

**MINUTES  
PLAN COMMISSION  
City Hall Forum - 100 State Street, Beloit, WI 53511  
7:00 PM  
Wednesday, January 22, 2025**

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

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

**2. MINUTES**

**2.a. Consideration of the minutes of the December 18, 2024 and January 8, 2025 Plan Commission meetings**

Commissioner Jacobsen made a motion, seconded by Commissioner Abarca to approve the Minutes of the December 18, 2024 meeting, seconded by Commissioner Abarca. Motion prevailed, voice vote (6-0).

Motion was made by Winkelmann, seconded by Commissioner Jacobsen to approve the Minutes of the January 8, 2025 meeting. Motion prevailed, voice vote (6-0).

**3. PUBLIC HEARINGS**

**3.a. Consideration of a Resolution 2025-03 approving a Conditional Use Permit to allow Liquor Sale for the property located at 1623 Park Avenue**

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

Chairperson Ramsden opened the public hearing.

Patricia Majeed, a Beloit resident and owner of properties at 1601, 1613, 1615, and 1617 Park Avenue, stated that 33 years ago, a similar issue arose, and the City Council approved measures to ensure that they would never sell alcohol in the Merrill neighborhood due to its prior negative impact on the community. She emphasized that the neighborhood includes a daycare with children regularly coming and going, as well as a food establishment, barbershop, beauty salon, and a playground adjacent to the daycare. According to Ms. Majeed, the presence of alcohol is unnecessary and detrimental to that area. She presented a document from 33 years ago, highlighting the efforts of Hugo Henry and Clarence Givhan, who fought to remove alcohol from the neighborhood to protect it.

Carmela Hyde-Pulliam, a Beloit resident, shared an email she had sent regarding a Conditional Use Permit application for alcohol sales by Margarita Mora at 1623 Park

Avenue. She noted that this location is in the same building as Two Worlds One Heart Child Care Center at 1613 Park Avenue, which she operates. Ms. Pulliam expressed that approving this permit is not in the best interest of the community. As the owner of the childcare center, she feels a strong obligation to the families she serves, emphasizing her mission to provide a safe and healthy environment for the children in her care.

She highlighted the efforts of local citizens, city officials, and the Beloit Police Department in making the neighborhood safer, stating that the area has been significantly improved. She stressed the importance of continuing to support a thriving community and urged consideration of the children's well-being. Ms. Hyde-Pulliam expressed pride in being born and raised in Beloit and gratitude for the opportunity to contribute as a local business owner.

Loyd Majeed, Patricia Majeed's husband and a Beloit resident, expressed concerns about the potential impact of alcohol sales on the community. He stated that it has taken a significant amount of time and effort to improve the neighborhood to its current state. He mentioned that while the store on the corner operates a thriving business, the area already sees people loitering, and he is unsure if they are homeless or engaging in prostitution. He fears that adding liquor sales would exacerbate the problem, leading to people lingering, drinking, and further disrupting the area.

As a long-time resident with over 50 years in the community, Mr. Majeed emphasized his commitment to preserving its progress and maintaining his legacy. He pointed out that many landlords do not live in the neighborhood and, therefore, do not take an active role in its well-being, leaving the responsibility to the residents. He expressed concern about the safety and atmosphere of the area, stating that the addition of liquor sales is not a good fit for the community.

Jairo Sanchez Garcia, the owner of 1623 Park Avenue, explained that he applied for the liquor license as a way to generate additional income after struggling financially for several years. Now in his fourth year, his business is starting to stabilize, and he is seeking ways to grow and sustain it, much like others in similar situations. He expressed that he does not understand why this proposal is being seen as an issue.

Mr. Garcia shared that he has made various efforts to improve his business, including introducing new products, a restaurant, a deli, and a meat department, but this application feels like his final attempt to make the business viable. Without this opportunity, he is unsure if continuing to operate makes sense. He also noted that liquor is already being sold just a few blocks away and does not see how his selling it would create any significant difference.

Chairperson Ramsden closed the public hearing.

Commissioner Flesch made a motion for approval, seconded by Commissioner Anderson.

Commissioner Flesch asked if the Plan Commission's role is to determine whether the proposed use is appropriate for the location, given that it already involves retail sales. Ms. Christensen clarified that the Plan Commission is evaluating the proposal strictly as a land use matter. Commissioner Flesch noted that the Commission is not considering the specifics of liquor sales, as that decision falls under the jurisdiction of the City Council.

Ms. Christensen explained that the applicant cannot apply for a liquor license unless the Conditional Use Permit (CUP) is approved. However, even if the CUP is approved, the decision to grant the liquor license lies with the alcohol committee, which makes a recommendation to the City Council. Thus, there are two separate processes involved. Commissioner Flesch concluded that, from a zoning perspective, the location is suitable for the proposed use, but it is up to the City Council to regulate liquor sales.

Commissioner Abaca asked if there were any consequences to denying the application beyond the applicant being unable to sell alcohol. He expressed discomfort with the idea of alcohol being sold so close to a daycare center, noting that there are already plenty of places selling alcohol, and people can choose to go elsewhere. He emphasized that he does not believe alcohol sales should occur near children.

Ms. Christensen responded that if the Plan Commission decides to recommend denial, they must clearly state on the record the specific concerns related to the daycare. This includes articulating any potential harm they believe could be caused to the daycare and the reasoning behind those concerns.

Commissioner Flesch inquired whether alcohol licensing regulations impose any restrictions on proximity to certain locations, such as a required distance. Ms. Christensen clarified that there are no such restrictions for daycares, only a 300-foot distance requirement for schools and churches. She added that City Council can still deny an application if they deem it inappropriate, even if the location meets licensing criteria.

Ms. Christensen also explained the Zoning Ordinance updates in 1999 and 2001 tried to address the alcohol concerns of the neighborhood by only zoning the corners at Henry and Park and Henry and White C-3, which allows alcohol sales by right, while the rest of Park Avenue was zoned C-2, making alcohol sales conditional. Historically, when alcohol applications were submitted for the Merrill neighborhood, they were often denied due to strong community opposition. City Council typically upheld these denials, as the neighborhood attributed its improvement to restrictions on alcohol. However, changes in legislation have since weakened the ability to deny such applications based solely on community sentiment.

Commissioner Anderson stated that, while he personally would not prefer to buy alcohol near a daycare, he believes both businesses have the right to succeed in their respective locations independently of one another. He added that the outcome of this decision will guide the next steps for the Plan Commission and City Council in making their determinations.

Commissioner Jacobsen expressed appreciation for hearing how well the community in the area is functioning. She then asked whether the 300-foot restriction on liquor licenses near schools and churches is a city ordinance or a state law. Ms. Christensen clarified that it is a state law.

Commissioner Jacobsen inquired if the Plan Commission could modify the ordinance to include daycares in the restriction. Ms. Christensen responded that she does not believe so, but noted that the City Council holds greater authority to deny a license than the Plan Commission does during the Conditional Use process. She added that City Council often conducts community surveys for new license applications, though it is unclear if they will do so in this case. The alcohol committee will review the application before it proceeds to City Council for a final decision. If a license is issued and issues arise, the City Council has the authority to address them, including suspending or revoking the license.

Commissioner Winkelmann asked for clarification on whether the application was for packaged goods, meaning alcohol would not be consumed on the premises. He also questioned whether the Conditional Use Permit (CUP) could be approved with restrictions, such as limiting sales to times when the daycare is closed, as traffic patterns are significantly different when the daycare is open and parents are coming and going. He expressed concerns that if the applicant succeeds in increasing sales, it could lead to higher traffic and greater impact on the surrounding neighborhood and businesses. He noted that issues such as people loitering, public drinking, and drinking and driving could exacerbate existing challenges in the area. He emphasized the potential difficulty for daycare parents and children navigating such an environment.

Chairperson Ramsden stated that he does not support the motion to approve the CUP due to the findings of fact. Specifically, he referenced concerns about whether the establishment, maintenance, or operation of the Conditional Use could be detrimental to public health, safety, morals, comfort, or general welfare. He acknowledged the objections raised by community members, noting their concerns about harm to the neighborhood, and concluded that he could not support the proposal at this time.

Ms. Christensen indicated that if the Commissioners were interested in adding conditions or denying the item, they could lay the item over to give staff time to do additional research on the use of alcohol near daycares. Staff could determine whether there is substantial evidence to support conditions or a denial.

Commissioner Flesch withdrew his motion for approval, and Commissioner Anderson withdrew his second.

Commissioner Flesch made a motion to lay the item over, seconded by Commissioner Abarca. Motion carried, voice vote (6-0).

#### 4. REPORTS

4.a. **Consideration of Resolution 2025-04 approving a one-lot Certified Survey Map for the properties located at 1407 Liberty Avenue, 1112 Garfield Avenue, and 1118 Garfield Avenue in the City of Beloit**

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

Commissioner Flesch asked whether the CSM shows a 20-foot extension from the right-of-way line, and how the landscaping setbacks work in that area. He inquired if the landscaping is included in the easement area and needs to be kept clear, or if the pavement will extend right up to the back of the sidewalk. Ms. Christensen replied that she could not answer that question directly, but noted that TJ Nee, the Director of Planning and Building, is handling the plan review. She believes the city is still requiring the standard landscaping strip along the property line.

Commissioner Flesch then pointed out that the current plan passes through the pump canopy and pump area, raising concerns about how they will maintain the required clearance during construction while still complying with the easement requirements. Ms. Christensen explained that the access easement would only be in place for the new building, not the existing situation.

Commissioner Winkelmann asked if the entire site, shown on the CSM, would be shifted eastward, noting that the plan currently shows the existing buildings. Ms. Christensen confirmed that the canopies would be relocated.

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

4.b. **Consideration of a request to extend a water main through the Broad Street Parking Lot to serve the 300 block of State Street and the 400 block of East Grand Avenue**

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

Commissioner Flesch asked why the main was proposed to have two legs.

Alex, representing Batterman's, explained that the water services would be located in an easement area. Commissioner Flesch asked why an easement was necessary, to

which Alex replied that it was because the services are on a city-owned parcel and not within the right of way, thus requiring a private lateral. Commissioner Flesch noted that the area had previously been designated as an alley.

Commissioner Winkelmann inquired about the location of the main water line, as he noticed lines coming in from various directions, asking if that's where the water currently enters. Commissioner Flesch clarified that it does not currently come from that location, which is why they need to install a new line, as the water presently enters from the front. Commissioner Winkelmann asked if the existing line would be abandoned, and whether this would avoid digging up the brick street. Commissioner Flesch questioned if there were concerns about water volume, asking if the new line would be eight inches in size.

Bill Frisbee, Public Works Director, confirmed that the new line would be eight inches. He also pointed out that an additional benefit would be the installation of a fire hydrant in the parking lot, improving fire protection. He emphasized that this approach would provide better coverage to the 300 block without needing to disturb the brick road.

Commissioner Winkelmann asked if properties on Grand could connect to the new line if they choose to, or if they are required to. Mr. Frisbee responded that, to his knowledge, there are no current plans for any properties on Grand to connect. He further explained that since the developer is funding the project, they could request a recapture agreement, allowing them to recover some of the costs from future connections for up to ten years.

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

4.c. **Consideration of a Relocation Order and Early Acquisition Exhibit for the property located at 1501 Liberty Avenue**

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

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

4.d. **Consideration of Resolution 2025-05 approving a two-lot Extraterritorial Certified Survey Map for the property located on the 8,000 block of South Butterfly Road in the Town of Turtle**

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

Commissioner Flesch made a motion for approval, seconded by Commissioner Abarca. 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 February 5, 2025.

7. **ADJOURNMENT**

Commissioner Jacobsen made a motion to adjourn the meeting, seconded by Commissioner Abarca at 7:56 PM. Motion carried, voice vote (6-0).



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Mike Ramsden, Chairperson