

CITY OF GLENDALE -- PLAN COMMISSION

Tuesday, January 3, 2017

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

Mayor Kennedy called the meeting to order at 6:00 p.m.

Roll Call: Present: Mayor Bryan Kennedy, Commissioners JoAnn Shaw, Karn Cronwell, Bruce Cole, Gary Lippow, Josh Wadzinski, and Tomika Vukovic. Absent: None.

Other Officials Present: Rachel Reiss, City Administrator, and 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, December 29, 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. Cronwell, seconded by Comm. Lippow, to approve the minutes of the meeting held on Tuesday, December 6, 2016. Roll Call: Ayes: Mayor Kennedy, Commissioners Shaw, Cronwell, Cohn, Lippow, Wadzinski, and Vukovic. Noes: None. Abstain: None. Motion carried unanimously.

MATTERS FOR CONSIDERATION.

- I. 6:00 P.M. Plan Commission Public Hearing: Application to Change Zoning of 7065 North Port Washington Road (Tax Key Parcel 1288955004 ) from B-1, G1 Business and Commercial District to PD-Planned Unit Development District-Commercial for an 83-unit Fairfield Inn Hotel and Restaurant/Conference Center. Applicant presentation of informational statement and general development plan to interested citizens and the Plan Commission, Public Comment, and Plan Commission review, discussion, and recommendation to Common Council.

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:

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Rachit Dhingra, Odyssey Glendale Hotel, LLC, and his professional team will formally present the Informational Statement and General Development plan to interested citizens and the Plan Commission. (Please bring along the Plan Commission documents from December 6, 2016).

### Required Action

Based on the proposed Informational Statement and the General Development Plan, and pursuant to 13.1.182 of the Zoning Code, the necessary action of the Plan Commission is to recommend to the Common Council that the proposed PD-Planned Unit Development District-Commercial zoning be granted as requested, modified, or denied. Upon Common Council approval of the zoning the developer will submit the Specific Plan for Plan Commission final plan review and approval pertaining to the proposed project plans, and the developer will enter into a Development Agreement with the City of Glendale.

Rachit Dhingra introduced himself as property owner and summarized the status of the changes, sharing that the Radisson brand operations have terminated and that the hotel will operate as an independent for two months. Mr. Dhingra stated that the banquet facilities of the former Radisson will now be converted to become the North Shore Conference Center, with the Zamboni's restaurant being renamed as Centerfield's Sports Bar and Grille. Mr. Dhingra stated that with the proposed Fairfield Inn & Suites the number of hotel rooms will be reduced from 143 to 83 guest rooms, that a lobby will be added to the south end of the building, continuing saying that the land has been partitioned into three pieces of land, and that he is seeking approval from the City and comments from Marriott to commence constructing the project. Mr. Dhingra observed that PTAC units will be added to replace the existing two-pipe system and that where the towers are currently the existing open balconies will be enclosed to form larger interior guest rooms. Mr. Dhingra stated that the exterior material is EIFS and the scheme of colors is as approved by Marriott. Mr. Dhingra noted that the corridor from the Fairfield Inn to the North Shore Event Center will allow Fairfield Inn guests to pass freely into the North Shore Event Center, however, only Fairfield guests with a key card will be allowed to pass from the North Shore Event Center into the Fairfield Inn. Mr. Dhingra stated that they will replace the fire sprinkler system with a fire sprinkler system. Mr. Dhingra noted the placement of the porte-cochere and said that they are adding a swimming pool with a substantial fitness facility next to it and there is an elevator there as well. Mr. Dhingra said that the 46 to 48 rooms that surround the existing atrium will be inactive and will not be used, and concluded saying that they have not yet decided how the north property will ultimately be utilized.

Mayor Kennedy opened the Public Hearing and asked those who wished to speak to step up to the podium and clearly state their name and where they reside prior to making their comments.

Sallie Alefsen, 715 West Green Tree Road. Ms. Alefsen said that she would like more information as to the landscaping and lighting, hardscape and soft landscape.

Mr. Dhingra said that they are not going to change the landscape and lighting much and that the plantings are going to be enhanced.

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Ms. Alefsen inquired about the Planned Unit Development zoning and if there are requirements for green space.

Mr. Dhingra said that they plan a landscape upgrade considerably.

Director of Community of Development Stuebe said that Planned Unit Development projects may have a green space component, however, in the case of a commercial Planned Unit Development not necessarily, and in the case of the present project the property is not really going to change appreciably from the way that it is now.

Mayor Kennedy asked if there was anybody else who wished to speak and there were none, so asked for a motion to close the Public Hearing.

Motion made by Comm. Cole, seconded by Comm. Vukovic, to close the public hearing was unanimously approved.

Comm. Cronwell observed that landscape plans would be included in the Specific Implementation Plan that the Plan Commission will review.

Motion by Comm. Lippow, seconded by Comm. Cole, that the Plan Commission recommend to the Common Council approval to rezone the property to PD Planned Unit Development-Residential District. Roll Call: Ayes: Mayor Kennedy, Commissioners Shaw, Cronwell, Cole, Lippow, Wadzinski, and Vukovic. Noes: None. Abstain: None. Motion carried unanimously.

- II. Plan Commission Use and Occupancy Review, Children's Hospital of Wisconsin River Glen Pediatrics, 4655 North Port Washington Road. Review and approve proposed medical clinic and office 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:

Maureen Goetz, Director of Real Estate, Children's Hospital of Wisconsin, Incorporated, seeks Plan Commission review and approval for the Children's Hospital River Glen Pediatrics medical clinic and office to relocate to use and occupy tenant space located within the multi-tenant building located at 4655 North Port Washington Road. The proposed use is a permitted use in the PD-Planned Unit Development district with Plan Commission use and occupancy review and approval.

Children's Hospital River Glen Pediatrics presently occupies a tenant space at 5650 North Green Bay Avenue, Suite 210. The Clinic proposes to initially occupy about 10,708 square-feet of the 30,611 square foot building located at 4655 North Port Washington Road. The medical clinic and office will initially have between 9 and 13 employees.

Initial business hours will be from 8:30 a.m. to 5:00 p.m. Monday through Friday. The Clinic plans future evening and weekend hours from 5:00 p.m. and 10:00 p.m. Monday through Friday and from 10:00 a.m. to 5:00 p.m. Saturday and Sunday. The specific timing of the future hours is not yet specified.

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The submitted information states that the clinic expects 180 patient visits per week, which is an average of 4.5 patient visits per hour or 36 per business day. There are about 92 parking spaces of which four are Handicapped Accessible (two on each side of the building). With the proposed occupancy by Children's Hospital of Wisconsin River Glen Pediatrics existing parking should be adequate.

Community Development Director Stuebe stated that staff recommends that the Plan Commission grant use and occupancy approval for Children's Hospital of Wisconsin River Glen Pediatrics medical clinic and offices, per the following requirements: 1) All signs to conform with the Glendale Sign Code; 2) All landscaping and lighting features being maintained and replaced and/or replenished whenever necessary, subject to approved landscape plans, and pursuant to tenant/owner lease responsibilities; 3) Dumpster enclosure(s) in compliance with 13.1.144 of the Zoning Code; 4) All City of Glendale building and fire codes being carried out to the satisfaction of the Building Inspector and the North Shore Fire Department; and 5) Written certification by owner of compliance with State of Wisconsin requirements for physically disabled parking prior to issuance of Occupancy Permit.

Maureen Goetz introduced herself as Director of Real Estate for Children's Hospital of Wisconsin.

Suzanne Fischer introduced herself as RN Executive Director, Primary Care, for Children's Hospital of Wisconsin. Ms. Fischer said that they are relocating from a 3,500 square-foot tenant space to a 10,000 square-foot tenant space and that Children's Hospital of Wisconsin River Glen Pediatrics will occupy the second floor.

Comm. Cronwell asked if the clinic was therapeutic or medical interventions.

Ms. Fischer said that they have not completed the clinic programming.

Mayor Kennedy asked about the concentrations of Children's Hospital of Wisconsin practices located around and asked if the practices are full, and asked how much the clinic would grow, and observed that it is a three-story building and asked which space they will occupy.

Ms. Fischer said that the clients like the care close to home and that is where they live, and said that they will initially add one provider and one nurse practitioner, and that they will occupy the second floor.

Comm. Lippow asked if the clinic is appointment based or urgent care.

Ms. Goetz said that urgent care was not in the current request, it could be in the future, and that they may have an urgent not emergent future.

Comm. Vukovic said that she thought it would have a positive effect on the tenants on the first floor.

Motion by Comm. Cole, seconded by Comm. Cronwell, that the Plan Commission grant use and occupancy approval for Children's Hospital of Wisconsin River Glen Pediatrics medical clinic and offices, per the five requirements. Roll Call: Ayes: Mayor Kennedy, Commissioners Shaw, Cronwell, Cole, Lippow, Wadzinski, and Vukovic. Noes: None. Abstain: None. Motion carried unanimously.

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- III. Sign Appeal, Children's Hospital of Wisconsin River Glen Pediatrics, 4655 North Port Washington 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:

Maureen Goetz, Director of Real Estate, Children's Hospital of Wisconsin, Incorporated, seeks Plan Commission review and approval for the Children's Hospital River Glen Pediatrics to have signage that exceeds what is provided for in the Glendale Sign Code. For some time the 4655 North Port Washington Road property has had relatively high vacancy. In the early years following construction of the building the building was occupied mostly by medical clinic tenants. The building, constructed in 2003 with an all-brick and glass façade, was among the several catalyst developments within the Glendale Technology Center and Estabrook Corporate Park districts. Over the years the property owner and prospective tenants have made periodic inquiry about signage for the property and were encouraged to propose architecturally integrated signage and an overall program for the property that the City could consider. The property owner has been seeking an anchor tenant for the property.

Children's Hospital representative will present the proposed signage (Refer to exhibits) which includes two 250 square-foot wall signs (east and west building facades). Signage variances require Plan Commission review and approval.

Permitted signage under the Glendale Sign Code for an office building with common entrance includes a Master Identification Sign with the name of the office center, which the 4655 North Port Washington Road Building has. The Sign Code states that for office centers, only tenants with separate entrances will be permitted a wall sign. In general the maximum permitted size of wall signs is 150 square feet. As such the requested variance is to have two wall signs of 250 square-feet, each of which exceeds the generally stated maximum size by 100 square-feet.

### 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:

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- 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.

Maureen Goetz said that signage visibility is important to them on all of their primary cares and that the 4655 North Port Washington Road building is attractive to them being located along the freeway, and acknowledged that the Children's Hospital of Wisconsin name is very wordy and as such lends itself to having a larger space in order to be legible, which is built into their naming convention, that it is important to their patients to be able to find the building timely to minimize missed appointments, and that the sideways (parallel) orientation of the building to the roadways and close proximity of the building to the roadways limits the view opportunity of installed signage.

Comm. Shaw asked about the other tenants in the building and whether the proposed signage would be problematic to them.

Ms. Goetz said that Children's Hospital is taking up one-third of the building.

Comm. Wadzinski asked if the clinic would be an urgent care or emergency care, and thought that if it was not way finding that it would clearly be advertising, and that his two concerns are billboard advertisement and what happens when somebody else takes the entire third floor, and said that perhaps this refers more to the landlord.

Mayor Kennedy asked if Children's Medical anticipates taking more of the building in the future,

Ms. Goetz said that there is more vacant space and that she was not sure.

Ms. Fischer said that without better signage parents bringing their children to the clinic become lost resulting in lost appointment time.

Mayor Kennedy said that a variance is special consideration and did not think that it would impact residential, and said that he did not see a problem with it, and that if it was around assisted living might be more of a problem.

Comm. Vukovic said that she had more of a question for the landlord as to the concerns of other tenants and how long the building had been vacant, and what tenant did they lose.

Property owner Robert Schmidt was in the audience and approached the microphone, and said that he developed the property with Doug Weas and, in fact, they bought the land from the City of Glendale Community Development Authority, and continued stating

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that initially the building was at 95 percent occupancy, with Oncology of Wisconsin on the second floor, and that when they relocated occupancy dropped to 25 percent, and that in the recent five years they signed one other lease, and that with more occupancy it will be a more vibrant building asset, and they want the building up to 75 percent occupancy, and now have a Wheaton obstetrics clinic, a private wellness clinic, and are talking to a real estate group about some space on the third floor.

Comm. Shaw asked what we did with the Anchor Bank building.

Dir. of Community Development Stuebe stated that a variance to permit three wall signs were approved (replacing the two that Anchor Bank had on the north and south sides of the building) which added a wall sign toward North Port Washington Road.

Comm. Shaw asked what we did regarding the First Bank Financial Centre building.

Comm. Lippow observed that the Plan Commission granted Anchor a third sign, although he did not think for the size of the north and south two wall signs, and asked if the signs can be made smaller to fit within the 150 foot size limit.

Matt Kaminski, Poblocki Sign company representative, said that he worked on the Anchor Bank building signs.

Comm. Shaw said that she thought the signs looked huge.

Comm. Cronwell said that her children participate in the Children's Hospital of Wisconsin programs and said that it can be tricky to find the clinics even with signs and that she supports the variance.

Comm. Vukovic said that she agrees with Comm. Cronwell.

Motion by Comm. Cole, seconded by Comm. Vukovic, that the Plan Commission grant the variance to permit the signage as proposed with the stated provision that this is the Master Signage limit for the 4655 North Port Washington Road building. Roll Call: Ayes: Mayor Kennedy, Commissioners Shaw, Cronwell, Cole, Lippow, Wadzinski, and Vukovic. Noes: None. Abstain: None. Motion carried unanimously.

IV. Plan Commission Use and Occupancy Review, Food Service, Incorporated (FSI), 6333 North Port Washington Road. Review and approve proposed food service enterprise office 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:

John Stewart, on behalf of Food Services, Incorporated, seeks Plan Commission use and occupancy approval for Food Services, Incorporated, to use and occupy 6333 North Green Bay Avenue for its general business offices. There will not be any food service related activity at the property. The site is zoned B-4 office-Research-Service Business District and the proposed use is permitted with Plan Commission review and approval.

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Proposed hours of operation are Monday through Friday from 8:00 a.m. to 5:00 p.m., weekend hours were not specified.. There are a total of four (4) full-time employees, and with four additional eight persons maximum.

The existing monument sign will be reused with change to the company name.

Community Development Director Stuebe stated that staff recommends that the Plan Commission grant use and occupancy approval for Food Services, Incorporated, a general business office use, per the following requirements: 1) Outside storage prohibited; 2) Signs are required to conform with the Glendale Sign Code; 3) All landscaping and lighting features being maintained and replaced and/or replenished whenever necessary pursuant to tenant/owner lease responsibilities; 4) Dumpster enclosure(s) in compliance with 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, and 6) Written certification by owner of compliance with State of Wisconsin requirements for physically disabled parking prior to issuance of Occupancy Permit.

John Stewart introduced himself as the owner of Food Services, Incorporated, and that the 6333 North Green Bay Avenue office building will be utilized for their accounting and payroll office for Food Services, Incorporated.

Motion by Comm. Cole, seconded by Comm. Cronwell, that the Plan Commission grant use and occupancy approval for Food Services, Incorporated, a general business office use, per the six requirements. Roll Call: Ayes: Mayor Kennedy, Commissioners Shaw, Cronwell, Cole, Lippow, Wadzinski, and Vukovic. Noes: None. Abstain: None. Motion carried unanimously.

ADJOURNMENT.

Motion by Comm. Vukovic, seconded by Comm. Lippow, to adjourn the Plan Commission until 6:00 p.m. on Tuesday, February 7, 2017. Roll Call: Ayes: Mayor Bryan Kennedy, Commissioners Shaw, Cronwell, Cohn, Lippow, Wadzinski, and Vukovic. Noes: None. Motion carried unanimously.

Todd M. Stuebe, Director of Community Development

Recorded: Tuesday, January 6, 2017