



**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.**

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**AGENDA— PLANNING AND ARCHITECTURAL REVIEW COMMISSION**

Tuesday September 5, 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 August 8, 2023
3. New Business

Site Plan and Architectural Approval

- a) Discussion and consideration of site architectural review for the replacement of a two-car detached garage, 714 W. Montclair Ave., in a Single-Family Land Use Classification and a R-7 Residence Zoning District, Tax Key Number 162-0249-000.

Business Use Approvals

- b) Discussion and consideration of a business use for EYM Pizza of Wisconsin, doing business as Pizza Hut, at 5322 N. Port Washington Rd., in a B-3 Silver Spring Drive Commercial District, Tax Key Number 194-2063-001.

Planned Sign Program

- c) Discussion and consideration of a Planned Sign Program amendment for the commercial building, the Barnabas Business Center, at 4650 N. Port Washington Road, in a PD Planned Development District, Tax Key Number 234-8012-000.

5. Other Business:
6. Next Meeting Date and Adjournment:
  - a. Next Planning and Architectural Review Commission (PARC) Meeting 6:00 p.m., Tuesday, October 3, 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 August 8, 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, Commissioners Seligman, Nelson, and Storey

**Excused:** Alderman Phillip Bailey, Commissioners Cohn, Fernandez, and Attwood

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

2. Adoption of Minutes:

a) Planning and Architectural Review Commission July 11, 2023.

**Motion:** Commissioner Storey moved approval of the previous meeting's minutes. Seconded by Nelson. Motion carried unanimously.

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.

**Motion:** Commissioner Storey moved to approve the Planned Development Agreement as a minor amendment. Seconded by Nelson. Motion carried unanimously.

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.

**Present (virtually):** James Manfredi, Managing Member, Heritage Outdoor Media

**Motion:** Commissioner Storey moved approval subject to the following conditions:

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.

Seconded by Nelson. Motion carried unanimously.

- 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.

**Present (virtually):** Mark Clauss, General Counsel, Sprecher Brewing Company

**Motion:** Commissioner Storey moved approval subject to the following conditions:

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.

Seconded by Nelson. Motion carried unanimously.

- 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.

**Present:** John Fuchs, Partner, Fuchs and Boyle SC

**Motion:** Commissioner Nelson moved to postpone the item indefinitely. Seconded by Storey. Motion carried unanimously.

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.

**Present (virtually):** John Peret, Director of Property Management, Phoenix Investors

**Motion:** Commissioner Storey moved to close the public hearing. Seconded by Nelson. Motion carried unanimously.

- 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.

**Motion:** Commissioner Nelson moved to approve subject to staff comments. Seconded by Storey. Motion carried unanimously.

- c) Discussion, consideration, and 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.

**Present:** Craig Kurtz, 1012 W. Eula Ct., owner of 902 W. Eula Ct.  
Rick Pendergast, 824 W. Eula Ct.  
Kyle Bareither, 812 W. Eula Ct.

**Motion:** Commissioner Seligman moved to close the public hearing. Seconded by Nelson. Motion carried unanimously.

- d) Discussion, consideration, and recommendation to Common Council regarding 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.

**Motion:** Commissioner Seligman moved to recommend approval to the Common Council. Seconded by Nelson. Motion carried unanimously.

Conditional Use

- a) 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.

**Present:** Tatyanna Williams, Proprietor, Skyi's Playground LLC

**Motion:** Commissioner Seligman moved to close the public hearing. Seconded by Commissioner Storey. Motion carried unanimously.

- 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.

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

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.

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

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.

**Motion:** Commissioner Seligman moved approval. Seconded by Nelson. Motion carried unanimously.

- 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.

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

- 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.

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

- 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.

**Present (virtually):** Dr. Jim Dobies, President and Founder of UrgentVet

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

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.

**Motion:** Commissioner Nelson moved to approve subject to staff comments. Seconded by Storey. Motion carried unanimously.

5. Other Business:

**There was no 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.

**Motion:** Commissioner Storey moved to adjourn until Tuesday September 5, 2023 at 6pm. Seconded by Nelson. Motion carried unanimously. Chairman Mayor Kennedy adjourned the meeting at 7:14pm.

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

**SUBJECT:** Discussion and consideration of site architectural review for the replacement of a two-car detached garage, 714 W Montclair Ave, in a Single-Family Land Use Classification and a R-7 Residence Zoning District, Tax Key Number 162-0249-000.

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

**Meeting:** Planning and Architectural Review Commission

**MEETING DATE:** September 5, 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="#">13.1.30</a>

**LAND DEVELOPMENT REFERENCE:**

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

**BACKGROUND / ANALYSIS:**

The Planning and Architectural Review Commission 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. Staff is currently working on such documents.

The owner of the parcel at 714 W. Montclair, in an R-7 Residential District, is proposing to replace the existing two car garage with a new two care garage. The current garage has a hipped roof, while the proposed new garage will have a gable with the gable facing the street. The location of the garage will be in the same general location as the existing garage. The new garage will meet zoning setbacks for accessory structures with a setback on the east side of the property of 5ft, and the north side of the property with two feet. The proposed sunroom would have a Desert Tan asphalt shingle roof, vinyl siding with a color of James Town blue(blue grey), with white trim, which will match the existing house. The garage door will be a 16-panel door with a mahogany color.

**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 714 W Montclair Ave.

**ATTACHMENTS:**

[Attachment – 714 W Montclair Ave.](#)

**SUBJECT:** Discussion and consideration of a business use for EYM Pizza of Wisconsin, doing business as Pizza Hut, at 5322 N. Port Washington Rd., 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:** September 5, 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:**

EYM Pizza of Wisconsin is a subsidiary of EYM Group, Inc., a restaurant franchising company which manages Denny’s, Kentucky Fried Chicken, Panera Bread, and Pizza Hut franchises in Florida, Georgia, Illinois, Indiana, South Carolina, Texas, and Wisconsin, wishes to open a Pizza Hut franchise in the City. The proposed location is at 5322 N. Port Washington Road in a building which resides on the two parcels of 5312 and 5326 N. Port Washington Road (Tax Key Numbers 197-895-6000 and 197-801-7000) in a B-1 B Business and Commercial District.

The Pizza Hut would use 1,544 square feet of space within the 10,514 square foot structure. A majority of the leased space would be devoted to kitchen and storage space with a small area for customer pickup and a counter for customers to sit and dine if chosen. The restaurant would operate from 10am to 11pm Sundays through Thursdays and 10am to midnight on Fridays and Saturdays with a maximum of five employees present per shift. The applicant intends to renovate and open by December 31, 2023.

**ANALYSIS:**

The B-1 B Business and Commercial District under § 13.1.34(c)(3) allows, “Restaurants: seated dining, full waiting service (no drive-through service).”

**RECOMMENDATION:**

Staff recommends the Plan Commission grant a business use approval for EYM Pizza of Wisconsin, doing business as Pizza Hut at 5322 N. Port Washington Road.

**ACTION REQUESTED:**

Motion to recommend approval for a business use for EYM Pizza of Wisconsin, doing business as Pizza Hut at 5322 N. Port Washington Road.

**ATTACHMENTS:**

1. [Attachments – 5322 N. Port Washington Road – Pizza Hut](#)

**SUBJECT:** Discussion and consideration of a Planned Sign Program amendment for the commercial building, the Barnabas Business Center, at 4650 N. Port Washington Road, in a PD Planned Development District, Tax Key Number 234-8012-000.

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

**Meeting:** Planning and Architectural Review Commission

**MEETING DATE:** September 5, 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="#">§§ 15.6.9-10</a>

**BACKGROUND:**

Section 15.6.9(d-e) of the City of Glendale Code of General Ordinances requires “Office Buildings” and “Retail Establishments and Shopping Centers” with three or more tenants to apply for a Planned Sign Program. Section 15.6.10(a) states, “The intent of the Planned Sign Program is to set forth a theme as to placement, lettering style, color and related design considerations of signs, while at the same time reducing sign clutter.”

A Planned Sign Program for the multitenant Barnabas Business Center has existed since 2012 and to date has been amended at least twice. Cardinal Capital Management, Inc. has owned the Barnabas Business Center under the holding company, CRH-Barnabas, LLC, [since 2017](#) and wishes to revise the property’s Planned Sign Program. The amended Planned Sign Program would allow for the signs desired by new tenant, Learn Behavioral.

**ANALYSIS:**

Approval of the Planned Sign Program as amended would be consistent with past practice of the Plan Commission. However, the Planned Sign Program for this property is inconsistent with the spirit of the policy codified in the Glendale Code of General Ordinances. In the near term, the applicant would like its new tenant to be able to install new signage as soon as possible.

**RECOMMENDATION:**

Staff recommends the applicant return to the Commission in the future with a revised sign program which creates consistency while still allowing flexibility for the various brands of current and future tenants under the spirit of the Planned Sign Program in the Sign Code. Staff further recommends the Planning and Architectural Review Commission grant approval for the

Planned Sign Program as amended, for the Barnabas Business Center at 4650 N. Port Washington Road.

**ACTION REQUESTED:**

Motion to approve the amended Planned Sign Program for the Barnabas Business Center at 4650 N. Port Washington Road.

**ATTACHMENTS:**

1. [Attachments – 4650 N. Port Washington Road - Barnabas](#)