

CITY OF GLENDALE -- PLAN COMMISSION
Tuesday, September 04, 2018

The City Plan Commission convened in the Common Council Chambers of City Hall, 5909 North Milwaukee River Parkway for its regular monthly meeting.

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

Roll Call: Present: Mayor Bryan Kennedy, Commissioners Tomika Vukovic, Karn Cronwell, Fred Cohn, Phillip Bailey, Josh Wadzinski, and JoAnn Shaw. Absent: None.

Other Officials Present: Rachel Reiss, City Administrator, Todd M. Stuebe, Director of Community Development, and North Shore Fire Department Battalion Chief John Maydak.

In accordance with the Open Meeting Law, the North Shore NOW, the City's official newspaper, was advised on Thursday, August 30, 2018, 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. Shaw, seconded by Comm. Wadzinski, to approve the minutes of the meeting held Tuesday, August 7, 2018. Roll Call: Ayes: Mayor Bryan Kennedy, Commissioners Vukovic, Cronwell, Cohn, Bailey, Wadzinski, and Shaw. Noes: None. Motion carried unanimously.

MATTERS TO BE CONSIDERED.

- I. Sign Appeal Variance, Elite Sports Clubs River Glen, 2001 West Good Hope Road. Review and approve proposed Sign Appeal Variance to convert existing Individual Attached Letter Message Placard with Electronic Messaging.

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

Elite Sports Clubs River Glen seeks Plan Commission review and approval to replace their existing individual mounted letter placard with electronic messaging. The Glendale Code of Ordinances generally prohibits action signs, which includes mechanical and electronic signs, however, Elite has an existing deteriorating obsolete message placard and the request is to replace the existing deteriorating messaging system with an electronic messaging system. Signage variances require Plan Commission review and approval.

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. The

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proposed change is not precedent setting in that it replaces a type of messaging system and is not creating a messaging system that did not previously exist, only the type of messaging system. Staff does not object to the proposed change.

Community Development Director Stuebe stated that the proposal is to replace an existing message placard that is obsolete and deteriorating with an electronic message display, as such Staff does not object as the sign is not precedent setting as to being a changeable message sign.

General Manager Greg Bowler and the Facility Maintenance Director (Travis) introduced themselves as representing the proposed item before the Plan Commission.

Mayor Kennedy commented that the existing sign is already lit and backlit, and asked how often the words would change, the frequency, or would it be a solid sign like now, except LED, observed that it would not flash, and asked what would be the time period of each message.

Mr. Bowler said that it did not have to change any more often than it does now, so that it is mostly solid.

Comm. Cronwell observed that way it would be static, and observed that the City needs to revisit the Code.

Greg Bowler said that now it is three days, although it could be a matter of a few days.

Mayor Kennedy observed that it is something that could be opened up if there are problems, and observed that the City has not had problems.

Motion by Comm. Cohn, seconded by Comm. Bailey, that the Plan Commission grant approval of the Sign Appeal Variance per the request. Roll Call: Ayes: Mayor Bryan Kennedy, Commissioners Vukovic, Cronwell, Cohn, Bailey, Wadzinski, and Shaw. Noes: None. Motion carried unanimously.

II. Sign Appeal Variance, Chiropractic Company, 5306 North Port Washington Road. Review and approve proposed Sign Appeal Variance for proposed sign at Chiropractic Company.

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

Chiropractic Company seeks Plan Commission review and approval to have a wall sign in addition to their existing monument sign. The Glendale Sign Code generally permits

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interior lots to have a single sign, whether it be the wall mounted or a monument sign type.

A FASTSIGNS of Waukesha representative will present the proposed signage (Refer to exhibits) which includes the text CHIROPRACTIC COMPANY, which will be about 22.1 square-feet in area at the indicated placement on the Chiropractic Company building.

The Glendale Sign Code requirement pertaining to Sign Appeal Variances is as stated under Item 3a above. Signage variances require Plan Commission review and approval.

The necessary action by the Plan Commission is to grant, require to modify, or to deny the sign variance request. Given the unusual geometric arrangement of the Chiropractic Company parcel, with the clinic being well away from North Port Washington Road, and the need for clients to determine where the Chiropractic Clinic facility is located, the request is justifiably unique for the Plan Commission to consider granting approval of a grant of Variance. Staff does not object to the proposed change.

Community Development Director Stuebe stated that the Chiropractic Company has an existing monument sign near North Port Washington Road, however, the parcel is geometrically challenged with a long ingress-egress lane from North Port Washington Road eastward to where the chiropractic clinic entrance and parking is located, as such the proposed signage would help clients find their way to clinic entrance and proximate parking spaces.

Mayor Kennedy asked if the parking along the entrance lane is for Pet Supplies Plus or the Chiropractic Company.

Mr. Dominiak said that is mostly Pet Supplies Plus.

Comm. Wadzinski commented that for wayfinding what is proposed makes sense, although noted a difference in style between the two signs.

Mr. Dominiak commented that they are not changing branding.

Motion by Comm. Cronwell, seconded by Comm. Wadzinski, that the Plan Commission grant approval of the Sign Appeal Variance per the request. Roll Call: Ayes: Mayor Bryan Kennedy, Commissioners Vukovic, Cronwell, Cohn, Bailey, Wadzinski, and Shaw. Noes: None. Motion carried unanimously.

III. Plan Commission Review, Ampco Pumps Company, 2045 West Mill Road. Review and approve proposed architectural, site, landscaping, and lighting plans to add warehouse storage space.

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

Ampco Pumps Company, Incorporated (Ampco), seeks Plan Commission review and approval to construct 6,000 square feet of warehouse storage space to the northwest corner of the existing building located at 2045 West Mill Road. The site is zoned B-5 Business-Office District and the proposed improvements require the review and approval of the Plan Commission.

Ampco proposes to add 6,200 square feet (50 feet width x 50 feet depth = 6,200 square feet) to the existing 64,000 square foot building, giving a total building footprint of about 70,000 square feet on a 4.7 acre (204,018 square-foot) parcel. Building coverage will be about 34 percent of the site. The proposed addition will match the roof elevation of the existing building and the architectural palette will be the same as the existing building with like materials and colors.

Aerial Photograph of the Ampco Pumps Company Site



Site Plan

The proposed addition will be located at the northwest corner of the existing building at 2045 West Mill Road on land that is presently an existing paved surface utilized for about nine parking spaces, a loading dock, and building egress-ingress. The addition will have a loading dock and an overhead entrance door. There is about 100 feet between the west side of the existing building and the west property line. With the addition having a width of 50 feet there will be 50 feet between the west edge of the building addition and the west property line.

There will not be an increase in storm water runoff from the site as the Ampco facility premises has an existing stormwater management facility in place to satisfy stormwater management requirements.

Ampco Facility Operating Characteristics

The Ampco enterprise will operate similar to the way it has been at 2045 West Mill Road, except that there will be more storage space available. Ampco presently has 85 employees. Typical business hours at the Ampco facility are 3:00 a.m. to 11:00 p.m. Monday through Friday. Staff is not aware of any complaints related to Ampco.

Community Development Director Stuebe stated that staff recommends that the Plan Commission grant approval of the architectural, site, landscaping, and lighting plans such that Ampco Pumps Company may obtain City of Glendale Building Permits to complete the proposed facility improvements to be located at 2045 West Mill Road, with the following requirements: 1) City of Glendale and/or Milwaukee County permit(s) required for any work to be completed within the West Mill Road public street right-of-way or relating to City of Glendale watermain, sanitary sewer, or storm sewer facilities; and 2) All City of Glendale building and fire codes applicable to the 2045 West Mill Road premises being carried out to the satisfaction of the Building Inspector, the North Shore Fire Department, and the North Shore Health Consortium.

Mike Nicholson introduced himself as president of Ampco Pumps Company.

Jay Craig introduced himself as being with MSI General, and briefly presented the project.

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Mayor Kennedy asked about any environmental, stormwater management, and whether they had met with the North Shore Fire Department.

Mr. Craig said that they have not yet met with the North Shore Fire Department.

Director of Community Development Todd Stuebe stated that the project plans have been shared with the North Shore Fire Department, however, there were not yet any comments returned.

Motion by Comm. Shaw, seconded by Comm. Cohn, that the Plan Commission grant approval of the architectural, site, landscaping, and lighting plans such that Ampco Pumps Company may obtain City of Glendale Building Permits to complete the proposed facility improvements to be located at 2045 West Mill Road, per the two requirements, and after obtaining all approvals. Roll Call: Ayes: Mayor Bryan Kennedy, Commissioners Vukovic, Cronwell, Cohn, Bailey, Wadzinski, and Shaw. Noes: None. Motion carried unanimously.

ADJOURNMENT.

Motion by Comm. Cohn, seconded by Comm. Cronwell, to adjourn the Plan Commission until the regular meeting to be held at 6:00 p.m., Tuesday, October 2, 2018, in the David Hobbs Honda For the People Community Room at Richard E. Maslowski Community Park, 2200 West Bender Road, Glendale, Wisconsin. Roll Call: Ayes: Mayor Bryan Kennedy, Commissioners Vukovic, Cronwell, Cohn, Bailey, Wadzinski, and Shaw. Noes: None. Motion carried unanimously.

Todd M. Stuebe, Director of Community Development

Respectfully Submitted: Wednesday, September 26, 2018.