



PUBLIC NOTICE & AGENDA
BELOIT PLAN COMMISSION
City Hall Forum - 100 State Street, Beloit, WI 53511
6:00 PM
Wednesday, February 26, 2025

1. CALL TO ORDER AND ROLL CALL
2. MINUTES
 - 2.a. Consideration of the minutes of the February 19, 2025 Plan Commission meeting
[Attachment](#)
3. PUBLIC HEARINGS
No public hearings are scheduled.
4. REPORTS
 - 4.a. Consideration of Resolution 2025-08 approving the Written Decision for Exceptions to the Outdoor Sign Regulations for the property located at 2825 Prairie Avenue
[February 26, 2025 Plan Commission Report](#)
[February 19, 2025 Plan Commission Report](#)
5. STATUS REPORT ON PRIOR PLAN COMMISSION ITEMS
No Report.
6. FUTURE AGENDA ITEMS
Next meeting is scheduled for March 19, 2025
Annexation - 2016 E. Bradley Street
Certified Survey Map - 2001 Gateway Boulevard
Planned Unit Development - 2001 Gateway Boulevard - Blackhawk Transport
Comprehensive Plan Amendment - 2001 Gateway Boulevard - Blackhawk Transport
Rezoning - 2001 Gateway Boulevard - Blackhawk Transport
Sign Ordinance Exception - 1969 W. Hart Rd - Beloit Memorial Hospital
Sign Ordinance Exception - 1905 Huebbe Pkwy - Beloit Clinic
Amendment to Planned Unit Development - 1223 Park Ave - Dollar Tree
7. ADJOURNMENT

** Please note that, upon reasonable notice, at least 24 hours in advance, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information to request this service, please contact the City Clerk's Office at 364-6680, 100 State Street, Beloit, WI 53511.

MINUTES
PLAN COMMISSION
City Hall Forum - 100 State Street, Beloit, WI 53511
7:00 PM
Wednesday, February 19, 2025

1. CALL TO ORDER AND ROLL CALL

Chairperson Ramsden called the meeting to order at 7:00 PM. Commissioners Ramsden, Winkelmann, Anderson, Flesch, and Councilor Day were present. Commissioners Elliott, Abarca, Jacobsen and were absent.

2. MINUTES

2.a. Consideration of the minutes of the February 5, 2025 Plan Commission meetings

Commissioner Anderson made a motion to approve the Minutes, seconded by Commissioner Winkelmann. Motion prevailed, voice vote (4-0).

3. PUBLIC HEARINGS

3.a. Consideration of Ordinance No. 3864 amending the Zoning District Map of the City of Beloit for the property located at 1014 Masters Street

Community Development Director, Julie Christensen, presented the staff report and recommendation.

Chairperson Ramsden opened and closed the public hearing.

Commissioner Flesch made a motion for approval, seconded by Commissioner Anderson. Motion carried, voice vote (4-0).

3.b. Consideration of 2025-06 authorizing an extension for the Conditional Use Permit to allow a drive-in use at 1450 Fourth Street

Community Development Director, Julie Christensen, presented the staff report and recommendation.

Chairperson Ramsden asked whether the applicant could reapply for another extension if the project is not completed this year. Ms. Christensen confirmed that they could.

Chairperson Ramsden opened the public hearing.

Reid Jahns, a civil engineer with Excel Engineering, stated that he is available to address any questions or concerns regarding the project. He mentioned that they have nearly finalized all the details for the brand-new prototype building for Burger King and are excited to begin construction this year.

Chairperson Ramsden closed the public hearing.

Commissioner Flesch made a motion for approval, seconded by Commissioner Winkelmann. Motion carried, voice vote (4-0).

3.c. **Consideration of a Resolution 2025-03 approving a Conditional Use Permit to allow Liquor Sale for the property located at 1623 Park Avenue**

Community Development Director, Julie Christensen, presented the staff report and recommendation. She also indicated that there were two letters of support provided by the applicant.

Commissioner Anderson asked for clarification on whether they were applying for a permit to begin selling alcohol. He was a bit confused because one of the support letters from Kids Kingdom mentioned that Cinco de Mayo had been responsibly handling alcohol sales in compliance with all legal regulations. Ms. Christensen explained that the letter referenced Waukesha at the top. So, perhaps they have another store in Waukesha. The applicant is in attendance, so perhaps he can clarify.

Chairperson Ramsden opened the public hearing.

Jairo Sanchez, the applicant, stated that he has another location in Waukesha, which he has operated for a longer period. He has worked with that daycare and requested a letter of support from them, which they agreed to provide and sent to him. He also found another location nearby with a bar located next door, and they reported having no issues. Given their long-standing presence, he did not see how this would have an impact.

Chairperson Anderson asked if Mr. Sanchez had any correspondence or contact with the daycare next door. Mr. Sanchez responded that they do communicate occasionally since they share a parking lot and need to coordinate snow plowing. However, beyond that, they had not discussed the topic of beer and alcohol sales.

Commissioner Winkelmann asked what alcohol license is he going to apply for. Mr. Sanchez stated that it would only be packaged beer.

Chairperson Ramsden closed the public hearing.

Commissioner Flesch stated that as Ms. Christensen and the staff pointed out, our responsibility as a Plan Commission is to address the land use and determine whether the sales, in this case, are appropriate for the location and zoning. However, it is someone else's responsibility to decide whether liquor sales are appropriate and to grant the permit. He believed the regulators of liquor sales should be the ones responsible for determining whether it's appropriate for them to sell liquor.

If he recalled correctly, the daycare representative was there at the last public hearing and expressed concerns, which was understandable, but there's always a fear of the unknown. He also understood the concerns of the neighborhood, but the Plan Commission is here to look at the appropriate land use.

Commissioner Anderson stated that he tried to set aside considerations about the daycare or the distance to a school, believing that businesses come and go. He felt the focus should be on whether the property is suitable for the sale of alcohol. As Commissioner Flesch pointed out, that is their role, and staying within those boundaries, he would support it.

Chairperson Ramsden said that at the previous meeting when this item was discussed, he had some concerns regarding the findings of fact, specifically item a, which states that the establishment, maintenance, or operation of the conditional use will not be detrimental to or endanger the public health, safety, morals, comfort, or general welfare. The conclusion he was reaching now was that it's uncertain whether this will or will not be the case.

There was some testimony from the police chief stating that, while businesses can sometimes lead to more crime, it doesn't always happen. Additionally, there were a couple of letters, one from the business owner in Waukesha, stating that there have been no issues and that it is a responsible business. He believed that whether something is considered detrimental or endangering to public health largely depends on the specific situation.

He didn't feel he could make a judgment based on the current findings of fact, as item a had not been established as a public safety threat. His thought was to support the conditional use for now. If it does become an issue in terms of safety, morals, comfort, public health, or the neighborhood, he agreed with Mike Flesch that this could be addressed by the Alcoholic Beverage License Control Commission or the City Council. He was willing to go along with what had already been said and vote in favor of the conditional use.

Commissioner Flesch made a motion for approval, seconded by Commissioner Anderson. Motion carried, roll call vote (4-0).

3.d. **Consideration of Resolution 2024-035 approving an exception to Sections 30.09, 30.10, 30.35(2)(c), and 30.40(2)(c) of the outdoor Sign Regulations for the property located at 2825 Prairie Avenue**

Community Development Director, Julie Christensen, presented the staff report and recommendation.

Chairperson Ramsden asked if this item would go before City Council. Ms. Christensen explained that Plan Commission has the final authority on sign ordinance exceptions. The only reason it would go to City Council is if the applicant does not like Plan Commission's decision and they would appeal it. Ms. Christensen mentioned that she had handed out sign information provided by the applicant tonight.

Councilor Day asked if Ms. Christensen could clarify that staff was only in favor of the enlarged emergency sign on the walls. Ms. Christensen responded that Chairperson Ramsden had asked her to provide information on the signs for Beloit Memorial Hospital, so that sign information has been provided in a separate hand-out. Ms. Christensen gave an overview on the Beloit Hospital signage.

Councilor Day asked if the elevations shown in the packet were to scale. Ms. Christensen confirmed that they were.

Commissioner Anderson asked given that we are actively working on revising our sign ordinance, is there any aspect of the sign request that might be allowed under the new code. Ms. Christensen believes that the directional signage is one of the types of signs that may change under the new ordinance. City staff felt that allowing directional signs to be placed on the building, rather than just on the ground would be appropriate.

Staff's main concern was the size of the monument sign. While it does violate code, it also seemed too large, especially considering the city's goal of reducing sign pollution. The Plan Commission, even before some of its current members, has discussed signage at length, particularly along Milwaukee Road. The focus is on ensuring quality over quantity in signage.

Commissioner Anderson asked about the signage for Kwik Trip and how their signage was allowed. Ms. Christensen stated that she did not remember the specifics of that approval and had not looked up the details of the Kwik Trip.

Commissioner Flesch asked if the portion that staff is recommending approval for is 30.16(2)(e). Ms. Christensen confirmed that it was. Mr. Flesch then asked if this was just the height of the sign measured from the ground, not the square footage or the size of the letters. Ms. Christensen indicated that was correct and went on to explain that the 32 square foot directional sign would be acceptable to staff. If a larger directional sign were to be approved, an exception to the size would also be required.

Commissioner Flesch mentioned that Section 30.16 refers back to Section 30.09, specifically regarding the maximum square footage. He assumed that if they weren't seeking a size exception, then it would be in compliance with that portion of the ordinance.

Ms. Christensen explained that the staff recommendation is to allow the exception for the height of the direction signs. If that is the only exception approved, they will not exceed their maximum allowable signage. City staff is recommending that they do not go over the maximum allowable limit.

Commissioner Flesch said that he was just trying to clarify that the recommendation is not to exceed the maximum allowable signage as the ordinance is currently written. Ms. Christensen explained that approving 32 square feet will not exceed the limit because staff is not recommending approval of the monument sign. Commissioner Flesch said that City staff is recommending that they allow the directional sign to be above the low height that you would see for eye-level for vehicle usage. Ms. Christensen confirmed that was correct.

Chairperson Ramsden opened the public hearing.

Andrew Dean, Emergency Medicine Physician at Beloit Memorial Hospital, stated that he also serves as the EMS Medical Director for Stateline Regional EMS, providing medical direction for six area EMS services, including the City of Beloit Fire Department. Additionally, he is the Medical Director and Chair for the Department of Emergency Medicine at Beloit Memorial Hospital.

He is here this evening to support the City staff's recommendation that the Plan Commission deny Mercy Health's application for an exception to the sign ordinance. Specifically, he supports the staff's recommendation to deny Sections 30.09, 30.10, 30.35(2)(c), and 30.43(2)(c).

His support for the staff's recommendation is based on concerns about the quality of care. He believes that large and excessive signage could confuse the public about the differences between the emergency department proposed by Mercy Health and the emergency department at Beloit Memorial Hospital. Beloit Memorial Hospital is a full-service hospital, with services such as an on-site cardiac catheterization lab, operating rooms, and an ICU. If someone arrives at our emergency department with a heart attack, needing emergency surgery, or requiring ICU-level care, we can provide that on-site.

These services will not be available at the proposed Mercy facility, which would likely require transfers to another facility in a different city. In emergencies, these specialties are necessary to care for people in our community. The emergency department proposed by Mercy Health will not offer the same level of care as Beloit Memorial Hospital. The inability to treat patients on-site and the need for transfers during emergencies where time is of the essence is not the desired outcome. For these reasons, he supports the staff's recommendation to deny the requested exceptions to the ordinance for Mercy Health.

Chairperson Ramsden asked if the smaller signs are effective, but they still receive emergency calls that the facility can't handle and have to transfer patients out, how would that impact Beloit Memorial Hospital. Mr. Dean said that it will affect the patient more than it will affect their hospital. It impacts the ability to provide timely, emergency care to patients who would go to the other facility. Chairperson Ramsden asked if he was arguing that if the same patient with that particular emergency arrived at Beloit Memorial Hospital's emergency room, they would receive the appropriate care. Mr. Dean said yes.

Commissioner Anderson said he thought it was a good point to consider how things appear from the public's perspective and how they present it. He asked if the decision about which facility to go to is less about what facility a person wants to go to and more about which facility accepts his medical insurance. Mr. Dean said not every time but in general, yes.

Dr. Dean pointed out that there are a surprising number of people who may not be from the area, especially with the interstate nearby. Many people follow the hospital signs off the highway. With multiple emergency signs, how would someone know which one to follow? If that person is having a heart attack and doesn't come to our facility, it will take longer for them to get the care they need.

Commissioner Anderson asked what happens if an ambulance has the patient and the patient is unresponsive. Mr. Dean said that ambulances will go where their protocols direct them to go. Part of those protocols includes going to a trauma center. Currently, Beloit Memorial Hospital is a Level 3 trauma center. It seems unlikely that the Mercy facility would be designated as a trauma center, given that it doesn't have operating rooms or inpatient beds. In a situation like this, EMS would be advised to take a patient to a trauma center if they've suffered serious trauma.

Commissioner Anderson commented that in an emergency where a medical professional is making the decision of where to go the size of the signs would not matter. Mr. Dean said he doesn't think the signs will influence where ambulances go. Ambulances will follow their protocols, which are guided by various factors, including the patient's needs and, sometimes, the patient's preference depending on their condition.

Chairperson Ramsden said he understands wanting the patient to have the best outcome, but unless the signs would say "we do not accept surgery patients," the size of the sign would really not change the outcome.

Mr. Dean said that they can both be called emergency departments, but the difference is the Beloit Memorial is also a hospital, and they are not. He added that, in terms of signage and labels, there could be a case for calling them something different based on what they offer, but for now, they are both called the same thing.

Dr. Christopher Wistrom, EMS Medical Director with Mercy for 40 agencies in the area, medical director for emergency services for all the whole healthy system. He said that he agrees with much of what Dr. Dean expressed. He believes Beloit Memorial Hospital should also advocate for larger signage as well because the main goal here is to ensure that people are directed to the right resources at the right time based on their needs. He acknowledged that Mercy is not a full hospital but emphasized that they have a history of operating stand-alone emergency departments, such as the one between Walmart and Home Depot along the interstate, which has been in operation for 13 years. He agreed with the idea that people should go to the right place for care, especially when insurance considerations play a large role in where patients go.

He emphasized that his facility provides quality emergency care with board-certified emergency physicians and access to CT scans, labs, and X-rays. In rare cases, patients are rushed to the cath lab or operating room, but most patients are brought in by EMS, which follows protocols to determine where they should be taken.

He explained that Mercy is providing this emergency department for their patients who might not otherwise have access to their emergency services. Since Beloit's ambulances do not leave the City unless they have enough ambulances remaining to cover the City, patients are normally not transported to Mercy Hospital. Therefore, Mercy is bringing those services to those patients by locating in Beloit. He noted that the Vice President of Buildings, Vice President of Operations, and the sign company is available for questions. He would recommend approving the exception, as it is a safety issue of getting the right person to the right facility.

Commissioner Anderson asked if there are specific trauma levels assigned and what trauma level the facility will have. Mr. Wistrom said it will not be designated as a trauma center because it lacks operating rooms and surgeons. They don't want serious trauma cases to be handled there. Commissioner Anderson then asked if it would serve as a stabilizing facility, with patients being transferred either north or south afterward.

Mr. Wistrom said that they stabilize, diagnose, treat, and then transfer patients to the appropriate facility. With their current resources, if someone has a severe stroke, they would likely send them to Rockford, which has neuro-interventional capabilities and a comprehensive stroke center. The next closest facility would be in Madison. For heart attacks, the patient would be sent 15 minutes up the road to Janesville, where their certified cath lab is open 24/7, 365 days a year.

Councilor Day asked if the elevations provided accurately reflect the distance from the curb, inquiring whether the distance is 1,000 feet or 500 feet. Mr. Wistrom referred them to Jim Merriman, representing the sign company.

Jim Merriman, Senior Vice President of Business Development at Jones Sign, stated that they created the visibility study being reviewed. The scale of the study is indicated on both the scale and the elevations provided, so the images are to scale. The signage is rendered to scale with the building, and architecturally scaled elevations are included, with the scale noted in the bottom corner.

Mr. Merriman explained that the purpose of the study is to determine the safe and effective minimums for visibility. They design the sign size to meet those minimums, which is what they have done in this case. When reviewing the code compliance size, they found it to be too small to be safe and effective, so the proposed sign sizes were selected to ensure safety and effectiveness. This is the key conclusion of the study, with all the details provided in the study itself.

Councilor Day asked that when looking at the elevation, you want it bigger so that it can be read. The scale of the building may be higher, but the sign should be appropriate for the distance from the curb. His main concern is whether the sign is too large due to its proximity to the street.

Mr. Merriman explained that the distances are considered for motorists. The goal is to ensure the sign is appropriately sized so drivers have enough time to read and understand the sign, signal, and safely turn into the parking lot. This is based on research and standards. They determine the necessary number of seconds for safe maneuvering, considering both daytime and stressful conditions such as darkness, heavy traffic, or bad weather, which require more time. This is why the signs are designed to be the size they are—to ensure drivers have enough time to react safely.

Chairperson Ramsden asked which sign is the most important for getting the person to the right place at the right time safely, the monument sign or the directional signs on the building.

Mr. Merriman said that both signs have their importance in the situation. The monument sign works well because it is perpendicular to the traffic, making it directly in your line of sight. On the other hand, the building signage requires you to slightly turn your head to see it, as it's located on the face of the building at the two ends. These signs also have a similar impact to the monument sign because they are perpendicular to the road.

Commissioner Winkelmann asked if he is telling Plan Commissioners that they designed the sign for a worst-case scenario. Mr. Merriman said they designed the signs based on what they consider to be typical conditions, such as moderate traffic, potentially nighttime visibility, and less-than-ideal circumstances. These are common situations. Additionally, being in an urban environment with multiple lanes of traffic and other commercial buildings, it is important that you make a clear distinction between Mercy Health and other businesses.

Commissioner Winkelmann asked what the research indicates about the need for people to look up to see a sign. He mentioned that we went and looked at other Mercy signs, and every time he drove by the Mercy signs, he had to look up. That is not his preferred way of seeing things while driving, especially when he's stressed. He tends to focus on what's right in front of him.

Mr. Merriman said that the further away you are, the height is necessary to ensure the sign is visible from a distance. Commissioner Winkelmann said that the study says that the further you are away they would not be able to see it. Mr. Merriman said that if the sign is too small then you would not see it from far away. Commissioner Winkelmann said that is not how he read the study.

Commissioner Winkelmann said that another part of the study mentions age, which he takes exception with. Mr. Merriman replied that he doesn't believe the study mentions age, but rather factors like psychological state, familiarity with the setting, impaired vision, stress, and nighttime conditions. Commissioner Winkelmann insisted that it mentioned older people. Commissioner Winkelmann commented that his issue is with the monument sign, not the other signage.

Tim Lindau, an attorney at Nowlan Law representing Mercy Health System, thanked the commissioners for their service. Legally, he briefly added that he doesn't believe the Supreme Court case cited by city staff is applicable here. If anything, the case supports their request. The case addresses content-based regulations, noting that such regulations are presumed invalid. It mentions specific exemptions, including health and safety concerns, which applies to their request. Additionally, the current sign ordinance is under constitutional scrutiny and may face legal challenges, especially as it is being revised by city staff.

He went on to explain that, in contrast to opinions presented by city staff, the only expert analysis provided in this case has come from Mr. Merriman, whose report includes factual data rather than opinions. The staff's report mentions people using phones or directional devices without providing a clear basis for these claims. He highlighted that, in his experience, he prefers his phone to guide him to the general area, and then uses other landmarks to find his destination. In their case, they've presented actual data and industry standards to support their request, and they have not faced issues with similar requests in other municipalities.

Building on the points made by the doctors, he emphasized the importance of distinguishing between the two facilities. It's not just about having larger signs for the emergency room; people need to recognize Mercy Health as distinct from Beloit Health System.

Chairperson Ramsden closed the public hearing.

Commissioner Anderson asked if it would be appropriate to have a split motion, as the staff recommendation is split, and Commissioner Winkelmann mentioned supporting some of the signage but not others. Chairperson Ramsden did not think it needed to be split up, but he said that it could be split up.

Commissioner Flesch said that if you follow the staff's recommendation, there are two options: one to deny and one to approve. By approving it, you're essentially agreeing to both the denial and approval recommendations in one motion.

Chairperson Ramsden said that if the Plan Commissioners want to split them up then that is fine. Commissioner Anderson said that just for purposes of getting a vote out, or at least getting to the discussion stage, he would make a motion to approve the exceptions as requested for all the signs submitted by the applicant.

Commissioner Winkelmann asked for clarification on the motion, whether it included everything. Commissioner Anderson responded that he felt he had to try to do it as one motion and not split it up. Chairperson Ramsden seconded the motion.

Commissioner Flesch stated that after listening to everyone, the attorney made a strong point about the importance of having a sign that clearly identifies the two different agencies providing services. Both offer emergency services to some extent. When he looks at the proposed sign on the building, he can barely tell that it's Mercy Health. He can see that it's an emergency sign, but it's hard to discern that it's Mercy Health. He questioned how this could be considered an appropriate identification of the ownership of the emergency room. The sign is barely legible, with the focus being on the large red letters, which draws attention away from the smaller white text which identifies Mercy Health.

Commissioner Winkelmann asked if the sign is lit. Mr. Merriman said that the sign is lit at nighttime it would be. Commissioner Flesch said that if he were in serious trouble and unfamiliar with the area, he would likely go to the first red sign he saw, not knowing what level of service he would need or that it wasn't a hospital.

Dr. Wistrom said that the monument sign plays a key role in distinguishing the facility. He explained that when driving down the street in either direction, the sign is positioned perpendicularly to the driver's line of sight. The farther away you are, the less you need to look up to see it, which is why it should be larger. The sign is clearly labeled as Mercy Health, making it easy to distinguish from Beloit Hospital. As you drive, it becomes immediately noticeable, guiding you to the right place.

Commissioner Flesch asked why do they need the big red sign on the building. Dr. Wistrom said that you need them both depending on where you are looking. Commissioner Flesch said that by the time I turn in, I'm looking at the lower level to

give me where I have to turn to so I don't go over all the medians and islands of the parking areas.

Commissioner Anderson said that's why he believes the monument sign is even more important than the building or directional signs. He feels it provides a better opportunity to distinguish the two facilities. While both emergency rooms can be identified, especially at night when lit up, the monument sign is crucial. He emphasized that for emergency rooms, larger signage is better—within reason—compared to something like a Pizza Hut sign. He added that, based on the other points raised, he doesn't see any harm in this approach.

Commissioner Flesch asked what happens when the emergency room fails and it just becomes the clinic and you've got this giant sign. Commissioner Anderson asked what do you do to a sign on a building when that business goes out of business. You take it down and somebody has to put up a new one right. Commissioner Flesch said that with a monument sign you do not. They discussed adding a condition.

Chairperson Ramsden said that he wants to err on the side of safety. He expressed his intention to defer to the study conducted by the experts. His main goal is to ensure the best possible outcomes for people, even if it means the signs become larger, boxier, and more obtrusive. He stated that he would be willing to accept that outcome when it comes to emergency rooms.

Commissioner Winkelmann stated that what he's hearing is that the condition for a larger sign would be based on the emergency nature of healthcare services, which would not apply to businesses like Pizza Hut, a coffee shop, or a grocery store.

Commissioner Winkelmann asked about the red caveat under the boxes, noting that if he brings up his screen, the minimum viewing time under stress conditions is listed as 13-plus seconds for both the larger and smaller signs. He questioned how that could be the case.

Mr. Merriman explained that the minimum viewing time is based on the number of words on the sign and the information it needs to convey to the audience. It accounts for the time required to read the sign, understand its message, signal, brake, and safely turn into the parking lot. Research studies have been conducted to determine how much time this process takes, and this time is a fixed duration. He clarified that the notation applies to both signs, repeating the same information to reflect the research, ensuring there is enough time for someone to safely react to the sign, especially under stress. The size of the sign does not affect this established time. Mr. Merriman explained that the larger sign provides the necessary time for a person to safely read and react to it, while the smaller signs do not.

Chairperson Ramsden re-stated the motion that was on the floor, which was to approve the exceptions as requested for all the signs submitted by the applicant. The motion was seconded by Commissioner Ramsden.

Commissioner Winkelmann made a motion to amend the original motion to add a condition that signs would be removed if the facility ceases to provide emergency medical services.

Commissioner Flesch asked to clarify the motion. They would remove the monument sign or just the emergency part of the sign. Commissioner Anderson seconded the motion. Commissioner Flesch asked for clarification on the condition. Commissioner Winkelmann indicated that the only reason he would be voting for this sign is because it is emergency services-related. Therefore, if it ceases to be that, the need for the large sign goes away. Tim Lindau said that they would agree to bring the signs into compliance. Commissioner Flesch asked if they had a timeline for the signs to be brought into compliance, suggesting six months. The condition brought forward the following: Signs would be brought into compliance within six months if the emergency medical services cease. The motion to amend the original motion by adding the condition was approved, by a show of hands (4-0).

Chairperson Ramsden re-stated the amended motion. The motion was to approve the exceptions as requested for all the signs submitted by the applicant with the condition that signs would be brought into compliance within six months if the emergency medical services cease. Motion carried, roll call vote (3-1). Commissioner Flesch voting no.

4. **REPORTS**

4.a. **Consideration of Resolution 2025-07 approving at two-lot Extraterritorial Certified Survey Map for parcels 6-2-450.549.1 and 6-2-450.549.2 located on the 3100 Block of South Bartells Drive in the Town of Beloit**

Community Development Director, Julie Christensen, presented the staff report and recommendation.

Commissioner Flesch made a motion for approval, seconded by Commissioner Anderson. Motion carried, voice vote (4-0).

5. **STATUS REPORT ON PRIOR PLAN COMMISSION ITEMS**

Julie Christensen provided an update on items previously reviewed by the Commission.

6. **FUTURE AGENDA ITEMS**

Julie Christensen outlined the future agenda items. The next meeting is scheduled for March 19, 2025.

7. **ADJOURNMENT**

Commissioner Winkelman made a motion to adjourn the meeting, seconded by Commissioner Anderson at 8:24 PM. Motion carried, voice vote (4-0).

Mike Ramsden, Chairperson



REPORT TO THE PLAN COMMISSION

Plan Commission Meeting Date: February 26, 2025

Agenda Item: 4.a.

File Number: SOE-2024-01

General Information

Owner: Mercy Hospital

Address/Location: Mercyhealth Beloit, 2825 Prairie Avenue

Applicant’s Request: 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:

1. Section 30.09 to exceed the maximum allowable sign area on the same premises;
2. Section 30.10 to exceed the maximum sign height in a nonresidential zoning district for the monument sign
3. Section 30.35(2)(c) to exceed the maximum square footage of a primary on-premises sign for the monument sign
4. Section 30.43(2)(c) to allow secondary wall signs larger than 10% of the primary on-premises sign for the “Mercyhealth” sign located on the west elevation, the “Clinic/Urgent Care” sign located on the west elevation, and the “Emergency” signs on the north, south and west elevations.

Comparison of Sign Request to the Outdoor Sign Regulations:

1. Section 30.09 – To exceed the maximum allowable sign area on the same premises.

Since Mercyhealth is zoned C-2, Neighborhood Commercial, Section 30.09 of the Outdoor Sign Regulations establishes the maximum outdoor sign area as 2 times the street frontage, which in this case equals 658.14 square feet. Request by Mercyhealth is for a total 814.8 square feet of signage. This includes the following signs:

Type of Sign	Requested Size
MD - Monument Sign	435 Square Feet
CL.1 – West Wall – Mercyhealth	64.3 Square Feet
CB.1 – West Wall – Clinic/Urgent Care	20 Square Feet
CL.2 – West Wall – Emergency	87.9 Square Feet
CL.3 – North Wall – Emergency	156.2 Square Feet
CL.4 – South Wall – Emergency	39 Square Feet
PP.1 – Ground Directional Sign	1.8 Square Feet
PP.2 – Ground Directional Sign	2.3 Square Feet
PP.3/MV1 – Ground Directional Sign	2.6 Square Feet
CL.5/CL.7 – “Exit” Directional Sign	2.3 Square Feet
CL.6 – “Entry” Directional Sign	3.4 Square Feet
Total Signage	814.8 Square Feet

2. **Section 30.10 to exceed the maximum sign height in a nonresidential zoning district for the monument sign.**

Since Mercyhealth is zoned C-2, Neighborhood Commercial, Section 30.10 of the Outdoor Sign Regulations establishes the maximum height for a nonresidential primary on-premise sign to be 20 feet. The request by Mercyhealth is for a primary, on-premise sign that is 25 feet tall.

3. **Section 30.35(2)(c) to exceed the maximum sign size for a Primary, On-Premise Sign**

Since Mercyhealth is zoned C-2, Neighborhood Commercial, Section 30.35(2)(c) of the Outdoor Sign Regulations establishes the maximum square feet for a ground-mounted primary, on-premise sign to be 150 square feet. Since the on-premises sign is a freestanding sign, other than a pole sign, the maximum allowed sign area of the freestanding sign may be increased by an additional 10 percent because the sign is in a landscaped area where there is a minimum of 2 square feet of landscaping for each square foot of sign area. Consequently, the total maximum allowed sign area would be 165 square feet. The request by Mercyhealth is for a 435 square foot primary, on-premise sign.

4. **Section 30.43(2)(c) to exceed the maximum sign size for wall signs.**

Since Mercyhealth is zoned C-2, Neighborhood Commercial, Section 30.43(2)(c) of the Outdoor Sign Regulations limits the secondary wall signs to 10 percent of the sign area of the primary, on-premises sign, unless a sign bonus applies. Since the primary, on-premise sign can be 165 square feet, the wall signs can be 16.5 square feet. However, the wall signs are eligible for sign bonuses.

“Mercyhealth” and “Emergency” signs – West Elevation: These two signs located on the west wall are eligible for a 10 percent sign bonus, since they are using individual letters on the face of the building. They are also eligible for a 10 percent sign bonus, since they are located between 110 and 159 feet from the front lot line. Therefore, the total allowable sign size for the “Mercyhealth” and “Emergency” signs on the west elevation are 20 square feet.

“Clinic/Urgent Care” sign – West Elevation: This sign located on the west wall is eligible for a 10 percent sign bonus, since they are located between 110 and 159 feet from the front lot line. Therefore, the total allowable sign size for the “Clinic/Urgent Care” sign on the west elevation is 18.2 square feet.

North and South Elevation: The signs on the north and south elevations are eligible for a 10 percent sign bonus, since they are using individual letters on the face of the building. They are also eligible for a 20 percent sign bonus, since they are located between 160 and 214 feet from the front lot line. Therefore, the total allowable sign size for the wall signs on the north and south elevations are 21.8 square feet.

Alternative Option for Exception Request #4: An alternative option for this exception request is that the “Emergency” signs be classified as “directional” signs which would increase the maximum allowable size to 32 square feet as opposed to 20 square feet for the west elevation and 21.8 square feet for the north and south elevation.

If the signs are classified as “directional” signs and do not exceed 32 sq. ft., the applicant would be required to obtain an exception to the height of the sign. Section 30.16(2)(e) of the Outdoor Sign Regulations limits the height of directional signs to no more than 8 feet. The application indicates that the height of the sign is approximately 25 feet. City staff is supportive of this alternative option.

The full staff report with analysis by staff and supplemental materials provided by the owner are a separate attachment included in the Plan Commission Agenda Packet. A few modifications have been made to the report related to allowances for signs that were incorrect in the original staff report.

Action Required:

Plan Commission met on February 19, 2025 to consider the exception requests for Mercyhealth. A motion was made to approve the exceptions as requested for all the signs submitted by Mercyhealth subject to the condition that signs would be brought into compliance within six months if the emergency medical services cease. This motion was approved by a vote of 3-1, with Commissioner Flesch voting no.

Section 30.48(2) of the Outdoor Sign Regulations stipulate that the Plan Commission may grant an exception if:

- (a) Compliance with the strict letter of the sign ordinance would create an economic hardship by either:
 - 1. Unreasonably restricting an on-premises sign owner from advertising his business; or
 - 2. Rendering conformity with such regulations unnecessarily burdensome upon an owner of an on-premises sign; and
- (b) The hardship is not self-created; and
- (c) The exception will not undermine the purpose of the sign ordinance or the public interest.

Section 30.48(6) of the Outdoor Sign Regulations require the Plan Commission to issue a written decision within 10 days of the date of the conclusion of the public hearing. The written decision shall state the criteria that the applicant met or failed to meet and the Plan Commission's ultimate decision to grant or deny the dimensional exception.

Upon review of the recording of the meeting, no discussion was held on the criteria, and the motion did not outline how the approval of the requested exception would comply with said criteria. Planning staff has prepared a Written Decision for this Exception Request. The Plan Commission will need to evaluate each exception separately and the final Written Decision will need to be approved by the Commission.

ATTACHMENTS: Location Map, Zoning Map, Site Diagram, Sign Renderings, Application, Public Notice, and Resolution.

**WRITTEN DECISION
OF THE PLAN COMMISSION
CITY OF БЕЛОIT, ROCK COUNTY, WISCONSIN**

Case No.:	<u>SOE-2024-01</u>	Application Date:	<u>11/12/2024</u>
Published Notice:	<u>11/5/2024</u>	Hearing Date:	<u>02/19/2025</u>

1. **Applicant Name.** The applicant is Mercy Hospital, 2825 Prairie Avenue, Beloit, WI 53511 (Applicant) filed by Randy Benish.
2. **Legal Description of the Property.** The following described property is the subject of the application (“subject property”):

Lot 2 of Certified Survey Map Document Number 823186 in Volume 4, pages 208-209 of the Certified Survey Maps of Rock County, located in the City of Beloit, Rock County, Wisconsin (commonly known as 2825 Prairie Avenue). Said parcel contains 2.15 acres, more or less.
3. **Zoning District.** The subject property is zoned Neighborhood Commercial District (C-2) under the current Zoning Code of the City of Beloit enacted on September 17, 2001, as amended.
4. **Application for Exceptions.** The Applicant filed an application with the Building Official on November 12, 2024 requesting four (4) exceptions to the Outdoor Sign Regulations; Chapter 30 of the Beloit Municipal Code.
5. **Notice.** Notice was provided to owners of all real property within 100 feet of the property line of the premises where the signs will be erected.
6. **Public Hearing.** A public hearing was held on the Applicant’s request on February 19, 2025 in the Forum at City Hall, 100 State Street, Beloit, WI 53511.
7. **Exception Requests.** The following subsections outline each of the requests for a sign code exception:

Rest of Page 1 is Intentionally Blank

- a. **Exception Request #1 - Section 30.09 - Maximum Sign Area Allowed on Same Premises.** For the subject property, §30.09 of the Outdoor Sign Regulations limits the maximum allowable sign area on the same premises to be no more than 658.14 sq. ft. The Applicant has requested to exceed the square footage for the maximum allowable sign area with signs totaling 814.80 sq. ft. The Applicant provided documentation in support of their request which was included in the Plan Commission packet.

Plan Commission Determination: Having read the written materials and heard the information presented at the public hearing,

The request for an exception is Denied Granted, because

- (1) Compliance with the strict letter of the sign ordinance would create an economic hardship by either unreasonably restricting an on-premises sign owner from advertising his business **OR** rendering conformity with such regulations unnecessarily burdensome upon an owner of an on-premises sign;

- (2) The hardship is not self-created; **AND**

- (3) The exception will not undermine the purpose of the sign ordinance or the public interest.

- b. **Exception Request #2 - Section 30.10 - Maximum Sign Heights.** For the subject property, §30.10 of the Outdoor Sign Regulations limits the height of a primary ground sign to 20 feet. The Applicant has requested that the height of the primary ground sign be 25 feet and has provided documentation in support of their request which was included in the Plan Commission packet.

Plan Commission Determination: Having read the written materials and heard the information presented at the public hearing,

The request for an exception is Denied Granted, because

- (1) Compliance with the strict letter of the sign ordinance would create an economic hardship by either unreasonably restricting an on-premises sign owner from advertising his business **OR** rendering conformity with such regulations unnecessarily burdensome upon an owner of an on-premises sign;

- (2) The hardship is not self-created; **AND**

- (3) The exception will not undermine the purpose of the sign ordinance or the public interest.

- c. **Exception Request #3 - Section 30.35(2)(c) - Maximum Sign Size; Primary, On-Premises Signs.** For the subject property, §30.35(2)(c) of the Outdoor Sign Regulations limits the maximum square footage of a primary, on-premises sign to 165 sq. ft., which includes a 15 square foot sign bonus. The Applicant has requested the square footage of the primary on-premises sign to be 435 sq. ft.

Plan Commission Determination: Having read the written materials and heard the information presented at the public hearing,

The request for an exception is Denied Granted, because

- (1) Compliance with the strict letter of the sign ordinance would create an economic hardship by either unreasonably restricting an on-premises sign owner from advertising his business **OR** rendering conformity with such regulations unnecessarily burdensome upon an owner of an on-premises sign;

- (2) The hardship is not self-created; **AND**

- (3) The exception will not undermine the purpose of the sign ordinance or the public interest.

- d. **Exception Request #4 - Section 30.43(2)(c) – Maximum Sign Size; Wall Signs.** Section 30.43(2)(c) of the Outdoor Sign Regulations limits the secondary wall signs to 10 percent of the sign area of the primary, on-premises sign, unless a sign bonus applies. For the subject property, the maximum sign size, including the allowable applicable sign bonuses, are as follows: (i) for the “Mercyhealth” and “Emergency” signs on the west elevation signs is 20 sq. ft., (ii) for the “Clinic/Urgent Care” sign on the west elevation is 18.2 square feet, (iii) on the north and south elevations is 21.8 sq. ft. each.

The Applicant has requested that the secondary wall signs on the west elevation be 64.3 sq. ft. for a “Mercyhealth” sign, 20 sq. ft. for the “Clinic/Urgent Care” sign, and 87.9 sq. ft. for the “Emergency” sign. In addition, the applicant has requested that the “Emergency” signs on the north elevation be 156.2 sq. ft. and the south elevation be 39 sq. ft.

Plan Commission Determination: Having read the written materials and heard the information presented at the public hearing,

The request for an exception is Denied Granted, because

- (1) Compliance with the strict letter of the sign ordinance would create an economic hardship by either unreasonably restricting an on-premises sign owner from advertising his business **OR** rendering conformity with such regulations unnecessarily burdensome upon an owner of an on-premises sign;

- (2) The hardship is not self-created; **AND**

- (3) The exception will not undermine the purpose of the sign ordinance or the public interest.

Alternative Option for Exception Request #4: An alternative option for this exception request is that the “Emergency” signs be classified as “directional” signs which would increase the maximum allowable size to 32 sq. ft. as opposed to 20 sq. ft. for the west elevation and 21.8 sq. ft. for the north and south elevation.

If the signs are classified as “directional” signs and do not exceed 32 sq. ft., the applicant would be required to obtain an exception to the height of the sign. Section 30.16(2)(e) of the Outdoor Sign Regulations limits the height of directional signs to no more than 8 feet. The application indicates that the height of the sign is 25 feet. City staff is supportive of this alternative option.

Plan Commission Determination: Having read the written materials and heard the information presented at the public hearing,

The request for an exception #4 Alternative is Denied Granted, because

- (1) Compliance with the strict letter of the sign ordinance would create an economic hardship by either unreasonably restricting an on-premises sign owner from advertising his business **OR** rendering conformity with such regulations unnecessarily burdensome upon an owner of an on-premises sign;

- (2) The hardship is not self-created; **AND**

- (3) The exception will not undermine the purpose of the sign ordinance or the public interest.

Other:

CITY OF БЕЛОIT PLAN COMMISSION

Chairperson: _____

Date: _____

NOTICE: Pursuant to §30.48(7) of the Beloit Municipal Code, this decision may be appealed by an applicant who appeared at the public hearing and was aggrieved by the decision of the Plan Commission to the City Council within 30 days of receipt of the written decision.

RESOLUTION 2025-08

**RESOLUTION APPROVING THE WRITTEN DECISION FOR EXCEPTIONS TO
THE OUTDOOR SIGN REGULATIONS FOR THE PROPERTY
LOCATED AT 2825 PRAIRIE AVENUE**

WHEREAS, the application of Randy Benish, on behalf of Mercy Hospital for an exception to Section 30.09 to exceed the maximum allowable sign area on the same premises; to Section 30.10 to exceed the maximum sign height in a nonresidential zoning district; to Section 30.35(2)(c) to exceed the maximum square footage of a primary on-premises sign; and to Section 30.43(2)(c) to allow secondary wall signs larger than 10 percent of the primary on-premises sign for the property located at 2825 Prairie Avenue, having been considered by the Plan Commission of the City of Beloit, Wisconsin at a public hearing held for that purpose; and

WHEREAS, the Plan Commission evaluated the proposed request for compliance with the standards outlined in Section 30.48(2) of the Outdoor Sign Regulations and have prepared the attached Written Decision as required in Section 30.48(6).

NOW, THEREFORE, IT IS HEREBY RESOLVED, that the Plan Commission of the City of Beloit, Rock County, Wisconsin does hereby approve the Written Decision for the Sign Ordinance Exceptions requested by Mercyhealth for the property located at 2825 Prairie Avenue in the City of Beloit, for the following described premises:

LOT 2 OF CERTIFIED SURVEY MAP DOCUMENT NUMBER 823186 IN VOLUME 4, PAGES 208-209 OF THE CERTIFIED SURVEY MAPS OF ROCK COUNTY, LOCATED IN THE CITY OF BELOIT, ROCK COUNTY, WISCONSIN (A/K/A 2825 PRAIRIE AVENUE). SAID PARCEL CONTAINS 2.15 ACRES, MORE OR LESS.

Adopted this 26th day of February, 2025.

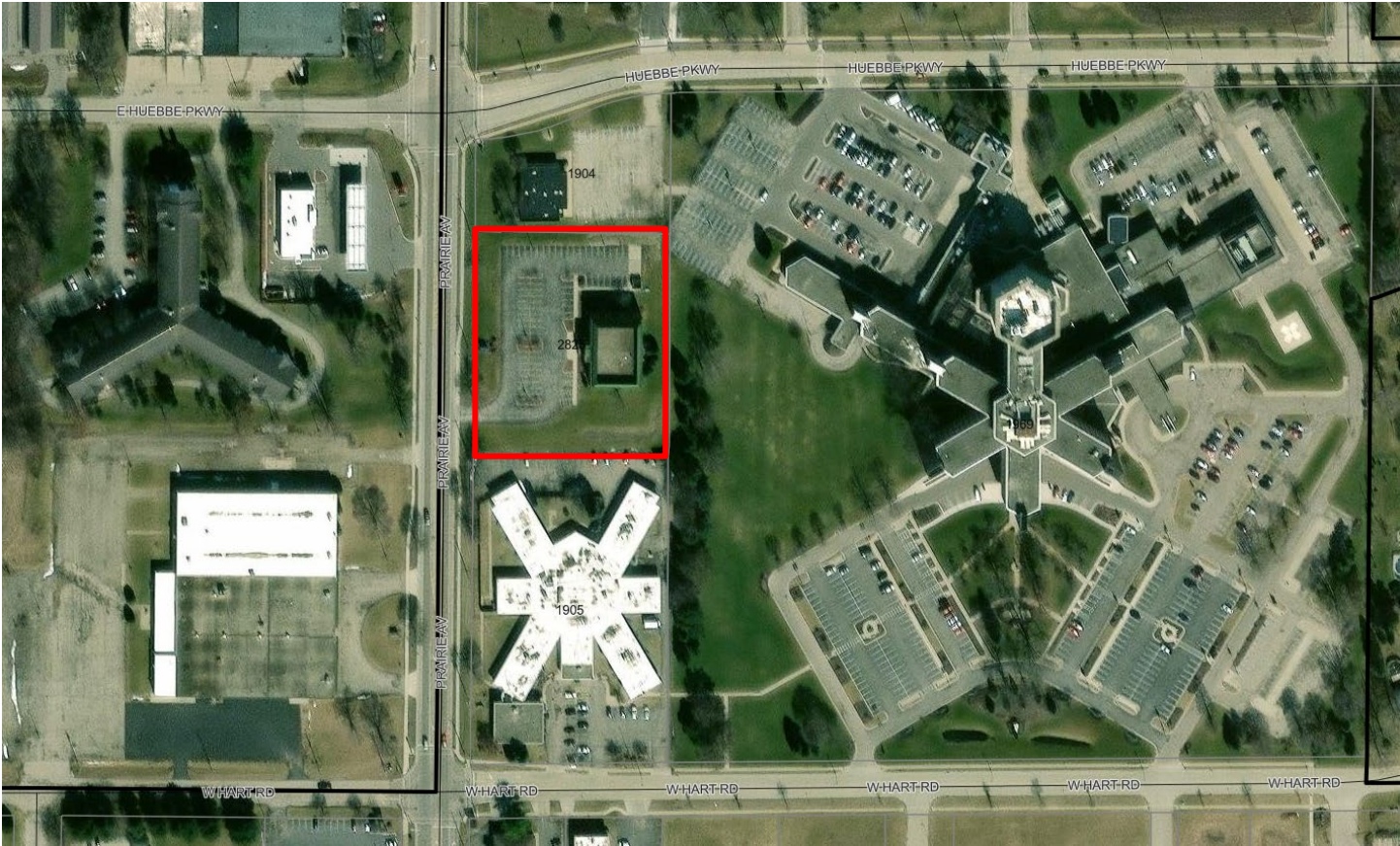
PLAN COMMISSION

Mike Ramsden, Chairperson

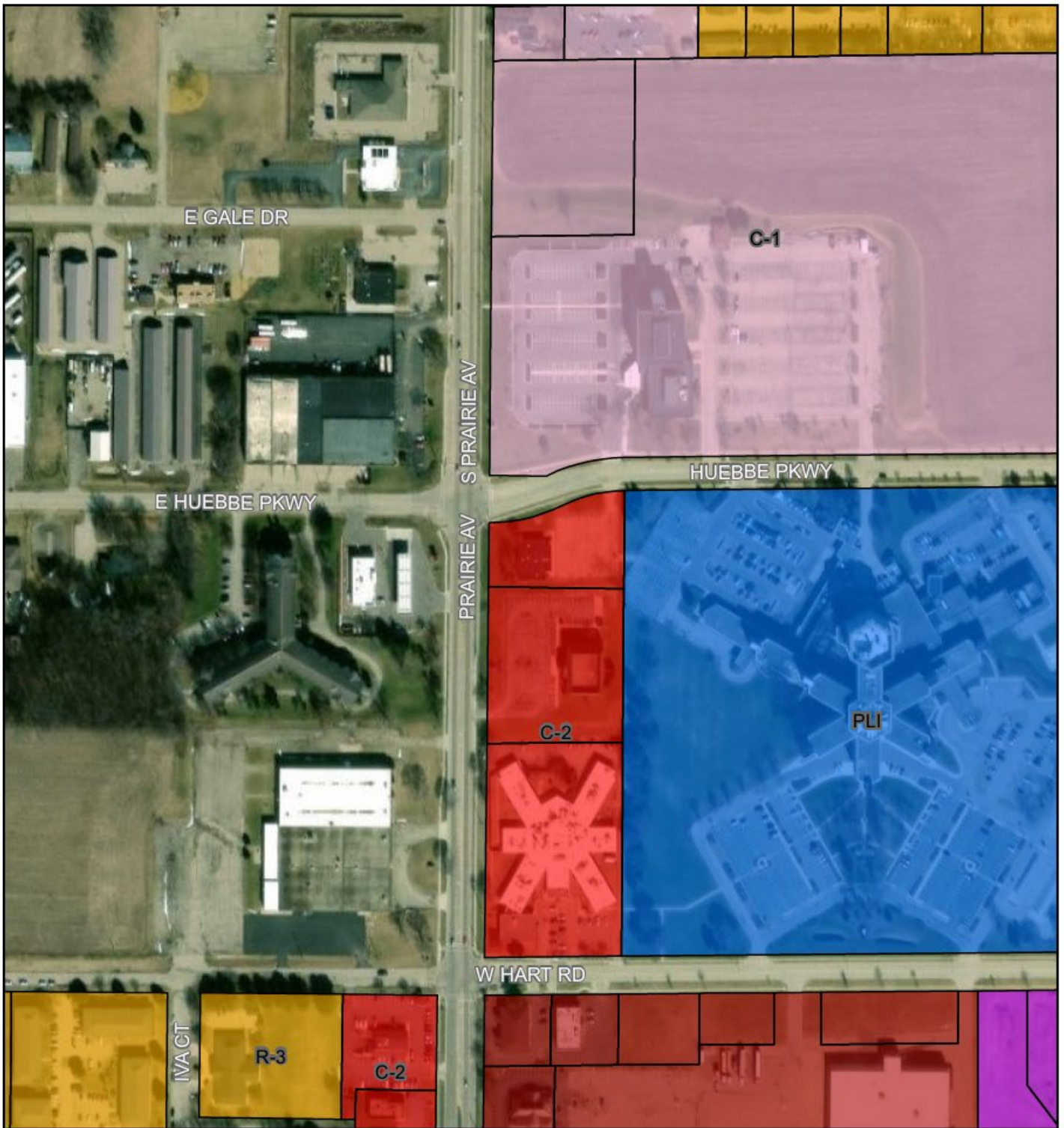
ATTEST:

Julie Christensen
Community Development Director

LOCATION MAP



City of Beloit Zoning Map



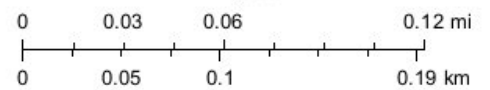
12/5/2024

1:4,830

Zoning Districts

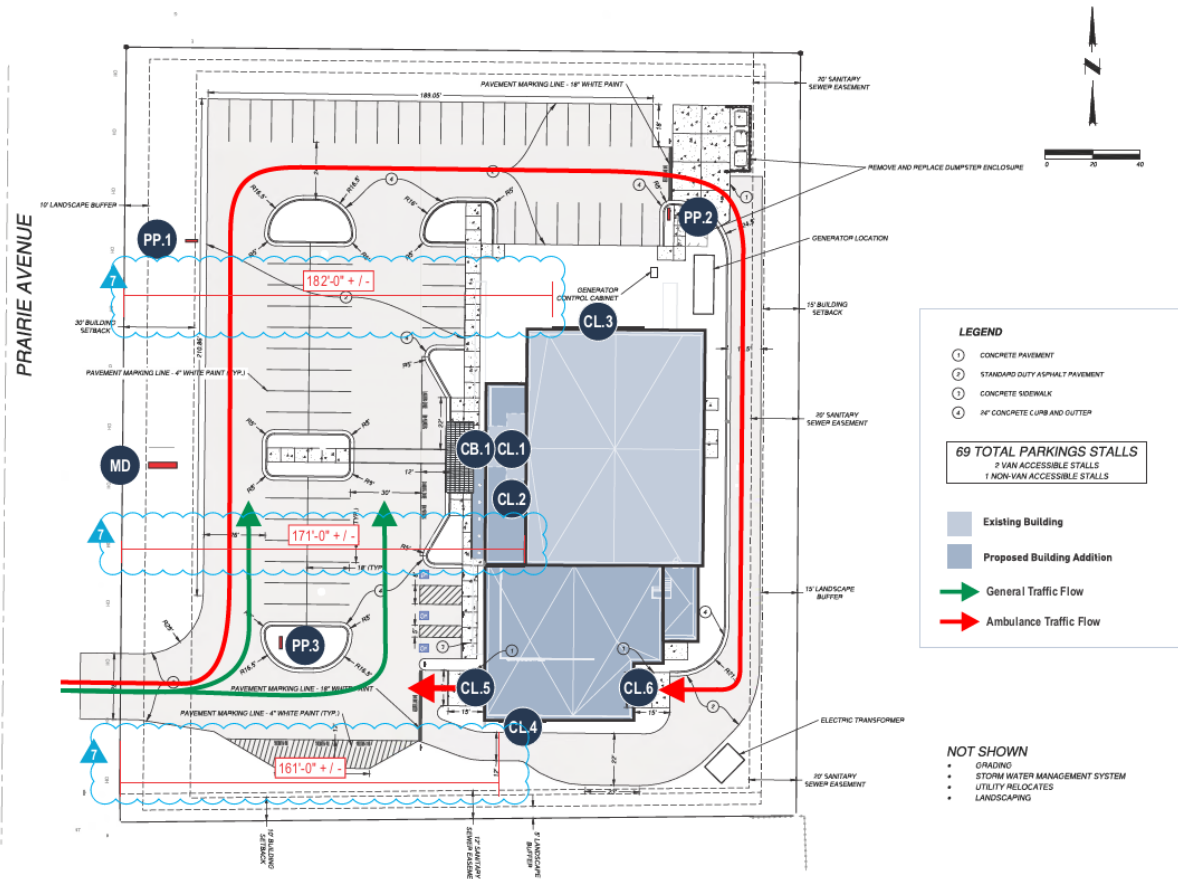
- C-1
- C-2
- C-3
- PLI
- PUD
- R-3

- World Imagery
- Low Resolution 15m Imagery
- High Resolution 60cm Imagery
- High Resolution 30cm Imagery
- Citations
- 1.2m Resolution Metadata



Maxar

Sign Location Diagram



SCOPE OF WORK			
EXTERIOR SIGNS		SF	QTY
MD	25'H D/F INTERNALLY ILLUMINATED MONUMENT SIGN	126	1
PP.1	D/F NON-LIT POST AND PANEL - 3'X4' PANEL	1.8	1
PP.2	D/F NON-LIT POST AND PANEL - 3'X4' PANEL	2.3	1
PP.3	D/F NON-LIT POST AND PANEL - 3'X4' PANEL	2.6	1
CL.1	3'-4 3/4" FACE-LIT SHIELD & 2'-8 3/8" FACE-LIT LETTERS SHIELD / MERCYHEALTH	64.3	1
CB.1	S/F ILLUM. CABINET SIGN	20	1
CL.2	36" FACE LIT CHANNEL LETTER - EMERGENCY	87.9	1
CL.3	48" FACE LIT CHANNEL LETTER - EMERGENCY	156.2	1
CL.4	24" FACE LIT CHANNEL LETTER - EMERGENCY	39	1
CL.5	10" FACE LIT CHANNEL LETTER - EXIT	2.3	1
CL.6	10" FACE LIT CHANNEL LETTER - ENTRY	3.4	1
TOTAL SQUARE FOOTAGE		505.8	

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

SQUARE FOOTAGE: 126

SPECIFICATIONS:

- ILLUMINATED CABINET AND 680° 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 ILLUMINATING 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, GREY, RUST BROWN AND BLENDING VARIATIONS ALL TONES TO BE DISTRIBUTED EVENLY
 COURSE HEIGHTS OF 20% 1 1/2"-1", 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 SAWNBACKS
 ENDS PROVIDED IN A COMBINATION OF SPLIT AND/OR SAWN
 NO SUBSTITUTIONS ARE ACCEPTABLE
 USE OF HDU FOAM PRODUCTS IS PROHIBITED

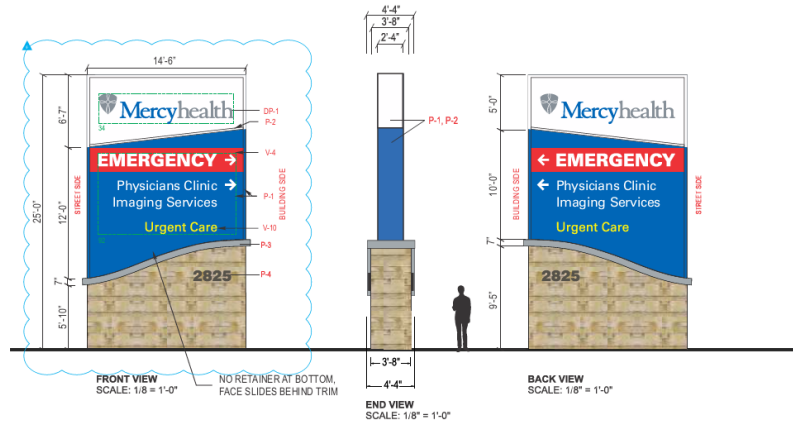
NOTES:

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

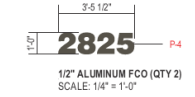
COLORS / FINISHES:

- 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

FONTS:
 UNIVERS 55 ROMAN
 Swiss 721 Blk BT (USED FOR ADDRESS ONLY)



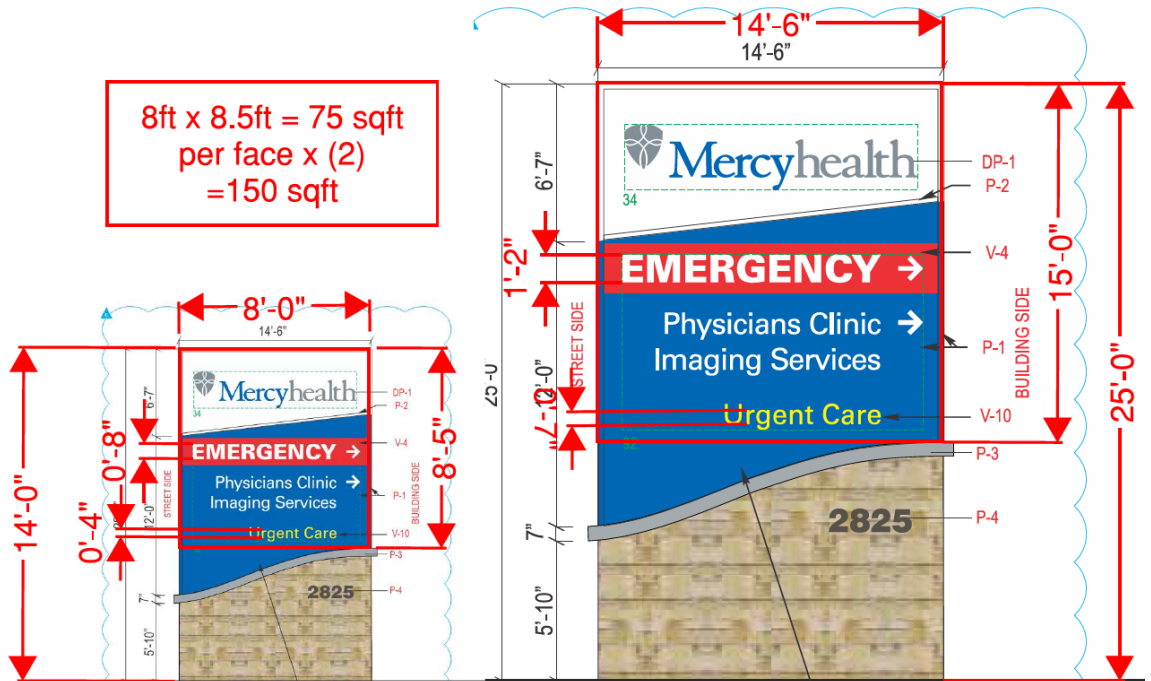
NIGHT VIEW SCALE: NTS



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

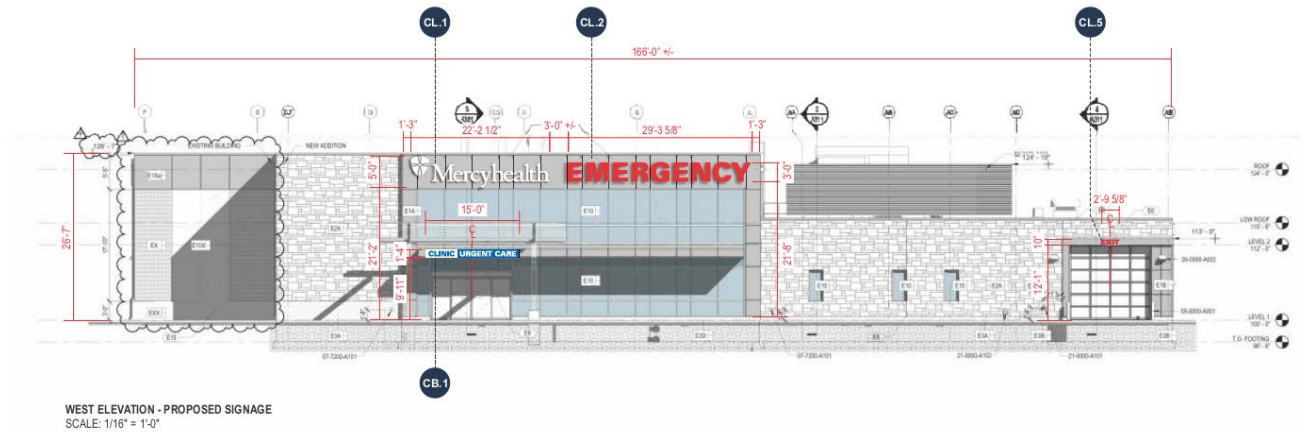
8ft x 8.5ft = 75 sqft per face x (2) = 150 sqft



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"

CL.1 FACE LIT CHANNEL LETTERS - 5'-0" X 22'-2 1/2" (QTY 1)

OVERALL SQUARE FOOTAGE: 9.8 (LOGO) + 54.5 (LETTERS) = 64.3



FRONT VIEW
SCALE: 3/8" = 1'-0"



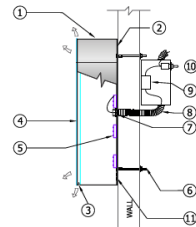
NIGHT VIEW
SCALE: NTS

SPECIFICATIONS:

- INDIVIDUAL LED LIT CHANNEL LOGO
CUSTOM FACE-LIT SIDE HIGHLIGHT
- DIGITALLY PRINT DIE CUT ELEMENT IN SHIELD, V-1
- INDIVIDUAL LED LIT CHANNEL LETTERS
STANDARD FACE-LIT LETTERS W/ TRIMCAP
- POWER IS OUT AT THE CENTER
- ATTACHMENT HARDWARE TO BE STAINLESS STEEL

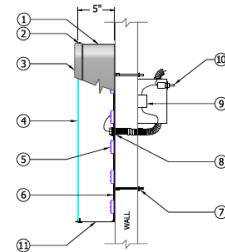
COLORS / FINISHES:

- P-6 MP *8094 METALLIC SILVER
- P-7 LEP LIGHT ENHANCING PAINT, LIT LETTER INTERIORS
- V-7 BLOCK OUT VINYL W/ MP MATCH TO PMS 7544C GREY
- V-8 3M WHITE DIFFUSER (2ND SURFACE)



REMOTE WIRED FACE LIT SHIELD LOGO
TRIM-LESS EDGE LIT
SCALE: NTS

- .063" X 5" ALUMINUM COIL (WHITE INSIDE P-7) PAINTED P-6
- WELDED AND SEALED TO .063" ALUMINUM BACK WHITE INSIDE P-7
- #8 - 1/2" FLAT HEAD CSUNK SCREWS PAINTED P-6
- 1/2" CLEAR ACRYLIC WITH DIGITALLY PRINTED VINYL APPLIED 1ST SURFACE V-7, V-8 DIFFUSER APPLIED 2ND SURFACE
- LEDs / 1 ROW SECURED TO BACK OF LETTER
- MOUNTING HARDWARE HLC SLEEVE ANCHOR 1 1/2" EMBEDMENT
- 7/8" ELECTRICAL HOLE / 3/4" COUPLER WITH FLEXIBLE
- CONDUIT TO POWER SUPPLY BOX
- LED POWER SUPPLY INSIDE POWER SUPPLY BOX
- TOGGLE SWITCH MOUNTED TO POWER SUPPLY BOX
- 1/4" DIA. WEEP HOLES (BRAKE FORMED ALUMINUM TENT) TO PREVENT LIGHT LEAKS



REMOTE WIRED FACE LIT CHANNEL LETTERS
SCALE: NTS

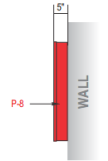
- .040" X 5" ALUMINUM COIL (WHITE INSIDE P-7) PAINTED P-6
- #8 - 1/2" PAN HEAD SCREWS PAINTED P-6
- 1" JEWELITE CHEMICALLY BONDED TO FACES PAINTED P-6
- 3/16" WHITE ACRYLIC
- LEDs / 1 ROW SECURED TO BACK OF LETTER
- .063" PRE-FINISHED BLK/WHT ALUMINUM BACK
- MOUNTING HARDWARE HLC SLEEVE ANCHOR 1 1/2" EMBEDMENT
- 7/8" ELECTRICAL HOLE / 3/4" COUPLER WITH FLEXIBLE CONDUIT TO POWER SUPPLY BOX
- LED POWER SUPPLY INSIDE POWER SUPPLY BOX
- TOGGLE SWITCH MOUNTED TO POWER SUPPLY BOX
- 1/4" DIA. WEEP HOLES (BRAKE FORMED ALUMINUM TENT) TO PREVENT LIGHT LEAKS

CL.2 36" FACE LIT CHANNEL LETTERS - REMOTE POWER SUPPLY - EXTERIOR (QTY 1)

SQUARE FOOTAGE: 87.9



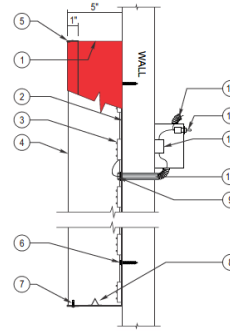
FRONT VIEW
SCALE: 3/8" = 1'-0"



SIDE VIEW
SCALE: 3/8" = 1'-0"



NIGHT VIEW
SCALE: NTS



CROSS SECTION VIEW
SCALE: 1 1/2" = 1'-0"

SPECIFICATIONS:

- .040" X 5' ALUMINUM COIL (WHITE INSIDE) SEAMS IN CORNERS OR TOP) P-8
- 3MM ACM BACKS / LETTER LOCKED TO RETURNS
- SLOAN PRISM RED LEDS
- 3/16" #7328 WHITE ACRYLIC WITH FIRST SURFACE APPLIED VINYL V-4
- ALUM. TRIMCAP P-8
- MOUNTING HARDWARE TO SUIT FIELD CONDITIONS
- #8 - 1/2" PAN HEAD SCREWS (NO MORE THAN 24" APART)
- 1/4" DIA. WEEP HOLES W/ .063" DRAIN HOLE COVER
- 7/8" ELECTRICAL HOLE / 1/2" COUPLER WITH FLEXIBLE CONDUIT TO POWER SUPPLY BOX (IN MIDDLE OF LETTER UNLESS NOTED OTHERWISE). INSTALLER TO FOLLOW LOCAL CODE.
- LED POWER SUPPLY INSIDE POWER SUPPLY BOX
- TOGGLE SWITCH MOUNTED TO POWER SUPPLY BOX
- 15 FT. MIN. WHIP LENGTH. IF PRIMARY ELECTRIC IS LOCATED WITHIN 6 FT. OF THE POWER SUPPLY BOX, ELECTRIC TO BE CONNECTED BY INSTALLERS. INSTALLER TO FOLLOW LOCAL CODE.
- RIGID CONDUIT THROUGH WALL WITH 1/2" - 1" STUB BEYOND INSIDE WALL. 15 FT. MINIMUM WHIP LENGTH FOR LOW VOLTAGE WIRE.

COLORS / FINISHES:

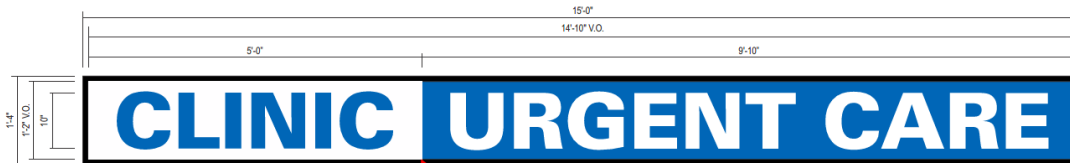
- P-8 MP TO MATCH PMS 1797 C
- V-4 3M 3630-33 RED TRANSLUCENT

FONTS:
UNIVERS BOLD

- NOTES:**
- ETL STICKER TO BE PLACED ON BOTTOM OF SIGN, VISIBLE FROM GROUND
 - ALL BLOCKING PROVIDED BY MERCY HEALTH

CB.1 S/F ILLUM. CABINET SIGN (QTY 1)

SQUARE FOOTAGE: 20



FRONT VIEW
SCALE: 3/4" = 1'-0"

ADD BAFFLE HERE (SO EACH SIDE CAN BE TURNED ON/OFF INDEPENDENTLY)



NIGHT VIEW - LIGHTING OPTIONS
SCALE: NTS

SPECIFICATIONS:

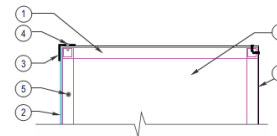
- ALUMINUM TUBE, BUTTED & WELDED
- WHITE PLEX FACE W/ 1ST SURFACE VINYL
- RETAINER
- POP RIVET RETAINER AT TOP & BOTTOM
- NON-DRILL POINT PAN-HEAD SCREW RETAINER AT SIDES
- ACM BACK, CALKED & POP-RIVETED TO FRAME
- .063" PRE-FINISHED ALUMINUM SKIN AT SIDES, POP RIVETED TO FRAME
- WHITE LED'S
- LED POWER SUPPLY
- TOGGLE SWITCH / SWITCH PLATE
- ELECTRICAL HOLE
- 1" X 2" TUBULAR / ANGLE ALUMINUM SUPPORTS ON 4 FT. CENTERS
- LIFTING EYEBOLT, MIN. (2) NO MORE THAN 8 FT. APART
- MOUNTING HARDWARE TO SUIT FIELD CONDITIONS

COLORS / FINISHES:

- MP BLACK
- V-9 BLOCK OUT VINYL W/ MP MATCH TO PMS 2144C BLUE W/ MATTE LAMINATE

FONTS:
UNIVERS BOLD

- NOTES:**
- SEPARATE SWITCH REQUIRED FOR EACH SIGN, THEY BOTH CAN LIGHT INDEPENDENTLY

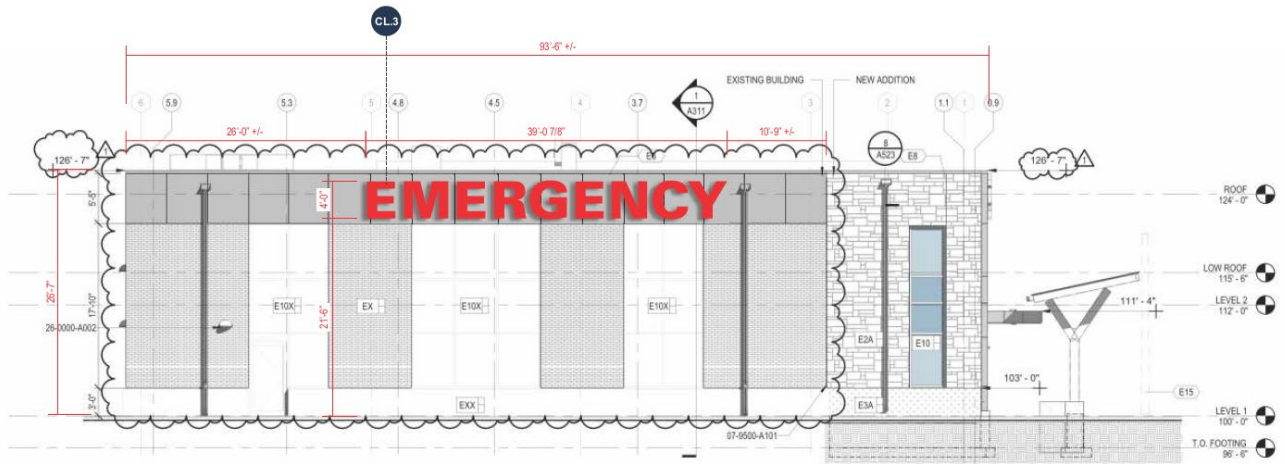


CROSS SECTION VIEW
NTS

NORTH ELEVATION

TOTAL SIGN SF FOR ALL BUILDING ELEVATIONS : 373.1

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

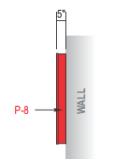


NORTH ELEVATION - PROPOSED SIGNAGE
SCALE: 3/32" = 1'-0"

CL.3 48" FACE LIT CHANNEL LETTERS - REMOTE POWER SUPPLY - EXTERIOR (QTY 1)
SQUARE FOOTAGE: 156.2



FRONT VIEW
SCALE: 1/4" = 1'-0"



SIDE VIEW
SCALE: 1/4" = 1'-0"



NIGHT VIEW
SCALE: NTS

SPECIFICATIONS:

- .040" X 5" ALUMINUM COIL (WHITE INSIDE) (SEAMS IN CORNERS OR TOP) P-8
- 3MM ACM BACKS / LETTER LOCKED TO RETURNS
- SLOAN PRISM RED LED'S
- 3/16" #328 WHITE ACRYLIC WITH FIRST SURFACE APPLIED VINYL V-4
- ALUM. TRIMCAP P-8
- MOUNTING HARDWARE TO SUIT FIELD CONDITIONS
- #8 - 1/2" PAN-HEAD SCREWS (NO MORE THAN 24" APART)
- 1/4" DIA. WEEP HOLES W/ .063" DRAIN HOLE COVER
- 7/8" ELECTRICAL HOLE / 1/2" COUPLER WITH FLEXIBLE CONDUIT TO POWER SUPPLY BOX (IN MIDDLE OF LETTER UNLESS NOTED OTHERWISE). INSTALLER TO FOLLOW LOCAL CODE.
- LED POWER SUPPLY INSIDE POWER SUPPLY BOX
- TOGGLE SWITCH MOUNTED TO POWER SUPPLY BOX
- 15 FT. MIN. WHIP LENGTH. IF PRIMARY ELECTRIC IS LOCATED WITHIN 6 FT. OF THE POWER SUPPLY BOX, ELECTRIC TO BE CONNECTED BY INSTALLERS, INSTALLER TO FOLLOW LOCAL CODE.
- RIGID CONDUIT THROUGH WALL WITH 1/2" - 1" STUB BEYOND INSIDE WALL. 15 FT. MINIMUM WHIP LENGTH FOR LOW VOLTAGE WIRE.

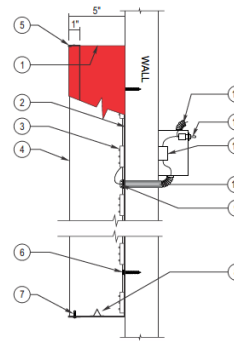
NOTES:

- ETL STICKER TO BE PLACED ON BOTTOM OF SIGN, VISIBLE FROM GROUND
- ALL BLOCKING PROVIDED BY MERCY HEALTH

COLORS / FINISHES:

- P-8 MP TO MATCH PMS 1797 C
- V-4 3M 3630-33 RED TRANSLUCENT

FONTS:
UNIVERS BOLD

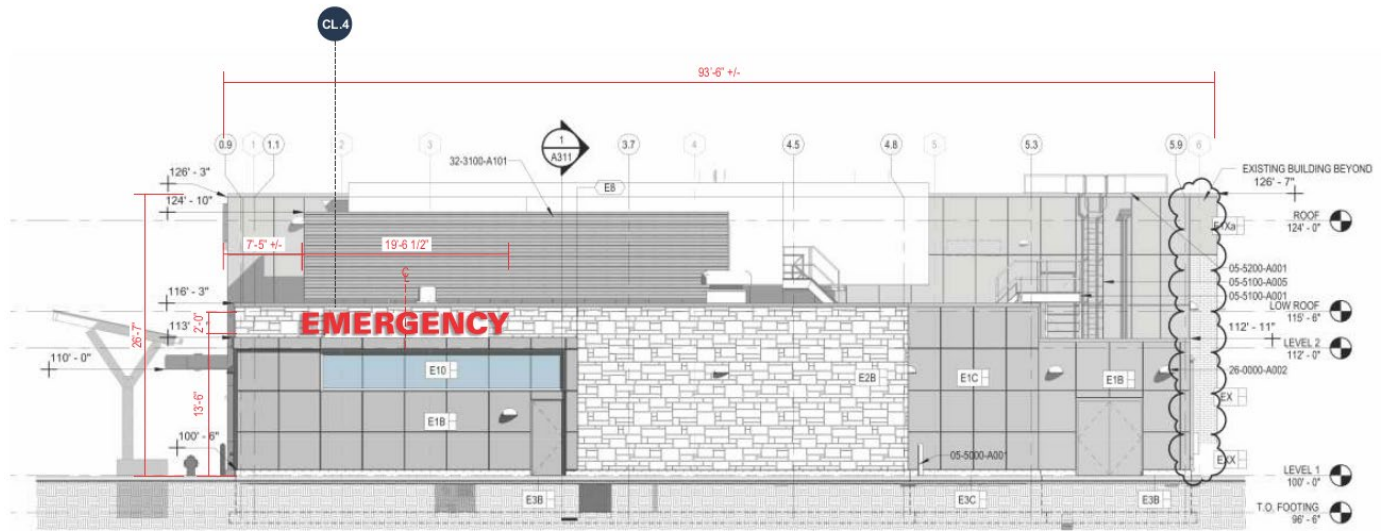


CROSS SECTION VIEW
SCALE: 1 1/2" = 1'-0"

SOUTH ELEVATION

TOTAL SIGN SF FOR ALL BUILDING ELEVATIONS : 373.1

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



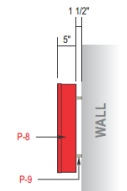
SOUTH ELEVATION - PROPOSED SIGNAGE
SCALE: 3/32" = 1'-0"

CL.4 24" FACE LIT CHANNEL LETTERS - REMOTE POWER SUPPLY - EXTERIOR (QTY 1)

SQUARE FOOTAGE: 39



FRONT VIEW
SCALE: 1/2" = 1'-0"



SIDE VIEW
SCALE: 1/2" = 1'-0"



NIGHT VIEW
SCALE: NTS

SPECIFICATIONS:

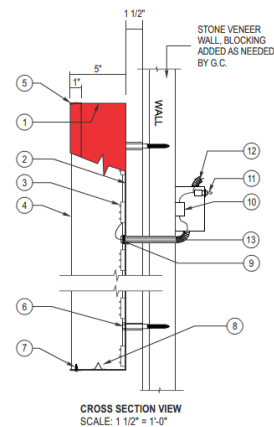
- 040" X 5" ALUMINUM COIL (WHITE INSIDE) (SEAMS IN CORNERS OR TOP) P-8
- 3MM ACM BACKS / LETTER LOCKED TO RETURNS
- SLOAN PRISM RED LED'S
- 3/16" #7328 WHITE ACRYLIC WITH FIRST SURFACE APPLIED VINYL V-4
- 1" PRE-FINISHED, BEVELITE CHEMICALLY BONDED TO FACES (SEAMS AT THE TOP) P-9
- 3/8" LAG SCREW WITH 1/2" ID SPACER P-9
- WALL BLOCKING ADDED AS NEEDED BY G.C.
- #8 - 1/2" PAN HEAD SCREWS (NO MORE THAN 24" APART)
- 1/4" DIA. WEEP HOLES W/ .063" DRAIN HOLE COVER
- 7/8" ELECTRICAL HOLE / 1/2" COUPLER WITH FLEXIBLE CONDUIT TO POWER SUPPLY BOX (IN MIDDLE OF LETTER UNLESS NOTED OTHERWISE). INSTALLER TO FOLLOW LOCAL CODE.
- LED POWER SUPPLY INSIDE POWER SUPPLY BOX
- TOGGLE SWITCH MOUNTED TO POWER SUPPLY BOX
- 15 FT. MIN. WHIP LENGTH. IF PRIMARY ELECTRIC IS LOCATED WITHIN 6 FT. OF THE POWER SUPPLY BOX, ELECTRIC TO BE CONNECTED BY INSTALLERS. INSTALLER TO FOLLOW LOCAL CODE.
- RIGID CONDUIT THROUGH WALL WITH 1/2" - 1" STUB BEYOND INSIDE WALL. 15 FT. MINIMUM WHIP LENGTH FOR LOW VOLTAGE WIRE.

- NOTES:**
- ETL STICKER TO BE PLACED ON BOTTOM OF SIGN, VISIBLE FROM GROUND
 - ALL BLOCKING PROVIDED BY MERCY HEALTH
 - SIGN INSTALLED ON STONE VENEER WALL. SPACERS WILL BE REQUIRED.

COLORS / FINISHES:

- P-8 MP TO MATCH PMS 1797 C
- P-9 MP TO MATCH WALL COLOR TBD
- V-4 3M 3630-33 RED TRANSLUCENT

FONTS:
UNIVERS BOLD

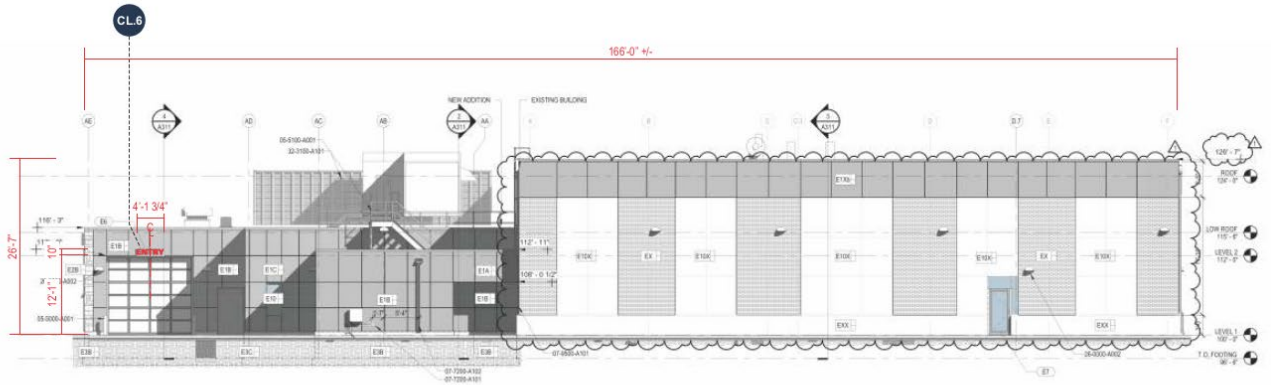


CROSS SECTION VIEW
SCALE: 1 1/2" = 1'-0"

EAST ELEVATION

TOTAL SIGN SF FOR ALL BUILDING ELEVATIONS : 373.1

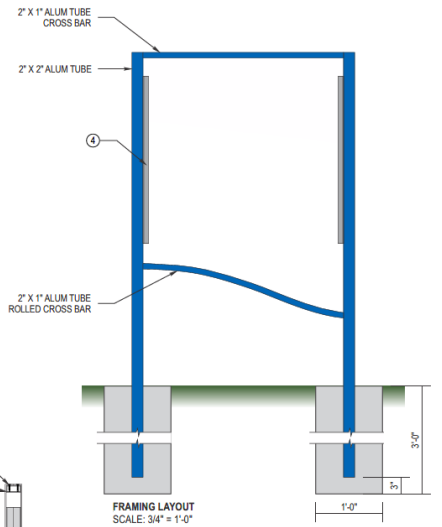
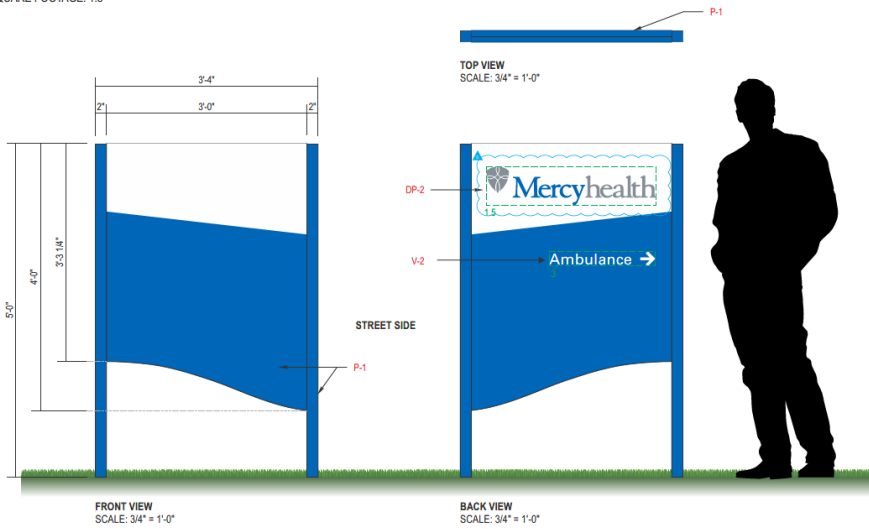
TOTAL SIGN SF FOR ALL BUILDING ELEVATION & SITE SIGNS : 505.8



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

PP.1 D/F NON-LIT POST AND PANEL - 3'x4' PANEL (Qty 1)

SQUARE FOOTAGE: 1.8



SPECIFICATIONS:

- 2' X 2' X .125" SQUARE ALUMINUM TUBE WITH 2' X 1' ALUMINUM CROSS BARS, BOTTOM CROSS BAR TO BE CURVED TO MATCH CURVE OF SIGN FACE P-1
- 1/8" ALUMINUM FACE PANEL BREAK FORMED AT TOP AND CURVED RETURN WELDED TO BOTTOM; FACE WILL SLEEVE ONTO FRAMING CROSS BARS P-1
- OPAQUE VINYL APPLIED FIRST SURFACE TO ALUMINUM FACE V-2, DP-2
- 1" X 1" X .125" ALUMINUM ANGLE FOR PANEL STIFFENERS (IF REQUIRED)
- COUNTERSUNK HARDWARE ON TOP AND BOTTOM OF FACE PANEL TO ATTACH TO CROSSBAR FRAME
- POSTS TO BE DIRECT BURIED WITH SEPARATE CONCRETE FOOTINGS FOOTINGS TO BE 1'-0" X 3'-0" DEEP

NOTES:

COLORS / FINISHES:

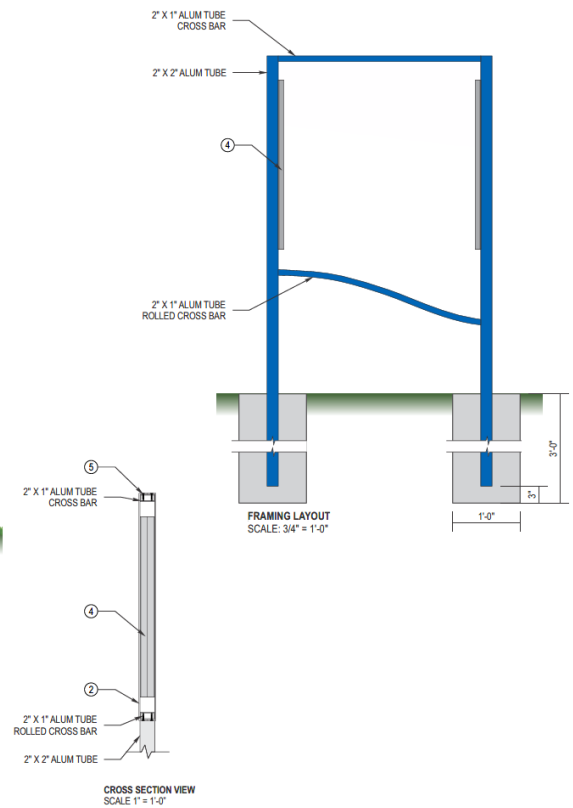
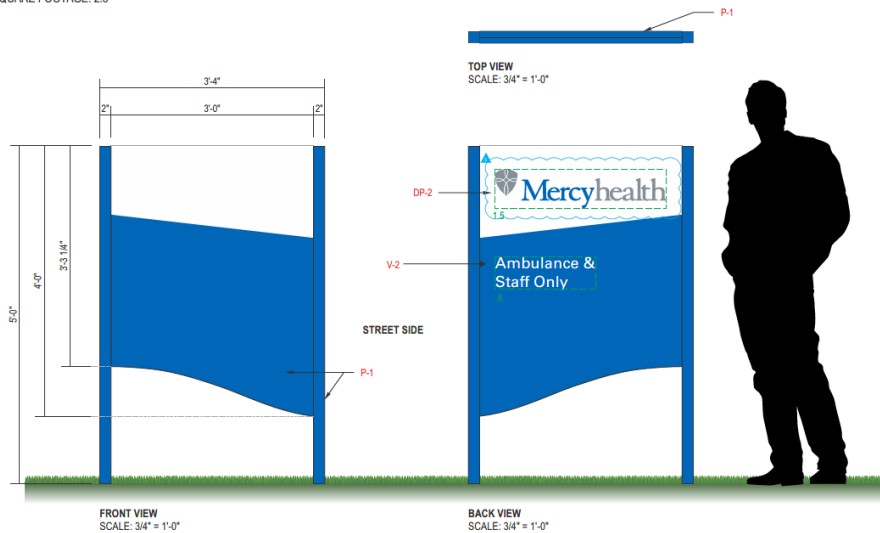
- P-1 MP TO MATCH PMS 2144C BLUE
- V-2 3M 7725-10 WHITE OPAQUE
- DP-2 DIGITALLY PRINTED GRAPHIC ON OPAQUE WHITE VINYL TO MATCH PMS 2144C BLUE & PMS 7544C GREY WITH MATTE LAMINATE

FONTS:
UNIVERS 55 ROMAN

Not a part of the exception request

PP.2 D/F NON-LIT POST AND PANEL - 3'x4' PANEL (Qty 1)

SQUARE FOOTAGE: 2.3



SPECIFICATIONS:

- 2" X 2" X .125" SQUARE ALUMINUM TUBE WITH 2" X 1" ALUMINUM CROSS BARS, BOTTOM CROSS BAR TO BE CURVED TO MATCH CURVE OF SIGN FACE P-1
- 1/8" ALUMINUM FACE PANEL BREAK FORMED AT TOP AND CURVED RETURN WELDED TO BOTTOM; FACE WILL SLEEVE ONTO FRAMING CROSS BARS P-1
- OPAQUE VINYL APPLIED FIRST SURFACE TO ALUMINUM FACE V-2, DP-2
- 1" X 1" X .125" ALUMINUM ANGLE FOR PANEL STIFFENERS (IF REQUIRED)
- COUNTERSUNK HARDWARE ON TOP AND BOTTOM OF FACE PANEL TO ATTACH TO CROSSBAR FRAME
- POSTS TO BE DIRECT BURIED WITH SEPARATE CONCRETE FOOTINGS FOOTINGS TO BE 1'-0"Ø X 3'-0" DEEP

NOTES:

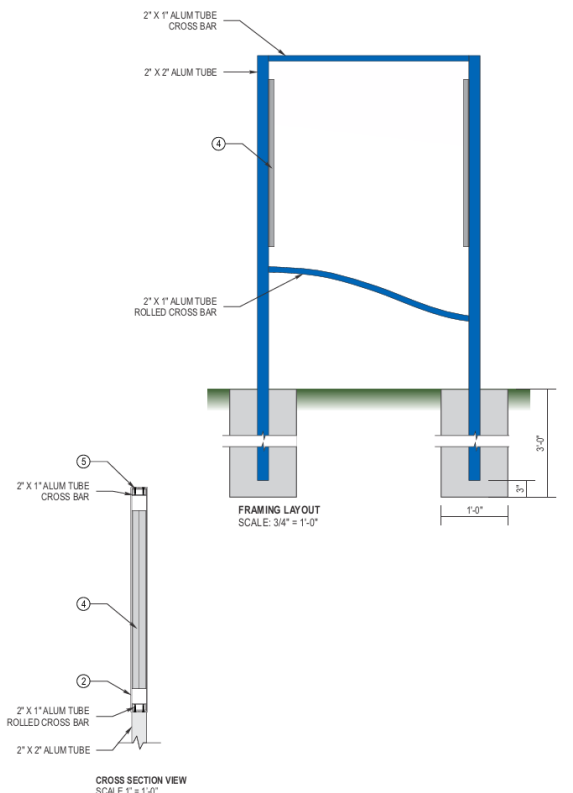
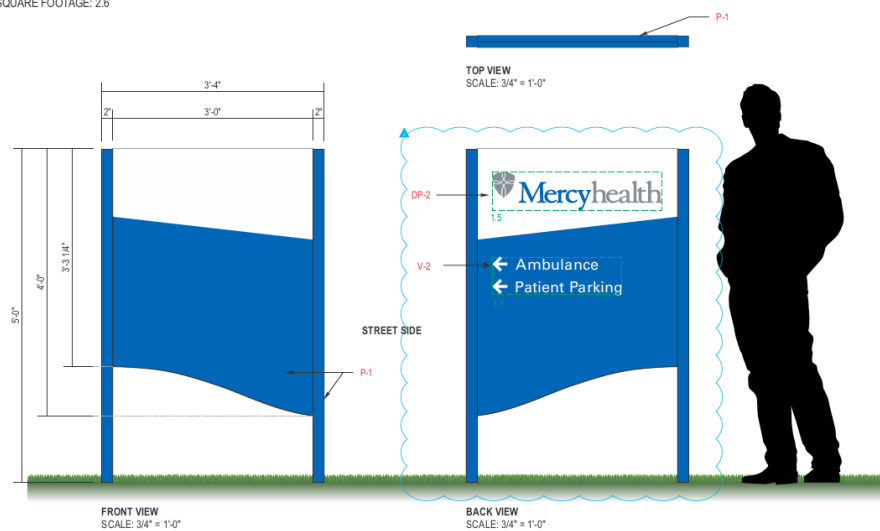
COLORS / FINISHES:

- P-1 MP TO MATCH PMS 2144C BLUE
- V-2 3M 7725-10 WHITE OPAQUE
- DP-2 DIGITALLY PRINTED GRAPHIC ON OPAQUE WHITE VINYL TO MATCH PMS 2144C BLUE & PMS 7544C GREY WITH MATTE LAMINATE

FONTS:
UNIVERS 55 ROMAN

PP.3 D/F NON-LIT POST AND PANEL - 3'x4' PANEL (Qty 1)

SQUARE FOOTAGE: 2.6



SPECIFICATIONS:

- 2" X 2" X .125" SQUARE ALUMINUM TUBE WITH 2" X 1" ALUMINUM CROSS BARS, BOTTOM CROSS BAR TO BE CURVED TO MATCH CURVE OF SIGN FACE P-1
- 1/8" ALUMINUM FACE PANEL BREAK FORMED AT TOP AND CURVED RETURN WELDED TO BOTTOM; FACE WILL SLEEVE ONTO FRAMING CROSS BARS P-1
- OPAQUE VINYL APPLIED FIRST SURFACE TO ALUMINUM FACE V-2, DP-2
- 1" X 1" X .125" ALUMINUM ANGLE FOR PANEL STIFFENERS (IF REQUIRED)
- COUNTERSUNK HARDWARE ON TOP AND BOTTOM OF FACE PANEL TO ATTACH TO CROSSBAR FRAME
- POSTS TO BE DIRECT BURIED WITH SEPARATE CONCRETE FOOTINGS FOOTINGS TO BE 1'-0"Ø X 3'-0" DEEP

NOTES:

COLORS / FINISHES:

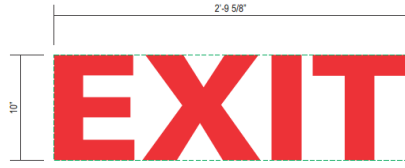
- P-1 MP TO MATCH PMS 2144C BLUE
- V-2 3M 7725-10 WHITE OPAQUE
- DP-2 DIGITALLY PRINTED GRAPHIC ON OPAQUE WHITE VINYL TO MATCH PMS 2144C BLUE & PMS 7544C GREY WITH MATTE LAMINATE

FONTS:
UNIVERS 55 ROMAN

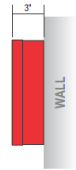
Not a part of the exception request

CL.5 10" FACE LIT CHANNEL LETTERS - REMOTE POWER SUPPLY - EXTERIOR (QTY 1)

SQUARE FOOTAGE: 2.3



FRONT VIEW
SCALE: 1 1/2" = 1'-0"



SIDE VIEW
SCALE: 1 1/2" = 1'-0"



FRONT VIEW
SCALE: NTS

SPECIFICATIONS:

1. 0407 X 3" ALUMINUM COIL (WHITE INSIDE) (SEAMS IN CORNERS OR TOP) P-8
2. 3MM ACM BACKS / LETTER LOCKED TO RETURNS
3. SLOAN PRISM RED LED'S
4. 3/16" #728 WHITE ACRYLIC WITH FIRST SURFACE APPLIED VINYL V-4
5. 1" PRE-FINISHED JEWELITE CHEMICALLY BONDED TO FACES (SEAMS AT THE TOP) P-8
6. MOUNTING HARDWARE TO SUIT FIELD CONDITIONS
7. #8 - 1/2" PAN HEAD SCREWS (NO MORE THAN 24" APART)
8. 1/4" DIA. WEEP HOLES W/ .063" DRAIN HOLE COVER
9. 7/8" ELECTRICAL HOLE / 1/2" COUPLER WITH FLEXIBLE CONDUIT TO POWER SUPPLY BOX (IN MIDDLE OF LETTER UNLESS NOTED OTHERWISE). INSTALLER TO FOLLOW LOCAL CODE.
10. LED POWER SUPPLY INSIDE POWER SUPPLY BOX
11. TOGGLE SWITCH MOUNTED TO POWER SUPPLY BOX
12. 15 FT. MIN. WHIP LENGTH. IF PRIMARY ELECTRIC IS LOCATED WITHIN 6 FT. OF THE POWER SUPPLY BOX, ELECTRIC TO BE CONNECTED BY INSTALLERS, INSTALLER TO FOLLOW LOCAL CODE.
13. RIGID CONDUIT THROUGH WALL WITH 1/2" - 1" STUB BEYOND INSIDE WALL. 15 FT. MINIMUM WHIP LENGTH FOR LOW VOLTAGE WIRE.

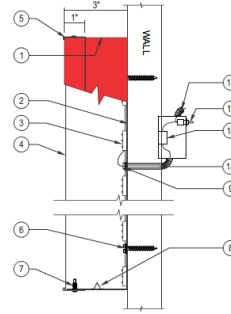
NOTES:

1. ETL STICKER TO BE PLACED ON BOTTOM OF SIGN, VISIBLE FROM GROUND
2. ALL BLOCKING PROVIDED BY MERCY HEALTH

COLORS / FINISHES:

- P-8 MP TO MATCH PMS 1797 C
- V-4 3M 3630-33 RED TRANSLUCENT

FONTS:
UNIVERS BOLD



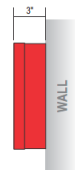
CROSS SECTION VIEW
SCALE: 3" = 1'-0"

CL.6 10" FACE LIT CHANNEL LETTERS - REMOTE POWER SUPPLY - EXTERIOR (QTY 1)

SQUARE FOOTAGE: 3.4



FRONT VIEW
SCALE: 1 1/2" = 1'-0"



SIDE VIEW
SCALE: 1 1/2" = 1'-0"



FRONT VIEW
SCALE: NTS

SPECIFICATIONS:

1. 0407 X 3" ALUMINUM COIL (WHITE INSIDE) (SEAMS IN CORNERS OR TOP) P-8
2. 3MM ACM BACKS / LETTER LOCKED TO RETURNS
3. SLOAN PRISM RED LED'S
4. 3/16" #728 WHITE ACRYLIC WITH FIRST SURFACE APPLIED VINYL V-4
5. 1" PRE-FINISHED JEWELITE CHEMICALLY BONDED TO FACES (SEAMS AT THE TOP) P-8
6. MOUNTING HARDWARE TO SUIT FIELD CONDITIONS
7. #8 - 1/2" PAN HEAD SCREWS (NO MORE THAN 24" APART)
8. 1/4" DIA. WEEP HOLES W/ .063" DRAIN HOLE COVER
9. 7/8" ELECTRICAL HOLE / 1/2" COUPLER WITH FLEXIBLE CONDUIT TO POWER SUPPLY BOX (IN MIDDLE OF LETTER UNLESS NOTED OTHERWISE). INSTALLER TO FOLLOW LOCAL CODE.
10. LED POWER SUPPLY INSIDE POWER SUPPLY BOX
11. TOGGLE SWITCH MOUNTED TO POWER SUPPLY BOX
12. 15 FT. MIN. WHIP LENGTH. IF PRIMARY ELECTRIC IS LOCATED WITHIN 6 FT. OF THE POWER SUPPLY BOX, ELECTRIC TO BE CONNECTED BY INSTALLERS, INSTALLER TO FOLLOW LOCAL CODE.
13. RIGID CONDUIT THROUGH WALL WITH 1/2" - 1" STUB BEYOND INSIDE WALL. 15 FT. MINIMUM WHIP LENGTH FOR LOW VOLTAGE WIRE.

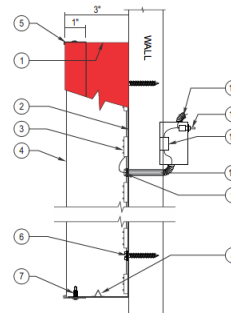
NOTES:

1. ETL STICKER TO BE PLACED ON BOTTOM OF SIGN, VISIBLE FROM GROUND
2. ALL BLOCKING PROVIDED BY MERCY HEALTH

COLORS / FINISHES:

- P-8 MP TO MATCH PMS 1797 C
- V-4 3M 3630-33 RED TRANSLUCENT

FONTS:
UNIVERS BOLD



CROSS SECTION VIEW
SCALE: 3" = 1'-0"

Not a part of the exception request

CITY of BELOIT

Planning & Building Services Division

100 State Street, Beloit, WI 53511 Phone: (608) 364-6700 Fax: (608) 364-6609

Sign Ordinance Exception Application Form

(Please Type or Print)

File number: _____

1. Name of applicant: Randy Benish Phone #: 608-295-3522

1000 Mineral Point Ave. Janesville WI 53547
(Address) (City) (State) (Zip)

2. Address of subject property: 2825 County Hwy G, Beloit, WI 53511

3. Tax Parcel Number(s): 21870200

4. Legal description: COM 289.07 FT ELY FROM NE COR PRAIRIE AVE & W HART RD; TH
ELY 1032 FT; TH NLY 980.36 FT; TH WLY 1032 FT ON S LE HUEBBE
PKWY; TH SLY 980.36 FT TO POB

5. Present zoning: C-2 Present use: Hospital

6. Proposed use (if different): N/A

7. Owner of record: Mercy Health System Cooperation Phone: 608-295-3522

3401 N. Perryville Rd. Rockford IL 61114
(Address) (City) (State) (Zip)

E-mail address: rbenish@mhemail.org

8. State specific sections of code and exception(s) requested: (Use separate sheet if necessary)

Code Section 30.09 - MAXIMUM SIGN AREA ALLOWED ON SAME PREMISES

See attached sheet for details.

9. State specific hardship experienced by the applicant: (Use separate sheet if necessary)

See attached sheet for details.

10. In order for this application to be considered complete, the applicant must attach a scale drawing (1" = 20' usually works best) showing the location of property lines and their dimensions, existing buildings and improvements, all abutting properties and improvements thereon, and the proposed changes or additions. A professional drawing is not required. You are required to furnish a legible drawing with enough detail that will adequately advise and inform the Commission.

The applicant's signature below indicates the information contained in this application and on all accompanying documents is true and correct.

Joanna Benning / Joanna Benning / 11/12/2024
(Signature of Owner) (Print name) (Date)

Randy Benish / Randy Benish / 11/12/2024
(Signature of Applicant, if different) (Print name) (Date)

The applicant acknowledges that this application is not deemed filed until dated and receipt acknowledged by a person authorized to receive the application. The applicant is entitled to receive a copy of the acknowledged application once it is officially reviewed and accepted.

Hearings are usually held in City Hall Forum, City Hall, 100 State Street at 7:00 P.M.

In order for your request to be heard and considered in a timely manner, you must submit the completed application to the Planning & Building Services Division for acceptance by the filing deadline date prior to a scheduled Plan Commission meeting.

The application fee will be \$100 and applicants will be charged actual out-of-pocket costs for mailing public notices at the rate of \$0.50 per notice.

To be completed by Planning staff

Filing fee: **\$100.00** Amount paid: _____ Meeting date: _____

Application accepted by: _____ Date: _____

No. of notices: _____ x mailing cost (\$0.50) = cost of mailing notices: \$ _____

Date Notice Published: _____ Date Notice Mailed: _____



CITY HALL • 100 STATE STREET • BELOIT, WI 53511
Office: 608/364-6700 • Fax: 608/364-6609
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. You may also call (608) 364-6708 to provide your comments over the phone.

Beloit Realty, LLC
1905 W Hart Rd
Beloit, WI 53511

Beloit Memorial Hospital
1969 W Hart Rd
Beloit, WI 53511

Beloit Health Systems, Inc
1969 W Hart Rd
Beloit, WI 53511



REPORT TO THE PLAN COMMISSION

Plan Commission Meeting Date: February 19, 2025
(updated with correct sign sizes on February 26, 2025)

Agenda Item: 3.d.

File Number: SOE-2024-01

General Information

Applicant: Randy Benish

Owner: Mercy Hospital

Address/Location: Mercyhealth Beloit, 2825 Prairie Avenue

Applicant's Request: 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; to Section 30.10 to exceed the maximum sign height in a nonresidential zoning district; to Section 30.35(2)(c) to exceed the maximum square footage of a primary on-premises sign; and to Section 30.43(2)(c) to allow secondary wall signs larger than 10% of the primary on-premises sign.

Staff Analysis

Existing Conditions: Mercyhealth Beloit is located on the east side of Prairie Avenue between Huebbe Parkway and Hart Road. The building is undergoing a building addition to add emergency services to the existing medical office use.

For properties with C-2 zoning, the maximum sign area is calculated as twice the street frontage, which in this case equals 658.14 square feet. Mercyhealth Beloit is proposing a total of 814.8 square feet of signage, or 156.66 square feet more than the total allowed by code. Additionally, the applicant is proposing that six of the on-premises signs exceed the sign area allowed by code, and one of the signs exceed the sign height allowed by code.

The Plan Commission first reviewed this proposal on December 18, 2024, but deferred action at the applicant's request. Since then, staff met with the applicant, and at that meeting, a primary concern of the applicant was the size of the "Emergency" wall signage, which staff had considered secondary signage. According to the Ordinance, secondary wall signage may only be 30 square feet or 10 percent the size of the primary sign (the monument sign), whichever is less. Since the monument sign can only be 165 square feet with the 10 percent landscape bonus applied, the secondary wall signs can only be 16.5 square feet, plus applicable bonuses which allowed them to be 18.2, 20 or 21.8 square feet depending on the distance of the wall signs to the property line. As such, staff reviewed the Ordinance and determined that the "emergency" signage could be considered "Directional" signage by Ordinance, which is *"a sign which is erected on private property for the purpose of telling people how to locate businesses, activities, products, persons, places or services, whether on or off the premises where the sign is located."*

Within the C-2 district, directional signs may be up to 32 square feet and eight feet in height measured from the ground. Therefore, an exception is still required for the Emergency signs to be higher up on the building than eight feet. Staff supports both the 32-square-foot size and the height exception (up to 25 feet) for the Emergency wall signs to allow for better visibility on the building. Additionally, staff has received a similar request from Beloit Health System for emergency signage, proposing 32-square-foot signs on the Emergency Room overhangs, which are located approximately 500 feet from each site access point. Given that the PLI, Public Lands and Institutions District (in which the Hospital is zoned) restricts directional signs to a maximum of 5 square feet, this request will also necessitate an exception request for both size and height, which would be reviewed at an upcoming Plan Commission meeting.

On-Premises, Sign Area Bonuses that are applicable: The maximum on-premises sign areas may be increased if the signage meets one or more of the following:

- If the on-premises sign is a freestanding sign, other than a pole sign, the maximum allowed sign area of the freestanding sign may be increased by an additional 10 percent if the sign is in a landscaped area where there is a minimum of 2 square feet of landscaping for each square foot of sign area.
 - This would bring the maximum allowed sign area of the Primary On-Premise freestanding sign to 165 square feet (both sides combined).
- If the on-premises sign is an outdoor wall sign, the maximum allowed sign area of the wall sign may be increased by an additional 10 percent if the wall sign consists of individual letters mounted directly on the face of a building.
 - This would bring the allowance for each secondary wall sign on the north and south elevations as well as the “Mercyhealth” and “Emergency” signs on the west elevation to 18.2 square feet.
- If the on-premises sign is an outdoor wall sign, the maximum allowed sign area may be increased by up to 10% if the wall sign is set back between 110 and 159 feet from the front lot line or 20% if the wall sign is set back between 160 and 214 feet from the front lot line.
 - The wall signs are setback:
 - On the north elevation 182 square feet from the front property line.
 - On the west elevation 155 square feet from the front property line.
 - On the south elevation 161 square feet from the front property line.
 - This would bring the allowance for the secondary wall signs on the north and south elevations to 21.8 square feet; the allowance for the “Mercyhealth” and “Emergency” signs to 20 square feet; and the allowance for the “Clinic/Urgent Care” sign to 18.2 square feet.

The Outdoor Sign Ordinance defines height as the distance measured vertically to the highest point of an outdoor sign from grade and defines sign face as the portion of a sign upon which a message is displayed by graphics, symbols, insignias, logos, pictures or other means, including any background color, border, frame, trim or other material which is an integral part of the sign.

"Sign face" does not include a sign structure. "Sign face" includes both sides of a double-faced sign.

Exception Request Details:					
Sign	Description	Sign Type	Square Feet of Sign Face Proposed	Square Feet of Sign Face Allowed with Bonuses	Square Feet Overage (Exception Request)
MD	Double Sided Ground Mounted – Mercyhealth Logo, Emergency, Clinic, and Urgent Care	Primary	435	165	270
CL.1	West Wall -Mercyhealth Logo	Secondary	64.3	20	46.1
CB.1	West Wall -Clinic/Urgent Care	Secondary	20	20	1.8
CL.2	West Wall -Emergency	Secondary Directional	87.9	18.2 32	69.7 55.9
CL.3	North Wall -Emergency	Secondary Directional	156.2	21.8 32	134.4 124.2
CL.4	South Wall -Emergency	Secondary Directional	39	21.8 32	17.2 7

The applicant is proposing one ground sign, five secondary wall signs and five directional signs. The proposed directional signs meet code; however, none of the five wall signs in the table above nor the ground sign do. Specifically, the applicant is requesting approval for a primary ground sign with a sign face of 435 square feet and a height of 25 feet. This request deviates from the maximum allowable size of 165 square feet for the sign face and a height of 20 feet. Additionally, the applicant is requesting an exception for five of the secondary wall signs located on three building elevations, ranging in size from 20 square feet to 156.2 square feet. This is a deviation from the maximum allowance of 20 square feet for general wall signage and 32 square feet for “emergency” Directional wall signage.

Applicant’s Hardship Argument:

The applicant states that strict compliance with the ordinance would impose an economic burden and, more importantly, compromise patient safety by making the Emergency Center difficult to locate in critical situations. The applicant contends that the hardship is not self-created, as the facility’s location presents unique challenges not encountered by typical commercial properties. The applicant further states that granting the exception would serve the public interest by improving wayfinding, minimizing patient delays, and aligning with industry standards for emergency signage. Mercyhealth emphasizes that this request is a site-specific exception tailored to the unique circumstances of the Emergency Center, rather than a precedent-setting change to the ordinance.

Exception Standards: Section 30.48(2) of the Sign Ordinance outlines standards for granting an exception. The Ordinance states that the Plan Commission may grant an exception if it determines that:

- a. *Compliance with the strict letter of the Sign Ordinance would create an economic hardship by either unreasonably restricting an on-premises sign owner from advertising a business or rendering conformity with such regulations unnecessarily burdensome upon an owner of an on-premises sign.*
- The site has no topographical challenges or obstructions that would limit the visibility of compliant signage. The proposed signage—totaling 802.4 square feet, including a double-sided 25-foot-tall, 435-square-foot freestanding sign for a two-story building that is slightly more than 26 feet tall—is excessive and far exceeds what is necessary for effective communication. The allowable signage area, as outlined in the ordinance, provides ample capacity to advertise without overwhelming the site or its surroundings. Furthermore, other businesses within the same zoning district operate effectively within these limits.
 - Granting this exception based on the emergency use of the facility could subject the City to a legal challenge. In *Reed v. Town of Gilbert* (2015), the U.S. Supreme Court reinforced that municipalities cannot regulate signs based on content without meeting strict scrutiny. The argument that this sign should be larger because it pertains to emergency medical care is a content-based distinction. Allowing an exception based on the sign’s message could not only open the City to legal challenge, but also set a precedence for other businesses or institutions, including competing healthcare facilities or even unrelated commercial establishments, claiming larger signage than what code allows is a public necessity.
- b. *The hardship is not self-created.*
- The request for increased signage stems from the applicant’s decision to add emergency services, which does not constitute a hardship caused by the ordinance itself. Adequate signage can be achieved within the current regulations, ensuring visibility and communication for the new use of the property without requiring excessive deviations. Other emergency services in the City as well as those of the applicant in other communities such as Janesville communicate those services effectively with smaller signage.
 - Mercyhealth argues that the sign ordinance creates an undue hardship, but the conditions presented do not meet the threshold for a hardship exemption. A true hardship arises when compliance with an ordinance would render a property unusable for its permitted purpose. The Emergency Center can still operate effectively under the existing sign regulations. The standards being applied to Mercyhealth are standards that would be applied to all C-2 zoned properties throughout the City.
 - Additionally, the presence of large non-conforming signs in the area is not a justification for granting another oversized sign. Over time, those signs will be brought into compliance as businesses update their signage. The request is based on economic and competitive concerns, not a legitimate hardship. The ability to distinguish itself from Beloit Health System (BHS) is a business consideration, not a matter of public safety. Patients seeking emergency care are more likely to rely on GPS navigation, prior knowledge, or EMS transport rather than a single sign. Even if patients find

themselves on Prairie Avenue seeking emergency medical care without the aid of prior knowledge or navigation, staff believes code-compliant signage is adequate to convey the presence of this and neighboring medical facilities, particularly if Plan Commission agrees that the “Emergency” wall signs are directional and can be 32 square feet, and grants the exception to allow them higher than eight feet on the building.

- c. *The exception will not undermine the purpose of the Sign Ordinance or the public interest.*
- The proposed signage is incompatible with the scale and character of the surrounding area. The ordinance seeks to maintain visual harmony within zoning districts, and the proposed signage would detract from the overall aesthetic appeal of the area by introducing disproportionate and overly prominent features.
 - The applicant’s reliance on MDOT and ISA standards for visibility fails to account for the local context and scale of the site. Visibility can be achieved within the ordinance’s current limits through thoughtful design and placement, ensuring public safety and effective wayfinding without compromising the ordinance’s goals.
 - Granting an exception would undermine the regulations and invite future requests from other businesses seeking to increase their visibility. The argument that a larger sign will improve patient outcomes is speculative. Emergency medical care operates within an integrated system that includes 911 dispatch, EMS services, and hospital coordination. Wayfinding for walk-in patients can be effectively addressed through compliant signage, electronic navigation tools, and public awareness efforts rather than an oversized sign.

STAFF RECOMMENDATION:

The Planning and Building Services Division recommends ***denial*** of an exception to Section 30.09 of the Outdoor Sign Regulations to exceed the maximum allowable sign area on the same premises; to Section 30.10 of the Outdoor Sign Regulations to exceed the maximum sign height in a nonresidential zoning district; to Section 30.35(2)(c) of the Outdoor Sign Regulations to exceed the maximum square footage of a primary on-premises sign; and to Section 30.43(2)(c) of the Outdoor Sign Regulations to allow secondary wall signs larger than 10% of the primary on-premises sign.

Staff supports granting an exception to Section 30.16(2)(e) of the Outdoor Sign Regulations and recommends ***approval*** to exceed the maximum sign height for a directional sign for the Emergency wall signs only in the C-2, Neighborhood Commercial District at 2825 Prairie Avenue, based on the criteria outlined for granting such exceptions.

ATTACHMENTS: Location Map, Zoning Map, Site Diagram, Sign Renderings, Applicants Narrative, Application, Sign Line Document, Public Notice, Resolution, and USSC Guideline Standards for On-Premise Signs.

RESOLUTION 2024-035

**APPROVING AN EXCEPTION TO SECTIONS 30.16(2)(E)
OF THE OUTDOOR SIGN REGULATIONS FOR THE PROPERTY
LOCATED AT 2825 PRAIRIE AVENUE**

WHEREAS, the application of Randy Benish, on behalf of Mercy Hospital for an exception to Section 30.09 to exceed the maximum allowable sign area on the same premises; to Section 30.10 to exceed the maximum sign height in a nonresidential zoning district; to Section 30.35(2)(c) to exceed the maximum square footage of a primary on-premises sign; and to Section 30.43(2)(c) to allow secondary wall signs larger than 10% of the primary on-premises sign. for the property located at 2825 Prairie Avenue, having been considered by the Plan Commission of the City of Beloit, Wisconsin at a public hearing held for that purpose; and

WHEREAS, the application as submitted does not meet the criteria for granting an exception as required by Section 30.48 of the Sign Ordinance.

WHEREAS, the exception to 30.16(2)(e) does meet the criteria for granting an exception as required by Section 30.48 of the Sign Ordinance.

NOW, THEREFORE, IT IS HEREBY RESOLVED, that the Plan Commission of the City of Beloit, Rock County, Wisconsin does hereby approve an exception to Section 30.16(2)(e) to exceed the maximum sign height for a directional sign for the Emergency walls signs only in the C-2, Neighborhood Commercial District for the property located at 2825 Prairie Avenue in the City of Beloit, for the following described premises:

LOT 2 OF CERTIFIED SURVEY MAP DOCUMENT NUMBER 823186 IN VOLUME 4, PAGES 208-209 OF THE CERTIFIED SURVEY MAPS OF ROCK COUNTY, LOCATED IN THE CITY OF БЕЛОIT, ROCK COUNTY, WISCONSIN (A/K/A 2825 PRAIRIE AVENUE). SAID PARCEL CONTAINS 2.15 ACRES, MORE OR LESS.

Adopted this 19th day of February, 2025.

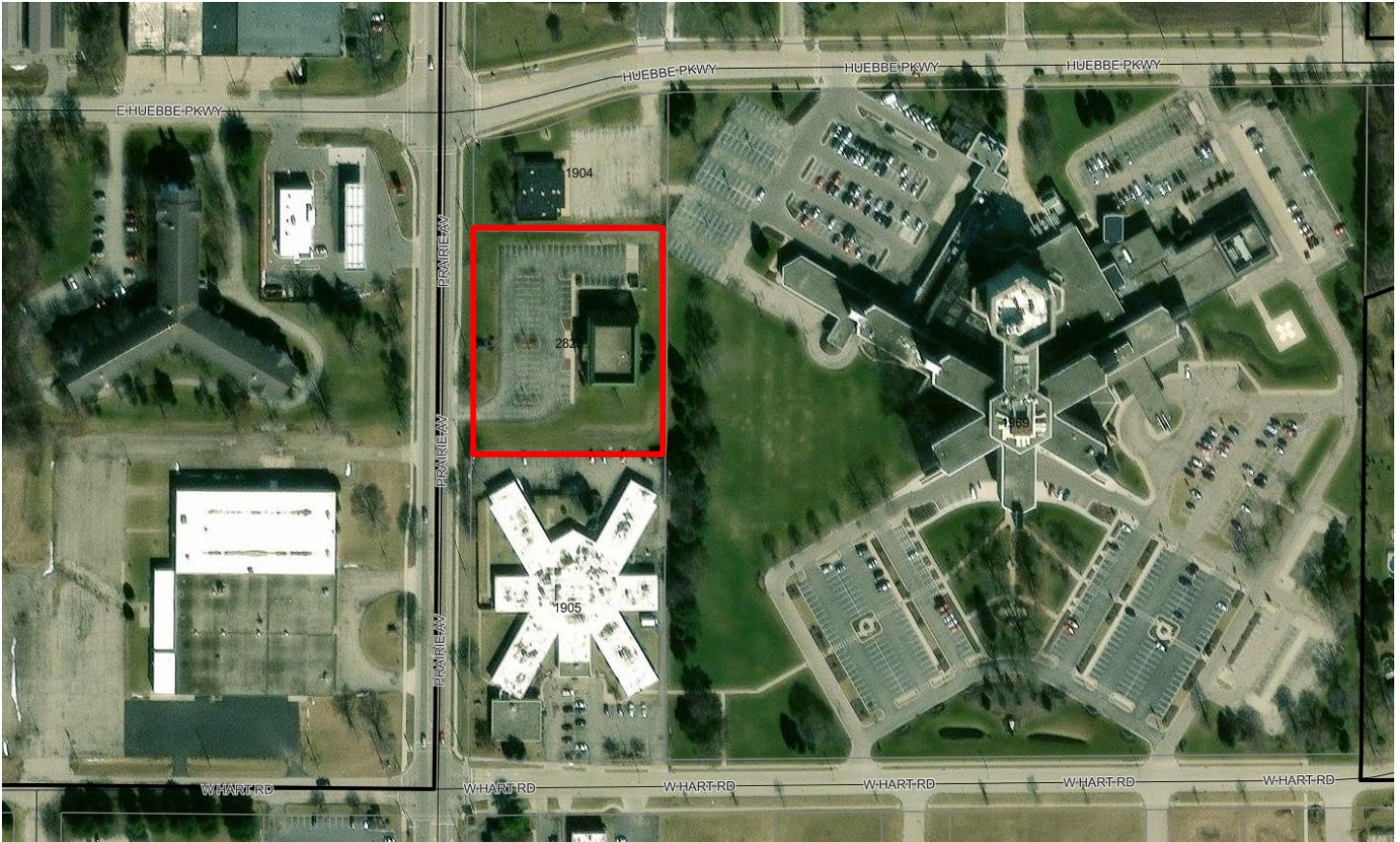
PLAN COMMISSION

Mike Ramsden, Chairperson

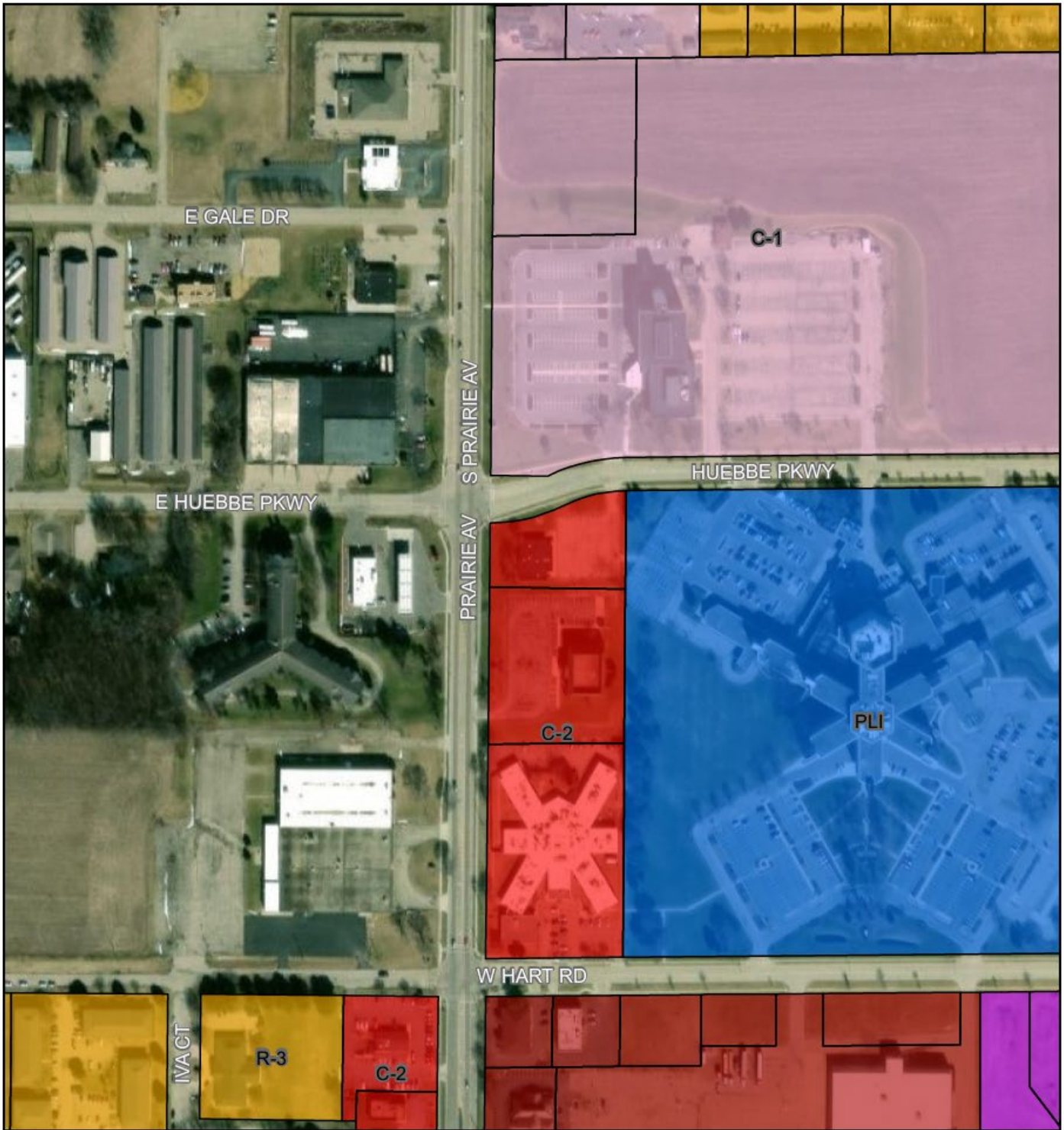
ATTEST:

Julie Christensen
Community Development Director

LOCATION MAP



City of Beloit Zoning Map



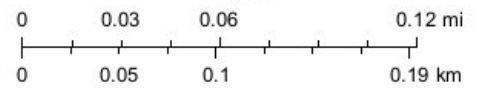
12/5/2024

1:4,830

Zoning Districts

- C-1
- C-2
- C-3
- PLI
- PUD
- R-3

- World Imagery
- Low Resolution 15m Imagery
- High Resolution 60cm Imagery
- High Resolution 30cm Imagery
- Citations
- 1.2m Resolution Metadata



Maxar

SIGNAGE VISIBILITY STUDY FOR 2825 PRAIRIE AVE., BELOIT, WI 53511

The information below is obtained from the USSC On Premise Sign Standards. These Standards are based upon federal MUTCD traffic and academic research studies. This sets an objective standard for determining the visibility of the proposed and code compliant signs. The following pages compare the proposed signage vs the code compliant signage evaluating the functionality of the signage. The signs function is to allow a driver reasonably appropriate time to safely read and react to the sign message.

Viewer Reaction Time Computation Relative to Primary Message			
Task	Driving Environment		
	Simple	Complex ¹	Multi Lane ²
Detection	0.5 Second	1 Second	1 Second
Message Scan	0.1 Sec / Letter 0.5 Sec / Symbol	0.1 Sec / Letter 0.5 Sec / Symbol	0.1 Sec / Letter 0.5 Sec / Symbol
Re-Orientation Scan	0.02 Sec / Letter 0.1 Sec / Symbol	0.04 Sec / Letter 0.2 Sec / Symbol	0.04 Sec / Letter 0.2 Sec / Symbol
Maneuver	4 Seconds	5 Seconds	6 Seconds

1. Developed town or city commercial areas. Single or multi-lane travel under 35 mph
2. Developed urban/suburban commercial areas. Multi-lane travel over 35 mph

DETERMINING SIGN SIZE – The Component Determinants

Viewer Reaction Time

The Viewing/Reaction Process

Viewer Reaction Time is a measurement of the total viewing and reaction time available to a driver reading a sign. It consists of four identifiable elements, each of which can be measured in components of elapsed time. They are:

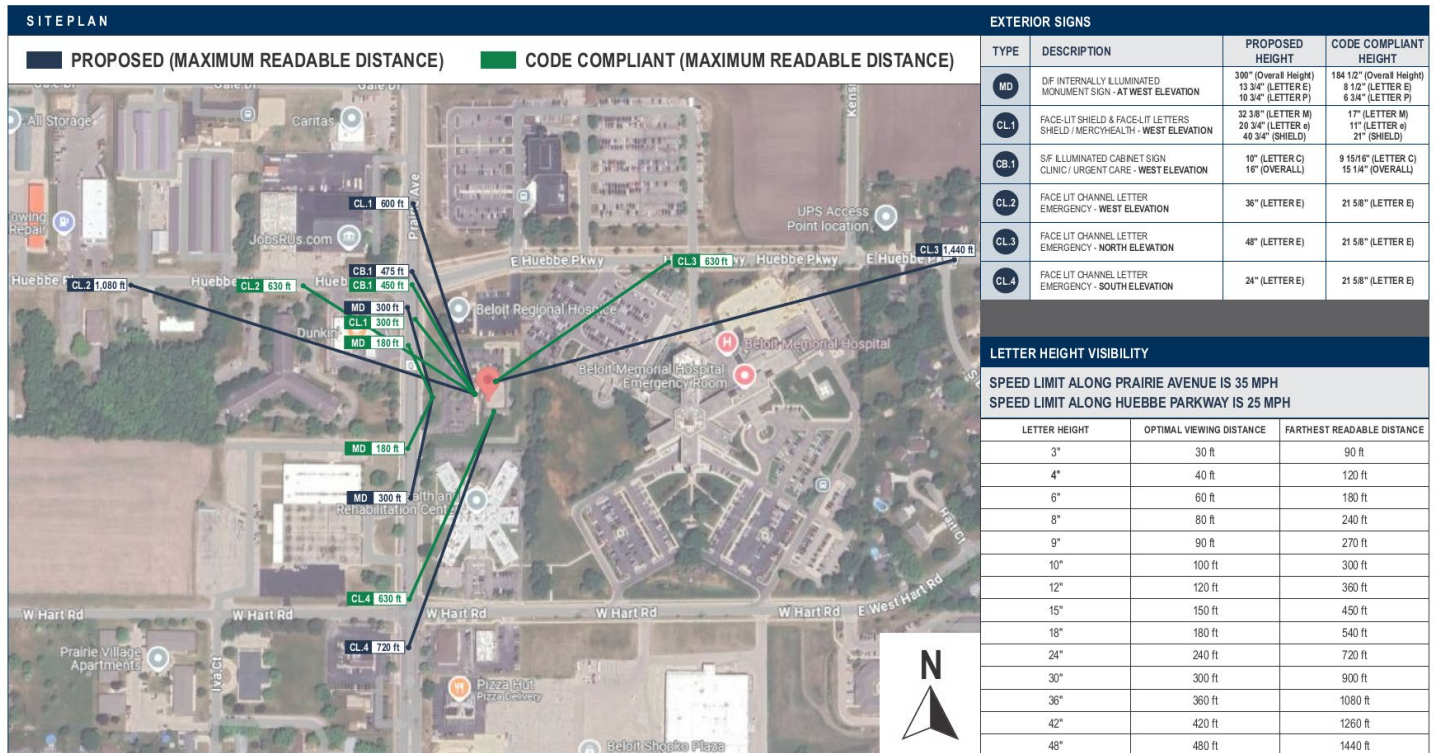
- 1) Detection of the sign, noting it as a separate entity in a field of roadside objects;
- 2) The Message Scan, or fixation of view on the message contained on the sign;
- 3) The Re-Orientation Scan, or refocus of view from the message to the road environment at known intervals;
- 4) Driving Maneuvers as required in response to the message.

Manual on Uniform Traffic Control Devices for Streets and Highways



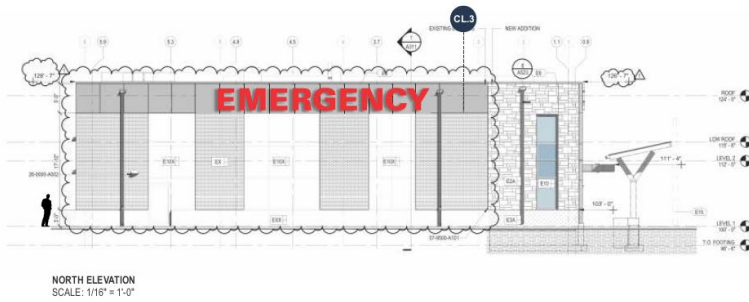
United States Sign Council Foundation
"Bringing Science to Sign Regulation"

VISIBILITY STUDY



SCALE: NTS SCALE: NTS

NORTH ELEVATION - PROPOSED

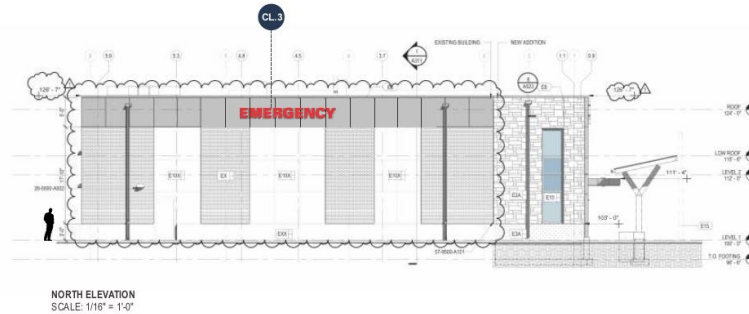


CL.3 Proposed
 Letter Height 48"
 Farthest Readable Distance 1,440 Feet
 Maximum Viewing Time @ 35 MPH ~ 28 seconds
 * Minimum viewing time required for safety 6 seconds
Minimum viewing time under stressed conditions 13+ seconds

SIGN LABEL	OAH	OAW	TOTAL SF
CL.3 EMERGENCY	48"	468 7/8"	156.2

OAH = Overall Height, OAW = Overall Width

NORTH ELEVATION - CODE COMPLIANT



CL.3 Code Compliant
 Letter Height 21 5/8"
 Farthest Readable Distance 630 Feet
 Maximum Viewing Time @ 35 MPH ~ 12.35 seconds
 * Minimum viewing time required for safety 6 seconds
Minimum viewing time under stressed conditions 13+ seconds

SIGN LABEL	OAH	OAW	TOTAL SF
CL.3 EMERGENCY	21 5/8"	211 1/4"	32

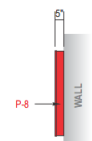
OAH = Overall Height, OAW = Overall Width

*Minimum viewing time is based upon a non-stressed driver with average vision under normal daytime driving conditions. Minimum viewing time increases considerably based upon a driver's psychological state, familiarity with the setting, less than average vision, stress, night-time, traffic volume and weather conditions. Increasing time required up to 13 - 16 seconds for a single word to allow enough time for viewer to safely read and react.

CL.3 48" FACE LIT CHANNEL LETTERS - REMOTE POWER SUPPLY - EXTERIOR (QTY 1)
 SQUARE FOOTAGE: 156.2



FRONT VIEW
 SCALE: 1/4" = 1'-0"



SIDE VIEW
 SCALE: 1/4" = 1'-0"



NIGHT VIEW
 SCALE: NTS

SPECIFICATIONS:

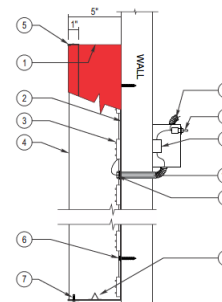
1. 3/16" X 5" ALUMINUM COIL (WHITE INSIDE) (SEAMS IN CORNERS OR TOP) P-8
2. 3MM ACM BACKS / LETTER LOCKED TO RETURNS
3. SLOAN PRISM RED LED'S
4. 3/16" #7238 WHITE ACRYLIC WITH FIRST SURFACE APPLIED VINYL V-4
5. ALUM. TRIMCAP P-8
6. MOUNTING HARDWARE TO SUIT FIELD CONDITIONS
7. 48" - 1/2" PAN HEAD SCREWS (NO MORE THAN 24" APART)
8. 1/4" DIA. WEEP HOLES W/ .063" DRAIN HOLE COVER
9. 7/8" ELECTRICAL HOLE / 1/2" COUPLER WITH FLEXIBLE CONDUIT TO POWER SUPPLY BOX (IN MIDDLE OF LETTER UNLESS NOTED OTHERWISE). INSTALLER TO FOLLOW LOCAL CODE.
10. LED POWER SUPPLY INSIDE POWER SUPPLY BOX.
11. TOGGLE SWITCH MOUNTED TO POWER SUPPLY BOX
12. 15 FT. MIN. WHIP LENGTH IF PRIMARY ELECTRIC IS LOCATED WITHIN 6 FT. OF THE POWER SUPPLY BOX. ELECTRIC TO BE CONNECTED BY INSTALLERS. INSTALLER TO FOLLOW LOCAL CODE.
13. RIGID CONDUIT THROUGH WALL WITH 1/2" - 1" STUB BEYOND INSIDE WALL. 15 FT. MINIMUM WHIP LENGTH FOR LOW VOLTAGE WIRE.

- NOTES:**
1. ETL STICKER TO BE PLACED ON BOTTOM OF SIGN, VISIBLE FROM GROUND
 2. ALL BLOCKING PROVIDED BY MERCY HEALTH

COLORS / FINISHES:

- P-8 MP TO MATCH PMS 1797 C
- V-4 3M 3630-33 RED TRANSLUCENT

FONT:
UNIVERS BOLD



CROSS SECTION VIEW
 SCALE: 1 1/2" = 1'-0"

SOUTH ELEVATION - PROPOSED

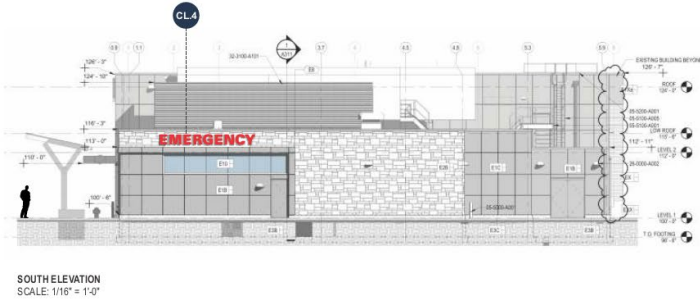


CL.4 Proposed
 Letter Height 24"
 Farthest Readable Distance 720 Feet
 Maximum Viewing Time @ 35 MPH ~ 14 seconds
 * Minimum viewing time required for safety 6 seconds
Minimum viewing time under stressed conditions 13+ seconds

SIGN LABEL	OAH	OAW	TOTAL SF
CL.4 EMERGENCY	24"	234 1/2"	39

OAH = Overall Height, OAW = Overall Width

SOUTH ELEVATION - CODE COMPLIANT



CL.4 Code Compliant
 Letter Height 21 5/8"
 Farthest Readable Distance 630 Feet
 Maximum Viewing Time @ 35 MPH ~ 12.35 seconds
 * Minimum viewing time required for safety 6 seconds
Minimum viewing time under stressed conditions 13+ seconds

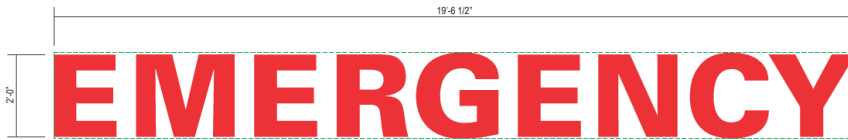
SIGN LABEL	OAH	OAW	TOTAL SF
CL.4 EMERGENCY	21 5/8"	211 1/4"	32

OAH = Overall Height, OAW = Overall Width

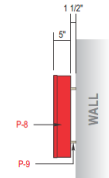
*Minimum viewing time is based upon a non-stressed driver with average vision under normal daytime driving conditions. Minimum viewing time increases considerably based upon a driver's psychological state, familiarity with the setting, less than average vision, stress, night-time, traffic volume and weather conditions. Increasing time required up to 13 - 16 seconds for a single word to allow enough time for viewer to safely read and react.

CL.4 24" FACE LIT CHANNEL LETTERS - REMOTE POWER SUPPLY - EXTERIOR (QTY 1)

SQUARE FOOTAGE: 39



FRONT VIEW
 SCALE: 1/2" = 1'-0"



SIDE VIEW
 SCALE: 1/2" = 1'-0"



NIGHT VIEW
 SCALE: NTS

SPECIFICATIONS:

- .007" X 5' ALUMINUM COIL (WHITE INSIDE) (SEAMS IN CORNERS OR TOP) P-8
- 3MM ACM BACKS / LETTER LOCKED TO RETURNS
- SLOAN PRISM RED LED'S
- 3/16" #128 WHITE ACRYLIC WITH FIRST SURFACE APPLIED VINYL V-4
- 1" PRE-FINISHED JEWELITE CHEMICALLY BONDED TO FACES (SEAMS AT THE TOP) P-8
- 3/8" LAG SCREW WITH 1/2" ID SPACER P-9
- WALL BLOCKING ADDED AS NEEDED BY G.C.
- #6 - 1/2" PAN HEAD SCREWS (NO MORE THAN 24" APART)
- 1/4" DIA. WEEP HOLES W/ .063" DRAIN HOLE COVER
- 7/8" ELECTRICAL HOLE 1/2" COUPLER WITH FLEXIBLE CONDUIT TO POWER SUPPLY BOX (IN MIDDLE OF LETTER UNLESS NOTED OTHERWISE). INSTALLER TO FOLLOW LOCAL CODE.
- LED POWER SUPPLY INSIDE POWER SUPPLY BOX
- TOGGLE SWITCH MOUNTED TO POWER SUPPLY BOX
- 15 FT. MIN. WHIP LENGTH. IF PRIMARY ELECTRIC IS LOCATED WITHIN 6 FT. OF THE POWER SUPPLY BOX, ELECTRIC TO BE CONNECTED BY INSTALLERS. INSTALLER TO FOLLOW LOCAL CODE.
- RIGID CONDUIT THROUGH WALL WITH 1/2" - 1" STUB BEYOND INSIDE WALL. 15 FT. MINIMUM WHIP LENGTH FOR LOW VOLTAGE WIRE.

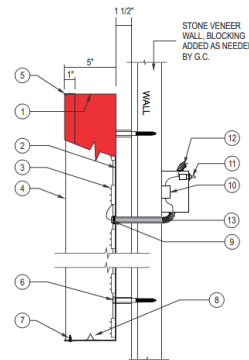
NOTES:

- ETL STICKER TO BE PLACED ON BOTTOM OF SIGN, VISIBLE FROM GROUND
- ALL BLOCKING PROVIDED BY MERCY HEALTH
- SIGN INSTALLED ON STONE VENEER WALL. SPACERS WILL BE REQUIRED.

COLORS / FINISHES:

- P-8 MP TO MATCH PMS 1197 C
- P-9 MP TO MATCH WALL COLOR TBD
- V-4 3M 3630-33 RED TRANSLUCENT

FONTS:
UNIVERS BOLD



CROSS SECTION VIEW
 SCALE: 1/2" = 1'-0"

**MD - D/F INTERNALLY ILLUMINATED MONUMENT SIGN
PROPOSED**

MD Proposed
 'EMERGENCY' Letter Height 14"
 Farthest Readable Distance 420 Feet
 Maximum Viewing Time @ 35 MPH ~ 8 seconds
 'Urgent Care' Letter Height 7" (Lower Case)
 Farthest Readable Distance 330 Feet
 Maximum Viewing Time @ 35 MPH ~ 6.5 seconds

SIGN LABEL	OAH	OAW	TOTAL SF
MD	300"	174"	217.5 per side 435 total

OAH = Overall Height, OAW = Overall Width

Minimum viewing time under stressed conditions 13+ seconds



FRONT VIEW - PROPOSED
 SCALE: 1/4" = 1'-0"

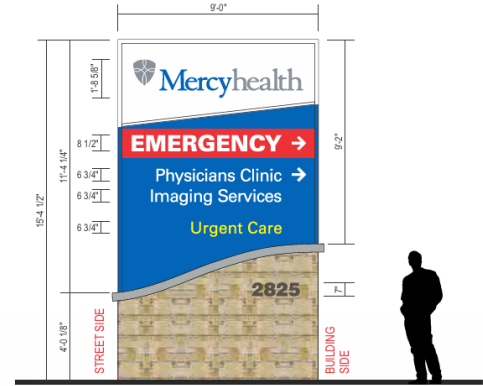
**MD - D/F INTERNALLY ILLUMINATED MONUMENT SIGN
CODE COMPLIANT**

MD Code Compliant
 'EMERGENCY' Letter Height 8 1/2"
 Farthest Readable Distance 255 Feet
 Maximum Viewing Time @ 35 MPH ~ 5 seconds
 * Minimum viewing time required for safety 6 seconds
 'Urgent Care' Letter Height 5" (lower case)
 Farthest Readable Distance 150 Feet
 Maximum Viewing Time @ 35 MPH ~ 2.97 seconds
 * Minimum viewing time required for safety 6.5 seconds

SIGN LABEL	OAH	OAW	TOTAL SF
MD	184 1/2"	108"	82.5 per side 165 total

OAH = Overall Height, OAW = Overall Width

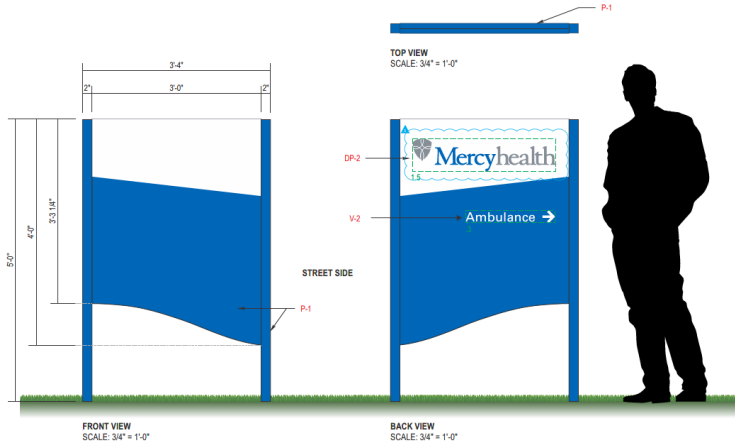
Minimum viewing time under stressed conditions 13+ seconds



FRONT VIEW - CODE COMPLIANT
 SCALE: 1/4" = 1'-0"

PP.1 D/F NON-LIT POST AND PANEL - 3'x4' PANEL (Qty 1)

SQUARE FOOTAGE: 1.8



SPECIFICATIONS:

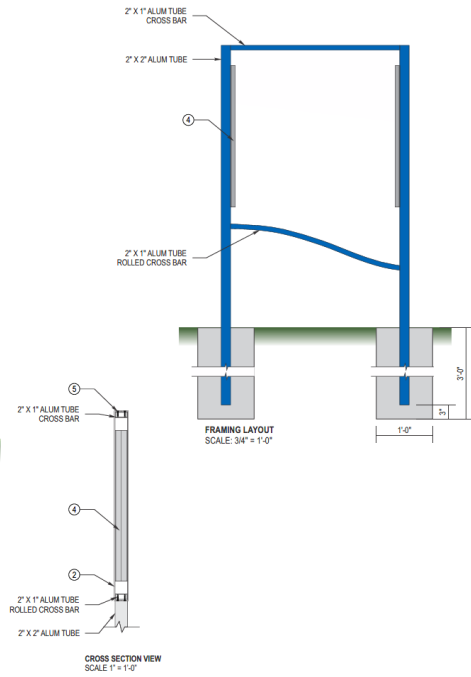
- 2" X 2" X 12" SQUARE ALUMINUM TUBE WITH 2" X 1" ALUMINUM CROSS BARS. BOTTOM CROSS BAR TO BE CURVED TO MATCH CURVE OF SIGN FACE P-1
- 1/8" ALUMINUM FACE PANEL BREAK FORMED AT TOP AND CURVED RETURN WELDED TO BOTTOM. FACE WILL SLEEVE ONTO FRAMING CROSS BARS P-1
- OPAQUE VINYL APPLIED FIRST SURFACE TO ALUMINUM FACE V-2, DP-2
- 1" X 1" X 12" ALUMINUM ANGLE FOR PANEL STIFFENERS (IF REQUIRED)
- COUNTERSUNK HARDWARE ON TOP AND BOTTOM OF FACE PANEL TO ATTACH TO CROSSBAR FRAME
- POSTS TO BE DIRECT BURIED WITH SEPARATE CONCRETE FOOTINGS FOOTINGS TO BE 1'-0" X 3'-0" DEEP

NOTES:

COLORS / FINISHES:

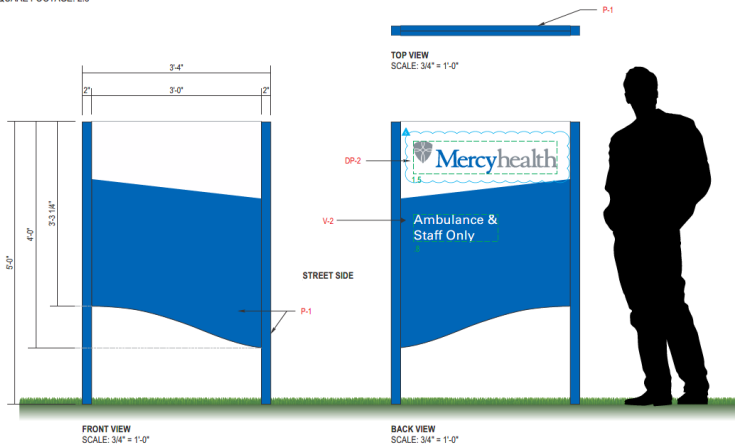
- P-1 MP TO MATCH PMS 2144C BLUE
- V-2 3M 7725-10 WHITE OPAQUE
- DP-2 DIGITALLY PRINTED GRAPHIC ON OPAQUE WHITE VINYL TO MATCH PMS 2144C BLUE & PMS 7544C GREY WITH MATTE LAMINATE

FONTS:
UNIVERS 55 ROMAN



PP.2 D/F NON-LIT POST AND PANEL - 3'x4' PANEL (Qty 1)

SQUARE FOOTAGE: 2.3



SPECIFICATIONS:

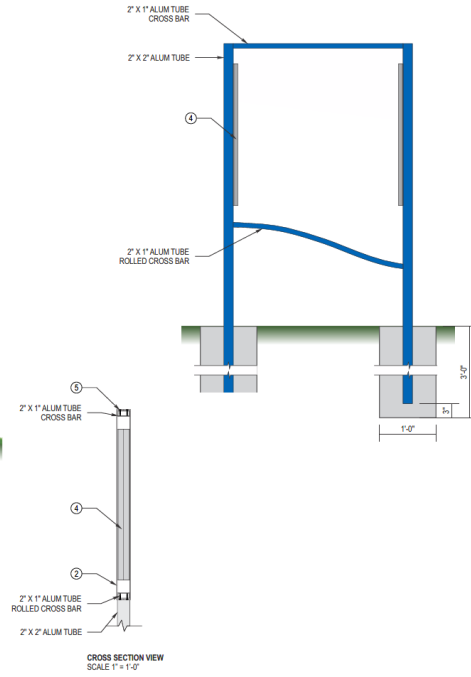
- 2" X 2" X 12" SQUARE ALUMINUM TUBE WITH 2" X 1" ALUMINUM CROSS BARS. BOTTOM CROSS BAR TO BE CURVED TO MATCH CURVE OF SIGN FACE P-1
- 1/8" ALUMINUM FACE PANEL BREAK FORMED AT TOP AND CURVED RETURN WELDED TO BOTTOM. FACE WILL SLEEVE ONTO FRAMING CROSS BARS P-1
- OPAQUE VINYL APPLIED FIRST SURFACE TO ALUMINUM FACE V-2, DP-2
- 1" X 1" X 12" ALUMINUM ANGLE FOR PANEL STIFFENERS (IF REQUIRED)
- COUNTERSUNK HARDWARE ON TOP AND BOTTOM OF FACE PANEL TO ATTACH TO CROSSBAR FRAME
- POSTS TO BE DIRECT BURIED WITH SEPARATE CONCRETE FOOTINGS FOOTINGS TO BE 1'-0" X 3'-0" DEEP

NOTES:

COLORS / FINISHES:

- P-1 MP TO MATCH PMS 2144C BLUE
- V-2 3M 7725-10 WHITE OPAQUE
- DP-2 DIGITALLY PRINTED GRAPHIC ON OPAQUE WHITE VINYL TO MATCH PMS 2144C BLUE & PMS 7544C GREY WITH MATTE LAMINATE

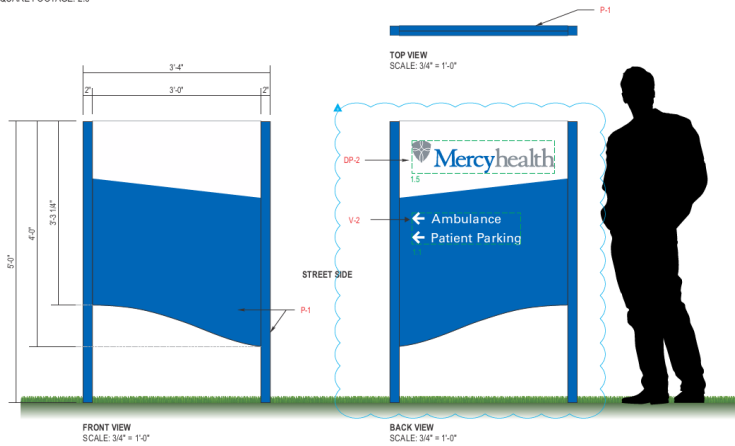
FONTS:
UNIVERS 55 ROMAN



Not a part of the exception request

PP.3 D/F NON-LIT POST AND PANEL - 3'x4' PANEL (Qty 1)

SQUARE FOOTAGE: 2.6

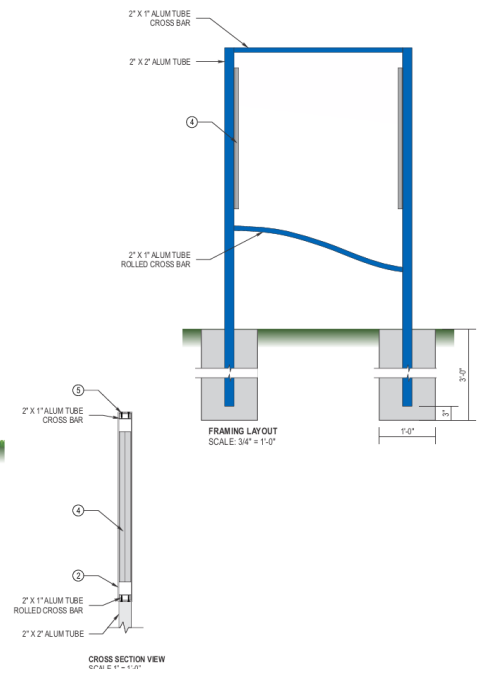


SPECIFICATIONS:

- 2" X 2" X 1/2" SQUARE ALUMINUM TUBE WITH 2" X 1" ALUMINUM CROSS BARS. BOTTOM CROSS BAR TO BE CURVED TO MATCH CURVE OF SIGN FACE P-1.
- 1/8" ALUMINUM FACE PANEL BREAK FORMED AT TOP AND CURVED RETURN WELDED TO BOTTOM FACE WILL SLEEVE ONTO FRAMING CROSS BARS P-1.
- OPAQUE VINYL APPLIED FIRST SURFACE TO ALUMINUM FACE V-2, DP-2.
- 1" X 1" X 1/2" ALUMINUM ANGLE FOR PANEL STIFFENERS (IF REQUIRED).
- COUNTERSINK HARDWARE ON TOP AND BOTTOM OF FACE PANEL TO ATTACH TO CROSSBAR FRAME.
- POSTS TO BE DIRECT BURIED WITH SEPARATE CONCRETE FOOTINGS FOOTINGS TO BE 1'-0"Ø X 3'-0" DEEP.

COLORS / FINISHES:

- P-1** MP TO MATCH PMS 214C BLUE
 - V-2** 3M 725-70 WHITE OPAQUE
 - DP-2** DIGITALLY PRINTED GRAPHIC ON OPAQUE WHITE VINYL TO MATCH PMS 214C BLUE & PMS 754C GREY WITH MATTE LAMINATE
- NOTES:**
- FONTS:**
UNIVERS 55 ROMAN



CB.1 S/F ILLUM. CABINET SIGN (QTY 1)

SQUARE FOOTAGE: 20

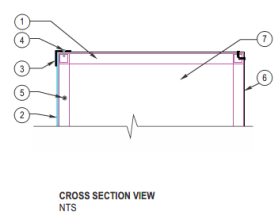


SPECIFICATIONS:

- ALUMINUM TUBE, BUTTED & WELDED
- WHITE PLEX FACE w/ 1ST SURFACE VINYL
- RETAINER
- POP RIVET RETAINER AT TOP & BOTTOM
- NON-DRILL POINT PAN-HEAD SCREW RETAINER AT SIDES
- ACM BACK, CAULKED & POP-RIVETED TO FRAME
- 3/8" PRE-FINISHED ALUMINUM SKIN AT SIDES, POP RIVETED TO FRAME
- WHITE LEDS
- LED POWER SUPPLY
- TOGGLE SWITCH / SWITCH PLATE
- ELECTRICAL HOLE
- 1" X 2" TUBULAR / ANGLE ALUMINUM SUPPORTS ON 4 FT. CENTERS
- LIFTING EYEBOLT MIN. (2) NO MORE THAN 8 FT. APART
- MOUNTING HARDWARE TO SUIT FIELD CONDITIONS

COLORS / FINISHES:

- MIP** BLACK
 - V-9** BLOCK OUT VINYL W/ MP MATCH TO PMS 214C BLUE W/ MATTE LAMINATE
- NOTES:**
- SEPARATE SWITCH REQUIRED FOR EACH SIGN, THEY BOTH CAN LIGHT INDEPENDENTLY
- FONTS:**
UNIVERS BOLD



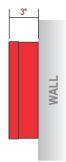
Not a part of the exception request

CL.5 10" FACE LIT CHANNEL LETTERS - REMOTE POWER SUPPLY - EXTERIOR (QTY 1)

SQUARE FOOTAGE: 2.3



FRONT VIEW
SCALE: 1 1/2" = 1'-0"



SIDE VIEW
SCALE: 1 1/2" = 1'-0"



FRONT VIEW
SCALE: NTS

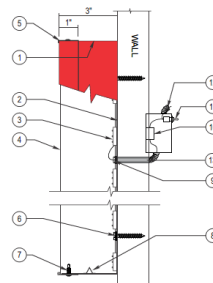
SPECIFICATIONS:

- 0.60" X 3" ALUMINUM COIL (WHITE INSIDE) (SEAMS IN CORNERS OR TOP) P-8
- 3MM ACM BACKS (LETTERS LOCKED TO RETURNS)
- SLOAN PRISM RED LEDS
- 3/16" #7328 WHITE ACRYLIC WITH FIRST SURFACE APPLIED VINYL V-4
- 1" FIRE-FINISHED EPOXY RESIN CHEMICALLY BONDED TO FACES (SEAMS AT THE TOP) P-8
- MOUNTING HARDWARE TO SUIT FIELD CONDITIONS
- #8 - 1/2" PAN HEAD SCREWS (NO MORE THAN 24" APART)
- 1/4" DIA. WEEP HOLES W/ .625" DRAIN HOLE COVER
- 7/8" ELECTRICAL HOLE / 1/2" COUPLER WITH FLEXIBLE CONDUIT TO POWER SUPPLY BOX (IN MIDDLE OF LETTER UNLESS NOTED OTHERWISE). INSTALLER TO FOLLOW LOCAL CODE.
- LED POWER SUPPLY INSIDE POWER SUPPLY BOX
- TOGGLE SWITCH MOUNTED TO POWER SUPPLY BOX
- 15 FT. MIN. WHIP LENGTH. IF PRIMARY ELECTRIC IS LOCATED WITHIN 6 FT. OF THE POWER SUPPLY BOX, ELECTRIC TO BE CONNECTED BY INSTALLERS. INSTALLER TO FOLLOW LOCAL CODE.
- RIGID CONDUIT THROUGH WALL WITH 1/2" - 1" STUB BEYOND INSIDE WALL. 15 FT. MINIMUM WHIP LENGTH FOR LOW VOLTAGE WIRE.

COLORS / FINISHES:

- P-8 MP TO MATCH PMS 1797 C
- V-4 3M 3630-33 RED TRANSLUCENT

NOTES:
1. ETL STICKER TO BE PLACED ON BOTTOM OF SIGN, VISIBLE FROM GROUND
2. ALL BLOCKING PROVIDED BY MERCY HEALTH



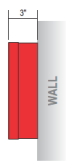
CROSS SECTION VIEW
SCALE: 3" = 1'-0"

CL.6 10" FACE LIT CHANNEL LETTERS - REMOTE POWER SUPPLY - EXTERIOR (QTY 1)

SQUARE FOOTAGE: 3.4



FRONT VIEW
SCALE: 1 1/2" = 1'-0"



SIDE VIEW
SCALE: 1 1/2" = 1'-0"



FRONT VIEW
SCALE: NTS

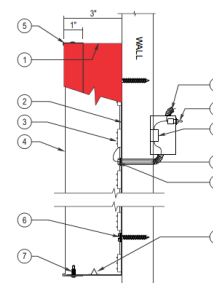
SPECIFICATIONS:

- 0.60" X 3" ALUMINUM COIL (WHITE INSIDE) (SEAMS IN CORNERS OR TOP) P-8
- 3MM ACM BACKS (LETTERS LOCKED TO RETURNS)
- SLOAN PRISM RED LEDS
- 3/16" #7328 WHITE ACRYLIC WITH FIRST SURFACE APPLIED VINYL V-4
- 1" FIRE-FINISHED EPOXY RESIN CHEMICALLY BONDED TO FACES (SEAMS AT THE TOP) P-8
- MOUNTING HARDWARE TO SUIT FIELD CONDITIONS
- #8 - 1/2" PAN HEAD SCREWS (NO MORE THAN 24" APART)
- 1/4" DIA. WEEP HOLES W/ .625" DRAIN HOLE COVER
- 7/8" ELECTRICAL HOLE / 1/2" COUPLER WITH FLEXIBLE CONDUIT TO POWER SUPPLY BOX (IN MIDDLE OF LETTER UNLESS NOTED OTHERWISE). INSTALLER TO FOLLOW LOCAL CODE.
- LED POWER SUPPLY INSIDE POWER SUPPLY BOX
- TOGGLE SWITCH MOUNTED TO POWER SUPPLY BOX
- 15 FT. MIN. WHIP LENGTH. IF PRIMARY ELECTRIC IS LOCATED WITHIN 6 FT. OF THE POWER SUPPLY BOX, ELECTRIC TO BE CONNECTED BY INSTALLERS. INSTALLER TO FOLLOW LOCAL CODE.
- RIGID CONDUIT THROUGH WALL WITH 1/2" - 1" STUB BEYOND INSIDE WALL. 15 FT. MINIMUM WHIP LENGTH FOR LOW VOLTAGE WIRE.

COLORS / FINISHES:

- P-8 MP TO MATCH PMS 1797 C
- V-4 3M 3630-33 RED TRANSLUCENT

NOTES:
1. ETL STICKER TO BE PLACED ON BOTTOM OF SIGN, VISIBLE FROM GROUND
2. ALL BLOCKING PROVIDED BY MERCY HEALTH



CROSS SECTION VIEW
SCALE: 3" = 1'-0"

Not a part of the exception request



February 14, 2025

City of Beloit Plan Commission

RE: Mercyhealth Beloit Clinic

Dear Planning Commission:

Below please find Mercyhealth's position regarding its for an exemption to the City of Beloit's sign ordinance. We will be available at the Plan Commission meeting to answer any questions you may have regarding this narrative or any of the other materials we have submitted in support of our request. In addition, you are free to reach out to the undersigned in advance of the meeting to address any questions or concerns. Thank you for your time and consideration.

Introduction. Mercyhealth is requesting an exception to the City of Beloit's sign ordinance for the redeveloped clinic and emergency room located at 2825 Prairie Avenue ("Emergency Center").

This request for the exception is necessary to:

- ensure the health and safety of patients in need of emergency services;
- address the unique challenges presented by the property, the use thereof, its location, particularly in terms of proximity to the Beloit Health System hospital ("BHS") and other commercial properties; and
- effectively increase the visibility of the Emergency Center and the services offered thereby.

The sign proposal presented is based upon objective scientific data that has been developed over the course of years and is consistent with industry standard. This data has been submitted, along with this narrative, by Jim Merriman of Jones Signs, who is a subject matter expert.

Hardship. Compliance with the strict letter of the sign ordinance would create an economic hardship for Mercyhealth because it would:

1. subject patients in need of emergency services to potential and avoidable harm.
2. make it difficult for patients to locate and access its services.
3. create confusion between the Emergency Center and BHS, thereby hindering a patient's ability to make informed decisions about their in-network healthcare options, which will



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lead to additional costs and will limit Mercyhealth's ability to effectively serve the community.

Simply put, the sign ordinance does not allow the signage to function for the use allowed on the subject property. This restriction is particularly burdensome given the critical nature of emergency care, as well as the unique use of the subject property in relation to its proximity to BHS and the other commercial enterprises located on and along Prairie Avenue.

If the Emergency Center cannot effectively distinguish itself, and patients waste precious time navigating between the facilities, Mercyhealth could be considered to be at fault for ineffectively directing patients to the facility. This would have a negative impact on Mercyhealth's reputation and finances.

As will be presented by Dr. Christopher Wistrom, the proposed signs are likely to directly impact patient outcomes and prevent life-threatening delays. The sign size that is recommended by Mercyhealth's expert will help differentiate itself from BHS, which is providing the same services as Mercyhealth, and all other commercial enterprises, many of which have large existing non-conforming signs.

The Hardship is Not Self-Created. The hardship is not self-created. The Emergency Center is on a road already populated with many large non-conforming signs, making compliance with the current sign ordinance impractical and problematic. Unfortunately, there are numerous signs in the immediately surrounding area that pre-date the sign ordinance and, as a result, are much larger than what the current ordinance provides. These commercial operations are not providing life-saving services where every second matters. Further, the proposed signs are essential to differentiate the property from BHS to prevent confusion and to ensure that patients arrive at the correct location for the care they need.

The Exception Will Advance the Public Interest. Granting this exception will not undermine the purpose of the sign ordinance or the public interest. In fact, the primary reason for the requested exception is to:

- advance public safety and efficient patient care by allowing Mercyhealth to differentiate itself from BHS and the surrounding commercial properties, which will avoid confusion and allow any individual seeking care to promptly identify where he or she needs to go for critical care;
- maintain Mercyhealth's branding and aesthetic image and comply with objective industry sign standards.



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February 14, 2025

Page 3

This exception request does not harm the public's interest in the uniform application of the sign ordinance. The Emergency Center's urgent, time-sensitive services, proximity to BHS, and the surrounding area's abundance of large commercial signs make it incredibly unique as compared to other properties. We are not asking to set a precedent; we are asking for a one-time, property-specific exception.

Conclusion. Mercyhealth respectfully requests an exception to the City of Beloit's sign ordinances to allow for larger, more visible signs at the Emergency Center. This exception is necessary to address the economic and other hardships imposed by the current sign limitations, ensure the health and safety of the citizens of Beloit and the surrounding region, and maintain the public interest in effective and efficient wayfinding. The request for larger signs is driven by the need to ensure clear and effective wayfinding for patients, particularly in emergency situations where time is of the essence, as well as Mercyhealth's need to effectively promote the Emergency Center in a way that conforms to its brand aesthetic and industry sign standards.

Again, thank you for your consideration of this matter.

Sincerely,

NOWLAN LAW LLP

Electronically signed by Timothy H. Lindau

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SIGNLINE

ISSUE FIFTY ONE

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Conspicuity and Readability

Speech is a two-way interaction, in which one person conveys a message to another, and it is only complete when the recipient of the message understands it. If someone whispers in a crowded room, you cannot understand them. If their back is turned to you so that their words are muffled and you cannot read their lips, and others are attempting to talk to you at the same time, you cannot understand them. If someone covers their mouth while they are trying to speak, you cannot understand them. If they speak in a language you do not know, you cannot understand them. If they do not express themselves well enough, or speak too quickly, you cannot understand them.

Like any other form of speech, the purpose of any sign is to convey a message. But if that message is to be understood it must first be noticed and then read – that is, it must be conspicuous and readable. While this may appear to be obvious, the factors that result in a conspicuous and readable sign are numerous and complex. For the sign industry, “conspicuity and readability” have become synonymous with sufficiency in size, height, placement, and illumination to allow the message to be seen, read and comprehended.

Planners who regulate signage can benefit from understanding the numerous and complex factors that result in conspicuous and readable signage that can serve as a planning tool to facilitate efficient resource allocation, enhance traffic safety, beautify retail/commercial districts, and stimulate the local economy.

Definition of Terms

Before going further, four terms need to be defined: conspicuity, visibility, legibility and readability.

Conspicuity: The capacity of a sign to stand out or be distinguishable from its surroundings and thus be readily discovered by the eye. It is the noticeable contrast between a sign and its background, attributed to an exogenous (unplanned) or endogenous (planned) mindset, with the display having features that attract attention to the sign. Conspicuity is considered a subjective outcome.

Visibility: The physical attributes of a sign and its contents that allow for detection at a given distance, although legibility may be uncertain. Visibility is considered an objective stimulus.

Legibility: The physical attributes of a sign that allow for differentiation of its letters, words, numbers, or graphics and that directly relate to an observer’s visual acuity. Legibility is considered an objective stimulus.

Readability: That which enables the observer to correctly perceive the information content of letters, numbers or symbols grouped together in words, sentences, or other meaningful relationships on the sign. Readability is the character of a sign that leads to comprehension of its intended message, and depends on legibility and other considerations of contents and time restraints. It is considered a subjective outcome.

The on-premise signs used by businesses to communicate with passing traffic are functioning in a complex environment. Those on the receiving end of the message signs convey are typically viewing the signs through the windshield of their vehicle. In order to mentally process and respond safely to the information on the sign, they must within seconds be capable of noticing it, reading it, comprehending it, and making a decision as to whether to maneuver through traffic and stop at the business. When a passing motorist sees a business that is interesting and either stops at the business or remembers it for future use, the benefit is shared by the business, its potential customer, and the municipality in which the business is located.

As a matter of good public policy and smart planning, sign regulations should be written to allow local businesses to communicate effectively with passing motorists. That means signs should be allowed sufficient size, height, placement, and illumination to be certain the sign will be noticed and its message understood. This brings numerous benefits to the local community, not the least of which is enhancement of public safety through effective wayfinding.

Time, Place and Manner

In the regulation of speech under the First Amendment, governments are constitutionally restrained from stepping outside the bounds of content-neutral regulation of “time, place and manner” of expression. In the case of signs, this refers to the “time” when a message may be displayed on a sign, the “place” at which the sign may be located, and the “manner” in which the message may be displayed. Translated into sign code language,

this means the government may regulate the size, height, placement, and illumination of a sign.

But the Court has placed limits on how far the government may go in regulating these factors. In *Virginia State Board of Pharmacy v. Virginia Citizen Consumer Council, Inc.*,¹ a First Amendment case, the Court laid out the test for determining whether a speech-restricting ordinance is constitutional:

Time, place and manner restrictions on commercial speech are permissible only if the restrictions:

- (1) are justified without reference to the content of the speech,
- (2) serve a significant government interest, and
- (3) leave open ample alternative channels for effective communication of the information.

These guidelines were enhanced in *Central Hudson Gas & Elec. Corp v. Public Service Comm.*² Today, if a sign ordinance is to withstand a constitutional challenge, the government must show all of the following:

- (1) a substantial government interest that justifies the regulation;
- (2) the regulation directly advances that interest;
- (3) the regulation is narrowly tailored to achieve that interest; and
- (4) the regulation leaves open ample alternative avenues of communication for those it affects.

This was clarified in *Cleveland Area Board of Realtors v. City of Euclid*,³ in which Euclid, Ohio passed an ordinance allowing real estate signs to be displayed only in windows, and barring them from their normal placement on front lawns. Euclid's ordinance was struck down largely because it did not allow for adequate alternative communication. The selling of real estate could only reasonably be facilitated through the placement of signs on front lawns. Placing the signs in windows rendered them virtually invisible to passing motorists. The Court found that it was not enough that the homeowners be able to "speak" by putting their for sale signs in their windows, their message also had to be capable of being "heard." In other words, the Court affirmed that for speech to be protected, the intended recipient had to be capable of receiving and understanding the message, and government could not arbitrarily interfere with the reception of that message.

As applied to sign regulations, this would indicate that signs must be allowed sufficient size, height, placement, and illumination to be capable of being seen, read and understood by the passing motorist. Most states require a minimum of 20/40 vision to obtain a driver's license; therefore, signs should minimally be capable of communicating effectively with drivers having 20/40 vision.

While we will not address at great length the variety of factors that affect individuals' abilities to read and comprehend the message on a sign, it is worthwhile for communities to consider whether they might need to accommodate the visual needs of particular members of society, at least where they relate to particular businesses. For instance, as people age, they are less able to distinguish between certain colors, have longer reaction times, their field of view narrows, and their vision declines. These individuals need to be able to see and read signs from a greater distance than others in order to safely read and react to them. Other issues that can interfere with a person's ability to see or read a sign include color blindness, cultural differences, and visual impairment. The special visual needs of the community should be considered as part of the zoning in areas where appropriate, such as in retirement communities and/or campuses.

Let's look a little more closely at visibility, conspicuity, legibility, and readability, both at what they mean and how they are achieved.

Visibility

The very first step in assuring a sign can communicate effectively is ensuring that sign can be seen – that it is visible. This is primarily a matter of placement, but other factors also affect visibility. For instance, in order to be visible at night a sign must be illuminated. If the sign does not sufficiently contrast with its environment, is poorly maintained, or is parallel to the roadway it can become essentially



The average person takes approximately 0.33 seconds to recognize a familiar single word or symbol.



Research has shown that parallel signs are missed significantly more times than perpendicular signs.

invisible. If it is too small, too high, or too low to be seen through a windshield, it has no visibility. Blockage by trees, other vehicles, buildings, inclement weather, or other signs can also impair a sign's visibility.

Imagine you are the owner of an independent bookstore and your business is located in the downtown area of a mid-sized town. Street trees have been added all along the street in front of your business, and your sign, though large enough to be seen from the road, is blocked from view by a lush, leafy tree. Your long-time customers know where you are, but because 16% of Americans relocate each year,⁴ and almost as many change their work location each year,⁵ they are slowly dwindling away and newcomers to your town do not know your business exists. Sure, word-of-mouth will replace some of your lost customers, but, at least according to one comprehensive survey,⁶ half of an independent small business's first-time customers will stop at the business because they saw its sign. What all of this means is that unless you can find some other way to make your store more visible to passing motorists, your business will steadily decline or, at a minimum, fail to grow as it should.

Some businesses attempt to overcome visibility problems through the use of temporary signage, such as banners, sandwich board signs, balloons, flashing lights, etc. Many communities, however, view these alternative forms of signage as "clutter" and bar their use. The problem here is that by first infringing upon the right of the business to "speak" to passing motorists, and then refusing to allow alternate forms of communication, regulators are quite possibly engaging in unconstitutional censorship of speech.

Imagine you are looking to buy a book and would like to buy from an independent bookstore, rather than one of the very visible and well-known chain stores. You have never seen the independent book store downtown, but you have heard one is located there. As you try to safely maneuver through traffic, watching for pedestrians and cars entering and exiting the roadway, you are also looking for the bookstore's sign. Unfortunately, all you can see are trees. You become very frustrated, perhaps even risking further distraction by picking up your cell phone and dialing information in hopes of finding out the store's location. You may or may not eventually locate the store, but in the mean time you have taken safety risks and perhaps even driven around the block several times, wasting gas and time.

When signs are not visible, nobody is better off. For reasons of safety, economics, and even aesthetics, it is incumbent upon cities to ensure local businesses' signs can be seen by motorists.

Conspicuity

Whereas visibility addresses issues of physical conditions that allow a sign to be seen, conspicuity addresses issues related to the viewer noticing and being aware of the sign. For a sign to be conspicuous, the viewer must be able to differentiate it from the surrounding background.

Visibility can be objectively and consistently determined. For instance, a photograph will readily reveal whether a sign

Variables Affecting Conspicuity

Measurements and construction of the sign

Placement of the sign

- a. Height
- b. Setback (distance to the first edge of the sign)
- c. Obliquity of viewing angle

Size of the sign

- a. Letter height
- b. Number and length of words
- c. Dimensions of logos or other graphics
- d. "White" space
- e. Square footage

Illumination (day or night) on the sign

- a. Luminance (candelas per square foot or square meter)
- b. Luminance contrast (positive or negative)
- c. Color contrast

Type of sign (roof, pole, projecting, monument, V, wall)

Considerations external to the sign

- a. Speed of traffic (affecting seeing, reading, and reacting times)
- b. Number of traffic lanes
- c. Artistic and attractive qualities of the sign
- d. Obstructions or distractions affecting conspicuity

Community Aesthetics

likely to notice a business with a red sign than someone who has no feeling about the color one way or the other.

Most businesses need to be noticed and remembered by those who pass them on the street, but often their signs are placed among many other visual stimuli. Nonetheless, if a sign is properly designed and placed it will be noticed even by those who are not specifically seeking it at that moment. The conspicuity of a sign is enhanced by virtue of its placement within the cone of vision (see below), its angle in relationship to the viewer (signs facing the roadway are far more difficult to read than signs facing the oncoming motorist), the ease with which it can be read, the design elements (colors, shapes, contrast, illumination, motion, and borders) that differentiate it from its surroundings, the speed at which traffic is passing, and the familiarity of the sign's graphic elements, such as logos.

A sign's shape and color are usually noticed and recognized from a much greater distance than its legend. Corporations, chains and franchises know this, which is why they make the most of trademark colors, logos and shapes. Public roadway signage is designed based on the same principle. You don't need to read a stop sign to know what it is; its shape and color are only used for one purpose. When you see a green sign with white lettering along the highway, you know it will contain information about places ahead and how many miles away they are located.

Cone of Vision

is visible. Conspicuity, on the other hand, is subjective and cannot be consistently measured. One motorist might readily notice it, while another will drive right past it and never know it is there.

One of the reasons a sign will be conspicuous to one person and not another has to do with whether or not the person is looking for a particular business or type of business. If someone is hungry, that person is much more likely to notice a restaurant than someone who is simply on the way to work. Someone who has a special preference for the color red will be more

The human eye is designed to focus in one direction, with peripheral vision extending out to either side, creating a fan-shaped zone of visual awareness. A sub-portion of that zone



Color contrasts and familiar symbols or logos are likely to enhance conspicuity.

TABLE 1

The Standard Relationship Between Vehicle Speed and Legibility Distance In Feet and Meters

Vehicle Speed		MRLD
55 mph (88 kph)	81' /sec (25 m/sec)	440' (134 m)
50 mph (80 kph)	73' /sec (22.25 m/sec)	400' (122 m)
45 mph (72 kph)	66' /sec (20 m/sec)	360' (110 m)
40 mph (64 kph)	59' /sec (18 m/sec)	320' (98 m)
35 mph (56 kph)	51' /sec (15.5 m/sec)	280' (85 m)
30 mph (48 kph)	44' /sec (13.4 m/sec)	240' (73 m)
25 mph (40 kph)	37' /sec (11.3 m/sec)	200' (61 m)

Source: Schwab, Richard N.;⁷ also, Garvey, P.M., et al, 1996.⁸

is the “cone of vision,” which is variously reported to be limited to 18 to 24 degrees. Location within a range of 20 degrees from the motorist (the half-angle being 10 degrees) is recommended for on-premise signage, and outside of that visual cone, a sign’s conspicuity is dramatically diminished. Once the sign is noticed with peripheral vision, the motorist will have to make accurate eye movements to look directly at the sign with central vision for legibility and readability.

At night, the cone of vision is greatly reduced, often to only the area illuminated by the vehicle’s headlights. Unless a sign otherwise optimally visible is either internally illuminated or lighted by exterior flood lamps, it is essentially invisible at night. Even signs containing retroreflective materials cannot be seen unless they can be illuminated by vehicle headlights. For this to occur, a sign must be located near the right shoulder of the roadway.

Legibility

Legibility occurs when a sign’s letters, symbols and graphics are capable of being deciphered sufficiently that its meaning may then be understood. How easily a sign can be read by oncoming drivers of 20/40 visual acuity is first dependent on the sign’s legibility, which in turn is dependent upon such characteristics as letter size, font, spacing of letters and words, extent of negative space (blank area of sign), whether the sign contains a dark legend on a light background or a light legend on a dark background, the color combinations between legend and background, and (in the case of obliquely oriented signs) foreshortening effects, among other factors.

Before judging the legibility of a sign, it is essential to first determine the distance from the sign at which it must be legible. This, of course, is because the intended viewer of the sign’s message will not be standing in a sign shop or at a permit hearing looking at a drawing. They will be seated behind the windshield of a moving vehicle, focusing their attention on the driving task in an environment full of items vying for their attention. Moreover, they must be able to

notice and read the sign in sufficient time to make a decision to stop at the business and then safely stop at the business. The key, therefore, is the speed at which they are traveling and the duration of time they will need to read and react to the sign.

In most research minimum sight distance is referenced as the MRLD, or the Minimum Required Legibility Distance at which a sign should be detectable and readable. The distance will vary according to the speed of approaching vehicles, the sign’s placement in relation to the roadway, its conspicuity and readability, and the complexity of the message. For simplicity’s sake, Table 1 offers the minimum distance at which a sign must be legible to the average driver of 20/40 visual acuity (the minimum required for a driver’s license). It assumes the sign being viewed is within 5 to 10 feet of the edge of the right-of-way, that it is of optimal height, that it is optimally conspicuous and readable, and that it is not subject to any environmental degradation, distractions or visual obstructions.

The next step is to determine how large the letters must be at that distance to be legible to the average driver of 20/40 visual acuity. Forbes and Holmes developed a Legibility Index (LI)⁹ to describe the relative legibility of different letter sizes used on highway signs. They found that for every 50 feet of distance, lettering needed one inch in height to be read by a person with 20/23 visual acuity. Although the Forbes-Holmes standard was used for many years, the needs of drivers with lower visual acuity have been taken into consideration by the Federal Highway Administration, and the standard has been reduced to one inch of letter height for every 35 feet of distance. For a person of 20/40 visual acuity, however, one inch of letter height is needed for every 28.6 feet of distance.

Because the previous MRLD studies had been conducted primarily on test tracks where no driving tasks were involved, in 2001 a study by Chrysler, et al¹⁰ was undertaken that included driving tasks. The test group, which included

TABLE 2

Standard Letter Height Guidelines for On-Premise Signs

Speed Limit (mph)	Speed Limit (kph)	MRLD (Feet)	MRLD (meters)	Letter Height (Inches)	Letter Height (Centimeters)
25	40	200	61	7	18
35	55	280	85	9	23
45	70	360	110	12	30
55	90	445	136	15	38

older drivers, was asked to find and read street name signs throughout Minneapolis, MN. The subjects were instructed to observe all traffic rules and engage in safe-driver behaviors. The test signs were located on both sides of the roadway in varying degrees of visual-field complexity, and consisted of several types of retroreflective materials.

The researchers found a mean legibility distance of 153 feet for 6-inch letters, or an LI of 25 feet/inch. For left-mounted signs using low reflectance materials, the LI dropped to 16 feet/inch, and if said signs were placed in high complexity locations, the LI dropped to 5.5 feet/inch. Clearly, when driving tasks are taken into account, drivers need larger lettering than has long been thought to be able to decipher roadway signs.

The reality of on-premise signs is that unlike highway signs, they are extremely varied in font, color, size, and design. This fact prompted Garvey, et al¹¹ to further study the detectability and legibility of a variety of on-premise signs under real life environmental conditions. The results of their study disclosed that even under the best conditions (daytime and low complexity), the LI was approximately 30 feet/inch. In high complexity circumstances, the LI dropped as low as 7 feet/inch (consistent with Chrysler, et al), with the mean LI determined at 25 feet/inch.

Clearly, then, an increase in letter height will increase legibility distance, although the ultimate size of lettering needed depends heavily on the selected font. Often the most aesthetically pleasing fonts are more difficult to read, while plain block fonts are most legible. Table 2 sets out recommended minimum letter heights based on standard highway-style fonts for 20/40 visual acuity and various speeds of traffic.

Speed, setback, distance, and letter size are not the only considerations. Of equal importance is the length of time needed to recognize and comprehend the message on the sign. Griffin and Bailey¹² have found that when test subjects are asked to read words that are flashed at them, a level of 75% accuracy in 0.7 seconds can be expected. Accuracy approaches 100% when the subject has 1 to 2 seconds to read the word. Table 3 can be used as a guideline when 0.7 time

factor is applied. For example, a sign with three words would take 2.1 seconds ($3 \times 0.7 = 2.1$). Note that individuals with literacy problems, such as those associated with dyslexia or in those who are not fluent in English, can be expected to have difficulty with word recognition with estimated more time being necessary.

Wall signs are particularly troublesome as communication devices in terms of legibility. This is so for two reasons. First, the effect of foreshortening is so intense that the words on the sign simply cannot be deciphered from any reasonable distance, no matter how large they are. Second, because the signs are parallel to the roadway, unless the driver is approaching from a direction directly or nearly-directly opposite, the sign is outside the cone of vision. To those driving past, it can only be discerned by a 90 degree sideways turn of the head. In many cases, neither action provides the driver enough time to safely slow down, brake, or change lanes should the sign prompt a responsive reaction or contain information the driver is looking for. According to Schwab,¹³ a general assumption is that at angles greater than 2-3 degrees, the sign's legend or copy is foreshortened, thereby decreasing legibility and readability. One way to correct this problem is to install a building-mounted, double-faced projecting sign that is either "V" shaped or perpendicular to the roadway.

Although the "V" sign is a compromise between a perpendicular sign and a parallel wall sign, Griffin and Bailey¹⁴ concluded that such a sign angled approximately 30 degrees from the wall of a building that is parallel to the roadway is highly readable (criterion of 75% accuracy under normal viewing conditions). They found, however, that readability at increasingly oblique angles is greatly reduced when a sign utilizes crowded letters (small spaces between letters); although, larger letters may be used to help offset crowding if wider spacing is not an option.

Readability

Readability is the ultimate goal of any sign, and it speaks to the ability of the message to be comprehended. Johnston and Cole (1976)¹⁵ pointed out what researchers have consistently found about signs – that even when a driver is exposed to several signs within a short distance, the signs do not cause

TABLE 3

Readability Time per Number of Words

Number of Words	Normal Reader	Nonfluent or Dyslexic
1	0.7 seconds	3 to 13 seconds
2	1.4 seconds	6 to 16 seconds
3	2.1 seconds	9 to 19 seconds
4	2.8 seconds	12 to 22 seconds
5	3.5 seconds	15 to 25 seconds
6	4.2 seconds	18 to 28 seconds
7	4.9 seconds	21 to 31 seconds
8	5.6 seconds	24 to 34 seconds
9	6.3 seconds	27 to 37 seconds

traffic accidents. This is so because the normal human brain has a remarkable ability to process visual input, recognizing even highly complex items, such as the movement of vehicles and pedestrians on a crowded road, buildings, landscaping, signs, and more as single inputs, make rapid decisions and selectively choose items of importance requiring more attention, while rejecting others.

Engel (1977)⁶ found that recognition relied not only on sensory and visual prominence, but also on cognitive recognition. In other words, the driver's psychological state, motivations, and familiarity with a sign and its contents greatly affect the ability of that driver to recognize and comprehend its message. The more familiar an object or figure on a sign is to the driver, the fewer glances he or she will require to recognize it, thereby reducing recognition time. In situations where a driver may become distracted by too much information in the visual field, the average driver will be quickly concentrate attention on the information he or she needs to attend to the driving task and ignore everything else.

Aesthetics play an important role in the readability of a sign. People who may only glance at a sign will within milliseconds comprehend a message about the business based on the fonts, colors, shapes and graphics used in the sign and use that information to decide whether to take a second look an attempt to read the words on the sign. For example, a person seeking a fast food restaurant will not bother to read a lavender colored sign with a lovely script font. Thus, all aspects of a sign contribute to the successful conveyance of its unique message.

A properly designed sign will meet the marketing needs of the business and conform to appropriate standards of safety, quality and functionality. If the community desires a thriving business district, then the sign that

allows a business to flourish will be a sign that is compatible with the desired character of the community. The purpose of the sign code should be to facilitate the city's objectives without regulating the content or restricting creativity. Establishing minimum standards for conspicuity and readability of signs based on sound science will ensure that each sign serves the communication purpose for which it was intended, bringing benefit to the business, the consumer, and the community as a whole.

A sign code must resist content-interference, including interfering with the aesthetic features that flavor the textual content, as well as the imposition of physical constraints that result in design interference, and instead allow local businesses sufficient leeway to engage in creative expression within a framework of thoughtful design, structural safety, and community values. Undue restrictions on time, place and manner – or size, height, placement and illumination – simply



When a script font is used, the size of the lettering - and, thus, the size of the sign itself - must be increased to ensure readability.

work to undermine the attractiveness and effectiveness of the sign's communication ability. When forced to reduce a sign's message to fit into a smaller space, a business will have no choice but to abandon aesthetic elements and fonts and instead use the most basic, readable fonts and colors available to maximize visibility and legibility. The business's unique message is lost. Differentiation between the small, locally-owned business and major corporations begins to disappear, and the locally-owned small business is usually the one that suffers.

Constitutional application of content-neutral regulation of time, place and manner – or size, height, placement and illumination – will ensure that the sign's message, as designed by the speaker, is capable of being seen and comprehended by its intended recipient. It will ensure that signs are allowed to be readable and conspicuous, thereby functioning as effectively as possible in our highly mobile society.

Endnotes:

1. Virginia State Board of Pharmacy v. Virginia Citizen Consumer Council, Inc., 425 U.S. 748, 761-773 (1976).
2. Central Hudson Gas & Elec. Corp v. Public Service Comm., 447 U.S. 557 (1980).
3. Cleveland Area Bd. of Realtors v. City of Euclid, 88 F.3d 382, (6th Cir., 1996).
4. The rate for some groups is particularly high. More than one in three people aged 20 to 24 move each year, and nearly 31% of those between 25 and 29 move annually. Additionally, a full third of renters moves each year. Schimmel, Bruce, "Moving Facts", Philadelphia citypaper.net, April 10-17, 1997. <<http://www.citypaper.net/articles/041097/article019.shtml>>
5. Nolte, Carl, "Driving Force for Many – Parking: Survey finds 67% are alone at the wheel" San Francisco Chronicle, p. A13, September 4, 2000.
6. Based on a 1997-99 survey, in conjunction with Signtronix, of nearly 2500 first-time customers who were visiting 165 independent small businesses within 30 to 45 days after those businesses installed a new sign. The Signage Sourcebook. (Sherwood, OR: The Signage Foundation for Communication Excellence and the U.S. Small Business Administration, 2003), p. 183.
7. Richard N. Schwab, Ret., Safety and Human Factors: Design Considerations for On-Premise Commercial Signs. (Washington DC: International Sign Association, 1998).
8. P.M. Garvey, et al., Sign Visibility: Research and Traffic Safety Overview. (Bristol, PA: The United States Sign Council, 1996).
9. T.W. Forbes and R.S. Holmes, "Legibility Distance of Highway Destination Signs in Relation to Letter Height, Letter Width, and Reflectorization," Proceedings: Highway Research Board, Vol. 19, pp. 321-326, 1939.
10. S. Chrysler, et al., "Improving Street Name Sign Legibility for Older Drivers," Proceedings of the Human Factors and Ergonomics Society 45th Annual Meeting, pp. 1597-1601. (2001).
11. P.M. Garvey, et al., Real World On-Premise Sign Visibility: The Impact of the Driving Task on Sign Detection and Legibility. (Bristol, PA: The United States Sign Council, 2002).
12. J.R. Griffin and J.E. Bailey, Visual Science and Signage: Signtronix Report. (Torrance, CA: Signtronix, 2001).
13. Richard N. Schwab. Safety and Human Factors: Design Considerations for On-Premise Commercial Signs. (Washington DC: International Sign Association, 1998).
14. John Griffin and James Bailey, Horizontal Obliquity: Word Readability and Logo Identification. (Torrance, CA: Signtronix, 2002).
15. A.W. Johnston, B.L. Cole, Investigations of Distraction by Irrelevant Information. (Australian Road Research, 1976; 6:3-23).
16. F.L. Engle, Visual Conspicuity, Visual Search and Fixation Tendencies of the Eye. (Vision Research, 1977; 17:95-108).

Several legal issues are discussed throughout ISA's Signline series. Signline is offered for educational and informational purposes only and not to be construed as given legal advice to any user. Competent legal advice/advisors should be sought after and obtained by the user.



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For other signage resource help see:

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start/pickalocation/signage/index.html

<http://www.uschamber.com/signs.htm>

CITY of BELOIT
Planning & Building Services Division

100 State Street, Beloit, WI 53511 Phone: (608) 364-6700 Fax: (608) 364-6609

Sign Ordinance Exception Application Form

(Please Type or Print) File number: _____

1. Name of applicant: Randy Benish Phone #: 608-295-3522
1000 Mineral Point Ave. Janesville WI 53547
(Address) (City) (State) (Zip)
2. Address of subject property: 2825 County Hwy G, Beloit, WI 53511
3. Tax Parcel Number(s): 21870200
4. Legal description: COM 289.07 FT ELY FROM NE COR PRAIRIE AVE & W HART RD; TH
ELY 1032 FT; TH NLY 980.36 FT; TH WLY 1032 FT ON S LE HUEBBE
PKWY; TH SLY 980.36 FT TO POB
5. Present zoning: C-2 Present use: Hospital
6. Proposed use (if different): N/A
7. Owner of record: Mercy Health System Corporation Phone: 608-295-3522
3401 N. Perryville Rd. Rockford IL 61114
(Address) (City) (State) (Zip)
E-mail address: rbenish@mhemail.org
8. State specific sections of code and exception(s) requested: (Use separate sheet if necessary)
Code Section 30.09 - MAXIMUM SIGN AREA ALLOWED ON SAME PREMISES
See attached sheet for details.

9. State specific hardship experienced by the applicant: (Use separate sheet if necessary)
See attached sheet for details.

10. In order for this application to be considered complete, the applicant must attach a scale drawing (1" = 20' usually works best) showing the location of property lines and their dimensions, existing buildings and improvements, all abutting properties and improvements thereon, and the proposed changes or additions. A professional drawing is not required. You are required to furnish a legible drawing with enough detail that will adequately advise and inform the Commission.

The applicant's signature below indicates the information contained in this application and on all accompanying documents is true and correct.

Joanna Benning / Joanna Benning / 11/12/2024
 (Signature of Owner) (Print name) (Date)

Randy Benish / Randy Benish / 11/12/2024
 (Signature of Applicant, if different) (Print name) (Date)

The applicant acknowledges that this application is not deemed filed until dated and receipt acknowledged by a person authorized to receive the application. The applicant is entitled to receive a copy of the acknowledged application once it is officially reviewed and accepted.



Hearings are usually held in City Hall Forum, City Hall, 100 State Street at 7:00 P.M.

In order for your request to be heard and considered in a timely manner, you must submit the completed application to the Planning & Building Services Division for acceptance by the filing deadline date prior to a scheduled Plan Commission meeting.

The application fee will be \$100 and applicants will be charged actual out-of-pocket costs for mailing public notices at the rate of \$0.50 per notice.

To be completed by Planning staff	
Filing fee: \$100.00	Amount paid: _____ Meeting date: _____
Application accepted by: _____	Date: _____
No. of notices: _____	x mailing cost (\$0.50) = cost of mailing notices: \$ _____
Date Notice Published: _____	Date Notice Mailed: _____



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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. You may also call (608) 364-6708 to provide your comments over the phone.

Beloit Realty, LLC
1905 W Hart Rd
Beloit, WI 53511

Beloit Memorial Hospital
1969 W Hart Rd
Beloit, WI 53511

Beloit Health Systems, Inc
1969 W Hart Rd
Beloit, WI 53511