



CITY HALL • 100 STATE STREET • BELOIT, WI 53511

**MINUTES**  
**BELOIT CITY PLAN COMMISSION**  
**Wednesday, April 3, 2013**  
**The Forum, Beloit City Hall**  
**100 State Street, Beloit**

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

Chairperson Ramsden called the meeting to order at 7:00 PM. Gail Riddle called the roll. Present were Commissioners Jacobsen, Faragher, Seifarth, and Smith. Commissioner Moore arrived at 7:10 PM. Commissioner Kelly was absent.

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

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

**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.

Director of Planning & Building Services Drew Pennington summarized the Staff Report and Staff Recommendations.

Commissioner Faragher asked if there was still some question about the location of the building and if so, would that impact the signage. Mr. Pennington answered that the City Council approved Casey’s proposed layout, subject to the conditions that the Plan Commission members had discussed before voting to recommend denial.

Chairperson Ramsden opened the Public Hearing.

Ryan Swanson, Arc Design Resources, was present on behalf of Casey’s General Store. Commissioner Faragher asked Mr. Swanson how the height of the canopy would affect signage. Mr. Swanson answered that the canopy height was about 20 feet and on three sides there would be a smaller logo feature. Commissioner Smith asked Mr. Swanson if the freestanding sign is standard for Casey’s and Mr. Swanson said that it was.

Mr. Pennington stated that additional signs on the canopy would require another Exception and that the question of whether conditions could be attached to this request restricting the size of the monument sign required a legal interpretation because the dimensions meet code.

Chairperson Ramsden closed the Public Hearing.

Commissioner Faragher moved to approve the Sign Ordinance Exception and Commissioner Jacobsen seconded the motion. The motion carried (6-0).

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

Mr. Pennington summarized the Staff Report and Staff Recommendations.

Chairperson Ramsden opened and closed the Public Hearing.

Commissioner Faragher moved to approve the Zoning Map Amendment and Commissioner Seifarth seconded the motion. The motion was approved (6-0).

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 Street.

Mr. Pennington summarized the Staff Report and Recommendations.

Commissioner Ramsden asked if the only liquor sales that could be approved would be “liquor sales associated with event hosting” under CBD-1. Mr. Pennington stated that within CBD-1, the applicant was eligible to seek the full spectrum of liquor licenses.

Chairperson Ramsden opened the Public Hearing.

Rodney Tapp was present to represent the Schoville Center Apartments, 545 Public Avenue. Mr. Tapp stated that their concern is that they manage the apartments which include 151 units for seniors and young disabled and more parking issues and traffic concerns for the disabled tenants may be created if this is approved.

Mr. Pennington added that the applicant did have some creative ideas on parking and may be willing to share them.

The applicant, John Wittnebel, stated that they understand that parking will be a problem. He stated that parking concerns will come with a big event and people may have to walk up to five blocks. He added that hundreds of on-street stalls are available nearby.

Commissioner Faragher added that he hopes they will be able to coordinate parking with neighbors.

Chairperson closed the Public Hearing.

Commissioner Faragher moved to approve the Zoning Map Amendment and Commissioner Seifarth seconded the motion. The motion carried (6-0).

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.

Mr. Pennington summarized the Staff Report and Staff Recommendation.

Chairperson Ramsden asked if it would be likely that youth would be in the building other than Youth United events. Mr. Pennington commented that the recommended condition was not intended to prevent patrons from bringing children but rather to build a fire wall between community service uses and the sale of alcohol.

Chairperson Ramsden opened the Public Hearing.

Mr. Wittnebel commented that according to the application for a liquor license, they would have to have specific plans to be able to keep liquor sales.

Chairperson Ramsden closed the Public Hearing.

Commissioner Faragher moved and Commissioner Smith seconded a motion to approve the Conditional Use Permit. The motion carried (6-0).

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

Mr. Pennington summarized the Staff Report and Staff Recommendation.

Chairperson Ramsden opened and closed the Public Hearing.

Commissioner Seifarth made a motion to approve and Commissioner Faragher seconded the motion to approve the Zoning Map Amendment. The motion carried (6-0).

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.

Mr. Pennington summarized the Staff Report and Staff Recommendation.

Commissioner Seifarth asked if they had heard from the neighbors who were notified and Mr. Pennington stated that he had not received any comments.

Mr. Faragher commented that at the time the property was zoned R-3, it was thought that this would be residential but now it does not seem likely. Commissioner Seifarth commented that just because there is no residential right now does not mean that it will not happen in the future, adding that he could not see opening it up for businesses.

Chairperson Ramsden opened and closed the Public Hearing.

Commissioner Faragher moved that the Zoning Map Amendment be laid over and Commissioner Seifarth seconded the motion. The motion carried (5-1) with Commissioner Jacobsen opposed.

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

Mr. Pennington stated that the City Council approved the Casey's General Store applications and adopted the Wellhead Protection Ordinance.

10. **Adjournment**

The meeting adjourned at 7:57 PM.