
City of Beloit Municipal Code: Chapter 30 – Outdoor Sign Regulations

30.33 POLITICAL SIGNS.

(1) DEFINITIONS.

- (a) *POLITICAL SIGN.* A political sign is an outdoor sign referring to a candidate or issue involved in a public election or to a noncommercial cause or issue of public concern or interest. A political sign is not considered an off-premises or on-premises sign in this chapter.

(2) REGULATIONS. Political signs shall:

- (a) Not require a sign permit or permit fee.
- (b) Be permitted in all zoning districts.
- (c) Not exceed 32 square feet in area in any zoning district. No "on-premises, sign area bonus" applies to political signs.
- (d) Not exceed 5' in height in residential districts and 10' in height in other zoning districts.
- (e) Not be limited in number.
- (f) Not be located within 100' of a polling place or within 10' of each lot line of the premises on which they are located.
- (g) Not be subject to time limits.
- (h) Not be included as part of the maximum sign area allowed by §30.09 for the premises where the sign is displayed.
- (i) Not be counted as on-premises or off-premises signs.

Additional Notes:

- Signs may not be placed on **private property** without the express permission of the property owner.
- Signs may not be placed on **public property**. Public property includes the terrace (the area between the sidewalk and the street), the public road right-of-way, public parking lots, public parks, or any other public facility.
- A committee should identify itself as the source of a communication by the words "Paid for by" followed by the name of the committee. The attribution may also include the name of the committee's treasurer or other authorized agent of the committee. Whether a committee directly pays for a communication or accepts a communication as an in-kind contribution, the committee is responsible for the communication and should be listed in the attribution (§11.1303(2)(b))
- The attribution must be readable legible, and readily accessible (§11.1303(2)(g))
- A candidate committee may not use an abbreviation to identify the committee (§11.1303(2)(e)).

Example: Paid for by Mary Smith for Governor

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- When a committee places a communication for express advocacy that is not in coordination with a candidate, that committee should include the words “Not authorized by any candidate or candidate’s agent or committee” in the attribution (§ 11.1303(2)(d)).

Example: Paid for by Citizens for Government, Not Authorized by Any Candidate or Candidate’s Agent or Committee

Other Persons

- Communications for express advocacy costing more than \$2,500 and paid for by any person other than a committee shall identify its source by the words “Paid for by” followed by the name of the person (§11.1303(2)(c))
- The communication should also include the words “Not authorized by any candidate or candidate’s agent or committee” in the attribution (§11.1303(2)(d))
- The attribution must be readable, legible and readily accessible (§11.1303(2)(g))

Example: Paid for by John Smith, Not Authorized by Any Candidate or Candidate’s Agent or Committee