

CITY OF GLENDALE — PLAN COMMISSION
October 6, 2020

Regular meeting of the City of Glendale Plan Commission convened via Zoom.

The meeting was called to order by Mayor Kennedy at 6:00 p.m.

Roll Call: Present: Mayor Bryan Kennedy, Commissioners Kyle Mack, Fred Cohn, Karn Cronwell, Phillip Bailey, Amanda Seligman, Josh Wadzinski. Absent: None.

Other Officials Present: Rachel Safstrom, City Administrator; Todd M. Stuebe, Director of Community Development; Megan Humitz, City Clerk.

In accordance with the Open Meeting Law, the North Shore NOW, the City's official newspaper, was advised on Thursday, September 29, 2020, of the date and time of this meeting, the agenda was posted to the official bulletin board of City Hall, the Glendale Police Department, and the North Shore Library; that copies of the agenda were made available to the general public in the Municipal Building and the Police Department, and those persons who 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.

MATTERS TO BE CONSIDERED.

Adoption of Minutes of the September 8, 2020 Plan Commission Meeting.

Motion was made by Commissioner Cohn, seconded by Commissioner Cronwell, to adopt minutes from the September 8, 2020 Plan Commission meeting. Motion carried unanimously.

Plan Commission Conditional Use Permit Review, North Shore Pet Connection, 1980 West Florist Avenue. Review and approve proposed architecture, site, landscaping, signage, and lighting, stormwater drainage/management, as well as use and occupancy.

Mr. Stuebe gave a brief review of Diane Bernhagen's request for a Conditional Use Permit approval to add to the North Shore Doggy Daycare building and the existing detached garage to provide for the North Shore Pet Connection as a second business use and occupy at the 1980 West Florist Avenue property. The North Shore Doggy Daycare improvements, use and occupancy, were initially approved as a Conditional Use Permit on May 1, 2007, and alterations to the existing Conditional Use Permit require the approval of the Plan Commission. The 1980 West Florist Avenue parcel is zoned B-4 Office-Research-Service Business District. Initial improvements will begin in 2020 and be completed in Spring 2021

Ms. Diane Bernhagen, owner of North Shore Doggy Daycare and Pet Connection, stated North Shore Pet Connection has been located at 5810 North Green Bay Avenue for 30 years. The primary services of the facility are to offer special needs pet care for all ages and small animal types. The special needs care includes chronic, acute, and hospice care. Ms. Bernhagen has experience as a veterinary technician and is connected to several veterinarians in the area. The proposed addition to the location at 1980 West Florist Avenue will allow Ms. Bernhagen to move all business operations to one site, and the location at 5810 North Green Bay Avenue will no longer be in operation. The needs of the facility have outgrown the location on Green Bay Avenue, and the new facility will not have stairs and allow for ease of access.

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Commissioner Mack raised the question of the intended future use of the location at 5810 North Green Bay Avenue. Ms. Bernhagen stated she is the current owner of the property and is unsure of her future plans for that property.

Motion was made by Commissioner Cohn, seconded by Commissioner Bailey to approve the altered Conditional Use Permit for Diane Bernhagen submit for City of Glendale Building Permits and related permits related to City of Glendale facilities, to include the proposed architecture artistic image, building elevations, site, landscaping, lighting, signage, site civil design and stormwater drainage/management plan, allowing the project to obtain City of Glendale Building Permits to construct the proposed improvements, to use and occupy the buildings to operate the North Shore Pet Connection, a special needs pet convalescent services and care center, and continue to operate North Shore Doggie Day Care, LLC, a dog day care facility that includes ancillary veterinary, grooming and bathing, training, shuttle service, and limited retail sales service, in the enlarge facility at 1980 West Florist Avenue, as reviewed and approved by the Plan Commission, with the following requirements: 1) Retail sales are restricted to the sale of ancillary products within approved designated space(s) inside the building; 2) Signs require a Signage Permit(s); 3) Landscape features being maintained and/or replaced/replenished whenever necessary; 4) Dumpster enclosure per Glendale Code of Ordinances, to be emptied on a regular basis so as not to create a health/sanitation or odor problem; 5) All modifications within the public street right-of-way subject to submittal of site civil design plans and obtaining required permits per the requirements of the City of Glendale Department of Public Works and City Engineer; 6) Stormwater drainage/management plan and permit required per Public Works 6-5 and Milwaukee Metropolitan Sewerage District requirements; 7) All City of Glendale building, fire, and public health codes being carried out to the satisfaction of the Building Inspector, the North Shore Fire Department, and the North Shore Health Consortium; and 8) Compliance with State of Wisconsin requirements for ADA parking. Motion carried unanimously.

Planned Sign Program Amendment, Barnabas Business Center, 4650 North Port Washington Road. Consider revised signage image pertaining to amendment to Planned Sign Program approved August 6, 2019, to add a monument sign for three occupants.

Mr. Stuebe gave a brief review that on August 6, 2019, the Plan Commission approved an amendment to the Planned Sign Program for the Barnabas Business Center that included an image of a sign comprised of two brick column supports with tenant sign faces cantilevered per the image. It was understood there would be three tenants included within the signage. The narrative, however, was not completely consistent with the image of the signage. Subsequently, revised sign imagery was submitted that visually expresses the intent of the property owner, and Staff would like the Plan Commission to consider and affirm that the proposed sign is acceptable.

Commissioner Wadzinski expressed concern that the bottom of the signage has no reticulation, and the style is bland in comparison to the building.

Mayor Kennedy questioned if the materials and design have been discussed, or if this item is only a request to change from 8 to 3 occupant names on the signage itself. Mr. Stuebe

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clarified the request is for the material of the signage itself as well. The initial images provided of the proposed sign included two brick columns supporting the sign faces, however there was a contradiction between the text and imagery as the text did not include the brick component. When Cardinal Capital Management presented the revised plan, it included the black box the sign rests upon.

Mayor Kennedy indicated the signage should match the building. The Barnabus Business Center is a brick building with a historic appearance, and the proposed sign does not match the façade. Commissioner Cronwell echoed this and stated there is a disconnect between the sign and the elegance of the building. It was added that stipulating the material to be used may not be practical but dictating the design would be. Mr. Stuebe will take this recommendation back to Cardinal Capital Management for changes.

Commissioner Cohn indicated the signage should incorporate the address of the building, as well as the names of the tenants.

Motion was made by Commissioner Cohn, seconded by Commissioner Wadzniski, to allow Staff to work with Cardinal Capital Management, owners of the Barnabus Business Center, to create a plan that is in line with and complements the design of the brick building. Motion carried unanimously.

Planned Sign Program Amendment, Umansky Motor Cars (Mercedes Benz), 1400 West Silver Spring Drive. Consider amendment to Planned Sign Program to add monument sign for Mercedes Benz.

Mr. Stuebe gave a brief review of the request by Mercedes Benz of Milwaukee North's request for review and approval to make a change to the Planned Sign Program for 1400 West Silver Spring Drive. The proposed change is to add a monument sign for Mercedes Benz, conceptually similar to Umansky Porsche repurposing of the former 25' multi-brand tower sign for the exclusive use of Porsche. The proposed monument sign is 12' in height, and the Glendale Sign Code restricts monument sign height to ten feet. Mercedes Benz seeks a monument sign that will be similar in height to Porsche, at 11'-10 ½". The proposed sign will be placed in the fourth parking space east of the intersection of West Silver Spring Drive and North Bridgewood Lane. The existing "Pre-Owned" sign and the multi-brand sign will be removed.

Commissioner Cohn expressed concern that the proposed sign is beyond the scope of the Sign Code and the plan for uniformity. Mr. Stuebe clarified the signs have been a negotiation process, as each brand would like their sign the same size as the other brands. The commission has the option to balance out the signs or require a maximum 10' height, should they so choose.

Commissioner Wadzinski stated the chosen height was most likely due to cars being parked in close proximity to the sign, which would prohibit adequate view unless the sign was slightly taller.

Mayor Kennedy stated the signage has been reduced from a massive sign with multiple brands, to smaller, more specific signs which are more visually appealing and keep with the character of the road.

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Commissioner Seligman raised the question of the nature of the 10' sign limit. Mr. Stuebe clarified the Glendale Sign Code sets the monument height and a city "standard" for signage, however it does allow for some flexibility.

Motion was made by Commissioner Seligman, seconded by Commissioner Mack, to approve the proposed Amendment to the Planned Sign Program to permit the Umansky Mercedes Benz monument sign and the Umansky Porsche monument sign with the requirement that the "Pre-Owned Cars" sign and multi-brand tower sign will now be removed, and with the requirement of remittal of the \$50 fee to modify a Planned Sign Program. Ayes: Commissioners Mack, Cronwell, Bailey, Seligman, and Wadzinski. Noes: Commissioner Cohn. Absent: None. Abstain: None. Motion carried.

Sign Appeal, Landmark Credit Union, 6300 North Port Washington Road. Consider Variance to include monument sign with electronic messaging.

Mr. Stuebe gave a brief review of Landmark Credit Union's request to seek review and approval of the Sign Variance to permit the monument sign with electronic message center. Under the Glendale Sign Code either a wall sign or a monument sign are permitted, and the monument sign with electronic message center requires Plan Commission grant of a Sign Appeal Variance. The monument sign is proposed at the northwest corner of the site immediately south of the Landmark Credit Union North Port Washington Road ingress-egress, to include the text "Landmark Credit Union" and the lighthouse image logo, the text "ATM," the street address number (6300), as well as the electronic message center. The electronic message center is proposed to have static messages that include the interest rate and change, open and closed, not more frequently than at six second intervals.

Mr. Michael Dlugi, sign representative for Landmark Credit Union, was present to answer the questions of the Council. Mr. Dlugi stated the software for the message center has a lockout system and all signage is controlled through the Landmark Credit Union headquarters. The specifications for individual municipalities are programmed into the system and cannot be adjusted by branch locations.

Mayor Kennedy raised the question regarding how far back from Port Washington Road the signage will be placed. Mr. Dlugi stated it will be farther back than the City required setback, as there is a need to accommodate the WDOT easement due to construction.

Administrator Safstrom stated the message board sign at Elite was required to have a 10-second interval time for each message and raised the question of consistency, particularly on a major thoroughfare. Mr. Dlugi stated the 6-second minimum is based on the WDOT, however they would be happy to comply with the municipal requirement of 10 seconds. Commissioner Seligman questioned if there is a City standard for interval timing. Mr. Stuebe stated there is not a standard at this time, however it can be added to the Sign Code. Mayor Kennedy added the City has shied away from marquis-style signage, avoided animation, and required static information and currently only allow three locations, four including Landmark Credit Union, to do use this signage. Mr. Dlugi indicated his company has previously partnered with municipalities to help create signage ordinances in compliance with the WDOT.

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Commissioner Cohn asked for clarification on the standard set for the Bavarian Bierhaus signage. Administrator Safstrom indicated that was determined in 2016 or 2017, and she could not recall the specifics without researching the information.

Motion was made by Commissioner Bailey, seconded by Commissioner Wadzinski, to grant the proposed Sign Appeal Variance to permit the Landmark Credit Union monument sign with electronic message center signage element with ten second minimum static intervals, with the requirement of remittal of the \$300 fee for a Sign Appeal Variance. Motion carried unanimously.

Sign Appeal, Medical Psychology Associates, 6110 North Port Washington Road. Consider Variance to permit zero right-of-way (front property line) setback and less than 60-foot monument sign spacing requirement.

Mr. Stuebe gave a brief review of Medical Psychology Associates' request to remove the existing "The Cambridge Group" sign and seeks a Sign Appeal Variance to install a monument sign for Medical Psychology Associates (Add 6110 street address number). The Sign Variance is required in order to have a zero right-of-way line (front property line) setback, to have a new monument sign with metal/composite base, and that the proposed monument sign is not at least 60-feet from other monument signs.

Mr. Paul Smerz, co-owner of Medical Psychology Associates, was present and stated he purchased the building in 1991 and at that time did a remodel and renovation to include adding a second floor. At the time, he co-owned the building with two others and over time he bought out the building and has been the owner of the building with his wife since 2005. The practice was converted to Medical Psychology Associates and is no longer affiliated with Cambridge Group. Additionally, the current sign is tall and set close to the building. The proposed signage would be at the landscape peninsula, lower in height, and more visible to traffic. There has been a significant amount of recent landscaping done, as well as a residing and painting of the building.

Mayor Kennedy stated that while the sign is less than 50-feet from another monument sign, the variance should be granted as that signage belongs to a business on another parcel and there are a large number of businesses in that area.

Commissioner Cohn raised the question regarding if the sign will be at sidewalk level. Mr. Stuebe clarified the sign will be at the front property line and will not interfere with road visuals.

Commissioners Wadzinski, Mack, and Cronwell all shared concern regarding the departure of the signage from the exterior of the building, and the comparison to other signs in the same area. The Commissioners stated in keeping consistent with the other signage requests, it should be done in the same style of the building. Mayor Kennedy questioned what the material used on the building façade. Mr. Stuebe clarified it is a residential siding type of material, in a light blueish gray color.

Commissioner Seligman stated the proposed signage is more distinctive than the building and would definitely serve to enhance the building and wayfinding.

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Beth Daniel, sign representative from Innovative Signs, stated the sign design is based on the peak of the building, and is therefore representative of the architecture. Efforts were also made to blend the colors to complement the coloring of the building. Mr. Smerz expressed his desire to keep the current style of the base.

Administrator Safstrom questioned if there will be landscaping done around the new sign. Mr. Smerz confirmed there will new plantings done around the base of the signage and at the front of the building.

Mayor Kennedy and Commissioner Bailey expressed their appreciation of the detail of the signage to match the design and style of the building and indicated a color match of the base would create a degree of conformity.

Commissioner Wadzniski recommended approving the request, with the change of color of the base to match that of the building. Ms. Daniel and Mr. Smerz were in agreement to this recommendation.

Motion was made by Commissioner Seligman, seconded by Commissioner Bailey, to grant the proposed Sign Appeal Variance to permit the Medical Psychology Associates monument sign with zero public right-of-way line (front property line) setback, less than 60 monument sign spacing (about 34.5 feet), with a metal/composite base to match the existing building, with the requirement of remittal of the \$300 fee for a Sign Appeal Variance. Motion carried unanimously.

Bicycle and Pedestrian Plan Update.

Ms. Safstrom gave a brief update on the Bicycle and Pedestrian Plan. Vandewalle and Associates Staff have been working to develop the draft plan and have provided the first draft to the Plan Commission. Excellent feedback has been provided from residents during the process. A second draft of the plan will be presented at the November meeting, and an open house on the draft will be scheduled after that.

Commissioner Cohn requested clarification on what the Bicycle and Pedestrian Plan is and why the Plan Commission is conducting a review. Administrator Safstrom clarified the process started in February 2019, and the intention is to make connections between current pedestrian and bicycle paths in the City.

Mayor Kennedy stated it would be acceptable for the process to continue into January or February for an open house and review of the second draft. No construction will begin until after winter, and it should be considered in the long-range plans for capital improvement.

This item was for informational purposes only. No action was taken.

Reschedule Regular Tuesday, November 3, 2020, Plan Commission meeting to 6:00 p.m., Tuesday, November 10, 2020, due to the Tuesday, November 3, 2020 Election.

Motion was made by Commissioner Seligman, seconded by Commissioner Cohn, to reschedule the regular November Plan Commission meeting to 6:00 p.m. Tuesday, November 10, 2020. Motion carried unanimously.

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ADJOURNMENT.

There being no further business, motion was made by Commissioner Bailey, seconded by Commissioner Seligman, to adjourn the meeting. Motion carried and adjournment of the Plan Commission was ordered at 7:06 p.m., until Tuesday, November 10, 2020 at 6:00 p.m.

Megan Humitz, City Clerk

Recorded: October 7, 2020