

CITY OF GLENDALE — PLAN COMMISSION
September 14, 2021

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 Shauntay Nelson, Karn Cronwell, Fred Cohn, Ryan Atwood, and Amanda Seligman. Absent: Commissioners Phillip Bailey and Rachel Rieck.

Other Officials Present: Rachel Safstrom, City Administrator; Todd M. Stuebe, Director of Community Development; Nicole Maurer, Deputy Clerk/Treasurer.

In accordance with the Open Meeting Law, the North Shore NOW, the City's official newspaper, was advised on Thursday, September 9, 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 August 10, 2021, Plan Commission Meeting.

Motion was made by Commissioner Seligman, seconded by Commissioner Cohn, to adopt minutes from the August 10, 2021, Plan Commission meeting. Motion carried unanimously.

Plan Commission Use and Occupancy Review, 5265 North Port Washington Road, The King Crab Shack. Review and approve proposed specialty restaurant use and occupancy.

The King Crab Shack proposes to operate at 5265 North Port Washington Road in the building previously occupied by Perkin's Restaurant and Bakery. Mr. Stuebe stated staff recommends that the Plan Commission grant use and occupancy approval for The King Crab Shack to use and occupy the building as a specialty seafood restaurant.

Applicant Ms. Tien Ngo was present for the meeting. Mr. Andy Tran was also present to speak on Ms. Ngo's behalf due to a language barrier. Mr. Tran stated The King Crab Shack has two locations in Milwaukee. The businesses are doing well and they would like to expand to Glendale.

Motion was made by Commissioner Cohn, seconded by Commissioner Seligman, to grant use and occupancy approval for The King Crab Shack to use and occupy the building 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

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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. Motion carried unanimously.

Plan Commission Use and Occupancy Review, 6008 North Port Washington Road, Verlo Mattress. Review and approve proposed specialty retail mattress store use and occupancy.

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.

Mr. Stuebe stated staff recommends use and occupancy approval for Verlo Mattress to use and occupy the tenant space at 6008 North Port Washington Road as a specialty retail mattress store with five standard requirements.

Mr. Tom Metz representing Verlo was present via Zoom. Mr. Metz stated Verlo's previous location in Glendale was not ideal and they let the lease lapse. Mr. Metz stated the space at 6008 North Port Washington Road is a great location and with the great market he expects Verlo to be successful.

Commissioner Atwood asked if there is a specific range of mattresses Verlo specializes in. Mr. Metz stated the mattresses range from low to high end and noted the space will be a retail location only.

Motion was made by Commissioner Cronwell, seconded by Commissioner Nelson, to grant use and occupancy approval for Verlo Mattress to use and occupy the tenant space 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 Plan Sign Program and Glendale Sign Code; 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. Motion carried unanimously.

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.

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.

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Mr. Stuebe stated the building is currently being renovated for the Illume Cosmetic Surgery & Medspa Center. Mr. Stuebe stated the existing pylon sign will be converted from what was formerly Pier One Center to Illume and there will also be a place for the three basement tenants to have presence on the façade of the building. Mr. Stuebe stated staff recommends that the Plan Commission grant approval of the Planned Sign Program.

Ms. Blair Benes with Poblocki Sign Company was present for the meeting.

Commissioner Cohn noted the only sign out front would be the Illume pylon sign. Commissioner Cohn questioned if there are plans to have any other monument signs. Ms. Benes stated the only freestanding sign would be Illume's.

Commissioner Cronwell stated the design of the new Illume sign is a vast improvement of the former existing sign but noted the new Illume sign does not include any wooden features and questioned why the design is different from the rest of the building. Ms. Benes stated the design is consistent with the branding they have done at other locations. The black and gold bounce brightly off the branded blue and it is clean and modern. Ms. Benes stated there are no plans to include wood in the signage itself.

Motion was made by Commissioner Cohn, seconded by Commissioner Seligman to approve the Planned Signed Program for the building at 6000-6010 North Port Washington Road. Motion carried unanimously.

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.

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.

Mr. Stuebe stated 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 five requirements.

Mr. Amit Vadsaria, owner of Allstate Amusement, was present via Zoom. Mr. Vadsaria stated Allstate Amusement will distribute and lease amusement games and juke boxes to businesses. The space at 1720 West Florist Avenue will be used as an office and warehouse for equipment storage. The space will be utilized by employees only.

Commissioner Atwood asked how many employees are in the company. Mr. Vadsaria stated there are four employees. Mr. Vadsaria advised the business operates in several other states and he would like to expand to Wisconsin as there is a good market.

Motion was made by Commissioner Cronwell, seconded by Commissioner Seligman, to 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

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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. Motion carried unanimously.

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.

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.

Mr. Stuebe stated staff recommends that the Plan Commission grant use and occupancy approval.

Ms. Ann Dueser, Executive Director of Welcome to Glendale, was present via Zoom. Ms. Dueser stated the space will serve as Glendale's Visitors Center and as a headquarters for the Glendale-Area Business Association (GABA).

Commissioner Seligman noted the signs on the building appear inharmonious and asked staff if there are regulations regarding harmonious signage. Mr. Stuebe stated all signage shown in the meeting packet are part of the existing sign program for the building.

Motion was made by Commissioner Nelson, seconded by Commissioner Cronwell to grant use and occupancy approval for Welcome to Glendale (Glendale Convention, Visitors and Business Association) to use and occupy the tenant space 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. Motion carried unanimously.

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.

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.

Mr. Stuebe stated 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 five requirements.

Ms. Patti Eggers and Mr. Carter Klaas were present via Zoom. Ms. Eggers stated Rosemeyer Management Group is a financial advisory office out of Platteville, Wisconsin. Mr.

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Klaas will be the financial advisor at the new satellite location in Glendale. Rosemeyer has ten employees in four locations.

Mayor Kennedy asked Mr. Klaas if he will be the only employee in the building. Mr. Klaas stated he will be the only employee in the building and the office will be open by appointment only.

Motion was made by Commissioner Cohn, seconded by Commissioner Atwood, to 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 services 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. Motion carried unanimously.

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.

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.

Mr. Stuebe stated 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 five requirements.

Mr. Jim Voelz and Ms. Joanna Brooks were present for the meeting. Mr. Voelz and Ms. Brooks provided an overview of the business concept with Embody Yoga being a sub tenant of Well-MKE, LLC. Mr. Voelz stated Embody Yoga will be the anchor tenant in suite 180. Mr. Voelz stated he envisions suite 160 to be used by different types of wellness, health, and self-care businesses in the future.

Commissioner Cohn asked if new businesses will be created to utilize the open space in suite 160. Mr. Voelz stated they want to attract existing businesses that are in the health/wellness area of services and bring them in under the Well-MKE umbrella. Commissioner Cohn asked staff if individual businesses will need to come before the Plan Commission. Mr. Stuebe stated they will not if they are included in Well-MKE's umbrella and noted each practitioner would need to be licensed.

Commissioner Seligman asked if the sub-tenants will be taking spaces within the suite or just coming in to offer classes. Mr. Voelz stated they will come in as permanent members and noted that Well-MKE will build out the space as tenants come in.

Commissioner Seligman asked how many people are expected to come in. Mr. Voelz stated it depends on the uses with some people using the space during the day and some during the

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evening hours. Ms. Brooks advised many services will operate by appointment. Ms. Brooks stated the majority of yoga clients will come in on weekends and evenings.

Motion was made by Commissioner Seligman, seconded by Commissioner Nelson, to 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 building, 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. Motion carried unanimously.

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.

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.

Mr. Stuebe stated MMSD presently has an approximately 10-to-12-foot antenna structure at the property. MMSD wishes to replace that antenna to improve their system reliability. The proposed antenna will be 42-feet in height and a short distance from the present location. Mr. Stuebe stated 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 one requirement.

Mr. Scott Guzlecki and Ms. Beth Smith were present for the meeting. Mr. Guzlecki stated they are pursuing the antenna because it is of the more critical operating sites during wet weather. The current antenna does not have sufficient signal strength to overcome interference issues. The 42-foot height of the replacement antenna was recommended by a radio specialist.

Mayor Kennedy asked what the antenna is used for. Mr. Guzlecki stated the location is used to control feed into the deep tunnel system. The site allows excess wastewater to be moved into the deep tunnel until the end of the event.

Commissioner Cohn stated he would like to add a recommendation that the pole be made of metal instead of wood.

Commissioner Seligman questioned the height of the pole as she noted discrepancies in the documents submitted by MMSD. Mr. Guzlecki stated he and Mr. Stuebe agreed a 42-foot aluminum pole.

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Commissioner Atwood questioned whether the 42-foot height was the only option to solve the interfere issues. Mr. Guzlecki stated 42-feet was the best compromise in signal strength. Commissioner Atwood asked if the 42-foot height is sustainable. Mr. Guzlecki stated it will do the job based on testing.

Commissioner Cronwell questioned whether the pole will obstruct views. Mr. Guzlecki stated he does not believe so and noted the pole itself is similar to the light poles located in the parking lot at Heartis.

Motion was made by Commissioner Cohn, seconded by Commissioner Atwood, to grant approval of the proposed 42-foot aluminum 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. Mayor Kennedy abstained from voting as he is a member of MMSD. Motion carried with one abstention.

Plan Commission Review, 211 West Bender Road, Lakeside Animal Hospital. Review and approve architectural, site, and landscape plan changes.

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.

Mr. Stuebe stated Lakeside Animal Hospital is proposing to make exterior changes to the building as well as modest improvements to the grounds and structures. Mr. Stuebe stated staff recommends approval of the proposed changes to the exterior of the Lakeside Animal Hospital building and grounds with the five indicated standard requirements.

Mr. Steve Dasher of Design Build Contractor was present for the meeting. Mr. Dasher stated Lakeside wishes to dress up the exterior of the building and make it more maintenance free.

Commissioner Seligman questioned if Lakeside is changing the cover coloring and materials of the building. Mr. Dasher indicated that is correct.

Motion was made by Commissioner Cohn, seconded by Commissioner Cronwell, to 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. Motion carried unanimously.

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.

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

Mr. Stuebe stated 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.

Rabbi Mendel Shmotkin was present for the meeting. Rabbi Shmotkin stated the outdoor space will be used by children and the proposed fence is for safety purposes.

Commissioner Cohn asked what height the fence will be. Rabbi Shmotkin stated it will be six feet.

Commissioner Seligman asked if the enclosed space will be a play area. Rabbi Shmotkin advised it is more of an outdoor space on blacktop. Commissioner Seligman asked if there are plans to bring in dirt or other amenities to make it a better play area. Rabbi Shmotkin advised not at this time.

Commissioner Cronwell asked staff if a stipulation pertaining to the height of the fence should be added to the recommendation. Mr. Stuebe stated that would be recommended.

Motion was made by Commissioner Nelson, seconded by Commissioner Cohn, to find the proposed fence with rolling gates as a non-substantial change to the original project plans and approve the installation of the six-foot fence with the rolling gates, 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; 2) Obtain a City of Glendale Fence Permit.. Motion carried unanimously.

Specific Implementation Plan, 555 West Estabrook Boulevard, Maglio Companies. Review and approve building architectural, site, and landscape plan changes.

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.

Mr. Stuebe stated staff recommends that the Plan Commission grant approval of the Specific Implementation Plan with five standard requirements.

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Mr. Sam Maglio was present for the meeting along with Mr. RJ Keller from Keller Architectural Design. Mr. Maglio stated he would like to dispute the dumpster enclosure requirement. Mr. Maglio stated the building has a trash compactor and noted that dumpsters attach to the compactor from the outside of the building. This is part of the existing structure. Mr. Maglio stated there was not a structure around this area of the building when he purchased it and noted it would be problematic to build one. Mayor Kennedy asked Mr. Stuebe if the Plan Commission has the ability to waive the dumpster enclosure requirement. Mr. Stuebe stated staff will need to review the code and try to work with Mr. Maglio. Administrator Safstrom noted the City previously approved this area as the Planned Development for Forrer, the previous business in the space at 555 West Estabrook Boulevard, and noted it would likely be acceptable to do that again.

Commissioner Seligman questioned whether reflectivity from the west-facing glass on the exterior of the building could affect drivers. Mr. Keller stated the glass has been on the building since it was built in 1997. He advised it is not mirror glass but it likely has some reflectivity. Mr. Maglio stated there are trees in front of the building that help shade the area.

Motion was made by Commissioner Cohn, seconded by Commissioner Atwood, to grant approval of the Specific Implementation Plan to fully complete the rezoning process with the following requirements: 1) Signs require a Sign Permit; 2) All landscaping and lighting features being maintained and replaced and/or replenished whenever necessary pursuant to tenant/owner lease responsibilities; 3) 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; 4) Compliance with State of Wisconsin requirements for ADA parking. Motion carried unanimously.

ADJOURNMENT.

There being no further business, motion was made by Commissioner Cohn, seconded by Commissioner Cronwell, to adjourn the meeting. Motion carried and adjournment of the Plan Commission was ordered at 7:09 p.m., until Tuesday, October 5, 2021, at 6:00 p.m.

Nicole Maurer, Deputy Clerk/Treasurer

Recorded: September 14, 2021