



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, FEBRUARY 25, 2025 – 4:00 PM
CITY HALL – SECOND FLOOR**

<https://us02web.zoom.us/j/82214860406?pwd=TEVyUVdQM05VNFVzb0E2TUNTU0VnZlZz09>

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 February 11, 2025 Plan Commission meeting** (Ebbert, Clerk/Treasurer/Finance Director)
 - b. Review and possible action relating to a **Site Plan Review** for signage at Fort Community Credit Union, 800 Madison Ave. (SPR-2025-02) (Draeger)
 - c. Update on previous Plan Commission items (Houseman, City Manager)
- 4. Adjournment**

Date Posted: February 21, 2025

CC: Plan Commission, 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.



**PLAN COMMISSION MEETING
IN PERSON AND VIA ZOOM
TUESDAY, FEBRUARY 11, 2025 – 4:00 PM
CITY HALL – SECOND FLOOR**

MINUTES

1. Call meeting to order

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

2. Roll call

Present: Council Representative Schultz, Commissioners Highfield, Kessenich, Shull and Manager Houseman. Also present: City Clerk/Treasurer and Building Inspector. Absent: Commissioner Hough.

3. New Business

- a. **Public hearing** Planned Unit Development-Group Development Plan and Specific Implementation Plan for the property previously known as Lot 61 located east of Fort Atkinson High School and west of Banker Road in the City of Fort Atkinson.*
- Building Inspector Draeger introduced the proposal to establish a Planned Unit Development to accommodate an 87-unit, three story apartment building with underground and surface parking. The new parcel to accommodate this development will be created by CSM prior to action on this item and is proposed to be 5.371-acres in size. A future second phase is planned to occur on the eastern portion of the property, adjacent to Banker Road. As part of the Ridge View Estates Neighborhood development, this proposed project will be one of the first implementation areas in the southwest corner, near the Fort Atkinson High School. It will be bounded by three new roads that will be created on the west (Hawthorne Drive), north (Trillium Drive), and east (Banker Road realignment) sides of the new property. Directly to the south, is a proposed stormwater detention area that will serve the larger neighborhood development. Lower density residential development is planned north of this property as part of the neighborhood's future development plan. All adjacent properties are owned by the City of Fort Atkinson today, outside of the school district owed parcel directly to the west. A Development Agreement has been established between the property owner and the City to develop this portion of the new neighborhood and is contingent upon a successful PUD approval. The proposed development will include 87 total market-rate rental units that will be professionally managed. This management company will be responsible for maintaining all

common areas (parking, landscaping, lawns, snow, etc.). One new access point will be created to serve the new multi-family building from Trillium Drive. Circulation will occur along the north and east sides of the building where surface parking is provided and access to the underground tenant parking is provided from the east elevation of the building.

Manager Houseman opened the Public Hearing for property previously known as Lot 61. After no comments, Manager Houseman closed the Public Hearing.

- b. ***Public hearing Planned Unit Development-Group Development Plan and Specific Implementation Plan for the property previously known as Lot 1 located east of Fort Atkinson High School and west of Banker Road in the City of Fort Atkinson.***

Building Inspector Draeger presented the proposal to establish a Planned Unit Development to accommodate two 4- unit townhome buildings, totaling 8 units. Each building is proposed to be 4,235 sf for a combined total of 8,470 sf of building area on the site. The new parcel to accommodate this development will be created by CSM prior to action on this item and is proposed to be 28,836 square feet in size. As part of the Ridgeview Estates Neighborhood development, this proposed project will be one of the first implementation areas in the southwest corner, near the Fort Atkinson High School. It will be bounded by two new roads that will be created on the south (Trillium Drive) and east (Marigold Drive) sides of the new property. Directly to the south, is a proposed new high density multi-family development that will also be reviewed during this meeting. Lower density residential development is planned North and East of these properties as part of the neighborhoods future development plan. All adjacent properties are owned by the City of Fort Atkinson today, outside the School District-owned parcel directly to the west. A Development Agreement has been established between the property owner and the City to develop this portion of the new neighborhood and is contingent upon successful PUD approval. The proposed development will include eight total market rate units that will be individually sold to future owners through a future condo plat. The future condominium association will be responsible for maintaining all common areas (parking, landscaping, lawns, snow, etc.). It also includes a central driveway running east-west through the site with access provided from Marigold Drive, which will provide off-street parking areas in front of each unit and access to each unit's attached garage.

Manager Houseman opened the Public Hearing for property previously known as Lot 1. After no comments, Manager Houseman closed the Public Hearing.

- c. ***Review and possible action relating to the minutes of the January 28, 2025 Plan Commission meeting (Ebbert, Clerk/Treasurer/Finance Director)***
Kessenich moved, seconded by Schull to approve the minutes of the January 28, 2025 Plan Commission meeting. Motion carried.
- d. ***Review and possible recommendation to the City Council on a Certified Survey Map for the property known as Lot 61 located east of Fort Atkinson High School and west of Banker Road in the City of Fort Atkinson (CSM-2025-01)***
Draeger reviewed the proposal for a two-lot Preliminary Certified Survey Map (CSM) that

will also establish the portions of the Public Right of Way adjacent to the proposed land development. Lot 1, is a spacious, buildable multi-family parcel, while Outlot 1 is designated for stormwater management, serving this site, the remainder of Ridgeview Estates to the north, and additional runoff from the north and east of the broader development area.

Schultz moved, seconded by Shull to recommend the City Council approve the Certified Survey Map for the property known as Lot 61 located east of Fort Atkinson High School and west of Banker Road with the following revisions:

1. Include and Inset Map of the area
 2. Include building setbacks of the underlying zoning MRH-30
 3. Additional labeling as described in 70.06.02(2) regarding lengths, bearings, and curve information of all streets
 4. Owner phone number
 5. Rights and Restrictions for dedicated easement lines
 6. All lots to be labeled with proposed zoning, Lot 1 MRH-30, Outlot 1 CON
 7. Detail the Jefferson County for recording
 8. Current City Council President to be shown as signatory
- Motion carried.

- e. *Review and possible recommendation to the City Council on a **Certified Survey map** for the property known as Lot 1 located east of Fort Atkinson High School and west of Banker Road in the City of Fort Atkinson (CSM-2025-02)*

Draeger presented the proposal for a four-lot Preliminary Certified Survey Map (CSM) that will also establish the portions of the Public Right of Way adjacent to the proposed land development. Lot 2 is a buildable multi-family lot, while Lots 3, 4, and 5 are planned to be zoned for Single-Family development.

Schultz moved, seconded by Kessenich to recommend the City Council approve the Certified Survey Map for the property known as Lot 1 located east of Fort Atkinson High School and west of Banker Road with the following revisions:

1. Include and Inset Map of the area
 2. Include building setbacks of the underlying zoning (MRM-12)
 3. Additional labeling as described in 70.06.02(2) regarding lengths, bearings, and curve information of all streets
 4. Owner phone number
 5. Rights and Restrictions for dedicated easement lines
 6. All lots to be labeled with proposed zoning, Lot 2 MRM-12, Lots 2-5 SR-5
 7. Detail the Jefferson County for recording
 8. Current City Council President to be shown as signatory
- Motion carried.

- f. *Review and possible recommendation to the City Council on a **Planned Unit Development-Group Development Plan** for the property known as Lot 61 located east of Fort Atkinson High School and west of Banker Road in the City of Fort Atkinson (PUD-2025-01)*

Kessenich moved, seconded by Shull to recommend the City Council approve the General Development Plan, with the following conditions:

1. A recommendation to the City Council that the General Development Plan for Ridgeview Estates Lot 61 be approved, subject to any and all requirements identified by the Plan Commission.
 2. All other applicable standards and requirements of the underlying MRH- 30 zoning district shall continue to be in effect within this established PUD overlay, outside those flexibilities noted below in item 3.
 3. Two proposed flexibilities from the MRH-30 zoning district standards:
 - a. Proposed flexibility to allow a minimum street side setback of 22 feet in the MRH-30 zoning district is granted as proposed in the GDP submittal.
 - b. Proposed flexibility to allow a minimum front setback of 26.5 feet in the MRH-30 zoning district is granted as proposed in the GDP submittal.
 - c. Proposed flexibility to allow a minimum rear setback of 9 feet in the MRH-30 zoning district is granted as proposed in the GDP submittal.
 - d. Proposed flexibility to allow a reduction of required yard landscaping in the MRH-30 zoning district is granted as proposed in the GDP submittal.
 4. Any other recommendations of City staff, the Plan Commission, or City Council.
- Motion carried.

- g. *Review and possible recommendation to the City Council on a **Planned Unit Development-Group Development Plan** for the property known as Lot 1 located east of Fort Atkinson High School and west of Banker Road in the City of Fort Atkinson (PUD-2025-02)*

Schultz moved, seconded by Highfield to recommend the City Council approve the General Development Plan, with the following conditions:

1. A recommendation to the City Council that the General Development Plan for Ridgeview Estates Lot 1 be approved, subject to any and all requirements identified by the Plan Commission.
 2. All other applicable standards and requirements of the underlying MRM-12 zoning district shall continue to be in effect within this established PUD overlay, outside of those flexibilities noted below in item 3.
 3. Four proposed flexibilities from the MRM-12 zoning district standards:
 - a. Proposed flexibility to allow the 2 building per lot in the MRM-12 zoning district is granted as proposed in the GDP submittal.
 - b. Proposed flexibility to allow a minimum front setback of 13 feet in the MRM-12 zoning district is granted as proposed in the GDP submittal.
 - c. Proposed flexibility to allow a minimum street side setback of 15 feet in the MRM-12 zoning district is granted as proposed in the GDP submittal.
 - d. Proposed flexibility to allow a minimum rear setback of 15 feet in the MRM-12 zoning district is granted as proposed in the GDP submittal.
 - e. Proposed flexibility to allow a reduced driveway throat length of 20 feet in the MRM-12 zoning district is granted as proposed in the GDP submittal.
 4. Any other recommendations of City staff, the Plan Commission, or City Council.
- Motion carried.

4. Adjournment

Kessenich moved, seconded by Schultz to adjourn. Meeting adjourned at 4:45 pm.

Respectfully submitted

Michelle Ebbert

City Clerk/Treasurer/Finance Director



Site Plan Review REPORT TO THE PLAN COMMISSION

DATE: February 25, 2025
PROPERTY ADDRESS: 800 Madison Ave
PARCEL NUMBER: 226-0614-3334-081
OWNER: Fort Community Credit Union
APPLICANT: Kelly Hanaway

FILE NUMBER: SPR-2025-02
EXISTING ZONING: UMU - Urban Mixed Use
PROPOSED ZONING: No Change Proposed
EXISTING LAND USE: Bank
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

Fort Community Credit Union (FCCU) is planning to replace an existing pylon sign with a new monument sign featuring an electronic messaging center. The new sign will be installed in the front yard of the property, facing East and West. FCCU also intends to replace two existing single post signs with LED upgrades and panel replacements.

While Article IX Signage does not require Plan Commission approval for the replacement of panels in existing signs, staff found it useful to provide a complete scope of the project. The signs will display the company logo and the services offered. The proposed monument sign and its associated structure will be 6 feet tall and 9 feet wide. The existing non-conforming pylon sign will be removed. Additionally, a sign face replacement is proposed at the commercial property to the east. This sign will measure 42 inches by 120 inches and is on an existing non-conforming pylon sign that is not proposed to be replaced.

The Sign Code requirements for **Monument Signs** are documented below.

Requirement	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 = 32 square feet (195' of frontage)
Maximum height = 6'	Met = 6' Tall
Minimum 15' from curb face and not located within any public right-of-way	Met = located on private property 15' from the right-of-way

Shall be made of durable, all-weather materials	Met = aluminum, masonry, polycarbonate
Shall be ambient, backlit, internal, or gooseneck lighting	Met = internally illuminated
Sign must be designed of materials harmonious with the building and site	Met = matches design of building and site
Shall not interfere with vehicle visibility or circulation	Met = 45' from Roosevelt St. and 15' from Madison Ave
Footings and support structures shall be concealed using groundcover or landscaping.	Met = footings are located below grade

The Sign Code requirements for **Electronic Message Signs** are documented below.

Requirement	Proposed
1 sign per site	Met = 1 sign on site
Shall not be visible from any residential zoning district within 150'	Met = Facing East and West away from residential zoning
No more than 50% of a sign's actual area shall contain an electronic message sign	Met = 50% of sign face
Messages shall not change appearance more than once every 10 seconds	Unknown (no information provided)
Shall comply with the exterior lighting requirements of Section 15.06.20	Met = photometric plan provided

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

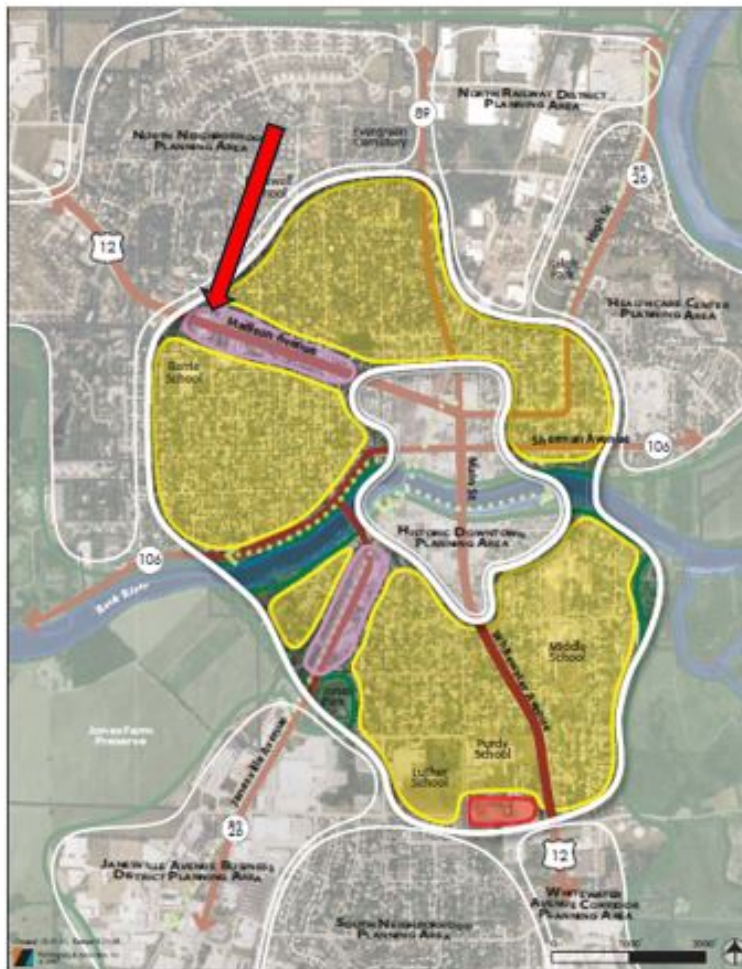
DISCUSSION

The subject parcel lies within the Central Neighborhoods Planning Area and is identified as Mixed Use within the Plan. The opportunities indicated in the Plan include Urban living experience, Single family neighborhood character, Historic preservation balanced with modernization, Bed and Breakfast opportunities, Schools, parks and downtown as gathering places, Parks and streets maintenance & improvements, Neighborhood retail revitalization, along Janesville, Madison & Whitewater Avenues. The subject property is also shown as Planned Mixed Use on the Future Land Use Map. This designation includes Community Commercial, Multi-Family Residential, Community Facilities, and Parks and Environmental Corridors. The proposed signs match the existing character of the building and its surroundings. No land use change is proposed. Staff believes the proposal is in concert with the Comprehensive Plan.

CENTRAL NEIGHBORHOODS PLANNING AREA

FIGURE 2.16

CITY OF FORT ATKINSON
FUTURES OPEN HOUSE



The proposed 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

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

- Applicant must provide City staff with information on how frequently the Electronic Message Sign component of the Monument Sign will change. A minimum of 10 seconds per display image is required and shall be subject to approval by City staff. The sign shall not blink, flash, fade, or provide other distracting movement.
- Any other recommendations of City staff and the Plan Commission.

ATTACHMENTS

1. Sign Checklist FILLABLE
2. MSC Drawing Pack - Fort Atkinson - FCCU v1.8
3. FCCU Monument Sign location_2.3.25.
4. FCCU Monument Sign vision triangle_2.3.25
5. FCCU Monument Sign_2.3.25

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): _____

Phone number: _____ Email: _____

Property address of proposed sign: _____

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.

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: _____ |



Fort Community Credit Union Monument
800 Madison Avenue, Fort Atkinson WI

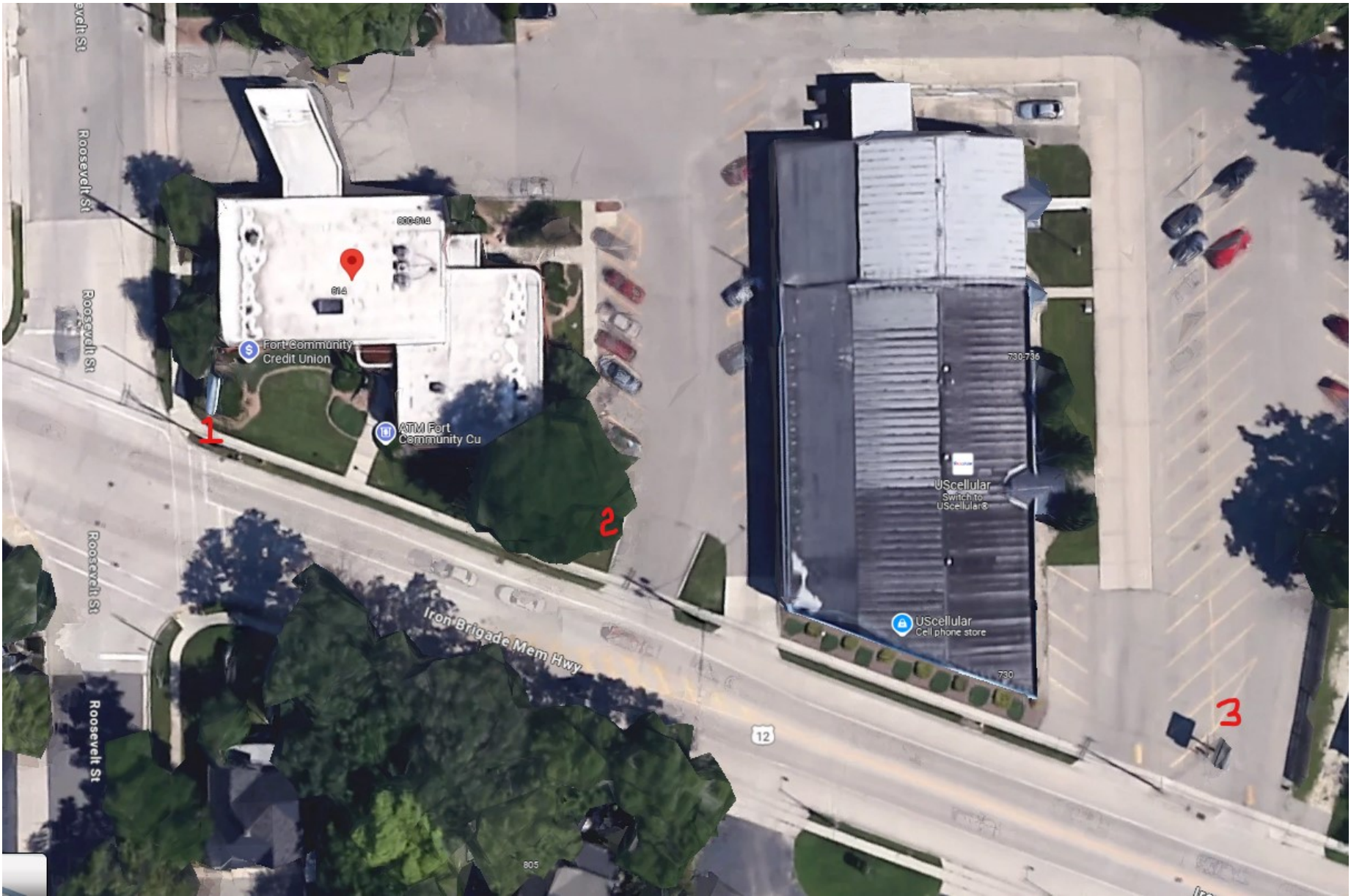
01/05/2025





N63W22625 Main Street
Sussex, WI 53089
262 372 4030

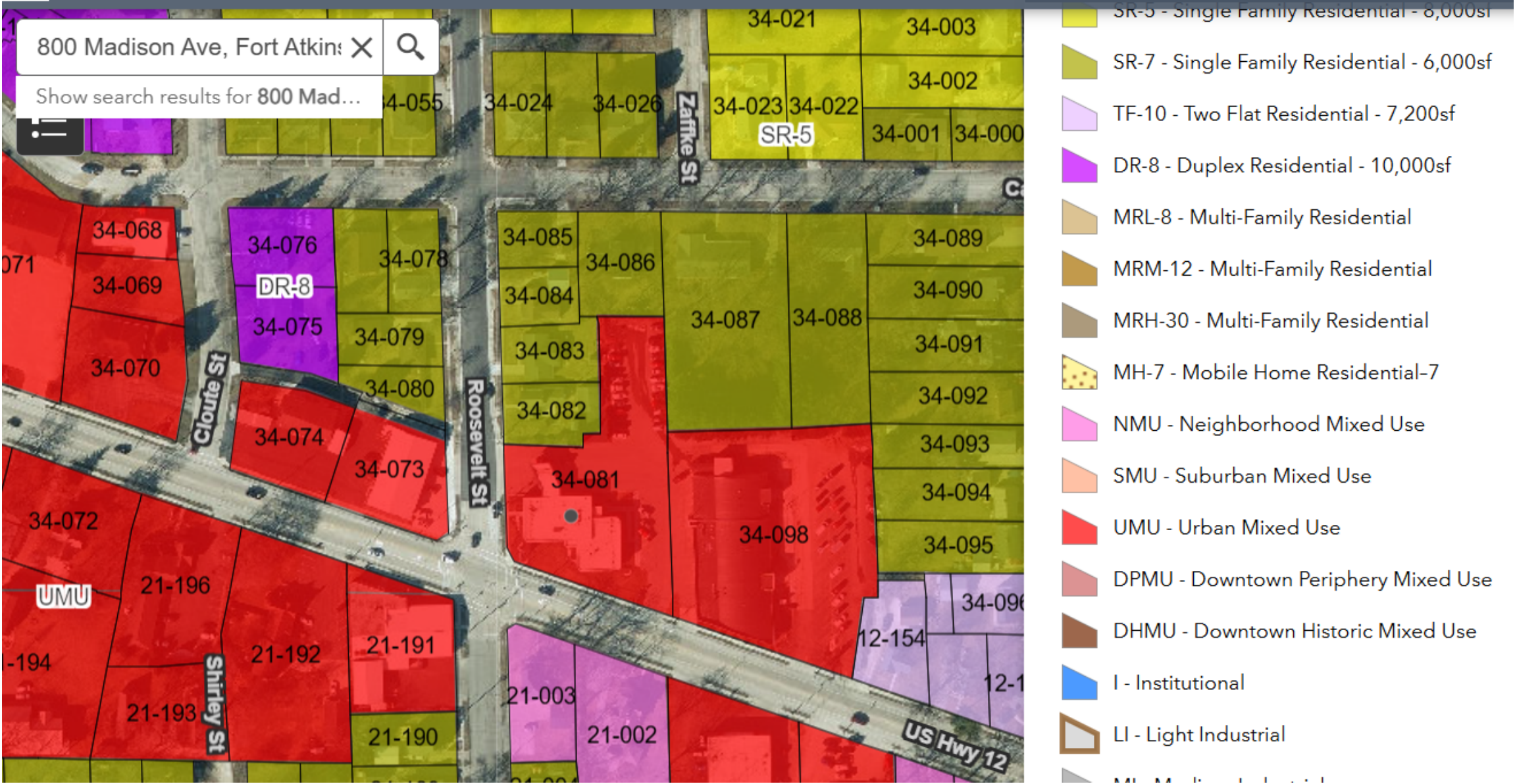
Site Map





N63W22625 Main Street
Sussex, WI 53089
262 372 4030

Site Map





N63W22625 Main Street
Sussex, WI 53089
262 372 4030

(1) Monument Sign with Electronic Messaging Center

Proposed



Site Rendering

Current

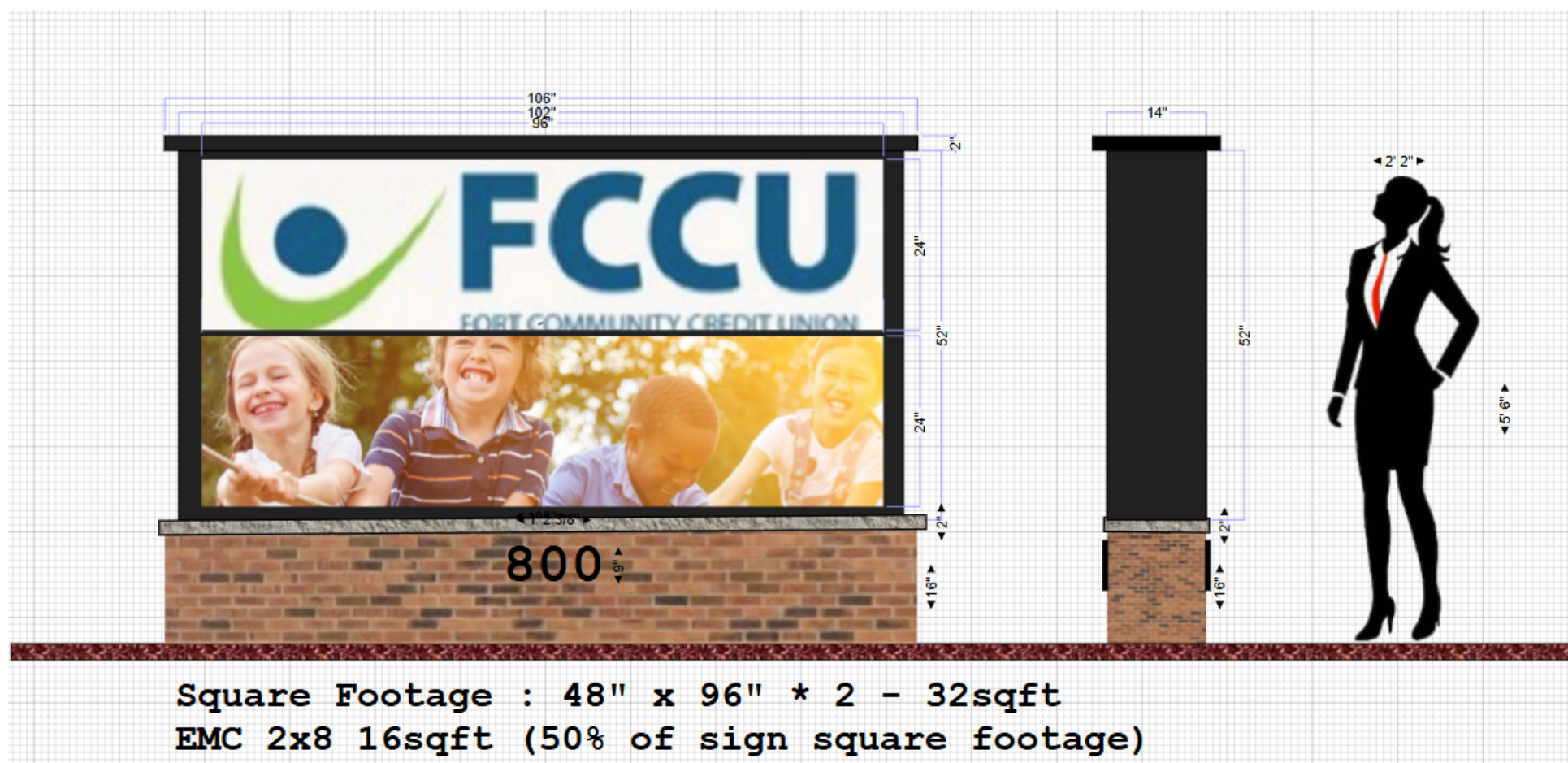




N63W22625 Main Street
Sussex, WI 53089
262 372 4030

Proposed

(1) Monument Sign with Electronic Messaging Center



Site Rendering

Current



Remove and dispose of existing pylon sign

Aluminum cabinet and decor

Polycarbonate panels with opaque backer
(per code)

EMC 12mm 2x8 (see cut sheet)

Brick foundation to match building brick

Acrylic address letters "800"



N63W22625 Main Street
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Photometric

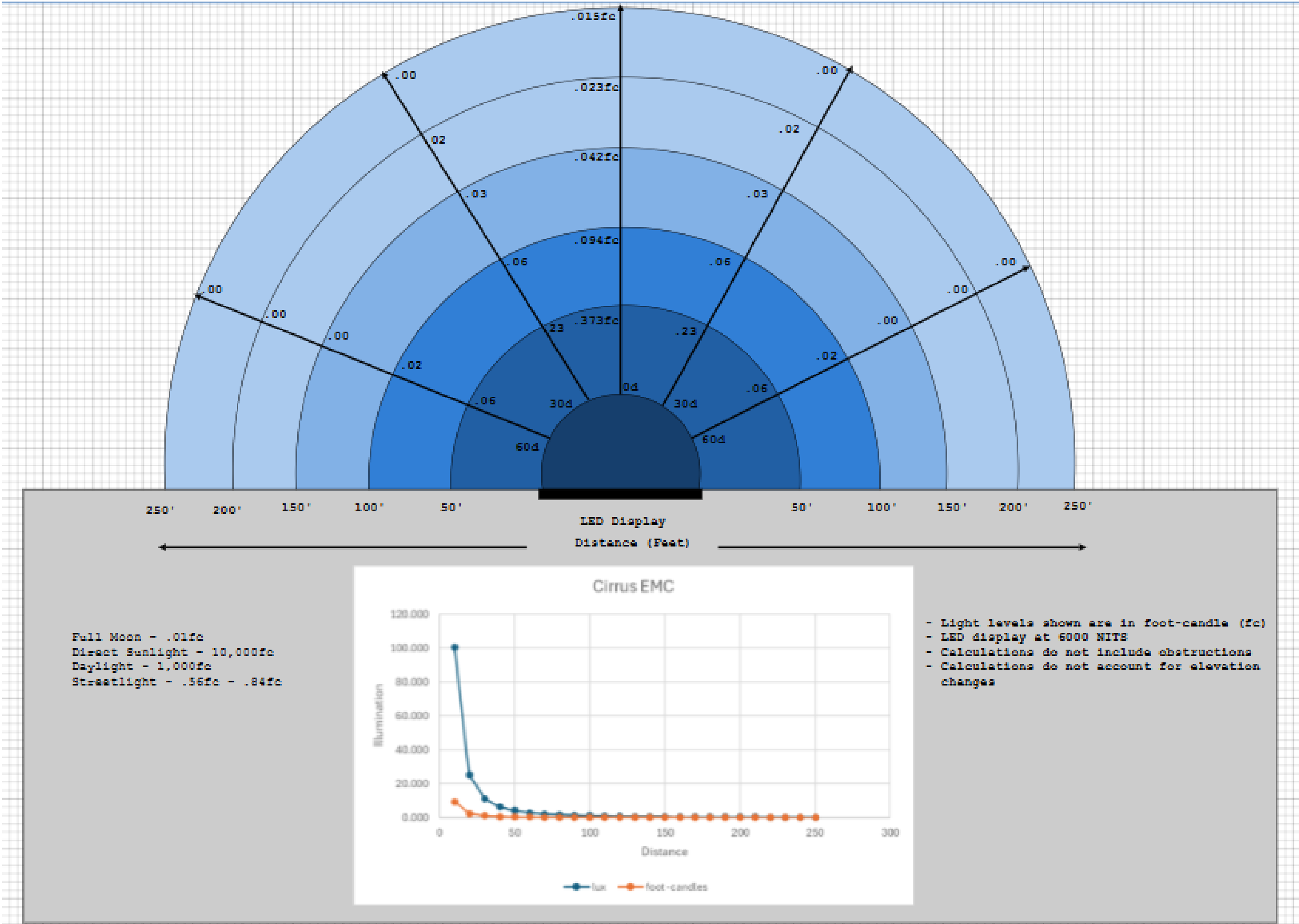


Name:	FCCU Fort Atkinson	Drawing:	1	Project:	1	Drawn:	AVHANAWAY	Notes:	MILWAUKEE SIGN CC
Cat:	Photometric Illumination Illustration	Scale:	1/16:1	Date:	01/08/2025	Rev:	A		



N63W22625 Main Street
Sussex, WI 53089
262 372 4030

Photometric





**N63W22625 Main Street
Sussex, WI 53089
262 372 4030**

LED Upgrade (2) cabinets - (4)
Blues

Consider:

(4) Polycarbonate Panels
Digitally printed vinyl

Top:
17.5" h x 36.5" w Cut Size
16.5" h x 35" w VO

Bottom:
23.5" h x 36.5" w Cut Size
21.5" h x 34" w VO

(2) LED Upgrade (possible polycarbonate panel replacement)



Site Rendering

Polycarbonate panel undersized
on one side Vinyl on faces is
shredding and weathered





N63W22625 Main Street
Sussex, WI 53089
262 372 4030

(2) Polycarbonate Panels
Digitally printed vinyl

FCCU Mortgage Store only

42" h x 120" w Cut Size

LED Upgrade (1&2)
cabinets

(2) Poly Carbonate Panels & LED Upgraded

Proposed

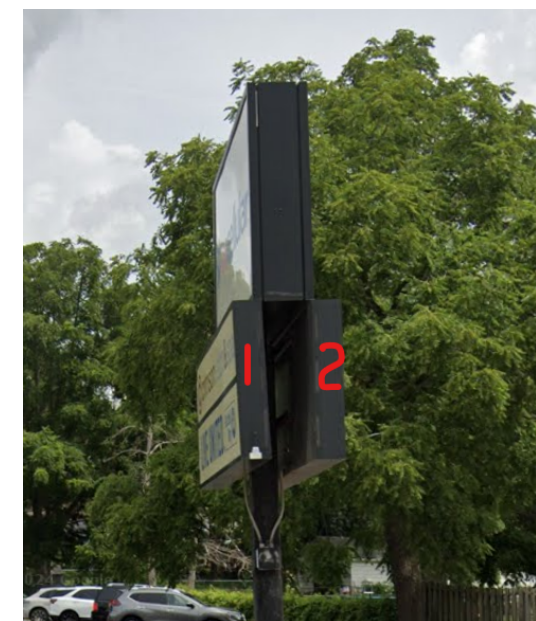


120"

42"

Site Rendering

Current

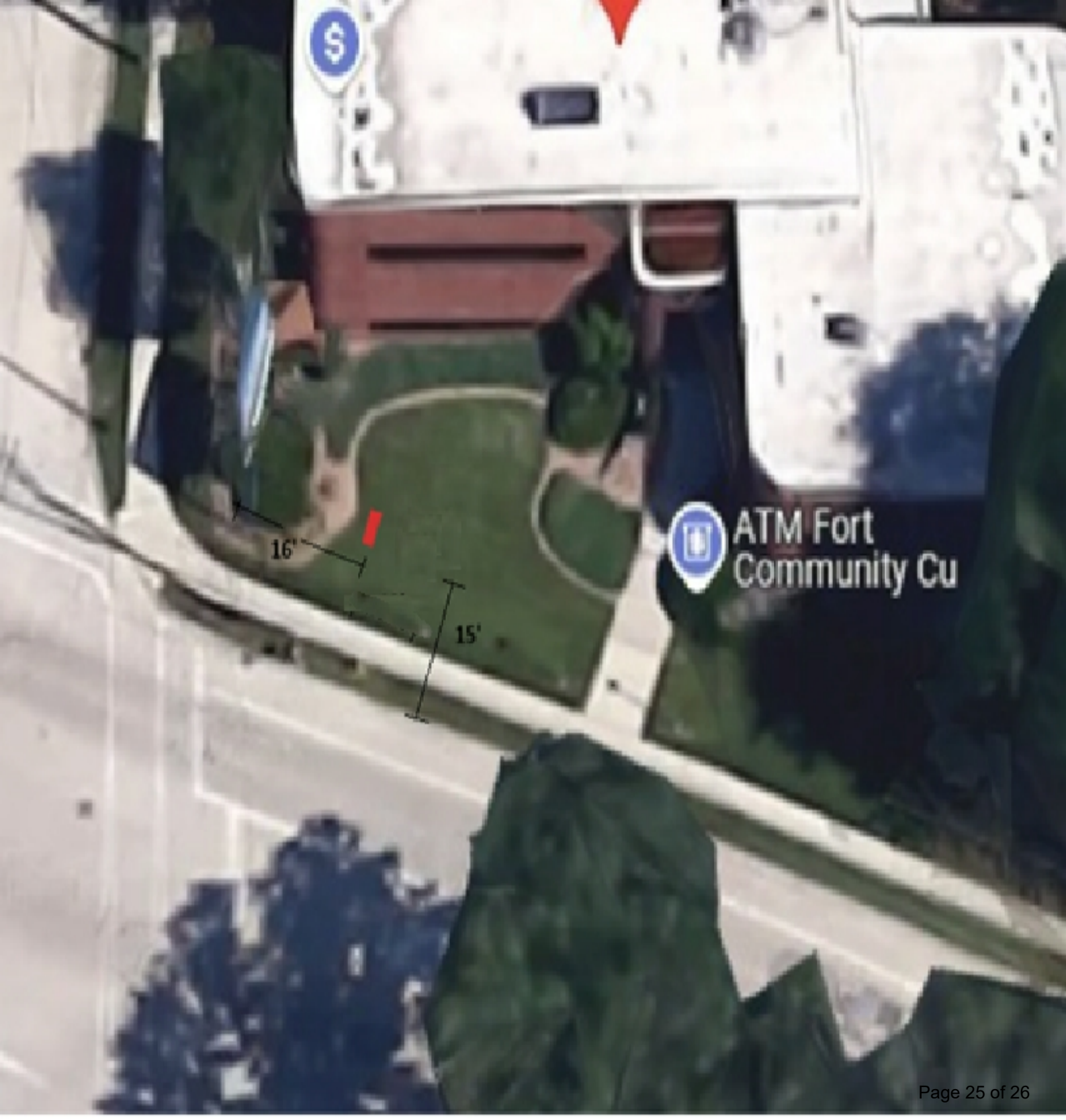




**N63W22625 Main Street
Sussex, WI 53089
262 372 4030**

THANK YOU





ATM Fort
Community Cu

16'

15'



800

15ft