



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, JULY 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

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AGENDA

1. Call meeting to order

2. Roll call

3. New Business

- a. Review and possible action relating to the **minutes of the June 10, 2025 Plan Commission meeting** (Ebbert, Clerk/Treasurer/Finance Director)
- b. Review and possible action relating to the **minutes of the June 24, 2025 Plan Commission meeting** (Ebbert, Clerk/Treasurer/Finance Director)
- c. Review and possible action relating to a **Site Plan Review** for signage at Edward Jones, 403 Janesville Ave. (SPR-2025-22) (Draeger, Director of Neighborhood and Building Services)
- d. Review and possible action relating to a **Site Plan Review** for signage at Two Twenty, 201 N. Main St. (SPR-2025-20) (Draeger, Director of Neighborhood and Building Services)
- e. Update on previous Plan Commission approved projects (Houseman)

4. Adjournment

Date Posted: July 2, 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.

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**PLAN COMMISSION MEETING
IN PERSON AND VIA ZOOM
TUESDAY, JUNE 10, 2025 – 4:00 PM
CITY HALL – SECOND FLOOR**

MINUTES

1. Call meeting to order

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

2. Roll call

Present: Council Representative Schultz, Commissioners Ciccarelli, Kessenich, Shull, Manager Houseman and Director of Public Works Navin. Also present: Building Inspector/Zoning Administrator and Clerk/Treasurer/Finance Director.

Absent: Cm Hough.

3. Public Hearings

- a. **Public Hearing** relating to a Zoning Map Amendment to change the zoning district for a portion of the properties located west of Banker Road and east of Fort Atkinson High School (parcel number **226-0614-3322-000**), from Single Family Residential (SR-2) to Multi-Family Residential (MRM-12), (SR-5) Single Family Residential, and (CON) Conservancy. (Draeger, Building Inspector/Zoning Administrator)

Building Inspector Draeger presented the information regarding the amendment request. The City is considering a proposed Zoning Map Amendment for a portion of the parcel located West of Banker Road and East of Fort Atkinson High School (parcel number 226-0614-3322- 000). This amendment would change the zoning designation from Single-Family Residential (SR2) to Multi-Family Residential (MRM-12), Single-Family Residential (SR-5) and Conservancy (CON). The requested change aims to support future development in the area and the planned storm water management areas. This proposed amendment is related to the approval process for the Preliminary Plat Review of Ridge View Estates, which was reviewed and recommended to the City Council for approval by the Plan Commission on May 13, 2025. While the Preliminary Plat establishes individual parcels, this Zoning Map Amendment determines their zoning classifications. Upon final approval of both the Preliminary Plat and the Zoning Map Amendment, the parcels will be available for sale and development.

Manager Houseman opened the Public Hearing. After three calls, the Public Hearing was

closed without comments.

- b. ***Public Hearing*** relating to a Zoning Map Amendment to change the zoning district for the properties located at 1349, 1347 and 1345 Marigold Dr. (parcel numbers **226-0614-3322-002, 226-0614-3322-003, 226-0614-3322-004**), from Single Family Residential (SR2) to Single Family Residential (SR5). (Draeger, Building Inspector/Zoning Administrator)

Building Inspector Draeger presented the proposed Zoning Map Amendment includes the properties located at 1349, 1347 and 1345 Marigold Dr. (parcel numbers 226-0614-3322-002, 226-0614-3322-003, 226-0614-3322-004), from Single Family Residential (SR-2) to Single-Family Residential (SR-5). A zoning change is being requested to accommodate the future development of the parcels. This proposed amendment is related to the Certified Survey Map Review which included Lots 3- 5 which was reviewed and recommended for approval by the Plan Commission on February 11, 2025. While the CSM established the individual parcels, this Zoning Map Amendment determines their zoning classifications. Final approval of the Zoning Map Amendment will permit the sale and development of the individual lots under the new SR-5 zoning classification.

Manager Houseman opened the Public Hearing. After three calls, the Public Hearing was closed without comment.

4. New Business

- a. ***Review and possible action relating to the minutes of the May 13, 2025 Plan Commission meeting*** (Ebbert, Clerk/Treasurer/Finance Director)

Ciccarelli requested to note his comments on whether a projecting sign had been considered in relation to the Devout Real Estate submission. Inspector Draeger clarified during the meeting that projecting signs were not allowed in the Downtown Historic District.

Kessenich moved, seconded by Ciccarelli to approve the minutes of the May 13, 2025 Plan Commission meeting. Motion carried.

- b. ***Review and possible recommendation to the City Council relating to a Zoning Map Amendment*** to change the zoning for the properties located west of Banker Road and east of Fort Atkinson High School (parcel number **226-0614-3322-000**), from Single Family Residential (SR-2) to Multi-Family Residential (MRM-12) and (SR-5) Single Family Residential. (ZMA-2025-02) (Draeger, Building Inspector/Zoning Administrator)

Draeger discussed the zoning requests that allow for varying setbacks within residential zoning and conservancy parcels that allow for stormwater management. Lot size was discussed in reference to SR-5 zoning.

Schultz moved, Ciccarelli seconded to recommend to the City Council approve the Zoning Map Amendment to change the zoning for the properties located west of Banker Road and east of Fort Atkinson High School (parcel number 226-0614-3322-000), from Single

Family Residential (SR-2) to Multi-Family Residential (MRM-12) and (SR-5) Single Family Residential. (ZMA-2025-02). Motion carried unanimously.

- c. *Review and possible recommendation to the City Council relating to a **Zoning Map Amendment** to change the zoning district for the properties located at 1349, 1347 and 1345 Marigold Dr. (parcel numbers **226-0614-3322-002, 226-0614-3322-003, 226-0614-3322-004**), from Single Family Residential (SR2) to Single Family Residential (SR5). (ZMA-2025-03) (Draeger, Building Inspector/Zoning Administrator)*

Kessenich moved, seconded by Ciccarelli to recommend the City Council approve the Zoning Map Amendment to change the zoning district for the properties located at 1349, 1347 and 1345 Marigold Dr. (parcel numbers 226-0614-3322-002, 226-0614-3322-003, 226-0614-3322-004), from Single Family Residential (SR2) to Single Family Residential (SR5). Motion carried unanimously.

- d. *Review and possible action relating to a **Concept Plan for an industrial flex building** to be located on Lots 12 and 13 in the Klement Business Park (Draeger, Building Inspector/Zoning Administrator)*

Building Inspector Draeger stated that at the meeting on November 7, 2024, the City Council approved the sale of Lots 12 and 13 in the Klement Business Park to Wisconsin Development Partners, LLC for \$323,700. The offer to purchase was subject to approval of development plans for the property. Note that the Council also approved an option for the applicant to purchase Lot 1 if exercised by October 31, 2025. The developer proposes to construct an industrial flex building on Lots 12 and 13 (subject property), designed to accommodate multiple users. The front façade of the building will face Janesville Avenue, with loading docks located along Mielke Drive. This flexible design allows for either a single occupant or multiple tenants, as the space can be subdivided as needed. The City and the applicant have reached a conceptual agreement on the development.

Cm. Ciccarelli asked about signage and building entrances being included in the Site Plan, when represented to Plan Commission. Draeger confirmed additional information will be presented to the Plan Commission when an actual Site Plan is to be reviewed. Ciccarelli additionally inquired on connecting parking lots, the pedestrian walkways noted on the concept plan and if additional vehicular access would be added off of Janesville Avenue. Draeger confirmed a Site Plan, once submitted to Plan Commission for action will be reviewed by all Departments, particularly the Fire Department and no additional access will be added off of Janesville Avenue for this Industrial Park.

Schultz moved, seconded by Ciccarelli to approve the Concept Plan as submitted to meet the intent of the accepted offer to purchase the subject property. A full set of site plans will come back to the Plan Commission for review and approval prior to the issuance of building permits. Motion carried unanimously.

- e. *Review and possible action relating to a **Site Plan Review** for signage at Waterfront Dental, Sherman Ave. (SPR-2025-10) (Draeger, Building/Zoning Administrator)*

Building Inspector Draeger stated that Waterfront Dental, formerly operating as Bender Kind & Stafford (BKS) Dental, is proposing updates to the signage located on the northern

façade of its building facing Sherman Avenue. The proposal includes the installation of a new wall sign as well as the replacement of the graphic faces on two existing signs, all situated on the same façade. The proposed wall sign will display the updated company logo along with a description of the services offered. The design retains the existing graphic base of the wall sign, with modifications focused on the lettering to reflect the new branding. The sign will measure approximately 9 feet 1¼ inches by 37¼ inches, totaling about 28 square feet in area. The updated signage will feature backlit white LED illumination and maintain the existing color scheme currently present on the building, ensuring continuity with the property's established aesthetic.

Kessenich moved, seconded by Ciccarelli to approve the Site Plan Review signage at Waterfront Dental, Sherman Avenue. Motion carried unanimously.

5. Adjournment

Kessenich moved, seconded by Schultz to adjourn. Meeting adjourned at 4:30 pm.

Respectfully submitted,
Michelle Ebbert
City Clerk/Treasurer/Finance Director



**PLAN COMMISSION MEETING
IN PERSON AND VIA ZOOM
TUESDAY, JUNE 24, 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: Council Representative Schultz, Commissioners Ciccarelli, Kessenich, DPW Navin, Manager Houseman. Also present: Building Inspector, City Attorney and City Clerk/Treasurer/Finance Director.

Absent: Commissioners Hough and Shull

3. New Business

a. Review and possible action relating to the *minutes of the June 10, 2025 Plan Commission meeting* (Ebbert, Clerk/Treasurer/Finance Director)

Ciccarelli would like more detail added to minutes. Asked about signage on facade, connections to Mielke drive, walkway and preliminary plan.

No action was taken.

b. Review and possible action relating to the *Site Plan Review for a parking lot at Crown of Life Christian Academy located at 535 Berea Drive (SPR-2025-11)* (Draeger, Building Inspector/Zoning Administrator)

Inspector Draeger presented the request for Crown of Life Christian Academy who owns a 36-acre parcel that currently includes a school, outdoor recreational space, surface parking, and is severely constrained by wetlands to the east, west, and north. The site is located directly east of the Highway 26 Bypass and is surrounded by residential development. The existing surface parking lot includes 65 spaces located south of the school building. The applicant is proposing to increase the total number of parking spaces on the site to 127. This would be accomplished by expanding the existing parking lot to the south and adding another overflow parking lot to the east of the access drive. Landscaping, lighting, stormwater management, and a possible playground are also proposed and associated with the parking expansion project. No other site changes are proposed at this time.

Draeger stated the Plan Commission's discussion and determination on the proposed playground.

Either: 1. Waive the accessory structure setback for the playground because of the unconventional lot configuration due to the on-site wetland areas and because the playground will not be visible from the street. The playground is proposed to be a minimum of 10 feet from the southern property line, meeting the required principal structure front yard setback.

Or 2. Do not permit the playground because it does not meet the accessory structure setbacks, is located too close to the existing residential properties to the south, and creates a potential safety issue where children would be required to cross the access drive and walk a considerable distance to access the playground area. Alternate areas on the site appear to be available and would be more appropriate.

City staff recommend approval of the Site Plan, subject to the following conditions:

- Waive the requirement for a parking study, as determined by City staff.
- Waive the requirements for curbing along the western and southern edge of the expanded paved area associated with the western parking lot expansion because the proposed approach matches the existing configuration.
- Require the applicant to place the proposed playground in a location that complies with the city's zoning ordinance.
- Require the applicant to submit an updated erosion control plan and submit to city staff for approval
- Require the applicant to submit Universal Soil Loss Equations to city staff for approval
- Any other recommendations from City staff and the Plan Commission

Houseman asked if there is an existing playground. Inspector Draeger indicated there is. Ciccarelli suggested another location for the playground, pointed out crosswalks and pedestrian paths. Draeger stated there is an area reserved for a retention pond. The playground would still be in the front yard of the school. Manager Houseman described paths via GIS.

Kessenich asked if the area would be fenced. Draeger stated nothing was presented regarding a fence.

Houseman inquired on the erosion control requirements. Draeger noted the gravel tracking pad is to avoid tracking dirt and debris onto the city streets.

Ciccarelli inquired on the light patterns. Draeger stated specific requirements were met according to the code.

Schultz moved, seconded by Kessenich to approve the Site Plan Review for a parking lot expansion at Crown of Life Christian Academy located at 535 Berea Drive subject to the conditions outlined in the Staff report as follows:

- Waive the requirement for a parking study, as determined by City staff.
 - Waive the requirements for curbing along the western and southern edge of the expanded paved area associated with the western parking lot expansion because the proposed approach matches the existing configuration.
 - Require the applicant to place the proposed playground in a location that complies with the city's zoning ordinance.
 - Require the applicant to submit an updated erosion control plan and submit to city staff for approval
 - Require the applicant to submit Universal Soil Loss Equations to city staff for approval.
- Motion carried.

- c. *Presentation relating to a **Site Plan Review for signage** at the Fort Atkinson School District schools and administration building (Draeger, Building Inspector/Zoning Administrator)*
- Inspector Draeger presented the submission from the Fort Atkinson School District, who is proposing several new signs across various locations within the community. For efficiency, all the signs are reviewed and grouped within this staff report. However, each location that requires action by the Plan Commission will be separately acted upon. To note, all signs are proposed to be non-illuminated, constructed of aluminum, and match one another. The proposed new signage meets 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.

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

- Require the applicant to provide the proposed setback of all dual post signs at each location that are a minimum of 15' from the curb face and located outside of the right-of-way, subject to approval by City staff.
- Any other recommendations of City staff and the Plan Commission.

Kessenich inquired on the sign at Rockwell Elementary and suggested a double faced sign on the corner. Draeger stated this is where the current sign is located with landscaping and was proposed by the District. Ciccarelli recommended a wall sign be placed. Houseman stated feedback from the Commission can be provided to the District.

- 1) *Review and possible action relating to a **Site Plan Review for signage** at the School District of Fort Atkinson Office located at 201 Park St. (SPR-2025-15) (Draeger, Building Inspector/Zoning Administrator)*
Kessenich moved, seconded by Schultz to approve the Site Plan Review for signage at the School District of Fort Atkinson, 201 Park Street with the condition that the applicant provides the proposed setback of all dual post signs at each location that are a minimum of 15' from the curb face and located outside of the right-of-way, subject to approval by City staff. Motion carried.
- 2) *Review and possible action relating to a **Site Plan Review for signage** at Rockwell Elementary School located at 821 Monroe St. (SPR-2025-12) (Draeger, Building Inspector/Zoning Administrator)*

Ciccarelli moved, seconded by Schultz moved to approve the Site Plan Review for signage at the Rockwell Elementary School, 821 Monroe Street with the condition that the applicant provides the proposed setback of all dual post signs at each location that are a minimum of 15' from the curb face and located outside of the right-of-way, subject to approval by City staff. Motion carried.

- 3) *Review and possible action relating to a Site Plan Review for signage at Purdy Elementary School located at 719 S. Main St. (SPR-2025-13) (Draeger, Building Inspector/Zoning Administrator)*

Kessenich moved, seconded by Schultz to approve the Site Plan Review for signage at the Purdy Elementary School, 719 S. Main Street with the condition that the applicant provides the proposed setback of all dual post signs at each location that are a minimum of 15' from the curb face and located outside of the right-of-way, subject to approval by City staff. Motion carried.

- 4) *Review and possible action relating to a Site Plan Review for signage at Fort Atkinson Middle School located at 310 S 4th St. East (SPR-2025-14) (Draeger, Building Inspector/Zoning Administrator)*

Schultz moved, seconded by Kessenich to approve the Site Plan Review for signage at the Fort Atkinson Middle School, 310 S. 4th Street East with the condition that the applicant provides the proposed setback of all dual post signs at each location that are a minimum of 15' from the curb face and located outside of the right-of-way, subject to approval by City staff. Motion carried.

- 5) *Review and possible action relating to a Site Plan Review for signage at Barrie Elementary School located at 1000 Harriette St. (SPR-2025-16) (Draeger, Building Inspector/Zoning Administrator)*

Schultz moved, seconded by Kessenich moved to approve the Site Plan Review for signage at the Barrie Elementary School, 1000 Harriette Street with the condition that the applicant provides the proposed setback of all dual post signs at each location that are a minimum of 15' from the curb face and located outside of the right-of-way, subject to approval by City staff. Motion carried.

- 6) *Review and possible action relating to a Site Plan Review for signage at Luther Elementary School located at 205 Park St. (SPR-2025-17) (Draeger, Building Inspector/Zoning Administrator)*

Schultz moved, seconded by Kessenich to approve the Site Plan Review for signage at the Luther Elementary School, 205 Park Street with the condition that the applicant provides the proposed setback of all dual post signs at each location that are a minimum of 15' from the curb face and located outside of the right-of-way, subject to approval by City staff. Motion carried.

- d. *Review and possible action relating to a **Site Plan Review** for signage at Verizon, 1520 Madison Ave. (SPR-2025-17) (Draeger, Building Inspector/Zoning Administrator)*

Inspector Draeger stated that Verizon is re-establishing a retail location within the multi-tenant commercial building located south of Madison Avenue, west of Pick 'n Save, and south of Culver's. The company previously operated in a different tenant space within the

same building and is now proposing new exterior signage for its new location. Proposed changes include the following:

- Northern Façade (1): one proposed internally illuminated wall sign is planned above the front door at an approximate size of 25 square feet.
- Pylon Sign (2): the existing pylon sign is not proposed to change. One existing 6 square foot tenant sign within the sign structure is proposed to be replaced with a new sign face.
- Northern Façade (3): one proposed window sign is planned on the front door at an approximate size of 1.25 square feet.
- Northern Façade (4): one proposed address sign is planned above the front door at an approximate size of 0.25 square feet.

All signs meet the sign code without conditions.

Ciccarelli moved, seconded by Kessenich to approve the Site Plan Review for signage at Verizon, 1520 Madison Avenue. Motion carried.

- e. *Update on previous Plan Commission approved projects (Houseman, City Manager)*
Houseman provided updates on Ridge View Estates construction progress. No action was taken.

4. Adjournment

Schultz moved, seconded by Kessenich to adjourn. Meeting adjourned at 4:49 pm.

Respectfully submitted,

Michelle Ebbert

City Clerk/Treasurer/Finance Director



Site Plan Review REPORT TO THE PLAN COMMISSION

DATE: July 8, 2025

PROPERTY ADDRESS: 403 Janesville Ave

PARCEL NUMBER: 226-0514-0442-013

OWNER: Chris McClimon

APPLICANT: Mari Weisensel-LaCrosse Sign Group

FILE NUMBER: SPR-2025-22

EXISTING ZONING: UMU - Urban Mixed Use

PROPOSED ZONING: No Change Proposed

EXISTING LAND USE: Mixed Use - Office

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

Edward Jones has recently relocated from 6 Milwaukee Avenue East to a new office located at 403 Janesville Avenue, in the building formerly occupied by Direct Business Media. As part of this relocation, the business is requesting approval for new signage at the site.

The proposed signage includes the following elements:

- **Awning Sign:** To be installed on the existing awning on the west-facing façade of the building, fronting Janesville Avenue. The awning will display the Edward Jones logo and is proposed to measure 10 feet long and 15 inches tall.
- **Dual Post Sign:** To be located in front of the building, adjacent to Janesville Avenue. This freestanding sign will also feature the company's branding and is proposed to measure 3 feet 10 inches in width by 2 feet 8 inches in height.
- **Door Vinyl:** Proposed for the main entrance, this vinyl decal will include the company's logo and contact information. It is proposed to measure 1 foot 3 inches in width by 1 foot 4 1/2 inches in height.

All signage is consistent with the company's corporate branding and is intended to improve visibility at the new location.

Sign Code Requirements for Awning Signs

Requirement	Proposed
1 sign per exterior wall not abutting, plus 1 per customer entry	Met: 1 awning sign
1 sf of sign area per 1 ft of street frontage or on-site parking	Met: Existing awning with 14.8 sf of lettering
Shall not extend over any roof or parapet	Met: existing awning
Shall be made of durable, all-weather materials.	Met: existing awning
Shall be a minimum of 8 feet above a sidewalk, 14 ft. above the drive, alley, street, parking space or other vehicle surface.	Met: existing awning
Shall project a maximum of 12 in. from the front façade of the building	Met: existing awning
Sign must be designed of materials harmonious with the building and site	Met: Vinyl lettering with harmonious colors
Sign must be horizontally or vertically centered on the face of the awning and must not project above, below or beyond the awning surface	Met: Sign is horizontally centered and does not project off the awning surface
Sign copy shall not exceed 50 percent of the area of an angled face of the awning	Met: 54 sf of awning - 14.8 sf of vinyl lettering
Sign copy shall not be more than 12 inches tall on a vertical face of the awning.	Met: Text on the vertical face of the awning is existing and less than 12 inches.

Sign Code Requirements for Dual Post Signs

Requirement	Proposed
1 Sign per street frontage	Met: 1 Sign proposed
15' front the street curb and not in a vision triangle	Met: Mounted on existing posts
Shall be made of durable, all-weather materials	Met: Aluminum construction
Standard sign lighting allowed	Met: No illumination proposed
1 sf of sign per 1 ft of street frontage or onsite parking	Met: 80 ft of street frontage - 9.6 sf of signage proposed
Height limit of 6 feet for Monument Signs	Met: No Change
Sign must be designed of materials harmonious with the building and site	Met: Metal Sign with harmonious colors
Any internal illuminated sign must have opaque cabinet fields	Met: No illumination proposed

The Sign Code does not require a permit for Window Signs or Address Signs. Both meet all requirements of the Sign Code, but are not subject to action by the Plan Commission.

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

DISCUSSION

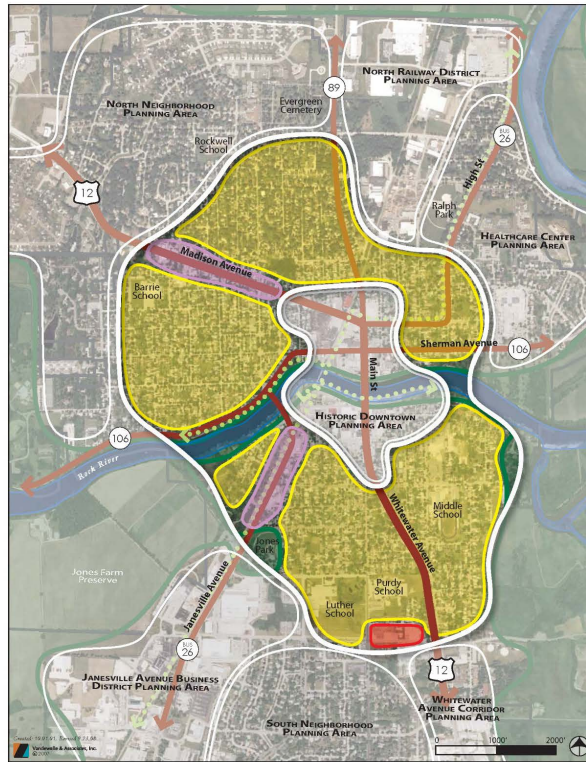
The subject parcel lies within the Central Neighborhoods Planning Area and is identified as Mixed Use within the Plan. The opportunities indicated in the Plan include urban living experience, single-family neighborhood character, historic preservation balanced with modernization, bed and breakfast opportunities, schools, parks and downtown gathering places, parks and streets maintenance & improvements, neighborhood retail revitalization, along Janesville, Madison & Whitewater Avenues.

The subject property is also shown as Community Commercial on the Future Land Use Map. 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.

CENTRAL NEIGHBORHOODS PLANNING AREA

FIGURE: 2.16

CITY OF FORT ATKINSON
FUTURES OPEN HOUSE



Opportunities

- Urban living experience
- Single family neighborhood character
- Historic preservation balanced with modernization
- Bed & Breakfast Opportunities
- Schools, parks & downtown as gathering places
- Parks & streets maintenance & improvements
- Neighborhood retail revitalization, along Janesville, Madison & Whitewater Avenues

Note: This map is [not](#) a Detailed Future Land Use Map or Future Transportation Map for zoning and other decision making. The purpose of this map is to show conceptual future growth options and facilitate public discussion.

Conceptual Land Uses

- Community Commercial
- Downtown
- Major Institutions
- Mixed-Use
- Neighborhood
- Employment
- Environmental Corridors
- Agriculture
- Existing Major Roads
- Potential Future Roads
- Main Trails (Existing & Proposed)

6

Chapter 2: Issues and Opportunities

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

Staff recommends that the Plan Commission approve the requested Awning sign and the requested Dual Post sign as proposed.

ATTACHMENTS

1. Application
2. Edward Jones_Fort Atkinson, Signs



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): Mari Weisensel - La Crosse Sign Group
2242 Mustang Way, Madison Wi 53718
dentiti Resources Limited for Edward Jones #05368
Phone number: 608-222-5353 Email: mari.weisensel@lacrossesign.com
Property address of proposed sign: 403 Janesville Avenue

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: _____ |

Edward Jones

Project No. 54542

Edward Jones Signage Package

403 Janesville Ave

Fort Atkinson, WI 53538

Location: 05368



LEGEND	
S1	(West) Front Elevation - [Awning] Vinyl
M1	Monument - Tenant Panel
V1	Entry Door Vinyl

SIGNAGE CRITERIA	
Code: 1 sq ft of sign area allowed per linear foot, not to exceed 128 sq ft.	
Landlord restrictions: N/A	
S1	TBD
M1	N/A
V1	N/A



425 N Martingale Rd
18th Floor
Schaumburg, IL 60173
Office 847.301.0510
identiti.net

W.O. No. 54542
Address 403 Janesville Ave
City, ST Fort Atkinson, WI 53538

Orig. Draft 12.10.2024
Project Mgr. David Shaw
Designer YP

Rev. Art EG
Rev. Date 03.03.2025
Page Rev. 002

Customer

Edward Jones

North



Plan View:
Site Plan
Exterior

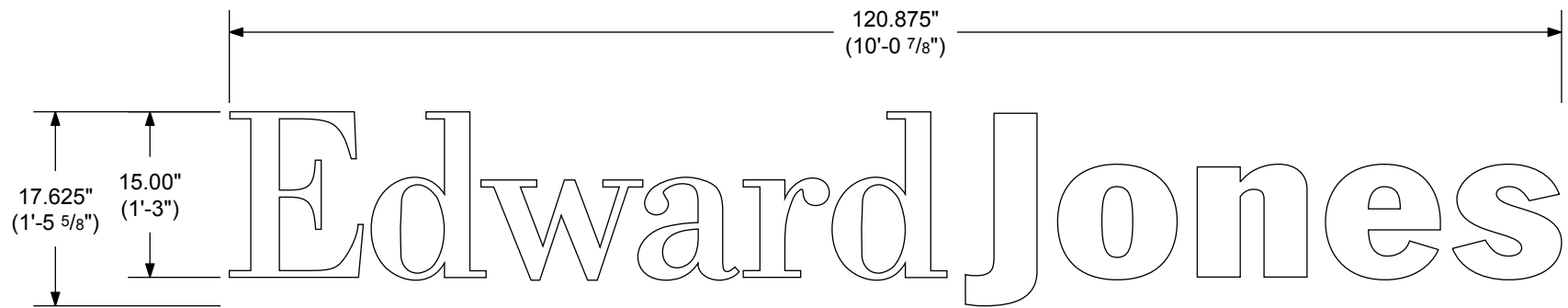


▲ EXISTING



▲ PROPOSED

ALLOWED SF: TBD
PROPOSED SF: 14.8



SCALE: 3/4" = 12"



2000 Center Drive
Suite C411
Hoffman Estates, IL 60192
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Rev. Date 01.15.2025
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Color Palette

- | | |
|---|------------------------------|
| ☐ Vinyl: 3M Opaque White | ☐ N/A |
| ☐ N/A | ☐ N/A |
| ☐ N/A | ☐ N/A |

Sign Type:

Applied Vinyl on Existing
Awning

Signage:

S1
West Elevation



68.00"
AFF



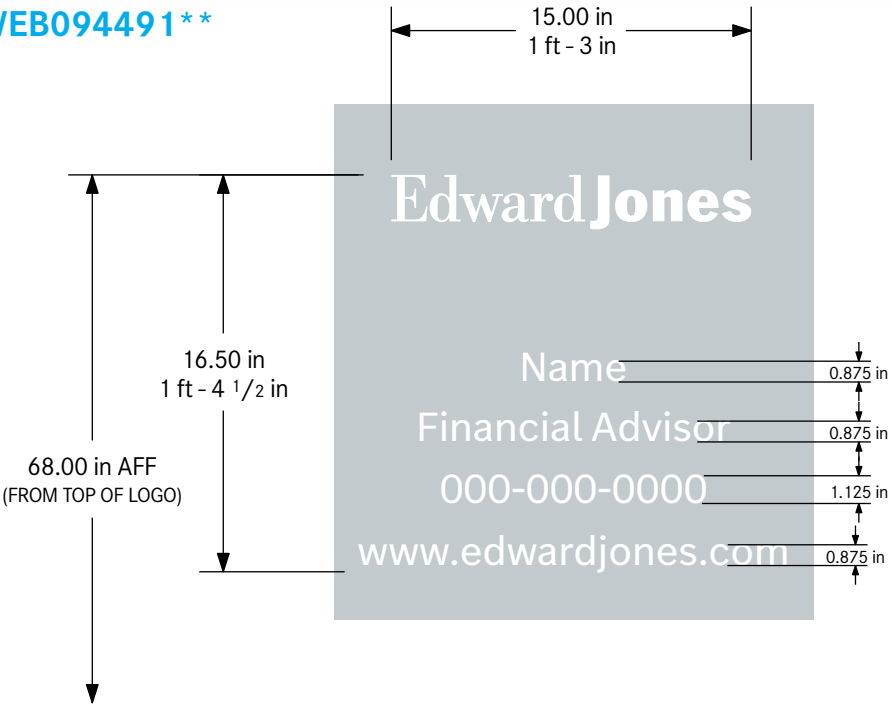
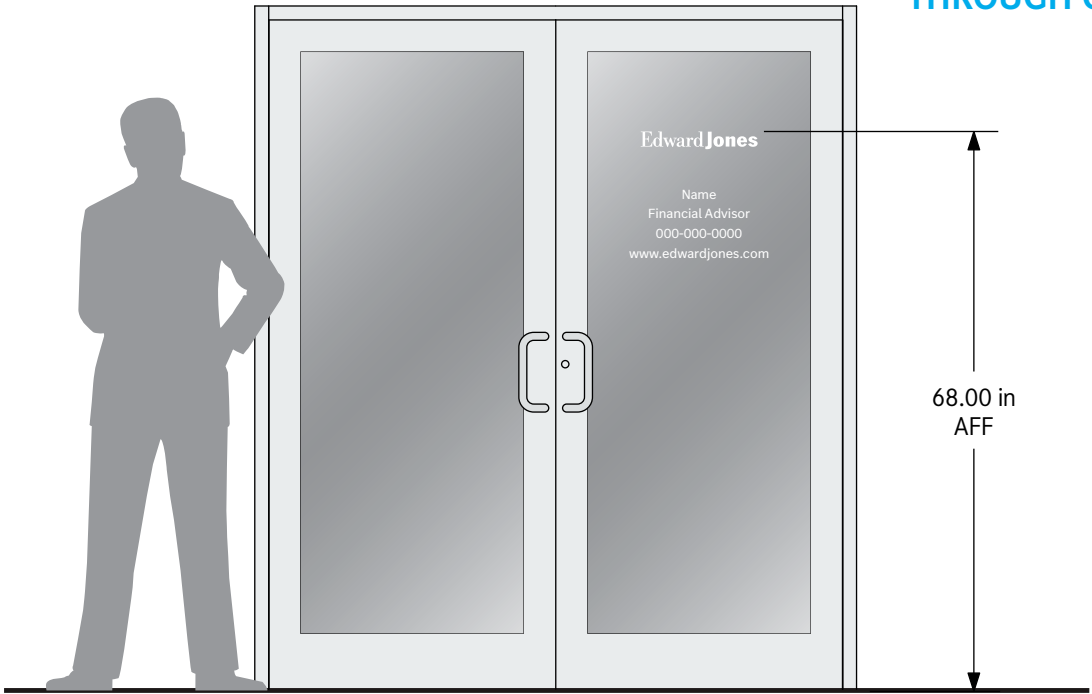
ZOOM

▲ PROPOSED

ALLOWED SF: TBD

PROPOSED SF: TBD

DER DOOR VINYL
THROUGH ONLINE WEB CATALOG WEB094491**



SCALE: 1 1/2" = 12"



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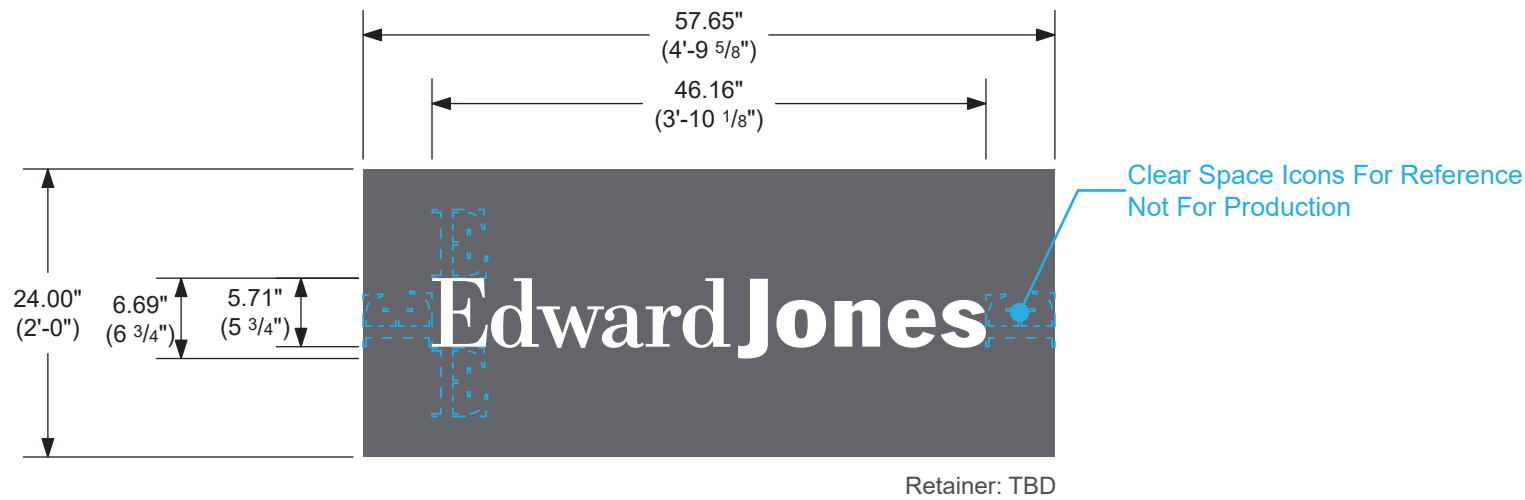
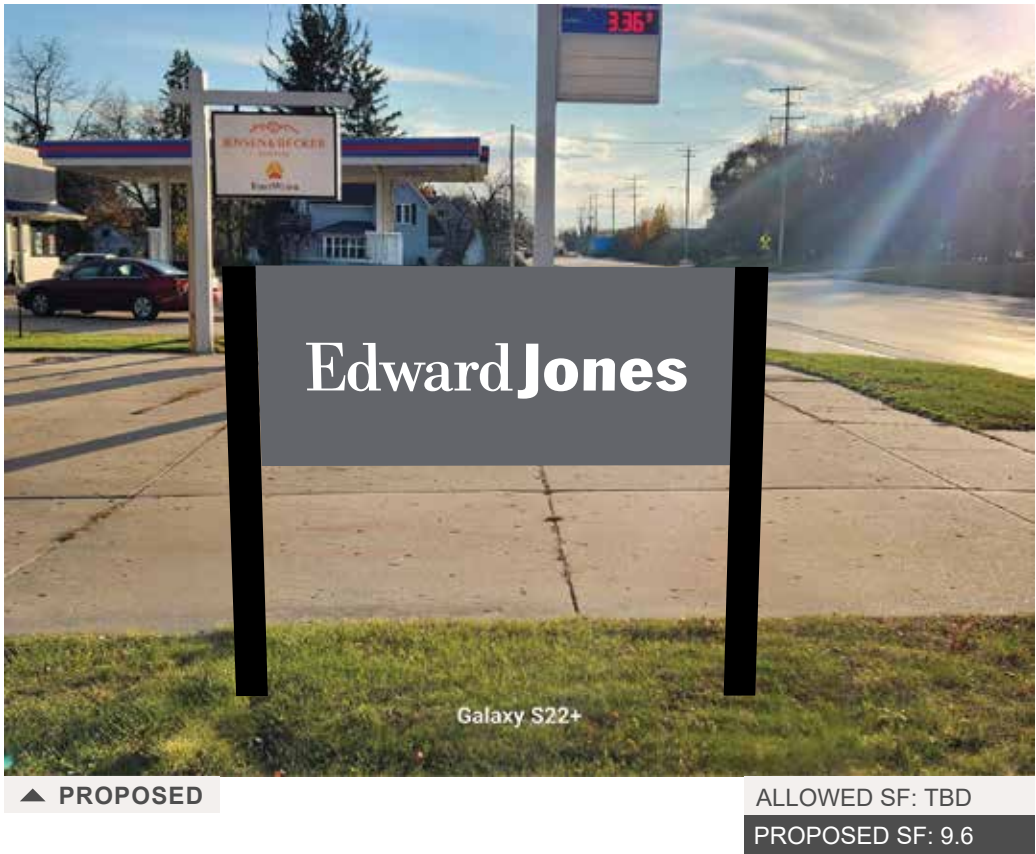
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Rev. Date 01.15.2025
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Color Palette
Vinyl: 3M 7725-10 White
N/A
N/A

Sign Type:
Opaque Applied Vinyl -
First Surface Application

Signage:
V1
Door Vinyl



SCALE: 3/4" = 12"



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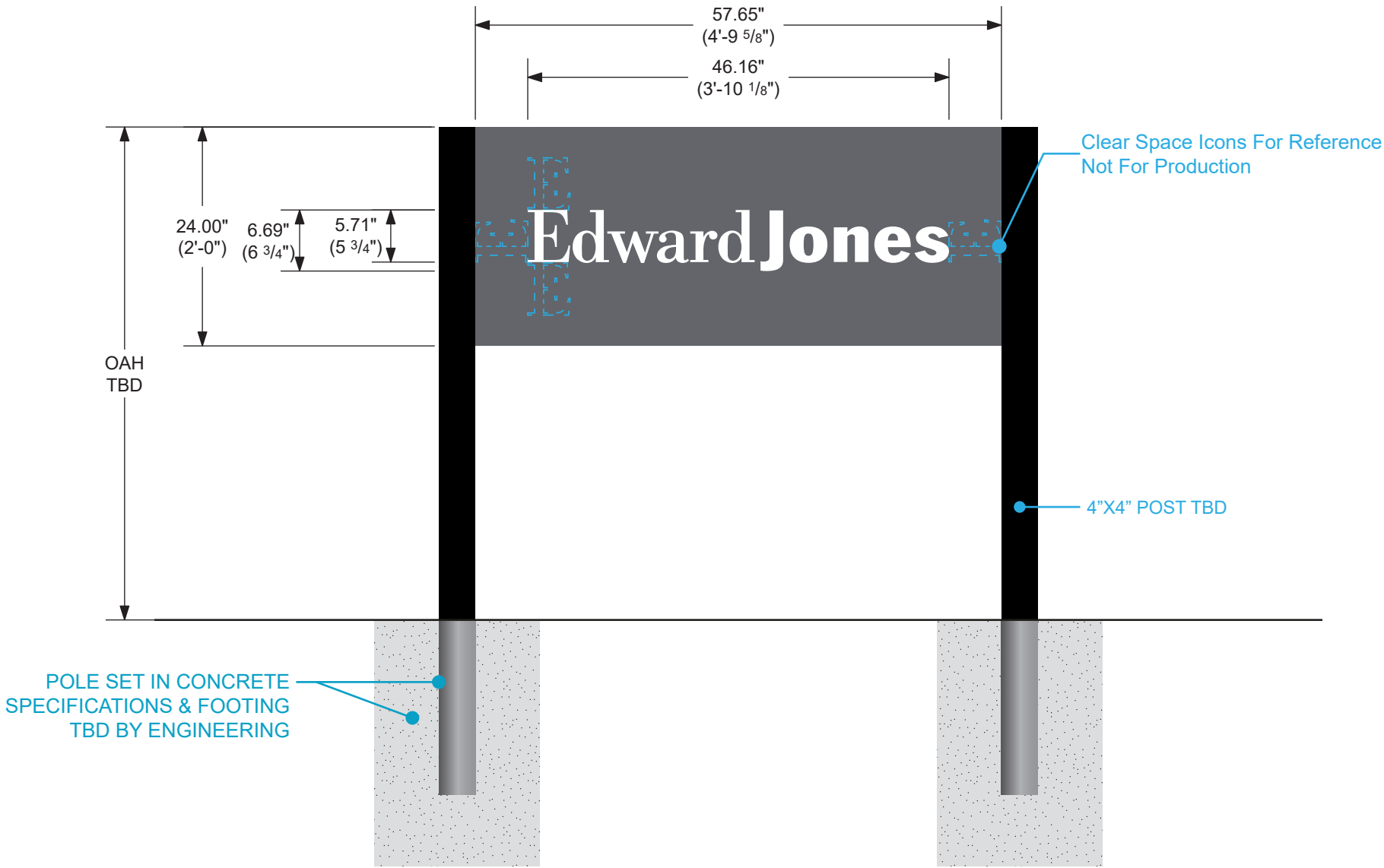
Rev. Art EG
Rev. Date 04.10.2025
Page Rev. 002

Color Palette

- Face: Aluminum Panel Painted PMS Cool Gray 10c
- Vinyl: 3M Opaque White 7725-10
- Post: Painted Black

Sign Type:
3/8" D/S Aluminum Panel
w/ Applied Vinyl
Mounted to Existing Cabinet

Signage:
M1
D/S Post & Panel



SCALE: 3/4" = 12"



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Color Palette

- Face: Aluminum Panel Painted PMS Cool Gray 10c
- Vinyl: 3M Opaque White 7725-10
- Post: Painted Black

Sign Type:
3/8" D/S Aluminum Panel
w/ Applied Vinyl
Mounted to Existing Cabinet

Signage:
M1-2
D/S Post & Panel



Special Area Design Review REPORT TO THE PLAN COMMISSION

DATE: July 8, 2025

PROPERTY ADDRESS: 201 Madison Ave

PARCEL NUMBER: 226-0514-0411-163

OWNER: Adel Salameh

APPLICANT: Two Twenty

FILE NUMBER: SPR-2025-20

EXISTING ZONING: Downtown Historic Mixed
Use/Downtown Periphery Mixed Use

PROPOSED ZONING: No Change Proposed

EXISTING LAND USE: Restaurant

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

The City's Zoning Ordinance, which was adopted in 2020, created a Special Area Design Review process for parcels located in the City's Downtown Historic Mixed Use (DHMU) zoning district. The Special Area Design Review – Design Alteration Review is designed to forward both aesthetic and economic objectives of the City by controlling the site design and exterior appearance of development within the district in a manner which is consistent with sound land use, urban design, and economic revitalization principles.

There are three categories of Special Area Design Reviews: Renovation Review, Design Alteration Review, and Project Review:

A. Renovation Review applications involve only a renovation of the exterior appearance of a property, such as repainting, re-roofing, residing, or replacing with identical colors, finishes, and materials. Staff shall review, and the Plan Commission shall review and approve or deny these applications.

B. Design Alteration Review applications involve a change only in the exterior appearance of a nonresidential or multi-family property, such as painting, roofing, siding, architectural component substitution, fencing, paving, or signage. Staff shall review, and the Plan Commission shall review and approve or deny these applications.

C. Project Review applications involve modification to the physical configuration of a property, such as the erection of a new building, the demolition of an existing building, or the addition or removal of bulk to an existing building. Staff shall review, and the Plan Commission shall review through the

Conditional Use Permit process and make a final determination.

A new restaurant, Two Twenty, is opening in the Creamery Building, previously occupied by Mr. Brews. The business is proposing two new Wall Signs, which will feature the restaurant's logo on an aluminum flange panel with push-through acrylic elements. Both signs are proposed to be 36 inches tall by 120 inches wide and will be internally illuminated with LED lighting for nighttime visibility. One wall sign is proposed to be on the North facade above the customer entry and the other high on the East facade to be visible from Main St. The proposed new Wall Signs are in the Downtown Historic Mixed Use District and therefore require a Certificate of Appropriateness from the Historic Preservation Committee and review and approval by the Plan Commission.

In addition, Two Twenty plans to update the sign face of an existing pylon sign located on a separate parcel adjacent to the property. This parcel is outside the Downtown Historic Mixed Use district and, therefore, the pylon sign face replacement does not require Plan Commission review. The sign is a legal nonconforming use within the Downtown Periphery Mixed Use zoning district. The east/west-facing pylon sign will include the restaurant's logo, services offered, and directional information regarding the adjacent parking lot. The updated panels will be made of polycarbonate with new double-sided print. The existing sign structure will remain unchanged.

The Historic Preservation Committee reviewed this proposal at its June 10, 2025 meeting and was generally supportive of the proposed building signage. The Committee did note that lighting effectiveness may be impacted by building and parking lights from the adjacent McDonald's property. In addition, the Committee offered comments on the proposed replacement panels for the existing pylon sign. Concerns were raised regarding the legibility of some text, which was considered too small to read easily. The Committee recommended increasing the font size and experimenting with alternative color combinations for the background and text to improve visibility. Although replacement panels for the pylon sign are not subject to formal review, it is worth noting that the applicant proactively addressed the Committee's feedback by modifying the text size to enhance readability.

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

Requirement	Proposed
1 sign per exterior wall, plus 1 per customer entry	Met = 1 Wall Sign per facade
Maximum size = 1 sf of sign area per 1 ft of building facade length	Met = North Facade - 96 ft of facade length with 30 sf Wall Sign; East Facade 98 ft of facade length - 30 sf Customer entry sign
Shall not extent above wall or over any roof	Met = no wall or roof overhang
Shall be made of durable, all-weather materials	Met = Aluminum and acrylic
Shall be ambient, backlit, internal, or gooseneck lighting	Met = internally illuminated sign
Shall be a minimum of 8 ft above the sidewalk	Met = Located above the door

Shall project a maximum of 12 in. from the front façade face of the building	Unknown - no sign depth information was provided.
Sign must be designed of materials harmonious with the building and site	Met = materials consistent with building design

*Per Figure 15.09.11(1) footnote 7, every business shall be guaranteed a minimum of 40 square feet of Wall Sign areas, regardless of the business's actual building façade length.

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

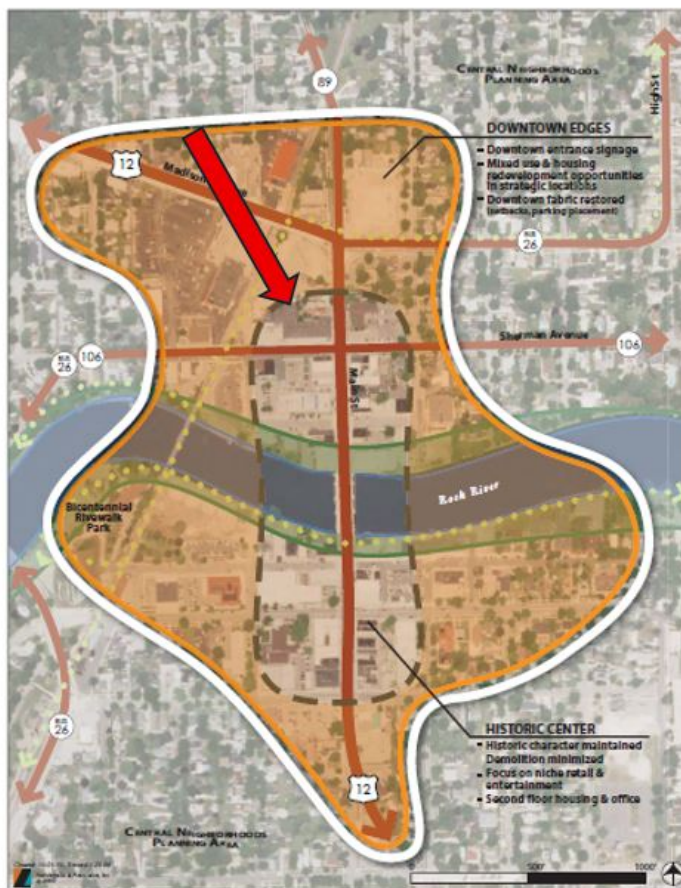
DISCUSSION

The subject parcel lies within the Historic Downtown Planning Area and is identified in the Historic Center within the Plan. The opportunities indicated on the Plan include historical character maintained, demolition minimized, a focus on niche retail and entertainment as well as second floor housing and office. The plan also points out continued building rehabilitation, a broad range of specialty shops with regional draw and community events and gatherings and compatible design and sign control at commercial edges.

HISTORIC DOWNTOWN PLANNING AREA

FIGURE: 2.17

CITY OF FORT ATKINSON
FUTURES OPEN HOUSE



The proposed new Building Sign on is not planned to change the land use on the property. Staff believe the proposal is in concert with the Comprehensive Plan.

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 proposed Wall Sign with these conditions:

- Require applicant to submit information on the depth of the proposed Wall Signs for City Staff review and approval.

ATTACHMENTS

1. TwoTwenty Pylon Sign
2. TwoTwenty_Wall Signage
3. Site Plan Signage Application
4. TwoTwenty Pylon Sign Draft 2
5. TwoTwenty_Signage_1_2025

twotwenty

MODERN KITCHEN
AND CATERING

CREAMERY 201
PARKING LOT

festival
foods

DATE: 6/2/2025

CUSTOMER: Twotwenty

ADDRESS: 201 N Main St., Fort Atkinson

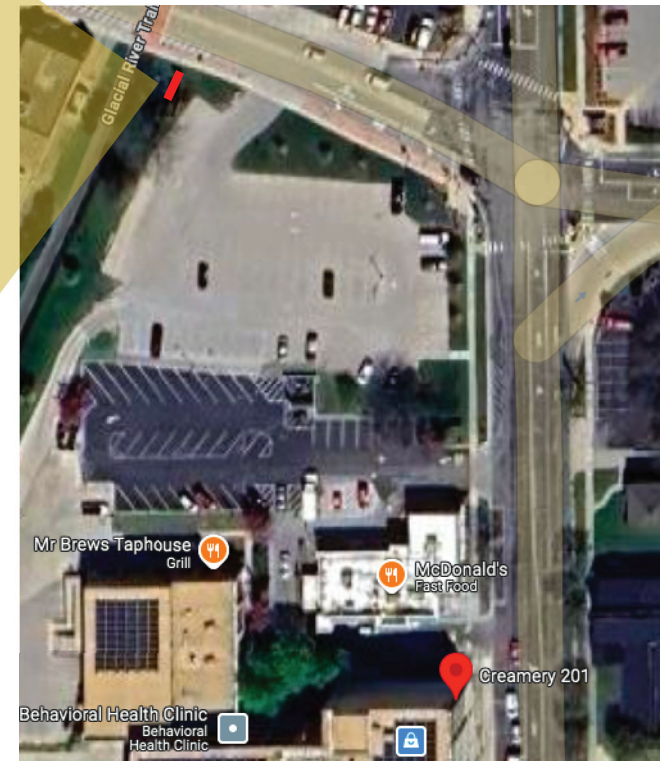
Projected Look and Sizing



KEY NOTES:

- Replace current polycarbonate signs with new print
- Two sided sign, both signs getting switched
- Current sign structure will not be altered

Sign Location



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): Sign Contractor Sign Master Signs LLC
Client: Two Twenty

Phone number: 608-834-0959 Email: admin@signmastersigns@gmail.com

Property address of proposed sign: 201 N Main St

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: __x__ |
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twotwenty

MODERN KITCHEN
AND CATERING

CREAMERY 201
PARKING LOT

festival
foods

Sizing

36"



120"

KEY NOTES:

- Black Aluminum Flange Panel with push through white Acrylic
- LED illuminates acrylic at night
- Both signs exactly the same, taking the place of the current "Mr Brews" signs

Sign Locations

Projected Look



Night View

