



PLAN COMMISSION REPORT

Proposal: Sign Appeal – Derse Inc.

Description: Request for a variance to allow for a temporary sign with an area of 50 square feet and seven (7) feet in height to be displayed for 458 days on the property located at 10300 S. Oakview Pkwy.

Applicant(s): Chris Weida, Derse Inc.

Address(es): 10300 S. Oakview Pkwy. (5th Aldermanic District)

Motion for Consideration: That the Plan Commission approves a sign appeal allowing a temporary sign with an area of 50 square feet and a height of seven (7) feet to be displayed for 458 days on the property at 10300 S. Oakview Pkwy. with the following conditions:

1. That all relevant Code requirements remain in effect.
2. That the temporary sign permit shall be valid through October 15, 2027. The sign shall be removed by October 16, 2027.
3. That the temporary ground-mounted sign shall be removed following the installation of permanent exterior building signage, if it precedes October 15, 2027.

Owner(s): OAK CREEK H DEVELOPMENT, LLC

Tax Key(s): 955-9005-000

Lot Size(s): 31.16 acres

Current Zoning District(s): M-1, Manufacturing

Overlay District(s): PUD

Wetlands: ☐ Yes ☒ No

Floodplain: ☐ Yes ☒ No

Comprehensive Plan: Business Park

Background: The Appellant is requesting a variance to allow a ground-mounted temporary sign to be displayed for 458 days (one (1) year, three (3) months, and one (1) day) on the property located at 10300 S. Oakview Pkwy.

The proposed location is approximately 35 ft. south of the north property line along Oakwood Rd. The proposed sign has an area of 50 square feet and is seven (7) feet in height. The Appellant proposes displaying the ground-mounted sign from July 15, 2026 through October 15, 2027, a total of 458 days. The sign shall be removed upon installation of permanent exterior building signage, or by October 15, 2027, whichever occurs first.

The Appellant is requesting a variance from the following Municipal Code Sections:

- Section 17.0605(a)(1), Display period in non-residential districts: The permitted display period of a temporary sign in non-residential districts shall be 14 continuous days. A maximum of three (3) display periods shall be permitted per property per calendar year. The Community Development Director or their designee may grant a display period extension of up to 30 additional days per permit (maximum of 72 days approvable by Staff). The Plan Commission may grant a display period extension in excess of 30 days.
 - o The Appellant is requesting a display period of 458 days, from July 15, 2026, through October 15, 2027.
- Section 17.0605(d)(1), Sign area: The maximum permitted sign area of ground-mounted signs shall be 32 square feet.
 - o The Appellant is requesting a sign area of 50 square feet.
- Section 17.0605(d)(2), Height: The maximum permitted height of a ground-mounted sign shall be six (6) feet.
 - o The Appellant is requesting a sign seven (7) feet in height

Decisions to approve a variance must be made utilizing the following criteria:

1. Special conditions exist which will cause practical difficulty or unnecessary hardship if the variance requested is not granted.
2. The variance requested is not contrary to the public interest and will not endanger public safety and welfare.
3. The variance requested will be in accord with the spirit of the zoning ordinance.
4. The variance, if granted, will cause substantial justice to be done.
5. Variance considerations shall include determinations as to conformance to Sec. 17.607, General Sign Regulations.

Options/Alternatives: The Plan Commission has the discretion to approve plans as presented, approve with specified conditions, or disapprove the proposal. Should the request not be approved, Plan Commissioners must provide the Code Sections upon which the denial is based so that the Appellant may revise and resubmit (if necessary).

Respectfully submitted & approved by:



Kristi Laine
Community Development Director

Prepared by:



Nic D'Amato
Planner

Attachments:

Location Map
Narrative (2 pages)
Sign Graphics (1 page)
Site Plan (1 page)

Location Map

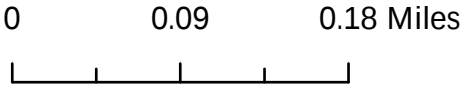
10300 S. Oakview Pkwy.



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



Community Development



Legend

- Zoning
- Official Street Map
- Parcels
- FloodFringe2024
- Floodway2024
- Parcels selection

APPLICANT: DERSE INC ON BEHALF OF OAK CREEK H DEVELOPMENT LLC

SUBMITTED TO: THE CITY OF OAK CREEK – PLANNING COMMISSION AND
DEPARTMENT OF COMMUNITY DEVELOPMENT

REQUEST:

Derse Inc is requesting exceptions to the maximum display period of ninety (90) days and maximum sign area of 32 square feet for a temporary ground mounted sign in accordance with 17.0605(a)(1) and 17.0605(d) of the City of Oak Creek’s Municipal Code respectively.

BACKGROUND and SUMMARY:

Derse Inc / Oak Creek H Development LLC (“Derse”) has begun construction on a 297,000 square foot International Headquarters located at 10300 S Oakview Parkway on the northeast corner of the Oakwood Business Park. To educate the public on this exciting new international headquarters relocating to Oak Creek, Derse would like to temporarily display a 5x10 sign on the northeast corner of our property (Exhibit B), visible to passing motorists on Howell Avenue and Oakwood Drive. This sign will be professionally produced and installed, displayed from the start of construction until the exterior building signage is approved and installed identifying the building as “Derse” (Elevation in Exhibit A). In business since 1948, Jim Derse started what is now known as Derse Inc in his mother’s garage as Derse Sign Company. Derse’s early heritage is in outdoor signage. Jim and his team hand painted exterior signs and billboards throughout the Milwaukee area, particularly advertising Milwaukee’s world famous breweries. While Derse has since divested of the outdoor signage business to grow our Exhibits, Events, and Environments channels, our Chairman (Bill Haney) and Vice-Chairman (Bill McNamara), with almost 100 years of combined experience with Derse, have extensive backgrounds in outdoor signage placement and sizing to maximize visual impact while maintaining aesthetic appeal. Mr. Haney has personally figured the font heights for a 5x10 sign. This would be a variance to Municipal Code Section 16.6050(d). Without exceptions by the Planning Commission, Derse would be required to either reduce the visual area allocated to the temporary sign or possibly even eliminate the installation of temporary signage thereby reducing or eliminating the curious inquiries of local commuters and businesses as to the significant activity at that corner. We request the Plan Commission and City Staff condition an approval based on the following operation plan.

OPERATION PLAN

Temporary Ground Mounted Sign

We anticipate that the construction of our headquarters building will be completed in the fall of 2027.

Upon substantial completion of construction or upon approved installation of exterior signage identifying the building our temporary sign would be removed, whichever occurs first. The location would comply with the general location exhibit provided in this application and would be greater than 10' from any property or ROW line and outside of any easements or ingress/egress as required by ordinance. It is requested that this sign be allowed to remain in place during the duration of construction which is anticipated to be substantially complete no later than 10/15/2027 or, as noted earlier, until approved installation of our exterior, whichever is earlier This would be a variance to Municipal Code Section 16.0605(a)(1).

O)

Alternatively and for reference, we have provided an elevation of a 4x8 temporary sign for visual reference with an average person (Exhibit A).

MAINTENANCE

On an as-needed basis Derse or its contractor will maintain or replace the sign to remain in an aesthetically pleasing and professional condition. If City Staff finds the sign to be in disrepair, and Derse or its contractor fail to repair within 15 business days, City Staff may revoke the permit and require removal.

TIMELINE SUMMARY

- Temporary Sign Install: ~07/01/2026
- Deadline for removal or new permit without Plan Commission approval of exception: 09/30/2026
- Termination of Permit: 10/15/2027 or upon installation and approval of exterior building signage whichever is sooner.

Thank you for your consideration of these matters.

Sincerely,

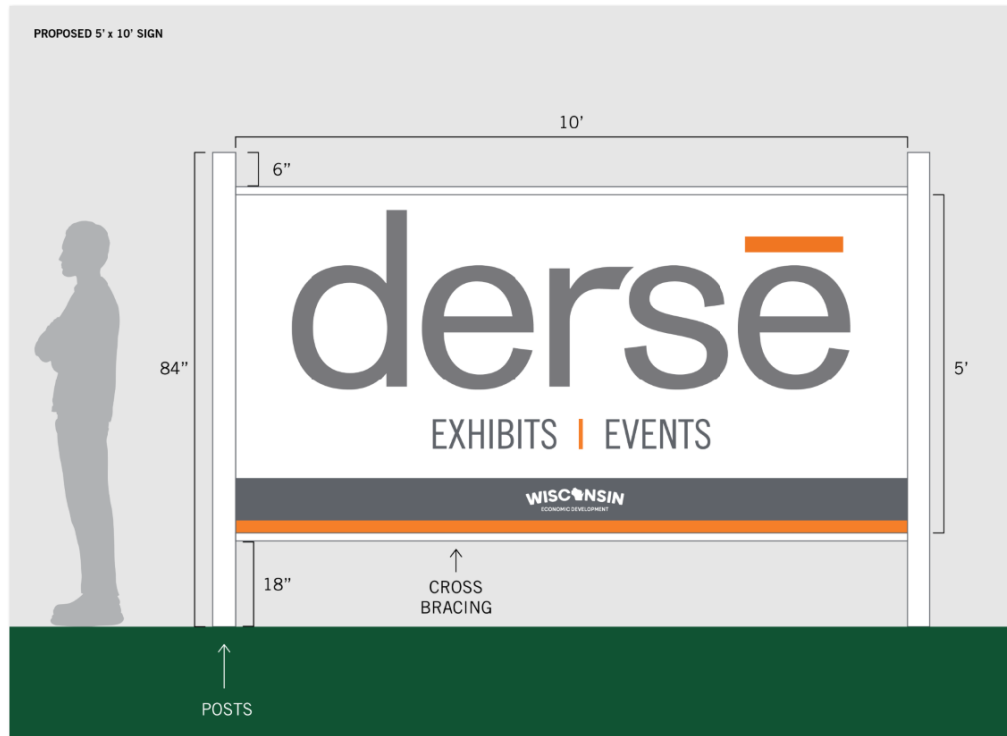
A handwritten signature in black ink, appearing to read "Christopher R. Weida". The signature is fluid and cursive, with the first name "Christopher" being more legible than the last name "Weida".

Christopher R. Weida

Vice President – Operations

Derse, Inc

Exhibit A
Proposed 5' x 10' Derse Sign



Alternative 4' x 8' Derse Sign



Exhibit B
Proposed Temporary Sign Location

