



PLAN COMMISSION

May 26, 2020
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.

IMPORTANT NOTICE

The City Hall remains **CLOSED** to the public in response to COVID-19. This meeting will be held by video/phone conference only. Persons wishing to participate in the video conference, including applicants and their representatives, must register via <http://ocwi.org/register> prior to the meeting. The video conference will begin at 5:55 PM to allow participants to log in.

Attendees who wish to participate by phone may do so by calling the City Hall, (414) 766-7000, before 4:00 PM on the day of the meeting (May 26, 2020) to obtain a meeting call-in number. To make a public comment, press *9 on your phone. The conference moderator will state when your line has been unmuted.

Persons who wish to view the meeting live without participating may visit the City of Oak Creek YouTube page at <http://ocwi.org/livestream>.

Persons requiring other reasonable accommodations may contact the City at 414-766-7000. Requests should be made as far in advance as possible, preferably a minimum of 48 hours.

Find more information on agenda items at oakcreek.zoninghub.com.

1. Call Meeting to Order
2. Roll Call
3. Approval of Minutes – May 12, 2020
4. Significant Common Council Actions
5. New Business
 - a. REZONE – Review a request submitted by David Kane, North Shore Bank, to rezone the property at 200 W. Drexel Ave. from M-1, Manufacturing to B-2, Community Business (Tax Key No. 782-9040-000).

ZoningHub: <https://s.zoninghub.com/J8NK8C496X>; Twitter @OakCreekPC#OCPCNSBank

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

- b. TEMPORARY USE - Review a request for a temporary use permit submitted by Lauren Caravello, Tree-Ripe Fruit Company, for the temporary sale of produce in the parking lot located at 501 W. Rawson Avenue (Tax Key No. 765-9046-000).
ZoningHub: <https://s.zoninghub.com/POMNCS2AKS>; Twitter @OakCreekPC#OCPCTreeRipe
- c. CONDITIONAL USE PERMIT – Review a request submitted by Sherif Hamdia, Apex Motorwerks, for a Conditional Use Permit for automotive sales and service within the existing commercial building on the property at 8041 S. 13th St. (Tax Key No. 811-9007-000).
ZoningHub: <https://s.zoninghub.com/CQBJWJ63LE>; Twitter @OakCreekPC#OCPCApex

Adjournment.

Dated this 20th day of May, 2020
Posted 05/20/20 (AA)

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, May 12, 2020**

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. Also present: Kari Papelbon, Planner; Doug Seymour, Director of Community Development; IT Manager Kevin Koenig, facilitated the video conference. Alderman Loreck joined the meeting at 6:17 p.m.

Planner Papelbon read the following into the record:

The City of Oak Creek is authorized to hold this public meeting remotely during the COVID-19 public health emergency under the March 16 and March 20 advisories from the Office of Open Government in the Wisconsin Department of Justice. Per the advisories, this meeting being conducted via Zoom video conference with telephone conferencing capabilities was duly noticed per the City of Oak Creek Municipal Code and Statutory notice requirements more than 24 hours in advance of the meeting. Members of the public have been advised of the options for participation via direct mailing to property owners within 300 feet of a proposal, via the COVID-19 information page on the City's website, via social media, and via the information contained on the meeting agenda. This meeting may also be viewed at the City's YouTube page, the link for which was contained in all aforementioned notice methods. The meeting recording will also be accessible on the City's YouTube page within 48 hours.

Plan Commissioners and participants are initially muted upon joining the meeting. Plan Commissioners and staff have the ability to mute and unmute their microphones throughout the meeting. Please mute at all times except for roll call, motions, voting, and when recognized by the Chair. Roll call and voting will occur per the usual and customary procedure, starting from Plan Commissioner seating positions south to north in the Common Council Chambers (e.g., Hanna, Sullivan, Carrillo, Loreck, Bukiewicz, Guzikowski, Oldani, Siefert, Chandler). The Chair will facilitate questions and comments by calling on each Plan Commissioner, or by requesting the use of the "raise hand" function in the Zoom webinar control panel. Only speak once you have been recognized by the Chair or moderator.

Applicants, their representatives, and all other participants who wish to speak will be unmuted

- When there is a direct request for information from the Plan Commission or staff;
- When the participant utilizes the "raise hand" function within the Zoom webinar control panel, and the moderator verbally indicates that they are unmuted;
- When a phone participant dials *9 to indicate they wish to speak, and the moderator verbally indicates that their line is open.

When unmuted, all participants must state their name and address for the record, then proceed with comments or questions.

Questions and comments may also be entered into the Q&A function within the Zoom webinar control panel. Staff and/or the moderator will monitor this function during the meeting, and provide the information requested. There shall be no private messages or side conversations during the meeting utilizing the chat or Q&A functions. Chat and Q&A messages are part of the public record.

There is one or more public hearing scheduled as part of this meeting. After the Chair announces the public hearing, staff will read the public hearing notice into the record, state that the hearing is open and subject to the meeting procedure above, and provide a brief overview of the proposal. The Chair will then proceed with the hearing by making calls for public comment. Following the third call for public comment, the Chair will close the public hearing and proceed to consideration of the remaining agenda items.

Minutes of the April 28, 2020 meeting

Commissioner Siefert moved to approve the minutes of the April 28, 2020 meeting. Alderman Guzikowski seconded. On roll call: all voted aye. Alderman Loreck was absent. Motion carried.

PUBLIC HEARING

SIGN APPEAL

REQUEST FOR A VARIANCE

TIMOTHY GRAYMAN, GCMS, ON BEHALF OF BOYLAND PROPERTIES OAK CREEK

7020 S. 27TH ST.

TAX KEY NO. 737-9094-000

Planner Papelbon read the public hearing notice into the record.

Planner Papelbon provided an overview of the request for variance allowing the applicant to install one (1) 12' 1" x 9' 4" (112.78 square-foot) wall sign, one (1) 13' 5-9/16" x 22" (24.68 square-foot) wall sign, and one (1) 18' 8-1/4" x 22" (34.26 square-foot) wall sign on the west elevation of the single-tenant building; and one (1) 8' 8-1/4" x 12' (104.25 square-foot/side) ground sign at 7020 S. 27th St. (see staff report for details). Planner Papelbon explained that the variances are requested due to the fact the signs exceed the number allowed by Code, they exceed the size allowed by Code, and the monument sign exceeds the height allowed by Code and is proposed in a utility easement.

Mayor Bukiewicz made the first call for public comment with no response. On the second call for public comment, Mark Vierck, representing Boyland Properties Oak Creek, Vancouver, WA, spoke.

"This is Mark Vierck here from Vancouver Washington representing Boyland and Properties Oak Creek. I'm not - I was kind of background for this - for this meeting, primarily checking to see if Tim Grayman is live, and whether or not he has any comments and has been able to get his technology to work properly."

IT Director Kevin Koenig confirmed that Tim Grayman and Tony Boyland were signed in to the meeting.

Mr. Vierck responded:

"So, I don't have anything necessarily to address, unless you folks need to address something to me, and then Tim should be the one that leads us."

Mayor Bukiewicz stated that the Commission may have some questions. He also noted that Alderman Loreck had joined the meeting at 6:17 p.m.

Mayor Bukiewicz made a third call for public comment. Seeing none, he closed the public hearing.

SIGN APPEAL

TIMOTHY GRAYMAN, GCMS, ON BEHALF OF BOYLAND PROPERTIES OAK CREEK

7020 S. 27TH ST.

TAX KEY NO. 737-9094-000

Mayor Bukiewicz opened the sign appeal for discussion.

Commissioner Hanna, Commissioner Sullivan, Commissioner Carrillo, Alderman Loreck, and Commissioner Oldani had no questions or comments.

Alderman Guzikowski expressed his concern over the size of the monument sign. Commissioner

Siepert questioned whether the monument sign was being scratched [eliminated].

Planner Papelbon replied that it was not being scratched [eliminated]. If the Plan Commission would approve the sign dimensions, they could still consider the monument sign if it is moved outside of the utility easement, and still meets the setback requirements. Planner Papelbon requested that the Plan Commission motion specify that the sign be located outside of the easement.

Commissioner Chandler asked the applicant why the signs were so large. Commissioner Chandler also questioned who would recommend the new location for the monument sign.

Tim Grayman, 7018 S. 27th St, Oak Creek, WI, responded that the signs on the building are Buick/GMC standard and were not arbitrarily chosen. Mr. Grayman stated that his engineer chose the placement of the monument sign for its visibility and would look at relocating it.

Commissioner Chandler clarified with the applicant that the wall signs were Buick/GMC standard, but the monument sign was not.

Tim Grayman replied that GMC offered several monument sign options, and they chose the largest to provide maximum visibility.

Commissioner Chandler asked Planner Papelbon if there were any other comparable monument signs in the area.

Planner Papelbon could not recall one of a comparable height on 27th St.

Mayor Bukiewicz expressed that he did not have an issue with the wall signs but was concerned about the height of the monument sign as Code limits it to eight feet. He questioned whether the base of the monument sign could be lowered.

Alderman Loreck was not concerned with the square footage of the monument sign, but was also concerned with the height.

Planner Papelbon and Mayor Bukiewicz exchanged comments about common sizes of monument bases in the City.

Alderman Loreck asked the applicant for clarification of whether he had a choice of smaller monument signs from Buick/GMC.

Mr. Grayman responded that they did have the option of a 10-foot sign, which he could forward to Planner Papelbon for her review.

Mayor Bukiewicz asked the Plan Commission for their opinion on a smaller monument sign.

Commissioner Hanna stated she found this to be a much better option. Commissioner Carrillo, Commissioner Sullivan, Alderman Loreck, Alderman Guzikowski, Commissioner Oldani, Commissioner Siefert, and Commissioner Chandler agreed.

Commissioner Oldani questioned whether the Commission needed the exact dimensions of the smaller sign before approval.

Planner Papelbon recommended that the motion be changed to allow for one monument sign with a maximum height of 10 feet, no more than 100 square feet in area per side, 200 square feet total (which is what Code says), and that the sign be located outside of the utility easement.

Mayor Bukiewicz asked the applicant if he was clear on what the Plan Commission was going to motion and if he was amenable to that.

Mr. Grayman replied that he was.

Alderman Loreck moved that the Plan Commission approve a sign variance allowing the installation of one (1) 12' 1" x 9' 4" (112.78 square-foot) wall sign, one (1) 13' 5-9/16" x 22" (24.68 square-foot) wall sign, and one (1) 18' 8-1/4" x 22" (34.26 square-foot) wall sign on the west elevation of the single-tenant building; and one (1) ground sign not to exceed 10 feet in height and 100 square feet per side for a total of 200 square feet, located outside of the utility easement on the property at 7020 S. 27th St. Alderman Guzikowski seconded. On roll call: all voted aye. Motion carried.

**PUBLIC HEARING
SIGN APPEAL
REQUEST FOR A VARIANCE
SARAH BRUNS, LINCOLN PROPERTY COMPANY, FOR EMERALD ROW LLC
7971 S. 6TH ST.
TAX KEY NO. 813-9062-000**

Planner Papelbon read the public hearing notice into the record.

Planner Papelbon provided an overview of the request for variances allowing the applicant to install 48-inch-tall vinyl panels on the inside of each portion of the clear glazing on the south and east elevations, and one (1) 102" x 38" white vinyl sign each on the exterior of the clear glazing on the north and east elevations of the fitness facility on the property at 7971 S. 6th St. (see staff report for details). Planner Papelbon stated that the signs exceed the size and maximum coverage allowed by Code in Drexel Town Square, and therefore require variances.

Mayor Bukiewicz made the first call for public comments.

Becky Stumpe, S87 W17848 Edgewater Ct., Muskego, WI, Regional Property Manager of Emerald Row Apartments:

"Thank you for allowing us to speak with you today and request this variance. As noted we, as Kari pointed out, we are requesting for the variance. One of the main reasons is to create some privacy for the people that are on the equipment. It is quite a visible corner and if the - we've had a number of residents comment to us that they didn't like using the facility, especially when it was dark outside because they felt like they were in a fishbowl. And so, this does shield them from that and create a little privacy and like let them feel more comfortable. And also, we wanted to include the name on the - on the glass, because as you probably know, there's going to be four phases with different ownership partnerships, so not all residents in all phases will get to use all facilities. So, we wanted to signify that clearly and - and indicate that it is not open for retail, that it's for the residents only. So those are the main reasons and we hope you'll consider it."

Joseph Aizen, owner's agent at Emerald Row, 8905 N. Upper River Court, River Hills, WI:

"A little bit of history here, and I do have Rick Barrett on the line. I'm sure he'd like to add some color to this as well when I'm done speaking. A little bit of history here, but as we're going back when we first proposed this development, we initially did not have a fitness center proposed for this project. It was, actually, we were intending to use The WAC [Wisconsin Athletic Club] as our fitness center for the Drexel Town Square complex that was going to be part of the Froedtert development. We were already in the midst of construction when the WAC decided not to move forward at the Froedtert complex, and this was originally intended to be our leasing office. We wanted obviously high visibility for our leasing agents to be able to see out in the public and be able to see, you know, people coming and going and people to be able to see that. As time went on, obviously we needed to provide a fitness center for our residents, and this location was really the only spot in the building where we could make that happen. As such, we put the fitness center in, but as Becky spoke to and the feedback we've gotten from residents since we opened in August of 2016, is that, you know, one of the biggest drawbacks to this fitness center is that they - everyone working out is really on full display and it creates a level of discomfort for people working out in the daytime or in the evenings where anyone can really look at them and watch them working out. You know, there's residents in the square all the time, there's people on the square, there's people sitting at Valentine Coffee, at Belair Cantina that can just look across the way, and you know, effectively stare into the fitness facility. It makes people extremely uncomfortable, hence the need for the frosting and the glazing and as Becky stated, we did want to identify this as being part of our properties so people do not confuse us with a commercial fitness facility and that is why our logo is on the property as well. If you guys are comfortable, Rick has dialed in to my cell phone. Rick, do you want to identify yourself and speak to this matter?"

Rick Barrett, 3252 North Lake Drive, Milwaukee, WI:

"Thank you for having me tonight. Obviously, from our perspective, we're trying to create a very important balance. The balance between trying to make the vitality of the project from center, but yet, we want it to be subdued so that people feel comfortable. In a pinch here, trying to figure out exactly how that could happen. We don't like the idea of closing off that glass, so what we tried to do is, is tried to get the balance in almost a like, aperture-type way such that people can feel comfortable yet it's subdued and I think this is an effort to make that happen. That's why we respectfully request consideration for the variance, but of course we are at whatever you guys think is the right thing but we just wanted you to understand that we thought about it long and hard and we did spend a lot of time with the design in an effort to accomplish that balance. With that, I'll yield to your opinion and

thank you for your consideration.”

Mayor Bukiewicz made the second and third calls for public comment. Seeing none, he closed the public hearing.

SIGN APPEAL

SARAH BRUNS, LINCOLN PROPERTY COMPANY, FOR EMERALD ROW LLC

7971 S. 6TH ST.

TAX KEY NO. 813-9062-000

Commissioner Chandler commented that although the purpose of the sign makes sense, she questioned the specific reasons why it does not meet Code.

Mr. Aizen replied on behalf of Emerald Row. He explained that the amount of frosting allowed by Code does not provide the privacy that residents are looking for.

Commissioner Chandler then questioned Planner Papelbon about a similar situation with another residence in Drexel Town Square.

Planner Papelbon responded that there were a variety of different window coverings throughout Drexel Town Square, but this one differs in that it is for a residential, not a commercial, facility. Emerald Row presents a unique situation that was not necessarily thought of when the requirements for Drexel Town Square were written into the General Development Plan and Regulating Plan.

Commissioner Siefert expressed his objection to the Emerald Row logo, but not the glazing itself.

Commissioner Oldani also stated that he understood the need for privacy, but questioned whether this would be considered a sign if there were no lettering on it.

Planner Papelbon answered there were two ways to approach this: as a building modification or as a sign. Either way covering the clear glazing was not a permissible use on the building.

Commissioner Oldani stated that he had encouraged Emerald Row to provide the residents some form of privacy for the fitness center, but expressed that he is not particularly happy with the large lettering.

Alderman Guzikowski concurred with Commissioner Oldani's view of the logo, and stated that he did not want to set a precedent for the next phasing of apartments.

Alderman Loreck also agreed with Commissioner Oldani and Alderman Guzikowski, and asked Planner Papelbon if the signs were in 2 sections, one interior and one exterior.

Planner Papelbon stated that was her understanding, but that she would defer to the applicant if it were not.

Alderman Loreck stated that it does not appear the sign meets the criteria for a variance. Specifically, he stated that he saw no harm with it but did not see any particular benefit either. He expressed his opinion that more internal signage would be appropriate rather than the large lettering on the front windows, and that a simple grey stripe would be enough to deter the public from mistaking it for a retail facility.

Commissioner Carrillo asked for clarification that the signage is already established and this is not something new.

Planner Papelbon confirmed that to be the case.

Commissioner Carrillo commented that she could see the signage from her home, and that it was far more tastefully done than the plans would lead one to believe, although she acknowledged they should have asked permission first.

Commissioner Sullivan agreed with Commissioner Carrillo, but stated that he would not object to the removal of one set of Emerald Row lettering.

Commissioner Hanna also agreed that the signage looks aesthetically pleasing, and stated that she understood the need for privacy.

IT Director Koenig acknowledged Sarah Bruns, Emerald Row property manager, 525 E. Constitution Dr, Palatine, IL.

Ms. Bruns addressed the composition of the signage, explaining it was all on the outside, and the white was simply a cutout of the grey frosted portion. She also added that there have been several incidents of the public trying to enter the facility, and the signage is meant to convey that this is not public property.

Alderman Guzikowski questioned why, when it became evident that privacy was an issue in the fitness center, the signage was not brought to Plan Commission before installing it.

Mayor Bukiewicz stated that he agreed with need for privacy in the fitness center and expressed his support for the lettering.

Commissioner Oldani also wondered why the Plan Commission was not consulted before the frosting was installed.

Ms. Bruns replied that they did not know installing the frosting was anything that would require approval.

Planner Papelbon made the point that the Supreme Court does not allow regulation of sign content; that is, the Emerald Row lettering. The Plan Commission can regulate the size, number, location, and, to some extent, the aesthetic, but not the actual content.

Mr. Aizen offered to enter into a voluntary agreement stating the sign content would remain "Emerald Row," rather than a sign advertising "apartment for rent" or anything else of that nature.

Mayor Bukiewicz wondered if separate agreement like Mr. Aizen suggested could be reached.

Planner Papelbon reiterated that sign content is not a matter for Plan Commission, and directed attention back to the application and motion at hand.

Alderman Loreck asked about other internal privacy measures such as curtains or blinds.

Ms. Stumpe confirmed that other options had been explored, but they opted for the frosting as a more permanent, consistent looking solution.

Director of Community Development Doug Seymour offered his opinion that the lettering actually provides more enhancement than a simple grey band of frosting would.

Mayor Bukiewicz moved that the Plan Commission approve sign variances allowing the installation of 48-inch-tall vinyl panels on each portion of the clear glazing on the north and east elevations, and one (1) 102" x 38" white vinyl sign each of the clear glazing on the north and east elevations of the Emerald Row fitness facility located at 7971 S. 6th St. Commissioner Hanna seconded. Alderman Loreck, Alderman Guzikowski, and Commissioner Chandler voted no. On roll call: all others voted aye. Motion carried.

CERTIFIED SURVEY MAP

MICHAEL FABER, RYAN BUSINESS PARK, LLC

9540 & 9700 S. 13TH ST., and 1001, 1199, & 1203 W. RYAN RD.

TAX KEY NOS. 905-9010-000, 905-9995-001, 905-9993-004, 905-9992-001, 905-9008-000

Planner Papelbon provided an overview of the request to reconfigure the properties at 9540 & 9700 S. 13th St., and 1001, 1199, & 1203 W. Ryan Rd. (see staff report for details). Planner Papelbon stated the Wisconsin Department of Natural Resources (DNR) indicated the wetland identified on Lot 7 was not regulated, so it did not have to be considered by Plan Commission.

Michael Faber, Ryan Business Park LLC, N17 W24 222 Riverwood Dr., Pewaukee, WI, commented that he was happy to explain the three reasons for the Certified Survey Map to the Plan Commission.

Commissioner Hanna, Commissioner Sullivan, Commissioner Carrillo, Alderman Loreck, Alderman Guzikowski, Commissioner Oldani, and Commissioner Siepert had no questions.

Commissioner Chandler asked for more information on the requested changes.

Mr. Faber responded that the reason is three-fold. The first is to consolidate parcels that were acquired from individual, separate ownership into parcels that will make more sense moving forward. Lot 7 on the proposed certified survey map is a consolidation of three different parcels, some of which were acquired from a private owner, some of which were acquired from Milwaukee County. They are also segregating Lot 6, which contains all of the land that will be dedicated to the City of Oak Creek when the construction of the new Bartel Court is completed. Lot 6 will be split into three separate parcels at the request of the City Engineer: the right-of-way for the road, which is Bartel Court; a separate parcel for us; a stormwater pond and a separate parcel for the historical marker in a pocket park. State law requires that only four parcels be included in a certified survey map, so it has to be done in two steps.

Alderman Guzikowski moved that the Plan Commission recommends to the Common Council that the Certified Survey Map submitted by Michael Faber, Ryan Business Park, LLC, for the properties at 9540 & 9700 S. 13th St., and 1001, 1199, & 1203 W. Ryan Rd. be approved with the following condition:

That all technical corrections, including, but not limited to spelling errors, minor coordinate geometry corrections, and corrections required for compliance with the Municipal Code and Wisconsin Statutes, are made prior to recording.

Commissioner Oldani seconded. On roll call: all voted aye. Motion carried.

Mayor Bukiewicz thanked everyone for their participation, and stated that the City was working to get things back to normal in a safe and timely fashion. He also mentioned the first Farmer's Market would be occurring on June 6th.

Commissioner Carrillo moved to adjourn the meeting. Commissioner Hanna seconded. On roll call: all voted aye. Motion carried. The meeting was adjourned at 7:27 p.m.

ATTEST:

Douglas Seymour, Plan Commission Secretary

5-19-20

Date

DRAFT

Summary of Significant Common Council Actions

May 19, 2020

- **APPROVED** Ordinance No. 2971, a rezone of the property at 2121 W. Drexel Ave. from Rs-2, Single-Family Residential to P-1, Park District.
- **APPROVED** Ordinance No. 2972, a rezone of the property at 7475R S. Chapel Dr. from Rs-4, Single Family Residential to P-1, Park District.
- **APPROVED** Ordinance No. 2973, a rezone of the property at 3566 E. Fitzsimmons Rd. from Rs-3, Single Family Residential to A-1 Limited Agricultural.
- **APPROVED** Resolution No. 12157-051920, approving a Certified Survey Map submitted by Lyle and Elayne Bolender, et al, for the properties at 3510 and 3566 E. Fitzsimmons Rd.
- **APPROVED** Ordinance No. 2974, a rezone of the property at 10308 S. Chicago Rd. from A-1, Limited Agricultural to Rs-1, Single Family Residential.
- **APPROVED** Resolution No. 12158-051920, approving a Certified Survey Map submitted by John P. and Lisa D. Marshall for the property at 10308 S. Chicago Rd.
- **APPROVED** Resolution No. 12159-051920, approving a Certified Survey Map submitted by Michael Faber, Ryan Business Park, LLC, for the properties at 9540 and 9700 S. 13th St., and 1001, 1199, and 1203 W. Ryan Rd.



Kari Papelbon, CFM, AICP
Planner



PLAN COMMISSION REPORT

Proposal: Rezone

Description: Review of a request to rezone the property at 200 W. Drexel from M-1, Manufacturing to B-2, Community Business (NO CHANGE to C-1, Shoreland Wetland Conservancy).

Applicant(s): David Kane, North Shore Bank

Address(es): 200 W. Drexel Ave.

Suggested Motion: That the Plan Commission recommends to the Common Council that the property at 200 W. Drexel from M-1, Manufacturing to B-2, Community Business (NO CHANGE to C-1, Shoreland Wetland Conservancy district), and incorporating revisions to the Special Flood Hazard Area as approved by FEMA, after a public hearing.

Owner(s): DREXEL 200 LLC A WI LLC

Tax Key(s): 782-9040-000

Lot Size(s): 1.53 ac

Current Zoning District(s): M-1, Manufacturing FW, Floodway

Overlay District(s): FF, Flood Fringe C-1, Shoreland Wetland

Wetlands: Yes No Floodplain: Yes No

Comprehensive Plan: Commercial and Floodway

Background:

The Applicant, with full support of the property owner, is requesting that the property at 200 W. Drexel Ave. be rezoned from M-1, Manufacturing to B-2, Community Business. Part of the rezone request includes a determination from FEMA that part of the property included in the Special Flood Hazard Area per the existing Flood Insurance Rate Map (Panel 55079C0168E, effective 09/26/08) has been removed. No change is proposed to the C-1, Shoreland Wetland Conservancy District at this time.

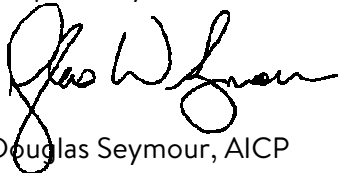
Per the submitted application, the request to rezone the property is in anticipation of developing the property with a North Shore Bank branch. Existing parcels in the immediate area are zoned for floodway,

park, institutional (drainage and the Water and Sewer Utility), commercial, mixed use (DTS), and manufacturing uses. The B-2, Community Business district “intended to provide for the orderly and attractive grouping at appropriate locations of businesses offering a wider range of retail products and services than are provided in B-1 Local Business Districts. The character, appearance, and operation of any business in the district should be compatible with any surrounding areas.” Surrounding parcels include similar service uses along a major arterial street (Drexel Ave.), and in the vicinity of a state highway (Howell Ave.). Future development will require additional reviews and approvals by the Plan Commission, ensuring that the lot and building are consistent with existing local architectural and site designs. Therefore, the request appears to be consistent with the B-2 purpose statement, and staff supports the proposal.

Should the Plan Commission determine that rezoning the parcel at 200 W. Drexel from M-1, Manufacturing to B-2, Community Business (NO CHANGE to the C-1, Shoreland Wetland Conservancy district), and reflecting the FEMA-approved modifications to the Special Flood Hazard Area, is appropriate, a motion recommending Council approval is provided above.

Options/Alternatives: The Plan Commission may recommend Common Council approval of the proposed rezone, or that the Common Council not approve of the proposed rezone. Disapproval of the rezone would potentially result in the existing, underutilized, and vacant building remaining unchanged in an area that has been determined to be appropriate for commercial development in the adopted 2020 Comprehensive Plan.

Respectfully submitted:



Douglas Seymour, AICP
Director of Community Development

Prepared:

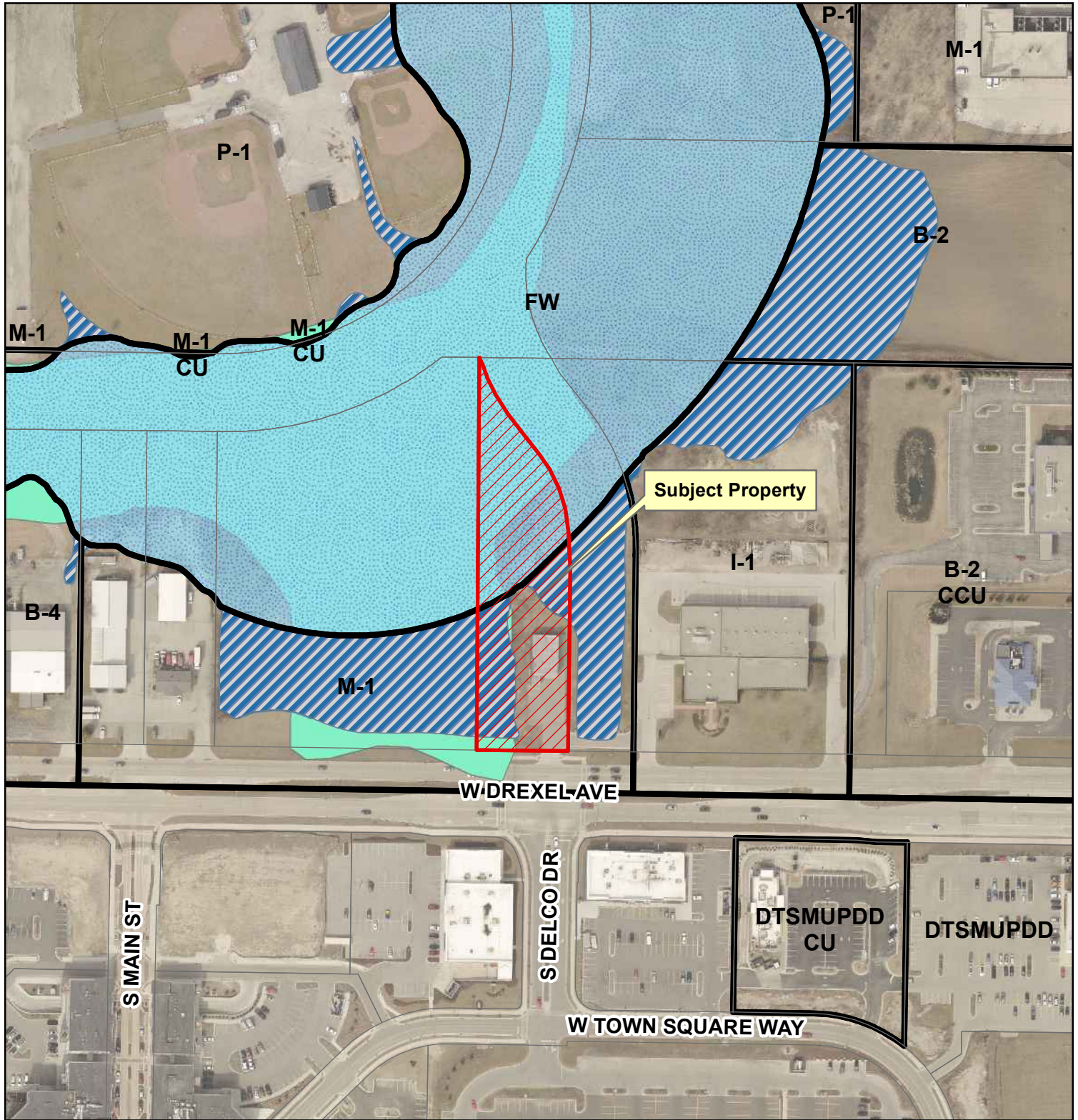


Kari Papelbon, CFM, AICP
Planner

Attachments:

- Location Map
- Topographic Map (1 page)
- Conceptual Site Plan (1 page)

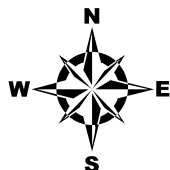
Location Map 200 W. Drexel Ave.



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



Department of Community Development



Legend

- | | |
|--------------------|----------------------------|
| 200 W. Drexel Ave. | Zoning Overlays |
| Flood Fringe 2008 | C-1, Shoreland Wetland |
| Floodway 2008 | FF, Flood Fringe |
| | Lakefront Overlay |
| | NO, Mixed Use Neighborhood |
| | OO, Mixed Use Office |
| | RR, Regional Retail |

TOPOGRAPHIC MAP

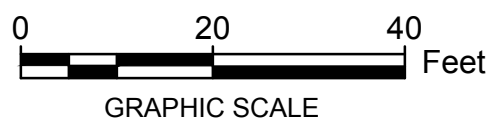
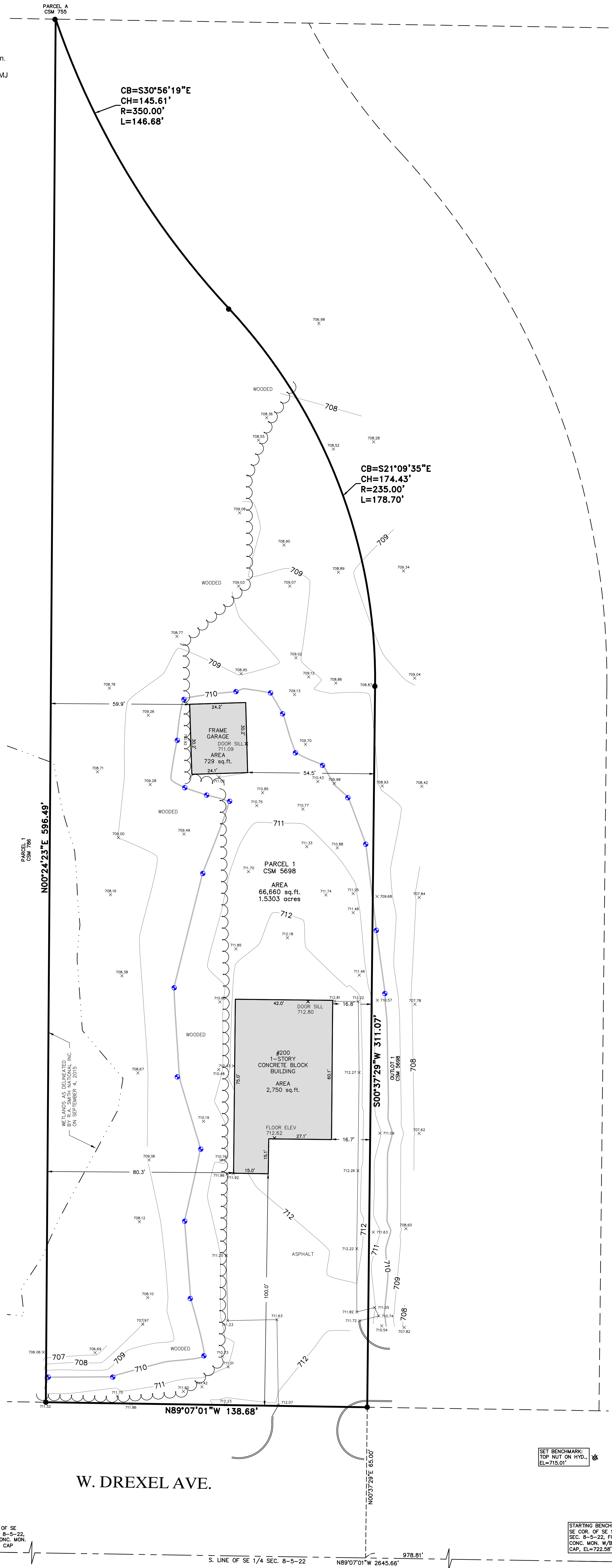
Known as 200 West Drexel Avenue, in the City of Oak Creek, Milwaukee County, Wisconsin.

Parcel 1 of Certified Survey Map No. 5698, being part of the Southeast 1/4 of the Southeast 1/4 of Section 8, Township 5 North, Range 22 East, in the City of Oak Creek, Milwaukee County, Wisconsin.

March 31, 2016 Jon Clapper Survey No. 166755-BMJ

NOTES:

Elevations are based on NGVD 1929 Datum
 ◆ - Indicates set lathe along 710 foot contour



R.A. Smith National, Inc.

*Beyond Surveying
and Engineering*

18745 W. Bluemound Road, Brookfield, WI 53005-5933
 262-781-1000 Fax 262-797-7373, www.ra-smithnational.com
 Appleton, WI Irvine, CA Pittsburgh, PA

S:\166755\dwg\TM101D20.dwg | 200 W DREXEL AVE

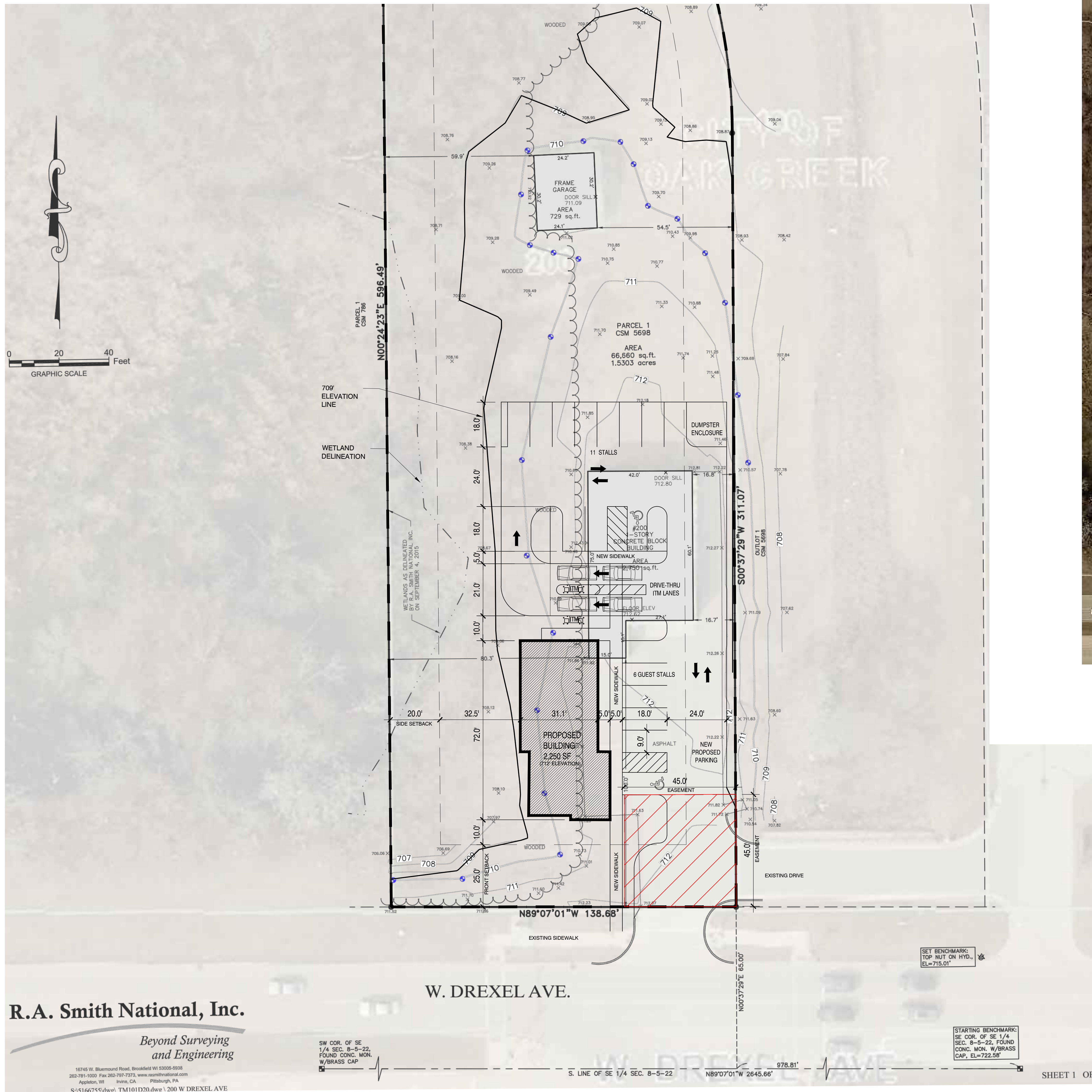
SW COR. OF SE
1/4 SEC. 8-5-22,
FOUND CONC. MON.
W/BRASS CAP

W. DREXEL AVE.

SET BENCHMARK:
TOP NUT ON HYD.
EL=715.01'

STARTING BENCHMARK:
SE COR. OF SE 1/4
SEC. 8-5-22 FOUND
CONC. MON. W/BRASS
CAP. EL=722.58'

S. LINE OF SE 1/4 SEC. 8-5-22 N89°07'01"W 2645.66'



OVERALL EXISTING SITE PLAN

SITE STATISTICS	
ZONING	PROPOSED B-2 (EXISTING M-1 MANUFACTURING)
LOT SIZE	1.53 ACRES
BUILDING FOOTPRINT	2,250 SF (PROPOSED)
PAVING	TBD
TOTAL IMPERVIOUS SURFACES	TBD
TOTAL GREENSPACE	TBD (MINIMUM REQUIRED OF 5%)
PARKING SPACES	PROPOSED: 15 STANDARD + 2 ACCESSIBLE STALLS = 17 TOTAL REQUIRED: (1 STALL PER 200 SF + 1 STALL PER 2/EMPLOYEE = 15 STALLS)
# OF EMPLOYEES	2 MINIMUM TO 8 MAXIMUM STAFF PERSONS ON SITE AT ONE TIME

R.A. Smith National, Inc.
Beyond Surveying and Engineering
16745 W. Blumound Road, Brookfield WI 53005-5938
262-781-1000 Fax: 262-787-7373, www.asnational.com
Appleton, WI Irvine, CA Pittsburgh, PA
S:\6166755\dwg\TM101D20.dwg \ 200 W DREXEL AVE

CONCEPTUAL SITE PLAN 1" = 20'-0"



MSI GENERAL CORPORATION
P.O. BOX. 7
OCONOMOWOC, WI 53066
PHONE: 262-367-3661

WWW.MSIGENERAL.COM
SINGLE SOURCE RESPONSIBILITY™

ISSUE DATES:	
Proposal:	
Bid:	
Contract:	
State Submittal / Permit:	
As-Built:	

REVISIONS:	
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PROJECT ADDRESS:
PROJECT NAME
NORTH SHORE BANK - OAK CREEK
STREET ADDRESS
200 W. DREXEL AVE.
CITY/ STATE / ZIP
OAK CREEK, WI

ALL WORK TO BE COMPLETED AS SHOWN, AND IN ACCORDANCE WITH THE LATEST EDITION OF THE MSI GENERAL MASTER SPECIFICATION

Architect: _____ Engineer: _____ Reviewed By: _____
XXX XXX XXX

Sheet Title:
SITE PLAN
Sheet Number:
C-101
Project Number:
P12751

MANAGERS
ENGINEERS
CONTRACTORS
ARCHITECTS

Wetlands: Yes No

Floodplain: Yes No

Comprehensive Plan: Industrial

Background:

The Applicant, Tree-Ripe Fruit Co., is requesting a temporary use permit to allow for the sale of produce from a commercial vehicle located within a portion of the Blain’s Farm & Fleet parking lot at 501 W. Rawson Avenue. Included with this report is a narrative request, a letter of permission from the Assistant Manager of Blain’s Farm & Fleet, an aerial showing the proposed location within the parking lot, and the Applicant’s COVID-19 and Safety Precautions policy. Plan Commissioners may recall that the Applicant requested and was granted a temporary use permit for the same operation in December 2017, June 2018, and May 2019. As of writing this report, staff is unaware of any complaints from the previous sales periods.

Staff has consistently expressed concerns about the outdoor display and sale of merchandise and equipment in front of businesses as they can detract from the character of the community. Therefore, staff have recommended against similar requests for this and other properties. In this request, due to the uncertainty surrounding the COVID-19 pandemic, only one (1) confirmed date (June 20) of the requested three (3) (potential dates in July and/or August to be determined) has been provided. No hours of operation for any proposed date have been provided, unlike in previous requests. The submitted COVID-19 and Safety Precautions policy indicates that each date could see onsite pickup times lasting two (2) or more hours, mostly in an effort to ensure safe handling of sales and social distancing requirements. Should the Plan Commission determine that another Temporary Use Permit for this applicant and location is acceptable, staff recommends including a block of time for sales to occur (e.g., between the hours of 8:00 AM and 5:00 PM) and specifies no more than three (3) dates between June 1 and August 30, 2020.

Finally, while the submitted site plan depicts the proposed location of the truck, there is nothing on the plan indicating how customers would queue in the parking lot (vehicles and persons) to maintain social distancing as mentioned in the policy. The policy assumes 10-15 customers onsite at any time with a total volume of 150-200 customers in two (2) hours. Clear traffic flow and customer queues must be identified to provide clear direction for the Applicant’s customers and Blain’s Farm and Fleet customers to avoid pedestrian-traffic conflicts and backups. No fire lanes or building entrances may be blocked.

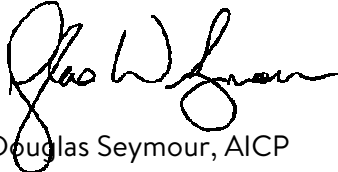
Below are two options for Plan Commission consideration:

- Concurrence with Staff - Should the Plan Commission concur with staff and not support the proposal, the suggested motion should be made in the affirmative, with dissenting votes and specific Code Sections upon which the disapproval was based.
- Recommendation of Approval - Should the Plan Commission determine that the proposed temporary use permit request is acceptable, the suggested motion would proceed as with other recommendations for approval. In the event that the proposal is recommended for approval, staff

has included a condition of approval for the permit to be valid on the requested dates and during specified hours only.

Options/Alternatives: See above. The Plan Commission has the discretion to approve the plans as presented, approve with specified conditions, or disapprove the proposal. Should the request not be approved, Plan Commissioners must provide the Code Sections upon which the denial is based so that the Applicant may revise and resubmit (if necessary).

Respectfully submitted:



Douglas Seymour, AICP
Director of Community Development

Prepared:



Kari Papelbon, CFM, AICP
Planner

Attachments:

Location Map

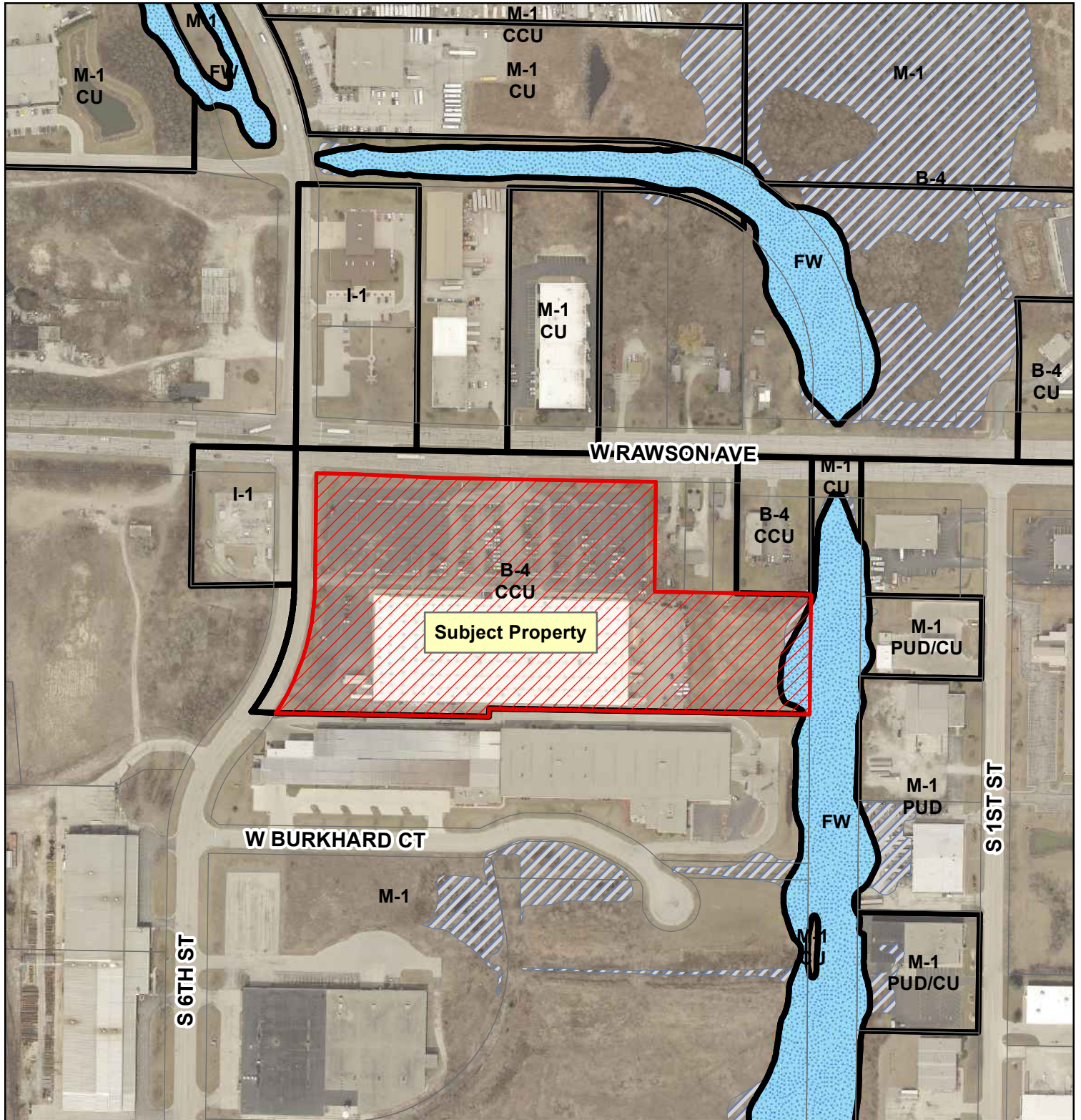
Narrative letter dated April 23, 2020 (1 page)

Letter of Permission (1 page)

Plan with proposed location (1 page)

COVID-19 and Safety Precautions policy (2 pages)

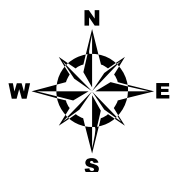
Location Map 501 W. Rawson Ave.



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



Department of Community Development



Legend	
	501 W. Rawson Ave.
	Zoning
	Flood Fringe 2008
	Floodway 2008



440A S. Lapham St.
Oconomowoc, WI 53066
888-873-3747
info@tree-ripe.com
tree-ripe.com

April 23, 2020

City of Oak Creek
8040 S. 6th Street
Oak Creek, WI 53154

Re: Temporary Use Application Details

To Whom It May Concern:

We are submitting a temporary use application for the purpose of our seasonal produce sales in the parking lot of Blains Farm and Fleet (501 W Rawson Ave). As with our last few seasonal sales here, our sales are located out of the back of our commercial vehicle directly to customers. All goods (Georgia peaches, Georgia pecans, and Michigan blueberries) are distributed at times of sale to customers. No permanent fixtures are installed. The sale dates are Saturday June 20th 2020, along with two dates in July or August yet to be determined. Please see the attached site map of the proposed sale area.

If you have any questions, or need anymore information, please contact me.

Thank you,
Lauren Caravello
Office Manager
Tree-Ripe Citrus Co.
lauren@tree-ripe.com
414-331-4342



Tree-Ripe Fruit^{CO}

440A S. Lapham St.
Oconomowoc, WI 53066
888-873-3747
info@tree-ripe.com
tree-ripe.com

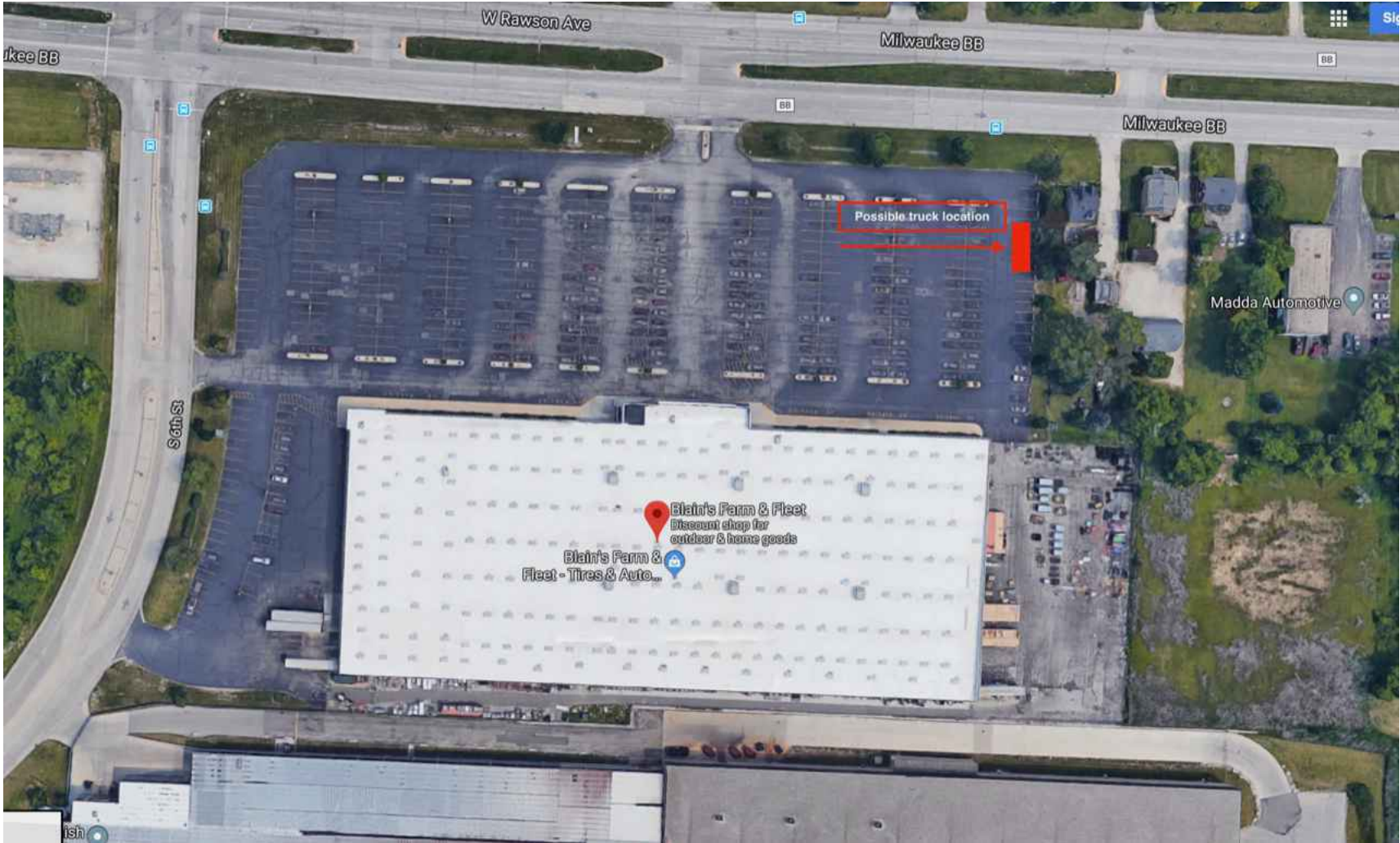
I, SCOTT TAYCHERT (name) am authorized to grant permission to TREE-RIPE FRUIT CO. to park at the location listed below during the period June 2020-August 2020 for the purpose of selling produce according to our mutual agreement.


SIGNATURE

ASSISTANT MANAGER
TITLE

4-22-20
DATE

Business Name: Blain's Farm & Flect
Address: 501 W. Rawson Ave.
Oak Creek, WI 53154
Telephone: (414)764-6606





Covid-19 and Safety Precautions

The safety of our customers is the highest priority this summer in light of the COVID-19 virus. We will be using every form of mitigation possible to provide a safe pick-up location for our customers. We meet the definition of an “essential business” as described in Governor Evers “Essential Business Declaration”.

Steps being taken by Tree-Ripe Fruit Co.:

- We have adopted a policy for increased cleaning and disinfection practices, before, during, and after our sales period. Only necessary workers will be present. We expect this to be 3-4 workers per sales location, with only 1-2 designated workers interacting with customers. We have adopted a policy to prevent workers exposed to COVID-19 or symptomatic workers from coming to work.
- We have adopted a policy for social distancing. This includes: maintaining a distance of six feet between people, washing hands with soap and water for at least 20 seconds as frequently as possible or using hand sanitizer, covering coughs or sneezes (into the sleeve or elbow, not hands), regularly cleaning high-touch surfaces, not shaking hands, and following all other public health recommendations issued by the Wisconsin DHS and the U.S. Centers for Disease Control. We will also be placing markers 6 feet apart for customers waiting in line.
- Expanded pick-up time. Under normal circumstances, we operate each sales location for 1-1/2 hours. We will be expanding this to 2 hours per location, as this will allow us to service customers more quickly, and avoid customers waiting in lines. Customers will place their order at the point of sale, and their order will be placed on a table away from our workers. Any high-risk customers can be serviced by drive-up, with orders being placed in their vehicle.
- No sample products will be offered at any location. All workers will use any necessary or recommended PPE, including masks and/or gloves.

Oak Creek location:

Q - How many customers per date are anticipated?

A - We typically service 150-200 customers per visit. As mentioned above, by starting our sale earlier this will allow us to service everyone more quickly. We don't expect to have more than 10-15 customers in line at any given time, while practicing social distancing.

Q - The mayor mentioned finding a more permanent location, possibly as part of a farmer's market. Has that been researched?

A - This has been brought up several times to us, and we would love to be a part of the Oak Creek Farmers Market. However, we have been turned down from being a vendor because we do not deliver a "locally grown" product. The Farmers Market location at Drexel Town Square does not allow for easy access for a large amount of vehicles. As we work with partner businesses to utilize their parking areas with enough access for our customers, we feel that our current location at Farm & Fleet is the best fit. We are always open to suggestions from the City of Oak Creek.



PLAN COMMISSION REPORT

Proposal: Conditional Use Permit Review – Apex Motorwerks

Description: Review a request for a Conditional Use Permit for automotive sales and service within a portion of the existing commercial building at 8041 S. 13th St.

Applicant(s): Sharif Hamdia, Apex Motorwerks

Address(es): 8041 S. 13th St.

Suggested Motion: Staff does not support approval as stated in the report below. Please see the staff report below for decision procedure when considering the following motion.

That the Plan Commission recommends that the Common Council approves a Conditional Use Permit for automotive sales and service within a portion of the existing commercial building on the property at 8041 S. 13th St. after a public hearing and subject to conditions and restrictions that will be prepared for the Commission’s review at the next meeting (June 9, 2020).

Owner(s): Douglas C. Mayr & Greg W. Mayr

Tax Key(s): 811-9007-000

Lot Size(s): 1.037 ac

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

Overlay District(s): N/A

Wetlands: Yes No Floodplain: Yes No

Comprehensive Plan: Single Family Detached

Background:

The Applicant is requesting recommendation of approval for a Conditional Use Permit for automotive sales and service within a portion of one of the existing commercial buildings on the property at 8041 S. 13th St. Automotive sales and service uses are Conditional Uses in the B-4, Highway Business district. Plan Commissioners will note that the Comprehensive Plan adopted by the Common Council in March of this year identifies the area as being appropriate for future single family detached development. However, this

is a request to utilize a portion of a commercial development that has been in existence since the 1950s, and is currently zoned for commercial uses. This property and the property to the north would be expected to transition to residential in any redevelopment scenario as they are surrounded by an established residential neighborhood. More discussion of this point will occur in the review below.

Per the information provided by the Applicant, the initial staff will include two (2) full-time employees and two (2) part-time employees, with at least two (2) employees onsite at any given time Monday through Friday (Saturday by appointment). The narrative also specified that the staff would include a Manager/Service Writer, a Sales and Finance Expert, a Head Technician, shop help, and part-time employees to oversee the concierge services. Below are the proposed hours of operation.

Regular Sales	M-F: 10:00 AM – 6:00 PM Sat: 9:00 AM – 2:00 PM
Regular Service/Parts	M-F: 10:00 AM – 6:00 PM Sat: By Appointment
By Appointment	M-F: 6:00 PM – 9:00 PM Sat: 2:00 PM – 9:00 PM

Parts sales and service are estimated to attract approximately 5-7 customers per week, with approximately 2-3 vehicle sales expected per month. There is conflicting information from the submitted narrative and responses to staff questions regarding the number of vehicles for sale. The original submission stated that it is anticipated that 8-10 vehicles for sale will be on the premises at any given time. An unspecified number of “other” vehicles are also anticipated to be acquired through auctions or other sales as requested by a customer. However, in the responses to staff questions, 6-8 vehicles are anticipated with some located interior to the building. Unfortunately, it appears from the site plan provided that only six (6) of the existing parking stalls on the east (in front of the storefront portion of the building) have been identified for vehicle display (angled parking stalls on the south are not available for this tenant). Interior floor plans are not dimensioned, nor do they indicate a connection between the overhead doors on the north and the showroom portion of the storefront. One (1) disabled parking stall is identified on the east side of the building, with 2 visitor stalls identified on the northeast corner. On the north elevation, three (3) stalls are reserved for service, and one (1) stall is identified for inspection. That leaves two (2) parking stalls for employees.

Parking requirements for motor vehicle sales establishments are two (2) customer stalls per salesperson, plus one (1) stall per peak shift employee. Motor vehicle repair, maintenance, and service stations must provide three (3) stalls per indoor service bay, plus one (1) stall per peak shift employee. From the submitted information, it appears that there is only one (1) service bay, but staff are unable to determine an accurate number of employees that would be onsite at peak. Assuming only four (4) employees would ever be onsite at a given time, the required parking would equate to (nine) 9 stalls. Vehicle storage areas are not included in the required parking counts.

Regarding service, staff would like to make clear the definition of automotive sales and service: “Any building, land area, or other premises for the display and sale of new or used automobiles, pickup trucks or vans, lawn and garden implements, trailers, boats, or other recreational vehicles and including any warranty repair work and other repair service conducted as an accessory use.” Plan Commissioners will note that the

above definition does not include body or frame repair, painting or undercoating, or “the maintenance, servicing or repair of automotive engines, power train, suspension and exhaust system on vehicles with a gross vehicle weight of 10,000 pounds or less.” Those excluded services are only allowed in the M-1, Manufacturing district. Staff mentions these key definitions as the proposal includes vehicle modifications and customizations. If recommended for approval, the Conditions and Restrictions will clarify the services that are allowed and prohibited. Additional information related to the typical length of repair/service time is included in the responses to staff questions with this report.

No additional lighting, landscaping, fencing, or other site modifications are proposed as part of the request. One of the conditions that staff will propose as part of the Conditions and Restrictions, if recommended for approval, is that outdoor storage or display be limited specifically to vehicles for sale – no parts, equipment, damaged/junked motor vehicles, etc. will be allowed. Additionally, staff will be proposing that the Conditional Use Permit be limited to the Applicant with specific operational plans approved as part of the Permit and only for the duration of the lease for the space. Extensions would require review and approval by the Plan Commission and Common Council.

Staff have several concerns for the proposal. In the most recent past, this space had been the location of a furnishings resale shop, which was open by appointment or weekend special hours only. Prior to that, it was the location for several small-scale retail shops (frisbee golf accessories, hobby and artist supplies, model trains, etc.) and a Jazzercise facility. The tenant space to the south has housed several businesses, none of which experienced significant/any customer visits in recent years. While the Applicant’s narrative states that a similar use to the proposal had previously been located in the building, staff has found no indication that an auto sales and service business has ever existed on the premises. Only two (2) businesses in that location since 2005, to staff’s knowledge, come close: a go-kart parts, accessories, and service facility; and a mobile auto repair facility that did not conduct service or repairs onsite. The concern is for the fundamental change in the use of the property that is potentially incompatible with the surrounding residential nature of the neighborhood. Those incompatibilities include, but are not limited to: evening and nighttime sales and services hours six (6) days per week, permanent outdoor display of vehicles for sale, no landscaping or other buffer to the residential neighborhood, the potential for increased noise with vehicle service and modification operations. Staff has not received any information regarding proposed signage for the business, which in the past has been very limited did not include internally-lit elements.

As previously mentioned, the Comprehensive Plan shows this area as single family detached. The proposal effectively increases the intensity of commercial uses on the property rather than keeping with the neighborhood-scale retail or startup office use historically seen on the premises. Should the request be recommended for Common Council approval, the Conditions and Restrictions will incorporate requirements addressing these concerns.

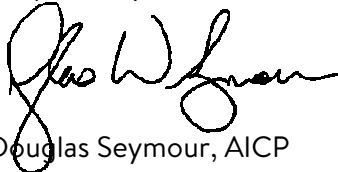
Below are two options for Plan Commission consideration:

- Concurrence with Staff - Should the Plan Commission concur with staff and not support the proposal, the suggested motion should be made in the affirmative, with dissenting votes and specific Code Sections upon which the disapproval was based.

- Recommendation of Approval - Should the Plan Commission determine that the proposed Conditional Use Permit request is acceptable, the suggested motion would proceed as with other recommendations for approval.

Options/Alternatives: See above. The Plan Commission has the discretion to recommend or not recommend Common Council approval of the Conditional Use Permit request. Should the request not be recommended for Council approval, Plan Commissioners must provide the Code Sections upon which the denial is based, and the Applicant may choose to request Council approval without recommendation. In that case, the Council would have the authority to approve the request, and remand the proposal back to the Plan Commission for Conditions and Restrictions.

Respectfully submitted:



Douglas Seymour, AICP
Director of Community Development

Prepared:



Kari Papelbon, CFM, AICP
Planner

Attachments:

Location Map

Narrative (1 page)

Aerial Site Map (1 page)

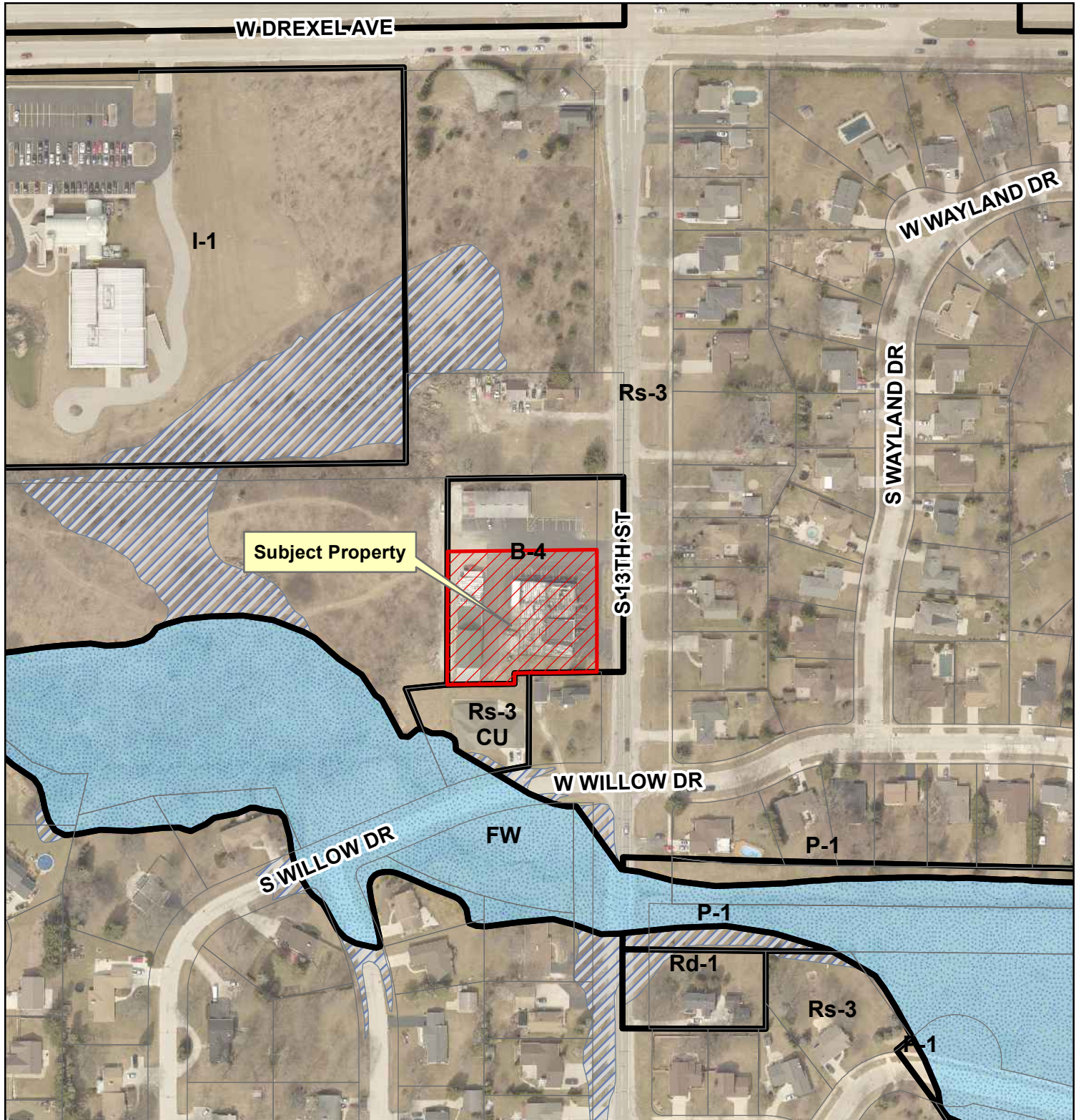
Business Plan (5 pages)

Responses to Staff Questions (2 pages)

Site Plan (1 page)

Floor Plans (2 pages)

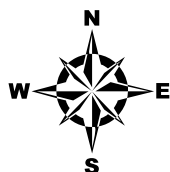
Location Map 8041 S. 13th St.



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



Department of Community Development



Legend	
	8041 S. 13th St.
	Flood Fringe 2008
	Floodway 2008

APR 23 2020

RECEIVED

Conditional Use Permit Application – Attachment

8041 S 13th Street Unit A

Parcel Id No. 8119007000

Current Zoning: G2-Comercial

Land Owners: Douglas C and Greg W Mayr

Prior Use: Auto Sales and Service

Apex Motorwerks Service Sales and Motorsport Modifications

Description of Proposal:

Apex Motorwerks Service Sales and Motorsport Modifications, will provide automobile sales and service at the property. The property used to serve a similar function. All sales will be performed under a Retail Dealer License obtained from the State of Wisconsin by salespeople holding valid Salesperson licenses.

Apex Motorwerks specializes in European imports and will offer for sale late model used high-end vehicles from European manufacturers like BMW, Porsche, Mercedes Benz, Audi, etc. It will also offer exotic and custom classic vehicles upon the request of clients.

Apex Motorwerks plans to have eight (8) to ten (10) high-end, hand-picked automobiles for sale on the premises. Other vehicles will be acquired through auction or other sales venues once requested by a customer. All on-site and requested vehicles will be thoroughly inspected to the highest standards before being sold.

There will be NO gimmicky signs banners or stickers on or around the vehicles showcased. We take pride in our image and the site and vehicles will always stay in clean and immaculate shape.

The initial plan is to remain open to sales from Monday through Friday 10am to 6pm, and on Saturdays from 9am to 2pm. Apex Motorwerks will be open by appointment only between 6pm and 9pm, Monday through Friday, and from 2pm to, if necessary, 9pm on Saturdays.

The Apex Motorwerks staff will be comprised of a Manager/Service Writer, Sales and Finance expert, Head technician and shop helper. There will also be part time employees that will oversee our concierge department (shuttle and airport services etc.)

Apex Motorwerks will offer service and repair on site, but our focus is DOT legal, high-end modifications and parts for aesthetics and performance. It will also provide shop services for custom classic vehicles and show-cars. Apex Motorwerks partners with many aftermarket manufacturing companies so it can staff certified seller/installers and will offer warranties for parts.

Apex Motorwerks would like to fill the void for these types of service in the Oak Creek area.

13TH STREET

PRE-EXISTING SIGN

LOBBY ENTRANCE



SERVICE ENTRANCE



CITY OF OAK CREEK

APR 23 2021

RECEIVED

APEX MOTORWERKS

8041 S. 13th Street, Unit A, Oak Creek WI 53154

262-902-6860 - ApexMke.com



Brands we carry

BBS Wheels

FABSPEED

DINAN

KW Suspension

MOBIL ONE

MICHELIN

ÖHLINS

PorscheDesign

BMW Performance

Burger Motorsport

and more....



We are proud to announce our plans to bring Apex Motorwerks to Oak Creek Wi. Apex Motorwerks and Speed Shop is a premier destination for quality high end parts, sales and motorsport consultation for all luxury automotive brands. We have over 15 years of experience in modifying BMW PORSCHE and MERCEDES show cars and have even been to the world renowned SEMA car show in Las Vegas, Nevada twice!

We believe that Oak Creek is the prime location to fill this void in the market for southern Wisconsin. With more than 85% of our perspective customer base traveling to the Chicagoland region for these automotive products and needs, we feel that the business and relationships should be made in Wisconsin, the state we are so proud to call home. Over the years we have made some amazing relationships nationwide with shops and brands. Our goal is to sell the best available high performance and aesthetic car parts at the lowest possible retail prices in the midwest. We also want to be able to have the exact dream cars for our clientele so they don't have to look anywhere else. Apex Motorwerks has a team of seasoned buyers or "car hunters" as we like to call them, to find the rarest collectible cars worldwide. We also will have shop cars which are our rolling advertisement that show off our work, inside the showroom!

Plans and Future Outlook

For the near future once opened and established we plan on doing many community events and car shows on location as fundraisers to help causes such as Toys For Tots and the Wounded Warrior Project and so on. We love the ideology of paying it forward and we also love to help out the communities surrounding us in any way possible.

This by no means will be the regular run of the mill car shop. We will be a one stop shop for the best available automotive accessories and provide RARE luxury cars and high end vehicles! We also have very strict standards on how clean and uniform the area will be. The way the shop looks represents how we do business. We do not cut corners in anything that we do.

The exterior of the building will be kept immaculate and any small repairs if needed will be finished before opening. The inside office and showroom area will be refinished in a modern design and will have a complimentary coffee lounge, store with specialty automotive products in stock, and offices for our employees.

We hope that in the future our sales increase to the point that we will need to expand into a bigger facility, buying or building in Oak Creek! The forward thinking of this town is something we love, in our opinion it has become the best area in Milwaukee!

Thank you for taking the time to read this short description of what we plan on bringing to this town. We hope to be an amazing part of the Oak Creek community in many ways.

Apex Motorwerks

Quality name brands are everything to us. We want to represent the best of each product we offer! Our Store is going to be our main focal point with many products and options to fit the needs of our clientele. We Proudly offer items and brands such as:

-WEATHER-TECH Floor Systems (Certified seller).

-Meguiars Car Care: Air Fresheners, cleaning and conditioning products, waxes, polishing products.

-BBS & HRE Wheels: Wide range of custom wheels for many applications.

-7Motorsport: Car related clothing and accessories.

-BMW M Performance Branded Products such as: Wheels, exhaust systems (dot legal only), shift knobs, carbon fiber body panels, high performance braking systems, roof rack systems, jackets, shirts, hats, and many other accessories .

-Dinan/APR parts such as: Air Intakes, exhaust, suspension components, aesthetics (all 50 state DOT legal).

-Mobile One: High-line products and rare weight oils (not available in local stores).

-Porsche Design: Products, key chains, clothing and accessories .

-FABSPEED Motorsport: Exhaust systems, engine components, software, air intake systems (high end Lamborghini Ferrari and Porsche parts).

-KW & ÖHLINS: Custom suspensions for custom and racing applications .

-Burger Motorsport- Various Car accessories. AND MANY MORE!

Apex Motorwerks Motorsport Consulting

Motorsport Consulting is a first for the midwest. People often ask, What is it? Is it right for me? Whats involved in it? Whats the cost?

The best thing about the program is, its absolutely FREE!!

The Motorsport Consultation Department will be run by a highly trained professional that knows how to budget spending properly and also knows everything about the car accessories and products we offer! We call them our APEX Genies. It's very simple, have you ever thought about what car accessory, or even, what Car is right for you? We have formulated a series of questions about yourself, your budget, and your lifestyle to find the absolute best car, car parts, and training on how to use them to the fullest potential.

We believe that this is the most important part of our business. We want to help our customers as much as we can. Our goal is that every single customer or visitor walks out happy, impressed, and educated on their purchases. Every customer will be trained on how to operate our sold products and are welcomed back anytime for questions, concerns, warrantied replacements or repairs, or even just to say hi and enjoy our coffee lounge!

We take pride in helping our clients. We want everyone that comes in to feel like a part of the family! The Apex Family!

Good afternoon.

Staff have reviewed the application for a Conditional Use Permit for auto sales and service at 8401 S. 13th Street and have the following comments/questions:

Narrative does not include the anticipated total number of employees, full-time and part-time.

2 full time employees

1 part time employee

1 part time remote employee

We anticipate 4 to start. There will always be at least 2 employees on premises Monday through Friday. Saturday by appointment only.

Narrative does not include the anticipated number of customers for sales or service.

We are anticipating from 5 to 7 customers a week for Parts sales and service. We are anticipating 2 to 3 car sales a month, as we are offering a concierge buyer service for our clientele.

What is the maximum number of vehicles for sale anticipated onsite?

We anticipate about 6 to 8 cars on site. Few inside the facility you show case. Will most likely be less since most of our car sales will be direct client purchases. We find specialty cars for our clients. If something special pops up we usually try to buy them since we know that what most of our clients are interested in.

Will the service hours be the same as the sales hours?

Service and Sale hours will be the same Monday to Friday. Saturday service are by appointment only.

Narrative does not explain the types and extent of services offered. All repairs and service must be conducted entirely within the building. What is included in the proposed vehicle customizations/modifications?

All services will be conducted inside the building in our garage area.

The service will include Custom Wheels and Tires. Aesthetic interior and exterior modifications. Custom engine management tunes. Custom vehicle vinyl wraps. Custom suspension and brake service. ETC.

Automotive sales and service is defined as “[a]ny building, land area, or other premises for the display and sale of new or used automobiles, pickup trucks or vans, lawn and garden implements, trailers, boats, or other recreational vehicles and including any warranty repair work and other repair service conducted as an accessory use.” It does not include engine repair, body and frame repair, painting, or undercoating. These uses are not allowed in the B-4, Highway Business zoning district, and are only allowed in the M-1, Manufacturing zoning district.

We do not deal with anybody work, frame, painting, or heavy engine building. We are familiar with the zoning and our business plan does not include any of that for the location. The services will be done with parts we sell or will have in stock.

Site Plan does not show where vehicles for sale will be displayed or stored.

Narrative does not describe how vehicles stored outdoors will be secured.

The vehicles outdoors will be the sale cars. Parked and locked in front of the building. We are having the newest technology from ADT to monitor our cars and lot with cameras and motion sensors covering our premises from front to back, the vehicles will be secured. The Keys will be in a safe. We do not intend to store any other vehicle outdoors. The extremely high end or rare vehicles will be stored offsite and brought to the shop by appointment only.

No other outdoor storage mentioned in the narrative, and no outdoor storage of any kind besides vehicles for sale and vehicles actively being repaired will be allowed.

We do not intend to store any vehicle that is not used for our business. Our services offered will all be day jobs, if for any reason we have a car that stays overnight it stays inside as our schedule will be tailored to serve our customers one at a time.

No information provided as to length of time anticipated for vehicles actively being repaired to be onsite or their location before/after repairs.

Repairs can be from 30 minutes to 5 hours. We will be doing service by appointment only. This way it does not take up lot space or overwhelm our staff. Local clients will have the option for pick-up/drop-off service so we can get any car out by the end of day.

No floor plan has been submitted, and no details on the number of internal service bays. Floor area is missing from narrative.

Floor plans for showroom and shop area will be attached to this email.

Required Parking

3 stalls/internal service bay + 2 customer stalls/salesperson + 1/peak shift employee.

Not enough information has been provided to determine adequate parking.

Attached is a site plan that explains the parking stalls. Our parking spaces will be clearly marked for employees, visitor/customers, handicap and display or sale cars.

We have 14 spots.

6 for sale cars

2 for employee parking

1 handicap

2 visitor spots

3 service spots

Angled stalls on south do not meet setbacks and are within the public ROW.

Will there be any additional outdoor lighting?

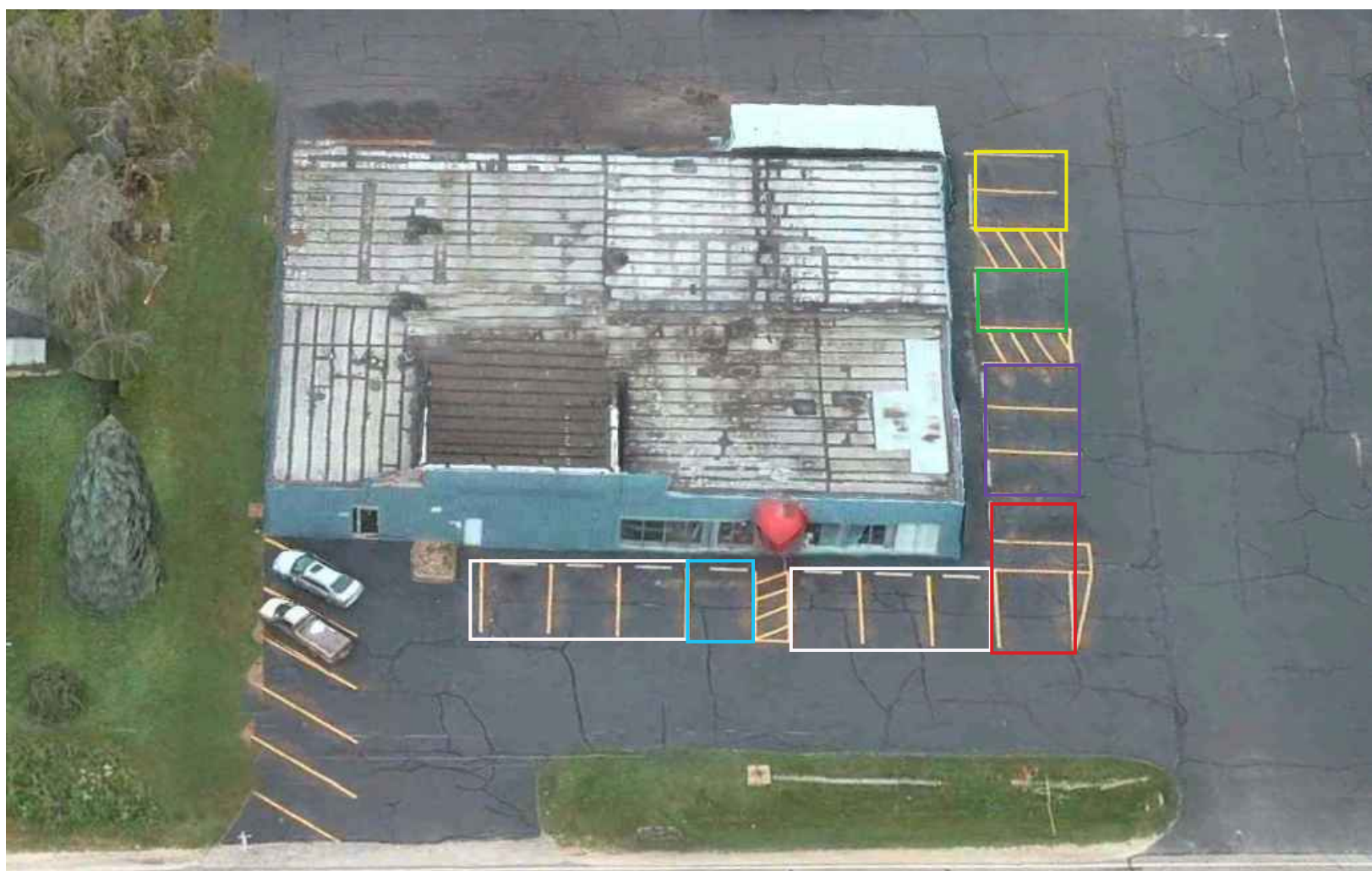
The angled stalls will not be used by us.

Our spots will be marked.

No plans for additional outdoor lighting as of now. The existing lighting is sufficient for our use. If a customer needs to inspect for view something at later hours the viewing will be in our well-lit shop area.

APEX SITE MAP PARKING STALLS

WHITE AREA- SALE CARS
BLUE AREA- HANDI-CAP PARKING
RED AREA- VISITOR PARKING
PURPLE AREA- SERVICE PARKING
YELLOW AREA- EMPLOYEE PARKING
GREEN AREA- INSPECTION SLOT



REST ROOM

PARTS/SERVICE DESK

PART DISPLAY

STORAGE ROOM

PART DISPLAY

SHOWROOM

CUSTOMER LOUNGE

ENTRANCE

MANAGERS OFFICE

SALES DESK

