

MINUTES OF THE
OAK CREEK PLAN COMMISSION MEETING
TUESDAY, JANUARY 12, 2016

Mayor Scaffidi called the meeting to order at 6:00 p.m. The following Commissioners were present at roll call: Commissioner Dickmann, Commissioner Johnston, Commissioner Carrillo, Alderman Guzikowski, Commissioner Correll, Commissioner Siepert and Commissioner Chandler. Alderman Bukiewicz was not present at roll call, but arrived subsequently at 6:08 p.m. Also present: Kari Papelbon, Planner; and Pete Wagner, Zoning Administrator/Planner.

Commissioner Dickmann moved to approve the December 8, 2015 meeting minutes. Commissioner Siepert seconded. On roll call: all voted aye, excluding Alderman Bukiewicz, who arrived after roll call, and Commissioner Correll, who abstained. Motion carries.

Public Hearing – Sign Appeal
Steve Ignarski, PetSmart
320 W. Town Square Way
Tax Key No. 813-9048-000

Zoning Administrator/Planner Pete Wagner read the hearing notice and opened the hearing.

Mayor Scaffidi made first, second, third, and final call for public comment. Seeing none, the public hearing was closed.

Sign Appeal
PetSmart
320 W. Town Square Way
Tax Key No. 813-9048-000

Mayor Scaffidi introduced discussion of Item 5a, in which the applicant is requesting a variance allowing two wall signs to be installed on the entry side (west elevation) of the building, as well as one additional sign on the east elevation.

Commissioner Dickmann noted the discrepancy between the total area of each sign listed on the sign appeal, as opposed to the total area of each sign shown on the submitted sign plans, and asked Mr. Wagner to clarify if this is because the applicant measures the area differently than the City does. Mr. Wagner answered that yes, this is because the applicant measures around the perimeter of the sign, while the City calculates measurements based on a rectangular perimeter which encompasses the lowest and highest points of the sign. Commissioner Dickmann asked if there was an industry standard for measurement of signs. Mr. Wagner commented that it differs from one community to another, but that in this particular case, the disparity is not an issue as the applicant is still within the allowed size parameters. Mr. Wagner added that this requested variance is not in reference to the size, but rather the quantity of the signs.

Commissioner Chandler asked to clarify the location of the three signs. Mr. Wagner displayed the graphic showing the location of the PetSmart logo, as well as a second sign advertising the store's grooming services. These signs are both located on the front (west) elevation. The east elevation would include a smaller PetSmart logo sign. Mr. Wagner again clarified that the code allows for only one sign per entry façade. Commissioner Chandler asked whether the Applicant was available to give more information.

Chris Wrobel (Kieffer & Co, Inc.), 585 Bond Street, Lincolnshire, IL:

Mr. Wrobel clarified that PetSmart is looking to add the additional sign to promote their grooming service.

Commissioner Siepert commented on the fact that many of the new businesses coming to Drexel Town Square are requesting to have additional signs and questioned whether there should be a standard for

that area. Mr. Wagner noted that while the City does limit the number of signs allowed per the code, there will always be circumstances in which additional signage may be warranted if a business is a four-sided architecture. The DTS plan allows for one entrance per façade, so if more signage is requested, there should be more entrances to the business. Because of PetSmart's location facing an additional road, the City created a special elevation to allow for an additional entrance on the other side of the building. Mr. Wagner noted however, that the sign code cannot possibly allow for all of the different building and sign combinations that might be requested. Therefore the City has not changed the code to allow for these special circumstances simply to avoid having to address an increase in sign appeals, but all are open for discussion and would be addressed on a case-by-case basis.

Mayor Scaffidi added that DTS will present some specific challenges with its many winding interior roadways and buildings with significant elevations, but ultimately, as with other sign projects within the City, the signage for these buildings will have to make sense for the area as well as be aesthetically pleasing.

Commissioner Carrillo inquired about the City's regulations on placement of window signage for DTS. Kari Papelbon referenced the limitations on how much of a window can contain signage (such as vinyl lettering). Ms. Papelbon noted that window signage can take up no more than 25 percent of the individual window panel, but no illuminated signage would be allowed. Commissioner Carrillo inquired whether the applicant would still be allowed to use window signage if the sign appeal was denied by the Commission. Ms. Papelbon answered that this option would still be available to them.

Commissioner Correll inquired about the size of the signs. Ms. Papelbon noted that within the DTS General Development and Regulating Plan, there are differences in what is allowed in terms of square footage and height relative to what is allowed by regular Code; therefore, the size of the proposed signs is not an issue. Commissioner Correll added that the third sign being requested is quite small, but expressed concern that if the Commission allowed the grooming sign, they might still use additional window signage for other services they offer, and felt that might be excessive. Ms. Papelbon answered that there would be restrictions on how much window signage would be allowed, and that she would need to review the Plan before making further comment.

The Applicant added that because the grooming services offered by PetSmart are not widely known, he was concerned that if they are only allowed to use window signage to advertise this service, those signs might not be large enough to draw attention as drivers are passing by, given the small size of some of the windows and the limitations as far as what percentage of the window can be covered.

Alderman Bukiewicz moved that the Plan Commission grants the variance allowing two wall signs on the west elevation and one wall sign on the east elevation of the building located at 320 W. Town Square Way. Commissioner Dickmann seconded. On roll call: Commissioner Dickmann, aye; Commissioner Johnston, aye; Commissioner Carrillo, no; Alderman Bukiewicz, aye; Mayor Scaffidi, aye; Alderman Guzikowski, aye; Commissioner Correll, aye; Commissioner Siepert, aye; Commissioner Chandler, no. Motion carried.

Conditions and Restrictions

Drexel Partners, LLC

600 W. Drexel Avenue

Tax Key No. 782-9000-000

Ms. Papelbon reviewed recommendations made by the Plan Commission at the December 8, 2015 meeting, to approve a request by the Applicant for a Conditional Use Permit for a proposed two-tenant building with a drive-through facility at 600 W. Drexel Ave.

Ms. Papelbon mentioned that the discussion on this item would be in two parts – first to discuss the planned thirty-two (32) parking stalls for the building and any additional parking and access requirements, and secondly, addressing the landscaping for the building.

Ms. Papelbon first introduced discussion regarding parking and access for the two-tenant building – one tenant being a restaurant with drive-through facility, the second proposed to be a general commercial

tenant space suited for a small medical or professional services business, which would have different parking restrictions compared with standard commercial properties. Ms. Papelbon invited the Applicant to speak to the Commission regarding the parking and landscaping for the building.

Jason Luther, 7116 W. Wells St., Wauwatosa:

The Applicant stated that he was there for the Conditional Use to allow the drive-through for the restaurant tenant. With regard to the parking for the building, the restaurant would be heavily focused on drive-through traffic, with an anticipated 50% of the total business coming from drive-through customers. The second tenant is proposed to be a physical therapy space. The Applicant expressed that the two types of businesses would complement each other in terms of their peak times of operation, and in light of this, the proposed number of parking stalls would be adequate for both tenants.

Alderman Bukiewicz expressed that he did not have any issue with the proposed number of parking spaces, but emphasized the need to control the flow of traffic, considering the already heavy traffic on Drexel Avenue, which will only increase as development of the area continues.

Commissioner Dickmann inquired whether there would be any outside dining space. The Applicant answered that the restaurant tenant would like to have a small patio area to the southwest of the building.

Ms. Papelbon next addressed the landscaping options available and the challenges to this particular site, noting that if there are any modifications to the landscaping requirements in the Conditions and Restrictions Item 5, Sections B, C, and D, the Plan Commission would have the authority to address those at Site Plan Review.

Mr. Luther mentioned the concern is Item 5D, referring to the minimum three-foot landscaped area between the edge of the pavement and the entrance elevation of the building. Because of the size of the lot, he noted it was very difficult to maintain that landscape buffer, but would be willing to put in planter boxes or other landscape elements to soften the appearance in the front.

Alderman Bukiewicz moved that the Plan Commission recommend that the Common Council adopts the Conditions and Restrictions as part of the Conditional Use Permit allowing a restaurant with a drive-through facility on the property at 600 W. Drexel Ave. after a public hearing. Alderman Guzikowski seconded. On roll call: all voted aye. Motion carried.

Sign/Building Plan Review
Steve Ignarski, Prairie Sign and Lighting, LLC
MattressFirm
320 W. Town Square Way
Tax Key No. 813-9048-000

Kari Papelbon introduced the discussion of a request for a second sign on the north elevation of the building, which would require the removal of a decorative element which was presented in the original plans on April 28, 2015. Modification of the building to allow for the addition of this sign on the north elevation would be contrary to the plans approved in April. Ms. Papelbon also noted that the requested sign is out of proportion with the scale of the building façade. The recommendation is to maintain the approved building design and sign locations from April 28th, but if the Plan Commission determines that a wall sign on the north elevation is acceptable, staff recommends scaling the sign to fit proportionally on the stucco on the northwest portion of the building and removing the wall sign on the east elevation.

Commissioner Correll noted that he is not in favor of the location of the proposed sign, and preferred the original building design.

Commissioner Chandler inquired about the size of the proposed signs. Ms. Papelbon answered that the north elevation sign is out of proportion with the building, but not necessarily out of compliance with Code.

Alderman Bukiewicz remarked that he also preferred the original design of the building, and noted that because of the positioning of the building, he did not feel the sign on the north façade is necessary. He

added that he felt it is out of scale with the building and detracts from the exterior brickwork.

Commissioner Carrillo added that if the sign were moved to the stucco area of the north elevation, it would be in such close proximity to the sign on the east façade that it might not be needed.

Mayor Scaffidi mentioned that the Commission was in favor of the earlier proposal, and asked whether the Applicant was available to speak about the proposed changes.

Steve Ignarski, 11108 42nd Avenue, Pleasant Prairie:

Mr. Ignarski noted their concern that if the sign was moved to the stucco area on the north elevation, the sign would need to be stacked rather than linear, which MattressFirm does not want to do. He added that the original drawings included a “swoosh,” which was omitted because the sign exceeded the allowed square footage. Mayor Scaffidi asked the Applicant whether MattressFirm made a change to their logo by eliminating the “swoosh.” Mr. Ignarski answered that it was removed just for this project, but it is still part of their corporate logo, adding that MattressFirm is already compromising on the design of the sign with the “swoosh” eliminated. With their anticipated traffic primarily on Drexel Avenue, they felt that if the north façade sign were approved, they would eliminate the sign on the east elevation.

Alderman Bukiewicz remarked that he prefers the signs on the east and west facades, as bypassing traffic would be traveling in these two directions.

Alderman Guzikowski noted that he did not agree with the elimination of the center pillar on the brick portion of the north elevation, and preferred the original design which included the “swoosh.”

Commissioner Correll asked for clarification on MattressFirm’s intent to have their signage placed on the north elevation, despite the Plan Commission’s opinion that the signs should be placed relative to the eastbound and westbound traffic on Drexel Avenue. The applicant verified that they would like the sign placed on the north elevation.

Commissioner Carrillo asked to clarify that the sign would be in white letters, despite the fact that their corporate logo is red. Mr. Ignarski confirmed that yes, the letters would be white.

Commissioner Johnston inquired of the Applicant whether the sign could be reduced so they could maintain the look of their corporate logo including the “swoosh.” Mr. Ignarski replied that yes, this could be done.

Commissioner Correll reiterated that the scale of the sign is too large for the north façade. Mr. Ignarski replied that he did not know the length of the available wall on the east elevation, or how much the sign would need to be reduced for placement on east façade. Currently the signs feature a 34-inch letter, and Mr. Ignarski asked to what size he would need to reduce the sign letters. Ms. Papelbon replied that the maximum height of the sign is determined by a calculation of 15 percent of the maximum height of the wall, which is 21 feet to the top of the parapet.

Commissioner Chandler asked for clarification on the location of the signs. Ms. Papelbon replied that the proposal is for the signs to be placed on the west and north facades. The original building approval showed signage on the east and west facades. The staff recommendation is to maintain the original sign placement as approved; however, if the Plan Commission determines that a sign on the north façade is appropriate, then the staff recommendation is to eliminate the east sign and scale down the sign on the north façade so that it fits appropriately on the stucco of the north elevation.

Commissioner Dickmann inquired whether it would be necessary for the Commission to approve the request at this meeting. Considering that the sign would not be constructed at this point, he suggested that the decision be postponed pending a proposal which includes all of the staff and Commission recommendations.

Mayor Scaffidi inquired whether the item could be postponed until the next Plan Commission meeting. Mr. Ignarski replied that two weeks would not compromise his schedule. Mayor Scaffidi suggested that the Applicant work with the Planning staff and return with a new proposal based on recommendations made.

Item held to be readdressed at the January 26 meeting.

Rezone

**Kelvin Schroeder, South Shore Group
7518 S. Howell Avenue
Tax Key No. 781-9993-000**

Kari Papelbon explained that staff supports the requested change of zoning from Rd-1, Two-Family Residential, to B-4, Highway Business, but has several concerns that the Applicant should consider with regard to the site plan. First, there is no water or sewer currently servicing the property, and second, the proposed configuration of the driveways may present a conflict.

Mayor Scaffidi asked to clarify whether the Applicant would be sharing a driveway with the Sikh Temple. Ms. Papelbon noted that there would not be a shared driveway - the Kelvin Schroeder and Sikh Temple driveways would be adjacent to one another. Mayor Scaffidi inquired whether there would be a strip of green space between the driveways. Ms. Papelbon answered that she believed there would be some space between them, but the Sikh Temple driveway is not shown on the drawing.

Commissioner Siepert inquired what types of businesses are proposed for the property. Ms. Papelbon replied that Kelvin Schroeder would be occupying one of the spaces. The other tenants have not yet been identified, but possible tenants would be related to the bridal industry, such as wedding planners, florists, bridal wear shops, etc.

Commissioner Chandler inquired whether the Applicant was present.

Eric Highum, 17855 Bermuda Blvd., Brookfield, WI:

Commissioner Chandler asked if Mr. Highum was aware of the Commission's concern regarding the water and sewer. Mr. Highum answered that yes, he was aware of the concern, and that this was figured into the cost of the project. He explained that water would be brought up from Manitoba Ave., which would be the closest proximity. Mr. Highum also addressed the Mayor's earlier question regarding the division between the property and the neighboring Sikh Temple, stating that there is an estimated twenty feet between the driveways. If there were any changes made, it would probably be to create a directional driveway with the southern entrance traffic moving into the parking lot, and the northern traffic exiting the parking lot. Ms. Papelbon emphasized that these concerns would be addressed after the rezone, when the plans are being developed for site plan approval.

Alderman Bukiewicz added that the rezone from Residential to Business makes perfect sense in this location.

Alderman Guzikowski inquired about the drive-through shown on the drawing. Ms. Papelbon answered that the drawing was merely showing where a drive-through could be located. If a drive-through is proposed at a later time, the Applicant would need to return for a Conditional Use Review.

Mr. Highum noted that an offer has been made on the land, but the purchase is contingent on approval of the rezone. If the rezoning is not approved, they will not follow through with the purchase.

Commissioner Correll moved that the Plan Commission recommends to the Common Council that the property at 7518 S. Howell Ave. be rezoned from Rd-1, Two-Family Residential, to B-4, Highway Business. Alderman Guzikowski seconded. At roll call: all voted aye. Motion carried.

Certified Survey Map

**Oak Creek-Franklin Joint School District
8640 S. Howell Ave. & 340 E. Puetz Rd.
Tax Key Nos. 827-9014-001 & 827-9026-001**

Kari Papelbon explained that intent of the proposed CSM is to combine the former site of the City Hall and Library, the current site of the Community Center, and the current site of the High School, noting that there is an easement affecting S. Knights Place and that a second easement agreement may be added as a condition of approval.

Commission Johnston noted that when Knights Place was vacated in 2012, the agreement included language defining that easement, and stating that it shall remain in place for all the structures underground. The main easement needed is for a public water main that runs north and south on Knights Place, which will become item three for the conditions of approval.

Alderman Bukiewicz stated that the proposed CSM is the first step needed for the School District to commence the building project, so he did not see any reason for not approving the CSM.

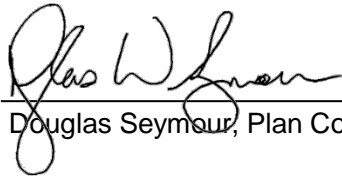
Commissioner Johnston moved that the Plan Commission recommends to the Common Council that the Certified Survey Map for the properties at 8640 S. Howell Ave. and 340 E. Puetz Rd. be approved with the following conditions:

1. That all technical corrections are made prior to recording.
2. That all easements are shown on the map prior to recording.
3. That a separate water main exhibit and easement is created for the public water main on Knights Place.

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

Commissioner Carrillo moved to adjourn. Commissioner Siepert seconded. On roll call: all voted aye. Motion carried. The meeting was adjourned at 7:04 p.m.

ATTEST:



Douglas Seymour, Plan Commission Secretary

1-18-16

Date