



PLAN COMMISSION

August 27, 2019

6:00 P.M.

Common Council Chambers

8040 S. 6TH Street

Oak Creek, WI 53154

(414) 766-7000

Daniel Bukiewicz - Chair

Dawn Carrillo

Chaucey Chandler

Donald Oldani

Chris Guzikowski

Matt Sullivan

Gregory Loreck

Fred Siepert

Christine Hanna

Vacant - ex-officio

Doug Seymour - ex-officio

The City's Vision

Oak Creek: A dynamic regional leader, connected to our community, driving the future of the south shore.

NEW! Find more information on agenda items at [oakcreek.zoninghub.com](https://s.zoninghub.com).

1. Call Meeting to Order
2. Roll Call
3. Approval of Minutes – August 13, 2019
4. Significant Common Council Actions
5. Public Hearings
 - a. SIGN APPEAL - Hold a public hearing on a proposed sign appeal for the property at 8800 S. Howell Ave. submitted by McDonalds, that would allow installation of two (2) 5' 11 5/8" x 4' 10" double-screen (screen dimension: 10 square feet each) digital menu boards in the drive-through portion of the property (Tax Key No. 860-9018-000).
ZoningHub: <https://s.zoninghub.com/NJ0AHZS2TJ>; Twitter @OakCreekPC#OCPCHowellMcD
 - b. SIGN APPEAL - Hold a public hearing on a proposed sign appeal for the property at 9471 S. 13th St. submitted by McDonald's, that would allow installation of two (2) 5' 11 5/8" x 4' 10" double- screen (screen dimensions: 10 square feet each) digital menu boards and two (2) 5' 11 1/2" x 2' 5 1/8" single-screen (screen dimension: 10 square feet each) pre-browse digital menu boards in the drive-through portion of the property (Tax Key No. 877-9002-001).
ZoningHub: <https://s.zoninghub.com/W8UKW3AJCZ>; Twitter @OakCreekPC#OCPC13McD
6. New Business
 - a. SIGN APPEAL - Consider a request for a sign appeal for the property at 8800 S. Howell Ave. submitted by McDonald's, that would allow installation of two (2) 5' 11 5/8" x 4' 10" double-screen (screen dimension: 10 square feet each) digital menu boards in the drive-through portion of the property (Tax Key No. 860-9018-000).
ZoningHub: <https://s.zoninghub.com/NJ0AHZS2TJ>; Twitter @OakCreekPC#OCPCHowellMcD
 - b. SIGN APPEAL - Consider a request for a sign appeal for the property at 9471 S. 13th St. submitted by McDonald's that would allow installation of two (2) 5' 11 5/8" x 4' 10" double- screen (screen dimensions: 10 square feet each) digital menu boards and two (2) 5' 11 1/2" x 2' 5 1/8"

Visit our website at www.oakcreekwi.org for the agenda and accompanying Plan Commission reports.

single-screen (screen dimension: 10 square feet each) pre-browse digital menu boards in the drive-through portion of the property (Tax Key No. 877-9002-001).

ZoningHub: <https://s.zoninghub.com/W8UKW3AJCZ>; Twitter @OakCreekPC#OCPC13McD

Adjournment.

Dated this 23 of August, 2019

Posted 8/23/2019 jf

Public Notice

Upon reasonable notice, a good faith effort will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aid at no cost to the individual to participate in public meetings. Due to the difficulty in finding interpreters, requests should be made as far in advance as possible preferably a minimum of 48 hours. For additional information or to request this service, contact the Oak Creek City Clerk at 766-7000, by fax at 766-7976, or by writing to the ADA Coordinator at the Oak Creek Health Department, 8040 S. 6th Street, Oak Creek, Wisconsin 53154.

It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice

**MINUTES OF THE
OAK CREEK PLAN COMMISSION MEETING
TUESDAY, AUGUST 13, 2019**

Mayor Bukiewicz called the meeting to order at 6:00 p.m. The following Commissioners were present at roll call: Commissioner Hanna, Commissioner Sullivan, Commissioner Carrillo, Mayor Bukiewicz, Alderman Guzikowski, Commissioner Oldani, Commissioner Siefert, and Commissioner Chandler. Alderman Loreck was excused. Also present: Kari Papelbon, Planner; and Doug Seymour, Director of Community Development.

Minutes of the July 23, 2019 meeting

Commissioner Siefert moved to approve the minutes of the July 23, 2019 meeting. Commissioner Chandler seconded. On roll call: all voted aye, except Alderman Guzikowski who abstained.

**PUBLIC HEARING
COMPREHENSIVE PLAN AMENDMENT
DECKER PROPERTIES, INC
8100 AND 8146 S. 27TH STREET AND 8100 S. ORCHARD WAY
810-9012-001, 810-9005-000, AND 810-9013-001**

Planner Papelbon read the public notice into the record.

Mayor Bukiewicz made the first call for public comments.

Alan Marcuvitz, von Briesen and Roper, stated he agreed completely with the staff report provided by the City, and is looking forward to working with staff if the item is approved.

Mayor Bukiewicz made two more calls for public comments. Seeing no more comments, the public hearing was declared closed.

**COMPREHENSIVE PLAN AMENDMENT
DECKER PROPERTIES, INC
8100 AND 8146 S. 27TH STREET AND 8100 S. ORCHARD WAY
810-9012-001, 810-9005-000, AND 810-9013-001**

Planner Papelbon provided an overview of the request to change the future land use category and map from "Single Family Residential" to "Mixed Residential" for properties at 8100 and 8146 S. 27th St. and 8100 S. Orchard Way. (See staff report for details.)

Commissioner Siefert inquired how this would fit in to the new 2020 Comprehensive Plan.

Planner Papelbon explained the 2020 Comprehensive Plan is being drafted, and the draft takes into consideration any amendments that have been made up to that point. If this amendment passes, it would be included in the new Comprehensive Plan.

Director Seymour stated this is not one of the areas that was identified as a priority site in the Single-Family Analysis (Strategic Plan). Director Seymour predicted in the upcoming draft of the 2020 Comprehensive Plan this land would not be shown as "Single Family Residential," but would

rather be shown as “Mixed Residential,” with possibly some commercial as it was on previous plans.

Alderman Guzikowski expressed a concern about the potential density and the number of units that would be developed on this land.

Director Seymour explained this item is not approving a density. The density will be addressed at the time of a possible Planned Unit Development request. Appropriate density is determined by a number of different factors. One of those factors is the standards set by the 27th Street Plan, and what else is happening in the 27th Street corridor and other places in the City.

Alderman Guzikowski thanked Director Seymour. He also thanked Planner Papelbon for adding comparisons to the staff report.

Commissioner Carrillo’s question was inaudible.

Planner Papelbon explained the 27th Street Corridor is a plan; however, it gives some insight into what the thought process is for development up and down 27th Street. There are certain things from the 27th Street Corridor Plan that were adopted into the Zoning Code. Overlay districts were based on the 27th Street Corridor Plan. This area has been identified by the Subarea Plan and the Overlay Plan for a mix of uses. This area is suggested to have commercial along the 27th Street frontage, with possibly some mixed residential following behind. The Plan has some flexibility built into it, which allows for mix of uses.

Director Seymour explained this property would not be located in any of the overlay districts. This project would be governed by the standards adopted in those plans as general guidelines for the appearance and aesthetic design of any development along the corridor.

Alderman Guzikowski inquired if commercial would still be up against 27th Street.

Director Seymour clarified that is something that is up for discussion. The land on the corner of Drexel and 27th Street should be reserved for commercial. There will be discussion about the design and uses being proposed.

Commissioner Siefert asked Planner Papelbon what the property to the south is zoned as.

Planner Papelbon stated the property immediately to the south is zoned as Rm-1 PUD, for Colonial Woods. Planner Papelbon continued by explaining further south is the Orchard Hills PUD, an apartment development currently under construction. Next to that is Villa Healthcare nursing home facility, and south of that is Apple Creek.

Mayor Bukiewicz suggested it is probably an appropriate use of the land. This allows flexibility along 27th Street to keep everything fluid. The staff provided a great history and compassion.

Commissioner Siefert asked about the 27th Street corridor in regards to the relationship with Franklin, and if the area would be more commercial or residential.

Planner Papelbon explained that Franklin adopted the same corridor plan as Oak Creek; both sides of 27th Street are treated the same.

Director Seymour explained on 27th Street, south of Drexel it is more mixed in the uses. The corridor plan was less descriptive as to what happens in that area. The mixed residential designation would be consistent with the discussions had with Franklin when the plan was created. Franklin approved a mixed residential use of their own.

Mayor Bukiewicz was speaking off mic. Mayor Bukiewicz stated there is a Kinder Care in front of the new housing on the Franklin side of 27th Street. This is an example of them keeping the flexibility.

Director Seymour explained it is hard to talk density without context. The City is not afraid of density when it has a purpose and helps the site layout. Density is a means of being creative to get the best use of the site and have a great product, but preserve open space and create buffers.

Mayor Bukiewicz asked for confirmation that regardless of what type of development goes in on the parcel, a retention pond would be necessary to manage the stormwater.

Planner Papelbon explained all reviews will have to come back to the Plan Commission and go through staff for review, stormwater included.

Mayor Bukiewicz clarified that all streets and easements would be included in those reviews.

Planner Papelbon confirmed streets and easements would have to come back for review as well.

Commissioner Siefert asked if the Plan Commission was making a motion based on strictly rezoning and no projects.

Planner Papelbon clarified that the Plan Commission is voting strictly on the Comprehensive Plan Amendment, not rezoning or any plans.

Commissioner Siefert requested confirmation that the Plan Commission is not approving a development or plan.

Planner Papelbon reiterated the Plan Commission is not approving anything other than a change from "Single Family Residential" to "Mixed Residential" and or "Mixed Residential" with "Planned Business" in the Comprehensive Plan. This is not a rezone or an approval of any plan.

Planner Papelbon asked for clarification of how the Plan Commission would like to proceed: with "Mixed Residential" over the entirety of all properties, or a combination. The suggested motion includes a combination of "Mixed Residential" and "Planned Business," but it does not indicate what section of the property would be considered "Planned Business." Staff is requesting clarification if the Plan Commission would like to move ahead with the 500 feet westerly as identified in the previous plans, or something else.

Mayor Bukiewicz asked if it had to be identified that rigidly.

Planner Papelbon explained the staff needs to know where the Comprehensive Plan is being amended.

Mayor Bukiewicz explained he is not that skilled at saying that is the appropriate footage for a business lot.

Planner Papelbon stated it would be in line with what the previous corridor and subarea plans called for.

Mayor Bukiewicz asked if that was consistent with the 27th Street Corridor Plan.

Director Seymour stated there is no standard, but 500 feet has been considered an appropriate lot depth for commercial. Given the type of commercial you are likely to see in that part of 27th Street, 500 feet might be excessive. The businesses would be neighborhood-supporting. The example given was Kinder Care in front of housing on the Franklin side. State law requires that the Plan Commission decision be consistent with the Comprehensive Plan, and the future land use map; however, the Comprehensive Plan and future land use map are not a zoning map. There is some deference given to the Plan Commission and the Common Council when interpreting where exactly that boundary should be.

Mayor Bukiewicz inquired if 500 feet is excessive, maybe it should be changed to 350 feet.

Commissioner Oldani asked for confirmation that 500 feet was used in the past.

Director Seymour explained that is what scales off the earlier version of the plan.

Commissioner Oldani asked if the distance can be amended in the future.

Planner Papelbon stated it does not have to be as proscriptive as Director Seymour stated, but there is a difference between saying 500 feet or 300 feet. This is meant to give an idea of what the Plan Commission is thinking for land use. There is some flexibility, but it is more a matter of will the development include "Planned Business" or not. This will be a line on the map that will not be scaled exactly.

Alan Marcuvitz, von Briesen and Roper, suggested the Plan Commission set the line where they think it should be, and the developer would work with the staff to come up with a plan to be presented to the Plan Commission. If the plan requires moving a line in order to accommodate what the Plan Commission thinks is the best, it can be done.

Mayor Bukiewicz agreed with Mr. Marcuvitz.

Commissioner Hanna inquired if a range could be entered.

Planner Papelbon also suggested not entering any distance, and leaving it simply that "Planned Business" would be in the westerly portion of the land.

Director Seymour stated that something would have to be put on the map.

Mayor Bukiewicz agreed the plan would come forward, and the development would dictate what is needed and the owner is going to have to do what he is going to because he does not want to sit with a ruminant property. *Mayor Bukiewicz continued, but the sound was inaudible.*

Director Seymour stated 200 feet to 300 feet would make a good starting point.

Mayor Bukiewicz explained it is a starting point and the Plan Commission is willing to work once a plan shows up.

Planner Papelbon suggested the Plan Commission adopts Resolution 2019-03, amending the Comprehensive Plan and Planned Land Use map to reflect a change in land use from “Single Family Residential” to “Mixed Residential” and “Planned Business” for the westerly 300 feet of the properties at 8100 and 8146 S. 27th St. and 8100 S. Orchard Way following review and adoption by the Common Council.

Alderman Guzikowski made a motion as stated by Planner Papelbon above.

Commissioner Hanna seconded. On roll call, all voted aye. Motion carried.

USE APPROVAL AMENDMENT

GIUFFRE X LLC

9401 S. 13TH STREET

877-9006-000

Planner Papelbon provided an overview of the request to amend the existing Use Approval to remove the condition that restricts the height at which vehicles and equipment may be stored. (See staff report for details.)

Commissioner Hanna stated she agrees with Planner Papelbon that this is the entrance of Oak Creek, and does not agree with the proposed height of the equipment being displayed there. Commissioner Hanna continued by stating this is not an acceptable approach, especially being consistent with other businesses to abide by that height.

Commissioner Chandler asked if the current acceptable height is 13 feet 6 inches.

Planner Papelbon explained that all equipment must be stored at its lowest level per the condition of approval for this use. If the equipment can be stored at a height of 10 feet, it is required to be stored at a height of 10 feet. During the initial review it was stated that most of the cranes could be stored at a height of 13 feet 6 inches, which is what they are at when they are being moved around.

Commissioner Chandler asked the applicant to provide more information on the height the company is looking to store equipment at.

Craig Hammond, 9401 S. 13th Street, Branch Manager for United Rentals, explained he is aiming to get equipment nested to allow for maximum density on the property. The business has grown and the fleet has grown by over 50%. In the given space, safety is becoming a concern as equipment can be damaged while trying to move it around the yard. In the past, pieces of equipment have been damaged. This is dangerous because the equipment is used to lift people into the air.

Commissioner Chandler asked the applicant the maximum height for which he is looking to store equipment.

Mr. Hammond explained the staff report shows photos of a 20-foot ceiling that would allow more nesting.

Commissioner Chandler asked how the equipment would be screened at that height.

Mr. Hammond explained the fencing along the property line on 13th Street is all slatted; equipment is not stored over the fence height in that location. On the west side of the property, near the park and ride, there is standard freeway fencing that is not screened.

Commissioner Chandler thought the fencing was eight feet high. Commissioner Chandler asked for clarification if the fencing was 20 feet high.

Mr. Hammond stated the fencing is not 20 feet high.

Commissioner Chandler asked the applicant if he is going to add screening. She asked the applicant for more clarification about the process of screening the 20-foot-tall equipment.

Mr. Hammond stated he does not know if it would be feasible or possible to screen the equipment at 20 feet tall around the perimeter.

Commissioner Siepert asked the applicant: how many square feet of storage would be needed for the units; the number of units the company would like to store; and if the top portion could be removed to limit additional height or crowding of the units.

Mr. Hammond explained the entire property is approximately five acres. Mr. Hammond continued by explaining the company has around 1,000 different pieces of equipment ranging from small towable light towers or generators up to the aerial lifts. The baskets are not removable.

Commissioner Siepert inquired how many units have booms that would go up 20 feet.

Mr. Hammond explained it varies based on market needs; equipment is moved to different company-owned branches throughout the state. If a number is required, approximately 80 are routinely parked in the yard; not all 80 are in the air, approximately 30 units in the air.

Commissioner Siepert asked if the other equipment is below the five-to-eight feet height range.

Mr. Hammond confirmed the other equipment is stored at its lowest possible height.

Commissioner Siepert inquired if these units could be lowered to eight feet or 10 feet to meet the City's standards.

Mr. Hammond explained they currently are lowered. It is the industry standard to store the booms in the air for safety reasons. The applicant provided photos of the equipment at 20 feet high to the Commissioners to review.

Director Seymour explained the City has a compelling interest in keeping the entrance corridors and properties adjacent to them consistent with community standards. Director Seymour continued by saying the property owner could do things to make the property more appealing overall. This is a legacy use from many years ago; new developments would be subject to much more stringent design standards in regards to storage locations and methods. Director Seymour also asked the applicant if there are any creative ideas that would mitigate for the request to alleviate that height restriction.

Commissioner Siepert asked the applicant how much of the facility is utilized at the present time.

Mr. Hammond explained the facility is about 70% filled. He continued to explain that safety is a concern as the company grows.

Alderman Guzikowski explained he understands safety is a concern, but many residents have contacted him about the appearance of the property with cranes extended in the air. He inquired if the company needs to create a plan to move the equipment out before there is too much equipment onsite causing problems.

Commissioner Carrillo stated that she is surprised there is not a fence around the whole property, and inquired if there should be a fence where the property meets the park and ride.

Planner Papelbon explained there is a requirement for a portion of the property to have a fence with slats. There is some Department of Transportation (DOT) fencing there, but it is chain link.

Mr. Hammond explained the entire property is fenced in. The western portion is fenced with a DOT fencing that was recently put back into place following construction.

Commissioner Carrillo explained that in other parts of the City, property owners would have been required to have fencing with slats around the entire property.

Planner Papelbon continued to explain the Plan Commission has the authority to determine opacity of fencing, landscaping, or berms when there is a proposal for something that requires screening. In this particular case, there was a requirement for a specific area of the property to have fencing with slats, but not for the entire property. Planner Papelbon also stated that United Rentals does not occupy the whole property - they are a tenant on a portion.

Commissioner Hanna inquired if the applicant has ever considered adding tall trees or landscaping to help shield some of the visual from the outside.

Mr. Hammond stated he has not thought about it, but he is not opposed to it.

Commissioner Oldani asked for clarification from the applicant at what point the company would take on a larger footprint.

Mr. Hammond explained there are currently discussions about it because they do not occupy the whole space.

Commissioner Oldani would like to see where those discussions go before the Plan Commission allows them to raise up the equipment.

Mayor Bukiewicz explained they are sensitive of the gateways to the City. The City has dealt with this corridor in the past in terms of height requirements and signage. Mayor Bukiewicz believes everyone agrees that they want the City to look and feel a certain way. He continued to explain that he is not supportive of having the booms up in the air, but does understand the safety aspect. There are defined standards in place, and Mayor Bukiewicz believes the Plan Commission should not vary from them.

Commissioner Oldani moved that the Plan Commission approves the amendment to the existing Use Approval for United Rentals for a leasing and sales office with outdoor storage of equipment and vehicles, subject to the following conditions:

1. That all relevant Code requirements remain in effect.
2. That all conditions of approval from November 22, 2005 remain in effect except as specifically amended herein.
3. That cranes, lifts, and similar equipment may be stored with the booms upright. All other equipment must be stored below the height of the fence.
4. Cranes, lifts, equipment, or other storage materials shall not be used for advertising or signage.

Commissioner Hanna seconded. On roll call, all voted no. Motion failed.

Mayor Bukiewicz suggested the applicant come back and work with planning staff to see if an agreement can be made.

Commissioner Carrillo moved to adjourn the meeting. Commissioner Siepert seconded. On roll call: all voted aye. Motion carried. The meeting was adjourned at 6:54 p.m.

ATTEST:

Douglas Seymour, Plan Commission Secretary

8-21-19

Date

Summary of Significant Common Council Actions

August 20, 2019

- **APPROVED** Ordinance No. 2946, an ordinance to amend the Conditions and Restrictions in Ordinance No. 2941 for a contractor's office/shop/yard with outdoor storage and truck parking as allowed uses as part of the existing Conditional Use Permit for automobile and truck engine and body repair, outdoor storage of vehicles and outdoor display of vehicles for sale, and semi-truck/trailer parking on the property at 9840 S. 27th St.
- **APPROVED** Ordinance No. 2947, adopting an amendment to the Comprehensive Plan for the properties at 8100 and 8146 S. 27th St. and 8100 S. Orchard Way



Kari Papelbon, CFM, AICP
Planner



PLAN COMMISSION REPORT

Proposal: Sign Appeal

Description: Request for variances allowing the applicant to install two (2) 5' 11 5/8" x 4' 10" double-screen (screen dimension: 10 square feet each) digital menu boards in the drive-through area of the McDonald's restaurant located at 8800 S. Howell Avenue.

Applicant(s): McDonald's USA, LLC

Address(es): 8800 S. Howell Ave.

Suggested Motion: Staff does not provide recommendations for sign appeals. See staff report for options.

Owner(s): GOLDEN ARCH LIMITED PRTN

Tax Key(s): 860-9018-000

Lot Size(s): 1.147 ac

Current Zoning District(s): B-4, Highway Business

Overlay District(s): CU

Wetlands: Yes No Floodplain: Yes No

Comprehensive Plan: Planned Mixed Use

Background:

The Appellant is requesting two (2) variances: from Section 17.0706(j)(1), which states that any building or development shall be permitted one (1) ground sign per street frontage; and from Section 17.0706(g), which states that electronic message board and changeable copy signs shall not exceed fifty (5) percent of the total sign face area and in no case shall an electronic message board or changeable copy be greater than fifty (50) square feet in area. Both variance requests relate to the replacement of static menu board signs with electronic menu boards. Plan Commissioners may recall that similar requests were submitted in 2015 for Starbucks. As was stated in those staff reports, Code has not kept pace with advancements in technology that would allow for such replacements. With the upcoming Zoning Code amendments, staff will be taking a holistic approach to menu boards and signs in general.

This specific request is for two (2) 5' 11 5/8" x 4' 10" double-screen digital menu boards in the drive-through area. Each menu board sign would be approximately 6 feet in height. Per the included narrative, these new digital menu boards are being standardized amongst McDonald's locations nationwide. Static menu boards will be completely phased-out and discontinued, thus prompting the request.

In deliberation of a variance, the Plan Commission may consider the following:

- location of the proposed sign
- height
- overall size
- appearance
- number
- location of other signs in the vicinity of the proposed sign
- any other factor the Plan Commission deems appropriate, excluding content

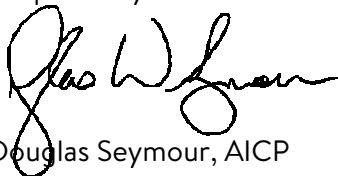
Staff does not make recommendations regarding sign appeals. However, decisions to approve a sign variance must be made utilizing the following criteria:

1. There shall be no public harm and there shall be a public benefit.
2. Variance considerations shall include enhancement of the overall character of a neighborhood or mitigation of unusual site conditions.
3. The sign will not result in an undue concentration of signage which renders it difficult or confusing to read existing signs.
4. The effect a proposed sign may have on depreciating property values of a neighborhood.

Motion for consideration: That the Plan Commission approves a sign variance allowing the installation of two (2) 5' 11 5/8" x 4' 10" double-screen (screen dimension: 10 square feet each) digital menu boards in the drive-through area of the McDonald's restaurant located at 8800 S. Howell Avenue. (Note: if the Plan Commission does not determine that the variances are acceptable, the correct procedure would be to make the motion above and cast a dissenting vote referencing specific criteria upon which the disapproval was based).

Options/Alternatives: The Plan Commission has the discretion to approve or disapprove of the request. Should the variance not be granted, the Appellant will be required to comply with current Code for ground signs.

Respectfully submitted:



Douglas Seymour, AICP
Director of Community Development

Prepared:



Kari Papelbon, CFM, AICP
Planner

Attachments:

Hearing Notice

Location Map

Request for Variance (responses to criteria)

Proposed Sign Plan (8 pages)

Publish August 14, 2019

**CITY OF OAK CREEK
NOTICE OF PUBLIC HEARING
BEFORE THE PLAN COMMISSION**

A public hearing for a sign appeal will be held:

Date: Tuesday, August 27, 2019

Time: 6:00 p.m.

Place: Oak Creek City Hall
COMMON COUNCIL CHAMBERS
8040 S. 6th Street
Oak Creek, WI 53154

Appellant: McDonald's USA, LLC

Tax Key No. 860-9018-000

Property location: 8800 S. Howell Avenue

To Request: A variance from Section 17.0706(j)(1), which states that any building or development shall be permitted one (1) ground sign per street frontage, AND a variance from Section 17.0706(g), which states that electronic message board and changeable copy signs shall not exceed fifty (5) percent of the total sign face area and in no case shall an electronic message board or changeable copy be greater than fifty (50) square feet in area.

If granted, these variances would allow installation of If granted, these variances would allow installation of two (2) 5' 11 5/8" x 4' 10" double-screen (screen dimension: 10 square feet each) digital menu boards in the drive-through portion of the property located at 8800 S. Howell Avenue.

Zoning of Property: B-4 (CU), Highway Business District

NOTE: This hearing was rescheduled from August 13, 2019. All interested persons wishing to be heard are invited to be present.

Dated this 7th day of August, 2019

PLAN COMMISSION
CITY OF OAK CREEK, WISCONSIN

/s/ Mayor Daniel J. Bukiewicz, Chairman

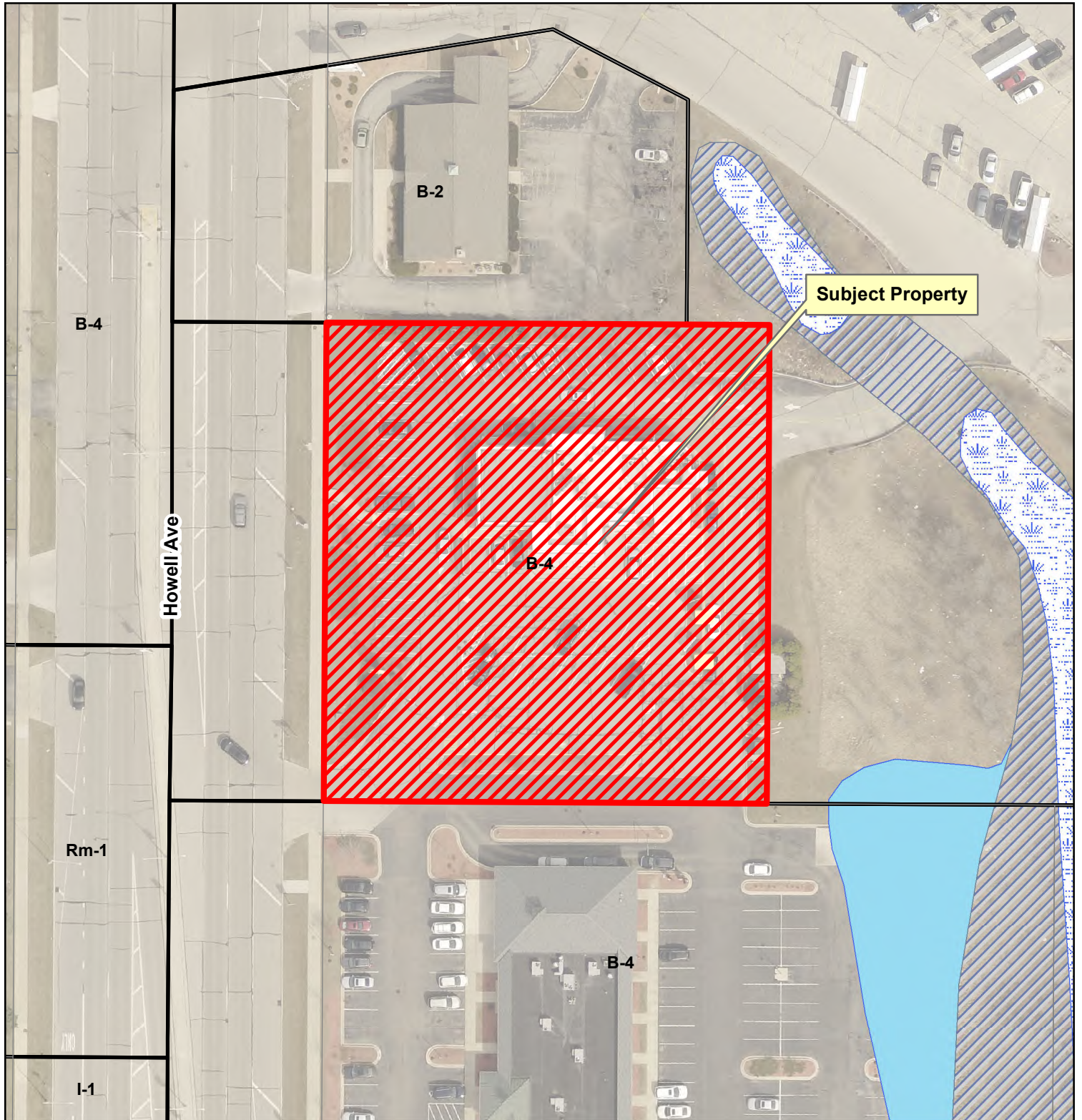
Public Notice

PLEASE NOTE: Upon reasonable notice, a good faith effort will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aid at no cost to the individual to participate in public meetings. Due to the difficulty in finding interpreters, requests should be made as far in advance as possible, preferable a minimum of 48 hours. For additional information or to request this service, contact the Oak Creek City Clerk at 414-766-7000, or by writing to the ADA Coordinator at the Health Department, City Hall, and 8040 South 6th Street, Oak Creek, Wisconsin 53154.

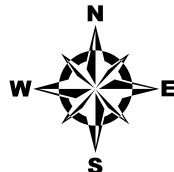
It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

Location Map

8800 S. Howell Ave.



This map is not a survey of the actual boundary of any property this map depicts.



Legend

- | | |
|---|--|
|  Location |  Floodway (2008) |
|  Officially Mapped Streets |  Flood Fringe (2008) |
|  DNR Wetlands Inventory |  Environmental Corridor |

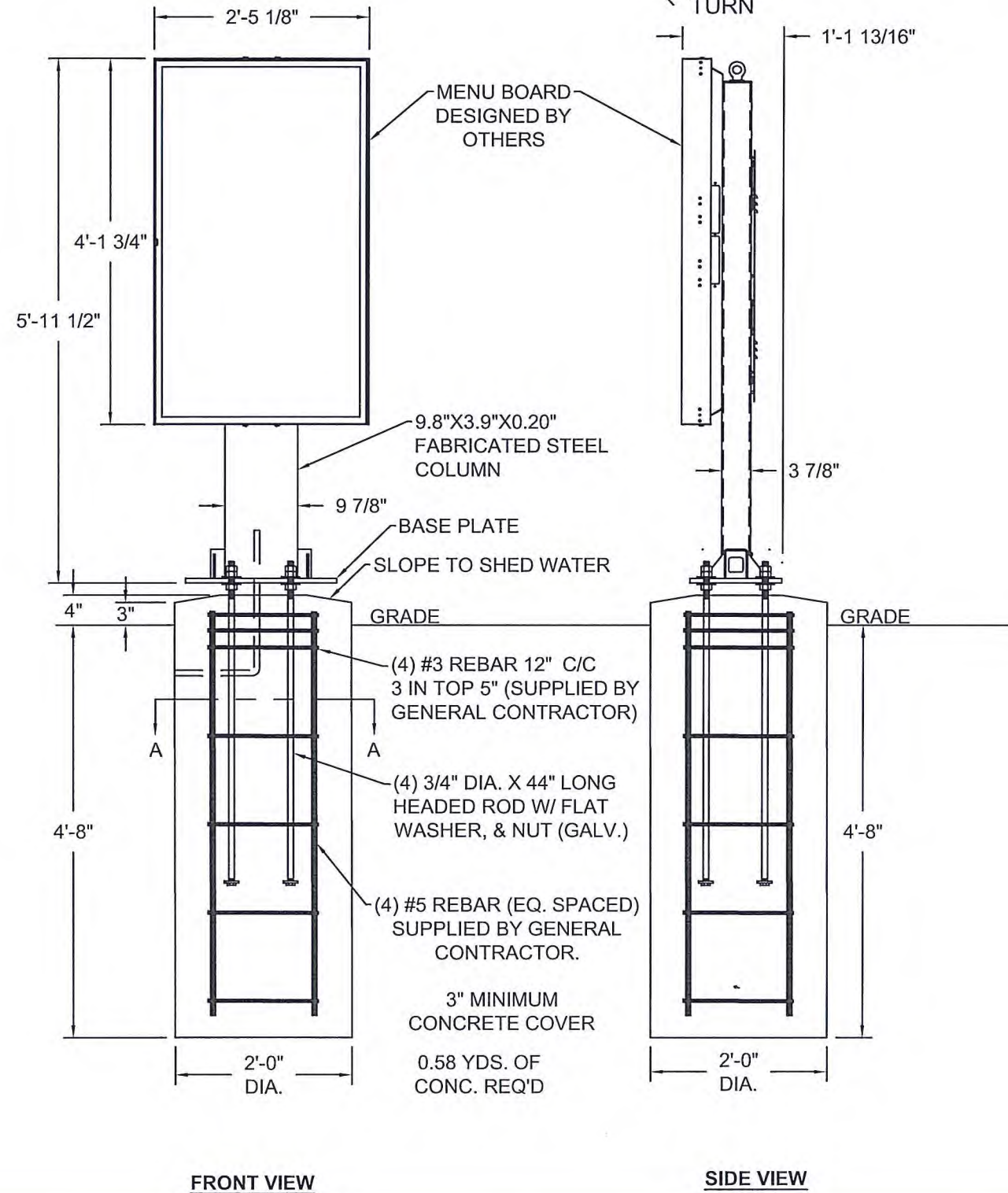
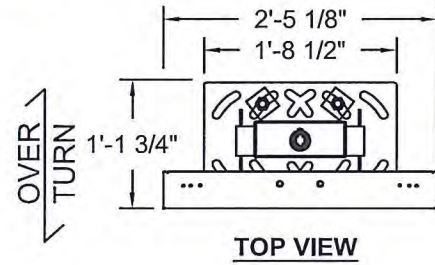
Request for Variance

McDonald's National Store Number 15153- 8800 S Howell Avenue

1. Variance Requested: We are proposing to replace the two menu boards currently in place at this store with two 100% digital menu boards. More information and details about the boards is included in this package.
2. McDonald's Outdoor Digital Menu Project consists of replacing every Drive Thru menu board at a McDonald's in the US with new 100% digital boards. These new boards will be the standard for every store. The old boards and the material to place in the old boards will no longer be available to owners. Owners have no other option for their Drive Thrus besides these new digital signs.
3. The new menu boards will not be contrary to public interest or endanger public safety and welfare. These new boards are more efficient and provide a cleaner, modernized look for the restaurant. They are not flashy and distracting, do not include video, and have automatic dimming aspects that change based on the time of day and can be adjusted based on local requirements.
4. The variance requested is in accord with the spirit of the zoning ordinance because it is compatible with the surrounding land use in that it is a part of a McDonald's Drive Thru. They will be well maintained and used for an essential function of the restaurant.
5. The variance will enable the owner and employees of this store to benefit from the technological advancement that these boards bring to the restaurant. As stated previously, these boards are the new standard for McDonald's, and owners will have no other options for their Drive Thrus going forward.

SIGN CABINET
DESIGN BY OTHERS.

ELECTRICAL/ILLUMINATION
DESIGN BY OTHERS.



ALL STEEL SHALL BE
HOT DIP GALVANIZED.

Notes:

- Design criteria:
Building Code: IBC 2009
Wind Speed: 90 MPH, Exposure C
Category II
- Foundation analysis assumes soil class 4. The allowable bearing pressure should be verified prior to placement of concrete. In the event that the stated requirements are not met and conditions appear deleterious, cease and secure excavation and immediately contact THE CLIENT.
- Caisson foundation is based on a presumptive safe lateral soil bearing pressure minimum of 150 psf per foot of depth. Isolated lateral bearing footings subject to short-term lateral loads and not adversely affected by a 1/2" motion at grade are permitted to be designed using twice the tabulated value of the corresponding soil class.
- Foundation shall not be placed on, or at the top of a slope exceeding 3:1 without evaluation by a competent Professional Engineer. Do not place foundation in fill.
- Concrete shall be mixed to attain a minimum 28 day compressive strength of 3000 psi.
- Steel reinforcing bars shall conform to ASTM A615, Grade 60 with deformations, in accordance with ASTM A305. Welding of reinforcement is prohibited.
- Anchor bolts shall meet ASTM F1554 Grade 36 and shall be galvanized to prevent corrosion.
- All support members shall be free from defects. Steel tubes shall meet ASTM A500 Grade B with a minimum yield strength of 46000 psi. Steel pipe shall meet ASTM A53 Grade B with a minimum yield strength of 35000 psi. Steel angle, channel, and plate shall meet ASTM A36.
- Steel welds shall be made with E70XX electrodes by persons qualified in accordance with AWS standards within the past two years.
- Structural bolts shall meet ASTM A325 and be zinc coated unless noted otherwise. Heavy hex nuts shall meet ASTM A563 and washers shall meet ASTM F436 when used with high strength bolts. All high strength bolts shall be tightened using the Turn-of-Nut method unless noted otherwise.
- This engineer will not be responsible for safety on the jobsite before, during, or after the installation of this structure. It is the responsibility of the owners, contractors, and installers to ensure that the installation of this structure is completed using methods that fully comply with OSHA regulations.
- Any deviation from this design or from any part of this drawing without prior written consent of this engineer voids this drawing in its entirety.
- The structure depicted on this drawing is intended to be installed at the address shown and should not be used at any other location.

NOTE: All designs depicted on this drawing are the sole property of Gregory A. Campbell, P.E. developed specifically for this project. Use of these designs for any purpose other than the intended application without written consent of Gregory A. Campbell, P.E. is prohibited. Disclosure of the information presented herein, without Owner's consent, is a violation of intellectual property and will not be tolerated.

5/3/18

McDONALD'S - NS# 15153 - SINGLE FACE MENU BOARD 8800 S HOWELL AVE OAK CREEK, WI 53154		
CLIENT: Keyser KEYSER 10200 S. Kedzie Avenue Evergreen Park, IL 60805		
GREGORY A. CAMPBELL, P.E. 4713 OLD NILES FERRY ROAD MARYVILLE TN, 37801 865-437-0564		
SHEET 1	BY GAC	PROJECT NO. 18-0089
OF 2	DATE 05/03/2018	DRAWING NO. B121779

May 3, 2018

PROJECT # 18-0089
 DRAWING # B121779
 WIND SPEED 90 MPH
 WIND LOAD 21.49 PSF
 BUILDING CODE IBC 2009

OWNER: McDONALD'S NS# 15153 1 FACE MENUBOARD
 8800 S HOWELL AVE
 OAK CREEK, WI 53154

CLIENT: KEYSER
 10200 S. KEDZIE AVE.
 EVERGREEN PARK, IL 60805

Description	Height (FT)	Width (FT)	Shape Factor	Cf Adjust.	Centroid (FT)	Area (SF)	Wind Force (K)	Moment (K-FT)
SIGN	4.133	2.398	1.000	1.000	2.067	9.913	0.213	0.440
COLUMN	1.833	0.492	1.000	1.212	0.917	0.901	0.237	0.852
OVERALL HEIGHT	5.967							

COLUMN CALCULATIONS

T = TUBE; P = PIPE; W = WIDE-FLANGE; O = OTHER

Description	Column Depth (IN)	Column Width (IN)	Wall Thickness (IN)	Ixx (IN^4)	Sxx (IN^3)	Zxx (IN^3)	DESIGN MOMENT (K-FT)	NOMINAL FLEXURAL STRENGTH (K-FT)	UNITY
T SIGN	3.900	9.800	0.200	14.482	7.427	7.748	0.440	11.694	0.038
T COLUMN	3.900	9.800	0.200	14.482	7.427	7.748	0.852	11.694	0.073

BOLT CALCULATIONS

Description	MOMENT (K-FT)	BOLT SPACING (IN)	BOLT QTY	BOLT DIAMETER (IN)	BOLT AREA (IN^2)	BOLT TENSION (K)	BOLT SHEAR (K)	BOLT TENSION CAPACITY (K)	BOLT SHEAR CAPACITY (K)	COMBINED UNITY CHECK
BASE PLATE	0.852	8.000	4	0.750	0.442	0.639	0.059	8.438	5.964	0.076

PLATE CALCULATIONS

Description	TENSION PER BOLT (K)	MOMENT ARM (IN)	PLATE MOMENT (K-IN)	PLATE WIDTH (IN)	PLATE DEPTH (IN)	PLATE THICK. (IN)	MINIMUM PLATE THICK. (IN)
BASE PLATE	0.639	2.000	1.279	3.000	12.600	0.630	0.317

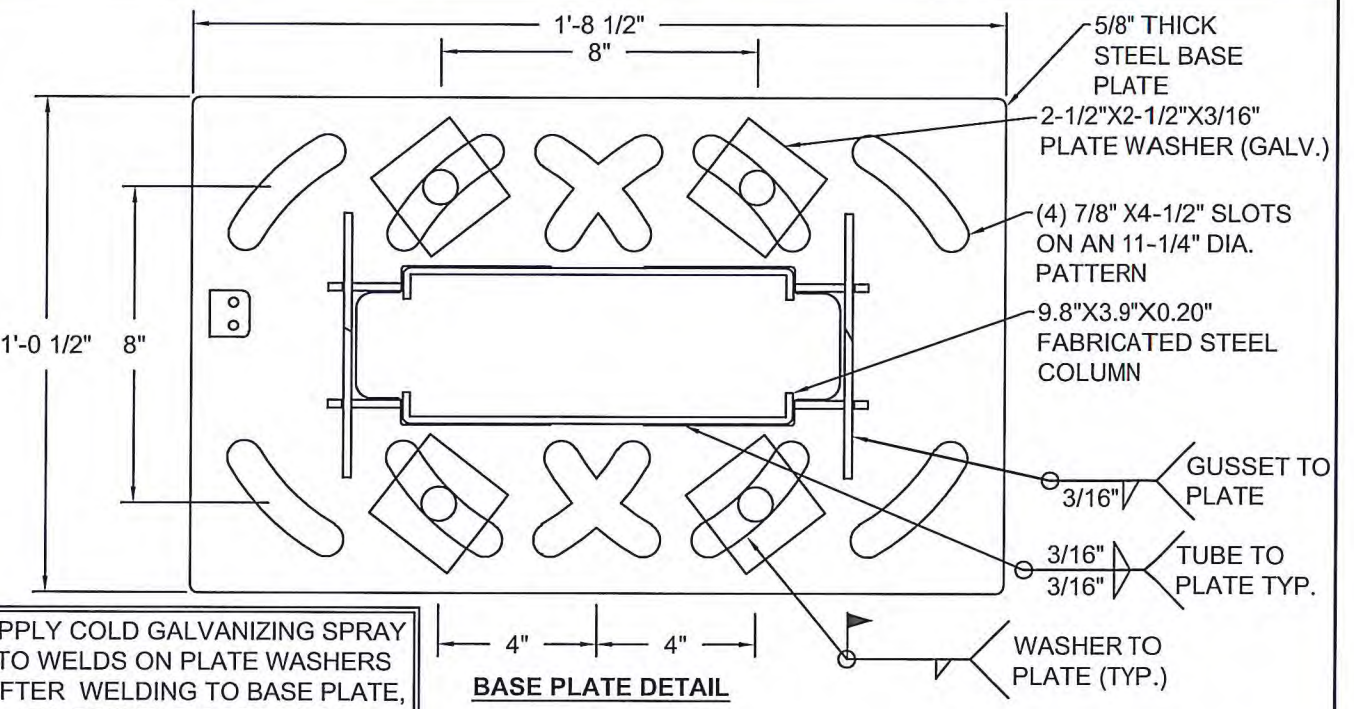
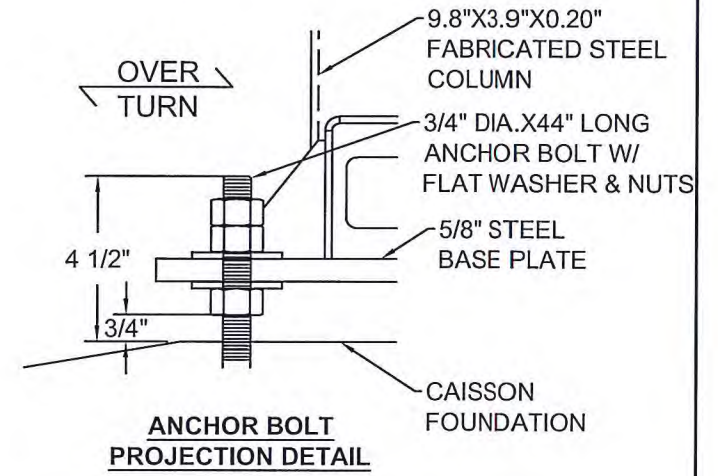
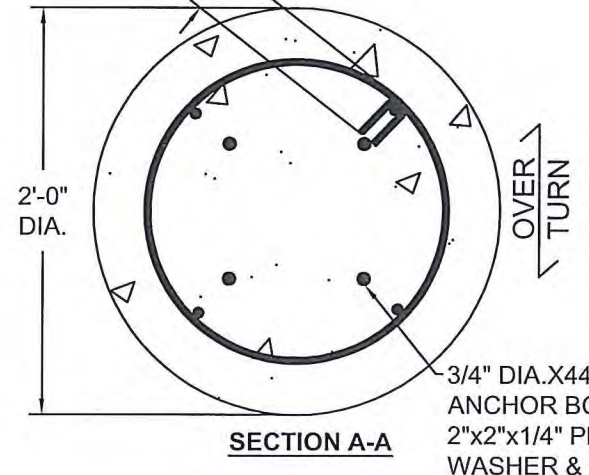
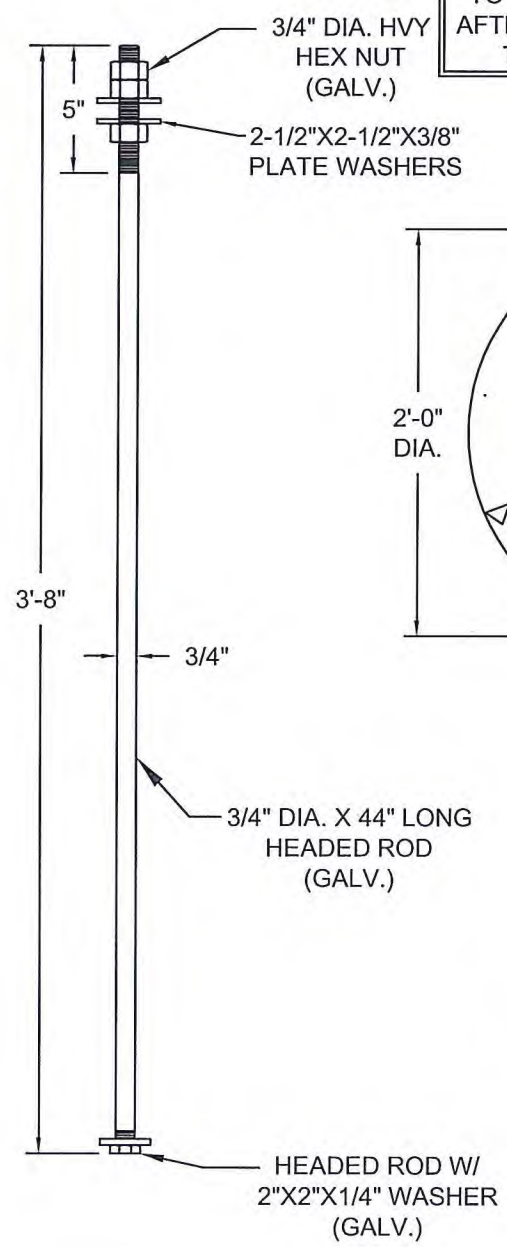
FOUNDATION CALCULATIONS

CAISSON FOUNDATION

MOMENT AT GRADE	0.852	K-FT
SHEAR AT GRADE	0.237	K
REFERENCE IBC 1807.3.2 & TABLE 1806.2		
ASSUME SOIL CLASS #4 - SW, SP, SM, SC, GM, & GC		
LATERAL BEARING PRESSURE - PSF/FT OF DEPTH	150.000	PSF/FT
S1	466.667	
DEPTH	4.667	FT
DIAMETER	2.000	FT
h	3.604	FT
A	0.593	
CALCULATED DEPTH	1.851	FT
CONCRETE REQUIRED	0.543	YD^3

ALL STEEL SHALL BE HOT DIP GALVANIZED.

APPLY COLD GALVANIZING SPRAY TO WELDS ON PLATE WASHERS AFTER WELDING TO BASE PLATE, TO PREVENT CORROSION.



NOTE: All designs depicted on this drawing are the sole property of Gregory A. Campbell, P.E. developed specifically for this project. Use of these designs for any purpose other than the intended application without written consent of Gregory A. Campbell, P.E. is prohibited. Disclosure of the information presented herein, without Owner's consent, is a violation of intellectual property and will not be tolerated.

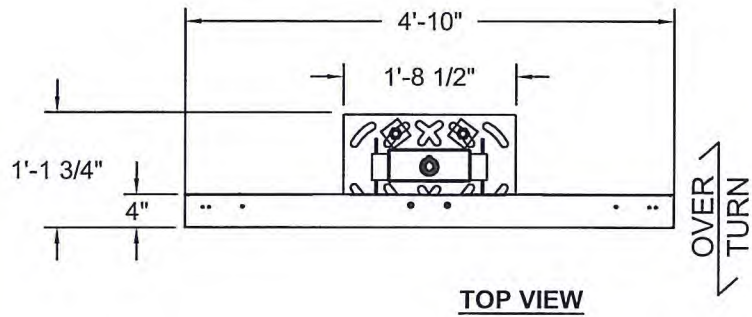


McDONALD'S - NS# 15153 - SINGLE FACE MENU BOARD
 8800 S HOWELL AVE
 OAK CREEK, WI 53154

CLIENT: KEYSER
 10200 S. Kedzie Avenue
 Evergreen Park, IL 60805

GREGORY A. CAMPBELL, P.E.
 4713 OLD NILES FERRY ROAD
 MARYVILLE TN, 37801
 865-437-0564

SHEET	BY	PROJECT NO.
2	GAC	18-0089
OF	DATE	DRAWING NO.
2	05/03/2018	B121779



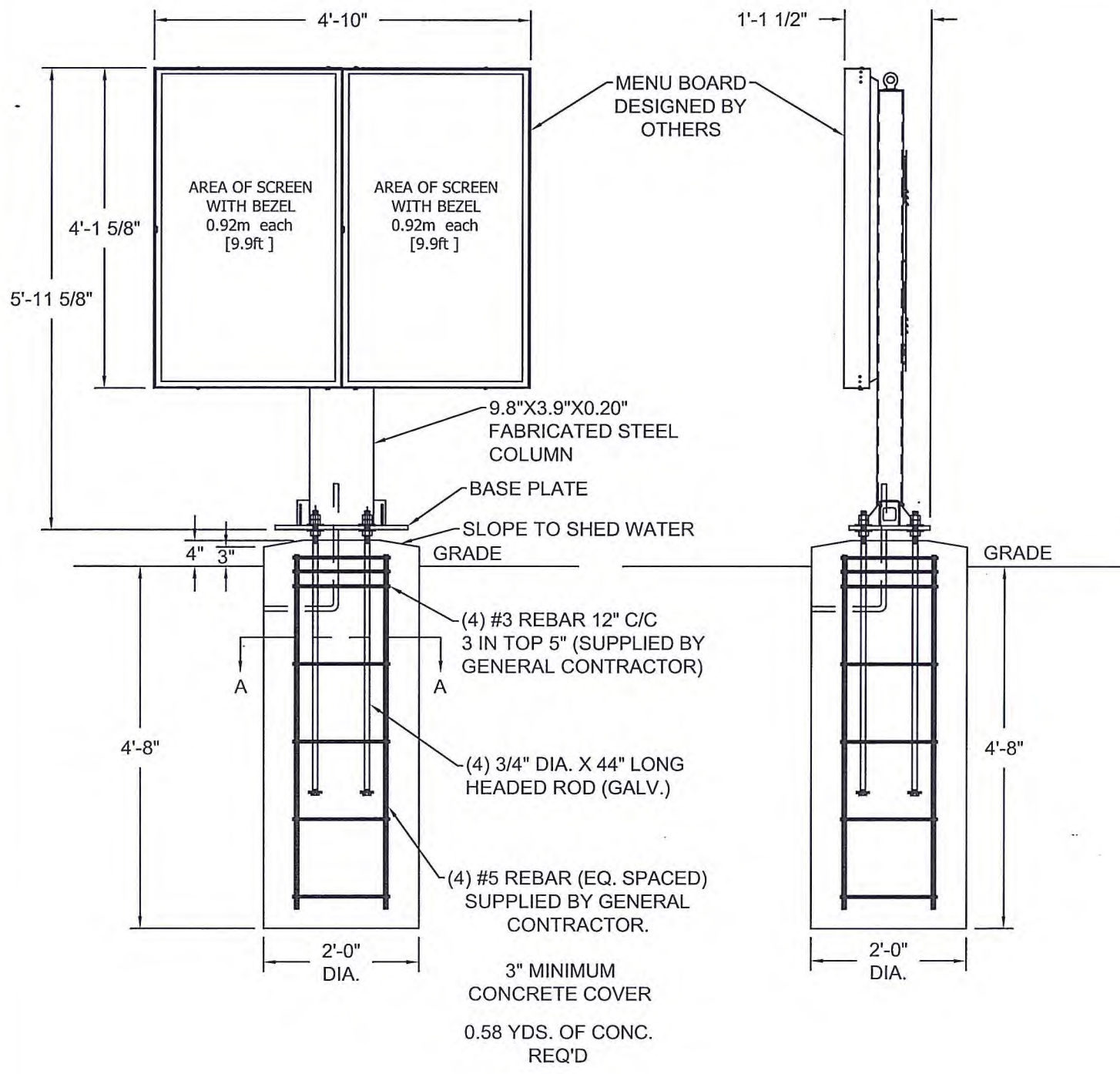
SIGN CABINET
DESIGN BY OTHERS.

ELECTRICAL/ILLUMINATION
DESIGN BY OTHERS.

ALL STEEL SHALL BE
HOT DIP GALVANIZED.

Notes:

- Design criteria:
Building Code: IBC 2009
Wind Speed: 90 MPH, Exposure C
Category II
- Foundation analysis assumes soil class 4. The allowable bearing pressure should be verified prior to placement of concrete. In the event that the stated requirements are not met and conditions appear deleterious, cease and secure excavation and immediately contact THE CLIENT.
- Caisson foundation is based on a presumptive safe lateral soil bearing pressure minimum of 150 psf per foot of depth. Isolated lateral bearing footings subject to short-term lateral loads and not adversely affected by a 1/2" motion at grade are permitted to be designed using twice the tabulated value of the corresponding soil class.
- Foundation shall not be placed on, or at the top of a slope exceeding 3:1 without evaluation by a competent Professional Engineer. Do not place foundation in fill.
- Concrete shall be mixed to attain a minimum 28 day compressive strength of 3000 psi.
- Steel reinforcing bars shall conform to ASTM A615, Grade 60 with deformations, in accordance with ASTM A305. Welding of reinforcement is prohibited.
- Anchor bolts shall meet ASTM F1554 Grade 36 and shall be galvanized to prevent corrosion.
- All support members shall be free from defects. Steel tubes shall meet ASTM A500 Grade B with a minimum yield strength of 46000 psi. Steel pipe shall meet ASTM A53 Grade B with a minimum yield strength of 35000 psi. Steel angle, channel, and plate shall meet ASTM A36.
- Steel welds shall be made with E70XX electrodes by persons qualified in accordance with AWS standards within the past two years.
- Structural bolts shall meet ASTM A325 and be zinc coated unless noted otherwise. Heavy hex nuts shall meet ASTM A563 and washers shall meet ASTM F436 when used with high strength bolts. All high strength bolts shall be tightened using the Turn-of-Nut method unless noted otherwise.
- This engineer will not be responsible for safety on the jobsite before, during, or after the installation of this structure. It is the responsibility of the owners, contractors, and installers to ensure that the installation of this structure is completed using methods that fully comply with OSHA regulations.
- Any deviation from this design or from any part of this drawing without prior written consent of this engineer voids this drawing in its entirety.
- The structure depicted on this drawing is intended to be installed at the address shown and should not be used at any other location.



NOTE: All designs depicted on this drawing are the sole property of Gregory A. Campbell, P.E. developed specifically for this project. Use of these designs for any purpose other than the intended application without written consent of Gregory A. Campbell, P.E. is prohibited. Disclosure of the information presented herein, without Owner's consent, is a violation of intellectual property and will not be tolerated.



McDONALD'S - NS# 15153 - DOUBLE FACE MENU BOARD
8800 S HOWELL AVE
OAK CREEK, WI 53154

CLIENT: **Keyser**
KEYSER
10200 S. Kedzie Avenue
Evergreen Park, IL 60805

GREGORY A. CAMPBELL, P.E.
4713 OLD NILES FERRY ROAD
MARYVILLE TN, 37801
865-437-0564

SHEET	BY	PROJECT NO.
1	JRJ	18-0089
OF	DATE	DRAWING NO.
2	05/03/2018	B121780

5/3/18

ALL STEEL SHALL BE
HOT DIP GALVANIZED.

FIN: May 3, 2018

PROJECT # 18-0089
DRAWING # B121780
WIND SPEED 90 MPH
WIND LOAD 20.98 PSF
BUILDING CODE IBC 2009

OWNER: McDONALD'S NS# 15153 - 2 FACE MENUBOARD
8800 S HOWELL AVE
OAK CREEK, WI 53154

CLIENT: KEYSER
10200 S. KEDZIE AVE.
EVERGREEN PARK, IL 60805

Description	Height (FT)	Width (FT)	Shape Factor	Cf Adjust.	Centroid (FT)	Area (SF)	Wind Force (K)	Moment (K-FT)
SIGN	4.133	4.833	1.000	1.000	2.067	19.978	0.419	0.866
COLUMN	1.833	0.817	1.000	1.212	0.917	1.497	0.457	1.670
OVERALL HEIGHT	5.967							

COLUMN CALCULATIONS

T = TUBE; P = PIPE; W = WIDE-FLANGE; O = OTHER

Description	Column Depth (IN)	Column Width (IN)	Wall Thickness (IN)	Ixx (IN ⁴)	Sxx (IN ³)	Zxx (IN ³)	DESIGN MOMENT (K-FT)	NOMINAL FLEXURAL STRENGTH (K-FT)	UNITY
T SIGN	3.900	9.800	0.200	14.482	7.427	7.748	0.866	11.693	0.074
T COLUMN	3.900	9.800	0.200	14.482	7.427	7.748	1.670	11.693	0.143

BOLT CALCULATIONS

Description	MOMENT (K-FT)	BOLT SPACING (IN)	BOLT QTY	BOLT DIAMETER (IN)	BOLT AREA (IN ²)	BOLT TENSION (K)	BOLT SHEAR (K)	BOLT TENSION CAPACITY (K)	BOLT SHEAR CAPACITY (K)	COMBINED UNITY CHECK
BASE PLATE	1.670	8.000	4	0.750	0.442	1.252	0.114	8.438	5.964	0.148

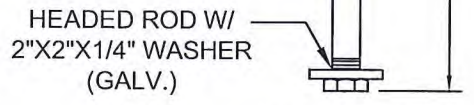
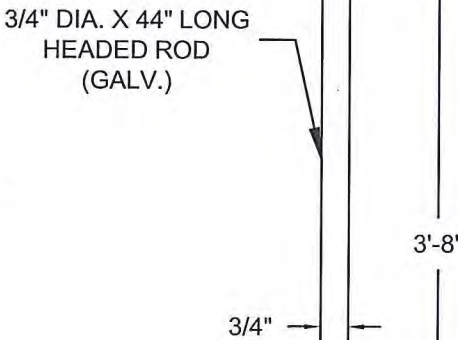
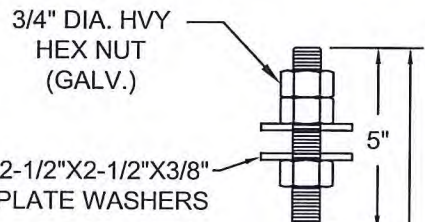
PLATE CALCULATIONS

Description	TENSION PER BOLT (K)	MOMENT ARM (IN)	PLATE MOMENT (K-IN)	PLATE WIDTH (IN)	PLATE DEPTH (IN)	PLATE THICK. (IN)	MINIMUM PLATE THICK. (IN)
BASE PLATE	1.252	2.000	2.504	3.000	12.600	0.630	0.443

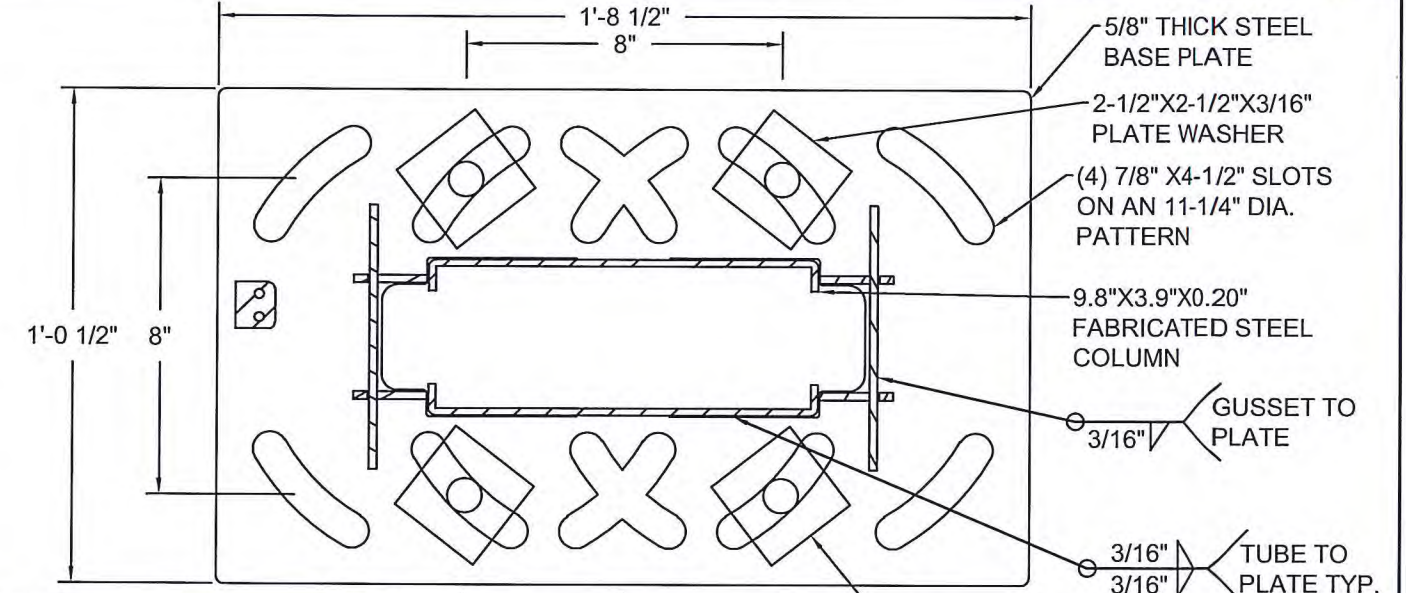
FOUNDATION CALCULATIONS

CAISSON FOUNDATION

MOMENT AT GRADE	1.670	K-FT
SHEAR AT GRADE	0.457	K
REFERENCE IBC 1807.3.2 & TABLE 1806.2		
ASSUME SOIL CLASS #4 - SW, SP, SM, SC, GM, & GC		
LATERAL BEARING PRESSURE - PSF/FT OF DEPTH	150.000	PSF/FT
S1	466.667	
DEPTH	4.667	FT
DIAMETER	2.000	FT
h	3.652	FT
A	1.146	
CALCULATED DEPTH	2.785	FT
CONCRETE REQUIRED	0.543	YD ³

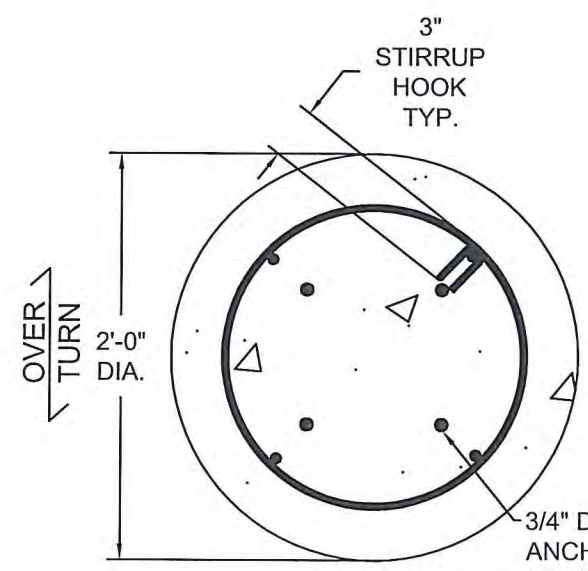


**ANCHOR BOLT
DETAIL**

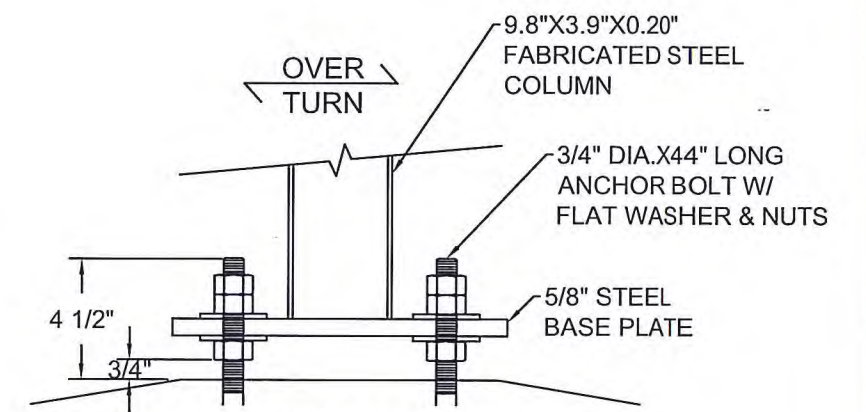


APPLY COLD GALVANIZING SPRAY TO
PLATE WASHERS AFTER WELDING TO
BASE PLATE, TO PREVENT CORRSION.

**BASE PLATE
DETAIL**



SECTION A-A
3/4" DIA. X 44" LONG
ANCHOR BOLT W/
2" X 2" X 1/4" PLATE
WASHER & NUTS



**ANCHOR BOLT
PROJECTION
DETAIL**

NOTE: All designs depicted on this drawing are the sole property of Gregory A. Campbell, P.E. developed specifically for this project. Use of these designs for any purpose other than the intended application without written consent of Gregory A. Campbell, P.E. is prohibited. Disclosure of the information presented herein, without Owner's consent, is a violation of intellectual property and will not be tolerated.

Professional Engineer Seal for Gregory A. Campbell, 28430 Knoxville, TN. Includes handwritten signature and date 5/3/18.

McDONALD'S - NS# 15153 - DOUBLE FACE MENU BOARD
8800 S HOWELL AVE
OAK CREEK, WI 53154

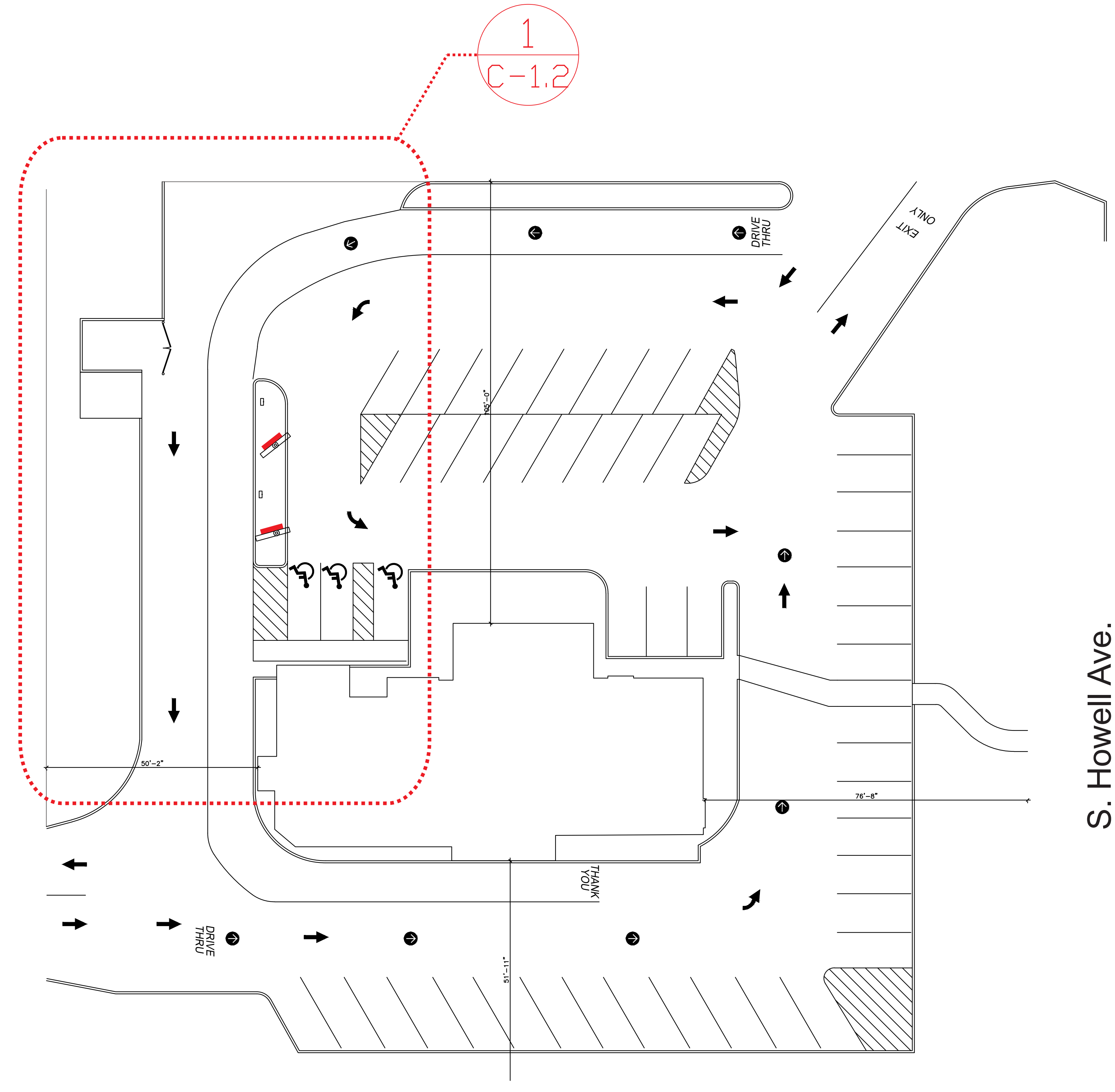
CLIENT: KEYSER
10200 S. Kedzie Avenue
Evergreen Park, IL 60805

GREGORY A. CAMPBELL, P.E.
4713 OLD NILES FERRY ROAD
MARYVILLE TN, 37801
865-437-0564

SHEET	BY	PROJECT NO.
2	JRJ	18-0089
OF	DATE	DRAWING NO.
2	05/03/2018	B121780

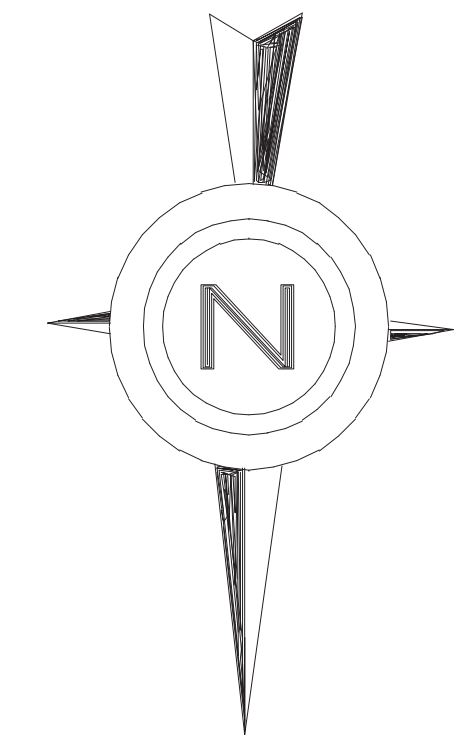


2 Aerial View
SCALE: N.T.S



1 McDonald's Site Plan
SCALE: N.T.S

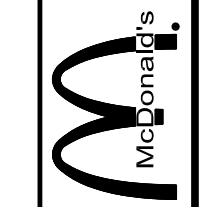
S. Howell Ave.



CHECKED BY:	
DESIGN BY:	
DRAWN BY:	
DATE:	
SCALE:	
PROJECT NO.:	

C-1

Prepared By:



McDONALD'S

Prepared For:

NO.	
1	New Placement Menu Boards
2	New Placement Menu Boards

DATE	
5-15-19	
7-8-19	

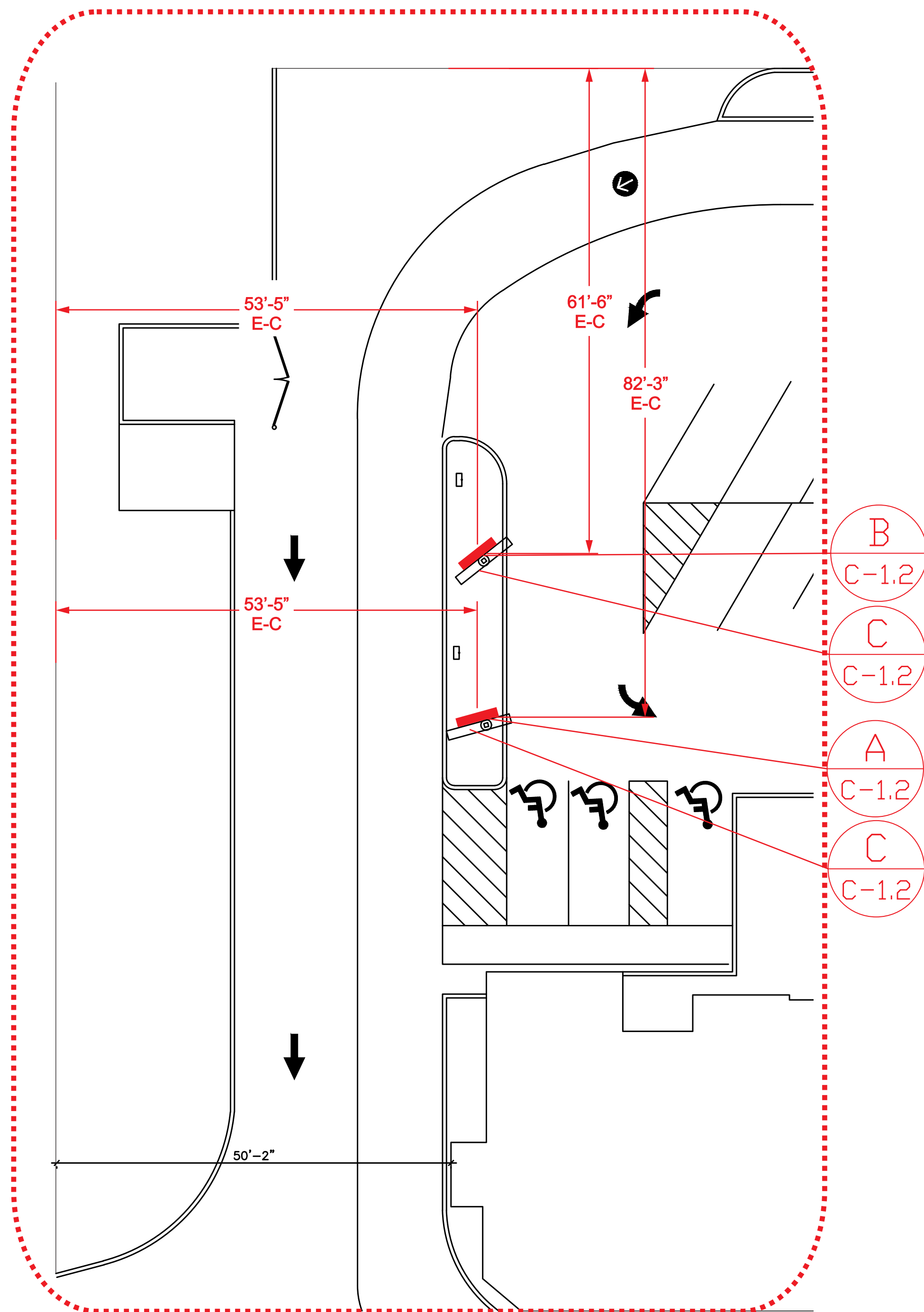
BUILDING/ELECTRICAL/MECHANICAL COMMENTS:

MENU BOARD IS ELECTRIFIED, USING EXISTING DEDICATED 20AMP CIRCUIT FOR EACH D/T LANE AN WILL HAVE ISOLATED GROUNDS.

CONDUIT: EXISTING TO HOME RUN IS 2". NEW FEEDER WILL BE 3/4" FOR LINE VOLTAGE. ALL CONDUIT EXISTING WILL BE SCHEDULE 40PVC UNDERGROUND.

LINE VOLTAGE WIRING: 4#12 & 1#12 GND & 1#12 ISOLATED GND TO EXISTING PANEL FOR ISOLATED GROUND POWER TO MENU BOARDS

LOW VOLTAGE CABLING: CAT-6 OUTDOOR & UNDERGROUND RATED BELKIN CABLING TO EXISTING NETWORK DATE SWITCH FOR COMMUNICATION TO MENU BOARDS.



1 Drive Thru Order Point
SCALE: N.T.S

A) NEW LANE 1 MENU BOARD INSTALLATION-REMOVE OLD BOARD
SCREEN DIMS: 4'-10"W x 4'-1 5/8"H x 1'-1 1/2"D
TOTAL BOARD HEIGHT (WITH BASE): 5'-11 5/8"H
MINIMUM SETBACK FROM PUBLIC WAY: 40'
NEW SCREEN SQUARE FOOTAGE: 20'
OLD SCREEN SQUARE FOOTAGE: 43' **Double Screen**

B) NEW LANE 2 MENU BOARD INSTALLATION-REMOVE OLD BOARD
SCREEN DIMS: 4'-10"W x 4'-1 5/8"H x 1'-1 1/2"D
TOTAL BOARD HEIGHT (WITH BASE): 5'-11 5/8"H
MINIMUM SETBACK FROM PUBLIC WAY: 40'
NEW SCREEN SQUARE FOOTAGE: 20'
OLD SCREEN SQUARE FOOTAGE: 43' **Double Screen**

C) EXISTING DRIVE-THRU EQUIPMENT TO BE REMOVED

DATE	5-15-19
7-8-19	
NO.	1
2	
Prepared For:	McDONALD'S
Prepared By:	
CHECKED BY:	
DESIGN BY:	
DRAWN BY:	
DATE:	
SCALE:	
PROJECT NO.:	C-1.2



PLAN COMMISSION REPORT

Proposal: Sign Appeal

Description: Request for variances allowing the applicant to install two (2) 5' 11 5/8" x 4' 10" double-screen (screen dimensions: 10 square feet each) digital menu boards and two (2) 5' 11 1/2" x 2' 5 1/8" single-screen (screen dimension: 10 square feet each) pre-browse digital menu boards in the drive-through area of the McDonald's restaurant located at 8800 S. Howell Avenue.

Applicant(s): McDonald's USA, LLC

Address(es): 9471 S. 13th St.

Suggested Motion: Staff does not provide recommendations for sign appeals. See staff report for options.

Owner(s): MCDONALD'S REAL ESTATE COMPANY

Tax Key(s): 860-9018-000

Lot Size(s): 1.110 ac

Current Zoning District(s): B-4, Highway Business

Overlay District(s): PUD CU

Wetlands: Yes No Floodplain: Yes No

Comprehensive Plan: Planned Business

Background:

The Appellant is requesting two (2) variances: from Section 17.0706(j)(1), which states that any building or development shall be permitted one (1) ground sign per street frontage; and from Section 17.0706(g), which states that electronic message board and changeable copy signs shall not exceed fifty (5) percent of the total sign face area and in no case shall an electronic message board or changeable copy be greater than fifty (50) square feet in area. Both variance requests relate to the replacement of static menu board signs with electronic menu boards. Plan Commissioners may recall that similar requests were submitted in 2015 for Starbucks. As previously stated, Code has not kept pace with advancements in technology that would

allow for such replacements. With the upcoming Zoning Code amendments, staff will be taking a holistic approach to menu boards and signs in general.

This specific request is for two (2) 5' 11 5/8" x 4' 10" double- screen (screen dimensions: 10 square feet each) digital menu boards and two (2) 5' 11 1/2" x 2' 5 1/8" single-screen (screen dimension: 10 square feet each) pre-browse digital menu boards in the drive-through area. Each menu board sign would be approximately 6 feet in height. Per the included narrative, these new digital menu boards are being standardized amongst McDonald's locations nationwide. Static menu boards will be completely phased-out and discontinued, thus prompting the request.

In deliberation of a variance, the Plan Commission may consider the following:

- location of the proposed sign
- height
- overall size
- appearance
- number
- location of other signs in the vicinity of the proposed sign
- any other factor the Plan Commission deems appropriate, excluding content

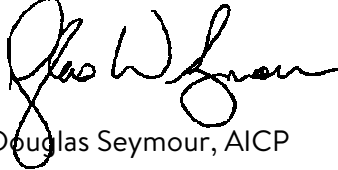
Staff does not make recommendations regarding sign appeals. However, decisions to approve a sign variance must be made utilizing the following criteria:

1. There shall be no public harm and there shall be a public benefit.
2. Variance considerations shall include enhancement of the overall character of a neighborhood or mitigation of unusual site conditions.
3. The sign will not result in an undue concentration of signage which renders it difficult or confusing to read existing signs.
4. The effect a proposed sign may have on depreciating property values of a neighborhood.

Motion for consideration: That the Plan Commission approves a sign variance allowing the installation of two (2) 5' 11 5/8" x 4' 10" double- screen (screen dimensions: 10 square feet each) digital menu boards and two (2) 5' 11 1/2" x 2' 5 1/8" single-screen (screen dimension: 10 square feet each) pre-browse digital menu boards in the drive-through area of the McDonald's restaurant located at 8800 S. Howell Avenue. (Note: if the Plan Commission does not determine that the variances are acceptable, the correct procedure would be to make the motion above and cast a dissenting vote referencing specific criteria upon which the disapproval was based).

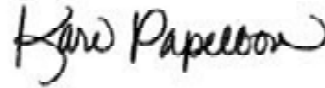
Options/Alternatives: The Plan Commission has the discretion to approve or disapprove of the request. Should the variance not be granted, the Appellant will be required to comply with current Code for ground signs.

Respectfully submitted:



Douglas Seymour, AICP
Director of Community Development

Prepared:



Kari Papelbon, CFM, AICP
Planner

Attachments:

- Hearing Notice
- Location Map
- Request for Variance (responses to criteria)
- Proposed Sign Plan (8 pages)

Publish August 14, 2019

**CITY OF OAK CREEK
NOTICE OF PUBLIC HEARING
BEFORE THE PLAN COMMISSION**

A public hearing for a sign appeal will be held:

Date: Tuesday, August 27, 2019

Time: 6:00 p.m.

Place: Oak Creek City Hall
COMMON COUNCIL CHAMBERS
8040 S. 6th Street
Oak Creek, WI 53154

Appellant: McDonald's USA, LLC

Tax Key No. 877-9002-001

Property location: 9471 S. 13th St.

To Request: A variance from Section 17.0706(j)(1), which states that any building or development shall be permitted one (1) ground sign per street frontage, AND a variance from Section 17.0706(g), which states that electronic message board and changeable copy signs shall not exceed fifty (5) percent of the total sign face area and in no case shall an electronic message board or changeable copy be greater than fifty (50) square feet in area.

If granted, these variances would allow installation of two (2) 5' 11 5/8" x 4' 10" double-screen (screen dimensions: 10 square feet each) digital menu boards and two (2) 5' 11 1/2" x 2' 5 1/8" single-screen (screen dimension: 10 square feet each) pre-browse digital menu boards in the drive-through portion of the property located at 9471 S. 13th St.

Zoning of Property: B-4 (PUD/CU), Highway Business District

NOTE: This hearing was rescheduled from August 13, 2019. All interested persons wishing to be heard are invited to be present.

Dated this 7th day of August, 2019

PLAN COMMISSION
CITY OF OAK CREEK, WISCONSIN

/s/ Mayor Daniel J. Bukiewicz, Chairman

Public Notice

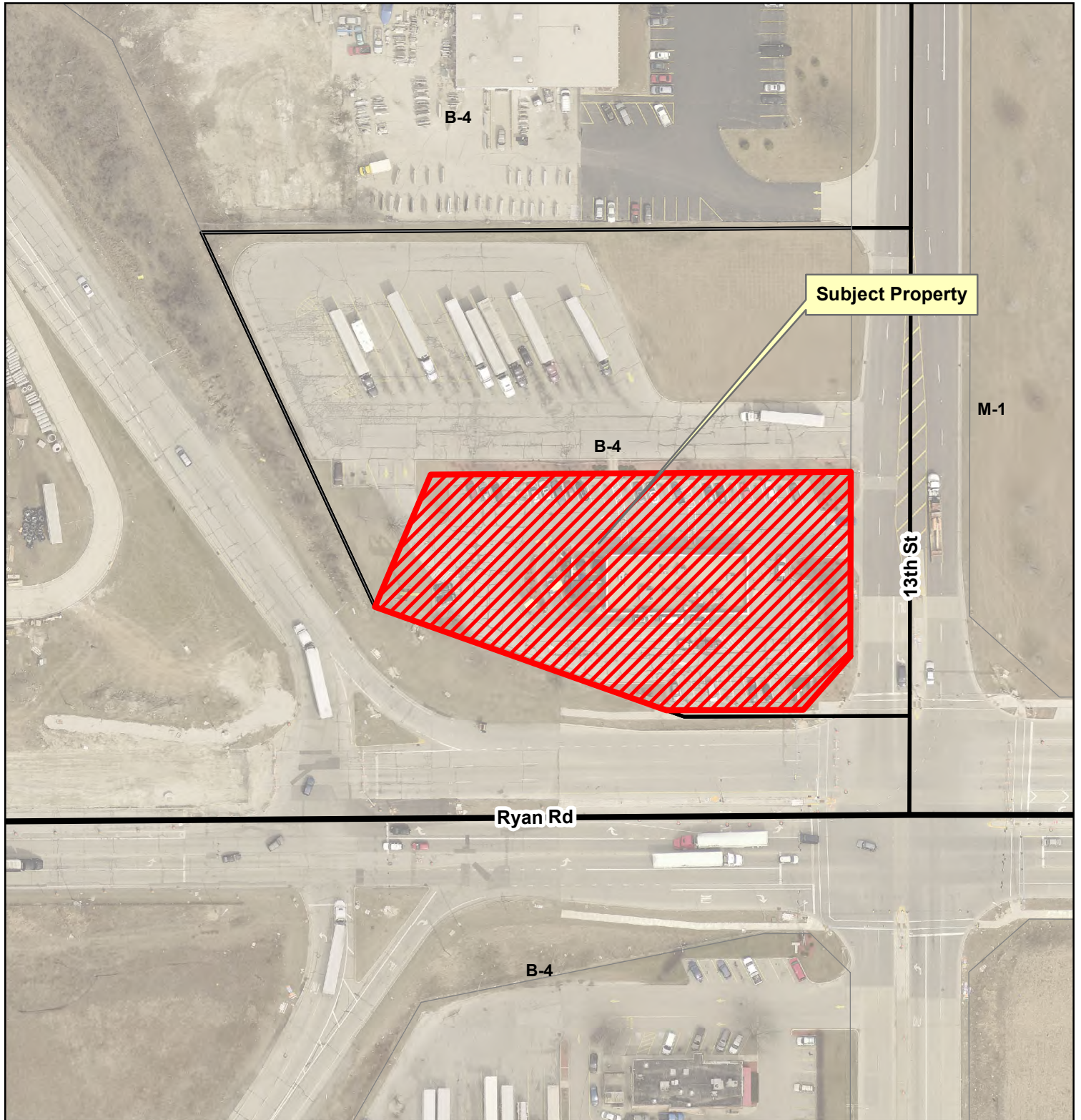
PLEASE NOTE: Upon reasonable notice, a good faith effort will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aid at no cost to the individual to participate in public meetings. Due to the difficulty in finding interpreters, requests should be made as far in advance as possible, preferable a minimum of 48 hours. For additional information or to request this service, contact the Oak Creek City Clerk at 414-766-7000, or by writing to the ADA Coordinator at the Health Department, City Hall, and 8040 South 6th Street, Oak Creek, Wisconsin 53154.

It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by

any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

Location Map

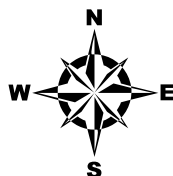
9471 S 13th St.



This map is not a survey of the actual boundary of any property this map depicts.



Department of Community Development



Legend



Location

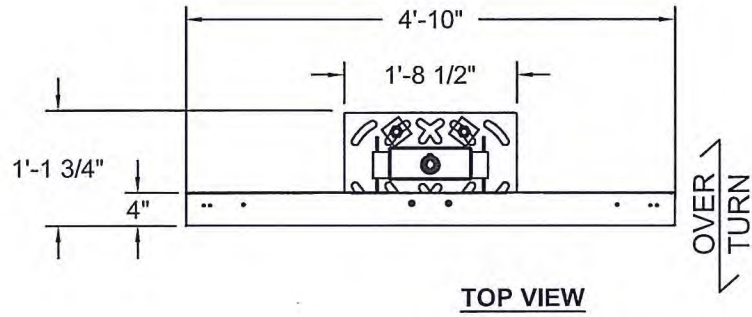


Officially Mapped Streets

Request for Variance

McDonald's National Store Number 5517- 9471 S 13th Street

1. Variance Requested: We are proposing to replace the two menu boards currently in place at this store with two 100% digital menu boards. In addition to replacing the two boards currently at the site, we are proposing to install two other "pre-browse" digital menu boards in each lane placed before the main menu boards. More information and details about the boards is included in this package.
2. McDonald's Outdoor Digital Menu Project consists of replacing every Drive Thru menu board at a McDonald's in the US with new 100% digital boards. These new boards will be the standard for every store. The old boards and the material to place in the old boards will no longer be available to owners. Owners have no other option for their Drive Thrus besides these new digital signs. In regards to the number of signs, the pre-browse boards we would like to add are strategically placed in the Drive Thru to speed up the Drive Thru process, boost sales for the restaurant, and alleviate customer anxiety in the Drive Thru.
3. The new menu boards will not be contrary to public interest or endanger public safety and welfare. These new boards are more efficient and provide a cleaner, modernized look for the restaurant. They are not flashy and distracting, do not include video, and have automatic dimming aspects that change based on the time of day and can be adjusted based on local requirements.
4. The variance requested is in accord with the spirit of the zoning ordinance because it is compatible with the surrounding land use in that it is a part of a McDonald's Drive Thru. They will be well maintained and used for an essential function of the restaurant.
5. The variance will enable the owner and employees of this store to benefit from the technological advancement that these boards bring to the restaurant. As stated previously, these boards are the new standard for McDonald's, and owners will have no other options for their Drive Thrus going forward. The pre-browse boards we would like to install at this store also boost the efficiency and effectiveness of the Drive Thru function.



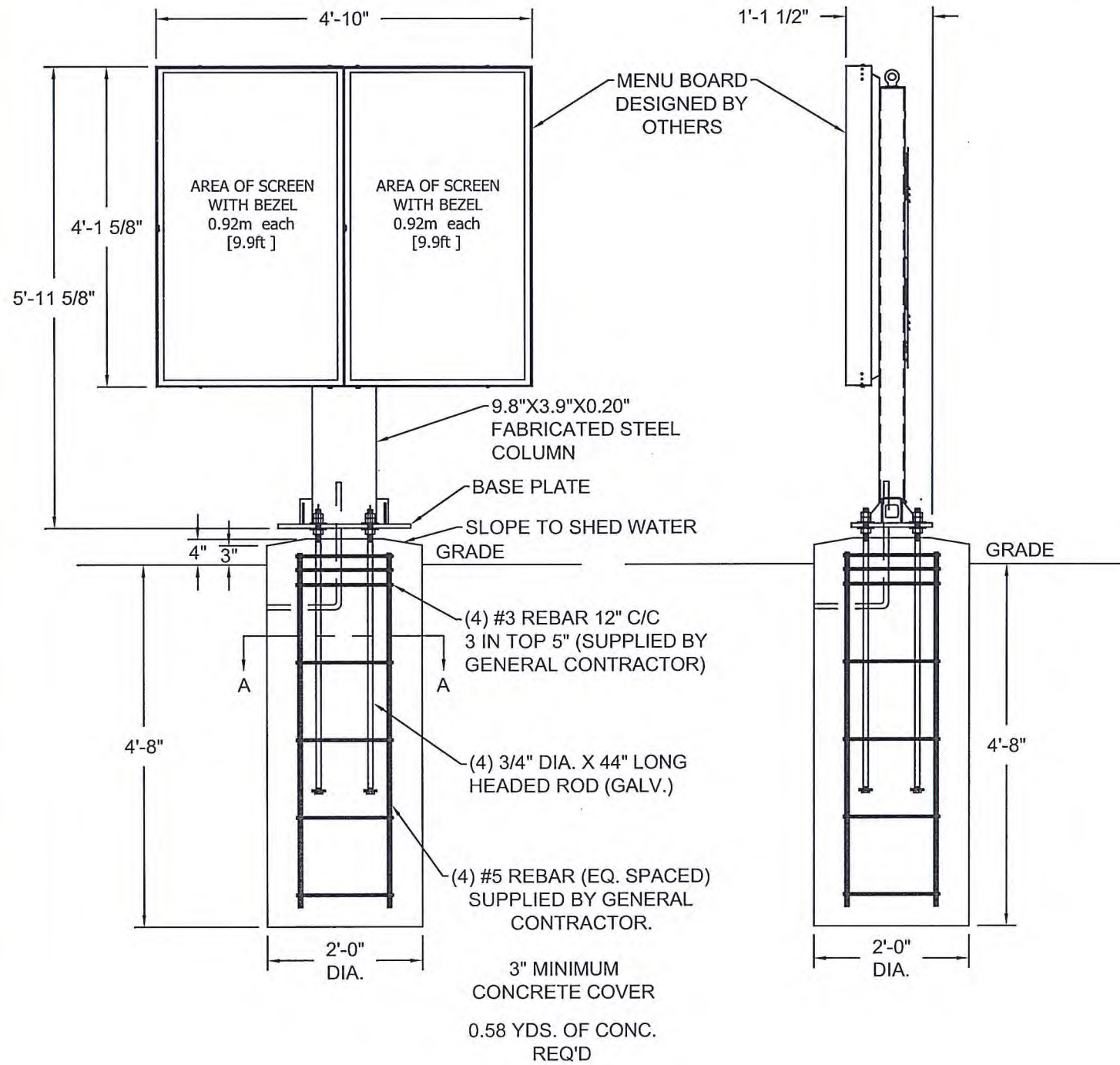
SIGN CABINET
DESIGN BY OTHERS.

ELECTRICAL/ILLUMINATION
DESIGN BY OTHERS.

ALL STEEL SHALL BE
HOT DIP GALVANIZED.

Notes:

- Design criteria:
Building Code: IBC 2015
Wind Speed: 115 MPH, Exposure C
Category II
- Foundation analysis assumes soil class 4. The allowable bearing pressure should be verified prior to placement of concrete. In the event that the stated requirements are not met and conditions appear deleterious, cease and secure excavation and immediately contact THE CLIENT.
- Caisson foundation is based on a presumptive safe lateral soil bearing pressure minimum of 150 psf per foot of depth. Isolated lateral bearing footings subject to short-term lateral loads and not adversely affected by a 1/2" motion at grade are permitted to be designed using twice the tabulated value of the corresponding soil class.
- Foundation shall not be placed on, or at the top of a slope exceeding 3:1 without evaluation by a competent Professional Engineer. Do not place foundation in fill.
- Concrete shall be mixed to attain a minimum 28 day compressive strength of 3000 psi.
- Steel reinforcing bars shall conform to ASTM A615, Grade 60 with deformations, in accordance with ASTM A305. Welding of reinforcement is prohibited.
- Anchor bolts shall meet ASTM F1554 Grade 36 and shall be galvanized to prevent corrosion.
- All support members shall be free from defects. Steel tubes shall meet ASTM A500 Grade B with a minimum yield strength of 46000 psi. Steel pipe shall meet ASTM A53 Grade B with a minimum yield strength of 35000 psi. Steel angle, channel, and plate shall meet ASTM A36.
- Steel welds shall be made with E70XX electrodes by persons qualified in accordance with AWS standards within the past two years.
- Structural bolts shall meet ASTM A325 and be zinc coated unless noted otherwise. Heavy hex nuts shall meet ASTM A563 and washers shall meet ASTM F436 when used with high strength bolts. All high strength bolts shall be tightened using the Turn-of-Nut method unless noted otherwise.
- This engineer will not be responsible for safety on the jobsite before, during, or after the installation of this structure. It is the responsibility of the owners, contractors, and installers to ensure that the installation of this structure is completed using methods that fully comply with OSHA regulations.
- Any deviation from this design or from any part of this drawing without prior written consent of this engineer voids this drawing in its entirety.
- The structure depicted on this drawing is intended to be installed at the address shown and should not be used at any other location.



NOTE: All designs depicted on this drawing are the sole property of Gregory A. Campbell, P.E. developed specifically for this project. Use of these designs for any purpose other than the intended application without written consent of Gregory A. Campbell, P.E. is prohibited. Disclosure of the information presented herein, without Owner's consent, is a violation of intellectual property and will not be tolerated.

5/25/18

McDONALD'S - NS# 5517 - DOUBLE FACE MENU BOARD
9471 S 13TH ST
OAK CREEK, WI 53154

CLIENT: **Keyser** KEYSER
10200 S. Kedzie Avenue
Evergreen Park, IL 60805

GREGORY A. CAMPBELL, P.E.
4713 OLD NILES FERRY ROAD
MARYVILLE TN, 37801
865-437-0564

SHEET 1	BY GAC	PROJECT NO. 18-0101
OF 2	DATE 05/24/2018	DRAWING NO. B121948

May 24, 2018

PROJECT # 18-0101
 DRAWING # B121948
 WIND SPEED 115 MPH
 WIND LOAD 20.56 PSF
 BUILDING CODE IBC 2015

OWNER: McDONALD'S NS# 5517 - 2 FACE MENUBOARD
 9471 S 13TH ST
 OAK CREEK, WI 53154

CLIENT: KEYSER
 10200 S. KEDZIE AVE.
 EVERGREEN PARK, IL 60805

Description	Height (FT)	Width (FT)	Shape Factor	Cf Adjust.	Centroid (FT)	Area (SF)	Wind Force (K)	Moment (K-FT)
SIGN	4.133	4.833	1.000	1.000	2.067	19.978	0.411	0.849
COLUMN	1.833	0.817	1.000	1.212	0.917	1.497	0.448	1.636
OVERALL HEIGHT	5.967							

COLUMN CALCULATIONS

T = TUBE; P = PIPE; W = WIDE-FLANGE; O = OTHER

Description	Column Depth (IN)	Column Width (IN)	Wall Thickness (IN)	Ixx (IN ⁴)	Sxx (IN ⁴)	Zxx (IN ³)	DESIGN MOMENT (K-FT)	NOMINAL FLEXURAL STRENGTH (K-FT)	UNITY
T SIGN	3.900	9.800	0.200	14.482	7.427	7.748	0.849	11.693	0.073
T COLUMN	3.900	9.800	0.200	14.482	7.427	7.748	1.636	11.693	0.140

BOLT CALCULATIONS

Description	MOMENT (K-FT)	BOLT SPACING (IN)	BOLT QTY	BOLT DIAMETER (IN)	BOLT AREA (IN ²)	BOLT TENSION (K)	BOLT SHEAR (K)	BOLT TENSION CAPACITY (K)	BOLT SHEAR CAPACITY (K)	COMBINED UNITY CHECK
BASE PLATE	1.636	8.000	4	0.750	0.442	1.227	0.112	8.438	5.964	0.145

PLATE CALCULATIONS

Description	TENSION PER BOLT (K)	MOMENT ARM (IN)	PLATE MOMENT (K-IN)	PLATE WIDTH (IN)	PLATE DEPTH (IN)	PLATE THICK. (IN)	MINIMUM PLATE THICK.
BASE PLATE	1.227	2.000	2.454	3.000	12.600	0.630	0.439

FOUNDATION CALCULATIONS

CAISSON FOUNDATION

MOMENT AT GRADE	1.636	K-FT
SHEAR AT GRADE	0.448	K
REFERENCE IBC 1807.3.2 & TABLE 1806.2		
ASSUME SOIL CLASS #4 - SW, SP, SM, SC, GM, & GC		
LATERAL BEARING PRESSURE - PSF/FT OF DEPTH	150.000	PSF/FT
S1	466.667	
DEPTH	4.667	FT
DIAMETER	2.000	FT
h	3.652	FT
A	1.123	
CALCULATED DEPTH	2.749	FT
CONCRETE REQUIRED	0.543	YD ³

ALL STEEL SHALL BE HOT DIP GALVANIZED.

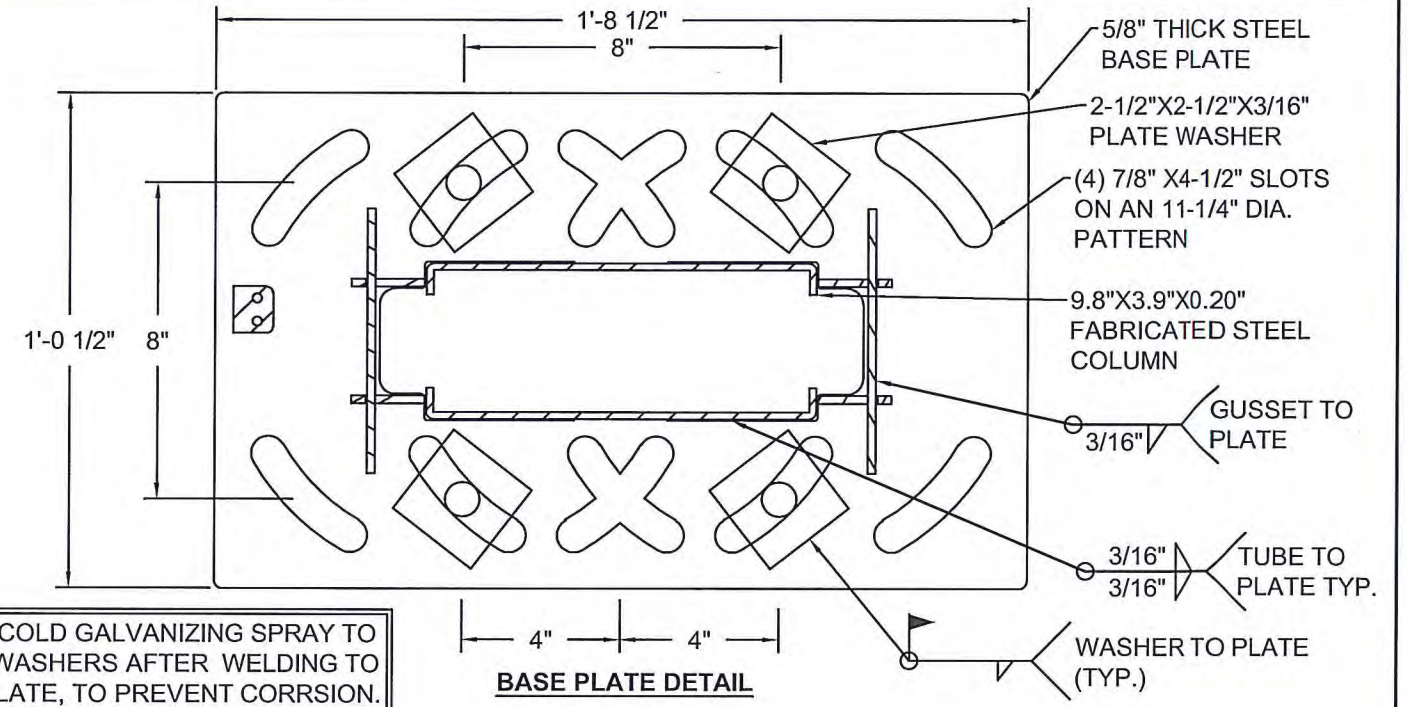
3/4" DIA. HVY HEX NUT (GALV.)
 2-1/2"x2-1/2"x3/8" PLATE WASHERS

3/4" DIA. X 44" LONG HEADED ROD (GALV.)

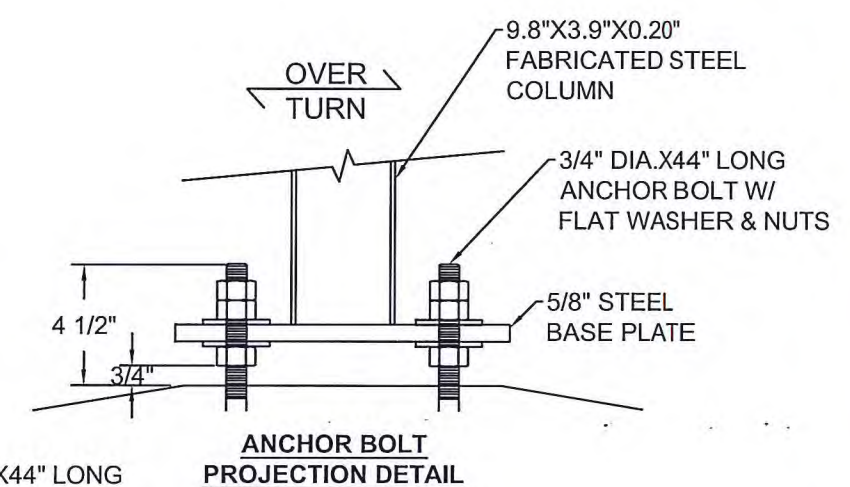
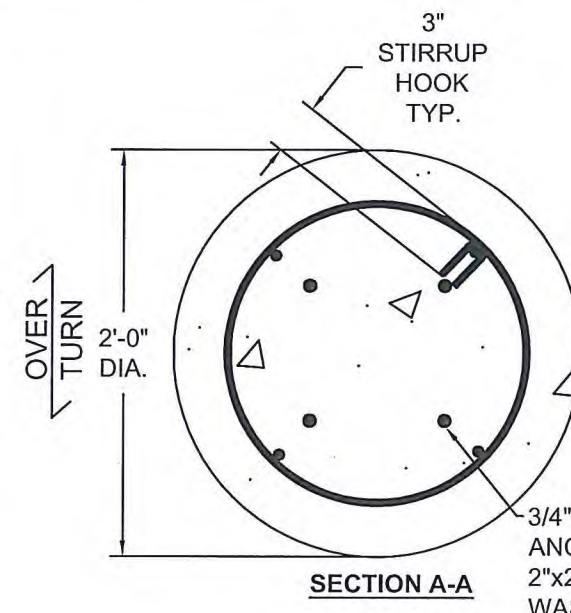
3'-8"
 3/4"

HEADED ROD W/ 2"x2"x1/4" WASHER (GALV.)

ANCHOR BOLT DETAIL



APPLY COLD GALVANIZING SPRAY TO PLATE WASHERS AFTER WELDING TO BASE PLATE, TO PREVENT CORROSION.



NOTE: All designs depicted on this drawing are the sole property of Gregory A. Campbell, P.E. developed specifically for this project. Use of these designs for any purpose other than the intended application without written consent of Gregory A. Campbell, P.E. is prohibited. Disclosure of the information presented herein, without Owner's consent, is a violation of intellectual property and will not be tolerated.

Gregory A. Campbell
 WISCONSIN
 GREGORY A. CAMPBELL
 28430 KNOXVILLE, TN
 PROFESSIONAL ENGINEER
 5/25/18

McDONALD'S - NS# 5517 - DOUBLE FACE MENU BOARD
 9471 S 13TH ST
 OAK CREEK, WI 53154

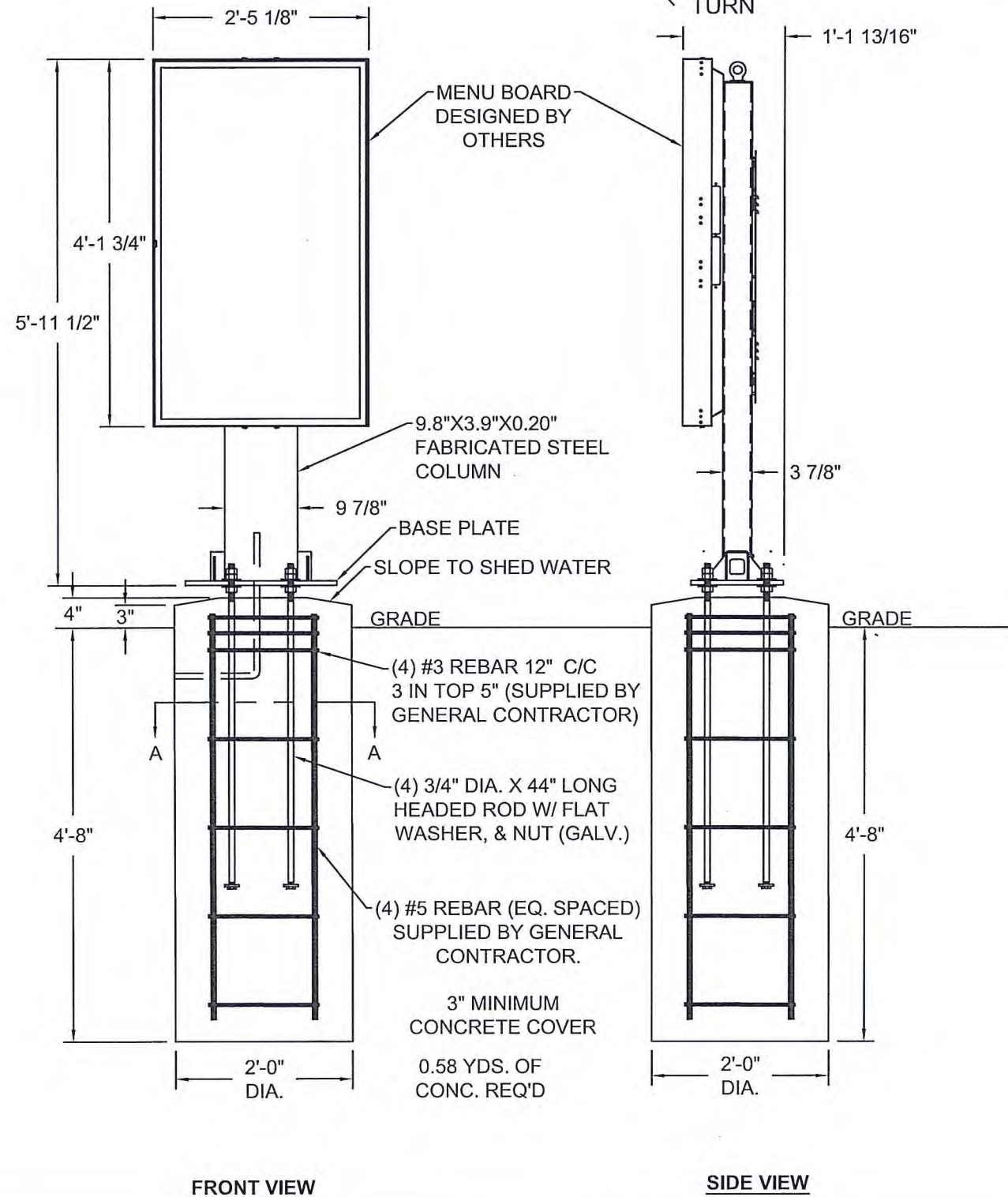
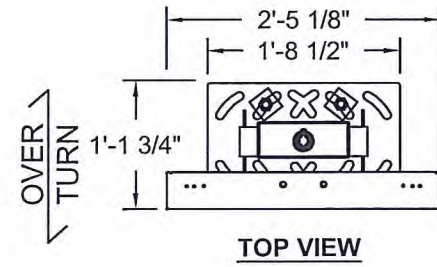
CLIENT: KEYSER
 10200 S. Kedzie Avenue
 Evergreen Park, IL 60805

GREGORY A. CAMPBELL, P.E.
 4713 OLD NILES FERRY ROAD
 MARYVILLE TN, 37801
 865-437-0564

SHEET	BY	PROJECT NO.
2	GAC	18-0101
OF	DATE	DRAWING NO.
2	05/24/2018	B121948

SIGN CABINET
DESIGN BY OTHERS.

ELECTRICAL/ILLUMINATION
DESIGN BY OTHERS.



ALL STEEL SHALL BE
HOT DIP GALVANIZED.

Notes:

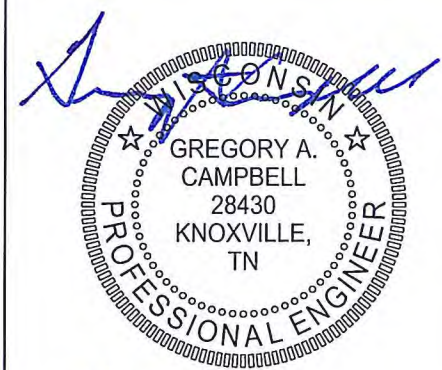
- Design criteria:
Building Code: IBC 2015
Wind Speed: 115 MPH, Exposure C
Category II
- Foundation analysis assumes soil class 4. The allowable bearing pressure should be verified prior to placement of concrete. In the event that the stated requirements are not met and conditions appear deleterious, cease and secure excavation and immediately contact THE CLIENT.
- Caisson foundation is based on a presumptive safe lateral soil bearing pressure minimum of 150 psf per foot of depth. Isolated lateral bearing footings subject to short-term lateral loads and not adversely affected by a 1/2" motion at grade are permitted to be designed using twice the tabulated value of the corresponding soil class.
- Foundation shall not be placed on, or at the top of a slope exceeding 3:1 without evaluation by a competent Professional Engineer. Do not place foundation in fill.
- Concrete shall be mixed to attain a minimum 28 day compressive strength of 3000 psi.
- Steel reinforcing bars shall conform to ASTM A615, Grade 60 with deformations, in accordance with ASTM A305. Welding of reinforcement is prohibited.
- Anchor bolts shall meet ASTM F1554 Grade 36 and shall be galvanized to prevent corrosion.
- All support members shall be free from defects. Steel tubes shall meet ASTM A500 Grade B with a minimum yield strength of 46000 psi. Steel pipe shall meet ASTM A53 Grade B with a minimum yield strength of 35000 psi. Steel angle, channel, and plate shall meet ASTM A36.
- Steel welds shall be made with E70XX electrodes by persons qualified in accordance with AWS standards within the past two years.
- Structural bolts shall meet ASTM A325 and be zinc coated unless noted otherwise. Heavy hex nuts shall meet ASTM A563 and washers shall meet ASTM F436 when used with high strength bolts. All high strength bolts shall be tightened using the Turn-of-Nut method unless noted otherwise.
- This engineer will not be responsible for safety on the jobsite before, during, or after the installation of this structure. It is the responsibility of the owners, contractors, and installers to ensure that the installation of this structure is completed using methods that fully comply with OSHA regulations.
- Any deviation from this design or from any part of this drawing without prior written consent of this engineer voids this drawing in its entirety.
- The structure depicted on this drawing is intended to be installed at the address shown and should not be used at any other location.

NOTE: All designs depicted on this drawing are the sole property of Gregory A. Campbell, P.E. developed specifically for this project. Use of these designs for any purpose other than the intended application without written consent of Gregory A. Campbell, P.E. is prohibited. Disclosure of the information presented herein, without Owner's consent, is a violation of intellectual property and will not be tolerated.

McDONALD'S - NS# 5517 - SINGLE FACE MENU BOARD
9471 S 13TH ST
OAK CREEK, WI 53154

CLIENT: **Keyser**
KEYSER
10200 S. Kedzie Avenue
Evergreen Park, IL 60805

GREGORY A. CAMPBELL, P.E.
4713 OLD NILES FERRY ROAD
MARYVILLE TN, 37801
865-437-0564



5/25/18

SHEET 1	BY GAC	PROJECT NO. 18-0101
OF 2	DATE 05/24/2018	DRAWING NO. B121947

May 24, 2018

PROJECT # 18-0101
 DRAWING # B121947
 WIND SPEED 115 MPH
 WIND LOAD 21.49 PSF
 BUILDING CODE IBC 2015

OWNER: McDONALD'S NS# 5517 1 FACE MENUBOARD
 9471 S 13TH ST
 OAK CREEK, WI 53154

CLIENT: KEYSER
 10200 S. KEDZIE AVE.
 EVERGREEN PARK, IL 60805

Description	Height (FT)	Width (FT)	Shape Factor	Cf Adjust.	Centroid (FT)	Area (SF)	Wind Force (K)	Moment (K-FT)
SIGN	4.133	2.398	1.000	1.000	2.067	9.913	0.213	0.440
COLUMN	1.833	0.492	1.000	1.212	0.917	0.901	0.237	0.852
OVERALL HEIGHT	5.967							

COLUMN CALCULATIONS

T = TUBE; P = PIPE; W = WIDE-FLANGE; O = OTHER

Description	Column Depth (IN)	Column Width (IN)	Wall Thickness (IN)	Ixx (IN ⁴)	Sxx (IN ³)	Zxx (IN ³)	DESIGN MOMENT (K-FT)	NOMINAL FLEXURAL STRENGTH (K-FT)	UNITY
T SIGN	3.900	9.800	0.200	14.482	7.427	7.748	0.440	11.694	0.038
T COLUMN	3.900	9.800	0.200	14.482	7.427	7.748	0.852	11.694	0.073

BOLT CALCULATIONS

Description	MOMENT (K-FT)	BOLT SPACING (IN)	BOLT QTY	BOLT DIAMETER (IN)	BOLT AREA (IN ²)	BOLT TENSION (K)	BOLT SHEAR (K)	BOLT TENSION CAPACITY (K)	BOLT SHEAR CAPACITY (K)	COMBINED UNITY CHECK
BASE PLATE	0.852	8.000	4	0.750	0.442	0.639	0.059	8.438	5.964	0.076

PLATE CALCULATIONS

Description	TENSION PER BOLT (K)	MOMENT ARM (IN)	PLATE MOMENT (K-IN)	PLATE WIDTH (IN)	PLATE DEPTH (IN)	PLATE THICK. (IN)	MINIMUM PLATE THICK. (IN)
BASE PLATE	0.639	2.000	1.279	3.000	12.600	0.630	0.317

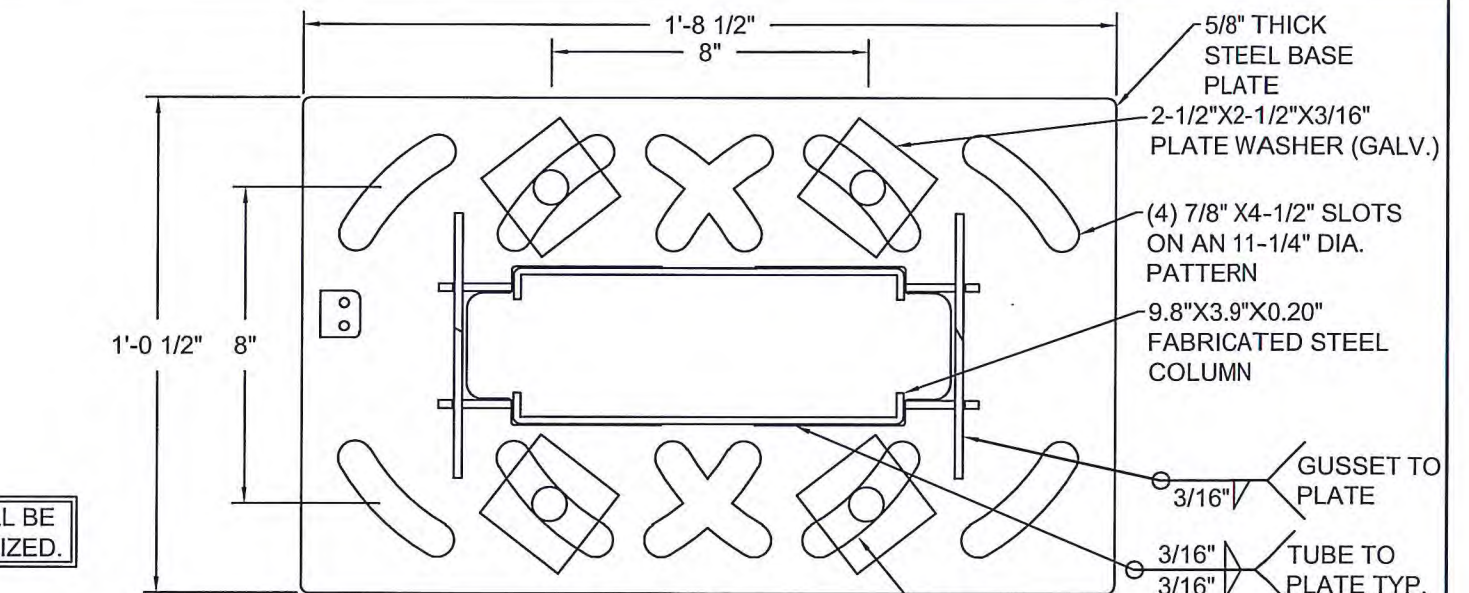
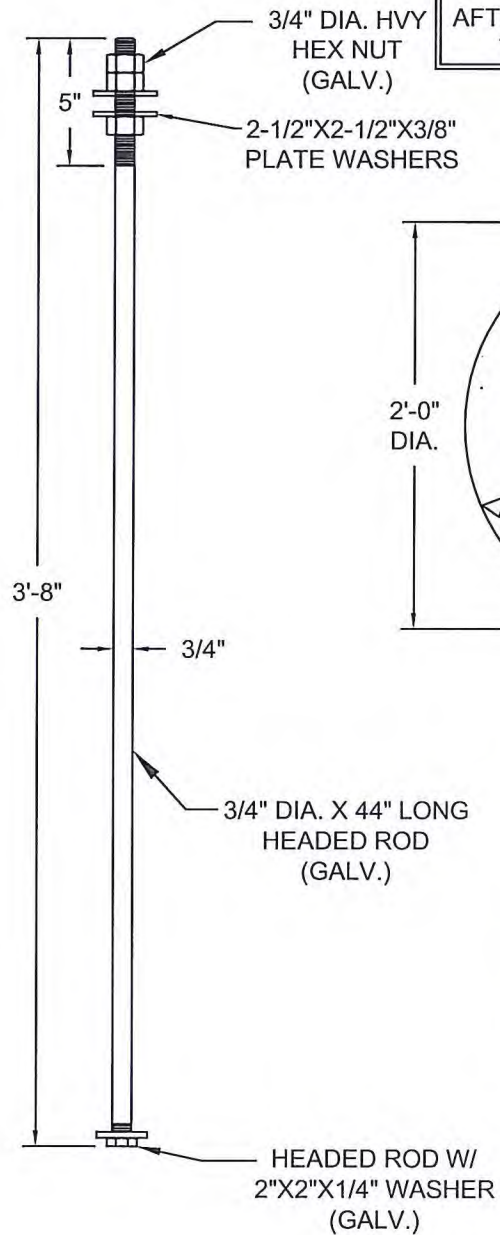
FOUNDATION CALCULATIONS

CAISSON FOUNDATION

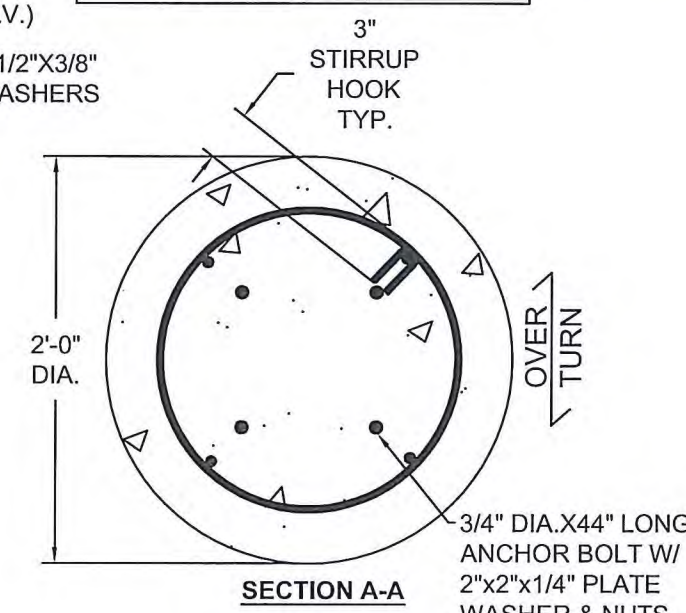
MOMENT AT GRADE	0.852	K-FT
SHEAR AT GRADE	0.237	K
REFERENCE IBC 1807.3.2 & TABLE 1806.2		
ASSUME SOIL CLASS #4 - SW, SP, SM, SC, GM, & GC		
LATERAL BEARING PRESSURE - PSF/FT OF DEPTH	150.000	PSF/FT
S1	466.667	
DEPTH	4.667	FT
DIAMETER	2.000	FT
h	3.604	FT
A	0.593	
CALCULATED DEPTH	1.851	FT
CONCRETE REQUIRED	0.543	YD ³

ALL STEEL SHALL BE HOT DIP GALVANIZED.

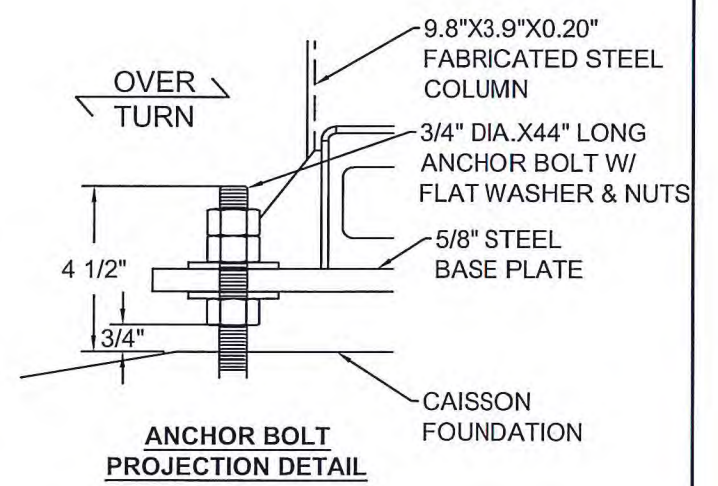
APPLY COLD GALVANIZING SPRAY TO WELDS ON PLATE WASHERS AFTER WELDING TO BASE PLATE, TO PREVENT CORROSION.



BASE PLATE DETAIL



SECTION A-A



ANCHOR BOLT PROJECTION DETAIL

NOTE: All designs depicted on this drawing are the sole property of Gregory A. Campbell, P.E. developed specifically for this project. Use of these designs for any purpose other than the intended application without written consent of Gregory A. Campbell, P.E. is prohibited. Disclosure of the information presented herein, without Owner's consent, is a violation of intellectual property and will not be tolerated.



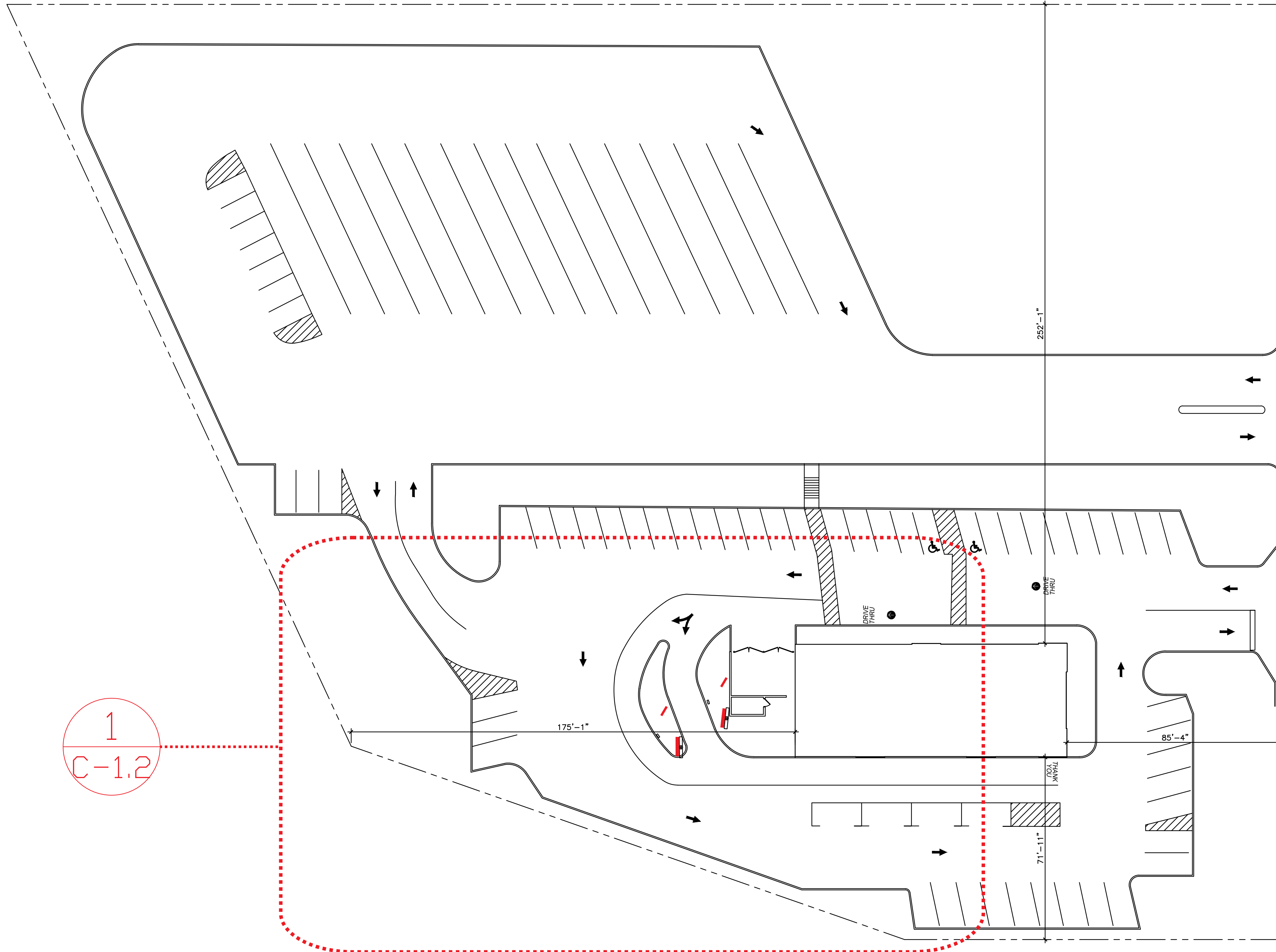
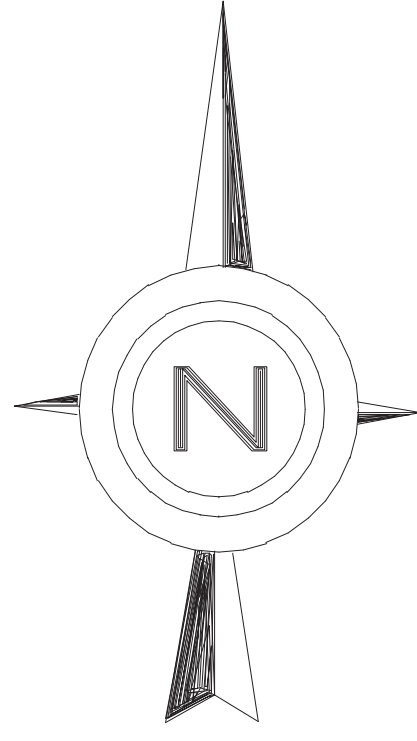
5/25/18

McDONALD'S - NS# 5517 - SINGLE FACE MENU BOARD
 9471 S 13TH ST
 OAK CREEK, WI 53154

CLIENT: KEYSER
 10200 S. Kedzie Avenue
 Evergreen Park, IL 60805

GREGORY A. CAMPBELL, P.E.
 4713 OLD NILES FERRY ROAD
 MARYVILLE TN, 37801
 865-437-0564

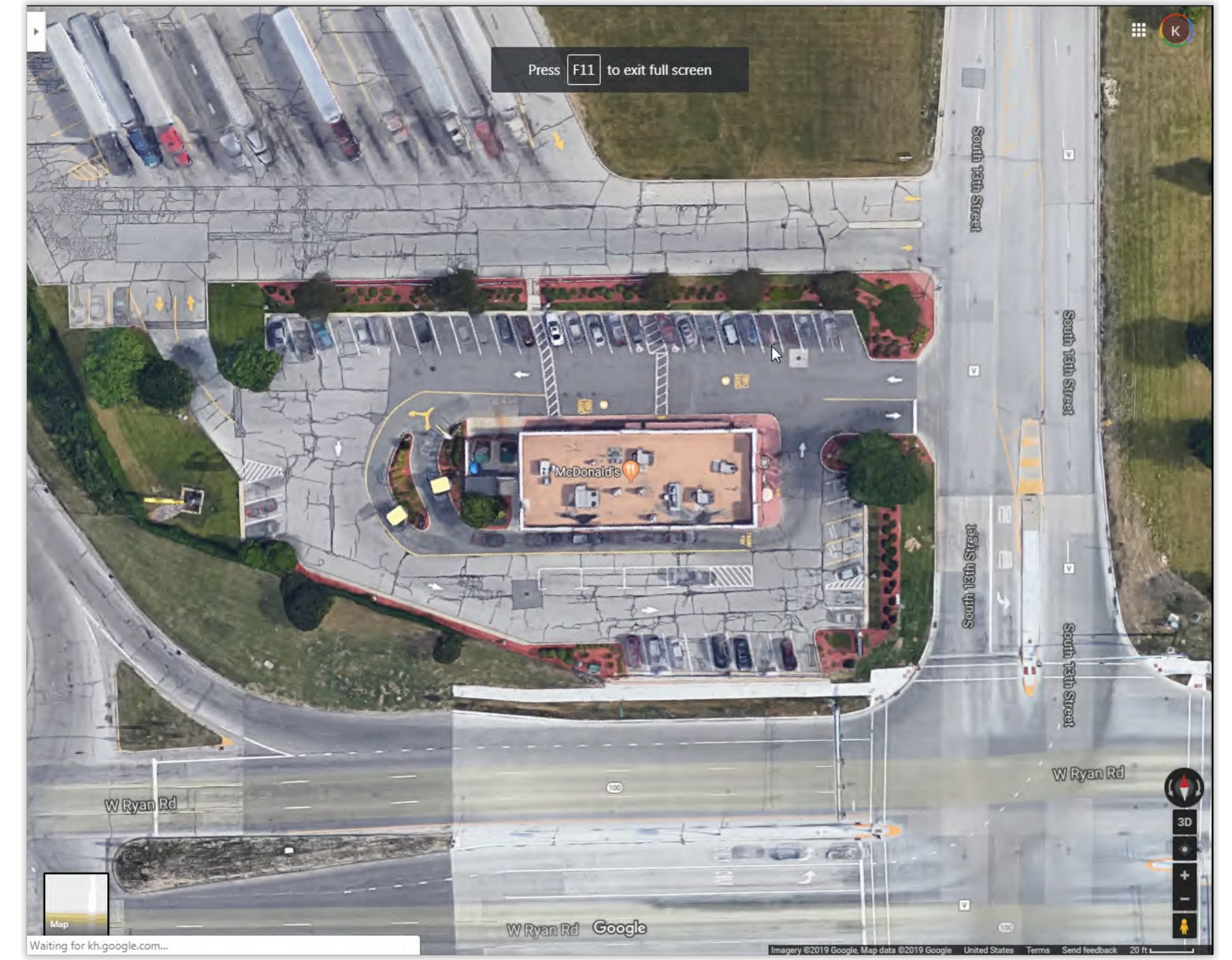
SHEET	BY	PROJECT NO.
2	GAC	18-0101
OF	DATE	DRAWING NO.
2	05/24/2018	B121947



1 McDonald's Site Plan
SCALE: N.T.S

W. Ryan Rd.

S. 13th St.



2 Aerial View
SCALE: N.T.S

CHECKED BY:
DESIGN BY:
DRAWN BY:
DATE:
SCALE:
PROJECT NO.:

C-1

Prepared By:



McDONALD'S

Prepared For:

NO.

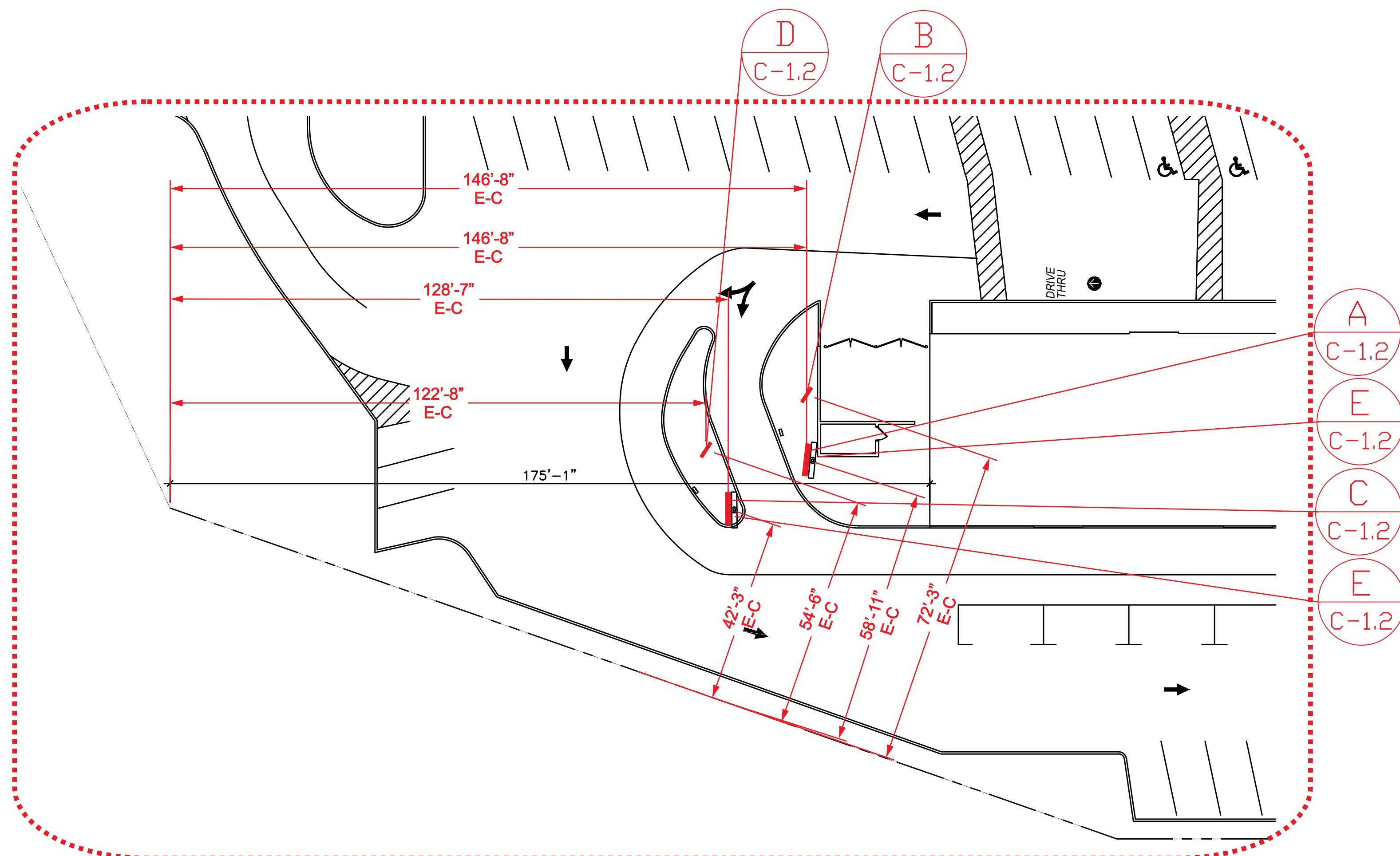
1 New Placement Menu Boards
2 New Placement Menu Boards

DATE

5-15-19
7-1-19

BUILDING/ELECTRICAL/MECHANICAL COMMENTS:

MENU BOARD IS ELECTRIFIED, USING EXISTING DEDICATED 20AMP CIRCUIT FOR EACH D/T LANE AN WILL HAVE ISOLATED GROUNDS.
 CONDUIT: EXISTING TO HOME RUN IS 2". NEW FEEDER WILL BE 3/4" FOR LINE VOLTAGE. ALL CONDUIT EXISTING WILL BE SCHEDULE 40PVC UNDERGROUND.
 LINE VOLTAGE WIRING: 4#12 & 1312 GND & 1#12 ISOLATED GND TO EXISTING PANEL FOR ISOLATED GROUND POWER TO MENU BOARDS
 LOW VOLTAGE CABLING: CAT-6 OUTDOOR & UNDERGROUND RATED BELKIN CABLING TO EXISTING NETWORK DATE SWITCH FOR COMMUNICATION TO MENU BOARDS.



A) NEW LANE 1 MENU BOARD INSTALLATION-REMOVE OLD BOARD
 SCREEN DIMS: 4'-10"W x 4'-1 5/8"H x 1'-1 1/2"D
 TOTAL BOARD HEIGHT (WITH BASE): 5'-11 5/8"H
 MINIMUM SETBACK FROM PUBLIC WAY: 40'
 NEW SCREEN SQUARE FOOTAGE: 20'
 OLD SCREEN SQUARE FOOTAGE: 43' **Double Screen**

B) NEW LANE 1 PRESELL INSTALLATION-NO EXISTING PRESELL
 SCREEN DIMS: 2'-5"W x 4'-1 3/4"H x 1'-1 13/16"D
 TOTAL BOARD HEIGHT (WITH BASE): 5'-11 1/2"H
 MINIMUM SETBACK FROM PUBLIC WAY: 40'
 NEW SCREEN SQUARE FOOTAGE: 10' **Single Screen**

C) NEW LANE 2 MENU BOARD INSTALLATION-REMOVE OLD BOARD
 SCREEN DIMS: 4'-10"W x 4'-1 5/8"H x 1'-1 1/2"D
 TOTAL BOARD HEIGHT (WITH BASE): 5'-11 5/8"H
 MINIMUM SETBACK FROM PUBLIC WAY: 40'
 NEW SCREEN SQUARE FOOTAGE: 20'
 OLD SCREEN SQUARE FOOTAGE: 43' **Double Screen**

D) NEW LANE 2 PRESELL INSTALLATION-NO EXISTING PRESELL
 SCREEN DIMS: 2'-5"W x 4'-1 3/4"H x 1'-1 13/16"D
 TOTAL BOARD HEIGHT (WITH BASE): 5'-11 1/2"H
 MINIMUM SETBACK FROM PUBLIC WAY: 40'
 NEW SCREEN SQUARE FOOTAGE: 10' **Single Screen**

E) EXISTING DRIVE-THRU EQUIPMENT TO BE REMOVED

1 Drive Thru Order Point
 SCALE: N.T.S

DATE	5-15-19
DATE	7-1-19
NO.	1
NO.	2
Prepared For:	McDonald's
Prepared By:	McDonald's
CHECKED BY:	
DESIGN BY:	
DRAWN BY:	
DATE:	
SCALE:	
PROJECT NO.:	C-1.2