



CITY HALL • 100 STATE STREET • BELOIT, WI 53511

MEETING NOTICE AND AGENDA
Beloit City Plan Commission
Wednesday, March 20, 2013 at 7:00 PM
The Forum
Beloit City Hall, First Floor
100 State Street, Beloit

1. **Call to Order and Roll Call**
2. **Approval of the Minutes of the March 6, 2013 Meeting**
3. **Extraterritorial Certified Survey Map – 1929 and 1999 South Royce Avenue**
Review and consideration of a two-lot Certified Survey Map for the properties located on 1929 and 1999 South Royce Avenue in the Town of Beloit
4. **Certified Survey Map – Casey’s General Store – 2240 Cranston Road**
Review and consideration of a one-lot Certified Survey Map for the property located at 2240 Cranston Road in the City of Beloit
5. **Conditional Use Permit – Casey’s General Store - 2240 Cranston Road**
Public hearing, review and consideration of a Conditional Use Permit to allow a limited vehicle service use (gas station) and indoor alcohol sales in a C-2, Neighborhood Commercial District, for the property located at 2240 Cranston Road
6. **Sign Ordinance Exception – Casey’s General Store - 2240 Cranston Road**
Public hearing, review and consideration of exceptions to Section 30.40(2)(c) and 30.40(2)(e) of the Outdoor Sign Regulations to allow a secondary, on-premises wall sign to be larger than 30 square feet in area and to allow more than three (3) secondary, on-premises signs in a C-2, Neighborhood Commercial District, for the property located at 2240 Cranston Road
7. **Status Report on Prior Plan Commission Items**
8. **Adjournment**

If you are unable to attend this meeting, please contact Gail Riddle in the Planning Office at 364-6700 **no later than 4:00 PM the day before the meeting.**

Notice Mailed: March 15, 2013

Approved: Julie Christensen
Community Development Director

**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



CITY HALL • 100 STATE STREET • BELOIT, WI 53511

MINUTES
BELOIT CITY PLAN COMMISSION
Wednesday, March 6, 2013
The Forum, Beloit City Hall
100 State Street, Beloit

1. **Call to Order and Roll Call**

Chairperson Ramsden called the meeting to order at 7:00 PM. Gail Riddle called the roll. Present was Chairperson Ramsden, Commissioner Jacobsen, Commissioner Faragher, Commissioner Smith, Commissioner Kelly, and Commissioner Kincaid. Commissioner Moore and Commissioner Seifarth were absent.

2. **Approval of the Minutes of the February 20, 2013 Meeting**

Commissioner Faragher moved and Commissioner Kelly seconded a motion to approve the February 20, 2013 minutes. The minutes were approved. (5-0)

3. **Certified Survey Map – Beloit Memorial Hospital - 1650 Lee Lane**

Review and consideration of a two-lot Certified Survey Map for the property located at 1650 Lee Lane in the City of Beloit

Commissioner Jacobsen left the room because of a conflict of interest, and therefore abstained.

Julie Christensen summarized the Staff Report and Staff Recommendation.

Commissioner Kincaid asked if the site plan attached to the packet would be changed any, and Ms. Christensen said that she was not sure because Drew Pennington is still reviewing it. Commissioner Kincaid commented that it was small print and he could not read very well.

Bob Leuenberger, RH Batterman's, presented a larger copy of the site plan.

Commissioner Kincaid asked if the setback had sufficient space for landscaping, and Ms. Christensen answered that there was space for landscaping.

Commissioner Kincaid asked if the intermediate school site would have an access point on Lee Lane.

Brad Lawver, Cornelier's and president of the I-90/I-39 Business Association, commented that he was at a meeting with the School District and representatives from Finley-Dencker

and Bud Weiser Motors earlier in the day, and they were talking about the school having an access road off of Lee Lane and they did not want it because of the excess business there. Serta was also against an access road off Lee Lane. Mr. Lawver said that he was concerned about sidewalks and landscaping.

Greg Gaul, Director of Facilities for Beloit Health Systems, commented that one of their primary concerns based on the visibility of the site is that they want to make it safe and functional, yet at the same time make it attractive. Mr. Gaul said that the site plan does not do justice to what it will look like and he gave more details on what the plans would be.

Commissioner Ramsden asked Mr. Gaul if there would be a fence and Mr. Gaul answered that as of right now, there were no plans for a fence.

Commissioner Faragher moved to approve the Certified Survey Map and Commissioner Ramsden seconded the motion. The motion carried. (4-0)

4. **Certified Survey Map – East Hart Road Immediately East of I-39/I-90**

Review and consideration of a one-lot Certified Survey Map for the property located on East Hart Road immediately east of I-39/I-90 in the Town of Turtle

Ms. Christensen summarized the Staff Report and Staff Recommendation.

Commissioner Faragher moved to approve the Certified Survey Map and Commissioner Kelly seconded the motion. The motion approved. (5-0)

5. **Conditional Use Permit – Self-Service Storage - 3022 Ford Street**

Public hearing, review and consideration of a Conditional Use Permit for a self-service storage use in conjunction with the rental of trucks and trailers in a C-3, Community Commercial District, for the property located at 3022 Ford Street

Ms. Christensen summarized the Staff Report and Recommendation.

Chairperson Ramsden opened the Public Hearing.

David Pollock, Principal Planner for U-Haul International, stated that they would provide a positive development. Mr. Pollock commented that they did meet with staff, and the applicant is willing to meet all of the conditions and work with staff on them. Mr. Pollock commented that this particular site had been vacant for a number of years, and they would be able to improve the existing development on the property and provide a viable business. He added that there would also be employment opportunities for the community. After Mr. Pollock gave details on what their business was and what it would bring to the community, he asked that the Board please consider their request for the CUP approval, adding that they were a sustainable company and are here to help the community and be a part of the community.

Jim Lorimer, Americo Real Estate, commented that they were a national company and had an interest in working with the City of Beloit. Mr. Lorimer stated that this is a prime location for them. They want to create a cohesive campus. They would add landscaping, fix and replace the metal siding with a texturized panel, replace paving, replace fencing, creating a brand new look in the building.

Commissioner Faragher asked approximately how many U-haul dealerships there were. Thomas Odell answered that there were approximately 15,000. Commissioner Faragher asked what makes Beloit so attractive, and Mr. Odell answered that it is a market that has not been tapped and he feels it is a good fit.

Brad Lawver, Corneliers and President of the I-90/I-39 Business Association, commented that his concerns related to looking ahead to the future. Mr. Lawver stated that they were not against development, but he does not know if that spot would be the right spot for the U-haul development or the right image that should be displayed on I-90. Mr. Lawver feels that it would be better to have retail in that area.

Commissioner Kincaid asked if there would be a conflict with the property and the future interchange, and Mr. Lawver said that he did not think so as long as they stayed within the parcel boundaries.

Commissioner Faragher commented that the idea that a large retail development would be coming to this particular location seems a bit 'iffy' and problematic. Mr. Lawver stated that he is hoping that will change.

Commissioner Ramsden said that he feels that the City made a big mistake by allowing the Pilot gas station to go in that area and that now the City should be careful of boxing out future retail by putting in another lower use application. Commissioner Faragher stated that he feels that parcel would be a little small for retail use without changing other uses.

Chairperson Ramsden closed the Public Hearing.

Commissioner Jacobsen commented that she had received one positive and one negative comment from individuals. She stated that she does not feel that in today's economy we should be looking out for the future that never comes. Commissioner Jacobsen added that she has been here all her life and seen retail go out, but never come in.

Commissioner Faragher commented that if the proposals are going to be met by developers, it sounds pretty good. Commissioner Kelly commented that it seems very permanent to her and he feels that once they are there, they will never go away.

Commissioner Kincaid added that appearance is important and everything should add value to surrounding properties.

Chairperson Ramsden commented that he was surprised that no one was there from the City, such as Andrew Janke from Economic Development, to expand on their reason for recommending denial.

Commissioner Faragher moved to approve the Conditional Use Permit subject to conditions recommended by staff, for 3022 Ford Street and Commissioner Jacobsen seconded the motion. The motion carried with Commissioners Ramsden, Jacobsen, and Faragher voting 'aye' and Commissioners Smith and Kelly voting 'nay'. (3-2)

6. **Alley Vacation – North-South Alley Located in the Block Bound by North Street, Sixth Street, Olympian Boulevard and Fourth Street**

Public hearing, review and consideration of the vacation of an unnamed north-south alley located in the block bound by North Street, Sixth Street, Olympian Boulevard, and Fourth Street

Ms. Christensen summarized the Staff Report and Staff Recommendation.

Chairperson Ramsden opened and closed the Public Hearing.

Commissioner Jacobsen moved and Commissioner Faragher seconded a motion to approve the Alley Vacation. The motion carried.

7. **Comprehensive Plan Amendment – 1528 and 1532 Forest Avenue and 1533 W. Grand Avenue**

Public hearing, review and consideration of an amendment to the Future Land Use Map of the City's Comprehensive Plan from Single-Family Residential – Urban to Institutional and Community Services for the properties located at 1528 and 1532 Forest Avenue and 1533 W. Grand Avenue

Ms. Christensen summarized the Staff Report and Staff Recommendation.

Chairperson Ramsden opened the Public Hearing.

Janelle Marotz, School District of Beloit, was present to answer questions.

Commissioner Faragher asked approximately how much it would cost to purchase properties.

Ms. Marotz answered that all three properties had been purchased and the cost for two of them were around \$40,000 and the other was around \$60,000.

Commissioner Smith asked if the two properties to the west were residential, and Ms. Christensen answered that they were.

Commissioner Kincaid asked if there were plans for landscaping, adding that the primary mission is for education, but there also needs to be green space. Ms. Marotz stated that adding green space and play space is one of their primary missions.

Commissioner Faragher made a motion to approve and Commissioner Smith seconded the motion to approve the Comprehensive Plan Amendment. The motion carried. (5-0)

8. **Ordinance to Amend Various Sections of the Code of General Ordinances of the City of Beloit Pertaining to the Reorganization of the Community Development Department**

Public hearing, review and consideration of an amendment to various sections of the Code of General Ordinances of the City of Beloit Pertaining to the Reorganization of the Community Development Department

Ms. Christensen summarized the Staff Report and Staff Recommendation.

Chairperson Ramsden opened and closed the Public Hearing.

Commissioner Faragher moved and Commissioner Kelly seconded a motion to approve the Ordinance. The motion carried. (5-0)

9. **Status Report on Prior Plan Commission Items**

Ms. Christensen informed the Commission that the Wellhead Protection Ordinance did go to Council and it was laid over until the April 1 meeting. The Connections City Center plan was approved. The Comprehensive Plan Amendment for the School District for Hackett and the High School was approved. Also, the Comprehensive Plan Amendment for 501 Prospect was approved.

10. **Adjournment**

The meeting adjourned at 8:14 PM.

Respectively submitted,
Gail Riddle

and Bud Weiser Motors earlier in the day, and they were talking about the school having an access road off of Lee Lane and they did not want it because of the excess business there. Serta was also against an access road off Lee Lane. Mr. Lawver said that he was concerned about sidewalks and landscaping.

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Chairperson Ramsden opened and closed the Public Hearing.

Commissioner Faragher moved and Commissioner Kelly seconded a motion to approve the Ordinance. The motion carried. (5-0)

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Respectively submitted,
Gail Riddle

CITY OF BELOIT

REPORT TO THE BELOIT CITY PLAN COMMISSION

Meeting Date: March 20, 2013

Agenda Item: 3

File Number: CSM-2013-05

Applicant: Wisconsin Power and Light Company

Owner of Propose Lot 1: Wisconsin Power and Light Company

Location: 1929 and 1999 South Royce Avenue, Town of Beloit

Owner of Proposed Lot 2: Barbara S. Atwood

Existing Zoning: I-1, Light Industrial District (Town Zoning)

Existing Land Use: Utility and Manufacturing **CSM Area:** 0.447 Acres

Request Overview/Background Information:

In accordance with Section 12.05 of the Subdivision Ordinance, the applicant has submitted an Application for Review of a Minor Subdivision and two-lot preliminary Certified Survey Map (CSM) for the properties located at 1929 and 1999 South Royce Avenue in the Town of Beloit within the City's Extraterritorial Jurisdiction. The attached Location & Zoning Map shows the location of the property involved in this application.

Key Issues:

- The proposed CSM transfers 7,170 square feet between adjoining property owners. Essentially, 50-feet of land will be acquired by the property owner of proposed Lot 1 from the property owner of proposed Lot 2 to allow for an expansion of a substation on proposed Lot 1.
- Proposed Lot 1 is 0.447 acres in area and is located at the intersection of Eddy Avenue and South Royce Avenue on the northeast corner. It includes approximately 150-feet of frontage on South Royce Avenue.
- Proposed Lot 2 is 1.299 acres and is located south of Lot 1. It has 325.4 feet of frontage on South Royce Avenue.
- The City's Review Agents have not submitted any comments, concerns, or recommendations.

Consistency with Comprehensive Plan and Strategic Plan:

The Comprehensive Plan recommends Planned Mixed Use for the subject property. The underlying utility use is consistent with recommended land uses for this future land use category. Consideration of this request supports City of Beloit Strategic Goal #5.

Sustainability:

- **Reduce dependence upon fossil fuels** – N/A
- **Reduce dependence on chemicals and other manufacturing substances that accumulate in nature** – N/A
- **Reduce dependence on activities that harm life sustaining eco-systems** – N/A
- **Meet the hierarchy of present and future human needs fairly and efficiently** – N/A

Staff Recommendation:

The Planning and Building Services Division recommends **approval** of the attached two-lot Certified Survey Map (CSM) for the properties located at 1929 and 1999 South Royce Avenue in the Town of Beloit, subject to the following condition:

1. The applicant shall record the CSM with the Rock County Register of Deeds and shall provide the Planning and Building Services Division with a copy of the recorded CSM by December 31, 2013.

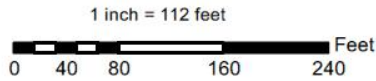
Fiscal Note/Budget Impact: N/A

Attachments: Location Map, Application, CSM, and Resolution.

Location Map

1929 and 1999 Royce Avenue

CSM-2013-05



Map prepared by: Michael D. Lofton II
Date: February 2013
For: City of Beloit, Planning and Building Services
Date of Aerial Photography: April 2011

PLANNING & BUILDING SERVICES DIVISION

CITY of BELOIT
Neighborhood Planning Division

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

Application for Review of a Minor Subdivision

(Please Type or Print)

File Number: CSM-2013-05

- 1. Address of property: 1999 S. Royce Avenue Beloit, WI 53511
- 2. Tax Parcel Number(s): 6-2-1957.1B
- 3. Property is located in (circle one): ~~City of Beloit~~ or Town of: Ford; Beloit; ~~Beck~~ or ~~Industrial~~
In the SE Quarter of Section 24, Township 1 North, Range 12 East of the 4th P.M.
- 4. Owner of record: WISCONSIN POWER AND LIGHT COMPANY Phone: 608-958-6221
4902 N. BELTMOOR LANE, STE 1000 MADISON, WI 53718
(Address) (City) (State) (Zip)
- 5. Surveyor's name: TIMOTHY J. TRACE Phone: 608-824-1408
4902 N. BELTMOOR LANE, STE 1000 MADISON, WI 53718
(Address) (City) (State) (Zip)
- 6. Number of new lots proposed with this land division is 1 lot(s).
- 7. Total area of land included in this map: 0.447 Acres or 19,472 S.F.
- 8. Total area of land remaining in parent parcel: 1.305 Acres or 56,845 S.F.
- 9. Is there a proposed dedication of any land to the City of Beloit? No
- 10. The present zoning classification of this property is: I-1 LIGHT INDUSTRIAL
- 11. Is the proposed use permitted in this zoning district: Yes
- 12. **THE FOLLOWING ITEMS MAY NEED TO BE COMPLETED AND/OR ATTACHED:**
 - Site Assessment Checklist; is required if the total area of CSM is over 5 acres.
 - Pre-application meeting; a pre-application meeting was held on _____ with City of Beloit Staff.
 - Developer's Statement; as required by section 12.02(7) of the Subdivision Ordinance.
 - Phase One Environmental Assessment; as per section 12.05(1)(c) of the Subdivision Ordinance.
 - Certified Survey Map; one copy as required by section 12.05(1) of the Subdivision Ordinance.

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

Steven M. Bazz, for W.P.L. | STEVEN M. BAZZ, for W.P.L. | 2/20/13
(Signature of applicant) (Name of applicant) (Date)

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

Review fee: <u>\$150 plus \$10 per lot</u>	Amount paid: <u>\$160.00</u>
Scheduled meeting date: <u>March 20, 2013</u>	
Application accepted by: <u>Michael D. Lyle, III</u>	Date: <u>2-25-2013</u>

PRELIMINARY

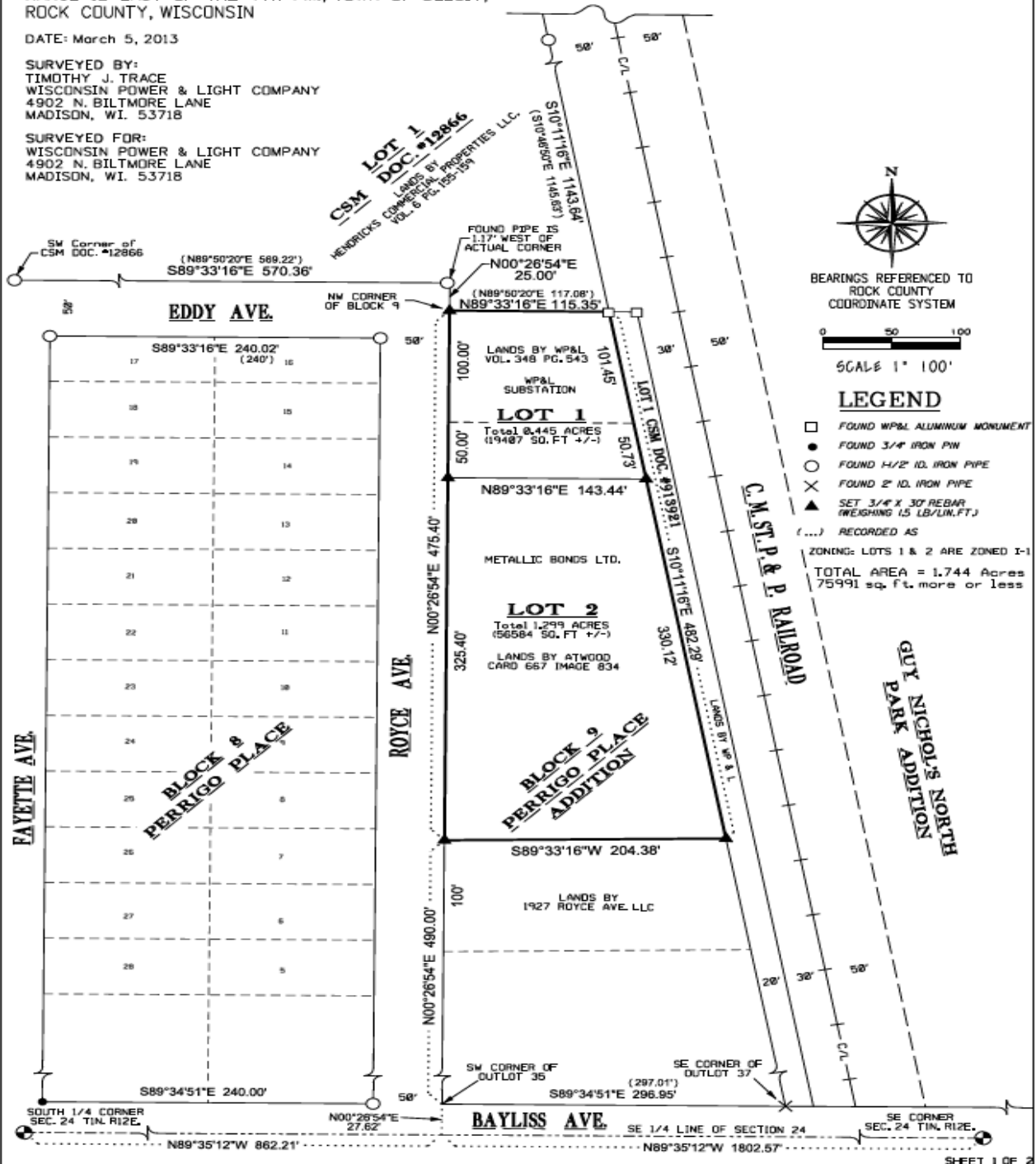
ROCK COUNTY CERTIFIED SURVEY MAP

PART OF BLOCK 9 OF PERRIGO PLACE ADDITION,
RECORDED IN ROCK COUNTY REGISTER OF DEEDS
IN VOL. 7 PG. 59, BEING PART OF THE SW 1/4 OF
THE SE 1/4 OF SECTION 24, TOWNSHIP 1 NORTH,
RANGE 12 EAST OF THE 4TH PM., TOWN OF BELOIT,
ROCK COUNTY, WISCONSIN

DATE: March 5, 2013

SURVEYED BY:
TIMOTHY J. TRACE
WISCONSIN POWER & LIGHT COMPANY
4902 N. BILTMORE LANE
MADISON, WI. 53718

SURVEYED FOR:
WISCONSIN POWER & LIGHT COMPANY
4902 N. BILTMORE LANE
MADISON, WI. 53718



PRELIMINARY

ROCK COUNTY CERTIFIED SURVEY MAP

PART OF BLOCK 9 OF PERRIGO PLACE ADDITION, RECORDED IN ROCK COUNTY REGISTER OF DEEDS IN VOL. 7 PG. 59, BEING PART OF THE SW 1/4 OF THE SE 1/4 OF SECTION 24, TOWNSHIP 1 NORTH, RANGE 12 EAST OF THE 4TH PM., TOWN OF BELOIT, ROCK COUNTY, WISCONSIN

SURVEYOR'S CERTIFICATE:

I, **Timothy J. Trace**, Registered Land Surveyor in the State of Wisconsin, **DO HEREBY CERTIFY** that by the order of Wisconsin Power and Light Company and Barbara S. Atwood, Owners, I have surveyed, divided, monumented and mapped Part of the SW 1/4 of the SE 1/4 of Section 24, Township 1 North, Range 12 East of the 4th PM., Town of Beloit, Rock county, Wisconsin described as follows:

Commencing at the southeast corner Section 24, Town 1 North, Range 12 East;
Thence N89°35'12"W along the south line of the southeast quarter of Section 24, a distance of 1,802.57 feet;
Thence N00°26'54"E, 27.62 feet to the southwest corner of Outlot 35 of Perrigo Place Addition;
Thence continuing N00°26'54"E along the west line of Block 9 of Perrigo Place Addition, also being east right-of-way line of Royce Avenue, 490.00 feet to the Point-Of-Beginning;
Thence continuing N00°26'54"E along the west line of Block 9 of Perrigo Place Addition, also being east right-of-way line of Royce Avenue, 475.40 feet to the northwest corner of Block 9 of Perrigo Place Addition;
Thence N89°33'16"E along the north line of Block 9 of Perrigo Place Addition, a distance of 115.35 feet to the northeast corner of Block 9, also being the northwest corner of Lot 1 CSM Document # 913921;
Thence S10°11'16"E along said east line of Block 9 of Perrigo Place Addition also being the west line of Lot 1 CSM Document # 913921, a distance of 482.29 feet;
Thence S89°33'16"W, 204.38 feet to the Point-Of-Beginning.
Said parcel contains 1.744 Acres or 75991 sq. ft. more or less.

I DO FURTHER CERTIFY that this Certified Survey Map is a true and correct representation of the boundaries of the land Surveyed and that I have fully complied with the provisions of Chapter 236.34 of the Wisconsin Statutes and Chapter 2 of Title 16 of the Rock County Code of Ordinances in surveying and mapping the same to the best of my knowledge and belief.

Timothy J. Trace
REGISTERED LAND SURVEYOR NO. S-2399
Dated this ____ day of _____, 2013

TOWN BOARD APPROVAL:

Be it resolved that this Certified Survey Map is hereby approved by the Town Board of Beloit.
Dated this ____ day of _____, 2013.

TOWN OF BELOIT CLERK / TREASURER

CITY OF BELOIT PLANNING COMMISSION APPROVAL:

Be it resolved that this Certified Survey Map is hereby approved by the City of Beloit Planning Commission.
Dated this ____ day of _____, 2013.

CITY OF BELOIT CLERK

ROCK COUNTY BOARD APPROVAL:

Be it resolved that this Certified Survey Map is hereby approved by the Rock County Planning & Development Board.

Dated this ____ day of _____, 2013.

ROCK COUNTY CLERK

**RESOLUTION
APPROVING A TWO-LOT CERTIFIED SURVEY MAP
FOR THE PROPERTY LOCATED AT 1929 AND 1999 SOUTH ROYCE AVENUE
IN THE TOWN OF BELOIT**

WHEREAS, Section 12.05(1)b of Chapter 12 of the Code of General Ordinances of the City of Beloit entitled “*Subdivision and Official Map Ordinance*” authorizes the City Plan Commission of the City of Beloit to approve, conditionally approve, or reject any minor subdivision of land within the extraterritorial jurisdiction of the City; and

WHEREAS, the attached two-lot Certified Survey Map for the property located at 1999 South Royce Avenue in the Town of Beloit is located within the extraterritorial jurisdiction of the City; and

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

PART OF BLOCK 9 OF PERRIGO PLACE ADDITION, RECORDED IN ROCK COUNTY REGISTER OF DEEDS IN VOL. 7 PG. 59, BEING PART OF THE SW 1/4 OF THE SE 1/4 OF SECTION 24, TOWNSHIP1 NORTH, RANGE 12 EAST OF THE 4TH PM., TOWN OF BELOIT, ROCK COUNTY, WISCONSIN (A/K/A 1929 and 1999 South Royce Avenue) Containing 1.744 acres, more or less.

NOW, THEREFORE, BE IT RESOLVED THAT the City Plan Commission of the City of Beloit does hereby approve the attached two-lot Certified Survey Map for the properties located at 1929 and 1999 South Royce Avenue in the Town of Beloit, subject to the following condition:

1. The applicant shall record the CSM with the Rock County Register of Deeds and shall provide the Planning and Building Services Division with a copy of the recorded CSM by December 31, 2013.

Adopted this 20th day of March, 2013.

Plan Commission Representative

ATTEST:

Julie Christensen, Community Development Director

CITY OF BELOIT

REPORT TO THE BELOIT CITY PLAN COMMISSION

Meeting Date: March 20, 2013

Agenda Item: 4

File Number: CSM-2013-04

Applicant: Arc Design Resources, Inc.

Owner: S Kent Roberts Cranston
Development Corporation

Location: 2240 Cranston Road

Existing Zoning: C-2, Neighborhood
Commercial District

Existing Land Use: Vacant Land

Total Area: 8.8202 Acres

Request Overview/Background Information:

Arc Design Resources, Inc., on behalf of Casey's General Stores, Inc., has submitted an Application for the Review of a Minor Subdivision and one-Lot Certified Survey Map (CSM) for the property located at 2240 Cranston Road. According to Section 12.05(1)(c) of the Subdivision Ordinance, the Plan Commission may make a recommendation to the City Council to approve, conditionally approve, or deny any minor subdivision that involves the dedication of public lands within the City.

Key Issues:

- The intent of the proposed CSM is to create a buildable parcel for a proposed gas station.
- The gas station would be constructed on proposed Lot 1, which will be 2.697 acres in area. Proposed Lot 1 includes 404 feet of frontage on Cranston Road and 427 feet of frontage on Shopiere Road. The remaining parent parcel will be 6.12 acres in area.
- The Subdivision Ordinance requires the remainder of the parent parcel to be included on the final CSM and labeled as Lot 2 since it is less than 40 acres in size.
- Proposed Lot 1 will be addressed as 2350 Cranston Road because the primary driveway will be on Cranston Road. The property will also be accessible through a secondary driveway on Shopiere Road.
- The proposed lot complies with the minimum lot width, lot area, and setback standards for properties in the C-2 District.
- The CSM includes a right-of-way dedication that is 15-feet wide along Shopiere Road, extending 415-feet.
- The City Engineer has requested that additional right-of-way be dedicated. The right-of way should begin at the intersection of Cranston Road and Shopiere Road and extend west roughly 100-feet, or to the point where the left turning lane for eastbound traffic on Cranston Road begins.
- In addition, the City Engineer will only allow one access driveway or curb cut on Cranston Road for both the parent parcel and proposed Lot-1. Another access driveway to Cranston Road will not be approved in the future for the parent parcel. A joint access agreement should be shown and recorded on the final CSM between the parent parcel and proposed Lot-1.
- The City's other Review Agents have reviewed the proposed CSM and have not submitted any comments.

Consistency with Comprehensive Plan and Strategic Plan:

The City's Comprehensive Plan recommends the Neighborhood Commercial future land use category for the subject property. The underlying C-2, Neighborhood Commercial District is consistent with this recommendation. Consideration of this request supports City of Beloit Strategic Goal #5.

Sustainability:

- **Reduce dependence upon fossil fuels** – N/A
- **Reduce dependence on chemicals and other manufacturing substances that accumulate in nature** – N/A
- **Reduce dependence on activities that harm life sustaining eco-systems** – N/A
- **Meet the hierarchy of present and future human needs fairly and efficiently** – N/A

Staff Recommendation:

The Planning & Building Services Division recommends **approval** of the attached one-lot Certified Survey Map (CSM) for the property located at 2240 Cranston Road in the City of Beloit, subject to the following conditions:

1. Proposed Lot-1 shall be addressed as 2350 Cranston Road.
2. An additional 10-feet of right-of-way shall be dedicated along Cranston Road. The right-of way should begin at the intersection of Cranston Road and Shopiere Road and extend west roughly 100-feet. This right-of-way dedication shall be shown and recorded on the final CSM.

3. The final CSM shall note the joint access agreement between the parent parcel and proposed Lot-1.
4. The final CSM shall include the entire parent parcel.
5. The applicant shall record the CSM with the Rock County Register of Deeds and shall provide the Planning and Building Services Division with a copy of the recorded CSM by December 31, 2013.
6. The final CSM shall be recorded with the Rock County Register of Deeds before Building Permits to construct the gas station facility will be issued.

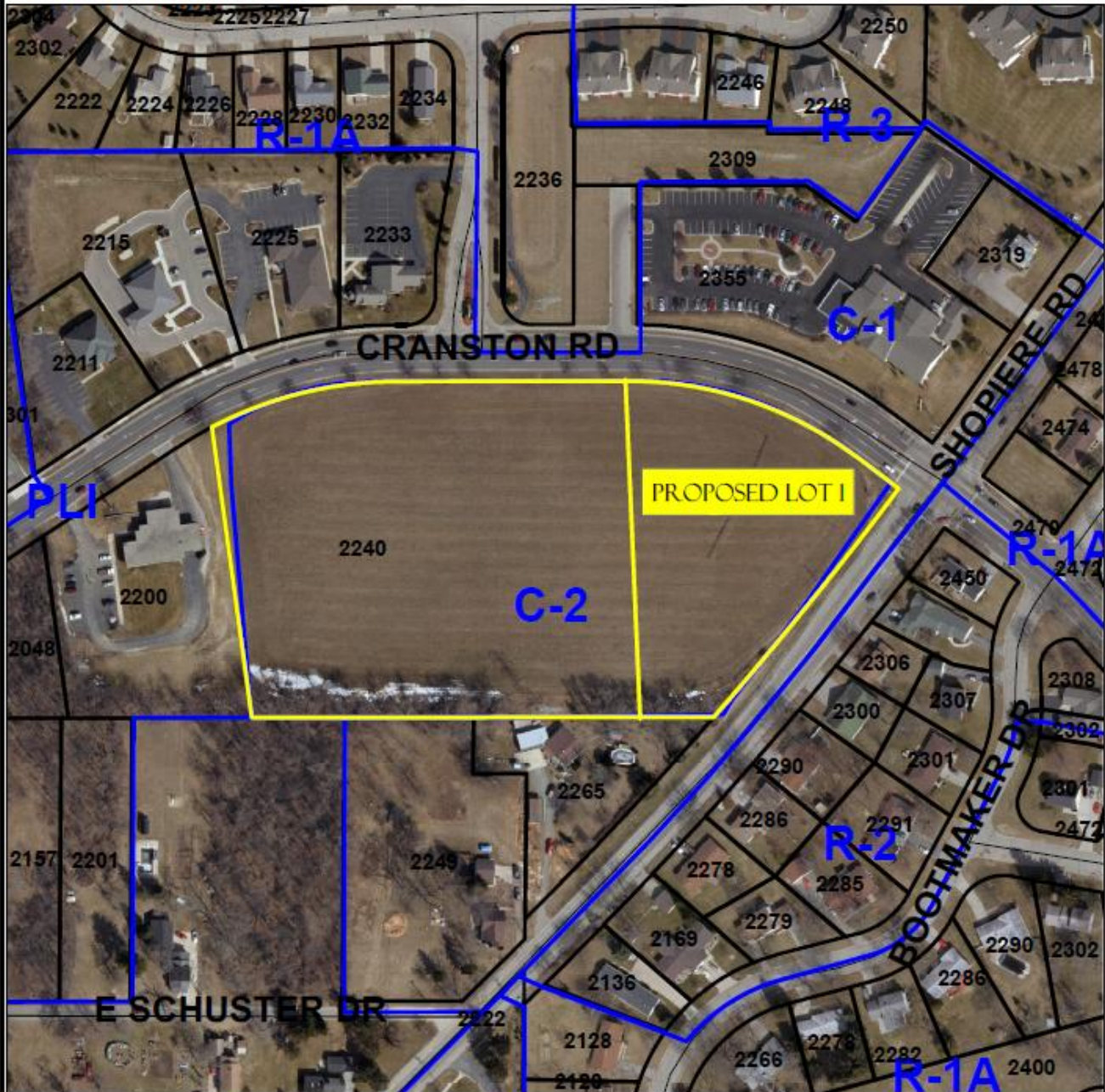
Fiscal Note/Budget Impact: N/A

Attachments: Location & Zoning Map, CSM, and Application

Location & Zoning Map

2240 Cranston Road

CSM-2013-04



1 inch = 202 feet



Legend

- Zoning District
- Parcels

Map prepared by: Michael D. Lofton II

Date: February 2013

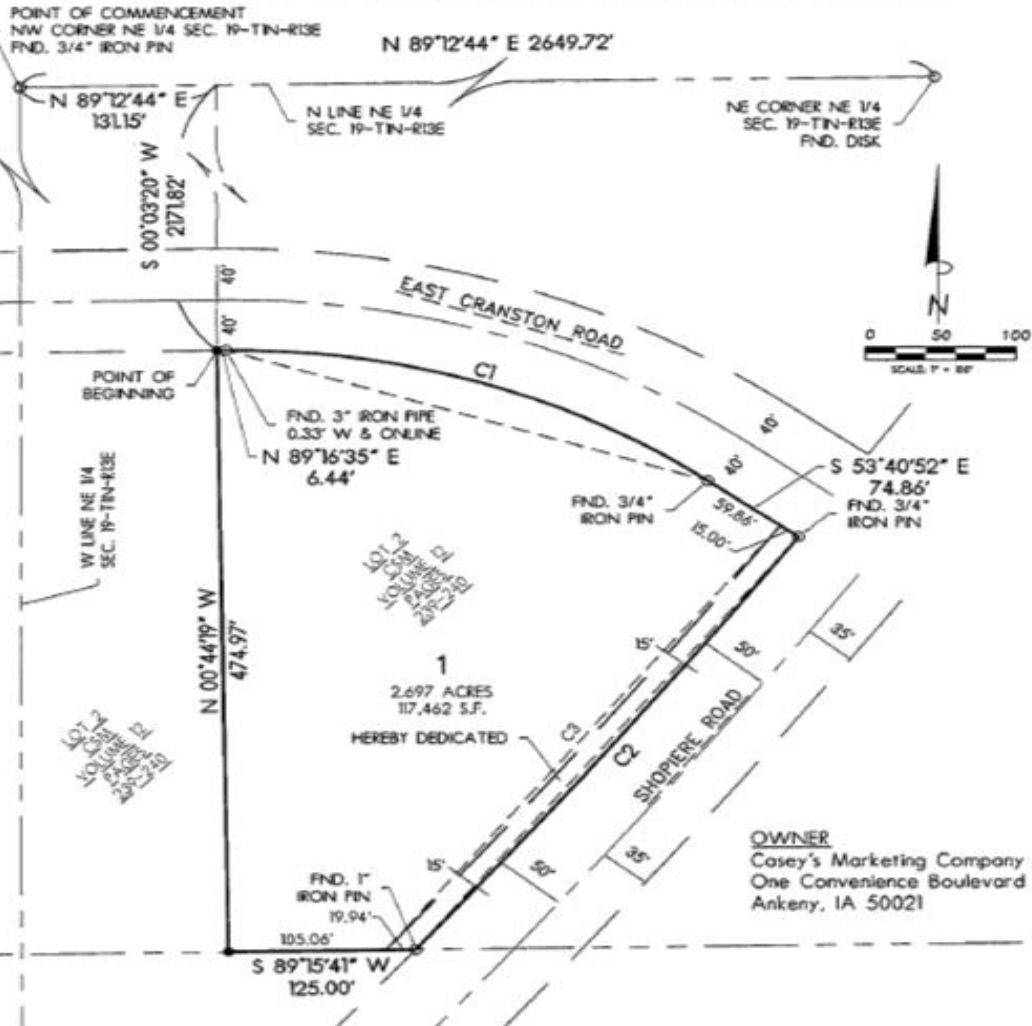
For: City of Beloit, Planning & Building Services

Date of Aerial Photography: April 2011

PLANNING & BUILDING SERVICES DIVISION

ROCK COUNTY CERTIFIED SURVEY MAP No. _____ SHEET 1 OF 3

OF
 PART OF LOT 2 OF A CERTIFIED SURVEY MAP RECORDED IN VOL. 12 ON PAGES 239-240
 AS DOCUMENT NO. 1015699, BEING PART OF A CERTIFIED SURVEY MAP OF LOT 2,
 RECORDED IN VOL. 4, PAGES 324-326 AS DOCUMENT NO. 828694 AND BEING ALSO PART
 OF THE SW 1/4 OF THE NE 1/4 AND PART OF THE SE 1/4 OF THE NW 1/4 OF SECTION
 19, T.1N., R.13E., CITY OF БЕЛОIT, COUNTY OF ROCK, STATE OF WISCONSIN



CURVE	RADIUS	ARC LENGTH	DELTA ANGLE	CHORD LENGTH	CHORD BEARING
C1	532.9600'	343.95'	36°58'36"	338.02'	S 72°12'03" E
C2	5679.8500'	415.40'	4°12'25"	415.30'	S 38°19'12" W
C3	5644.8500'	427.45'	4°19'24"	427.35'	N 38°23'10" E

LEGEND

- SECTION LINE
- PROPERTY LINE
- EXISTING RIGHT-OF-WAY LINE
- PROPOSED RIGHT-OF-WAY LINE
- CENTERLINE
- FOUND MONUMENT
- SET IRON PIN (3/4" DIA. 3.65 lbs/ft)
- 264.05' MEASURED DISTANCE
- S 82°00'00" E MEASURED DIRECTION/BEARING
- S.F. SQUARE FEET
- FIELD WORK COMPLETED ON 01/28/13
- BEARINGS ARE REFERENCED TO THE NORTH LINE OF THE NORTHEAST 1/4 OF SECTION 19-T1N-R13E WHICH BEARS N 89°12'44" E

ROCK COUNTY CERTIFIED SURVEY MAP No. _____ SHEET 2 OF 3

OF

PART OF LOT 2 OF A CERTIFIED SURVEY MAP RECORDED IN VOL. 12 ON PAGES 239-240 AS DOCUMENT NO. 1015699, BEING PART OF A CERTIFIED SURVEY MAP OF LOT 2, RECORDED IN VOL. 4, PAGES 324-326 AS DOCUMENT NO. 828694 AND BEING ALSO PART OF THE SW 1/4 OF THE NE 1/4 AND PART OF THE SE 1/4 OF THE NW 1/4 OF SECTION 19, T.1N., R.13E., CITY OF BELOIT, COUNTY OF ROCK, STATE OF WISCONSIN

I, Ronald J. Larson, Jr., Wisconsin Registered Land Surveyor #S-2752, do hereby certify:

THAT I have surveyed Lot 2 as designated upon Rock County Certified Survey Map recorded in Vol. 12 on Pages 239-240 as Document No. 1015699 in the Office of the Register of Deeds for Rock County, Wisconsin; being part of a Certified Survey Map of Lot 2, recorded in Vol. 4, Pages 324-326 as Document No. 828694 and being also part of the SW 1/4 of the NE 1/4 and part of the SE 1/4 of the NW 1/4 of Section 19, T.1N., R.13E., City of Beloit, County of Rock, State of Wisconsin.

Beginning at the Northwest corner of the Northeast Quarter of said Section 19; thence North 89°12'44" East along the North line of the Northeast Quarter of said Section 19, a distance of 131.15 feet; thence South 00°03'20" West, parallel with the West line of the Northeast Quarter of said Section 19, a distance of 2171.82 feet to a point on the Southerly right-of-way line of East Cranston Road, said point also being the Point of Beginning of this description; thence North 89°16'35" East along the Southerly right-of-way line of said East Cranston Road, a distance of 6.44 feet; thence Southeasterly along the curved Southerly right-of-way line of said East Cranston Road, said curve to the right having a radius of 532.96 feet and a central angle of 36°58'36" (the chord of which bears South 72°13'03" East, a distance of 338.02 feet); thence South 53°40'52" East along the Southerly right-of-way line of said East Cranston Road, a distance of 74.86 feet to the Westerly right-of-way line of Shopiere Road; thence Southwesterly along the curved Westerly right-of-way line of Shopiere Road, said curve to the right having a radius of 5679.85 feet and a central angle of 04°11'25" (the chord of which bears South 38°19'12" West, a distance of 415.30 feet) to the South line of said Lot 2; thence South 89°15'41" West along the South line of said Lot 2, a distance of 125.00 feet; thence North 00°44'19" West, a distance of 474.97 feet to the Point of Beginning, containing 2.842 acres (123,784 square feet), more or less, all being situated in the County of Rock and the State of Wisconsin.

THAT I have made such survey, land division and Certified Survey Map by the direction of Casey's Marketing Company.

THAT such Certified Survey Map is a correct representation of all exterior boundaries of the land surveyed and the Certified Survey Map thereof made.

THAT I have fully complied with the Provisions of Chapter 236.34 of the Wisconsin Statutes.

THAT the above described property is subject to all encumbrances, liens, and third party claims, if any.

Dated this _____ day of _____, 2013.

Ronald J. Larson, Jr.
Wisconsin Registered Land Surveyor No. S-2752
Arc Design Resources, Inc.
5291 Zenith Parkway
Loves Park, IL 61111
(815) 484-4300

CITY of BELOIT
Neighborhood Planning Division

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

Application for Review of a Minor Subdivision

(Please Type or Print)

File Number: CSM-2013-04

1. Address of property: 2240 Cranston Road
2. Tax Parcel Number(s): 21970500
3. Property is located in (circle one): City of Beloit or Town of: Turtle; Beloit; Rock or LaPrairie
In the NW Quarter of Section 19, Township 1N North, Range 13E East of the 4th P.M.
4. Owner of record: Cranston Development Company, LLP Phone: (719) 657-7896
1211 Fillmore St Denver CO 80206
(Address) (City) (State) (Zip)
5. Surveyor's name: Ronald J. Larson, Jr. Phone: (815) 484-4300
5291 Zenith Parkway Loves Park IL 61111
(Address) (City) (State) (Zip)
6. Number of new lots proposed with this land division is 1 lot(s).
7. Total area of land included in this map: 2.842 Acres
8. Total area of land remaining in parent parcel: 5.9782 Acres
9. Is there a proposed dedication of any land to the City of Beloit? yes
10. The present zoning classification of this property is: C-2, Neighborhood Commercial
11. Is the proposed use permitted in this zoning district: C-2, Neighborhood Commercial
12. **THE FOLLOWING ITEMS MAY NEED TO BE COMPLETED AND/OR ATTACHED:**

- Site Assessment Checklist; is required if the total area of CSM is over 5 acres.
- Pre-application meeting; a pre-application meeting was held on 1/3/2013 with City of Beloit Staff.
- Developer's Statement; as required by section 12.02(7) of the Subdivision Ordinance.
- Phase One Environmental Assessment; as per section 12.05(1)(c) of the Subdivision Ordinance.
- Certified Survey Map; one copy as required by section 12.05(1) of the Subdivision Ordinance.

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

[Signature] / Ryan C Swanson / 2-13-13
(Signature of applicant) (Name of applicant) (Date)

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

Review fee: <u>\$150 plus \$10 per lot</u> Amount paid: <u>\$160.00</u>
Scheduled meeting date: <u>March 20, 2013</u>
Application accepted by: <u>Michael D. Lofton II</u> Date: <u>2-18-2013</u>

CITY OF BELOIT

REPORT TO THE BELOIT CITY PLAN COMMISSION

Meeting Date: March 20, 2013

Agenda Item: 5

File Number: CU-2013-03

Applicant: Arc Design Resources

Owner: Cranston Development
Company

Location: 2240 Cranston Road

Existing Zoning: C-2, Neighborhood
Commercial District

Existing Land Use: Vacant Land
Proposed Land Use: Gas Station &
Indoor Alcohol Sales

Parcel Size: 8.8202 Acres

Request Overview/Background Information:

Ryan Swanson of Arc Design Resources, Inc., on behalf of Casey's General Stores, Inc., has filed an application for a Conditional Use Permit to allow a limited vehicle service use (gas station) and indoor alcohol sales in a C-2, Neighborhood Commercial District for the property located at 2240 Cranston Road.

Key Issues:

- The applicant is in the process of acquiring the subject property from its current owner. The acquisition of the property is contingent upon whether or not the Conditional Use Permit (CUP) is granted. The applicant intends to construct and establish a Casey's General Store (gas station) with indoor alcohol sales.
- Gas station uses and indoor alcohol sales are conditional uses in C-2, Neighborhood Commercial Districts.
- The property is approximately 8.8202 acres in area and has never been developed. The property is adjacent to residential neighborhoods to the east and south, and commercial offices to the north and west.
- A One-Lot Certified Survey Map (CSM) has been commissioned by the applicant to create one lot that is 2.842 acres, which will be the site for the proposed gas station if the CUP is approved.
- A one story, 4,355 square foot building is proposed as a convenience store along with a gasoline island canopy with 10 dispensers (double stacked, five on each side), and 22 off-street parking stalls, including 1 accessible parking stall. The applicant has satisfied all off-street parking requirements.
- The business would operate 24-hours, seven days a week, and offer to sell beer and wine to its customers. This may be problematic as there are single-family residential neighborhoods and offices in close proximity to the subject property. The 24-hour operation and sale of beer and wine may negatively affect the use and enjoyment of property within the neighborhoods.
- The applicant has proposed a primary driveway on Cranston Road and a secondary driveway on Shopiere Road.
- Staff is concerned with the proposed layout of the site, more specifically, the orientation of the proposed building and gas island canopy. The property is located in one of the City's office corridors, the area from the intersection of Cranston Road and Shopiere Road heading west toward Prairie Avenue, which has developed overtime as a cluster of office and public and institutional uses. In addition, the proposed 24-hour gas station will generate a continuous flow of activity and traffic, which may disturb the single-family neighborhoods adjacent to the property. These concerns were discussed with the applicant during the pre-application meeting. To allay the abovementioned concerns, staff suggests that the proposed building and canopy be reoriented, whereby the building is moved closer to the intersection and the building entrance and canopy shifted to face the west side of the lot. This reorientation would solve the two concerns by maintaining the integrity and appearance of the office corridor and providing the adjacent single-family neighborhoods with a visual and sound buffer from the potential activity that will be generated from this use.
- The attached **Location and Zoning Map** shows the location of the parcel involved in this application. The adjacent zoning and land uses are as follows:
 - North: C-1, Office District & R-1A, Single-Family Residential District; Office (Funeral Home, Dentist Office, Bank, Real Estate Office, etc.) and Single-Family Residential and Park Land
 - South: C-1, Office District; (Single-Family Residential)
 - East: R-2, Two-Family Residential (Single-Family Residential)
 - West: C-1, Office District; (Blackhawk Bank)
- Public facilities and infrastructure exist in this area.
- A preliminary Site Plan and other supporting documents are attached to this report.
- If the requested Conditional Use Permit is approved, the applicant will need to submit detailed site & architectural plans for staff review and approval.
- The City's Review Agents have reviewed this application and have not submitted any comments or concerns regarding the proposed conditional use.
- The attached Public Notice was sent to nineteen (19) nearby property owners. As of this writing, staff has not received any comments or concerns.

▪ **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;*
 - Subject to certain conditions of approval, the proposed conditional use will not be detrimental to or endanger the public health, safety, morals, comfort, or general welfare.
- 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 conditional use may be injurious to the use and enjoyment of other property in the immediate vicinity for purposes already permitted as currently planned.
 - As mentioned above, the proposed 24-hour operation of the business along with the sale of alcohol has the potential to negatively affect the single-family residential neighborhoods in close proximity to the subject property. If the hours of operation for the business are limited to a reasonable timeframe that coincides with nearby office uses and respects the activity patterns of the single-family residential neighborhoods (e.g. wake and sleep patterns), then the proposed conditional use is less likely to be injurious.
- c. *Whether the conditional use will substantially diminish or impair property values within the neighborhood of the subject property;*
 - If the proposed conditions are imposed, the proposed conditional use will not diminish or impair property values within the neighborhood.
- d. *Whether the establishment of the conditional use will impede the normal and orderly development and improvement of the surrounding property;*
 - The establishment of the conditional use may impede the normal and orderly development and improvement of surrounding property as currently planned.
 - The subject property is located in an office corridor, which has exclusively developed over time for office and institutional uses. The way in which the proposed gas station will operate and appear is one of many determining factors in how the surrounding properties may develop in the future. The current office development patterns of the area must factor into the design.
- 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 layout includes a one-story building with a gasoline island canopy, and 22 off street parking stalls, which will be highly visible from the public rights-of-ways on Cranston Road and Shopiere Road. As mentioned above, the property is adjacent to single-family residential neighborhoods and is within an office corridor. The proposed site layout may be detrimental to the appearance and integrity of the office corridor and disturb the normal activity patterns of single-family residential neighborhoods. Therefore, the proposed layout is incompatible with existing development in the neighborhood.
 - Staff recommends that the applicant change the site layout as mentioned above (i.e. reorient building and gasoline island canopy) to be compatible with existing development.
 - Detailed building elevations & materials will be reviewed by staff during Architectural Review.
- f. *Whether adequate utilities, access roads, drainage or other necessary facilities will be available to serve the proposed use at the time of its occupancy or use;*
 - Adequate facilities and infrastructure are available to serve the conditional use.
- g. *Whether adequate measures will be taken to minimize traffic congestion; and*
 - The proposed conditional use includes adequate off-street parking and is not expected to cause traffic congestion.
- h. *Whether the conditional use will comply with all applicable regulations of the Zoning Ordinance.*
 - The conditional use will comply with all other applicable regulations of the Zoning Ordinance.

Consistency with Comprehensive Plan and Strategic Plan:

The City's Comprehensive Plan recommends Neighborhood Commercial for the subject property and the surrounding parcels. The underlying C-2 District is consistent with comprehensive plan. Consideration of this request supports City of Beloit Strategic Goal #5.

Sustainability:

- **Reduce dependence upon fossil fuels – N/A**
- **Reduce dependence on chemicals and other manufacturing substances that accumulate in nature – N/A**
- **Reduce dependence on activities that harm life sustaining eco-systems – N/A**
- **Meet the hierarchy of present and future human needs fairly and efficiently – N/A**

Staff Recommendation:

The Planning & Building Services Division recommends **approval** of a Conditional Use Permit to allow a limited vehicle service use (gas station) and indoor alcohol sales in a C-2, Neighborhood Commercial District for the property located at 2240 Cranston Road, based on the above Findings of Fact and subject to the following conditions:

1. This Conditional Use Permit authorizes a gas station with 10 pumps and beer and wine sales in a C-2, Neighborhood Commercial District.
2. The applicant shall obtain and retain all applicable liquor licenses while the conditional use is established and maintained.
3. The convenience store and gas pumps may only operate between the hours of 6:00 a.m. and 11:00 p.m.
4. The building shall be rotated so that the front faces northwest and the building shall be located as close to the Cranston Road/Shopiere Road intersection as possible, given minimum building setbacks and the vision triangle. The setback areas between the building and the intersection may not be paved and shall be grass or landscaping. The exterior building walls shall be entirely brick, with the exception of at least two windows (real or faux) on all sides. The gas pump canopy shall be located to the west of the building so that the pumps are screened when viewed from the intersection.
5. 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 Conditional Use Permit. The Director of Planning & Building Services may approve minor changes administratively.

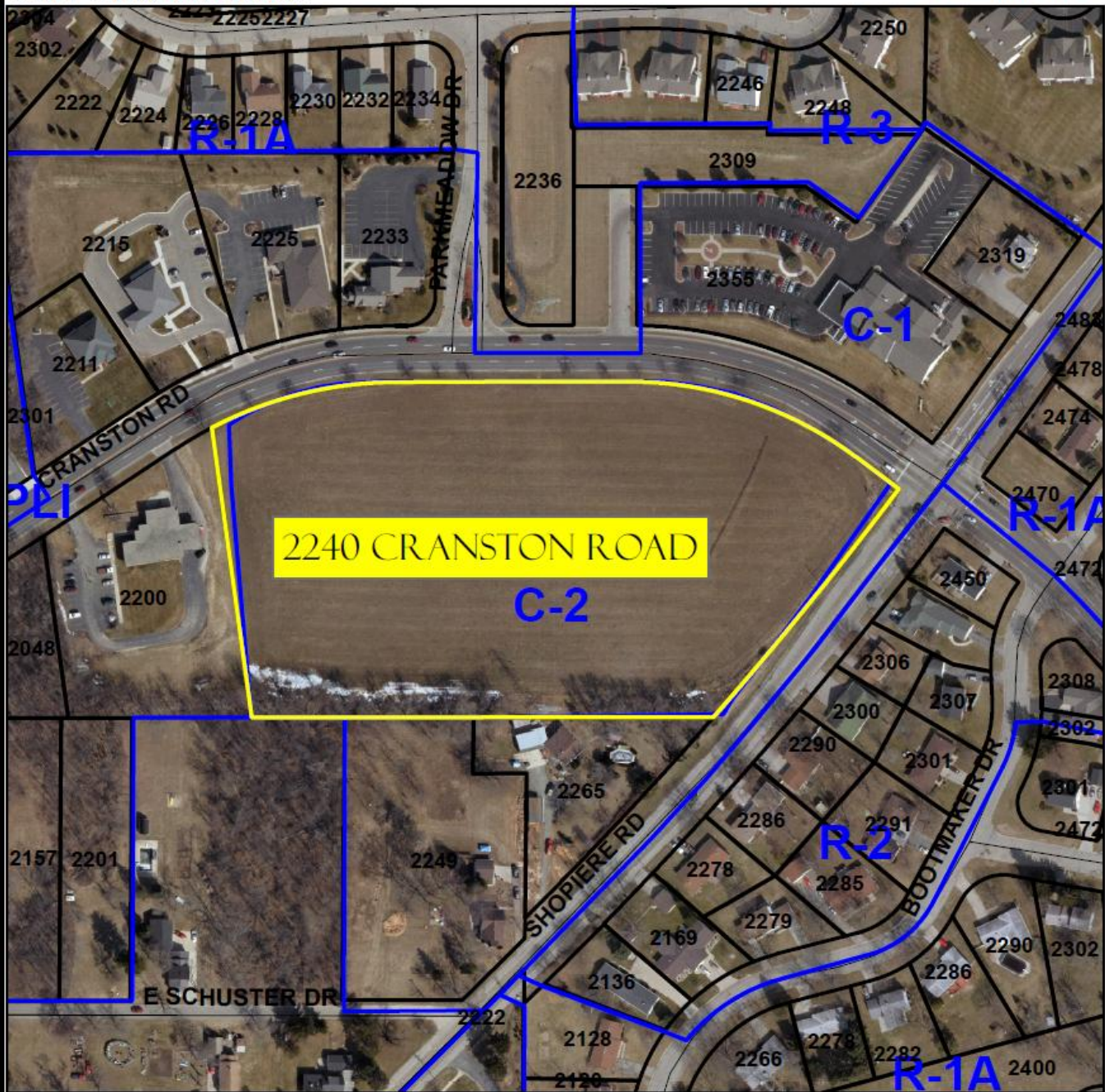
Fiscal Note/Budget Impact: N/A

Attachments: Location & Zoning Map, Conceptual Plans, Photographs, Rendering, Site Plan, Application, Public Notice, and Mailing List.

Location & Zoning Map

2240 Cranston Road

CU-2013-03



1 inch = 202 feet



Legend

- Zoning District
- Parcels

Map prepared by: Michael D. Lofton II

Date: February 2013

For: City of Beloit, Planning & Building Services

Date of Aerial Photography: April 2011

PLANNING & BUILDING SERVICES DIVISION

North Side of Property from Cranston Road



East Side of Property from Shopiere Road

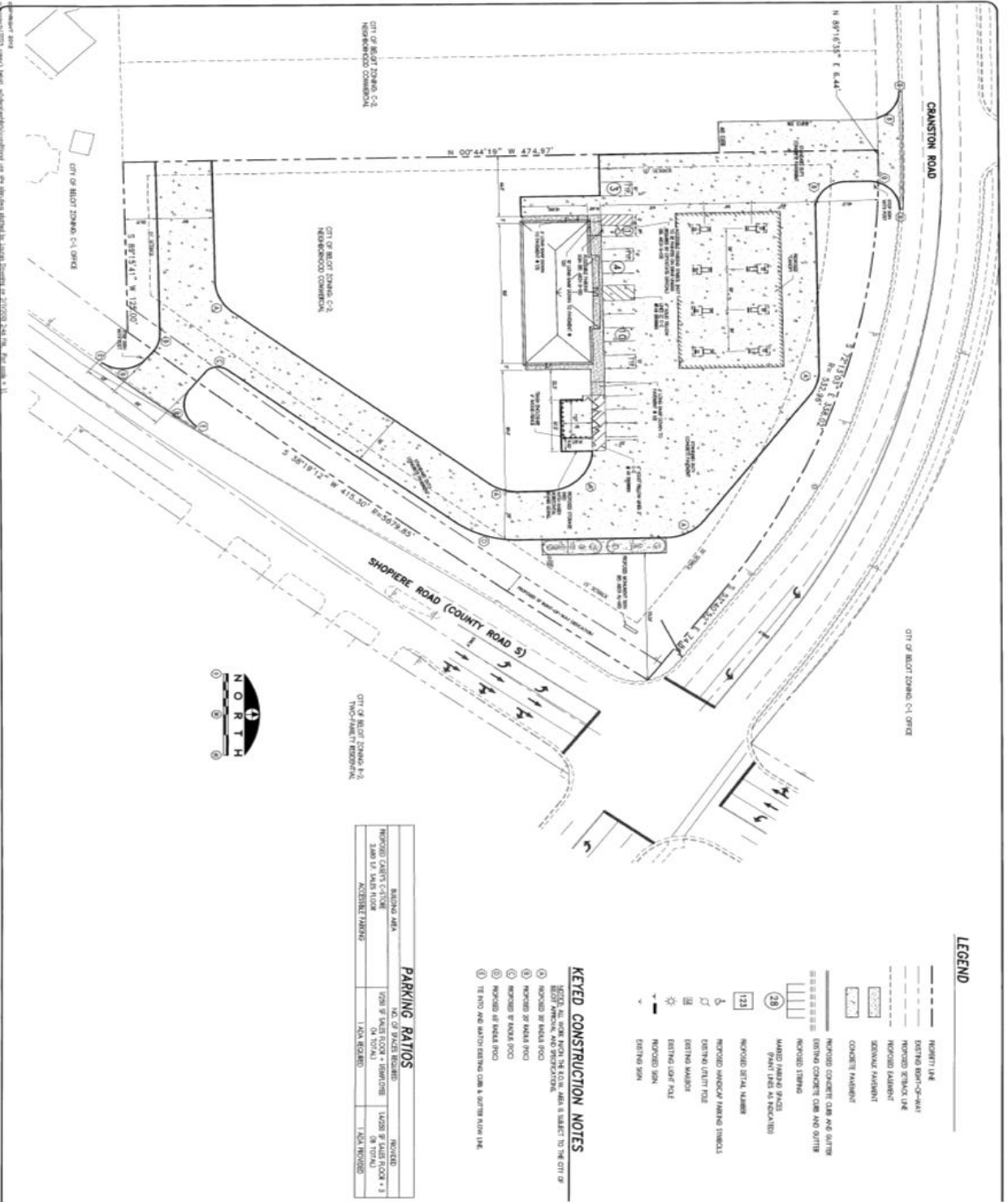


Single-Family Neighborhood on Shopiere Road



Offices on Cranston Road





LEGEND

- PROPERTY LINE
- EXISTING BOUND-C-PLAN
- PROPOSED SETBACK LINE
- PROPERTY EASEMENT
- GENERAL EASEMENT
- CONCRETE PAVEMENT
- PROPOSED CONCRETE CURB AND GUTTER
- EXISTING CONCRETE CURB AND GUTTER
- PROPOSED STRIPING
- MARKED PARKING SPACES (PLAN VIEW AS INDICATED)
- PROPOSED RETAIL NUMBER
- PROPOSED HANDICAP PARKING SYMBOL
- EXISTING UTILITY POLE
- EXISTING MANHOLE
- EXISTING LIGHT POLE
- PROPOSED SIGN
- EXISTING SIGN

KEYED CONSTRUCTION NOTES

- 1) PROPOSED CONCRETE CURB AND GUTTER
- 2) PROPOSED STRIPING
- 3) MARKED PARKING SPACES (PLAN VIEW AS INDICATED)
- 4) PROPOSED RETAIL NUMBER
- 5) PROPOSED HANDICAP PARKING SYMBOL
- 6) EXISTING UTILITY POLE
- 7) EXISTING MANHOLE
- 8) EXISTING LIGHT POLE
- 9) PROPOSED SIGN
- 10) EXISTING SIGN

PARKING RATIOS

BUILDING AREA	REQUIRED OFF-STREET PARKING	REQUIRED
PROPOSED CASEY'S STORE 2,000 SF SALES FLOOR	1,000 SF SALES FLOOR + 1,000 SF OFFICE	2,000 SF SALES FLOOR + 2,000 SF OFFICE
ACCESSIBLE PARKING	1,000 REQUIRED	1,000 REQUIRED

ARC DESIGN
RESOURCES INC.

100 WEST MAIN STREET
SUITE 200
CRANSTON, RI 02901
Tel: 401.941.1100
Fax: 401.941.1101
http://www.arcresources.com

PROJECT NAME
OWNER'S NAME

CASEY'S GENERAL STORE

BLILOT, WI COUNTY ROAD 5 & CRANSTON ROAD

CASEY'S RETAIL COMPANY
100 WEST MAIN STREET
CRANSTON, RI 02901

CONTRACT/DATE

REVISION	DATE

SHEET TITLE

LAYOUT PLAN

DESIGNER LND
CHECKED RVS
DATE 05/13/15

PROJECT NUMBER
PROJECT NAME

12125
C4

CITY of BELOIT

Neighborhood Planning 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: CU-2013-03

1. Address of subject property: 2240 Cranston Road
2. Legal description: Part of Lot 2 of a Certified Survey Map recorded in Vol. 12 on Pages 239-240 as Document No. 1016699
If property has not been subdivided, attach a copy of the complete legal description from deed.
Property dimensions are: 450 feet by 400 feet = _____ square feet.
If more than two acres, give area in acres: 2.8 acres.
3. Tax Parcel Number(s): 21970500
4. Owner of record: CRANSTON DEVELOPMENT COMPANY, LLP Phone: (719) 659-7896
1211 Fillmore St. DENVER CO 80206
(Address) (City) (State) (Zip)
5. Applicant's Name: Arc Design Resources, Inc./Ryan Swanson
5281 Zenith Parkway Loves Park IL 61111
(Address) (City) (State) (Zip)
(815) 484-4300 / ryans@arcdesign.com
(Office Phone #) (Cell Phone #) (E-mail Address)
6. All existing use(s) on this property are: Vacant land
7. **THE FOLLOWING ACTION IS REQUESTED:**
A Conditional Use Permit for: Fuel sales (gas station), minor food preparation and services, alcohol sales, tobacco sales
_____ in a(n) C-2 Neighborhood Commercial Zoning District.
8. All the proposed use(s) for this property will be:
Principal use: Fuel Sales (Gas Station)
Sale of fuel to cars and small trucks

Secondary use: Convenience Store
Sale of mixed goods and groceries including alcohol (beer, wine, liquor), and tobacco.

Accessory use: Food Services
Minor food preparation and services including breakfast sandwiches, pizza, sandwiches, burgers, chicken tenders, miscellaneous appetizers and bakery items such as cookies and donuts.

9. Project timetable: Start date: 4/1/2013 Completion date: 11/1/2013

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.

David W. Francis / DAVID W. FRANCIS TRUSTEE FOR PRATVER
 of CRANSTON DEVELOPMENT CO, LLP / 02/06/13
 (Signature of Owner) (Print name) (Date)

Ryan Swanson / Ara Design Resources, Inc.-Ryan Swanson / 2-8-13
 (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 Neighborhood Planning Division for acceptance by the filing deadline date prior to a scheduled Plan Commission meeting.

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

To be completed by Planning Staff

Filing fee: \$275.00 Amount paid: 275.00 Meeting date: March 20, 2013

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

Application accepted by: Michael D. Loftis Date: 2-12-13



City of
BELOIT, Wisconsin
Division of Planning and Building Services

CITY HALL • 100 STATE STREET • BELOIT, WI 53511

Office: 608/364-6700 • Fax: 608/364-6609

www.ci.beloit.wi.us

Equal Opportunity Employer

NOTICE TO THE PUBLIC

March 6, 2013

To Whom It May Concern:

Ryan Swanson of Arc Design Resources, Inc., on behalf of Casey's General Stores, Inc., has filed an application for a Conditional Use Permit to allow a limited vehicle service use (gas station) and indoor alcohol sales in a C-2, Neighborhood Commercial District, for the property located at:

2240 Cranston Road.

The subject property has been vacant land for a number of years. Gas station and indoor alcohol sale uses require a Conditional Use Permit in C-2, Neighborhood Commercial Districts.

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

City Plan Commission: Wednesday, March 20, 2013, 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, April 1, 2013, at 7:00 PM, or as soon thereafter as the matter can be heard in The Forum, Beloit City Hall, 100 State Street.

THE PUBLIC IS INVITED TO ATTEND THESE HEARINGS.

We are interested in your opinion.

Anyone bringing handouts to the Plan Commission meeting must bring ten (10) copies and submit them to the Recording Secretary before the meeting begins. Staff is unable to leave the meeting area to make copies.

For additional information, please contact Michael Lofton in the Planning & Building Services Division at (608) 364-6708 or loftonm@ci.beloit.wi.us. Comments will be accepted via telephone, email, and U.S. Mail.

CU-2013-03_Casey's Gas Station_2240 Cranston Road.docx

LAWRENCE & JOANNE KORN
1922 GRANT ST
BELOIT,WI 535112836

DAVID LUEBKE
2518 SUNSET DR
BELOIT,WI 535115019

ALLAN WOLF
2249 SHOPIERE RD
BELOIT,WI 53511

ERLE J & CHARLOTTE A HEINE
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2290 SHOPIERE RD
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1314 BARHAM AVE
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TIM AND DAWN LLC
2656 SARAH LN
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HARJINDER SAMRA
1985 PEBBLE DR
BELOIT,WI 53511

BLACKHAWK BANK
400 BROAD ST
BELOIT,WI 535116223

S KENT ROBERTS CRANSTON DEVEL
CORP
2828 TRINITY MILLS RD #300
CARROLLTON,TX 75006

SANTAS PROPERTIES LLC
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CAIN PROPERTIES BELOIT LLC
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GARY H & DEBRA M BRABAZON
2225 CRANSTON RD STE 101
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ROSCOE REAL ESTATE LLC
5390 WILLIAMS DR
ROSCOE,IL 61073

MURPHY REAL ESTATE ENTERPRISES
LLC
2355 CRANSTON RD
BELOIT,WI 53511

ATTN: KELVIN MARX PARKMEADOW
TURNBERRY HOMEOWNERS
ASSOCIATION INC
2363 KRUSE DR
BELOIT,WI 53511

RONALD & NANCYWOLF
2217 E SCHUSTER DR
BELOIT,WI 53511

MARKSENZ
2308 BOULDER LA
BELOIT,WI 53511

CITY OF BELOIT

REPORT TO THE BELOIT CITY PLAN COMMISSION

Meeting Date: March 20, 2013

Agenda Item: 6

File Number: SOE-2013-01

Applicant: Arc Design Resources

Owner: Cranston Development
Company

Location: 2240 Cranston Road

Existing Zoning: C-2, Neighborhood
Commercial

Existing Land Use: Vacant Land
Proposed Land Use: Gas Station

Parcel Size: 8.8202 Acres

Request Overview/Background Information:

Arc Design Resources, Inc. has filed an application, on behalf of Casey's General Store, Inc., for exceptions to the Outdoor Sign Regulations (the "Sign Ordinance") to Section 30.40(2)(c) to allow a secondary, on-premises wall sign to be larger than 30 square feet in area and to Section 30.40(2)(e) to allow more than 3 secondary, on-premises signs in a C-2, Neighborhood Commercial District, for the property located at 2240 Cranston Road.

Key Issues:

- The applicant intends to construct a new gas station on the subject property contingent upon approval of the associated Conditional Use Permit and Certified Survey Map.
- The applicant has proposed a total of five (5) secondary wall signs on the front façade of the proposed building. One secondary wall sign will be 64-square feet in area (labeled as Sign No. 2), two secondary wall signs advertising "To Go" (labeled as Sign No. 1 & 3) will be 13-square feet in area, and two additional secondary wall signs (labeled as Sign No. 4 & 5) will be 24-square feet and 9-square feet, respectively. Graphics of the proposed wall signs are attached to this report.
- The proposed 64-square foot wall sign will be located on the building façade in the center of the gable and is internally illuminated.
- The two additional signs are 9-square feet and 24-square feet in area, and will be changeable by a snap frame border. Both proposed signs are well below the 30-square foot requirement for secondary signs.
- The proposed primary sign is a freestanding ground sign with an Electronically Variable Message (EVM) sign face, will be 53-square feet in area, and will be located on the northeast corner of the lot near the Cranston Road and Shopiere Road intersection. The primary sign is well below the 150-square foot maximum that is allowed in the C-2 District.
- The proposed sign package is the standard template used for all Casey's General Store gas stations in the region.
- The attached **Location and Zoning Map** shows the location of the parcel involved in this application. The adjacent zoning and land uses are as follows:
 - North: C-1, Office District & R-1A, Single-Family Residential District; Office (Funeral Home, Dentist Office, Bank, Real Estate Office, etc.) and Single-Family Residential and Park Land
 - South: C-1, Office District; (Single-Family Residential)
 - East: R-2, Two-Family Residential (Single-Family Residential)
 - West: C-1, Office District; (Blackhawk Bank)
- According to the Sign Ordinance, the Plan Commission may grant an exception if it determines that compliance will create an economic hardship, the hardship is not self-created, and the exception will not undermine the purpose of the Sign Ordinance or the public interest.
- The application, which is attached to this report, includes a statement relating to hardship. According to the applicant, compliance with the strict letter of the Sign Ordinance would limit their ability to advertise their brand and services.
- The attached Public Notice was sent to nineteen (19) nearby property owners. As of this writing, staff has not received any comments or concerns.
- **Findings of Fact**
 - Section 30.48(2) of the Sign Ordinance outlines standards for granting an exception. The Ordinance states that the Plan Commission may grant an exception if it determines that:
 - a. *Compliance with the strict letter of the Sign Ordinance would create an economic hardship by either unreasonably restricting an on-premises sign owner from advertising a business or rendering conformity with such regulations unnecessarily burdensome upon an owner of an on-premises sign.*
 - The subject property is a corner lot with public streets on the north and east sides. Though the site is highly visible from Cranston Road and Shopiere Road, limiting this site to three wall signs would place an unnecessary burden upon the applicant.
 - b. *The hardship is not self-created.*
 - The hardship resulting from strict compliance with the secondary, on-premises wall sign standards is not self-created.

- c. *The exception will not undermine the purpose of the Sign Ordinance or the public interest.*
- The proposed exceptions to the secondary, on-premises wall sign standards will not undermine the purpose of the Sign Ordinance.

Consistency with Comprehensive Plan and Strategic Plan:

The subject property's underlying zoning district classification is consistent with the Comprehensive Plan. Consideration of this request supports City of Beloit Strategic Goal #5.

Sustainability: (Briefly comment on the sustainable long term impact of this policy or program related to how it will impact both the built and natural environment utilizing the four following eco-municipality guidelines)

- **Reduce dependence upon fossil fuels** – N/A
- **Reduce dependence on chemicals and other manufacturing substances that accumulate in nature** - N/A
- **Reduce dependence on activities that harm life sustaining eco-systems** – N/A
- **Meet the hierarchy of present and future human needs fairly and efficiently** – N/A

Staff Recommendation:

The Planning & Building Services Division recommends ***approval*** of exceptions to Section 30.40(2)(c) to allow a secondary, on-premises wall sign to be larger than 30 square feet in area; and to Section 30.40(2)(e) to allow more than 3 secondary, on-premises signs in a C-2, Neighborhood Commercial District, for the property located at 2240 Cranston Road, based on the above Findings of Fact and subject to the following conditions:

1. The applicant may install one secondary, on-premises wall sign at a maximum size of 64 square feet.
2. The applicant may install two additional secondary wall signs on the front façade of the proposed building for a maximum of five secondary, on-premises wall signs. The additional two wall signs may be a maximum of 30 square feet or under 30 square feet in area.
3. The applicant or sign contractor shall obtain a Sign Permit before installing the signs.
4. Any major changes in the adopted conditions of this Sign Ordinance Exception shall be approved by the Plan Commission. The Director of Planning & Building Services may approve minor changes administratively.

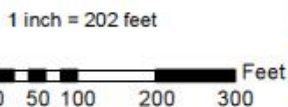
Fiscal Note/Budget Impact: N/A

Attachments: Location & Zoning Map, Photos, Sign Specifications, Site Plan, Application, Public Notice, and Resolution.

Location & Zoning Map

2240 Cranston Road

CU-2013-03

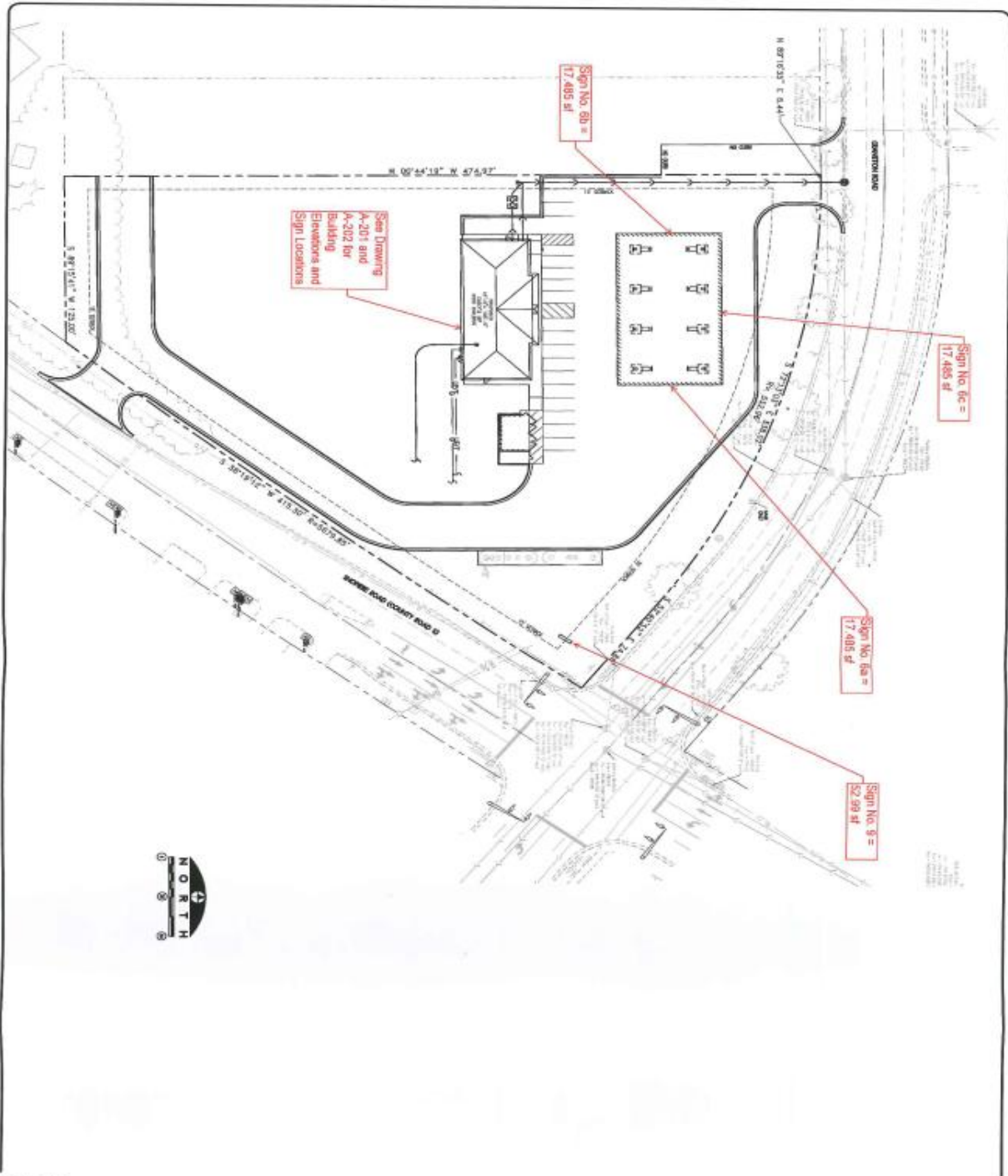


Legend	
	Zoning District
	Parcels

Map prepared by: Michael D. Lofton II
Date: February 2013
For: City of Beloit, Planning & Building Services
Date of Aerial Photography: April 2011

PLANNING & BUILDING SERVICES DIVISION

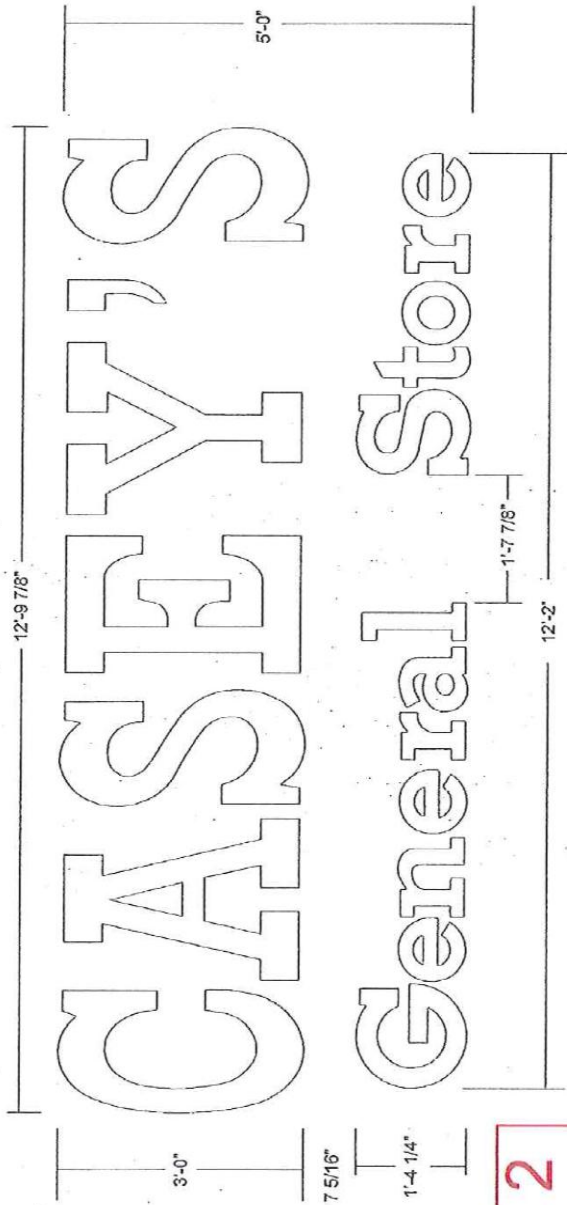
Site Plan



ARC DESIGN <small>RESOURCES INC.</small> 1000 WEST 10TH AVENUE SUITE 200 DENVER, CO 80202 TEL: 303.733.8800 FAX: 303.733.8801 WWW.ARCDESIGN.COM	CASEY'S GENERAL STORE BELLEVILLE, WI COUNTY ROAD 5 & CRANSTON ROAD SHEETS: 12125 (GENERAL STORE) DATE: 03/20/12	PROJECT NAME: PROJECT NUMBER: SHEET NUMBER: SHEET TOTAL:	DATE: SCALE: BY: CHECKED BY: APPROVED BY:	PROJECT NUMBER: 12125 SHEET NUMBER: C4
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Proposed 64 Square Foot Wall Sign

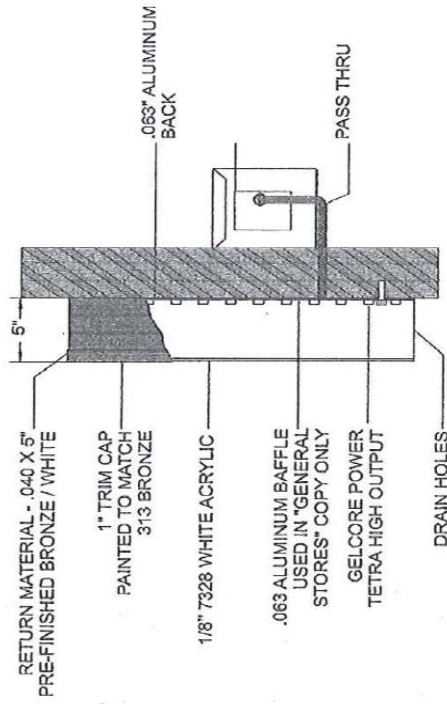
UJIN NV. L



GRAPHIC DETAIL
SCALE: 1/2" = 1'-0"

NOTES:
U.L. APPROVED
2.55 AMPS / 120 VOLTS / 306 WATTS

Sign No. 2
63.81 sf



PROFILE
NTS

	ACTUAL AREA	BOXED AREA
CASEY'S	16.5 SQ. FT	38.19 SQ. FT
CASEY'S GENERAL STORE	22.36 SQ. FT	63.81 SQ. FT

Customer: **CASEY'S** Date: **2-27-12** Prepared By: **TJT/MR**

Location: **VARIOUS** File Name: **3' STACKED CL** Eng: **-**

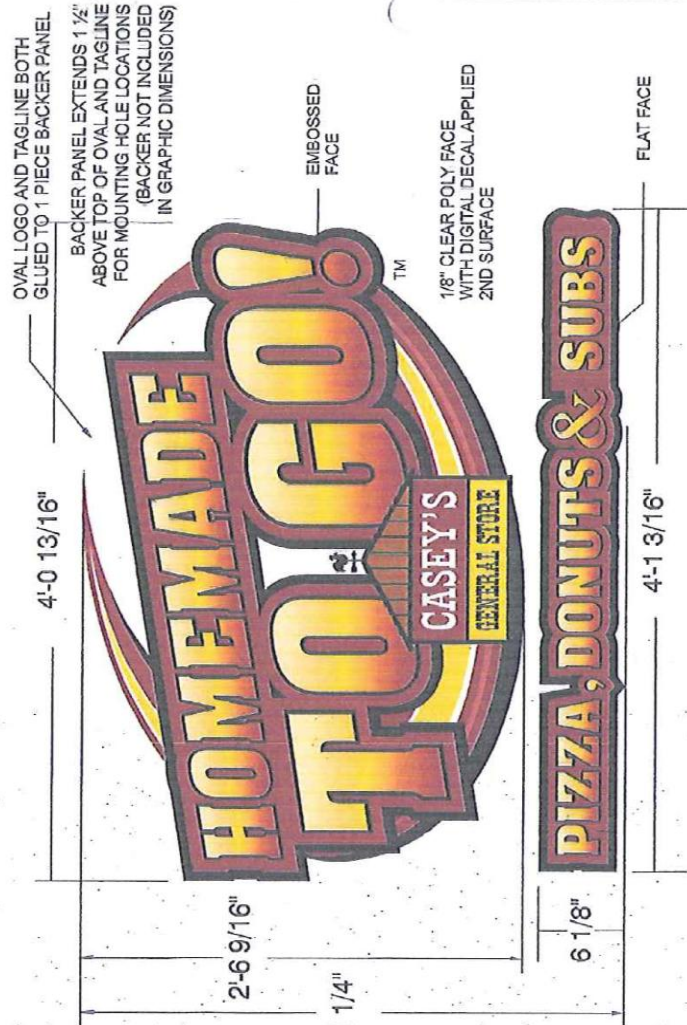
Note: Color representation is not a guarantee of the final product. All colors used are CMYK or the closest CMYK equivalent. If there are any color differences, please provide us with color swatches and a revision to this drawing will be made.

PERSONA
SIGN MAKERS / IMAGE BUILDERS

DISTRIBUTED BY SIGN UP COMPANY
700 21st Street Southwest
Watertown, SD 57201-0210
1 (800) 843-0888 • www.persona-icc.com

Proposed Secondary Wall Signs (Not the Two Additional Wall Signs)

UJMIN INC 1/9/17

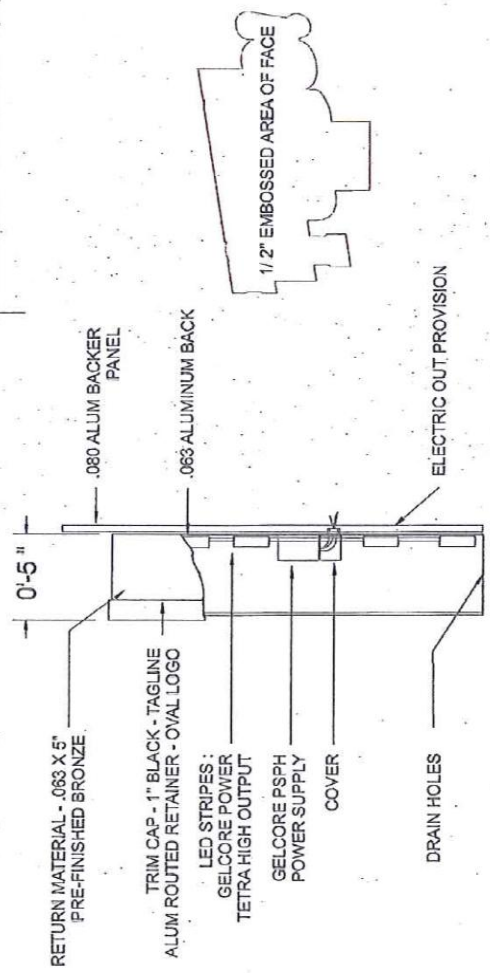


ACTUAL AREA	BOXED AREA
8.02 SQ. FT	10.36 SQ. FT
1.86 SQ. FT	2.09 SQ. FT

OVERALL BOXED AREA = 12.72 SQ FT

**Sign No. 1 & 3
12.72 sf Each**

- NOTES**
- U.L. APPROVED
 - ELECTRICAL - 0.55 AMPS, 120 VOLTS / 102 WATTS
 - CHANNEL LETTER CONSTRUCTION
 - INCLUDE WEATHERTITE COMPONENTS
 - OVAL AND TAGLINE ARE GLUED TO BACKER PANEL
 - FACES ARE 3/16" POLY WITH 2ND SURFACE DECAL APPLIED - BACKSPRAYED WHITE
 - 30 DEFUSER WHERE ANY WHITE DECORATION SHOWS
 - TAPE OFF ANY WHITE AREAS ON DECALS BEFORE BACKSPRAYING WHITE
 - RETURNS AND BACKER PANEL PAINTED DURAND/DG BRONZE
 - TRIM CAP AND ROUTED RETAINER - BLACK
 - INTERIOR PAINTED REFLECTIVE WHITE
 - LED ARE RIVETED IN PLACE THRU BACK SO CAN WILL MOUNT FLUSH TO BACKER PANEL
 - 1 E.O. AND POWER SUPPLY
 - NIPPLE WITH WATERPROOF SEAL EACH END CUT BOTTOM OF
 - OVAL INTO TOP OF TAGLINE FOR ELECTRICAL CONNECTION



Customer: **CASEY'S GENERAL STORE**
 Location: **VARIOUS**

Date: **2-27-12**
 File Name: **3x4 HOMEMADE TO GO**

Prepared By: **MWR/JAC/M/R**
 Eng: **X**

Notes: Color selection not to match when viewing or adding this assembly. All colors used on this sign shall conform to the current PMS color chart and in relation to this drawing and match.

PERSONA
 Sign Makers / Image Builders
 PH 1-800-343-9888

DISTRIBUTED BY SIGN UP COMPANY
 30 FOX STREET
 SOUTHWEST
 WATERTOWN, SD 57201-4010

Proposed Primary Ground Sign with EVM Sign Face

SIGN NO. 9

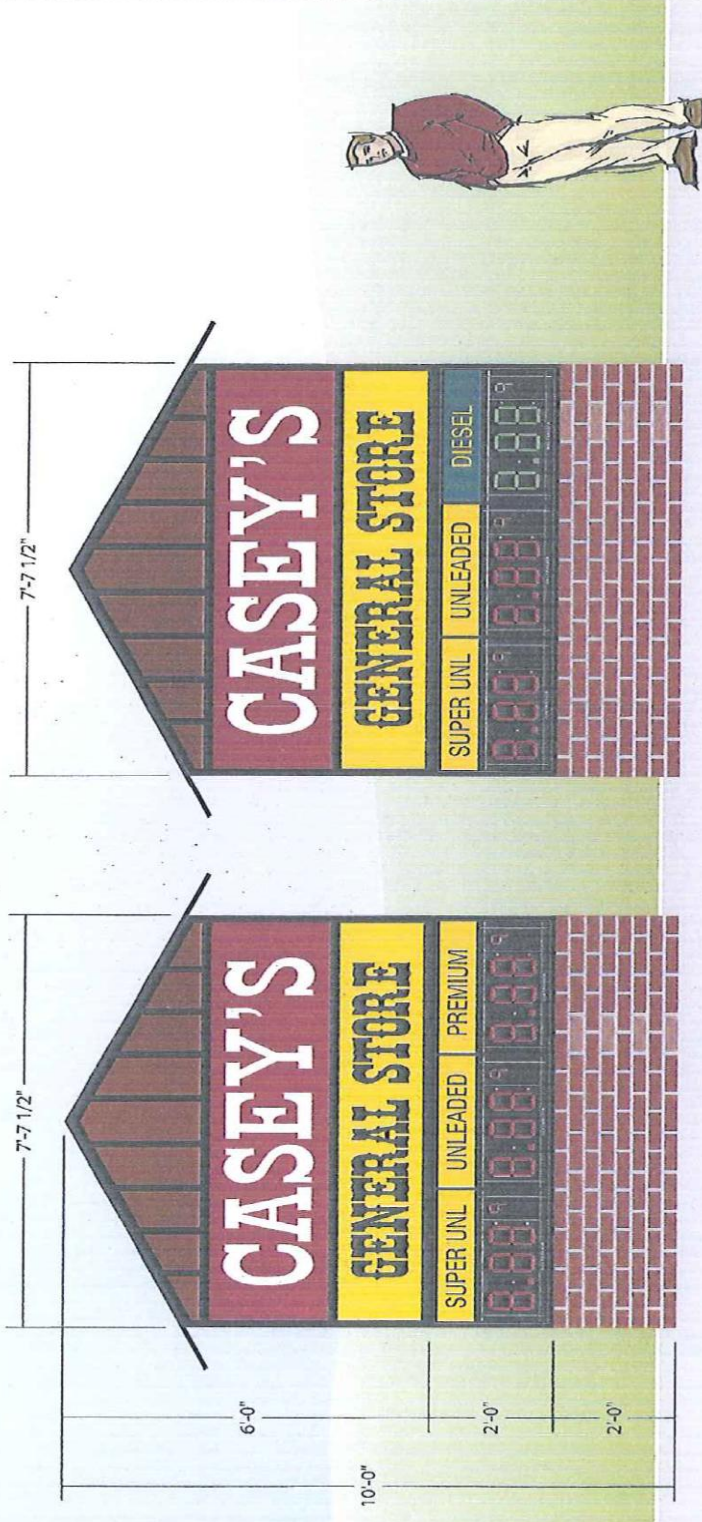
Sign No. 9
52.99 sf Each Side

OPTION 2 - 3 PRODUCT MONUMENT WITH 10" DIGITS

CASEY'S LOGO SIGN AREA: 37.74 SQ FT
LED PRICE SIGN AREA: 15.25 SQ FT
TOTAL SIGN AREA: 52.99 SQ FT

OPTION 2a

OPTION 2b



ELEVATION
SCALE: 3/8" = 1'-0"



Customer:	CASEY'S	Date:	5/18/12	Prepared By:	TJT/CM
Location:	VARIOUS	File Name:	10000 - R4 - MONUMENT OPTIONS		
<small>Note: Customers are not to be held responsible for pricing fluctuations. All orders are for the current CRTS editions. If any orders are placed, please provide the current CRTS track and I remain in the copyright. Be safe.</small>					
					Page: -

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CITY of BELOIT

Planning & Building Services Division

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

Sign Ordinance Exception Application Form

(Please Type or Print)

File number: SOE-2013-01

1. Name of applicant: Arc Design Resources, Inc./Ryan Swanson Phone #: (815) 484-4300
5291 Zenith Parkway Loves Park IL 61111
(Address) (City) (State) (Zip)
2. Address of subject property: 2240 Cranston Road
3. Tax Parcel Number(s): 21970500
4. Legal description: Part of Lot 2 of a Certified Survey Map recorded in Vol. 12 on Pages 239-240 as Document No. 1015699
5. Present zoning: C-2 Present use: Vacant Land
6. Proposed use (if different): Casey's General Store
7. Owner of record: Cranston Development Company, LLP Phone: (719) 659-7894
1211 Fillmore St. Denver CO 80206
(Address) (City) (State) (Zip)
E-mail address: _____
8. State specific sections of code and exception(s) requested: (Use separate sheet if necessary)
30.40(2c) We are proposing 1 secondary signs exceeding 30 s.f. Therefore, we are requesting an exception of 63.18 s.f.
30.40 (2a) We proposing a total of 13 secondary signs, this exceeds the limit of secondary sign limit of 3. Therefore, we are requesting an exception of 13 secondary signs.
9. State specific hardship experienced by the applicant: (Use separate sheet if necessary)
Casey's wishes to continue the use of their standard signage to be consistent with other new stores located within the 13 state market area and maintain brand recognition. The use and approval of the primary and secondary signs will not have a negative effect on the surrounding properties. Casey's will make the highest and best use of the property by providing service to the surrounding area in the form of food service products, convenience items and automobile fueling services.

The primary sign code allows for one 150 s.f. sign. We are utilizing our freestanding, monument sign as our primary sign. The secondary signs include the main building sign, which is well proportioned to the building size and not unreasonably large. Additional secondary signage include bronze framed signs where the print can be changed. Typically these advertise food and other specials where frequent updating is needed, which is vital to the business.

10. In order for this application to be considered complete, the applicant must attach a scale drawing (1" = 20' usually works best) showing the location of property lines and their dimensions, existing buildings and improvements, all abutting properties and improvements thereon, and the proposed changes or additions. A professional drawing is not required. You are required to furnish a legible drawing with enough detail that will adequately advise and inform the Commission.

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

David W. Francis / DAVID W. FRANCIS, TRUSTEE OF / 02/08/13
 (Signature of Owner) / (Print name) / (Date)
Partner in Keniston Development, LLC
Ryan Swanson / Are Design Resources, Inc.-Ryan Swanson / 2-8-13
 (Signature of Applicant, if different) / (Print name) / (Date)

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

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

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

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

To be completed by Planning staff	
Filing fee: <u>\$100.00</u>	Amount paid: <u>100.00</u> Meeting date: <u>March 20, 2013</u>
Application accepted by: <u>Michael D. Lofton</u>	Date: <u>2-12-13</u>
No. of notices: _____	x mailing cost (\$0.50) = cost of mailing notices: \$ _____
Date Notice Published: <u>3-9-13 & 3-16-13</u>	Date Notice Mailed: <u>3-6-13</u>



City of
BELOIT, Wisconsin
Division of Planning and Building Services

CITY HALL • 100 STATE STREET • BELOIT, WI 53511

Office: 608/364-6700 • Fax: 608/364-6609

www.ci.beloit.wi.us

Equal Opportunity Employer

NOTICE TO THE PUBLIC

March 6, 2013

To Whom It May Concern:

Arc Design Resources, Inc. has filed an application, on behalf of Casey's General Stores, Inc., for exceptions to Sections 30.40(2)(c) and 30.40(2)(e) of the Sign Ordinance to allow a secondary, on-premise wall sign to be larger than 30 square feet in area and to allow more than 3 secondary, on-premise signs in a C-2, Neighborhood Commercial District, for the property located at:

2240 Cranston Road.

The applicant has submitted plans to construct a new gas station on the subject property. The applicant has proposed a secondary wall sign that is 64 square feet in area and 2 additional secondary, on-premise signs.

The following public hearing will be held regarding the proposed exceptions:

City Plan Commission: Wednesday, March 20, 2013, at 7:00 PM, or as soon thereafter as the matter can be heard in The Forum, Beloit City Hall, 100 State Street.

THE PUBLIC IS INVITED TO ATTEND THIS HEARING.

We are interested in your opinion.

Anyone bringing handouts to the Plan Commission meeting must bring ten (10) copies and submit them to the Recording Secretary before the meeting begins. Staff is unable to leave the meeting area to make copies.

For additional information, please contact Michael Lofton in the Planning & Building Services Division at (608) 364-6708 or loftonm@ci.beloit.wi.us. Comments will be accepted via telephone, email, and U.S. Mail.

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ROSCOE,IL 61073

MURPHY REAL ESTATE ENTERPRISES
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RONALD & NANCYWOLF
2217 E SCHUSTER DR
BELOIT,WI 53511

MARKSENZ
2308 BOULDER LA
BELOIT,WI 53511

**RESOLUTION AUTHORIZING EXCEPTIONS TO
THE SIGN ORDINANCE FOR THE PROPERTY
LOCATED AT 2240 CRANSTON ROAD**

WHEREAS, the application of Arc Design Resources, on behalf of Casey's General Store, Inc., for exceptions to the Outdoor Sign Regulations (the "Sign Ordinance") to Section 30.40(2)(c) to allow a secondary, on-premises wall sign to be larger than 30 square feet in area; and to Section 30.40(2)(e) to allow more than 3 secondary, on-premises signs in a C-2, Neighborhood Commercial District, for the property located at 2240 Cranston Road, having been considered by the Plan Commission of the City of Beloit, Wisconsin at a public hearing held for that purpose.

NOW, THEREFORE, IT IS HEREBY RESOLVED, that the Plan Commission of the City of Beloit, Rock County, Wisconsin does hereby grant exceptions to Section 30.40(2)(c) to allow a secondary, on-premises wall sign to be larger than 30 square feet in area; and to Section 30.40(2)(e) to allow more than 3 secondary, on-premises signs in a C-2, Neighborhood Commercial District, for the property located at 2240 Cranston Road in the City of Beloit, for the following described premises:

Lot 2 of a Certified Survey Map as recorded in Volume 12 on Page 239 and 240 of the Certified Survey Maps of Rock County, located in the City of Beloit, County of Rock, State of Wisconsin. Said parcel contains 8.82 acres, more or less. (a/k/a 2240 Cranston Road).

This exception is subject to the following conditions:

1. The applicant may install one secondary, on-premises wall sign at a maximum size of 64 square feet.
2. The applicant may install two additional secondary wall signs on the front façade of the proposed building for a maximum of five secondary, on-premises wall signs. The additional two wall signs may be a maximum of 30 square feet or under 30 square feet in area.
3. The applicant or sign contractor shall obtain a Sign Permit before installing the signs.
4. Any major changes in the adopted conditions of this Sign Ordinance Exception shall be approved by the Plan Commission. The Director of Planning & Building Services may approve minor changes administratively.

Adopted this 20th day of March, 2013.

PLAN COMMISSION

Plan Commission Representative

ATTEST:

Julie Christensen, Community Development Director