



CITY HALL • 100 STATE STREET • BELOIT, WI 53511

**MEETING NOTICE AND AGENDA
Beloit City Plan Commission
Wednesday, May 21, 2014 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 May 7, 2014 Meeting**
3. **Sign Ordinance Exception – 2777 Milwaukee Road – Qdoba Mexican Grill**
Public hearing, review and consideration of an exception to Section 30.40(2)(c) of the Outdoor Sign Ordinance to allow two (2) secondary, on-premises wall signs to exceed 30 square feet in area in a C-2, Neighborhood Commercial District, for the property located at 2777 Milwaukee Road
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: May 16, 2014

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, May 7, 2014
The Forum, Beloit City Hall
100 State Street, Beloit

1. Call to Order and Roll Call

Chairperson Faragher called the meeting to order at 7:04 PM. Gail Riddle called the roll. Present were Commissioners Moore, Finnegan, and Tinder. Commissioner Ruster was absent.

Chairperson Faragher welcomed Commissioner Donald Tinder to the Board.

2. Nomination and Election of Officers

a. Nomination and election of Chair

Commissioner Finnegan nominated Jim Faragher for Chair, seconded by Commissioner Moore. The nomination was approved (4-0)

b. Nomination and election of Vice-Chair

Chairperson Faragher nominated Commissioner Ruster for the position of Vice-Chair seconded by Commissioner Moore. The nomination was approved (4-0)

3. Approval of the Minutes of the April 23, 2014 Meeting

Commissioner Moore moved and Commissioner Finnegan seconded a motion to approve the Minutes of the April 23, 2014 meeting. The motion carried (4-0).

4. Comprehensive Plan Amendment – 308 W Grand Avenue

Public hearing, review and consideration of an amendment to the Future Land Use Map of the City's Comprehensive Plan from Single-Family Residential, Urban to Office for the property located at 308 W Grand Avenue

Ms. Christensen summarized the Staff Report and Staff Recommendation.

Chairperson Faragher opened and closed the Public Hearing.

Alex Blazer, 312 W Grand Avenue, commented that this would just be for office space and that he is anticipating no more than four (4) offices. Mr. Blazer stated that he wants to maintain the historic presence of the building both inside and outside. Mr. Blazer added that there were no foreseeable problems based on the atmosphere that they are trying to maintain.

Commissioner Moore moved and Commissioner Tinder seconded a motion to approve the Comprehensive Plan Amendment. The motion carried (4-0).

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

The rezoning for 312 W Grand was approved by City Council.

The Comprehensive Plan Amendment for the Gateway project will go to Council in June.

6. **Adjournment**

The meeting adjourned at 7:12 PM.

CITY OF BELOIT

REPORT TO THE BELOIT CITY PLAN COMMISSION

Meeting Date: May 21, 2014

Agenda Item: 3

File Number: SOE-2014-02

Applicant: Sign Effectz, Inc.

Owner: PH Beloit LLC

Location: 2777 Milwaukee Road

Existing Zoning: C-2, Neighborhood Commercial

Proposed Land Use: Restaurant

Parcel Size: 1.1600 Acres

Request Overview/Background Information:

Sign Effectz, Inc. has filed an application for an exception to Section 30.40(2)(c) of the Outdoor Sign Ordinance to allow two (2) secondary, on-premises wall signs to exceed 30 square feet in area in a C-2, Neighborhood Commercial, District for the property located at 2777 Milwaukee Road.

Key Issues:

- The building was recently constructed and will hold a dental office and Qdoba restaurant. The primary sign for this property was approved May 1, 2014 (see attached photo). This sign is a wall sign on the West elevation measuring 67-square feet. Gateway Dental was approved for two (2) 36-square foot wall signs, one on the South elevation and one on the East elevation. These signs are channel letter signs and received a sign bonus to allow for their size.
- The applicant has proposed an additional two (2) secondary wall signs. These signs will be the same design and size as the primary sign and will be located on the North and South elevation. Renderings of the proposed wall signs are attached to this report.
- Due to the size and scale of the building, Planning Staff does not believe that 30-square foot secondary signs will be adequate for advertising purposes. However, the proposed 67-square foot signs may overwhelm the façade. Planning Staff is recommending a conditional of approval that would allow a maximum of 45-square feet for the secondary signs.
- 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-2, Neighborhood Commercial; Retail
 - South: C-3, Community Commercial; Hotel
 - East: C-3, Community Commercial; Convenience Market
 - West: C-2, Neighborhood Commercial; Retail
- The attached Public Notice was sent to four nearby property owners. Staff has not received any comments or concerns.
- 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.
- **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.*
 - Enforcing the 30-square foot maximum for the proposed secondary wall signs would place an unnecessary burden upon the applicant by limiting their ability to advertise the business.
 - 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. To effectively advertise, the size of the signs needs to be increased to be in proportion with the scale of the building.
 - c. *The exception will not undermine the purpose of the Sign Ordinance or the public interest.*
 - The proposed exception to the secondary, on-premises wall sign standards will not undermine the purpose of the Sign Ordinance or public interest.

Consistency with Comprehensive Plan and Strategic Plan:

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

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

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

Staff Recommendation:

The Planning & Building Services Division recommends **approval** of an exception to Section 30.40(2)(c) of the Sign Ordinance to allow two (2) secondary, on-premises signs to exceed 30 square feet in area in a C-2, Neighborhood Commercial District, for the property located at 2777 Milwaukee Road, based on the above Findings of Fact and subject to the following conditions:

1. The applicant may mount two (2) secondary wall signs, both 45-square feet in area, on the North and South elevations of the building.
2. The applicant shall obtain an Architectural Review Certificate and Sign Permit before installing the signs.
3. Any major changes in the adopted conditions of this Sign Ordinance Exception shall be approved by the Plan Commission. The Director of Planning & Building Services may approve minor changes administratively.

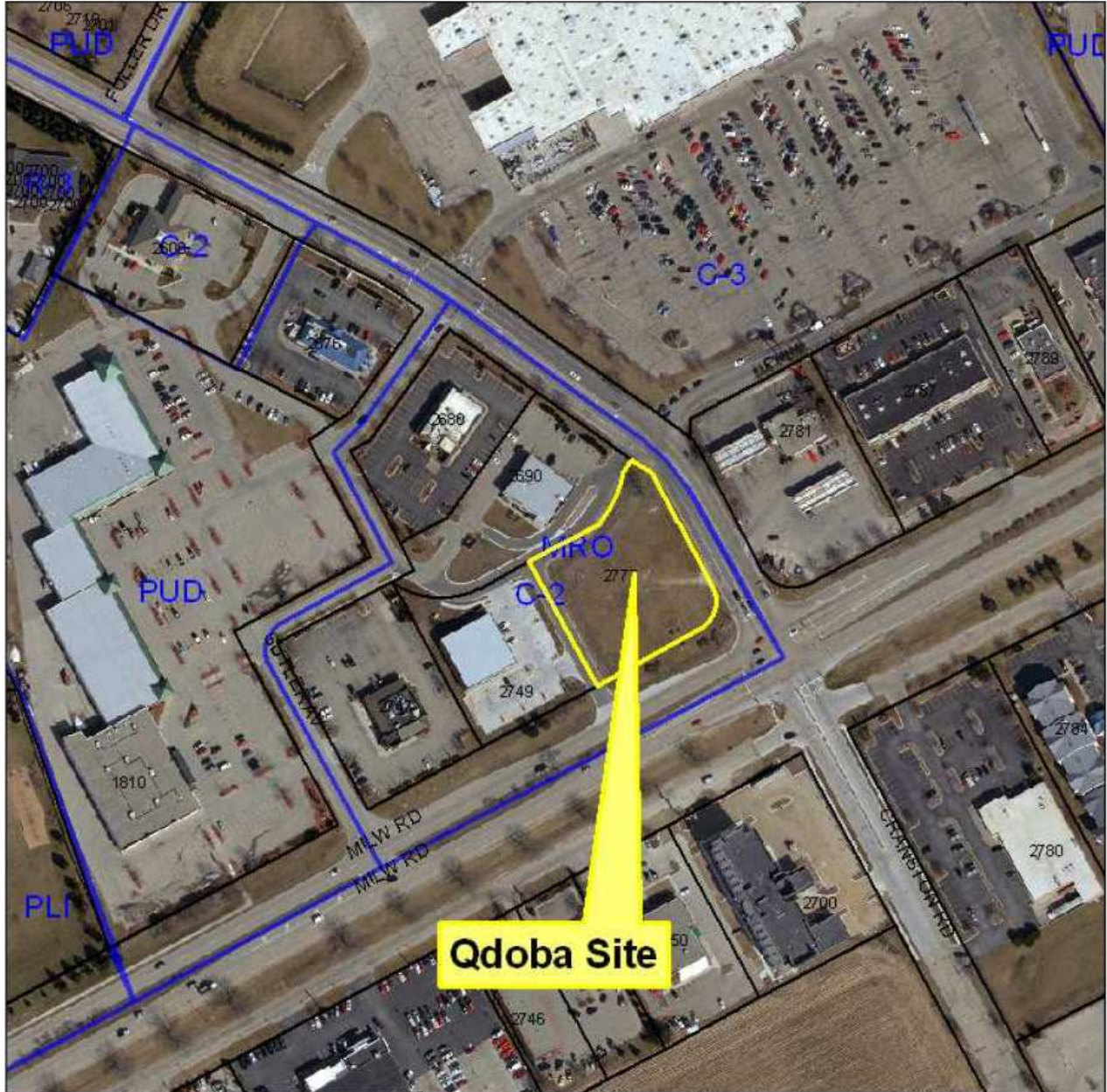
Fiscal Note/Budget Impact: N/A

Attachments: Location & Zoning Map, Sign Renderings, Photos, Application, Public Notice, Mailing List, and Resolution.

Location & Zoning Map

2777 Milwaukee Road

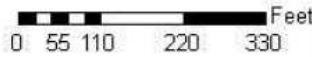
SOE-2014-02



Qdoba Site



1 inch = 219 feet

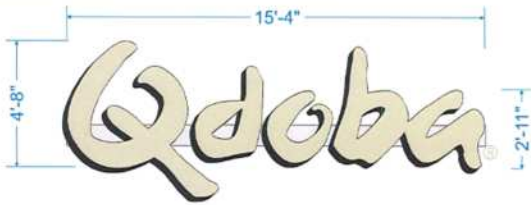


Legend

- COB Parcels
- Zoning District

Map prepared by: Stephanie Hummel
Date: May 2014
For: City of Beloit Planning & Building
Date of Aerial Photography: March 2011

PLANNING & BUILDING SERVICES DIVISION



South Elevation

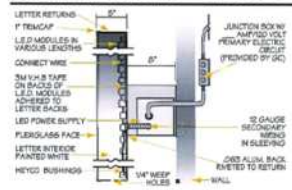


LED INNER ILLUMINATED PAN CHANNEL LETTERS: DAY/NIGHT OPTION

ALL VINYL APPLIED 2ND SURFACE
 .063 ALUMINUM BACKS .040 PRE-FINISHED BLACK RETURNS, 1/8" WHITE #732B
 ACRYLIC FACES W/ 1" BLACK JEWELITE TRIMCAP
 ("QDOBA MEXICAN GRILL": APPLY FIRST SURFACE VINYL PMS 468 LIGHT BEIGE
 APPLY SECOND SURFACE 3M VINYL #230-143 POPPY RED).
 INNER ILLUMINATE GELCORE LED'S RED LED'S ("QDOBA MEXICAN GRILL")
 REGISTRATION MARK: 1/4" WHITE ACRYLIC W/ APPLIED 3M VINYL #230-143
 UL APPROVED AND LABELED

VINYL/PMS COLORS	
■	# 230-143 POPPY RED, PMS #1795C
■	# 230-149 LIGHT BEIGE, PMS #468

RACEWAY MOUNTED: LED NOT TO SCALE



1827 W. Glendale Av. Milwaukee, WI 53209
 (414) 264-5504 fax (414) 264-5564



North Elevation

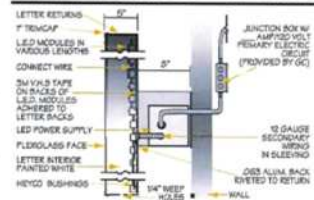


LED INNER ILLUMINATED PAN CHANNEL LETTERS: DAY/NIGHT OPTION

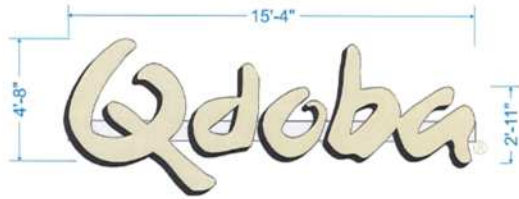
ALL VINYL APPLIED 2ND SURFACE
 .063 ALUMINUM BACKS .040 PRE-FINISHED BLACK RETURNS, 1/8" WHITE #732B
 ACRYLIC FACES W/ 1" BLACK JEWELITE TRIMCAP
 ("QDOBA MEXICAN GRILL": APPLY FIRST SURFACE VINYL PMS 468 LIGHT BEIGE
 APPLY SECOND SURFACE 3M VINYL #230-143 POPPY RED).
 INNER ILLUMINATE GELCORE LED'S RED LED'S ("QDOBA MEXICAN GRILL")
 REGISTRATION MARK: 1/4" WHITE ACRYLIC W/ APPLIED 3M VINYL #230-143
 UL APPROVED AND LABELED

VINYL/PMS COLORS	
■	# 230-143 POPPY RED, PMS #1795C
■	# 230-149 LIGHT BEIGE, PMS #468

RACEWAY MOUNTED: LED NOT TO SCALE



1827 W. Glendale Av. Milwaukee, WI 53209
 (414) 264-5504 fax (414) 264-5564



NIGHT VIEW



West Elevation

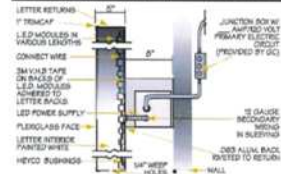
LED INNER ILLUMINATED PAN CHANNEL LETTERS: DAY/NIGHT OPTION

ALL VINYL APPLIED 2ND SURFACE
 .063 ALUMINUM BACKS .040 PRE-FINISHED BLACK RETURNS, 1/8" WHITE #732B
 ACRYLIC FACES W/ 1" BLACK JEWELITE TRIMCAP
 ("QDOBA MEXICAN GRILL": APPLY FIRST SURFACE VINYL PMS #460 LIGHT BEIGE
 APPLY SECOND SURFACE 3M VINYL #230-143 POPPY RED).
 INNER ILLUMINATE GELCORE LED'S RED LED'S ("QDOBA MEXICAN GRILL")
 REGISTRATION MARK: 1/4" WHITE ACRYLIC W/ APPLIED 3M VINYL #230 -143
 UL APPROVED AND LABELED

VINYL/PMS COLORS

■	# 230-143 POPPY RED, PMS #1795C
■	# 230-149 LIGHT BEIGE, PMS #460

RACEWAY MOUNTED: LED NOT TO SCALE



1827 W. Glendale Av. Milwaukee, WI 53209
 (414) 264-5504 fax (414) 264-5564

Approved Primary Sign

FRONT STORE ELEVATION

S1-2

SIGN CODE
 Proposed Signage = 35.9 SqFt
 Relevant Signage Code:
 1 Linear Ft Frontage = 2.5 SqFt Signage
 14 x 2 = 188 SqFt allowed for whole lot
 Sign Calculation:
 (16 x 3) of overall boxed dimensions
 Four line contour box

SIGN TYPE

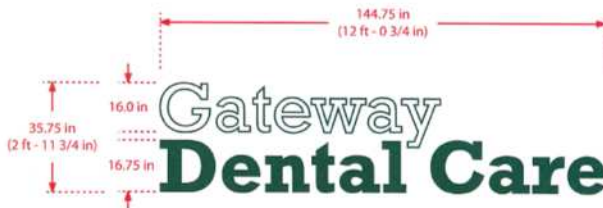
L.E.D. Channel Letterset

MOUNTING

Flush Mounted

COLOR PALETTE

Green Trim & Returns
White Acrylic
MS 3030-120
MS 3030-140
N/A
N/A
N/A
N/A



Revision Date: 04/02/14 Rev. Details: New Design

1171 Tower Rd. Madison, WI 53713 D: 847-301-0510 F: 847-301-0518 ideas@identiti.com	Project No: 140210 Orig. Draft: 3/10/2014 Page Rev: 003	Proj. Location: 2777 Milwaukee Rd. Beloit, WI Proj. Manager: Bryan Kristofel Sales Rep: Josh Sprecher
---	---	---

Scale: 1/2" = 1'

Designer: Sarah Revision: Ash Jay



Identification of the individual components of the design is the responsibility of the designer. The design is for informational purposes only. The design is not to be used for construction without the approval of the designer. The design is not to be used for construction without the approval of the designer. The design is not to be used for construction without the approval of the designer.

Approved Gateway Dental
 Secondary Sign, South Elevation



Proposed North-Elevation Secondary Sign Location

Approved Primary Sign Location



Proposed South-Elevation Secondary Sign Location

Approved South-Elevation Secondary Sign (Dental) Location

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-2014-02

1. Name of applicant: Sign Effectz Inc. representing Qdoba Phone #: 414-312-6985

1827 W Glendale Av., Milwaukee WI 53209
(Address) (City) (State) (Zip)

2. Address of subject property: 2777 Milwaukee Rd.

3. Tax Parcel Number(s): 22980800 C-2

4. Legal description: _____

5. Present zoning: C-2 Present use: Multi use

6. Proposed use (if different): _____

7. Owner of record: PH Pranke LLC Phone: 414-962-4200

241 N Broadway, Milwaukee WI
(Address) (City) (State) (Zip)

E-mail address: _____

8. State specific sections of code and exception(s) requested: (Use separate sheet if necessary)

would like to have greater square foot signs on 2 secondary sign areas of restaurant
that exceed the 30 sq. ft. maximum.
Proposing 67 sq ft for each

9. State specific hardship experienced by the applicant: (Use separate sheet if necessary)

-we feel that with the style of lettering and the size of the building signable area a larger
sign is needed to look asthetically correct.
-we also would like to allow customers in the adjoining shopping area to be able
to locate the restaurant.

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.

_____ / _____ / _____	(Signature of Owner)	(Print name)	(Date)
<i>Don Nummerdor</i> / Don Nummerdor / 4-24-14	(Signature of Applicant, if different)	(Print name)	(Date)

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

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

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

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

To be completed by Planning staff

Filing fee: ~~\$100.00~~ Amount paid: 100.⁰⁰ Meeting date: 5/21/2014
 Application accepted by: *[Signature]* Date: 4/24/14
 No. of notices: 5 x mailing cost (\$0.50) = cost of mailing notices: \$ 2.50
 Date Notice Published: 5/10 Date Notice Mailed: 5/9



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

May 9, 2014

To Whom It May Concern:

Sign Effectz, Inc. has filed an application on behalf of Qdoba for an exception to Section 30.40(2)(c), of the Outdoor Sign Ordinance, to allow two (2) secondary, on-premises wall signs to be more than 30 square feet in area in a C-2, Neighborhood Commercial District, for the property located at:

2777 Milwaukee Road.

The applicant has been approved for one (1) primary wall sign that will be 67-square feet in size and has submitted a sign proposal for two (2) secondary wall signs on the subject property. The proposed signs will also be 67-square feet in area. The proposed signs exceed the 30-square foot requirement for secondary signs mentioned above.

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

City Plan Commission: Wednesday, May 21, 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 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 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.

PALOS LLC
345 W FULLERTON PKWY APT 2503
CHICAGO, IL 60614

SPEEDWAY LLC
P O BOX 1500
SPRINGFIELD, OH 455011580

WALMART REAL ESTATE BUSINESS TRUST
P O BOX 8050 MS 0555
BENTONVILLE, AR 727128050

TERRY MCGUIRE MORGAN SQUARE LLC
400 MIDLAND CT STE 101
JANESVILLE, WI 53546

PH BELOIT LLC
241 N BROADWAY STE 501
MILWAUKEE, WI 53202

SIGN EFFECTZ, INC.
1827 W GLENDALE AVE
MILWAUKEE, WI 53209

**RESOLUTION AUTHORIZING AN EXCEPTION TO SECTION 30.40 (2)(C) OF
THE OUTDOOR SIGN ORDINANCE FOR THE PROPERTY
LOCATED AT 2777 MILWAUKEE ROAD**

WHEREAS, the application of Sign Effectz, Inc. on behalf of Qdoba for an exception to Section 30.40(2)(c) to allow two (2) secondary, on-premises wall signs to exceed 30 square feet in area in a C-2, Neighborhood Commercial District, for the property located at 2777 Milwaukee 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 an exception to Section 30.40(2)(c) of the Sign Ordinance to allow two (2) secondary, on-premises wall signs to exceed 30 square feet in area, for the property located at 2777 Milwaukee Road in the City of Beloit, for the following described premises:

Lot 1 of Certified Survey Map, Recorded in Volume 1 on Page 75 and Parcel A of a Plat of Survey recorded 08/07/2012 as part of DOC1954530, located in the City of Beloit, Rock County, Wisconsin. Said parcel contains 1.1600 acres, more or less (a/k/a 2777 Milwaukee Road).

This exception is subject to the following conditions:

1. The applicant may mount two (2) secondary wall signs, both 45-square feet in area, on the North and South elevations of the building.
2. The applicant shall obtain an Architectural Review Certificate and Sign Permit before installing the signs.
3. 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 21st day of May, 2014.

PLAN COMMISSION

James Faragher, Plan Commission Chairman

ATTEST:

Julie Christensen, Community Development Director