



**MEETING NOTICE AND AGENDA
Beloit City Plan Commission
Wednesday, May 9, 2018 at 7:00 PM
The Forum
Beloit City Hall
100 State Street, Beloit**

1. **Call to Order and Roll Call**
2. **Approval of the Minutes of the April 18, 2018 Meeting**
3. **Sign Ordinance Exception – Truk't – 443 E Grand Avenue**
Public hearing, review and consideration of an exception to Sections 30.37(2)(c) and (g) of the Outdoor Sign Regulations to allow a projecting sign greater than 20 square feet in area and further than four feet from the building wall in the Central Business District, for the property located at 443 East Grand Avenue
4. **Status Report on Prior Plan Commission Items**
5. **Adjournment**

If you are unable to attend this meeting, please contact Frank Fuerte in the Community Development Department at 364-6700 **no later than 4:00 PM the day before the meeting.**

Notice Posted: May 4, 2018

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



**Meeting Minutes
Beloit City Plan Commission
Wednesday, April 18, 2018 at 7:00 PM
The Forum
Beloit City Hall
100 State Street, Beloit**

1. Call to Order and Roll Call

The meeting was called to order at 7:02pm. Commissioners Haynes, Weeden, Johnson, Ruster, Finnegan, and Councilor Leavy were present. Commissioners Faragher and Tinder were absent.

2. Approval of the Minutes of the April 4, 2018 Meeting

Commissioner Finnegan moved to approve the minutes. Commissioner Ruster seconded the motion. The motion passed, voice vote.

3. Extraterritorial Certified Survey Map – 6219 & 6443 S US Highway 51 – Town of Rock

Review and consideration of a two-lot Certified Survey for the property located at 6219 & 6443 S US Highway 51 in the Town of Rock

Community Development Director, Julie Christensen, presented the staff report and recommendation.

Commissioner Haynes move to approve the Extraterritorial Certified Survey Map. Commissioner Johnson seconded the motion. The motion passed, voice vote.

4. Site Plan Approval – 701 White Avenue – Fairbanks Morse Painting Building

Review and consideration of a Site Plan for an Additional Accessory Building on the property located at 701 White Avenue

Community Development Director, Julie Christensen, presented the staff report and recommendation.

Commissioner Weeden asked why we are requiring an architectural review if the building is not visible from the street. Ms. Christensen states that the ordinance requires it.

Commissioner Haynes moved to approve the Site Plan. Commissioner Johnson seconded the motion. The motion passed, voice vote.

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

The Conditional Use Permit for 555 Lawton Avenue was approved and the site plan will be brought to Plan Commission for approval once it is submitted.

6. **Adjournment**

Commissioner Johnson moved to adjourn the meeting. Commissioner Ruster seconded the motion.

Meeting adjourned at 7:15pm.

Minutes respectfully submitted by Amber DesRoberts.

CITY OF BELOIT

REPORT TO THE BELOIT CITY PLAN COMMISSION



Meeting Date: May 9, 2018

Agenda Item: 3

File Number: SOE-2018-01

Applicant: Kevin Cook, JNB Signs, Inc.

Owner: Hendricks Commercial Properties

Location: 443 E. Grand Avenue

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

Existing Land Use: Commercial

Parcel Size: 0.1 Acre

Request Overview/Background Information:

Kevin Cook of JNB Signs, on behalf of Hendricks Commercial Properties, has filed an application for an exception to Sections 30.37(2)(c) & (g) of the Outdoor Sign Regulations (the "Sign Ordinance") to allow a projecting sign greater than 20 square feet in area and further than four (4) feet from the building wall in the Central Business District, for the property located at 443 E. Grand Avenue.

Key Issues:

- The owner has proposed the renovation of the existing commercial building on the subject property into a new restaurant to be named Truk't. As shown on the attachments, the proposed projecting sign will advertise "Truk't Street Tacos, Tequila, & Whiskey" and will consist of an internally illuminated aluminum sign face mounted on steel beams attached to the building corner. The subject property is located at the NW corner of E. Grand Avenue and Pleasant Street/U.S. Highway 51. A second proposed business, Blue Collar Coffee, is not subject to this request.
- The proposed sign face will be red in color with routed lettering, and will be surrounded by Edison light bulbs.
- Section 30.37 of the Sign Ordinance outlines the regulations for projecting signs, which are only allowed in the Central Business District and are intended to be pedestrian-oriented. The Ordinance states that projecting signs may not exceed 20 square feet in area and may not project more than four (4) feet from the building wall.
- The proposed sign is 43 square feet in area and projects ten (10) feet from the building wall. The sidewalk is approximately ten (10) feet wide at this location, measured from the building façade to the bottom of the ramp.
- The City Engineer has expressed opposition to this request, based upon concerns about the sign interfering with visibility of the traffic signals and the significant encroachment into the right-of-way in width and size.
- According to the Downtown Beloit Design Guidelines (2016), projecting signs should not project more than four (4) feet from the building wall and should not obscure the signage of other businesses. In addition, the guidelines warn against "overly sized signs, out-of-scale signs, and signs that block architectural detail."
- 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.
- The application, which is attached to this report, includes a brief statement relating to hardship. According to the applicant, the proposed sign has been designed to be visible from all four directions at the intersection.
- **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.*
 - The building owner's proposed renovation of this vacant commercial building into a restaurant and coffee shop is an exciting prospect that will bring additional business activity and vitality to downtown Beloit. However, the application does not include a persuasive argument for hardship, and the Sign Ordinance's allowance of a 20 square-foot sign no more than four feet from the building provides ample opportunity for advertisement.
 - b. *The hardship is not self-created.*
 - The subject property is allowed to have a projecting sign that complies with the Sign Ordinance and Downtown Design Guidelines. There are no unusual attributes of the subject property that make it less visible than other downtown properties, so any claimed hardship is self-created.
 - c. *The exception will not undermine the purpose of the Sign Ordinance or the public interest.*
 - The proposed sign is unusually large and wide, and conflicts with the intent of allowing projecting signs. Projecting signs are intended to be pedestrian-scaled and compatible with nearby signage, as detailed in the Downtown Beloit Design Guidelines.

Consistency with Comprehensive Plan:

The subject property's underlying zoning district classification is consistent with the Comprehensive Plan.

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 ***denial*** of an exception to Sections 30.37(2)(c) & (g) of the Sign Ordinance to allow a projecting sign greater than 20 square feet in area and further than four (4) feet from the building wall in the Central Business District, for the property located at 443 E. Grand Avenue, based on the above Findings of Fact.

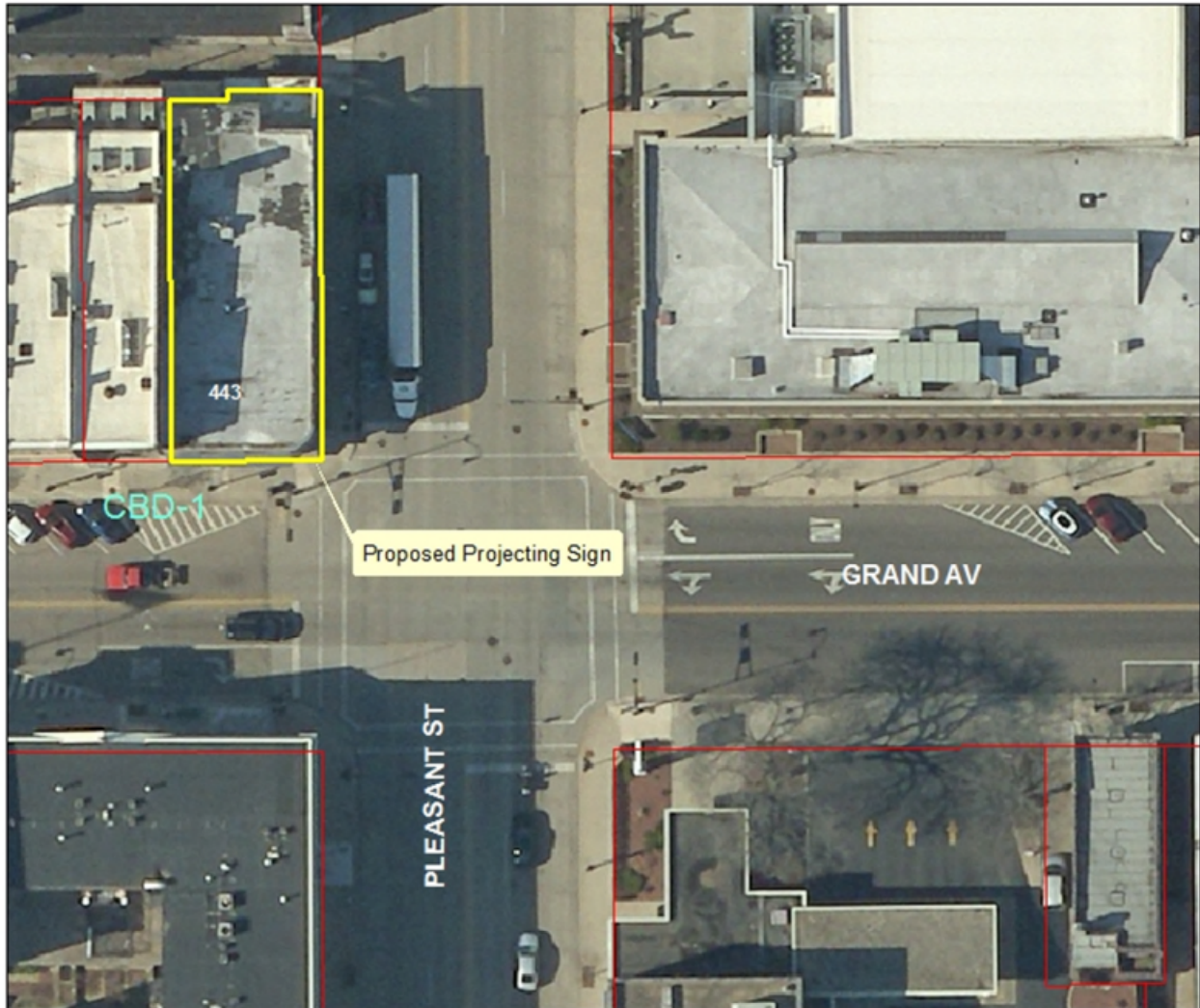
Fiscal Note/Budget Impact: N/A

Attachments: Location & Zoning Map, Sign Specs, Building Renderings, Application, Public Notice, and Resolution.

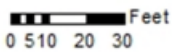
Location & Zoning Map

Projecting, On-Premises Sign

SOE-2018-01



1 inch = 44 feet



Legend

-  Parcel Boundaries
-  Zoning District

Map prepared by: Rudy Moreno, Planner II
Date: April 24, 2018
For: City of Beloit Planning & Building Services
Date of Aerial Photography: April 2016

PLANNING & BUILDING SERVICES DIVISION

EXTERIOR WALL SIGN SPECIFICATIONS :

Scope of Work : Manufacture and install (1) double sided custom wall sign as shown.

Cabinet : Diamond shaped fabricated aluminum sign cabinet, internal angle & tube framework, .063" aluminum exterior returns bonded to frame, removable faces for access to interior mounted transformers/ power supplies.

Main Sign Face : Routed .090" aluminum sheet, face routed 1/8" oversized and bonded to face of framework.

Cabinet Colors : Sign exterior primed and painted "Red" and hand painted to look antiqued. exact colors TBD.

Copy/ Stars : Routed face backed with 1/8" "white" acrylic, decorated with vinyl first surface

Border : Edison bulbs to mounted around exterior of the returns, exact number of bulbs TBD.

"truk't" : Fabricated aluminum open face channel letters, routed .090" mill finish backs, .063" x 3/4" tall mill finish returns, backs routed undersize to recess 1/16" inside returns and welded on backsides, seams sealed.

Letter Finishes : Letter interior & exteriors primed and painted to match PMS 289.

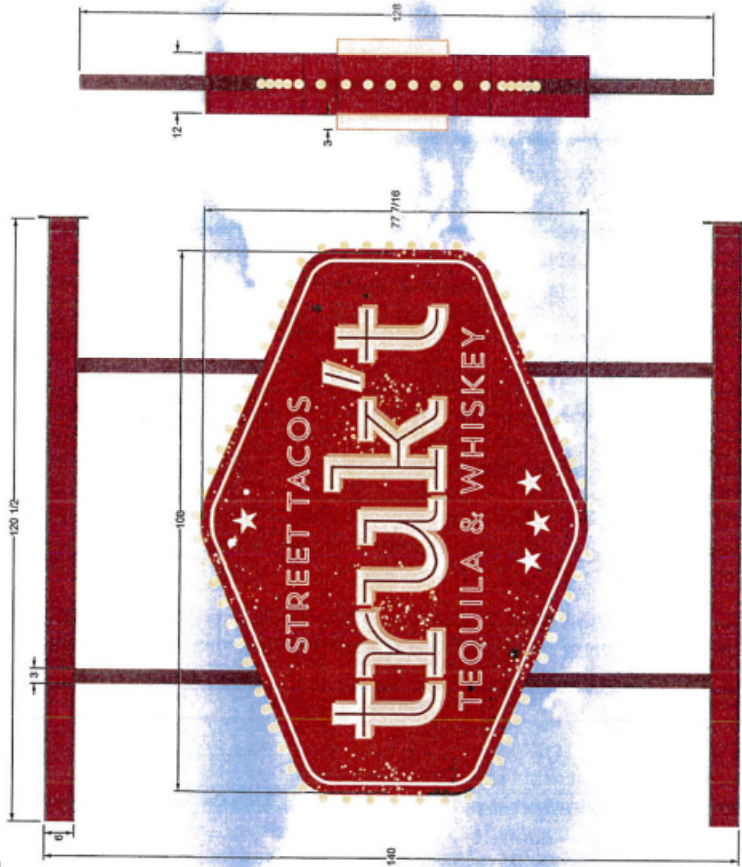
Lighting : Copy and stars lit internally using "white" LEDs. "truk't" lit internally with exposed single stroke of 15mm EGL neon. Exact neon colors TBD.

Electrical : 120volt, UL listed & labeled, service switch located on lower left corner of cabinet, primary power location to be determined.

Mounting / Location : Sign constructed on custom steel 1-1/2" angle bracket, bracket to fit (4) 3" round steel arms to attach to (2) 6" steel "I" beams". The beams with mounting plates will attach to the building exterior.

VOLTAGE
 120 Volts
 277 Volts

Proposed Location



PRODUCTION APPROVAL		FOR THE
PRODUCTION	SALES	CUSTOMER



Listed
 Copyright

JNB Signs Incorporated
 1921 Venture Drive, Suite T, Janesville, WI 53546
 Phone: 1-800-243-7997 Fax: 1-608-754-7892

CLIENT: Truk't SALESMAN: Kevin Cook
 JOB SITE: Beloit, WI ARTIST: Shawn

CUSTOMERS SIGNATURE: X DATE: 03-30-18
 DRAWING: 07212-01a





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-2018-01

1. Name of applicant: Kevin Cook - INB Signs, Inc. Phone #: 608-754-6338
1221 Ventura Dr. Suite 1, Janesville WI 53546
(Address) (City) (State) (Zip)

2. Address of subject property: 443 East Grand, Beloit

3. Tax Parcel Number(s): 13530830

4. Legal description: Restaurant + bar

5. Present zoning: CRD Present use: VACANT/RESTAURANT & BAR

6. Proposed use (if different): N/A

7. Owner of record: Hendricks Commercial Properties Phone: 608-361-6622
325 3rd St. Beloit WI 53511
(Address) (City) (State) (Zip)

E-mail address: Susan.Griffin@hendricksgroup.net

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

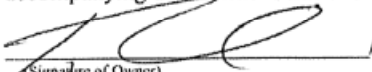
Square foot allowed on Hanging Blade Signs - request
Type of Illumination - request Interior Illumination
Letter sign

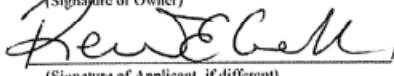
9. State specific hardship experienced by the applicant: (Use separate sheet if necessary)

This sign being made to these Directions would
Remain as the TruckIT Business Trade Dress
Standards already set by Hendricks Commercial Properties
The placement is essential as this location is
at a 4 way intersection. This placement would
be able to be seen by multiple angles

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.

 , Bob Bjerbitz , 03-19-18
 (Signature of Owner) (Print name) (Date)

 , Kevin E. Cook , 03-19-18
 (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: MAY 9th, 2018
 Application accepted by: Ruby Date: 4/4/18
 No. of notices: 7 x mailing cost (\$0.50) = cost of mailing notices: \$ N/A
 Date Notice Published: 4/24/18 Date Notice Mailed: 4/24/18



Division of Planning and
Building Services
City Hall
100 State Street
Beloit, Wisconsin 53511

608-364-6700 (Office)
608-364-6609 (Fax)
beloitwi.gov
Equal Opportunity Employer

COMMUNITY DEVELOPMENT DEPARTMENT

NOTICE TO THE PUBLIC

April 24, 2018

To Whom It May Concern:

JNB Signs, on behalf of Hendricks Commercial Properties LLC, has filed an application for exceptions to Section 30.37(2) of the Outdoor Sign Regulations (the "Sign Ordinance") to allow a 43 square foot projecting, on-premises sign to project further than four feet horizontally from the wall of a building in the CBD-1, Central Business District Core, for the property located at:

443 East Grand Avenue.

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

City Plan Commission: Wednesday, May 9, 2018, 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 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.

**RESOLUTION AUTHORIZING AN EXCEPTION TO
THE SIGN ORDINANCE FOR THE PROPERTY
LOCATED AT 443 E. GRAND AVENUE**

WHEREAS, the application of Kevin Cook of JNB Signs, on behalf of Hendricks Commercial Properties, for an exception to Sections 30.37(2)(c) & (g) of the Outdoor Sign Regulations (the “Sign Ordinance”) to allow a projecting sign greater than 20 square feet in area and further than four (4) feet from the building wall in the Central Business District, for the property located at 443 E. Grand Avenue, 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 Sections 30.37(2)(c) & (g) of the Sign Ordinance to allow a projecting sign up to 43 square feet in area and up to ten (10) feet from the building wall in the Central Business District, for the property located at 443 E. Grand Avenue in the City of Beloit, for the following described premises:

PART OF LOT 6, BLOCK 47 OF THE ORIGINAL PLAT. COM SE COR L 6, TH NLY 102.57 FT, TH WLY 25.7 FT, TH SLY 2.65 FT, THE WLY 16.3 FT, TH SLY 99.92 FT, TH ELY 42 FT TO POB. ALL SITUATED IN THE CITY OF BELOIT, COUNTY OF ROCK, STATE OF WISCONSIN. SAID PARCEL CONTAINS 0.0906 ACRES, MORE OR LESS. (A/K/A 443 E. GRAND AVENUE).

Adopted this 9th day of May, 2018.

PLAN COMMISSION

James Faragher, Plan Commission Chairman

ATTEST:

Julie Christensen, Community Development Director