

CITY OF GLENDALE -- PLAN COMMISSION

Tuesday, March 01, 2016

Pursuant to adjournment, the City Plan Commission met in the Common Council Chambers of City Hall, 5909 North Milwaukee River Parkway.

Alderman Wiese called the meeting to order at 6:00 p.m.

Roll Call: Present: Alderman Richard Wiese, Commissioners Bruce Cole, Izzy Goldberg, Robert Pfauth, and Tomika Vukovic. Absent: Commissioners Fred Cohn and Gary Lippow.

Other Officials Present: Richard E. Maslowski, City Administrator, Todd M. Stuebe, Director of Community Development

In accordance with the Open Meeting Law, the North Shore NOW, the City's official newspaper, was advised on Wednesday, February 25, 2016, of the date of this meeting, the agenda was posted on the official bulletin board in City Hall, copies of the agenda were made available to the general public in the Municipal Building and the Police Department, and those persons who have requested were sent copies of the agenda.

PLEDGE OF ALLEGIANCE.

The Members of the Plan Commission, City staff and all those present pledged allegiance to the flag of the United States of America.

ADOPTION OF THE MINUTES.

Motion was made by Comm. Cole, seconded by Comm. Pfauth, to approve the minutes of the meeting held on Tuesday, February 2, 2016. Roll Call: Ayes: Alderman Richard Wiese, Commissioners Cole, Goldberg, Pfauth, and Vukovic. Noes: None. Motion carried unanimously.

MATTERS FOR CONSIDERATION.

- I. Referral from Common Council: Application to Change the Zoning of Milwaukee County-owned lands located east of the Kletsch Park Falls (Tax Key Parcels 161-9942-000 and 134-0019-000 and remnant gap parcel), from R-7 Residence District to C-1 Conservancy District. Present proposed change of zoning to the Plan Commission, Plan Commission review and discussion. The Plan Commission may schedule a public hearing or immediately recommend to the Common Council.

Mr. Stuebe stated that the Plan Commission Report was distributed to the Plan Commissioners and Applicant and is incorporated herein as follows:

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Plan Commission Report:

Milwaukee County proposes to change the zoning of the referenced lands (refer to Photograph A) from R-7 Residence District to C-1 Conservancy District. On February 22, 2016, per the request of Milwaukee County the Common Council also approved change to the text of the C-1 Conservancy District which states that “Any parcel that is owned by Milwaukee County in a C-1 District is considered to be zoned as park for the purposes of Wisconsin Statutes 59.17(2)(b)(3).”

Photograph A. View of Milwaukee County-Owned Lands.



Required Action

The necessary action by the Plan Commission is to recommend that the Petition be granted as requested, modified, or denied. The Plan Commission may, in arriving at its recommendation, and of its own volition, conduct its own public hearing. The Common Council is required to hold a public hearing.

City Administrator Maslowski stated that Mr. Whaley-Smith was present and would present this item to the Plan Commission.

Mr. Whaley-Smith stated that he was presenting on behalf of Chris Abele, that Milwaukee County has added more than 150 acres of park land during his tenure, and that

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Milwaukee County has taken inventory of every single parcel that it owns and wants to make sure that the land is appropriately zoned, and wants to make certain that open spaces that are part of Milwaukee County Parks lands that are now zoned R-7 Residence are rezoned to park land.

Alderman Wiese asked whether the currently vacant lands were meant to provide access to the east side of the Kletzsch Park dam.

Mr. Whaley-Smith replied that Milwaukee County wants to keep the lands meant for park land.

Mr. Pfauth inquired whether the land was required for access to the spillway.

Mr. Whaley-Smith stated no, that Milwaukee County has more than 6,000 acres of park land.

Motion by Comm. Cole, seconded by Comm. Goldberg, that the Plan Commission recommend that the Common Council approve the request to rezone the Milwaukee County owned lands from R-7 Residence District to C-1 Conservancy District. Roll Call: Ayes: Alderman Richard Wiese, Commissioners Cole, Goldberg, Pfauth, and Vukovic. Noes: None. Motion carried unanimously.

II. Plan Commission Review, Sakura Massage (fka Orchid Day Spa), 5464 North Port Washington Road (Worth Building). Review and approve proposed alternative health care day spa use and occupancy.

Mr. Stuebe stated that the Plan Commission Report was distributed to the Plan Commissioners and Applicant and is incorporated herein as follows:

Plan Commission Report:

Fei Li and Yong Wang seek Plan Commission approval for Sakura Day Spa, a massage therapy alternative health care use, to occupy a 1,000 square-foot tenant space located within the Worth Building. The site is zoned B-1, Sub-Area B, Business and Commercial District, and the proposed use and occupancy is required to attain Plan Commission review and approval.

Other tenants at the site include Subway, Worth Realty, Aba Semar, Studio C Hair Salon, Russell A. Bronson Insurance Services, Rehabilitation Institute of Wisconsin (RIOW), Mail N More, and Brian Armstrong State Farm Insurance Agency. There are a sufficient number of parking spaces available at the site to accommodate the proposed use.

The massage business will have two employees. Hours of operation are Monday through Saturday from 9:30 a.m. to 9:30 p.m., and Saturdays from 10:00 a.m. to 7:00 p.m.

Community Development Director Stuebe stated that staff recommends that the Plan Commission grant use and occupancy approval for Sakura Massage, a massage therapy alternative health care use, at 5464 North Port Washington Road, subject to the following conditions: 1) Massage therapists licensed per State of Wisconsin requirements; 2) Signs require a permit under the Planned Sign Program for the property per the Glendale Sign Code; 3) All landscaping and lighting features being maintained and replaced and/or replenished whenever

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necessary pursuant to tenant/owner lease responsibilities; 4) Dumpster enclosure(s) per 13.1.144 of the Zoning Code; 5) All City of Glendale building and fire codes being carried out to the satisfaction of the Building Inspector and the North Shore Fire Department; 6) Compliance with State of Wisconsin requirements for physically disabled parking.

An interpreter stated that the business owner was present to introduce and talk about what they do, continuing stating that it would be a massage store for alternative medicine.

Comm. Goldberg asked if there would be any drugs.

The Interpreter stated no, nothing, just massage.

Comm. Cole asked if there was enough parking available.

The Interpreter stated that there would be two to three clients present and that there is ample parking.

Comm. Pfauth asked how people learn about their services, and whether the business had been at a different location or several stores prior to this place.

The Interpreter stated mostly word of mouth and just this place.

Motion by Comm. Goldberg, seconded by Comm. Cole, that the Plan Commission grant use and occupancy approval for Sakura Massage, a massage therapy alternative health care use, at 5464 North Port Washington Road, per the six requirements. Roll Call: Ayes: Alderman Richard Wiese, Commissioners Cole, Goldberg, Pfauth, and Vukovic. Noes: None. Motion carried unanimously.

III. Sign Appeal, My Pets Vet (Ronald P. Beatty, Jr., DVM), 2311 West Good Hope Road. Review and approve proposed sign appeal variance.

Mr. Stuebe stated that the Plan Commission Report was distributed to the Plan Commissioners and Applicant and is incorporated herein as follows:

Plan Commission Report:

My Pets Vet, 2311 West Good Hope Road, requests to replace an existing monument sign with a zero setback monument sign. Signage in the City of Glendale is generally required to be offset ten feet or more from the front property line.

Existing and Proposed Monument Sign

A photograph of the existing monument, the proposed monument sign, and the case for the request is included in the submittal documents. The West Good Hope Road public street right-of-way is 160 feet in width. Milwaukee County has jurisdiction over the West Good Hope Road public street right-of-way.

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Glendale Sign Code Requirements

The Plan Commission may grant a variance to the Sign Code. Per the Sign Code sign variances are intended to allow flexibility to the sign regulations while still fulfilling the purpose of the regulations, with the caveat that it is not intended to permit the erection or maintenance of signs that are prohibited. The Sign Code states that the Plan Commission shall make the final decision using the following criteria:

- a. The basic rule of thumb should be that there be no public harm and there be a public benefit.
- b. Variance considerations will include proposals for signs which would enhance the overall character of a neighborhood, or to mitigate unusual site conditions.
- c. The sign as proposed will not result in an undue concentration of signage which renders it difficult or confusing to read existing signs.
- d. The effect of a proposed sign may have on depreciating property values of a neighborhood.
- e. The Plan Commission, in its deliberation of an adjustment, may consider the location of the proposed sign, the height, the size, the appearance, number, and location of other signs in the vicinity of the proposed sign, and any other factor the Plan Commission deems appropriate.

The necessary action by the Plan Commission is to grant, require to modify, or to deny the sign variance request.

Motion by Comm. Cole, seconded by Comm. Goldberg, that the Plan Commission approve the variance to the Sign Code to permit a zero foot setback for the My Pets Vet monument sign. Roll Call: Ayes: Alderman Richard Wiese, Commissioners Cole, Goldberg, Pfauth, and Vukovic. Noes: None. Motion carried unanimously.

IV. Planned Sign Program, Oriental Medical Center, 5317-33 North Port Washington Road. Review and approve proposed Planned Sign Program.

Mr. Stuebe stated that the Plan Commission Report was distributed to the Plan Commissioners and Applicant and is incorporated herein as follows:

Plan Commission Report:

Evo Development proposes a Planned Sign Program (PSP) for the proposed multi-tenant commercial building located at 5317-21 and 5333 North Port Washington Road. The proposed building is about 7,500 square feet. The proposed PSP consists of wall signs on all four sides of the proposed building and does not include a Master Identification Sign.

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Glendale Sign Code: Planned Sign Program

Glendale Sign Code 15.6.10(a) Planned Sign program states the following:

“The program is developed for office, retail, and industrial centers that have three or more tenants. The program allows commercial centers to have one (1) free standing sign (a Master Identification Sign) to identify the name of the center, not the individual businesses within the center. Businesses within the center are allowed a wall sign to advertise their location within the commercial center. The intent of the Planned Sign program is to set forth a theme as to placement, lettering style, color and related design considerations of signs, while at the same time reducing sign clutter.”

There are specific requirements for both the Master Identification Sign and wall signs. The master identification is essentially for the name of the center. The individual businesses with exterior entrances are permitted a wall sign, and the guideline is one square foot of signage per lineal business front foot of tenant space.

Glendale Sign Code 15.6.10(a)(5)(c) states the following:

“The Planned Sign program may contain such other features and restrictions as the owners and the Plan Commission may reasonably determine and agree.”

Proposed Planned Sign Program

January 5, 2016, a three tenant 7,500 square foot multi-tenant commercial building was approved by the Plan Commission (refer to Site Landscaping Plan). The proposed Planned Sign Program eliminates the Master Identification Sign and includes only wall signs and will include typical directional signs to direct traffic. The proposed number and placement of wall signs is as follows:

	South (Cousins) Tenant Space	Middle (Unknown) Tenant Space	North (Noodles) Tenant Space
Number of Wall Signs	3	2	3
Elevation View	E, S, W	E, W	E, N, W

The Planned Sign program generally permits one wall sign for each tenant space with a separate exterior entrance. The size of the wall signs is generally determined based on one square foot of signage per lineal business front foot of tenant space, to a maximum area of 150 square feet. The indicated Cousins Subs Grilled & Deli Fresh sign is about 36 square feet, and the Noodles & Company World Kitchen sign is about 45 square feet.

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The number of signs to be included in the proposed Planned Sign Program is a matter to be decided by the Plan Commission. The proposed size of the signage is reasonable in terms of the guideline for wall signage.

Staff previously informed the Plan Commission that there are two similarly situated multi-tenant commercial centers for which Planned Sign Programs were approved that include more than one tenant wall sign. The northerly building at Glendale Market, located at 6969 North Port Washington Road, is a 19,000 square-foot all brick building located street-side and the parking behind the building. The approved Planned Sign Program provides for one wall sign on the street-side of the building along West Green Tree Road and one wall sign on the parking lot side of the building. Cornerstone, located at the southwest corner of North Port Washington Road and West Silver Spring Drive, includes two predominately brick and metal finish buildings of about 7,700 square feet and 6,700 square feet (total about 14,400 Square feet), with both buildings set street-side, a plaza public space, and the parking behind both buildings. The approved Planned Sign Program provides for one wall sign on the street-side of the building and one wall sign on the parking lot side of the building, with the principle tenants in each of the two buildings provided a third wall sign facing toward the plaza public space and the intersection of North Port Washington Road and West Silver Spring Drive.

The necessary action by the Plan Commission is to grant, require to modify, or to deny the Planned Sign Program as proposed.

Glendale Sign Code 15.6.4(30) Definitions, Planned Sign Program, states the following:

“The establishment of an identification program for any multi-tenant operation within the City office parks, industrial parks, multi-tenant office and retail establishments are included as needing Planned Sign Programs. The intent of the Planned Sign Program is to give a uniform theme to signs in a development by size and color. Each sign covered by a Planned Sign program must be permitted separately.”

Motion by Comm. Goldberg, seconded by Comm. Pfauth, that the Plan Commission approve the proposed Planned Sign Program for the Cousin's and Oriental Medical Center site. Roll Call: Ayes: Alderman Richard Wiese, Commissioners Cole, Goldberg, Pfauth, and Vukovic. Noes: None. Motion carried unanimously.

- V. Plan Commission Concept Review, JAMA Corporation (Amato Automotive Group), 5858 and 5900 North Green Bay Avenue. Present concept for two auto dealerships, Plan Commission review of concept.

Mr. Stuebe stated that the Plan Commission Report was distributed to the Plan Commissioners and Applicant and is incorporated herein as follows:

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Plan Commission Report:

John Amato will present the proposed concept for two auto dealerships that will be located at 5858 and 5900 North Port Washington Road, properties owned by JAMA Corporation. The existing parcels may be reconfigured somewhat based on the specific site requirements for each dealership.

The Plan Commission is not required to take formal action on the concept proposal, however, it may provide a consensus of support for the proposed project.

City Administrator Maslowski stated that as background for the item this is a conceptual plan, and because existing B-4 District zoning would prohibit the proposed project in order to proceed it will be necessary to have the project reviewed and approved by the Common Council, because the B-4 District prohibits the use unless the dealership existed in the City of Glendale as of an earlier date, although Amato Nissan could do so.

John Amato introduced himself and stated that he has gathered properties, the corner with land acquired from Milwaukee Electronics, as well as the former Silver Spring Automotive from Schlesinger and that the preliminary Site Plan is being shared this evening to see if this can move forward.

Comm. Pfauth asked if this was manufacturers or dealerships.

Alderman Wiese stated that the Plan Commission is being asked to give some direction, thoughts, and comments, or to ask for any modifications and/or positive direction to file the application to the Plan Commission and Common Council.

Comm. Vukovic asked what is the site now.

Mr. Amato said it is the old Land Rover and Silver Spring Automotive sites and both existing buildings will come down.

Comm. Goldberg commented that they were kind of boxy buildings.

Mr. Amato stated that the manufacturers want those, and that the area is the most important thing for us, and that the buildings are not necessarily what John Amato wants.

Comm. Cole stated that something nice looking like BMW or Infiniti.

Mr. Amato stated that the manufacturer is spending to look nice and different.

Comm. Pfauth asked about the other Hyundai.

Mr. Amato said that he has the Hyundai on North 76th Street and that it is being renovated now, and will be complete in April or May, continuing stating that it is the corporate theme, ACM metal panel, storefront glazing, and the Chrysler likes their front entrance element which resembles the Chrysler Building which they try to incorporate.

Alderman Wiese asked if there was any consensus.

Comm. Cole stated that it would be a definite improvement in the neighborhood.

Comm. Pfauth said that prohibition is a concern.

City Administrator Maslowski stated that when Green Bay Avenue was rebuilt the City did not want it to become a dealership row, and that the City used to have Phil Tolkan, Dodge City Dodge, that there were too many, the concern being that it would be bad for the City.

Comm. Vukovic asked when that was, in the mid 1980's.

Comm. Pfauth asked about the value to the City.

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City Administrator Maslowski stated that the City does not get the sales tax or income tax, and that the dealership properties tend to have a high front end value and then the property value goes down, although there have not been problems recently and Glendale has been holding stable.

Comm. Goldberg asked if we want two, and that he was not excited to have two dealerships, maybe something different, something less boxy.

Mr. Amato stated yes, that is what he wants.

Comm. Cole asked if the height would be comparable with Hobbs, that it seems high.

Mr. Ogorek stated that the front is essentially two stories tall.

Alderman Wiese asked if there is now a consensus to allow this to move forward or whether there are objections.

Comm. Pfauth said there was something he would rather see than a big box.

Formal action was not required and no formal action made by the Plan Commission.

VI. Reschedule Regular April Plan Commission meeting to 6:00 p.m. on MONDAY, APRIL 4, 2016, due to the Tuesday, April 5, 2016, Election

Mr. Stuebe stated that the Plan Commission Report was distributed to the Plan Commissioners and Applicant and is incorporated herein as follows:

Plan Commission Report:

The required action is for the Plan Commission to reschedule the regular April Plan Commission meeting to 6:00 p.m. on MONDAY, APRIL 4, 2016, due to Election Day being the day of Tuesday, April 5, 2016.

Motion by Comm. Cole, seconded by Comm. Goldberg, that the Plan Commission reschedule the regular April meeting to 6:00 p.m. for Monday, April 4, 2016, due to Tuesday, April 5, 2016, being Election Day. Roll Call: Ayes: Alderman Richard Wiese, Commissioners Cole, Goldberg, Pfauth, and Vukovic. Noes: None. Motion carried unanimously.

ADJOURNMENT.

Motion by Comm. Cole, seconded by Comm. Goldberg, to adjourn the Plan Commission until 6:00 p.m. on Monday, April 4, 2016. Roll Call: Ayes: Alderman Richard Wiese, Commissioners Cole, Goldberg, Pfauth, and Vukovic. Noes: None. Motion carried unanimously.

Todd M. Stuebe, Director of Community Development

Recorded: March 30, 2016