

AGENDA

CITY OF OAK CREEK PLAN COMMISSION
REGULAR MEETING
January 10, 2012
7:00 p.m.
Common Council Chambers
8640 S. Howell Avenue

- 1) ROLL CALL
- 2) Minutes of the November 22, 2011 meeting
- 3) Significant Common Council Actions
- 4) SIGN APPEAL HEARINGS
 - a) SIGN APPEAL HEARING – Hold a public hearing on a proposed variance request by Steve Shimmons (Tanglewood Apartments) to increase the overall height of their existing freeway sign, located at 9170 S. 20th Street, from twenty-five (25) feet to forty feet (40) to provide visibility after the installation of a Wisconsin Department of Transportation noise barrier (Tax Key No. 877-9014).
 - b) SIGN APPEAL HEARING – Hold a public hearing on a proposed variance request by McDonald's (Stere Management Company) to allow them to install two (2) additional wall signs on the building at 8800 S. Howell Avenue. (Tax Key No. 860-9016)
 - c) SIGN APPEAL HEARING – Hold a public hearing on a series of sign variance requests by Lakeshore Veterinary Specialists that would allow for an additional wall sign, an additional monument sign, and permit the monument sign to be placed closer than 10 feet from a property line for the property at 2400 W. Ryan Road (Tax Key No. 878-9037)
- 5) NEW BUSINESS
 - a) SIGN APPEAL – Consider a sign variance request by Steve Shimmons (Tanglewood Apartments) to increase the overall height of their existing freeway sign, located at 9170 S. 20th Street, from twenty-five (25) feet to forty feet (40) to provide visibility after the installation of a Wisconsin Department of Transportation noise barrier (Tax Key No. 877-9014).
 - b) SIGN APPEAL – Consider a sign variance request by McDonald's (Stere Management Company) to allow them to install two (2) additional wall signs on the building at 8800 S. Howell Avenue. (Tax Key No. 860-9016)
 - c) SIGN APPEAL – Consider a series of sign variance requests by Lakeshore Veterinary Specialists that would allow for an additional wall sign, an additional monument sign, and permit the monument sign to be placed closer than 10 feet from a property line for the property at 2400 W. Ryan Road (Tax Key No. 878-9037)
 - d) PLAN RECOMMENDATION – Review and make a recommendation to the Common Council on adopting the Lakefront Redevelopment Action Plan.
 - e) PLAN COMMISSION DISCUSSION – Discuss alternatives for addressing an issue with non-conforming duplexes in the City.
- 6) ADJOURN

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, preferably a minimum of 48 hours. For additional information or to request this service, contact the Oak Creek City Clerk at 768-6511, (FAX) 768-9587, (TDD) 768-6513 or by writing to the ADA Coordinator at the Health Department, City Hall, 8640 South Howell Avenue, Oak Creek, Wisconsin 53154. There is the potential that a quorum of the Committee of the Whole will be present at this meeting. Copies of staff reports and other supporting documentation are available for review at the Department of Community Development, City Hall, 8640 South Howell Avenue during operating hours. (8am-5pm weekdays)

MINUTES OF THE
OAK CREEK PLAN COMMISSION MEETING
TUESDAY, NOVEMBER 22, 2011

Mayor Bolender called the meeting to order at 7:00 p.m. The following Commissioners were present at roll call: Commissioner Dickmann, Commissioner Carrillo, Commissioner Bukiewicz, Mayor Bolender, Commissioner Correll, Commissioner Nowak and Commissioner Chandler. Commissioners Johnston and Michalski were excused. Also present were Jeff Fortin Planner.

Commissioner Dickmann moved to approve the minutes of the November 8, 2011 regular Plan Commission meeting. Commissioner Correll seconds. Roll call, all voted aye. The minutes were approved as submitted.

Significant Common Council Actions

There were no significant Common Council actions to report.

Sign Appeal Hearing – Noodles and Company
8609 S. Howell Avenue
Tax Key No.: 828-9009

Mr. Fortin explained the applicant was requesting a variance from Oak Creek Municipal Code. The variance pertains to Section 17.0706(i)(1), which states that single and two tenant office, retail, or manufacturing buildings shall be permitted one wall sign per tenant per street frontage. The applicant is proposing three wall signs on the north, east, and west elevations. In addition, the applicant is requesting five canopy signs on the east and north elevations. If a variance is granted, the variance would allow Noodles & Company to display seven additional wall signs, which would be located on the north, east, and west elevations.

Mayor Bolender opened the public hearing and called three times for any comments or concerns from the public. Hearing none he closed the public hearing.

Sign Appeal – Noodles and Company
8609 s. Howell Avenue
Tax Key No.: 828-9009

Commissioner Bukiewicz commented he agreed that Blockbuster blocks Noodles heading north on Howell and on the west they are trying to catch the exposure on Puetz and probably capture any traffic within the parking lot. He questioned what the company does typically as a national chain for signage. Mr. Darian Beachy stated they always want a sign over their entrance and usually go with the disk shape and a second sign to have visibility to the street. Commissioner Bukiewicz questioned if there would be a monument sign. Mr. Beachy stated there would not be a monument sign.

Commissioner Dickmann questioned if they would be added to the pole sign for the strip mall. Mr. Beachy stated they would not be on the pole sign because it is full at this time. Commissioner Dickmann questioned if they were proposing window signs. Mr. Beachy stated they have eliminated the window signs. Commissioner Dickmann also questioned if they would be having outside dining at this location. Mr. Beachy explained it was his understanding they would have outside dining. Commissioner Dickmann pointed out they would have additional advertising on the umbrellas if they had the outside dining. Mr. Beachy stated it is typical to put the graphic on the umbrellas but they could eliminate them if necessary.

Commissioner Chandler questioned the location of the canopy signs. Mr. Beachy explained they would be on the awnings for all of the windows. Mr. Fortin explained the Code counts the canopy signs as wall signs which in this case are really just text on the bottom of the canopy.

Commissioner Correll commented they needed to have wording that eliminates the awning from changing to a large Noodles sign and if they allow the canopies there should be a stipulation the logo umbrellas are not allowed. It should also be stipulated if they choose to allow the additional building signs they should not be allowed to have an additional sign on the pole if it should come available in the future.

Commissioner Chandler questioned if it was customary to have text on all of the canopies or could they have it on every other canopy. Mr. Beachy commented it was customary to have text on each one but the client is open to making modifications to the text as necessary.

Commissioner Correll commented with the text being as minute as it was it would look better being on all of the canopies versus every other one.

Commissioner Bukiewicz moved that the Plan Commission adopt the sign variance requested by Noodles and Company that would allow for a total of three wall signs on the north, south and east elevations and five canopies with script text on the bottom for Noodles and Company located at 8609 S. Howell Avenue with the following conditions:

1. No additional illuminated signs in the windows.
2. No additional signage would be allowed on the pole sign for the Oak Creek Centre.
3. No additional logos would be allowed on the patio umbrellas.

Commissioner Correll seconds. Roll call, all voted aye. The motion to approve carries.

Commissioner Carrillo moves to adjourn. Commissioner Nowak seconds. Roll call, all voted aye. The meeting was adjourned at 7:14p.m.



Significant Common Council Actions

ITEM: 3

DATE: January 10, 2012

Summary of Significant Common Council Actions November 15, 2011

1. **Approved:** Ordinance No. 2640 amending Section 6.01 of the Municipal Code of the City of Oak Creek relating to a change in the Official Map for the Southeast $\frac{1}{4}$ of Section 5.

Respectfully submitted:

A handwritten signature in purple ink, appearing to read 'Jeff Fortin', with a long horizontal flourish extending to the right.

Jeff Fortin, AICP
Planner



Plan Commission Report

ITEM: 4a & 5a

DATE: January 10, 2012

PROJECT: Sign Appeal – Tanglewood Apartments

ADDRESS: 9170 S. 20th Street

TAX KEY NO: 877-9014

Ownership: Occidental Development LTD Partnership

Size: 33.26 acres

Existing Zoning: Rm-1(PUD), Multi-Family Residential Planned Unit Development

Adjacent Zoning: north – Rd-1(PUD), Two-Family Residential
east – Interstate 94
south – B-4, Highway Business
west – Rm-(PUD), Multi-Family Residential

Comprehensive Plan: Mixed Residential

Wetlands: None

Floodplain: None

Official Map: None

Commentary: The applicant is requesting a variance from Oak Creek Municipal Code Section 17.0705(a), which states that multi-family residential developments are permitted a development sign not to exceed 6 feet in height and forty-eight (48) square feet in area on one side and ninety-six (96) square feet in area on all sides placed at the entrance to a subdivision or development.

If granted, this variance would allow Tanglewood Apartments to increase the overall height of their existing freeway sign from twenty-five (25) feet to forty feet (40) feet. The sign (pictures included with this report) is currently visible from Interstate 94, however the Wisconsin Department of Transportation will be installing noise barriers as part of the reconstruction project. As a result the sign will no longer be visible from passing traffic. The applicant therefore would like to increase the overall sign height by fifteen (15) feet so that it is above the sound barrier after construction.

Also included in your packet is a letter of explanation from the applicant for the sign variance as well as pictures of the sign. The applicant has also included correspondence from the DOT detailing how high the sign would need to be to clear the sound barrier.

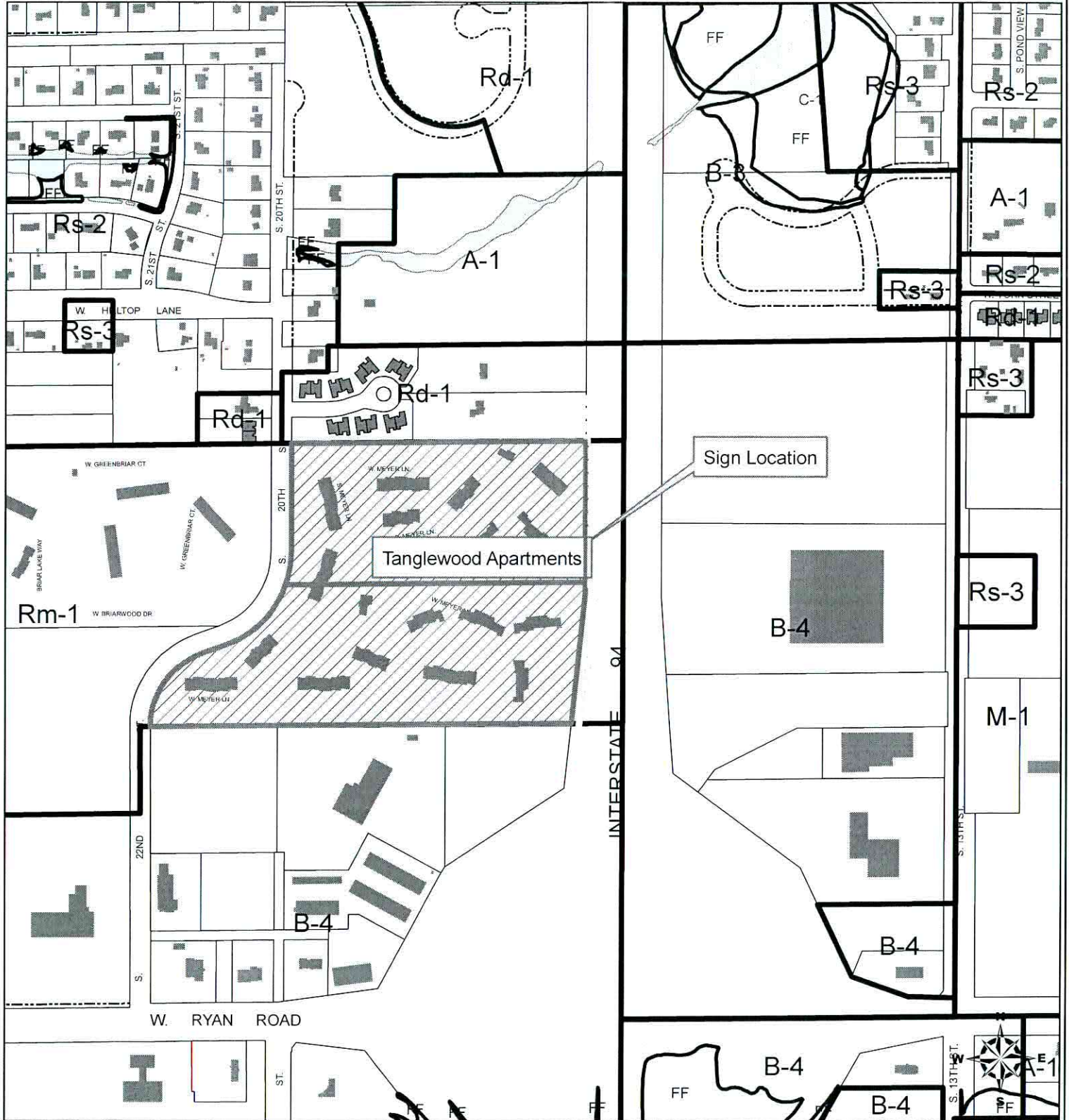
Prepared by:

Jeff Fortin, AICP
Planner

Respectfully Submitted:

Douglas Seymour, AICP
Director of Community Development

Sign Appeal Tanglewood Apartments 9170 S. 20th Street



OakCreek

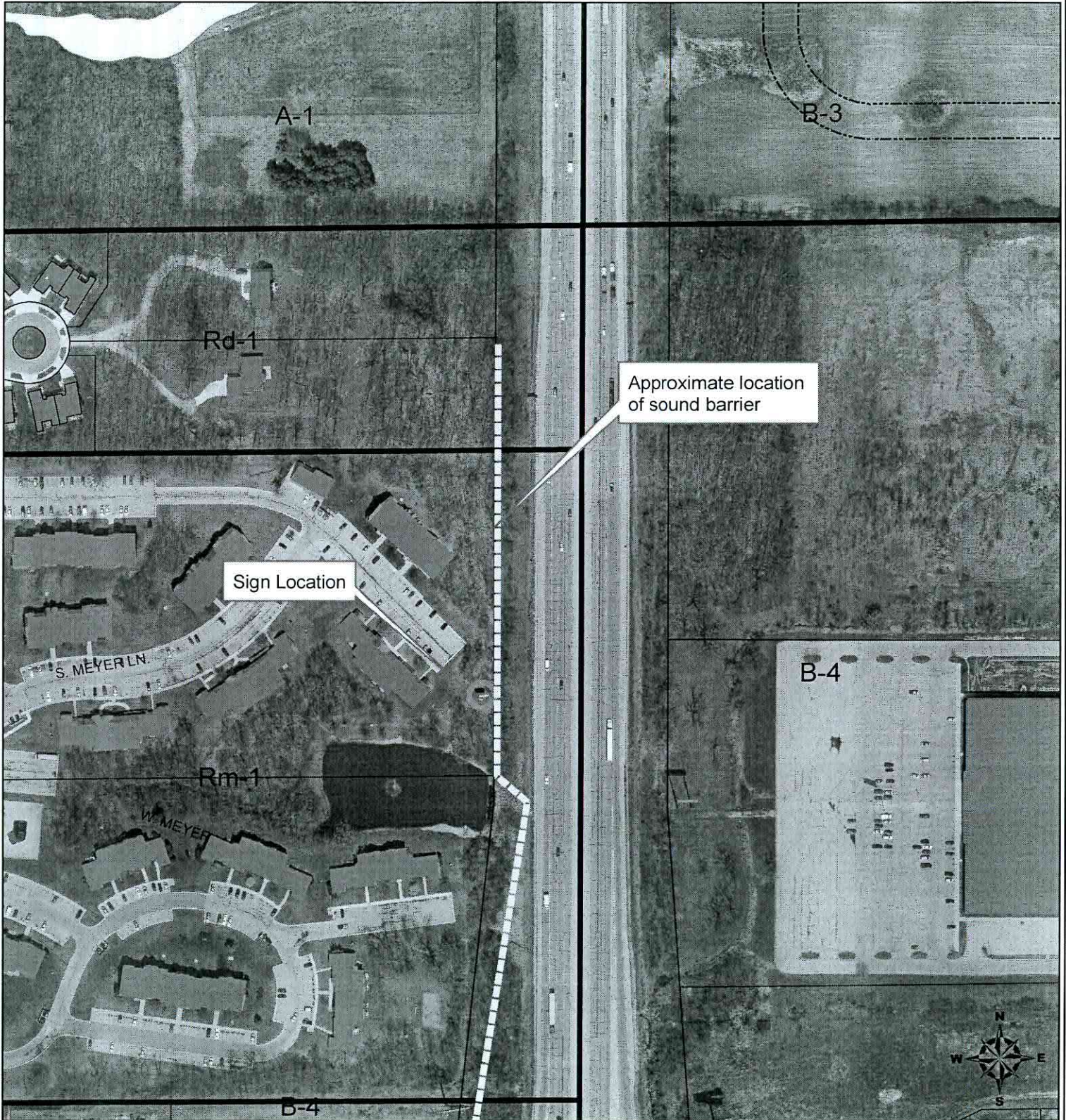
Department of Community Development



Legend

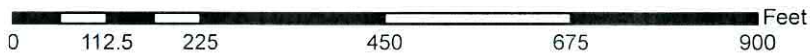
-  Tanglewood Apartments
-  Parcels
-  Existing Street Pattern

Sign Appeal Tanglewood Apartments Location of sign and sound barrier



OakCreek

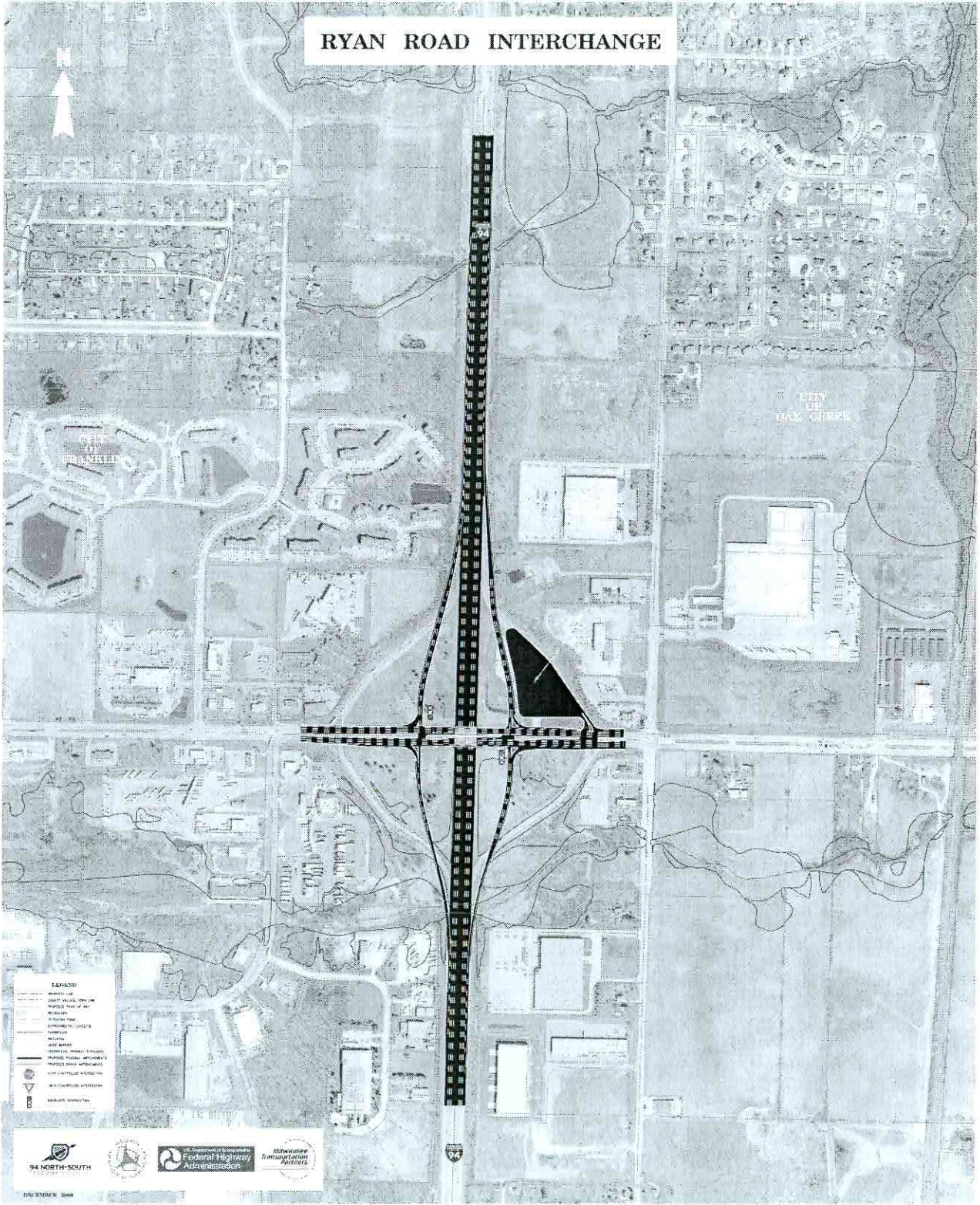
Department of Community Development



Legend

- Parcels
- Existing Street Pattern

RYAN ROAD INTERCHANGE



OCCIDENTAL DEVELOPMENT, L.L.C.

1001 THORNTRIDGE DRIVE • GRAND BLANC, MICHIGAN 48439
(810) 695-2800 • FAX (810) 695-1950

October 31, 2011

City of Oak Creek
Planning Commission
8640 S. Howell Avenue
Oak Creek, WI 53154

SUBJECT: Tanglewood Apartments-Sign Appeal

To Whom It May Concern:

Tanglewood Apartments is respectfully requesting a variance to the City of Oak Creek's sign ordinance whereby we can raise our current freeway sign to ensure its visibility after construction of an approved noise barrier is complete. Attached is our application for review and request for variance to the sign located at Tanglewood Apartments, adjacent to I-94. We have also included photos of the current sign, copy of memo from Wisconsin Department of Transportation (DOT) outlining requirements for sign visibility, and a scaled site plan of the sign showing current dimensions.

On September 3, 2009, we attended the Noise Barrier Public Information Meeting held at City Hall, concerning the I-94 North-South Corridor. At this meeting, we were provided the scope of construction and provided the process for noise mitigation as a result of this future construction. Tanglewood Apartments qualified for the freeway noise barrier and on December 15, 2009, the Common Council adopted Resolution No. 11010-121509, supporting the installation of the noise barrier by the DOT, adjacent to our property.

The DOT will need to secure a small section of our land for the construction of the noise barrier and the unknown for us was the visibility of our freeway sign, after construction. We have since been informed that our sign will not be visible from I-94 and based upon DOT's recommendations for height, we are submitting our application for variance. Clearly, this freeway sign is and has been a source of advertising for Tanglewood Apartments for years, and has an intangible value to our business operations.

It is my understanding that this matter must be brought to the Planning Commission through a public hearing and I am respectfully requesting that this hearing be scheduled as timely as possible as the DOT also needs to know how to proceed with our property.

Respectfully,



Steven B. Shimmons
General Property Manager
Occidental Development, L.L.C.
Tanglewood Apartments

Steve Shimmons

From: Zwart, Derek - DOT [Derek.Zwart@dot.wi.gov]
Sent: Thursday, October 13, 2011 6:20 PM
To: 'sshimmons@flintbuildingco.com'
Cc: Zacharias, Christopher - DOT
Subject: FW: 1030-20-23 Parcel #15 (Occidental Development)

From: Zwart, Derek - DOT
Sent: Thursday, October 13, 2011 5:11 PM
To: 'sshimmons@flintbuildingco.com'
Cc: Zacharias, Christopher - DOT
Subject: 1030-20-23 Parcel #15 (Occidental Development)

Steve,

Per our conversation. The Wisconsin Department of Transportation intends to continue our negotiations with your company beyond the 60 day appraisal deadline (October 21st, 2011) as stated in our introduction letter. We would like to see what your options are with the modification of your on site advertizing sign for the Tanglewood Apartments. Our Project Manager has told me that the bottom of the sign will need to be raised to a height approximately 30ft to the bottom of the sign in order to see it from the freeway after the noise wall has been installed (Chris, please verify this height as it will be a very important number in getting a zoning variance).

Please give me a call when you hear something back about the sign height modification.

Thank you,
Derek

Derek Zwart
Real Estate Specialist
WISDOT, Southeast Region

262-521-5122 Office
414-750-1448 Cell
Derek.Zwart@dot.wi.gov

Tanglewood
NOW RENTING
761-1001
EXIT RYAN ROAD WEST



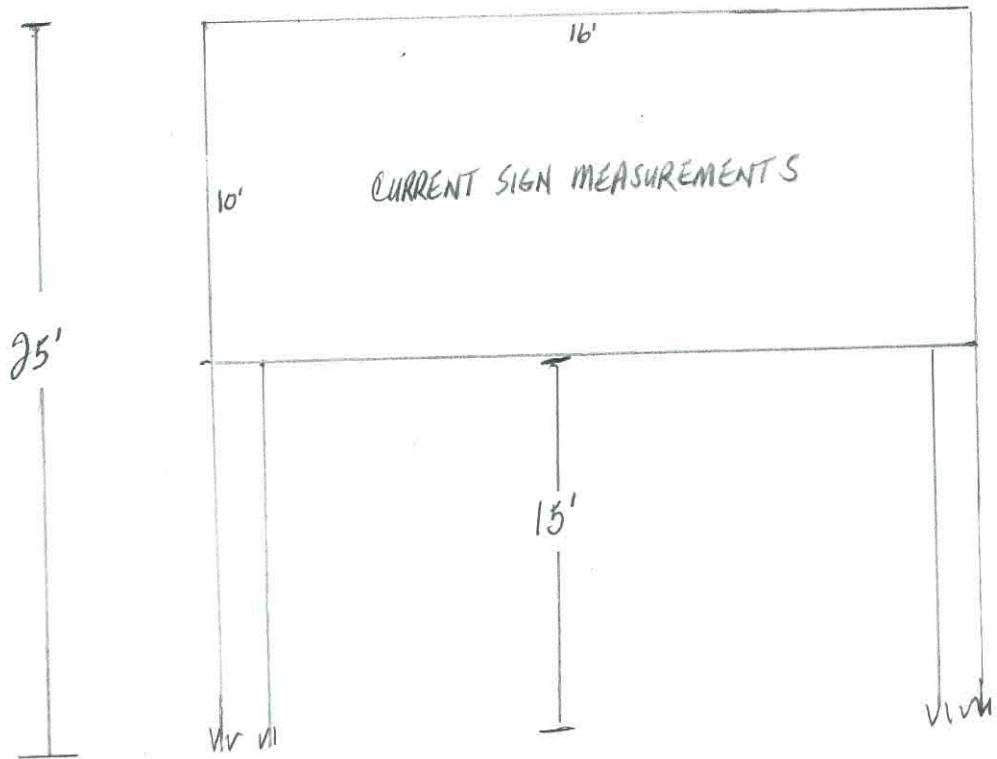
Carblewood

NOW RENTING

761-1001

EXIT RYAN ROAD WEST

TANGLEWOOD APARTMENTS - FREEWAY SIGN



11/1/2011 



Plan Commission Report

ITEM: 4b & 5b

DATE: January 10, 2012

PROJECT: Sign Appeal – McDonald’s

ADDRESS: 8800 S. Howell Avenue

TAX KEY NO: 860-9018

Ownership: Golden Arch Limited Partnership

Size: 1.14 acres

Existing Zoning: B-2 CCU, Community Business

Adjacent Zoning: north – B-4, Highway Business
east – B-4, Highway Business
south – B-4(PUD), Highway Business Planned Unit Development
west – B-4, Highway Business

Comprehensive Plan: Planned Mixed Use

Wetlands: None

Floodplain: None

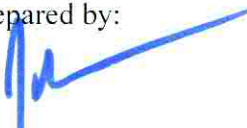
Official Map: None

Commentary: At the October 25, 2011 meeting the Plan Commission approved site, building, and signage changes for a complete renovation of the McDonald’s restaurant located at 8800 S. Howell Avenue. The building currently has three (3) wall signs; two (2) Golden Arches logo signs (west and south elevations) and a “Play Place” sign on the west elevation. The new plans called for a McDonald’s sign to replace the Play Place sign and the two Golden Arches signs would be relocated slightly. Since they were not increasing the number of signs present on the site they did not need a variance.

Since that approval, McDonald’s has indicated they would like to add two (2) more wall signs, which will require a variance from Section 17.0706(i)(1) which limits single tenant buildings a maximum of one (1) wall sign per street frontage. Mc Donald’s would like to add one (1) “Golden Arch” logo sign on the east elevation, facing the drive-through lane and a “Welcome” sign over the main entrance on the south elevation. Should the variance be approved there would be a total of five (5) wall signs; three (3) “Golden Arches” logo signs (east, west, and south elevations), one (1) “Play Place” sign (west elevation), and a “Welcome” sign (south elevation).

Included with this report is a letter from the applicant detailing this variance request.

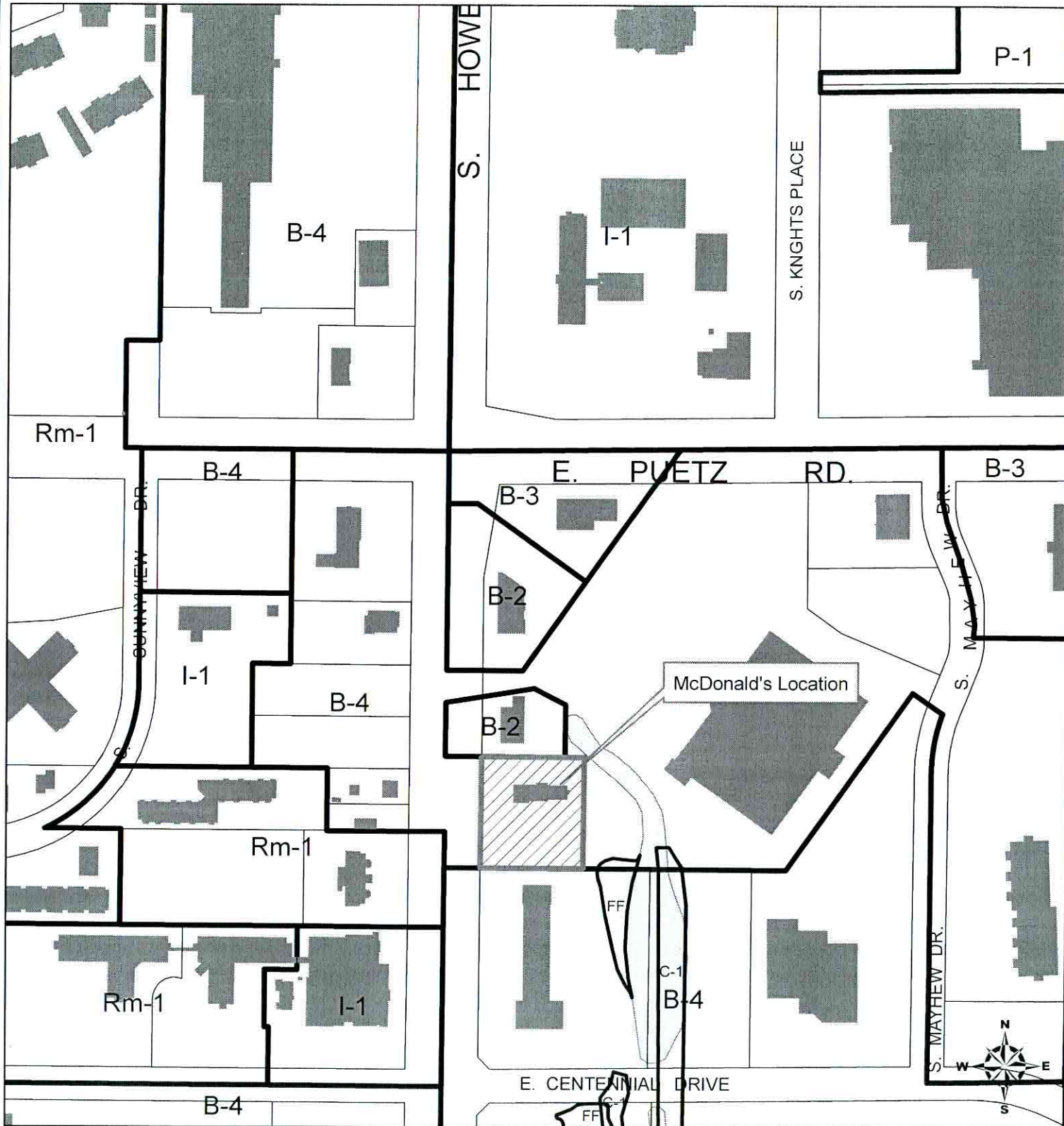
Prepared by:


Jeff Fortin, AICP
Planner

Respectfully Submitted:

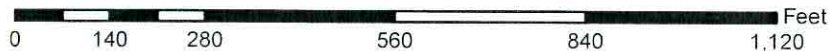

Douglas Seymour, AICP
Director of Community Development

McDonald's Site and Building Changes 8800 S. Howell Avenue



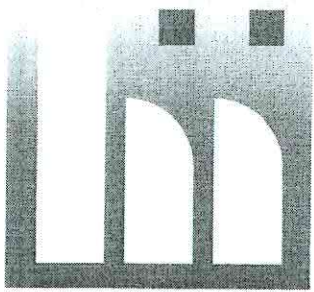
OakCreek

Department of Community Development



Legend

-  McDonalds
-  Parcels
-  Existing Street Pattern



haag müller, inc.

Architecture • Engineering • Interiors

101 East Grand Avenue, Suite 1
Port Washington, Wisconsin 53074
262.268.1200 www.haagmuller.com

December 8, 2011

City of Oak Creek
Department of Community Development
8640 S. Howell Avenue
Oak Creek, WI 53154

Attn: Jeff T. Fortin, Planner

Re: Sign Appeal for McDonald's restaurant @ 8800 S. Howell Ave.

Jeff,

As part of McDonald's Major Remodeling Program for the Midwest region, all existing McDonald's restaurants that participate in the program will be updated with new exterior facelifts that include updated signage. Below is a summary of the existing signage as well as the requested new signage (see elevation drawings included with this sign appeal for specific locations).

Existing Signage:

West Elevation (S. Howell Ave. Façade)

- 1 McDonald's "M" Arch sign
- 1 "Playplace" sign.

East Elevation

- 1 McDonald's "M" Arch sign.

Total existing signage

- 3 signs.

New signage (see attached cutsheets):

West Elevation (S. Howell Ave. Façade)

- 1 updated McDonald's "M" Arch sign
- 1 updated "Playplace" sign.
- 1 "Welcome" sign (@ Secondary Entry).

East Elevation

- 1 updated McDonald's "M" Arch sign.

South Elevation

- 1 new McDonald's "M" Arch sign (@ the Main Entry).
- 1 "Welcome" sign (@ the Main Entry).
-

Total existing signage

- 6 signs.

In essence, we are attempting to replace the existing signage discussed above with new versions of the same signs, placing an additional McDonald's "M" Arch sign along the South Elevation at the newly remodeled Main Entry, and adding "Welcome" signs at both Entries for a total of 6 signs (3 more than existing). We feel that the addition of the Main Entry "M" arch sign as well as the "Welcome" signage will be helpful to customers to identify the main and secondary entrances easier from the restaurant's large parking lot. The "M" arch logo

signage is 48" wide x 42" high for a total sign area of 14 sq. ft. and is illuminated from within. The "Welcome" singage is 44 3/4" wide x 8 3/8" high and is made of 3/4" thick cutout aluminum letters. We would appreciate your consideration and approval of our request for this sign appeal at your earliest convenience.

Should you require any additional information or have any questions regarding our appeal, please contact me at (262) 268-1200 or via email at [sstarks@haagmuller.com](mailto:ssstarks@haagmuller.com).

Thank You,

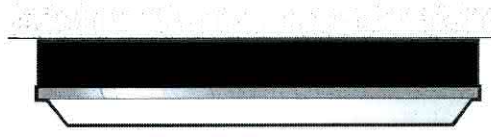
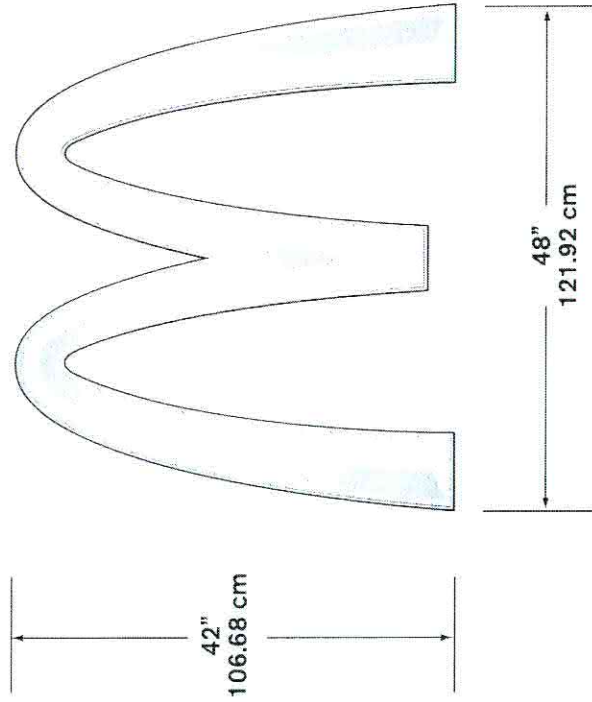
haag müller, inc.

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A handwritten signature in cursive script, reading "Scott P. Starks", written in black ink. The signature is fluid and includes a long horizontal flourish at the end.

Scott P. Starks
Designer

42" Illuminated Building Arch - LED



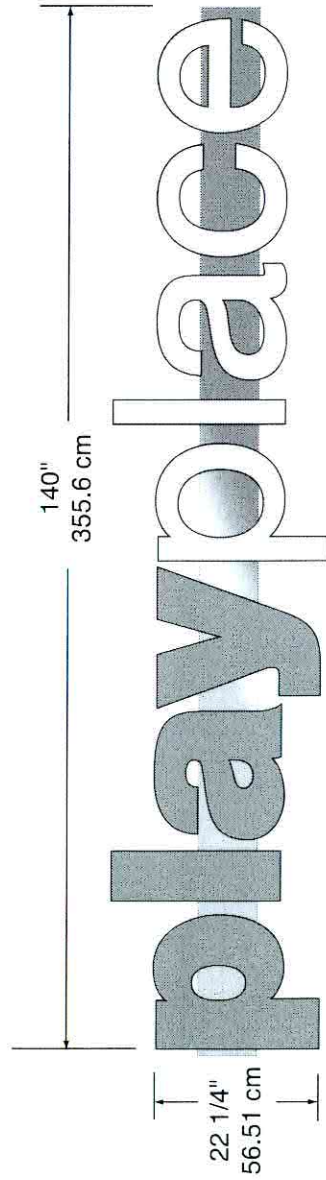
Illumination: LED

Electrical: .44 Amps

Self Contained Power Supply: OSRAM OPTOTRONIC OT75-120-24

Ship Weight: 40 lbs.

Playplace Sign - LED



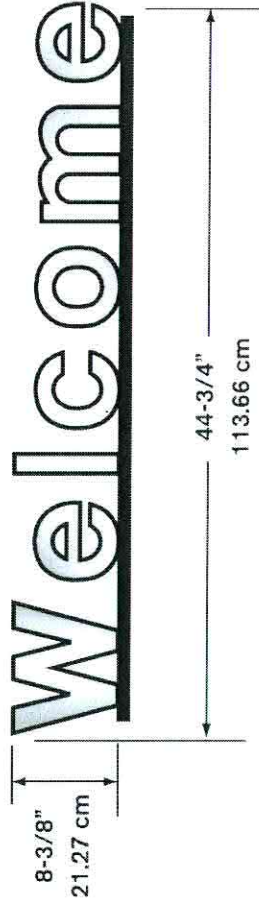
Illumination: LED

Electrical: .5 amps 120V

Power Supply: 1 - 50 watt

Ship Weight: 350 lbs.

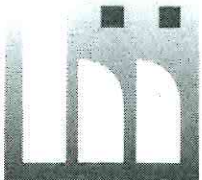
Welcome Sign



Illumination: N/A

Ship Weight: 16 lbs.

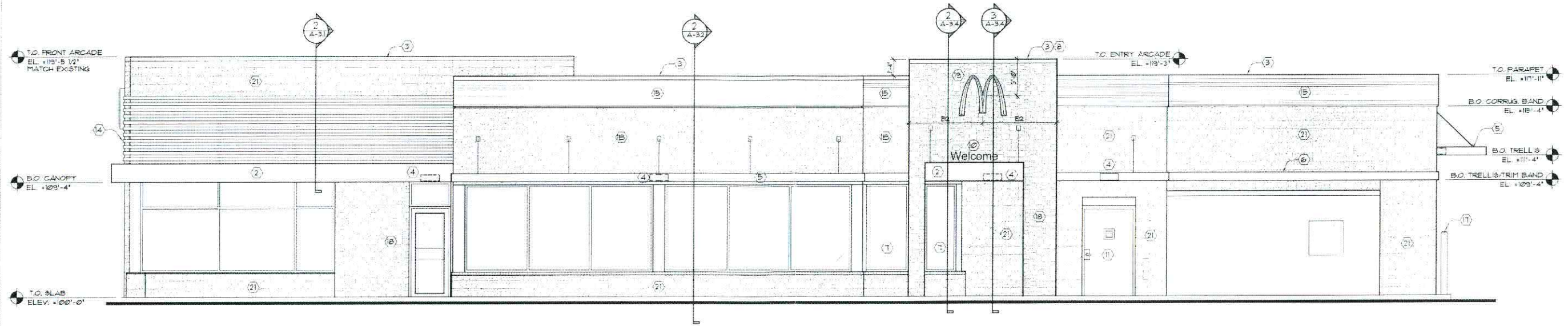
Other: 3/4" thickness cutout aluminum letters.



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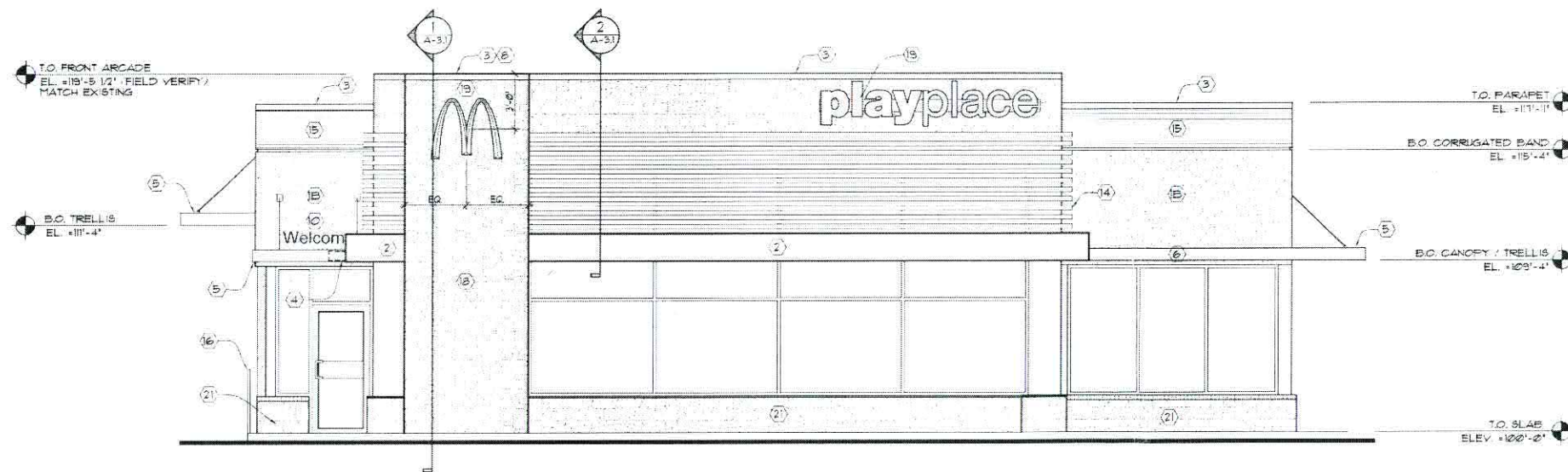
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Port Washington
Wisconsin 53074-2216

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Facsimile: (262) 268-1250
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SOUTH ELEVATION

SCALE: 1/4"=1'-0"



WEST ELEVATION

SCALE: 1/4"=1'-0"

EXTERIOR ELEVATIONS GENERAL NOTES:

SEE SHEET A-1.2 FOR LIGHTING SCHEDULE AND LOCATIONS.

WARRANTY FOR ALL LED ILLUMINATED LIGHTS & SIGNAGE REQUIRES THEM TO BE CIRCUITED TO A PHOTO SENSOR (PREFERRED) OR A PROGRAMMABLE LIGHTING PANEL.

NOTE:

E.I.F.S. EXPANSION JOINTS PER MFG. THE FOLLOWING REQUIREMENTS ARE BASED ON DRYVIT MANUFACTURING STANDARDS. AS A MINIMUM EXPANSION JOINTS SHALL BE PLACED AT THE FOLLOWING LOCATIONS:

- 1) WHERE EXPANSION JOINTS OCCUR IN THE SUBSTRATE SYSTEM
- 2) WHERE BUILDING EXPANSION JOINTS OCCUR
- 3) AT FLOOR LINES IN WOOD FRAME CONSTRUCTION
- 4) AT FLOOR LINES OF NON-WOOD FRAMED BUILDINGS WHERE SIGNIFICANT MOVEMENT IS EXPECTED
- 5) WHERE THE INSULATION PLUS SYSTEM ABUTS DISSIMILAR MATERIALS.
- 6) WHERE THE SUBSTRATE TYPE CHANGES.
- 7) WHERE PREFABRICATED PANELS ABUT ONE ANOTHER.
- 8) IN A CONTINUOUS ELEVATION AT INTERVALS NOT EXCEEDING 75 FEET.
- 9) WHERE SIGNIFICANT STRUCTURAL MOVEMENT OCCURS, SUCH AS CHANGES IN ROOF LINE, BUILDING SHAPE OR STRUCTURAL SYSTEM.
- 10) SEE SHEET A-5.4 FOR DRYVIT SPECIFIC DETAILS.

ELEVATION KEYED NOTES:

THE FOLLOWING ELEVATION KEYED NOTES ARE ENCLOSED WITH A (C) SYMBOL ON THE ELEVATIONS.

THESE NOTES APPLY TO ONE OR MORE ELEVATIONS.

- 1) WATER MANAGED E.I.F.S. (EXTERIOR INSULATION FINISH SYSTEM) IN ADDITION TO EXPANSION JOINTS LISTED BELOW, PROVIDE EXPANSION JOINTS AT INSIDE CORNERS. SEE SHEET A-5.4 FOR E.I.F.S. DETAILS. FINISH TEXTURE TO BE SANDBLAST. ALL COLORS ARE BENJAMIN MOORE PAINTS.

- 1A) AZTEC BRICK 2175-10
- 1B) EARTHY RUSSSET 2173-10

- 2) ILLUMINATED METAL CANOPY BY SIGN SUPPLIER UNDER SEPARATE PERMIT. COLOR TO BE YELLOW SEE DETAIL 1/A-5.2 FOR MORE INFORMATION.
- 3) PRE-FINISHED ALUMINUM COPING. COLOR: SILVER METALLIC KYNAR
- 4) RADIAL WALL BOUNCE DOWNLIGHT ONLY. AVAILABLE THROUGH SECURITY LIGHTING. INSTALL PER MFG DIRECTIONS. SEE ROOF PLAN SHEET A-1.2 FOR MORE INFORMATION.
- 5) ALUMINUM TRELLIS W/ TIEBACKS AT 7'-4" INCREMENTS. SEE 2/A-5.2
- 6) ALUMINUM 2X8 WALL FASCIA. SEE 10/A-5.1
- 7) 1" CLEAR INSULATED LOW-E GLASS SET IN SILVER ANODIZED ALUM. FRAMES. 1" INDICATES TEMPERED GLASS, SEE SECTIONS FOR SHIM AND SEAL REQUIREMENTS
- 8) LED LIGHT. SEE ROOF PLAN & DETAIL 3/A-5.1
- 9) NOT USED.

- 10) METAL LETTERS BY OTHERS.
- 11) PRIME & PAINT EXISTING DOOR TO MATCH 1B.
- 12) PRIME & PAINT EXISTING GUTTER AND DOWNSPOUT TO MATCH 1B.
- 13) PRIME AND PAINT EXISTING LADDER TO MATCH 1B.
- 14) BUNGREEN SYSTEM. SEE SECTION 2/A-5.1
- 15) CORRUGATED METAL PARAPET BAND SYSTEM METAL ERA 1/8" 3" PANEL 24 GA. FINISH: CITYSCAPE. (PER BUILDING SECTIONS)
- 16) PAINT EXISTING RAILING TO MATCH TO MATCH 1B.
- 17) PAINT EXISTING GUARD POST SAFETY YELLOW PER DETAIL 6/6D-3.
- 18) COBBLEFIELD PATTERN CULTURED STONE AS PROVIDED BY QUEN'S CORNING. COLOR TO BE TEXAS CREAM CSV-1083.
- 19) ILLUMINATED McDONALD'S SIGNAGE BY OTHERS UNDER SEPARATE PERMIT. FINAL SIGN PACKAGE TO BE APPROVED BY MUNICIPALITY. LED ILLUMINATED SIGNS MUST BE CONTROLLED VIA PHOTOCELL OR A PROGRAMMABLE LIGHTING CONTROL PANEL PER WARRANTY REQUIREMENTS. CONTROLS BY E.O. COORDINATE WITH OWNER. CONTROL TYPE: PHOTOCELL OR CONTROL PANEL EXISTING ILLUMINATED FASCIA SIGN MAY BE REUSED IF CURRENT CONDITION WARRANTS OR IF OWNER WANTS TO REPURBISH.
- 20) PAINT EXISTING BLOCK TO MATCH 1A.
- 21) PAINT EXISTING BLOCK TO MATCH 1B.

BUILDING ELEVATIONS
McDONALD'S USA, LLC.
McDONALD'S MAJOR REMODEL PROGRAM
8800 S. HOWELL AVE.
OAK CREEK, WISCONSIN

REVISIONS		DATE	DESCRIPTION
1	DATE: 11-21-11		
2	DATE: 11-21-11		
3	DATE: 11-21-11		
4	DATE: 11-21-11		
5	DATE: 11-21-11		
6	DATE: 11-21-11		
7	DATE: 11-21-11		
8	DATE: 11-21-11		
9	DATE: 11-21-11		
10	DATE: 11-21-11		
11	DATE: 11-21-11		
12	DATE: 11-21-11		
13	DATE: 11-21-11		
14	DATE: 11-21-11		
15	DATE: 11-21-11		
16	DATE: 11-21-11		
17	DATE: 11-21-11		
18	DATE: 11-21-11		
19	DATE: 11-21-11		
20	DATE: 11-21-11		
21	DATE: 11-21-11		



Plan Commission Report

ITEM: 4c & 5c

DATE: January 10, 2012

PROJECT: Sign Appeal – Lakeshore Veterinary Specialists

ADDRESS: 2400 W. Ryan Road

TAX KEY NO: 878-9037

Ownership: Atout Real Estate LLC

Size: 11.189 acres

Existing Zoning: B-4, Highway Business District

Adjacent Zoning: north – Rm-1, Multi-Family Residential
east – B-4, Highway Business
south – B-4, Highway Business
west – B-4, Highway Business, PUD

Comprehensive Plan: Planned Business

Wetlands: None


Floodplain: None

Official Map: None

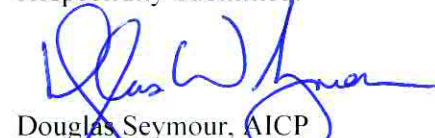
Commentary: The applicant is requesting multiple variances from Oak Creek Municipal Code. Two variances relate to a proposed ground sign and one variance for an additional wall sign. The first variance request is from Section 17.0706(d), which states that ground signs shall be no closer than ten (10) feet from a side or rear lot line. The proposed ground sign will be located three (3) feet from the side lot line. The second variance request is from Section 17.0706(j)(1) which states that any building or development shall be permitted one (1) ground sign per street frontage. This development already has a ground sign constructed for Pick n Save. The proposed ground sign will be the second ground sign on the same property. The last variance request pertains to Section 17.0706(j)(2) which states that individual tenants with their own exterior entrance shall be permitted one (1) wall sign. The applicant is requesting two (2) wall signs. Lastly, the Plan Commission approved a sign plan for this development on September 26, 2006 restricting the color of wall signs to red. Before the blue-colored wall sign can be approved by staff, the Plan Commission will need to approve the change in color for the proposed wall sign.

If the variances are granted, the variances would allow Lakeshore Veterinary Specialists to construct two wall signs. In addition, the applicant will be able to construct a second ground sign on the property three feet from the side property line. In addition to the variances, the Plan Commission will need to approve the use of blue for the color of the wall sign. Included in your packet are graphics illustrating the proposed signs and a letter of explanation from the applicant for the sign variances.

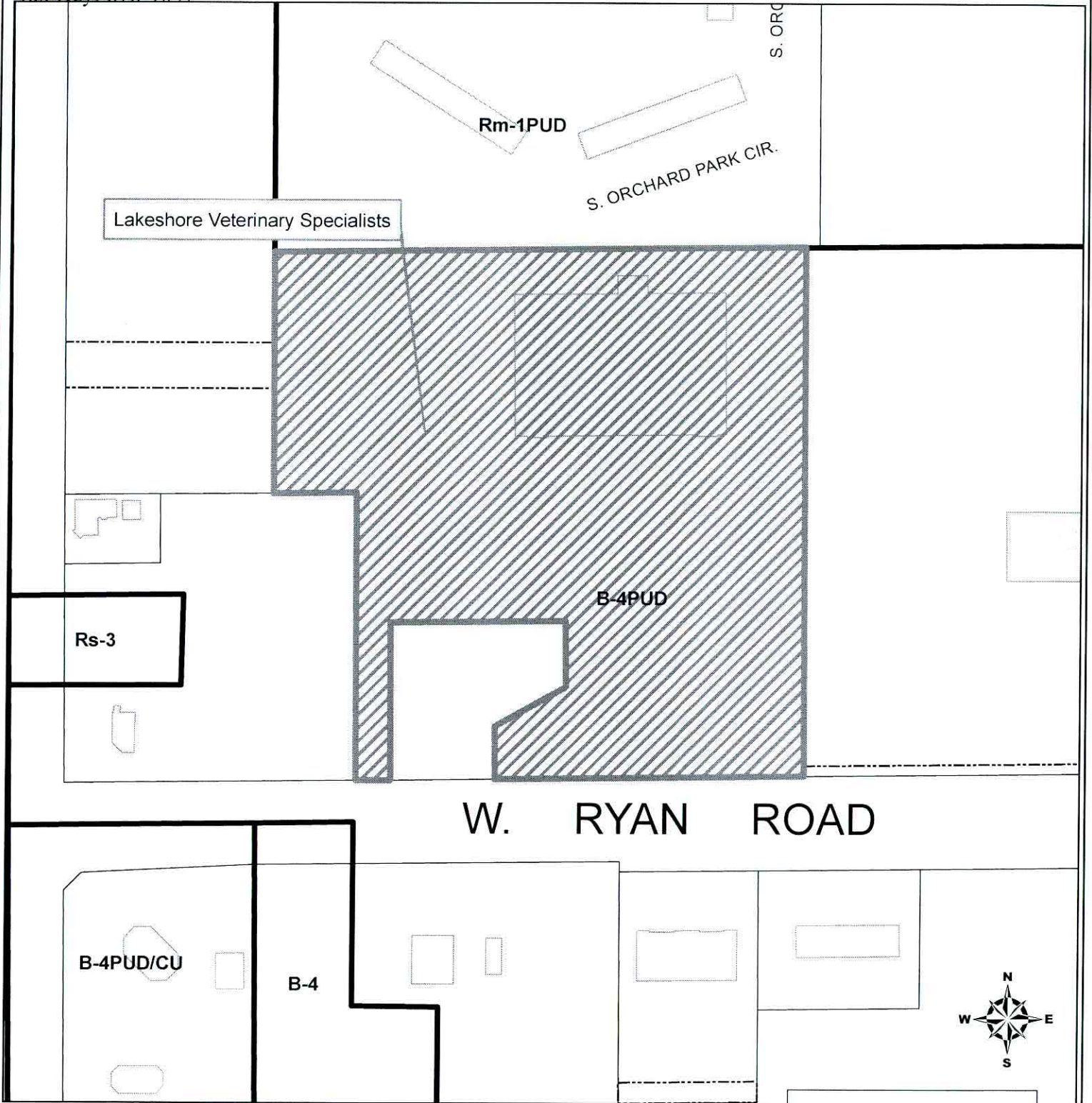
Prepared by:


Peter Wagner
Zoning Administrator/Planner

Respectfully Submitted:


Douglas Seymour, AICP
Director of Community Development

Sign Appeal
Lakeshore Veterinary Specialists
2400 W. Ryan Road
Tax Key: 878-9037

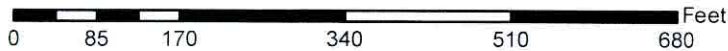


Legend

-  picknsave
-  parcel
-  Zoning



OakCreek



Department of Community Development

ZONING
ADMINISTRATION

December 16, 2011

Eihab Atout
Atout Real Estate LLC
524 E. Layton Avenue
Milwaukee, WI 53207

Dear Eihab Atout:

On December 15, 2011 you submitted a sign permit for the retail development approved for the property at 2400 W. Ryan Road. I have made a preliminary review of the proposed wall and monument signs. Each of the proposed signs is in violation of Section 17.0706 of the Municipal Code.

Before a sign permit can be issued for the monument sign, you will need to be granted a variance from Municipal Code Section 17.0706(d) which states:

*Ground signs **shall not exceed eight (8) feet in height** and shall not exceed 100 square feet on any one side nor more than 200 square feet on all sides for any premises.*

We will re-design the proposed monument sign to comply with the above requirements. (see attached)

*Ground **signs shall be located not closer** than ten (10) feet to a street right-of-way nor closer **than ten (10) feet to a side or rear lot line.***

We request a variance in the setback such that the sign would be 47 feet from the west lot line. 3' setback

*Ground signs **shall display the street number on both sides of the sign...***

We will re-design the proposed monument sign to comply with the above requirements. (see attached)

Furthermore, the proposed monument sign violates Municipal Code Section 17.0706(j)(1) which states:

Any building or development shall be permitted one (1) ground sign per street frontage...

Our lease states that BravoMax will provide a monument sign for our use.

"

(a) (Lessor agrees to build at its cost before the Rent Date a monument sign with electrical for an internally lighted sign. Lessee shall be responsible for the artwork and panels for the sign. The sign must be approved by local government and comply with local ordinances.)"

Clients coming to our emergency hospital are doing so under extreme duress. Finding the emergency hospital in the shortest amount of time is critical. A monument sign is necessary not only to locate the emergency hospital quickly, but to avoid potential accidents on busy Ryan Road that may result if the client cannot find the street entrance easily.

Before a sign permit can be issued for the two wall signs you will need to be granted a variance from Municipal Code Section 17.0706(j)(2) which states:

Only individual tenants with their own exterior entrance shall be permitted one (1) wall sign... One (1) wall sign identifying the name of the development or the principal tenant shall be permitted.

Sign over main entrance: Lakeshore Veterinary Specialists is the name of the business and will be the signage above the entrance to the hospital.

A very large part of this business is providing emergency and critical care services (24/7) to clients from all a radius for 25 miles from this address

Sign over suite D aids clients under duress to find the 24/7 emergency center quickly. This is imperative.

If there were three tenants, there would be three signs so there is less signage than the city might anticipate in this development.

As you consider this appeal, please imagine yourself rushing your pet (after being hit by a car) to 2400 W Ryan road for emergency care. A few minutes here or there may make the difference in life or death.

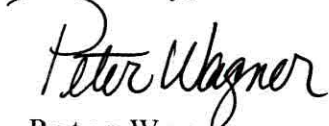
Lastly, the proposed blue, wall sign violates the approved sign plan for the development. You will need to receive Plan Commission and property owner approval to be allowed to display a blue colored sign.

Lakeshore Veterinary Specialists have three hospital locations. The blue sign is part of their logo and provides name recognition,

This letter is to inform you that the signs you are proposing do not meet code. If you wish to appeal staff's decision you may apply for variances from the Plan Commission within 30 days of this letter. You will need to fill out a sign appeal application and return it to the Department of Community Development.

Please contact me should you have any questions regarding this matter. I can be reached at (414) 768-6529 or via e-mail at pwagner@oakcreekwi.org.

Sincerely,



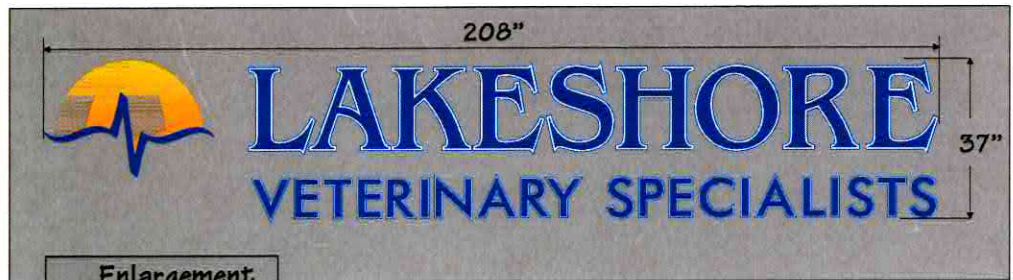
Peter Wagner
Zoning Administrator



← 266" →

24/7 Veterinary ER 30" ↑ ↓

Sign Band area is 58" 427".
letters are 38" tall.
This meets the 6" space requirement
above and below letters.
LED illumination



Proposed Channel Letters.

Approximately 37" x 208" - Approximately 53.4 Sq. Ft.

Sign Band is approximately 50" tall - letters are 38" tall.
This meets the 6" space requirement
above and below letters.

LED illumination



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292-673-7318
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**Please check your proof carefully for accuracy. Check content, spelling, colors, size etc.
Please make note of any changes.**

Renderings are for graphic purposes only and are not intended for actual production.
The ink colors in this rendering may differ from the actual colors used.
Actual colors will be determined before production begins.

Final 11/22/11



Department of Community Development
City of Oak Creek
8640 S Howell Ave.
Oak Creek WI 53157

Re: Sign Permits 2400 Ryan Rd Oak Creek, WI 53154

The tenant that is applying for sign permit(s) is a unique business that requires unique signage. Lakeshore Veterinary Specialists and Emergency Veterinary Care provides **emergency veterinary services** to clients in need of emergency care **24 hours a day, 7 days a week.**

A high percentage of the clients have never been to the site before because they are referred by general practitioners throughout the SE WI area. These pets are critical. They may have been hit by a car, injured in a fight, dying from congestive heart failure, suffering from acute medical conditions etc.

If you are a pet owner, you will appreciate the anxiety the client is experiencing under these circumstances. They need to find help and find it quickly. This is the primary reason that Lakeshore Veterinary Specialists and Emergency Care requests sign variance. Clients need to find the hospital "NOW". Looking for a "not so prominent sign" will only lead to more anxiety and a probable road hazard on such a busy street as Ryan Road. A similar corollary is the blue "hospital" signs that we see on major streets that direct clients in need to the nearest human hospital.

Lakeshore Veterinary Specialists and Emergency Care has three hospitals in the greater Milwaukee area. The business has invested considerable sums with a marketing company to create their colors and logo to provide state-wide recognition of their business, much the same as McDonalds, Subway etc.

Also, the 24/7 Veterinary ER sign meets the standards set forth for the shopping center and would be allowed if the three suites would be split between two or three tenants as opposed to Lakeshore leasing all three suites. The blue sign requested for above the entrance meets the requirements for the shopping center in size and construction and method of installation.

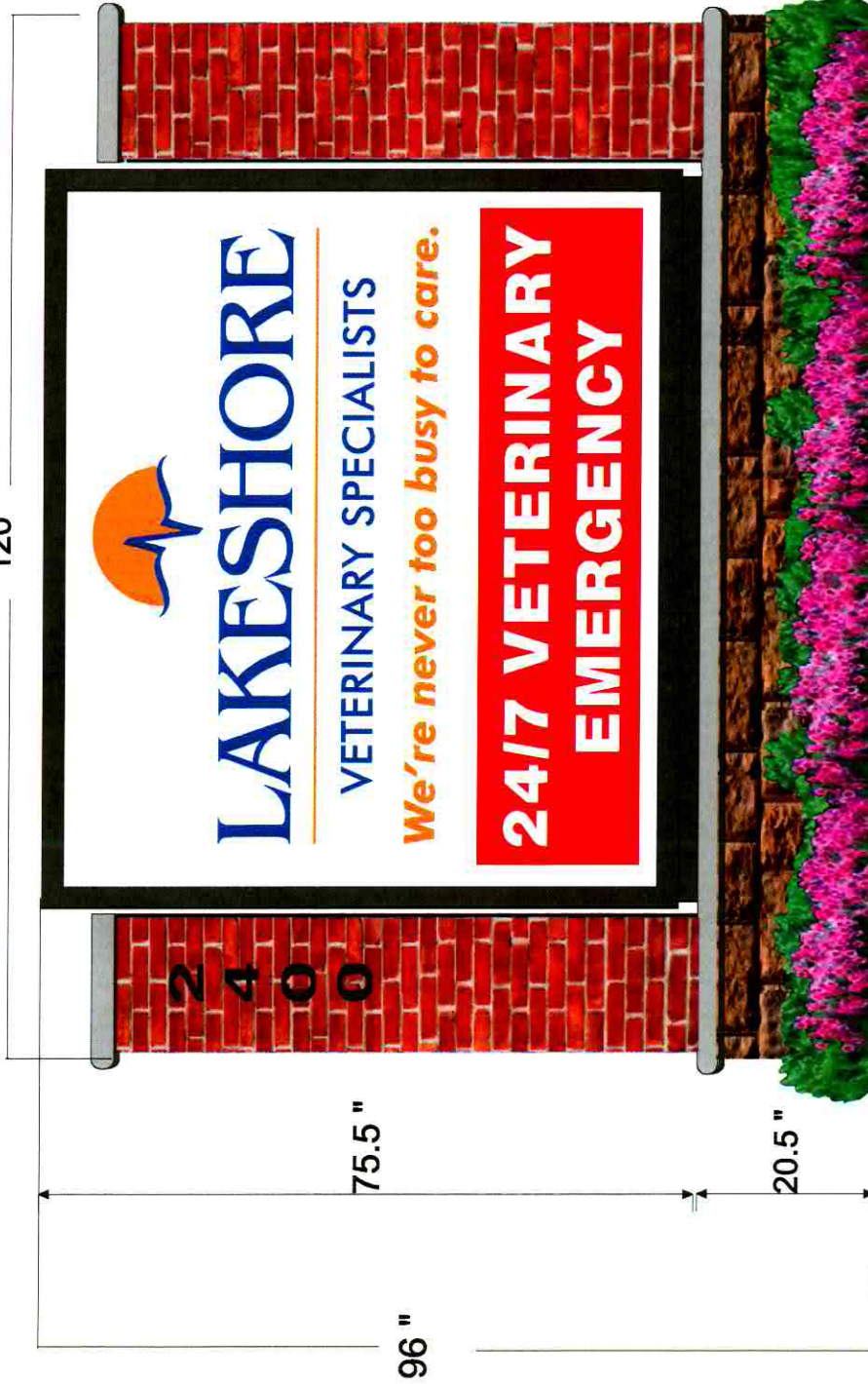
Thank you for your consideration.

Respectfully submitted,

Jacob Odders, DVM, DACVS

Brian Teunissen, DVM, DACVS

120"



96"

75.5"

20.5"

DESCRIPTION:

Double Faced Internally Illuminated Sign.
Center Pole Mount With a Match Plate
73.5" X 85" Double Faced Sign Cabinet

SPECIFICATIONS:

Flat Polycarbonate Faces
Premium Translucent Vinyl Graphics
14" Deep Cabinet, Hinged Faces.
Cabinet Color TBD
Exact Copy Color TBD

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Please check your proof carefully for accuracy. Check content, spelling, colors, size etc.

Renderings are for graphic purposes only and are not intended for actual production.

The ink colors in this rendering may differ from the actual colors used.



Plan Commission Report

ITEM: 5d

DATE: January 10, 2012

PROJECT: Lakefront Redevelopment Action Plan

STAFF RECOMMENDATION: That the Plan Commission recommends to the Common Council that the Lakefront Redevelopment Action Plan is adopted and incorporated into the 2008 Park and Open Space Plan and 2020 Vision: A Comprehensive Plan for the City of Oak Creek.

Commentary: Over the last two years the City has been working closely with JJR, a planning consulting firm, on the creation of a redevelopment plan for the Lakefront. This plan is the end result of several months of work and many meetings with the public, technical advisory group and lakefront citizens group. It establishes a plan and roadmap for redevelopment of the lakefront area into a mixed use neighborhood with the focus on a lakefront park and public open spaces. It also allows for private development in appropriate areas.

This plan, if adopted will form the basis for the development of infrastructure to implement this vision. It will also be followed up with cost estimates to form the basis for future capital requests to the Common Council.

The report is available on the City's website for your review. To save on printing costs we have not provided a hard copy with this report. Should you need a paper copy of this report, please contact the Community Development Department and we will get you one. The link to the document is:

http://www.oakcreekwi.org/lakeviews/JJR_OakCreekActionPlan.pdf

If the Plan Commission is comfortable with the Plan the appropriate action would be to recommend that the Common Council adopt it and incorporate it into the 2008 Park and Open Space Plan and 2020 Vision: A Comprehensive Plan for the City of Oak Creek.

Prepared By:

A handwritten signature in red ink, appearing to read 'Jeff Fortin'.

Jeff Fortin, AICP
Planner

Respectfully Submitted:

A handwritten signature in blue ink, appearing to read 'Douglas Seymour'.

Douglas Seymour, AICP
Director of Community Development



Plan Commission Report

ITEM: 5e

DATE: January 10, 2012

PROJECT: Plan Commission Discussion – Non-Conforming Duplexes in Carrollville

Commentary: In 1995 the City did a Citywide rezoning. At the time the City attempted to identify all non-conforming duplexes and rezone them to Rd-1, Two-family Residential. However there are several duplexes, many of which are in the Carrollville neighborhood that are located on parcels zoned as single-family residential. This has posed problems for owners who wish to sell their properties. Since the duplexes are legal non-conforming uses they cannot be rebuilt as duplexes if they are substantially damaged or destroyed. They would only be able to reconstruct them as single-family homes. This has caused financing troubles for potential buyers of these properties since the City cannot issue rebuild letters.

Staff has discussed some different approaches for addressing this issue:

1. The City could potentially zone these parcels to Rd-1, Two-Family residential. However the issue is that many of these lots do not meet the dimensional requirements (lot width, lot area) or the setback requirements for this zoning district so we would have resolved the problem of non-conforming uses but created a potential problem with non-conforming lots and structures. Owners of duplexes would be able to rebuild if they met the current setbacks and lot coverage requirements and they could petition the Board of Zoning Appeals for a variance if they cannot meet these requirements.
2. The City could create a new zoning district that acknowledges that these properties have non-conforming lots, structures, and uses but would allow for reconstruction as a duplex that was damaged or destroyed if certain conditions are met. Some conditions could include requiring proof that the building had been used as a duplex prior to 1995 and that use has not been discontinued for a period exceeding 12 months.
3. The City could maintain the status quo and do nothing about these duplexes and allow them to remain legal non-conforming uses.

At this time staff is looking for the Plan Commission for input on how to address this issue. After this meeting staff will likely draft a zoning text amendment and bring it back to the Plan Commission for recommendation to the Common Council.

Staff has also presented these issues to the City Attorney's office and will provide the Commission with any input if we receive their opinion prior to the January 10, 2012 meeting.

Prepared by:

A blue ink signature of Jeff Fortin.

Jeff Fortin, AICP
Planner

Respectfully Submitted:

A black ink signature of Douglas Seymour.

Douglas Seymour, AICP
Director of Community Development

Pete Wagner

From: Pete Wagner
Sent: Tuesday, October 04, 2011 1:06 PM
To: Doug Seymour
Subject: Duplexes in American Ave. Neighborhood
Attachments: Duplex Area Map.pdf

Doug-

You asked me to research the neighborhood to see what parcels were zoned multi-family and what the assessor's office determined the housing was in the area. Attached is a map that shows the neighborhood and the parcels identified by the Assessor's office as 2-living units. There are a total of five parcels that have differences in zoning and assessment. They are:

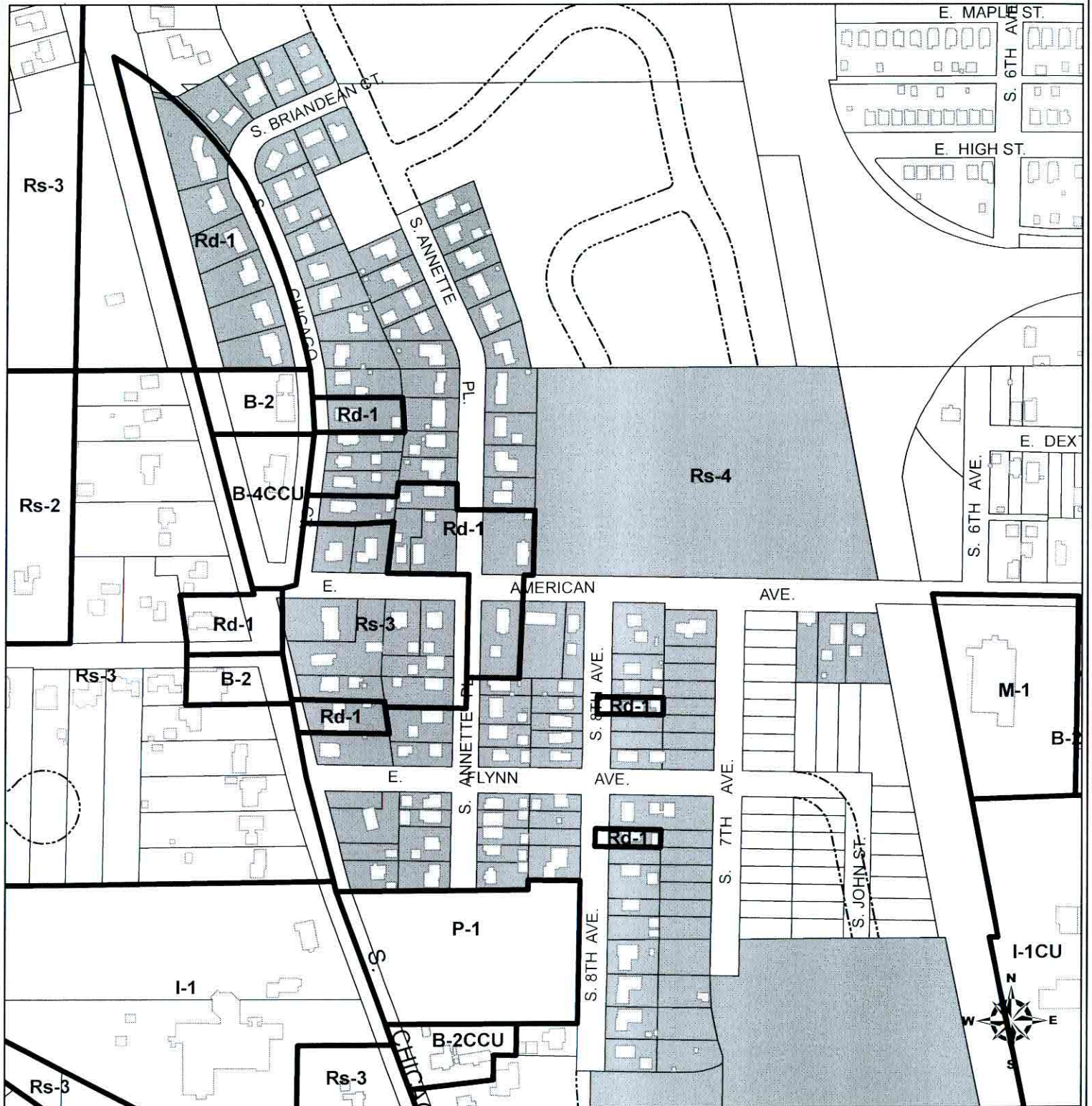
- 1) 9209 Annette Place: Zoned Rs-3 and Assessed as 2 living units with home style as other-conversion
- 2) 9216 Annette Place: Zoned Rs-4 and Assessed as 2 living units with home style as other-conversion
- 3) 9202 8th Avenue: Zoned Rs-4 and Assessed as 2 living units with home style as other-conversion

The following two properties are zoned multi-family but are assessed as 1 living unit. They are:

- 1) 9212 8th Avenue: Zoned Rd-1 and Assessed as 1 living unit with home style- ranch
- 2) 3722 American Avenue: Zoned Rd-1 and Assesses as 1 living unit with home style- old style

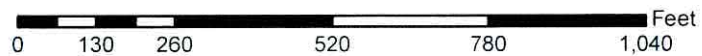
Pete Wagner
Zoning Administrator/Planner
City of Oak Creek
(414) 768-6529

Duplex Parcels



Oak Creek

Department of Community Development



Properties Zoned Rd-1
Two-Family Residential

FIRSTNAME	LASTNAME	ADDRESS	CITY	STATE	ZIP	PREF STREETNAME	STREETTYP
VICTOR M SR & ARLETTE M	VARGA	9244 S 8TH AVE	OAK CREEK WI	WI	53154 S	8TH	AVE
MARK A	DORANGRICHIA	9216 S CHICAGO RD	OAK CREEK WI	WI	53154 S	CHICAGO	RD
ROBERT J	RAABE	9212 S 8TH AVE	OAK CREEK WI	WI	53154 S	8TH	AVE
SCOTT ALAN & DEBRA J	HOERKE	8222 S 85TH ST	FRANKLIN WI	WI	53132 S	8TH	AVE
THERESA	NAIDUL	3753 E AMERICAN AVE	OAK CREEK WI	WI	53154 E	AMERICAN	AVE
JOSE & LINDSAY	ROMERO	3758 E AMERICAN AVE	OAK CREEK WI	WI	53154 E	AMERICAN	AVE
HASAN S	SALEM	3729 E AMERICAN AVE	OAK CREEK WI	WI	53154 E	AMERICAN	AVE
MARTIN L	YOUNG	3722 E AMERICAN AVE	OAK CREEK WI	WI	53154 E	AMERICAN	AVE
GARY G & KATHY H	JAHNS	543 W OAKWOOD RD	OAK CREEK WI	WI	53154 S	CHICAGO	CT
JAMES J	DISHAW	9125 S ANNETTE PL	OAK CREEK WI	WI	53154 S	ANNETTE	PL
JASON	ROBERTSON	9100 S CHICAGO CT	OAK CREEK WI	WI	53154 S	CHICAGO	CT
DRAGAN & DIVNA	MILJKOVIC	1112 PARKRIDGE DR	ONALASKA WI	WI	54650 S	CHICAGO	CT
SHEILA D	HOPFENSBERGER	9065 S CHICAGO CT	OAK CREEK WI	WI	53154 S	CHICAGO	CT
RICHARD K & DAWN L	STREGE	9055 S CHICAGO CT	OAK CREEK WI	WI	53154 S	CHICAGO	CT
JUDITH A	GRABOWSKI	9045 S CHICAGO CT	OAK CREEK WI	WI	53154 S	CHICAGO	CT
PAUL A & RYSZARDA	WIDEN	9035-9037 S CHICAGO CT	OAK CREEK WI	WI	53154 S	CHICAGO	CT
ALLAN R	BASSETT	3509 WILLOW LN	SOUTH MIL WI	WI	53172 S	CHICAGO	CT