



CITY HALL • 100 STATE STREET • BELOIT, WI 53511

**MEETING NOTICE AND AGENDA
Beloit City Plan Commission
Wednesday, December 18, 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 December 4, 2013 Meeting**
3. **Conditional Use Permit – 601, 605, 645, 655, and 701 Third Street – Ironworks**
Public hearing, review and consideration of a Conditional Use Permit to allow Office and Health Club uses at the Ironworks location in a M-2, General Manufacturing District, for the properties located at 601, 605, 645, 655, and 701 Third Street
4. **Status Report on Prior Plan Commission Items**
5. **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: December 13, 2013

Approved: Julie Christensen
Community Development Director

**Please note that, upon reasonable notice, at least 24 hours in advance, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information to request this service, please contact the City Clerk's Office at 364-6680, 100 State Street, Beloit, WI 53511



CITY HALL • 100 STATE STREET • BELOIT, WI 53511

**MINUTES
BELOIT CITY PLAN COMMISSION
Wednesday, December 4, 2013
The Forum, Beloit City Hall
100 State Street, Beloit**

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

Chairperson Faragher called the meeting to order at 7:02 PM. Gail Riddle called the roll. Present were Commissioners Kelly, Ruster, and Nee. Commissioners Moore and Kincaid arrived at 7:03 PM and 7:11 PM, respectively. Commissioner Jacobsen was absent.

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

Commissioner Ruster moved and Commissioner Kelly seconded a motion to approve the Minutes of the November 20, 2013 Meeting. The minutes were approved (5-0).

3. **Comprehensive Plan Amendment – 2508, 2554, 2570 & 2600 Milwaukee Road**

Public hearing, review and consideration of an amendment to the Future Land Use Map of the City of Beloit Comprehensive Plan from Community Commercial to Institutional and Community Services for the properties located at 2508, 2554, 2570, and 2600 Milwaukee Road

Julie Christensen summarized the Staff Report and Staff Recommendation.

Chairperson Faragher opened and closed the Public Hearing.

Commissioner Nee moved to approve the Comprehensive Plan Amendment and Commissioner Kelly seconded the motion. The motion carried (5-0).

4. **Zoning Map Amendment – 2554, 2570 and 2600 Milwaukee Road**

Public hearing, review and consideration of a Zoning Map Amendment to change the zoning district classification from C-1, Office District, to PLI, Public Lands and Institutions District, for the properties located at 2554, 2570, and 2600 Milwaukee Road

Ms. Christensen summarized the Staff Report and Staff Recommendation.

Chairperson Faragher opened and closed the Public Hearing.

Commissioner Nee asked if there were any concerns with zoning being consistent and Ms. Christensen answered no.

Commissioner Kelly moved and Commissioner Nee seconded approval of the Zoning Map Amendment. The motion carried (5-0).

5. **Sign Ordinance Exception – Buttita Brothers – 856 Fourth Street**

Public hearing review and consideration of an Exception to Section 30.40(2)(c) of the Outdoor Sign Regulations to allow two (2) secondary, on-premises wall signs to be larger than 30 square feet in area for the property located at 856 Fourth Street

Ms. Christensen summarized the Staff Report and Staff Recommendation.

Commissioner Kelly asked for clarification on the secondary signs and commented that she thought it was too big.

Chairperson Faragher opened the Public Hearing.

John Thompson, owner of Buttita Brothers, was present. Mr. Thompson commented that being a new business in Beloit it is important for the customers to know who they are. He said the signs would be smaller if they had fewer letters in their name but he can't change the name. He added that the signage that he's asking for is approximately half the signage that was on the building before. He said that if he puts something smaller up customers would not be able to see it coming from the west. Coming from the south and heading north the Family Dollar would block the sign. Mr. Thompson stated that the sign would be less than a third of the south wall.

Commissioner Moore asked if they would be opening the floodgates for everyone with the way the sign code is written. Ms. Christensen answered that they had already issued a lot of signage because of 'economic hardships' and that it is a case-by-case situation on what the Board feels is appropriate.

Commissioner Ruster asked if the plan is to make everything centered on advertising. Ms. Christensen answered that the plan is to re-write the sign ordinance in the near future. She added that part of the exception for the sign ordinance is to allow businesses to adequately advertise their business.

After a little more discussion, Chairperson Faragher closed the Public Hearing.

Commissioner Ruster moved and Commissioner Moore seconded a motion to approve the Sign Ordinance Exception (SOE). Commissioners Ruster, Moore, Faragher, and Nee voted in favor of the SOE and Commissioner Kelly voted 'nay'. The motion carried (4-1).

6. **Conditional Use Permit – 204 Park Avenue – Domino's Pizza**

Public hearing, review and consideration of a Conditional Use Permit to allow a pick-up window in a C-3, Community Commercial District, for the property located at 204 Park Avenue

Ms. Christensen summarized the Staff Report and Staff recommendation.

Chairperson Faragher opened the Public Hearing.

Joel Burton, JNB Investments, 5825 Lee Wood Lane, Racine, Wisconsin, was present for questions. Mr. Burton stated that their offer to purchase is contingent upon the Conditional Use Permit being approved.

Chairperson Faragher closed the Public Hearing.

Commissioner Moore moved to approve the Conditional Use Permit. Commissioner Ruster seconded the motion. The motion carried (5-0).

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

Ms. Christensen commented that the historic marker for Riverside Park and Turtle Island was approved.

The natural gas easement for Wisconsin Power & Light along the Fifth Street bike path was approved.

There was an annexation agreement between the City and Town of Beloit allowing for an attachment for CCI that was approved.

The PUD was withdrawn after the Plan Commission's denial.

8. **Adjournment**

The meeting adjourned at 7:42 pm



CITY OF BELOIT

REPORT TO THE BELOIT CITY PLAN COMMISSION

Meeting Date: December 18, 2013

Agenda Item: 3

File Number: CU-2013-20

Applicant: Hendricks Commercial Properties, LLC

Owner: Hendricks Commercial Properties, LLC

Location: 601, 605, 645, 655, 701 Third Street

Existing Zoning: M-2, General Manufacturing District & WPO, Wellhead Protection Overlay District

Existing Land Use: Manufacturing & Office

Total Area: 16.3590 Acres

Request Overview/Background Information:

Hendricks Commercial Properties, LLC has filed an application for a Conditional Use Permit to allow Office and Health Club uses at the Ironworks facility in an M-2, General Manufacturing District, for the properties located at 601, 605, 645, 655, & 701 Third Street.

Key Issues:

- The applicant has proposed the addition of a Health Club at the subject property, as well as the addition of Office uses. Both of these uses require a Conditional Use Permit in the M-2 zoning district.
- The proposed new Health Club and Offices are part of the new Ironworks South development. This project involves renovation of the southern half of the Ironworks facility, including partial demolition and the creation of a new west-east driveway leading from Third Street to a cul-de-sac near the river. This will separate the buildings into a North and South development. The project is currently under Site Plan Review. A copy of the proposed site plan is attached to this report.
- This project received a Floodplain Variance from the Board of Appeals on August 13, 2013. This allowed the first floor of the development to be elevated to the *base flood elevation* instead of the *flood protection elevation*. This also required other flood-proofing measures be taken in lieu of elevating the ground floor to the protection level.
- The attached **Location & Zoning Map** shows the location of the subject properties and the underlying zoning of the surrounding area. The entire area is included in the WPO District. The adjacent zoning and land uses are as follows:
 - North: M-2, General Manufacturing District; Manufacturing
 - South: CBD-1, Central Business-Core District; Office
 - East: Rock River
 - West: CBD-1 & CBD-2, Central Business Districts; Office and Parking Uses
- The City's Review Agents have reviewed this application and have not submitted any comments or concerns.
- The Downtown Beloit Association has expressed full support of this development.
- The attached Public Notice was sent to four nearby property owners. As of this writing, staff has not received any comments or concerns.
- **Findings of Fact**

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

 - a. *Whether the establishment, maintenance, or operation of the conditional use will be detrimental to or endanger the public health, safety, morals, comfort, or general welfare;*
 - The proposed conditional use will not impact public health, safety, or welfare. Office uses are already present in the Ironworks facility and the additional of a Health Club will increase general welfare.
 - b. *Whether the conditional use will be injurious to the use and enjoyment of other property in the immediate vicinity for purposes already permitted;*
 - The proposed conditional use will not impact the use of nearby properties.

- c. *Whether the conditional use will substantially diminish or impair property values within the neighborhood of the subject property;*
 - The proposed conditional use will not negatively impact property values in this neighborhood. The addition of the proposed uses will likely increase property values.
- d. *Whether the establishment of the conditional use will impede the normal and orderly development and improvement of the surrounding property;*
 - This is a developed, urbanized area that includes a wide array of commercial and manufacturing uses. The proposed conditional use will not impede development of this area.
- e. *Whether the exterior architectural design or site layout of the proposed conditional use is so dissimilar or otherwise incompatible with existing or proposed development in the immediate neighborhood that it will cause a depreciation in property values;*
 - The proposed design and site layout are compatible with existing developments. This will be monitored by Planning Staff during Site Plan Review.
- f. *Whether adequate utilities, access roads, drainage or other necessary facilities will be available to serve the proposed use at the time of its occupancy or use;*
 - Adequate facilities are available to serve the additional uses at the Ironworks facility.
- g. *Whether adequate measures will be taken to minimize traffic congestion; and*
 - An additional 93 off-street parking stalls will be added to the subject property to minimize traffic congestion.
- h. *Whether the conditional use will comply with all applicable regulations of the Zoning Ordinance.*
 - The conditional use will comply with all other applicable regulations of the Zoning Ordinance.

Consistency with Comprehensive Plan and Strategic Plan:

The City's Comprehensive Plan recommends General Industrial uses for the subject property. This recommendation is intended reflect the major use of the Ironwork's site. Consideration of this request supports City of Beloit Strategic Goal #5.

Sustainability:

- **Reduce dependence upon fossil fuels** – This project is located near the downtown area. This will increase pedestrian and transit accessibility to and from the facility. Using the existing Ironworks site for this project reduces dependence upon fossil fuels by capitalizing on the reuse of this existing structure.
- **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** – The overall redevelopment of this industrial 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 Office and Health Club uses at the Ironworks facility in an M-2, General Manufacturing District, for the properties located at 601, 605, 645, 655, & 701 Third Street, based on the above Findings of Fact and subject to the following condition:

1. This Conditional Use Permit authorizes up to 66,000 square feet of Office space and 85,000 square feet of Health Club space in the existing Ironworks building.
2. The applicant shall provide additional parking stalls if deemed necessary during Site Plan Review.

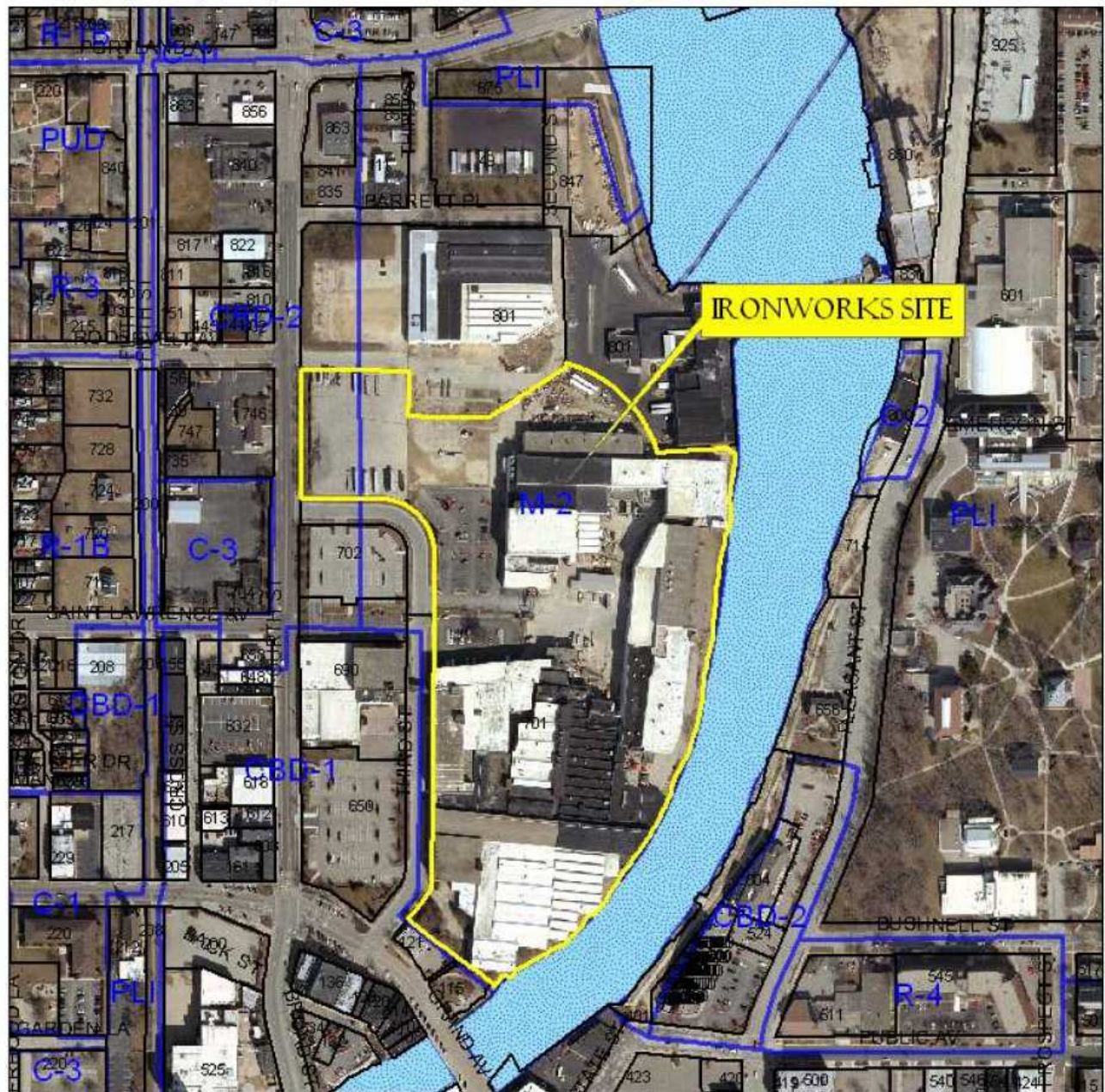
Fiscal Note/Budget Impact: N/A

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

Location & Zoning Map

701, 655, 645, 605, 601 Third Street

CU-2013-20



1 inch = 348 feet
0 85 170 340 510 Feet

Legend

- COB Parcels
- Zoning District

Map prepared by: Stephanie Hummel
Date: November 2013
For: City of Beloit Planning & Building Services
Date of Aerial Photography: March 2011

PLANNING & BUILDING SERVICES DIVISION

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-2013-20

1. Address of subject property: 701, 655, 645, 605, 601 Third Street

2. Legal description: see attached M-2, WPD

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): 13530710

4. Owner of record: Hendricks Commercial Properties LLC Phone: 608 361 6768

655 3rd St. Suite 301 Beloit WI 53511
(Address) (City) (State) (Zip)

5. Applicant's Name: same as above

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

608 361 6768 / 608 207 5149 / mark.membrino@hendricksgroup.net
(Office Phone #) (Cell Phone #) (E-mail Address)

6. All existing use(s) on this property are: office, manufacturing,

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

A Conditional Use Permit for: office, health club, and retail
_____ in a(n) M-2 Zoning District.

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

Principal use: Manufacturing, office, health club and retail

Secondary use: _____

Accessory use: _____

9. Project timetable: Start date: 1/1/14 Completion date: 12/31/15

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.

MLL / Mark Membreno / 11/13/15
 (Signature of Owner) (Print name) (Date)

_____/_____/_____
 (Signature of Applicant, if different) (Print name) (Date)

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

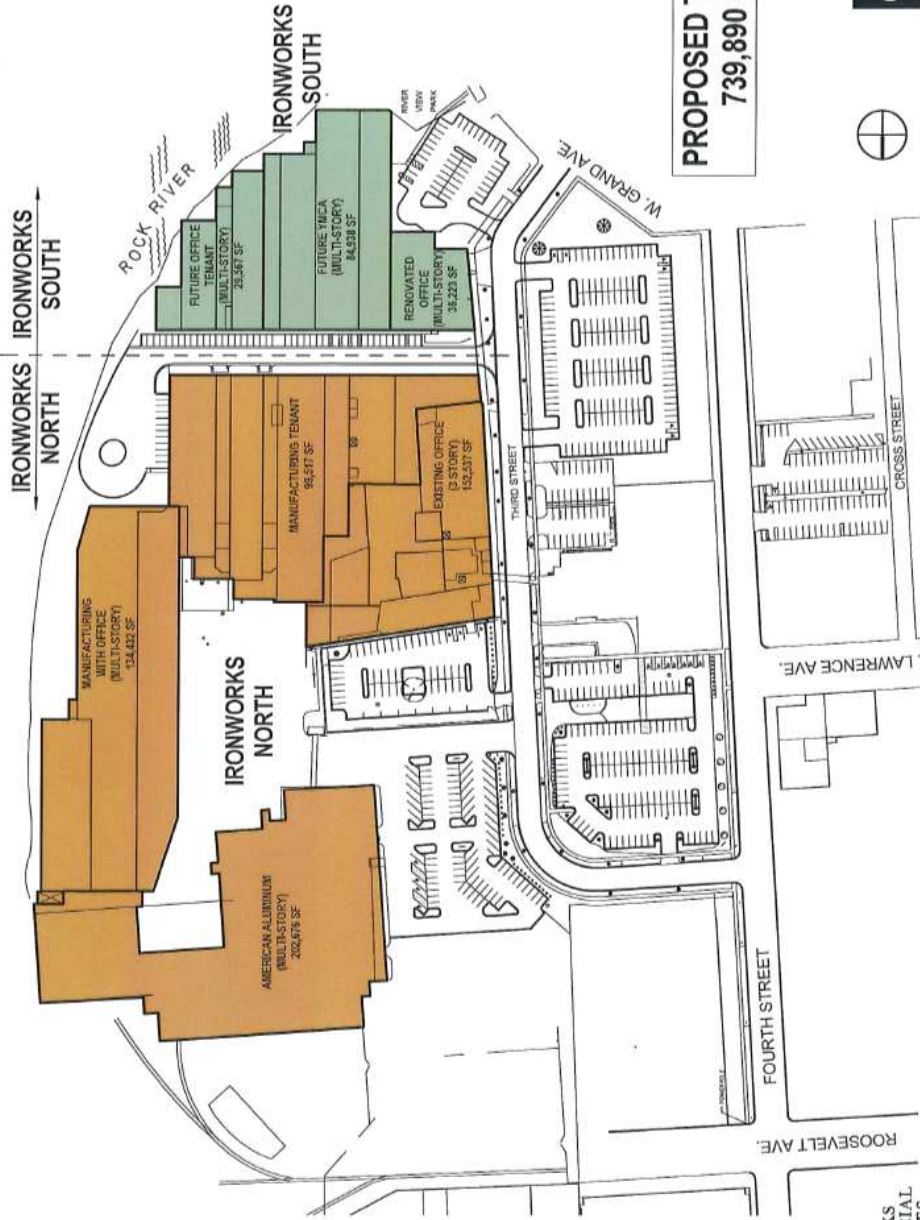
This application must be submitted with one copy of a scaled drawing showing the layout of the proposed development in accordance with all code requirements, and the \$275.00 application fee. Applicants will also be charged a fee for mailing public notices at the rate of \$0.50 per notice. An invoice 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: Dec. 18, 2013

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

Application accepted by: D. Cunningham Date: 11/15/13



HENDRICKS
COMMERCIAL
PROPERTIES

BELOIT IRONWORKS

PROPOSED RENOVATIONS



appstein ohm - architects
10/01/13 739198-01
© Eisen Ufer Architects, Inc.



City of
BELOIT, Wisconsin
Division of Planning and Building Services

CITY HALL • 100 STATE STREET • BELOIT, WI 53511

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

www.ci.beloit.wi.us

Equal Opportunity Employer

NOTICE TO THE PUBLIC

December 6, 2013

To Whom It May Concern:

Hendricks Commercial Properties, LLC has filed an application for a Conditional Use Permit to allow Office and Health Club uses at the existing Ironworks location in an M-2, General Manufacturing District, for the properties located at:

701, 655, 645, 605, & 601 Third Street.

The applicant has proposed the addition of a Health Club in the subject property, as well as the addition of Office uses. Both of these uses require a Conditional Use Permit in the M-2 zoning district.

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

City Plan Commission: Wednesday, December 18, 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, January 6, 2014, 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 Stephanie Hummel in the Planning & Building Services Division at (608) 364-6708 or hummels@ci.beloit.wi.us. Comments will be accepted via telephone, email, and U.S. Mail.

HENDRICKS COMMERCIAL PROPERTIES LLC
655 THIRD ST STE 301
BELOIT, WI 53511

P & E ENTERPRISES LLC
P O BOX 875
BELOIT, WI 53512-0875

FIRST AMERICAN CREDIT UNION
1982 CRANSTON RD
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JAGGER BAY PROPERTIES LLC
250 GARDEN LN STE 200
BELOIT, WI 53511

BELOIT BOX BOARD CO
P O BOX 386
BELOIT, WI 53512-0386