



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