



CITY HALL • 100 STATE STREET • BELOIT, WI 53511
Office: 608/364-6700 • Fax: 608/364-6609
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NOTICE TO THE PUBLIC

May 5, 2021

To Whom It May Concern:

Site Enhancement Services and SRC Properties LLC Beloit have 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:

Mavis Tires & Brakes, 2746 Milwaukee Road.

The proposed sign package includes two secondary wall signs on the building. The Sign Ordinance allows up to three secondary wall signs on the building up to 30 square feet each. One of the proposed wall signs is 98.13 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. 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.**

Sign 1

Proposed

Description: Wall Sign - Cloud Letters Attachment: Flush
Face Count: 1 Available Height: 4'-0"
Illumination: Internally Illuminated Available Width: 31'-10"
Sign Material: Painted Aluminum, Plex Fascia PMS Color: N/A
Wall Material: Black



A. Building Height: 18'-0" D. Sign Width: 31'-8"
B. Building Width: 33'-6" E. Sign Depth: 5"
C. Sign Height: 3'-1 3/16" F. Overall Height: 14'-4"



Sign 1

Proposed

Description: Freestanding - Pole Sign
Face Count: 2
Illumination: Internally Illuminated
Sign Material: Painted Aluminum, Vinyl, Flex
Sign Support: Direct Burial



A. V.O. Height: 7'-4" F. Overall Height: 33'-0"
B. V.O. Width: 10'-8" G. Retainer Width: 2"
C. Cabinet Height: 7'-0" H. Pole Width: 11'-0"
D. Cabinet Width: 11'-0" Sign Setback: 47'-0"
E. Sign Depth: 2'-0" Setback Measured From: Road/Curb

Side A



Recommended



Recommended

Rec Action: Reface Sign Type: Custom Face

Rec SF: 8.3

Rec Dimensions: 7'-8" x 11'-0"

Code Info

Sign Type: GS

SF Comments:
Existing SF: 84.3
Allowed SF: 150.0 SF
Code: Site aggregate 4 SF/linear ft of street frontage FIS
sign NTE 150 SF; 1 FIS allowed per site; Setback 10' from
property line; Max OAH 20'

Wall Repair / Additional Comments:
Existing sign exceeds allowable height by 13'-0" and is
illuminated and visible from the ROW. Custom reface
required to maintain non-conforming height and
illumination.

Sign 2

Proposed

Description: Wall Sign - Cabinet Attachment: Flush
Face Count: 1 Available Height: 12'-0"
Illumination: Internally Illuminated Available Width: 14'-6"
Sign Material: Painted Aluminum, Plex Fascia PMS Color: 0 white
Wall Material: Black



A. Building Height: 31'-9" D. Sign Width: 8'-1 1/2"
B. Building Width: 14'-6" E. Sign Depth: 1'-3 1/2"
C. Sign Height: 3'-10 1/2" F. Overall Height: 25'-0"



Recommended



Recommended

Rec Action: Replace Sign Type: Cabinet

Rec SF: 31.5

Rec Dimensions: 3'-10 1/2" x 8'-1 1/2"

Code Info

Sign Type: WS

SF Comments:
Existing SF: 30.00
Allowed SF: 30.00 SF Appropriate
Code: NTE Aggregate of 4 SF/linear ft of street frontage;
Number of signs allowed NTE SF Allowance.

Wall Repair / Additional Comments:
Largest proposed is largest that will fit within recessed
area. Recessed area is 8'-6" x 8'-0".