



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, AUGUST 12, 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 July 8, 2025 Plan Commission meeting** (Ebbert, Clerk/Treasurer/Finance Director)
 - b. Review and possible action relating to a **Site Plan Review** for signage at Crown of Life Christian Academy, 535 Berea Dr. (SPR-2025-25) (Draeger, Director of Neighborhood and Building Services)
 - c. Update on previous Plan Commission approved projects (Houseman)
- 4. Adjournment**

Date Posted: August 6, 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, 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



Site Plan Review REPORT TO THE PLAN COMMISSION

DATE: August 12, 2025

PROPERTY ADDRESS: 535 Berea Dr.

PARCEL NUMBER: 226-0614-3234-000

OWNER: Crown of Life Christian Academy

APPLICANT: Shaun Relken - Innovative Signs, Inc

FILE NUMBER: SPR-2025-23

EXISTING ZONING: Institutional

PROPOSED ZONING: No Change Proposed

EXISTING LAND USE: School

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

Crown of Life Christian Academy is proposing the installation of a new monument sign near the primary public entrance to the property. The sign will feature the school's logo and will be internally illuminated for visibility.

The proposed monument sign will measure 8 feet in width and 6 feet in total height. It will be single-sided and constructed with a durable aluminum cabinet. The sign face will consist of white acrylic with a translucent, cut vinyl logo. The base of the sign will be finished in a material that complements and matches the existing building facade.

Sign Code Requirements for Monument Signs

Requirement	Proposed
1 Sign per street frontage	Met: 1 Sign proposed
15' front the street curb and not in a vision triangle	Met: 85 feet from Public Right of Way
Shall be made of durable, all-weather materials	Met: Aluminum construction
Standard sign lighting allowed	Met: Internal illumination
1 sf of sign per 1 ft of street frontage or onsite parking	Met: 175 linear ft of on site parking - 32 sf proposed
Height limit of 6 feet for Monument Signs	Met: Sign proposed to be 6 feet tall
Sign must be designed of materials harmonious	Met: Metal Sign with harmonious colors, base

with the building and site
Any internal illuminated sign must have
opaque cabinet fields

materials to match existing building
Met: Opaque cabinet fields proposed

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

DISCUSSION

The proposed monument sign is intended to be installed as part of a broader site improvement effort, which includes a parking lot expansion recently approved by the Plan Commission during its June 24, 2025 meeting. The sign will be located on the existing 36-acre parcel; however, the property has limited visibility and does not feature a significant amount of street frontage.

Due to the limited street frontage, City staff evaluated the proposed sign's compliance with applicable sign regulations by using the linear footage of the parking area as a more appropriate metric for determining ordinance consistency. This approach ensures the sign remains proportional to the developed portion of the site and aligns with the intent of the City's signage standards.

The subject parcel is shown within the Northwest Quadrant Planning Area (see Attachments) and is identified as Neighborhood and Environmental Corridor within the Plan. The opportunities indicated on the Plan include traditional neighborhoods and sustainable design. The subject property is also shown as Planned Neighborhood and Environmental Corridor on the Future Land Use Map. The Planned Neighborhood designation includes a variety of housing choices and a carefully planned mix of non-residential uses, including Community Facilities. The Environmental Corridor designation includes sensitive natural resources such as floodplains, wetlands, steep slopes, wildlife areas, or riparian buffers. Staff believe the proposal is in concert with the Comprehensive Plan.

NORTHWEST QUADRANT PLANNING AREA

FIGURE: 2.12

CITY OF FORT ATKINSON
FUTURES OPEN HOUSE



The proposed sign 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.

RECOMMENDATION

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

ATTACHMENTS

1. Sign Checklist FILLABLE - Ft Atkinson - Completed
2. PRF EST-15391_Face Lit Monument_05-25
3. Site Plan
4. CLCA aerial

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: _____ |



CROWN OF LIFE

CHRISTIAN ACADEMY

535 BERE A DRIVE, FORT ATKINSON, WI. 53538



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www.innovative-signs.com



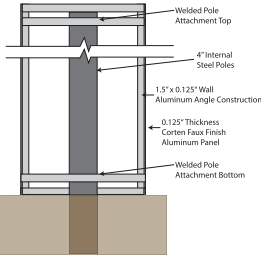


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Customer

Crown of Life Christian Academy

Date	Project Manager
05/27/2025	Shaun R.
Order #	Designer
EST - 15391	Brian H.
Sq. Ft.	Surveyor
24	TBD
Sides	Mounting
S/S ☒ D/S ☐	Saddle Mounting
Pole Shape	Pole Size
☒ Square ☐ Circle	(1) 4" - 4.0" - O.D Wall: Sch. 40 (8ft.OAL)



Materials & Specifics

Custom Monument Sign

- Single Sided, Internally Lit
- Aluminum Cabinet construction
- 7328 White Acrylic Faces
- Translucent Cut Vinyl Logo & copy
- Base material to match building (Beige split concrete block)

Colors

☒	Pantone 534c
☒	Pantone 7700c
☐	7328 White Acrylic
☐	Building Material TBD

Revisions

☐	Revision 1:
☐	Revision 2:



