



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**

MINUTES

1. Call meeting to order

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

2. Roll call

Present: Commissioners Kessenich, Shull, Ciccarelli, Director of Public Works Navin and Chairperson Manager Houseman. Also present: Director of Neighborhood Services, City Attorney and City Clerk/Treasurer/Finance Director.

Absent: Council Rep Schultz and Commissioner Hough.

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 moved, seconded by Kessenich to approve the minutes of the June 10, 2025 Plan Commission meeting. Motion carried.

b. Review and possible action relating to the *minutes of the June 24, 2025 Plan Commission meeting* (Ebbert, Clerk/Treasurer/Finance Director)

Kessenich moved, seconded by Ciccarelli to approve the minutes of the June 24, 2025 Plan Commission meeting. Motion carried.

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)

Director Draeger presented the submission from Edward Jones who has recently relocated 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.

Kessenich moved, seconded by Shull to approve the Site Plan Review for signage at Edward Jones, 403 Janesville Avenue for an Awning sign and the requested Dual Post sign as proposed with no conditions. Motion carried.

d. *Review and possible action relating to a **Special Area Design Review** for signage at Two Twenty, 201 N. Main St. (SPR-2025-20) (Draeger, Director of Neighborhood and Building Services)*

Director Draeger presented the new restaurant, Two Twenty, who 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.

Ciccarelli suggested removing the words 'parking lot' for sake of customer confusion on locating Creamery 201 or uncertainty on where to park for businesses.

Kessenich moved, seconded by Ciccarelli to approve the Special Area Design Review for

signage at Two Twenty, 201 N. Main Street Wall Sign with these conditions: Require applicant to submit information on the depth of the proposed Wall Signs for City Staff review and approval. Motion carried.

- e. *Update on previous Plan Commission approved projects (Houseman)*
Chairperson Manager Houseman provided the following updates:
An offer to purchase a lot on Grove/Maple Street was accepted today.
Closing is scheduled on lots 12 and 13 in the Klement Business Park for Friday, July 11th.

Kessenich asked for history on the Main Street sign ordinance that prohibits various signage in the downtown Main Street area.

4. Adjournment

Kessenich moved, seconded by Ciccarelli to adjourn. Meeting adjourned at 4:19 pm.

Respectfully submitted

Michelle Ebbert

City Clerk/Treasurer/Finance Director