

MINUTES OF THE
OAK CREEK PLAN COMMISSION MEETING
TUESDAY, AUGUST 25, 2015

Sign Appeal
Goodwill Retail Services, Inc.
8201 S. Howell Ave.
Tax Key No. 813-9020-002

Zoning Administrator/Planner Pete Wagner read the public hearing notice and opened the hearing. Mayor Scaffidi called three times for public comment. Seeing none, the public hearing was closed.

Commissioner Chandler asked for clarification of the sign request. Mr. Wagner responded that the applicant feels the donation center signs are directional signs and not necessarily advertising signs. Mr. Wagner explained to the applicant that when there is a wall sign identifying a service, business or product, that is considered advertising. In this case, they are advertising a donation center; therefore, it is a wall sign. Either there is the Goodwill sign or the donation center sign, and that is why the variance is being requested. Mr. Wagner stated that the applicant does plan on having directional signs on the ground at the entrances.

Commissioner Siepert asked if they would be putting their name on the monument sign out on Howell Avenue. Paula Mitchell, 310 N. Broadway, stated that where Ace Hardware has their name now, they will put "Goodwill" in that location. Commissioner Siepert asked if that counts toward the number of signs. Mr. Wagner responded that they are allowed to have a space on the monument sign out on Howell Avenue.

Mr. Wagner stated there was a sign plan approved for this development to allow two wall signs; one on the east elevation and one on the west elevation. This variance request is to have the two extra "donation center" signs facing east and west. Mr. Wagner stated that there are directional signs for the donation center proposed on the ground. They are proposed to be 5' tall and about 6 SF. They are going to be at the entrances of the drive-thru area. These are situated for automobiles so they can see where to enter and exit the donation center.

Mayor Scaffidi stated that Goodwill is a great immediate replacement for the Ace Hardware store that is moving out of that space. Mayor Scaffidi stated that the signage looks fantastic, the donation area is tastefully done and that it is important and key that the Goodwill logo be on the east and west elevations.

Commissioner Dickmann motioned that the Plan Commission approves the request for the occupant to have two additional wall signs for a total of four wall signs. Commissioner Correll seconded. On roll call: all voted aye, except Commissioner Chandler. Motion carried.

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Ms. Papelbon provided an overview of the project, which includes modifications to the building façade and site.

Alderman Guzikowski asked if there would be a traffic back-up in the donation drive-thru. Commissioner Johnston stated that this issue was discussed. It is tight there and it will be. Given the site layout, it is the best that can be expected with that building and drive-thru operations there, and allow people to pull in, get out of their car, make their donation, and drive away. With the stop sign there, it has the potential to create issues.

Paula Mitchell, Berengaria Development, 301 N. Broadway, Ste. 300, Milwaukee (representing Goodwill), explained that there will be a "Do Not Enter" sign on the eastern entrance as well as a stop bar. There will be arrows on the surface showing people where to drive.

Commissioner Carrillo asked how Goodwill discourages people from dumping boxes at the donation center during the off hours. Ms. Mitchell stated that Goodwill has a 24-hour monitoring camera system that they can see the area at all times. They have a communication system that will be activated if someone was dumping during off-hours.

Commissioner Correll moved that the Plan Commission approves the site and building plans submitted by Joan Farrell, Goodwill Retail Services, Inc., for the property at 8201 S. Howell Ave. with the following conditions:

1. That all building and fire codes are met.
2. That all mechanical equipment (ground, building, and rooftop) is screened from view.
3. No outdoor storage or display of merchandise is allowed.
4. That directional signage is no larger than 6 square feet per sign.
5. That revised landscaping plans are submitted for review and approval by the Director of Community Development prior to issuance of building permits.
6. That final lighting plans detailing all proposed lighting fixtures (sconces, canopy, etc.) are submitted for final approval by the Director of Community Development, upon written recommendation of the Electrical Inspector, prior to submission of building permit applications.
7. That stormwater and grading plans are submitted for final approval by the Engineering Department prior to issuance of permits.
8. That all water and sewer utility connections are coordinated with the Oak Creek Water & Sewer Utility.

Alderman Guzikowski seconded. On roll call: all voted aye.

Commissioner Carillo moved to adjourn. Commissioner Siepert seconded. On roll call: all voted aye. The meeting was adjourned at 6:28 p.m.