



PLAN COMMISSION MEETING AGENDA

**TUESDAY, August 23, 2016
AT 6:00 PM**

- 1) ROLL CALL
- 2) Minutes of the August 9, 2016 meeting
- 3) Significant Common Council Actions
- 4) NEW BUSINESS
 - a) PLAN REVIEW - Review site, building, and landscaping plans submitted by Rick Ruvin, RW Howell LLC for an addition to the existing building on the property at 8355/8375 S. Howell Ave. (Tax Key No. 828-9997-000). Follow this item on Twitter **@OakCreekPC#OCPCChildHosp.**
 - b) SIGN PLAN REVIEW - Review a proposed sign plan submitted by Blair Williams, Wired Properties, for the commercial portions of the mixed-use buildings at 7979 S. Main St. and 7978 S. Main St. (Tax Key Nos. 813-9053 and 813-9050). Follow this item on Twitter **@OakCreekPC#OCPCMain.**
 - c) SIGN PLAN REVIEW - Review a proposed sign plan submitted by Brian Cass, Martinizing, for the Martinizing commercial tenant portion of the building at 7979 S. Main St. (Tax Key No. 813-9053). Follow this item on Twitter **@OakCreekPC#OCPCMartinizing.**
 - d) SIGN PLAN REVIEW - Review a proposed sign plan submitted by Katie Scholz, RLO Sign, Inc., for the Forward Dental commercial tenant portion of the building at 7979 S. Main St. (Tax Key No. 813-9053). Follow this item on Twitter **@OakCreekPC#OCPCFwdDental.**
 - e) SIGN PLAN REVIEW - Review a proposed sign plan submitted by Roots Salon for the Roots Salon commercial tenant portion of the building at 7979 S. Main St. (Tax Key No. 813-9053). Follow this item on Twitter **@OakCreekPC#OCPCRroots.**
 - f) CONDITIONAL USE PERMIT - Review a request submitted by the City of Oak Creek and The Waters Senior Living for a Conditional Use Permit for housing for the elderly on the property at 8000 S. Market St. (Tax Key No.: 813-9065-000). Follow this item on Twitter **@OakCreekPC#OCPCTheWaters.**
- 5) ADJOURN

PLEASE NOTE

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MINUTES OF THE
OAK CREEK PLAN COMMISSION MEETING
TUESDAY, AUGUST 9, 2016

Mayor Steve 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 Bukiewicz, Alderman Guzikowski, Commissioner Siepert and Commissioner Chandler. Commissioner Correll was excused. Also present: Kari Papelbon, Planner; Peter Wagner, Planner/Zoning Administrator; Doug Seymour, Director of Community Development; and Michael Kressuk, Assistant Fire Chief.

Minutes of the July 26, 2016 meeting

Commissioner Dickmann moved that the Plan Commission approve the minutes from the July 26, 2016 meeting. Commissioner Siepert seconded. On roll call: all voted aye, except Commissioner Carrillo, who abstained. Motion carried.

**PUBLIC HEARING
SIGN APPEAL
PAMELA MEHTA
7001 S. HOWELL AVENUE
TAX KEY NO. 734-9028**

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

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

**SIGN APPEAL
PAMELA MEHTA
7001 S. HOWELL AVENUE
TAX KEY NO. 734-9028**

Mr. Wagner provided an overview of the sign proposal.

Mayor Scaffidi asked if the applicant could put up two monument signs without the variance. Mr. Wagner responded no. They are only allowed one monument sign, because only one monument sign is allowed per parcel. The second monument sign would have to be on the north side of the entrance, which would be too close to that side lot line. There is also a 15-foot utility easement along the front. That is why the current monument sign is pushed back closer to the building. They considered putting it on the south side of the building, but then traffic would be past the entrance of the development before realizing that building 2 is a different address. The thought was to go with an extra tall sign and keep the right-of-way less cluttered.

Alderman Bukiewicz stated that this seems like a reasonable alternative. The 12-foot sign does not look too bad.

Commissioner Chandler asked how many tenants there are. Peter O'Gorek, Perspective Design, 11525 W. North Avenue, Wauwatosa, responded that the building in the front was

designed for nine tenants. The building in the back was designed for seven tenants. They laid out the sign to have a space for each tenant.

Commissioner Chandler asked if the lettering on the sign will differ with each tenant. Mr. O’Gorek responded that on the building signage, they are trying to leave that open so that individual tenants can have their corporate colors and their logos. On the monument sign on the front, they tried to keep the signage uniform in color to avoid appearing cluttered.

Commissioner Dickmann stated it is better to have one sign.

Alderman Bukiewicz moved that the Plan Commission approve the proposed sign plan for Building 2 granting a variance from 8 feet to 12 feet at 7001 S. Howell Avenue. Alderman Guzikowski seconded. On roll call: all voted aye. Motion carried.

SIGN PLAN REVIEW
PAM MEHTA
7001 S. HOWELL AVENUE
TAX KEY NO. 734-9028

Mr. Wagner stated that the reason they had the variance prior to the sign plan was because the sign plan included a 12-foot monument sign. Before going to the sign plan, he suggested making sure that the Plan Commission agrees that the monument sign was acceptable. As per Code, every multi-tenant, three-tenant building or more is required to present a sign plan to the Plan Commission for approval. There was a sign plan approved for Building 1. This discussion is for Building 2 and for the monument sign. Mr. Wagner stated that the applicant provided a very detailed sign plan regarding the style, size, quantity and height. It also took the existing Sign Code and included it verbatim into this plan.

The way they want to calculate wall signs is a little bit different. They could have potentially seven tenants. A sign can only be 43.3 square feet. The Code states it cannot be more than 20%, or no larger than 100 square feet. With the potential for seven tenants, it can be 43.3 square feet. It is slightly larger than building 1. Building 1 was only allowed 31.6, but staff felt that due to the location behind Building 1 and their lack of visibility, allowing a slightly larger wall sign for Building 2 would be more than acceptable and not necessarily break the character of the whole development.

Alderman Bukiewicz stated he agreed with the staff recommendation. He stated it is a well laid out plan. It is justifiable to have it a little bit bigger given the location of Building 2. Alderman Bukiewicz complimented the Planning staff in working with the applicant to get to the stage they are when it was brought to the Plan Commission. Alderman Bukiewicz stated that it makes it very easy to come to a decision on this item.

Commissioner Johnston asked if there are any stipulations on letter height on the monument sign. Mr. O’Gorek responded that they did not cover that in the sign plan, but believes the lettering is about 18 inches tall per panel.

Mayor Scaffidi thanked the applicant for working with staff and looking at the City’s guidelines in advance of their proposed signage request.

Commissioner Dickmann moved that the Plan Commission approve the proposed sign plan for Building 2 at 7001 S. Howell Avenue. Commissioner Chandler seconded. On roll call: all voted aye. Motion carried.

**SIGN PLAN REVIEW
OAK CREEK-FRANKLIN JOINT SCHOOL DISTRICT
FOREST RIDGE ELEMENTARY SCHOOL
2200 W. DREXEL AVENUE
TAX KEY NO. 785-9004**

Mr. Wagner provided an overview of the proposal.

Commissioner Chandler asked the applicant for more information on the color of signs on the building as it relates to the monument sign. Bob Vigert, Epstein Uhlein Architects, 333 E. Chicago Street, Milwaukee, responded that the wall sign is an aluminum color, which matches the window system - a clear anodized aluminum. The monument sign is aluminum and is blue. The legs of the sign are blue. The field where the letters are a silver-type color.

Alderman Bukiewicz moved that the Plan Commission approve the sign plan for the Forest Ridge Elementary School at 2200 W. Drexel Avenue. Alderman Guzikowski seconded. On roll call: all voted aye. Motion carried.

**CERTIFIED SURVEY MAP
KELLY GALLACHER
SELF-STORAGE VENTURES, LLC
6304 & 6340 S. HOWELL AVENUE
137, 147 & 209 E. COLLEGE AVENUE
TAX KEY NOS. 719-9991-001, 719-9990, 719-9992, 719-9993 & 719-9994**

Ms. Papelbon provided an overview of the proposal.

Alderman Bukiewicz moved that the Plan Commission recommends to the Common Council that the Certified Survey Map submitted by Kelly Gallacher, Self Storage Ventures, LLC for the properties at 6304 and 6340 S. Howell Avenue and 137, 147 and 209 E. College Avenue be approved with the following conditions:

1. That all easements are shown and clearly labeled on the map prior to recording.
2. 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 Siefert seconded. On roll call: all voted aye. Motion carried.

**RIGHT-OF-WAY VACATION
HSI OAK CREEK PARTNERS, LLC
2100, 2200 AND 2280 W. DREXEL AVENUE**

Ms. Papelbon provided an overview of the proposal to vacate the unimproved public right-of-way off of Drexel Avenue affecting these properties. A private development road with a slightly different configuration would be constructed instead.

Commissioner Siefert asked why the applicant is requesting a private road. Tony DeRosa, HSI Properties, 18500 W. Corporate Drive, Brookfield, responded that it was discussed at previous City meetings that it was not necessary to build a public road to public road standards. As a private road, the property owner is responsible for maintaining it.

Commissioner Siefert asked if the applicant had any problems with the utility easements. Mr. DeRosa responded no. The CSM shows a water main easement that runs through the property, and will be built as a public water main.

Arden Degner, 8540 S. Pennsylvania Avenue, stated that this 645-parking space development has nothing but traffic bottlenecks not only on Pennsylvania, but on Drexel. It was testified two or three meetings ago that this property was originally laid out to have two entrances and exits from Drexel Avenue. Now it is going to be combined with one and to make this very difficult, they are going to make a private road out of this. With 645 apartments, there is going to be a group of students having to wait for a bus pick-up, just like there is on Pennsylvania Avenue now. He further stated that the students will have to walk, because of the private road, from the farthest reaches and congregate at the entry. There is no provision for this. A public road is needed. This does not require any long-term upkeep. Safety is the important thing. Mr. Degner questioned how there can be a safe community with 640 parking spaces as a build-out. This cannot stand. The safety of the community and the children is most important. Making this a private road cannot stand. Public roads are needed for safety. There needs to be electronic signals for cars and buses to stop and pick up children.

Alderman Bukiewicz stated that the City has over 200 miles of public roads within the City. This is a private road that will save taxpayers money. It can still be accessed by the public, but is maintained by the private ownership. As far as upkeep of that road, it will be demanded by those that are renting. The easements will be there for the City to access publically. This is merely standard operating procedure.

Commissioner Dickmann moved that the Plan Commission recommends to the Common Council that the 70-foot-wide unimproved right-of-way affecting a portion of the Southeast $\frac{1}{4}$ of the Southwest $\frac{1}{4}$ of Section 10 (between 2200 and 2280 W. Drexel Ave., and between 2100 and 2280 W. Drexel Ave.) be vacated after a public hearing. Alderman Guzikowski seconded. On roll call: all voted aye. Motion carried.

**OFFICIAL MAP AMENDMENT
MARY VOELKER, MARGARET MUNSON, LIFE CREEK CHURCH, INC. &
HSI PROPERTIES, LLC
7721 S. PENNSYLVANIA AND 2100, 2200 AND 2280 E. DREXEL AVENUE
TAX KEY NOS. 779-9991-001, 779-9006, 779-9007, 779-9008**

Ms. Papelbon provided an overview of the proposal, which is to remove the officially mapped street pattern that affects these properties. Private development roads and drives will be constructed instead.

Commissioner Chandler asked what the requirements are for private roads versus public roads. Commissioner Johnston responded that private roads are usually constructed without the right-of-way requirements of public roads. Water main is usually the only improvement that goes in as a requirement regardless of where it is. Engineering recommends that this be a private road and is okay with this development.

Commissioner Johnston moved that the Plan Commission recommends to the Common Council that the Official Map for the Southeast ¼ of the Southwest ¼ of Section 10, Town 5 North, Range 22 East be amended as discussed/illustrated after a public hearing. Commissioner Siepert seconded. On roll call: all voted aye. Motion carried.

CERTIFIED SURVEY MAP

**MARY VOELKER, MARGARET MUNSON, LIFE CREEK CHURCH, INC. &
HSI PROPERTIES, LLC
7721 S. PENNSYLVANIA AND 2100, 2200 AND 2280 E. DREXEL AVENUE
TAX KEY NOS. 779-9991-001, 779-9006, 779-9007, 779-9008**

Ms. Papelbon provided an overview of the proposal to reconfigure the four lots into three lots.

Commissioner Dickmann asked if it would be better to have this all remain one lot. Ms. Papelbon responded that staff discussed the layout with the applicants and having multiple lots. The multiple lots are a financing requirement. Lot 3 does have the clubhouse and the pool and those improvements are required as part of Phase 1. Commissioner Dickmann asked if there was a possibility that Lot 2 would not be built on. Ms. Papelbon responded that that is a correct assessment. Lots 1 and 3 (Phase 1) do have the majority of the development on them.

Tony DeRosa, 18500 W. Corporate Drive, Brookfield, stated that financing is determining how a parcel of this nature gets split. The banks want to see Phase 1 as its own tax parcel, Phase 2 separate, and a clubhouse as a third parcel. Phase 1 includes 166 units, plus the clubhouse and pool improvements.

Commissioner Dickmann moved that the Plan Commission recommends to the Common Council that the Certified Survey Map submitted by Mary Voelker, Margaret Munson, Life Creek Church, Inc., HSI Properties, LLC for the properties at 7721 S. Pennsylvania Ave.; and 2100, 2200, and 2280 E. Drexel Ave. be approved, with the following condition:

1. That all easements are shown and clearly labeled on the map prior to recording.
2. That the delineated wetlands are shown on all applicable sheets of the map prior to recording.
3. That the 65-foot-wide public right-of-way along Drexel Avenue is shown on the map prior to recording.
4. 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 Johnston seconded. On roll call: all voted aye. Motion carried.

PLAN REVIEW – DREXEL RIDGE

**HSI PROPERTIES, ET AL
7721 S. PENNSYLVANIA AND 2100, 2200 AND 2280 E. DREXEL AVENUE
TAX KEY NOS. 779-9991-001, 779-9006, 779-9007, 779-9008**

Ms. Papelbon provided an overview of the plans for Phase 1 of the multifamily development.

Eric Harmon, AG Architecture, 1414 Underwood Avenue, Suite 301, Wauwatosa, WI showed a

colored rendering and described the proposed building materials.

Alderman Bukiewicz stated that the fiber cement board is in an acceptable amount in conjunction with the amount of brick. Alderman Bukiewicz stated he likes the design as proposed.

Alderman Bukiewicz asked if the Fire Department had any concerns. Asst. Chief Kressuk responded that they have spent a considerable amount of time looking at access to this site. They have come up with an adequate solution, and HSI has worked with the Fire Department to accomplish that. As far as hydrant placement, the Fire Department did meet with HSI and the Oak Creek Water and Sewer Utility to work out an efficient model for hydrant placement around the site.

Asst. Chief Kressuk further stated that on the western side, there is an access road going from the north to the south. That is an integral piece that will be part of the initial phase to allow Fire Department access throughout. If the property is split in half with the northwest corner being the later phase, the road that progresses north to south would be included in Phase 1.

Commissioner Dickmann asked what the length is from the front of the garages to the sidewalk. Mr. Harmon responded that the typical length is 18 feet to match a typical parking stall. That is not met in all conditions. The areas where it is not met are on the property nearest the flood plain. Those do not meet the full 18 feet, but it is not in a heavily-trafficked area. It would be primarily for the four or five apartments back there. Commissioner Dickmann stated his concern about the people walking on the sidewalk in those areas.

Mayor Scaffidi asked what could be seen from across the street on Drexel Avenue. Mr. Harmon responded that the front shot of the first two eleven-unit buildings would be visible. Also, the entry and corner sequence of the clubhouse would be visible as the primary view coming in.

Commissioner Dickmann asked if the monument sign at the entrance of the development was illuminated, and whether the entrance columns would also be lit. Mr. Harmon responded that that is still unresolved. They picture a lit lantern that would signify the entry, but it depends on a lot of the approvals that the applicant gets during this meeting.

Alderman Guzikowski stated that in looking at the overall plans, he is very pleased with how this project has come together. He stated his concurrence with Commissioner Dickmann's concerns about the parking stall areas that seem to be a little tight. He stated that overall it is a good-looking plan.

Commissioner Johnston thanked the applicant for adding curb and gutter to the project. There are sidewalks that connect at the "T" roads, and also curb and gutter on those roads.

Tony Miranda, 7675 S. Pennsylvania Avenue, asked if it would be possible to put some type of water aeration system in the retention pond as it is so close to residential properties, and the threats of mosquitos would be pretty bad. Commissioner Johnston responded that the vast majority of detention ponds in the City that are in residential developments do not have aeration. Usually there is enough motion (air movement) in the water so it is not just stagnant water that is there.

Alderman Bukiewicz moved that the Plan Commission approves the site, landscape and building plans for the multifamily residential development located at 7721 S. Pennsylvania Ave.; and 2100, 2200, and 2280 E. Drexel Ave., subject to the following conditions:

1. That all building and fire codes are met.
2. That all parking stalls meet required setbacks per the approved Conditions and Restrictions.
3. That all decorative entry columns are revised to a maximum height of 6 feet, located outside of road rights-of-way and vision triangles, meet all setback requirements, and may be illuminated as per the Electric Inspector. Illumination of the entrance monument sign is allowed.
4. That the exterior stone and brick veneer meets the minimum 4-inch thick requirement per Code.
5. That all revised plans (site, building, landscaping, lighting details, etc.) are submitted in digital and paper formats for review and approval by the Department of Community Development prior to the submission of building permit applications.
6. That all mechanical equipment (ground, building, and rooftop) is screened from view.
7. That the final site grading, drainage, and stormwater management plans are approved by the Engineering Department.
8. That all water and sewer utility connections are coordinated with the Oak Creek Water & Sewer Utility.
9. That the final photometric and lighting plan is approved by the Electrical Inspector prior to the issuance of building permits.

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

**ZONING TEXT AMENDMENT
GENERAL DEVELOPMENT PLAN & REGULATING PLAN FOR DREXEL TOWN SQUARE
7940 S. 6TH ST., 7901 S. MAIN ST. AND 7902 S. MAIN ST.
TAX KEY NOS. 813-9054, 813-9055, 913-9049**

Ms. Papelbon provided an overview of the proposal to amend the Additional Drive-Through Considerations section and Table 1 in the DTSMUPDD General Development Plan and Regulating Plan.

Mayor Scaffidi stated he did not remember restaurants being mentioned at the last meeting when discussing drive-ups/drive-throughs. Ms. Papelbon responded that this amendment is clarifying something currently in the land use table, which currently does not specify the buildings that the text does.

Alderman Bukiewicz stated that when discussing this previously, the Commission found drive-throughs were allowed in (Buildings) C-1, C-2, B-1 and B-2. Clearly it is already in there, but there is no practical way to make that work. Ms. Papelbon responded that that is correct. Staff chose not to exclude those buildings in case future development called for drive-throughs/drive-up windows. They chose to add the B-5 rather than eliminating the existing allowances.

Ms. Papelbon stated that Table 1 for the land use regulations currently has restaurants with drive-through facilities allowed in the Mixed Use Sub-district. The only change that is being proposed is that this table clarifies the specific buildings where drive-throughs are allowed. Alderman Bukiewicz stated that the only building possible right now to have the drive-through option would be building B-5, which is being allowed for the financial institution.

Commissioner Siefert states his concern that more than one of the tenants in the multitenant building might want to have a drive-up or drive-through window. He stated that he can see having one drive-up/drive-through, but not more than that due to safety concerns. Ms. Papelbon responded that staff considered such, and that is why it is being limited to one per building rather than one per tenant. Commissioner Johnston stated that for the Mixed Use Sub-district, it is a conditional use to allow a drive-through, so it would have to come back through Plan Commission to get that approval. Ms. Papelbon responded that that was correct.

Alderman Bukiewicz moved that the Plan Commission recommends to the Common Council that the Additional Drive-Through Considerations section and Table 1, Land Use Regulations in the Drexel Town Square Mixed Use Planned Development District General Development Plan and Regulating Plan be amended as presented after a public hearing

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

**CONDITONAL USE PERMIT
WIRED PROPERTIES
7940 S. 6TH ST. (B-5 Building)
TAX KEY NO. 813-9054**

Ms. Papelbon provided an overview of the proposed Conditional Use, and stated that page 7 of 8 in Section X, Permitted Uses, it states that one financial institution with one drive-through lane and one drive-up window is allowed. It is very clear.

On Page 3 of 8, Section 4(J), it states that service and loading shall not occur in the drive-through lane during business hours for any tenant in the B-5 building. Staff's intention with that restriction was to prevent any possible conflict during business hours with the drive-through operation and potential loading.

Commissioner Chandler asked for more information on the hours of operations and traffic. Blair Williams, Wired Properties, 2022 E. North Avenue, Milwaukee, responded that not all of the tenant spaces have been leased to-date. The hours of operation will vary meaningfully by tenant and use. The tenants that they have currently would have traditional retail business hours - opening in the morning and closing early in the evening. They would like to find a restaurant for that building with the pergola (B1 buildings), and would expect the hours to be somewhat more extended.

Commissioner Siefert asked what would happen if they cannot get a financial institution as a tenant for that part of that building. Mr. Williams stated they are the first tenant, and they have specifically done all of this for that particular user. They have that tenant in hand, and, with Plan Commission approvals, will execute a lease.

Commissioner Siefert stated his concern for the financial institution business failing and what would take its place in that space.

Arden Degner, 8540 S. Pennsylvania Avenue, stated his concerns about the drive-through, and the potential for business failure of the financial institution.

Alderman Guzikowski concurred with Mr. Williams.

Alderman Bukiewicz moved that the Plan Commission recommends that the Common Council approves a Conditional Use Permit and adopts the Conditions and Restrictions for the Conditional Use Permit allowing a financial institution with a drive-through/drive-up facility located at 7940 S. 6th St. after a public hearing.

Commissioner Dickmann seconded. On roll call: All voted aye, except Commissioner Siepert, who voted nay. Motion carried.

Commissioner Carrillo moved to adjourn. Alderman Guzikowski seconded. On roll call: all voted aye. Motion carried.

The meeting was adjourned at 7:25 p.m.

ATTEST:

Douglas Seymour, Plan Commission Secretary

8-15-16

Date

Summary of Significant Common Council Actions

1. Received an update on Phase I of the Emerald Row Development presented by Rick Barrett, Barrett Visionary.
2. **APPROVED** a strategic planning services agreement with the Novak Consulting Group.
3. **APPROVED** awarding the Lake Vista Community Park, Playground, and Bluff Trails contract to the lowest, responsive, responsible bidder, Edgerton Contractors, at an estimated cost of \$4,068,092.28 (Project Nos. 14036 & 14037) (4th District).
4. **APPROVED** awarding the Lake Vista Community Park – Architectural Structure contract to Rasch Construction & Engineering, Inc., for the lump sum cost of \$1,784,000.00 (Project Nos. 14036 & 14037) (4th District).
5. **APPROVED Resolution** No. 11729-081616, approving a certified survey map for the properties at 6304 and 6340 S. Howell Ave., and 137, 147, and 209 E. College Ave. (1st District).
6. **HELD Resolution** No. 11730-081616, vacating and discontinuing a part of a public street in the City of Oak Creek (70-foot wide public street in the Southeast $\frac{1}{4}$ of the Southwest $\frac{1}{4}$ of Section 10-5-22) until after the required public hearing scheduled for October 4, 2016 (1st District).



Kari Papelbon, CFM, AICP
Planner



Plan Commission Report

ITEM: 4a

DATE: August 23, 2016

PROJECT: Plan Review – Rick Ruvin, RW Howell, LLC (Children’s Hospital Addition)

ADDRESS: 8355 S. Howell Ave.

TAX KEY NO: 828-9997-000

STAFF RECOMMENDATION: That the Plan Commission approves the site and building plans submitted by Rick Ruvin, RW Howell, LLC, for the addition to the existing building located at 8355 S. Howell Ave., subject to the following conditions:

1. That all building and fire codes are met.
2. That all revised plans (site, building, landscaping, lighting details, etc.) are submitted in digital and paper formats for review and approval by the Department of Community Development prior to the submission of building permit applications.
3. That all mechanical equipment (ground, building, and rooftop) is screened from view.
4. That the final site grading, drainage, and stormwater management plans are approved by the Engineering Department.
5. That all water and sewer utility connections are coordinated with the Oak Creek Water & Sewer Utility.
6. That the final photometric and lighting plan is approved by the Electrical inspector prior to the issuance of building permits.

Ownership: RW Howell, LLC, c/o Daniel Wasserman, 8375 S Howell Ave., Ste. 202, Oak Creek, WI 53154-2924

Size: 4.454 acres

Existing Zoning: B-2, Community Business; B-3, Office and Professional Business

Adjacent Zoning: North – M-1, Manufacturing; B-3, Office and Professional Business
East – Rs-3, Single Family Residential
South – B-2, Community Business
West – M-1 (PUD), Manufacturing

Comprehensive Plan: Planned Office.

Wetlands: Yes (see attached map and plans).

Floodplain: N/A.

Official Map: N/A.

Commentary: The Applicant is requesting site, building, and landscaping plan approval for a 3,503 square-foot single-story addition to the south side of the existing building at 8355/8375 S. Howell Ave. Currently, the 2-story medical and professional office building tenants include Children’s Hospital of Wisconsin Oak Creek Pediatrics, a dental office, and a professional office. The proposed addition will expand the Children’s Hospital space, meets all required setbacks, and will be constructed with architectural CMU and windows to match the existing building. A second-story enclosed staircase for egress purposes will be constructed with metal tile, which will require a ¾ majority approval of the Plan Commission per Section 17.1009(a)(2).

employee during peak shift. Based on the information provided by the Applicants (6 doctors, 1 full-time dentist and 1 part-time dentist, and 26 employees) and the square footage of the professional office portion of the building (5,987 gross square feet), a total of 88 stalls would be required. Following the addition, a total of 105 stalls will be provided.

One trash enclosure will be relocated to the southwest corner of the parking lot. No changes to the existing materials (concrete brick to match the building with cedar siding gates) are proposed. Most of the existing landscaping will remain unchanged; however, additional landscaping is proposed on the east and west elevations, and on the southern portion of the southernmost island (behind the hydrant). Any new mechanicals will be required to be screened.

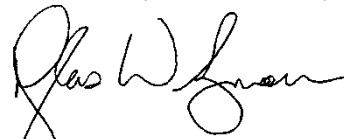
Staff recommends approval of the plans with the proposed conditions listed above.

Prepared by:



Kari Papellbon, CFM, AICP
Planner

Respectfully Submitted by:



Douglas Seymour, AICP
Director of Community Development

the Consortium ae LLC

2022 E. North Avenue Suite 300
Milwaukee | WI 53202
Gregg Prossen, Principal

TELEPHONE 414.406.7625
www.consortiumae.com

A TENANT EXPANSION AND ALTERNATION FOR:

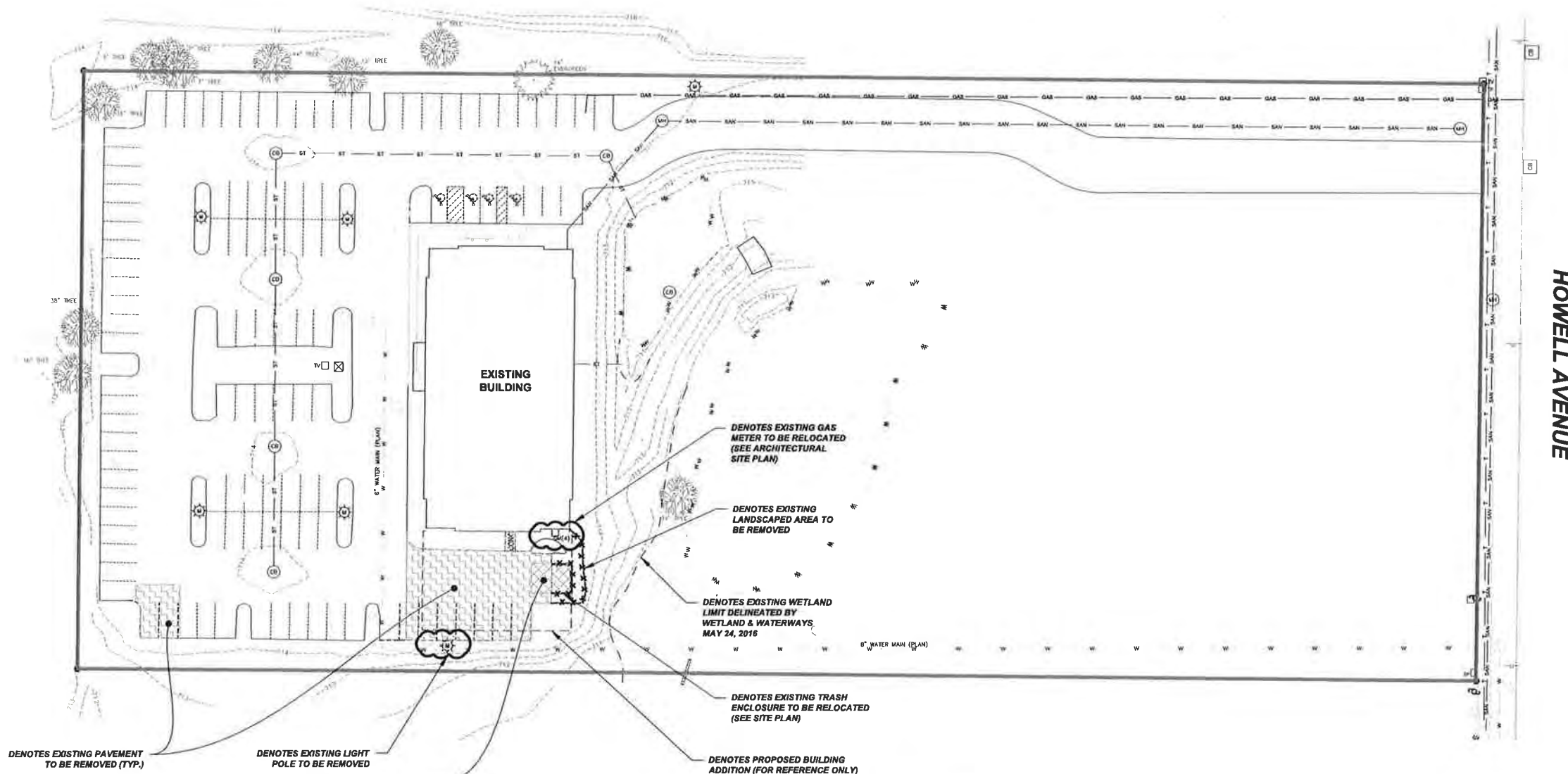
Children's Hospital of WI Oak Creek Clinic

8375 S HOWELL AVENUE
OAK CREEK WI 53154

the CONSORTIUM ae PROJECT #:0016-15



CHW OAK CREEK
2016-07-20



HOWELL AVENUE

DEMOLITION LEGEND

	DENOTES ITEM TO BE REMOVED OR DEMOLISHED
	DENOTES PAVEMENT REMOVAL AREA
	DENOTES CONCRETE SIDEWALK REMOVAL AREA
	DENOTES ITEM TO BE ABANDONED OR REMOVED

UTILITY LEGEND

SYMBOL	DESCRIPTION
	EXISTING WATER MAIN
	PROPOSED WATER SERVICE
	EXISTING ELECTRICAL LINE
	PROPOSED ELECTRICAL LINE
	EXISTING GAS MAIN
	PROPOSED GAS MAIN
	EXISTING SANITARY SEWER
	PROPOSED SANITARY SEWER
	EXISTING STORM SEWER
	PROPOSED STORM SEWER
	OVERHEAD WIRES
	EXISTING LIGHT POLES
	EXISTING LIGHT POLES
	SANITARY MANHOLE
	FIRE HYDRANT
	EXISTING WATER VALVE
	PROPOSED WATER VALVE
	EXISTING STORM STRUCTURE
	PROPOSED STORM STRUCTURE
	DENOTES EMERGENCY OVERFLOW ROUTE / DRAINAGE PATH
	PROPOSED & EXISTING SPOT GRADE



IN ACCORDANCE WITH WISCONSIN STATUTE 182.0175, DAMAGE TO TRANSMISSION FACILITIES, EXCAVATOR SHALL BE SOLELY RESPONSIBLE TO PROVIDE ADVANCE NOTICE TO THE DESIGNATED 'ONE CALL SYSTEM' NOT LESS THAN THREE WORKING DAYS PRIOR TO COMMENCEMENT OF ANY EXCAVATION REQUIRED TO PERFORM WORK CONTAINED ON THESE DRAWINGS, AND FURTHER, EXCAVATOR SHALL COMPLY WITH ALL OTHER REQUIREMENTS OF THIS STATUTE RELATIVE TO EXCAVATOR'S WORK.

Project:
CHW OAK CREEK
 RECEIVED JUL 19 2016
 8375 S HOWELL AVENUE
 Location
 OAK CREEK WISCONSIN
 Dept. of Community Development

PLAN COMMISSION SET
 NOT FOR CONSTRUCTION
 DATE: JULY 18, 2016

Sheet:
Demolition Plan

Scale: 1" = 30'
 Date: Issue Set

Date:
 2016-07-18
 Project No:
 16-1099.00
 Sheet No:

C1.01



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One Redwood Court
Racine, Wisconsin 53402
ph 262.639.8733
fx 262.639.8737
david@wdavheller.com

EVERGREEN SHRUBS

KCPJ Kallay Compact Pfitzer Juniper
DIY Dense Intermediate Yew

DECIDUOUS SHRUBS

NFS Neon Flash Spirea

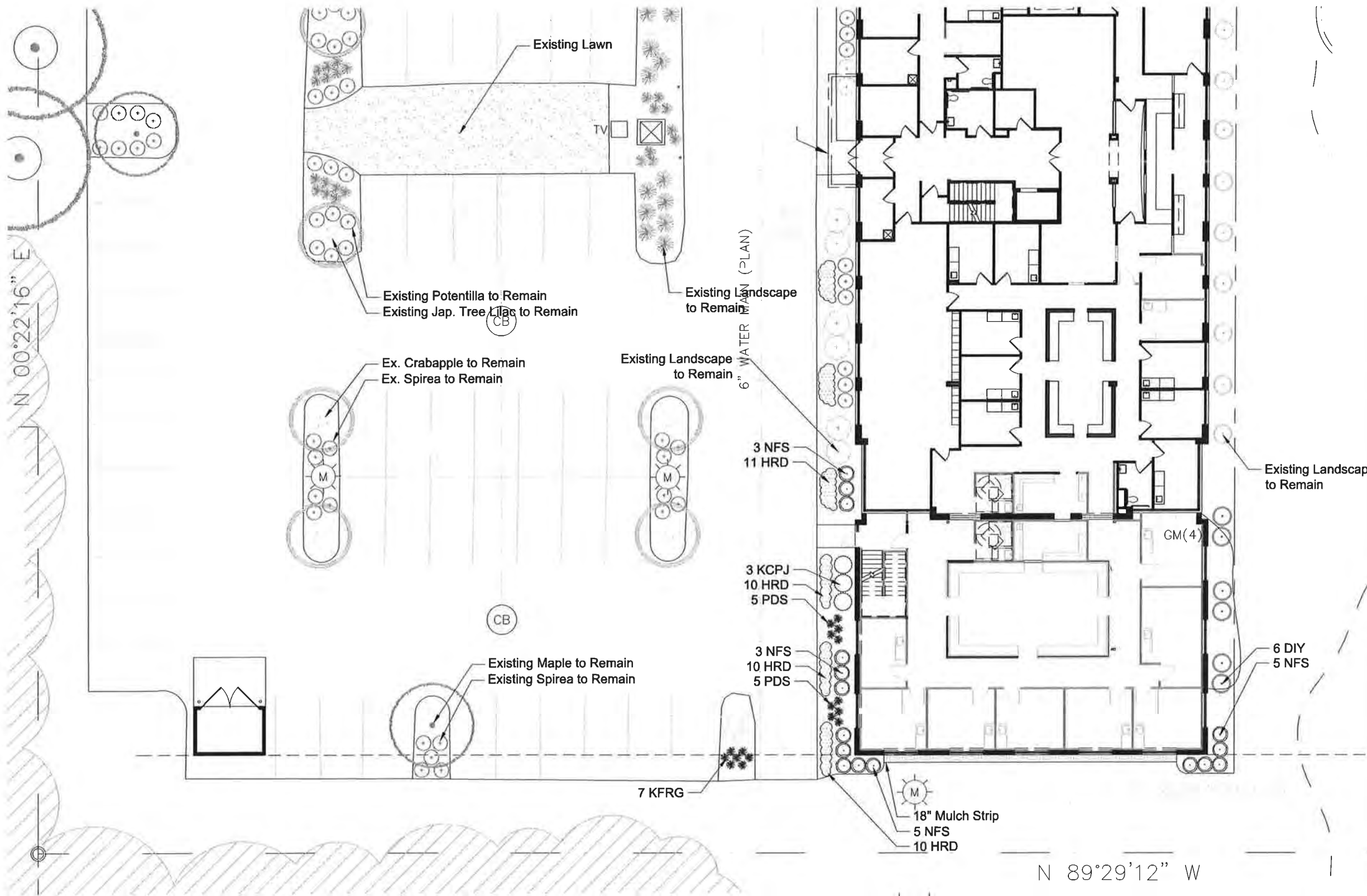
ORNAMENTAL GRASSES

KFRG Karl Foerster Feather Reed Grass
PDS Prairie Dropseed

HERBACEOUS PERENNIALS

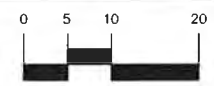
HRD Happy Returns Daylilly

PLANT KEY



ENLARGED LANDSCAPE PLAN

Scale: 1" = 10'0"



CONSORTIUM ae

the Consortium ae LLC
2022 E. North Avenue | Milwaukee | WI 53202 | Gregg Prossen, Principal
TELEPHONE 414.406.7825



Project:
CHW OAK CREEK

8375 S HOWELL AVENUE
Location:
OAK CREEK WISCONSIN



Sheet:
ENLARGED LANDSCAPE PLAN

Date:	Issue Set:

Date:
2016-07-20

Project No:
0016-15

Sheet No:

L1.1

- Contractor responsible for contacting Diggers Hotline (811 or 800-242-8511) to have site marked prior to excavation or planting.
- Contractor to verify all plant quantities shown on Plant & Material List and landscape planting symbols and report any discrepancies to Landscape Architect or General Contractor.
- All plantings shall comply with standards as described in American Standard of Nursery Stock - Z60.1 ANSI (latest version). Landscape Architect reserves the right to inspect, and potentially reject any plants that are inferior, compromised, undersized, diseased, improperly transported, installed incorrectly or damaged. No sub-standard "B Grade" or "Park Grade" plant material shall be accepted. Plant material shall originate from nursery(ies) with a similar climate as the planting site.
- Any potential plant substitutions must be approved by Landscape Architect or Owner. All plants must be installed as per sizes indicated on Plant & Material Schedule, unless approved by Landscape Architect. Any changes to sizes shown on plan must be submitted in writing to the Landscape Architect prior to installation.
- Topsoil in Parking Lot Islands (if applicable): All parking lot islands to be backfilled with topsoil to a minimum depth of 18" to insure long-term plant health. Topsoil should be placed within 3" of finish grade by General Contractor / Excavation Contractor during rough grading operations/activity. The landscape contractor shall be responsible for the fine grading of all disturbed areas, planting bed areas, and lawn areas. Crown all parking lot islands a minimum of 6" to provide proper drainage, unless otherwise specified.
- Tree Planting: Plant all trees slightly higher than finished grade at the root flare. Remove excess soil from the top of the root ball, if needed. Remove and discard non-biodegradable ball wrapping and support wire. Removed biodegradable burlap and wire cage (if present) from the top 1/3 of the rootball and carefully bend remaining wire down to the bottom of the hole. Once the tree has been placed into the hole and will no longer be moved, score the remaining 2/3 of the burlap and remove the twine. Provide one slow release fertilizer packets (per 1" calliper) for each tree planted.
- Tree Planting: Backfill tree planting holes 80% existing soils removed from excavation and 20% Soil Amendments (see Note 11). Avoid air pockets and do not tamp soil down. Discard any gravel, rocks, heavy clay, or concrete pieces. When hole is 3/4 full, trees shall be watered thoroughly, and water left to soak in before proceeding to fill the remainder of the hole. Water again to full soak in the new planting. Each tree shall receive a 3" deep, 4-5' diameter (see planting details or planting plan) shredded hardwood bark mulch ring / saucer around all trees. Do not build up any mulch onto the trunk of any tree. Trees that are installed incorrectly will be replaced at the time and expense of the Landscape Contractor.
- Shrub Planting: All shrubs to be planted in groupings as indicated on the Landscape Plan. Install with the planting of shrubs a 50/50 mix of Soil Amendments with blended, pulverized topsoil. Install topsoil into all plant beds as needed to achieve proper grade and displace undesirable soils (see planting detail). Remove all excessive gravel, clay and stones from plant beds prior to planting. When hole(s) are 2/3 full, shrubs shall be watered thoroughly, and water left to soak in before proceeding. Provide slow-release fertilizer packets at the rate of 1 per 24" height/diameter of shrub at planting.
- Mulching: All tree rings to receive a 3" deep layer of high quality shredded hardwood bark mulch (not pigment dyed or enviro-mulch). All shrub planting and perennial planting bed areas (groupings) shall receive a 2-3" layer of shredded hardwood bark mulch, and groundcover areas a 1-2" layer of the same mulch. Do not mulch annual flower beds (if applicable). Do not allow mulch to contact plant stems and tree trunks.
- Edging: All planting beds shall be edged with a 4" deep spade edge using a flat landscape spade or a mechanical edger. Bedlines are to be cut crisp, smooth as per plan. A clean definition between landscape beds and lawn is required. Pack mulch against lawn edge to hold in place.
- Plant bed preparation/Soil Amendment composition: All perennial, groundcover and annual areas (if applicable) are required to receive a blend of organic soil (Soil Amendments) amendments prior to installation. Roto-till the following materials at the following ratio, into existing soil beds or installed topsoil beds to a depth of approximately 8"-10". Containerized and balled & burlapped plant material should be back-filled with amended soil:

Per 100 SF of bed area (Soil Amendment composition):

- 3/4 CY Peat Moss or Mushroom Compost
- 3/4 CY blended/pulverized Topsoil
- 1/4 CY composted manure

In roto-tilled beds only, also include in above mixture:

- 2 lbs Starter Fertilizer

- Installation preparation for all seeded areas: remove/kill off any existing unwanted vegetation prior to seeding. Prepare the topsoil (if adequate or provide as in item #6 above) and seed bed by removing all surface stones 1" or larger. Apply a starter fertilizer (20-10-5, or approved comparable) and specified seed uniformly at the specified rate, and provide mulch covering suitable to germinate and establish turf. Provide seed and fertilizer specifications to Landscape Architect and Owner prior to installation. Erosion control measures are to be used in swales and on slopes in excess of 1:3 and where applicable (see Civil Engineering Drawings). Methods of installation may vary at the discretion of the Landscape Contractor on his/her responsibility to establish and guarantee a smooth, uniform, quality turf. A minimum of 2" of blended, prepared and non-compacted topsoil is required for all lawn areas. If straw mulch is used as a mulch covering, a tackifier may be necessary to avoid wind dispersal of mulch covering. Marsh hay containing reed canary grass is NOT acceptable as a mulch covering.

An acceptable quality seed installation is defined as having:

- No bare spots larger than one (1) square foot
- No more than 10% of the total area with bare areas larger than one (1) square foot
- A uniform coverage through all turf areas

- Warranty and Replacements: All plantings are to be watered thoroughly at the time of planting, through construction and upon completion of project as required. Trees, Evergreens, and Shrubs (deciduous and evergreen) shall be guaranteed (100% replacement) for a minimum of one (1) year from the date of project completion. Perennials, groundcovers, and ornamental grasses shall be guaranteed for a minimum of one (1) growing season. Perennials, groundcovers, and ornamental grasses planted after September 15th shall be guaranteed through May 31st of the following year. Only one replacement per plant will be required during the warranty period, except for losses or replacements due to failure to comply with specified requirements. Watering and general ongoing maintenance instructions are to be supplied by the Landscape Contractor to the Owner upon completion of the project.

- The Landscape Contractor is responsible for the watering and maintenance of all landscape areas for a period of 45 days after the substantial completion of the landscape installation. This shall include all trees, shrubs, evergreens, perennials, ornamental grasses, turf grass, no-mow grass, and native prairie seed mix / stormwater seed mix. Work also includes weeding, edging, mulching (only if required), fertilizing, trimming, sweeping up grass clippings, pruning and deadheading.

- Project Completion: Landscape Contractor is responsible to conduct a final review of the project, upon completion, with the Landscape Architect, Client or Owner / Client Representative, and the General Contractor to answer questions, provide written care instructions for new plantings and turf, and insure that all specifications have been met.

LANDSCAPE GENERAL NOTES

PLANT KEY	QUANTITY	PLANT MATERIAL PROPOSED		CALLIPER SIZE	ROOT	SPECIFICATION / NOTES
		BOTANICAL NAME	COMMON NAME			
Proposed Landscape Construction Preparation Remove (1) Ash located East of Ex. Building						
PLANT KEY	QUANTITY	PLANT MATERIAL PROPOSED		SHRUB SIZE	ROOT/CONT.	SPECIFICATION / NOTES
		BOTANICAL NAME	COMMON NAME			
EVERGREEN SHRUBS						
KCPJ	3	Juniperus chinensis 'Kallay'	Kallay Compact Pfitzer Juniper	#5	Cont.	Full rounded well branched shrub
DIY	6	Taxus x media 'Densiflora'	Dense Intermediate Yew	24"	B&B	Full rounded well branched shrub
PLANT KEY	QUANTITY	PLANT MATERIAL PROPOSED		SHRUB SIZE	ROOT/CONT.	SPECIFICATION / NOTES
		BOTANICAL NAME	COMMON NAME			
DECIDUOUS SHRUBS						
NFS	16	Spirea x bumalda 'Neon Flash'	Neon Flash Spirea	24"	Cont.	Full, well rooted plant, evenly shaped
PLANT KEY	QUANTITY	PLANT MATERIAL PROPOSED		CONTAINER SIZE		SPECIFICATION / NOTES
		BOTANICAL NAME	COMMON NAME			
ORNAMENTAL GRASSES						
KFRG	7	Calamagrostis acutiflora 'Karl Foerster'	Karl Foerster Feather Reed Grass	#1	Cont.	Full, well rooted plant
PDS	10	Sporobolus heterolepis	Prairie Dropseed	#1	Cont.	Full, well rooted plant
PLANT KEY	QUANTITY	PLANT MATERIAL PROPOSED		CONTAINER SIZE		SPECIFICATION / NOTES
		BOTANICAL NAME	COMMON NAME			
HERBACEOUS PERENNIALS						
HRD	31	Hemerocallis 'Happy Returns'	Happy Returns Daylily	#1	Cont.	Full, well rooted plant, evenly shaped
LAWN						
	-	Lawn Establishment Area / Grading Area	T.B.D. upon construction		SY	Cedar Creek Premium Blue Tag Seed Mix (Ph: 888-313-6807)
	-	Erosion Matting for sloped seeded areas	T.B.D. upon construction		SF	EroTex D575 Erosion Control Blanket (or approved equal)
Hardscape Materials						
	8.25	Shredded Hardwood Mulch (3" depth)	Approx. 900 SF		CY	Bark Mulch; apply Preemergent after installation of mulch
	6	Soil Amendments (2" depth)	Approx. 900 SF		CY	
	-	Pulverized Topsoil (Lawn Area)	T.B.D. upon construction		CY	
	6	Pulverized Topsoil (2" over bed areas)	Approx. 900 SF		CY	

*Landscape counts & quantities are provided as a service to the Landscape Contractor. Landscape Contractor is responsible for verifying these counts and quantities in order to provide a complete landscape installation as outlined on this Landscape Master Plan. In the event that a discrepancy occurs between this schedule and the Landscape Master Plan, the Landscape Master Plan, including the graphics and notations depicted therein, shall govern.

Seed Compositions:
Reindeer's Deluxe 50 Seed Mix (262-786-3300): Seed at rate of 150-200# per acre
 20% Kentucky Bluegrass (Sod Quality) 15% Quebec Perennial Ryegrass
 15% Newport Kentucky Bluegrass 10% Fiesta III Perennial Ryegrass
 15% Ken Blue Kentucky Bluegrass
 25% Creeping Red Fescue

LANDSCAPE & HARDSCAPE SCHEDULE



Project:
CHW OAK CREEK

8375 S HOWELL AVENUE
 Location:
OAK CREEK WISCONSIN

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Sheet:
LANDSCAPE NOTES & SCHEDULE

HELLER & ASSOCIATES, LLC
 LANDSCAPE ARCHITECTURE
 One Redwood Court
 Racine, Wisconsin 53402
 ph 262 638 8733
 fx 262 638 8737
 dev@wdavheller.com

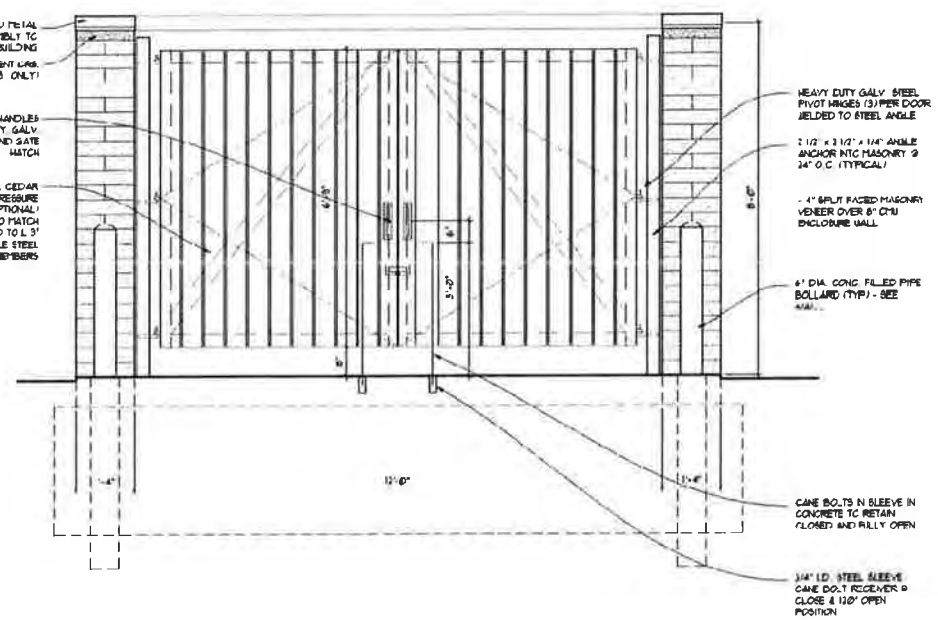
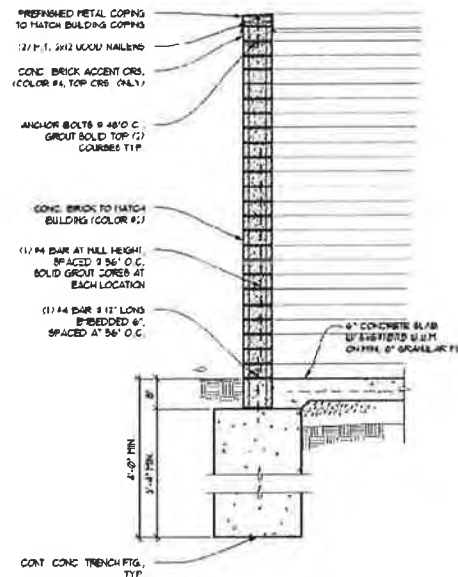


Date:	Issue Set:

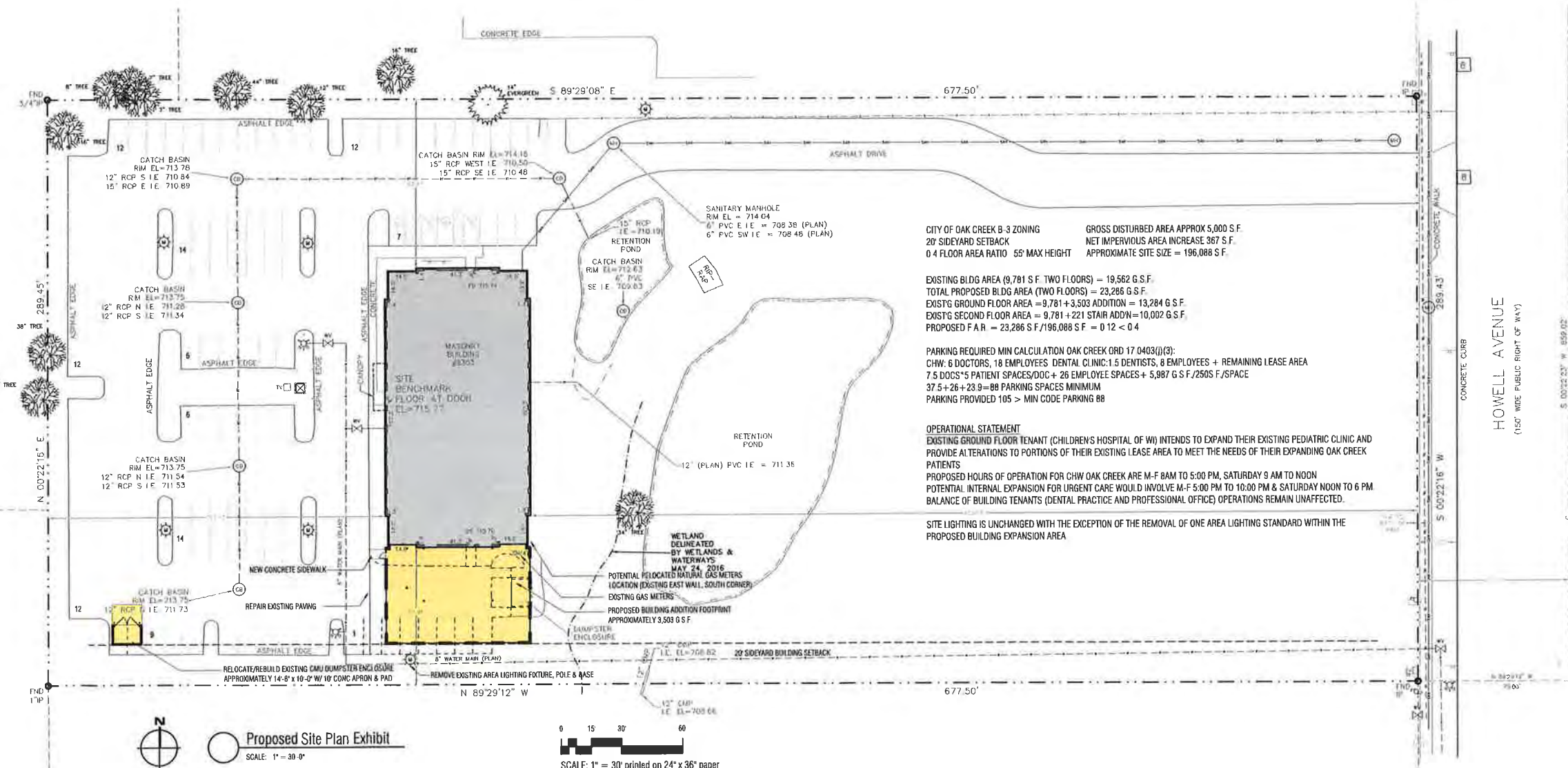
Date:
2016-07-20
 Project No :
0016-15
 Sheet No :



Existing Recycling Enclosure (to be relocated)
SCALE: NO SCALE



Existing Recycling Enclosure Elevation & Section
SCALE: NO SCALE

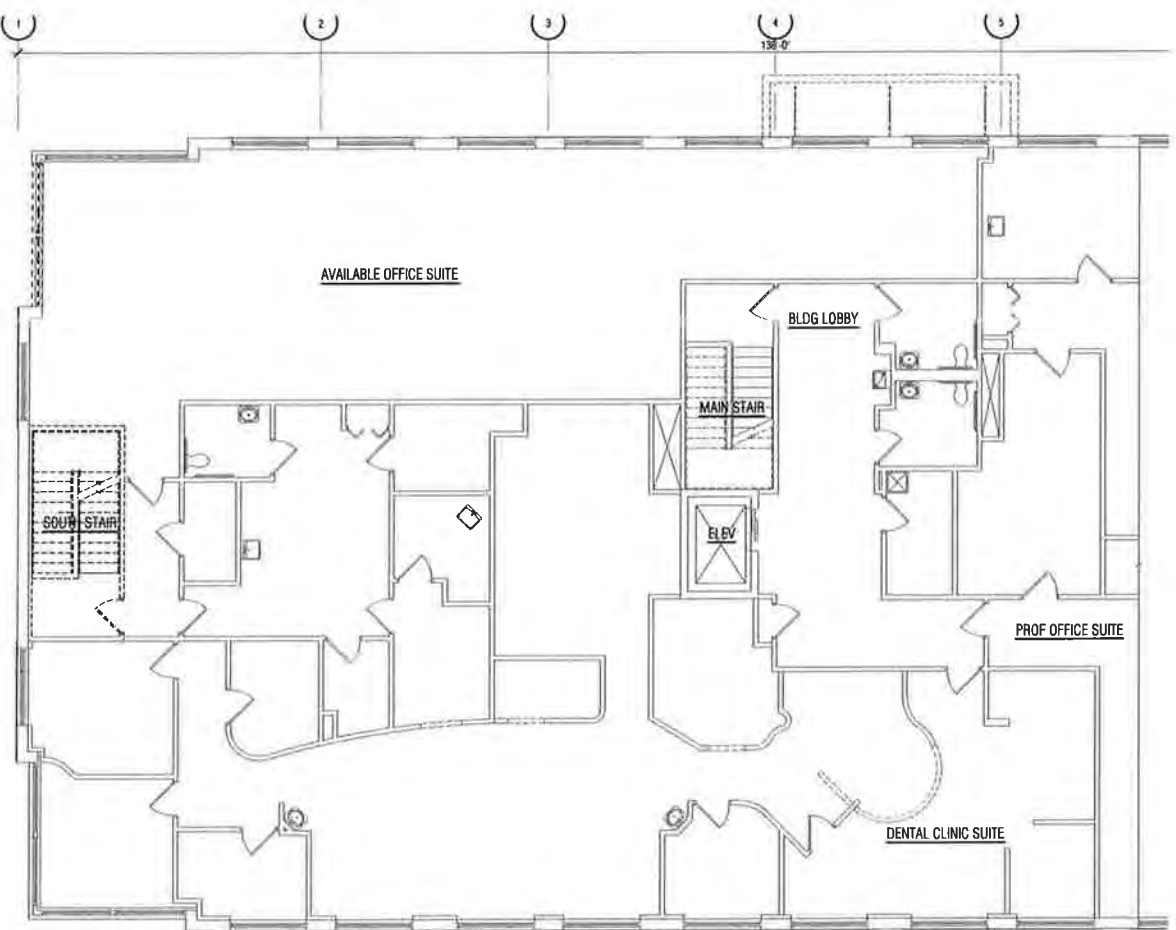


Proposed Site Plan Exhibit
SCALE: 1" = 30'-0"

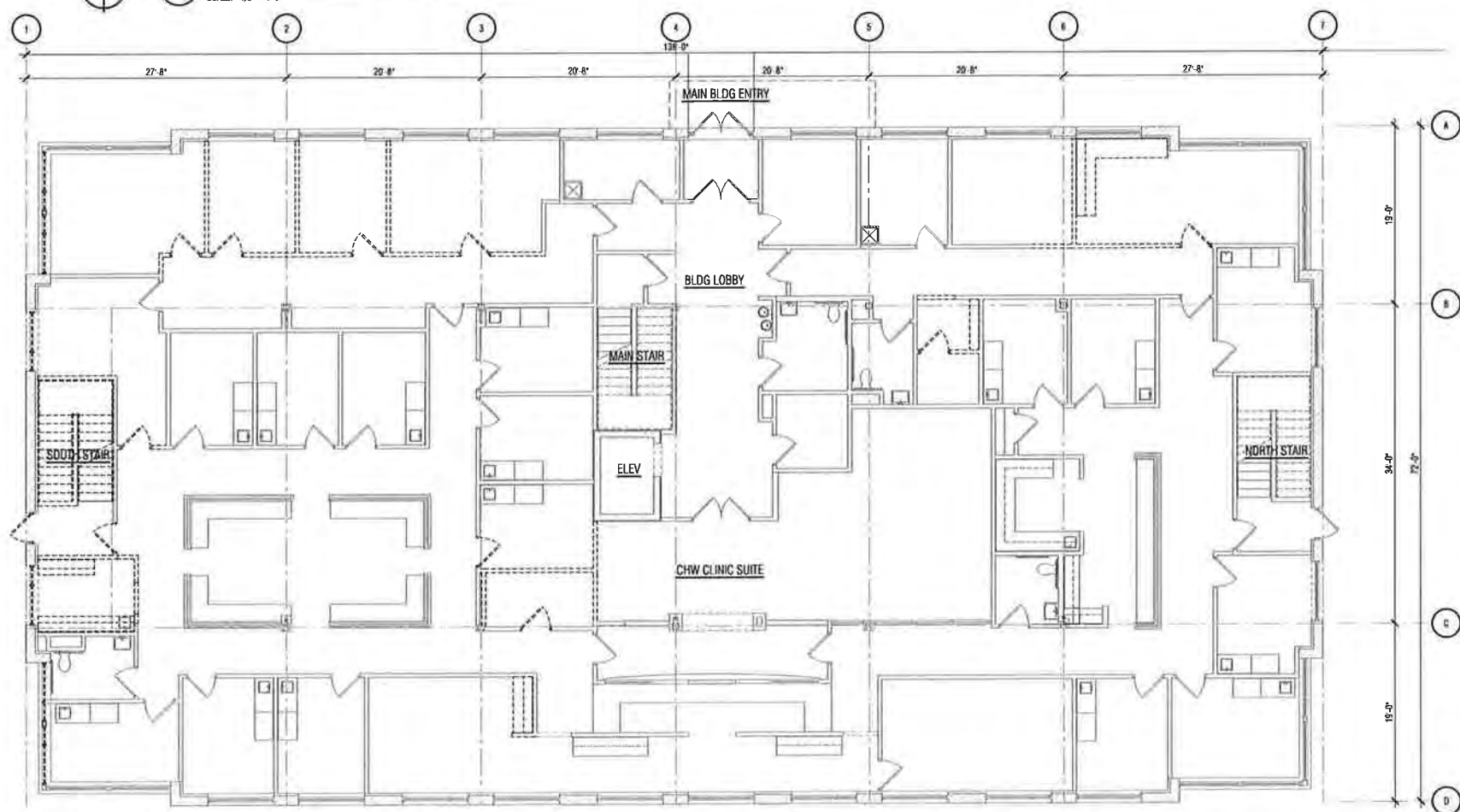
SCALE: 1" = 30' printed on 24" x 36" paper



Date	Issue Set



Existing - Demolition Partial Second Floor Plan
SCALE: 1/8" = 1'-0"



Existing - Demolition Ground Floor Plan
SCALE: 1/8" = 1'-0"



Project:
**CHW OAK CREEK
EXPANSION**

8375 S HOWELL AVENUE

Location:
OAK CREEK WI 53154



EXISTING - DEMOLITION
PLANS

Date	Issue Set

Date:
2016-07-20

Project No :
0016-15

Sheet No :



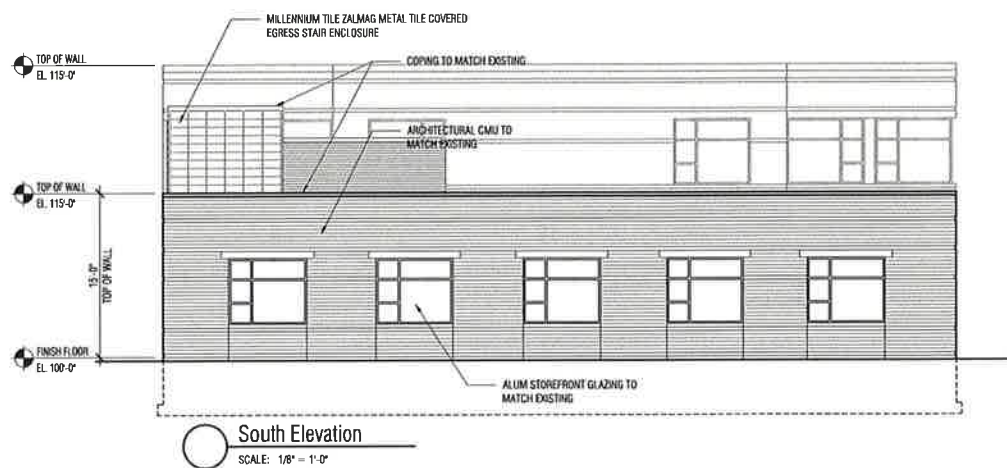
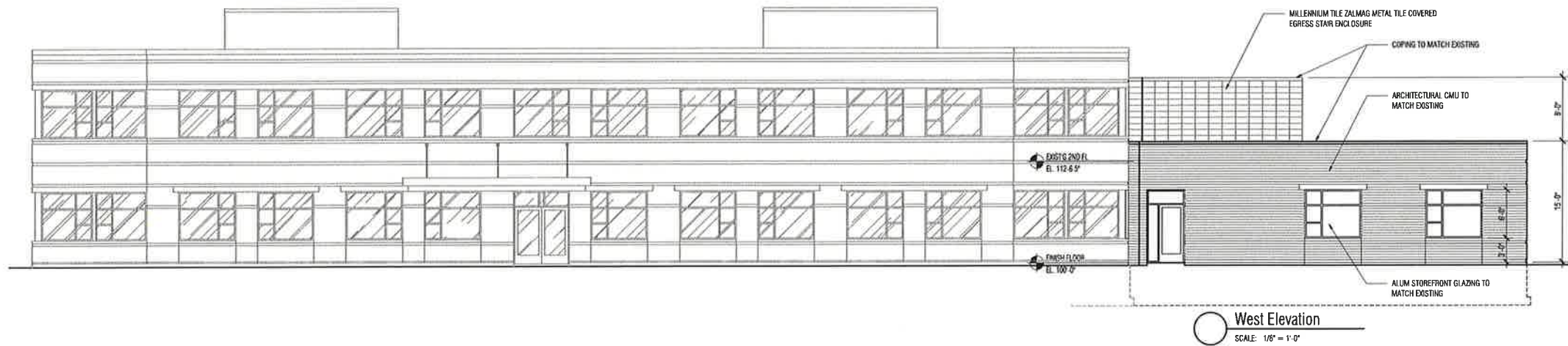
Existing West elevation looking North to Entry
SCALE: NO SCALE



Zalmag Finish Metal Tile (for Second Floor Stair Addition)
SCALE: NO SCALE



Existing SW Building Corner Detail
SCALE: NO SCALE



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Sheet:
ELEVATIONS & RENDERING

Date	Issue Set

Date:
2016-07-20
Project No.:
0016-15
Sheet No.:

A4.0



Plan Commission Report

ITEM: 4b
DATE: August 23, 2016

PROJECT: Sign Plan Review – Blair Williams, Wired Properties

ADDRESS: 7979 and 7978 S. Main St.

TAX KEY NO: 813-9053-000 and 813-9050-000

STAFF RECOMMENDATION: That the Plan Commission approves the sign program for the mixed-use buildings at 7979 and 7978 S. Main St. with the following conditions:

1. That Subsections 1(a) – (c) under Fascia Signs are revised to specify that the signs are allowed on entry facades per the DTSMUPDD. Tenants may pursue a variance through the Sign Appeal process for non-entry façade signs.
2. That Subsection 4(g) under Fascia Signs is revised to allow a maximum wall sign height of 25.2 inches for all sign elements.
3. That Subsection 6(d) under Fascia Signs is revised to comply with the DTSMUPDD for window signs. Tenants may pursue a variance through the Sign Appeal process for proposed signs that do not meet the DTSMUPDD requirements.
4. That Subsection 10(e) under Fascia Signs is revised to comply with the DTSMUPDD and to be consistent with other sections of the Sign Criteria. Tenants may pursue a variance through the Sign Appeal process for proposed permanent signs that do not meet the DTSMUPDD requirements. Temporary vinyl window decals for vacant tenant spaces that do not meet this standard may be reviewed and approved on a case-by-case by the Plan Commission.
5. That Subsection (b) under Storefront Signs or Lettering is revised to comply with the DTSMUPDD (one (1) eye level sign/graphic per 12 linear feet of entry façade is allowed. Vinyl on glazing (text/graphic/pattern) may not cause more than 10% of glazing to become opaque, and the maximum text height is limited to 5% of the retail storefront). Tenants may pursue a variance through the Sign Appeal process for proposed permanent signs that do not meet the DTSMUPDD requirements. Temporary vinyl window decals for vacant tenant spaces that do not meet this standard may be reviewed and approved on a case-by-case by the Plan Commission.
6. That Subsection (a) under Blade Signs is revised to specify that 1-2 blade signs are allowed per entry façade per the DTSMUPDD. Tenants may pursue a variance through the Sign Appeal process for any non-entry façade signs.
7. That Subsection (c)(c) under Blade Signs is revised to clarify the requirements for fabric flag signs versus solid blade signs in compliance with the DTSMUPDD.
8. That Subsection (b) under Miscellaneous Signs is revised to clarify that A-frame signs are allowed and must be maintained in compliance with the DTSMUPDD.
9. That Subsection (g) under Miscellaneous Signs is revised to eliminate the temporary banners on balcony railings. Should the Plan Commission determine that temporary banners affixed to residential balcony railings are acceptable, temporary permits for such may be issued on a case-by-case basis in accordance with Section 17.0709(b)(2) - one temporary sign permit issued up to 4 times per calendar year for a maximum of 15 days each.

Ownership: DTS Mixed Use, LLC, 2022 E North Ave., Ste. 300, Milwaukee, WI 53202

Size: 1.168 acres

Existing Zoning: DTSMUPDD, Drexel Town Square Mixed Use Development District

Adjacent Zoning: North – DTSMUPDD, Drexel Town Square Mixed Use Development District

East – DTSMUPDD, Drexel Town Square Mixed Use Development District
South – DTSMUPDD, Drexel Town Square Mixed Use Development District
West – DTSMUPDD, Drexel Town Square Mixed Use Development District

Comprehensive Plan: Planned Mixed Use.

Wetlands: N/A.

Floodplain: N/A.

Official Map: N/A.

Commentary: On July 12, 2016, the Plan Commission was presented with the tenant sign criteria used by the Applicant in the Mequon Town Center development as a sample of the sign program to be modified for the Main Street mixed-use buildings in Drexel Town Square. Tonight the Applicant is presenting the modified document for those buildings and requesting Plan Commission approval.

Staff has been working with the Applicant to ensure that the landlord sign program also meets the requirements of the DTSMUPDD; however there are a few areas that will require additional revision.

In general, the sign program does not need to exactly mirror the requirements of the DTSMUPDD, but they should not be less restrictive. Section 17.0715 of the Municipal Code provides for a variance process for those instances where the tenant and landlord agree that the standards warrant an appeal.

Fascia Signs

Subsections 1(a) – (c) must specify that the signs are allowed on entry facades per the DTSMUPDD. If a sign is not on an entry façade, the tenant may pursue a variance through the Sign Appeal process.

Subsection 4(g) allows signs that are taller than allowed by the DTSMUPDD. As mentioned in previous staff reports for tenant wall signs, per the DTSMUPDD, the height of the sign is limited to 15% of the retail floor height. The exterior of the building shows material changes at approximately 14 feet. This would visually lead one to conclude that the first floor terminates at the material change, which would limit the height of the signs to 25.2 inches. In all three cases, the Plan Commission approved those signs and required all elements to comply with a maximum height of 25.2 inches. This section should be revised to be consistent with existing approvals.

Subsection 6(d) allows window signs that are larger than allowed by the DTSMUPDD. Per the DTSMUPDD, 1 eye-level sign/graphic per 12 linear feet of entry façade is allowed. Vinyl on glazing (text/graphic/pattern) may not cause more than 10% of glazing to become opaque, and the maximum text height is limited to 5% of the retail storefront. Proposed signs that do not meet this standard may be reviewed on a case-by-case through the Sign Appeal process.

Subsection 10(e) is not consistent with the DTSMUPDD. Per the DTSMUPDD, 1 eye-level sign/graphic per 12 linear feet of entry façade is allowed. Vinyl on glazing (text/graphic/pattern) may not cause more than 10% of glazing to become opaque, and the maximum text height is limited to 5% of the retail storefront. Tenants may pursue a variance through the Sign Appeal process for proposed permanent signs that do not meet the DTSMUPDD requirements. Temporary vinyl window decals for vacant tenant spaces that do not meet this standard may be reviewed and approved on a case-by-case by the Plan Commission.

Storefront Signs or Lettering

Subsection (b) allows window signs that are larger than what is allowed by the DTSMUPDD. Per the DTSMUPDD, one (1) eye level sign/graphic per 12 linear feet of entry façade is allowed. Vinyl on glazing (text/graphic/pattern) may not cause more than 10% of glazing to become opaque, and the maximum text height is limited to 5% of the retail storefront. Tenants may pursue a variance through the Sign Appeal process for proposed permanent signs that do not meet the DTSMUPDD requirements. Temporary vinyl window decals for vacant tenant spaces that do not meet this standard may be reviewed and approved on a case-by-case by the Plan Commission.

Blade Signs

Subsection (a) must specify that 1-2 blade signs are allowed per entry façade per the DTSMUPDD. If a blade sign is not on an entry façade, the tenant may pursue a variance through the Sign Appeal process.

Subsection (c)(c) must clarify between solid blade signs and fabric flag signs. Per the DTSMUPDD, fabric flags are allowed with different dimensions than solid flag signs. Also, a minimum/maximum height from grade should be mentioned.

Miscellaneous Signs

Subsection (b) must clarify that temporary A-frame signs are allowed under the DTSMUPDD.

Subsection (g) should be revised to remove the temporary banner signage allowance for balcony railings. According to the DTSMUPDD, “temporary banner signs are allowed for a limited time after grand openings, and for seasonal events. Temporary signs must meet all requirements as detailed in the Oak Creek Zoning Code Section 17.0709.” Should the Plan Commission determine that temporary banners affixed to residential balcony railings are acceptable, temporary permits for such may be issued on a case-by-case basis in accordance with Section 17.0709(b)(2) – one temporary sign permit issued up to 4 times per calendar year for a maximum of 15 days each.

In addition to the items specified above that are not in compliance with the DTSMUPDD, there are sections within the Sign Program itself that are contradictory.

- General – The first sentence requiring all tenants to install one (1) sign on their sign fascia is in direct conflict with Subsection (b) under Blade Signs.
- Fascia Signs – Subsection 10(e) is not consistent with Subsections 6(d) and Storefront Signs (b), (c).
- Storefront Signs or Lettering – Subsection (a) is inconsistent with Subsection 10(f) under Fascia Signs.
- Blade Signs – See comment under General above.

Staff recommends approval of the proposed sign plan criteria with the conditions of approval above.

July 12, 2016

The Applicant is requesting sign plan approval for the commercial tenant spaces of the mixed-use buildings at 7979 and 7978 S. Main St. Plan Commissioners will recall that signage for the buildings was shown as general concepts and placeholders on the original building plans; however, as commercial tenant space has been leased, the City is receiving requests for business signage that does not, in many cases, match the original layout. In an effort to have a consistent and unified treatment of the Main Street corridor, a new sign

plan program with corresponding written tenant sign criteria is proposed. The purpose of tonight's review is to discuss the locations, sizes, number, materials, and other details for prescribed tenant signage.

Included with this report is the building plan that was approved by the Plan Commission in 2015. Also included with this report is a sample of the tenant sign criteria used by the Applicant in the Mequon Town Center development. While this written document would require modification to conform to the requirements of Drexel Town Square and the Oak Creek Zoning Code, it serves as a guidance document for the Main Street tenant spaces. Additional information from the Applicant is forthcoming to be discussed at the meeting.

Should the Plan Commission determine that the proposed sign plan program presented during the meeting is acceptable, staff will make a recommendation for approval.

Prepared by:



Kari Papelbon, CFM, AICP
Planner

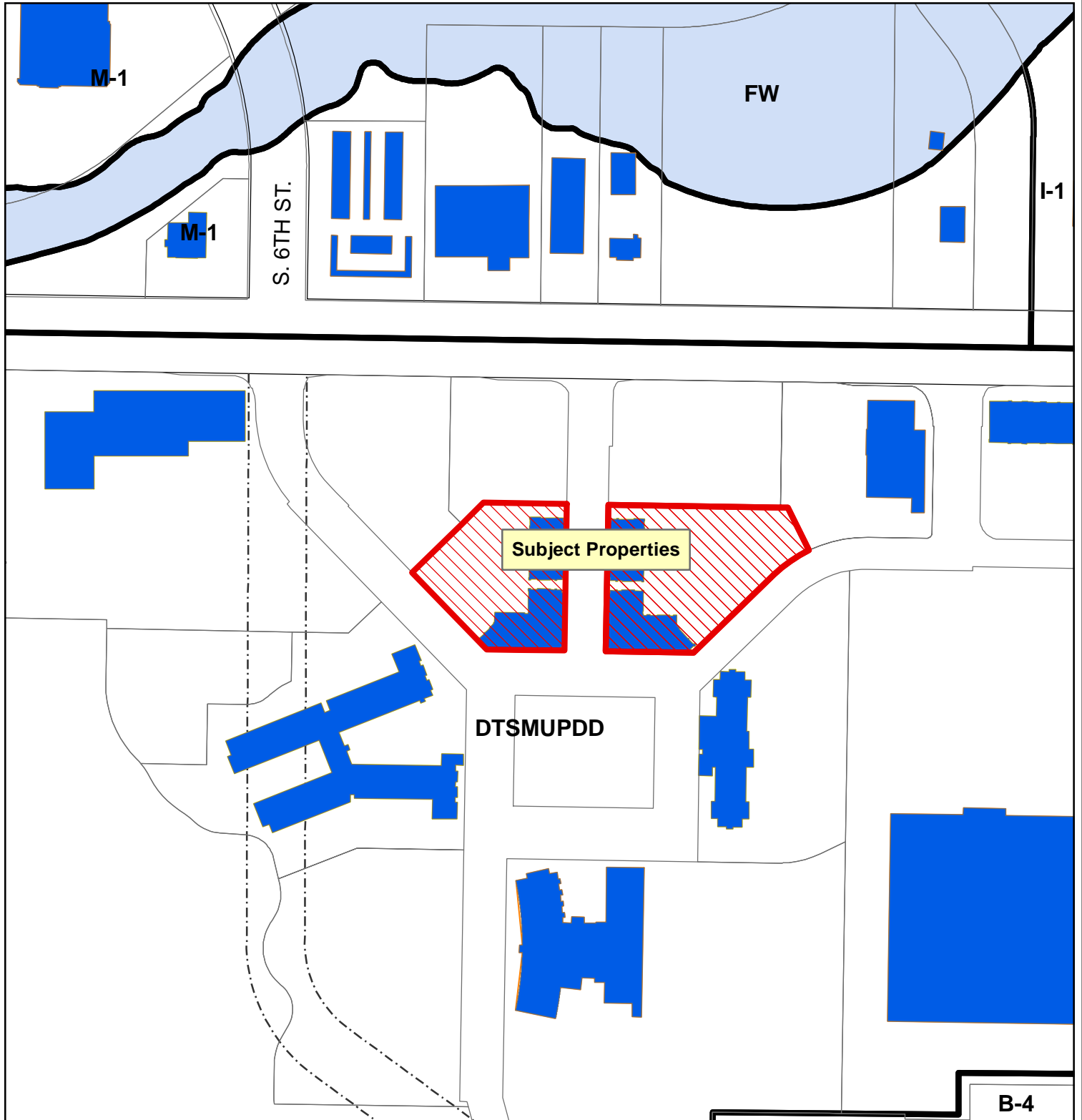
Respectfully Submitted by:



Douglas Seymour, AICP
Director of Community Development

Location Map

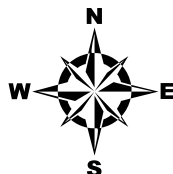
7979 & 7978 S. Main St.





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



Department of Community Development



Legend	
	7979 & 7978 S. Main St.
	Floodway

DREXEL TOWN SQUARE MAIN STREET TENANT SIGN CRITERIA

INTRODUCTION

This sign criterion is to provide the guidelines necessary to achieve a visually comprehensive, aesthetically balanced signage environment, consistent with the design objectives of the Drexel Town Square MUPDD.

GENERAL

All tenants are required to install one (1) sign on their sign fascia as herein specified before Tenant opens for business at the shopping center.

The purpose of this Sign Criteria is to inform tenants of the framework within which the Landlord will review and approve all tenant signs to be erected at Drexel Town Square for tenants within buildings located on Main Street. Specific limits or requirements are stated herein. Landlord expressly reserves the right to require modifications to signs prior to Landlord approval and may modify these sign criteria at any time, at Landlord's sole discretion. The City of Oak Creek will have final review and approval of all signs prior to the issuance of any permits. All signs must comply with applicable City ordinances, including the Drexel Town Square Mixed Use Planned Development District zoning and design guidelines. Acceptance of tenant signage by Landlord does not relieve the obligation of the Tenant to secure all necessary approvals and permits from the City of Oak Creek, including any required variances.

A copy of the sign permit and certificate of insurance of the sign installation company designating Landlord as additional insured must be provided to Landlord prior to the installation of any sign.

Landlord retains the right to approve the sign installation company. All costs associated with re-fabrication or re-installation of Tenant's sign and fascia repair caused, in whole or in part, by failure to follow Landlord guidelines shall be the sole responsibility of the Tenant.

Signage that identifies the entrances to the residential areas shall be permitted in accordance with Exhibit A.

FASCIA SIGNS

- 1) **NUMBER OF SIGNS:** One sign per entry façade is permitted per store, except as further described.
 - a) When a store is at the intersection of two outside storefront walls and each wall is adjacent to a driveway or public street, Landlord will permit one sign on each fascia.
 - b) One (1) sign per tenant is allowed on the building facade of their respective buildings facing Main Street, and one sign shall be allowed on the fascia facing the public parking fields.
 - c) Endcap tenants of premises that face both Main Street and the alley to the north or West Town Square Way to the south shall be allowed three (3) signs with one (1) sign on each elevation facing a street or alley and one (1) sign facing Main Street.
- 2) **LOCATION OF SIGNS:** Identification confined to Tenant's leased frontage within the neutral strips separating two tenants. All signs to be located on building fascia as determined and approved by Landlord and the governing local municipality. The centerline of all signs to be mounted vertically at 12'-4" above the finished building floor elevation of the base building.
- 3) **MOUNTING OF SIGNS:**
 - a) All signs shall be constructed and mounted in conformance with applicable codes and so that all fasteners, hangers, brackets, transformers, light leaks, conduit, cabinets, and wiring will be concealed from public view.

- b) All fasteners will be of non-corrosive material such as aluminum, stainless steel, or cadmium plated so as not to stain the fascia. All holes and fasteners will be fully filled and covered with silicone caulk to aid in rust prevention and prevent water penetration through the fascia. The proper number and size of fasteners are to be used to support each mounted sign. Care is to be taken during installation to minimize damage to the fascia and other adjacent materials and surfaces.
- 4) **SIZE OF SIGN:** Except as otherwise specifically limited herein, the size of the sign and letters shall not exceed the following limits:
- a) Maximum Area: 35 Square Feet
 - b) Minimum Height of letters: For signs with a single line of letters, vertical dimensions to be at least 16" in height except for letters used integrally to a logo. For signs with two lines of letters, vertical dimensions of the letters to be at least 5" in height.
 - c) Depth of letters: 4" from back of letter to the letter face
 - d) Depth and width of raceway: 2"x6" with secondary wiring; T'xT' with transformer
 - e) Length of raceway: Raceway shall not extend past any portion of the lettering text unless such raceway is integrated into the sign as a design element (i.e. used to 'underline' the text).
 - f) Trade Insignia/Logo: Maximum area to be 4 square feet with a maximum height of 25", unless the logo is used as the sign itself, in which case the sign shall otherwise comply with area requirements herein.
 - g) Height of sign: The sign shall not be more than 28" in height as measured from the elevation of its lowest point to the elevation of its highest point. In the event that individual letters, for the purposes of brand identification, have individual components that rise above or below the primary line of text then the height can be extended to 32" for not more than one individual letter.
- 5) **SIGN TEXT:** Text shall be limited to store name or Tenant's trade name and limited product, service or goods sold if important to identifying the business
- 6) **TYPES OF SIGNS PERMITTED:**
- a) Individual letters mounted on raceway painted to match the fascia upon which the sign is located or as otherwise approved in writing by Landlord and as approved by the City of Oak Creek.
 - b) Connected Script letters without background, customarily used at Tenant's other places of business mounted on a raceway.
 - c) Channel signs that describe Tenant's product, service or goods sold as long as the size and location properly coordinate with the main tenant sign. May be used only as a supplement to the main tenant sign. Approval granted at Landlord and City of Oak Creek. No Box Signs are allowed.
 - d) Hanging neon sign displayed from within the tenant space that promote tenant services or specific products up to 300 square inches or 50 percent of window area whichever is less. Either an open sign or a service or product sign is allowed as long as the total size of the sign does not exceed the 300 square inch or 50 percent of window area limitation.
 - e) Special event banners such as "Coming Soon "or "Grand opening" in accordance with City of Oak Creek requirements.
- 7) **MATERIALS AND COLORS OF SIGN LETTERS:**
- a) Letter faces to be a minimum of 1/8" acrylic for center conformity and overall appearance.
 - b) Letters to be made of a minimum of .063 aluminum backs and returns with a painted finish to be specified by Landlord, trimmed with 1" trim around the acrylic edge. All aluminum surfaces inside letters will be painted.
 - c) Raceway made of galvanized sheet metal a minimum of .063, color to match fascia wall color.
 - d) Other materials may be submitted subject to Landlord and City written approval.
- 8) **TYPES OF ILLUMINATIONS:**

- a) All signs on fascia must be lighted. Letters must be either internally illuminated neon or LED (with translucent faces and with light sources completely concealed) or halo illuminated with LED backlighting that is fully concealed. Illumination levels shall comply with City of Oak Creek light code.
- b) Specialty straight arm exterior lighting of blade signs is allowed at anchor / end cap tenants at the discretion of the landlord. Remote transformers will be mounted behind fascia wall surface. Front lighting of signs must be approved by Landlord and City and must be otherwise in compliance with this Signage Criteria.

9) ELECTRICAL INFORMATION:

- a) Electrical service, wiring, and time clock to be furnished and installed by Tenant at Tenant's cost.
- b) All electrical service charges to be paid for by the Tenant.
- c) All components and their installation to comply with all applicable ordinances and codes.
- d) All signs must be UL approved.
- e) All electrical work must be performed by a licensed electrician.

10) SPECIFIC PROHIBITIONS

- a) Interior and exterior flashing, rotating, audible and/or moving signs
- b) Light leaks of any kind; exposed lamps or tubing unless approved by Landlord and City of Oak Creek.
- c) Portable signs located within one (1) mile of Shopping Center. No off-premise signs or portable signs (except for the existing multipanel DTS entrance signs) are permitted within the development. Per the DTSMUPDD: "Easel / A-frame signs are allowable on a daily basis, and must be taken in nightly by retailers. A-frame signs must be constructed of heavy-duty, quality materials to ensure stability. These signs may not exceed 4' in height and 2'-6" in width (no more than 10 square feet per side)."
- d) Visible sign company names or permits.
- e) Decals on door or show window glass (unless required by code or approved by Landlord). These limitations may be waived by written permission of Landlord and approval of the City of Oak Creek for window skins or signs that are installed prior to a retailer opening for business or for spaces not currently rented.
- f) Painted lettering.
- g) All temporary signs or banners that are attached on any part of the building without express written permission of Landlord and as approved by the City of Oak Creek.

11) DRAWING SUBMISSION FOR APPROVAL PROCESS: Three complete sets of sign construction drawings must be submitted to the Landlord for approval BEFORE fabrication. The Landlord shall review and initial sign drawings submitted by submitted by Tenant and will return two (2) sets to Tenant, indicating Landlord's approval provided such drawings conform to the criteria specified herein. Landlord shall not be responsible for the cost of signs fabricated, ordered or constructed that do not conform to such sign criteria not specifically approved in writing by Landlord. Tenant's sign drawings must include the following:

- a) Elevation view of sign (drawn to accurate scale) with dimensions of height of letters and length of sign.
- b) Notations of the specific manufacturer, sizes and colors of the lens and letter materials and the neon tubing and transformers.
- c) Cross-section view through sign letter and raceway showing materials and the dimensioned projection of the face of the letter from the face of the raceway and the size of raceway.
- d) Scale drawing of location of sign on fascia.

STOREFRONT SIGNS OR LETTERING

- a) No signs or lettering shall be painted on or attached to the glass of storefronts, windows, or doors, except as herein specified.
- b) Graphic window skins used to obscure areas within a Tenant's premises may be allowed with express written consent of the Landlord and approval from the City of Oak Creek provided that such window skins do not obscure more than 25% of the total square footage of storefront glass fronting such Tenant's premises.
- c) Vinyl lettering may be allowed with a maximum 10% coverage and maximum text height equal to 5% of retail storefront height with Landlord's written permission and approval by the City of Oak Creek .
- d) Neat lettering, consisting of letters not exceeding 2" in height, may be placed on the inside of the window adjacent to the front door for the purpose of identification, address and information such as store hours and emergency telephone numbers.
- e) No signs such as billboards, sales, specials, etc., can be attached to interior or exterior face of storefront, windows or doors except as otherwise provided for in this Signage Criteria and approved by Landlord and City in writing.
- f) Any interior storefront decorations or decals that are part of a national branding campaign will be allowed but must be approved by landlord and city subject to applicable City ordinances.

BLADE SIGNS

- a) Tenants with leased premises on an endcap facing either the alley to the north or West Town Square Way to the south shall have the right to install One (1) blade style sign in addition to the signs otherwise allowed in this Plan.
- b) Inline retail tenants shall have the option of installing a Blade Sign instead of a Fascia Sign to which they are entitled under this plan.
- c) The blade sign shall generally conform with all of the requirements set forth in the FASCIA SIGNS requirements above except as follows:
 - a. The sign shall be no more than 3 feet in height and 2 feet in width
 - b. The sign shall project no more than 2'-6" from the face of the building
 - c. The sign shall be located with no sign element lower than 8' above sidewalk grade and with no element higher than 12'4" above sidewalk grade. The sign shall be located within the area defined by the Premises.

MISCELLANEOUS SIGNS

- a) Any and all signs which, in Landlord's opinion, are not covered by the requirements set forth above shall be reviewed on their individual merits and would require separate landlord and city approval.
- b) There shall be no exterior freestanding or pylon signs.
- c) Tenant is required to obtain all Landlord and City approvals in writing; oral approvals are insufficient and do not satisfy approval requirements herein.
- d) In no event shall Landlord's approval of any sign be deemed or construed as a warranty or guaranty by Landlord that such sign shall satisfy or be approved by any applicable governmental agency or authority; Tenant hereby acknowledges that it shall be solely responsible for obtaining any and all governmental approvals at its sole costs and expense.

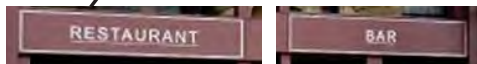
- e) Tenant shall comply with both governmental and Landlord requirements pertaining to Tenant's sign. In the event of a conflict, Tenant shall present Landlord with proof of such conflicting requirements and request Landlord consent to deviate from those items of Landlord's criteria that make compliance with both impossible. Tenant shall be solely responsible to obtain Landlord's consent in accordance with these sign criteria.
- f) **PYLON SIGNS:** Availability of signage to Tenants on the Drexel Town Square monument and/or Pylon signs shall be determined by the Drexel Town Square MUPDD and shall be governed by the Association.
- g) **LEASING SIGNS:** Except for signage otherwise allowed by this Signage Criteria, the shopping center will be allowed up to two retail (2) leasing signs; the locations shall be approved by the Department of Community Development. The signs will have a maximum display area of thirty-two (32) square feet. The signs' design will allow for the display of the corporate name and logo along with a phone number in a color scheme that represents corporate or company colors. The residential units may be marketed using banner signage affixed to balcony rails. Such signage shall not exceed the size of such balcony rail, and each building is limited to one sign per elevation.

SIGNAGE GUIDELINES

There are several retailers within the Drexel Town Square development, ranging from general outlet buildings in the Perimeter Commercial district, to in-line units on Main Street. In addition to signage regulations within Chapter 17 (17.0701-17.0715) of the Zoning Code for the City of Oak Creek, Drexel Town Square encourages its tenants to incorporate signage into the overall building design. The following guidelines* are to enhance the development's urban qualities by creating a user-friendly, multi-scaled experience through signage. All primary and secondary signage must be approved by the Plan Commission as part of the site and building plan approval process.

MULTI-SCALE SIGNAGE EXAMPLE

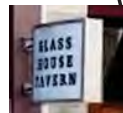
Primary signage



Eye-level signage



Temporary signage



Secondary signage

To achieve a consistency to the Drexel Town Square development, building signage is recommended at multiple scales, and in a variety of types. A framework of recommended guidelines provides regularity and rhythm to ensure a cohesive language at all streets within the masterplan. In order to effectively integrate signage into the overall project design, recommendations have been set forth based on the following categories:

- A** TYPES AND VARIATION
- B** QUANTITY AND SCALE
- C** PLACEMENT AND ORIENTATION
- D** MATERIAL AND COLOR
- E** DEVELOPMENT OR PERIMETER COMMERCIAL MONUMENT SIGNAGE
- F** LARGE FORMAT RETAIL: SPECIAL CONDITION
- G** GATEWAY SIGN

EXAMPLES OF SUCCESSFUL SIGNAGE APPLICATION



* See Design Guidelines, section "Architectural Design" of this document for more information on acceptable design standards for Drexel Town Square buildings.

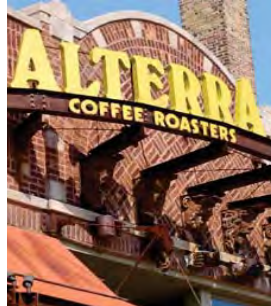
A TYPES AND VARIATION

Multiple types of signage are preferred to add visual interest and variation to Drexel Town Square. To encourage a high standard of signage, while understanding the need for flexibility, multiple options are identified.

RECOMMENDED TYPES:

Architectural

- Options: Channel or Extruded
- Lighting: Internal Neon
Reverse
Internal
- Location: Entry Facade



PRIMARY SIGN, "BEST"

Extruded

- Options: Floating or Wall Mounted
- Lighting: Reverse
External
- Location: Entry Facade
Non-Entry



PRIMARY SIGN, "BETTER"

Cut-out

- Options: Offset or Wall Mounted
- Lighting: Internal
External
- Location: Entry Facade



PRIMARY SIGN, "GOOD"

Signage adds visual interest, depth, and rhythm to the facade and streetscape. Primary signage identifies the retailer from a distance; the human scale is addressed by eye level signage; however an intermediate, or secondary, scale is necessary. Flags (horizontal or vertical, fabric or solid, wall mounted or suspended) are the recommended secondary sign to be used with the primary signs shown at left.

RECOMMENDED TYPES:

Flag

- Options: Horizontal
Vertical
Fabric
Rigid
- Lighting: Internal
External
- Location: Entry Facade
Special Condition
Non-Entry



SECONDARY SIGN, "BEST"

Awning

- Options: Linear or Dome
Wall Mounted
- Lighting: External (from above)
- Location: Entry Facade
Non-Entry
Special Condition



SECONDARY SIGN, "GOOD"

Vinyl (on glazing)

- Options: Text
Graphic
- Location: Entry Facade
Special Condition



EYE LEVEL SIGN

A TYPES AND VARIATION CONTINUED

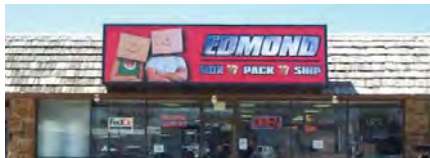
UNACCEPTABLE TYPES:

Due to their unattractive, illegible, or easily damaged character, the following sign types are not permitted at Drexel Town Square.



LED / Electronic- These signs can be very difficult to read, and detract from the desired architectural aesthetic.

EXCEPTION: LED and electronic signs will be allowed at specific locations; refer to section E-4 of Appendix B for additional information. Electronic signs may not be attached to building facades at any location.



Box Signs- These signs are generally flat, are not pedestrian-friendly, and do not contribute to the architectural design of the building.



Neon- By itself, neon can be visually overwhelming and difficult to read. Neon should not be the primary signage.



Temporary- Temporary signs are of poor quality and durability, and do not contribute to architectural aesthetic.

EXCEPTION: Temporary and banner signs may be used for short durations during grand openings or for seasonal messages. This rule does not apply to easel / triangle signs which are put out daily by businesses; these signs are encouraged at pedestrian locations. Refer to "Allowable Temporary Signs" for additional information.



Painted- These signs are very flat, and do not contribute to architectural aesthetic.



RECOMMENDED TYPES:

Included below are precedents that are indicative of the signage standard and recommendations for retailers at Drexel Town Square.



Signage demonstrates depth; features a clean and durable letter on natural building material.



Extruded letters on a canopy give dimension to streetscape; multiple levels of signage.



Well-made flag signs add visual interest for pedestrians, and make stores easily identifiable.



ALLOWABLE TEMPORARY SIGNS

Temporary signs are allowed for certain durations. Temporary banner signs are allowed for a limited time after grand openings, and for seasonal events. Temporary signs must meet all requirements as detailed in the Oak Creek Zoning Code section 17.0709.

Easel / A-frame signs are allowable on a daily basis, and must be taken in nightly by retailers. A-frame signs must be constructed of heavy-duty, quality materials to ensure stability. These signs may not exceed 4' in height and 2'-6" in width (no more than 10 square feet per side).



B QUANTITY AND SCALE

The quantity and scale of signage is important to set standards so that retailers can be readily identified without becoming a billboard. There are two distinct types of retail buildings within the Drexel Town Square master plan: the outlet building, which is visible from multiple directions, and the in-line store typical of main street. The following guidelines address the two types described above.

EXAMPLE OF PRIMARY SIGN AT OUTLOT TYPE BUILDING



EXAMPLE OF SECONDARY SIGN AT MAIN STREET



EXAMPLE OF EYE LEVEL SIGN



RECOMMENDED SIGNAGE



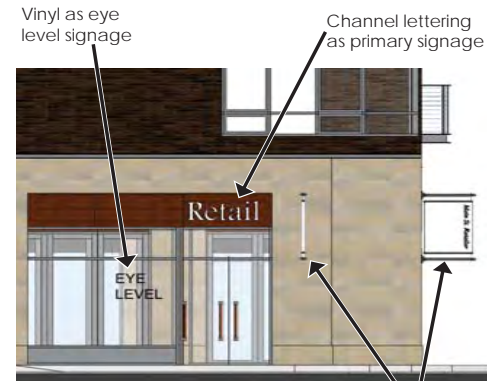
Signage at multiple scales including extruded letters at cantilever; horizontal and vertical flags; eye level signage.



Primary, secondary, and tertiary signs are present. Signage has a consistent design. Temporary sign is for announcing opening date only and is subject to Chapter 17 requirements for temporary signs.

QUANTITY

- 1 primary sign per entry facade per tenant. *
- 1-2 flag signs per entry facade (fabric or solid)
- 1 eye level sign/graphic per 12 linear feet of entry facade



Example: Main Street Retail
Height: 15'-8", 15% of 15'-8" = 28"
maximum height of primary sign

Perpendicular solid flags as secondary signage

*EXCEPTION: Primary signs are also allowed on special condition facades. Perimeter buildings at Drexel and Howell Avenues may also have an additional primary sign on the facade facing Drexel OR Howell Ave. if that facade is not an entry facade (I.E. first generation plan, buildings A/A2, B5, B2, B1, C1, D, E, F1, F2, G, H, I, J).

SCALE

- minimum sign height = 16"
 - maximum sign height = 15% of retail floor height.
- FLAGS**
- wall mounted fabric flag may not be >10' in height and must maintain a vertical proportion; may not extend > 4' off facade or < 8' from ground.
 - wall mounted solid flag may not be > 36" in width or 36" in height; may not be < 8' from ground plane; may not project > 4' from the outermost facade.
- SUSPENDED**
- suspended signs which are perpendicular to the facade and project over pedestrian paths may not be < 8' from ground nor project > 4' from outermost building facade.
- AWNING**
- minimum lettering height = 8"
 - maximum sign height = 5% of retail floor height.
 - text on awning preferred on face perpendicular to ground plane.
 - awning may not extend more than 4' from outermost facade
- VINYL SIGN ON GLAZING**
- text/graphic/pattern may not cause > 10% of glazing to become opaque.
 - maximum text height = 5% of retail storefront.

UNACCEPTABLE SIGNAGE



Visibility and natural light into retail reduced by window graphics; too many signs.

C PLACEMENT AND ORIENTATION

It is recommended that facades feature a balance of parallel and perpendicular signage to enhance visual access and branding capabilities.

EXAMPLE OF SUCCESSFUL SIGNAGE



Signage should be located over entries, at sides of in-line bays, or at locations considerate of materials and their arrangement. Signage should be relevant within the overall architectural design.



EXAMPLE OF EYE LEVEL SIGNAGE



Multiple orientations of signage attract views from different directions, and are visually appealing.

EXAMPLE OF FLAG AND AWNING SIGNAGE



Awnings should be located at windows and doors, to emphasize architectural design. Awnings should not be continuous features which wrap the entire building or storefront.

UNACCEPTABLE SIGNAGE PLACEMENT



Signage does not brand business, and is placed between to structural bays. No other signage is provided.

RECOMMENDED SIGNAGE PLACEMENT

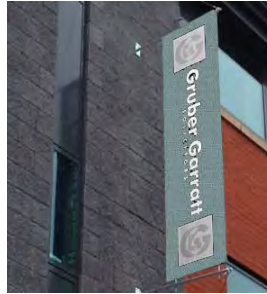


Signage is centered on the retail unit, and between facade elements. Signage works with building design to define storefront size.

D MATERIAL AND COLOR

To achieve a consistency to the Drexel Town Square retail development, building signage is preferred to have a consistent language. The signage materials and textiles selected should be durable, contrast and complement the building's facade, be properly illuminated, and be well integrated into the overall building or storefront design.

EXAMPLES OF COMPLEMENTARY RETAIL SIGNAGE



RECOMMENDED MATERIALS FOR RETAIL SIGNAGE



Stainless Steel



Translucent Durable Plastic



Steel Channel



Wood



Vinyl Lettering/Graphics



Aluminum

COLOR AND PATTERN

Color of signage shall complement building materials. Colors are recommended to be solid. Limit use of distracting patterns.

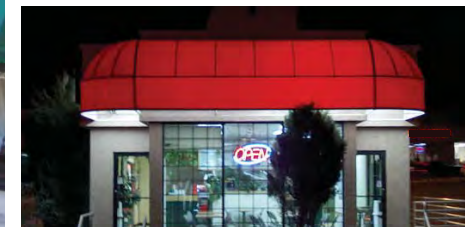
EXAMPLES OF SIGNAGE MATERIAL AND COLOR



RECOMMENDED: Signage colors and materials complement building materials.



RECOMMENDED: Dome awnings complement upper arched windows. Colors are neutral and consistent. Awnings are made of durable canvas.



UNACCEPTABLE: Domed awnings do not complement rectangular facade elements. Vinyl awnings are unacceptable. Awnings may not extend full length of building.



Plan Commission Report

ITEM: 4c
DATE: August 23, 2016

PROJECT: Sign Plan Review – Martinizing (Brian Cass)

ADDRESS: 7967 S. Main Street

TAX KEY NO: 813-9053

STAFF RECOMMENDATION: That the Plan Commission approve the sign plan for Martinizing located at 7979 S. Main Street.

Ownership: DTS Mixed Use LLC

Size: 1.168 acres

Existing Zoning: DTSMUPDD, Drexel Town Square Mixed Use Planned Development

Adjacent Zoning: North – DTSMUPDD, Drexel Town Square Mixed Use Planned Development
East – DTSMUPDD, Drexel Town Square Mixed Use Planned Development
South – DTSMUPDD, Drexel Town Square Mixed Use Planned Development
West – DTSMUPDD, Drexel Town Square Mixed Use Planned Development

Comprehensive Plan: Planned Mix Use

Wetlands: N/A

Floodplain: N/A

Official Map: N/A.

Commentary: The applicant is proposing to install one wall sign over the entry facade. The proposed sign will have a wall height of 17.6 inches, which is within the 25.2 inch maximum. Overall, the sign will be 17.6 square feet in area and be constructed in channel lettering and push-through channel lettering. The proposed sign size is within size sign limits.

The blue Martinizing letters are the traditional channel letter design mounted to a raceway (that will match the building facade) that is attached to the wall. The “green cleaning” sign will be a push-through channel letter design. Push-through means that the letters will be raised from the green base as illustrated in your report. The green base will not be illuminated, however, the white letters will be illuminated. This design provides the applicant the ability to display their brand, but not construct an internally lit cabinet, which is prohibited in this zoning district.

Prepared by:

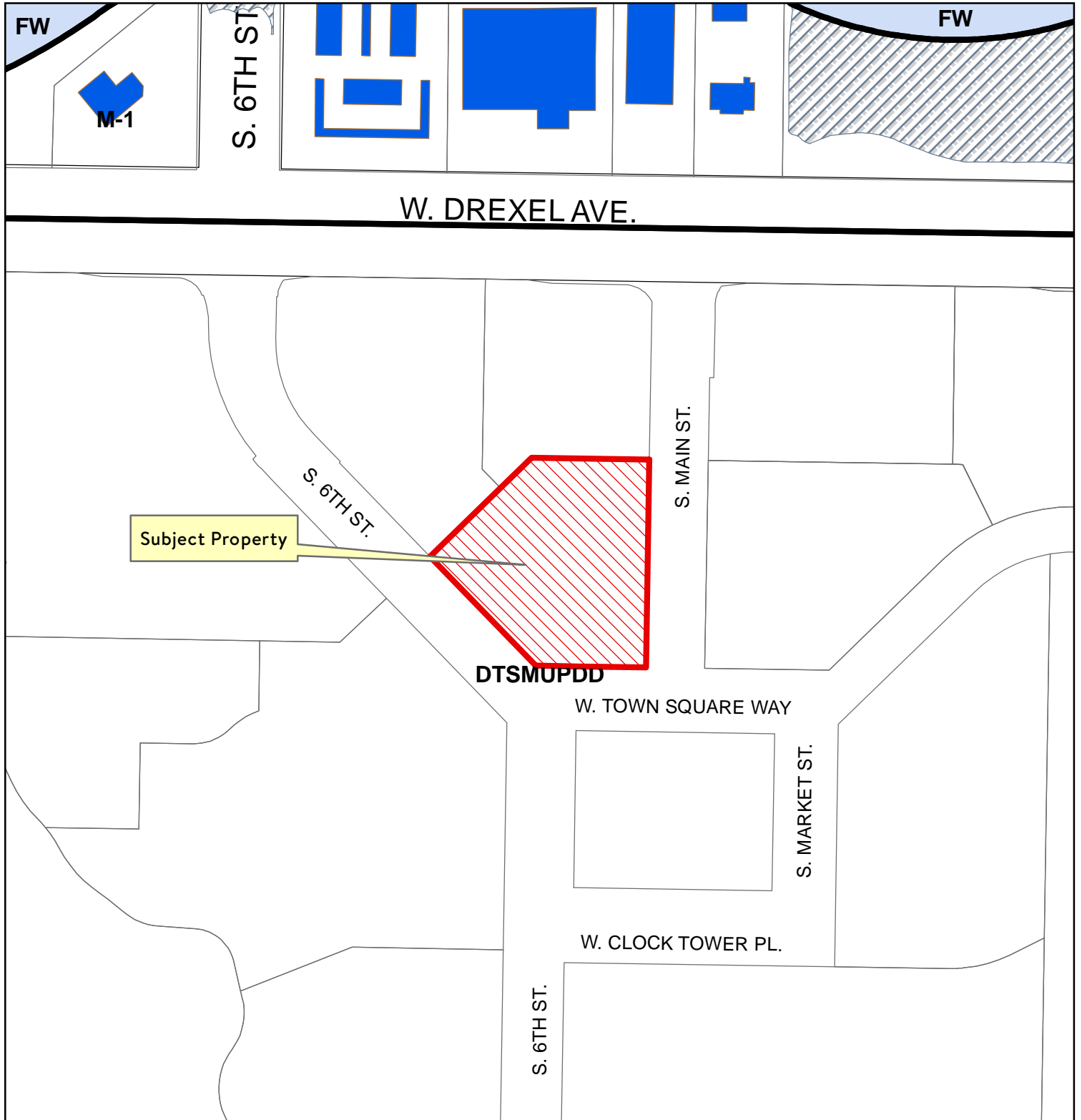
Peter Wagner, AICP
Zoning Administrator/Planner

Respectfully Submitted by:

Douglas Seymour, AICP
Director of Community Development

Location Map

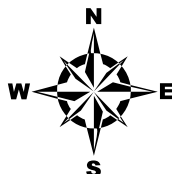
7979 S. Main St.



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



Department of Community Development



Legend	
	7979 S. Main St.
	Floodfringe
	Floodway



Overall size is 120" wide x 17.6" high
Letter M is approx. 13" high
Letters to be LED lit and raceway mounted
Raceway color to match color of dark concrete block

Green oval module is 86" wide x 6.5" high.
Module will be raceway mounted and internally lit, but the green vinyl will be opaque and light will only be allowed to show through the white letters.
At night, the green color will not be illuminated.



Plan Commission Report

ITEM: 4d
DATE: August 23, 2016

PROJECT: Sign Plan Review – Forward Dental (Katie Scholz)

ADDRESS: 7979 S. Main Street

TAX KEY NO: 813-9053

STAFF RECOMMENDATION: That the Plan Commission approve the wall sign and flag sign on the entry façade (east elevation) for Forward Dental located at 7955 S. Main Street.

Ownership: DTS Mixed Use LLC

Size: 1.168 acres

Existing Zoning: DTSMUPDD, Drexel Town Square Mixed Use Planned Development

Adjacent Zoning:
North – DTSMUPDD, Drexel Town Square Mixed Use Planned Development
East – DTSMUPDD, Drexel Town Square Mixed Use Planned Development
South – DTSMUPDD, Drexel Town Square Mixed Use Planned Development
West – DTSMUPDD, Drexel Town Square Mixed Use Planned Development

Comprehensive Plan: Planned Mix Use

Wetlands: N/A

Floodplain: N/A

Official Map: N/A.

Commentary: The applicant is proposing to install a total of four signs. One wall sign would be installed on the east elevation (entry façade) and another wall sign on the north elevation (non-entry façade). Similarly, the applicant is proposing to install two blade signs, one the east (entry façade) elevation and one on the north (non-entry) elevation. According to the DTSMUPDD development plan, a tenant is allowed one wall sign per entry façade and 1-2 blade signs per entry façade.

The proposed wall signs will be of channel letter design, mounted to a raceway which will be attached to the building. The raceway will match the color of the façade. The “Forward” letters and logo will be colored burgundy and the “Dental” letters will be colored white. The signs will be illuminated with LEDs. Both wall signs are 25 inches in height and are 42.2 square feet in area. These dimensions are compliant with the DTSMUPDD development plan; however, the proposed landlord sign program limits the overall square footage of wall signs to 35 square feet. The overall square footage will need to be revised to comply with the requirements of the sign program.

The blade signs will be constructed of white dibond with the business logo. Include in your packet are graphics depicting both the wall and blade signs. The materials and size of these signs comply with the DTSMUPDD Development Plan.

Both the wall signs and blade signs meet the sign design standards for this district, however, the number of signs exceed what is permitted in this zoning district. If the applicant wishes to install all four signs, the applicant will need to apply for a sign appeal.

Prepared by:

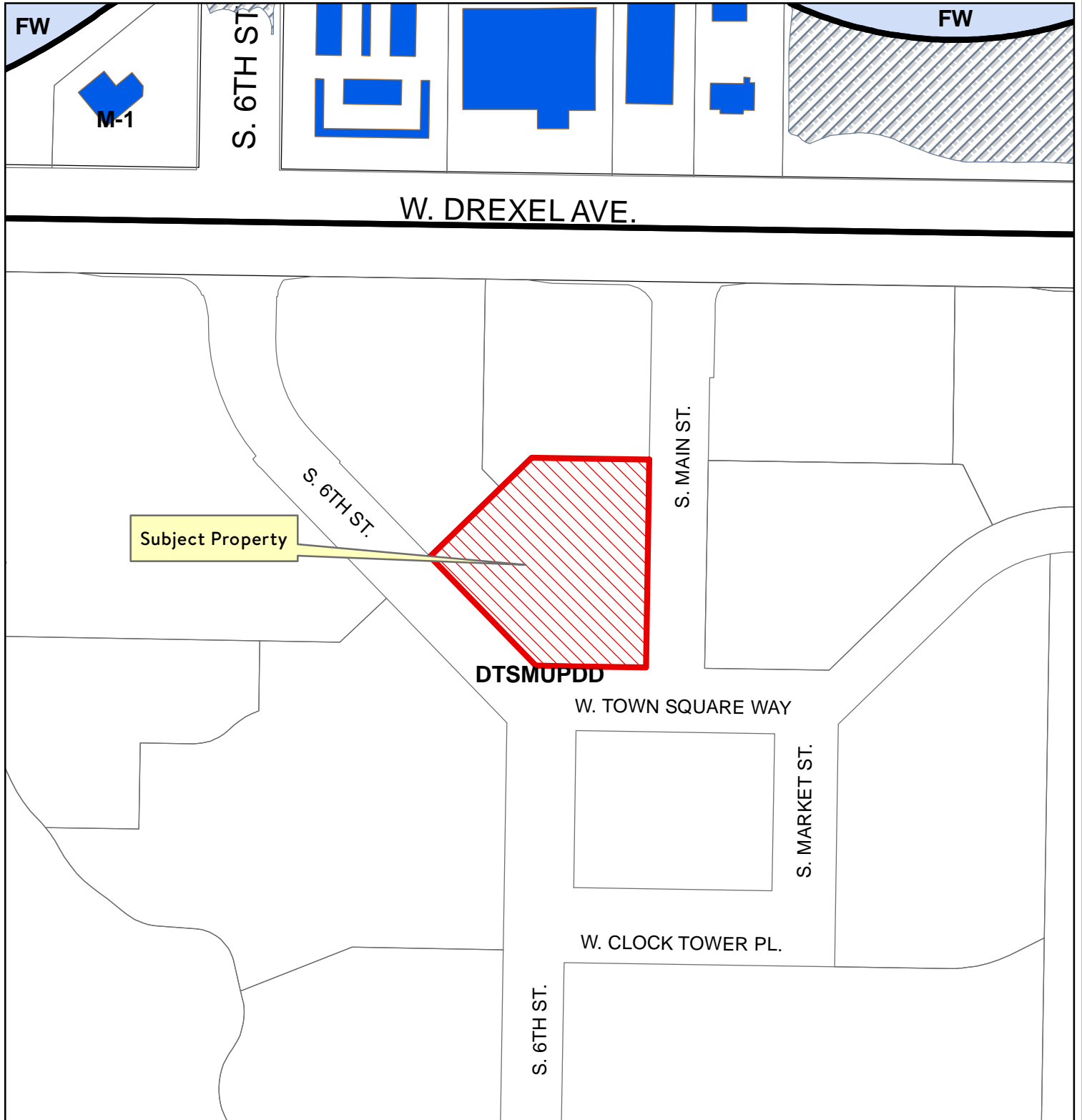
Peter Wagner, AICP
Zoning Administrator/Planner

Respectfully Submitted by:

Douglas Seymour, AICP
Director of Community Development

Location Map

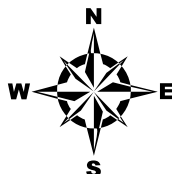
7979 S. Main St.



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



Department of Community Development



Legend	
	7979 S. Main St.
	Floodfringe
	Floodway



Illuminated Channel Letters

(A) "Forward" Letters & Logo
 3" DEEP STOCK WHITE RETURNS
 3/16" 2447 WHITE ACRYLIC FACES W/ 230-49 BURGUNDY
 TRANS. VINYL
 3/4" BLACK TRIMCAP

(B) "Dental" Letters
 3" DEEP STOCK WHITE RETURNS
 3/16" 2447 WHITE ACRYLIC FACES
 3/4" BLACK TRIMCAP

(C) Raceways
 SIGNCOMP 2 PIECE 8" NARROW RACEWAYS
 PAINTED TO MATCH MOUNTING SURFACE

Install
 MOUNT TO DESIGNATED SIGNBAND AREA USING
 LAGS AND LAG SHIELDS

Electrical Requirements
 262 VLPLUS SHORT WHITE LED UNITS (105 Ft)
 (3) MOD-60W DRIVER
 3A @ 120V
 FINAL ELECTRICAL SUPPLY AND CONNECTION BY OTHERS

Sign Code
 LETTER HEIGHT IS ALLOWED AT 15%
 OF THE TENANT FRONTAGE HEIGHT
 FRONTAGE IS 168' TALL, ALLOWED HEIGHT IS 25.2"

Project:
Forward Dental
Oak Creek, WI

Designer: DG
 Job Number: 62201
 Date: 03.02.16
 Rev. 1: 03.07.16
 Rev. 2:
 Rev. 3:
 Rev. 4:
 Rev. 5:



9635 Grand Ave S.
 Minneapolis, Minnesota 55431
 952-641-9500
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Contact:
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Approved:

Type:
 Description:
**Channel Letters on
 a Raceway**



1 North Elevation

Scale: 3/32"=1'-0"

BURGUNDY VINYL OVERLAY w/
1/2" WHITE CONTOURED INSET



2 Channel Letters / Raceway

Scale: 3/8"=1'-0"

Illuminated Channel Letters

(A) "Forward" Letters & Logo
3" DEEP STOCK WHITE RETURNS
3/16" 2447 WHITE ACRYLIC FACES W/ 230-49 BURGUNDY
TRANS. VINYL
3/4" BLACK TRIMCAP

(B) "Dental" Letters
3" DEEP STOCK WHITE RETURNS
3/16" 2447 WHITE ACRYLIC FACES
3/4" BLACK TRIMCAP

(C) Raceways
SIGNCOMP 2 PIECE 8" NARROW RACEWAYS
PAINTED TO MATCH MOUNTING SURFACE

Install
MOUNT TO DESIGNATED SIGNBAND AREA USING
LAGS AND LAG SHIELDS

Electrical Requirements
262 VL-PLUS SHORT WHITE LED UNITS (105 Ft)
(3) MOD-50W DRIVER
3A @ 120V
FINAL ELECTRICAL SUPPLY AND CONNECTION BY OTHERS

Sign Code
LETTER HEIGHT IS ALLOWED AT 15%
OF THE TENANT FRONTAGE HEIGHT
FRONTAGE IS 168' TALL. ALLOWED HEIGHT IS 25.2'

Project:
Forward Dental
Oak Creek, WI

Designer: DG
Job Number: 62201
Date: 03.02.16
Rev. 1: 03.07.16
Rev. 2:
Rev. 3:
Rev. 4:
Rev. 5:



9695 Grand Ave. S.
Minneapolis, Minnesota 55431

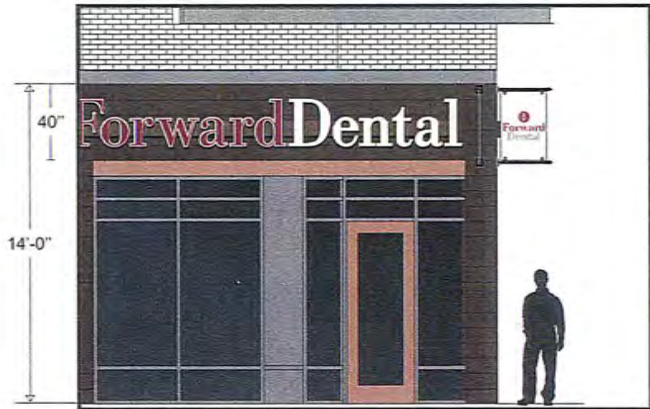
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Approved:

Type:
Description:
Channel Letters on
a Raceway



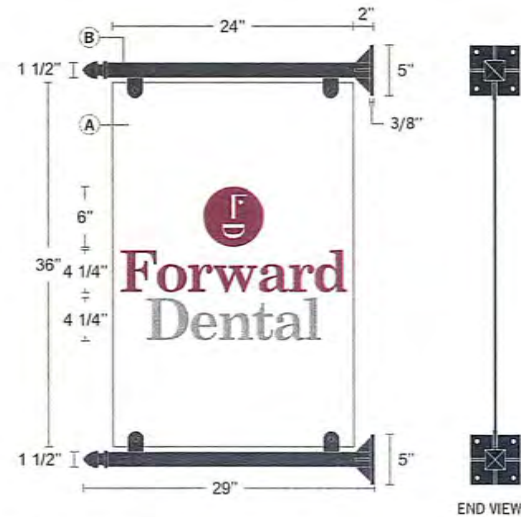
1 East Elevation

Scale: 3/16"=1'-0"



2 North Elevation

Scale: 3/16"=1'-0"



3 D/F Blade Sign (Non-Illuminated)

Scale: 1"=1'-0"

Description (Option 1)

A) D/F Exterior Blade Mounted Signs
 1/4" WHITE DIBOND FACE WITH APPLIED VINYL GRAPHICS
 LOGO: BURGUNDY 230-49
 FORWARD: BURGUNDY 230-49
 DENTAL: SLATE GREY 203-31

B) Post Hangers
 1 1/2" SQUARE ALUMINUM TUBE SUPPORTS
 DECORATIVE CAPS (STYLE TBD)
 1 1/2" X 2" PANEL BRACKETS
 5" X 5" X 3/8" MATCHPLATES
 PAINTED BLACK

Install
 MOUNT TO DESIGNATED SIGNBAND AREA USING
 LAGS AND LAG SHIELDS

QTY: 2

Project:
Forward Dental
 Oak Creek, WI

Designer: DG
 Job Number: 62201
 Date: 05.16.16

Rev. 1
 Rev. 2
 Rev. 3
 Rev. 4
 Rev. 5



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 Minneapolis, Minnesota 55431

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Approved:

Rev:
 Description:
 Blade Sign



Plan Commission Report

ITEM: 4e
DATE: August 23, 2016

PROJECT: Sign Plan Review – Roots Salon

ADDRESS: 7979 S. Main Street

TAX KEY NO: 813-9053

STAFF RECOMMENDATION: That the Plan Commission **not** approve the sign plan for Roots located at 7959 S. Main Street.

Ownership: DTS Mixed Use LLC

Size: 1.168 acres

Existing Zoning: DTSMUPDD, Drexel Town Square Mixed Use Planned Development

Adjacent Zoning:
North – DTSMUPDD, Drexel Town Square Mixed Use Planned Development
East – DTSMUPDD, Drexel Town Square Mixed Use Planned Development
South – DTSMUPDD, Drexel Town Square Mixed Use Planned Development
West – DTSMUPDD, Drexel Town Square Mixed Use Planned Development

Comprehensive Plan: Planned Mix Use

Wetlands: N/A

Floodplain: N/A

Official Map: N/A.

Commentary: The applicant is proposing to install one wall sign over the entry facade. The proposed sign will have a wall height of 30 inches, which exceeds the 25.2 inch maximum based on the DTSMUPDD Development plan that states signs shall not exceed 15 percent of the first floor wall height.

The exterior of the building shows material changes at approximately 14 feet. This would visually lead one to conclude that the first floor terminates at the material change, which would limit the height of the signs to 25.2 inches; however, the proposal shows a height of 30 inches for the sign. Staff feels that the overall sign height would be most appropriate and proportional at the 25-inch maximum, and is recommending such in the conditions of approval above. Other tenants in this building have met the 25-inch height limit.

Overall, the sign will be 17.5 square feet in area and be channel lettering mounted to a raceway that will match the building façade. The proposed sign size is within size sign limits. The sign will be constructed of white Plexiglas and be internally illuminated with white LEDs.

Based on the DTSMUPDD Development plan, the proposed sign does not meet sign regulations. There is a master sign program being proposed for this development that would allow up to a 32-inch sign. However, as of the writing of this report, the sign height limit is 25.2 inches. The Commission has the discretion to approve a master sign program allowing for a larger (height) sign. In such a case, the proposed sign would meet the criteria and would be recommended for approval.

Prepared by:

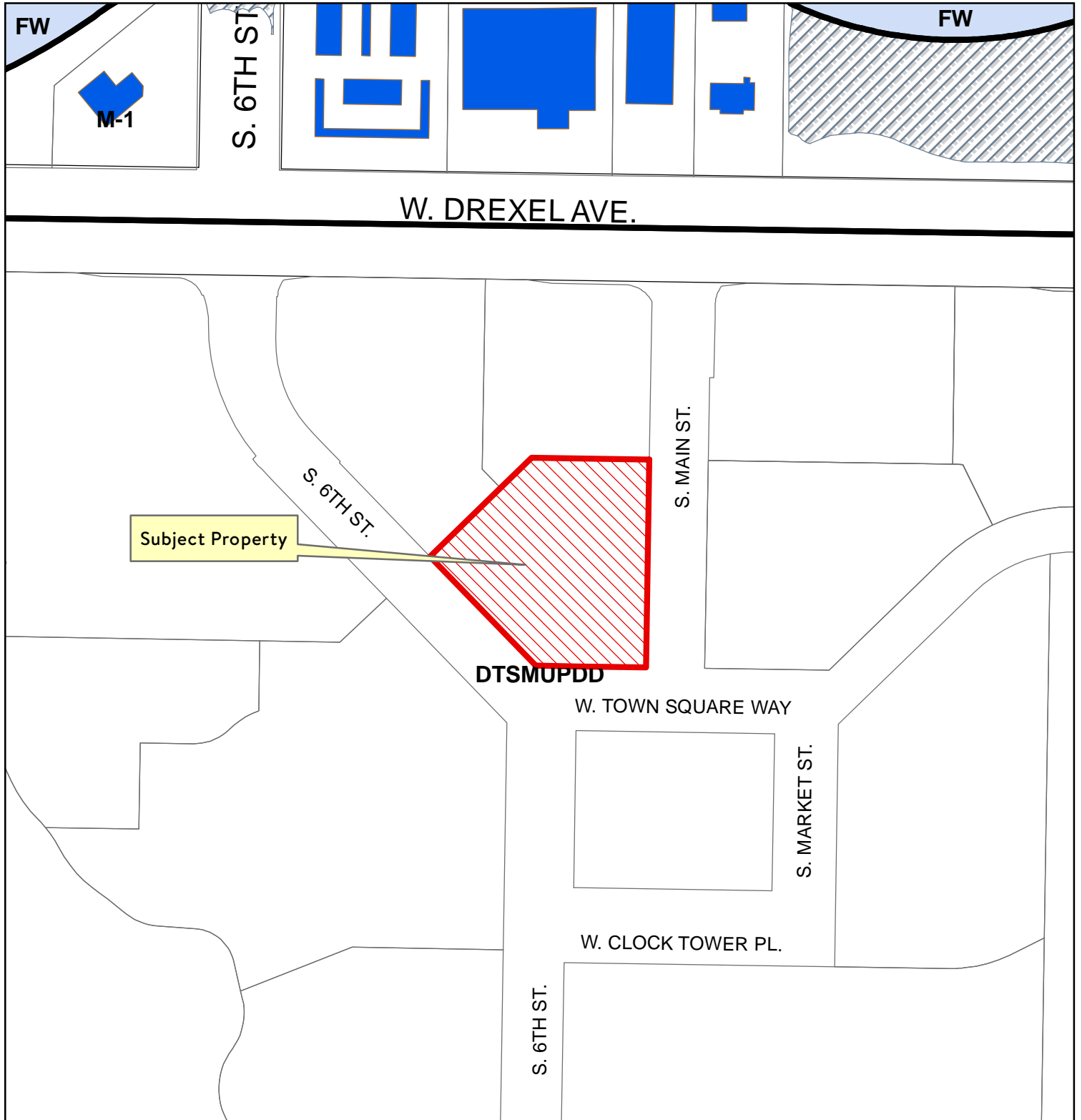
Peter Wagner, AICP
Zoning Administrator/Planner

Respectfully Submitted by:

Douglas Seymour, AICP
Director of Community Development

Location Map

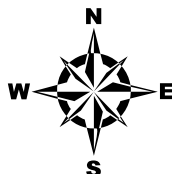
7979 S. Main St.



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



Department of Community Development



Legend	
	7979 S. Main St.
	Floodfringe
	Floodway



2500 South 170th Street
New Berlin, Wisconsin 53151
Proudly Made In the USA!

wire bauersignusa.com
voice 262.784.0500
fax 262.784.6675

Award Winning
Graphic Design



SAVED AS Roots Salon
LOCATION Oak Creek WI
CLIENT
SALES REP Bob Kraus
DATE 19 July 16
REVISION

DESIGNER Ryan Becht



FABRICATION

- CHANNEL LETTERS
- OPEN CHANNEL LETTERS
- REVERSE CHANNEL LETTERS
- NEON ACCENTS
- CABINET SIGN
- MONUMENT SIGN
- PYLON SIGN
- PYLON PANEL (S) ONLY
- PLATE LETTERS
- OTHER
- SINGLE SIDED DOUBLE SIDED
- RACEWAY MOUNT
- FLUSH MOUNT
- INTERNALLY ILLUMINATED
- NOW ILLUMINATED
- NEON LED LAMPS
- 120 V TRANSFORMERS
- 30 M.A. 60 M.A.
- 120 V ADVANCE BALLASTS
- COMPUTER CUT GRAPHICS
- DIGITALLY PRINTED GRAPHICS
- .125 ALUMINUM ROUTED FACE
- PLEX FACE White
- PLEX BACKED
- PLEX FACE
- LEXAN FACE
- RETURN Black
- TRIMCAP Black
- RETAINERS
- MESSAGE CENTER
- BASE
- POLE COVER
- ADDRESS NUMBERS
- SPECIAL INFORMATION

SPECIFICATIONS

FABRICATE AND INSTALL (1SET) INTERNALLY ILLUMINATED, RACEWAY MOUNTED CHANNEL LETTERS.

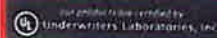
- FACES TO BE #7328 WHITE PLEXIGLASS
- RETURNS TO BE .050X5" AND BACKS TO BE .063 ALUMINUM
- TRIMCAPS TO BE 1" BLACK
- EXTERIORS PAINTED BLACK
- INTERIORS PAINTED WHITE
- ILLUMINATED WITH WHITE LEDs
- POWERED WITH APPROPRIATE LOAD POWER SUPPLIES
- RACEWAY TO BE 7" x 4.5" x 7.0" AND PAINTED TBD

**Roots Salon
channel letters**



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**FINAL ELECTRICAL
CONNECTION IS CLIENT'S
RESPONSIBILITY**



This product is manufactured by a member of the Underwriters Laboratory Group. It is listed in the UL Product Line and is recognized by the National Electrical Contractors Association (NECA) and the International Brotherhood of Electrical Workers (IBEW).

APPROVAL / DATE



Plan Commission Report

ITEM: 4f

DATE: August 23, 2016

PROJECT: Conditional Use Permit – The Waters Senior Living

ADDRESS: 8000 S. Market Street

TAX KEY NO: 813-9065-000

STAFF RECOMMENDATION: That the Plan Commission recommends that the Common Council approves a Conditional Use Permit allowing for the development of senior housing at 8000 S. Market Street after a public hearing and subject to conditions and restrictions that will be prepared for the Commission’s review at their next meeting.

Ownership: City of Oak Creek (under contract with The Waters Senior Living Group)

Size: 2.54 acres

Existing Zoning: DTSMUPDD (Mixed Use sub-district)

Adjacent Zoning: North – DTSMUPDD (Mixed Use sub-district)
East – DTSMUPDD (Large Format Retail sub-district)
South – B-4, Highway Business
West – DTSMUPDD (Civic sub-district)

Comprehensive Plan: Planned Mixed Use.

Wetlands: none

Floodplain: none

Official Map: N/A

Commentary: The Applicant is requesting Plan Commission recommendation of approval of a conditional use permit that would allow housing for the elderly to be developed on the property at 8000 S. Market Street. This property, currently owned by the City and under contract to be sold to The Waters Senior Living Group, is part of the Mixed Use sub-district at Drexel Town Square. The Waters Senior Living Group operates several senior housing developments in the Minneapolis area. More information regarding this group and their current developments can be found at www.thewatersseniorliving.com.

Under the provisions of the regulating document (DTSMUPDD), housing for the elderly requires a conditional use permit in this sub-district, even though multifamily dwellings are considered permitted. The proposal is for (approximately) 140 units of senior housing, including memory care, as part of a four-story building at this site. The proposed use is consistent with the City’s adopted comprehensive plan and is complementary to the mix of uses currently developed or approved for the Drexel Town Square development. If recommended for approval, staff would prepare conditions and restrictions for review by the Commission at their next meeting. Detailed site and building plans would be reviewed by the Commission at a later date.

Prepared by:

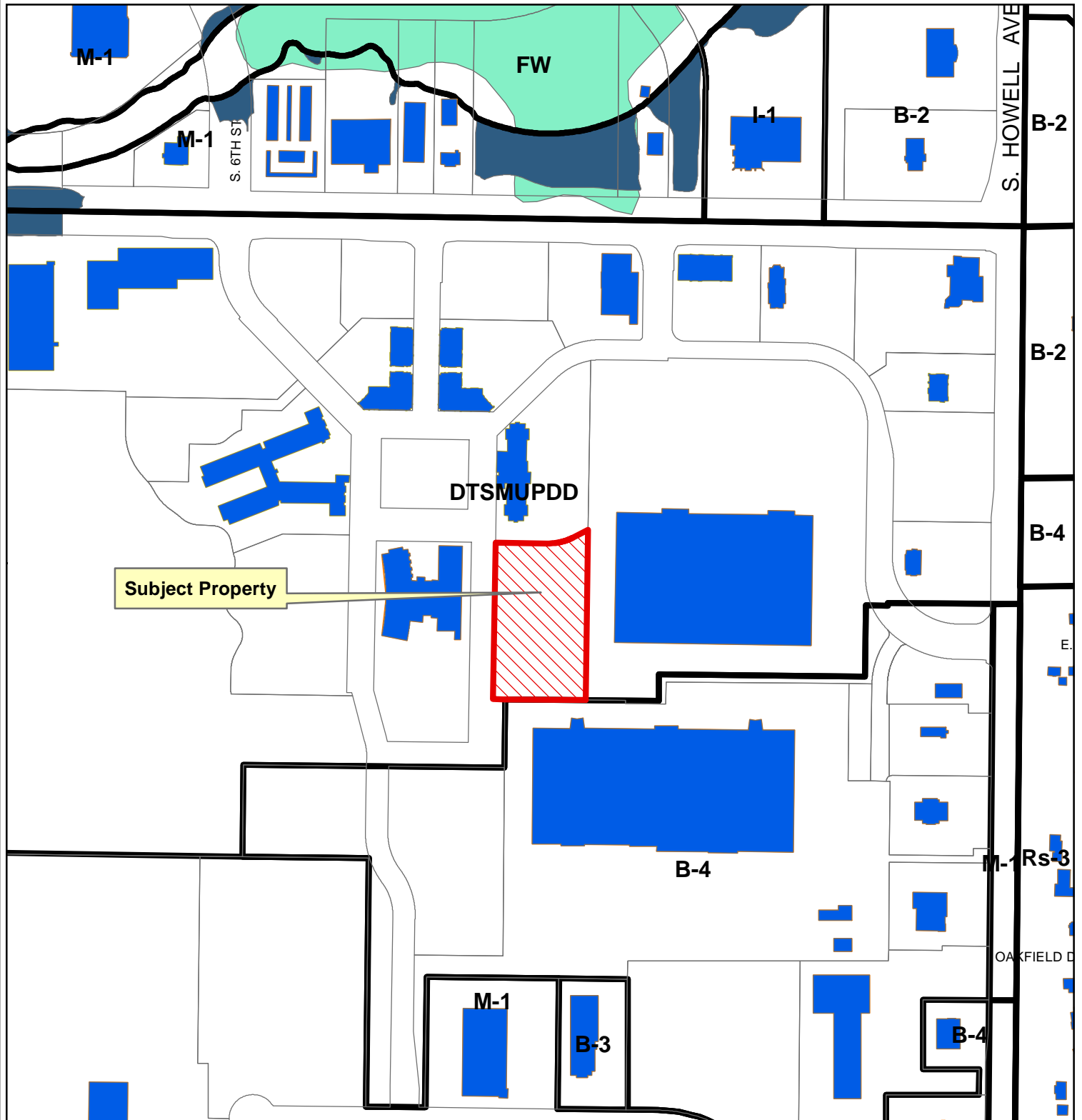
Kari Papelbon, CFM, AICP
Planner

Respectfully Submitted by:

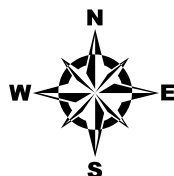
Douglas Seymour, AICP
Director of Community Development

Location Map








8000 S. Market St.



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



Legend

-  8000 S. Market St.
- Zoning Overlays**
-  C-1-Shoreland Wetland
-  FF-Flood Fringe
-  Lakefront Overlay
-  NO-Mixed Use Neighborhood
-  OO-Mixed Use Office
-  RR-Regional Retail