



CITY HALL • 100 STATE STREET • BELOIT, WI 53511

**MEETING NOTICE AND AGENDA**  
**Beloit City Plan Commission**  
**Wednesday, April 3, 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 20, 2013 Meeting**
3. **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
4. **Zoning Map Amendment - 545 & 549 W. Grand Avenue; 615, 619, 625, & 629 Eighth Street; and 548 Locust Street**  
Public hearing, review and consideration of a Zoning Map Amendment to change the zoning district classification from C-2, Neighborhood Commercial District, and R-1B, Single-Family Residential District, to PLI, Public Lands & Institutions District, for the properties located at 545 & 549 W. Grand Avenue; 615, 619, 625 & 629 Eighth Street; and 548 Locust Street
5. **Zoning Map Amendment – 501 Prospect Street**  
Public hearing, review and consideration of a Zoning Map Amendment to change the zoning district classification from PLI, Public Lands and Institutions District, to CBD-1, Central Business District-Core, for the property located at 501 Prospect
6. **Conditional Use Permit – 501 Prospect Street**  
Public hearing, review and consideration of a Conditional Use Permit to allow a community service use in a CBD-1, Central Business District-Core, for the property located at 501 Prospect Street
7. **Zoning Map Amendment – 1035 and 1041 Udell Drive**  
Public hearing, review and consideration of a Zoning Map Amendment to change the zoning district classification from temporary R-1A, Single Family Residential District, to

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permanent R-1A, Single Family Residential District, for the properties located at 1035 and 1041 Udell Drive

**8. Zoning Map Amendment – 1500 and 1505 Gateway Boulevard**

Public hearing, review and consideration of a Zoning Map Amendment to change the zoning district classification from R-3, Low-Density Multi-family Residential District, to M-1, Limited Manufacturing District, for the properties located at 1500 and 1505 Gateway Boulevard

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

**10. 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 28, 2013

Approved: Julie Christensen  
Community Development Director



CITY HALL • 100 STATE STREET • BELOIT, WI 53511

**MINUTES**  
**BELOIT CITY PLAN COMMISSION**  
**Wednesday, March 20, 2013**  
**The Forum, Beloit City Hall**  
**100 State Street, Beloit**

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

Commissioner Faragher called the meeting to order at 7:07 PM. Gail Riddle called the roll. Present was Commissioners Faragher, Smith, Seifarth, Moore, and Kincaid. Commissioners Ramsden, Jacobsen, and Kelly were absent

2. **Approval of the Minutes of the March 6, 2013 Meeting**

Commissioner Seifarth moved and Commissioner Smith seconded a motion to approve the March 6, 2013 minutes with the change from Commissioner Smith voting 'Yay' and Commissioner Ramsden voting 'Nay' on Agenda Item #5. The minutes were approved, with a vote of 4-0.

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

Julie Christensen summarized the Staff Report and Staff Recommendation.

Commissioner Seifarth moved to approve the Extraterritorial Certified Survey Map and Commissioner Smith seconded the motion. The motion carried (4-0).

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

Ms. Christensen summarized the Staff Report and Staff Recommendation.

Commissioner Moore moved to approve the Certified Survey Map and Commissioner Seifarth seconded the motion. The motion approved. (4-0)

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

Ms. Christensen summarized the Staff Report and Recommendation.

Commissioner Smith asked how staff chose the 19 people that were notified and Ms. Christensen answered that there is a distant requirement of 150 feet of the site for public notices.

Commissioner Kincaid commented that he did not understand how it would be compatible with the six residences in the area. Ms. Christensen stated that was why they were trying to minimize the impact by putting a building along the street so that the activity would be more inside the lot.

Commissioner Smith asked if there was a care center in the area, and Ms. Christensen said there is an assisted living facility going in by the Charter building.

Commissioner Faragher opened the Public Hearing.

Ryan Swanson, Art Design Resources, Loves Park, Illinois, gave an overview of details of the store and gas station. Mr. Swanson stated there would be 8 dispensers and not 10. He said that with the large area it would give them more space to use as green space. Mr. Swanson said that their LED downward directional lighting would be adequate but not obnoxious or too bright. Mr. Swanson added that Casey's feels that the use of all brick fits well in the community but an all brick building may look a little odd.

Brian Dupree of Casey's gave more details on the store's structure, and he commented that it is not a necessity for the store to be open 24 hours, but would prefer that the hours be 5:00 AM – 11:00 PM in order to be open for people going to work in the morning.

Commissioner Seifarth stated that he had safety concerns about the repositioning of the building. Mr. Dupree commented that pumps are typically out front for a number of reasons, some being from a marketing standpoint they would want the pumps out front, and to hide the pumps would create a safety issue, and also that the store would be more susceptible to drive offs if the pumps are not out front. Commissioner Faragher asked if there was a way to work with the issue of repositioning the building. Mr. Dupree answered that it may be possible.

Commissioner Smith said that he has concerns with the back of the store facing Shopiere. Mr. Smith added that he had a chance to speak with someone who lived in the Park Meadow subdivision, and they were not aware of the proposed store going in and are opposed to the activity in the area and were concerned about the lighting and traffic.

Mr. Dupree commented that there is a lot of traffic in the area which initially attracted them and their intent is not to bring in additional traffic, but to serve the daily local traffic.

Commissioner Faragher asked staff if they thought there would be an increase in truck traffic, and Ms. Christensen answered that they assumed it would be mostly local traffic. Mr. Swanson added that there is adequate space for trucks to back in to and unload, and noise would be screened effectively.

Commissioner Smith asked if there were any plans for the rest of the property. Mr. Dupree stated that would be up to the developer.

Jerry Murphy, Daley Murphy Wisch, commented that when he purchased the building he had been pretty much assured by staff that any buildings constructed would be conducive to their setting, adding that he was a little disappointed and concerned about the driveway opening being across from their opening. There are funeral possessions practically every day, and traffic will be blocked. Mr. Murphy said that they did not want their people coming out to see gas pumps. He also feels that sidewalks would be needed if Casey's were there.

Charlotte Heine, 2265 Shopiere, commented that the property practically touches the corner of their house and she would like to know what the impact on them would be.

Commissioner Faragher closed the Public Hearing.

Commissioner Seifarth commented that they need to consider the hours of operation which should be consistent with other gas stations, providing sidewalks, and the concerns of Daley Murphy Wisch. Commissioner Faragher commented that they may need to make sure that the driveways line up, and he is still has concerns about the alignment of the store pumps.

Commissioner Smith stated that in his opinion he does not see too many areas around that are not being negatively affected. He commented that the lights would be bright, affecting residential areas beyond the immediate vicinity. Mr. Smith said that Casey's is a beautiful building and if the area was not so residential it would have his vote.

Commissioner Seifarth made a motion to approve the Conditional Use Permit with conditions requiring sidewalks on Cranston and Shopiere, widening the pavement for a deceleration lane, adding additional landscaping, having the driveway line up with Daley Murphy Wisch, removing condition #4, modifying condition #1 to make it 8 pumps instead of 10, and the hours would be from 5:00 AM to 10:30 PM. Commissioner Faragher seconded the motion. No board members were in favor of the CUP as amended. The motion was denied (4-0).

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

Ms. Christensen suggested laying over the Sign Ordinance Exception until City Council took action on the Conditional Use Permit.

The Sign Ordinance Exception was laid over.

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

Ms. Christensen commented that the Alley Vacation for the High School was approved, the Certified Survey for the Hospital's Cancer Care Center was approved, and the U-Haul was denied. The Ordinance Amendment for Reorganization of the Community Development Department was approved.

8. **Adjournment**

The meeting adjourned at 8:28 PM.

# CITY OF BELOIT

## REPORT TO THE BELOIT CITY PLAN COMMISSION

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**Meeting Date:** April 3, 2013

**Agenda Item:** 3

**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

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### 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.

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### 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.

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**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.

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**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

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**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.

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**Fiscal Note/Budget Impact:** N/A

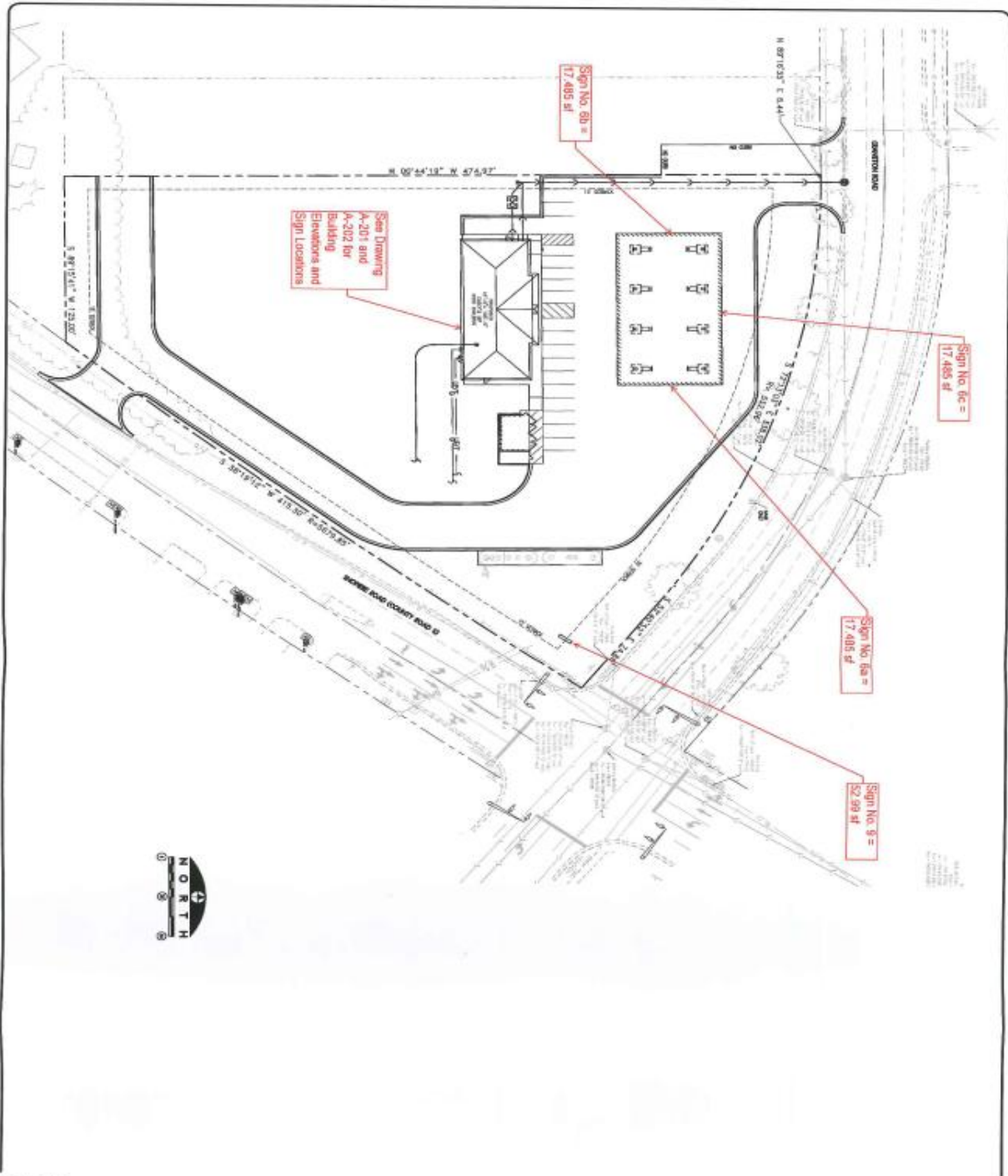
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**Attachments:** Location & Zoning Map, Photos, Sign Specifications, Site Plan, Application, Public Notice, and Resolution.



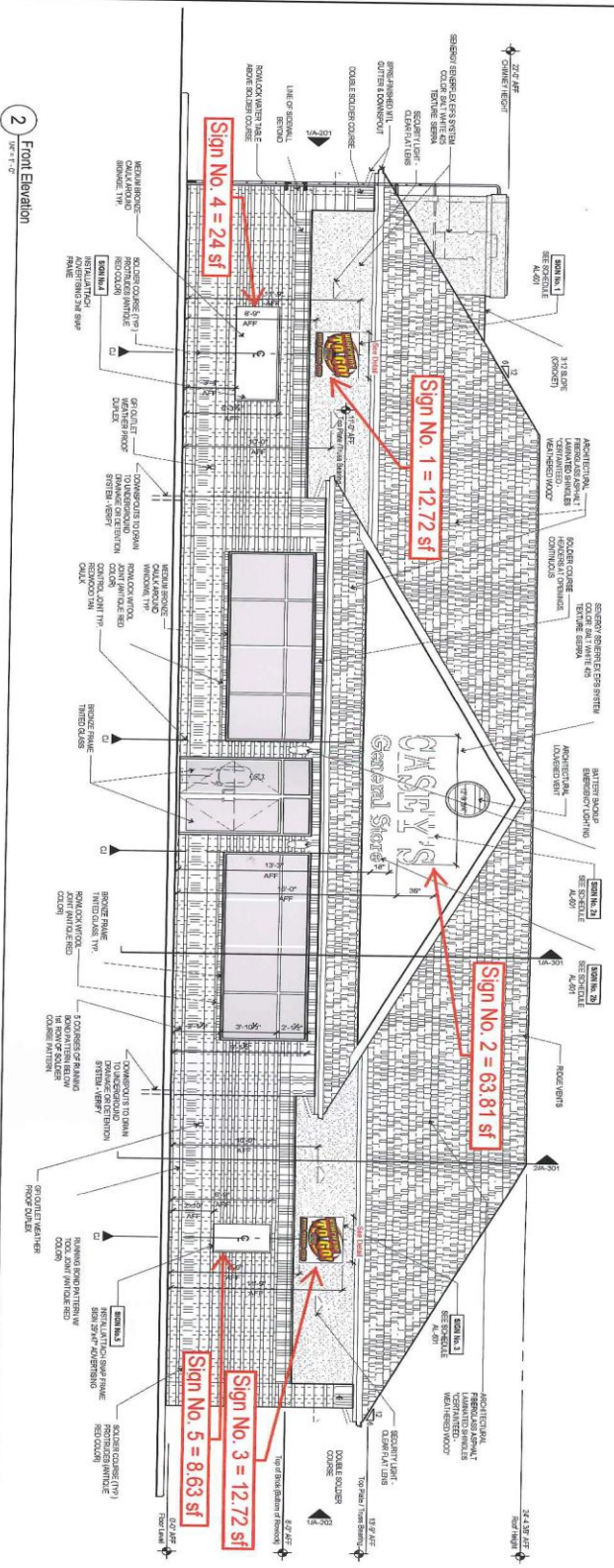


# Site Plan

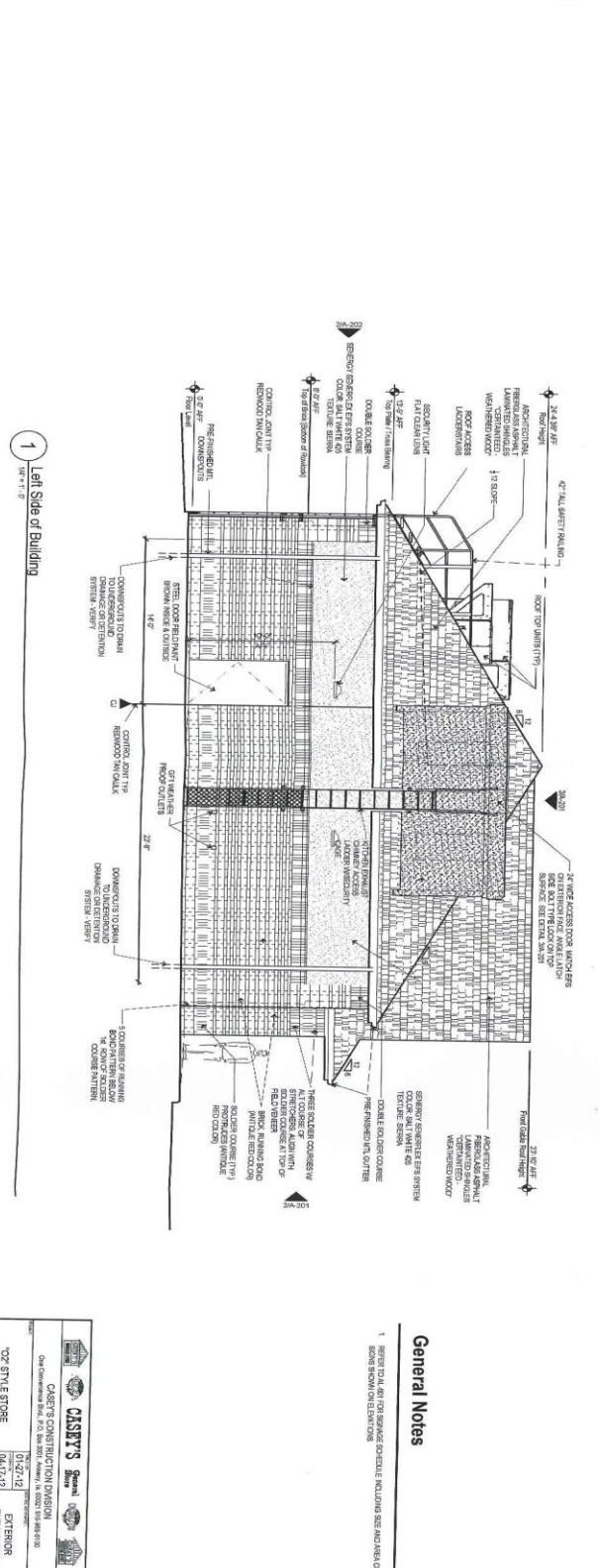


<b>ARC DESIGN</b> <small>RESOURCES INC.</small> 1000 WEST 10TH AVENUE SUITE 200 DENVER, CO 80202 TEL: 303.733.1111 FAX: 303.733.1112	<b>CASEY'S GENERAL STORE</b> BELLEVILLE, MO COUNTY ROAD 5 & CRANSTON ROAD SHEETS: 1001, 1002, 1003, 1004, 1005, 1006, 1007, 1008, 1009, 1010, 1011, 1012, 1013, 1014, 1015, 1016, 1017, 1018, 1019, 1020, 1021, 1022, 1023, 1024, 1025, 1026, 1027, 1028, 1029, 1030, 1031, 1032, 1033, 1034, 1035, 1036, 1037, 1038, 1039, 1040, 1041, 1042, 1043, 1044, 1045, 1046, 1047, 1048, 1049, 1050, 1051, 1052, 1053, 1054, 1055, 1056, 1057, 1058, 1059, 1060, 1061, 1062, 1063, 1064, 1065, 1066, 1067, 1068, 1069, 1070, 1071, 1072, 1073, 1074, 1075, 1076, 1077, 1078, 1079, 1080, 1081, 1082, 1083, 1084, 1085, 1086, 1087, 1088, 1089, 1090, 1091, 1092, 1093, 1094, 1095, 1096, 1097, 1098, 1099, 1100, 1101, 1102, 1103, 1104, 1105, 1106, 1107, 1108, 1109, 1110, 1111, 1112, 1113, 1114, 1115, 1116, 1117, 1118, 1119, 1120, 1121, 1122, 1123, 1124, 1125, 1126, 1127, 1128, 1129, 1130, 1131, 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2792, 2793, 2794, 2795, 2796, 2797, 2798, 2799, 2800, 2801, 2802, 2803, 2804, 2805, 2806, 2807, 2808, 2809, 2810, 2811, 2812, 2813, 2814, 2815, 2816, 2817, 2818, 2819, 2820, 2821, 2822, 2823, 2824, 2825, 2826, 2827, 2828, 2829, 2830, 2831, 2832, 2833, 2834, 2835, 2836, 2837, 2838, 2839, 2840, 2841, 2842, 2843, 2844, 2845, 2846, 2847, 2848, 2849, 2850, 2851, 2852, 2853, 2854, 2855, 2856, 2857, 2858, 2859, 2860, 2861, 2862, 2863, 2864, 2865, 2866, 2867, 2868, 2869, 2870, 2871, 2872, 2873, 2874, 2875, 2876, 2877, 2878, 2879, 2880, 2881, 2882, 2883, 2884, 2885, 2886, 2887, 2888, 2889, 2890, 2891, 2892, 2893, 2894, 2895, 2896, 2897, 2898, 2899, 2900, 2901, 2902, 2903, 2904, 2905, 2906, 2907, 2908, 2909, 2910, 2911, 2912, 2913, 2914, 2915, 2916, 2917, 2918, 2919, 2920, 2921, 2922, 2923, 2924, 2925, 2926, 2927, 2928, 2929, 2930, 2931, 2932, 2933, 2934, 2935, 2936, 2937, 2938, 2939, 2940, 2941, 2942,
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# Architectural Elevation Showing Proposed Signage



2 Front Elevation



1 Left Side of Building

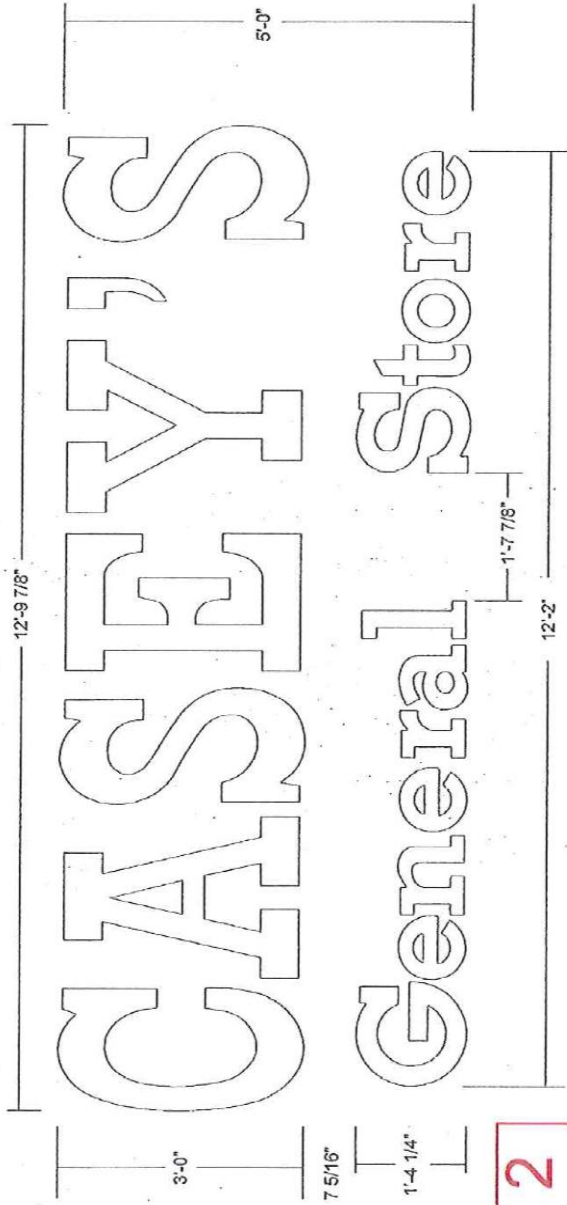
### General Notes

1. REFER TO ALL OTHER SIGNAGE SCHEDULES INCLUDING SIGNAGE SCHEDULES SHOWN ON EXHIBITS

CASEY'S CONSTRUCTION DIVISION One Commonwealth Blvd., P.O. Box 2001, Albany, N.Y. 12207-5548-0100	
01-27-12 04-17-12	01-27-12 04-17-12
HP ROOF EXTERIOR ELEVATIONS	HP ROOF EXTERIOR ELEVATIONS
A-201	

**Proposed 64 Square Foot Wall Sign**

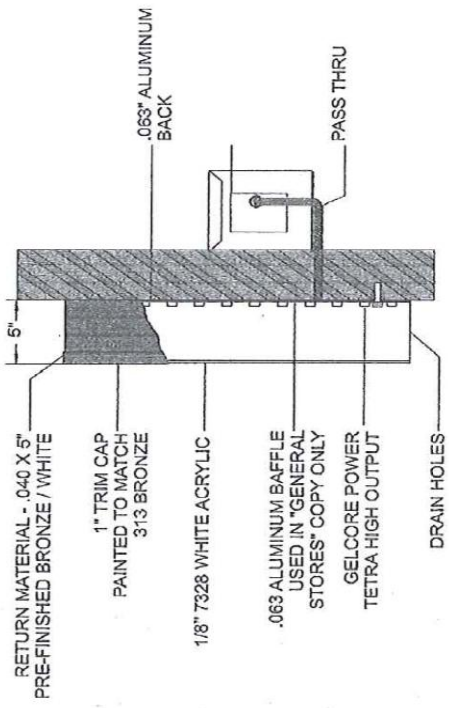
UJIN NV-L



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 guaranteed. All colors used are CMYK or the closest CMYK equivalent. If there are any color differences, please provide us with color swatches to be used.

**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 INU 197

OVAL LOGO AND TAGLINE BOTH  
GLUED TO 1 PIECE BACKER PANEL  
BACKER PANEL EXTENDS 1 1/2"  
ABOVE TOP OF OVAL AND TAGLINE  
FOR MOUNTING HOLE LOCATIONS  
(BACKER NOT INCLUDED  
IN GRAPHIC DIMENSIONS)

EMBOSSED  
FACE

1/8" CLEAR POLY FACE  
WITH DIGITAL DECAL APPLIED  
2ND SURFACE

FLAT FACE

4'-0 13/16"

2'-6 9/16"

3'-1 1/4"

6 1/8"

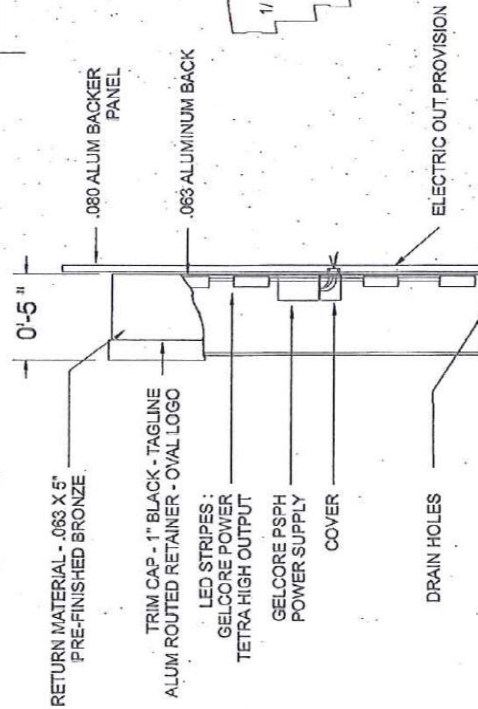
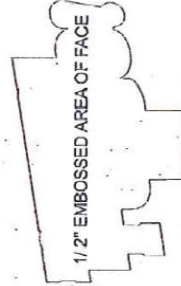
4'-1 3/16"

	ACTUAL AREA	BOXED AREA
HOMEMADE TO GO OVAL	8.02 SQ. FT	10.36 SQ. FT
PIZZA, ETC. TAGLINE	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 WEATHERITE 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 DURABOND/C 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



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



Customer:	CASEY'S GENERAL STORE	Prepared By:	MWR/JAC/M/R	Date:	2-27-12	Eng:	X
Location:	VARIOUS	File Name:	3x4 HOMEMADE TO GO				

# Proposed Primary Ground Sign with EVM Sign Face

SIGN NO. 9

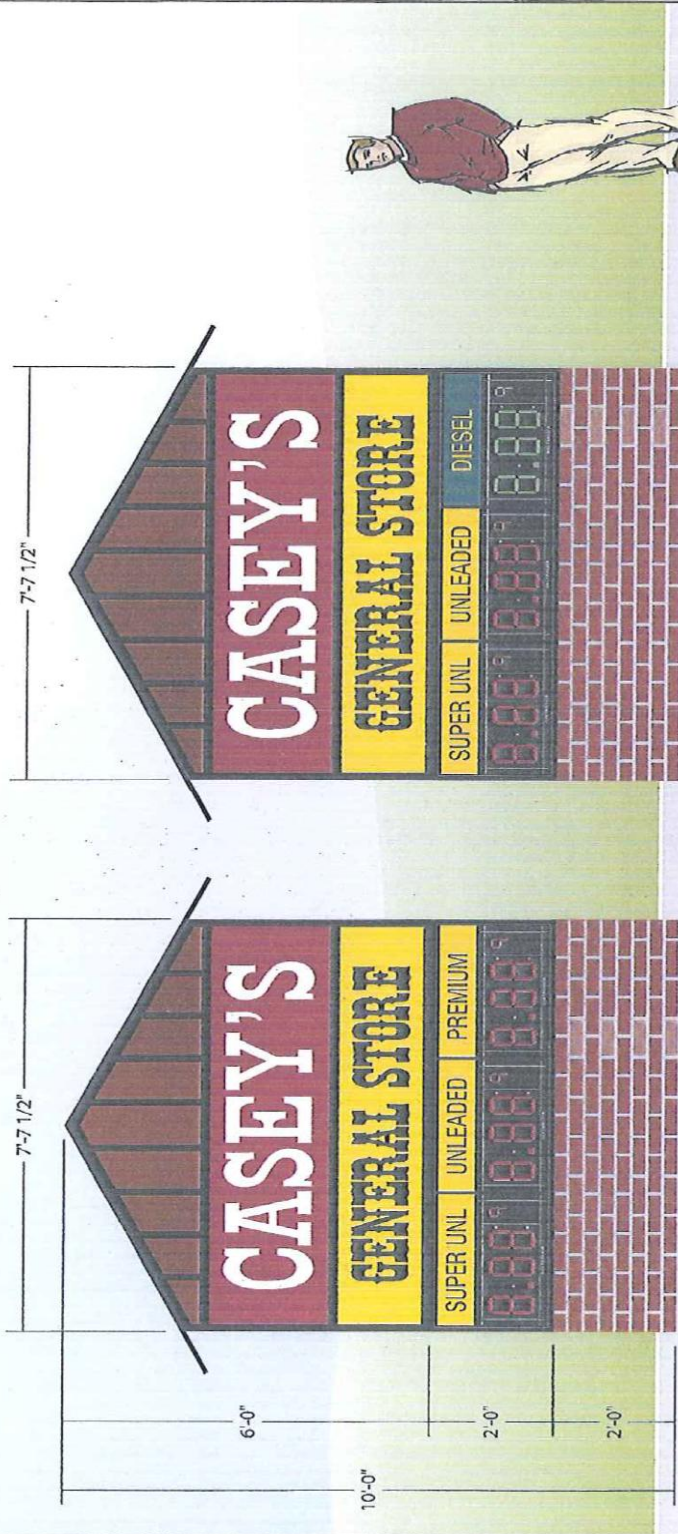
Sign No. 9  
52.99 sf Each Side

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		
<p style="font-size: small;">Note: Customers are not to be held liable for any typographical errors. All colors and line weights are subject to change without notice. If any colors are incorrect, please provide the correct PMS number and I will make the necessary corrections.</p>					
					Page: -

**PERSONA**  
TM SIGN MAKERS IMAGE BUILDERS  
 DISTRIBUTED BY SIGN UP COMPANY  
 700 21st Street Southwest  
 PO Box 210  
 Watertown, SD 57201-0210  
 1 (800) 843-9888 • www.persona-inc.com

# 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* (Signature of Owner) / DAVID W. FRANCIS, TRUSTEE OF (Print name) / 1 BELMONT in CRANSTON Development Company, LLC (Date) 02/08/13

*Ryan Swanson* (Signature of Applicant, if different) / Are Design Resources, Inc.-Ryan Swanson (Print name) / 2-8-13 (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.

<b>To be completed by Planning staff</b>	
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 &amp; 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](http://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](mailto:loftonm@ci.beloit.wi.us). Comments will be accepted via telephone, email, and U.S. Mail.*

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  
2265 SHOPIERE RD  
BELOIT,WI 53511

PHILLIP W & MICHELLE K SHOPE  
2290 SHOPIERE RD  
BELOIT,WI 53511

MICHAEL L & ANGELA DRAVUS  
1314 BARHAM AVE  
JANESVILLE,WI 53545

TIM AND DAWN LLC  
2656 SARAH LN  
BELOIT,WI 53511

BRENT S & KIMBERLY L SCHNEIDER  
3557 OAK LANE DR  
BELOIT,WI 53511

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  
2211 CRANSTON RD  
BELOIT,WI 53511

CAIN PROPERTIES BELOIT LLC  
2100 W COURT ST  
JANESVILLE,WI 53548

GARY H & DEBRA M BRABAZON  
2225 CRANSTON RD STE 101  
BELOIT,WI 53511

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

**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 20<sup>th</sup> day of March, 2013.

**PLAN COMMISSION**

---

Plan Commission Representative

ATTEST:

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Julie Christensen, Community Development Director

# CITY OF БЕЛОIT

## REPORT TO THE БЕЛОIT CITY PLAN COMMISSION



**Meeting Date:** April 3, 2013

**Agenda Item:** 4

**File Number:** ZMA-2013-05

**Applicant:** School District of Beloit

**Owner:** School District of Beloit

**Location:** 545 & 549 W. Grand Avenue;  
615, 619, 625, & 629 Eighth Street; and  
548 Locust Street

**Current Zoning:** C-2, Neighborhood  
Comm. & R-1B, SF Residential

**Existing Land Use:** Various

**Total Area:** 1.0 Acre

**Proposed Zoning:** PLI, Public Lands &  
Institutions District

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### Request Overview/Background Information:

The School District of Beloit has submitted an application for a Zoning Map Amendment to change the zoning district classification from C-2, Neighborhood Commercial District and R-1B, Single-Family Residential District to PLI, Public Lands & Institutions District, for the properties located at 545 & 549 W. Grand Avenue; 615, 619, 625, & 629 Eighth Street; and 548 Locust Street.

The attached **Location & Zoning Map** shows the location of the subject properties and the zoning of the surrounding area. The adjacent zoning and land uses are as follows:

- North: R-1B, Single-Family Residential District; Single- and Two-Family Dwellings
- South: C-2, Neighborhood Commercial District; Commercial
- East: PLI, Public Lands & Institutions District; Hackett Elementary School
- West: R-1B & C-2; Single- and Two-Family Dwellings and Vacant Land

The Zoning Ordinance directs the Plan Commission to hold a hearing and make a recommendation regarding a Zoning Map Amendment when the specific site and context are suitable for the uses permitted in the proposed zoning district.

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### Key Issues:

- This request is related to the proposed expansion of Hackett Elementary School. On March 4, 2013, the City Council adopted an Ordinance amending the Future Land Use Map of the City's Comprehensive Plan to recommend Institutional & Community Services and a zoning classification of PLI for the subject properties.
- The PLI district is a special purpose district that is intended to accommodate major public and quasi-public uses.
- The properties located at 545 & 549 W. Grand Avenue and 615 Eighth Street are currently zoned C-2 and the properties located at 619, 625, & 629 Eighth Street and 548 Locust Street are currently zoned R-1B.
- All of the subject properties must be rezoned to PLI and the existing structures must be demolished before the school building and grounds may be expanded as shown on the attached site plan.
- Planning staff is currently performing Architectural and Site Plan Review of this proposed expansion.
- Planning staff mailed the attached Public Notice to the owners of nearby properties. As of this writing, staff has been contacted by one neighbor who supports the proposed Zoning Map Amendment.
- This application is being considered in accordance with the Zoning Map Amendment procedures contained in Section 2-300 of the Zoning Ordinance.
- **Findings of Fact** - Based on Section 2-304 of the Zoning Ordinance, the Plan Commission shall make a recommendation based on the following considerations:
  - a. *The existing use of property within the general area of the subject property;*
    - There are residential uses to the north and west of the subject properties, and neighborhood commercial uses to the south. The proposed expanded PLI district is compatible with these existing uses and the proposed school expansion is expected to have a positive impact upon the neighborhood.
  - b. *The zoning classification of property within the general area of the subject property;*
    - This request involves a proposed expansion of an existing PLI district, and will establish Eighth Street as the new western boundary of the district. The expanded PLI district will be bound by W. Grand Avenue, Eighth Street, and Locust Street, which will ensure compatibility with the residential and commercial uses in the vicinity.

- c. *The suitability of the subject property for the uses permitted under the existing zoning classification; and*
  - The subject properties are suitable for the uses permitted in the existing zoning classifications.
- d. *The trend of development and zoning map amendments in the general area of the subject property.*
  - The subject properties are located within an established neighborhood that has experienced very little redevelopment activity during the past decade.

---

**Consistency with Comprehensive Plan and Strategic Plan:**

The Comprehensive Plan recommends Institutional & Community Service uses and a zoning district classification of PLI for the subject properties. This proposed Zoning Map Amendment is consistent with the Comprehensive Plan, as required by Section 66.1001(3) of Wisconsin Statutes.

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:**

Based upon the above Findings of Fact and the City's Comprehensive Plan, the Planning & Building Services Division recommends **approval** of a Zoning Map Amendment to change the zoning district classification from C-2, Neighborhood Commercial District and R-1B, Single-Family Residential District to PLI, Public Lands & Institutions District, for the properties located at 545 & 549 W. Grand Avenue; 615, 619, 625, & 629 Eighth Street; and 548 Locust Street.

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**Fiscal Note/Budget Impact:** N/A

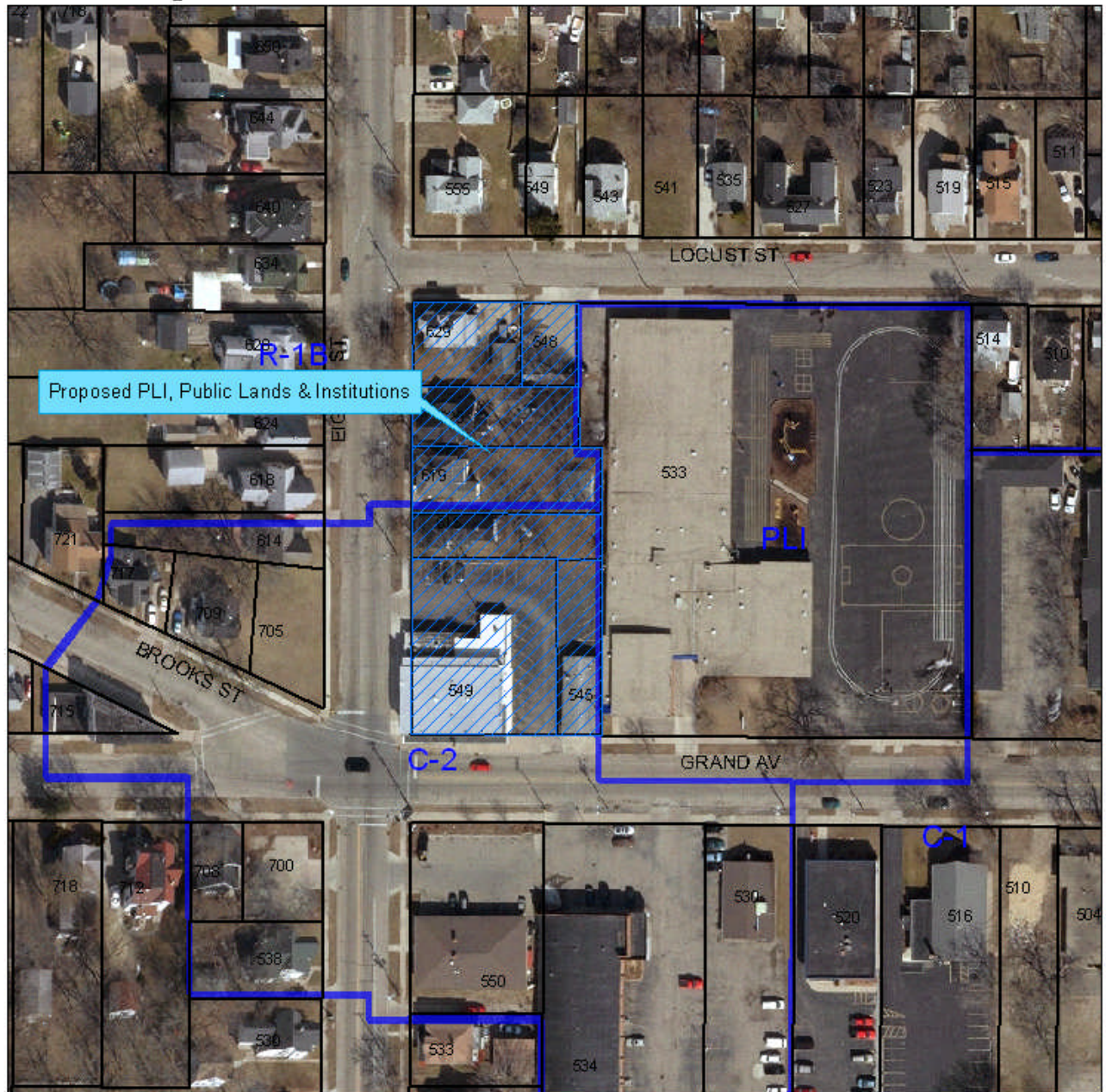
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**Attachments:** Location & Zoning Map, Photos, Preliminary Site Plan, Application, Public Notice, and Mailing List.

# Location & Zoning Map

Various Properties

ZMA-2013-05



1 inch = 107 feet  
 0 25 50 100 150 Feet

**Legend**

- COB Parcels
- Zoning District

Map prepared by: Drew Pennington  
 Date: March 2013  
 For: City of Beloit Planning & Building Services  
 Date of Aerial Photography: March 2011

**PLANNING & BUILDING SERVICES DIVISION**

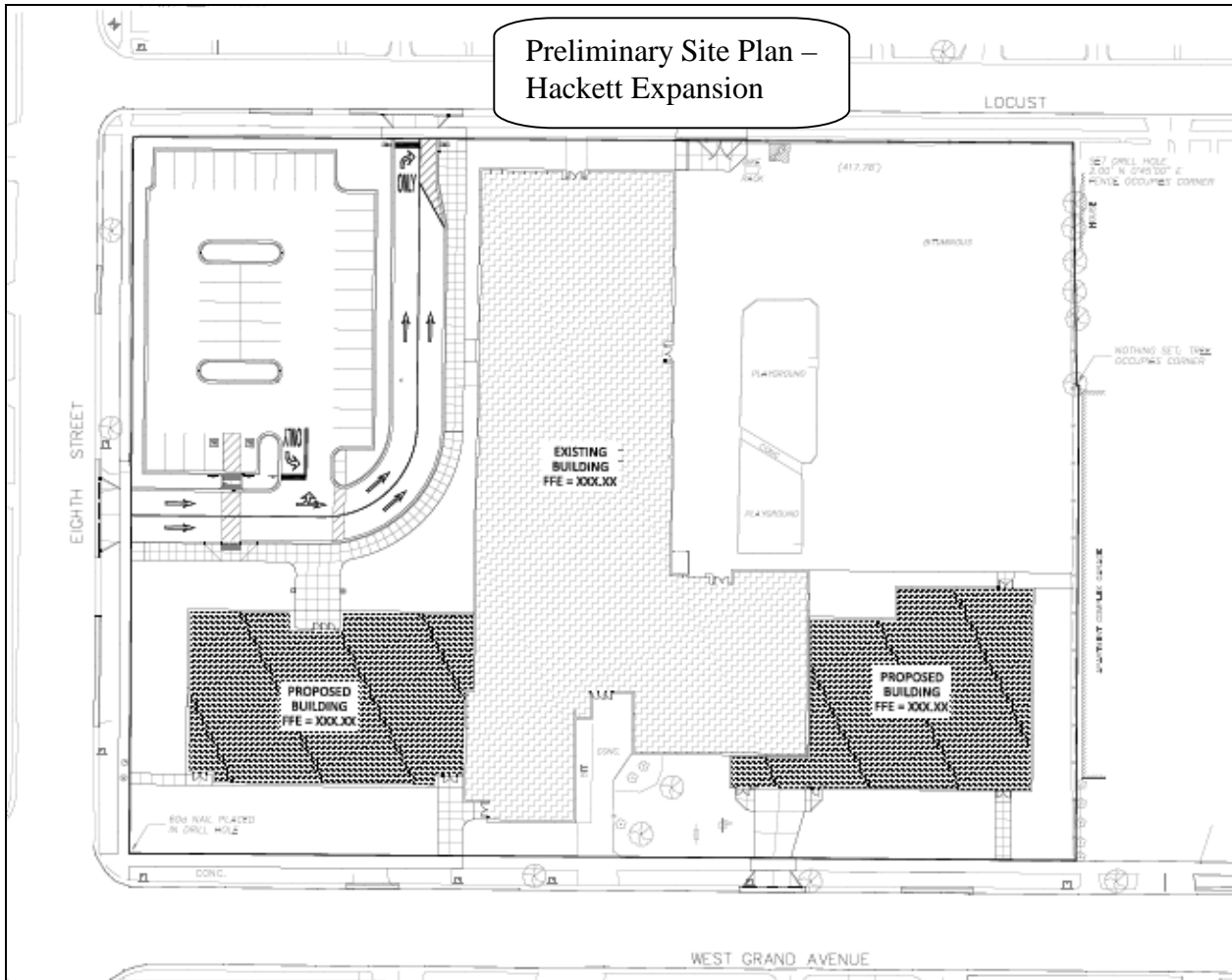
545 & 549 W. Grand Avenue



600 Block of Eighth Street



Preliminary Site Plan –  
Hackett Expansion





# 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)

548 Louist

File No.: ZMA-2013-05

1. Address of subject property: ~~548 Louist~~, 549 W. Grand, 700 W. Grand

2. Legal description: Lot:  Block: Subdivision: 545 pp

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

Property dimensions are: 14,368 sq ft / 4,448 sq ft feet by feet = square feet.

If more than two acres, give area in acres: .33, .1, .06 acres.

3. Tax Parcel Number(s): 13560960, 13560135, 13561165

4. Owner of record: School District of Beloit Phone: 608-361-4015

1633 Keeler Ave Beloit WI 53511  
(Address) (City) (State) (Zip)

5. Applicant's Name: Janelle Maratz, exec Dir of Business

1633 Keeler Ave, Beloit WI 53511  
(Address) (City) (State) (Zip)

608-361-4015 175-577-8367 jmaratz@sdb.k12.wi.us  
(Office Phone #) (Cell Phone #) (Email Address)

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

Change zoning district classification from: Commercial to: PLT

All existing uses on this property are: School Use

7. All the proposed uses for this property are:

Principal use(s): Building Addition, Parking Lot

Secondary use(s): School Campus

Accessory use(s):

# 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: 615 Eighth St, 619 Eighth St, 625 Eighth, 629 Eighth
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: 34 x 142, 50 x 142, 44 x 124, 62 x 81 feet by \_\_\_\_\_ feet = \_\_\_\_\_ square feet.  
If more than two acres, give area in acres: .11, .16, .13, .12 acres.
3. Tax Parcel Number(s): 1356-1185, 206-13561185, 206-13561180, 13561175, 13561170,
4. Owner of record: School District of Beloit Phone: 608-361-4015  
1633 Keeler Ave Beloit WI 53511  
(Address) (City) (State) (Zip)
5. Applicant's Name: Janelle Marotz, Exec Director of Business Services  
1633 Keeler Ave Beloit WI 53511  
(Address) (City) (State) (Zip)  
608-361-4015 715-577-8367 jmarotz@scdb.k12.wi.us  
(Office Phone #) (Cell Phone #) (E-mail Address)

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

Change zoning district classification from: Residential / commercial to: PLI

All existing uses on this property are: \_\_\_\_\_

School Use

7. All the proposed uses for this property are:

Principal use(s): School Campuses

Secondary use(s): Parking lots, Building Additions

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): Janelle Marotz                      Phone: 608-361-4065  
1633 Keeler Ave, 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.

Janelle Marotz                      Janelle Marotz                      3/8/13  
(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 \$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 it is typically between \$5.00 and \$20.00.

To be completed by Planning Staff		
Filing Fee: <u>\$275.00</u>	Amount Paid: <u>\$275.00</u>	Meeting Date: <u>April 3, 2013</u>
Number of notices: _____ x mailing cost (\$0.50) = cost of mailing notices: \$ _____		
Application accepted by: <u>D. W. Livingston</u>		Date: <u>3/8/13</u>
Date Notice Published: _____	Date Notice Mailed: _____	



## **NOTICE TO THE PUBLIC**

March 20, 2013

To Whom It May Concern:

The School District of Beloit has submitted an application for a Zoning Map Amendment to change the zoning district classification from C-2, Neighborhood Commercial District and R-1B, Single-Family Residential District to PLI, Public Lands & Institutions District, for the properties located at:

**545 & 549 W. Grand Avenue; 615, 619, 625, & 629 Eighth Street; and 548 Locust Street.**

This request is related to the proposed expansion of Hackett Elementary School. The properties located at 545 & 549 W. Grand Avenue and 615 Eighth Street are currently zoned C-2 and the properties located at 619, 625, & 629 Eighth Street and 548 Locust Street are currently zoned R-1B. All of the subject properties must be rezoned to PLI before the school building and grounds may be expanded as planned.

The following public hearings will be held regarding this application:

**City Plan Commission:** Wednesday, April 3, 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 15, 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 Drew Pennington in the Planning & Building Services Division at (608) 364-6711 or [penningtond@ci.beloit.wi.us](mailto:penningtond@ci.beloit.wi.us). Comments will be accepted via telephone, email, and U.S. Mail.*

FREEDOM PROPERTY  
INVESTMENTS LLC  
1655 COPELAND AVE #130  
BELOIT, WI 53511

DVH INVESTMENTS LLC  
3750 GESLEY RD  
BELOIT, WI 53511

DZEMO & AMDIJE IMERI  
3525 EAGLES RIDGE DR  
BELOIT, WI 53511

JEFFREY ADLEMAN  
P O BOX 598  
SOUTH BELOIT, IL 61080

BRADLEY G & MARIA  
BENEDICT  
718 W GRAND AVE  
BELOIT, WI 535116080  
MIKA 2 LLC  
1112 PRICE AVE  
COLUMBIA, SC 29201

STEVEN STEINER  
9810 REDFIELD DR  
ROSCOE, IL 610731342

ALBERT HANSEN  
721 BROOKS ST  
BELOIT, WI 535116026

MELISSA GENZ  
628 EIGHTH ST  
BELOIT, WI 53511

LANIER & YVONNE SCOTT  
640 EIGHTH ST  
BELOIT, WI 535115308

HARBOUR PORTFOLIO VII LP  
P O BOX 1996  
IRMO, SC 29063

NEW APOSTOLIC CHURCH  
NATL ORG  
3753 N TROY ST  
CHICAGO, IL 60618

RICHARD & PATRICIA RANFT  
534 W GRAND AVE  
BELOIT, WI 53511

RONALD MOE  
1732 CRANSTON RD  
BELOIT, WI 53511

WILLIAM WIELAND  
3307 RIVERSIDE DR  
BELOIT, WI 53511

MARVIN MILNER  
P O BOX 1161  
BELOIT, WI 535121161

C & E BUILDERS INC  
4902 N WALTHSHIRE LN  
MC HENRY, IL 60051

ESTHER A DE MUNOZ  
SALVADOR M SOLIS  
731 BROOKS ST  
BELOIT, WI 535116026

CURTIS HANSEN  
2325 E RIDGE RD  
BELOIT, WI 53511

CARLOS & DORA DIAZ  
733 BROOKS ST  
BELOIT, WI 53511

ESPERANZA SANCHEZ  
533 EIGHTH ST  
BELOIT, WI 53511

NEIGHBORHOOD HOUSING  
SERVICES OF BELOIT INC  
520 W GRAND AVE  
BELOIT, WI 53511

JERALD A & CONNIE E SVEUM REV  
TRUST ARTHUR W & KATHLEEN H  
CARL REV TRUST &  
719 HOLLY RD  
BELOIT, WI 53511

JULIO MONTES  
712 W GRAND AVE  
BELOIT, WI 53511

TJF PROPERTIES LLC  
412 HILLCREST DR  
SUN PRAIRIE, WI 53590

OSIEL & ADELINA ORTIZ  
717 BROOKS ST  
BELOIT, WI 53511

GARY & SHARON JENSEN  
5639 E M-H TOWNLINE RD  
MILTON, WI 53563

ERNESTO & VANESSA E  
GONZALEZ  
1548 MCKINLEY AVE  
BELOIT, WI 53511

ARACELI MONTOYA  
634 EIGHTH ST  
BELOIT, WI 53511

ALICE BREWER  
SUPPLEMENTAL TRUST  
644 EIGHTH ST  
BELOIT, WI 53511

VICTOR B & MARIA R  
DELGADO

1271 CENTRAL AVE

BELOIT, WI 53511

ROBERT E & DAWN S BARBER

535 LOCUST ST

BELOIT, WI 53511

ROBERT & LUANNE LARSON  
FAMILY TRUST

830 CLUB LN

BELOIT, WI 535112415

LYNN M COOK CHRISTOPHER  
W ROBISON

522 ST LAWRENCE AVE

BELOIT, WI 53511

THOMAS AMBLER

2022 MONROE ST

BELOIT, WI 53511

JOHN M & STACY M  
CROMWELL

2036 MERIDITH DR

BELOIT, WI 53511

DANIEL R & SARA M WEBSTER

718 ST LAWRENCE AVE

BELOIT, WI 53511

DAVID A & JEANINE K  
FROEBER

10548 S SMYTHE SCHOOL RD

BELOIT, WI 53511

JOHN & MARILYN POFF

135 YOST DR

BELOIT, WI 53511

JOSE & CAMERINA BARAJAS  
650 EIGHTH ST

BELOIT, WI 535115308

ELLEN MCCULLEY

W5602 STATE HWY 73

NEILLSVILLE, WI 54456

IVAN HOWARD

10847 W HWY K

BELOIT, WI 53511

ELIA LUNA FORTUNATO  
BOLANOS

654 EIGHTH ST

BELOIT, WI 53511

IAN GREGORY

14850 MISTY MEADOW LN

SOUTH BELOIT, IL 61080

DEMUS ENTERPRISES LLC

414 HIGHLAND PARK AVE

CLINTON, WI 53525

GE BEI

549 LOCUST ST

BELOIT, WI 53511

MAHBOUB K & FALASTINE  
ABDALAH

5316 S 22ND ST

MILWAUKEE, WI 532213825

WALMER PROPERTIES INC

14609 WHISPERING WIND WAY

SOUTH BELOIT, IL 61080

FREDY AVILA

612 ST LAWRENCE AVE

BELOIT, WI 53511

EDWARD & ALTHEA BITTORF

714 ST LAWRENCE AVE

BELOIT, WI 535115345

# CITY OF BELOIT

## REPORT TO THE BELOIT CITY PLAN COMMISSION

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**Meeting Date:** April 3, 2013

**Agenda Item:** 5

**File Number:** ZMA-2013-04

**Applicant:** John Wittnebel

**Owner:** Hourglass Media, LLC.

**Location:** 501 Prospect Street

**Existing Zoning:** Public Lands and Institution District (PLI)

**Existing Land Use:** Vacant Church

**Parcel Size:** 0.43 Acres

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### Request Overview/Background Information:

John Wittnebel has submitted a Zoning Map Amendment Application requesting a change in the zoning district classification of the property located at 501 Prospect Street from PLI, Public Lands and Institution District, to CBD-1, Central Business District-Core. The applicant has proposed to establish a mix of commercial uses permitted by right within the CBD-1 District, and community service uses require a Conditional Use Permit, if the request to rezone is granted.

The attached **Location and Zoning Map** shows the location of this property. The adjacent zoning and land uses are as follows:

North: PLI, Public Lands and Institutions District; Rasey House (Daughters of the Revolution)  
South: CBD-1, Central Business District-Core; Office Building (AT&T)  
East: PLI, Public Lands and Institutions District; Church (First Baptist Church)  
West: R-4, Moderate-Density Multifamily Residential District; High-rise Apartments (Scoville Center)

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### Key Issues:

- On March 4, 2013, the City Council approved the applicant's request to change the future land use of the subject property from Institutional and Community Services to Neighborhood Commercial on the Downtown Future Land Use Map (Map 9) of the City's Comprehensive Plan.
- The City's Comprehensive Plan recommends CBD, Central Business District as the appropriate zoning classification for Downtown future land use category.
- If the Zoning Map Amendment request is granted, the applicant intends to engage in or lease space to businesses that operate *Personal Service, Sales, and/or Entertainment-Oriented Retail Sales & Service* uses (e.g. café, performance art center, event hosting, liquor sales associated with event hosting, gift shop, etc.). These proposed uses are permitted by right within the CBD-1, Central Business District-Core.
- In addition to the proposed retail uses, the applicant intends to locate a nonprofit organization (The Youth Unite) in the building. Nonprofit organizations are classified as a "community service" use and require a Conditional Use Permit in the CBD-1 District. Under the existing PLI District, the applicant would be able to establish the community service use by right, however, the proposed commercial uses would not be allowed.
- A Conditional Use Permit for the proposed community service use is also being reviewed with the Zoning Map Amendment request.
- The subject property is located within the College Park Historic District, which requires that the Landmarks Commission be notified of any land use proposals affecting a historic property and allowed an opportunity to draft a written or oral statement in support or protest of the proposal, which should be considered by the Plan Commission (Section 32.15(4) of the Historic Preservation Ordinance).
- The applicant presented his proposal before the Landmarks Commission at its regularly scheduled meeting on Tuesday, March 19, 2013. At the conclusion of the presentation, the Landmarks Commission discussed the proposal and voiced their **support** for the reuse of the historic building. Essentially, the Landmarks Commission felt that the proposed uses would positively contribute to the College Park Historic District and surrounding neighborhood, and bridge the gap between Downtown Beloit and Beloit College. The Landmarks Commission supports the social and community functions that would occur in this historic building if it were allowed to be rezoned.
- Staff sent the attached Public Notice to nearby property owners of the site. The Planning Division did not receive any comments from property owners or the public concerning this 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:

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

- A number of land uses that are residential, institutional, and commercial surround the subject property. The land uses to the North of the subject property are the Beloit College and the Rasey House. The land use to the East of the subject property is a church. The land use to the South of

the subject properties is an office. The land use to the West of the subject properties is a high-rise apartment complex.

- This request amounts to a small expansion of the CBD-1 District, which will preserve the historic building by allowing it to be reused. Liquor sales is a permitted use within the CBD-1 District, however, the applicant must seek the approval of City Council before the sale of liquor may occur on the subject property.
- b. *The zoning classification of property within the general area of the subject property;*
- The subject property is adjacent to three different zoning districts. The three distinct zoning districts accommodate residential, institutional, and commercial uses. Adjacent to the **northern boundary** of the property is the PLI, Public Land and Institutions District. Adjacent to the **eastern boundary** of the property is the PLI, Public Land and Institutions District. Adjacent to the **southern boundary** of the property is the CBD-1, Central Business District-Core. Adjacent to the **western boundary** of the property is the R-4, Moderate-Density Multifamily Residential District.
- c. *The suitability of the subject property for the uses permitted under the existing zoning classification; and*
- While the property is suitable for public and nonprofit uses under the existing zoning classification of the PLI Districts, this district limits the capacity of the property to be fully repurposed as envisioned by the applicant. The proposed rezoning of the property to CBD-1 would provide an opportunity for the applicant to establish commercial retail uses, which would be beneficial to the surrounding area and the College Park Historic District.
  - Moreover, as mentioned above, the applicant desires the flexibility to engage in or lease space to businesses that operate Personal Service, Sales, and/or Entertainment-Oriented Retail Sales & Service uses (e.g. café, performance art center, event hosting, liquor sales associated with event hosting, gift shop, etc.) These uses are prohibited in the PLI District but permitted by right in the CBD-1 District.
- d. *The trend of development and zoning map amendments in the general area of the subject property.*
- No property within the general area of the subject property has been rezoned in the past decade.

---

**Consistency with Comprehensive Plan and Strategic Plan:**

- The Comprehensive Plan designates the subject property as appropriate for Neighborhood Commercial Uses with a recommended zoning classification of CBD-1, Central Business District-Core.
- Consideration of this request supports City of Beloit Strategic Goal #5.

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**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** – The preservation and enhancement of historic structures reduces dependence upon fossil fuels by capitalizing on the embodied energy that is present in these structures. Our historic districts are compact, walkable neighborhoods that were developed when walking was a primary mode of travel.
- **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

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**Staff Recommendation:**

Based on the above Findings of Facts and the Comprehensive Plan, the Planning and Building Services Division recommends **approval** of a Zoning Map Amendment to change the zoning district classification from PLI, Public Lands and Institution District to CBD-1, Central Business District-Core, for the property located at 501 Prospect Street.

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**Fiscal Note/Budget Impact:** N/A

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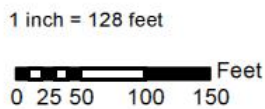
**Attachments:** Location & Zoning Map, Historical Survey of Property, Application, Public Notice, and Mailing List.



# Location & Zoning Map

501 Prospect Street


ZMA-2013-04



Legend	
	COB Parcels
	Zoning District

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

PLANNING & BUILDING SERVICES DIVISION

INTENSIVE SURVEY FORM		Historic Preservation Division		State Historical Society of Wisconsin	
1 City, Village or Town: <b>BELOIT</b>		County: <b>ROCK</b>		Surveyor: <b>Richard P. Hartung</b>	
Street Address: <b>501 Prospect</b>		Legal Description:		Date: <b>July, 1981</b>	
Current Name & Use: <b>First Presbyterian Church</b>		Current Owner:		Acreage:	
Film Roll No. <b>RO-118</b>		 Prints		Current Owner's Address:	
Negative No. <b>11</b>				Special Features Not Visible In Photographs:	
Facade Orient. <b>W</b>				Interior visited? <input type="radio"/> Yes <input checked="" type="radio"/> No	
2 Original Name & Use:		Source	Previous Owners	Dates	Uses
Dates of Construction /Alteration <b>1905-1906</b>		Source <b>B</b>			
Architect and/or Builder:		Source			
3 Architectural Significance <input type="radio"/> Represents work of a master <input type="radio"/> Possesses high artistic values <input type="radio"/> Represents a type, period, or method of construction <input type="radio"/> Is a visual landmark in the area <input checked="" type="radio"/> Other: <b>None</b>		4 Historical Significance <input type="radio"/> Assoc. with lives of significant persons <input type="radio"/> Assoc. with significant historical events <input type="radio"/> Assoc. with development of a locality <input type="radio"/> Other: _____ <input checked="" type="radio"/> None		Section	
Architectural Statement:  Gothic Revival church of beige Roman brick and stone detailing. Square crenelated tower at southwest corner, Gothic arched windows.		Historical Statement:  The congregation of First Presbyterian Church was formed in 1849. Many of the first pioneers in Beloit were Presbyterians and they initially worshipped with the Congregationalists. However, the two denominations separated by 1849 because of a number of differences, the most important being the slavery issue. The Presbyterians were sympathetic to the abolitionists and desired the freedom to discuss the issue freely in their church. The cornerstone for their present (over)		Map Name <b>Near East Side Historic District</b>	
5 Sources of Information (Reference to Above) <b>A</b> <u>Book of Beloit</u> , 1936, pp. 110-111 <b>B</b> <u>History of Rock County</u> , Volume I, 1908, pp. 270-271 <b>C</b> <b>D</b> <b>E</b> <b>F</b>		6 Representation in Previous Surveys <input type="radio"/> HABS <input type="radio"/> NAER <input checked="" type="radio"/> WHIP <input type="radio"/> NRHP <input type="radio"/> landmark <input type="radio"/> other: _____		7 Condition <input checked="" type="radio"/> excellent <input type="radio"/> good <input type="radio"/> fair <input type="radio"/> poor <input type="radio"/> ruins	
		8 District: <u>Near East Side Historic Dist.</u> <input type="radio"/> pivotal <input checked="" type="radio"/> contributing <input type="radio"/> non-contributing initials: _____ date: _____		Map Code <b>NES 118/11</b>	
		9 Opinion of National Register Eligibility <input checked="" type="radio"/> eligible <input type="radio"/> not eligible <input type="radio"/> unknown <input type="radio"/> national <input type="radio"/> state <input type="radio"/> local initials: <b>R</b>			

HP-02-17

Historical Statement (Continued)

church was laid in 1905 and the church was dedicated in 1906. (A, B)

501 Prospect

South



Southwest



West



July, 1991

south-  
east



north-  
west



# 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.: ZMA-2013-04

1. Address of subject property: 501 PROSPECT ST, BELOIT WI 53511

2. Legal description: Lot: 516 Block: 74 Subdivision: CITY OF BELOIT

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

Property dimensions are: 133 feet by 138 feet = 18,354 square feet.

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

3. Tax Parcel Number(s): 13660050

4. Owner of record: HOURGLASS MEDIA, LLC Phone: 608 346-3249

10320 W. COUNTY RD K, BELOIT WI 53511

(Address)

(City)

(State)

(Zip)

5. Applicant's Name: HOURGLASS MEDIA, LLC BY JOHN WITNEREL, MEMBER

10320 W. COUNTY RD K, BELOIT WI 53511

(Address)

(City)

(State)

(Zip)

608 346-3249

(Office Phone #)

1608 346-3114

(Cell Phone #)

1JLWITZ2@GMAIL.COM

(E-mail Address)

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

Change zoning district classification from: PL1 to: CBD 1

All existing uses on this property are: CHURCH FACILITY NOW

VACANT

7. All the proposed uses for this property are:

Principal use(s): PERFORMING ARTS CENTER & EVENTS

HOSTING

Secondary use(s): RESTAURANT, CATERING, LIQUOR SALES

OFFICE RENTAL, RETAIL, THEATER

Accessory use(s): RESIDENCE, EDUCATIONAL, MUSEUM

NON-PROFIT GROUP EVENTS

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): JOHN WITTNEBEL Phone: 608 346-3249

10320 W. COUNTY RD K 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.

 JOHN WITTNEBEL, MEMBER  
1 HOWELASS MEDIA, LLC / 3-6-13

(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 \$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 it is typically between \$5.00 and \$20.00.

To be completed by Planning Staff	
Filing Fee: <b>\$275.00</b>	Amount Paid: <u>\$275.00</u> Meeting Date: <u>April 3, 2013</u>
Number of notices: <u>9</u>	x mailing cost (\$0.50) = cost of mailing notices: <u>\$ 4.50</u>
Application accepted by: <u>Michael D. Lofton II</u>	Date: <u>March 6, 2013</u>
Date Notice Published: _____	Date Notice Mailed: _____



## NOTICE TO THE PUBLIC

March 22, 2013

To Whom It May Concern:

John Wittnebel has submitted a Zoning Map Amendment Application requesting a change in the zoning district classification from Public Land and Institutions District (PLI) to CBD-1, Central Business District-Core for the property located at:

### **501 Prospect Street**

The applicant desires to establish a number of commercial uses on the subject property that includes a performing arts center, events hosting, restaurant, office, and retail.

The following public hearings will be held regarding this application:

**City Planning Commission:** Wednesday, April 3, 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 15, 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 and Building Services Division at (608) 364-6708 or [loftonm@ci.beloit.wi.us](mailto:loftonm@ci.beloit.wi.us). Comments will be accepted via telephone, email, and U.S. Mail.*



NORTHERN ILLINOIS INC FAMILY  
SERVICES OF SOUTHERN  
WISCONSIN AND  
416 COLLEGE ST  
BELOIT, WI 53511

GRAVITT HOLDINGS COMPANY LLC  
424 PROSPECT ST  
BELOIT, WI 535116335

AMERITECH - WISCONSIN  
722 N BROADWAY FLOOR 5  
MILWAUKEE, WI 532024303

KATHLEEN STEVENS  
1740 GATEWAY BLVD #219  
BELOIT, WI 53511

FIRST BAPTIST CHURCH  
617 PUBLIC AVE  
BELOIT, WI 535116340

SCOVILLE CENTER LLC  
2 EAST MIFFLIN ST STE 401  
MADISON, WI 53703

DAR RASEY HOUSE INC  
4245 E CIRCLEWOOD DR  
BELOIT, WI 53511

BELOIT COLLEGE BOARD OF  
TRUSTEES  
700 COLLEGE ST  
BELOIT, WI 53511

# CITY OF BELOIT

## REPORT TO THE BELOIT CITY PLAN COMMISSION

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**Meeting Date:** April 3, 2013

**Agenda Item:** 6

**File Number:** CU-2013-04

**Applicant:** John Wittnebel

**Owner:** Hourglass Media, LLC

**Location:** 501 Prospect Street

**Existing Zoning:** PLI, Public Lands and Institutions District

**Existing Land Use:** Vacant Church

**Parcel Size:** 0.43 Acres

---

### Request Overview/Background Information:

John Wittnebel has filed an application for a Conditional Use Permit to allow a community service use in a CBD-1, Central Business District-Core, for the property located at 501 Prospect Street. A Zoning Map Amendment to rezone the property from PLI, Public Lands and Institutions District to CBD-1, Central Business District-Core is also being reviewed along with this request.

---

### Key Issues:

- The applicant desires to operate The Youth Unite organization on the lower level (basement) of the historic building.
- The Youth Unite organization was formed in 2008 to combat school bullying. Its mission is to prevent bullying by teaching strategies to school aged children on how to handle difficult social pressures, while fostering positive self-esteem in school aged children, and creating safe places in the community. The organization accomplishes its mission by involving school aged children in the performing arts, music, and other educational programs. Routine seminars are held at local area schools which serve as a way of providing anti-bullying material to children and informing them of the programs offered by the organization.
- If the Conditional Use Permit is granted, the organization will have a permanent location to operate year-round and will offer its programs during special events held at the property. The summer months will be the most active for the organization because children are on summer vacation.
- Mr. Wittnebel intends to repurpose the historic building to establish a number of commercial uses such as a performing arts center, event hosting, restaurant, office rental, retail, and liquor sales that will be associated with event hosting. These commercial uses may be established if the property is rezoned to CBD-1, and the applicant may apply for a liquor license, which must be approved by the City Council. The Youth Unite organization will not hold business hours during any event hosting programs. An interior floor plan showing the location of each proposed use is attached to this report.
- The performing arts center and event hosting will be the principal use of the building while the community services use will be a secondary use.
- Section 19.8-102(a) of the Zoning Ordinance exempts properties zoned CBD from meeting the requirements for off-street parking. As shown in the attached site plan, there are ample public on-street parking spaces to accommodate traffic that may be generated by the community service use and the above-mentioned commercial uses.
- Because of the property's location within the College Park Historic District, the Landmarks Commission must be notified of any land use proposal affecting a historic property and allowed an opportunity to draft a written or oral statement in support or protest of the proposal, which should be considered by the Plan Commission (Section 32.15(4) of the Historic Preservation Ordinance).
- The Landmarks Commission met on Tuesday, March 19, 2013, and discussed the proposal and voiced their **support** for the proposed community service use proposed by Mr. Wittnebel.
- The City's Review Agents have reviewed this application and have not submitted any comments or concerns.
- The attached Public Notice was sent to eight (8) nearby property owners. As of this writing, staff has not received any comments or concerns.
- 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: PLI, Public Lands and Institutions District; Rasey House (Daughters of the Revolution)
  - South: CBD-1, Central Business District-Core; Office Building (AT&T)
  - East: PLI, Public Lands and Institutions District; Church (First Baptist Church)
  - West: R-4, Mod-Density Multifamily Residential District; High-rise Apartments (Scoville Center)
- The site plan and floor plan are attached to this report.
- **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 community services 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 community service use will not be injurious to the use and enjoyment of other property in the immediate vicinity for purposes already permitted.
- c. *Whether the conditional use will substantially diminish or impair property values within the neighborhood of the subject property;*
  - The proposed community service use will not diminish or impair property values within the neighborhood, whereas a vacant structure could impair property values.
- d. *Whether the establishment of the conditional use will impede the normal and orderly development and improvement of the surrounding property;*
  - This area is fully developed.
- 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 architectural design and site layout are compatible with the existing development in the immediate neighborhood and will not cause depreciation in property values.
- 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*
  - While the subject property does not have off-street parking, there is an ample amount of public on-street parking spaces within close proximity of the property that may be used to accommodate any traffic generated by the community service use.
- h. *Whether the conditional use will comply with all applicable regulations of the Zoning Ordinance.*
  - The conditional uses will comply with all other applicable regulations of the Zoning Ordinance.

---

#### **Consistency with Comprehensive Plan and Strategic Plan:**

- The Comprehensive Plan designates the subject property as appropriate for Neighborhood Commercial Uses with a recommended zoning classification of CBD-1, Central Business District-Core.
- Consideration of this request supports City of Beloit Strategic Goal #5.

---

#### **Sustainability:**

- **Reduce dependence upon fossil fuels** – The preservation and enhancement of historic structures reduces dependence upon fossil fuels by capitalizing on the embodied energy that is present in these structures. Our historic districts are compact, walkable neighborhoods that were developed when walking was a primary mode of travel.
- **Reduce dependence on chemicals and other manufacturing substances that accumulate in nature** – N/A
- **Reduce dependence on activities that harm life sustaining eco-systems** – This is an urbanized site.
- **Meet the hierarchy of present and future human needs fairly and efficiently** – The overall redevelopment of this commercial property will have a positive impact on all stakeholders.

---

#### **Staff Recommendation:**

The Planning & Building Services Division recommends **approval** of a Conditional Use Permit to allow a community service use in a CBD-1, Central Business District-Core, for the property located at 501 Prospect Street., based on the above Findings of Fact and subject to the following conditions:

1. This Conditional Use Permit authorizes The Youth Unite organization to operate in the basement of the existing building on the property located at 501 Prospect Street.
2. Alcohol may not be sold on the premises while children are attending The Youth Unite events or programming.
3. The Plan Commission and City Council shall approve any major changes in the adopted conditions or use of the property by amending this Conditional Use Permit. The Planning and Building Services Director may approve minor changes administratively.

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**Fiscal Note/Budget Impact:** N/A

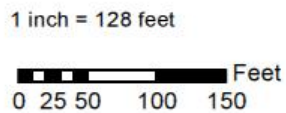
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**Attachments:** Location & Zoning Map, Rendering & Photo, Application, Site Plan, Floor Plan, Public Notice, and Mailing List.

# Location & Zoning Map

501 Prospect Street

CU-2013-04

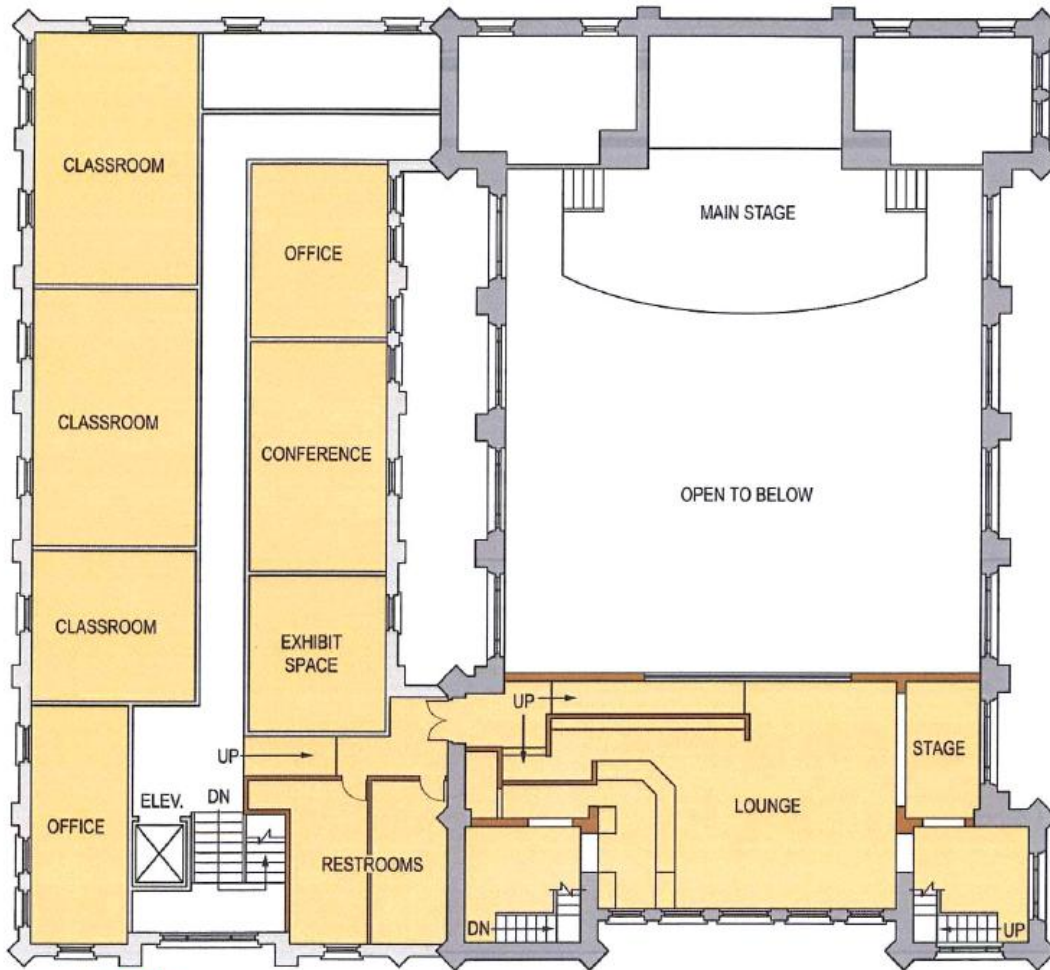


**Legend**

- COB Parcels
- Zoning District

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

PLANNING & BUILDING SERVICES DIVISION

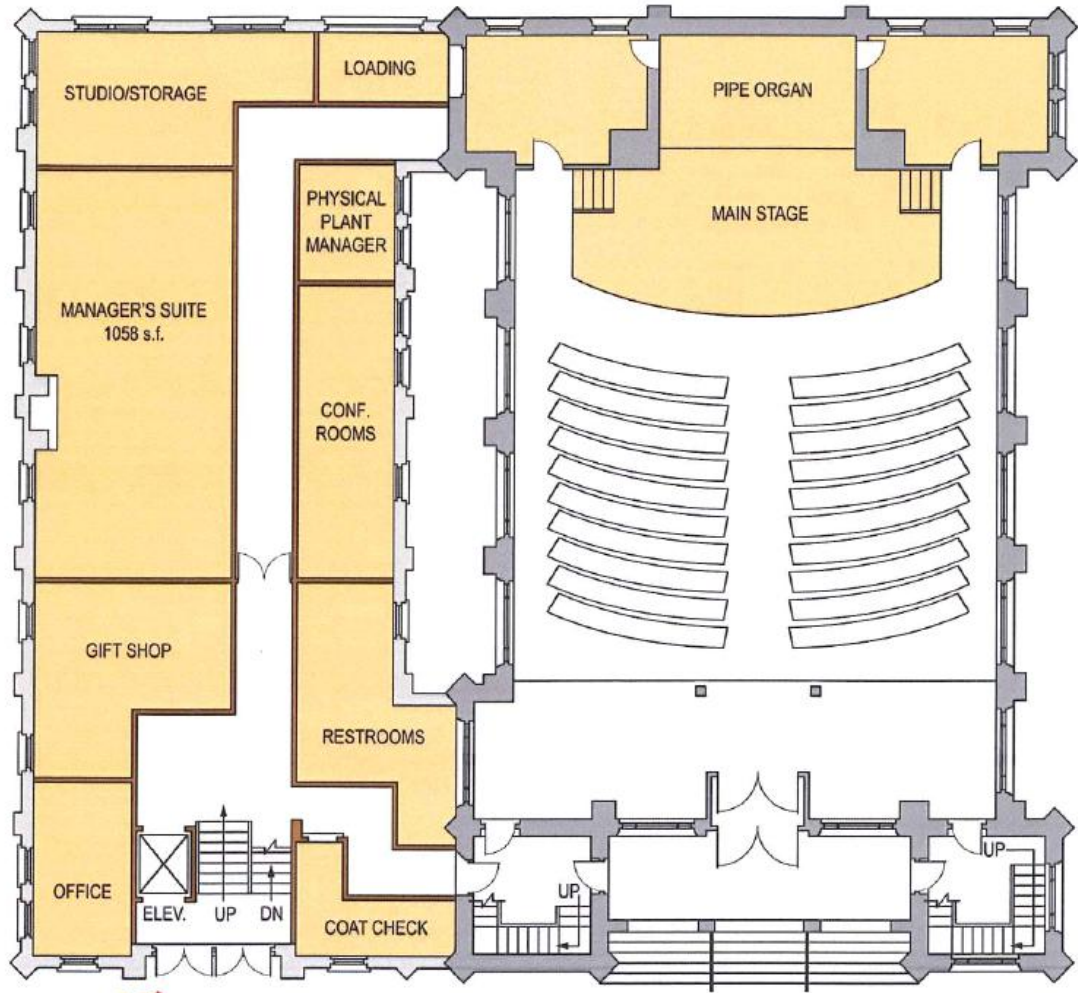


**The Castle**  
at 501 prospect

0 10 ft  
Scale



UPPER LEVEL PLAN

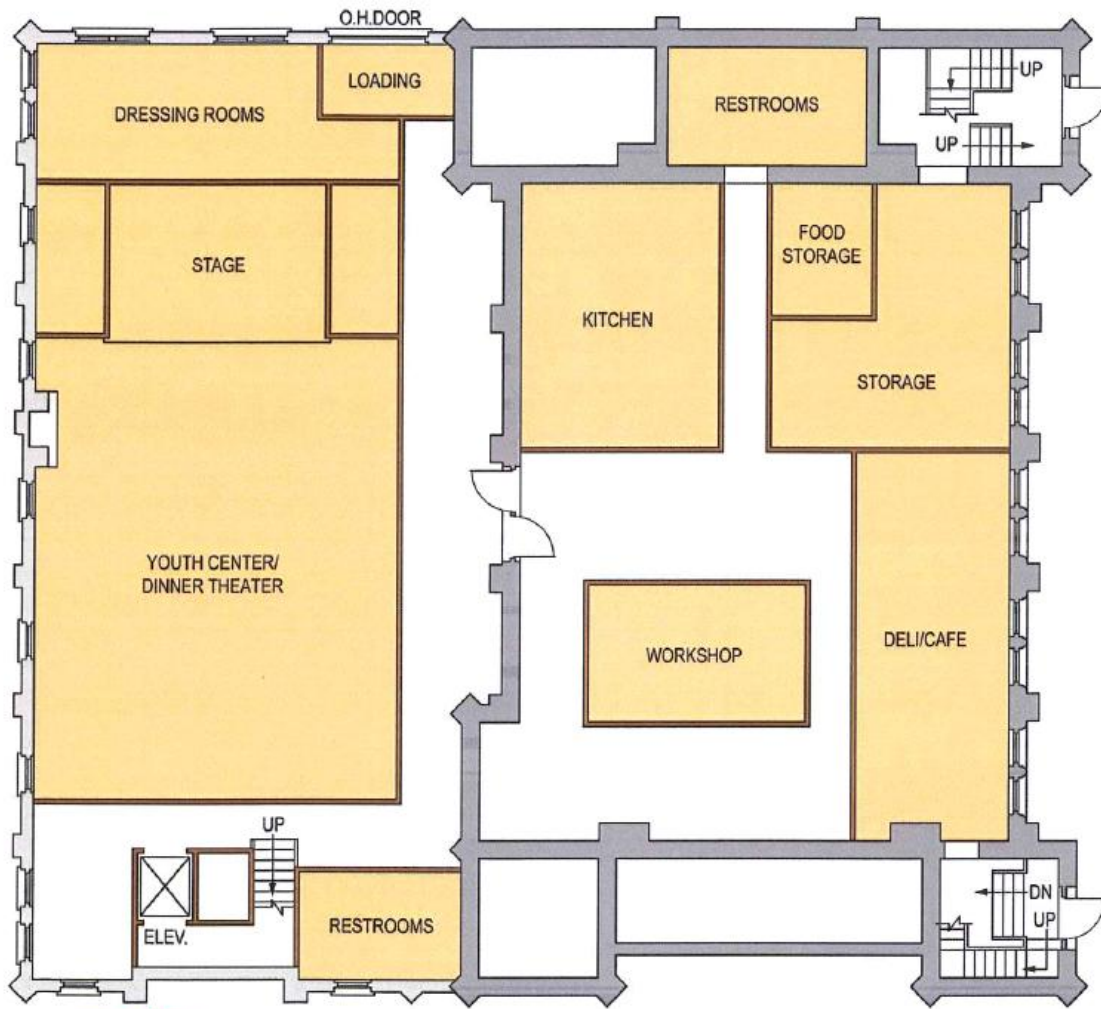


**The Castle**  
at 501 Prospect

0 10 ft  
Scale



MAIN LEVEL PLAN



**The Castle**  
at 501 prospect

0 10 ft  
Scale



**LOWER LEVEL PLAN**



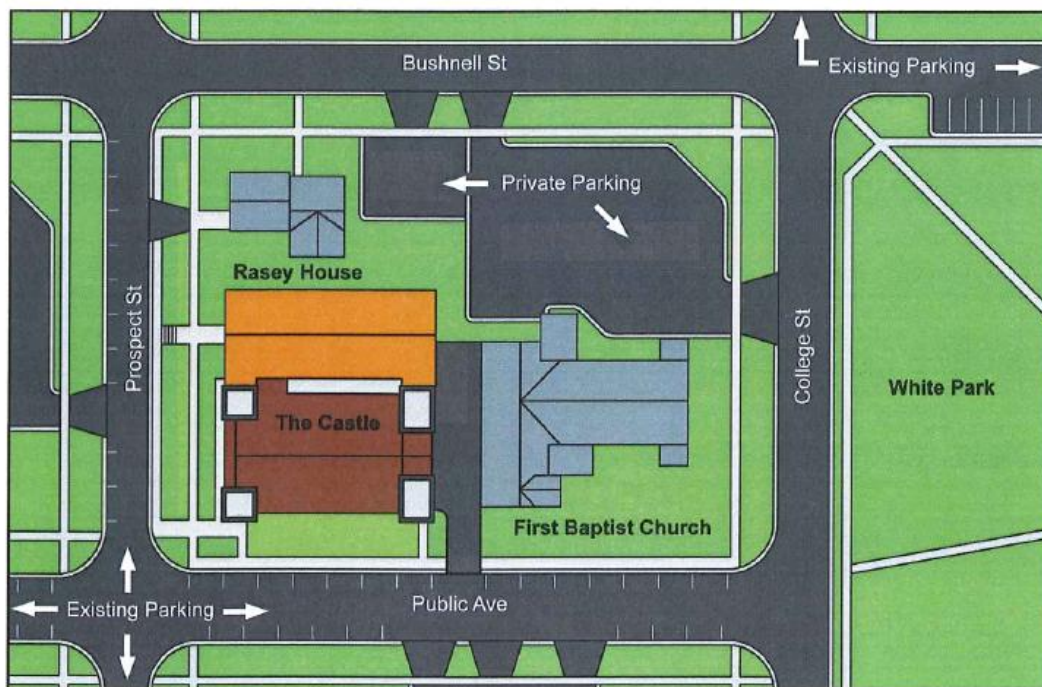
Public Spaces  
Over 400 street parking spaces within 5 blocks

Private Parking Lot  
(Not Included In Total)



SITE PLAN





**The Castle**  
at 501 prospect



**SITE PLAN**

# 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: CU-2013-04

1. Address of subject property: 501 PROSPECT ST, BELOIT WI 53511
2. Legal description: LOT 5 & 6 OF BLOCK 74, C.I.M OF BELOIT  
If property has not been subdivided, attach a copy of the complete legal description from deed.  
Property dimensions are: 133 feet by 138 feet = 18,354 square feet.  
If more than two acres, give area in acres: \_\_\_\_\_ acres.
3. Tax Parcel Number(s): 13660050
4. Owner of record: HOURLASS MEDIA, LLC Phone: 608 346-3249  
10320 W. COUNTY RD. K, BELOIT WI 53511  
(Address) (City) (State) (Zip)
5. Applicant's Name: HOURLASS MEDIA, LLC BY JOHN WITTNEBEL, MEMBER  
10320 W. COUNTY RD. K BELOIT WI 53511  
(Address) (City) (State) (Zip)  
608 346-3249 / 608 346-3114 / J.WITT22@GMAIL.COM  
(Office Phone #) (Cell Phone #) (E-mail Address)
6. All existing use(s) on this property are: CHURCH FACILITY NOW  
VACANT
7. **THE FOLLOWING ACTION IS REQUESTED:**  
A Conditional Use Permit for: NON-PROFIT COMMUNITY SERVICE  
IN in a(n) CBD 1 Zoning District.
8. All the proposed use(s) for this property will be:  
Principal use: PERFORMING ARTS CENTER & EVENTS  
HOSTING  
Secondary use: RESTAURANT, CATERING, LIQUOR SALES  
OFFICE RENTAL, RETAIL, THEATER  
Accessory use: RESIDENCE, EDUCATIONAL, MUSEUM  
NON-PROFIT GROUP EVENTS

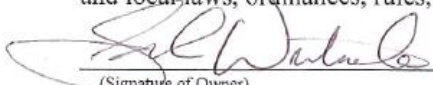
9. Project timetable: Start date: APRIL 2013 Completion date: ONGOING

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.

 / JOHN WITTEBEL, MEMBER  
 (Signature of Owner) / HOURLASS MEDIA, LLC / 3-6-13  
 (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 \$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: April 3, 2013  
 No. of notices: 9 x mailing cost (\$0.50) = cost of mailing notices: \$ 4.50  
 Application accepted by: Michael D. Loffen II Date: March 6, 2013



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](http://www.ci.beloit.wi.us)

Equal Opportunity Employer

## **NOTICE TO THE PUBLIC**

March 22, 2013

To Whom It May Concern:

John Wittnebel has filed an application for a Conditional Use Permit to allow a community services use in a CBD-1, Central Business District-Core, for the property located at:

### **501 Prospect Street.**

The applicant intends to operate a non-profit organization at the subject property, known as Youth Unite, which is dedicated to exposing local youth to a number of educational opportunities. If the requested Conditional Use Permit is granted, the organization will be located on the lower level (basement) of the historic building. It should be mentioned that the applicant has also filed a Zoning Map Amendment to rezone the property from PLI, Public Lands and Institutions District to CBD-1, Central Business District-Core.

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

**City Plan Commission:** Wednesday, April 3, 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 15, 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](mailto:loftonm@ci.beloit.wi.us). Comments will be accepted via telephone, email, and U.S. Mail.*

NORTHERN ILLINOIS INC FAMILY  
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TRUSTEES  
700 COLLEGE ST  
BELOIT, WI 53511

# CITY OF БЕЛОIT

## REPORT TO THE БЕЛОIT CITY PLAN COMMISSION



**Meeting Date:** April 3, 2013

**Agenda Item:** 7

**File Number:** ZMA-2013-06

**Applicant:** Planning and Building Services Division

**Owners:** Richard Caple & Jana Conway

**Location:** 1035 & 1041 Udell Drive

**Current Zoning:** Temporary R-1A, Single-Family Residential District

**Existing Land Use:** Single-Family Dwellings

**Parcel Size:** 0.46 Acre

**Proposed Zoning:** Permanent R-1A, Single-Family Residential District

---

### Request Overview/Background Information:

The Planning and Building Services Division has submitted an application for a Zoning Map Amendment to change the zoning district classification from temporary R-1A, Single-Family Residential District to permanent R-1A, Single-Family Residential District, for the properties located at 1035 and 1041 Udell Drive in the City of Beloit. The septic systems serving both properties have failed and the properties were annexed into the City of Beloit.

The attached Location & Zoning Map shows the location of this property and the zoning of the surrounding area. The adjacent zoning and land uses are as follows:

- North: R-1A, Single-Family Residential District, Single-Family Dwelling
- South: R1, Single-Family Residential District & R-1A, Single-Family Residential District, Single-Family Dwellings (Town of Beloit & City of Beloit, respectively)
- East: R1, Single-Family Residential District, Vacant Land (Town of Beloit)
- West: DH, Development Holding District, Agricultural

The Zoning Ordinance directs the Plan Commission to hold a hearing and make a recommendation regarding a Zoning Map Amendment. The R-1A, Single-Family Residential District is primarily intended to accommodate single-family detached dwellings on moderate to large-size lots.

---

### Key Issues:

- On January 22, 2013, the City Council adopted an Ordinance annexing 1035 and 1041 Udell Drive into the City of Beloit and assigning a temporary zoning district classification of R-1A, Single-Family Residential District, to both properties. After a property is annexed into the City, the Plan Commission must initiate a Zoning Map Amendment to assign a permanent zoning classification.
- Findings of Fact - Based on Section 2-304 of the Zoning Ordinance, the Plan Commission shall make a recommendation based on the following considerations:
  - a. *The existing use of property within the general area of the subject property;*
    - The Udell Drive neighborhood is comprised of single-family detached dwellings on small to moderate-size lots.
  - b. *The zoning classification of property within the general area of the subject property;*
    - As shown on the attached Location & Zoning Map, the majority of the properties located on Udell Drive and the immediate vicinity, within the City of Beloit, are located in an R-1A, Single-Family Residential District. The Udell Drive lots that remain in the Town of Beloit are zoned R1, Single-Family Residential District.
  - c. *The suitability of the subject property for the uses permitted under the existing zoning classification; and*
    - The subject properties are used to accommodate single-family dwellings, which is a suitable use under the existing temporary R1-A District and the permanent R1-A District zoning classifications.
  - d. *The trend of development and zoning map amendments in the general area of the subject property.*
    - There were two annexation-related Zoning Map Amendments to permanent R-1A, Single-Family Residential District, for Udell Drive properties in the mid to late 1990s.

---

### Consistency with Comprehensive Plan and Strategic Plan:

The City's Comprehensive Plan recommends Single-Family Residential – Urban uses for these properties. This land use category is intended for existing and planned groupings of single-family detached residences that are served by public sanitary sewer and water systems. This proposed Zoning Map Amendment 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:**

Based on the above Findings of Fact and the City's Comprehensive Plan, the Planning and Building Services Division recommends **approval** of a Zoning Map Amendment to change the zoning district classification from temporary R-1A, Single-Family Residential District to permanent R-1A, Single-Family Residential District, for the properties located at 1035 and 1041 Udell Drive.

---

**Fiscal Note/Budget Impact:** N/A

---

**Attachments:** Location & Zoning Map, Application, Public Notice, and Mailing List.

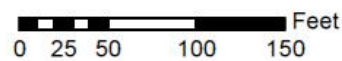
# Location & Zoning Map

1035 & 1041 Udell Drive

ZMA-2013-06



1 inch = 97 feet



### Legend

- COB Parcels
- City Limits
- Zoning District

Map prepared by: Michael D. Lofton II  
Date: March 2013  
For: City of Beloit, Planning Division  
Date of Aerial Photography: March 2011

## PLANNING & BUILDING SERVICES DIVISION



# 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.: ZMA-2013-06

1. Address of subject property: 1035 & 1041 Udell Drive

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): 12360720 & 12360710

4. Owner of record: Richard Caple / Jana Conway Phone: \_\_\_\_\_

1035/1041 Udell Drive, Beloit WI 53511  
(Address) (City) (State) (Zip)

5. Applicant's Name: Planning & Building Services Division

100 State Street Beloit WI 53511  
(Address) (City) (State) (Zip)

(Office Phone #)

(Cell Phone #)

(E-mail Address)

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

Change zoning district classification from: Temporary R-1A to: Permanent R-1A

All existing uses on this property are: \_\_\_\_\_

7. All the proposed uses for this property are:

Principal use(s): Single-Family dwelling

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

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

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

( ) Owner

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

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

(✓) Other, explain: Plan Commission is required to initiate permanent zoning

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

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

(Address)

(City)

(State)

(Zip)

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

I/we, the undersigned, do hereby respectfully make application for and petition the City Plan Commission and City Council to grant the requested action for the purpose stated herein. I/we represent that the granting of the proposed request will not violate any of the required standards of the Zoning Ordinance of the City of Beloit. I/we also agree to abide by all applicable federal, state and local laws, ordinances, rules, and regulations.

(Signature of Owner)

(Print name)

(Date)

Michael D. Zeff II

Michael D. Lofton II

3/8/13

(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 Division for acceptance by the filing deadline date prior to a scheduled Plan Commission meeting. This application must be submitted with 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 it is typically between \$5.00 and \$20.00.

To be completed by Planning Staff

Filing Fee: \$275.00 Amount Paid: N/A Meeting Date: April 3, 2013

Number of notices: \_\_\_\_\_ x mailing cost (\$0.50) = cost of mailing notices: \$ \_\_\_\_\_

Application accepted by: Michael D. Zeff II Date: 3/8/2013

Date Notice Published: 3/22/2013 Date Notice Mailed: 3/22/2013



## **NOTICE TO THE PUBLIC**

March 22, 2013

To Whom It May Concern:

The Planning & Building Services Division has initiated an application for a Zoning Map Amendment to change the zoning district classification from temporary R-1A, Single-Family Residential District to permanent R-1A, Single-Family Residential, for the properties located at:

**1035 and 1041 Udell Drive.**

Both properties were recently annexed into the City of Beloit. As part of the annexation process, both properties must be assigned a permanent zoning district classification.

The following public hearings will be held regarding this application:

**City Plan Commission:** Wednesday, April 3, 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 15, 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 and Building Services Division at (608) 364-6708 or [loftonm@ci.beloit.wi.us](mailto:loftonm@ci.beloit.wi.us). Comments will be accepted via telephone, email, and U.S. Mail.*

DENNIS DILLARD  
1028 UDELL DR  
BELOIT, WI 53511

DICKIE & SUSAN AVERY  
1040 UDELL DR  
BELOIT, WI 535112054

AARON MURRAY  
740 JEANNIE LN  
BELOIT, WI 53511

SETH BENNINGTON  
752 JEANNIE LN  
BELOIT, WI 53511

PAUL MERKLE  
842 10TH ST  
BELOIT, WI 535115252

LOUISE S AHN LOUISE S AHN TRUST  
1221 VIRGIN LAKE DR  
STOUGHTON, WI 53589

# CITY OF BELOIT

## REPORT TO THE BELOIT CITY PLAN COMMISSION



**Meeting Date:** April 3, 2013

**Agenda Item:** 8

**File Number:** ZMA-2013-03

**Applicant:** Andrew Janke, o/b/o Beloit Economic Development Corporation

**Owner:** Beloit Economic Development Corporation

**Location:** 1500 & 1505 Gateway Boulevard

**Current Zoning:** R-3, Low-Density Multi-Family Residential District

**Existing Land Use:** Agricultural & Vacant Land

**Parcel Size:**  
1500: 17.7 Acres  
1505: 42.5 Acres

**Proposed Zoning:** M-1, Limited Manufacturing District

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### Request Overview/Background Information:

Andrew Janke, on behalf of the Beloit Economic Development Corporation, has submitted an application for a Zoning Map Amendment to change the zoning district classification from R-3, Low-Density Multi-Family Residential District to M-1, Limited Manufacturing District, for the properties located at 1500 & 1505 Gateway Boulevard.

The Zoning Ordinance directs the Plan Commission to hold a hearing and make a recommendation regarding a Zoning Map Amendment when the specific site and context are suitable for the uses permitted in the proposed zoning district.

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### Key Issues:

- The applicant intends to market the subject properties for Business Park development (e.g. office, light industrial).
- The R-3 district is intended to accommodate low-density multi-family (at a density of up to 25 dwelling units per acre) and other low-density residential development. The M-1 district is intended to accommodate industrial, manufacturing, and commercial activities that do not create appreciable nuisances or hazards.
- The property located at 1500 Gateway Boulevard is 17.7 acres and the property located at 1505 Gateway Boulevard is 42.5 acres. Both properties have direct access to existing infrastructure along Gateway Boulevard.
- On March 18<sup>th</sup>, the City Council adopted an Ordinance amending the Comprehensive Plan's Future Land Use Map to recommend Business Park uses for the subject properties.
- The attached **Location & Zoning Map** shows the location of the subject properties and the zoning of the surrounding area. The predominant surrounding land use is agricultural, and the property to the east of the 1505 parcel is located in the Town of Turtle within the Boundary Adjustment Area. There is an existing multi-family residential development to the northeast of the 1500 parcel. The 1500 parcel has frontage on Gateway Boulevard and the improved northern segment of Apex Drive. The 1505 parcel has frontage on Gateway Boulevard and the dedicated-but-unimproved southern segment of Apex Drive. The southern segment of Apex Drive will likely be constructed when the 1505 parcel and/or the industrial lands to the south & southwest are developed.
- This application is being considered in accordance with the Zoning Map Amendment procedures contained in Section 2-300 of the Zoning Ordinance.
- Planning staff mailed the attached Public Notice to the owners of nearby properties and the Town of Turtle. As of this writing, staff has not received any comments.
- **Findings of Fact** - Based on Section 2-304 of the Zoning Ordinance, the Plan Commission shall make a recommendation based on the following considerations:
  - a. *The existing use of property within the general area of the subject property;*
    - The subject properties are located in the center of the Gateway Business Park, which includes major employers such as Kettle Foods, Staples, and Kerry Ingredients. Although the surrounding properties remain in agricultural use, they are expected to develop as a mix of office and light industrial projects within the next decade. The M-1 classification is compatible with existing and planned uses within the general area.
  - b. *The zoning classification of property within the general area of the subject property;*
    - The subject properties are adjacent to a massive M-1 district that includes the northern half of the Gateway Business Park, and a massive M-2 district that includes the southern half of the Gateway Business Park. M-1 is more appropriate for the subject properties than M-2 given the existing residential zoning districts (PUD, R-3, and R-1A) that comprise the Eagles Ridge neighborhood to the north of the subject properties. There is a City-owned 9.6-acre parcel to the north of the 1505 parcel that will remain as open space due to topography & surface water, which will serve as a natural buffer between the 1505 parcel and the Eagles Ridge neighborhood.

- c. *The suitability of the subject property for the uses permitted under the existing zoning classification; and*
  - The subject properties are suitable for the uses permitted in the R-3 district, but the applicant intends to market the subject properties for office & light industrial development.
- d. *The trend of development and zoning map amendments in the general area of the subject property.*
  - The Gateway Business Park and Eagles Ridge neighborhood have developed in a slow-but-steady fashion over the past decade. Recent nearby projects include a major addition to the Morse Group/Amp Electric building and major additions to the Kettle Foods processing and distribution facilities.

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**Consistency with Comprehensive Plan and Strategic Plan:**

The Comprehensive Plan recommends Business Park uses and a zoning district classification of M-1, M-2, or C-1 for the subject properties. This proposed Zoning Map Amendment is consistent with the Comprehensive Plan, as required by Section 66.1001(3) of Wisconsin Statutes.

Consideration of this request supports City of Beloit Strategic Goal #5.

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**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**

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**Staff Recommendation:**

Based upon the above Findings of Fact and the City's Comprehensive Plan, the Planning & Building Services Division recommends **approval** of a Zoning Map Amendment to change the zoning district classification from R-3, Low-Density Multi-Family Residential District to M-1, Limited Manufacturing District, for the properties located at 1500 & 1505 Gateway Boulevard.

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**Fiscal Note/Budget Impact:** N/A

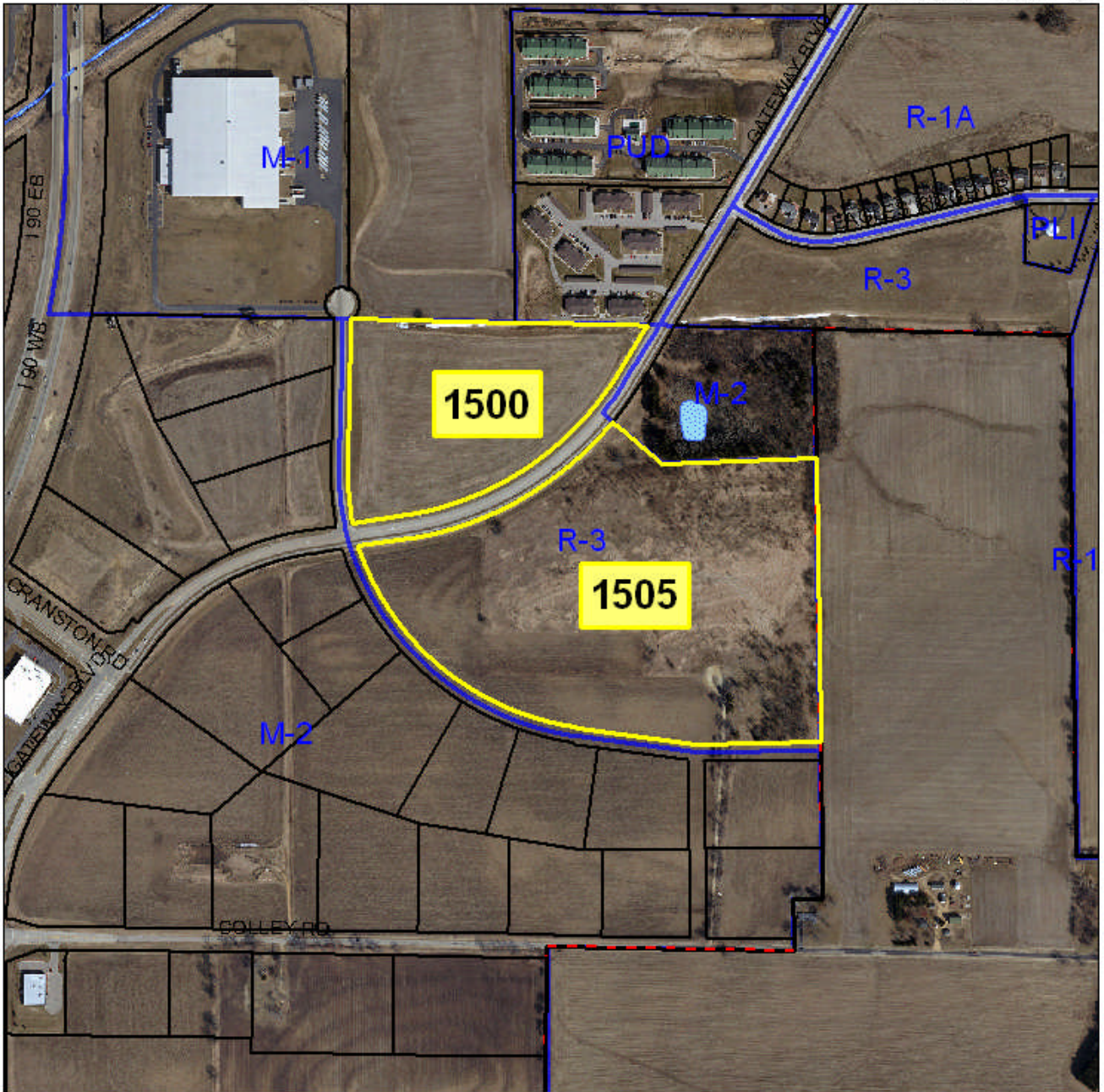
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**Attachments:** Location & Zoning Map, Photos, Application, Public Notice, and Mailing List.

# Location & Zoning Map

1500 & 1505 Gateway Blvd

ZMA-2013-03



1 inch = 605 feet  
0 140 280 560 840 Feet

### Legend

- COB Parcels
- Zoning District

Map prepared by: Drew Pennington  
Date: March 2013  
For: City of Beloit Planning & Building  
Date of Aerial Photography: March 2011

## PLANNING & BUILDING SERVICES DIVISION

From W side of 1500, Looking NE



03/26/2013 13:51

From Gateway/Apex Int., Looking E at 1505



03/26/2013 13:55









## **NOTICE TO THE PUBLIC**

March 20, 2013

To Whom It May Concern:

Andrew Janke, on behalf of the Beloit Economic Development Corporation, has submitted an application for a Zoning Map Amendment to change the zoning district classification from R-3, Low-Density Multi-Family Residential District to M-1, Limited Manufacturing District, for the properties located at:

**1500 & 1505 Gateway Boulevard.**

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JAMES W & LOIS GUENTHER  
12645 W BURLEIGH RD STE 20  
BROOKFIELD, WI 53005

SOUTHEASTERN CONTAINER  
JACOBSON BELOIT LLC  
1630 APEX DR  
BELOIT, WI 53511

TURTLE CREEK  
DEVELOPMENT LLC  
655 THIRD ST STE 301  
BELOIT, WI 53511

MID AMERICA HOLDINGS LLP  
P.O. BOX 570  
CLINTON, WI 53525

DEB BENNETT, CLERK  
TOWN OF TURTLE  
6916 S. COUNTY RD. J.  
BELOIT, WI 53511