



**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  
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**AGENDA— PLANNING AND ARCHITECTURAL REVIEW COMMISSION**

Tuesday August 8, 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 July 11, 2023.
3. Old Business

Site Plan and Architectural Approval

- a) 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.

Signage Approvals

- b) Discussion, consideration, and determination of a Digital Billboard for Heritage MKE LLC / Glendale Industrial LLC, 4545 N Port Washington Road in the Industrial land use classification and the M-1 Industrial Zoning district, Tax Key Number 233-1172-001.
- c) Discussion, consideration, and determination of a Digital Billboard for Sprecher Property III, LLC / Heritage MKE LLC, 727 W Glendale Ave, in the Planned Mixed Use land use classification and the M-1 Industrial Zoning district, Tax Key Number 233-1170-003.

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

4. Public Hearings

Zoning Map Amendment

- a) Public Hearing regarding a zoning map amendment from B-1 "A-1" Local Business District to PD Planned Development District and General Development plan for Phoenix JCR Glendale Industrial Investors LLC, at 5055 North Lydell Ave Residence District and the Mixed-Use Development Land Use Classification and a current B-1 A-1 zoning classification, Tax Key Number 203-8995-004.
- b) Discussion, consideration, and recommendation to Common Council regarding a zoning map amendment from B-1 "A-1" Local Business District to PD Planned Development District, and a general development plan approval for Phoenix JCR Glendale Industrial Investors LLC, at 5055 North Lydell Ave Residence District and the Mixed-Use Development Land Use Classification and a current B-1 A-1 zoning classification, Tax Key Number 203-8995-004.

Conditional Use

- c) Public Hearing regarding 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.
- d) 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.

5. New Business

Site Plan and Architectural Approval

- a) Architectural review of a proposed exterior renovation at 7405 N. Berwyn Avenue, in an R-3 Residential District, Tax Key Number 1000007000.

Business Use Approvals

- b) Discussion and consideration of a business use for Alayande, Inc. at 2450 W. Silver Spring Drive, in a B-3 Silver Spring Drive Commercial District, Tax Key Number 1690170001.
- c) Discussion and consideration of a business use for Dr. Reem Mahjoub, DMD, and owner of True Dental, at 2501 W. Silver Spring Drive, in a B-3 Silver Spring Drive Commercial District, Tax Key Number 1942063001.
- d) Discussion and consideration of a business use for D&K Foods, LLC, doing business as Jersey Mikes Subs at 5530B N. Port Washington Road, in a B-1 B Business and Commercial District, Tax Key Number 1978944001.

- e) Discussion and consideration of a business use for AVG Intermediate Holdings, LLC, doing business as UrgentVet at 6969 N. Port Washington Rd. Ste. C110, in a PD Planned Development District, Tax Key Number 1288961003.

Specific Development Plan within a Planned Development

- f) Discussion, consideration, and recommendation to Common Council on a Specific Development Plan within a Planned Development 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 a Planned Mixed Use land use classification, Planned Unit Development (PD) zoning classification, Tax Key Number 234-8003-000.

g)

Zoning Map Amendment

- h) Discussion, consideration, and directing staff to schedule a public hearing for a zoning map amendment from R-7 Residence District to R-7A Residence District at 902 W Eula Court in the R-7 Residence District and Residential Land Use Classification, Tax Key Number 233-1047-000

5. Other Business:

6. Next Meeting Date and Adjournment:

- a. Next Planning and Architectural Review Commission (PARC) Meeting 6:00 p.m., Tuesday, September 5, 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 July 11, 2023  
6:00 PM.  
YouTube Video [Link](#)

*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 6:00pm. 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 Philip Bailey, Commissioners Amanda Seligman, Fredrick Cohn, Shawn Storey, and Traci Jean Fernandez**  
**Excused: Shauntay Nelson, Ryan Attwood**

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

- 2. Adoption of Minutes:

a) Planning and Architectural Review Commission June 6, 2023.

**Commissioner Seligman moved approval of the previous meeting’s minutes. Seconded by Commissioner Cohn. Motion carried unanimously.**

- 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.

**Present (virtually):** John Peret, Phoenix Investors LLC

**Motion:** Commissioner Cohn moved to approve the business use approval with the four conditions as recommended by staff. Seconded by Alderman Bailey.

**Discussion:** Discussion regarding recommendation of item four

**Motion:** Commissioner Seligman moved to approve the business use approval with three conditions:

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.
- Seconded by Commissioner Cohn. Motion carried unanimously.

**Motion:** Commissioner Cohn moved approval. Seconded by Alderman Bailey. Motion carried unanimously.

#### 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.

**Present:** Tatyanna Williams, Proprietor, Skyis Playground LLC

**Motion:** Commissioner Storey moved to schedule a public hearing as soon as practicable. Seconded by Fernandez. Motion carried unanimously.

#### 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.

**Motion:** Commissioner Cohn moved approval. Seconded by Storey. Motion carried unanimously.

- 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.

**Motion:** Alderman Bailey moved approval. Seconded by Fernandez. Motion carried unanimously.

- 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.

**Present:** Matthew Senn, Applicant and Resident of 7017 N. Berwyn Avenue

**Motion:** Commissioner Storey moved approval. Seconded by Fernandez. Motion carried unanimously.

- 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.

**Present:** Ryan Barz, Project Manager, Rettler Corporation

**Motion:** Commissioner Cohn moved approval. Seconded by Fernandez. Motion carried unanimously.

#### Zoning Map Amendment

- g. Discussion, consideration, and recommendation of a zoning map amendment for **902 W. Eula**

**Court**, in an R-7 Residential District, Tax Key Number 233-1047-000.

**Motion:** Commissioner Cohn moved to schedule a public hearing as soon as practicable. Seconded by Fernandez. Motion carried unanimously.

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.

**Present:** Mark Clauss, General Counsel, Sprecher Brewing Company  
James Manfredi, Managing Member, Heritage Outdoor Media

**Motion:** Commissioner Cohn moved to postpone to a day certain (the August Commission meeting). Seconded by Fernandez. Motion carried unanimously.

- 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

**Present:** Mark Clauss, General Counsel, Sprecher Brewing Company  
James Manfredi, Managing Member, Heritage Outdoor Media

**Motion:** Commissioner Cohn moved to postpone to a day certain (the August Commission meeting). Seconded by Fernandez. Motion carried unanimously.

- 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.

**Present:** Mark Clauss, General Counsel, Sprecher Brewing Company  
James Manfredi, Managing Member, Heritage Outdoor Media

**Motion:** Commissioner Cohn moved to postpone to a day certain (the August Commission meeting). Seconded by Fernandez. Motion carried unanimously.

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.

**Motion:** Commissioner Cohn moved to reschedule the August meeting of the Commission from August 1 to August 8, 2023. Seconded by Fernandez. Motion carried unanimously.

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.

**Motion:** Alderman Bailey moved to adjourn until August 8, 2023 at 6pm. Seconded by Commissioner Storey. Motion carried unanimously. Chairman Mayor Kennedy adjourned the meeting at 6:47pm.

**Minutes recorded by Ken Smith, Planner.**

**SUBJECT:** 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.

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

**MEETING:** Planning and Architectural Review Commission

**MEETING DATE:** August 8, 2023

**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

Wisconsin Statutes:	N/A
Municipal Code:	§ <a href="#">Title 13 Article D.</a>

**Status:**

At the June 2023 Planning and Architect Review Board the board tabled the items related to the windscreen. The applicant has been working on revisions to the windscreen and is proposing an alternative that consist of a metal frame, solid metal panels, with a color scheme that will match the beige of the budling with black trim. Post will be 3 inches and the width of the metal panel wall system will be 3 inches. When viewed from a perspective the wind screen will have in inches of depth, which is not dis-similar to a window opening which can have a dept from wall surface of 1-3 inches typically.

The application is proposing to modify the landscaping to provide a variety of grasses at the base of the wind screen (street side).

**BACKGROUND:**

Chick-fil-A opened in 2022 at the current location after receiving approvals in 2021. During the first six months of business, the company analyzed several items relating to this new building format. As a result of these studies, the company desires to make several site plan changes and building modifications allowing it to function better for the building’s users.

**ZONING/APPROVAL PROCESS:**

The property is located within the PD zoning district. The PD allows for minor amendments and major amendments. The code allows the Planning and Architectural Review Commission to determine if a change to an original Specific Development approval within a Planned Development



District is a minor or major change. Typically, a change of use, change of traffic, a significant architectural change or change to the pedestrian environment, or a change that would affect an adjacent property would be consider a major change, while modifications of architectural items such as doors or windows, or a change to landscaping to allow for a more durable plant species would be considered minor.

Minor Approvals only require the approval of the Planning and Architectural Review Commission.

Major Amendments required going through the general development plan, public hearings, specific development plan meetings, and amendment to the development agreement.

The major amendment process would follow the following steps:

- Determination of Plan Commission as to Major or Minor

#### General Development Plan- Revisions

- Initial appearance before City Council
- Planning Commission Public Hearing
- Planning Commission recommendation
- City Council recommendation for a public hearing
- City Council Public Hearing
- City Councill Action

#### Specific Development Plan Approval

- Planning Commission review and Action
- City Council Review and Action

#### Development Agreement

- Review and action regarding a development agreement by City Council
- Recording of Development Agreement
- Once the development agreement is approved permits may be issued.

#### **GUIDELINES:**

- To create a "street and pedestrian friendly" environment, buildings should front on Pt Washington Road with primary architectural elements and entry on that façade.
- Guidelines encourage the use of modular clay brick, Lannon Stone/ limestone, Architectural per cast concrete as accents, and stuck or EIFS.

#### **REVIEW:**

Staff have reviewed the application. The original submittal with a brick wall remains the primary design that meets all design guidelines for the corridor. The design from 8-4-2023 with metal panel meets most design guidelines and addressed most concerns from the June 2023 meeting discussion.

**RECOMMENDATION:**

Staff recommends the Planning and Architectural Review Commissions approve the screen wall and modified landscaping as submitted.

**ACTION REQUESTED:**

Motion – To Approve the windscreen and modified landscaping plan as submitted with details to be deferred to staff.

**ATTACHMENTS:**

[Attachment – Chick-fil-A at 5201 N. Port Washington Road with revisions](#)

**SUBJECT:** Discussion, consideration, and determination of a Digital Billboard for Heritage MKE LLC / Glendale Industrial LLC, 4545 N. Port Washington Road in the Industrial land use classification and the M-1 Industrial Zoning district, 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:** August 8, 2023

**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

Wisconsin Statutes:	N/A
Municipal Code:	<a href="#">Ord. No. 23-10</a>

**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 feet tall by 48 feet wide. The overall total height from grade to the top of the digital billboard will be 60 feet. 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 25 feet from property line. The Code requires 25 feet 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 60 feet.

**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.

**UPDATED INFORMATION:**

At the July PARC meeting this item was tabled due to questions raised regarding which application was the fourth application, which was the fifth, and which was the sixth. The City Ordinance only allows for a “*Limit of number of digital billboards in city. At no time shall the total number of digital billboards located in the City of Glendale exceed five structures*” (§ [15.6.10\(o\)\(7\)\(b-e\)](#)).

Staff has reviewed the application data which is as follows:

Address	Date of Application Received	Check Date	Check Date Received at City	PARC Meeting	PARC Meeting	Community Development Authority Meeting per prior development agreement	City Permit issued	State Permit issued	State Permit No.
4545 N. Port Washington Road 727 W. Glendale Avenue	5/4/2023	5/12/2023	5/15/2023	23-Jul	23-Aug	NA			
4629 N. Port Washington Road	5/4/2023	5/12/2023	5/15/2023	23-Jul	23-Aug	NA			
4189 N. Port Washington Road	5/5/2023	5/5/2023	5/5/2023	23-Jun		NA	6/14/2023	X	21054
4425 N. Port Washington Road	5/5/2023	5/15/2023	5/15/2023	23-Jun		NA	6/14/2023	X	21014
4425 N. Port Washington Road	6/12/2023	6/12/2023	6/12/2023	23-Jul	23-Aug	TBD, not yet Scheduled		X	21055

Staff meet with each applicant to discuss the process results etc. on August 1, 2023. Based upon the data the applications were received and complete in the following order:

- Application 1: 4300 N. Green Bay Avenue (existing digital Billboard)
- Application 2: 4629 N. Port Washington Road – Solly’s
- Application 3: 4180 N. Port Washington Road – Glendale Partners
- Application 4: 4545 N. Port Washington Road – Javic Warehouse
- Application 5: 727 N. Port Washington Road – Sprecher
- Application 6: 4425 N. Port Washington Road – East Lake Tower

**RECOMMENDATION:**

Staff recommends the Plan Commission approve the digital billboard for Heritage MKE, LLC at 4545 N. Port Washington Road, 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, School District, Welcome to Glendale, and the Northshore Chamber of Commerce to post public service announcements regarding community events.
5. Acknowledging that the applicant will provide programs for the advertising of small business, art, and similar outreach.
6. 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 for Heritage MKE, LLC at 4545 N. Port Washington Road, 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, School District, Welcome to Glendale, and the Northshore Chamber of Commerce to post public service announcements regarding community events.
5. Acknowledging that the applicant will provide programs for the advertising of small business, art, and similar outreach.
6. 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 Road](#)

**SUBJECT:** Discussion, consideration, and determination of a Digital Billboard for Sprecher Property III, LLC / Heritage MKE LLC, 727 W. Glendale Avenue, in the Planned Mixed Use land use classification and the M-1 Industrial Zoning district, 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:** August 8, 2023

**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

Wisconsin Statutes:	N/A
Municipal Code:	<a href="#">Ord. No. 23-10</a>

**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-1990s. 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 angle. The billboard will be 14 ft. tall by 48 ft. wide. The overall total height from grade to the top of the digital billboard will be 60 feet. 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 feet. The Code requires a 25-foot setback 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 60 feet.

**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 application has met the general standards. One item of note is the setback distance, as indicated on the submission, will need to be approved by the State of Wisconsin. If 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 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.



**UPDATED INFORMATION:**

At the July PARC meeting this item was tabled due to questions raised regarding which application was the fourth application, which was the fifth, and which was the sixth. The City Ordinance only allows for a “*Limit of number of digital billboards in city. At no time shall the total number of digital billboards located in the City of Glendale exceed five structures*” (§ [15.6.10\(o\)\(7\)\(b-e\)](#)).

Staff has reviewed the application data which is as follows:

Address	Date of Application Received	Check Date	Check Date Received at City	PARC Meeting	PARC Meeting	Community Development Authority Meeting per prior development agreement	City Permit issued	State Permit issued	State Permit No.
4545 N. Port Washington Road	5/4/2023	5/12/2023	5/15/2023	23-Jul	23-Aug	NA			
727 W. Glendale Avenue	5/4/2023	5/12/2023	5/15/2023	23-Jul	23-Aug	NA			
4629 N. Port Washington Road	5/5/2023	5/5/2023	5/5/2023	23-Jun		NA	6/14/2023	X	21054
4189 N. Port Washington Road	5/5/2023	5/15/2023	5/15/2023	23-Jun		NA	6/14/2023	X	21014
4425 N. Port Washington Road	6/12/2023	6/12/2023	6/12/2023	23-Jul	23-Aug	TBD, not yet Scheduled		X	21055

Staff meet with each applicant to discuss the process results etc. on August 1, 2023. Based upon the data the applications were received and complete in the following order:

- Application 1: 4300 N. Green Bay Avenue (existing digital Billboard)
- Application 2: 4629 N. Port Washington Road – Solly’s
- Application 3: 4180 N. Port Washington Road – Glendale Partners
- Application 4: 4545 N. Port Washington Road – Javic Warehouse
- Application 5: 727 N. Port Washington Road – Sprecher
- Application 6: 4425 N. Port Washington Road – East Lake Tower

**RECOMMENDATION:**

Staff recommends the Plan Commission approve the digital billboard for Sprecher Property III, LLC/Heritage MKE LLC, 727 W. Glendale Ave. 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, School District, Welcome to Glendale, and the Northshore Chamber of Commerce to post public service announcements regarding community events.
5. Acknowledging that the applicant will provide programs for the advertising of small business, art, and similar outreach.
6. 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 for Sprecher Property III, LLC/Heritage MKE LLC, 727 W. Glendale Ave. subject to the following:

1. Submission of stamped plans from an engineer for the structure and sign prior to construction.
2. Approval of the setback by the WisDOT.
3. Approval of permit(s) from the WisDOT.
4. The applicant shall work with staff to finalize architectural elements, materials, and final color selection.
5. Acknowledging that the applicant has stated they will work with the City, School District, Welcome to Glendale, and the Northshore Chamber of Commerce to post public service announcements regarding community events.
6. Acknowledging that the applicant will provide programs for the advertising of small business, art, and similar outreach.
7. 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 Planned Mixed Use land use classification, and the M-1 Industrial Zoning District, 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:** August 8, 2023

**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

Wisconsin Statutes:	N/A
Municipal Code:	<a href="#">Ord. No. 23-10</a>

**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 two feet from the western property line. The billboard will be 14 feet tall by 48 feet wide. The overall total height from grade to the top of the digital billboard will be 60 feet. 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 feet. The code requires 25 feet 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 60 feet.

**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.

**COMMUNITY DEVELOPMENT AUTHORITY APPROVAL**

This property was redeveloped with the assistance of the Community Development Authority under a tax increment financing (TIF) district. The property has a Development Agreement between the City and the property. This Agreement indicates that all building, site, landscaping, and other improvements require approval from the Community Development Authority.

Prior to any issuance of a permit, the Community Development Authority will need to review the application and take action.

**UPDATED INFORMATION:**

At the July PARC meeting this item was tabled due to questions raised regarding which application was the fourth application, which was the fifth, and which was the sixth. The City Ordinance only allows for a “*Limit of number of digital billboards in city. At no time shall the total number of digital billboards located in the City of Glendale exceed five structures*” (§ [15.6.10](#)(o)(7)(b-e) Glendale Code of General Ordinances).

Staff has reviewed the application data which is as follows:

Address	Date of Application Received	Check Date	Check Date Received at City	PARC Meeting	PARC Meeting	Community Development Authority Meeting per prior development agreement	City Permit issued	State Permit issued	State Permit No.
4545 N. Port Washington Road 727 W. Glendale Avenue	5/4/2023	5/12/2023	5/15/2023	23-Jul	23-Aug	NA			
4629 N. Port Washington Road	5/4/2023	5/12/2023	5/15/2023	23-Jul	23-Aug	NA			
4189 N. Port Washington Road	5/5/2023	5/5/2023	5/5/2023	23-Jun		NA	6/14/2023	X	21054
4425 N. Port Washington Road	5/5/2023	5/15/2023	5/15/2023	23-Jun		NA	6/14/2023	X	21014
4425 N. Port Washington Road	6/12/2023	6/12/2023	6/12/2023	23-Jul	23-Aug	TBD, not yet Scheduled		X	21055

Staff meet with each applicant to discuss the process results etc. on August 1, 2023. Based upon the data the applications were received and complete in the following order:

- Application 1: 4300 N. Green Bay Avenue (existing digital Billboard)
- Application 2: 4629 N. Port Washington Road – Solly’s
- Application 3: 4180 N. Port Washington Road – Glendale Partners
- Application 4: 4545 N. Port Washington Road – Javic Warehouse
- Application 5: 727 N. Port Washington Road – Sprecher
- Application 6: 4425 N. Port Washington Road – East Lake Tower

At the August 1, 2023 meeting with staff, the applicant verbally indicated he would withdraw this application, however the City has not received written confirmation as of the date of this report that the application has been withdrawn.

Note 4425 N. Port Washington Road is the sixth application and per the ordinance cannot be approved or have any permits issued.

Per an email from August 4, 2023, the applicant's attorney has requested the item not be denied but be postponed to a date certain.

**RECOMMENDATION:**

To postpone to a date certain again

If the PARC should decide to address the application at a future date, then the PARC may make a motion to postpone to a date certain.

**ACTION REQUESTED:**

To postpone to a date certain:

Motion – To postpone until November PARC meeting.

**ATTACHMENTS:**

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

**SUBJECT:** Public Hearing, discussion, consideration, and recommendation to Common Council regarding a map amendment from B-1 “A-1” Local Business District to PD Planned Development District, and a general development plan for Phoenix JCR Glendale Industrial Investors LLC, at 5055 North Lydell Ave Residence District and the Mixed-Use Development Land Use Classification and a current B-1 A-1 zoning classification, Tax Key Number 203-8995-004.

**FROM:** John S. Fellows, Community Development Director

**MEETING:** Common Council

**MEETING DATE:** August 8, 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 <a href="#">13.1.34</a> , and <a href="#">Article N</a>

**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, Phoenix JCR Glendale Industrial Investors LLC, is seeking to rezone 5055 North Lydell Avenue from B-1 “A-1” to PD – Planned Development. The property owner has owned the building for several years and has unsuccessfully been able to attract uses to the site which are permitted under the B-1 “A-1” standards. The applicant seeks to redevelop the property with modifications to the site, buildings and uses and a PD – Planned Development District will provide them with the flexibility to allow the objectives of the City of Glendale’s Comprehensive Plan to be more fully implemented. In addition, a rezoning to PD will align with the Comprehensive Plan recommendations.

The applicant is in discussions with various users for the site and is asking the City to begin the process to amend the zoning map to assure the potential users that their use would be permitted, and this would also expedite the zoning map amendment and development plan process if an end user is interested in the site so that the approval process can be streamlined.

Land Use:

Planned Mixed Use

Description:

This future land use blends a mix of commercial, light industrial, mixed residential, parks and open space, and community facilities land 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.

Recommended Zoning

The City's current PD Planned Development district will accommodate a general mix of future land uses consistent with the development desires of the owner and consistent with the City's Comprehensive Plan.

Policies and Programs of Planned Development Districts as Required in the City Code of Ordinances

- a. Carefully review all projects in Planned Mixed Use areas to ensure an appropriate mix of uses compatible with neighboring properties and the City's vision for the area. The precise mix of uses and zoning districts should be at the City's discretion, rather than that of the property owner.
- b. Grant development approvals only after submittal, public review, and approval of site, landscaping, building, signage, lighting, stormwater, erosion control, and utility plans.
- c. Planned mixed-use areas require the use of high-quality building materials and design objectives.
- d. Adopt a Mixed-Use zoning district to implement this future land use category. This district should allow the desired mix of uses and provide flexibility in layout in exchange for superior design. The zoning is tied to City approval of a specific plan for the project.
- e. Areas mapped Neighborhood Commercial zoning districts should include dense, walkable design and adequate bicycle and pedestrian infrastructure.

Current Zoning:

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

- 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.



Proposed Zoning:

The proposed zoning of PD district includes the following: [PD Zoning Text](#)

*Purpose.*

The purpose of the PD Planned Unit Development District and the regulations applicable to the same are to encourage and provide means for effecting desirable and quality development by permitting greater flexibility and design freedom than that permitted under the basic district regulations and to accomplish a well-balanced, aesthetically satisfying city and economically desirable development of building sites within a PD planned unit development district.

These regulations are established to permit latitude in the development of the building site if such development is found to be in accordance with the purpose, spirit and intent of this chapter and is found not to be hazardous, harmful, offensive or otherwise adverse to the environment, property values or the character of the neighborhood or the health, safety and welfare of the community. It is intended to permit and encourage diversification, variation and imagination in the relationship of uses, structures, open spaces and heights of structures for developments conceived and implemented as comprehensive and cohesive unified projects. It is further intended to encourage more rational and economic development with relationship to public service and to encourage and facilitate preservation of open lands.

Relationship between land use and zoning:

The land use plan provides for the classifications of Mixed-Use Development, while the existing Zoning Code provides for a B-1 “A-1” classifications with a limited number of uses.

Rezoning to PD will allow for better alignment between the land use and zoning policies.

Process / Schedule:

A Map Amendment will follow the standard map amendment as outlined in Section [Title 13, Article D](#) of the municipal code. In general, if a map amendment to PD is approved, a General Development and Specific Development Plan must be approved in the same process as highlighted below.

Staff anticipates the following schedule:

General Development Plan Approval:

Common Council Initial Review	July 10, 2023
Plan Commission Review	August 8, 2023
Plan Commission Public Hearing and Recommendation	August 8, 2023
City Council Public Review	August 14, 2023
City Council Public Hearing and Action	September 11, 2023

Specific Development Plan Approval

Planning Commission	September 5, 2023
City Council Action	September 11, or September 25, 2023

Development Agreement:

City Council Action	September 11, or September 25, 2023
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Note: Above dates assume timely submission of applications and documents for review, comment, and submission to appropriate boards and commission.

## General Development Plan

### Review Comments:

The following items shall be addressed prior to the approval of a specific development plan or approval of a development agreement.

#### Engineering:

1. Stormwater Comments:
  - a. Based on the preliminary concept map, it appears there may be added impervious surface. If there will be over 5,000 SF of impervious surface added, stormwater management will be required. Please see the attached Criteria and Review Checklist for applicability.
  - b. Any stormwater management facilities installed on the site to meet requirements must be accompanied by a maintenance agreement. A draft agreement is available upon request.
2. Civil Site Comments:
  - a. Modifications to roadway entrances must be detailed and will require ROW permits from the city and or Village of Whitefish Bay.
3. Utility Comments:
  - a. Existing watermain and sanitary sewer shall be shown on the site plans. There are currently two watermains owned and operated by City of Glendale along Lydell Ave. The Village of Whitefish Bay owns and operates the sanitary and storm sewer along Lydell Ave.
  - b. Utility modification plans must be submitted.
  - c. Coordination must occur with Glendale and Whitefish Bay inspections and Water Department staff when planning for the connection to the water, sanitary and storm sewer facilities. Again, when those plans are submitted, we will know more and if this is applicable.

#### Public Works:

1. Lydell has limited weight limits. No delivery trucks or semis are permitted on Lydell. All deliveries and semi-trucks shall enter from Port Washington Road.

#### North Shore Fire and Rescue (NSFR):

1. At the present time the NSFR does not have any comments or concerns.
2. Additional comments will be forth coming with occupancy applications and plan review.
3. A Fire Truck Circulation Plan shall be provided.

#### Police:

1. No issues at this time.

#### Glendale Inspections:

1. We would need specific information as to what the occupancy within each building is.
2. Depending on what those are there may be an issue with the separation distance of the two buildings.
3. Once detailed information becomes available there may be more comments.

#### Planning:

### Landscaping

1. Trees: The landscaping plan indicated existing and proposed trees within the parking lot islands. A number of these islands indicate one existing tree and not a replacement tree. Based upon data each island had two trees. Staff recommends that each island have two trees.
2. Buffer: The new parking lot along Lydell Avenue does not have any screening buffer. Guidelines adopted by the city encourage the planting of buffers between the parking lot and the property line. Currently only bio swales are proposed. Consideration should be given for screening that will accommodate bio swales as well as four season screening.
3. Conflicts: When comparing existing conditions and notes on the landscaping plans there are conflicts. One example is on the south side of the building where a patio and mature plantings are existing, but the plans indicate existing to remain, however the plantings and planting beds are different. Conflicts need to be resolved.
4. Turn around / Buffer: A turn around is proposed on the Northwest portion of the property. The use of this area is not defined, and additional plantings should be provided.
5. Tree protection: The plans indicate a number of existing trees to remain that are near demolition or new construction. A tree protection plan will need to be provided with the specific development plan as well as with building permits applications.
6. Tree species shall comply with DNR recommended Do Not Plant list for the Glendale area.

### Delivery Circulation Plan

1. The application does not provide for a delivery circulation plan. Lydell Avenue is classified as a weight restricted street, thus only passenger vehicles are permitted on Lydell. Plans shall be provided to show how delivery vehicles will enter from Port Washington Road and circulate through the site.

### Lighting Plan

1. A Lighting Plan has not been provided. A lighting plan will need to be provided with the specific development plan.

### Uses

1. The applicant will need to provide the location and number of parking spaces used for display vs parking for employees and visitors.

## **RECOMMENDATION:**

Staff recommends the Planning and Architectural Review Commission hold a Public Hearing.

Staff recommends the Planning and Architectural Review Commission recommend to Common Council approval of a rezoning to PD and approval of a general development plan subject to the following:

### Engineering:

1. Stormwater Comments:
  - a. Based on the preliminary concept map, it appears there may be added impervious surface. If there will be over 5,000 SF of impervious surface added, stormwater management will be required. Please see the attached Criteria and Review Checklist for applicability.
  - b. Any stormwater management facilities installed on the site to meet requirements must be accompanied by a maintenance agreement. A draft agreement is available upon request.
2. Civil Site Comments:

- a. Modifications to roadway entrances must be detailed and will require ROW permits from the city and or Village of Whitefish Bay.
3. Utility Comments:
  - a. Existing watermain and sanitary sewer shall be shown on the site plans. There are currently two watermains owned and operated by City of Glendale along Lydell Ave. The Village of Whitefish Bay owns and operates the sanitary and storm sewer along Lydell Ave.
  - b. Utility modification plans must be submitted.
  - c. Coordination must occur with Glendale and Whitefish Bay inspections and Water Department staff when planning for the connection to the water, sanitary and storm sewer facilities. Again, when those plans are submitted, we will know more and if this is applicable.

Public Works:

1. Lydell has limited weight limits. No delivery trucks or semis are permitted on Lydell. All deliveries and semi-trucks shall enter from Port Washington Road.

North Shore Fire and Rescue (NSFR):

1. At the present time the NSFR does not have any comments or concerns.
2. Additional comments will be forth coming with occupancy applications and plan review.
3. A Fire Truck Circulation Plan shall be provided.

Police:

1. No issues at this time.

Glendale Inspections:

1. We would need specific information as to what the occupancy within each building is.
2. Depending on what those are there may be an issue with the separation distance of the two buildings.
3. Once detailed information becomes available there may be more comments.

Planning:

Landscaping

1. Trees: The landscaping plan indicated existing and proposed trees within the parking lot islands. A number of these islands indicate one existing tree and not a replacement tree. Based upon data each island had two trees. Staff recommends that each island have two trees.
2. Buffer: The new parking lot along Lydell Avenue does not have any screening buffer. Guidelines adopted by the city encourage the planting of buffers between the parking lot and the property line. Currently only bio swales are proposed. Consideration should be given for screening that will accommodate bio swales as well as four season screening.
3. Conflicts: When comparing existing conditions and notes on the landscaping plans there are conflicts. One example is on the south side of the building were a patio and mature plantings are existing, but the plans indicate existing to remain, however the plantings and planting beds are different. Conflicts need to be resolved.
4. Turn around / Buffer: A turn around is proposed on the Northwest portion of the property. The use of this area is not defined, and additional plantings should be provided.
5. Tree protection: The plans indicate a number of existing trees to remain that are near demolition or new construction. A tree protection plan will need to be provided with the specific development plan as well as with building permits applications.
6. Tree species shall comply with DNR recommended Do Not Plant list for the Glendale area.

#### Delivery Circulation Plan

1. The application does not provide for a delivery circulation plan. Lydell Avenue is classified as a weight restricted street, thus only passenger vehicles are permitted on Lydell. Plans shall be provided to show how delivery vehicles will enter from Port Washington Road and circulate through the site.

#### Lighting Plan

1. A Lighting Plan has not been provided. A lighting plan will need to be provided with the specific development plan.

#### Uses

1. The applicant will need to provide the location and number of parking spaces used for display vs parking for employees and visitors.

### **ACTION REQUESTED:**

Hold a Public Hearing.

To - Recommend to Common Council approval of a rezoning to PD and approval of a general development plan subject to the following:

#### Engineering:

4. Stormwater Comments:
  - a. Based on the preliminary concept map, it appears there may be added impervious surface. If there will be over 5,000 SF of impervious surface added, stormwater management will be required. Please see the attached Criteria and Review Checklist for applicability.
  - b. Any stormwater management facilities installed on the site to meet requirements must be accompanied by a maintenance agreement. A draft agreement is available upon request.
5. Civil Site Comments:
  - a. Modifications to roadway entrances must be detailed and will require ROW permits from the city and or Village of Whitefish Bay.
6. Utility Comments:
  - a. Existing watermain and sanitary sewer shall be shown on the site plans. There are currently two watermains owned and operated by City of Glendale along Lydell Ave. The Village of Whitefish Bay owns and operates the sanitary and storm sewer along Lydell Ave.
  - b. Utility modification plans must be submitted.
  - c. Coordination must occur with Glendale and Whitefish Bay inspections and Water Department staff when planning for the connection to the water, sanitary and storm sewer facilities. Again, when those plans are submitted, we will know more and if this is applicable.

#### Public Works:

2. Lydell has limited weight limits. No delivery trucks or semis are permitted on Lydell. All deliveries and semi-trucks shall enter from Port Washington Road.

#### North Shore Fire and Rescue (NSFR):

4. At the present time the NSFR does not have any comments or concerns.
5. Additional comments will be forth coming with occupancy applications and plan review.
6. A Fire Truck Circulation Plan shall be provided.

#### Police:

2. No issues at this time.

#### Glendale Inspections:

4. We would need specific information as to what the occupancy within each building is.
5. Depending on what those are there may be an issue with the separation distance of the two buildings.
6. Once detailed information becomes available there may be more comments.

#### Planning:

##### Landscaping

7. Trees: The landscaping plan indicated existing and proposed trees within the parking lot islands. A number of these islands indicate one existing tree and not a replacement tree. Based upon data each island had two trees. Staff recommends that each island have two trees.
8. Buffer: The new parking lot along Lydell Avenue does not have any screening buffer. Guidelines adopted by the city encourage the planting of buffers between the parking lot and the property line. Currently only bio swales are proposed. Consideration should be given for screening that will accommodate bio swales as well as four season screening.
9. Conflicts: When comparing existing conditions and notes on the landscaping plans there are conflicts. One example is on the south side of the building were a patio and mature plantings are existing, but the plans indicate existing to remain, however the plantings and planting beds are different. Conflicts need to be resolved.
10. Turn around / Buffer: A turn around is proposed on the Northwest portion of the property. The use of this area is not defined, and additional plantings should be provided.
11. Tree protection: The plans indicate a number of existing trees to remain that are near demolition or new construction. A tree protection plan will need to be provided with the specific development plan as well as with building permits applications.
12. Tree species shall comply with DNR recommended Do Not Plant list for the Glendale area.

##### Delivery Circulation Plan

2. The application does not provide for a delivery circulation plan. Lydell Avenue is classified as a weight restricted street, thus only passenger vehicles are permitted on Lydell. Plans shall be provided to show how delivery vehicles will enter from Port Washington Road and circulate through the site.

##### Lighting Plan

2. A Lighting Plan has not been provided. A lighting plan will need to be provided with the specific development plan.

##### Uses

2. The applicant will need to provide the location and number of parking spaces used for display vs parking for employees and visitors.

#### **ATTACHMENT:**

[Attachments – 5055 N Lydell Ave](#)

**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:** August 8, 2023

**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

Wisconsin Statutes:	N/A
Municipal Code:	§§ <a href="#">13.1.35</a> ; <a href="#">Title 13</a> , <a href="#">Article E</a>

**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 constituted an initial review and a request from PARC to direct staff to schedule a public hearing at the earliest convenience. Ms. Williams has responded to questions raised at the previous meeting and by staff.

**RECOMMENDATION:**

Staff recommends the Planning and Architectural Review Commission approve the conditional use for Skyi’s Playground childcare service at 6801 N. Green Bay Avenue.

**ACTION REQUESTED:**

Motion to approve the conditional use for Skyi’s Playground childcare service at 6801 N. Green Bay Avenue.

**ATTACHMENTS:**

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

[6801 N. Green Bay Avenue – Skyis Playground Responses](#)



**SUBJECT:** Architectural review of a proposed exterior renovation at 7405 N. Berwyn Avenue, in an R-3 Residential District, Tax Key Number 1000007000.

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

**Meeting:** Planning and Architectural Review Commission

**MEETING DATE:** August 8, 2023

**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

Wisconsin Statutes:	N/A
Municipal Code:	§ <a href="#">13.1.26</a>

**BACKGROUND:**

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

Morgan and Andy Enders, residents of 7405 N. Berwyn Avenue, are renovating their home’s kitchen. Part of that renovation includes removing two windows and replacing them with a single window. The homeowners intend to extend the style and look of the existing painted batten cedar siding and aluminum window trim.

**ANALYSIS:**

The exterior modification will be visible from the street but will maintain the existing style.

**RECOMMENDATION:**

Staff recommends the Planning and Architectural Review Commission grant approval for the proposed exterior design changes for the primary structure at 7405 N. Berwyn Avenue.

**ACTION REQUESTED:**

Motion to approve the proposed exterior changes to the primary structure at 7405 N. Berwyn Avenue.

**ATTACHMENTS:**

- [Attachments – 7405 N. Berwyn Avenue](#)

**SUBJECT:** Discussion and consideration of a business use for Alayande, Inc. at 2450 W. Silver Spring Drive, in a B-3 Silver Spring Drive Commercial District, Tax Key Number 1690170001.

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

**Meeting:** Planning and Architectural Review Commission

**MEETING DATE:** August 8, 2023

**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

Wisconsin Statutes:	N/A
Municipal Code:	<a href="#">§ 13.1.36</a>

**BACKGROUND:**

Mr. Kola Alayande, proprietor of Alayande, Inc., wishes to open an office for his business consulting firm and holding company at 2450 W. Silver Spring Drive. The parcel is in a B-3 Silver Spring Drive Commercial District. On its website Alayande, Inc. describes itself as the holding company for Ayantade Properties, LLC, Archidux Global Consulting, and Alkebulan Capital. Alayande, Inc. describes itself as “a dynamic business consulting and holding firm focused on providing comprehensive and strategic advisory services to small and medium-sized enterprises. . .to empower businesses with the knowledge, tools, and resources they need to thrive in today’s competitive market.” The business would operate six days a week from 8am to 8pm with up to 30 people on site at a time.

**ANALYSIS:**

Alayande, Inc. qualifies as a permitted use in a B-3 Silver Spring Drive Commercial District as a “professional and administrative office,” “General corporate headquarters office,” and “Office services. . .”

**RECOMMENDATION:**

Staff recommends the Plan Commission grant a business use approval for Alayande, Inc. at 2450 W. Silver Spring Drive.

**ACTION REQUESTED:**

Motion to recommend approval for a business use for Alayande, Inc. at 2450 W. Silver Spring Drive.

**ATTACHMENTS:**

- [Attachments – 2450 W. Silver Spring Drive. – Alayande, Inc.](#)

**SUBJECT:** Discussion and consideration of a business use for Dr. Reem Mahjoub, DMD, and owner of True Dental, at 2501 W. Silver Spring Drive, in a B-3 Silver Spring Drive Commercial District, Tax Key Number 1942063001.

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

**Meeting:** Planning and Architectural Review Commission

**MEETING DATE:** August 8, 2023

**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

Wisconsin Statutes:	N/A
Municipal Code:	<a href="#">§ 13.1.36</a>

**BACKGROUND:**

Dr. Reem Mahjoub, DMD, and owner of True Dental at 613 N. 36<sup>th</sup> Street in Milwaukee, wishes to expand her dental business into Glendale at 2501 W. Silver Spring Drive in a B-3 Silver Spring Drive Commercial District. Mahjoub is a dentist who performs cosmetic dentistry, oral surgery, and root canals. Her Glendale location would perform dental operations for people of all ages.

The business would occupy 3,500 square feet, have a minimum of four to a maximum of eight employees, and would operate Monday through Friday from 9am to 5pm.

**ANALYSIS:**

Alayande, Inc. qualifies as a permitted use in a B-3 Silver Spring Drive Commercial District under § 13.1.36(b)(4) as a dental office.

**RECOMMENDATION:**

Staff recommends the Plan Commission grant a business use approval for True Dental at 2501 W. Silver Spring Drive.

**ACTION REQUESTED:**

Motion to recommend approval for a business use for True Dental at 2501 W. Silver Spring Drive.

**ATTACHMENTS:**

- [Attachments – 2501 W. Silver Spring Drive – True Dental](#)

**SUBJECT:** Discussion and consideration of a business use for D&K Foods, LLC, doing business as Jersey Mikes Subs at 5530B N. Port Washington Road, in a B-1 B Business and Commercial District, Tax Key Number 1978944001.

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

**Meeting:** Planning and Architectural Review Commission

**MEETING DATE:** August 8, 2023

**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

Wisconsin Statutes:	N/A
Municipal Code:	<a href="#">§ 13.1.34(c)(3)</a>

**BACKGROUND:**

Mr. Kyle Rowe, owner of D&K Foods, LLC, doing business as Jersey Mikes Subs wishes to bring the franchise to Glendale at 5530B N. Port Washington Road in a B-1 B Business and Commercial District. Jersey Mikes Subs is a restaurant franchise which sells submarine sandwiches.

The business would occupy 1,595 square feet, have seating for 34 diners an estimated total occupancy for 66 including employees. D&K posits there would be a maximum of 12 employees on site at a given time. Business hours would be seven days a week 10am to 9pm.

Mr. Rowe indicated on his application that he wishes to, “Represent the city of Glendale in the highest form possible” and “Support and involve [with] the surrounding community, schools, athletics, and charities.”

**ANALYSIS:**

A sit-down submarine sandwich restaurant qualifies as a permitted use in a B-1 B Business and Commercial District under § 13.1.34(c)(3)(b).

**RECOMMENDATION:**

Staff recommends the Plan Commission grant a business use approval for D&K Foods, LLC doing business as Jersey Mikes Subs at 5530B N. Port Washington Road.

**ACTION REQUESTED:**

Motion to recommend approval for a business use for D&K Foods, LLC doing business as Jersey Mikes Subs at 5530B N. Port Washington Road.

**ATTACHMENTS:**

1. [Attachments – 5530B N. Port Washington Road](#)

**SUBJECT:** Discussion and consideration of a business use for AVG Intermediate Holdings, LLC, doing business as UrgentVet at 6969 N. Port Washington Rd. Ste. C110, in a PD Planned Development District, Tax Key Number 1288961003.

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

**Meeting:** Planning and Architectural Review Commission

**MEETING DATE:** August 8, 2023

**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

Wisconsin Statutes:	N/A
Municipal Code:	§§ <a href="#">13.1.50-13.1.55</a>

**BACKGROUND:**

The American Veterinary Group (AVG) wishes to open an UrgentVet veterinary clinic at 6969 N. Port Washington Road Suite C110 in a PD Planned Development District in the suite formerly occupied by the Robert Haack Diamonds jewelry retailer. UrgentVet describes itself as a “bridge between. . .regular veterinarian[s] and the overnight ER” to treat “mild illnesses and minor injuries that occur in domesticated dogs and cats.”

The business would occupy 2,057 square feet, have a minimum of five to a maximum of ten employees, and would operate every day, 365 days per year. Hours of operation Monday through Friday would be 3pm to 11pm, 10am to 8pm on weekends, and noon to 8pm on holidays. The applicant anticipates 15 client visits per weekday and up to 30 per day on weekends.

**RECOMMENDATION:**

Staff recommends the Planning and Architectural Review Commission grant a business use approval for AVG Intermediate Holdings, LLC, doing business as UrgentVet, at 6969 N. Port Washington Road Suite C110.

**ACTION REQUESTED:**

Motion to recommend approval for AVG Intermediate Holdings, LLC, doing business as UrgentVet, at 6969 N. Port Washington Road Suite C110.

**ATTACHMENTS:**

- [Attachments – 6969 N. Port Washington Rd. Ste. C110 - UrgentVet](#)

**SUBJECT:** Discussion, consideration, and recommendation to Common Council on a Specific Development Plan within a Planned Development 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 a Planned Mixed Use land use classification, Planned Unit Development (PD) zoning classification, Tax Key Number 234-8003-000.

**FROM:** John S. Fellows, Community Development Director  
Kenneth A. Smith, Planner

**MEETING:** Common Council

**MEETING DATE:** August 8, 2023

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**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

Wisconsin Statutes:	N/A
Municipal Code:	Title 13 – Zoning Code

**LAND DEVELOPMENT REFERENCE:**

Land Use:	Planned Commercial
Zoning:	PD – Planned Development
Target Investment Area:	None

**BACKGROUND/ANALYSIS:**

AH&S Realty, LLC (“Owner”) is or will soon be under contract to sell the Property to Olivia Inc., a Wisconsin closely held corporation (doing business as Casa de Corazón). Accordingly, the intended user is Olivia Inc. (doing business as Casa de Corazón) (“User”).

**Process:**

The process for the Planned Development District includes three steps.

Step one: Map amendment and general development plan approval.

Step two: Approval of a specific development plan.

Step three: Approval of a development agreement with recording.

**Steps are summarized as:**

1. Rezoning and General Development Plan Steps:
  - ~~Consideration by City Council – Possible referral to Planning Commission~~
  - ~~Consideration by Plan Commission – Possible recommendation to move forward to schedule a public hearing.~~
  - ~~Plan Commission Public Hearing~~
  - ~~Plan Commission Recommendation to Council~~
  - ~~Consideration by Council of the Plan Commission recommendation and consideration to move forward and schedule public hearing~~
  - ~~City Council Public Hearing~~
  - ~~City Council Action~~
  
2. Specific Development Plan Approval
  - Plan Commission Review
  - City Council Review
  
3. Development Agreement
  - City Council Review
  - Recording

**Specific Development Plan Summary:**

Operational Information

Casa de Corazón intends to operate the property as a daycare and preschool that serves 188 children per day. It will be a Spanish immersion center (the “Center”) operating under the Casa de Corazón franchise. The Center will have 14 classrooms ranging in age from 6 weeks until children begin traditional five-year-old kindergarten. It will employ three center directors, two administrative assistants, a facilities manager, a kitchen manager, three cooks, 28 teachers, seven substitute staff, and other officers and employees of the User for a total of 50 full-time positions created. These positions will predominantly be filled by native Spanish-speaking women, many of whom, historically, are single mothers.

The Casa de Corazón prides itself on being socially responsible and environmentally friendly, this site is to be solar-powered, and manage its runoff water through a project with the MMSD in the parking lot. The User will also create more green space onsite as the User intends to construct a large grass and mulch playground with multiple age-appropriate structures.

Casa de Corazón will also create a garden on-site to incorporate food production into the Center’s curriculum. Additionally, the User will convert the old guardhouse onsite into a chicken coop where the User will raise pasture-raised organic chickens for egg production to feed the children on site as part of our commitment to local and ethical practices. Lastly, the User intends to build a small vehicle garage in the northeast corner to house the Center’s buses and vans when the vehicles are not in use.



Finally, Casa de Corazón plans to house its corporate office in a small section of the existing building on the property.

Potential Operational Options:

As noted above the current owners AH&S realty are planning to sell the property to Olivia Inc./Casa de Corazón. If for some reason the sale were not to proceed, the current owner would like to have the PD District reflect potential other uses such as the following:

- Professional services and administrative offices.
- General corporate headquarters offices.
- Medical and dental offices and centers.
- Research establishments.
- Sales offices.
- Financial, insurance and real estate offices.
- Business and office equipment, supplies and services.
- Studios for photography, painting, music, sculpture, dance and other recognized fine arts; and
- Events and/or community space.
- Business and office equipment, supplies and services.
- Studios for photography, painting, music, sculpture, dance and other recognized fine arts.
- Arts education.
- Events and/or community space.
- Early education/child-care.
- Adult education.
- General retail sales.
- Limited agricultural (as described above in section named “Proposed Use by User”);
  - School-age before and after-school wraparound care; and
  - School-age summer camp.

Main Building:

The main building is an existing colonial revival building that was constructed prior to the founding of the City of Glendale. The is proposing minor modifications to the exterior of the budling included removing one window and replacing with a door. The applicant has indicated that new windows and doors will have a color similar to the exiting white trim.

The applicant has also indicated that the removal of the one window will have an infill detail that will create a shadow line with new brick inset ¼ to ½ inch to create a shadow line and allow the difference of materials to be less obvious. \

Accessory Building / Structures:

The site plan shows a future accessory structure; however, the applicant has chosen not to design or construction this bulling at this time. They will return for approval at a future date.

Wind Turbines:

In the general development plan the applicant indicated and area for wind turbines. The

applicant has chosen to not proceed with these turbines at this time. They will return for approval at a future date.

Solar Panels:

In the general development plan the applicant indicated they would be providing roof top solar panels. The applicant has chosen to not proceed with these solar panels at this time. They will return for approval at a future date.

Financials:

The application has provided a summary of there financials which will allow them to complete the budling. More specifics are provided within the attachment.

Schedule:

The applicant has provided a development and construction schedule which is attached. They plan to complete the project Spring / Summer of 2024.

Site Plan:

The applicant has submitted a general site plan. The general plan is to remove the south access drive along the south side of the building and remove the southern portion of parking in the rear of the property for an outdoor play area and gardens. The plan further calls for expansion and reconstruction of the parking area in the north portion of the rear property. As noted above a wind turbine area is planned for the southeast portion of the property. The applicant intends to use the existing guard house as a chicken coop.

Landscaping:

The applicant has submitted a landscaping plan for the property. The property does have significant mature vegetation in the front portion of the property and the applicant has indicated an interest in installing a rain garden with funding assistance from the Milwaukee Metropolitan Sewerage District (MMSD).

Lighting

The applicant has not indicated any changes, additions, or removal of outdoor lighting on the property. If such site features are proposed a lighting plan with specifications and a photometric plan will need to be provided at a future date.

**PLANNING AND ARCHITECTURAL REVIEW COMMISSION RECOMMENDATION:**

The PARC recommended Common Council approval of the specific development plan as submitted subject to staff comments.

**STAFF COMMENTS:**

Public Works:

1. There is a private storm sewer located within this parcel. Owner to ensure all catch basins are inspected and repaired as necessary.
2. Storm sewer appears to be located in the area that is designated "Outdoor Playground, Gardens, Greenspace". Must account for the potential loss of inlets.

3. Subsequent comments may be forthcoming, in regard to plan set revisions.

Engineering:

1. Stormwater Comments:
  - a. Based on the preliminary concept map, it appears there may be added impervious surface. If there will be over 5,000 SF of impervious surface added, stormwater management will be required. Please see the attached Criteria and Review Checklist for applicability.
  - b. Any stormwater management facilities installed on the site to meet requirements must be accompanied by a maintenance agreement. A draft agreement is available upon request.
2. Utility Comments:
  - a. There is a private storm sewer located within this parcel. Owner to ensure all catch basins are inspected and repaired as necessary.
  - b. Storm sewer appears to be located in the area that is designated "Outdoor Playground, Gardens, Greenspace". Must account for the potential loss of inlets
  - c. Utility modification plans must be submitted.

Police:

1. Subsequent comments may be forthcoming at the time of permitting.

Fire:

1. Subsequent comments may be forthcoming at the time of permitting.

Inspections:

1. Subsequent comments may be forthcoming at the time of permitting.

**RECOMMENDATION:**

Staff recommend the Common Council approve the Specific Development Plan subject to staff comments.

**ACTION REQUESTED:**

Motion - To recommend the Common Council approve the Specific Development Plan as submitted, subject to staff comments, submission and approval of a development agreement.

**ATTACHMENTS:**

[Attachments – 4600 N. Port Washington Road](#)  
[4600 N. Port Washington Rd. – Casa de Corazón – Specific Development Plan](#)

**SUBJECT:** Discussion, consideration, and directing staff to schedule a public hearing for a zoning map amendment from R-7 Residence District to R-7A Residence District at 902 W Eula Court in the R-7 Residence District and Residential Land Use Classification, Tax Key Number 233-1047-000

**FROM:** John S. Fellows, Community Development Director  
Kenneth Smith, Planner

**MEETING:** Common Council

**MEETING DATE:** August 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 Map Amendment Article C: <a href="#">13.1.30</a> , <a href="#">13.1.31</a> , and <a href="#">Article N</a>

**LAND DEVELOPMENT REFERENCE:**

Land Use:	Single Residential and Environmental Corridor
Zoning:	R-7 Residence District
Target Investment Area:	NA

**BACKGROUND/ANALYSIS:**

Request:

The applicant is requesting a zoning map amendment for 902 W. Eula Court from R-7 Residence District to R-7A Residence District. The original platting of the property was two narrow lots. In 1939, a structure was built on the two lots with the house straddling both lots. In 2020, the house was razed and has been vacant land ever since.

The applicant is requesting the change of zoning to allow for two separate home structures to be built upon the one parcel and to be developed as condominiums. The current 80-foot lot is not typical of the pattern of development in the neighborhood. One single family home on this 80-foot lot would appear inconsistent with the rest of the streetscape.

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, also including 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 60ft. In addition, the code provides for the R-7A district to have a minimum width of 60ft. With a lot of 80 feet, it 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 states that 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:

<del>Common Council Initial review</del>	<del>July 10, 2023</del>
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. Modifications to the building or site in the future would require review and possible stormwater analysis.

**RECOMMENDATION:**

Staff recommends the PARC direct staff to schedule a public hearing at the earliest convenience.

**ACTION REQUESTED:**

Motion To - Direct staff to schedule a public hearing at the earliest convenience.

**ATTACHMENT:**

[Attachments – 902 W. Eula Court](#)