

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

**The Plan Commission Meeting Will be In-Person.**  
**Attendance via ZOOM Virtual Meeting is Available as Well.**

Topic: Plan Commission Meeting  
Time: Sep 14, 2021 06:00 PM Central Time (US and Canada)

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**AGENDA—PLAN COMMISSION MEETING**

Tuesday, September 14, 2021  
6:00 p.m.

1. Roll Call and Pledge of Allegiance.
2. Adoption of Minutes of Meeting held August 10, 2021.
3. New Business:
  - a. Plan Commission Use and Occupancy Review, 5265 North Port Washington Road, The King Crab Shack. Review and approve proposed specialty restaurant use and occupancy.
  - b. Plan Commission Use and Occupancy Review, 6008 North Port Washington Road, Verlo Mattress. Review and approve proposed specialty retail mattress store use and occupancy.
  - c. Plan Commission Planned Sign Program, 6000-6010 North Port Washington Road, Illume Cosmetic Surgery & Medspa Center. Review and approve proposed Planned Sign Program (PSP) for the property.
  - d. Plan Commission Use and Occupancy Review, 1720 West Florist Avenue-Suite 175, Allstate Amusement, LLC. Review and approve proposed amusement games and juke box company office and storage use and occupancy.
  - e. Plan Commission Use and Occupancy Review, 5464 North Port Washington Road, Welcome to Glendale (Glendale Convention, Visitors, and Business Association). Review and approve proposed Visitors Center and Business Association office/services use and occupancy.
  - f. Plan Commission Use and Occupancy Review, 5464 North Port Washington Road, Rosemeyer Management Group. Review and approve proposed financial advisor office and service use and occupancy.

**Continued Next Page.**

### Regular Plan Commission Meeting (Cont.)

- g. Plan Commission Use and Occupancy Review, 4650 North Port Washington Road, Well-MKE, LLC/Embody Yoga. Review and approve proposed Well-MKE/Embody Yoga wellness center alternative healthcare office and services use and occupancy.
- h. Plan Commission Site Plan Review, Tax Parcel 234-8015-002 (100 West River Woods Parkway and West Estabrook Boulevard Environs), Milwaukee Metropolitan Sewerage District (MMSD) NS-3 Facility. Review and approve proposed site plan change to replace existing antenna structure with a 42-foot height antenna structure.
- i. Plan Commission Review, 211 West Bender Road, Lakeside Animal Hospital. Review and approve architectural, site, and landscape plan changes.
- j. Plan Commission Site Plan Review, 6789-6799 North Green Bay Avenue, Lubavitch of Wisconsin/Chabad of Glendale-River Hills. Review and approve proposed fence with sliding gates as a non-substantial alteration to the original Planned Unit Development District project plans.
- k. Specific Implementation Plan, 555 West Estabrook Boulevard, Maglio Companies. Review and approve building architectural, site, and landscape plan changes.
- l. Next Plan Commission Meeting 6:00 p.m., Tuesday, October 5, 2021.

#### 4. Adjournment.

The Regular Plan Commission 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.

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Regular meeting of the City of Glendale Plan Commission convened in the Glendale City Hall Council Chambers, 5909 North Milwaukee River Parkway, and via Zoom.

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

Roll Call: Present: Mayor Bryan Kennedy, Commissioners, Kyle Mack, Fred Cohn, Phillip Bailey, Rachel Rieck, and Amanda Seligman. Absent: Commissioner Cronwell.

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

In accordance with the Open Meeting Law, the North Shore NOW, the City's official newspaper, was advised on Thursday, August 5, 2021, of the date and time of this meeting, the agenda was posted to the official bulletin board of City Hall, the Glendale Police Department, and the North Shore Library; that copies of the agenda were made available to the general public in the Municipal Building and the Police Department, and those persons who requested were sent copies of the agenda.

PLEDGE OF ALLEGIANCE.

The Members of the Plan Commission, City staff, and all those present pledged allegiance to the flag of the United States of America.

MATTERS TO BE CONSIDERED.

**Adoption of Minutes of the July 6, 2021, Plan Commission Meeting.**

Motion by Commissioner Seligman, seconded by Commissioner Mack, to adopt minutes from the July 6, 2021, Plan Commission meeting. Motion carried unanimously.

**6:00 p.m. Public Hearing. Petition to Rezone, 5201 North Port Washington Road (Tax Parcels 196-9000-001). Request submitted by Chick-fil-A to rezone the 5201 North Port Washington Road property from B-1, B District to PD-Planned Unit Development-Chick-fil-A Fast Service Drive-In Service Only District. Presentation and Public Hearing pertaining to the proposed rezoning. Review and Recommend approval to Common Council.**

Chick-fil-A requests to rezone the 5201 North Port Washington Road property to provide for the development of a Chick-fil-A fast service drive-in service only restaurant. The 5201 property is presently zoned B-1, B District and the PD-Planned Unit Development District will specifically permit the proposed Chick-fil-A use and occupancy that will be a fast service drive-in service only restaurant. There will be a single place of ingress-egress to and from the 5201 North Port Washington Road property via the intersection of North Port Washington Road and West Henry Clay Street, and the northerly ingress-egress serving the property will be permanently closed. There are tentative plans for Chick-fil-A to obtain some additional land from the Wisconsin Department of Transportation to improve the alignment of the ingress-egress in relationship to the intersection of North Port Washington Road and West Henry Clay Street, and also building a turning lane from northbound North Port Washington Road west into the Chick-fil-A premises. Lighting height is generally limited to 15 feet.

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Mayor Kennedy opened the public hearing to rezone the 5201 North Port Washington Road property from B-1, B District to PD-Planned Unit Development. Mayor Kennedy asked three times if there was anyone on the Zoom call or at City Hall for public comment. There was no response for public comment.

Motion by Commissioner Rieck, seconded by Commissioner Cohn, to close the public hearing. Motion carried unanimously.

Motion by Commissioner Mack, seconded by Commissioner Rieck, to recommend that the Common Council approve the rezone of the 5201 North Port Washington Road property from B-1, B District to PD-Planned Unit Development-Chick-fil-A Fast Service Drive-In Service Only District. Ayes: Commissioners Mack, Cohn, Bailey, and Rieck. Noes: None. Absent: Commissioner Cronwell. Abstain: Commissioner Seligman. Motion carried.

Commissioner Cohn questioned whether Chick-fil-A obtained additional land from the State of Wisconsin. Administrator Safstrom stated Chick-fil-A is working on a process to acquire the land with the State of Wisconsin. Commissioner Cohn questioned whether the turning lane from northbound North Port Washington Road west into Chick-fil-A will be controlled with a turn arrow. Administrator Safstrom stated that is something the City Engineer will be looking into. Mr. Jason Hill representing Chick-fil-A was also present for the public hearing. Mr. Hill stated he will work with the City Engineer regarding the turn arrow.

**6:00 p.m. Public Hearing. Conditional Use Permit, 4400 North Green Bay Avenue (Tax Parcel 243-9003-000). Request submitted by Trierweiler Construction for a Conditional Use Permit to operate a construction yard there for about three years (during the term of the Interstate 43 reconstruction project) that will include a ready-mix concrete facility and storage of related materials and equipment. Presentation to the Plan Commission, public hearing, review, and approval.**

Trierweiler Construction requests Plan Commission grant of approval of a Conditional Use Permit to operate a ready-mix concrete plant with associated parking of employees and storage of materials and equipment related to the Interstate Highway 43 reconstruction project that will commence after Labor Day and will continue for about the following three years per the Wisconsin Department of Transportation project plans.

Mr. Stuebe stated staff recommends the Plan Commission grant approval for Trierweiler Construction to operate the ready-mix plant and related site operations for the duration subject to periodic review by the Plan Commission at the discretion and will of the Plan Commission. Staff have advocated for a fence enclosure and that the site be secured each day to prevent dumping at the larger site, as the site has been maintained for quite some time.

Mr. Nick Petit with Trierweiler Construction was present for the public hearing. Mr. Petit stated Trierweiler's construction would start in October of 2021 and run through December of 2023.

Commissioner Seligman questioned how wastewater will be handled on site. Mr. Petit described how wastewater will be contained in washout bays. Commissioner Seligman asked if wastewater will be trucked away rather than spilled on the ground. Mr. Petit stated that is correct.

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Commissioner Cohn asked if specific routes will be used to access I-43 and how road debris will be addressed. Mr. Petit stated trucks leaving the site will take North Green Bay Avenue to Capitol Drive to access I-43. Tracking pads will be built to minimize road debris and a street sweeper will be used to clean up any debris that gets onto the roadway.

Mayor Kennedy opened the public hearing. Mayor Kennedy asked three times if there was anyone on the Zoom call or at City Hall for public comment. There was no response for public comment.

Motion by Commissioner Mack, seconded by Commissioner Seligman, to close the public hearing. Motion carried unanimously.

Motion by Commissioner Cohn, seconded by Commissioner Mack, to grant approval of the Conditional Use Permit for Treirweiler Construction to operate a construction yard at 4400 North Green Bay Avenue for about three years (during the term of the Interstate 43 reconstruction project) that will include a ready-mix concrete facility and storage of related materials and equipment. Motion carried unanimously.

**6:00 p.m. Public Hearing. Conditional Use Permit, 6803 North Green Bay Avenue (Tax Parcel 126-8988-000). Request submitted by Mocha Beauty, Incorporated, for a Conditional Use Permit to operate a Mocha Beauty Suites that will include beauty salon and related services provided by licensed practitioners in partitioned sublet suites, as well as accessory retail sales of beauty products. Presentation to the Plan Commission, public hearing, review, and approval.**

Mocha Beauty, Incorporated, seeks Plan Commission grant of use and occupancy approval, for the Mocha Beauty Suites, a multiple licensed practitioner beauty salon (hair, nails, body and skin care, lash extensions, as well as permanent make-up) that leases individual salon suites to licensed practitioners. Mocha proposes a single wall sign with the text “Mocha Beauty Suites”. The proposed sign is a change away from the established Glendale Square signage theme. Although there is substantial discussion of practitioner signage in the submittal materials, the proposed sign is the only sign permitted to the Mocha Beauty Suites tenant space per the Glendale Sign Code.

Mr. Stuebe stated staff recommends the Plan Commission grant approval for Mocha Beauty, Incorporated to obtain building permits, and to operate Mocha Beauty Suites, as well as use and occupancy approval as a multiple licensed practitioner beauty salon (hair, nails, body and skin care, lash extensions, as well as permanent make-up), with the final signage design acceptable to the Plan Commission.

Ms. Megan Jackson, owner of Mocha Beauty, Incorporated, was present for the public hearing. Mayor Kennedy asked Mr. Stuebe why the conditional use permit is being proposed. Mr. Stuebe stated when the item was initially brought to staff there were other practices thought to possibly be included in it, and it was unusual to have such a wide variety of services in one tenant space.

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Commissioner Mack asked Mr. Stuebe if this is in the same space as the daycare that was before the Plan Commission at a previous meeting. Mr. Stuebe stated Mocha Beauty Suites is immediately north of the daycare space.

Commissioner Seligman raised the question if waste products, chemicals, or odors could potentially interfere with the children next door. Ms. Jackson stated they are installing an extensive ventilation system with fumes discharged outside. Commissioner Seligman questioned where the fumes will be discharged as the daycare's play area is to the south of the building. Ms. Jackson stated the fumes will be discharged to the west.

Commissioner Mack questioned if each practitioner needs to obtain their own certificate of occupancy. Ms. Jackson clarified that the occupancy will be for the business, and as the owner of the business, she will be responsible for verifying each practitioner has the proper state licensing.

Mayor Kennedy opened the public hearing. Mayor Kennedy asked three times if there was anyone on the Zoom call or at City Hall for public comment. There was no response for public comment.

Motion by Commissioner Seligman, seconded by Commissioner Bailey, to close the public hearing. Motion carried unanimously.

Motion by Commissioner Seligman, seconded by Commissioner Cohn, to approve the Conditional Use Permit for Mocha Beauty, Incorporated to operate Mocha Beauty Suites at 6803 North Green Bay Avenue as a multiple licensed practitioner beauty salon (hair, nails, body and skin care, lash extensions, as well as permanent make up). Motion carried unanimously.

**Plan Commission Signage Review (Institutional Use), 7787 North Port Washington Road, St. John's Lutheran Church and School. Review and approve proposed monument sign with Electronic Message Center to replace existing monument sign.**

The signage proposal is to replace the existing southern monument sign at St. John's Lutheran Church & School at 7877 North Port Washington Road. Signage within the Special (Institutional) District is required to be reviewed and approved by the Plan Commission.

The proposed monument sign includes a top cabinet that is a conventional internally lit sign, and the lower cabinet is an electronic message center (EMC). The EMC includes full color and is programable as to messages and brightness of display. The proposed signage will utilize the existing stone base in the original location.

Mr. Stuebe stated staff recommends approval of the EMC with a minimum seven (7) second message display (non-scrolling, non-action) with a transition time between messages of less than one second. Mr. Stuebe stated staff do not have any objection to the proposed monument sign but noted the Plan Commission has review authority over all signage in special or institutional districts. Mr. Stuebe stated the Plan Commission will need to decide the timing of the display of the static messages. Typical message display timing is five to seven seconds with a minimum of one second for the image to change.

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Mr. Mike McDonald from Lemberg Electric was present via Zoom. Mr. McDonald stated that Pastor Dan Schneider of St. John's Lutheran Church would like to use the electronic sign to advertise items for the church and community.

Motion by Commissioner Rieck, seconded by Commissioner Mack, to approve the electronic message center at St. John's Lutheran Church, 7877 North Port Washington Road, with a minimum seven (7) second message display (non-scrolling, non-action) with a transition time between messages of less than one second. Motion carried unanimously.

**Sign Appeal (monument) and change to fuel area canopy design, 7156 North Green Bay Avenue, Mobil Mart. Review and approve proposed change to canopy design related to fuel brand, as well as request to add a quick service fried chicken restaurant signage element.**

The Mobil Mart at 7156 North Green Bay Avenue is changing to BP fuel and brand image. The proposed changes that require Plan Commission review and approval are the request to include Chester's Chicken within the monument sign, and the change of the canopy to a BP design scheme. The overall measurements of the sign will not change from those of the existing sign. The proposed canopy is a flat surface BP brand color design without any lighting. The other changes that do not require any formal Plan Commission review include the changing of the pumps to BP brand image and the replacement of the Mobil Mart sign with a ToGo sign to guide patrons in.

Mr. Stuebe stated the Plan Commission will need to take action on the proposed canopy design changes. The addition of the Chester's Chicken component to the monument sign is a variance the Commission will need to decide.

Mr. Nick Dziekan from Title Town Oil was also present for the meeting.

Motion by Commissioner Cohn, seconded by Commissioner Bailey, to approve the canopy design change and branding at 7156 North Green Bay Avenue as well as approve the sign appeal to include Chester's Chicken. Motion carried unanimously.

**Certified Survey Map, Glendale Partners, LLC (Brian Monroe), 4205 North Port Washington Road. Review/approve proposed change to Certified Survey Map (CSM) to attach a nominal land area from the property to the north to the Glendale Partners, LLC, property, as well as to include two outlot land areas, and allowing use of the 4205 property as an ingress-egress to the property to the north.**

Glendale Partners, LLC, returns to the Plan Commission with a request for multiple refinements to the previously approved Certified Survey Map (CSM). The requested changes include adding a nominal land area from the property to the north, allowing an ingress-egress easement over the Glendale Partners ingress-egress lane, and two outlots, one of which is contemplated to provide for a mobile wireless antenna structure, the other which is contemplated as a billboard placement.

The proposal for the two outlots has been framed as future site elements that the property owner will come back to the City of Glendale in the future for City of Glendale reviews and approvals. Staff do not object to the proposed addition of a nominal land area to the Glendale Partners, LLC, property from the property to the north. The proposed ingress-egress easement is

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not anticipated to be problematic in terms of the overall functionality of either of the two properties or in relation to North Port Washington Road.

Mr. Brian Monroe representing Glendale Partners was also present for the meeting.

Motion by Commissioner Rieck, seconded by Commissioner Mack, to recommend that the Common Council approve the Certified Survey Map with the requirement of payment of the City of Glendale administrative fee, making any required legal and/or technical corrections, and payment of City Attorney and/or Engineer CSM review fees. Motion carried unanimously.

**Plan Commission Use and Occupancy Review, 202 West Olive Street, Midwest Refrigerated Services (Midwest Refrigerated Milwaukee, Incorporated). Review and approve proposed packaging, warehouse, and distribution center use and occupancy.**

Midwest Refrigerated Services is a growing Elkhorn, Wisconsin based business that seeks Plan Commission approval to use and occupy the 202 West Olive Street warehouse building for repackaging, storage, and distribution purposes. Midwest contemplates less than five truck trips per day.

Mr. Stuebe stated staff recommends the Plan Commission grant approval for Midwest Refrigerated Services to use and occupy the 202 West Olive Street warehouse building for the proposed repackaging, storage, and distribution purposes.

Mr. Steve Kast representing Midwest Refrigerating Services was present for the meeting. Mr. Kast stated they will be the only tenant in the building and noted the warehouse will be a dry warehouse.

Motion by Commissioner Mack, seconded by Commissioner Cohn, to grant approval for Midwest Refrigerated Services to use and occupy 202 West Olive Street warehouse building for the proposed repackaging, storage, and distribution purposes. Motion carried unanimously.

**Plan Commission Use and Occupancy Review, 7929 North Port Washington Road, Buting, Williams & Stilling, S.C. Review and approve proposed law firm use and occupancy.**

Dudley Williams has been practicing law at 6165 North Green Bay Avenue in the City of Glendale, Wisconsin. Now, the Buting, Williams & Stilling Law Firm requests that the Plan Commission grant use and occupancy approval for the law firm in the Worth multi-tenant building located at 7929 North Port Washington Road.

Mr. Stuebe stated staff recommends that the Plan Commission grant approval for the Buting, Williams & Stilling, S.C., law firm to use and occupy the tenant space located within the Worth building at 7929 North Port Washington Road.

Attorney Dudley Williams with Buting, Williams & Stilling, S.C. was also present for the meeting.



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Motion by Commissioner Mack, seconded by Commissioner Seligman, to grant approval for the Buting, Williams & Stilling, S.C., law firm to use and occupy the tenant space located within the Worth Building located at 7929 North Port Washington Road. Motion carried unanimously.

**Plan Commission Review, 6030 North Green Bay Avenue, Lupient KIA. Review and approve proposed KIA brand façade enhancements.**

Lupient KIA, located at 6030 North Green Bay Avenue, returns to the Plan Commission following July's Plan Commission review of the concept plan for the proposed changes to the existing dealership façade from what had been Infiniti brand façade elements to KIA brand façade elements. Proposed changes include modifying the Infiniti "sail" element, making it flat, somewhat reducing the height, and utilizing black spandrel glass rather than the existing fritted glass. Other changes include installing black metal panels above the service doors in place of the existing silver metal panels. The natural stone that surrounds the front entrance will remain unpainted. Signage will be silver rather than red

Mr. Stuebe stated staff recommends that the Plan Commission grant approval of the proposed changes to the architectural elements to facilitate the transformation of the building from the Infiniti brand to the KIA brand.

Attorney Brian Randall representing Lupient Kia was also present for the meeting.

Motion by Commissioner Mack, seconded by Commissioner Rieck, to approve the KIA brand façade enhancements at 6030 North Green Bay Avenue. Motion carried unanimously.

**Plan Commission Review, 309 West Silver Spring Drive, Milwaukee Rug Company (former Med-Alliance). Review and approve proposed changes to front and rear building facades and modest site plan changes, as well as use and occupancy for a specialty rug sales and service business.**

309 Silver Spring, LLC acquired the 309 West Silver Spring property. Milwaukee Rug Company seeks Plan Commission grant of approval to make architectural changes to the front and rear building façades and modest site plan changes, as well as use and occupancy approval, for the Milwaukee Rug Company, a specialty retail rug sales and service store, at 309 West Silver Spring Drive.

Mr. Stuebe stated staff recommends that the Plan Commission grant approval of the proposed changes to the architectural elements to facilitate the transformation of the building and grounds for use and occupancy by the Milwaukee Rug Company.

Mr. Michael Peine, architect for the project, and property owner Hamid Dehbod were also present for the meeting.

Motion by Commissioner Seligman, seconded by Commissioner Mack, to grant approval of the changes to architectural elements to facilitate the transformation of the building and grounds for use and occupancy by the Milwaukee Rug Company as a specialty retail rug sales and service store. Motion carried unanimously.

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**Next Plan Commission Meeting.**

Commissioner Seligman noted the next regularly scheduled Plan Commission for Tuesday, September 7, 2021, takes place during Rosh Hashanah.

Motion by Commissioner Seligman, seconded by Commissioner Cohn, to move the next Plan Commission meeting to Tuesday, September 14, 2021, at 6:00 PM. Motion carried unanimously.

**ADJOURNMENT.**

There being no further business, motion was made by Commissioner Mack, seconded by Commissioner Cohn, to adjourn the meeting. Motion carried and adjournment of the Plan Commission was ordered at 6:43 p.m., until Tuesday, September 14, 2021, at 6:00 p.m.

Nicole Maurer, Deputy Clerk/Treasurer

Recorded: August 10, 2021



**SUBJECT:** Plan Commission Agenda, Item 3a  
Plan Commission Use and Occupancy Review, 5265 North Port Washington Road, The King Crab Shack. Review and approve proposed specialty restaurant use and occupancy.

**FROM:** Todd Stuebe, Dir. of Community Development

**MEETING DATE:** September 14, 2021

**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

Wisconsin Statutes:	N/A
Municipal Code:	N/A

**BACKGROUND/ANALYSIS:**

The King Crab Shack proposes to operate at 5265 North Port Washington Road in the building previously occupied by Perkin’s Restaurant and Bakery.

**RECOMMENDATION:**

Staff recommends that the Plan Commission grant use and occupancy approval for The King Crab Shack to use and occupy the building located at 5265 North Port Washington Road as a specialty seafood restaurant per the presented materials, with the following requirements:

- 1) Common Council approval of a license is required for sale of beer and wine;
- 2) Signs require a Sign Permit per the approved Planned Sign Program and Glendale Sign Code;
- 3) Dumpster enclosure(s) per 13.1.144 of the Zoning Code;
- 4) All landscaping and lighting features being maintained and replaced and/or replenished whenever necessary pursuant to tenant/owner lease responsibilities;
- 5) All City of Glendale building, fire, and health codes being carried out to the satisfaction of the Building Inspector, North Shore Fire Department, and North Shore Health Consortium;
- 6) Compliance with State of Wisconsin requirements for ADA parking.

**ACTION REQUESTED:**

As above.

**ATTACHMENTS:**

[The King Crab Shack submittal materials.](#)



**SUBJECT:** Plan Commission Agenda, Item 3b  
Plan Commission Use and Occupancy Review, 6008 North Port Washington Road, Verlo Mattress. Review and approve proposed specialty retail mattress store use and occupancy.

**FROM:** Todd Stuebe, Dir. of Community Development

**MEETING DATE:** September 14, 2021

**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

Wisconsin Statutes:	N/A
Municipal Code:	N/A

**BACKGROUND/ANALYSIS:**

Verlo Mattress proposes to operate at 6008 North Port Washington Road in the building that is being reimaged as the Illume Cosmetic Surgery and Medspa Center. Verlo has previously operated within the City of Glendale having previously been located within the space that is now occupied by The Board Game Barrister.

**RECOMMENDATION:**

Staff recommends that the Plan Commission grant use and occupancy approval for Verlo Mattress to use and occupy the tenant space located at 6008 North Port Washington Road as a retail specialty mattress store per the presented materials, with the following requirements:

- 1) Signs require a Sign Permit per the approved Planned Sign Program and Glendale Sign Code (Refer to Item 3c below);
- 2) Dumpster enclosure(s) per 13.1.144 of the Zoning Code;
- 3) All landscaping and lighting features being maintained and replaced and/or replenished whenever necessary pursuant to tenant/owner lease responsibilities;
- 4) All City of Glendale building, fire, and health codes being carried out to the satisfaction of the Building Inspector, North Shore Fire Department, and North Shore Health Consortium;
- 5) Compliance with State of Wisconsin requirements for ADA parking.

**ACTION REQUESTED:**

As above.

**ATTACHMENTS:**

[Verlo Mattress submittal materials.](#)



**SUBJECT:** Plan Commission Agenda, Item 3c  
Plan Commission Planned Sign Program, 6000-6010 North Port Washington Road, Illume Cosmetic Surgery & Medspa Center.  
Review and approve proposed Planned Sign Program (PSP) for the property.

**FROM:** Todd Stuebe, Dir. of Community Development

**MEETING DATE:** September 14, 2021

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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:	N/A

**BACKGROUND/ANALYSIS:**

The Illume Cosmetic Surgery and Medspa Center building renovations and use and occupancy were previously approved by the Plan Commission. Illume has submitted a proposed Planned Sign Program (PSP) for the building.

**RECOMMENDATION:**

Staff recommends that the Plan Commission grant approval of the Planned Sign Program (PSP) for the building at 6000-6010 North Port Washington Road.

**ACTION REQUESTED:**

As above.

**ATTACHMENTS:**

[Illume Cosmetic Surgery and Medspa Center submittal materials.](#)



**SUBJECT:** Plan Commission Agenda, Item 3d  
Plan Commission Use and Occupancy Review, 1720 West Florist Avenue-Suite 175, Allstate Amusement, LLC. Review and approve proposed amusement games and juke box company office and storage use and occupancy.

**FROM:** Todd Stuebe, Dir. of Community Development

**MEETING DATE:** September 14, 2021

**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

Wisconsin Statutes:	N/A
Municipal Code:	N/A

**BACKGROUND/ANALYSIS:**

Allstate Amusement, LLC, proposes to use and occupy a tenant space located at 1720 West Florist Avenue, Suite 175, as an office and for storage.

**RECOMMENDATION:**

Staff recommends that the Plan Commission grant use and occupancy approval for Allstate Amusement, LLC, to use and occupy the tenant space located at 1720 West Florist Avenue as an office and for storage, with the following requirements:

- 1) Signs require a Sign Permit;
- 2) Dumpster enclosure(s) per 13.1.144 of the Zoning Code;
- 3) All landscaping and lighting features being maintained and replaced and/or replenished whenever necessary pursuant to tenant/owner lease responsibilities;
- 4) All City of Glendale building, fire, and health codes being carried out to the satisfaction of the Building Inspector, North Shore Fire Department, and North Shore Health Consortium;
- 5) Compliance with State of Wisconsin requirements for ADA parking.

**ACTION REQUESTED:**

As above.

**ATTACHMENTS:**

[Allstate Amusement, LLC, submittal materials.](#)



**SUBJECT:** Plan Commission Agenda, Item 3e  
Plan Commission Use and Occupancy Review, 5464 North Port Washington Road, Welcome to Glendale (Glendale Convention, Visitors, and Business Association). Review and approve proposed Visitors Center and Business Association office/services use and occupancy.

**FROM:** Todd Stuebe, Dir. of Community Development

**MEETING DATE:** September 14, 2021

**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

Wisconsin Statutes:	N/A
Municipal Code:	N/A

**BACKGROUND/ANALYSIS:**

Welcome to Glendale (Glendale Convention, Visitors, and Business Association), proposes to use and occupy a tenant space located at 5464 North Port Washington Road, as an office and to serve its members.

**RECOMMENDATION:**

Staff recommends that the Plan Commission grant use and occupancy approval for Welcome to Glendale (Glendale Convention, Visitors, and Business Association) to use and occupy the tenant space located at 5464 North Port Washington Road as an office and to serve its members, with the following requirements:

- 1) Signs require a Sign Permit;
- 2) Dumpster enclosure(s) per 13.1.144 of the Zoning Code;
- 3) All landscaping and lighting features being maintained and replaced and/or replenished whenever necessary pursuant to tenant/owner lease responsibilities;
- 4) All City of Glendale building, fire, and health codes being carried out to the satisfaction of the Building Inspector, North Shore Fire Department, and North Shore Health Consortium;
- 5) Compliance with State of Wisconsin requirements for ADA parking.

**ACTION REQUESTED:**

As above.

**ATTACHMENTS:**

[Welcome to Glendale submittal materials.](#)



**SUBJECT:** Plan Commission Agenda, Item 3f  
Plan Commission Use and Occupancy Review, 5464 North Port Washington Road, Rosemeyer Management Group. Review and approve proposed financial advisor office and service use and occupancy.

**FROM:** Todd Stuebe, Dir. of Community Development

**MEETING DATE:** September 14, 2021

**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

Wisconsin Statutes:	N/A
Municipal Code:	N/A

**BACKGROUND/ANALYSIS:**

Rosemeyer Management Group proposes to use and occupy a tenant space located at 5464 North Port Washington Road, as a financial advisor office and service business.

**RECOMMENDATION:**

Staff recommends that the Plan Commission grant use and occupancy approval for Rosemeyer Management Group to use and occupy the tenant space located at 5464 North Port Washington Road as financial advisor and service business, with the following requirements:

- 1) Signs require a Sign Permit;
- 2) Dumpster enclosure(s) per 13.1.144 of the Zoning Code;
- 3) All landscaping and lighting features being maintained and replaced and/or replenished whenever necessary pursuant to tenant/owner lease responsibilities;
- 4) All City of Glendale building, fire, and health codes being carried out to the satisfaction of the Building Inspector, North Shore Fire Department, and North Shore Health Consortium;
- 5) Compliance with State of Wisconsin requirements for ADA parking.

**ACTION REQUESTED:**

As above.

**ATTACHMENTS:**

[Rosemeyer Management Group submittal materials.](#)





**SUBJECT:** Plan Commission Agenda, Item 3g  
Plan Commission Use and Occupancy Review, 4650 North Port Washington Road, Well-MKE, LLC/Embody Yoga. Review and approve proposed Well-MKE/Embody Yoga use and occupancy.

**FROM:** Todd Stuebe, Dir. of Community Development

**MEETING DATE:** September 14, 2021

**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

Wisconsin Statutes:	N/A
Municipal Code:	N/A

**BACKGROUND/ANALYSIS:**

Well-MKE, LLC/Embody Yoga proposes to use and occupy a tenant space located at 4650 North Port Washington Road, as a wellness focused alternative healthcare office and services business.

**RECOMMENDATION:**

Staff recommends that the Plan Commission grant use and occupancy approval for Well-MKE/Embody Yoga to use and occupy the tenant space located at 4650 North Port Washington Road as wellness focused alternative healthcare office and services business, with the following requirements:

- 1) Signs require a Sign Permit per the Planned Sign Program;
- 2) Dumpster enclosure(s) per 13.1.144 of the Zoning Code;
- 3) All landscaping and lighting features being maintained and replaced and/or replenished whenever necessary pursuant to tenant/owner lease responsibilities;
- 4) All City of Glendale building, fire, and health codes being carried out to the satisfaction of the Building Inspector, North Shore Fire Department, and North Shore Health Consortium;
- 5) Compliance with State of Wisconsin requirements for ADA parking.

**ACTION REQUESTED:**

As above.

**ATTACHMENTS:**

[Well-MKE/Embody Yoga submittal materials.](#)



**SUBJECT:** Plan Commission Agenda, Item 3h  
Plan Commission Site Plan Review, Tax Parcel 234-8015-002 (100 West River Woods Parkway and West Estabrook Boulevard Environs), Milwaukee Metropolitan Sewerage District (MMSD) NS-3 Facility. Review and approve proposed site plan change to replace existing antenna structure with a 42-foot height antenna structure.

**FROM:** Todd Stuebe, Dir. of Community Development

**MEETING DATE:** September 14, 2021

**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

Wisconsin Statutes:	N/A
Municipal Code:	N/A

**BACKGROUND/ANALYSIS:**

The Milwaukee Metropolitan Sewerage District (MMSD) proposes to install an antenna structure to replace the existing antenna structure. The proposed antenna structure will be moved to the west and will be about 42-feet in height. MMSD has indicated that they are agreeable to installing a metal antenna pole that will be consistent with the Heartis North Shore improvements.

**RECOMMENDATION:**

Staff recommends that the Plan Commission grant approval of the proposed antenna structure placement and height so as to improve the reliability of the communications required for MMSD to reliably operate and monitor its facilities, with the following requirements:

- 1) All City of Glendale building, fire, and health codes being carried out to the satisfaction of the Building Inspector, North Shore Fire Department, and North Shore Health Consortium;

**ACTION REQUESTED:**

As above.

**ATTACHMENTS:**

[MMSD submittal materials.](#)



**SUBJECT:** Plan Commission Agenda, Item 3i  
Plan Commission Review, 211 West Bender Road, Lakeside Animal Hospital. Review and approve architectural, site, and landscape plan changes.

**FROM:** Todd Stuebe, Dir. of Community Development

**MEETING DATE:** September 14, 2021

**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

Wisconsin Statutes:	N/A
Municipal Code:	N/A

**BACKGROUND/ANALYSIS:**

Lakeside Animal Hospital proposes to make architectural changes to the building. The changes to the building, included with the submittal materials, are being supported with proposed improvements to pavement and miscellaneous landscape features and items.

**RECOMMENDATION:**

Staff recommends that the Plan Commission grant approval of the proposed changes to the exterior of the Lakeside Animal Hospital building and grounds with the following requirements:

- 1) Signs require a Sign Permit;
- 2) Dumpster enclosure(s) per 13.1.144 of the Zoning Code;
- 3) All landscaping and lighting features being maintained and replaced and/or replenished whenever necessary pursuant to tenant/owner lease responsibilities;
- 4) All City of Glendale building, fire, and health codes being carried out to the satisfaction of the Building Inspector, North Shore Fire Department, and North Shore Health Consortium;
- 5) Compliance with State of Wisconsin requirements for ADA parking.

**ACTION REQUESTED:**

As above.

**ATTACHMENTS:**

[Lakeside Animal Hospital submittal materials.](#)



**SUBJECT:** Plan Commission Agenda, Item 3j  
Plan Commission Site Plan Review, 6789-6799 North Green Bay Avenue, Lubavitch of Wisconsin/Chabad of Glendale-River Hills. Review and approve proposed fence with sliding gates as a non-substantial alteration to the original Planned Unit Development District project plans.

**FROM:** Todd Stuebe, Dir. of Community Development

**MEETING DATE:** September 14, 2021

**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

Wisconsin Statutes:	N/A
Municipal Code:	N/A

**BACKGROUND/ANALYSIS:**

Chabad Glendale-River Hills proposes a fence enclosure with rolling gates at the southwest corner of the property (Refer to concept submittal) to improve security.

**RECOMMENDATION:**

Staff recommends that the Plan Commission find that the proposed fence with rolling gates will be a non-substantial change to the original project plans such that a permit may be obtained to install the fence. The proposed fence will be epoxy coated (typically black or green) and will include aesthetically attractive slats to reduce visibility and increase security within the enclosed space. The rolling gates will allow for vehicle and truck access as necessary to serve the property:

- 1) All City of Glendale building, fire, and health codes being carried out to the satisfaction of the Building Inspector, North Shore Fire Department, and North Shore Health Consortium;
- 2) Obtain a City of Glendale Fence Permit.

**ACTION REQUESTED:**

As above.

**ATTACHMENTS:**

[Lubavitch of Wisconsin/Chabad of Glendale-River Hills fence concept submittal materials.](#)



**SUBJECT:** Plan Commission Agenda, Item 3k  
Specific Implementation Plan, 555 West Estabrook Boulevard, Maglio Companies. Review and approve building architectural, site, and landscape plan changes.

**FROM:** Todd Stuebe, Dir. of Community Development

**MEETING DATE:** September 14, 2021

**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

Wisconsin Statutes:	N/A
Municipal Code:	N/A

**BACKGROUND/ANALYSIS:**

In order to complete the rezone process to PD-Planned Unit Development District Plan Commission review and approval of the Specific Improvement Plan is a requirement. Maglio proposes nominal changes to the existing building and grounds, including painting the window trim red, installing a privacy screen for the employee patio space within the south side yard, and two signs that are modest variations of the signage that Forrer Business Interiors had previously at 555 West Estabrook Boulevard.

**RECOMMENDATION:**

Staff recommends that the Plan Commission grant approval of the Specific Implementation Plan with the following requirements:

- 1) Signs require a Sign Permit;
- 2) Dumpster enclosure(s) per 13.1.144 of the Zoning Code;
- 3) All landscaping and lighting features being maintained and replaced and/or replenished whenever necessary pursuant to tenant/owner lease responsibilities;
- 4) All City of Glendale building, fire, and health codes being carried out to the satisfaction of the Building Inspector, North Shore Fire Department, and North Shore Health Consortium;
- 5) Compliance with State of Wisconsin requirements for ADA parking.

**ACTION REQUESTED:**

As above.

**ATTACHMENTS:**

[Maglio Companies submittal materials.](#)