



CITY HALL • 100 STATE STREET • BELOIT, WI 53511

**MEETING NOTICE AND AGENDA
Beloit City Plan Commission
Wednesday, November 19, 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 November 5, 2014 Meeting**
- 3. Conditional Use Permit – 419 Pleasant Street – Hendricks Commercial Properties**
Public hearing, review and consideration of a Conditional Use Permit to allow a drive-up automated teller machine (ATM) in a CBD-1, Central Business District-Core on the property located at 419 Pleasant Street
- 4. Sign Ordinance Exception – 500 Pleasant Street – Ironworks Hotel**
Public hearing, review and consideration of an exception to Section 30.40(2)(c) of the Outdoor Sign Ordinance to allow two secondary, on-premises wall signs to exceed 30 square feet in area in a CBD-2, Central Business District-Fringe for the property located at 500 Pleasant Street
- 5. Status Report on Prior Plan Commission Items**
- 6. 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: November 14, 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, November 5, 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 7:00 PM. Gail Riddle called the roll. Present were Commissioners Moore, Ruster, Finnegan, Tinder, Johnson, Mathis, and Kincaid.

2. **Approval of the Minutes of the October 22, 2014 Meeting**

Commissioner Moore moved and Commissioner Ruster seconded a motion to approve the Minutes of the October 22, 2014 Meeting. The motion carried (7-0).

3. **Certified Survey Map – 2600 Coyote Run – Acorn Development LLC**

Review and consideration of a four-lot Certified Survey Map for the property located at 2600 Coyote Run in the City of Beloit

Ms. Christensen summarized the Staff Report and Staff Recommendation.

Commissioner Johnson made a motion to approve the Certified Survey Map. Commissioner Mathis seconded the motion. The motion carried (7-0).

4. **Conditional Use Permit – 658 Fourth Street – Peter Gabriele**

Public hearing, review and consideration of a Conditional Use Permit to allow a pick-up window and drive-through lane in a CBD-2, Central Business District-Fringe on the property located at 658 Fourth Street

Ms. Christensen reviewed the Staff Report and Staff Recommendation.

Chairperson Faragher opened the Public Hearing.

Commissioner Mathis asked how many vehicles could pass through the driveway at one time.

Owner Peter Gabriel answered that he believes there could be five cars.

Commissioner Kincaid asked if the traffic study would be complete before this came to City Council. Mr. Gabriele answered that they had not ordered it yet because it would

be subject to the City Engineer's review. Ms. Christensen added that it would be reviewed by the City Engineer to see if it was appropriate before the use is allowed.

Commissioner Johnson asked if four (4) parking spaces would be enough. Mr. Gabriele stated that they would also have the use of public lots, and there is more street parking in the back that is allowed.

Commissioner Kincaid asked if this would be pick-up and delivery, and Mr. Gabriele answered that it would be.

Commissioner Mathis asked how many spots would there be for customers. Mr. Gabriele said that this would be determined at a later date.

Commissioner Johnson asked if there would be safety issues with the walk up counter entrance, and Mr. Gabriele said that he did not anticipate a problem.

Commissioner Mathis asked Mr. Gabriele what his biggest concern was in regards to a layout perspective. Mr. Gabriele stated that he just hopes people will support it.

Chairperson Faragher closed the Public Hearing.

Commissioner Tinder made a motion to approve the Conditional Use Permit. Commissioner Johnson seconded the motion. The motion carried (7-0).

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

Ms. Christensen stated that the re-zonings for 3311 Prairie Avenue and 1901 Gateway Boulevard were approved by City Council.

6. **Adjournment**

The meeting adjourned at 7:30 PM.

CITY OF BELOIT

REPORT TO THE BELOIT CITY PLAN COMMISSION



Meeting Date: November 19, 2014

Agenda Item: 3

File Number: CU-2014-09

Applicant: Hendricks Commercial Properties LLC

Owner: Hendricks Commercial Properties LLC

Location: 419 Pleasant Street

Existing Zoning: CBD-1, Central Business District - Core

Existing Land Use: Multi-Tenant Office Building (Vision Beloit)

Parcel Size: 0.683 Acre

Request Overview/Background Information:

Hendricks Commercial Properties has filed an application for a Conditional Use Permit to allow a Drive-Up Automated Teller Machine (ATM) in the CBD-1, Central Business District – Core, for the property located at 419 Pleasant Street. The applicant is in the process of building-out a first floor tenant suite for Blackhawk Community Credit Union in the Vision Beloit building on the corner of Pleasant Street and Public Avenue.

Key Issues:

- 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: R-4, Moderate-Density Multi-Family Residential District; Church & Multi-Family Residential
 - South: CBD-1, Central Business District – Core; Institutional
 - East: CBD-1, Central Business District – Core; Commercial (Vacant)
 - West: CBD-1, Central Business District – Core; Commercial & Surface Parking Lot
- The bank's proposed ATM will be a freestanding kiosk in the rear parking lot, as shown on the attached site plan. A photo of an identical kiosk at a different bank location is also attached to this report.
- The ATM will be accessible from an existing driveway on Public Avenue, which is currently a two-way driveway.
- According to Section 8-112 of the Zoning Ordinance, ATMs must have at least 3 stacking spaces that allow bail-out exiting and do not impede movements in & out of off-street parking spaces. In order to address concerns about the stacking spaces blocking parked vehicles, the applicant has agreed to sign & stripe the five affected parking stalls as bank employee only stalls. This will ensure that sign-abiding members of the public are not impeded.
- As an alternative, the Plan Commission could require the applicant to remove & replace the affected parking stalls with landscaping as a condition of approval. Planning staff is not recommending this course of action at this time.
- The five affected parking stalls (along with the entire parking lot) are voluntary off-street parking, as there are no minimum off-street parking requirements in the Central Business District.
- There are light poles in the subject property's parking lot, and two light poles in the former Associated Bank drive-through exit driveway, which is also owned by the applicant. Given recent criminal activity near other downtown ATM kiosks, Planning staff is recommending a condition of approval that will require the applicant to keep all of the nearby lights on during all periods of darkness.
- The applicant removed one mature shade tree to accommodate the ATM pad, and Planning staff is recommending a condition of approval that will require the applicant to plant at least two replacement shade trees.
- The City Engineer has reviewed this application and is recommending denial, due to the fact that drivers using the ATM will be facing oncoming traffic when leaving the ATM. Planning staff and the applicant evaluated the subject property's parking lot, and while the selected location is not ideal, it is the least problematic when considering stacking spaces and disruption of turning movements. To address this concern, Planning staff is recommending a condition of approval that will require the drive aisle between the ATM and Public Avenue to be signed & striped as one-way (southbound) only through the use of painted arrows, one-way signs, and do not enter signs.
- The freestanding kiosk ATM operated by First National Bank in the parking lot across from the Ironworks Hotel has a similar layout and vehicle movements.
- The City's other Review Agents have reviewed this application and do not have any comments or concerns.
- The attached Public Notice was sent to seven nearby property owners, which has not resulted in any comments.

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;*
 - Subject to certain conditions of approval, the proposed Drive-Up ATM 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 affected area is an urban parking lot that will not be negatively impacted by additional glare, noise, and emissions resulting from the Drive-Up ATM.
- c. *Whether the conditional use will substantially diminish or impair property values within the neighborhood of the subject property;*
- On the contrary, the opening of another bank in the downtown area is likely to enhance property values within the area.
- d. *Whether the establishment of the conditional use will impede the normal and orderly development and improvement of the surrounding property;*
- This is an urbanized area and the surrounding properties are 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 design and appearance of the ATM is compatible with surrounding developments.
 - Planning staff is recommending conditions of approval that will require adequate lighting and landscaping in order to ensure compatibility.
- 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*
- The proposed ATM includes adequate stacking spaces and the general public will not be impeded with respect to movements in and out of affected parking stalls.
 - Although drivers using the ATM will be temporarily facing the oncoming traffic lane, these vehicle movements will occur at slow speeds and are not uncommon in urban parking lots where vehicles must first yield and then veer to the left before turning tightly into parking stalls on their right. In addition, signing & striping the drive aisle as one-way only will alleviate many conflicts.
- 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 Comprehensive Plan refers to the Downtown Plan, which recommends Office uses for the Vision Beloit property. Consideration of this request supports City of Beloit Strategic Goal #5.

Sustainability:

- **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 a Conditional Use Permit to allow a Drive-Up Automated Teller Machine (ATM) in the CBD-1, Central Business District – Core, for the property located at 419 Pleasant Street, based on the above Findings of Fact and subject to the following conditions:

1. This Conditional Use Permit authorizes the installation and use of a freestanding Drive-Up ATM kiosk in an existing landscaping island in the rear parking lot, in the location shown on the site plan submitted by the applicant.
2. Prior to use of the ATM, the applicant shall sign & stripe the five affected parking stalls that will be blocked by the ATM's stacking spaces as "bank employee parking only." This parking restriction shall remain as long as the ATM.
3. Prior to use of the ATM, the applicant shall sign & stripe the drive aisle between the ATM and Public Avenue as one-way (southbound) only through the use of painted arrows, one-way signs, and do not enter signs.
4. The applicant shall keep all lights on in the rear parking lot and adjacent former drive-through exit driveway during all periods of darkness, and is encouraged to install surveillance cameras in the parking lot.
5. Prior to use of the ATM, the applicant shall plant at least one shade tree and low-growth shrubs in the parking lot island that hosts the ATM, along with at least one additional replacement shade tree in a nearby parking lot island.
6. Any major changes in the adopted conditions or use of the property shall be approved by the Plan Commission and City Council by amending this Conditional Use Permit. The Director of Planning & Building Services may approve minor changes administratively.

Fiscal Note/Budget Impact: N/A

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

Location & Zoning Map

419 Pleasant Street


CU-2014-09



1 inch = 31 feet

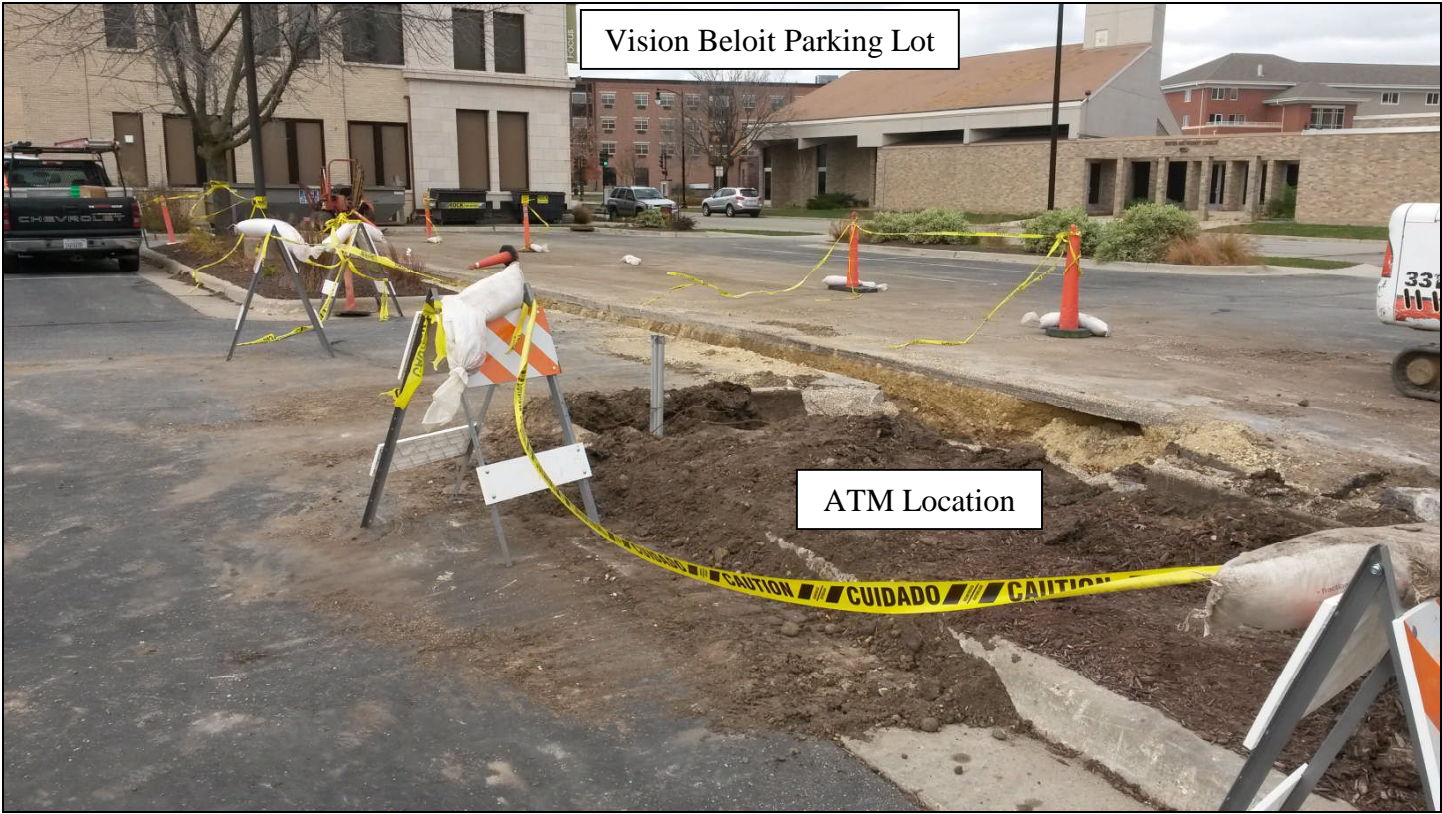
0 4.59 18 27 Feet

Legend

-  COB Parcels
-  Zoning District

Map prepared by: Drew Pennington, AICP
Date: October 2014
For: City of Beloit Planning & Building Services
Date of Aerial Photography: March 2011

PLANNING & BUILDING SERVICES DIVISION

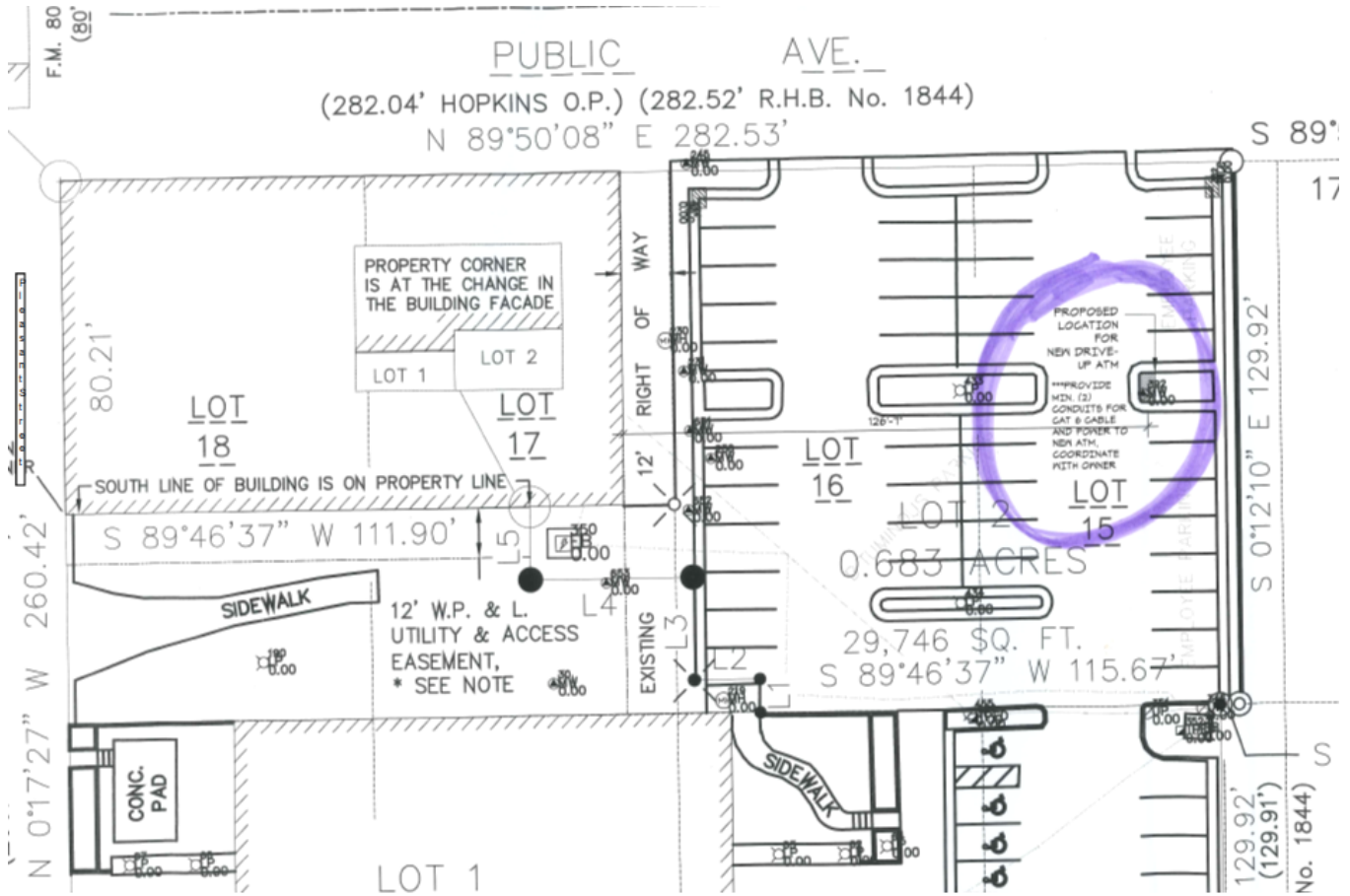


Vision Beloit Parking Lot

ATM Location



ATM Example



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-2014-09

1. Address of subject property: 409 PLEASANT ST

2. Legal description: SEE ATTACHED

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): 206 13530945

4. Owner of record: HETONICH COMMERCIAL Phone: 608-362-8981

525 3RD ST SUITE 300 PROPERTIES WI 53189
(Address) (City) (State) (Zip)

5. Applicant's Name: HETONICH COMMERCIAL PROPERTIES (CRITE BRANTZ)

525 3RD ST SUITE 300 BELOIT, WI 53511
(Address) (City) (State) (Zip)

608-362-8981 | |
(Office Phone #) (Cell Phone #) (E-mail Address)

6. All existing use(s) on this property are: COMMERCIAL

7. THE FOLLOWING ACTION IS REQUESTED:

A Conditional Use Permit for: Automated teller machine.
_____ in a(n) CBD Zoning District.

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

Principal use: _____

Secondary use: _____

Accessory use: _____

9. **Project timetable:** Start date: 10/1/14 Completion date: 7/1/15

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.

Scott J. Henrichs | SCOTT J. HENRICHS | 10/10/14
(Signature of Owner) (Print name) (Date)

Scott J. Henrichs | SCOTT J. HENRICHS | 10/10/14
(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: <u>\$275.⁰⁰</u>	Meeting date: <u>Nov. 19, 2014</u>
No. of notices: _____ x mailing cost (\$0.50) = cost of mailing notices: \$ _____		
Application accepted by: <u><i>Drew Swington</i></u>		Date: <u>10/15/14</u>



NOTICE TO THE PUBLIC

November 6, 2014

To Whom It May Concern:

Hendricks Commercial Properties has filed an application for a Conditional Use Permit to allow a Drive-Up Automated Teller Machine (ATM) in the CBD-1, Central Business District – Core, for the property located at:

419 Pleasant Street.

The applicant is in the process of building-out a first floor tenant suite for Blackhawk Community Credit Union in the Vision Center building on the corner of Pleasant Street and Public Avenue. The bank's proposed ATM will be a freestanding kiosk in the rear parking lot, and will be accessed from an existing driveway on Public Avenue.

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

City Plan Commission: Wednesday, November 19, 2014, 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, December 1, 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 Drew Pennington, AICP in the Planning & Building Services Division at (608) 364-6711 or penningtond@beloitwi.gov. Comments will be accepted via telephone, email, and U.S. Mail.

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

ANNA GABRIELE LIVING TRUST
313 OAKLEAF CT
SOUTH BELOIT, IL 61080

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

MICHAEL D & CHARLOTTE J JERO
862 PETUNIA LN
BELOIT, WI 53511

FIRST NATIONAL BANK &
TRUST COMPANY OF BELOIT
345 E GRAND AVE
BELOIT, WI 53511

GERONIMO HOSPITALITY
GROUP LLC
655 THIRD ST STE 301
BELOIT, WI 53511

ARNOLD BELOIT COMPANY LLC
1835 N FREEMONT
CHICAGO, IL 60614

THE RIVER OF LIFE UMC
2375 PRAIRIE AVE
BELOIT, WI 53511

HENDRICKS COMMERCIAL
PROPERTIES LLC
525 THIRD ST STE 300
BELOIT, WI 53511

CITY OF BELOIT

REPORT TO THE BELOIT CITY PLAN COMMISSION

Meeting Date: November 19, 2014

Agenda Item: 4

File Number: SOE-2014-03

Applicant: Kevin Rogers

Owner: Geronimo Hospitality Group
LLC

Location: 500 Pleasant Street

Existing Zoning: CBD-2, Central
Business District- Fringe

Existing Land Use: Restaurant and
Hotel

Parcel Size: 1.2600 Acres

Request Overview/Background Information:

Kevin Rogers 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 CBD-2, Central Business District-Fringe, for the property located at 500 Pleasant Street.

Key Issues:

- The subject property was recently renovated to the Ironworks Hotel and Merrill & Houston's Steak Joint. With that, they received approval for a metal awning sign with three faces, totaling 62-square feet. This is considered their Primary sign. Approval was also given for a ground sign to advertise for both businesses. This is 36-square feet and considered a Secondary sign. A letter sign was added to the hotel's metal canopy (no approvals granted) that is approximately 20-square feet, making it their second Secondary sign. A total of three (3) Secondary signs are allowed per property.
- The applicant has installed two (2) additional Secondary vinyl wall signs directly onto the brick of the building. These signs are located on the North and South elevations. Each sign is 150-square feet. Photos of the installed signs are attached to this report. Staff discovered the signs on October 10th and ordered their removal.
- Signs that are directly painted onto the wall are considered prohibited signs in the City of Beloit. However, since the applicant did not paint the signs on, rather had vinyl signs installed on the brick, this provision does not apply. The vinyl used is similar to vinyl used for vehicle graphics and has a life expectancy of 3-5 years. This product is easily removed with a heat gun. This product is not recommended for long-term outdoor use per the manufacturer.
- Staff is recommending approval for only one (1) of the signs. Having four Secondary signs is prohibited in the Sign Code. Given the size of the vinyl wall signs, one will be sufficient for advertising purposes.
- Staff is recommending conditionals of approval that will address regular maintenance for the approved sign. Vinyl signs like this are susceptible to more wear-and-tear than regular wall-mounted signs. Wind, heat, and precipitation will have a large impact on the appearance of this sign.
- 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: CBD-2, Central Business District- Fringe; Condominiums, Retail, & Office
 - South: CBD-1, Central Business District- Core; Parking & Commercial
 - East: R-4, Mod-Density Multi-Family Residential; Vacant Church
 - West: PLI, Public Lands and Institutions; Bike Path & Rock River
- The attached Public Notice was sent to three 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 secondary wall sign would place an unnecessary burden upon the applicant by limiting their ability to advertise the business. The other signs advertising the Ironworks Hotel are relatively small as compared to the Primary sign advertising Merrill & Houston's.

- 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 sign needs to be increased to be in proportion with the scale of this 4-story 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. The number of signs allowed onsite by code will be maintained if only one of the proposed signs is approved.

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 one (1) secondary, on-premises sign to exceed 30 square feet in area in a CBD-2, Central Business District- Fringe, for the property located at 500 Pleasant Street, based on the above Findings of Fact and subject to the following conditions:

1. The applicant may keep (1) secondary vinyl wall sign that is 150-square feet in area. This may be on either the North or South elevation of the building.
2. One of the vinyl wall signs must be removed by **December 17, 2014**.
3. The applicant shall obtain an Architectural Review Certificate and Sign Permit by **December 3, 2014**. The fees for both will be doubled as work was done prior to approval.
4. This sign shall remain in a neat and attractive condition. Any deterioration, tattering, or distressing of the sign must be fixed with the same material. If the sign cannot be repaired, it shall be removed.
5. No paint shall be used in the maintenance or repair of this sign at any time. Painted signs are strictly prohibited by the Sign Ordinance.
6. 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.

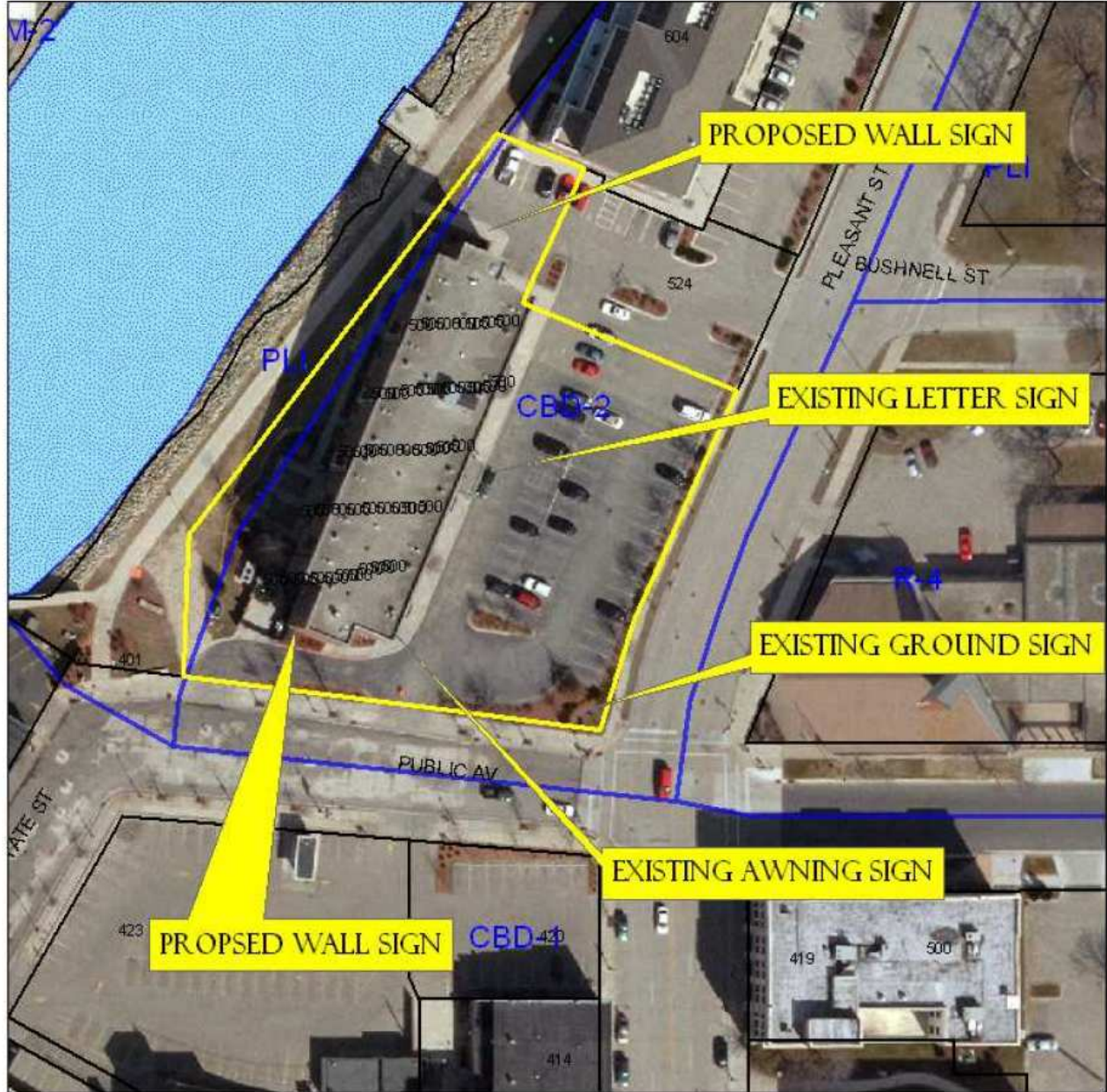
Fiscal Note/Budget Impact: N/A

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

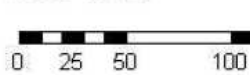
Location & Zoning Map

500 Pleasant Street

SOE-2014-03



1 inch = 77 feet



Legend

- COB Parcels
- Zoning District

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

PLANNING & BUILDING SERVICES DIVISION



Existing Signs





Vinyl wall signs installed on the
North and South elevations

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-2014-003

1. Name of applicant: Kevin Rogers Phone #: 608-295-0929

625 Third St Suite 300 Beloit WI 53511
(Address) (City) (State) (Zip)

2. Address of subject property: 500 Pleasant St

3. Tax Parcel Number(s): Attached 13531000 CBD-2

4. Legal description: Attached

5. Present zoning: CBD-2 Present use: Hotel / Restaurant

6. Proposed use (if different): _____

7. Owner of record: Geranimo Hospitality Group Phone: _____

525 Third St Beloit Suite 300 WI 53511
(Address) (City) (State) (Zip)

E-mail address: Kevin.rogers@hendricksgroup.net

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

Section 30.48 of Sign Code

We apologize for installing the new sign at the hotel without prior approval and are asking the Planning Commission to approve this exception and retroactive approval.

Thanks for your consideration Kevin Rogers

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

The current sign installed on the south wall of the hotel is 6x25. We are asking for an exemption on this sign. The hotel has gone through a major renovation and rebranding to the Ironworks theme, which is keeping with the heritage of the community.

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)
Kevin Rogers / Kevin Rogers / 10-22-14
(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: <u>100.00</u>	Meeting date: <u>11/19/2014</u>
Application accepted by: <u>S. Stummel</u>		Date: <u>10/22/2014</u>
No. of notices: <u>3</u>	x mailing cost (\$0.50) = cost of mailing notices: \$ <u>1.50</u>	
Date Notice Published: <u>11/8/14</u>	Date Notice Mailed: <u>11/10/14</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.beloitwi.gov

Equal Opportunity Employer

NOTICE TO THE PUBLIC

November 6, 2014

To Whom It May Concern:

Kevin Rogers has filed an application on behalf of Geronimo Hospitality Group LLC 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 CBD-2, Central Business District-Fringe, for the property located at:

500 Pleasant Street.

The property currently has one primary sign and two secondary signs, all allowed by code. The proposed wall signs have already been installed, are both 150-square feet in size, and made of a vinyl material. The proposed signs exceed the 30-square foot requirement for secondary signs mentioned above. Approval is required for these signs to remain.

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

City Plan Commission: Wednesday, November 19, 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@beloitwi.gov. Comments will be accepted via telephone, email, and U.S. Mail.

FIRST NATIONAL BANK & TRUST
COMPANY OF BELOIT
345 E GRAND AVE
BELOIT, WI 53511

KEVIN ROGERS
625 THIRD STREET, SUITE 300
BELOIT, WI 53511

THE RIVER OF LIFE UMC
2375 PRAIRIE AVE
BELOIT, WI 53511

GERONIMO HOSPITALITY GROUP LLC
655 THIRD ST STE 301
BELOIT, WI 53511

**RESOLUTION AUTHORIZING AN EXCEPTION TO SECTION 30.40 (2)(C) OF
THE OUTDOOR SIGN ORDINANCE FOR THE PROPERTY
LOCATED AT 500 PLEASANT STREET**

WHEREAS, the application of Kevin Rogers on behalf of Geronimo Hospitality Group LLC 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 CBD-2, Central Business District- Fringe, for the property located at 500 Pleasant Street, 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 one (1) secondary, on-premises wall sign to exceed 30 square feet in area, for the property located at 500 Pleasant Street in the City of Beloit, for the following described premises:

Lots 1 & 2 of Certified Survey Map, Recorded in Volume 23 on Pages 1-3, located in the City of Beloit, Rock County, Wisconsin. Said parcel contains 1.2600 acres, more or less (a/k/a 500 Pleasant Street).

This exception is subject to the following conditions:

1. The applicant may keep (1) secondary vinyl wall sign that is 150-square feet in area. This may be on either the North or South elevation of the building.
2. One of the vinyl wall signs must be removed by **December 17, 2014**.
3. The applicant shall obtain an Architectural Review Certificate and Sign Permit by **December 3, 2014**. The fees for both will be doubled as work was done prior to approval.
4. This sign shall remain in a neat and attractive condition. Any deterioration, tattering, or distressing of the sign must be fixed with the same material. If the sign cannot be repaired, it shall be removed.
5. No paint shall be used in the maintenance or repair of this sign at any time. Painted signs are strictly prohibited by the Sign Ordinance.
6. 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 19th day of November, 2014.

PLAN COMMISSION

James Faragher, Plan Commission Chairman

ATTEST:

Julie Christensen, Community Development Director