

**CITY OF GLENDALE
COMMUNITY DEVELOPMENT AUTHORITY
5909 N. Milwaukee River Parkway
Glendale, Wisconsin 53209**

This meeting is in person but will also be conducted via Zoom.

Join Zoom Meeting

<https://zoom.us/j/97599686909>

Meeting ID: 975 9968 6909
+1 312 626 6799 US (Chicago)

***AMENDED 5-5-2023**

AGENDA

Monday May 8, 2023
5:15 p.m.

*Members: Mayor Bryan Kennedy, Danielle Bailey, Peter Brennan, Alderman Jim Daughterty,
Rock Ridolfi, Casey Shorts, Alderman Tomika Vukovic*

1. Call to Order / Roll Call.
2. Adoption of minutes of the Community Development Authority meeting held on October 24, 2022
3. Discussion and possible action for Regus Bayshore building wall signage on North Port Washington Road at 5800 N. Bayshore Drive, Tax key 166-8011-000.
4. *Discussion and possible action for proposed wall signs by Dental Associates at 5780 N. Port Washington Road, Tax key 166-8000-000.
5. Adjournment.

NOTICE: Although this is NOT a meeting of the Glendale Common Council, a majority of Council members may be in attendance. No action or deliberation by the Council will take place.

– Upon reasonable notice, efforts will be made to accommodate the needs of persons with disabilities.

**CITY OF GLENDALE
COMMUNITY DEVELOPMENT AUTHORITY
MEETING MINUTES
October 24, 2022**

The Community Development Authority held at City Hall, 5909 North Milwaukee River Parkway, Glendale, Wisconsin and via Zoom conference call.

The meeting was called to order by Mayor Kennedy at 5:30 p.m.

Roll Call CDA: Present: Mayor Bryan Kennedy, Peter Brennan, Richard Wiese, Casey Shorts, Ald. Tomika Vukovic, and Ald. Jim Daugherty. Absent: Danielle Bailey.

Other Officials Present: Karl Warwick, City Administrator; John Fellows, Community Development Director; and Megan Humitz, City Clerk.

Open Meeting Notice.

The Executive Director advised that in accordance with the Open Meeting Law the City's official newspaper was advised on Thursday, October 20, 2022, of the date of this meeting, that the agenda was posted on the official bulletin board of City Hall, the general public in the Municipal Building and the Police Department, and those persons who requested were sent copies of the agenda.

Approval of the minutes of meeting held on May 23, 2022.

Motion was made by Mr. Brennan, seconded by Ald. Vukovic, to approve the minutes of meeting held on May 23, 2022. Ayes: Mayor Kennedy, Mr. Brennan, Ald. Wiese, Ald. Daugherty, Mr. Shorts, and Ald. Vukovic. Absent: Ms. Bailey. Abstain: None. Motion carried.

Discussion and possible action for building and site signage for Glendale Retail Management, LLC, 5930 North Port Washington Road, West Silver Spring Drive, CSM 93254 Lot 1.

John Fellows, Community Development Director, stated on April 20, 2022, the architecture, site, and landscaping plans were approved by the Community Development Authority for Chipotle tenant space for Glendale Retail Management, LLC, 5930 North Port Washington Road, West Silver Spring Drive, CSM 9254 Lot 1.

Signage along Silver Spring Drive and North Port Washington Road are required to be approved by the Plan Commission or deferred to the Community Development Authority (CDA). In this situation, the approval authority is deferred to the CDA. Each tenant in a building is allowed one wall sign when a freestanding sign is used for a building. If no freestanding sign is used, then tenants may have two wall signs. The Bayshore signage standards required City approval of signage on the North and West elevations of the buildings, while signage on the east and south elevations required review by Bayshore. Bayshore has approved the signage under their purview.

The applicant is proposing a monument sign with a total height of 10 feet and a sign area of just under 60SF. The sign will have a masonry base and architectural element coordinating with the building design. Details regarding the sign faces have not been provided. Currently the signage

is proposed to be locate adjacent to the easement of the raw water line. Public Works is requesting more information as to the footings, excavation, and specific location of the sign. Public Works and Community Development recommend the monument sign is shift to the north a few feet further from the raw water line easement. Staff recommends that the CDA approve the design of the sign and defer the specific sitting and footing details to staff.

The applicant is showing a standard “Chipotle” signage on the west elevation. The applicant is showing a “tenant” sign on the west and north elevations. Under City ordinances one wall sign and a free-standing sign are permitted. The Development Agreement allows for the developer to approve other signage at their discretion.

The East and South elevations of the building are considered internal to the development and there for are not reviewed by the city. Electrical permits are required.

Future wall signs will need to be returned to the CDA for approval at a later date.

Motion was made by Mr. Brennan, seconded by Mr. Shorts, to approve a wall and a monument sign for Glendale Retail Management, LLC, 5930 North Port Washington Road, West Silver Spring Drive, CSM 9254 Lot 1, contingent on approval from Bayshore. Subject to the following: 1) The applicant shall provide construction drawings and a survey as to the exact location of the sign in relationship with the raw water line. Plans shall show the location of the raw water line and the raw waterline easement. Detailed drawings as to the location and construction shall be approved by City Public Works and Community Development as well as the Northshore Water Commission. 2) The applicant and their contractors shall make sure that all contractors and employees are aware of the raw water line. Prior to digging the contractor shall have the area marked and staked and verify the location with Public Works and Northshore Water prior to excavation for the foundation of the monument sign. Ayes: Mayor Kennedy, Mr. Brennan, Mr. Shorts, Ald. Wiese, Ald. Daugherty, and Ald. Vukovic. Absent: Ms. Bailey. Abstain: None. Motion carried.

ADJOURNMENT

There being no further business, motion was made by Ald. Vukovic, seconded by Ald. Daugherty to adjourn the meeting. Ayes: Mayor Kennedy, Mr. Brennan, Mr. Shorts, Ald. Wiese, Ald. Daugherty, and Ald. Vukovic. Absent: Ms. Bailey. Abstain: None. Motion carried unanimously, and adjournment of the Community Development Authority was ordered at 5:38 p.m.

Megan Humitz
City Clerk



Plan Commission

SUBJECT: Discussion and possible action for building and site signage for Regus at 500 W. Silver Spring Dr., Ste. K-200, Tax Key 1668011000.

FROM: John S. Fellows, AICP, Community Development Director
Ken A. Smith, MPA, M.S., Planner

MEETING: Community Development Authority

MEETING DATE: May 8, 2023

FISCAL SUMMARY:

Budget Summary:	N/A
Budgeted Expenditure:	N/A
Budgeted Revenue:	N/A

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	Zoning Code, Bayshore Design Standards

BACKGROUND/ANALYSIS:

Bayshore Signage Approvals:

Signage along Silver Spring Drive and North Port Washington Road and Lydell Avenue are required to be approved Community Development Authority (CDA) per agreements and design guidelines. In this situation, the approval authority is deferred to the CDA. Each tenant in a building is allowed one wall sign when a freestanding sign is used for a building. If no freestanding sign is used, then tenants may have two wall signs.

For this specific building the Bayshore signage standards required City approval of signage on the North and West elevations of the buildings, while signage on the east and south elevations required review by Bayshore.

Bayshore/Cypress Management is required to approve the signage under their purview prior to submission of the application to the City.

Wall Sign:

The applicant proposes a “Regus” tenant wall sign on the west elevation along N. Port Washington Road, between where the Northwestern Mutual sign was and the Bryant & Stratton College sign, above the Trader Joe’s. The sign is proposed to be a set of Lit Channel Letters, individually mounted. The signs will have a photocell to control the on and off functions. The letters will be 5” deep with aluminum black returns, 1” black trim cap and white acrylic faces. The circle portion of the logo will have 3M translucent vinyl graphics (red). Letters are individually mounted, there will not be a raceway.



Bayshore/ Cypress Management has approved the signage as presented.

RECOMMENDATION:

Staff recommends that the Community Development Authority approve a wall sign for **Regus**, at 500 W. Silver Spring Drive, on N. Port Washington Road, Tax Key 1668011000.

ACTION REQUESTED:

Motion to approve a wall sign for Regus, at 500 W. Silver Spring Drive, on N. Port Washington Road, Tax Key 1668011000.

ATTACHMENTS:

[Attachment – PS23-0016 Regus](#)



Plan Commission

SUBJECT: Discussion and possible action for building and site signage for Dental Associates at 5780 N. Port Washington Rd., Tax Key 1668008000.

FROM: John S. Fellows, AICP, Community Development Director
Ken A. Smith, MPA, M.S., Planner

MEETING: Community Development Authority

MEETING DATE: May 8, 2023

FISCAL SUMMARY:

Budget Summary:	N/A
Budgeted Expenditure:	N/A
Budgeted Revenue:	N/A

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	Zoning Code, Bayshore Design Standards

BACKGROUND/ANALYSIS:

Bayshore Signage Approvals:

Signage along Silver Spring Drive and North Port Washington Road and Lydell Avenue are required to be approved Community Development Authority (CDA) per agreements and design guidelines. In this situation, the approval authority is deferred to the CDA. Each tenant in a building is allowed one wall sign when a freestanding sign is used for a building. If no freestanding sign is used, then tenants may have two wall signs.

For this specific building the Bayshore signage standards required City approval of signage on the North and West elevations of the buildings, while signage on the east and south elevations required review by Bayshore.

Bayshore/Cypress Management is required to approve the signage under their purview prior to submission of the application to the City.

Wall Sign:

The applicant proposes two “Dental Associates” tenant wall signs on the west elevation along N. Port Washington Road, south of The Cheesecake Factory, in the space formerly occupied by Vici Cabilli Salon and Beaty School. One sign is proposed to be an illuminated white LED set of face-lit channel letters mounted flush to the back cabinet under the fascia.



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The other will face N. Port Washington Road on the canopy, consisting of first surface cut vinyl bent to the showbox over the existing canopy.

Bayshore/Cypress Management has approved the signage as presented.

RECOMMENDATION:

Staff recommends that the Community Development Authority approve a wall sign for **Dental Associates**, at 5780 N. Port Washington Road, Tax Key 1668008000.

ACTION REQUESTED:

Motion to approve a wall sign for **Dental Associates**, at 5780 N. Port Washington Road, Tax Key 1668008000.

ATTACHMENTS:

[Attachment – PS23-00xx Dental Associates](#)