



## PLAN COMMISSION REPORT

Proposal: Master Sign Plan Amendment

Description: Review a proposed amendment to the existing Master Sign Plan for the existing multitenant commercial building at 8645 S. Howell Ave.

Applicant(s): Tom Donahue & Dr. Paul Schissler, Slainte Chiropractic dba The Joint Chiropractic

Address(es): 8645 S. Howell Ave. (6<sup>th</sup> Aldermanic District)

**Suggested Motion:** That the Plan Commission approves the amendment to the Master Sign Plan submitted by Tom Donahue & Dr. Paul Schissler, Slainte Chiropractic dba The Joint Chiropractic, for the multitenant commercial building on the property located at 8645 S. Howell Ave. with the following conditions:

1. That all relevant Code requirements remain in effect.
2. That permits are issued for signs prior to installation.
3. That all detailed, revised, and finalized plans are submitted in digital format to the Department of Community Development prior to submission of permit applications.

Owner(s): SOUTH SHORE GROUP LLC

Tax Key(s): 828-9001-000

Lot Size(s): 0.574 ac

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

Overlay District(s): N/A

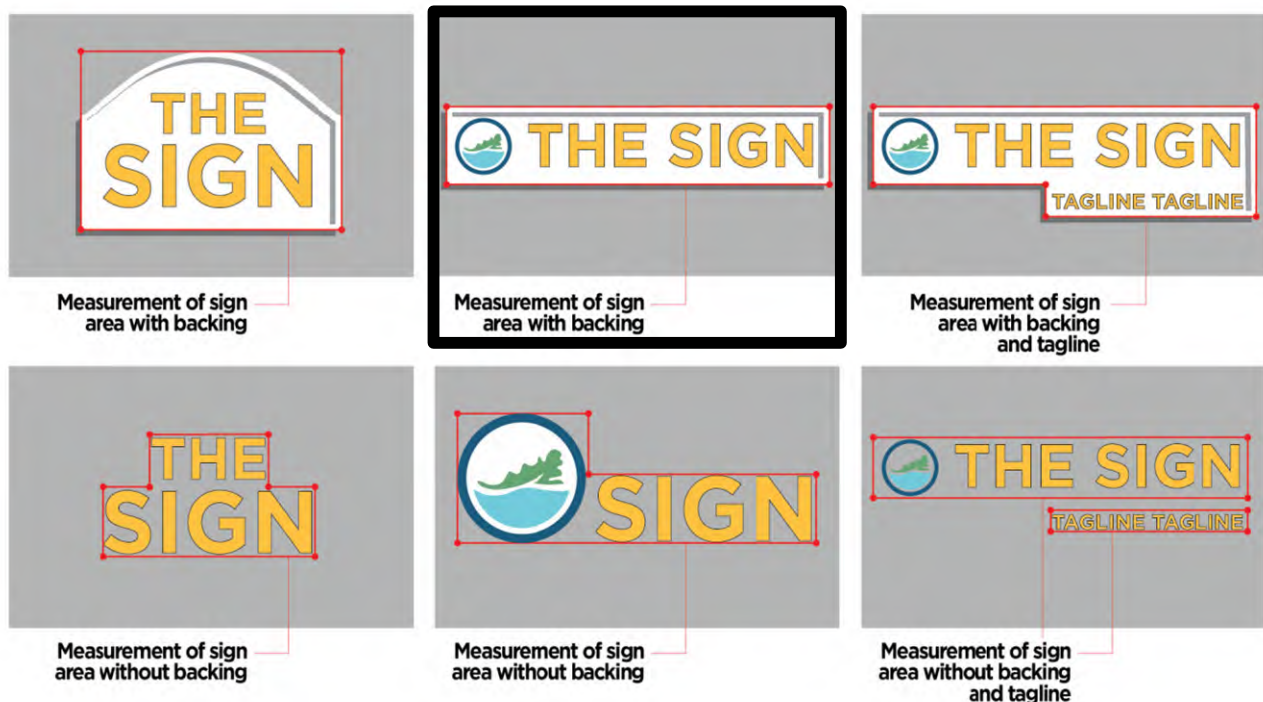
Wetlands:  Yes  No      Floodplain:  Yes  No

Comprehensive Plan: Commercial

**Background:**

The Applicant, with the support of the landowner, is requesting approval of an amendment to the existing Master Sign Plan for the existing multitenant commercial building on the property at 8645 S. Howell Ave. Plan Commissioners may recall that a Master Sign Plan was approved for this building in November of 2016, and variances were granted to the Kelvin Schroeder tenant space in 2018 and 2019.

Per the approved Master Sign Plan, allowed signs on the building are identified for a maximum of five (5) tenant spaces. The Applicants will be occupying tenant space A, which allows for a 19.4 square-foot wall sign on the east façade, the individual letters for which cannot exceed 1'-4" in height. As proposed, the sign includes 3-inch (depth) channel letters affixed to a 1.5-inch (depth) ACM pan, also called backing or a backer plate. Section 17.0602 of the Zoning Code describes and illustrates how signs must be measured (see below).



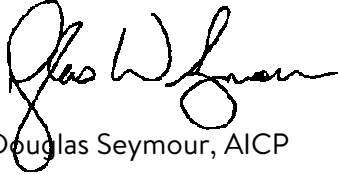
Due to the requirement to include the backing in the overall square footage, the sign does not meet the requirements of the approved Master Sign Plan. However, the proposed sign conforms to the area allowances for wall signs per Sec. 17.0604(a)(1)(b). Staff recommend that the Master Sign Plan be amended for all tenant spaces to match current Code (max. 10% of the tenant wall space or 30 square feet, whichever is more).

**Options/Alternatives:** The Plan Commission has the discretion to approve 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).

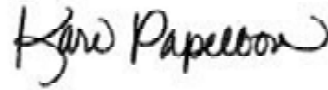
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Respectfully submitted:



Douglas Seymour, AICP  
Director of Community Development

Prepared:



Kari Papelbon, CFM, AICP  
Senior Planner

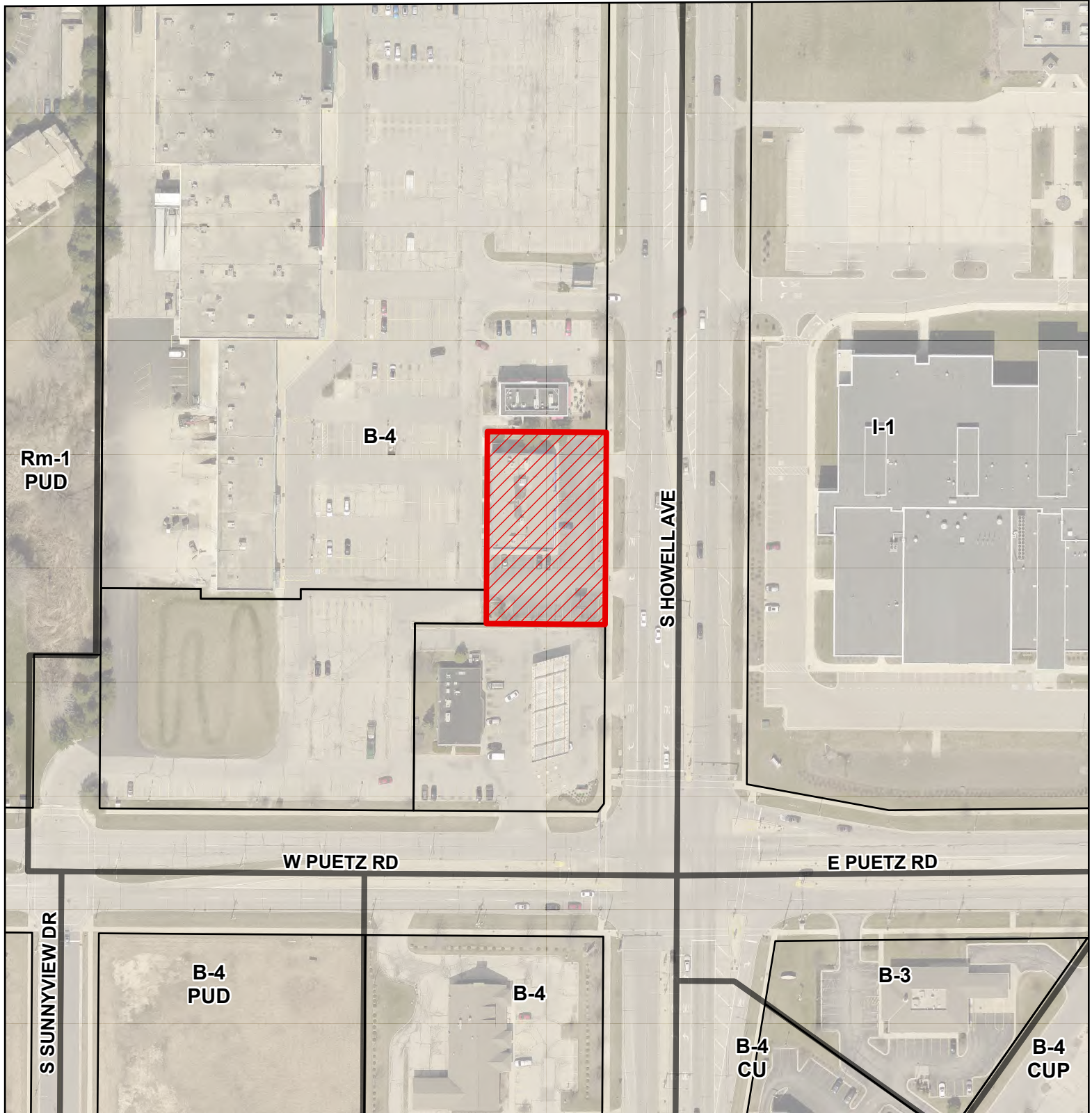
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Attachments:

- Location Map
- Approved Master Sign Plan (2 pages)
- Narrative and Proposed Sign Graphics (3 pages)
- Email with landlord support (1 page)

# LOCATION MAP

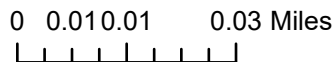
## 8645 S. Howell Ave.



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



Community Development



### Legend

-  Zoning
-  Official Map
-  Floodway
-  Flood Fringe
-  8645 S. Howell Ave.

Project:  
 DEMICHELE - 8645 S  
 HOWELL RETAIL

8645 SHOWELL AVE  
 Location:  
 OAK CREEK WI 53154



**DEMICHELE CO.**  
 COMMERCIAL  
 REAL ESTATE SERVICES  
 MILWAUKEE

Sheet:  
 PROPOSED ELEVATIONS

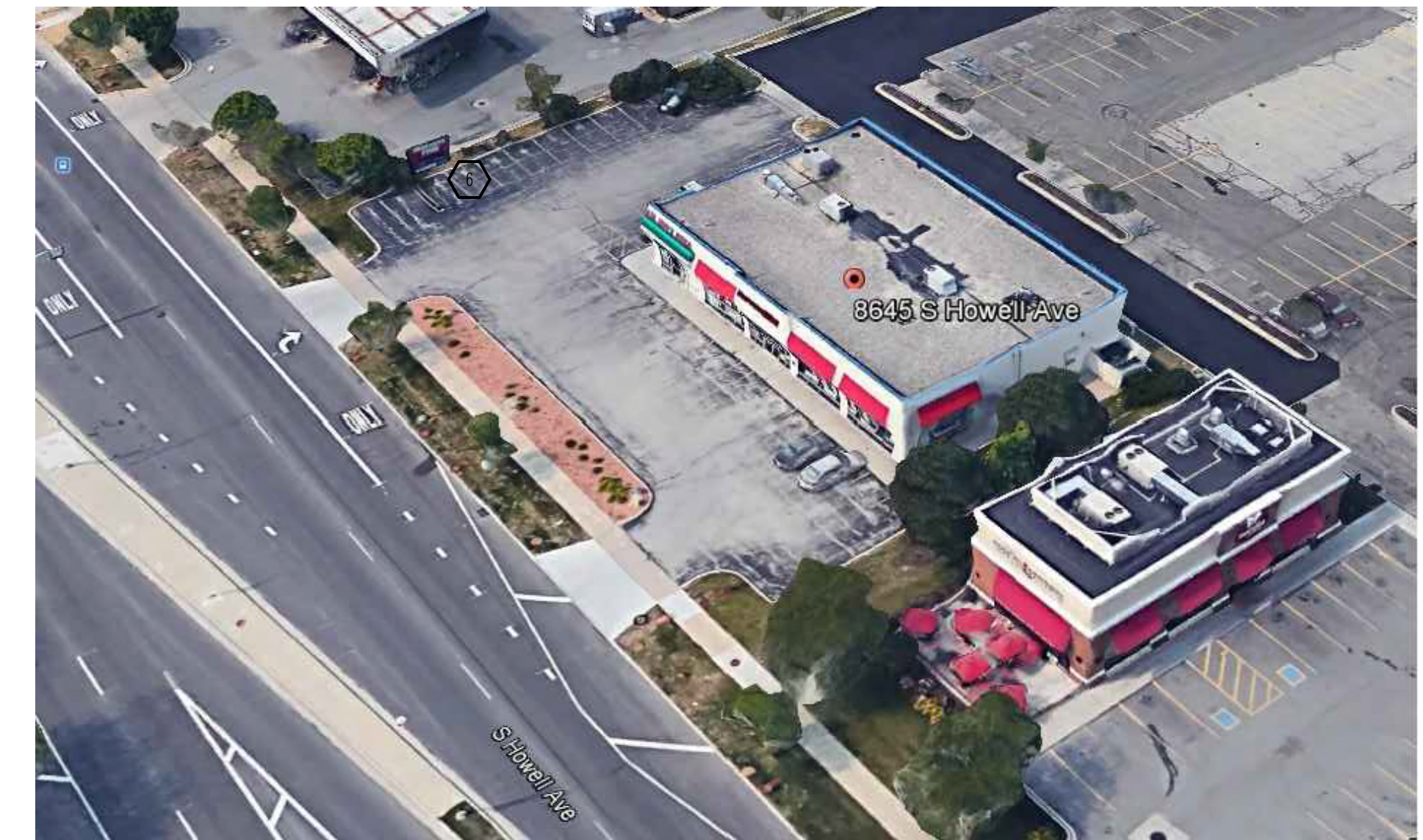
Date:	Issue Set:
2016-11-13	Exc. Alteration & Master Signage UPDATED

Date:  
 SEPTEMBER 9, 2016

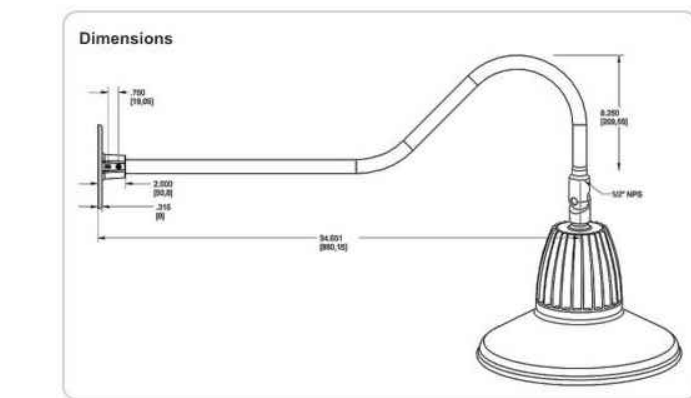
Project No.:  
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Sheet No.:

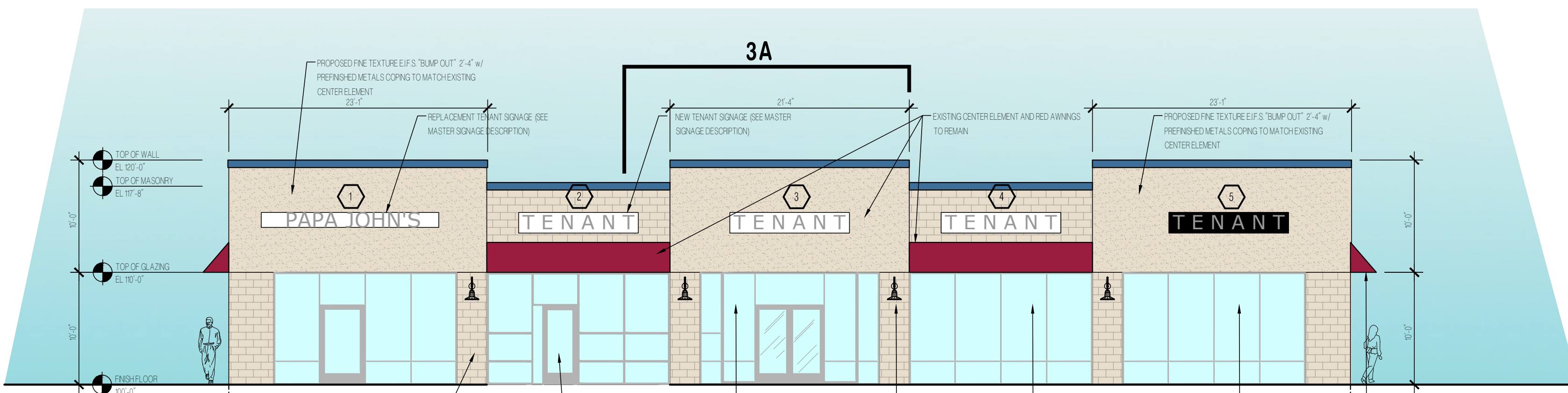
A4.1



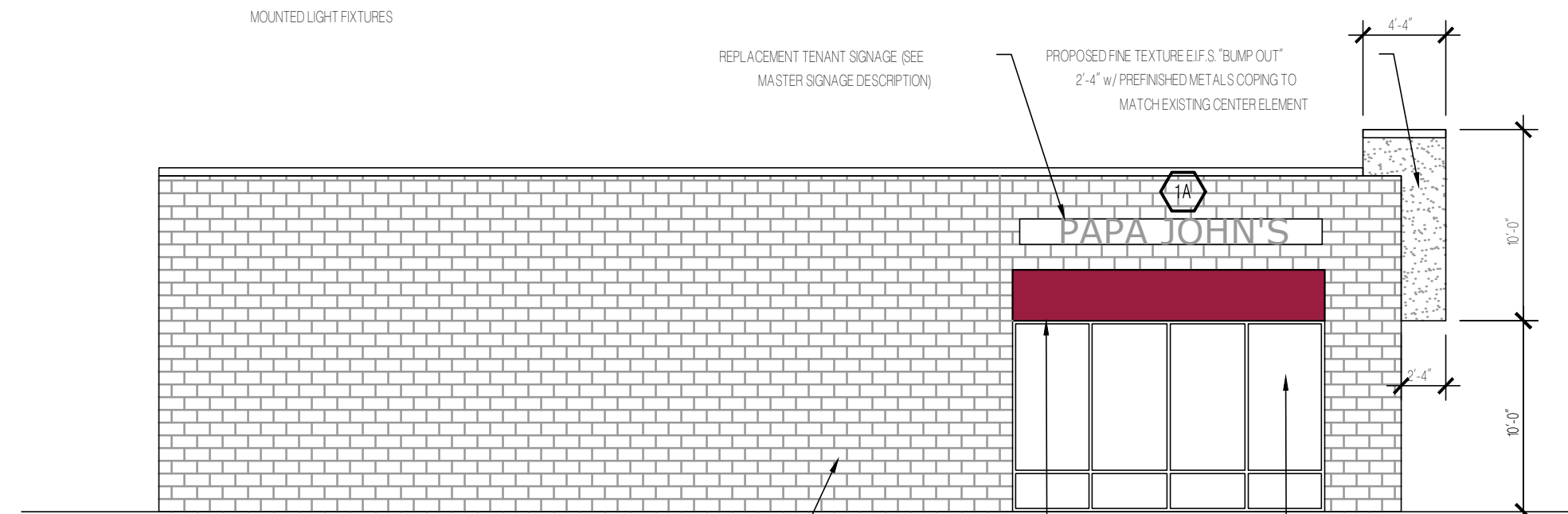
5 GOOGLE MAPS AERIAL  
 SCALE: NO SCALE



2 PROPOSED LIGHT FIXTURE  
 SCALE: NONE



1 PROPOSED EAST ELEVATION  
 SCALE: 1/8\"/>



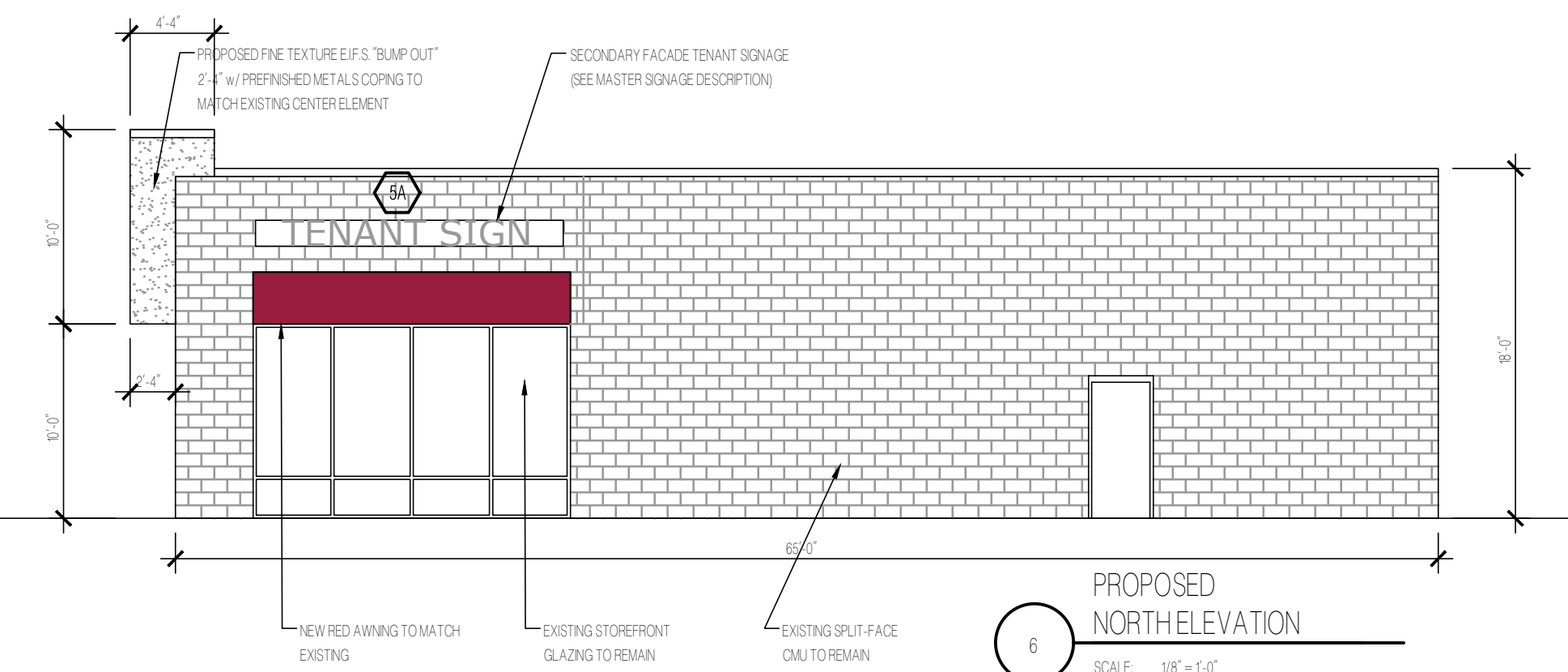
4 PROPOSED SOUTH ELEVATION  
 SCALE: 1/8\"/>



SCALE: 1\"/>



3 EXISTING SOUTH FACADE BUILDING PHOTOGRAPH  
 SCALE: NONE



6 PROPOSED NORTH ELEVATION  
 SCALE: 1/8\"/>



7 EXISTING PYLON SIGN PHOTOGRAPH  
 SCALE: NONE



8 EXISTING EAST FACADE BUILDING PHOTOGRAPH  
 SCALE: NONE

FACADE IMPROVEMENT AREA CALCULATIONS  
 CURRENT OAK CREEK ORDINANCE PERMITS UP TO 25% OF VISIBLE PERIMETER (OAK CREEK ORD 17.1009a) TO BE EFS

FACADE AREA CALCULATIONS				
CURRENT (EAST AND SOUTH SIDES)	2,946 SF TOTAL 100%	GLASS 979 SF 33%	EFS 206 SF 7%	CMU 1,761 SF 60%
PROPOSED (EAST AND SOUTH SIDES)	3,047 SF TOTAL 100%	GLASS 979 SF 32%	EFS 696 SF 23%	CMU 1,408 SF 45%

**\*See Attached MSP Chart For Signage Allowance**

**MASTER SIGN PROGRAM FOR MULTI-TENANT BUILDING LOCATED AT 8645 S. HOWELL**

ALL SIGNS SHALL BE INDIVIDUALLY MOUNTED, INTERNALLY ILLUMINATED CHANNEL-STYLE LETTERS WITH A MAX DEPT OF 12" 17.0706A (ILLUMINATED PLASTIC BOX SIGNS NOT PERMITTED PER OAK CREEK CODE)

MARK	SIGN SIZE	SIGN SIZE PERMITTED -CITY OF OAK CREEK	SIGN QUANTITY PERMITTED	SIGN SIZE PERMITTED - HOWELL OAKS SHOPPING CENTER
1	PAPA JOHNS PIZZA 21 S.F.	21 FT OF LINEAL FRONTAGE = 21 S.F. (NOT TO EXCEED 100 S.F.) [CITY OF OAKE CREEK 17.0706 (J)(2)]	SINGLE SIGN FOR EA TENANT ON EAST FAÇADE [CITY OF OAK CREEK 17.0706 (J)(2)]	LETTER HEIGHT NOT TO EXCEED 1'-4". CENTER OF SIGN IN FAÇADE AT HEIGHT AS SHOWN, COLOR, STYLE AND DESIGN AT TENANT DISCRETION AS APPROVED BY LANDLORD. APPROVAL BY LANDLORD AND CITY REQUIRED
1A	PAPA JOHN'S PIZZA END CAP NO GREATER THAN EXISTING	NO GREATER THAN EXISTING AS PERMITTED ALLOWED BY SPECIFIC PLAN COMMISSION APPROVAL	REPLACEMENT OF EXISTING PAPA JOHNS SOUTH FAÇADE END CAP PERMITTED PER [CITY OF OAK CREEK 17.0706(J)(2)]	LETTER HEIGHT NOT TO EXCEED 1'-4". CENTER OF SIGN IN FAÇADE AT HEIGHT AS SHOWN, COLOR, STYLE AND DESIGN AT TENANT DISCRETION AS APPROVED BY LANDLORD. APPROVAL BY LANDLORD AND CITY REQUIRED
2	TENANT "A" 19.40 S.F.	19.4 FT OF LINEAL FRONTAGE = 19.4 S.F. (NOT TO EXCEED 100 S.F.) [CITY OF OAK CREEK 17.0706(J)(2)]	SINGLE SIGN FOR EA TENANT ON EAST FAÇADE [CITY OF OAK CREEK 17.0706(J)(2)]	LETTER HEIGHT NOT TO EXCEED 1'-4". CENTER OF SIGN IN FAÇADE AT HEIGHT AS SHOWN, COLOR, STYLE AND DESIGN AT TENANT DISCRETION AS APPROVED BY LANDLORD. APPROVAL BY LANDLORD AND CITY REQUIRED
3	TENANT "B" 19.0 S.F.	19 FT OF LINEAL FRONTAGE = 19 S.F. (NOT TO EXCEED 100 S.F.) [CITY OF OAK CREEK 17.0706 (J)(2)]	SINGLE SIGN FOR EA TENANT ON EAST FAÇADE [CITY OF OAK CREEK 17.0706 (J)(2)]	LETTER HEIGHT NOT TO EXCEED 1'-4". CENTER OF SIGN IN FAÇADE AT HEIGHT AS SHOWN, COLOR, STYLE AND DESIGN AT TENANT DISCRETION AS APPROVED BY LANDLORD. APPROVAL BY LANDLORD AND CITY REQUIRED
3A	Tenant "B" & "C" 60 S.F.	IF TENANT OCCUPIES SPACES "B" & "C" THEY WILL BE ALLOWED ONE WALL SIGN NOT TO EXCEED 115.77 S.F. (AS APPROVED BY THE OAK CREEK PLAN COMMISSION ON 5/28/19)	SINGLE SIGN ON EAST FAÇADE (AS APPROVED BY THE OAK CREEK PLAN COMMISSION ON 5/28/19)	SIGN NOT TO EXCEED 115.77 S.F. CENTER OF SIGN IN FAÇADE AT HEIGHT AS SHOWN, COLOR, STYLE AND DESIGN AT TENANT DISCRETION AS APPROVED BY LANDLORD AND CITY REQUIRED.
4	TENANT "C" 19.0 S.F.	19 FT OF LINEAL FRONTAGE = 19 S.F. (NOT TO EXCEED 100 S.F.) [CITY OF OAK CREEK 17.0706(J)(2)]	SINGLE SIGN FOR EA TENANT ON EAST FAÇADE [CITY OF OAK CREEK 17.0706(J)(2)]	LETTER HEIGHT NOT TO EXCEED 1'-4". CENTER OF SIGN IN FAÇADE AT HEIGHT AS SHOWN, COLOR, STYLE AND DESIGN AT TENANT DISCRETION AS APPROVED BY LANDLORD. APPROVAL BY LANDLORD AND CITY REQUIRED
5	TENANT "D" 21.7 S.F.	21.7 FT OF LINEAL FRONTATE = 21.7 S.F. (NOT TO EXCEED 100 S.F.) [CITY OF OAKE CREEK 17.0706(J)(2)]	SINGLE SIGN FOR CORNER TENANT ON EAST FAÇADE END CAP PERMITTED PER [CITY OF OAK CREEK 17.0706(J)(2)]	LETTER HEIGHT NOT TO EXCEED 1'-4". CENTER OF SIGN IN FAÇADE AT HEIGHT AS SHOWN, COLOR, STYLE AND DESIGN AT TENANT DISCRETION AS APPROVED BY LANDLORD. APPROVAL BY LANDLORD AND CITY REQUIRED
5A	TENANT "D" 21.7 S.F.	NO GREATER THAN SIGNS 5 (21.7 S.F.)	SINGLE SIGN FOR CORNER TENANT ON NORTH FAÇADE END CAP PERMITTED PER [CITY OF OAK CREEK 17.0706(J)(2)]	LETTER HEIGHT NOT TO EXCEED 1'-4". CENTER OF SIGN IN FAÇADE AT HEIGHT AS SHOWN, COLOR, STYLE AND DESIGN AT TENANT DISCRETION AS APPROVED BY LANDLORD. APPROVAL BY LANDLORD AND CITY REQUIRED
6	EXISTING PYLON SIGN	EXISTING	EXISTING	EXISTING PANEL FACE TO BE REPLACED WITH PROPERTY NAME & ADDRESS IN TOP PORTION UP TO 5 INDIVIDUAL TENANT PANELS (OF EQUAL SIZE) LETTERING, GRAPHICS AND DESIGN TO BE APPROVED BY LANDLORD

NOTE: WINDOW SIGNS SHALL NOT COVER MORE THAN TWENTY-FIVE (25) PERCENT OF THE WINDOW(S) ON WHICH THEY ARE PLACED. SIGN SIZES ARE BASED OFF OF CURRENT PROPOSED TENANT WALLS & LOCATIONS [170706(h)]. THESE WALLS & LOCATIONS MAY CHANGE/VARY ONCE TENANT SPACES ARE BUILT OUT BASED ON TENANT NEEDS. IF SUCH SCENARIO OCCURS, THE SIGN SIZES WILL SLIGHTLY VARY FROM THE DRAWING. ANY VARIATIONS FROM THIS DOCUMENT SHALL FOLLOW CITY OF OAK CREEK AND THIS MASTER SIGN PROGRAM REQUIREMENTS AS WELL AS DESIGN INTENT. RACEWAYS ARE NOT PERMITTED EXCEPT WHERE TENANT SIGN IS ON A CMU OR EIFS SURFACE, TO WHICH A RACEWAY SHALL BE ATTACHED, BUT MUST BE PAINTED TO RESEMBLE THE BASE WALL MATERIAL.



Racine  
5502 Washington Ave, Suite 700  
Racine, WI 53406

| [thejoint.com](http://thejoint.com)

**Narrative:**

The sign constraints make our sign look extremely poor in relation to the other tenants. Our neighbor to the south Papa John's has approximately 24 inch letters and our neighbor to the north Kelvin Schroeder Jewelers has a 31 inch logo and 21 inch "J" in jewelers.

Signage is extremely important in our branding and I'm afraid the differences between tenant dimensions will negatively affect our marketing and overall success in Oak Creek. The proposed dimensions also do not meet The Joint Chiropractic Corporate / franchise standards.

PROJECT NAME: The Joint Chiropractic  
 Address: 8645 S Howell Ave, Oak Creek, WI 53154  
 Job #:

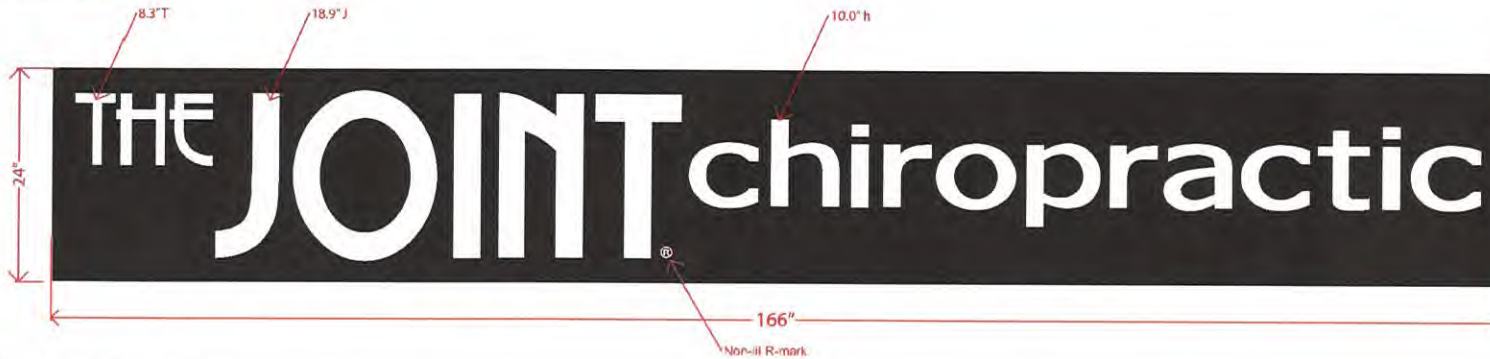
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Approved By: \_\_\_\_\_

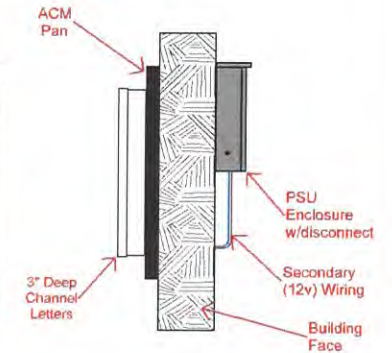
Date: \_\_\_\_\_

Production cannot begin until  
 this form is completed and  
 returned to Signs Now

FACE VIEW



PROFILE VIEW



Storefront Channel Letters

SCOPE OF WORK:

- Fabricate & install (1) channel letter set

SIGN TYPE:

- Face lit channel letters on 1.5" deep wireway pan

OVERALL SIZE:

- 24"x166"x4.5"

MOUNTING DETAIL:

- Remote mounted LED drivers in UL enclosure behind fascia  
 - All fasteners will be of non-corrosive material. All holes and fasteners will be fully filled and covered with silicone caulk.  
 - Single 12v wire penetration through building fascia

LETTER BODY DEPTH:

- 3"

LIGHTING TYPE:

- White LED

BODY COLOR:

- White

TRIM CAP COLOR/SIZE:

- 1" White

FACE COLOR:

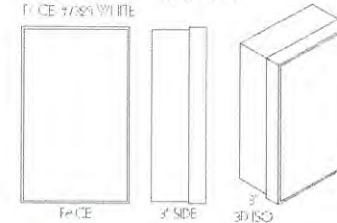
#7328 White acrylic

BACKER COLOR:

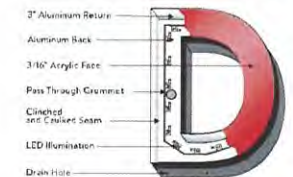
Black



3" DEEP FACELIT CHANNEL LETTER FOR  
 TRIM CAP 1" W-HITE BODY W-HITE  
 FACE #7328 WHITE



FACE LIT  
 CHANNEL LETTER  
 CONSTRUCTION



Preparatory materials: Artwork and other items, when supplied by SIGNS NOW, shall remain the exclusive property of SIGNS NOW unless otherwise agreed in writing.

Alterations: Alterations represent work performed in addition to the original specifications. Although alterations are permitted, excessive alterations shall be charged at the current rates and will be supported with documentation upon request.

ELECTRIC SERVICE REQUIREMENTS:

Number of circuits: 1  
 Voltage: 120v  
 Amperage: 2.4a  
 Notes:

SIGNS NOW WILL MAKE FINAL CONNECTION TO A DESIGNATED ELECTRICAL CIRCUIT LOCATED WITHIN 5 FEET OF SIGN'S INSTALL LOCATION.

IF CIRCUIT IS UNAVAILABLE, IT IS THE CUSTOMER'S RESPONSIBILITY TO CONTRACT A LICENSED ELECTRICIAN TO ESTABLISH A PROPER CIRCUIT.

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN



www.SignsNowRockford.com

700 20th St., Rockford, IL 61104 (815)398-8371



PROJECT NAME: The Joint Chiropractic  
Address: 8645 S Howell Ave, Oak Creek, WI 53154  
Job #: 84244

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Approved By: \_\_\_\_\_

Date: \_\_\_\_\_

Production cannot begin until  
this form is completed and  
returned to Signs Now

Installation rendering - Day



Preparatory materials: Artwork and other items, when supplied by SIGNS NOW, shall remain the exclusive property of SIGNS NOW unless otherwise agreed in writing.

Alterations: Alterations represent work performed in addition to the original specifications. Although alterations are permitted, excessive alterations shall be charged at the current rates and will be supported with documentation upon request.

ELECTRIC SERVICE REQUIREMENTS: Number of circuits: 1  
Voltage: 120v  
Amperage: 2.4a  
Notes:

*THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN*

*SIGNS NOW WILL MAKE FINAL CONNECTION TO A DESIGNATED ELECTRICAL CIRCUIT LOCATED WITHIN 5 FEET OF SIGN'S INSTALL LOCATION.*

*IF CIRCUIT IS UNAVAILABLE, IT IS THE CUSTOMER'S RESPONSIBILITY TO CONTRACT A LICENSED ELECTRICIAN TO ESTABLISH A PROPER CIRCUIT.*

**SIGNS NOW**  
www.SignsNowRockford.com  
700 20th St., Rockford, IL 61104 (815)398-8371

## Kari Papelbon

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**From:** Heather Halser <hhlsr5@gmail.com>  
**Sent:** Wednesday, March 29, 2023 3:45 PM  
**To:** Kari Papelbon  
**Subject:** Re: [EXTERNAL] Signage at 8645 S Howell Ave  
**Attachments:** E - Master Sign Plan.pdf; the Joint Oak Creek Raceway panel.pdf

Hi Kari-

When I compared the information from the sign company (See Attached) with the specifications on the Master Sign Program (See Attached) I found the following for the Tenant B space at 8645 S. Howell Ave:

--The sign does not exceed 19FT of lineal frontage (13.83FT), it does not exceed 100SqFT (27.66SqFT). The only variance was in the letter height of the word "JOINT" -it exceeds by 2.9"

--As owners of the building, we understand that this is a Franchise logo and that the proportions cannot be changed. We are fine with the 2.9" variance. We also feel that to make the entire sign smaller to meet this 1' 4" criteria would be a detriment to the visibility of the sign which could possibly result in a loss of business for our tenant.

--Therefore, specifically, what is the process for waiving the 1' 4" criteria and allowing the 2.9" variance for this tenant.

Thank You,  
Heather Halser  
South Shore Group, LLC