ORDINANCE NO. 856

AN ORDINANCE TO AMEND SECTIONS OF CHAPTER 15 (ZONING CODE) OF THE CITY OF FORT ATKINSON CODE OF GENERAL ORDINANCES RELATING TO THE APPROVAL OF SIGNS LOCATED OUTSIDE THE DOWNTOWN HISTORIC MIXED USE (DHMU) DISTRICT

NOW THEREFORE, the City Council of the City of Fort Atkinson, Wisconsin, does hereby ordain as follows:

Section 1. Amends Sec. 15.09.05(1)(b)4. of the Zoning Ordinance to read as follows:

"(4) Marquee Sign. A type of On-Building Sign that is mounted to a permanent roof-like structure that projects out from the exterior wall of a structure and shelters the entrance and/or entrance approaches to a building.

(a) Sign copy shall be horizontally and vertically centered on the face(s) of the marquee.

(b) Marquee Signs must be finished and enclosed on both the top and bottom of the sign between the back of the sign face and the building façade.

(c) Marquee Signs must be a minimum of 6 feet deep and 16 feet wide.

(d) Letters displayed on a Marquee Sign must be a minimum of 10 inches tall.

"

Section 2. Amends Sec. 15.09.05(1)(d)4. of the Zoning Ordinance to read as follows:

"(4) Order Board Sign. A type of Daily Notice Sign used only in conjunction with drivethrough or drive-in establishments.

(a) Order Board Signs shall be freestanding or mounted on the exterior wall of the building containing the use.

(b) Freestanding two-way microphone/speaker devices shall not count toward the maximum permitted area of the Order Board Sign.

(c) Order Board Sign audio components shall meet the noise standards set forth in Section 15.06.31 of the Zoning Ordinance.

(d) Order Board Sign lighting components shall meet the exterior lighting standards set forth in Section 15.06.20 of the Zoning Ordinance."

Section 3. Creates Section 15.09.08(a)2. of the Zoning Ordinance to read as follows:

"(a) Electronic Message Signs shall be permitted only with a nonresidential land use.

1. No more than one Electronic Message Sign shall be permitted per site.
2. Electronic Message Signs may only be approved with a sign permit reviewed and approved by the Plan Commission."

Section 4. Amends Section 15.09.11, Figure 15.09.11(1) of the Zoning Ordinance to read as follows:

"Figure 15.09.11(1): Permanent Business Sign Group

A. Freestanding Sign Category
Sign Permit Required and Approver Column
Yes: For each new sign. City Staff approval.

B. On-Building Sign Category
Sign Permit Required and Approver Column
Yes: For each new sign. City Staff approval.

C. Pedestrian Sign Category
Sign Permit Required and Approver Column
Yes: For each new sign. City Staff approval.

D. Daily Notice Sign Category 3. and 4.
Sign Permit Required and Approver Column
Yes: For each new sign. City Staff approval.

Sign Area & Height Maximums for Zoning Districts column
DHMU[15]Footnotes Containing Additional Development Requirements:

4 Electronic Message Signs (of up to 50%of the sign area) are permitted for this Sign Type in nonresidential districts and requires Plan Commission approval prior to the issuance of a sign permit. See Section 15.09.08.

15 Any sign permitted within the DHMU zoning district shall require review and approval by the Plan Commission."

Figure 15.09.11(1): Permanent Business Sign Group [2]

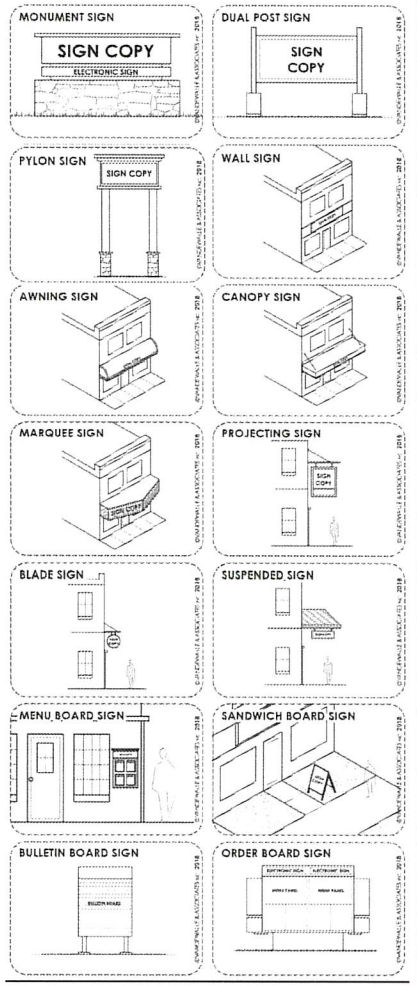
Sign Categories & Sign Types	Sign Permit Required and Approver	Number of Signs Allowed	Sign Locations Allowed	Sign Face Materials Allowed	Sign Lighting Allowed	Sign Area Formula	Sign Area & Height Maximums for Zoning Districts: 1 & 2 Family Residential RH-35, SR-2, SR-3, SR-5, SR-7, MH-7, DR-8, TF-10	Multi-Family Residential MRL-8, MRM-12, MRH-30	Non-Residential and Mixed-Use I, NMU, UMU, SMU, DPMU, BP, LI, MI, HI, IOS, IOC, AO, EX	Downtown DHMU15
A. Freestanding Sign Category [1, 2] Choose 1 of the following Sign Types.										
1. Monument Sign [1, 2, 4, 6, 11,13]	Yes: For each new sign. City Staff approval.	1 sign per street frontage, plus 1 sign per lot with more than 200 feet of total street frontage	15' from the street curb face. [9]	Durable, all-weather materials in all districts. [9, 11]	Standard. [5,13]	1 sf of sign area per 1 ft of street frontage or on-site parking	Not allowed	50 sf area per frontage 6 ft height limit	128 sf area per frontage 6 ft height limit	Not allowed
2. Dual-Post Sign [1, 2, 4, 11, 13]										
3. Pylon Sign [2, 6, 14]							Not allowed	Not allowed	128 sf area 18 ft height limit [14]	Not allowed
B. On-Building Sign Category [1, 2] Choose 1 of the following Sign Types. Note: All On-Building Signs on the same building façade must be the same Type of Sign (1-5), below.										
1. Wall Sign [1, 2, 6, 7, 8, 12, 13]	Yes: For each new sign. City Staffapproval.	1 sign per exterior wall not abutting residential use or zoning district, plus one sign per customer entry[3]	Sign shall not extend above parapet or facia. Minimum overhang rules. [8, 9] Sign may not project within 2 feet of curb	Durable, all-weather materials in all districts.	Standard[12,13]	1 sf of sign area per 1 ft of building façade length [3, 7]	Not allowed	128 sf area	Per formula.	
2. Awning Sign [1, 2, 8]					Gooseneck.		Not allowed	Per formula.		
3. Canopy Sign [1, 2, 8]					Backlit gooseneck[13]		Not allowed	40 sf area	60 sf area	40 sf area
4. Marquee Sign [1, 2, 8]					Standard. [5]		Not allowed	Not allowed	128 sf area	
5. Projecting Sign [1, 2, 8]							Not allowed			
C. Pedestrian Sign Category [1, 2] Choose 1 of the following Sign Types. Note: All Pedestrian Signs on the same building façade must be the same Type of Sign (1-2), below.										
1. Blade Sign [1, 2, 8]	Yes: For each new sign. City Staff approval.	1 for each customer entrance.	Minimum overhang rules. [8, 9]	Durable, all-weather materials in all districts.	Gooseneck.	None. Use max area.	Not allowed		16 sf area	10 sf area
2. Suspended Sign [1, 2, 8]							Not allowed		10 sf area	10 sf area
D. Daily Notice Sign Category [1, 2]										
1. Menu Board Sign [1, 2]	Yes: For each new sign. City Staff approval.	1 for each business.	Within 10 ft of customer entrance. [9, 12]	Durable, all-weather materials in all districts.	Internal.	None. Use max area.	Not allowed		8 sf area	
2. Sandwich Board Sign [1, 2]					Ambient only.		Not allowed		6 sf area / 3 ft height / 2 ft width	
3. Bulletin Board Sign [1, 2]	Yes: For each new sign. City Staff approval.		15' from the street curb face. [9, 12]		Internal.		Not allowed		10 sf area / 8 ft height	
4. Order Board Sign [1, 2, 10]		1 sign per drive through lane	Drive-thru[10, 12]		Standard. [5]		Not allowed		48 sf area / 8 ft height[10]	

Footnotes Containing Additional Development Requirements:

1 Refer to Section 15.09.05 for definitions and rules for each Sign Category (lettered), and each Sign Type (numbered).
2 Available to land uses identified in Section 15.03.05. No signs are permitted in the Conservancy Zoning District.
3 The number of permitted on-building signs may be transferred from one wall to another, but the total combined sign area of all signs on the receiving wall shall still be limited by its length ratio of said wall.
4 Electronic Message Signs (of up to 50% of the sign area) are permitted for this Sign Type in nonresidential districts and requires Plan Commission approval prior to the issuance of a sign permit. See Section 15.09.08.
5 "Standard" means the following forms of sign lighting: ambient, backlit, internal, and gooseneck.
6 Group Development Signs may be up to 50% larger in area and 2 feet taller in height. See Section 15.09.10.
7 Every business shall be guaranteed a minimum of 40 square feet of Wall Sign area, regardless of the business's actual building façade length.
8 Bottom of sign shall be a min. of 14 feet above a drive, alley, street, parking space or other vehicle surface; a min. of 8 feet above a sidewalk, patio, or other ground-level- surface; and a maximum 3 feet from the building. Wall Signs shall not project more than 12 inches horizontally beyond the edge of any wall or other surface to which they are mounted.
9 Sign must be located on-site and must not be located within any street right-of-way (which includes the entire public sidewalk and street terrace area) without a permit from the City Engineer. Off-premise Freestanding Signs are prohibited.
10 Order Board Signs shall conform to the location requirements for Drive-Through and In-Vehicle Sales or Service land uses. See Section 15.03.10(10). A maximum total of 96 sf of total Order Board Signs is permitted per business.
11 Sign must be designed of materials complementary to and harmonious with the building and site, and must be closely integrated with site landscaping.
12 Signs shall only be located on a public sidewalk or private walkway that is a minimum 6 feet wide and shall only be displayed during the hours of operation for the on-site land use.
13 Any internal illumined sign must have opaque cabinet fields and a translucent message.
14 New Pylon Signs are only permitted in the Suburban Mixed-Use District. Existing Pylon Signs are permitted as legal nonconforming signs per the requirements of Section 15.09.35.
15 Any Sign permitted within the DHMU zoning district shall require review and approval by the Plan Commission.

Abbreviations: ft = feet max = maximum min = minimum sf = square feet C.U.P. = Conditional Use Permit P.C. = Plan Commission

Example Sign Diagrams:



Section 5. Amends Section 15.09.11, Figure 15.09.11(3) of the Zoning Ordinance to read as follows:

"Figure 15.09.11(3): Permanent Miscellaneous Sign Group

B. Optional Miscellaneous Sign Category

Sign Permit Required and Approver column

Yes: For each new sign. City Staff approval.

Number of Signs Allowed column

1 per site

Sing Area & Height Maximums for Zoning Districts column

DHMU15

Footnotes Containing Additional Development Requirements:

5 An Electronic Message Sign (of up to 50% of the sign area) is permitted for Institutional Information Signs and requires Plan Commission approval prior to the issuance of a sign permit. See Section 15.09.08.

11 Any Optional Miscellaneous Sign permitted within the DHMU zoning district shall require review and approval by the Plan Commission."

Figure 15.09.11(3): Permanent Miscellaneous Sign Group [2]

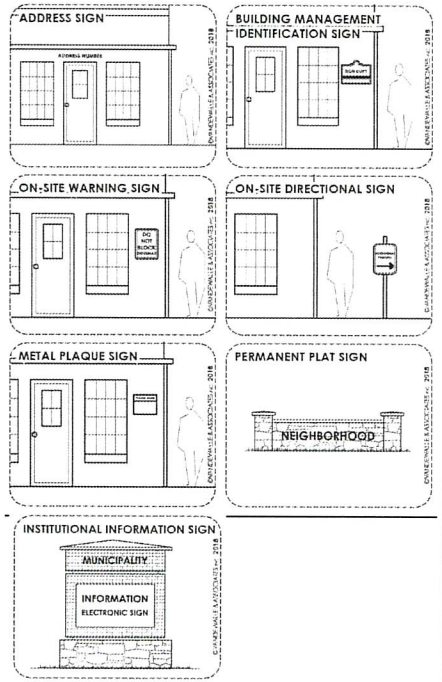
Sign Categories & Sign Types	Sign Permit Required and Approver	Number of Signs Allowed	Sign Locations Allowed	Sign Face Materials Allowed	Sign Lighting Allowed	Sign Area Formula	Sign Area & Height Maximums for Zoning Districts: 1 & 2 Family Residential RH-35, SR-2, SR-3, SR-5, SR-7, MH-7, DR-8, TF-10	Multi-Family Residential MRL-8, MRM-12, MRH-30	Non-Residential and Mixed-Use I, NMU, UMU, SMU, DPMU, BP, LI, MI, HI, IOS, IOC, AO, EX	Downtown DHMU11
A. City-Required Sign Category [1, 2, 6]										
1. Address Sign [1, 2, 6]	No. Sign Permit not required.	1 per address. [6, 9]	On-building, and visible from street.	Any durable, all-weather material.	Ambient only.	None needed. Use max sign area limit. →	4 sf max area 6 ft max mounted height			
2. Building Management Identification Sign [1, 2, 6]	Yes. For each new sign. Staff approval		On-building, and next to main entry. [8]				4 sf max area 6 ft max mounted height			
3. On-Site Warning Sign [1, 2, 6]		As permitted in writing by the Zoning Administrator.	On-building, or freestanding.[6]				6 sf max area 4 ft max post mounted height 6 ft max building or fence height			
4. On-Site Directional Sign [1, 2, 6, 10]							6 sf max area [10] 4 ft max post mounted height 6 ft max building or fence height			
B. Optional Miscellaneous Sign Category [1, 2, 6]										
1. Metal Plaque Sign [1, 2]	Yes. For each new sign. City Staff approval.	Up to 3 per historic building, property, or district.	On-building [8] or freestanding.[6]	Bronze, aluminum, or stainless steel.	Standard. [7]	None. Needed. Use max sign area limit. →	6 sf max area 6 ft max height			
2. Permanent Plat Sign [1, 2, 3, 6]		As approved per the final plat.	Sign setback shall be at least max. sign height.[6, 9]	Any durable, all-weather material.			100 sf max area 6 ft max height		128 sf max area 6 ft max height	
3. Institutional Information Sign [1, 2, 4, 5, 6]		1 per site	Freestanding with minimum 15 ft setback. [6, 9]		Standard. [5, 7]	10 sf per 100 ft of lot frontage	Not allowed.	128 sf max area 6 ft max height		Not allowed.

Footnotes Containing Additional Development Requirements:

1 Refer to Section 15.09.05 for definitions and rules for each Sign Category (lettered), and each Sign Type (numbered).
2 Available to all land uses in Section 15.03.05., other than Institutional Information Signs. No signs are permitted in the Conservancy Zoning District.
3 Permanent Plat Signs shall be located within a platted outlot or within a permanent sign easement. See Section 15.09.05(3)(b)2.
4 Institutional Information Signs are only allowed for Institutional land uses as determined by the Zoning Administrator.
5 An Electronic Message Sign (of up to 50% of the sign area) is permitted for Institutional Information Signs and requires Plan Commission approval prior to the issuance of a sign permit. See Section 15.09.08
6 Sign must be located on-site and must not be located within any street right-of-way (which includes the entire public sidewalk and street terrace area) or vision triangle.
7 "Standard" means the following forms of sign lighting: ambient, backlit, internal, and gooseneck.
8 On-building signs must be located within 10 feet of building's main entrance.
9 Additional Address and Building Management Identification Signs are allowed on each public right-of-way facing side of a property (corner lots).
10 May also include either the name, logo, or symbol of the destination, provided that the name, logo, or symbol is less than 1 square foot.
11 Any Optional Miscellaneous Sign permitted within the DHMU zoning district shall require review and approval by the Plan Commission.

Abbreviations: ft = feet max = maximum min = minimum sf = square feet C.U.P. = Conditional Use Permit P.C. = Plan Commission

Example Sign Diagrams:



Section 6. Amends Section 15.09.27 of the Zoning Ordinance to read as follows:

"(1) Applicability.

(a) No Sign that requires city staff approval in Section 15.09.11 shall be erected, installed, or constructed without the granting of a permit from the Zoning Administrator in accordance with the provisions of this Section.

(b) No Sign permitted in the DHMU zoning district in Section 15.09.11 shall be erected, installed, or constructed without approval from the City of Fort Atkinson Plan Commission.

(c) No Electronic Message Sign (Section 15.09.08) shall be erected, installed, or constructed without approval from the City of Fort Atkinson Plan Commission.

(d) For signs requiring a permit in Subsection (a)-(c), 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.

(e) 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.

(f) 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.

(g) Any sign permit granted hereunder shall not be assigned or transferred to any other sign, including a modified sign face or modified sign structure.

(h) The owner or tenant may request all such signs at one site be included under one permit.

(2) Review Authority

(a) All signs which require approval of a sign permit by the Zoning Administrator or Plan Commission shall be reviewed according to the following evaluation 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.

(b) At the discretion of the Zoning Administrator, any sign permit may be required to obtain Plan Commission approval if it cannot reasonably be determined if

the evaluation factors above in (2)(a) or the standards in the basis for granting a sign permit in (5) below are met by the sign application.

(c) The Plan Commission may grant special exception to this Article upon demonstration of due cause. Every applicant for a special exception to the sign district requirements shall submit a written statement to the Plan Commission which explains the reason for the request and how it meets the evaluation factors."

Section 7. Effective Date. This ordinance shall take effect on after passage, publication, and attestation as required by law.

Enacted by the City Council of the City of Fort Atkinson, Jefferson County, Wisconsin, this 9 day of April, 2026.

Fort Atkinson City Council

Kyle Jaeckel, President

ATTEST:

Michelle Ebbert, City Clerk/Treasurer/Finance Director