



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, APRIL 8, 2025 – 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 February 25, 2025 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-2025-04) (Draeger, Building Inspector/Zoning Administrator)
- c. Review and possible action relating to a **Site Plan Review** for signage at Little Rainbows Play Place, 1335 N. High St. (SPR-2025-06) (Draeger, Building Inspector/Zoning Administrator)
- d. Update on previous Plan Commission approved projects (Houseman, City Manager)

4. Adjournment

Date Posted: April 4, 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 25, 2025 – 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: Commissioners Highfield, Hough, Shull, Kessenich, Council Rep Schultz and Manager Houseman. Also present: Building Inspector, City Attorney and City Clerk/Treasurer/Finance Director.

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)*

Kessenich moved, seconded by Highfield to approve the minutes of the February 11, 2025 Plan Commission meeting. Motion carried.

*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)*

Inspector Draeger presented the site plan review for FCCU. 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 at their location on 800 Madison Avenue.

Kessenich moved, seconded by Hough to approve 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.

Motion carried.

c. Update on previous Plan Commission items (Houseman, City Manager)

None.

4. Adjournment

Hough moved, seconded by Highfield to adjourn. Meeting adjourned at 4:08 pm.

Respectfully submitted

Michelle Ebbert

City Clerk/Treasurer/Finance Director



Site Plan Review REPORT TO THE PLAN COMMISSION

DATE: April 8, 2025
PROPERTY ADDRESS: 801 Janesville 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-2025-04
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, a full-service contract packaging and assembly company, has recently opened at its existing location on Rockwell Ave, across from Nasco, near the corner of Rockwell and Janesville Ave. As the business expands north, A-1 plans to install two new building signs depicting the company's logo, services, and contact information on the west facade of the section located at 801 Janesville Ave.

Sign Code Requirements for Wall Signs

Requirement	Proposed
1 sign per exterior wall, plus 1 per customer entry	Met: 1 Sign on the West Facade Met: 1 Sing for Customer Entry
1 sf of sign area per 1 linear ft of facade	Met: West facade 162 ln ft = 100 sf proposed Met: West facade 62 ln ft remaining = 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	Met: No lighting proposed

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

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 retail & 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.

JANESVILLE AVE BUSINESS DISTRICT PLANNING AREA

FIGURE: 2.18
CITY OF FORT ATKINSON
FUTURES OPEN HOUSE



The proposed wall 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 as proposed.

ATTACHMENTS

1. A1 Creative Warehouse Sign Application
2. Elevation-Janesville Ave
3. 801 Janesville Ave Warehouse GSI
4. 600 Rockwell Ave_South_ A1 Warehouse

5. A1 creative warehouse Full Building (1)

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 Packageing Adam Wiese 262-527-4643

FASTSIGNS of Waukesha completing the application and fabrication of Signs

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

Property address of proposed sign: 801 Janesville 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.

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: _____ |





801 Janesville Ave
Fort Atkinson
A1 Creative Packaging
Warehouse

Sign location on this side
of building

240" w X 60" h





240"W

60"H



**CREATIVE
WAREHOUSING**

WAREHOUSING / DISTRIBUTION / FULFILLMENT

(262) 495-2151

A DIVISION OF



**CREATIVE
PACKAGING**

36"H

72"W



SITE PLAN REVIEW REPORT TO THE PLAN COMMISSION

DATE: April 8, 2025
PROPERTY ADDRESS: 1335 N. High St.
PARCEL NUMBER: 226-0614-3424-022
OWNER: AREC 34 LLC
APPLICANT: Little Rainbows Play Place

FILE NUMBER: SPR-2025-06
EXISTING ZONING: PUD-Planned Unit Development
PROPOSED ZONING: No Change Proposed
EXISTING LAND USE: Mixed Use
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

Little Rainbows is proposing a new wall sign on the front façade of the building facing North High Street. The 8' x 4' sign will feature the company logo. Additionally, the applicant plans to install a replacement sign face in the existing Group Development sign along North High Street. While replacement sign faces do not require Plan Commission review and approval, this has been included for reference.

Sign Code Requirements for Wall Signs

Requirement	Proposed
1 sign per exterior wall, plus 1 per customer entry	Met: 1 Sign
All businesses are allowed a min. of 40 sq. ft.	Met: 32 Square Feet
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 and painted steel
Shall be ambient, backlit, or gooseneck lighting	Met: Internal LED lighting is proposed
Shall be a minimum of 8ft above the sidewalk	Met: 25.5'
Shall project a maximum of 12 in. from the front façade face of the building	Met: Proposed 7" projection
Sign must be designed of materials harmonious	Met: Metal Sign with harmonious colors

with the building and site

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

DISCUSSION

COMPREHENSIVE LAND USE PLAN (2019):

The subject parcel lies within the North Railway District Planning Area and is identified as Mixed Use within the City's Comprehensive Plan. The opportunities included in this planning area include a "live-work" focus, business growth - infill industrial sites, job-focused redevelopment in areas closer to park & downtown, employment-focused redevelopment, superior natural entryway experience. The subject property is also shown as Planned Mixed Use on the Future Land Use Map. This designation includes a mixture of commercial and residential uses. Planned Mixed Use areas are intended to be vibrant urban places that should function as community focal points and gathering spots. The proposed signs match the existing character of the building and its surroundings. Staff believe the proposal is in concert with the Comprehensive Plan.

NORTH RAILWAY DISTRICT PLANNING AREA

FIGURE: 2.14

CITY OF FORT ATKINSON
FUTURES OPEN HOUSE



The proposed wall sign and group development panel sign meet the requirements of the City's Zoning Ordinances and are aligned with the surrounding commercial area. City staff has reviewed the application, and all comments have been included within this document.

RECOMMENDATION

Staff recommends that the Plan Commission approve the requested wall sign as proposed.

ATTACHMENTS

1. Building Sign Little Rainbows
2. Little rainbow Sign review application
3. Little Rainbow Site Plan
4. Street Measurements
5. Building Sign Measurement



*Covered Walk-way

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): Richard Keaton, The Sign Guy Signs, For Little Rainbows Play place.

Phone number: 920-723-8681 Email: Signguysigns1@gmail.com

Property address of proposed sign: 1335 N Hign St Fort Atkison,Wi. 53538

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.
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 - ☒ 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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IV Process Checklist

- | | |
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| ☐ Receipt of complete application packet by Zoning Administrator | Date: _____ |
| ☐ Review and action by Zoning Administrator | Date: _____ |

24-022

h: 8' 3"

4.4'

375.1'

405.4'

101.57'

LOT 3

1355

175'

24-023

145.0'

148.71'

1351

116.85'

1317

684.28'

583.75'

618.53'

RIVER FRONT
Cafe SINCE 1993

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Little
Rainbows
Play Place
www.Littlerainbowsfort.com

U-BOX
U-HAUL At Your Door

GRAPHICHOUSEINC.COM

9Ft

2.5 Ft



- * This sign is built UL Certified and constructed of aluminum/ Steel Bars

- * This Sign is lighted internally (LEDS)

- * We Will be attaching Sign box to supports located behind the aluminum Siding!
We will be using Conduit to protect power going to lights

- * Sign Depth 5" (With hardware Sign Depth is 7")

- *Covered Walk-way