



**PUBLIC NOTICE & AGENDA
BELOIT PLAN COMMISSION
City Hall Forum - 100 State Street, Beloit, WI 53511
7:00 PM
Wednesday, May 7, 2025**

1. CALL TO ORDER AND ROLL CALL
2. ELECTION OF OFFICERS
 - 2.a. Election of Chairperson
 - 2.b. Election of Vice-Chairperson
3. MINUTES
 - 3.a. Consideration of the minutes of the April 23, 2025 Plan Commission meeting
[Attachment](#)
4. PUBLIC HEARINGS
 - 4.a. Consideration of Ordinance No. 3877 amending the Zoning District Map of the City of Beloit for the property located 229 W Grand Avenue
[Attachment](#)
 - 4.b. Consideration of Ordinance No. 3878 amending the Zoning District Map of the City of Beloit for the property located at 1520 Emerson Street
[Attachment](#)
 - 4.c. Consideration of Resolution 2025-16 approving a Conditional Use Permit to allow a bed and breakfast inn at 1520 Emerson Street
[Attachment](#)
 - 4.d. Consideration of Planned Unit Development Master Land Use Plan for the property located at 1806 Sutler Avenue
[Attachment](#)
5. REPORTS

There are no reports to consider.
6. STATUS REPORT ON PRIOR PLAN COMMISSION ITEMS

Planned Unit Development, Rezoning and Comprehensive Plan Amendment - Portion of 2001 Gateway Boulevard
Rezoning - 3113 Prairie Avenue
Planned Unit Development and Rezoning - 1885 and 1895 Gateway Boulevard

College Street Condominium Plat
Pleasant Street Corridor Master Plan

7. FUTURE AGENDA ITEMS

Zoning Map Amendment - 716 Emerson Street and 742 Church Street

Extraterritorial Final Plat - Blackhawk Reserve Plat 2

Extraterritorial Certified Survey Map - S Nelson

Extraterritorial Certified Survey Map - Bartells Drive

8. 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, 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 Winkelman 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 10th 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.

Mike Ramsden, Chairperson



REPORT TO THE PLAN COMMISSION

Plan Commission Meeting Date: May 7, 2025

Agenda Items: 4.a.

File Number: ZMA-2025-08

General Information

Applicant: Marco A. Chavez Herrera

Owner: Marco A. Chavez Herrera

Address/Location: 229 W. Grand Avenue

Applicant's Request/Proposal: Marco A. Chavez Herrera has submitted an application for a Zoning Map Amendment from C-1, Office District to C-2, Neighborhood Commercial District for the property located at 229 W. Grand Avenue.

Staff Analysis

Existing Site Conditions: The property is situated on the northeast corner of W. Grand Avenue and Gaston Drive and includes a three-story building and access on W. Grand Avenue. The applicant wishes to rezone the land to C-2, Neighborhood Commercial District to allow for a broader range of uses including food trucks, a restaurant, liquor sales, retail sales, and event space, if the rezoning is approved. The current zoning, C-1, Office District does not permit outdoor vending, liquor sales*, retail operations, or event venues. The C-2, Community Commercial District is intended to accommodate neighborhood-oriented retail sales and service uses.

*Note, City Council will be reviewing proposed zoning text amendments which include the removal of *Liquor Sale* as a land use category at the May 19 and June 2 City Council meetings. This will occur before City Council reviews this proposed rezoning, which is currently scheduled for June 16 and July 7.

Surrounding Land Use and Zoning: The properties north of the subject site are zoned R-1A, Single-Family Residential, and CBD-1, Central Business District Core, and are currently used for housing and City of Beloit storage. To the east lies the West Grand Avenue public parking lot, which is zoned PLI, Public Lands and Institutions. Properties to the south and west have multi-family residential uses and are zoned C-1, Office District.

City of Beloit Comprehensive and Strategic Plan: Wisconsin's Comprehensive Planning Law, §66.1001 of the Wisconsin Statutes, was signed into law in 1999. The Comprehensive Planning law requires all cities, towns, and villages that regulate land use through land use ordinances

(e.g. zoning) to adopt a Comprehensive Plan. This plan is intended to guide development and redevelopment over a 20-year timeframe. The law also requires that land use decisions be consistent with the Plan. All land use decisions made by the City of Beloit, including any actions regarding official mapping, local subdivision regulation, and zoning regulations, must be consistent with the Plan.

The C-2, Neighborhood Commercial District zoning designation is consistent with the City's new Comprehensive Plan, which recommends *Avenue Mixed Use* as a future land use for the subject property. This includes small-scale office, service, institutional, or retail commercial uses, small-scale indoor-oriented industrial, existing single-family residential, and mixed residential formats and uses in an arrangement compatible with the scale of the neighborhood context through building form, site design, and landscaping, typically, 1 to 5 stories in height. Rezoning the property to C-2, Neighborhood Commercial District would not contradict with the objectives, goals, and policies of the comprehensive plan. Rezoning the property will meet Strategic Goal #3 - Create and Sustain Economic and Residential Growth. Staff believes C-2 zoning is appropriate for this parcel.

Public Notices: On April 23, 2025 and April 30, 2025, notices were published in the Beloit Daily News. Mailed notices were sent out to property owners within 150 feet of the parcel on April 23, 2025. Staff has not received any comments on the application.

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.**
A portion of the property is used as the Masonic Temple, and the kitchen is currently used for the property owner's food truck business (Dona Concha). There is a mix of commercial, residential, and institutional uses surrounding the property that are compatible with the C-2, Community Commercial District and *Avenue Mixed Use* future land use.
2. **The zoning classification of property within the general area of the subject property.**
The subject parcel is currently zoned C-1, Office District. The properties to the north of the subject property are zoned R-1A, Single-Family Residential, and CBD-1, Central Business District Core. To the east is the West Grand Avenue public parking lot zoned PLI, Public Lands and Institutions. To the south and west are zoned C-1, Office District.
3. **The suitability of the subject property for the uses permitted under the existing zoning classification.**
The existing zoning classification is C-1, Office District. While some uses allowed in C-1 are also allowed in the C-2, Neighborhood Commercial District, C-2 allows higher-intensity commercial activities. The zoning amendment is appropriate for this property, given the building size, location on W. Grand Avenue, and proximity to other higher-intensity commercial and residential uses.

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

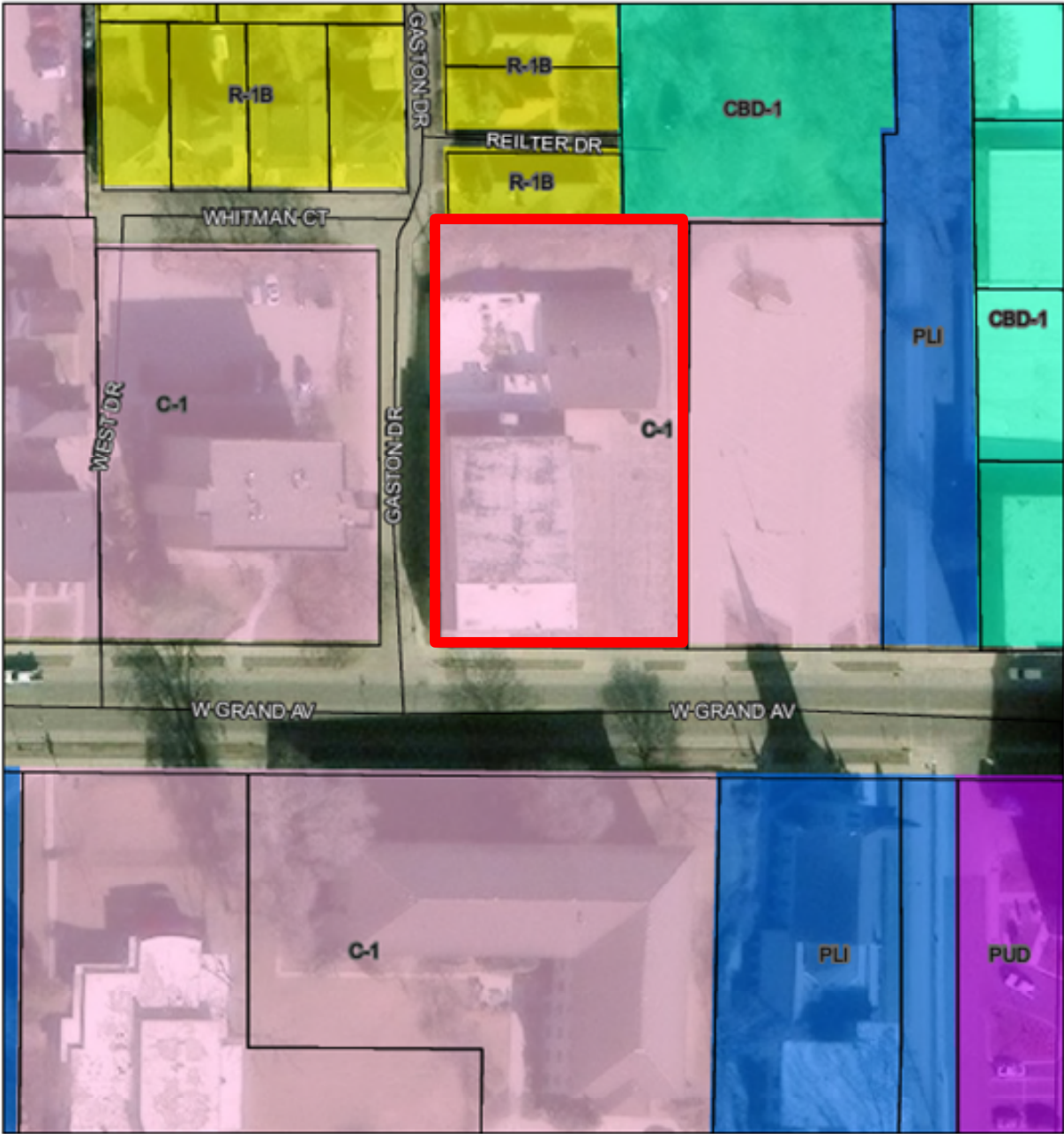
The subject property is located on W. Grand Avenue. The area surrounding the property is fully developed with a mix of commercial, residential, and institutional uses, but there are opportunities for redevelopment as the downtown continues to evolve. Staff supports this small business owner's effort to expand and invest in an existing building on the edge of downtown. This investment aligns with the intent of the C-2, Neighborhood Commercial zoning district, which encourages a broader mix of compatible uses and supports revitalization in transitional areas near downtown.

STAFF RECOMMENDATION:

The Planning and Building Services Division recommends approval of a Zoning Map Amendment to change the zoning district classification from C-1, Office District to C-2, Neighborhood Commercial District for the property located at 229 W. Grand Avenue in the City of Beloit.

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

City of Beloit Zoning Map

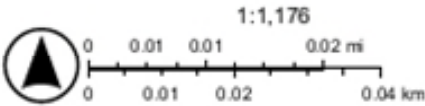


4/25/2025

Zoning Districts

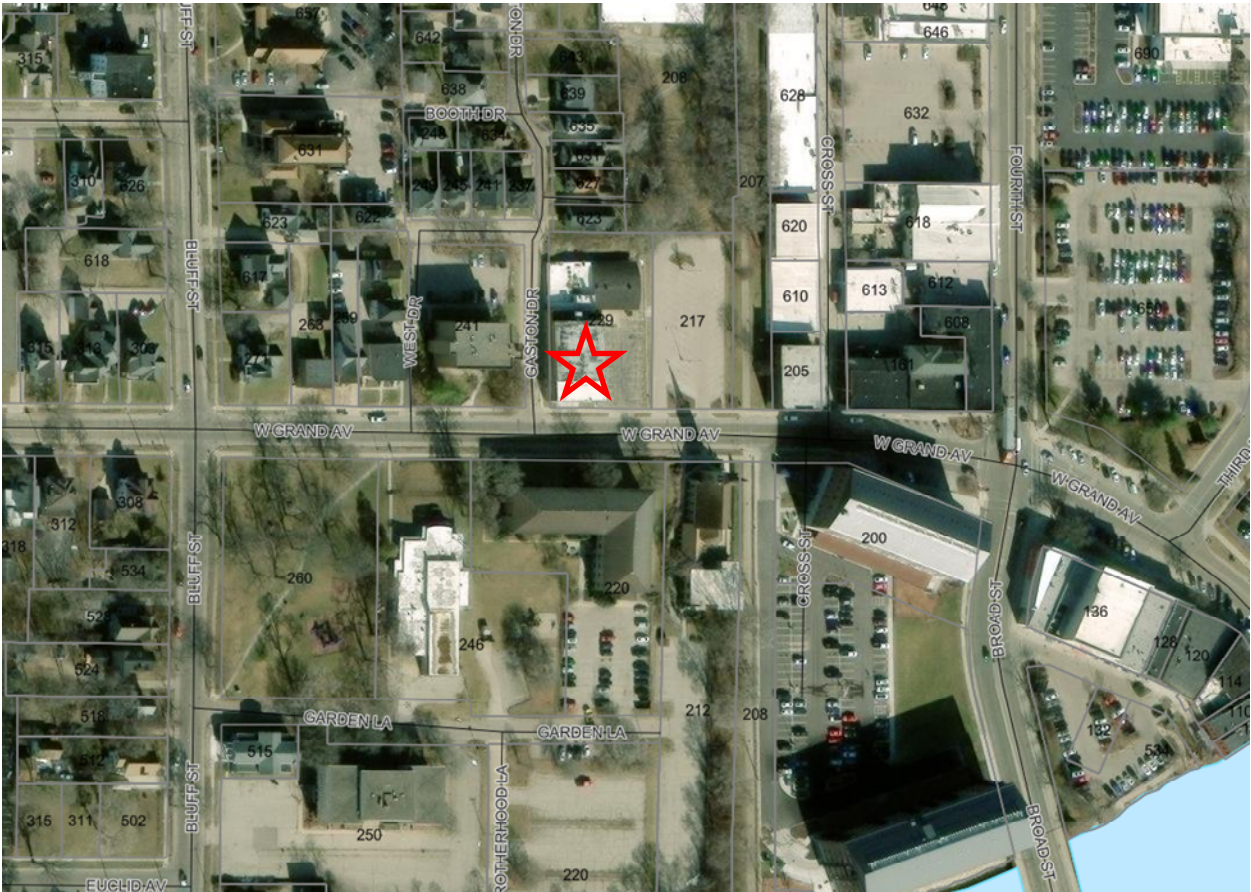
- C-1
- CBD-1
- PLI
- PUD
- R-1B

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



Mapac Microsoft

Location 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: 229 West Grand

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): _____

4. Owner of record: Maria Chavez Juan Lopez Phone: 608 359 9845

(Address) (City) (State) (Zip)

5. Applicant's Name: Maria Chavez

(Address) (City) (State) (Zip)

(Office Phone #) (Cell Phone #) (E-mail Address)

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

Change zoning district classification from: 1 to: 3

All existing uses on this property are: churches

7. All the proposed uses for this property are:

Principal use(s): selling food from parking lots from
food trucks, restaurant someday, party lodge

Secondary use(s): store, offices,

Accessory use(s): food truck

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): Marco Chavez Phone: 608 359 4340
725 Wylstone Way Rockton ILL 61072
(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.

[Signature] / Marco Chavez / 2/18/2025
(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 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.

To be completed by Planning Staff

Filing Fee: \$500.00 Amount Paid: 500.00 Meeting Date: 5/7/2025
Application accepted by: Nelany Redman Date: 3/24/2025



CITY HALL • 100 STATE STREET • BELOIT, WI 53511
Office: 608/364-6700 • Fax: 608/364-6609
www.beloitwi.gov
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NOTICE TO THE PUBLIC

April 23, 2025

To Whom It May Concern:

Marco A. Chavez Herrera has submitted an application for review and consideration of a Zoning Map Amendment for **229 W. Grand Avenue** from C-1, Office District to C-2, Neighborhood Commercial District.

The following public hearings will be held regarding these applications:

City Plan Commission: Wednesday, May 7, 2025, at 7:00 PM, or as soon thereafter as the matter can be heard in The Forum, Beloit City Hall, 100 State Street.

City Council: Monday, June 16, 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 Hilary Rottmann at 100 State Street or via email to planning@beloitwi.gov. You may also call (608) 364-6708 to provide your comments over the phone.

WEP Enterprise, LLC
1313 11th St
Beloit, WI 53511

Blackwell Wisconsin Property
Rev Trust
N3771 State Highway 73
Glen Flora, WI 54526

GusMac, LLC
PO Box 1364
Beloit, WI 53511

Juan Casique
1152 Ritsher St
Beloit, WI 53511

Janet Hasty
623 Gaston Dr
Beloit, WI 53511

Miriam Alvarez Gutierrez
631 Gaston Dr
Beloit, WI 53511

Walker Properties, LLC
3500 N Newville Rd
Janesville, WI 53545

ORDINANCE NO. 3877

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 C-1, Office District to C-2, Neighborhood Commercial District:

Part of Lots 66, 67, 68, 69, Hackett's Addition, City of Beloit, Rock County, Wisconsin, described as follows: Beginning at a point in the North line of West Grand Avenue, 10 feet Easterly from the Southwest corner of Lot 68, Hackett's Addition to Beloit, Wisconsin; thence Northerly parallel with and 10 feet East of the West line of Lots 68 and 69 of said Hackett's Addition, 215.92 feet to the North line of said Lot 69; thence Easterly along the North line of said Lot 69 and also along the South line of Whitman Heights 228.0 feet to the Westerly line of the Chicago & Northwestern Railroad Co.'s land; thence Southerly along said Railroad Co.'s Westerly line 66.24 feet; thence West parallel with and 150 feet North of the North line of West Grand Avenue, 30 feet; thence Southerly parallel with and 30 feet West of the Westerly line of Railroad Company, 40 feet to the Northeast corner of Arnold's Subdivision; thence Westerly along the North line of Arnold's Subdivision 127.50 feet to the Northwest corner of Arnold's Subdivision; thence Southerly along the West line of Arnold's Subdivision, 110 feet to the North line of West Grand Avenue; thence Westerly along said North line of West Grand Avenue, 73 feet to the place of beginning, Including therewith a right-of-way 10 feet in equal width off the West side of Lot 1 Arnold's Subdivision. Excepting therefrom land described in a Warranty Deed recorded 05/02/1974, as Document No. 814272. AND All of Lot One (1) and that part of Lot Two (2), Arnold's Subdivision of the City of Beloit, Rock County, Wisconsin, described as follows: Beginning at the Northwest corner of said Lot Two (2); thence, S. 88° -00 E, along the North line of said Lot Two (2), 15.95 feet; thence S. 1° -20 W, 110.00 feet to the South line of said Lot Two (2); thence, N. 88° -00 W, along the South line of said Lot Two (2), 17.83 feet; thence, N. 2° -04 E, along the West line of said Lot Two (2), 110 feet to the Place of Beginning. SAID PARCEL CONTAINING 0.641 ACRES MORE OR LESS. A/K/A 229 W. GRAND 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: May 7, 2025

Agenda Items: 4.b.

File Number: ZMA-2025-09

General Information

Applicant: Daniel Boutelle

Owner: Beloit Haus, LLC,

Address/Location: 1520 Emerson Street

Applicant's Request/Proposal: Daniel Boutelle, on behalf of Beloit Haus, LLC, has submitted an application for review and consideration of a Zoning Map Amendment for 1520 Emerson Street from R-1A, Single-Family Residential District to R-2, Two-Family Residential District.

Staff Analysis

Existing Site Conditions: The subject parcel is located on Emerson Street, directly adjacent to the Beloit College Strong Stadium Complex. The property spans 5.91 acres and includes a 6,320-square-foot residence. The applicant is proposing to open a six-bedroom Bed and Breakfast Inn on the subject property. To permit the proposed use, the property must be rezoned from R-1A, Single-Family Residential, to R-2, Two-Family Residential. In addition, the applicant must obtain a Conditional Use Permit. The proposed use is not allowed under the current R-1A zoning designation.

Surrounding Land Use and Zoning: The properties north of the subject site are zoned R-1B, Single-Family Residential, with residential uses. To the east and west are single-family residents zoned R-1A, Single-Family Residential. To the south is the Beloit College Strong Stadium Complex, zoned PLI, Public Lands and Institutions.

City of Beloit Comprehensive and Strategic Plan: Wisconsin's Comprehensive Planning Law, §66.1001 of the Wisconsin Statutes, was signed into law in 1999. The Comprehensive Planning law requires all cities, towns, and villages that regulate land use through land use ordinances (e.g. zoning) to adopt a Comprehensive Plan. This plan is intended to guide development and redevelopment over a 20-year timeframe. The law also requires that land use decisions be consistent with the Plan. All land use decisions made by the City of Beloit, including any actions regarding official mapping, local subdivision regulation, and zoning regulations, must be consistent with the Plan.

The proposed rezoning to R-2, Two-Family Residential District, aligns with the City's new Comprehensive Plan, which designates the subject property as part of an *Established Neighborhood* for future land use. Rezoning the property to R-2 would support the objectives, goals, and policies outlined in the Comprehensive Plan, such as rehabilitation and maintenance of older neighborhoods and structures and recognizing and preserving historically significant residences within the community. If approved, the applicant intends to operate a Bed and Breakfast Inn at the property, a use that is compatible with the R-2 zoning designation. Rezoning the property will meet Strategic Goal #3 - Create and Sustain *Economic* and Residential Growth. Staff believes R-2 zoning is appropriate for this parcel.

Public Notices: On April 23, 2025 and April 30, 2025, notices were published in the Beloit Daily News. Mailed notices were sent out to property owners within 150 feet of the parcel on April 23, 2025. Staff has not received any comments on the application.

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 majority of properties surrounding 1520 Emerson are single-family residences and to the south is the Beloit College Strong Stadium Complex used for college sports and activities.
2. **The zoning classification of property within the general area of the subject property.**
The properties north of the subject site are zoned R-1B, Single-Family Residential, with residential uses. To the east and west are single-family residences zoned R-1A, Single-Family Residential. To the south is the Beloit College Strong Stadium Complex, zoned PLI, Public Lands and Institutions.
3. **The suitability of the subject property for the uses permitted under the existing zoning classification.**
The subject property, located on nearly six acres and featuring six bedrooms, is currently zoned for single-family residential use. However, its original intent and historical use before the late 1980s was as a guest house, serving as a place for lodging and hospitality. Rezoning the property to R-2, Two-Family Residential District, would better reflect both the property's original purpose and its current physical characteristics, which are well-suited for a use more intensive than a standard single-family home.
4. **The trend of development and zoning map amendments in the general area of the subject property.**
The proposed use as a bed and breakfast is a compatible, low-intensity operation within a residential area and would help preserve and enhance the property's historic role in the community. With its considerable size and existing layout, the property is uniquely suited to accommodate guests without adversely impacting surrounding properties. In addition, this rezoning aligns with the City's broader objectives by encouraging adaptive

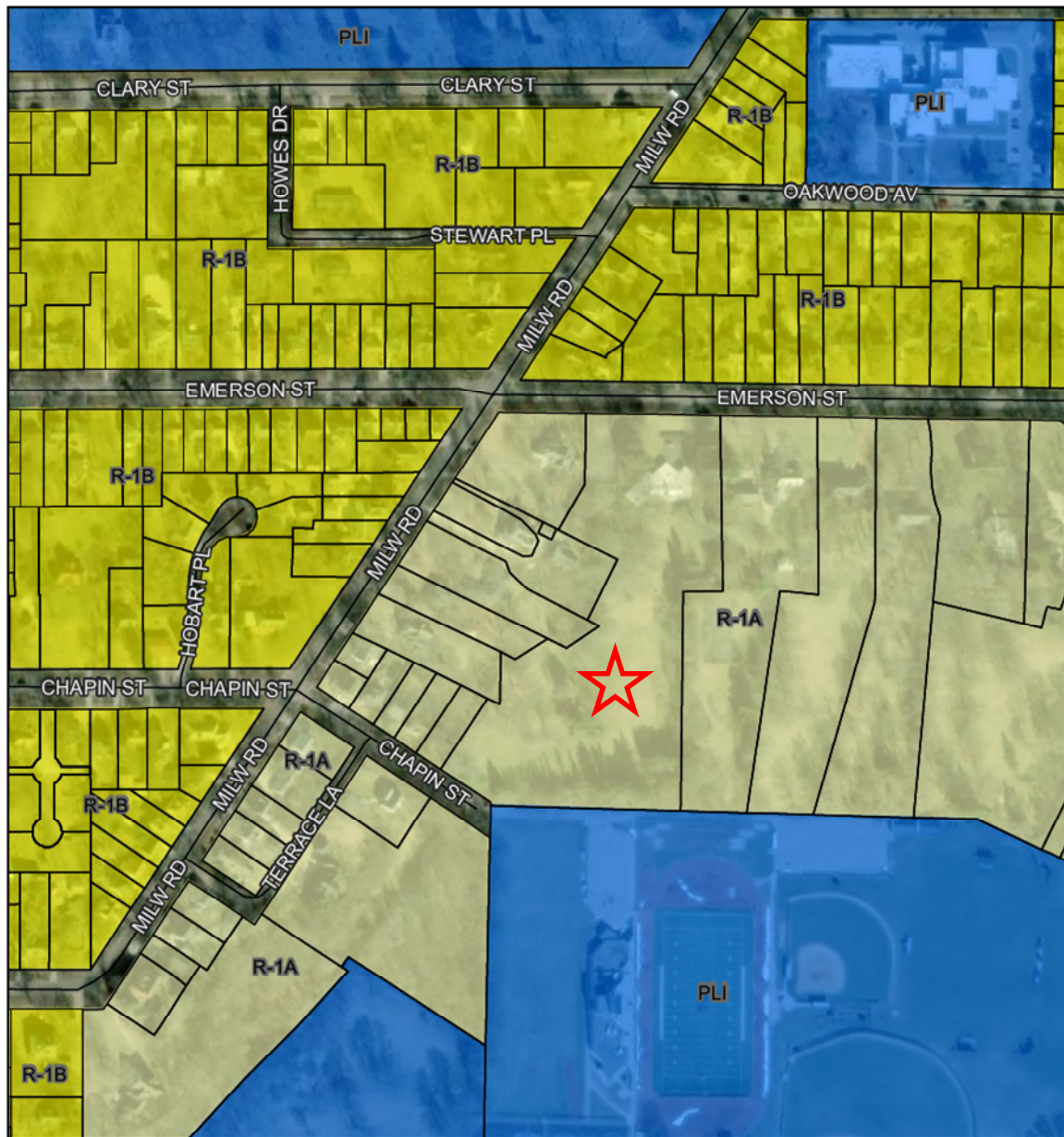
reuse, supporting tourism and small businesses, and maintaining the character and vitality of established neighborhoods.

STAFF RECOMMENDATION:

The Planning and Building Services Division recommends approval of a Zoning Map Amendment to change the zoning district classification from R-1A, Single-Family Residential District to R-2, Two-Family Residential District for the property located at 1520 Emerson Street in the City of Beloit.

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

City of Beloit Zoning Map



4/28/2025

Zoning Districts

- PLI
- R-1A
- R-1B

World Imagery

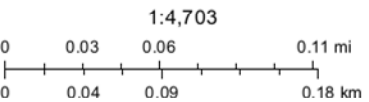
Low Resolution 15m Imagery

High Resolution 60cm Imagery

High Resolution 30cm Imagery

Citations

1.2m Resolution Metadata



Source: Esri, Maxar, Earthstar Geographics, and the GIS User Community

Location 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: 1520 EMERSON ST.
2. Legal description: Lot: 433 Block: X Subdivision: EMERSON FIELDS
(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: 5.91 acres.
3. Tax Parcel Number(s): 13620291
4. Owner of record: BELOIT HAYS LLC Phone: 608.751.6039
1520 EMERSON ST. BELOIT WI 53511
(Address) (City) (State) (Zip)
5. Applicant's Name: BELOIT HAYS LLC C/O DAN BOUTELLE
1520 EMERSON ST BELOIT WI 53511
(Address) (City) (State) (Zip)
(Office Phone #) 608.751.6039 (Cell Phone #) dboutelle80@gmail.com (E-mail Address)
6. **THE FOLLOWING ACTION IS REQUESTED:**
Change zoning district classification from: R-1A to: R-2
All existing uses on this property are: ORIGINAL BELOIT CORP.
GUEST HOME.
7. All the proposed uses for this property are:
Principal use(s): BED & BREAKFAST UTILIZING THE
ORIGINAL DESIGN OF THE HOME AS A
SIX (6) BEDROOM GUEST HOUSE.
Secondary use(s): N/A
Accessory use(s): N/A

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): DAN BOUTELLE Phone: 608.751.6039
1520 EMERSON ST. BELoit WI 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.

[Signature] / Daniel Boutelle / 4-2-25
 (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: <u>500.00</u> \$300.00	Amount Paid: _____ Meeting Date: <u>5/7/2025</u>
Number of notices: _____ x mailing cost (\$0.50) = cost of mailing notices: \$ _____	
Application accepted by: <u>HR</u>	Date: <u>4/3/2025</u>
Date Notice Published: _____	Date Notice Mailed: _____



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

NOTICE TO THE PUBLIC

April 23, 2025

To Whom It May Concern:

Daniel Boutelle on behalf of Beloit Haus, LLC, has submitted an application for review and consideration of a Zoning Map Amendment for **1520 Emerson Street** from R-1A, Single-Family Residential District to R-2, Two-Family Residential District. Additionally, the applicant has submitted a separate request for review and consideration of a Conditional Use Permit (CUP) to allow the operation of a bed and breakfast at the same address.

The following public hearings will be held regarding these applications:

City Plan Commission: Wednesday, May 7, 2025, at 7:00 PM, or as soon thereafter as the matter can be heard in The Forum, Beloit City Hall, 100 State Street.

City Council: Monday, June 16, 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 Hilary Rottmann at 100 State Street or via email to planning@beloitwi.gov. You may also call (608) 364-6708 to provide your comments over the phone.

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M Leslie Davidson
124 E Ross St
Lancaster, PA 17602

Nicholas Dimassis
719 Milwaukee Rd
Beloit, WI 53511

David C. Luebke
2215 Post Rd Apt 1040
Austin, TX 78704

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James Devine
757 Milwaukee Rd
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John Murphy
1605 Emerson St
Beloit, WI 53511

Jerome M & Carol L Elliott Rev Trst
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Steven G. Howland
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Melissa Brooke Joos
643 Terrace Ln
Beloit, WI 53511

Bruce W. Falke
13027 Sherman Dr
Hudson, FL 34667

Ann H Goetzke Revocable Trust
1426 Chapin St
Beloit, WI 53511

John P. Littlefield
1535 Emerson St
Beloit, WI 53511

Michael G. Bua
821 Milwaukee Rd
Beloit, WI 53511

St Pauls Episcopal Church
212 W Grand Ave
Beloit, WI 53511

Timothy Opheim
1515 Emerson St
Beloit, WI 53511

ORDINANCE NO. 3878

**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-1A, Single-Family Residential District to R-2, Two-Family Residential District:

LOTS 1, 2, AND 3 OF EMERSON FIELDS, A SUBDIVISION LOCATED IN THE CITY OF БЕЛОIT, ROCK COUNTY, WISCONSIN. SAID PARCEL CONTAINING 5.91 ACRES MORE OR LESS. A/K/A 1520 EMERSON STREET.

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: May 7, 2025

Agenda Item: 4.c.

File Number: CU-2025-03

General Information

Applicant: Daniel Boutelle

Owner: Beloit Haus, LLC,

Address/Location: 1520 Emerson Street

Applicant's Request: The applicant has submitted a Conditional Use Permit (CUP) application to allow a Bed and Breakfast Inn at 1520 Emerson Street, located in a proposed R-2, Two-Family Residential District.

Background

Located at 1520 Emerson Street, the Beloit Corporate Guest House is part of the Milwaukee and Emerson Residential Historic District. Built in 1955, this single-story, wood-frame residence showcases an asymmetrical Contemporary architectural style. The property has remained in private ownership since the late 1980s. The applicant is proposing to open a six-bedroom Bed and Breakfast Inn on the subject property.

Section 11.3.23 of the Zoning Ordinance defines a Bed and Breakfast Inn as a historic, owner-occupied, building or portion thereof which provides a personal atmosphere and service with six or more guestrooms which accommodate persons who are not members of the owner's family. Guestrooms and breakfast are provided for compensation for not more than five consecutive days, nonrenewable. The facility is considered historic, subject to documentation of past historical uses, age, or architectural style or any combination thereof.

To permit the proposed use, the property must be rezoned from R-1A, Single-Family Residential, to R-2, Two-Family Residential. Additionally, the applicant must obtain a Conditional Use Permit (CUP). The proposed use is not permitted under the current R-1A zoning designation. According to the Use Table in the Zoning Ordinance, a Bed and Breakfast Inn is only allowed in the R-2 District if reviewed and approved through the CUP process.

Staff Analysis

Existing Conditions: The subject parcel is located on Emerson Street, directly adjacent to the Beloit College Strong Stadium Complex. The property spans 5.91 acres and includes a 6,320-square-foot residence.

Surrounding Land Use and Zoning: The properties north of the subject site are zoned R-1B, Single-Family Residential, with residential uses. To the east and west are single-family residences zoned R-1A, Single-Family Residential. To the south is the Beloit College Strong Stadium Complex, zoned PLI, Public Lands and Institutions.

Public Notices: On April 23, 2025, and April 30, 2025, notices were published in the Beloit Daily News. Mailed notices were sent out to property owners within 150 feet of the parcel on April 23, 2025. Staff has not received any comments on the application.

City of Beloit Comprehensive and Strategic Plan: The City's Comprehensive Plan recommends *Established Neighborhood* for the subject property. Section 66.1001(2m) (b) of Wisconsin Statutes specifies that conditional use permits do not need to be consistent with the Comprehensive Plan.

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

Review Agent Comments: This application was sent out to the City's Review Agents, including utility companies. Engineering would like to ensure the property owner is aware that both a sanitary sewer line and a storm sewer line run beneath the building. This may need to be addressed in the future, if any site modifications are planned.

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

- a. *Whether the establishment, maintenance, or operation of the conditional use will be detrimental to or endanger the public health, safety, morals, comfort, or general welfare;*
 - The proposed use requires the Bed and Breakfast Inn to be owner-occupied, which helps ensure ongoing oversight and compliance with noise, parking, and traffic regulations.
- b. *Whether the conditional use will be injurious to the use and enjoyment of other property in the immediate vicinity for purposes already permitted;*
 - The proposed Bed and Breakfast Inn is expected to operate in a manner that is compatible with the surrounding residential neighborhood. The guests are anticipated to have minimal effect on the daily activities or enjoyment of neighboring residents.
- c. *Whether the conditional use will substantially diminish or impair property values within the neighborhood of the subject property;*
 - The conditional use is not expected to diminish or impair property values.

- d. *Whether the establishment of the conditional use will impede the normal and orderly development and improvement of the surrounding property;*
 - The surrounding area is fully developed with residential and institutional uses; the proposed Bed and Breakfast Inn will not impede redevelopment.
- e. *Whether the exterior architectural design or site layout of the proposed conditional use is so dissimilar or otherwise incompatible with existing or proposed development in the immediate neighborhood that it will cause a depreciation in property values;*
 - The proposed conditional use does not include changes to exterior architectural design. Staff does not believe the conditional use will depreciate the property values of neighboring properties. Any modifications to the exterior of the building will require architectural review and approval by staff.
- f. *Whether adequate utilities, access roads, drainage or other necessary facilities will be available to serve the proposed use at the time of its occupancy or use;*
 - The property already has the necessary utilities and facilities.
- g. *Whether adequate measures will be taken to minimize traffic congestion; and*
 - The proposed use is a low-impact use with a limited number of bedrooms. off-street parking requirements, a Bed and Breakfast must provide one parking stall for every two guest rooms. To accommodate the proposed use, a total of three on-site parking stalls are required. These are accommodated in the existing driveway.
- h. *Whether the conditional use will comply with all applicable regulations of the Zoning Ordinance.*
 - The proposed use will comply with all other applicable regulations.

STAFF RECOMMENDATION:

The Planning and Building Services Division recommends approval of a Conditional Use Permit to allow a *Bed and Breakfast Inn* at the property located at 1520 Emerson Street, if rezoned R-2, Two Family Residential District, based on the above Findings of Fact and subject to the following conditions:

Ordinance Requirements:

1. This Conditional Use Permit (CUP) authorizes a *Bed and Breakfast Inn*, for the property located at 1520 Emerson Street subject to City Council approval of a rezoning of the property to R-2, Two Family Residential District.
2. In accordance with Section 11.3.23 of the Zoning Ordinance, the property must be owner-occupied.
3. In accordance with Section 8-103 of the Zoning Ordinance, the applicant shall provide access to at least one off-street parking stall per two guestrooms.
4. In accordance with Section 2-511 of the Zoning Ordinance, if the conditional use has not been established within one year after the date of issuance of the permit, then without further action by the Plan Commission and without further notice to the applicant, the conditional use permit shall lapse and become null and void.

Permit Conditions:

1. Any major changes in the adopted conditions or use of the property shall be approved by the Plan Commission by amending this CUP. The Director of Planning and Building Services may approve minor changes administratively.

ATTACHMENTS: Resolution 2025-16, Conditional Use Permit Decision Form, Application, Public Notice and Mailing List.

RESOLUTION 2025-16

APPROVING A CONDITIONAL USE PERMIT TO ALLOW A BED AND BREAKFAST INN AT 1520 EMERSON STREET

WHEREAS, the application of Daniel Boutelle on behalf of Beloit Haus, LLC, for a Conditional Use Permit (CUP) to allow a *Bed and Breakfast Inn*, in a R-2, Two-Family Residential District for the property located at 1520 Emerson Street having been considered by the Plan Commission of the City of Beloit, Wisconsin at a public hearing held for that purpose and due notice of said hearing having been given by publication as appears by the Proof of Publication on file in the office of the City Clerk.

NOW, THEREFORE, BE IT RESOLVED THAT, the Plan Commission of the City of Beloit, Rock County, Wisconsin does hereby grant a CUP to allow a *Bed and Breakfast Inn* at 1520 Emerson Street in the City of Beloit, for the following premises:

LOTS 1, 2, AND 3 OF EMERSON FIELDS, A SUBDIVISION LOCATED IN THE CITY OF BELOIT, ROCK COUNTY, WISCONSIN. SAID PARCEL CONTAINING 5.91 ACRES MORE OR LESS. A/K/A 1520 EMERSON STREET.

As a condition of granting the Conditional Use Permit, the Plan Commission does hereby stipulate the following conditions and restrictions upon the conditional use, which are hereby deemed necessary for the public interest:

1. Any major changes in the adopted conditions or use of the property shall be approved by the Plan Commission by amending this CUP. The Director of Planning and Building Services may approve minor changes administratively.

BE IT FURTHER RESOLVED that the applicant is formally advised of the following additional ordinance requirements:

1. This Conditional Use Permit (CUP) authorizes a *Bed and Breakfast Inn*, for the property located at 1520 Emerson Street subject to City Council approval of a rezoning of the property to R-2, Two Family Residential District.
2. In accordance with Section 11.3.23 of the Zoning Ordinance, the property must be owner-occupied.
3. In accordance with Section 8-103 of the Zoning Ordinance, the applicant shall provide access to at least one off-street parking stall per two guestrooms.
4. In accordance with Section 2-511 of the Zoning Ordinance, if the conditional use has not been established within one year after the date of issuance of the permit, then without further action by the Plan Commission and without further notice to the applicant, the conditional use permit shall lapse and become null and void.

Adopted this 7th day of May, 2025.

PLAN COMMISSION

Mike Ramsden, Chairperson

ATTEST:

Julie Christensen
Community Development Director

Beloit Plan Commission Conditional Use Permit Decision Form

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

Ordinance Requirements

List ordinance requirements related to the conditional use permit:

1. This Conditional Use Permit authorizes a *Bed and Breakfast Inn* for the property located at 1520 Emerson Street subject to City Council approval of a rezoning of the property to R-2, Two Family Residential District.

Substantial Evidence: A *Bed and Breakfast Inn* use requires a Conditional Use Permit in the R-2 district, and this condition articulates that the proposed use is deemed appropriate at this location if the property is rezoned to R-2.

2. The property must be owner-occupied.

Substantial Evidence: Section 11.3.23 of the Zoning Ordinance requires a *Bed and Breakfast Inn* to be owner-occupied.

3. The applicant shall provide adequate off-street parking to accommodate all *Bed and Breakfast Inn* guests.

Substantial Evidence: Section 8-103 of the Zoning Ordinance states the applicant shall provide access to at least one off-street parking stall per two guestrooms. A total of three on-site parking stalls are required.

4. In accordance with Section 2-511 of the Zoning Ordinance, if conditional use has not been established within one year after the date of issuance of the permit, then without further action by the Plan Commission and without further notice to the applicant, the conditional use permit shall lapse and become null and void.

Substantial Evidence: Standardized condition that outlines the regulation for establishing a Conditional Use Permit.

Does the applicant meet **all** of the ordinance requirements? ☐ No ☒ Yes, after the steps above

Permit Conditions

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

List conditions imposed on the permit:

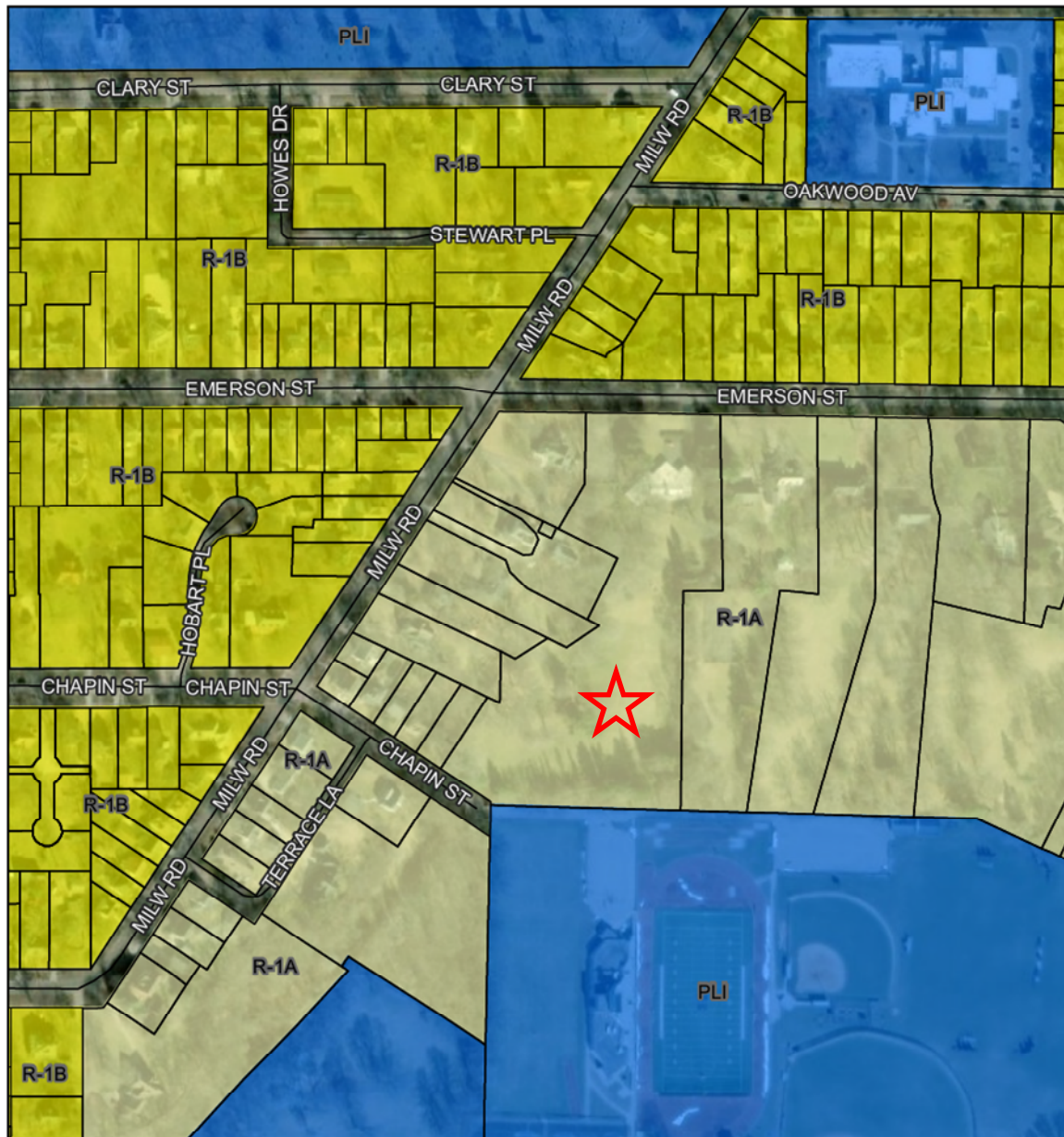
1. Any major changes in the adopted conditions or use of the property shall be approved by the Plan Commission by amending this Conditional Use Permit. The Director of Planning and Building Services may approve minor changes administratively.

Substantial Evidence: Standardized condition to establish a process for future changes.

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

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

City of Beloit Zoning Map



4/28/2025

Zoning Districts

- PLI
- R-1A
- R-1B

World Imagery

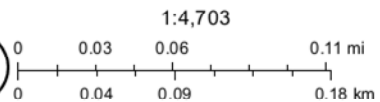
Low Resolution 15m Imagery

High Resolution 60cm Imagery

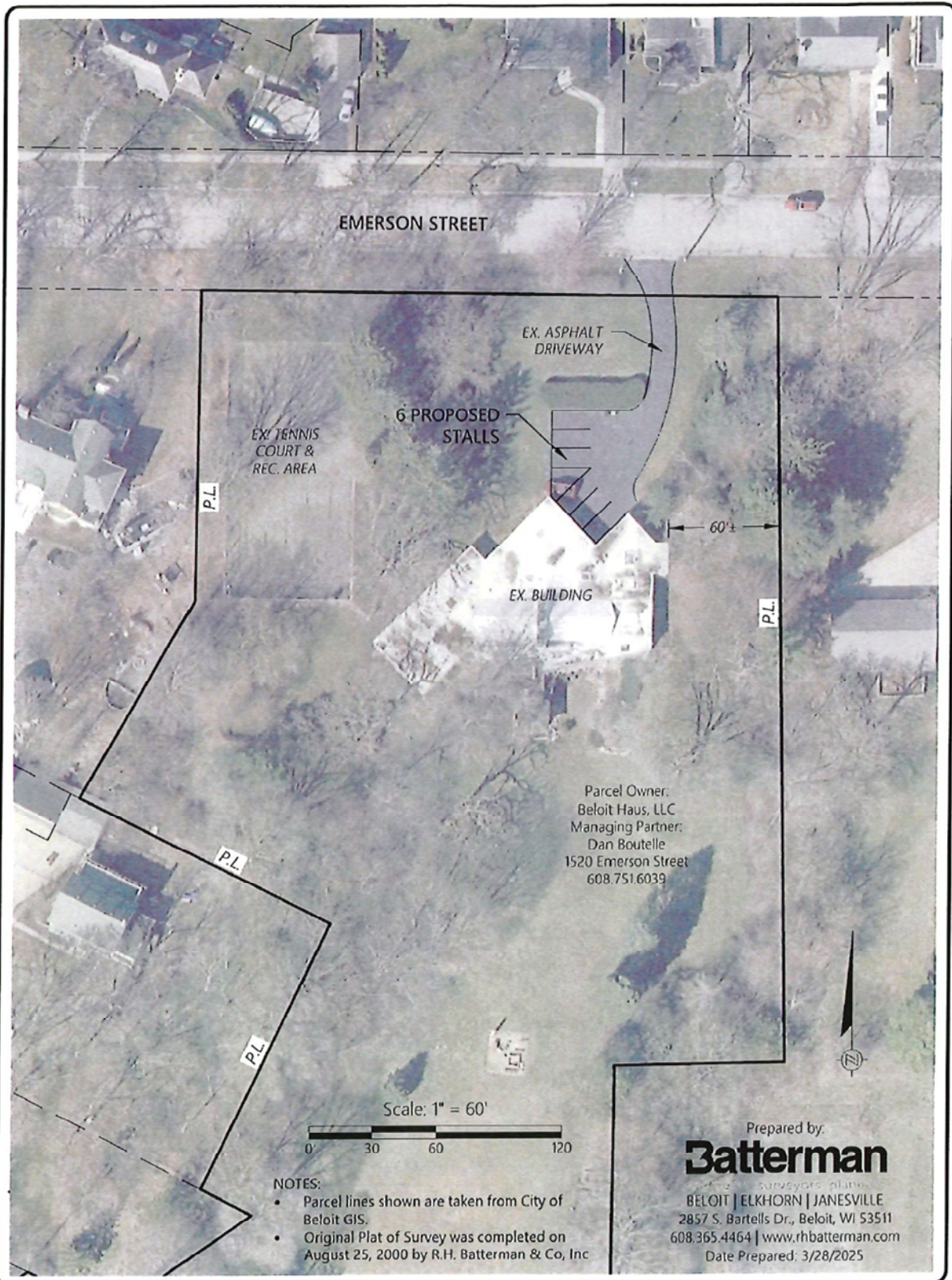
High Resolution 30cm Imagery

Citations

1.2m Resolution Metadata



Source: Esri, Maxar, Earthstar Geographics, and the GIS User Community



File Name: J:\3-Potential Jobs\Waukeese-Emerson

1520 Emerson Street Request for a Zoning Change and Conditional Use

This property, originally constructed in the 1950's, was used as a "Guest House" for many years by the Beloit Corporation. The home has not been altered from its original design as a six (6) room home our Guest House. It is our intention to operate the home as a Bed and Breakfast. We are asking the Beloit Plan Commission and City Council to amend the zoning from R-1A to R-2 and approve a Conditional Use.

Our understanding of the current zoning, need for the request and current uses is as follows:

- Under the current zoning of R-1A up to two (2) rooms are permitted in a Bed & Breakfast.
- Under the requested zoning of R-2 up to five (5) rooms are permitted in a Bed & Breakfast.
- In order for the original intent of the guest house to match today's current zoning requirements, a conditional use under R-2 is required for six (6) bedrooms in a Bed & Breakfast.

With this understanding, Beloit Haus LLC is requesting that the property located at 1520 Emerson Street have its zoning changed from R-1A to R-2, and a conditional use request to allow six (6) guest rooms to be available as a bed and breakfast.

A member of the ownership group will be the live-in-caretaker and manager of the Beloit Haus Bed & Breakfast.

Our intent is to be good neighbors and represent the City and all it has to offer to our guests. The City of Beloit is going through a renaissance, and we believe having additional opportunities for guests to experience what we are all enjoying will be a positive for the community. We will have established guidelines and rules to ensure that noise is to a minimum.

Respectfully,

Beloit Haus LLC

Dan Boutelle, Managing Partner

CITY of BELOIT

Planning and Building Services Division

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

Conditional Use Permit Application

(Please Type or Print)

File Number: _____

1. Address of subject property: 1520 EMERSON

2. Legal description: LOTS 1, 2 & 3 OF EMERSON FIELDS SUBD.

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: 5.91 acres.

3. Tax Parcel Number(s): 13620291

4. Owner of record: BELOIT HANS LLC Phone: 608.751.6039

1520 EMERSON ST. BELOIT WI 53511
(Address) (City) (State) (Zip)

5. Applicant's Name: BELOIT HANS LLC

1520 EMERSON ST. BELOIT WI 53511
(Address) (City) (State) (Zip)

(Office Phone #) 608.751.6039 (Cell Phone #) 1dboutelle80@gmail.com (E-mail Address)

6. All existing use(s) on this property are: ORIGINAL SIX (6) BEDROOM
GUEST HOUSE

7. THE FOLLOWING ACTION IS REQUESTED:

A Conditional Use Permit for: (6) SIX BEDROOM BED & BREAKFAST
in a(n) R-2 Zoning District.

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

Principal use: BED & BREAKFAST UTILIZING THE
ORIGINAL DESIGN OF THE BELOIT CORP
GUEST HOUSE

Secondary use: N/A

Accessory use: N/A

9. Project timetable: Start date: _____ Completion date: _____

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

☒ Owner

☐ Leasehold, length of lease: _____

☐ Contractual, nature of contract: _____

☐ 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.

 / Daniel Boutelle / 4-2-25
(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 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 \$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 these costs are typically between \$5.00 and \$15.00.

To be completed by Planning Staff

Filing fee: 500.00 ~~\$300.00~~ Amount paid: 500 Meeting date: 5/17/2025
No. of notices: _____ x mailing cost (\$0.50) = cost of mailing notices: \$ _____
Application accepted by: HK Date: 4/13/2025



CITY HALL • 100 STATE STREET • BELOIT, WI 53511
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www.beloitwi.gov
Equal Opportunity Employer

NOTICE TO THE PUBLIC

April 23, 2025

To Whom It May Concern:

Daniel Boutelle on behalf of Beloit Haus, LLC, has submitted an application for review and consideration of a Zoning Map Amendment for **1520 Emerson Street** from R-1A, Single-Family Residential District to R-2, Two-Family Residential District. Additionally, the applicant has submitted a separate request for review and consideration of a Conditional Use Permit (CUP) to allow the operation of a bed and breakfast at the same address.

The following public hearings will be held regarding these applications:

City Plan Commission: Wednesday, May 7, 2025, at 7:00 PM, or as soon thereafter as the matter can be heard in The Forum, Beloit City Hall, 100 State Street.

City Council: Monday, June 16, 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 Hilary Rottmann at 100 State Street or via email to planning@beloitwi.gov. You may also call (608) 364-6708 to provide your comments over the phone.

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Ann H Goetzke Revocable Trust
1426 Chapin St
Beloit, WI 53511

John P. Littlefield
1535 Emerson St
Beloit, WI 53511

Michael G. Bua
821 Milwaukee Rd
Beloit, WI 53511

St Pauls Episcopal Church
212 W Grand Ave
Beloit, WI 53511

Timothy Opheim
1515 Emerson St
Beloit, WI 53511



REPORT TO THE PLAN COMMISSION

Plan Commission Meeting Date: May 7, 2025

Agenda Item: 4.d.

File Number: PUD-2025-04

General Information

Applicant: Steven Kolber

Owner: Morgan Square, LLC

Address/Location: 1806 Sutler Avenue

Applicant's Request/Proposal: Steven Kolber, on behalf of Salem Najjar, in coordination with Morgan Square, LLC and Arn Holdings, LLC, has submitted an application for review and consideration of Planned Unit Development (PUD) - Master Land Use Plan for the property located at 1806 Sutler Avenue. The request is for the development of a Tropical Smoothie Café with a drive-thru use and an additional commercial tenant space. The subject property is currently owned by Morgan Square, LLC and the proposed development includes a portion of the adjacent property owned by Arn Holdings, LLC (OfficePro). Both of these parties have signed PUD applications as owners.

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 reviewed and approved by staff. 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. In this case, because the parcel is already zoned PUD, no zoning amendment is needed.

Staff Analysis

Project Summary: The applicant has proposed the construction of Tropical Smoothie Café with a drive-thru use, as well as a commercial tenant space with a use to be determined at 1806 Sutler Avenue. The property is currently zoned PUD, Planned Unit Development because the subject parcel, created in 2020 by the attached Certified Survey Map (CSM), was part of the original Morgan Square development approved in 2002, and historically used for parking at the former Staples store. In addition to the subject property, the 2002 PUD included Culver's at 2676 Cranston Road, the Morgan Square shopping center at 1880 Sutler Avenue, and what is now OfficePro at 1810 Sutler Avenue (formerly Staples). This original PUD allowed for higher density development with up to 106,000 square feet of floor area, increased signage, and temporary tent use for the former Rogan's Shoes. The proposed PUD will allow for the development of Tropical Smoothie Café with a drive-thru use and a commercial tenant space over what is currently a

surface parking lot with shared access and parking for OfficePro. The proposed building is just under 3,500 square feet and will be situated on the northwest corner of Milwaukee Road and Sutler Avenue on Lot 3 of the attached CSM recorded in 2020.

Since this proposed development is occurring more than two decades after the original development of Morgan Square, and the original PUD did not anticipate additional development on this site, if approved, the intent of this new PUD for 1806 Sutler Avenue is to be a standalone PUD with its own established standards as opposed to amending the standards of the 2002 PUD. As such, action to approve this PUD will include amending the 2002 PUD to remove the development associated with this new proposal at 1806 Sutler Avenue from the 2002 PUD, with all conditions of the original 2002 PUD remaining in effect for the remaining parcels located at 2676 Cranston Road, 1880 Sutler Avenue and 1810 Sutler Avenue.

The Comprehensive Plan adopted in August 2024 designated the subject parcel as *Urban Mixed Use* in support of larger-scale retail, service, and residential uses, including indoor-oriented light industrial generally located along major community thoroughfare corridors that serve the City as well as neighboring communities. The proposed land uses are consistent with the Comprehensive Plan.

Outdoor Signage Overview:

The preliminary sign package for the proposed development, has been submitted for review as part of the PUD Master Land Use Plan. The Outdoor Sign Regulations note that “The City Council shall determine the maximum area, height and number of signs to be allowed in a planned unit development.” While the Outdoor Sign Regulations do not apply to the PUD, how the proposed sign package differs from what would be allowed under strict compliance with the code is described below, if the property was zoned C-2, Neighborhood Commercial District like the properties to the east. However, this property has been zoned PUD for more than two decades, and so the C-2 comparison is somewhat arbitrary.

The applicant has proposed eight wall signs, two facing each direction for both the Tropical Smoothie Café and the future tenant. Each of the four signs facing north and south are proposed to be up to 63 square feet each, and each of the four signs facing east and west are proposed to be up to 30 square feet each. Each of the signs are located on the upper portion of the building more or less as shown in the PUD Master Land Use Plan submittal. The applicant had also contemplated either a Ground Mounted sign or Pole Sign. While redundant to the wall signs, especially given the close proximity of the building to Milwaukee Road and Sutler Avenue, staff could support a reasonable and attractive Ground Mounted sign, but does not support a Pole Sign that would add to the sign clutter along Milwaukee Road. The applicant indicated that the eight wall signs would suffice.

If the property was zoned C-2, Neighborhood Commercial District like adjacent properties to the east, the following sign requirements would apply to the proposed sign package:

1. Based on two times the street frontage of 122.7 feet, 245.4 square feet of signage could be allowed onsite. The applicant is proposing 372 square feet of wall signage. This does not include any onsite Directional signage, which would further increase the total signage.
2. Based on one of the wall signs being considered “primary,” it could be up to 150 square feet. The remaining wall signs could be 30 square feet or 10 percent of the primary sign area, whichever is less. In this case, each of the seven secondary wall signs could be 6.3 square feet based on one of the wall signs being primary and 63 square feet.
3. Sign bonuses could then be applied to the seven wall signs.
 - a. The Ordinance indicates that a wall sign may be increased by an additional 10 percent if the wall sign consists of individual letters mounted directly on the face of a building. This could increase the size of the remaining wall signs from 6.3 square feet to 6.9 square feet.
 - b. The Ordinance indicates that *if there is no freestanding primary sign, as defined in §30.19(1)(d), then no more than 90 percent of the maximum sign area allowed for a ground-mounted or a pole sign by in §30.35 may be applied to one or more secondary wall signs, provided the wall sign(s) does not exceed 25 percent of the building face. In no event shall the maximum sign area allowance as provided in §30.09 be exceeded.* As such 90 percent of the maximum 150 square feet allowed is 135 square feet. The 135 square feet could be applied to the seven signs equally or in any other manner. If applied equally, by dividing 135 by 7, an additional 19.3 square feet could be added to each of the seven signs, allowing them to each be 26.2 square feet (6.9 square feet plus 19.3 square feet).

The applicant’s proposal exceeds what would be allowed in C-2 both in total sign area allowed by at least 126.6 square feet plus Directional signs, and by allowing as many as seven of the eight wall signs to exceed the maximum allowed sign size. However, Staff believes the wall signage as proposed is in-scale with the building and will facilitate identification of both businesses from all directions without the need for a freestanding Ground Mounted or Pole Sign adding additional sign clutter to Milwaukee Road, and is supportive of the request.

Surrounding Land Use and Zoning: To the west and north of the subject property is OfficePro, zoned PUD, Planned Unit Development District. East of the subject property is zoned C-2, Neighborhood Commercial District, with a mix of food, retail and medical office uses. To the south is zoned C-3, Community Commercial District, with automotive sales and services, restaurant, and hotel uses.

Review Agent Comments: The proposed Planned Unit Development (PUD) was sent to the City of Beloit staff and utility contacts, and provided the following comments:

Engineering:

- The proposed building location appears to conflict with existing storm sewer. Information showing the location of existing and proposed municipal utilities and showing where any

affected utilities would be relocated will be reviewed and finalized during Final PUD Review. If any changes are proposed to the storm system within the Sutler Avenue right-of-way, a development agreement will be required.

- Relocation of the driveway would affect the location of the existing curb inlet in the Sutler Avenue right-of-way. The driveway entrance from Sutler Avenue must align with the entrance to 2747 Milwaukee Road.

PUD Master Land Use Plan Review Criteria: Applications 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.**

The applicant is seeking a new PUD to allow the proposed development, which is not part of the original PUD approved for the larger Morgan Square development area in 2002. The proposed PUD will effectively and efficiently use this parcel by reducing unnecessary parking area and replacing it with additional retail development, and allow for reduced setbacks, shared access, shared parking, and specific signage.

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, are located nearby to serve the subject property. These shall be determined and reviewed during Final PUD Review. Existing storm sewer may require alterations to the Final PUD, and additional easements may be required. If any changes are proposed to the existing storm system, a development agreement will be required.

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 proposed development is consistent with the general goals and objectives within the Comprehensive Plan, and compatible with the planned future land use of *Urban Mixed Use* for this parcel. *Urban Mixed Use* is intended for larger-scale retail, service, and residential uses, including indoor-oriented light industrial generally located along major community throughfare corridors that serve the City as well as neighboring communities, with building heights from 1 to 5 stories. The proposed infill development will provide additional tax base, employment opportunities, and retail options within the City.

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

The proposed PUD will enhance the Milwaukee Road commercial corridor by providing compatible, retail infill development on a vacant parcel. The proposed development is desirable for the City's economic growth and incorporates sound planning practices.

STAFF RECOMMENDATION – PUD MASTER LAND USE PLAN:

The Planning and Building Services Division recommends approval of a PUD – Master Land Use Plan for the property located at and immediately adjacent to 1806 Sutler Avenue subject to the following additional conditions.

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**.

ATTACHMENTS: Attachment A – PUD Standards to Be Established, Zoning Map, PUD Master Land Use Plan Exhibits, Application, Developer's Statement, CSM

Attachment A - PUD Standards to Be Established

The PUD Master Land Use Plan for the property located at and immediately adjacent to 1806 Sutler Avenue as shown on the PUD plans shall comply with the PUD district standards of Section 5-300 established as follows:

a. Allowed Uses: Allowed uses for the PUD include:

- Retail Sales/Service related to a restaurant use and/or other commercial, retail or office space.
- Drive-in Use
- Outdoor patio area/seating
- Parking
- 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: 0.52 acres or 22,638 square feet +/-
- Total building footprint: 3,484 square feet (currently 1,752 for Tropical Smoothie on the east side of the building and 1,732 for a tenant on the west side of the building to be determined).
- Total number of units/commercial spaces: 2

Minor dimensional or area changes within 5 percent of those indicated above as approved as part of the PUD Master Land Use Plan may be incorporated into Final PUD Plans.

c. Setbacks: Buildings and other structures located on the periphery of the PUD shall be set back a minimum of 30 feet from the PUD district boundary, except along the west property line, the building setback line may be reduced to five feet.

d. Height: The maximum building height is 23 feet. Minor dimensional changes within 10 percent of that indicated are approved as part of the PUD Master Land Use Plan may be incorporated into Final PUD Plans.

e. Building Coverage: The maximum overall building coverage/footprint is 3,484 square feet. Overall building coverage, expressed as a percentage is approximately 15.4 percent. Minor area changes within 5 percent of those indicated above are approved as part of the PUD Master Land Use Plan and may be incorporated into Final PUD Plans.

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. Rezoning to PUD district is not needed since the property is already zoned PUD. Review

and approval of Final PUD (site) Plans will follow pending PUD Master Land Use Plan approval. Prior to issuance of a Building Permit, the applicant shall obtain PUD Final Plan/site plan and architectural approval, which shall include a detailed review of all site, grading, stormwater management, building, utility, landscape, signage and lighting plans.

- g. Roadway Access: Unless approved by the Engineering Division during PUD Final Plan review, the existing vehicular access point on Sutler Avenue shall remain aligned with the adjacent driveway access to 2747 Milwaukee Road (Buffalo Wild Wings). Otherwise, the Final PUD Plans shall show the driveway at 1806 Sutler remaining in its current location, or the applicant may work with the property owner at 2747 Milwaukee Road to shift both driveways north, provided they remain directly across from one another.
- h. Open Space: Section 5-306 of the PUD ordinance requires that at least 15 percent (3,396 square feet) of the gross land area shall be open space. This will be verified during review of PUD Final Plans.
- i. Preservation of Natural Features: If applicable, any mature trees that may be 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. Final PUD Plans shall include a plan which shows the location, size and variety of all existing mature trees located on the site that are proposed to be removed, except trees that are generally considered undesirable such as boxelder, buckthorn, black locust, mulberry, and others, if listed on the plans need not be individually shown.

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

- a. Bike and Pedestrian Facilities: The applicant shall provide a pedestrian connection from the proposed building to the sidewalk on the north side of Milwaukee Road and provide any necessary crosswalks for pedestrian access. This is shown on the PUD Master Land Use Plan but will be reviewed as part of the PUD Final Plan process. The applicant shall provide an onsite bike rack outside of the proposed building.
- b. Off-Street Parking: The number of parking stalls typically required for retail sales and service (sales-oriented) uses is 1 per 250 square feet. As such, the minimum number of parking stalls required for this use with the proposed development is 14 stalls. The applicant currently shows 18 parking spaces (including 3 accessible) on the property. There is also a Reciprocal Access and Parking Easement between 1806, 1810 and 1880 Sutler Avenue (the subject parcel, OfficePro and Morgan Square), which allows shared parking on the adjacent parcels. Parking requirements may be modified through the PUD process. 18 stalls including the required number of accessible stalls shall be provided for the proposed development either at 1806 Sutler Avenue, or adjacent to the property at 1810 Sutler Avenue in accordance with the current or any future Agreement.

- c. Utilities and Site Boundary: Existing and proposed easements shall be incorporated into the PUD Final Plans as determined through City review of the Final PUD Plans. Adjustments on the PUD Master Land Use Plan may be necessary to account for the existing storm sewer system on the subject property and within the Sutler Avenue right-of-way. Any adjustment to the existing storm system within the right-of-way will require a development agreement. The storm sewer, water and sanitary sewer connections and adjustments will be determined during Final PUD Plan review and approval, and may require adjustments to the final site layout.
- d. Signage: Up to eight wall signs including up to two facing each direction (one for each commercial space) are approved as part of the PUD Master Land Use Plan. Each of the four signs facing north and south may be up to 63 square feet, and each of the four signs facing east and west may be up to 30 square feet. Each of the signs shall be located on the building more or less as shown in the PUD Master Land Use Plan submittal. Any Directional signage shall meet the C-2 standards of the Outdoor Sign Regulations. If during the PUD Final Plan process the applicant chooses to include a Ground Mounted Sign along the south edge of the property near the drive-thru entrance, such sign may be permitted. However, if the Ground Mounted sign is pursued, it and all other signage including wall signs shall meet the C-2 standards of the Outdoor Sign Regulations unless superseded by future sign regulations before installed. In no case shall a Pole Sign or Electronically Variable Message (EVM) signage be allowed.
- e. Development Agreement: Prior to issuance of full building permits for this project, if applicable, the applicant shall enter into a Development Agreement with the City of Beloit. The Development Agreement shall outline the applicants' responsibilities with respect to relocating, extending, and/or constructing public facilities and infrastructure as necessary to accommodate this project.
- f. Unless otherwise modified by the PUD, the standards of the Zoning Ordinance including those of the MRO, Milwaukee Overlay District apply to the development, including but not limited to ensuring all outdoor storage areas; heating, ventilating, and air conditioning equipment; duct work; air compressors and other machinery; dumpsters; utility meters; aboveground tanks; satellite dishes; and similar equipment shall be completely screened from view of Milwaukee Road.
- g. Approval of this PUD shall constitute approval of a standalone PUD with its own standards to be established as described above. The PUD Master Land Use Plan approved September 3, 2002 (City Clerk File Number 7613/Planning Division File PUD-02-02) in which the proposed development envelope at and about 1806 Sutler Avenue is hereby removed from the original 2002 PUD. All conditions of and standards established for the original 2002 PUD remain in effect for the remaining portions of the original PUD currently included on parcels located at 2676 Cranston Road, 1880 Sutler Avenue and 1810 Sutler Avenue.

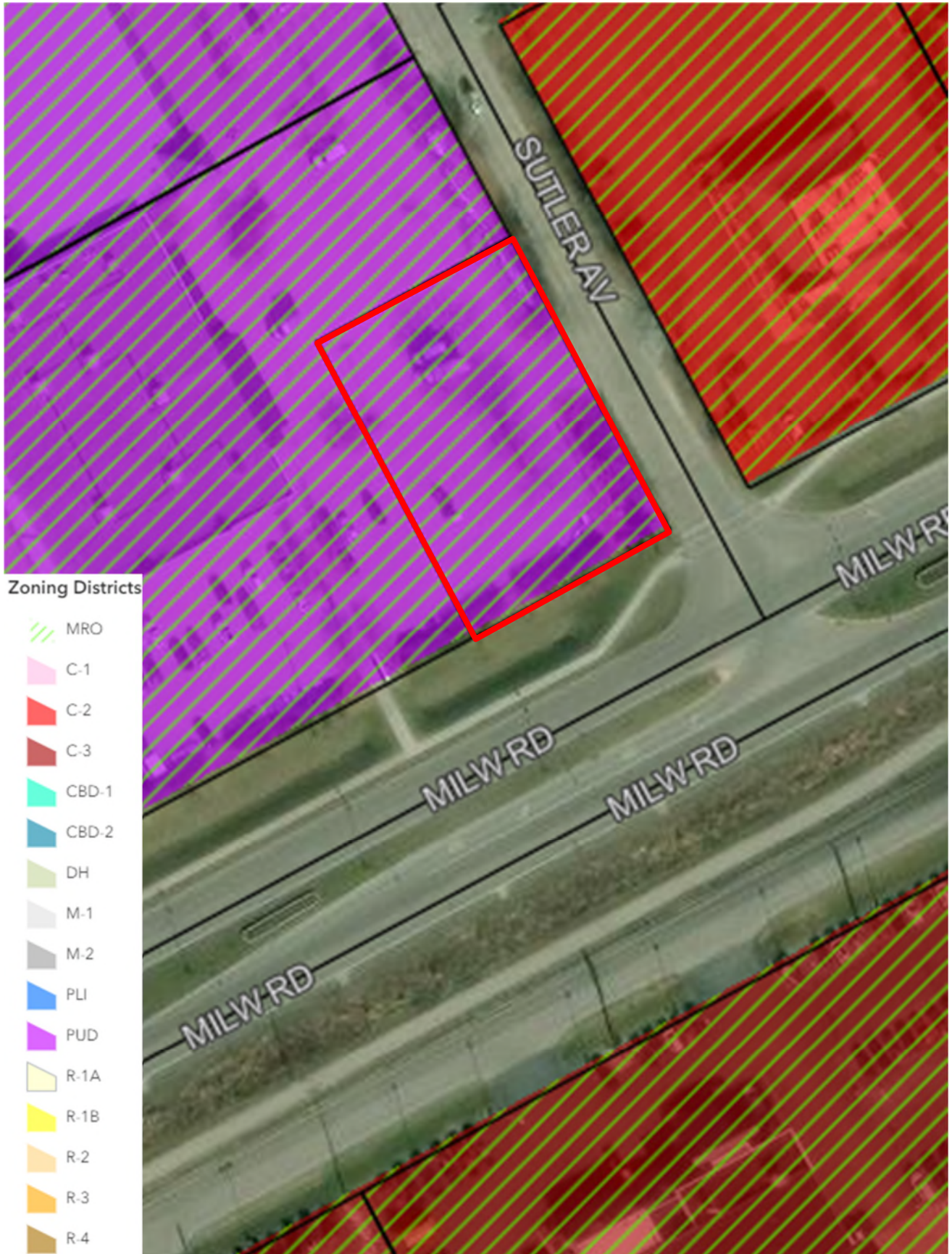
PUD Amendments and Modifications: Any major changes in the adopted conditions or use of the

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.

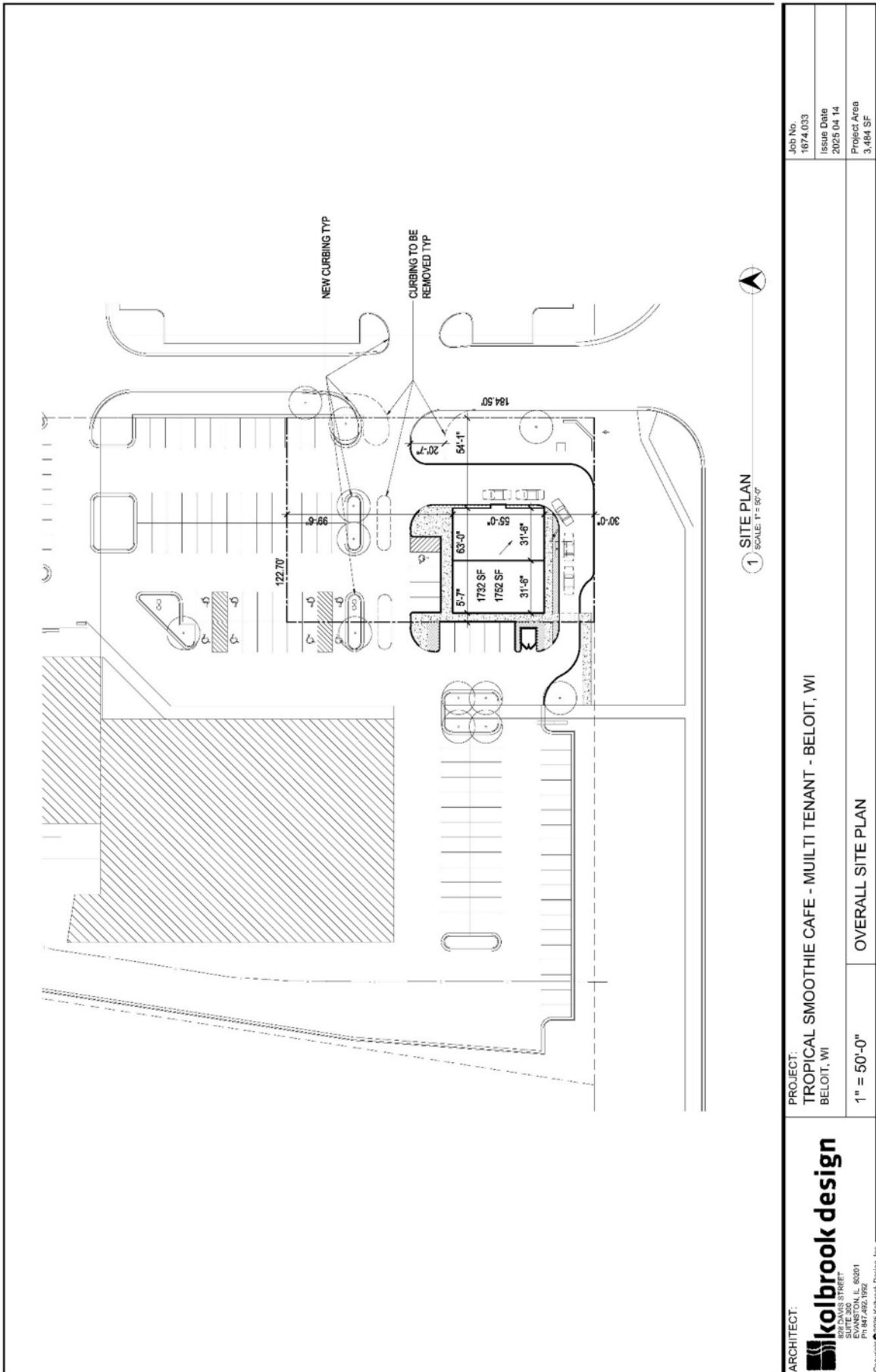
Location Map



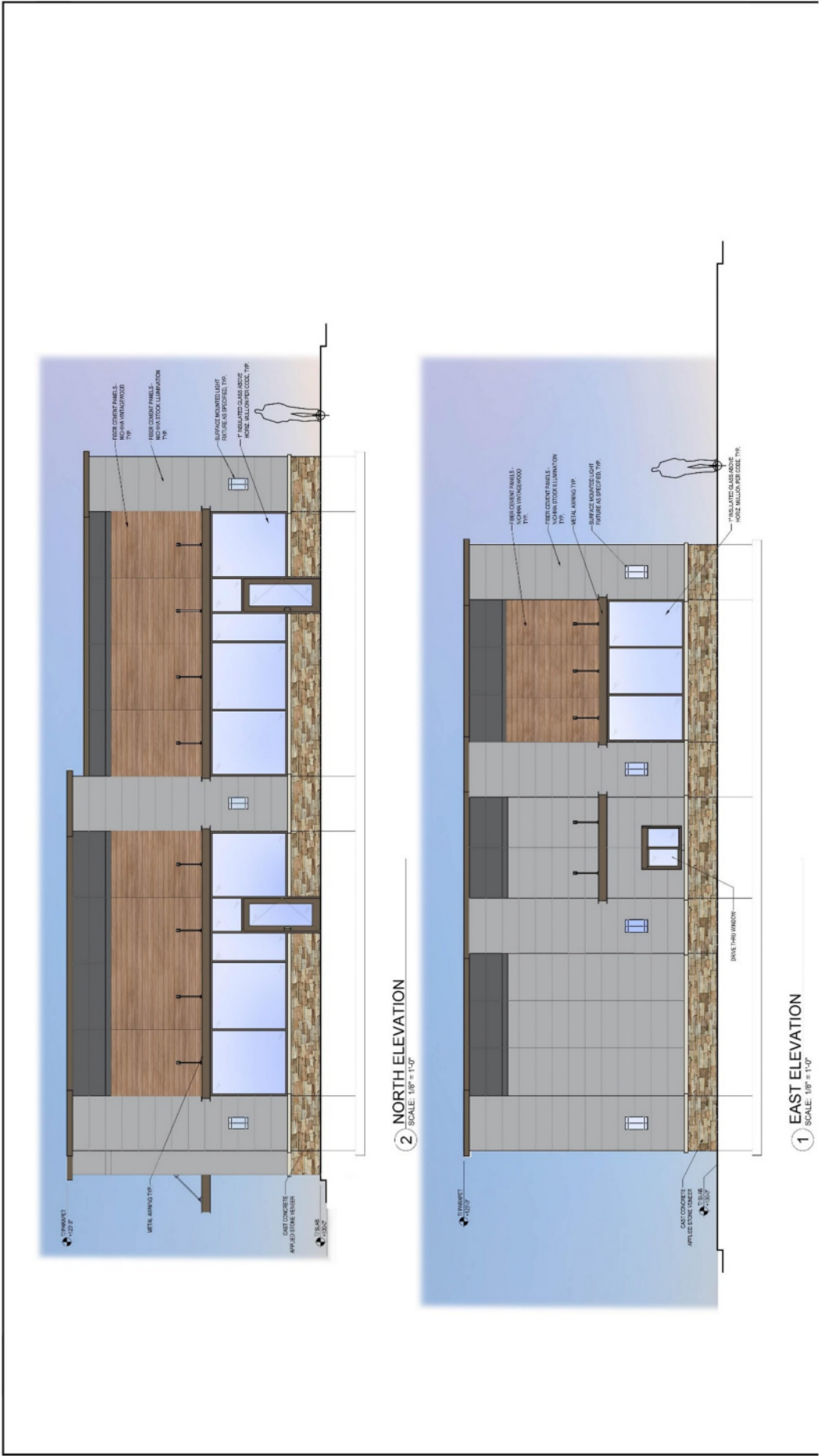
City of Beloit Zoning Map




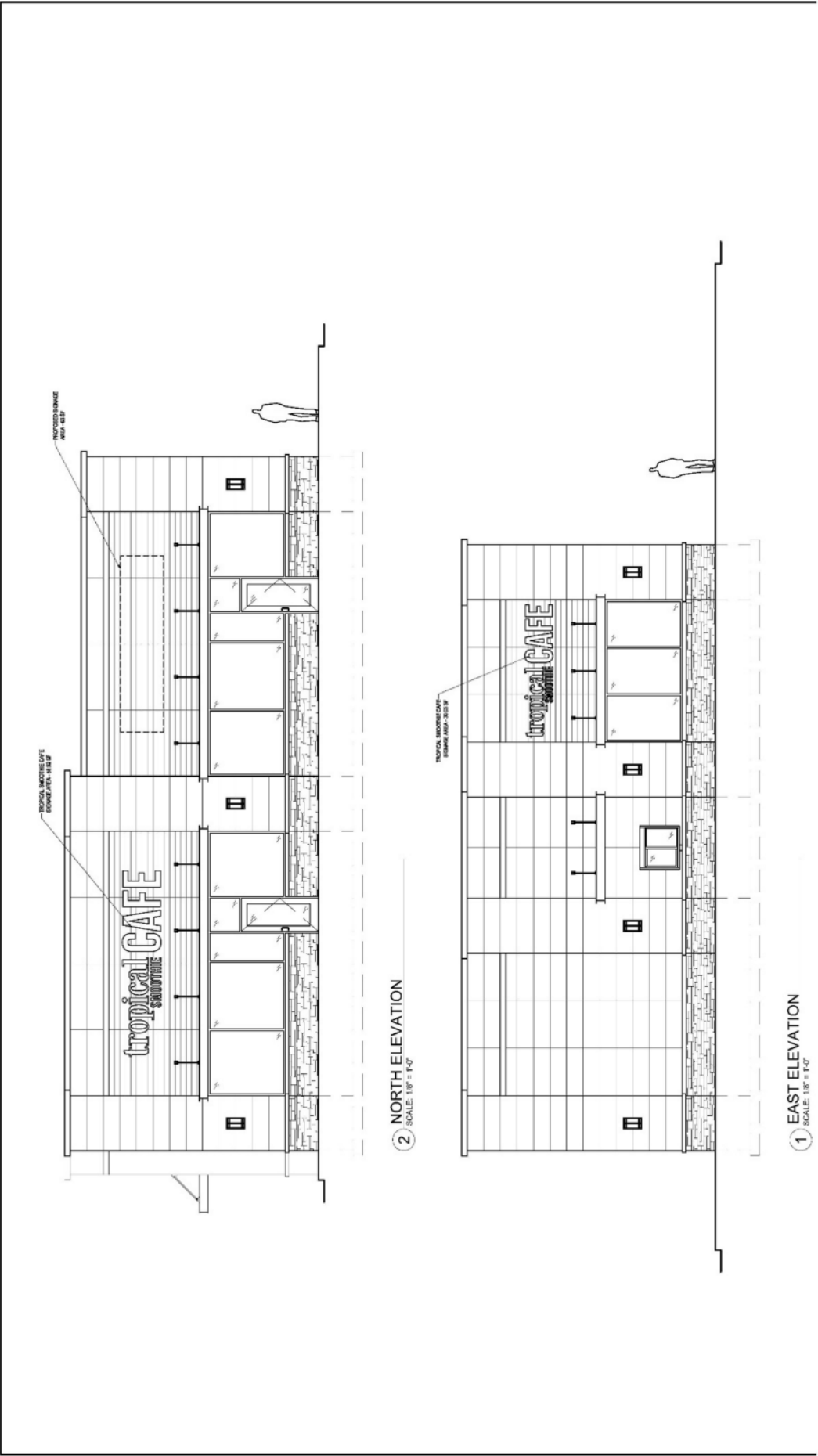
PUD Master Land Use Plan Exhibits




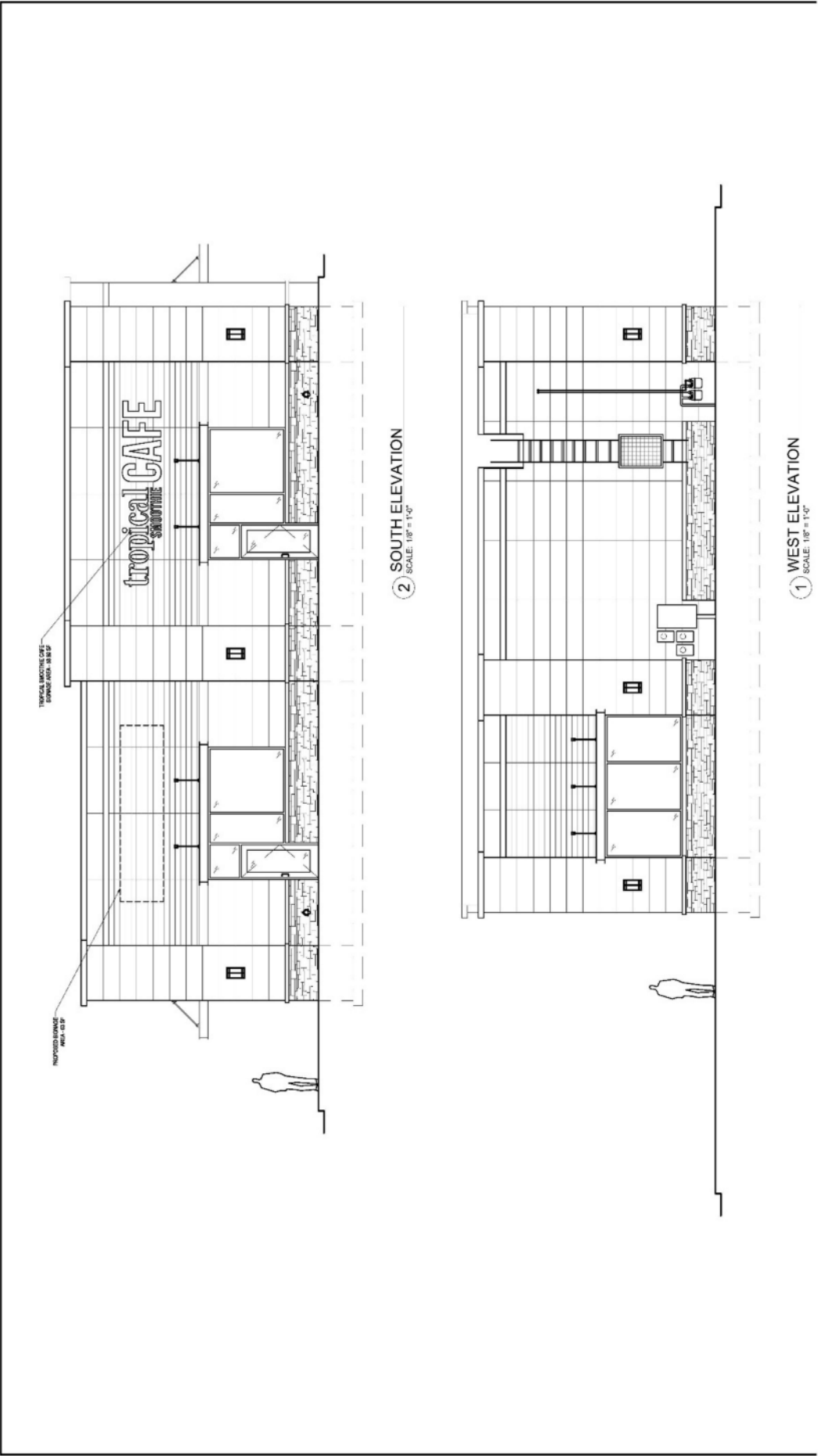
ARCHITECT: kolbrook design <small>100 MAIN STREET SUITE 200 EVANSTON, IL 60201 TEL: 847.329.8800 WWW.KOLBROOKDESIGN.COM</small>	PROJECT: TROPICAL SMOOTHIE CAFE - MULTI-TENANT - BELOIT, WI BELOIT, WI	Job No. 1874.033 Issue Date 2025 04 14 Project Area 3,484 SF
	1" = 50'-0" OVERALL SITE PLAN	




ARCHITECT:  kolbrook design 1000 W. BROADWAY SUITE 300 EVANSTON, IL 60201 PH 847.432.1852 PROJECTS@KOLBROOKDESIGN.COM	PROJECT: TROPICAL SMOOTHIE CAFE - MULTI TENANT - BELOIT, WI BELOIT, WI		Job No. 1674.033
	1/8"=1'-0"		Issue Date 2025 04 14
	NORTH & EAST ELEVATIONS		Project Area 3,484 SF



ARCHITECT:  kolbrook design 800 MAIN STREET SUITE 300 EVANSTON, IL 60201 EVANSTON, IL 60201 EVANSTON, IL 60201	PROJECT: TROPICAL SMOOTHIE CAFE - MULTI TENANT - BELOIT, WI BELOIT, WI	Job No. 1674.033
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ARCHITECT:  kolbrook design 300 N. KANSAS STREET SUITE 300 EVANSTON, IL 60201 EVANSTON, IL 60201 EVANSTON, IL 60201	PROJECT: TROPICAL SMOOTHIE CAFE - MULTI TENANT - BELOIT, WI BELOIT, WI	Job No. 1674.033
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	SOUTH & WEST SIGN ELEVATIONS	Project Area 3,484 SF

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: 1806 Sutler Avenue

2. Legal description: Lot 3, CSM VOL 40, PGS 146-150 - See attached CSM

If necessary attach a copy of the complete legal description.

3. Area of parcel in square feet or acres: 22,639.57 SF

4. Tax Parcel Number(s): TBD

5. Owner of record: Salem Najjar Phone: 248-513-3666

42500 W 11 Mile Rd. STE C Novi, MI 48375

(Address) (City) (State) (Zip)

6. Applicant's Name: Steven Kolber

828 Davis Street Evanston IL 60201

(Address) (City) (State) (Zip)

847-492-1992 EXT. 1 / 630-300-4699 / skolber@kolbrook.com

(Office Phone #) (Cell Phone #) (E-mail Address)

7. All existing use(s) on this property are: _____

8. The applicant requests review and approval of a PLANNED UNIT

DEVELOPMENT /Master Land Use Plan: in a(n) Existinng PUD Zoning District.

9. A Preapplication Conference was held on: 02/19/25.

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

Principal use(s): Tropical Smoothie Cafe Restaurant w/ Drive Thru

Secondary use(s): Retail or Food Service Tenant

11. State how the proposed development differs from the type of development that would

be permitted under the existing zoning regulations. The proposed use matches the

existing PUD it is currently a part of.

12. Describe how the proposed development provides greater benefits to the City of Beloit

than an otherwise permitted development. The proposed use brings tax generating concerns

to the currently under used parking area by creating an outlot development anchored by a

national food service tenant and is harmonious with neighboring uses.

13. Project timetable: Start date: ASAP Completion date: 4 to 6 months

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: Purchasor of Lot 3

☐ 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.

	/	Salem Najjar	/	4/4/2025
(Signature of Owner)		(Print name)		(Date)
	/	Steven Kolber	/	04/02/25
(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.

To be completed by Planning Staff

Filing fee: **\$500.00** 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

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If necessary attach a copy of the complete legal description.
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4. Tax Parcel Number(s): TBD
5. Owner of record: ARN Holdings Phone: 608 530 2655
1810 Sutler Ave Beloit WI 53511
(Address) (City) (State) (Zip)
6. Applicant's Name: Steven Kolber
828 Davis Street Evanston IL 60201
(Address) (City) (State) (Zip)
847-492-1992 EXT. 1 / 630-300-4699 / skolber@kolbrook.com
(Office Phone #) (Cell Phone #) (E-mail Address)
7. All existing use(s) on this property are: _____
8. The applicant requests review and approval of a **PLANNED UNIT DEVELOPMENT /Master Land Use Plan: in a(n) Existing PUD Zoning District.**
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10. All the proposed use(s) for this property will be:
Principal use(s): Tropical Smoothie Cafe Restaurant w/ Drive Thru
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11. State how the proposed development differs from the type of development that would be permitted under the existing zoning regulations. The proposed use matches the existing PUD it is currently a part of.

12. Describe how the proposed development provides greater benefits to the City of Beloit than an otherwise permitted development. The proposed use brings tax generating concerns to the currently under used parking area by creating an outlot development anchored by a national food service tenant and is harmonious with neighboring uses.

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() Leasehold, length of lease: _____

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(Signature of Owner)

(Print name)

(Date)

(Signature of Applicant, if different)

Steven Kolber

(Print name)

04/02/25

(Date)

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400 Midland Court, STE 101 Janesville, WI 53546

(Address)

(City)

(State)

(Zip)

6. Applicant's Name: Steven Kolber

828 Davis Street

Evanston

IL

60201

(Address)

(City)

(State)

(Zip)

847-492-1992 EXT. 1

/ 630-300-4699

/ skolber@kolbrook.com

(Office Phone #)

(Cell Phone #)

(E-mail Address)

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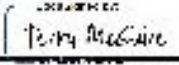
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- ☐ Leasehold, length of lease: _____
- ☐ Contractual, nature of contract: _____
- ☐ Other, explain: _____

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.

	Terry McGuire	4/4/2025
(Signature of Owner)	(Print name)	(Date)
	Steven Kolber	04/02/25
(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.

To be completed by Planning Staff

Filing fee: **\$500.00** Amount paid: _____ Meeting date: _____

Application accepted by: _____ Date: _____

Developer's Statement

Please accept this as the narrative for the 2-tenant building proposed at the Milwaukee Rd. and Sutler Ave outlot of the existing Morgan Square development.

The scope of the project includes the construction of a 2-tenant cementitious panel clad building with a drive-thru proposed for the Tropical Smoothie Café, which will be the east tenant. The west tenant is TBD. The building is designed with parapets to screen all roof top equipment with an access ladder to the roof on the west elevation. The south elevation has spandrel glass and is designed to be a more appropriate façade facing Milwaukee Rd., rather than a typical rear elevation. Access to the site will be primarily served by Sutler Ave. to the east.

Site work includes adjusting curbs on Sutler Ave. as required to allow for this project to sit properly, providing a pedestrian walkway to connect to the existing sidewalk that leads to the south and creating a small patio area in front of the Tropical Smoothie Cafe. Utilities for the development are to be provided by the seller and will be done under separate permit, or included with our development permit, funded by the seller.

The proposed overall lot size is 22,640 SF with the building consisting of 3,484 SF. The building itself sits 99'-6" from the north property line, 54'-1" from the east property line, 30'-0" from the south property line, and 5'-7" from the west property line. The site provides for 18 parking spaces (3 accessible) within the property lines, but there is a cross access / cross parking agreement with the Morgan Square development, and we are looking to secure the same type of agreement with Arn directly to the west. The building's maximum height is proposed to be 23'-0" and covers approx. 15.4% of the proposed site. Open space as proposed is just above the 15% as required by the municipality.

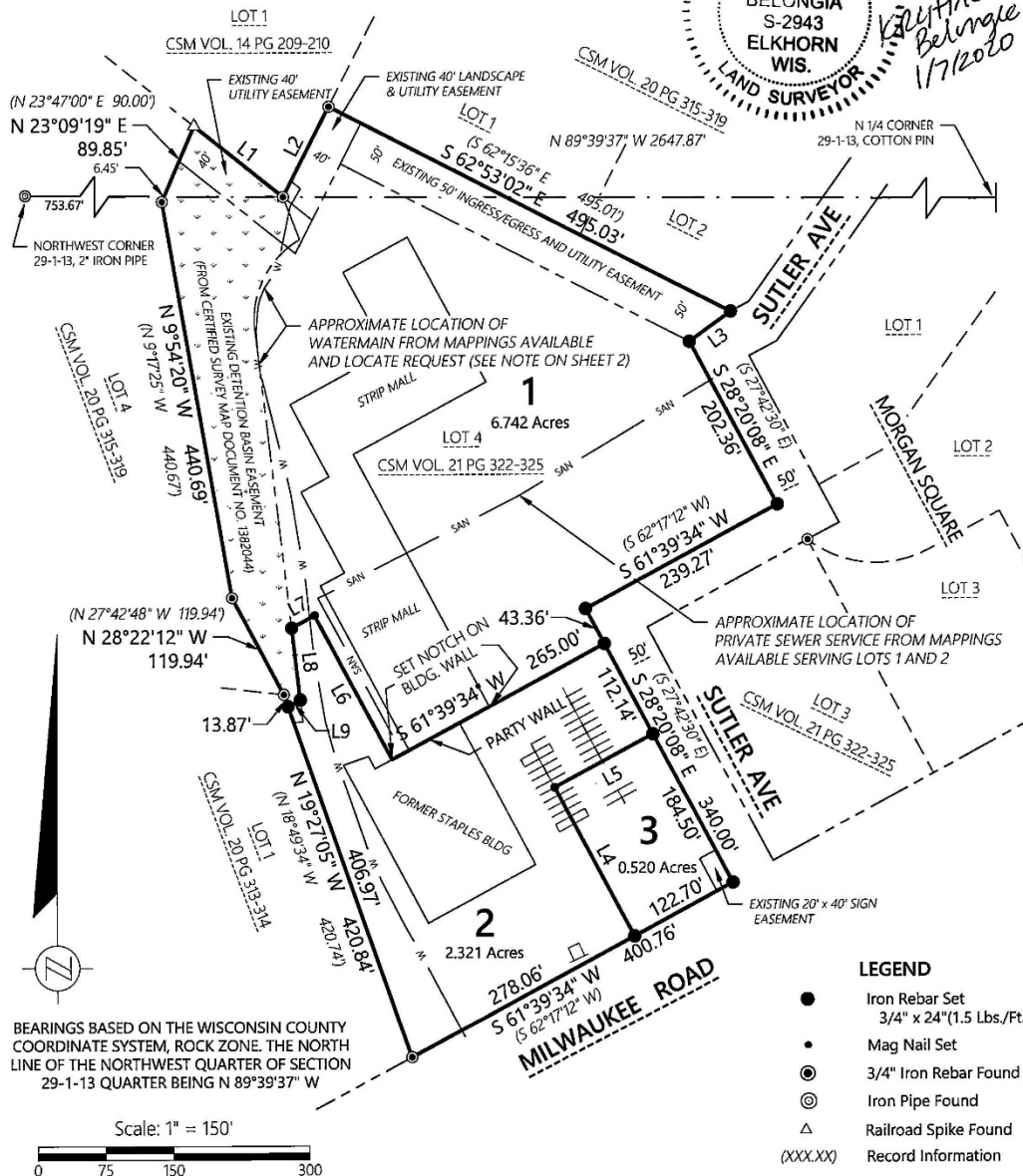
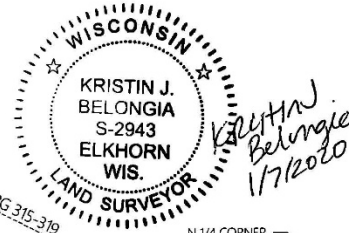
We intend for the signage requirements to match the C2 standards for Beloit. We will have signage for both tenants on the front (north elevation) and rear (south elevation). We also would like to place signage for the Tropical Smoothie Café on the east elevation facing Sutler Ave. A monument sign will also be applied for to be located just east of the sidewalk we are adding to connect to the existing sidewalk heading south towards Milwaukee Rd.



2145240
SANDY DISRUD
REGISTER OF DEEDS
ROCK COUNTY, WI
RECORDED ON
01/09/2020 02:16 PM
REC FEE: 30.00
FILED: CSM 40-146
PAGES: 5

CERTIFIED SURVEY MAP

OF LOT 4 OF CERTIFIED SURVEY MAP DOCUMENT NO. 1382044 AS RECORDED IN VOLUME 21 OF CERTIFIED SURVEY MAPS, PAGES 322-325, BEING PART OF THE SW 1/4 OF THE SW 1/4 OF SECTION 20 AND PART OF THE NW 1/4 OF THE NW 1/4 AND PART OF THE NE 1/4 OF THE NW 1/4 OF SECTION 29 ALL IN T. 1 N., R. 13 E., OF THE 4TH P.M., SITUATED IN PART OF LOTS 4 AND 5 OF MORGAN FARM, CITY OF БЕЛОИТ, ROCK COUNTY, WISCONSIN.



ORDER NO: 33434 BOOK: SEE FILE FIELD CREW: DE DRAWN BY: RHL SHEET 1 OF 5	ORDERED BY TERRY MCGUIRE 400 MIDLAND COURT, SUITE 101 JANESVILLE WI 53546	Batterman engineers surveyors planners 2857 Bartells Drive 608.365.4464 Beloit, Wisconsin 53511 www.rhbatterman.com	3
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