City of Fort Atkinson
101 N. Main Street
Fort Atkinson, WI 53538

# 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.

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## 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: _____