



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.