

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

This meeting is in person, but will be broadcast over Zoom

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AGENDA

Tuesday, July 16th, 2024
6:00 p.m.

1. Call to Order / Roll Call.
2. Adoption of Minutes: Community Development Authority Meeting Held on February 26th, 2024
3. Public Hearing: Amendment to the Planned Development District (PD) zoning at 2510 West Good Hope Road, Tax Key Parcels 100-998-4002, 100-998-4005, 100-998-4004 and 100-998-4003 for a Multi-Family Development Project
4. Review and Consideration: Recommendation for approval of a General Development Plan for an Amendment to the Planned Development District (PD) zoning at 2510 West Good Hope Road, Tax Key Parcels 100-998-4002, 100-998-4005, 100-998-4004 and 100-998-4003 for a Multi-Family Development Project
5. 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.

*The Common Council 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
COMMUNITY DEVELOPMENT AUTHORITY
MEETING MINUTES
February 26, 2024**

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, Ald. Jim Daugherty, Ald. Tomika Vukovic, Rock Ridolfi, and Casey Shorts. Absent: Peter Brennan and Danielle Bailey.

Other Officials Present: John Fellows, Community Development Director; 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, February 22, 2024, 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 17, 2023.

Motion was made by Ald. Vukovic, seconded by Ald. Daugherty, to approve the minutes of meeting held on October 17, 2023. Ayes: Mayor Kennedy, Ald. Daugherty, Ald. Vukovic, Mr. Ridolfi, and Mr. Shorts. Absent: Mr. Brennan and Ms. Bailey. Abstain: None. Motion carried.

Discussion and possible action for the Aaliyah Dah/Thai Boat Noodles wall signage in Bayshore at 430 W Silver Spring 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 South 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 "Thai Boat Noodles" tenant wall sign on the South face along W. Silver Spring Drive, which is part of the 500 Building. The sign is proposed to be 20.5" letters with a red face with translucent vinyl white LED with Black returns and black trim cap. The overall sign dimensions will be 24" tall by 192" long. Bayshore/Cypress Management has approved the signage as presented.

Motion was made by Ald. Vukovic, seconded by Mr. Shorts to approve the wall sign for the Aaliyah Dah/Thai Boat Noodles wall signage in Bayshore at 430 W Silver Spring Drive, Tax key 166-8011-000. Ayes: Mayor Kennedy, Ald. Daugherty, Ald. Vukovic, Mr. Ridolfi, Mr. Shorts. Absent: Mr. Brennan and Ms. Bailey. Abstain: None. Motion carried.

ADJOURNMENT

There being no further business, a motion was made by Ald. Vukovic, seconded by Ald. Daugherty to adjourn the meeting. Ayes: Mayor Kennedy, Ald. Daugherty, Ald. Vukovic, Mr. Ridolfi, and Mr. Shorts. Absent: Mr. Brennan and Ms. Bailey. Abstain: None. Motion carried unanimously, and adjournment of the Community Development Authority was ordered at 5:19 p.m.

Megan Humitz
City Clerk

SUBJECT: Public Hearing of the CDA for an Amendment to a Planned Development (PD) Zoning at 2510 Good Hope Rd. for New Land Enterprise

FROM: Meredith Perks, City Planner, Vandewalle & Associates

MEETING: Community Development Authority, Public Hearing

MEETING DATE: July 16, 2024

STATUTORY REFERENCE:

Wisconsin Statutes:	NA
Municipal Code:	13.1.50

BACKGROUND:

In 2019, the City approved a Planned Development District (PD) rezoning at 2510 West Good Hope Road for a multi-family residential project led by New Land Enterprise (the Applicant). That project was not constructed, and New Land Enterprises has submitted updated project plans to amend/update the PD. The 2019 approved PD includes multifamily development of one apartment building of 48 units along the Good Hope Road frontage and 41 townhouse units at the back of the site (attached). In total, the PD approved 89 dwelling units with parking on the first floor of the apartment building, a surface parking lot and attached two-car garage parking for each townhouse unit. Development amenities include a community room, fitness center, pet spa, on-site management offices, and a ¼ mile pedestrian path. In 2019, the estimated construction costs were \$13.4 million.

New Land Enterprises has reapproached the City with an updated development plan that requires the adoption of an amended PD. The current development proposal is similar to the approved project from 2019 with a few changes. This multifamily development consists of a single apartment building along the Good Hope Road frontage with townhouse units to the north and the west of the apartment building. The current proposal includes 179 total units with 149 in the apartment building and 30 townhouse units grouped in five buildings of five to eight townhouses each. The five-story apartment building is an L shape design and will provide amenities to both the apartments and townhouses, including inground pool, community club room, golf simulator, coworking space, 24-hour fitness center, pet spa, parcel room, bike parking, and on-site management offices. Units will be market driven and have high-end finishes, as outlined in the New Land PARC application narrative. The table below compares elements of the 2019 plan with the 2024 amendment application.

Project Element	2019 Plan	2024 Plan
Site Area	5.4 acres	5.4 acres
Total Unit Count	89	179
Unit Count – Corridor Building	48	149
Unit Count – Townhomes	41	30
Total Site Parking	182	275
Parking Ratio (Stalls per Unit)	2.05	1.53
Building Area	27%	32%

Primary entry to the site will be from Good Hope Road with an access drive off North Range Line Road. Circulation around and behind the apartment building will provide access to the entrance to the apartment building indoor parking area on the first floor (141 stalls), surface parking lot (74 stalls), and townhouse units (2 spots per unit in attached garages). Townhouse units will be positioned to have their front entrances facing a common walkway with vehicular access and attached garage access around the backsides of the units facing the surface parking and circulation. The on-site circulation roads and access driveways will be privately owned and maintained.

The proposed development site consists of four tax parcels totaling 5.4 acres. No structures currently exist on the site, however its former use as a greenhouse will require environmental remediation. New Land Enterprises is in discussion with the City to create a new Tax Increment Financing District (TID) to address the remediation of the site. The CDA will be required to review the proposed TID project plan and development agreement in the future.

ANALYSIS:

The purpose of the Planned Development District in the Glendale Zoning Ordinance is “to encourage and provide means for effecting desirable and quality development by permitting greater flexibility and design freedom than that permitted under the basic district regulations and to accomplish a well-balanced, aesthetically satisfying city and economically desirable development of building sites.” Due to the mix of residential uses, the proposed development does not conform with any existing City zoning districts and therefore a PD is required. PD is a common zoning district in Glendale and throughout the State used to approve projects with mixed densities, mixed uses or when all items are not in conformance with all City zoning regulations. Here, there is a mix of densities that is not specific to a zoning district in the City.

The proposed update to the PD generally aligns with the previously approved project with an increase in overall units and greater amenities for the residential units. The multifamily development proposed is generally consistent with the [2040 Comprehensive Master Plan Future Land Use Map](#) (p. 52), which

identifies a future land use of multi-family and it meets the recommendations for that land use. The development also aligns with a number of goals from the Comprehensive Plan's housing chapter ([Chapter 5](#)), including diversifying new housing types in Glendale to include multi-family, allowing high-quality multi-family development, and having the City employ a proactive approach to housing. As a built-out community, Glendale will need to look to infill and redevelopment opportunities for new investment and to address housing needs in the City. However, there are a limited number of infill opportunities in the City and the proposed location is one of the most appropriate for multi-family development as it has an adjacent multi-family use, is on a major thoroughfare, utilizes a mixed housing model to have townhomes buffer against single family uses, and is across from institutional and employment uses. This project will also help remediate a currently vacant and environmentally compromised site. Without a development here, this site will likely remain environmentally compromised.

The PD zoning ordinance ([13.1.50](#)) states: “(3) No predetermined precise building location height, building size, floor area, lot size, density or open space requirements shall be applicable to uses or structures in a planned unit development, but such requirements as are made a part of an approved precise development plan shall be, along with the plan itself, construed to be and enforced as a part of this chapter.” As no specific design standards are applicable, the site plan, building design, proposed building materials, and circulation plans are in alignment with City standards. The project site plan provides appropriate setbacks in the front, rear, and sideyards of the project. Attention has been provided to the location and screening of the dumpster and maintenance shed on site, as well as the location of signage and mailboxes for the townhome residences. The parking, including two-car garages for the townhome units, 141 stalls in the first floor of the corridor building, and 74 outdoor surface parking stalls, meets the multi-family parking standard of 1.5 stalls per dwelling unit for multi-family development.

The project will require a CSM approval for the new combined parcel. New Land is reviewing the opportunity to complete a vacation of the public road to create a private drive off Range Line Road. This vacation will require a separate approval process and should be included along with the CSM in the Specific Development Plan approval.

The CDA has the authority to determine the terms of the development agreement as part of the PD rezoning process. The proposed development meets the permitted uses allowed in a PD. As a site adjacent to a multi-family use and along a major thoroughfare, the multi-family use is permitted.

CRITERIA FOR APPROVAL:

Section [13.1.52](#) of the Zoning Code provides the basis for “determining the acceptability of a planned unit development district application” and instructs that the following criteria be applied to determine that the plan is “consistent with the spirit and intent” of the PD zoning designation and the City’s development plans.

1. Character and Intensity of Land Use

The PD was previously approved for a similar development by the same developer group. This updated design does not change the proposed use of the development as a multi-family residential project. The use is compatible with the Glendale Comprehensive Plan Future Land Use Map which shows the site as multi-family. The proposed changes to the project from the 2019 approved PD increase the density of the project, making this a more intense usage. However, the design and intensity of the site are in alignment with other projects in the City of Glendale. While this project does not meet the criteria for the Alternative Planned Unit Development for a Traditional Neighborhood Development, as defined in the code, when reviewing the Traditional Neighborhood design standards ([13.1.59](#)), multi-family buildings of up to five stories are permitted. The design of the site positions the more intensive corridor apartment building at the south end of the site, along Good Hope Road and adjacent to an existing multi-family development, while the townhomes provide a buffer to the single-family parcels to the west and north.

The existing site is primarily cleared, but the design of the project keeps much of the site's old growth trees intact, particularly along the border of the site where those trees can act as a visibility buffer. The development does not anticipate adverse impacts on traffic, however, the Applicant is planning to complete a traffic impact analysis.

The development provides adequate parking for residents. The development is not anticipated to adversely impact utilities, schools or municipal services. Glendale City Services, including engineering, public works, inspections, and public safety have provided comments for necessary sewer, stormwater, grading, circulation, landscaping, street, and parking area updates that must be made for PD and permit approval.

2. Economic Feasibility and Impact

The applicant is advancing the financing of the project and is in communication with the City regarding the creation of a TID to address remediation costs. The project's estimated hard construction costs are approximately \$37.5 million with approximately \$219,500 per unit construction costs. It is not anticipated that the development will adversely impact the economic prosperity of the City or the values of surrounding properties. The TID study, currently being conducted by Ehlers will determine the recommended TID contribution based on the "but for" financial analysis.

According to the Applicant, the increased density and change in design from the previously approved plan are required to make the project economically feasible. In our opinion, the design and materials of the corridor building and townhomes are of a high quality. The attention to detail, finishings, and property amenities will justify a market-driven rent, attracting a higher income tenant. The design, amenities, and on-site management of the property will help ensure the development retains a high market value.

3. Engineering Design Standards

Glendale City Services, including engineering, public works, inspections, and public safety, have provided comments following the review of the application materials. Detailed comments are included in Appendix A.

Modifications to the entrance off Good Hope Road will require a WISDOT permit and Traffic Control Plans are required with the City Right-of-Way permit for work on Range Line Road.

Stomwater and grading plan comments are provided in Appendix A, including the MMSD standards that must be met on site.

The site will require a water connection. Glendale engineering and public works staff have provided specific comments regarding utility plans and permitting.

The Applicant provided a photometric lighting plan. When applying the Glendale Parking Regulation (13.1.92) standards for lighting, which limits illuminance readings of 3 foot-candles at the lot line, the proposed exterior lighting is in compliance, with just over zero foot-candles at all lot lines.

4. Preservation & Maintenance of Open Space

The proposed project is well landscaped and includes greenspace and landscaping buffers, particularly along the perimeter of the site. A berm will provide a buffer screen to the first-floor parking of the apartment building along Good Hope Road. The Applicant’s landscaping plan also adds trees to existing perimeter buffer areas, including the north, west, and south sides of the site, adequately screening the site from neighboring properties. The townhome units are well designed and have private grass areas that meet in a common sidewalked courtyard area. Additional landscaping at the townhome units should be included in the landscaping plan to make those units more attractive and add visual interest. The landscaping plan for new plantings also includes species that are not permitted to be planted under the WI DNR Urban Forestry Grant. The landscaping plan must be updated to change these species for permitted varieties.

The Applicant has also committed to the City to provide funding for a sidewalk/path at the south side of the property along Good Hope Road. This sidewalk will connect into the City’s future plans for pedestrian and bicycle infrastructure along Good Hope Road. This road will also connect residents to other greenspace/open space in the surrounding area. The development also provides residents with indoor and outdoor recreation areas on site with a pool, fitness center, and golf simulator.

5. Implementation Schedule

The Applicant is working with the City on the creation of a new TID to support the environmental remediation of the site. The project’s schedule includes a TID creation by November 2024 and construction in 2025 with an 18-month construction timeline and completion goal of March 2026. The schedule is reasonable and will be brought to completion without adverse effects to the community.

PROCESS/SCHEDULE:

Common Council Referral	June 10, 2024
CDA Public Hearing on PD & General Development Plan	July 16, 2024
Common Council Approval of PD &	July 22, 2024

General Development Plan	
CSM & Road Vacation Approval	Summer 2024
TID Creation	Summer to Fall 2024

RECOMMENDATION:

Staff recommends the CDA consider recommending approval of a general development plan for an amendment to the Planned Development zoning for 2510 Good Hope Road for a multi-family development as outlined in the application, subject to submission and approval of a Specific Development Plan approval and Development Agreement being approved and executed with the following items being addressed during the Specific Development Plan process:

1. The approval and execution of the proposed CSM and Road Vacation process.
2. Updating the landscaping plan to remove any new planting species not permitted by WI DNR Urban Forestry Grant.
3. Review of a traffic analysis report by the City.
4. Address all Glendale City Services comments as outlined in Appendix A.

ACTION REQUESTED:

To: Consider recommending approval of a general development plan for an amendment to the Planned Development Agreement for a multi-family residential development to at 2510 Good Hope Road at the request of New Land Enterprises, land use classification Multi-Family, Tax Key Numbers 100-9984-002, 100-9984-003, 100-9984-004, 100-9984-005, subject to submission and approval of a Specific Development Plan approval and Development Agreement being approved and executed with the following items being addressed during the Specific Development Plan process:

1. The approval and execution of the proposed CSM and Road Vacation process.
2. Updating the landscaping plan to remove any new planting species not permitted by WI DNR Urban Forestry Grant.
3. Address all Glendale City Services comments as outlined in Appendix A.

ATTACHMENTS:

1. [2019 PD](#)
2. [Site Exhibits](#)
3. [City Services Comments](#)

APPENDIX A

SUBJECT: Public Hearing of the CDA for an Amendment to a Planned Development (PD) Zoning at 2510 Good Hope Rd. New Land Enterprise

FROM: Meredith Perks, City Planner, Vandewalle & Associates

MEETING: Community Development Authority, Public Hearing

MEETING DATE: July 16, 2024

Glendale Inspections:

1. Building Inspection does not have any concern with current submittal.
2. We reserve the right to comment upon submittals of building plans for review.
3. Applicant must adhere to local and State building codes.

North Shore Fire Department:

- 1) Fire Dept. Access:
 - a. The access roads are indicated at a minimum of 24' which complies with the minimum 20' fire lane widths.
 - i. Fire lanes will need to be marked in accordance with chapter 18 of NFPA 1.
 - ii. The turn radii for the intersections may be a bit tight, but in the end, the NSFD would need a minimum turn radii of 60' for our largest vehicles. We can provide specifications to the designers to use a turn-tool graphic on a future submittal and address issues if they arise.
 - b. Given the large building is a 5-story building, it will be assumed that this structure will be installed with an NFPA 13 compliant sprinkler system and standpipes, which would offer an exception to the 150' access requirements, and extend that to 450', which this layout (based upon scale on the drawing) would just meet from Good Hope Road to the most distant back access.
- 2) Water Supply:
 - a. No water supply information was provided on the plans included in the application.
 - b. Private fire protection system mains, hydrants and building water supplies will need to be reviewed at a later date.
 - c. It is highly recommended that the City includes information regarding the ownership and maintenance of these mains for their life span in the development agreement.
 - i. Information about who will be responsible for the approvals, inspections and testing would also be appreciated to make sure it is very clear to all parties.
 - d. Where standpipes will be included in the building the FDC should not be greater than 100' from the nearest hydrant and must be in a readily accessible and maintained location (think snow piles and bushes).
- 3) Additional items of note:
 - a. The building will need to be tested for radio signal strength in accordance with IBC and IFC 510.