
COMMUNITY DEVELOPMENT DEPARTMENT

NOTICE TO THE PUBLIC

January 5, 2021

To Whom It May Concern:

MV Beloit LLC & Comet Neon, Inc. have filed an application for an exception to Section 30.40(2)(e) of the Outdoor Sign Regulations (the “Sign Ordinance”) to allow more than three (3) secondary, on-premises signs and to Section 30.40(2)(c) to allow two of those signs to exceed thirty (30) square feet in area, for the property located at:

Popeye’s Louisiana Kitchen, 3030 Ford Street.

The applicant recently obtained approval to construct a Popeye’s restaurant on the subject property. The proposed sign package includes a pole sign that complies with the Sign Ordinance, plus 4 secondary wall signs on the building. The Sign Ordinance allows three secondary wall signs on the building up to 30 square feet each. Two of the proposed secondary wall signs are 9 square feet each, the third sign is 52.5 square feet, and the fourth sign is 94.6 square feet.

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

City Plan Commission: Wednesday, January 20, 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 via alternative means. You may mail your comments to the attention of Drew Pennington at 100 State Street or via email to penningtond@beloitwi.gov. You may also call (608) 364-6711 to provide your comments over the phone. In-person attendance at Commission meetings will be limited.**