

**DRAFT MINUTES OF THE  
OAK CREEK PLAN COMMISSION MEETING  
TUESDAY, OCTOBER 10, 2017**

Mayor Bukiewicz called the meeting to order at 6:00 p.m. The following Commissioners were present at roll call: Commissioner Dickmann, Commissioner Johnston, Commissioner Carrillo, Commissioner Loreck, Commissioner Siepert and Commissioner Chandler. Commissioner Correll and Alderman Guzikowski were excused. Also present: Kari Papelbon, Planner; Pete Wagner, Zoning Administrator/Planner; and Mike Kressuk, Assistant Fire Chief.

**Minutes of the September 26, 2017 meeting**

Commissioner Dickmann moved to approve the minutes of the September 26, 2017 meeting. Commissioner Siepert seconded. On roll call: all voted aye. Motion carried.

**PUBLIC HEARING**

**COMPREHENSIVE PLAN AMENDMENT**

**2020 VISION – A COMPREHENSIVE PLAN FOR THE CITY OF OAK CREEK**

**UPDATE PLANNED LAND USE CATEGORY AND MAP 2 FROM “SINGLE FAMILY RESIDENTIAL” TO “PLANNED MIXED USE”**

**1700, 1750, 1800, 1816, 1820, 1830, 1848, 1850 AND 1900 W. DREXEL AVE.**

**“SINGLE FAMILY RESIDENTIAL” TO “LIMITED DEVELOPMENT AREA”**

**1920 W. DREXEL AVE.**

Planner Papelbon read the public hearing notice into the record. Mayor Bukiewicz made three calls for public comment. Seeing none, the public hearing was declared closed.

**PUBLIC HEARING**

**SIGN APPEAL**

**TOWNEPLACE SUITES HOTEL**

**7980 S. MARKET ST.**

**TAX KEY NO. 813-9033-000**

Zoning Administrator/Planner Wagner read the public hearing notice into the record. Mayor Bukiewicz made three calls for public comment. Seeing none, the public hearing was declared closed.

**PUBLIC HEARING**

**SIGN APPEAL**

**STEINHAFELS**

**9191 S. 13<sup>TH</sup> ST.**

**TAX KEY NO. 877-9009-001**

Zoning Administrator/Planner Wagner read the public hearing notice into the record.

Mayor Bukiewicz made a first call for public comment.

Sarah Peters, Jones Sign Co., 1711 Scheuring Rd., DePere, WI, stated that the Steinhafels sign request was brought to the Commission last year and it was approved to modify the existing structure that is on site to add a new cabinet and an EMC. Since that time, it has been found that the foundation has been deteriorating and is cracked and is an unsafe structure. They are now looking to propose a new sign for Steinhafels, which is more aesthetically-appealing. They are using the same pole cover and the same cabinet and EMC that were previously approved. It is the same square footage. It is in keeping with what already exists.

Mayor Bukiewicz made a second and third call for public comment. Seeing none, the public hearing was declared closed.

**COMPREHENSIVE PLAN AMENDMENT**

**2020 VISION – A COMPREHENSIVE PLAN FOR THE CITY OF OAK CREEK**

**UPDATE PLANNED LAND USE CATEGORY AND MAP 2 FROM “SINGLE FAMILY RESIDENTIAL” TO “PLANNED MIXED USE”**

**1700, 1750, 1800, 1816, 1820, 1830, 1848, 1850 AND 1900 W. DREXEL AVE.**

**“SINGLE FAMILY RESIDENTIAL” TO “LIMITED DEVELOPMENT AREA”**

**1920 W. DREXEL AVE.**

Planner Papelbon provided an overview of the request (see staff report for details.)

Commissioner Dickmann inquired about the 1920 W. Drexel Ave. property. Planner Papelbon responded that 1920 W. Drexel Ave. is the City-owned property that is immediately adjacent to the road IKEA Way. The reason that it is going to be rezoned is because it doesn't fit into any other zoning category. Because it is City-owned, Institutional zoning fits the best. Commissioner Johnston added that this lot is currently used for compensating floodplain storage.

Commissioner Siepert asked if there is still a resident on the excluded properties. Planner Papelbon responded that there was, and that changing the Comprehensive Plan does not immediately change anything about the property. In the future, should that property come up for development, if they want to rezone it, they can ask for it to be rezoned. Right now, the Comprehensive Plan change is recognizing that the area is changing from residential to a more commercial use.

Commissioner Loreck moved that the Plan Commission adopts resolution 2017-07, amending the Comprehensive Plan and Planned Land Use map to reflect the changes in land use from “Single Family Residential” to “Planned Mixed Use” for the properties at 1700, 1750, 1800, 1816, 1820, 1830, 1848, 1850, & 1900 W. Drexel Ave., and from “Single Family Residential” to “Limited Development Area” for the property at 1920 W. Drexel Ave. (no change to the Resource Protection Areas) following a public hearing and adoption by the Common Council. Commissioner Siepert seconded. On roll call: all voted aye. Motion carried.

**SIGN APPEAL**

**TOWNEPLACE SUITES HOTEL**

**7980 S. MARKET ST.**

**TAX KEY NO. 813-9033-000**

Zoning Administrator/Planner Wagner provided an overview of the request (see staff report for details.)

Commissioner Chandler asked the applicant for more information. Mark Ostendorf, Opening General Manager, TownePlace Suites, 7980 S. Market Street, Oak Creek, responded that because this building is four stories, rather than the typical two-story buildings, a larger sign is required.

Commissioner Chandler asked what the City has allowed for other four-story buildings. Zoning Administrator/Planner Wagner responded that there is only one other four-story building and that is Froedtert. Froedtert addressed this concern by asking for more signage for their purposes rather than a size increase.

Commissioner Siefert asked if the sign is illuminated. Mr. Ostendorf responded that it is illuminated in red, but it is not a beacon of red that is going to shine throughout the City, or cause a problem for any residents of the nearby apartment structures.

Commissioner Siefert asked if there is a backing on the signs. Mr. Ostendorf responded that it is just going to be the light behind and part of the sign.

Mayor Bukiewicz asked about the hours that the signs will be lit. Mr. Ostendorf responded that they will be lit from dusk to dawn.

Mayor Bukiewicz stated that because of the size of the building, he doesn't have a problem with the size variance.

Commissioner Dickmann moved that the Plan Commission grant a variance allowing for the installation of one, 152 square-foot, wall sign on the north elevation, one, 154 square-foot, wall sign on the west elevation, and one, 154 square-foot wall sign on the east elevation of the building submitted by TownePlace Suites for the development located at 7980 S. Market Street. Commissioner Chandler seconded. On roll call: all voted aye. Motion carried.

**SIGN APPEAL  
STEINHAFELS  
9191 S. 13<sup>TH</sup> ST.  
TAX KEY NO. 877-9009-001**

Commissioner Siefert stated his concern about the electronic message center. He thinks it is a distraction on an interstate. Zoning Administrator/Planner Wagner responded that the item before the Commission has to do with the height of the sign. A year ago, the Commission took a look at the proposal for the cabinet as well as the EMC board. At that time, the Commission approved this going forward. Right now, code for pole signs would only allow them to have a 25-foot-tall sign. The cabinet and EMC board are 24 feet-5 inches, which would place the sign on the ground. Therefore, they are requesting the 90-foot pole sign.

Commissioner Chandler asked what the difference is between the two proposed signs in the rendering supplied by the sign company. Sarah Peters, Jones Sign Co., 1711 Scheuring Rd., DePere, WI, responded that she was just presenting options in case the Commission preferred one sign over the other.

Discussion ensued about taller signs being allowed in the B-4 and B6 zoning districts. Zoning Administrator/Planner Wagner stated that when the PUD was created, it had a different way to count signage. It was 3½ times the frontage of the property, but it basically allowed them to build 1,500 SF worth of signage. That is why there was the large Steinhafels sign. There was a pole sign out front and along the interstate. All of that totaled stayed within the overall square footage. It didn't matter the number of signs. That is what is unique about this particular site as versus a straight B-4 district.

Commissioner Johnston stated that anytime the City has a chance to get rid of a pole sign, they should take that opportunity. The 90' high sign is overkill. If it is a reconstruction, it should be brought down and do something else. Ms. Peters stated they are willing to work with the height of it.

Dirk Stahman, Marketing Director for Steinhafels, Waukesha, WI stated that they did try to come down on the sign a little bit to bring it down. He stated that IKEA has a 100-foot sign and other signs along the interstate measure 90 feet, 95 feet, 80 feet and 70 feet. He stated that 25 feet off the ground is going to be extremely limiting. The EMC is going to be blaring more on eye level

from a highway distance. He does not think it is realistic to expect a code to hold up the same on interstate businesses versus something in the City.

Commissioner Loreck stated that he doesn't necessarily have a problem with the height of the sign. It is shorter than the one that is there now. There is going to be one other taller sign going down the expressway. He stated that the sign at a height of 25 feet will not be to be seen from the expressway.

Zoning Administrator/Planner Wagner referenced the request of Peterbilt to have an 80-foot sign, which they felt was sufficient to get over the full, mature tree line.

Mayor Bukiewicz stated that the Plan Commission did approve the pole, the design of it the way it was. He does not see much difference and he is okay with the 90-foot sign. He would like to be able to see a sign before you get right up on it and drive by. He stated that if the foundation was okay, it would have been up already at 95 feet, so he does not see the big deal now. He commended the applicant on reconstructing the foundation for safety purposes.

Commissioner Loreck moved that the Plan Commission grant a variance allowing for the installation of a 90-foot tall pole sign that is no larger than 750 square feet on the west side of the parcel, along I-94, located at 9191 S. 13<sup>th</sup> Street. Commissioner Dickmann seconded. On roll call: all voted aye, except Commissioner Johnston, Commissioner Carillo and Commissioner Siefert. Motion carried.

**SIGN PLAN REVIEW  
TOWNPLACE SUITES HOTEL  
7980 S. MARKET ST.  
TAX KEY NO. 813-9033-000**

Zoning Administrator/Planner Wagner provided an overview of the request (see staff report for details.)

Commissioner Siefert asked if this sign is illuminated. Mark Ostendorf, Opening General Manager, Towneplace Suites, 7980 S. Market Street, Oak Creek, responded that it will be illuminated. It would go on and off on a sensor and would not be illuminated during the day. If not illuminated at night, it could be a safety hazard. Since most guests check in after dusk, it points people in the right direction.

Commissioner Dickmann moved that the Plan Commission approve the sign plan submitted by TownePlace Suites for the development located at 7980 S. Market Street. Commissioner Siefert seconded. On roll call: all voted aye. Motion carried.

**CONDITIONS AND RESTRICTIONS  
OAK CREEK WATER & SEWER UTILITY  
9175, 9235, 9325 S. 5<sup>TH</sup> AVE. AND 3953 AND 3975 E. AMERICAN AVE.  
TAX KEY NOS. 869-9997-001, 869-9006-000, 869-9995-004, 869-9995-003 & 869-9998-003**

Planner Papelbon provided an overview of the request (see staff report for details.)

Commissioner Johnston moved that the Plan Commission recommends that the Common Council adopts the Conditions and Restrictions as part of the Conditional Use Permit for water treatment facility water storage and high service distribution pump facilities on the properties at 9175, 9235, & 9325 S. 5th Ave., and 3953 & 3975 E. American Ave. after a public hearing. Commissioner Chandler seconded. On roll call: all voted aye, except Commissioner Siefert, who abstained. Motion carried.

**CONDITIONS AND RESTRICTIONS  
OLYMPIC REAL ESTATE HOLDINGS, LLC  
FREIGHT YARD/FREIGHT TERMINAL/TRANS-SHIPMENT DEPOT  
10450 S. OAKVIEW PARKWAY  
TAX KEY NO. 955-1019-000**

Planner Papelbon provided an overview of the request (see staff report for details.)

Commissioner Johnston asked if the hours of operation needed to be added to the conditions and restrictions. Planner Papelbon responded that the hours of operation are going to be as required by the individual users. Since this is in the PUD in an M-1 district, hours of operation are not necessarily as concerning. Information was submitted with the site plan review that stated that hours of operation for this particular parcel would be between 6 a.m. and 6 p.m.

Commissioner Siepert moved that the Plan Commission recommends that the Common Council adopts the Conditions and Restrictions as part of Conditional Use Permit for freight yard/freight terminal/trans-shipment depot uses on the property at 10450 S. Oakview Pkwy., after a public hearing. Commissioner Loreck seconded. On roll call: all voted aye. Motion carried.

**CONDITIONAL USE PERMIT AMENDMENT  
KWIK TRIP  
6300 S. 27<sup>TH</sup> ST.  
TAX KEY NO. 715-9042-001**

Planner Papelbon provided an overview of the request (see staff report for details.)

Planner Papelbon added that part of the reason for the applicant choosing the proposed location is because Kwik Trip is taking over this site. There is going to be some reconfiguration of the site. There are parking spaces near the building entrance, so it makes sense to keep the clutter away from the entrance itself.

Commissioner Johnston stated that they are saying it will be on the south side, but the drawing shows it on the west side.

Commissioner Dickmann 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 outdoor storage and display of ice and propane retail merchandise on the property at 6300 S. 27th St. after a public hearing. Commissioner Siepert seconded. On roll call: all voted aye. Motion carried.

Commissioner Carrillo moved to adjourn. Commissioner Loreck seconded. On roll call: all voted aye. The meeting was adjourned at 7:06 p.m.

ATTEST:

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Douglas Seymour, Plan Commission Secretary

October 11, 2017  
Date