



CITY HALL • 100 STATE STREET • BELOIT, WI 53511  
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www.beloitwi.gov  
Equal Opportunity Employer

## **NOTICE TO THE PUBLIC**

May 5, 2021

To Whom It May Concern:

JL Beloit 1365 LLC has filed an application for an exception to Section 30.40(2)(c) of the Outdoor Sign Regulations (the "Sign Ordinance") to allow one secondary wall signs to exceed thirty (30) square feet in area, for the property located at:

**Jiffy Lube, 2901 Milwaukee Road.**

The applicant recently obtained approval to construct a quick lube facility on the subject property. The proposed sign package includes three secondary wall signs on the building. The Sign Ordinance allows three secondary wall signs on the building up to 30 square feet each. One proposed secondary wall sign is 57.68 square feet.

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

**City Plan Commission:** Wednesday, May 19, 2021, at 7:00 PM, or as soon thereafter as the matter can be heard in The Forum, Beloit City Hall, 100 State Street.

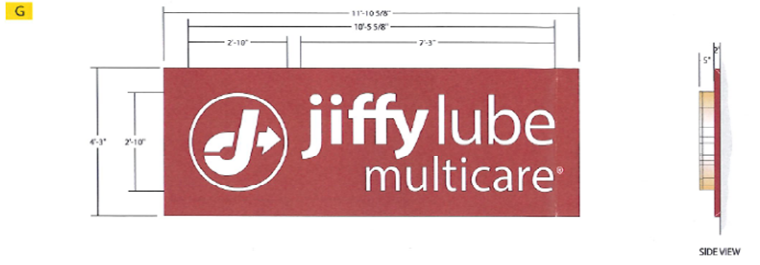
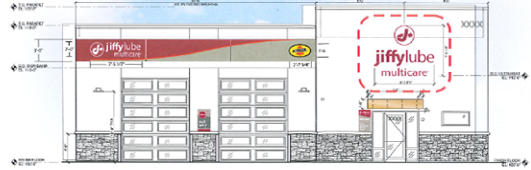
**We are interested in your opinion.\***

**\*Due to the COVID-19 crisis, members of the public are highly encouraged to provide oral or written comments to the Commission and City Council via alternative means. You may mail your comments to the attention of Hilary Rottmann at 100 State Street or via email to [rottmanh@beloitwi.gov](mailto:rottmanh@beloitwi.gov). You may also call (608) 364-6708 to provide your comments over the phone. In-person attendance at Commission and Council meetings will be limited.**



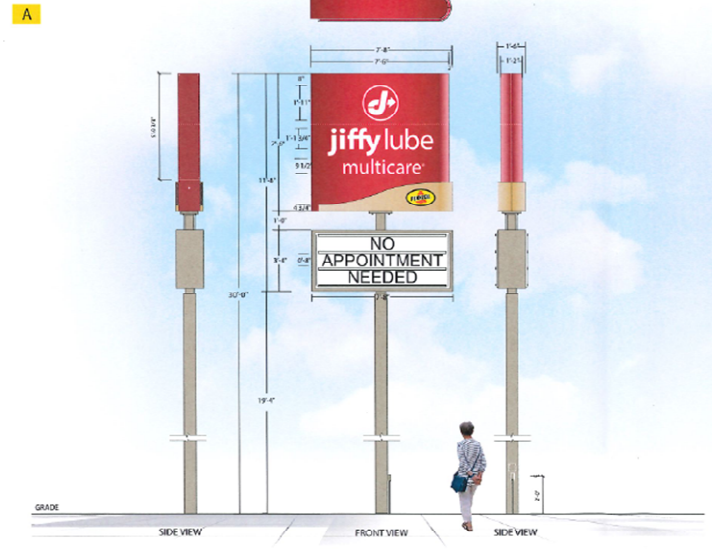
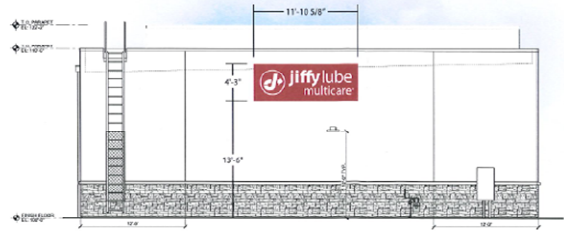
**Illuminated Logo and Channel Letters (JLM-CL-R-S-34)** Square Feet: 57.68 sq. ft. Scale: 1/2" = 1'-0"

5" deep aluminum channel letter with polished white returns and 1" white jiffylube interscap.  
 "Logo" face to be clear modified acrylic. Logo has 3M 3600-2395 Dark Red vinyl applied first surface overlaid w/ 3M 180MC-10 (30% white vinyl). 70% white diffuser applied second surface.  
 "Letters" face to be clear modified acrylic. Logo has 3M 3600-2395 Dark Red vinyl applied first surface 70% white diffuser applied second surface.  
 Registration Mark is aluminum plate painted MP 43202 White w/ 3M 1622-180 Dark Red opaque vinyl illuminated with Principal White LEDs.



**Illuminated Logo and Channel Letters (JLM-CL-W-SP-34) on Backer Panel** Square Feet: 30.0 sq. ft. Scale: 1/2" = 1'-0"

5" deep aluminum channel letter with painted MP 26077 Duranodic Bronze returns and trimcap.  
 "Logo" face to be White acrylic face has 3M V622180 Dark Red opaque vinyl applied first surface with reverse wended white outer ring & logo.  
 "Letters" face to be White acrylic. Registration Mark is 3M 180MC-10 White opaque vinyl.  
 Mounted 4mm Dark Red ACM cabinet. Illuminated with Principal White LEDs.



**Double Sided Illuminated Pylon w/ Readerboard** 50. FT., 56.25 + 25.0 Readerboard = 81.25 sq. ft. SCALE: 1/4" = 1'-0"

4mm Dark Red ACM curved cabinet, with routed logo backed with #7328 translucent white acrylic. Penzoi emblem is digitally printed graphic applied first surface to curved detail made of 4mm Medium Bronze Metallic ACM. Top and bottom of cabinet is painted Matthews #55143 Dark Red with Semi-Gloss finish to match Alpolic JLR ACM. Illuminated with Principal White LEDs and Flexirite Red LEDs. Below cabinet to have White painted acrylic face with 3 lines (8") readerboard. Support and readerboard to be painted Sherwin Williams Colonial Revival Stone SW2822 w/ semi-gloss finish.

