

**CITY OF GLENDALE  
COMMUNITY DEVELOPMENT AUTHORITY  
5909 N. Milwaukee River Parkway  
Glendale, Wisconsin 53209**

**This meeting is in person but will also be conducted via Zoom.**

Join Zoom Meeting

<https://zoom.us/j/97599686909>

Meeting ID: 975 9968 6909

+1 312 626 6799 US (Chicago)

**AGENDA**

Tuesday October 17, 2023

5:15 p.m.

*Members: Mayor Bryan Kennedy, Danielle Bailey, Peter Brennan, Alderman Jim Daughterty,  
Rock Ridolfi, Casey Shorts, Alderman Tomika Vukovic*

1. Call to Order / Roll Call.
2. Adoption of minutes of the Community Development Authority meeting held on May 8, 2023
3. Discussion and possible action for the European Wax Center wall signage in Bayshore at 5660 North Port Washington Road, Tax key 166-8011-000.
4. Discussion and possible action for the modification of the commercial structure including a Chipotle restaurant and One Medical in Bayshore at 5930-50 N. Port Washington Road, Certified Survey Map (CSM) 9254 Lot 1.
5. Discussion and possible action for One Medical wall signage in Bayshore at 5950 N. Port Washington Road, Certified Survey Map (CSM) 9254 Lot 1.
6. Adjournment.

NOTICE: Although this is NOT a meeting of the Glendale Common Council, a majority of Council members may be in attendance. No action or deliberation by the Council will take place.

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

**CITY OF GLENDALE  
COMMUNITY DEVELOPMENT AUTHORITY  
MEETING MINUTES  
May 8, 2023**

The Community Development Authority held at City Hall, 5909 North Milwaukee River Parkway, Glendale, Wisconsin and via Zoom conference call.

The meeting was called to order by Mayor Kennedy at 5:15 p.m.

Roll Call CDA: Present: Mayor Bryan Kennedy, Peter Brennan, Rock Ridolfi, Casey Shorts, and Danielle Bailey. Absent: Ald. Jim Daugherty and Ald. Tomika Vukovic.

Other Officials Present: Kenneth Smith, Planner; and Megan Humitz, City Clerk.

Open Meeting Notice.

The Executive Director advised that in accordance with the Open Meeting Law the City's official newspaper was advised on Thursday, May 4, 2023, of the date of this meeting, that the agenda was posted on the official bulletin board of City Hall, the general public in the Municipal Building and the Police Department, and those persons who requested were sent copies of the agenda.

Approval of the minutes of meeting held on October 24, 2022.

Motion was made by Mr. Shorts, seconded by Mr. Brennan, to approve the minutes of meeting held on October 24, 2022. Ayes: Mayor Kennedy, Mr. Brennan, Mr. Ridolfi, Mr. Shorts, and Ms. Bailey. Absent: Ald. Daugherty and Ald. Vukovic. Abstain: None. Motion carried.

Discussion and possible action for Regus Bayshore building wall signage on North Port Washington Road at 5800 N. Bayshore Drive, Tax key 166-8011-000.

Kenneth Smith, Planner, stated signage along Silver Spring Drive and North Port Washington Road and Lydell Avenue are required to be approved Community Development Authority (CDA) per agreements and design guidelines. In this situation, the approval authority is deferred to the CDA. Each tenant in a building is allowed one wall sign when a freestanding sign is used for a building. If no freestanding sign is used, then tenants may have two wall signs. For this specific building the Bayshore signage standards required City approval of signage on the North and West elevations of the buildings, while signage on the east and south elevations required review by Bayshore. Bayshore/Cypress Management is required to approve the signage under their purview prior to submission of the application to the City.

The applicant proposes a "Regus" tenant wall sign on the west elevation along N. Port Washington Road, between where the Northwestern Mutual sign was and the Bryant & Stratton College sign, above the Trader Joe's. The sign is proposed to be a set of Lit Channel Letters, individually mounted. The signs will have a photocell to control the on and off functions. The letters will be 5" deep with aluminum black returns, 1" black trim cap and white acrylic faces. The circle portion of the logo will have 3M translucent vinyl graphics (red). Letters are individually mounted, there will not be a raceway. Staff recommends that the Community Development

Authority approve a wall sign for Regus, at 500 W. Silver Spring Drive, on N. Port Washington Road, Tax Key 1668011000.

Motion was made by Mr. Brennan, seconded by Ms. Bailey, to approve a wall sign for Regus, at 500 W. Silver Spring Drive, on N. Port Washington Road, Tax Key 166-8011-000. Ayes: Mayor Kennedy, Mr. Brennan, Mr. Ridolfi, Mr. Shorts, and Ms. Bailey. Absent: Ald. Daugherty and Ald. Vukovic. Abstain: None. Motion carried.

Discussion and possible action for proposed wall signs by Dental Associates at 5780 N. Port Washington Road, Tax key 166-8000-000.

Kenneth Smith, Planner, stated Signage along Silver Spring Drive and North Port Washington Road and Lydell Avenue are required to be approved Community Development Authority (CDA) per agreements and design guidelines. In this situation, the approval authority is deferred to the CDA. Each tenant in a building is allowed one wall sign when a freestanding sign is used for a building. If no freestanding sign is used, then tenants may have two wall signs. For this specific building the Bayshore signage standards required City approval of signage on the North and West elevations of the buildings, while signage on the east and south elevations required review by Bayshore. Bayshore/Cypress Management is required to approve the signage under their purview prior to submission of the application to the City.

The applicant proposes two “Dental Associates” tenant wall signs on the west elevation along N. Port Washington Road, south of The Cheesecake Factory, in the space formerly occupied by Vici Cabilli Salon and Beaty School. One sign is proposed to be an illuminated white LED set of face-lit channel letters mounted flush to the back cabinet under the fascia. The other will face N. Port Washington Road on the canopy, consisting of first surface cut vinyl bent to the showbox over the existing canopy. Bayshore/Cypress Management has approved the signage as presented. Staff recommends that the Community Development Authority approve a wall sign for Dental Associates, at 5780 N. Port Washington Road, Tax Key 166-8008-000.

Motion was made by Mr. Brennan, seconded by Ms. Bailey, to approve a wall sign for Dental Associates, at 5780 N. Port Washington Road, Tax Key 166-8008-000. Ayes: Mayor Kennedy, Mr. Brennan, Mr. Ridolfi, Mr. Shorts, and Ms. Bailey. Absent: Ald. Daugherty and Ald. Vukovic.. Abstain: None. Motion carried.

ADJOURNMENT

There being no further business, motion was made by Mr. Shorts, seconded by Mr. Ridolfi to adjourn the meeting. Ayes: Mayor Kennedy, Mr. Brennan, Mr. Ridolfi, Mr. Shorts, and Ms. Bailey. Absent: Ald. Daugherty and Ald. Vukovic. Abstain: None. Motion carried unanimously, and adjournment of the Community Development Authority was ordered at 5:21 p.m.

Megan Humitz  
City Clerk

## Plan Commission

**SUBJECT:** Discussion and possible action for building and site signage for the European Wax Center at 5660 N. Port Washington Road, Tax Key 1668011000

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

**MEETING:** Community Development Authority

**MEETING DATE:** October 17, 2023

### FISCAL SUMMARY:

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

### STATUTORY REFERENCE:

|                     |                                              |
|---------------------|----------------------------------------------|
| Wisconsin Statutes: | N/A                                          |
| Municipal Code:     | Zoning Code,<br>Bayshore Design<br>Standards |

### BACKGROUND/ANALYSIS:

#### Bayshore Signage Approvals:

Signage along Silver Spring Drive and North Port Washington Road and Lydell Avenue are required to be approved Community Development Authority (CDA) per agreements and design guidelines. In this situation, the approval authority is deferred to the CDA. Each tenant in a building is allowed one wall sign when a freestanding sign is used for a building. If no freestanding sign is used, then tenants may have two wall signs.

For this specific building the Bayshore signage standards required City approval of signage on the North and West elevations of the buildings, while signage on the east and south elevations required review by Bayshore.

Bayshore/Cypress Management is required to approve the signage under their purview prior to submission of the application to the City.

#### Wall Sign:

The applicant proposes a “European Wax Center” tenant wall sign on the west elevation along N. Port Washington Road, at the former GameStop location between the U.S. Cellular and Five Guys stores.

The sign is proposed to be a set of white channel letters internally lit with halo “vivid rose” red LED channel letters, individually mounted. The faces are white acrylic connected by a silver trim cap with a silver return.

Bayshore/Cypress Management has approved the signage as presented.

**RECOMMENDATION:**

Staff recommends that the Community Development Authority approve a wall sign for the **European Wax Center**, at 5660 N. Port Washington Road, Tax Key 1668011000.

**ACTION REQUESTED:**

Motion to approve a wall sign for the European Wax Center, at 5660 N. Port Washington Road, Tax Key 1668011000.

**ATTACHMENTS:**

[Attachment – PS23-0058 - EWC](#)

## Plan Commission

**SUBJECT:** Architectural Review  
Discussion and possible action for architectural changes for **Glendale Retail Management, LLC**, 5930 and 5950 North Port Washington Road, CSM 9254 Lot 1.

**Board:** Community Development Authority

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

**MEETING DATE:** October 17, 2022

### FISCAL SUMMARY:

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

### STATUTORY REFERENCE:

|                     |                                             |
|---------------------|---------------------------------------------|
| Wisconsin Statutes: | N/A                                         |
| Municipal Code:     | Zoning Code<br>Bayshore Design<br>Standards |

### BACKGROUND/ANALYSIS:

5930 North Port Washington Road was created with the land division of CSM 9254. The City and Bayshore management have been working to build out the north end of the Bayshore over the past few years. The uniqueness of this development is the location adjacent to the cemetery and the easement for the raw water line that provides water to the North Shore Water Treatment Facility, as well as an easement for the circulation of Milwaukee County Transit.

### Request

The site plan and architectural design was approved in 2022 by the CDA. The applicant has secured a tenant for 5950. Medical One has requested additional windows facing N Port Washington Road on the North and the west facades for the building. The new double window on the north façade will be located towards Port Washington Road, while the new window facing Port Washington Road will be a change from a door to a window. (The original concept was to have three tenant spaces; thus, a third door is not necessary at this time).

### RECOMMENDATION:

Staff recommends that the Community Development Authority approve the architectural changes for **Glendale Retail Management, LLC**, 5930 North Port Washington Road CSM 9254 Lot 1. Subject to the following:

1. All new window details shall match existing / original approved window details.
2. Appropriate Building Permits shall be applied for as necessary.

**ACTION REQUESTED:**

Motion – To approve the architectural changes for **Glendale Retail Management, LLC**, 5930 North Port Washington Road CSM 9254 Lot 1. Subject to the following:

1. All new window details shall match existing / original approved window details.
2. Appropriate Building Permits shall be applied for as necessary.

**ATTACHMENTS:**

[Attachments - Glendale Retail Management, LLC,](#)

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**SUBJECT:** Discussion and possible action for One Medical wall signage in Bayshore at 5950 N. Port Washington Road, Certified Survey Map (CSM) 9254 Lot 1.

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

**MEETING:** Community Development Authority

**MEETING DATE:** October 17, 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:     | Zoning Code,<br>Bayshore Design<br>Standards |

**BACKGROUND/ANALYSIS:**

Bayshore Signage Approvals:

Signage along Silver Spring Drive and North Port Washington Road and Lydell Avenue are required to be approved Community Development Authority (CDA) per agreements and design guidelines. In this situation, the approval authority is deferred to the CDA. Each tenant in a building is allowed one wall sign when a freestanding sign is used for a building. If no freestanding sign is used, then tenants may have two wall signs.

For this specific building the Bayshore signage standards required City approval of signage on the North and West elevations of the buildings, while signage on the east and south elevations required review by Bayshore.

Bayshore/Cypress Management is required to approve the signage under their purview prior to submission of the application to the City.

Wall Sign:

The applicant proposes a "One Medical" tenant wall sign on the west face along N. Port Washington Road, adjacent to the Chipotle restaurant in the other portion of the building.

The sign is proposed to be a set of white lit individually mounted channel letters. The signs will have a photocell to control the on and off functions. The letters will be 3" deep with white aluminum returns and white acrylic faces.



Bayshore/Cypress Management has approved the signage as presented.

**RECOMMENDATION:**

Staff recommends the Community Development Authority approve a wall sign for One Medical, at 5950 N. Port Washington Road, Certified Survey Map (CSM) 9254 Lot 1.

**ACTION REQUESTED:**

Motion to approve a wall sign for One Medical, at 5950 N. Port Washington Road, Certified Survey Map (CSM) 9254 Lot 1.

**ATTACHMENTS:**

[Attachment – PS23-0053 – One Medical](#)