for details.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



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.

Joanna Benning / Joanna Benning / 11/12/2024  
(Signature of Owner) (Print name) (Date)

Randy Benish / Randy Benish / 11/12/2024  
(Signature of Applicant, if different) (Print name) (Date)

The applicant acknowledges that this application is not deemed filed until dated and receipt acknowledged by a person authorized to receive the application. The applicant is entitled to receive a copy of the acknowledged application once it is officially reviewed and accepted.

**Hearings are usually held in City Hall Forum, City Hall, 100 State Street at 7:00 P.M.**

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

The application fee will be \$100 and applicants will be charged actual out-of-pocket costs for mailing public notices at the rate of \$0.50 per notice.

**To be completed by Planning staff**

Filing fee: **\$100.00** Amount paid: \_\_\_\_\_ Meeting date: \_\_\_\_\_

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

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

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



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**NOTICE TO THE PUBLIC**

December 4, 2024

To Whom It May Concern:

Randy Benish, on behalf of Mercy Hospital, has submitted a request for exceptions to the following sections of the Outdoor Sign Regulations for the property located at 2825 Prairie Avenue: Section 30.09: To exceed the maximum allowable sign area on the same premises. Section 30.10: To exceed the maximum sign height in a nonresidential zoning district. Section 30.35(2)(c): To exceed the maximum square footage of a primary on-premises sign. Section 30.40(2)(c): To allow secondary signs larger than 10% of the primary on-premises sign. The following public hearing will be held regarding the proposed exception:

**City Plan Commission:** Wednesday, December 18, 2024 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.**

**Anyone bringing handouts to the Plan Commission meeting must bring 10 copies and submit them to City staff before the meeting begins. You may also mail your comments to the attention of Hilary Rottmann at 100 State Street or via email to [planning@beloitwi.gov](mailto:planning@beloitwi.gov). You may also call (608) 364-6708 to provide your comments over the phone.**

Beloit Realty, LLC  
1905 W Hart Rd  
Beloit, WI 53511

Beloit Memorial Hospital  
1969 W Hart Rd  
Beloit, WI 53511

Beloit Health Systems, Inc  
1969 W Hart Rd  
Beloit, WI 53511

**RESOLUTION 2024-035**

**APPROVING AN EXCEPTION TO SECTIONS 30.09, 30.10, 30.35(2)(C), AND  
30.40(2)(C) OF THE OUTDOOR SIGN REGULATIONS FOR THE PROPERTY  
LOCATED AT 2825 PRAIRIE AVENUE**

**WHEREAS**, the application of Randy Benish, on behalf of Mercy Hospital for an exception to Section 30.09 to exceed the maximum allowable sign area on the same premises; to Section 30.10 to exceed the maximum sign height in a nonresidential zoning district; to Section 30.35(2)(c) to exceed the maximum square footage of a primary on-premises sign; and to Section 30.43(2)(c) to allow secondary wall signs larger than 10% of the primary on-premises sign. for the property located at 2825 Prairie Avenue, having been considered by the Plan Commission of the City of Beloit, Wisconsin at a public hearing held for that purpose; and

**WHEREAS**, the application as submitted meets the criteria for granting an exception as required by Section 30.48 of the Sign Ordinance.

**NOW, THEREFORE, IT IS HEREBY RESOLVED**, that the Plan Commission of the City of Beloit, Rock County, Wisconsin does hereby approve an exception to Section 30.09 to exceed the maximum allowable sign area on the same premises; to Section 30.10 to exceed the maximum sign height in a nonresidential zoning district; to Section 30.35(2)(c) to exceed the maximum square footage of a primary on-premises sign; and to Section 30.43(2)(c) to allow secondary wall signs larger than 10% of the primary on-premises sign. for the property located at 2825 Prairie Avenue in the City of Beloit, for the following described premises:

LOT 2 OF CERTIFIED SURVEY MAP DOCUMENT NUMBER 823186 IN VOLUME 4, PAGES 208-209 OF THE CERTIFIED SURVEY MAPS OF ROCK COUNTY, LOCATED IN THE CITY OF BELOIT, ROCK COUNTY, WISCONSIN (A/K/A 2825 PRAIRIE AVENUE). SAID PARCEL CONTAINS 2.15 ACRES, MORE OR LESS.

Adopted this 18<sup>th</sup> day of December, 2024.

**PLAN COMMISSION**

---

Mike Ramsden, Chairperson

ATTEST:

---

Julie Christensen  
Community Development Director



## **REPORT TO THE PLAN COMMISSION**

**Plan Commission Meeting Date:** December 18, 2024

**Agenda Item:** 4.a.

**File Number:** CSM-2024-21

### **General Information**

---

**Applicant** Luke E. Madson Revocable Trust

**Owner:** City of Beloit

**Address/Location:** 1452 Townhall Road

**Jurisdiction:** City of Beloit

**Applicant's Request:** Approval of a One-lot Certified Survey Map (CSM)

### **Staff Analysis**

---

**Proposed Land Division:** The purpose of the proposed CSM is to create a parcel for a planned lift station to serve the Eagles Ridge Remainder Subdivision and surrounding areas, that currently cannot be developed on City sewer. The proposed Lot 1 is 1.314 acres and is located at the northwest corner of Colley Road and Townhall Road. The size, location and configuration of the proposed lot has been reviewed by Water Resources and Engineering staff and meets the City's needs for the planned lift station. It also accommodates a potential future realignment of Townhall Road to eliminate the jog between the north and south legs of the road.

**Surrounding Land Use and Zoning:** To the north and west of the proposed lift station parcel is vacant land in the City that is part of the planned Eagles Ridge Remainder Subdivision which is zoned R-1A, Single Family Residential District. To the west is vacant land in the City zoned DH, Development Holding District. To the south is an electrical substation located on an SP, Special Purpose District zoned parcel, a vacant R-R, Rural Residential District zoned parcel to the west of the substation, and a larger A-E, Exclusive Agricultural District zoned parcel, all in the Town of Turtle.

**Review Agent Comments:** The proposed CSM was distributed to the Review Agents. There were no further comments on the proposed CSM.

### **STAFF RECOMMENDATION:**

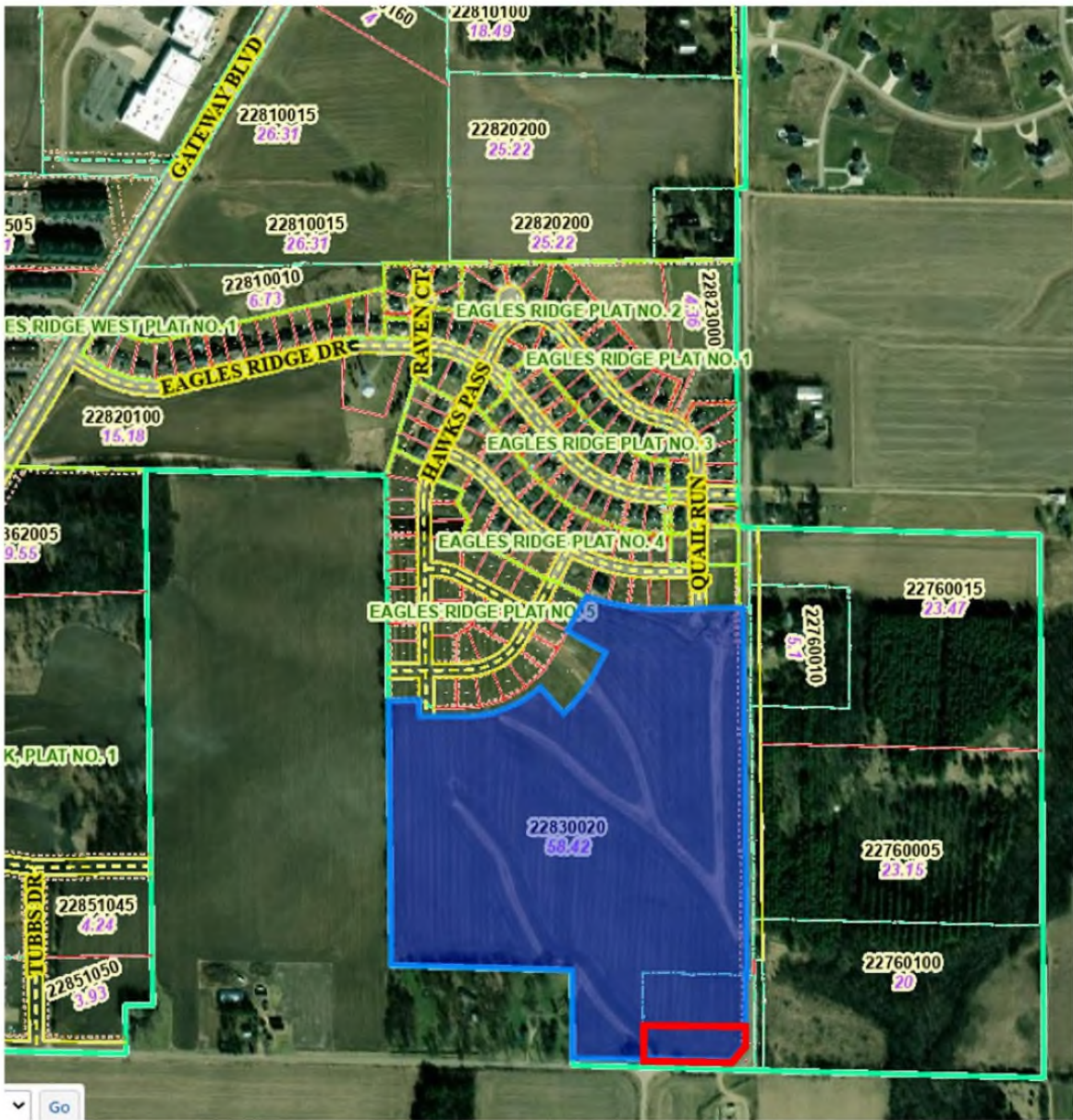
The Planning and Building Services Division recommends **approval** of the attached one-lot CSM located at 1452 Townhall Road in the City of Beloit, subject to the following conditions:

1. The final CSM shall be recorded with the Rock County Register of Deeds within one year of approval and a copy provided to the Planning and Building Services Division.

**ATTACHMENTS:** Location Map, Certified Survey Map and Application.



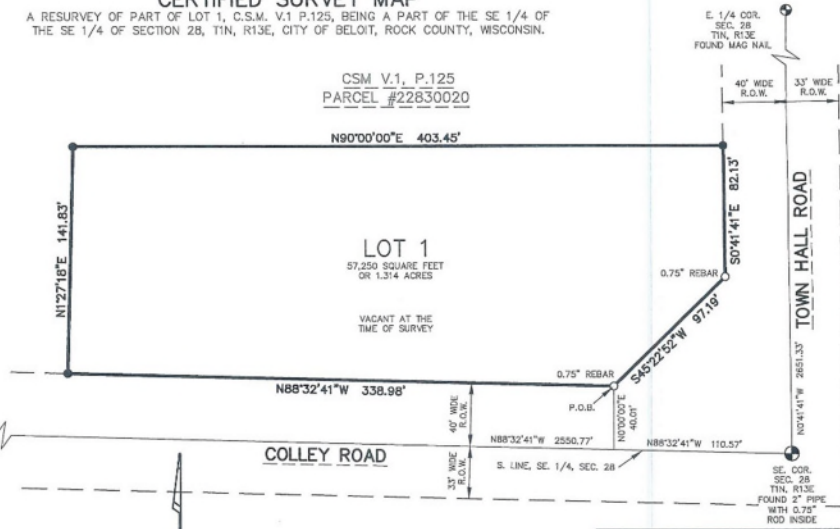
# LOCATION MAP



**CERTIFIED SURVEY MAP**

A RESURVEY OF PART OF LOT 1, C.S.M. V.1 P.125, BEING A PART OF THE SE 1/4 OF THE SE 1/4 OF SECTION 28, T1N, R13E, CITY OF BELOIT, ROCK COUNTY, WISCONSIN.

CSM V.1, P.125  
PARCEL #22830020

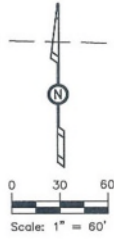


**LEGEND**

- = Set 3/4"x18" Rebar min. 1.13 lbs. per foot
- = Found Iron Pipe
- ⊙ = Section Corner Monument



This instrument was drafted by Benjamin J. Reenders.



**NOTES:**

OWNER AND SUBDIVIDER:  
LUKE E MADSON REVOCABLE TRUST  
BEARINGS ARE BASED ON THE SOUTH LINE OF THE SE 1/4 OF SECTION 28, T1N, R13E, AS BEING N88°32'41"W AS MONUMENTED PER THE ROCK COUNTY COORDINATE SYSTEM.



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Oostburg, WI 53070  
920-547-0999

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FILE No.: 2023230 DATE: 11/8/2024 PAGE: 1 OF 3

## CERTIFIED SURVEY MAP

A RESURVEY OF PART OF LOT 1, C.S.M. V.1 P.125, BEING A PART OF THE SE 1/4 OF THE SE 1/4 OF SECTION 28, T1N, R13E, CITY OF BELOIT, ROCK COUNTY, WISCONSIN.

### SURVEYOR'S CERTIFICATE

I, Benjamin J. Reenders, Professional Land Surveyor, hereby certify:

That I have re-surveyed, divided and mapped Part of Lot 1, C.S.M. V.1, P.125 being a part of the Southeast 1/4 of the Southeast 1/4 of Section 28, T1N, R13E, City of Beloit, Rock County, Wisconsin bounded and described as follows:

Commencing at the Southeast corner of said Section 28; thence N88°32'41"W 110.57 feet along the South line of said Southeast 1/4; thence N0°00'00"E 40.01 feet to the Northerly right-of-way line of Colley Road and the POINT OF BEGINNING of this description; thence N88°32'41"W 338.98 feet along the North right-of-way line of Colley Road thence N1°27'18"E 141.83 feet; thence N90°00'00"E 403.45 feet; thence S0°41'41"E 82.13 feet along the Westerly right-of-way line of Townhall Road; thence S45°22'52"W 97.19 feet along the Northwesterly right-of-way line of said Townhall Road to the point of beginning.

This parcel contains 57,250 square feet or 1.314 acres.

That such map is a correct representation of the exterior boundaries of the land surveyed and the division thereof.

That I have fully complied with provisions of Section 236.34 of the Wisconsin Statutes and the subdivision regulation of the City of Beloit in surveying, dividing and mapping the same.

*Benjamin J. Reenders* Dated this 8th day of November, 2024  
Benjamin J. Reenders PLS S-3114



This instrument was drafted by Benjamin J. Reenders.

CERTIFIED SURVEY MAP

A RESURVEY OF PART OF LOT 1, C.S.M. V.1 P.125, BEING A PART OF THE SE 1/4 OF THE SE 1/4 OF SECTION 28, T1N, R13E, CITY OF BELOIT, ROCK COUNTY, WISCONSIN.

CORPORATE OWNERS CERTIFICATES

Luke E Madson Revocable Trust, does hereby certify that we have caused the lands described herein to be surveyed, divided, and mapped as represented on this map. We also certify that this map is required to be submitted to the City of Beloit for approval.

[Signature] Dated 11-26, 2024 Member

Member Dated, 2024

STATE OF WISCONSIN) ROCK COUNTY ) ss Personally came before me this day of, 2024, the above named managing member(s) are to me known to be the same person(s) who executed the foregoing certificate and acknowledged the same.

Notary Public, County, Wisconsin My commission expires

BELOIT PLAN COMMISSION APPROVAL CERTIFICATE

Approved by the Plan Commission of the City of Beloit, this day of, 2024

Director of Planning and Building

ROCK COUNTY TREASURER'S CERTIFICATE

I hereby certify that the Property Taxes on the parent parcel are current and have been paid as of, 2024

Rock County Treasurer

RECORDING DATA

Received for recording on this day of, 2024 at o'clock M. and recorded in Volume of Certified Survey Maps on Pages as document Number.

Rock County Register of Deeds



This instrument was drafted by Benjamin J. Reenders.



FILE No.: 2023230 DATE: 11/8/2024 PAGE: 3 OF 3



# CITY of BELOIT

## Planning and Building Services 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: \_\_\_\_\_

1. Address of property: 1452 S. Turtle Townhall Rd.
2. Tax Parcel Number(s): 22830020
3. Property is located in (circle one) City of Beloit or Town of: Turtle; Beloit; Rock or LaPrairie  
In the SE Quarter of Section 28, Township 1 North, Range 13 East of the 4th P.M.
4. Owner of record: Luke E Madson Revocable Trust Phone: (608) 295-8440  
8803 E Little Ln Clinton WI 53525  
(Address) (City) (State) (Zip)
5. Applicant's Name: Luke E Madson Revocable Trust  
8803 E Little Ln Clinton WI 53525  
(Address) (City) (State) (Zip)  
(608) 295-8440 / (608) 295-8440 / \_\_\_\_\_  
(Office Phone #) (Cell Phone #) (E-mail Address)
6. Number of new lots proposed with this land division is 1 lot(s).
7. Total area of land included in this map: 57,250 sf (1.314 ac)
8. Total area of land remaining in parent parcel: 19.311 ac
9. Is there a proposed dedication of any land to the City of Beloit? n/a
10. The present zoning classification of this property is: R1A
11. Is the proposed use permitted in this zoning district? Yes
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 n/a 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.

 / Luke E. Madson / 11-26-24  
(Signature of applicant) (Print name of applicant) (Date)

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

Review fee: \$300.00 Amount paid: \_\_\_\_\_  
Scheduled meeting date: \_\_\_\_\_  
Application accepted by: \_\_\_\_\_ Date: \_\_\_\_\_

**RESOLUTION 2024-033**

**APPROVING A ONE-LOT CERTIFIED SURVEY MAP FOR THE PROPERTY  
LOCATED 1452 TOWNHALL ROAD IN THE CITY OF БЕЛОIT**

**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 jurisdiction of the City; and

**WHEREAS**, the attached one-lot Certified Survey Map at 1452 Townhall Road in the City of Beloit, containing 1.314 acres, more or less, is located within the jurisdiction of the City of Beloit; and

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

A RESURVEY OF PART OF LOT 1, C.S.M. V. 1 P. 125, BEING PART OF THE SE ¼ OF THE SE ¼ OF SECTION 28, T 1 N, R 13 E, CITY OF БЕЛОIT, ROCK COUNTY, WISCONSIN BOUNDED AND DESCRIBED AS FOLLOWS: COMMENCING AT THE SOUTHEAST CORNER OF SAID SECTION 28; THENCE N 88°32’41” W 110.57 FEET ALONG THE SOUTH LINE OF SAID SOUTHEAST ¼; THENCE N 0°00’00” E 40.01 FEET TO THE NORTHERLY RIGHT-OF-WAY LINE OF COLLEY ROAD AND THE POINT OF BEGINNING OF THIS DESCRIPTION; THENCE N 88°32’41” W 338.98 FEET ALONG THE NORTH RIGHT-OF-WAY LINE OF COLLEY ROAD; THENCE N 01°27’18 E 141.83 FEET; THENCE N 90°00’00” E 403.45 FEET; THENCE S 0°41’41 E 82.13 FEET ALONG THE WESTERLY RIGHT-OF-WAY LINE OF TOWNHALL ROAD; THENCE S 45°22’52 W 97.19 ALONG THE NORTHWESTERLY RIGHT-OF-WAY LINE OF SAID TOWNHALL ROAD TO THE POINT OF BEGINNING. CONTAINING 57,250 SQUARE FEET OR 1.314 ACRES.

**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 1452 Townhall Road in the City of Beloit, subject to the following condition:

1. The final CSM shall be recorded with the Rock County Register of Deeds within one year of approval and a copy provided to the Planning and Building Services Division.

Adopted this 18<sup>th</sup> day of December 2024.

**Plan Commission**

\_\_\_\_\_  
Mike Ramsden, Chairperson

**ATTEST:**

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