



**MINUTES  
PLAN COMMISSION**

**City Hall Forum - 100 State Street, Beloit, WI 53511**

**7:00 PM**

**Wednesday, April 23, 2025**

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

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

**2. MINUTES**

**2.a. Consideration of the minutes of the April 9, 2025 Plan Commission meeting**

Commissioner Winkelmann made a motion to approve the Minutes, seconded by Commissioner Abarca. Motion carried, voice vote (5-1-0). Vice-Chairperson Anderson abstained, as he was not in attendance at the last meeting.

**3. PUBLIC HEARING**

**3.a. Consideration of a Planned Unit Development Master Land Use Plan for the properties located at 1885 and 1895 Gateway Boulevard**

Community Development Director Julie Christensen presented the staff report and recommendation for item 3.a. and 3.b.

Councilor Day asked about the parking requirements for the PUD. He questioned how we got to 223 stalls if the parking requirement is based on occupancy which is 594. Ms. Christensen explained that code only requires that 75 percent of the parking required for the additional use be provided onsite. However, they are requesting a reduction in the parking based on a comparison of other parking ordinances, the fact that they will have a drop-off for shuttles, party buses, and other vehicles. Since the additional building is for special events, they can plan for the parking needs of the event. There is a condition in the PUD Attachment A that allows for 160 parking spaces but indicates that the applicant may be required to expand its parking on-site if parking demand increases in the future. Councilor Day indicated that it is a great project, but if you get to the event and there is no parking, what would you do. Ms. Christensen indicated that we don't want to construct more parking spaces than we need. The applicant does not believe they will need more parking than they are proposing.

Chairperson Ramsden opened and closed the public hearing.

Commissioner Winkelmann asked where the additional forty parking spaces would be located. Ms. Christensen identified on the area on the map.

Vice-Chairperson Anderson mentioned that the benefit of having the PUD is that you can reduce parking, but what happens if you have an event, and there isn't room for people to park. There's obviously no parking on Gateway and no neighboring property to impact. Would they simply not have a place to park? Ms. Christensen said that yes, that would be the case, but the intention is that they would be providing shuttles to the site.

Motion was made by Vice-Chairperson Anderson, seconded by Commissioner Flesch to approve the Planned Unit Development Master Land Use Plan. Motion carried, voice vote (6-0).

- 3.b. **Consideration of Ordinance No. 3870 amending the Zoning District Map for the City of Beloit for the properties located at 1885 and 1895 Gateway Boulevard**  
Chairperson Ramsden opened the public hearing.

Motion was made by Commissioner Jacobsen, seconded by Commissioner Abarca to approve Ordinance No. 3870. Motion carried, voice vote (6-0).

- 3.c. **Consideration of Ordinance No. 3871 amending the Zoning District Map for the City of Beloit for the property located at 3113 Prairie Avenue**

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

Chairperson Ramsden asked if residents were notified and whether anyone responded. Ms. Christensen indicated that neighbors were notified, and no comments were submitted.

Vice-Chairperson Anderson asked if according to the Comprehensive Plan would this be the highest and best use for the corner. Yes, the addition of a commercial use at this corner would be a good use for this intersection, rather than a house.

Chairperson Ramsden opened the public hearing. Chairperson Ramsden asked the applicant to come up and answer questions. He asked about the applicant's existing business and whether it would be relocated to Beloit or whether it was an additional location. He also asked about the hours the business would be open. Chad Kellogg, the applicant, indicated that he ideally would like to be open each day, but will likely be open only on the weekend (Friday-Sunday). His plan is to relocate his existing business to Beloit.

Vice-Chairperson Anderson asked what work would be done to the building to convert it from a house to a commercial building. Chad Kellogg indicated that the building would be transformed.

Chairperson Ramsden closed the public hearing.

Motion was made by Chairperson Anderson, seconded by Commissioner Flesch to approve Ordinance 3871. Motion carried, voice vote (6-0).

- 3.d. **Consideration of Ordinance No. 3868 to repeal Sections 2-306, 2-502(g), to create Section 6.2.11.b.8, and to amend sections 2-601, 2-701, 4-604, 4-704, 4-804, 4-902(a), 4-904(a), Table 6.1-1, and Section 8-605 of the Zoning Ordinance, Chapter 19 of the Code of General Ordinances, and to amend Sections 34.02(2)(b)(4)c. and d. and 34.21(2)€ and (f) of the Code of General Ordinances relating to clarifications on protest petition process, uses requiring a conditional use permit, outdoor seating areas, nonconforming uses, and Architectural Review and Landscape Code Updates** Julie Christensen, Community Development Director, presented the staff report and recommendation.

Commissioner Jacobsen asked if the Alcohol Beverage License Control Committee that reviews liquor licenses holds public hearings. Ms. Christensen indicated that for new licenses, the Police Department does a community survey.

Chairperson Anderson asked if this ordinance would be quasi-temporary because it would have to be codified by City Council. Ms. Christensen explained that City Council will take action to approve this ordinance. Then, when we update our Zoning Ordinance over the next year, we will incorporate these same concepts in the new ordinance. Chairperson Anderson asked what would happen in the meantime between these changes and the new ordinance. Ms. Christensen explained that these changes to the ordinance would be enforced.

Commissioner Flesch asked about the landscape code changes and how the code is enforced. Ms. Christensen explained that staff can issue orders for the replacement of any landscaping that is removed.

Councilor Day expressed concern about the changes to the code related to compliance with the landscape standards from 25 percent to 10 percent. He indicated that it could be cost-prohibitive for anyone who wants to expand a parking lot. We are trying to have quality development. We will work with people who have sites where there isn't enough room for the landscaping, working through the exception process. However, what we are finding is that people will do the bare minimum just to avoid complying with code. We want to ensure that people prepare complete site plans for additions to parking lots. We want the lots to be designed properly and be landscaped.

Chairperson Ramsden asked when an ordinance amendment would be reviewed by Plan Commission. Ms. Christensen explained that only Zoning Ordinance amendments are required to be reviewed by Plan Commission before going to City Council.

Chairperson Ramsden opened and closed the public hearing.

Motion was made by Commissioner Flesch, seconded Chairperson Anderson to recommend approval of the proposed ordinance. Motion carried, voice vote (6-0).

#### 4. REPORTS

4.a. **Consideration of Resolution 2025-15 approving a one-lot Certified Survey Map for the properties located at 1885 and 1895 Gateway Boulevard**

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

Motion was made by Commissioner Flesch, seconded by Commissioner Abarca to approve Resolution 2025-15. Motion carried, voice vote (6-0).

4.b. **Consideration of a Condominium Plat of College Street Condominium for the property located at 619 College Street**

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

Commissioner Winkelmann asked the applicant to confirm that there was additional parking outside of the garages. Nathan Osterberger, Facilities Director for Beloit College, indicated that was correct. He indicates that the whole idea behind the idea of the garages being sold separately is to make the houses more marketable to prospective buyers and to relieve some of the on-street parking congestion in that area.

Commissioner Winkelmann asked about the potential for conflicts between different owners of the garages. Mr. Osterberger explained that there is language in the condominium agreement that would allow people to pass through each other's stalls as they park. There is also language about electric usage so that if someone wanted to add an electric car charger, they would be required to separately meter it.

Motion was made by Commissioner Winkelmann, seconded by Commissioner Abarca to recommend approval of the condominium plat. Motion carried, voice vote (6-0).

4.c. **Consideration of the Corridor Master Plan for Pleasant Street**

Julie Christensen, Community Development Director, presented the Corridor Master Plan for Pleasant Street.

Chairperson Ramsden indicated that he thought it would be mostly private stakeholders that would be implementing this plan. The main thing the City would be involved in is the road and maybe the lighting. Ms. Christensen agreed and indicated that the intent of the plan is to show the community what could be possible along this corridor.

The City may be involved with ordinance changes to allow this type of development; for example, we would need modifications to setbacks to allow this development.

Chairperson Ramsden asked about the process for this plan and why Plan Commission was reviewing it. Ms. Christensen explained that staff believes that Plan Commission should review all plans being considered by City Council. If Plan Commission denied it or proposed changes, that input would be provided to City Council. If City Council approves, we would begin taking steps to implement. If it is denied, the property owners could still try to implement the plan. However, it would make it difficult if something needed to be rezoned.

Chairperson Ramsden indicated that perhaps Water Tower Place and the pump house should also be part of the plan.

Nathan Osterberger, Beloit College, indicated that he supports the plan and mentioned that Beloit College has a lot of artifacts and the 10<sup>th</sup> largest anthropological collection in the world. He believes it could be displayed and be a tourist attraction.

Commissioner Jacobsen asked about the lighted signage, would that be allowed under our sign ordinance. Ms. Christensen indicated that we would have to look into that, but as we are amending the Sign Ordinance, we should keep these types of projects in mind. As a follow up, Commissioner Jacobsen asked about the process; would the state have to approve the project, as it is a state highway. Ms. Christensen explained that the state would have to approve the design.

Celestino Ruffini, CEO of Visit Beloit as well as the Director of the Beloit Convention and Visitor's Bureau Charitable Foundation, provided an overview of the current project they are undertaking at 656 Pleasant Street. He indicated support for the project.

Vice-Chairperson Anderson expressed support for the plan but indicated that he would not want to see two lanes with a turn lane down the middle (suicide lane). Ms. Christensen indicated that we are not considering that type of street design.

Commissioner Flesch thinks it is a great plan, but it is a state highway. He doesn't want us to be short-sighted and take a road that is functioning well and bringing people downtown and make it into a roadway that doesn't function well.

Motion was made by Commissioner Flesch, seconded by Commission Jacobsen to recommend approval of the Corridor Master Plan for Pleasant Street. Motion carried, voice vote (6-0).

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

Julie Christensen gave an update on prior Plan Commission items.

6. **FUTURE AGENDA ITEMS**

Community Development Director Julie Christensen provided a summary of the items scheduled for future Plan Commission meetings.

7. **ADJOURNMENT**

Motion was made by Commissioner Jacobsen, seconded by Commissioner Abarca to adjourn the meeting. Motion carried, voice vote (6-0). Meeting was adjourned at 8:30 PM.

  
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Mike Ramsden, Chairperson