

PLAN COMMISSION REPORT

Proposal: Sign Plan Amendment - Drexel Town Square

Description: Sign plan amendment for the replacement of the Drexel Town Square monument sign located at 7935 S. Main St.

Applicant(s): Sean Phelan, Phelan Development and Eric Gebhardt, RINKA, Inc.

Address(es): 7935 S. Main St. (2nd Aldermanic District)

Suggested Motion: That the Plan Commission approves a sign plan amendment for the replacement of the Drexel Town Square monument sign located at 7935 S. Main St., with the following conditions:

1. That all relevant Code requirements remain in effect.
2. That the existing easement for the current location of the sign is vacated and a new easement is recorded for the new sign location and provided to the Community Development Department.
3. That this approval by Plan Commission shall expire within twelve (12) months after the date of approval if a sign permit has not been issued.

Owner(s): BTS B1 LLC

Tax Key(s): 813-9055-000

Lot Size(s): 1.017 ac

Current Zoning District(s): DTSMUPDD

Overlay District(s): N/A

Wetlands: ☐ Yes ☒ No

Floodplain: ☐ Yes ☒ No

Comprehensive Mixed Use
Plan:

Background: The Applicant is requesting approval to amend the previously adopted sign plan for Drexel Town Square (DTS), last amended by the Plan Commission on June 24, 2025 and originally adopted in February 2014. The proposed amendment specifically concerns the design of the monument sign, which has been changed since the June 2025 amendment, thus requiring an additional sign plan amendment.

This monument sign is a two-sided development sign designed for visibility to both eastbound and westbound traffic along W. Drexel Ave. The sign measures approximately 13 feet wide and 20 feet tall. It features a Drexel Town Square logo, a larger LED digital display panel, and individual retailer signs mounted on fabricated aluminum materials. The sign is supported by a brick base measuring roughly 10 feet by three (3) feet wide and three (3) feet tall.

Currently, the sign is located within an easement (per Certified Survey Maps 8648, 8643, and 8669) near the center of Lot B1 along W. Drexel Ave., just west of the S. Main St. entrance. The Applicant proposes relocating the sign approximately 98 feet west, to the northwest corner of Lot B1, as illustrated in the attached site plan. This relocation is necessary to accommodate the construction of a new 8,735-square-foot multi-tenant retail building on the B1 site. To facilitate this change, the existing easement will need to be vacated, and a new easement established at the new sign location. A tree is currently located on the property where the sign is proposed. The Applicant is proposing to remove this tree upon installation of the sign. The tree measures approximately eight (8) inches in diameter, thus not requiring a tree preservation and removal plan per Sec. 17.0505(d)(1).

The Drexel Town Square Owners' Association has been involved with and has approved the new monument design. It is anticipated that over time, other monument signs around DTS will be replaced with a similar design.

Options/Alternatives: The Plan Commission has the discretion to approve the 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 Applicant may revise and resubmit (if necessary).

Respectfully submitted & approved by:

Prepared by:



Kristi Laine
Community Development Director

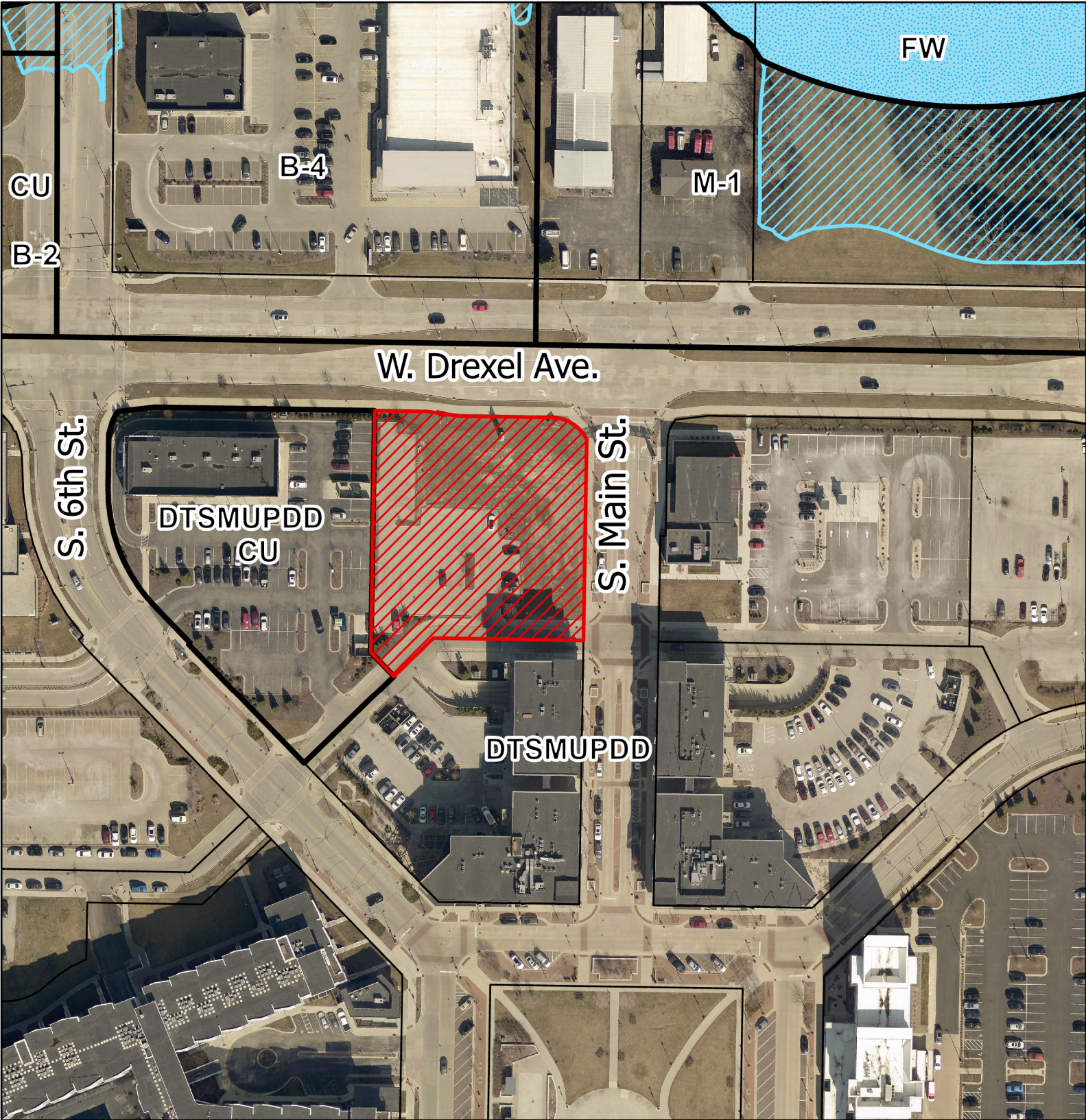
Nic D'Amato
Planner

Attachments:

Location Map
Narrative (1 page)
Site Plan (1 page)
Drexel Town Square Site Plan (1 page)
Proposed Sign Graphics (2 pages)
June 2025 Sign Graphics (1 page)

Location Map

7935 S. Main St.



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



- Legend**
-  Zoning
 -  Official Street Map
 -  Parcels
 -  FloodFringe2024
 -  Floodway2024
 -  7935 S. Main St.

Project Narrative – Building 1 Retail Building – Drexel Town Square

10/21/2025

RE: Building 1 Retail Building – Drexel Town Square

7935 S Main St.

Oak Creek, WI

Applicant: Phelan Development

117 N. Jefferson St. #207

Milwaukee, WI 53202

To: Oak Creek Planning Department and Planning Commission

Part of the project includes the shifting of the existing development monument sign, approximately 98 feet to the west of its current location. The new location is coordinated with the proposed site plan, the current easement for the sign would be vacated and a new one put in place showing the new location. The existing development sign location and the new proposed location are both noted on the site plan for review. Dimensions and appearance of the new sign are included in the submission.

Applicant Signature:

A handwritten signature in black ink, appearing to read 'Eric Gebhardt', with a stylized, flowing script.

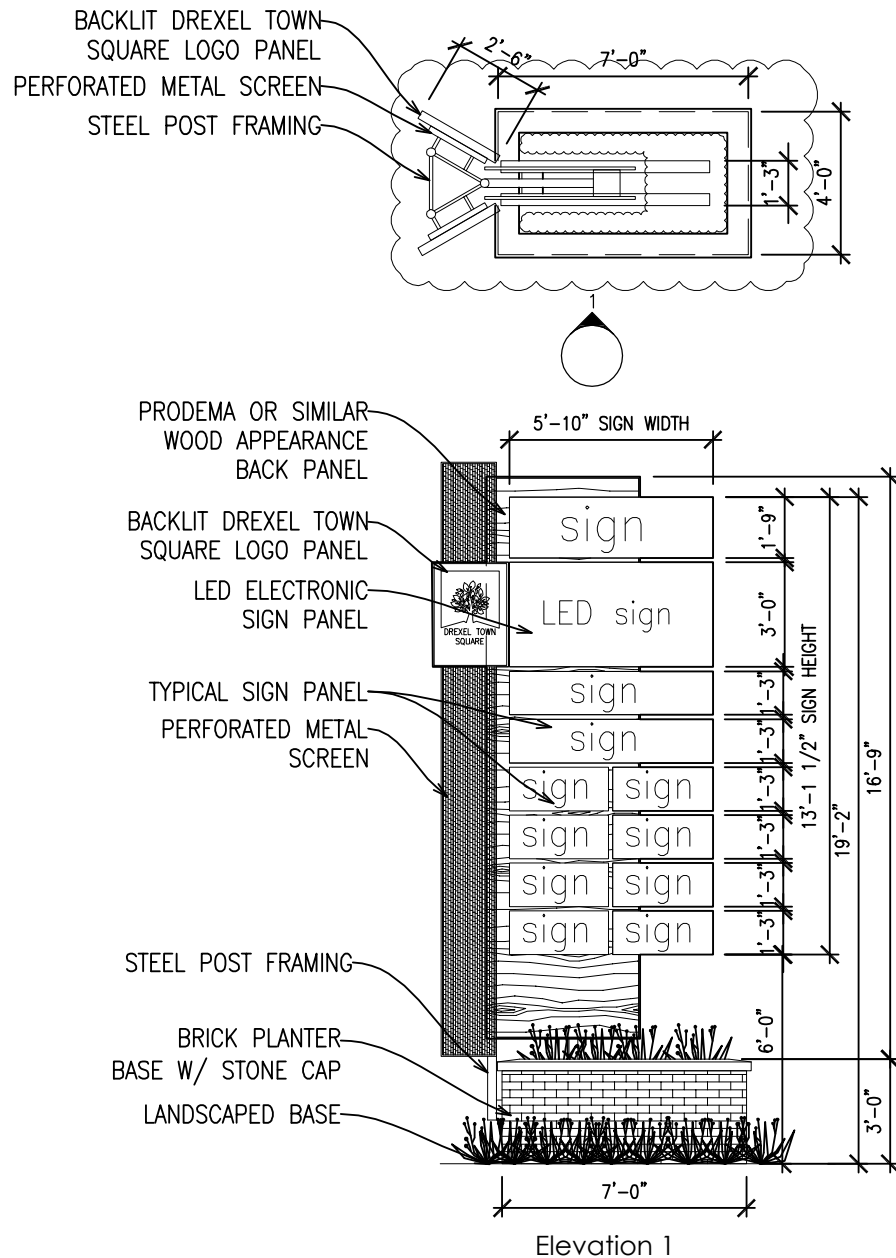
Eric Gebhardt, RINKA

Sign Plan Approved 2014



Sign Approved 2014

Development Monument Sign A Location- Draft



FINAL SIGN DETAILS, LIGHTING, AND SPECIFICATIONS BY
SELECTED SIGN VENDOR (TBD).





D1 |

D/F MONUMENT

- 1

- ACCENT FINIS

Material: Fabricated Aluminum Frame with McNichold Slotted Perforated Aluminum Cladding

Color: Paint to Match MP 'Brushed Aluminum' –
- 2

- CABINET

Material: Fabricated Aluminum

Cabinet Color: Paint to Match MP 'Brushed Aluminum' –

Face Color: Belbien Exterior Grade Woodgrain Vinyl [TBD]
- 3

- TENANT PAN

Illumination: Internal White LEDs

Material: Fabricated Aluminum

Color: Paint to Match MP 'Brushed Aluminum' –

Graphics: 3/16" Backed-Up Acrylic with Digitally Printed Translucent Vinyl
- 4

- DIGITAL DISPLAY

Description: Optec Infinity RGB LED Digital Display

Resolution: 10mm Pixel Pitch, 144 x 320 Pixels
- 5

- LIT CABINET

Illumination: Internal White LEDs

Material: Fabricated Aluminum

Color: Paint to Match MP 'Brushed Aluminum' –

Graphics: Push-Thru Acrylic, 1/4" Proud, with 2nd Surface Diffuser & 1st Surface Digitally Printed Translucent Vinyl
- 6

- STRUCTURE

Material: Steel Square Tube

Color: Paint to Match MP 'Brushed Aluminum' –
- 7

- PLANTER BASE

Material: Masonry, Stone Caps

Color: Match Existing [TBD]

NOTE: SURVEY REQUIRED, CLEAN ARTWORK REQUIRED

Proposed Sign

