



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

**NOTICE TO THE PUBLIC**

December 4, 2024

To Whom It May Concern:

Randy Benish, on behalf of Mercy Hospital, has submitted a request for exceptions to the following sections of the Outdoor Sign Regulations for the property located at 2825 Prairie Avenue: Section 30.09: To exceed the maximum allowable sign area on the same premises. Section 30.10: To exceed the maximum sign height in a nonresidential zoning district. Section 30.35(2)(c): To exceed the maximum square footage of a primary on-premises sign. Section 30.40(2)(c): To allow secondary signs larger than 10% of the primary on-premises sign. The following public hearing will be held regarding the proposed exception:

**City Plan Commission:** Wednesday, December 18, 2024 at 7:00 PM, or as soon thereafter as the matter can be heard in The Forum, Beloit City Hall, 100 State Street.

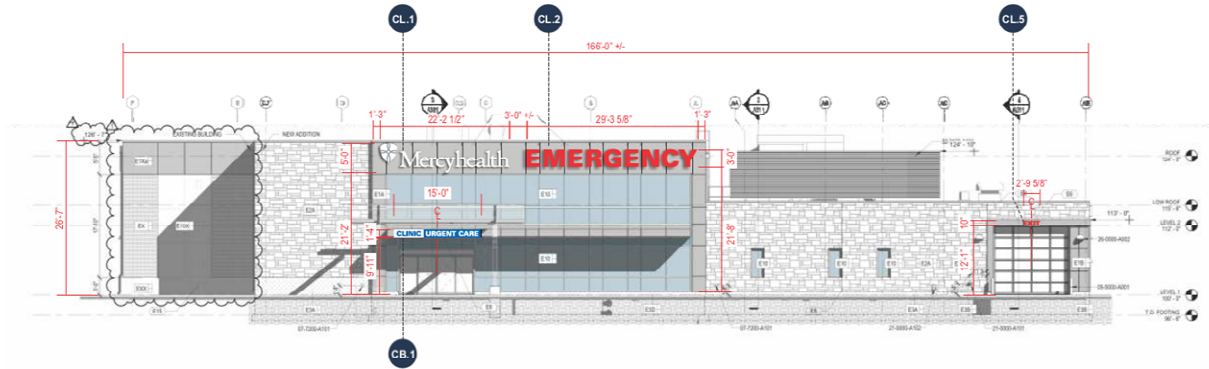
**We are interested in your opinion.**

**Anyone bringing handouts to the Plan Commission meeting must bring 10 copies and submit them to City staff before the meeting begins. You may also mail your comments to the attention of Hilary Rottmann at 100 State Street or via email to [planning@beloitwi.gov](mailto:planning@beloitwi.gov). You may also call (608) 364-6708 to provide your comments over the phone.**

# WEST ELEVATION

TOTAL SIGN SF FOR ALL BUILDING ELEVATIONS : 373.1

TOTAL SIGN SF FOR ALL BUILDING ELEVATION & SITE SIGNS: 505.8

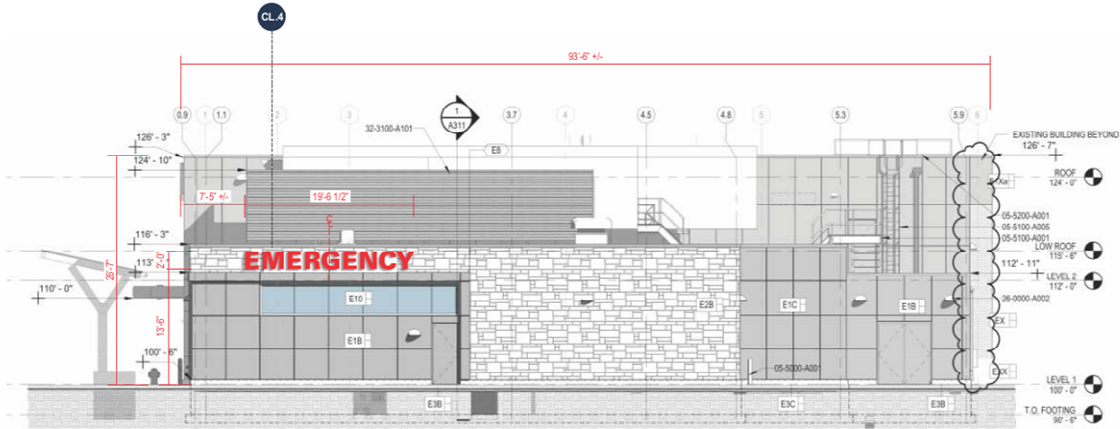


WEST ELEVATION - PROPOSED SIGNAGE  
SCALE: 1/16" = 1'-0"

# SOUTH ELEVATION

TOTAL SIGN SF FOR ALL BUILDING ELEVATIONS : 373.1

TOTAL SIGN SF FOR ALL BUILDING ELEVATION & SITE SIGNS: 505.8

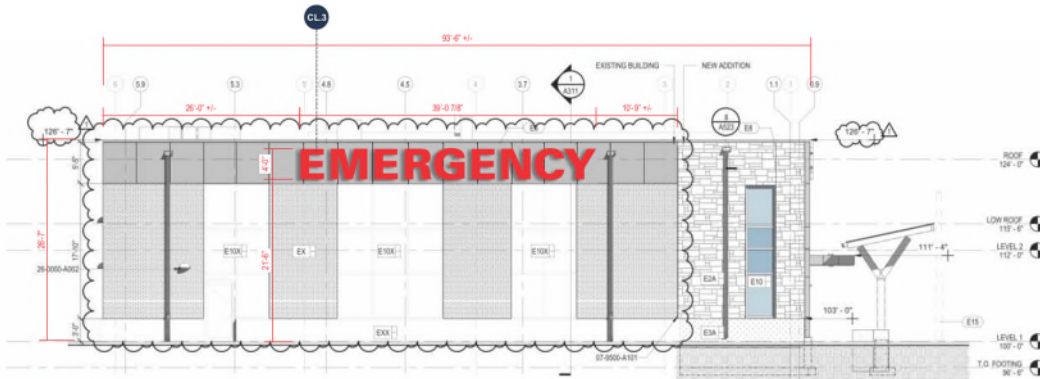


SOUTH ELEVATION - PROPOSED SIGNAGE  
SCALE: 3/32" = 1'-0"

# NORTH ELEVATION

TOTAL SIGN SF FOR ALL BUILDING ELEVATIONS : 373.1

TOTAL SIGN SF FOR ALL BUILDING ELEVATION & SITE SIGNS: 505.8



NORTH ELEVATION - PROPOSED SIGNAGE  
SCALE: 3/32" = 1'-0"

**MD 25'H D/F INTERNALLY ILLUMINATED MONUMENT SIGN (Qty 1)**

SQUARE FOOTAGE: 126

**SPECIFICATIONS:**

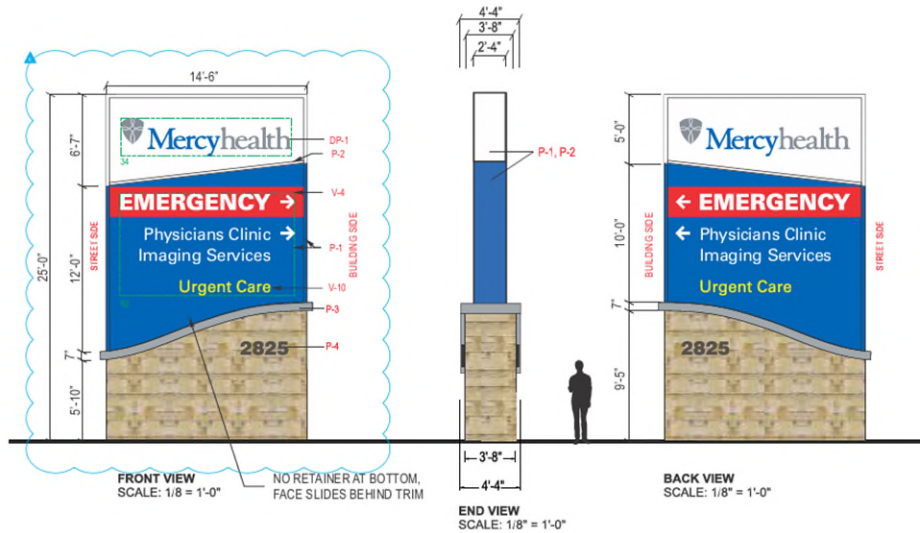
- ILLUMINATED CABINET AND .080" ALUMINUM 2" X 2" BRAKE-FORMED RETAINERS AND 1 1/2" DIVIDER, PAINTED P-1, P-2, DIVIDER PAINTED P-2
- TOP FACE: .150" WHITE POLYCARBONATE WITH DIGITALLY PRINTED GRAPHICS DP-1
- BOTTOM FACE: FRAMED ALUMINUM WITH ROUTED ALUMINUM FACE BACKED WITH .150" WHITE POLYCARB P-1
- .150" WHITE POLYCARB WITH VINYL APPLIED FIRST SURFACE V-4
- INTERNALLY LIT W/ WHITE SLOAN SIGNBOX 3 S/S 6500K LEDS
- ENDS CLAD W/ 3MM ACM, PAINTED P-1, P-2
- STEEL FRAMED BASE W/ STONE VENEER
- FABRICATED ALUMINUM CAP TOP CAP, PAINTED P-3
- BLUE LED UPLIGHTING IN TOP CAP
- ADDRESS: 1/2" FLAT CUT OUT ALUMINUM STUD MOUNTED P-4
- MASONRY BASE TO HAVE 2" X 2" X 1/4" STEEL SUPPORTS ON BOTH SIDES @ 16" O.C.

**MASONRY SPECS:**

MASONRY: QUARRY CREEK RANDOM ASHLAR PATTERN SPLIT FACE PROVIDED IN BUFF, CREAM, BRY, RUST BROWN AND BLENDING VARIATIONS ALL TONES TO BE DISTRIBUTED EVENLY  
 COURSE HEIGHTS OF 20% 1 1/2"-3", 50% 3'-6" AND 30% 6'-9"  
 BED DEPTH OF 2 1/2" - 5 1/2"  
 RANDOM LENGTHS UP TO APPROXIMATELY 4'-0"  
 NATURAL STRATA FACE WITH SPLIT BEDS AND SAWN BACKS  
 ENDS PROVIDED IN A COMBINATION OF SPLIT AND/OR SAWN  
 NO SUBSTITUTIONS ARE ACCEPTABLE  
 USE OF HDU FOAM PRODUCTS IS PROHIBITED

**NOTES:**

- REMOVE EXISTING SIGN
- REUSE EXISTING FOUNDATION AND 14" Ø POLE
- STONE TO BE PURCHASED BY JONES AND INSTALLED BY VENDOR
- STONE IS LOWER AT STREET SIDE
- LANDSCAPING TO BE LEFT IN REASONABLE CONDITION



**COLORS / FINISHES:**

- P-1 MP TO MATCH PMS 2144C BLUE
- P-2 MP WHITE
- P-3 MP TO MATCH PMS 7544C GREY
- P-4 MP GUNMETAL GRAY METALLIC
- V-4 3M 3630-33 RED TRANSLUCENT
- V-10 3M 3632-01S YELLOW TRANSLUCENT
- DP-1 DIGITALLY PRINTED GRAPHIC ON TRANSLUCENT WHITE VINYL TO MATCH PMS 2144C BLUE & PMS 7544C GREY WITH MATTE LAMINATE

11/5/2024

Sign Type MD monument primary  
 Exhibit A to Exception Explanation

14.5ft x 15ft 217.5 sqft per face x (2) = 435 sqft

8ft x 8.5ft = 75 sqft per face x (2) = 150 sqft

