City of Fort Atkinson
City Manager's Office
101 N. Main Street
Fort Atkinson, WI 53538

PLAN COMMISSION MEETING
IN PERSON AND VIA ZOOM
TUESDAY, OCTOBER 8, 2024 – 4:00 PM
CITY HALL – SECOND FLOOR

https://us02web.zoom.us/j/82214860406?pwd=TEVyUVdQM05VNFVzb0E2TUNTVnZlZz09

Meeting ID: 822 1486 0406
Passcode: 53538

Dial by Location
+1 312 626 6799

If you have special needs or circumstances which may make communication or accessibility difficult at the meeting, please call (920) 397-9901. Accommodations will, to the fullest extent possible, be made available on request by a person with a disability.

AGENDA

1. **Call meeting to order**

2. **Roll call**

3. **New Business**
   a. Review and possible action relating to the **minutes of the September 24, 2024 Plan Commission meeting** (Ebbert, Clerk/Treasurer/Finance Director)
   b. Review and possible action relating to a **Site Plan Review** for signage at A1 Creative Packaging, 600 Rockwell Ave. (SPR-2024-07) (Draeger)
   c. Review and possible action relating to a **Site Plan Review** for signage at Casys General Store, 342 Whitewater Ave. (SPR-2024-06) (Draeger)

4. **Adjournment**

Date Posted: October 4, 2024

CC: Plan Commission Members; City Council; City Staff; City Attorney; News Media; Fort Atkinson School District; Fort Atkinson Chamber of Commerce

Notice is hereby given that a majority of the Fort Atkinson City Council may be present at this meeting at the location and time indicated above to gather information about any subject matters on this agenda over which they have decision-making responsibility. This may constitute a meeting of the City Council pursuant to State ex rel. Badke v. Greendale Village Bd., 173 Wis.2d. 553, 494 N.W.2d 408 (1993), and must be noticed as such although the City Council will not take any formal action at this meeting.

Visit us online! City news and information can be found at www.fortatkinsonwi.gov, and be sure to follow us on Facebook @FortAtkinsonWI.

City of Fort Atkinson
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Fort Atkinson, WI 53538

PLAN COMMISSION MEETING
IN PERSON AND VIA ZOOM
TUESDAY, SEPTEMBER 24, 2024 – 4:00 PM
CITY HALL – SECOND FLOOR

MINUTES

1. Call meeting to order

Chairperson Manager Houseman called the meeting to order at 4:00 pm.

2. Roll call

Present: Manager Houseman, Engineer Selle, Commissioners Highfield, Kessenich and Council Rep Schultz. Also present: City Attorney, City Clerk/Treasurer and Building Inspector.
Absent: Commissioners Hough and Shull.

3. New Business

a. *Review and possible action relating to the **minutes of the August 27, 2024 Plan Commission meeting** (Ebbert, Clerk/Treasurer/Finance Director)*
Highfield moved, seconded by Kessenich to approve the minutes of the August 27, 2024 Plan Commission meeting. Motion carried.

b. *Review and possible recommendation to the City Council relating to a petition for **annexation** of a property located at 1222 Van Buren Street (to be addressed 113 Wilson Avenue) to the City of Fort Atkinson (PFA-2024-01) and a one-lot **Certified Survey Map** (Draeger)*
Inspector Draeger reviewed the submission from applicants John and Jane Anderson who purchased the subject property located in the Town of Koshkonong in April 2023 and are Petitioning to Annex the territory into the City. The applicants have requested to hook up to city sewer and water due to a failed septic system and by Ordinance must annex the property into the city when public utilities are available. Public Utilities are in place on Wilson Ave. The applicants will hook up to the city sewer and water and abandon the existing well. The applicants are currently accessing Wilson Ave through a parcel that they own, which is located within the City. This is a unique situation as the parcels must be combined to allow for annexation and the approval of the CSM may not occur without the annexation. This conundrum is the reason for these two approvals being combined as part of this Petition to Annex. The new parcel created by the CSM meets most of the bulk regulations for the SR-7 Zoning. A Zoning Amendment will not be necessary as the parcel being used as access to Wilson Ave is currently Zoned SR-7 Single Family.

Selle moved, seconded by Schultz to recommend to the City Council approval of the Preliminary CSM

combining parcels depicted on the attached Preliminary CSM and also recommend the City Council perform three readings and adopt the ordinance annexing the territory as depicted on the attached Preliminary Plat and Legal Description and assign a zoning classification of SR-7. Motion carried.

c. *Review and possible recommendation to the City Council relating to a **Certified Survey Map** for the property located at 1200 Whitewater Avenue (CSM-2024-06) (Draeger)*
Inspector Draeger presented the submission for a one-lot Certified Survey Map for review by the Plan Commission. The CSM represents the property owner's request to remove the western 14,691 square feet of parcel 226-0514-1023-037 ("east parcel") and to attach it to parcel 226-0514-1023-031 ("west parcel"). There is currently a building on the east side of the east parcel, and the applicants and owner believe a larger undeveloped west parcel will be attractive for higher density residential development. The proposed lot reconfiguration is in the Whitewater Avenue Corridor Planning Area and is shown as Planned Mixed-Use on the Future Land Use Map. The current zoning and proposed reconfiguration are in concert with the City Comprehensive Plan. The current Zoning of the property of Urban Mixed Use does permit a large variety of uses including; Muti-unit housing, Office spaces, Mixed-Use buildings, Indoor Sales and Services, Restaurants, and Drive-Through and In-vehicle Sales, and several more similar uses.

Kessenich moved, seconded by Highfield to recommend the City Council approve the Preliminary Certified Survey Map for the property located at 1200 Whitewater Avenue. Motion carried.

4. Adjournment

Selle moved, seconded by Kessenich to adjourn. Meeting adjourned at 4:16 pm.

Respectfully submitted
Michelle Ebbert
City Clerk/Treasurer/Finance Director

City of Fort Atkinson
City Manager's Office
101 N. Main Street
Fort Atkinson, WI 53538

Site Plan Review
REPORT TO THE PLAN COMMISSION

DATE: October 8, 2024
PROPERTY ADDRESS: 600 Rockwell Ave
PARCEL NUMBER: 226-0514-0443-001
OWNER: Dave Squared LLC (building) A-1 Creative Packaging (business)
APPLICANT: Lori Dominiak (representative of Fast Signs)
FILE NUMBER: SPR-2024-07
EXISTING ZONING: MI - Medium Industrial
PROPOSED ZONING: No Change Proposed
EXISTING LAND USE: Mixed Use - Office - Storage - packaging
REQUESTED USES: No Change

BACKGROUND

Section 15.09.27 of the City of Fort Atkinson Zoning Ordinance outlines the requirements for the Sign Permit application. This requires review of the proposed sign's conformance to the code, materials, legibility and visual clarity, compatibility with building characteristics, land uses, and site conditions, and potential conflicts with vehicular or pedestrian circulation.

REQUEST OVERVIEW

A-1 Creative Packaging is a full-service contract packaging and assembly company. The business has recently opened at the existing site located on Rockwell Ave across from Nasco near the corner of Rockwell and Janesville Ave. A-1 is proposing to install two new building signs and some minor directional signage for their business. The proposed changes include the following:

Western and Southern Facade - The proposed new building signs are minor in scale compared to the overall facade length. Both proposed signs do not project from the building and are planning to use the existing sign lighting. The signs are planned to be 12 square feet each.
Southeast and Southwest corners of building - A-1 is proposing to add two 24"x18" directional signs, one on each of the loading areas that face Rockwell Ave.

Sign Code Requirements for Wall Signs

Requirement	Proposed
1 sign per exterior wall, plus 1 per customer entry	Met: 1 Sign on the South Facade Met: 1 Sign on the West Facade
1 sf of sign area per 1 linear ft of facade	Met: South facade 340 ln ft = 12 sf proposed Met: West facade 75 ln ft = 12 sf proposed

Shall not extend over any roof or parapet	Met: Located on the façade, no roof or parapet overhang
Shall be made of durable, all-weather materials.	Met: Aluminum
Shall be ambient, backlit, or gooseneck lighting	Met: using existing gooseneck lighting
Shall be a minimum of 8 ft above the sidewalk	Met: signs proposed to be over 8' above walkways
Shall project a maximum of 12 in. from the front façade face of the building	Met: No projection proposed
Sign must be designed of materials harmonious with the building and site	Met: Metal Sign that matches the design of the building

Sign Code Requirements for Directional signs

Requirement	Proposed
Number of signs allowed determined by Zoning Administrator	Met: 2 proposed
All weather durable materials required	Met: Aluminum
Ambient signs only	Met: no lighting proposed
6ft maximum area allowed	Met: 3.5 sf per sign proposed

No public notice is required for a sign review and action.

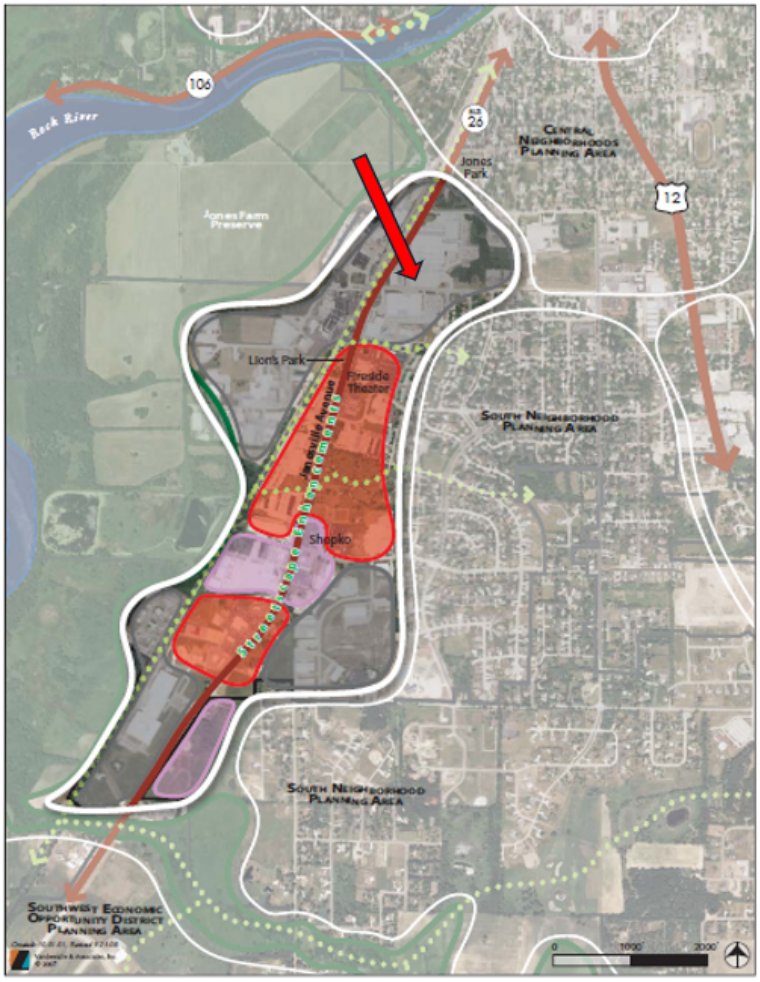
DISCUSSION

The subject parcel lies within the Janesville Ave Business District Planning Area and is identified as Employment within the Plan. The opportunities indicated in the Plan include; Regional Entertainment Center, Community Serving retial & dining, Some industrial relocation to modern business parks, Development design standards & access control, and Street & Utility Enhancements. The subject property is also shown as Light Industrial on the Future Land Use Map. This designation includes High-quality indoor manufacturing, warehousing, and distribution. The proposed signs match the existing character of the building and its surroundings. No land use change is proposed. Staff believe the proposal is in concert with the Comprehensive Plan.

FIGURE: 2.18

JANESVILLE AVE BUSINESS DISTRICT PLANNING AREA

CITY OF FORT ATKINSON FUTURES OPEN HOUSE



The proposed wall signs and directional signs meet the requirements of the City's ordinances. The City's Management Team has reviewed the application and all comments have been included within this document.

RECOMMENDATION

Staff recommends that the Plan Commission approve the requested wall signs and the requested directional signs as proposed.

ATTACHMENTS

1. Sign Checklist FILLABLE
2. A1 Building Sign location

City of Fort Atkinson
101 N. Main Street
Fort Atkinson, WI 53538

City of Fort Atkinson Procedural Checklist for Sign Permits
Requirements per Section 15.09.27

This form is designed to be used by the Applicant as a guide to submitting a complete application for a sign permit and by the City to process the application.

Name, company, and client (if applicable): A1 Creative Packaging - Adam Wiese 262 527 4643

FASTSIGNS of Waukesha completing the application and fabrication of Signs

Phone number: 262-288-1199 Email: lori.dominiak@fastsigns.com

Property address of proposed sign: 600 Rockwell Ave. Fort Atkinson

I Application Packet Requirements

The Applicant shall submit an electronic copy or paper copies of the application as required by the City.

- ❑ The name, address, phone number, and email address of the applicant.
- ❑ The name of the business or land use the proposed sign will serve.
- ❑ The name, address, phone number, email address, and signature of the property owners.
- ❑ The name, address, phone number, and email address of the sign contractor.
- ❑ The property's zoning designation and use of the building for which the sign will provide information.
- ❑ The property's current land use or uses for entire subject property, including all indoor and outdoor areas.
- ❑ A signage plan, drawn to a recognizable scale, for the property shall be submitted showing the following:
  - ❑ Location, type, height, width, and area of the proposed sign.
  - ❑ Location, type, height, width, and area of all existing signs on the property and indication of whether existing sign(s) will remain or be removed/replaced.
  - ❑ All property lines and buildings on the property and within 50 feet of the proposed sign.
  - ❑ All customer entrances, parking areas, driveways, and public roads.
  - ❑ Method of attachment, structural support, method of illumination, and sign materials.
  - ❑ Approximate value of the sign to be installed, including cost of installation.
- ❑ Payment of the sign permit fee.
- ❑ Any other information that may reasonably be requested by the Zoning Administrator for the purpose of application evaluation.
- ❑ A written statement that all temporary signs will be removed per the limits.
- ❑ Any existing or proposed sign on property abutting a State Highway, United States Highway, or Interstate Highway shall also require approval from the Wisconsin Department of Transportation or the Federal Highway Administration.

City of Fort Atkinson
101 N. Main Street
Fort Atkinson, WI 53538

II Applicability

1) No Freestanding Sign listed under Section 15.09.05(1)(a), On-Building Sign listed under Section 15.09.05(1)(b), Pedestrian Sign listed under Section 15.09.05(1)(c), Bulletin Board or Order Board Sign under Section 15.09.05(1)(d), or Optional Miscellaneous Sign under Section 15.09.05(3)(b) shall be erected, installed, or constructed without approval from the City of Fort Atkinson Plan Commission.
2) No Menu Board or Sandwich Board Signs listed under Section 15.09.05(1)(d) or Building Management Identification Sign, On-Site Warning Sign, or On-Site Directional Sign listed under Section 15.09.05(3)(a), shall be erected, installed, constructed, or maintained without the granting of a permit from the Zoning Administrator in accordance with the provisions of this Section.
3) For signs requiring a permit in Subsection (a), above, this Section shall apply and be construed to require a permit for a change of copy on any sign or for any conversions or changes in the sign structure.
4) This Section shall not apply to repainting or re-facing with the same sign copy, cleaning, repair, or other normal maintenance of the sign or sign structure.
5) No new permit is required for signs which are in place as of the effective date this Chapter, and such signs may remain as legal nonconforming signs. Any alteration or relocation of such signs shall conform to the requirements of this Chapter. Refer to Section 15.09.35 for rules pertaining to nonconforming signs.
6) Any sign permit granted hereunder shall not be assigned or transferred to any other sign, including a modified sign face or modified sign structure.
7) The owner or tenant may request all such signs at one site be included under one permit.

III Criteria Used to Evaluate the Sign Permit Application

In deciding whether or not to grant a sign permit, the Zoning Administrator shall determine whether the proposed sign is in compliance with the provisions of Article IX of the City of Fort Atkinson Zoning Ordinance. In such review, the Zoning Administrator may also consider the following factors:

1) Conformance to the zoning and sign code.
2) Minimization of conflict with vehicular or pedestrian circulation.
3) Compatibility with the building characteristics, adjacent uses, and adjacent signs.
4) Compatibility with the specific physical site conditions which warrant approval of the proposed sign.
5) Materials and maintenance aspects.
6) Legibility and visual clarity.

IV Process Checklist

- ❑ Application fee of $75 received by City Treasurer Date: _____
- ❑ Reimbursement of professional consultant costs agreement executed. Date: _____
- ❑ Receipt of complete application packet by Zoning Administrator Date: _____
- ❑ Review and action by Zoning Administrator Date: _____

City of Fort Atkinson
City Manager's Office
101 N. Main Street
Fort Atkinson, WI 53538

Site Plan Review
REPORT TO THE PLAN COMMISSION

DATE: October 8, 2024
FILE NUMBER: SPR-2024-06
PROPERTY ADDRESS: 511 Madison Ave
EXISTING ZONING: SMU - Suburban Mixed Use
PARCEL NUMBER: 226-0514-0332-011
PROPOSED ZONING: No Change Proposed
OWNER: Casey's Marketing Company
EXISTING LAND USE: In Vehicle Services/Fuel Station
APPLICANT: Heather English (representative of Casey's)
REQUESTED USES: No Change

BACKGROUND

Section 15.09.27 of the City of Fort Atkinson Zoning Ordinance outlines the requirements for the Sign Permit application. This requires review of the proposed sign's conformance to the code, materials, legibility and visual clarity, compatibility with building characteristics, land uses, and site conditions, and potential conflicts with vehicular or pedestrian circulation.

REQUEST OVERVIEW

Casey's Gas Station is located at the triangle-shaped intersection of S. Main Street, Whitewater Avenue, and S. 4th Street. The company has rebranded and is proposing to remove and replace the sign face on all of their exterior signs. The proposed signs will be a replacement of the sign face located in approximately the same location as the existing signs and include no structural changes to each sign. Proposed changes include the following:

- **Northern and Eastern Façade:** two proposed wall signs are planned to replace the existing internally illuminiated wall signs in the same location on the building at an approximate size of 15 square feet (northern façade) and 13 square feet (western façade).
- **Gas Station Canopy Structure:** the three proposed canopy signs are planned to replace the existing signs in approximiatly the same location on the canopy at an approximate size of 23 square feet each.
- **Pylon Sign:** the proposed plyon sign face is planned to replace the existing internally illumninated sign face in approximatley the same location on the base structure at an approximate size of 42 square feet. The fuel price sign faces are also proposed to be

replaced in the same location as they are today at a total of 7 square feet (3.5 sf each).

Sign Code Requirements for Wall Signs

Requirement	Proposed
1 sign per exterior wall, plus 1 per customer entry	Met: 1 Sign per wall
Maximum size = 1 sf of sign area per 1 ft of building facade length	Met: 90' of facade length, 15 sf sign Met: 48' of facade length, 13 sf sign
Shall not extend over any roof or parapet	Met: no roof or parapet overhang
Shall be made of durable, all-weather materials.	Met: Aluminum
Shall be ambient, backlit, or gooseneck lighting	Met: Internally illuminated signs
Shall be a minimum of 8 ft above the sidewalk	Met: Located above the doors
Shall project a maximum of 12 in. from the front façade face of the building	Met: 5" off of facade
Sign must be designed of materials harmonious with the building and site	Met: Metal Sign consistent with building design

Sign Code Requirements for Fueling Station Canopy Signs

Requirement	Proposed
Names, logos, or symbols shall be a maximum of four square feet in size and must face a public right-of-way.	**Not Met**: 23 square feet*****
Stripe width is limited to a maximum height of 20% of the facia's vertical height, not to exceed a maximum height of 12 inches	N/A: No change is proposed
Canopy signs and stripes may be internally illuminated.	Met: internally illuminated

*Per Section 15.09.05(6)(p), maintenance of signs includes replacement of the sign face with identical materials, colors, and messages. It is the interpretation of the Zoning Administrator that the Fuel Station Canopy Signs effectively meet this definition due to the existing sign's mounts and supporting structural elements remaining intact and the replacement of the sign face falling under the definition of sign maintenance. Thus, the maximum size requirement may be exceeded in this instance.

Sign Code Requirements for Fueling Station Price Signs

Requirement	Proposed
Shall not be separate signs, but rather integrated into permanent signs	Met: part of the pylon sign
Shall list no more than one price per type of fuel	Met: unleaded8 and unleaded(no ethanol)
May contain changeable copy or electronic message signs	Met: electronic message

Sign Code Requirements for Pylon Signs

Requirements	Proposed
1 sign per street frontage	Met: 1 sign total
Maximum size = 1 sf of sign area per 1 ft of street frontage length, up to 128 max sf	Met: 542' of street frontage, 49 sf sign
Minimum 15' from curb face	N/A: no structural change proposed
Shall be made of durable, all-weather materials	Met: Aluminum
Shall be ambient, backlit, internal, or gooseneck lighting	Met: internally illuminated signs
Sign must be designed of materials harmonious with the building and site	Met: Metal sign consistent with building design
Only permitted in the SMU zoning district	Met: SMU zoned parcel
18' maximum height	**Not Met:** 20.5' tall*****

*On the top of the pylon structure, there is a proposed chicken-shaped structure being added. This increases the height of the sign beyond the permitted 18’ and either needs to be removed or reduced in size to maintain a sign structure 18’ tall or less and not create a new nonconforming pylon sign.

No public notice is required for a Sign review and action.

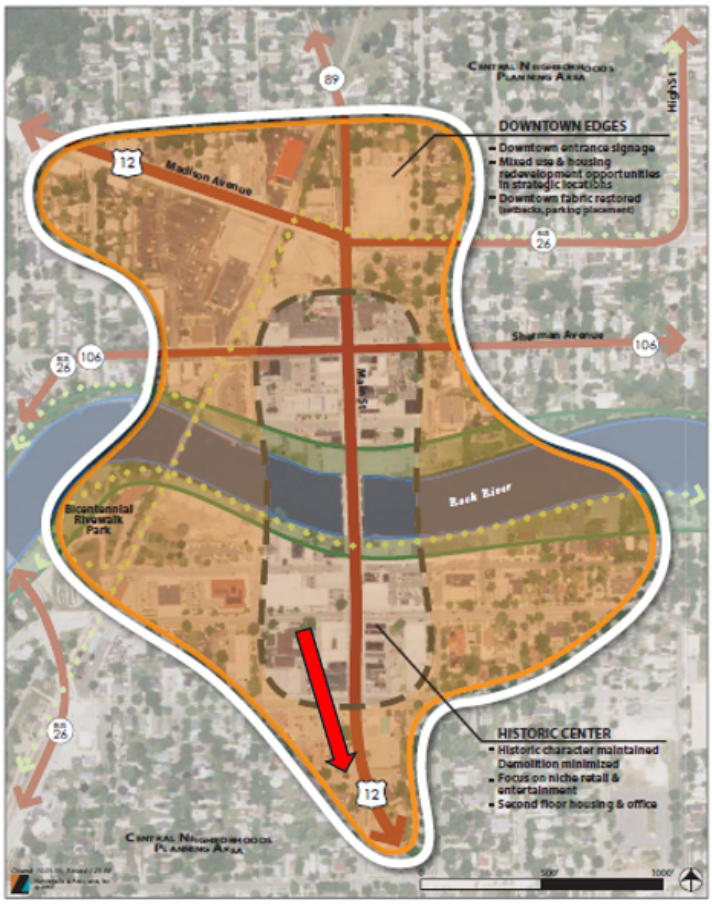
DISCUSSION

The subject parcel lies within the Historic Downtown Planning Area and is identified as Downtown within the Plan. The opportunities indicated on the Plan include compatible design and sign control at the commercial edges.

HISTORIC DOWNTOWN PLANNING AREA

FIGURE: 2.17

CITY OF FORT ATKINSON FUTURES OPEN HOUSE



The subject property is also shown as Neighborhood Commercial on the Future Land Use Map. This designation includes small-scale, neighborhood supporting retail, service, and office uses that preserve and blend with surrounding residential character though appropriate building scale, building appearance, landscaping, and signage. The proposed sign face replacement on the existing building and sign structures is not planned to change the land use on the property. Staff believe the proposal is in concert with the Comprehensive Plan.

The proposed replacement of the existing sign faces in various portions of the site with new sign faces meets the requirement of the City's ordinances, subject to the conditions listed below. The City's Management Team has reviewed the application, and all comments have been included within this document.

RECOMMENDATION

City staff recommends approval of the Sign Package, subject to the following conditions:

- Allow the Fueling Station Canopy Sign faces to be replaced within the same mounts and structural elements that exist today at 23 sf each. If the structural elements and mounts supporting these signs are changed in the future, each sign shall be reduced in size to meet the maximum size requirements of the ordinance (4 sf each).
- Reduce the height of the Pylon Sign structure to be 18 feet or less through the removal of the chicken-shaped structure or reduction in that structure's proposed size to meet the maximum permitted height.
- Any other recommendations of City staff and the Plan Commission.

ATTACHMENTS

1. Sign Checklist FILLABLE
2. Casey's New Signage Plan

City of Fort Atkinson
101 N. Main Street
Fort Atkinson, WI 53538

City of Fort Atkinson Procedural Checklist for Sign Permits
Requirements per Section 15.09.27

This form is designed to be used by the Applicant as a guide to submitting a complete application for a sign permit and by the City to process the application.

Name, company, and client (if applicable): Heather S English for Allen Industries INC (Sign Contractor)
6434 Burnt Poplar Rd, Greensboro, NC 27409

Phone number: (336) 799-4670 Email: hsepermitsolutions@yahoo.com

Property address of proposed sign: Casey's #3712 @ 342 White Water Ave

I Application Packet Requirements

The Applicant shall submit an electronic copy or paper copies of the application as required by the City.

- ☐ The name, address, phone number, and email address of the applicant.
- ☐ The name of the business or land use the proposed sign will serve.
- ☐ The name, address, phone number, email address, and signature of the property owners.
- ☐ The name, address, phone number, and email address of the sign contractor.
- ☐ The property's zoning designation and use of the building for which the sign will provide information.
- ☐ The property's current land use or uses for entire subject property, including all indoor and outdoor areas.
- ☐ A signage plan, drawn to a recognizable scale, for the property shall be submitted showing the following:
  - ☐ Location, type, height, width, and area of the proposed sign.
  - ☐ Location, type, height, width, and area of all existing signs on the property and indication of whether existing sign(s) will remain or be removed/replaced.
  - ☐ All property lines and buildings on the property and within 50 feet of the proposed sign.
  - ☐ All customer entrances, parking areas, driveways, and public roads.
  - ☐ Method of attachment, structural support, method of illumination, and sign materials.
  - ☐ Approximate value of the sign to be installed, including cost of installation.
- ☐ Payment of the sign permit fee.
- ☐ Any other information that may reasonably be requested by the Zoning Administrator for the purpose of application evaluation.
- ☐ A written statement that all temporary signs will be removed per the limits.
- ☐ Any existing or proposed sign on property abutting a State Highway, United States Highway, or Interstate Highway shall also require approval from the Wisconsin Department of Transportation or the Federal Highway Administration.

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II Applicability

1) No Freestanding Sign listed under Section 15.09.05(1)(a), On-Building Sign listed under Section 15.09.05(1)(b), Pedestrian Sign listed under Section 15.09.05(1)(c), Bulletin Board or Order Board Sign under Section 15.09.05(1)(d), or Optional Miscellaneous Sign under Section 15.09.05(3)(b) shall be erected, installed, or constructed without approval from the City of Fort Atkinson Plan Commission.
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3) For signs requiring a permit in Subsection (a), above, this Section shall apply and be construed to require a permit for a change of copy on any sign or for any conversions or changes in the sign structure.
4) This Section shall not apply to repainting or re-facing with the same sign copy, cleaning, repair, or other normal maintenance of the sign or sign structure.
5) No new permit is required for signs which are in place as of the effective date this Chapter, and such signs may remain as legal nonconforming signs. Any alteration or relocation of such signs shall conform to the requirements of this Chapter. Refer to Section 15.09.35 for rules pertaining to nonconforming signs.
6) Any sign permit granted hereunder shall not be assigned or transferred to any other sign, including a modified sign face or modified sign structure.
7) The owner or tenant may request all such signs at one site be included under one permit.

III Criteria Used to Evaluate the Sign Permit Application

In deciding whether or not to grant a sign permit, the Zoning Administrator shall determine whether the proposed sign is in compliance with the provisions of Article IX of the City of Fort Atkinson Zoning Ordinance. In such review, the Zoning Administrator may also consider the following factors:

1) Conformance to the zoning and sign code.
2) Minimization of conflict with vehicular or pedestrian circulation.
3) Compatibility with the building characteristics, adjacent uses, and adjacent signs.
4) Compatibility with the specific physical site conditions which warrant approval of the proposed sign.
5) Materials and maintenance aspects.
6) Legibility and visual clarity.

IV Process Checklist

- ❑ Application fee of $75 received by City Treasurer — Date: _____
- ❑ Reimbursement of professional consultant costs agreement executed. — Date: _____
- ❑ Receipt of complete application packet by Zoning Administrator — Date: _____
- ❑ Review and action by Zoning Administrator — Date: _____

Casey's General Stores
#3712
Fort Atkinson, WI
August 22, 2024

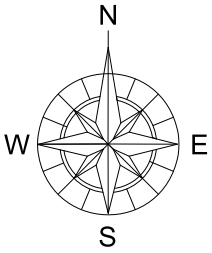
Allen Industries
YOUR BRAND AT ITS BEST™

1-800-967-2553
www.allenindustries.com

Customer Approval / Signature
Signature:_____ Date:_____

SITE PLAN LEGEND

1. STORE FRONT - 2'-5" CASEY'S CHANNEL LETTERS W/ ACM BACKER - CENTERED ON STORE FRONT
2. STORE - 3'-0" CASEY'S HOUSE LOGO FACE REPLACEMENT - LEFT SIDE
3. CANOPY - 48" FACE REPLACEMENT- RIGHT SIDE
4. CANOPY - 48" FACE REPLACEMENT- LEFT SIDE
5. CANOPY - 48" FACE REPLACEMENT- FRONT SIDE
6. MID - LOGO CABINET & FUEL ID FACE REPLACEMENT



Site Plan
Not to Scale

Allen Industries
YOUR BRAND AT ITS BEST™
1-800-967-2553
www.allenindustries.com

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This is an original, unpublished drawing, created by Allen Industries, Inc. This drawing is submitted to you in confidence for your use solely in connection with the project being planned for you by Allen Industries, Inc. and is not to be shown to anyone outside your organization, nor used, reproduced, copied or exhibited in any fashion whatsoever. The designs shown on the drawing (except for any registered trademarks that may belong to a client of Allen Industries, Inc.) remain the property of Allen Industries, Inc.

Client: **Casey's General Stores, Inc. #3712**
Address: **342 Whitewater Ave. Fort Atkinson, WI**

Date:	Estimate #:	Job #:	Page #:
07/15/24	E17162	-	2 of 12

File Name: **CGS-E17162_Fort Atkinson, WI_305**

Sales:	Design:	PM:
House	RS	KR

#	Date	Description	Initial
1	8/06/24	Updated per mark up	RS
2	8/08/24	Updated per mark up	AMS
3	8/13/24	Updated per mark up	RS
4	8/15/24	Updated per mark up	RS
5	8/22/24	Updated per mark up	RS
6	-	-	-

Client Review Status
Allen Industries, Inc. requires that an approved drawing be obtained from the client prior to any production release or production release revision.

Client Signature:
Approval Date:

EXISTING BUILDING
LENGTH: 47’-0" x LENGTH: 92’-0”

LEFT

FRONT

PROPOSED BUILDING

PHOTO ELEVATION DEPICTION INTENDED FOR GENERAL CONCEPT ILLUSTRATION. ACTUAL SIZING, COLORS & PERSPECTIVE WILL VARY FROM IMAGE.

LEFT

FRONT

SCOPE OF WORK:

REMOVE EXISTING CASEYS CHANNEL LETTERS

SHOW WITH BBR RED ACM BACKER WITH PROPOSED (1) 24" CASEY'S CHANNEL LETTERS WITH ILLUMINATION

REMOVE EXISTING SF SIGN FACE AND INSTALL (1) 36"X 48" FACE REPLACEMENT

Allen Industries
YOUR BRAND AT ITS BEST™
1-800-967-2553
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Client: Casey's General Stores, Inc. #3712
Address: 342 Whitewater Ave. Fort Atkinson, WI

Date:	Estimate #:	Job #:	Page #:
07/15/24	E17162	-	3 of 12

File Name: CGS-E17162_Fort Atkinson, WI_305

Sales:	Design:	PM:
House	RS	KR

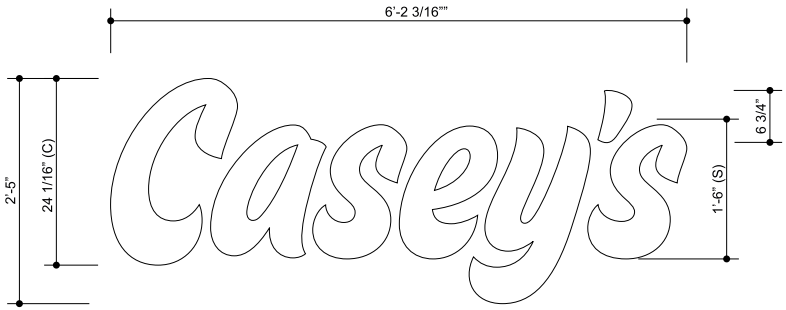
#	Date	Description	Initial
1	8/06/24	Updated per mark up	RS
2	8/08/24	Updated per mark up	AMS
3	8/13/24	Updated per mark up	RS
4	8/15/24	Updated per mark up	RS
5	8/22/24	Updated per mark up	RS
6	-	-	-

Client Review Status
Allen Industries, Inc. requires that an approved drawing be obtained from the client prior to any production release or production release revision.

Client Signature: Approval Date:

1 Casey's NextGen / 2'-5" Channel Letters

Main Building

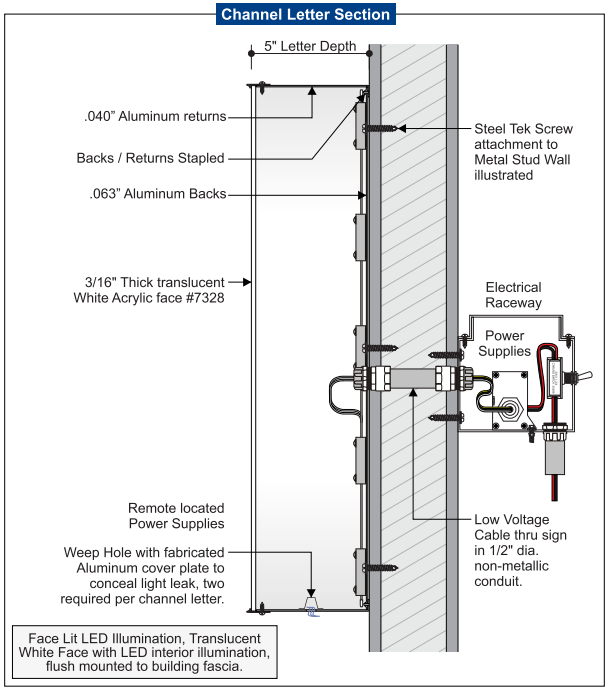


Front Elevation
Scale: 3/4"=1'-0"

14.95 Sq Ft

Side View
Scale: 3/4"=1'-0"

Channel Letter Section



Face Lit LED Illumination, Translucent White Face with LED interior illumination, flush mounted to building fascia.

Face: 7328 White Acrylic

Returns: 5" deep .040" Alum. Coil
Pre Finished #313 Bronze -
Interior Pre-Finished White

Trimcap: 1" Bronze Trimcap

Backs: .063 Aluminum

Illum: GE 7100k White LEDs
24v Remote power supplies
Remote Power Box with Disconnect Switch
Lumen output: 300 - 400 lumens / sq. ft.

Wall Type: TBD

Mounting: Flush Mounted to Fascia

Quantity: (1) ONE LETTERSET REQUIRED FOR EXTERIOR ELEVATION

Color Specifications

313 Bronze

Pantone White

All paint finishes to be Satin unless otherwise specified

Allen Industries FILE NUMBER E212503 | Listed MET E212503 Electric Sign Complies with UL48 | THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF **ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE** AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN. | GROUNDED ELECTRICAL CONNECTIONS

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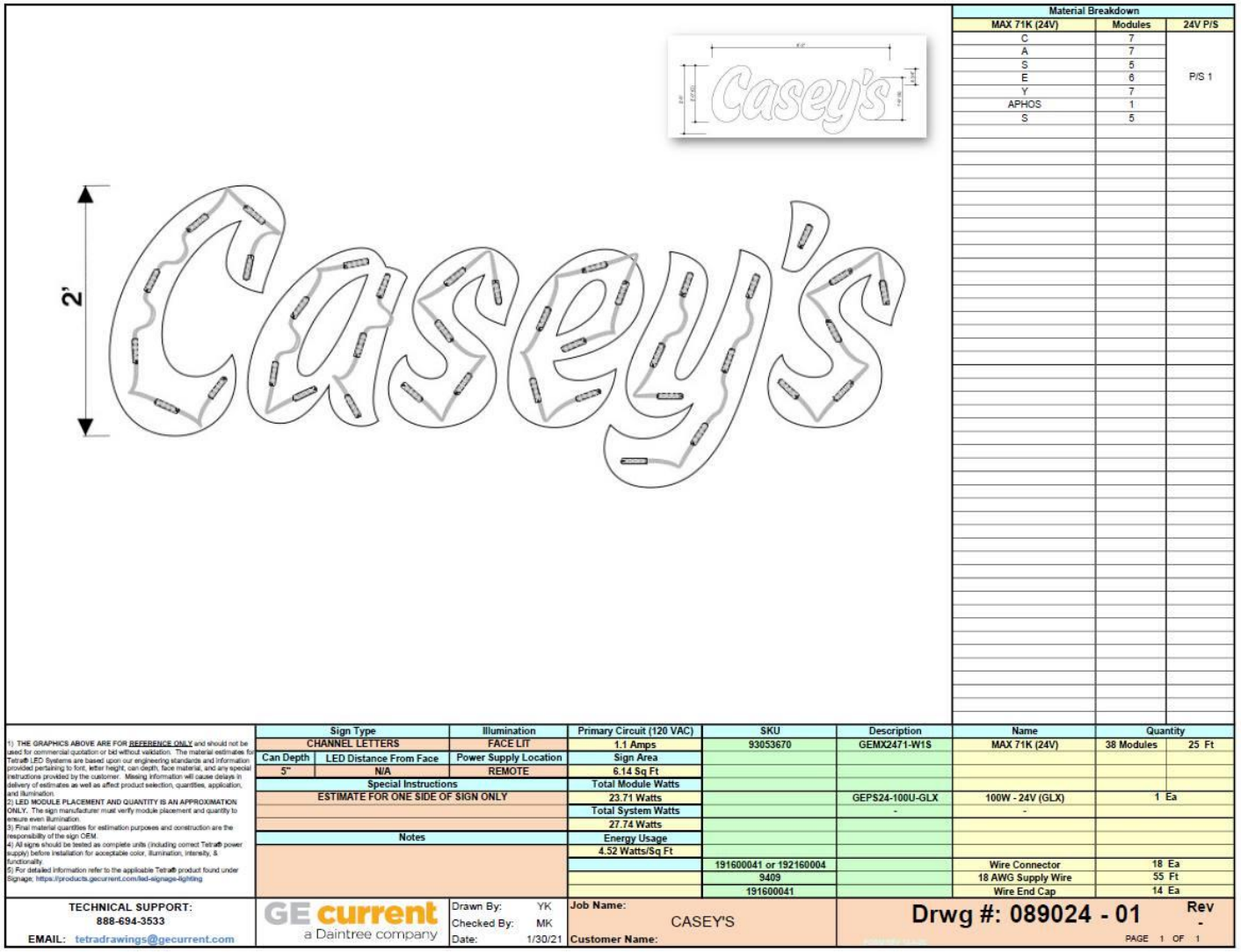
1 Casey's NextGen / 2'-5" Channel Letters

LED Layout



Material Breakdown		
MAX 71K (24V)	Modules	24V P/S
C	7	
A	7	
S	5	
E	6	P/S 1
Y	7	
APHOS	1	
S	5	

1) THE GRAPHICS ABOVE ARE FOR REFERENCE ONLY and should not be used for commercial quotation or bid without validation. The material estimates for Tetra® LED Systems are based upon our engineering standards and information provided pertaining to font, letter height, can depth, face material, and any special instructions provided by the customer. Missing information will cause delays in delivery of estimates as well as affect product selection, quantities, application, and illumination.
2) LED MODULE PLACEMENT AND QUANTITY IS AN APPROXIMATION ONLY. The sign manufacturer must verify module placement and quantity to ensure even illumination.
3) Final material quantities for estimation purposes and construction are the responsibility of the sign OEM.
4) All signs should be tested as complete units (including correct Tetra® power supply) before installation for acceptable color, illumination, intensity, & functionality.
5) For detailed information refer to the applicable Tetra® product found under Signage, https://products.gecurrent.com/led-signage-lighting

Sign Type		Illumination
CHANNEL LETTERS		FACE LIT
Can Depth	LED Distance From Face	Power Supply Location
5"	N/A	REMOTE
Special Instructions		
ESTIMATE FOR ONE SIDE OF SIGN ONLY		
Notes		

Primary Circuit (120 VAC)	SKU	Description	Name	Quantity	
1.1 Amps	93053670	GEMX2471-W1S	MAX 71K (24V)	38 Modules	25 Ft
Sign Area					
6.14 Sq Ft					
Total Module Watts					
23.71 Watts		GEPS24-100U-GLX	100W - 24V (GLX)	1 Ea	
Total System Watts		-	-		
27.74 Watts					
Energy Usage					
4.52 Watts/Sq Ft					
	191600041 or 192160004		Wire Connector	18 Ea	
	9409		18 AWG Supply Wire	55 Ft	
	191600041		Wire End Cap	14 Ea	

TECHNICAL SUPPORT:
888-694-3533
EMAIL: tetradrawings@gecurrent.com

GE current, a Daintree company

Drawn By: YK
Checked By: MK
Date: 1/30/21

Job Name: CASEY'S
Customer Name:

Drwg #: 089024 - 01 Rev -

PAGE 1 OF 1

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Address: 342 Whitewater Ave. Fort Atkinson, WI

Date: 07/15/24 | Estimate #: E17162 | Job #: - | Page #: 5 of 12
File Name: CGS-E17162_Fort Atkinson, WI_305
Sales: House | Design: RS | PM: KR

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6	-	-	-

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Client Signature: | Approval Date:

1 Red ACM Panels

Main Building

Front Elevation
Scale: 1"=1'-0"

Specifications

Fascia: Alpolic 3mm BBR Red ACM panels

Install: Mounted with the necessary screws

Quantity: 62" x 122" ACM PANELS REQUIRED FOR EXISTING

General Note:

Install Blocking Behind Panels Where New Letters Are Being Mounted To Prevent Acm From Being Sucked In When Mounting New Letters."

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Client:
Casey's General Stores, Inc.
#3712

Address:
342 Whitewater Ave.
Fort Atkinson, WI

Date:	Estimate #:	Job #:	Page #:
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File Name:
CGS-E17162_Fort Atkinson, WI_305

Sales:	Design:	PM:
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Client Review Status
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Client Signature:

Approval Date:

2 36” Wall Logo Face Replacement

Gas Canopy

Replacement Faces
Scale: 1"=1'-0"

Specifications

Face: .177 Clear Polycarbonate
Flat Face with 1/2" Embossed “Casey’s”
Digitally Printed Graphic

Trimcap: 1” Bronze Trimcap

Color Specifications

- Pantone 3546C Red
- Pantone White

All paint finishes to be Satin unless otherwise specified

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EXISTING GAS CANOPY FASCIA HEIGHT: 3’-3”
FASCIA LENGTH: 48’-0" x LENGTH: 58’-0"

FRONT LEFT

RIGHT

PROPOSED GAS CANOPY PHOTO ELEVATION DEPICTION INTENDED FOR GENERAL CONCEPT ILLUSTRATION. ACTUAL SIZING, COLORS & PERSPECTIVE WILL VARY FROM IMAGE.

FRONT LEFT

RIGHT

SCOPE OF WORK:

LEAVE CANOPY FASCIA AS IS

REMOVE EXISTING CANOPY SF SIGN FACES AND INSTALL (3) 48"X 63" FACE REPLACEMENTS

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3 4 5 48” Wall Logo Face Replacement

Gas Canopy

Replacement Faces
Scale: 1"=1'-0"

Specifications

Face: .177 Clear Polycarbonate
Flat Face with 1/2" Embossed “Casey’s”
Digitally Printed Graphic

Trimcap: 1” Bronze Trimcap

Color Specifications

- Pantone 3546C Red
- Pantone White

All paint finishes to be Satin unless otherwise specified

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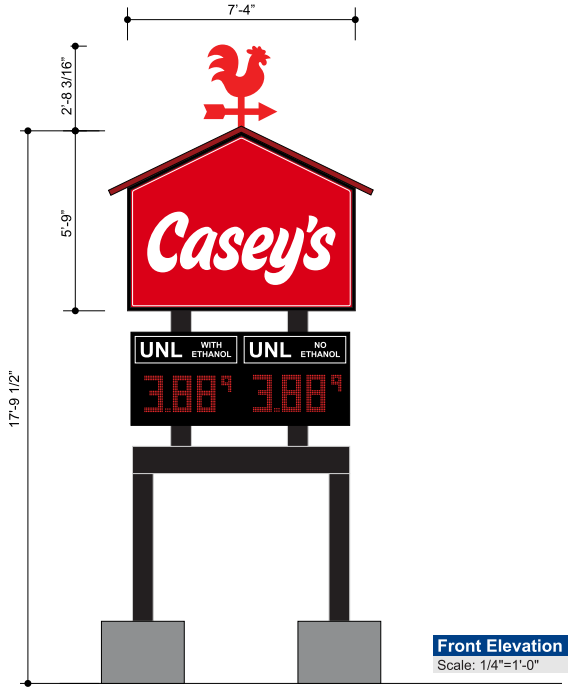
EXISTING MID

PROPOSED MID



SCOPE OF WORK:

MID – OAH = 17'-9 1/2"

Remove existing faces in head of MID sign (2) 69"H x 88-3/4"W

Remove Existing Fuel Product panels (4)

Install new Casey's Logo House Shaped Logo Face Replacement 69"H x 88-3/4"W (35.62 SqFt)

Install new Fuel ID Face Replacements (4) 11" x 39-3/8" (3.01 SqFt)

PHOTO DEPICTION INTENDED FOR GENERAL CONCEPT ILLUSTRATION. ACTUAL SIZING, COLORS & PERSPECTIVE WILL VARY FROM IMAGE.

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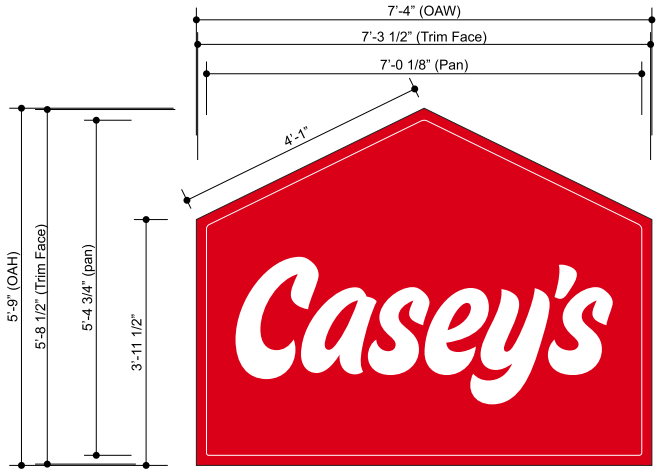
Pylon Pan-formed Faces

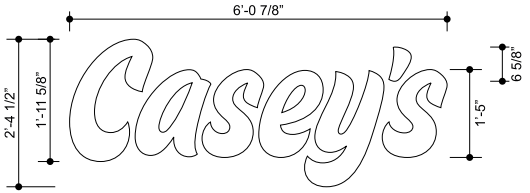
Face Replacement



Face View
Scale: 1/2"=1'-0"

Area
35.62 Sq Ft

Side View
Scale: 1/2"=1'-0"



Embossed Copy
Scale: 1/2"=1'-0"

Face: (One Piece)
.177 Clear Solar Grade Polycarbonate Pan Face
TBD Retainer / 2" deep / 2.5" flange / 1/2" Embossed "Casey's"

Decoration: Digitally Printed (2nd Surface)
Pantone 3546C RED - Background
1/2" Embossed Copy (White)

Quantity: (2) TWO REPLACEMENT FACES

Color Specifications

- Pantone 3546C Red
- Pantone White

All paint finishes to be Satin unless otherwise specified

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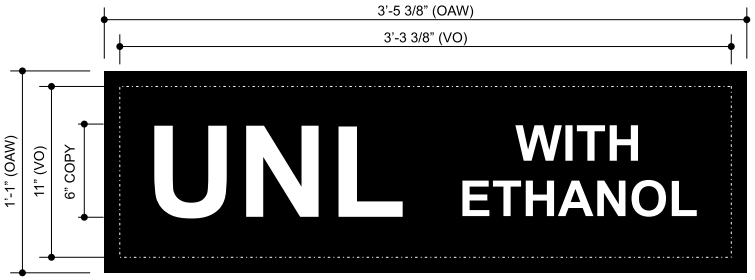
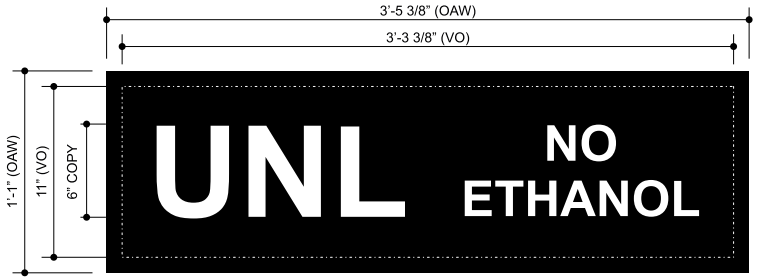
Gas Pricer

Using Existing LED Pricer



Front Elevation
Scale: 1 1/2"=1'-0"



Front Elevation
Scale: 1 1/2"=1'-0"

General Specifications

Face: .150" Clear Polycarbonate Flat Faces w/ 2nd surface vinyl

Install: To be installed into existing pricer sign cabinets

Quantity: (4) TWO OF EACH REPLACEMENT FACES

Vinyl Specifications

- 3M 7725-12 Opaque Black
- 3M 3630- 20 Translucent White

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