



CITY OF GLENDALE
5909 North Milwaukee River Parkway
Glendale, Wisconsin 53209

The Planning and Architectural Review Commission (PARC) Meeting Will be In-Person.
Attendance via ZOOM virtual meeting is available as well.

Current and past agendas may be accessed
along with reports and supporting documents at
<http://wi-glendale.civicplus.com/agendacenter>

Join Zoom Meeting
<https://zoom.us/j/96324827479>
Meeting ID: 963 2482 7479
Dial by your location
1 312 626 6799 US (Chicago)

AGENDA— PLANNING AND ARCHITECTURAL REVIEW COMMISSION

Tuesday July 11, 2023
6:00 PM.

*Members: Chairman and Mayor Bryan Kennedy, Alderman Phillip Bailey,
Amanda Seligman, Shauntay Nelson, Fredrick Cohn, Shawn Storey,
Traci Jean Fernandez, and Ryan Attwood (Alternate)*

1. Roll Call and Pledge of Allegiance.
2. Adoption of Minutes:
 - a) Planning and Architectural Review Commission June 6, 2023.
3. Public Hearings
4. New Business

Business Use Approvals

- a. Discussion, consideration, and action on a business use approval for a tenant operating a Cooperate office, property owner Phoenix JCR Glendale Industrial Investors LLC, at 5055 North Lydell Ave Residence District and the Mixed-Use Development Land Use Classification, Tax Key Number 203-8995-004.

Conditional Use Permit

- b. Discussion and consideration of a conditional use for “Skyi’s Playground” childcare service at 6801 N. Green Bay Avenue in a B-2 Community Business District, Tax Key Number 126-898-8000.

Site Plan and Architectural Approval

- c. Discussion and consideration of site architectural review for a replacement sunroom at 5658 N. Dexter Avenue in a Single-Family Land Use Classification and a R-7 Residence Zoning District, Tax Key Number 169-0206-000.

- d. Discussion and consideration of site architectural review for a residential building addition for Brandon Atwood at 6126 N. Park Road in an R-7 Residential District, the single-family land use classification, Tax Key Number 163-1020-000.
- e. Discussion and consideration of site architectural review for a new garage at 7017 N. Berwyn Avenue in an R-7 Residential District, Tax Key Number 126-1000-000.
- f. Discussion and consideration for a site plan and architectural approval for landscaping between the soccer field and Daphne Rd, Nicolet High School, 6701 N Jean Nicolet Road, in the Special (Institutional) District /S-1 zoning classification and the Government and Institutional land use classification, Tax Key Number 128-8966-003.

Zoning Map Amendment

- g. Discussion, consideration, and recommendation of a zoning map amendment for 902 W. Eula Cort, in an R-7 Residential District, Tax Key Number 233-1047-000.

Signage Approvals

- h. Discussion, consideration, and determination of a Digital Billboard for Sprecher Property III, LLC / Heritage MKE LLC, 727 W Glendale Ave, in the M-1 Industrial Zoning district and the Planned Mixed Use land use classification, Tax Key Number 233-1170-003.
- i. Discussion, consideration, and determination of a Digital Billboard for Direct Outdoor / Bryan Norton, 4425 N Port Washington Road, in the M-1 Industrial Zoning District and the Planned Mixed Use land use classification, Tax Key Number 233-1173-002
- j. Discussion, consideration, and determination of a Digital Billboard for Heritage MKE LLC / Glendale Industrial LLC, 4545 N Port Washington Road in the M-1 Industrial Zoning district and the Industrial land use classification, Tax Key Number 233-1172-001.

5. Other Business:

- a. Discussion and consideration of moving the August 1, 2023, PARC meeting to August 8, 2023, to allow members of the PARC and community to participate in National Night out on August 1, 2023.

6. Next Meeting Date and Adjournment:

- a. Next Planning and Architectural Review Commission (PARC) Meeting 6:00 p.m., Tuesday, August 8, 2023.

7. Adjournment.

The regular Planning and Architectural Review Commission (PARC) Meeting is NOT a meeting of the Glendale Common Council. Although a majority of Council Members may be present, Council action will not take place.

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

*The Planning and Architectural Review Commission (PARC) of Glendale currently holds meetings in person at City Hall, or an alternative physical location as allowed by the City Ordinance. As a courtesy to citizens, Council meetings will also be made available live on the Zoom virtual platform for viewing and possible participation. However, the City cannot guarantee the technology supporting the virtual viewing option will operate perfectly and continuously. The only way to guarantee the ability to offer public comment, or view the meeting uninterrupted, is to appear in person. If the Zoom platform fails, the meeting will continue as scheduled.



CITY OF GLENDALE
5909 North Milwaukee River Parkway
Glendale, Wisconsin 53209

MINUTES — PLANNING AND ARCHITECTURAL REVIEW COMMISSION

Tuesday June 6, 2023
6:00 PM.

Commission meetings are broadcast live over Zoom and are uploaded to the [City's YouTube channel](#).
This meeting may be viewed [here](#).

*Members: Chairman and Mayor Bryan Kennedy, Alderman Phillip Bailey,
Amanda Seligman, Shauntay Nelson, Fredrick Cohn, Shawn Storey,
Traci Jean Fernandez, and Ryan Attwood (Alternate)*

1. Roll Call and Pledge of Allegiance.

Chairman Mayor Kennedy called the meeting to order at 6:01pm. Everyone in the Common Council Chambers pledged allegiance to the flag of the United States of America.

Roll Call

**Present: Chairman Mayor Bryan Kennedy, Alderman Phillip Bailey, Commissioners Amanda Seligman, Shauntay Nelson, Fredrick Cohn, Traci Jean Fernandez, and Ryan Attwood
Excused: Shawn Storey**

Other Officials Present: John Fellows, Community Development Director; Ken Smith, Planner

2. Adoption of Minutes:

- a) Planning and Architectural Review Commission May 2, 2023.

Commissioner Seligman moved approval of the previous meeting's minutes. Seconded by Alderman Bailey. Motion carried unanimously.

3. Public Hearings

Zoning Map Amendments

- a) 1. Public hearing for a map amendment for AH+S Realty, LLC/Olivia, Inc. (doing business as Casa de Corazón) for a proposed daycare and preschool at 4600 N. Port Washington Rd., in the Planned Unit Development (PD) zoning classification, Planned Mixed Use land use classification, Tax Key Number 234-8003-000.

No member of the public gave testimony. Commissioner Cohn moved to close the public hearing. Seconded by Commissioner Nelson. Motion carried unanimously.

- 2. Review and Possible Action: Recommendation for a map amendment for AH+S Realty, LLC/Olivia, Inc. (doing business as Casa de Corazón) for a proposed daycare and

preschool at 4600 N. Port Washington Rd., in the Planned Unit Development (PD) zoning classification, Planned Mixed Use land use classification, Tax Key Number 234-8003-000.

Commissioner Cohn moved to recommend approval to the Common Council. Seconded by Commissioner Fernandez. Motion carried unanimously.

Zoning Text Amendments

- b) 1. Public hearing for a text amendment for an ordinance amending and re-naming Title 13, Article K “Accessory Uses and Structures; Fences and Hedges; Portable Storage Structures and Donation Drop-Off Boxes,” and amending Section 13.1.142, “Fences and Hedges” of Title 13, “Zoning,” and amending Title 8 “Human Health Hazard/Public Nuisance,” Section 8.1.9(d)(13) of the Code of General Ordinances of the City of Glendale.

No member of the public gave testimony. Commissioner Cohn moved to close the public hearing. Seconded by Alderman Bailey. Motion carried unanimously.

2. Review and Possible Action: Discussion and recommendation to Council an ordinance amending and re-naming Title 13, Article K “Accessory Uses and Structures; Fences and Hedges; Portable Storage Structures and Donation Drop-Off Boxes,” and amending Section 13.1.142, “Fences and Hedges” of Title 13, “Zoning,” and amending Title 8 “Human Health Hazard/Public Nuisance,” Section 8.1.9(d)(13) of the Code of General Ordinances of the City of Glendale.

Commissioner Nelson moved to recommend approval to the Common Council. Seconded by Commissioner Cohn. Motion carried unanimously.

4. New Business

Business Use Approvals

- a) Discussion and consideration of a business use for Precision Brows, LLC at 5225 N. Ironwood Rd. Ste. 202, in a B-1 C1 Business and Commercial District, Tax Key Number 1968000000.

Commissioner Attwood moved approval of the business use subject to verification of State of Wisconsin licensure if necessary. Seconded by Fernandez. Motion carried unanimously.

Discontinuance of a Portion of Unimproved Right-of-Way

- b) Consideration of a recommendation for vacating an unimproved portion of the West Fairfield Court public right-of-way to the Union Pacific Railway due to WisDOT’s Interstate 43 highway widening.

Commissioner Cohn moved to recommend approval to the Common Council. Seconded by Commissioner Nelson. Motion carried unanimously.

Site Plan and Architectural Approval

- c) Discussion and consideration for a site plan and architectural approval for main building design modifications and signage for Nicolet High School, 6701 N. Jean Nicolet Road, in the Special (Institutional) District/S-1 zoning classification and the Government and

Institutional land use classification, Tax Key Number 128-8966-003.

Appearances: Greg Kabara, Superintendent, Nicolet Unified School District; Maclain Schramm, Project Manager, Eppstein Uhen Architects (EUA)

Commissioner Attwood moved approval subject to the following:

- 1. Provide inverts on Contech outlet structure details to match storm sewer plans, HydroCAD, and WinSLAMM Modeling**
- 2. The maintenance agreement shall be in a recordable document format with proper cover sheet and exhibits. An example can be provided upon request.**
- 3. Indicate the emergency overland flow routes for stormwater throughout the site.**
- 4. Provide underdrain details**
- 5. Provide Flat Panel drain installation details**
- 6. Sheet C500, clean up bottom left corner. Difficult to see existing/proposed piping in this area.**
- 7. Detail synthetic turf field to allow access to the watermain easement area.**
- 8. Adjust the flat panel drains over the water main to allow access to the pipe in an emergency.**

Seconded by Commissioner Seligman. Motion carried unanimously.

- d) Architectural review for a proposed exterior modification at 6758 N. Sidney Pl., in an M-1 Warehouse, Light Manufacturing, Office and Service District, Tax Key Number 1368007000.

Commissioner Attwood moved approval. Seconded by Commissioner Fernandez. Motion carried unanimously.

Planned Development District

- e) Discussion, consideration, and determination of a major or minor modification to a Planned Development district for Chick-fil-A at 5201 N. Port Washington Road, in the Planned Development District (PD) zoning district, the Planned Commercial Service District, the Port Washington Design District, Tax Key Number 196-9000-002.

Appearance: Jason Hill, Director of Development and Construction, Chick-fil-A

Commissioner Cohn moved to divide the question and approve as a minor amendment to the Planned Development the proposed:

- **Modification of an existing entry door (east elevation) to a pickup window for online orders.**
- **Modification of east and south elevations to add a full-scale canopy to the paved area to provide sun, wind, and weather coverage for those waiting to pick up online orders.**
- **Modification of landscaping between the property line and the drive-through area to accommodate the proposed permanent windscreen.**

Commissioner Nelson seconded. Motion carried unanimously.

Commissioner Cohn moved to postpone to a day certain, the July Commission meeting, the proposed modification of the east canopy area to add a windscreen constructed of a tubular window system with a mesh screen parallel to N. Port Washington Road until the next Commission meeting. Seconded by

Commissioner Nelson. Motion carried unanimously.

- f) Discussion, consideration, and determination of a major or minor modification to a Planned Development District for John Bielinski/Glenn W. Fieber, 4629 N. Port Washington Road, in the Planned Development (PD) zoning district, the Planned Commercial Service District, Tax Key Number 196-9000-002.

Appearances: John Bielinski, Proprietor, Direct Outdoor; John Fuchs, Partner, Fuchs & Boyle S.C.

Commissioner Nelson moved to approve as a minor amendment. Seconded by Commissioner Fernandez. Motion carried unanimously.

Signage Approvals

- g) Discussion, consideration, and determination of a Digital Billboard for John Bielinski / Glenn W Fieber, 4629 N Port Washington Road, in the Planned Development District (PD) zoning district, the Planned Commercial Service District, Tax Key Number 196-9000-002.

Appearances: John Bielinski, Proprietor, Direct Outdoor; John Fuchs, Partner, Fuchs & Boyle S.C.

Commissioner Cohn moved approval subject to:

1. Submission of stamped plans from an Engineer for the structure and sign.
2. Approval of the setback by the WisDOT.
3. The applicant shall work with staff to finalize architectural elements, materials, and final color selection.
4. Acknowledging that the applicant has stated they will work with the City, Welcome to Glendale, and the Northshore Chamber of Commerce to post public service announcements regarding community events.
5. The applicant shall work with City staff to develop a landscaping plan consisting of small ornamental trees and shrubs to enhance the greenspace along the west side of the property line from Glendale Avenue to the Sign structure.

Alderman Bailey seconded. Motion carried unanimously.

- h) Discussion, consideration, and determination of approval for a Digital Billboard for John Bielinski/Glendale Partners, 4189 N. Port Washington Road in the M-1 Industrial zoning district, the industrial land use classification, Tax Key Number 243-9002-000.

Appearances: John Bielinski, Proprietor, Direct Outdoor; John Fuchs, Partner, Fuchs & Boyle S.C.

Commissioner Cohn moved to approve subject to:

1. Submission of stamped plans from an Engineer for the structure and sign.
2. Approval of the setback by the WisDOT.
3. The applicant shall work with staff to finalize architectural elements, materials, and final color selection.
4. Acknowledging that the applicant has stated they will work with the City, Welcome to Glendale, and the Northshore Chamber of Commerce to post public service announcements regarding community events.

5. The applicant shall work with City staff to develop a landscaping plan consisting of small ornamental trees and shrubs to enhance the greenspace along the west side of the property line from Glendale Avenue to the Sign structure.

Seconded by Alderman Bailey. Motion carried unanimously.

5. Next Meeting Date and Adjournment:

- a. Next Planning and Architectural Review Commission (PARC) Meeting 6:00 p.m., Tuesday, July 11, 2023. Note Change of Date Due to Independence Day on July 4th.

Commissioner Cohn moved to reschedule the July Planning and Architectural Review Commission meeting from the first Tuesday of July (July 4) to July 11, 2023. Seconded by Commissioner Nelson. Motion carried unanimously.

6. Adjournment.

Commissioner Cohn moved adjournment. Seconded by Commissioner Fernandez. Motion carried unanimously. Chairman Mayor Kennedy adjourned the meeting at 7:27pm.

Minutes recorded by Ken Smith, Planner.

SUBJECT: Discussion, consideration, and action on a business use approval for a tenant operating a Cooperate office, property owner Phoenix JCR Glendale Industrial Investors LLC, at 5055 North Lydell Ave Residence District and the Mixed-Use Development Land Use Classification, Tax Key Number 203-8995-004.

FROM: John S. Fellows, Community Development Director

MEETING: Planning and Architectural Review Commission

MEETING DATE: July 11, 2023

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	Title 13 Article C 13.1.34 , and Article N

LAND DEVELOPMENT REFERENCE:

Land Use:	Mixed Use Development
Zoning:	B-1 "A-1" Local Business District
Target Investment Area:	Lydell Corporate Center

BACKGROUND/ANALYSIS:

Request:

The applicant is seeking a business use approval to redevelop a portion of the exiting office building to a corporate office. This area formally consisted of a call center and general offices, and storage. Approximately 51,000 sf is being requested to be cooperate office. Operations of the business would be Monday through Saturday 7am to 7pm. They anticipate the use of 850 + 24 handicap parking spaces will support this cooperate office. They anticipate the number of employees to be 30-50 people. It should be noted that the number of spaces being dedicated to this one use may limit other uses in the remaining vacant sections of the building/property.

Land Use:

Planned Mixed Use

Description:

This future land use category is intended to facilitate a carefully controlled mix of commercial and residential uses on public sewer, public water, and other urban services and infrastructure. Planned Mixed Use areas are intended as vibrant urban places that should function as community gathering spots. This

category advises a carefully designed blend of planned commercial, light industrial, mixed residential, parks and open space, and community facilities land uses.

Recommended Zoning

The City's current PD Planned Development district will accommodate this future land use category. However, the classification of B-1 "A-1" does allow for many uses that would be found in a mixed-use development.

Current Zoning:

The current zoning of B-1 "A-1" includes the following: [B-1 Zoning Text](#)

Uses Permitted.

- a. Professional services and administrative offices.
- b. General corporate headquarters offices.
- c. Medical and dental offices.
- d. Research establishments.
- e. Sales offices.
- f. Financial, insurance and real estate offices.

Note: Multi-family residences (12—15 units per acre) will be considered only under PD-Planned Development District zoning, with a minimum land area of five acres.

- g. Any other uses found to be a similar use by the plan commission or community development authority.

Review Comments:

Planning

1. Site Plan and Architectural Review will be required prior to issuance of any building permits.
2. Approval of stormwater facilities by the City Engineer.
3. Granting of right of way permits for all work within the right of way.
4. Dedication of 850+ space for this business use may be a limiting factor for future redevelopment of vacant space.

Engineering/Public Works/Utilities

1. No comments currently. Modifications to the building or site in the future would require review and possible stormwater analysis.

Inspections and Fire:

1. No comments currently. Comments will be provided at time of plan submission.

Police:

1. No comments currently.

RECOMMENDATION:

Staff recommends the planning and architectural review commission approve a business use approval for a 51,000SF cooperate office subject to the following:

1. Site Plan and Architectural Review will be required prior to issuance of any building permits.
2. Approval of stormwater facilities by the City Engineer.
3. Granting of right of way permits for all work within the right of way.

4. Dedication of 850+ space for this business use may be a limiting factor for future redevelopment of vacant space.

ACTION REQUESTED:

Approval of a business use for a 51,000SF cooperate office subject to the following:

1. Site Plan and Architectural Review will be required prior to issuance of any building permits.
2. Approval of stormwater facilities by the City Engineer.
3. Granting of right of way permits for all work within the right of way.
4. Dedication of 850+ space for this business use may be a limiting factor for future redevelopment of vacant space.

ATTACHMENT:

[Attachment](#)

SUBJECT: Discussion and consideration of a conditional use for “Skyi’s Playground” childcare service at 6801 N. Green Bay Avenue in a B-2 Community Business District, Tax Key Number 126-898-8000.

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

Meeting: Planning and Architectural Review Commission

MEETING DATE: July 11, 2023

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§ 13.1.35 ; Title 13, Article E

LAND DEVELOPMENT REFERENCE:

Land Use:	Commercial
Zoning:	B-2 Community Business District
Target Investment Area:	N/A

BACKGROUND:

Ms. Tatyanna Williams founded Skyi’s Playground, LLC in 2020 at 8116 W. Sheridan Avenue in the City of Milwaukee in 2020. She has a degree in early childhood education, taught for a year, and has operated her business for approximately two years. Ms. Williams now wishes to grow her business in Glendale at the site of the former George Jelich’s barbershop. Services offered to the children would include “preparing meals, helping with homework, planning and leading educational or recreational activities, and providing emotional support and guidance” for children aged six weeks to 12.5 years.

The business would operate from 6am to 10pm Monday through Friday to “meet the needs of working families” and serve up to 20 children at a time within a floor area of nearly 1,500 square feet with a proposed fenced-in 2,788 square foot outdoor area containing a 750 square foot wood-chipped play area in what is currently parking lot space. The business will have up to five employees at a time.

The attachment includes a detailed business plan, plan of operation, and site plan drafted by the applicant.

ANALYSIS:

Section 13.1.35(b)(2) of the Code of Ordinances lists “Childcare, day care centers or preschool centers” as conditional uses which must be “licensed by the State of Wisconsin, and in continuous compliance with all applicable state and local regulations, and which will likely provide childcare services to contiguous or nearby city residential districts.”

The Plan Commission previously approved a conditional use for the Share My World Day Care in May of 2021 at the same location. However, that business chose to locate elsewhere.

Title 13, Article E, requires a public hearing for conditional uses. The July 11 meeting constitutes an initial review and a request from PARC to direct staff to schedule a public hearing at the earliest convenience.

RECOMMENDATION:

Staff recommends the Planning and Architectural Review Commission request staff to schedule a public hearing as soon as practicable.

ACTION REQUESTED:

Motion to direct staff to schedule a public hearing as soon as practicable for Skyi’s Playground childcare service at 6801 N. Green Bay Avenue.

ATTACHMENTS:

[Attachment – 6801 N. Green Bay Avenue](#)

SUBJECT: Discussion and consideration of site architectural review for a replacement sunroom at 5658 N. Dexter Avenue in a Single-Family Land Use Classification and a R-7 Residence Zoning District, Tax Key Number 169-0206-000.

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

Meeting: Planning and Architectural Review Commission

MEETING DATE: July 11, 2023

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§ 13.1.30

LAND DEVELOPMENT REFERENCE:

Land Use:	Single Family
Zoning:	R-7 Residence District
Target Investment Area:	NA

BACKGROUND:

The Planning and Architectural Review is seeing this item due to the abolition of the Architectural Review Board until such time the Commission approves certain design standards for matters like this to be reviewed at the staff level.

The owner of the parcel at 5658 N. Dexter Avenue, in an R-7 Residential District, is proposing to replace the existing three-season sunroom with a newer model on the existing sunroom footprint.

The proposed sunroom would be composed of aluminum stucco a brown “driftwood” color. The windows would be composed of clear vinyl. The dimensions and general form of the sunroom is substantially similar to the existing.

ANALYSIS:

The sunroom meets the requirements of the R-7 District and would replace a weathered and depreciated structure with a modern construction.

RECOMMENDATION:

Staff recommends the Planning and Architectural Review Commission approve the site and architectural plan.

ACTION REQUESTED:

Motion to approve the proposed sunroom addition at 5658 N. Dexter Avenue.

ATTACHMENTS:

[Attachment – 5658 N. Dexter Avenue](#)

SUBJECT: Discussion and consideration of site architectural review for a residential building addition for Brandon Atwood at 6126 N. Park Road in an R-7 Residential District, the single-family land use classification, Tax Key Number 163-1020-000.

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

MEETING: Planning and Architectural Review Commission

MEETING DATE: July 11, 2023

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§ 13.1.30, Ord 23-04

LAND DEVELOPMENT REFERENCE:

Land Use:	Single Family
Zoning:	R-7 Residence District
Target Investment Area:	NA

BACKGROUND / ANALYSIS:

The applicant is requesting site plan and architectural approval for a rear addition to the existing house. The house currently has an L shaped format with a concrete patio at the inside knuckle of the “L”. The applicant is requesting to build a 159.6 square foot addition. The existing house is brick with wood trim. The proposed addition will have cedar trim and horizontal cedar siding. The addition will be painted a color to compliment the exiting color scheme of the structure.

Typically, additions are to match with regard to massing, color, and building materials. However, given that this addition will not be visible from the public street and have limited visibility from surrounding properties the complementary materials seem appropriate. In addition, the room will function as a sunroom and the city has in the past approved “premanufactured” sunrooms which do not match existing structures with regard to finish materials and are often aluminum.

RECOMMENDATION:

Staff recommends the Planning and Architectural Review Commission approve the site and architectural plan.

ACTION REQUESTED:

Motion to approve the site architectural plan for the proposed sunroom at 6126 North Park Rd as submitted.

ATTACHMENTS:

[Attachment – 6126 N. Park Rd.](#)

SUBJECT: Discussion and consideration of site architectural review for a new garage at 7017 N. Berwyn Avenue in an R-7 Residential District, Tax Key Number 126-1000-000.

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

MEETING: Planning and Architectural Review Commission

MEETING DATE: July 11, 2023

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§ 13.1.30

LAND DEVELOPMENT REFERENCE:

Land Use:	Single Family
Zoning:	R-7 Residence District
Target Investment Area:	NA

BACKGROUND / ANALYSIS:

The applicant is requesting site plan and architectural review of a proposed new garage. The existing garage is proposed to be removed and replaced with the proposed garage. The applicant received a variance at the June 2023 Board of Appeals meeting for an additional 8ft 3 inches. The increased height was requested to allow the applicant to have a 10 ft garage door to allow him to store his vehicle inside. The vehicle is taller than most standard vehicles. The building has a gabled roof to match the existing residence. The architectural design uses board and batten siding and other architectural trim to provide a garage with many details.

RECOMMENDATION:

Staff recommends the Planning and Architectural Review Commission approve the site and architectural plan as submitted.

ACTION REQUESTED:

Motion to approve/reject the site architectural plan for the proposed sunroom at 7017 N. Berwyn Avenue as submitted.

ATTACHMENTS:

[Attachment – 7017 N. Berwyn Ave.](#)

SUBJECT: Discussion and consideration for a site plan and architectural approval for landscaping between the soccer field and Daphne Rd, Nicolet High School, 6701 N Jean Nicolet Road, in the Special (Institutional) District /S-1 zoning classification and the Government and Institutional land use classification, Tax Key Number 128-8966-003.

FROM: John S. Fellows, Community Development Director

MEETING: Planning and Architectural Review Commission

MEETING DATE: July 11, 2023

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	Title 13 Article C 13.1.38.

LAND DEVELOPMENT REFERENCE:

Land Use:	Institutional
Zoning:	S-1 Institutional
Target Investment Area:	None

BACKGROUND/ANALYSIS:

Request:

The applicant is requesting to increase the landscaping between the soccer field and Daphne Rd. The landscaping will be positioned in the public right of way. A separate agreement for maintenance and ownership will be approved by Common Council. The plantings consist of Red Cedar and junipers, privet and knock out roses, ornamental grasses, and daylilies. The plantings will provide a buffer for the easter ¾ of the soccer field. Plantings cannot be provided on the wester ¼ of the field as there is a utility easement and such plantings are not permitted over utility infrastructure.

A planting area will also be provided between the parking lot and the soccer field location south of the budling. This planning area will be located completing on the property. These plantings will consist of redbud, ornamental grasses, be balm, black-eyed susan, and blue aster.

RECOMMENDATION:

Staff recommends the planning and architectural review commission approve the landscaping plan as submitted subject to the following:

1. Planting plans shall be approved by the city Engineer to assure there is no conflict with utilities.
2. Granting of right of way permits for all work within the right of way.
3. Approval of an agreement for maintenance by Common Council.

ACTION REQUESTED:

Approval of a landscaping plan as submitted subject to the following:

1. Planting plans shall be approved by the city Engineer to assure there is no conflict with utilities.
2. Granting of right of way permits for all work within the right of way.
3. Approval of an agreement for maintenance by Common Council.

ATTACHMENT:

[Attachments – 6701 N Jean Nicolet Road](#)

SUBJECT: Discussion, consideration, and recommendation of a zoning map amendment for 902 W. Eula Cort, in an R-7 Residential District, Tax Key Number 233-1047-000.

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

MEETING: Planning and Architectural Review Commission

MEETING DATE: July 11, 2023

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§§ 13.1.30 , 13.1.31 , Title 13: Article N

LAND DEVELOPMENT REFERENCE:

Land Use:	Single Family
Zoning:	R-7 Residence District
Target Investment Area:	NA

BACKGROUND:

The owner of 902 W. Eula Court wishes to rezone the parcel from R-7 to R-7A.

A single-family structure stood on the riverfront site from 1924 until 2020 when it was razed, reportedly due to a high level of disrepair. The site has sat vacant ever since and the owner has repeatedly listed the parcel for sale. Under current market conditions the owner has been unable to sell the land at a sufficient price to recover the cost of demolition and related expenses.

ANALYSIS:

The R-7A Residential District in Section 13.1.31 Glendale Code of General Ordinances allows more developmental flexibility and more density than the R-7 Residential District codified in Section 13.1.30. More specifically, the R-7A District allows a “single-family semi-detached dwelling or a two-family detached dwelling.” Construction of a “single-family semi-detached” structure, a side-by-side duplex with a shared wall; or a “two-family detached” structure, two separate single-family structures on one parcel; would match the existing density of the neighborhood. Several parcels in this neighborhood have two-family detached structures which are legal nonconforming due to their R-7 classification. There are currently two parcels on Eula Court zoned R-7A and a significant number of parcels on the North side of Glendale Avenue has the R-7A zoning classification.

Allowing for slightly greater density in the R-7A would allow for new construction which would match the existing density. Furthermore, R-7A classification may increase the salability and development potential of the parcel, thereby increasing the tax base and levy limit due to net new construction.

Land Use:

The land use plan classifies the property and surrounding area as single family. This land use category is intended for existing and planned groupings of single-family detached residences served by public sanitary sewer and water systems. Small public and institutional uses—such as parks, schools, churches, and stormwater facilities— also may be built on lands within this category. This category is mapped in significant portions of the City of Glendale where the desire is to promote or retain single family character.

Current Zoning:

The current zoning of R-7 includes the following: [R-7 Zoning Text](#)

Uses permitted.

- (1) Single-family detached dwellings.
- (2) Public parks.
- (3) Municipally owned buildings.
- (4) Customary home occupations engaged in by the occupant of a dwelling not involving the conduct of a business on the premises, including also a professional office when situated in the same dwelling occupied by such person as his or her private dwelling.
- (5) Accessory buildings and uses customarily incident to any of the above uses, including private garages. No accessory building shall be erected unless the main building to which the accessory building is an incidental use has been erected or will be erected simultaneously with said accessory building.

The proposed zoning of R-7A includes the following: [R-7A Zoning Text](#)

Uses permitted.

- (1) Single-family detached dwellings.
- (2) Public parks.
- (3) Municipally owned buildings.
- (4) Customary home occupations engaged in by the occupant of a dwelling not involving the conduct of a business on the premises, including also a professional office when situated in the same dwelling occupied by such person as his or her private dwelling.
- (5) Accessory buildings and uses customarily incident to any of the above uses, including private garages. No accessory building shall be erected unless the main building to which the accessory building is an incidental use has been erected or will be erected simultaneously with said accessory building.
- (6) A single-family semi-detached dwelling or a two family detached dwelling shall be permitted to be erected on any lot of record as of the date of the adoption of this chapter from which there is available a public sanitary sewer connection in the street and conforming to or with one of the following requirements as of the effective date of this chapter

Relationship between land use and zoning:

The land use plan provides for the classifications of single family as well as two family land use classifications. The current Zoning Code provides for an R-7 district that allows only single family on lots with a minimum width of 60 feet. In addition, the Code provides for the R-7A district to have a minimum width of 60 feet. With a lot of 80 feet the lot is not able to be subdivided. A minimum of 120 feet is required to be able to create two new lots.

The R-7 district clearly states that only one single-family structure may be constructed on a lot, while the R-7A allows for a single-family semi-detached structure, which the applicant desires to construct.

Currently there are two properties on W Eula Court that have a land use classification of single family and a zoning of R-7A. In addition, there are similar properties along the north side of W Glendale Avenue.

Process / Schedule:

A Map Amendment will follow the standard map amendment as outlined in Section [Title 13, Article N](#) of the municipal code. Staff anticipates the following schedule:

Common Council Initial review	July 10, 2023
Plan Commission Review	August 8, 2023
Plan Commission Public Hearing and recommendation	September 5, 2023
City Council Public Review	September 11, 2023
City Council Public Hearing and Action	October 9, 2023

Review Comments:

Planning

1. Any future construction will need to be approved for site plan and architectural review.
2. Any future construction will need to comply with zoning and flood plain regulations.
3. Driveways and other work to be done within the public right of way will require approval of right of way permits.
4. Any future construction will need to comply with stormwater regulations.
5. Future development plans will need to provide utility plans for review and approval.

Engineering/Public Works/Utilities

1. No comments currently. Modifications to the building or site in the future would require review and possible stormwater analysis.

Police:

1. No comments currently.

RECOMMENDATION:

Staff recommends the Planning and Architectural Review Commission consider holding an optional public hearing at earliest convenience.

ACTION REQUESTED:

Motion to holding an optional public hearing at earliest convenience.

ATTACHMENTS:

[Attachment – 902 W. Eula Ct.](#)

SUBJECT: Discussion, consideration, and determination of a Digital Billboard for Sprecher Property III, LLC / Heritage MKE LLC, 727 W Glendale Ave, in the M-1 Industrial Zoning district and the Planned Mixed Use land use classification, Tax Key Number 233-1170-003.

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

MEETING: Planning and Architectural Review Commission

MEETING DATE: July 11, 2023

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§ Ord No 23-10

LAND DEVELOPMENT REFERENCE:

Land Use:	Planned Mixed Use
Zoning:	M-1 Industrial District
Target Investment Area:	NA

BACKGROUND:

Sprecher Brewing has been located at its currently location since the mid 1990's. They currently have one pylon sign located at 725 W Glendale Avenue. The sign is preexisted Sprecher and was installed when the property was owned by the Brady Corporation. The current sign is outdated and in need of replacement. Sprecher would like to install a Digital Billboard that will provide messaging for the brewery, standard advertising related to digital billboards, and public services messages for Glendale.

REQUEST:

The applicant is requesting approval to install a digital billboard in the Northeast corner of the property.

The post for the structure is planned to be constructed approximately 30 feet from the eastern property line. The sign based will have a cantilevered angel. The billboard will be 14 ft tall by 48ft wide. The overall total height from grade to the top of the digital billboard will be 60ft. The sign will be only one sided with the message side facing south / southeast.

The applicant has also provided a light study for the digital display billboard.

STANDARDS/ REQUIREMENTS:

The sign permit has been reviewed against the ordinance and the standards and requirements, below is a short summary of key items.

Area limitations:	The proposal meets the standard.
Location:	The proposal meets the standard.
Number per structure:	The proposal meets the standard.
Setback from Property line:	The proposed setback is 2 ft. The code requires 25ft or a distance approved by the state of Wisconsin.
Spacing Between Digital Billboard:	The proposal meets the standard.
Height of Digital Billboard:	The height is 60ft.

Design Guidelines:

1. Electronic Billboard structures shall be designed to have a unified structural design with architectural appeal.
2. Electronic Billboard structures shall consider architectural elements that provide a strong base, middle, and top.
3. Electronic Billboard structures shall be more than just an engineering solution but shall be designed to enhance the environmental design of the community.
4. No one architectural style is dictated by these standards. Design style shall be unique and timeless.
5. A shroud or other architectural element shall be used around the main structural support element as well as any horizontal or cantilevered elements.
 - The applicant has provided a schematic design showing architectural designs with a cantilevered tapered pole, cables, and architectural identifier, as well as trim details on the top and bottom of the display area. The applicant has not provided an image as to how the sign will appear from the side or rear (north side) of the sign.

State Plan Review: At this time the applicant has submitted applications to the State of Wisconsin and the applications are pending review.

ANALYSIS:

Staff has reviewed the application and the general standard have all been met with the application. One item of note is the setback distance as indicated on the submission will need to be approved by the State of Wisconsin. If for some reason the distance is not approved by the WiDOT then the application will need to be revised.

Staff recommends that final plans with an engineer’s stamp be provided prior to issuance of a permit.

Staff has reviewed the application to the Design Standards and finds that the plans appear to be addressing the design guidelines in concept. Staff recommends that the applicant continue to work through the engineering process and that staff review and approve final plans.

Staff recommends landscaping be provided at the base of the sign where the scale and proportion of plantings relates to the sign.

RECOMMENDATION:

Staff recommends the Plan Commission approve the digital billboard subject to the following:

1. Submission of stamped plans from an Engineer for the structure and sign.
2. Approval of the setback by the WisDOT.
3. The applicant shall work with staff to finalize architectural elements, materials and final color selection.
4. Acknowledging that the applicant has stated they will work with the City, Welcome to Glendale, and the Northshore Chamber of Commerce to post public service announcements regarding community events.
5. The applicant shall work with City staff to develop a landscaping plan where the scale and proportion of plantings relates to the sign.

ACTION REQUESTED:

Motion – To approve the digital billboard subject to the following:

1. Submission of stamped plans from an Engineer for the structure and sign.
2. Approval of the setback by the WisDOT.
3. The applicant shall work with staff to finalize architectural elements, materials, and final color selection.
4. Acknowledging that the applicant has stated they will work with the City, Welcome to Glendale, and the Northshore Chamber of Commerce to post public service announcements regarding community events.
5. The applicant shall work with City staff to develop a landscaping plan where the scale and proportion of plantings relates to the sign.

ATTACHMENTS:

[Attachment: 727 W Glendale Ave](#)

SUBJECT: Discussion, consideration, and determination of a Digital Billboard for Direct Outdoor / Bryan Norton, 4425 N Port Washington Road, in the M-1 Industrial Zoning District and the Planned Mixed Use land use classification, Tax Key Number 233-1173-002

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

MEETING: Planning and Architectural Review Commission

MEETING DATE: July 11, 2023

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§ Ord No 23-10

LAND DEVELOPMENT REFERENCE:

Land Use:	Industrial
Zoning:	M-1 Industrial District
TID	TID #7
Target Investment Area:	NA

BACKGROUND / REQUEST:

The applicant is requesting approval to install a digital billboard in the western portion of the property.

The post for the structure is planned to be constructed approximately 2 feet from the western property line. The billboard will be 14 ft tall by 48ft wide. The overall total height from grade to the top of the digital billboard will be 60ft. The sign will be two sided in a V shaped pattern.

STANDARDS/ REQUIREMENTS:

The sign permit has been reviewed against the ordinance and the standards and requirements, below is a short summary of key items.

Area limitations: The proposal meets the standard.
Location: The proposal meets the standard.

Number per structure: The proposal meets the standard.
Setback from Property line: The proposed setback is 2 ft. The code requires 25ft or a distance approved by the state of Wisconsin.
Spacing Between Digital Billboard: The proposal meets the standard.
Height of Digital Billboard: The height is 60ft.

Design Guidelines:

1. Electronic Billboard structures shall be designed to have a unified structural design with architectural appeal.
 2. Electronic Billboard structures shall consider architectural elements that provide a strong base, middle, and top.
 3. Electronic Billboard structures shall be more than just an engineering solution but shall be designed to enhance the environmental design of the community.
 4. No one architectural style is dictated by these standards. Design style shall be unique and timeless.
 5. A shroud or other architectural element shall be used around the main structural support element as well as any horizontal or cantilevered elements.
- The applicant has provided a schematic design showing architectural designs architectural elements. The applicant has indicated that screening will be provided along the “open” side of the v shaped structure.

State Plan Review: At this time the applicant has submitted applications to the State of Wisconsin and the applications are pending review.

ANALYSIS:

Staff has reviewed the application and the general standard have all been met with the application. One item of note is the setback distance as indicated on the submission will need to be approved by the State of Wisconsin. If for some reason the distance is not approved by the WisDOT then the application will need to be revised.

Staff recommends that final plans with an engineer’s stamp be provided prior to issuance of a permit.

Staff has reviewed the application to the Design Standards and finds that the plans appear to be addressing the design guidelines in concept. Staff recommends that the applicant continue to work through the engineering process and that staff review and approve final plans.

Staff recommends landscaping be provided at the base of the sign where the scale and proportion of plantings relates to the sign.

RECOMMENDATION:

Staff recommends the Plan Commission approve the digital billboard subject to the following:

1. Submission of stamped plans from an Engineer for the structure and sign.
2. Approval of the setback by the WisDOT.
3. The applicant shall work with staff to finalize architectural elements, materials, and final color selection.

4. Acknowledging that the applicant has stated they will work with the City, Welcome to Glendale, and the Northshore Chamber of Commerce to post public service announcements regarding community events.
5. The applicant shall work with City staff to develop a landscaping plan where the scale and proportion of plantings relates to the sign.

ACTION REQUESTED:

Motion – To approve the digital billboard subject to the following:

1. Submission of stamped plans from an Engineer for the structure and sign.
2. Approval of the setback by the WisDOT.
3. The applicant shall work with staff to finalize architectural elements, materials, and final color selection.
4. Acknowledging that the applicant has stated they will work with the City, Welcome to Glendale, and the Northshore Chamber of Commerce to post public service announcements regarding community events.
5. The applicant shall work with City staff to develop a landscaping plan where the scale and proportion of plantings relates to the sign.

ATTACHMENTS:

[Attachment: 4425 N Port Washington Road](#)

SUBJECT: Discussion, consideration, and determination of a Digital Billboard for Heritage MKE LLC / Glendale Industrial LLC, 4545 N Port Washington Road in the M-1 Industrial Zoning district and the Industrial land use classification, Tax Key Number 233-1172-001.

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

MEETING: Planning and Architectural Review Commission

MEETING DATE: July 11, 2023

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§ Ord No 23-10

LAND DEVELOPMENT REFERENCE:

Land Use:	Industrial
Zoning:	M-1 Industrial District
TID	#7
Target Investment Area:	NA

BACKGROUND / REQUEST:

The applicant is requesting approval to install a digital billboard in the western portion of the property.

The post for the structure is planned to be constructed approximately 30 feet from the eastern property line. The sign based will have a cantilevered angel. The billboard will be 14 ft tall by 48ft wide. The overall total height from grade to the top of the digital billboard will be 60ft. The sign will be two sided in a V shaped pattern.

The applicant has also provided a light study for the digital display billboard.

STANDARDS/ REQUIREMENTS:

The sign permit has been reviewed against the ordinance and the standards and requirements, below is a short summary of key items.

Area limitations:	The proposal meets the standard.
Location:	The proposal meets the standard.
Number per structure:	The proposal meets the standard.
Setback from Property line:	The proposed setback is 25ft from property line. The code requires 25ft or a distance approved by the state of Wisconsin.
Spacing Between Digital Billboard:	The proposal meets the standard.
Height of Digital Billboard:	The height is 60ft.

Design Guidelines:

1. Electronic Billboard structures shall be designed to have a unified structural design with architectural appeal.
2. Electronic Billboard structures shall consider architectural elements that provide a strong base, middle, and top.
3. Electronic Billboard structures shall be more than just an engineering solution but shall be designed to enhance the environmental design of the community.
4. No one architectural style is dictated by these standards. Design style shall be unique and timeless.
5. A shroud or other architectural element shall be used around the main structural support element as well as any horizontal or cantilevered elements.
 - The applicant has provided a schematic design showing architectural designs with a cantilevered tapered pole, cables, and architectural identifier, as well as trim details on the top and bottom of the display area. The applicant has not provided an image as to how the sign will appear from the side or rear (north side) of the sign, or how the open end of the triangle will be screened.

State Plan Review: At this time the applicant has submitted applications to the State of Wisconsin and the applications are pending review.

ANALYSIS:

Staff has reviewed the application and the general standard have all been met with the application. One item of note is the setback distance as indicated on the submission will need to be approved by the State of Wisconsin. If for some reason the distance is not approved by the WiDOT then the application will need to be revised.

Staff recommends that final plans with an engineer’s stamp be provided prior to issuance of a permit.

Staff has reviewed the application to the Design Standards and finds that the plans appear to be addressing the design guidelines in concept. Staff recommends that the applicant continue to work through the engineering process and that staff review and approve final plans.

Staff recommends landscaping be provided at the base of the sign where the scale and proportion of plantings relates to the sign.

RECOMMENDATION:

Staff recommends the Plan Commission approve the digital billboard subject to the following:

1. Submission of stamped plans from an Engineer for the structure and sign.

2. Approval of the setback by the WisDOT.
3. The applicant shall work with staff to finalize architectural elements, materials, and final color selection.
4. Acknowledging that the applicant has stated they will work with the City, Welcome to Glendale, and the Northshore Chamber of Commerce to post public service announcements regarding community events.
5. The applicant shall work with City staff to develop a landscaping plan where the scale and proportion of plantings relates to the sign.

ACTION REQUESTED:

Motion – To approve the digital billboard subject to the following:

1. Submission of stamped plans from an Engineer for the structure and sign.
2. Approval of the setback by the WisDOT.
3. The applicant shall work with staff to finalize architectural elements, materials, and final color selection.
4. Acknowledging that the applicant has stated they will work with the City, Welcome to Glendale, and the Northshore Chamber of Commerce to post public service announcements regarding community events.
5. The applicant shall work with City staff to develop a landscaping plan where the scale and proportion of plantings relates to the sign.

ATTACHMENTS:

[Attachment: 4545 N Port Washington Rd](#)