

CITY OF GLENDALE -- PLAN COMMISSION

Tuesday, August 04, 2015

Pursuant to adjournment, the City Plan Commission met in the Common Council Chambers of City Hall, 5909 North Milwaukee River Parkway.

Mayor Kennedy called the meeting to order at 6:00 p.m.

Roll Call: Present: Mayor Bryan Kennedy, Commissioners Bruce Cole, Izzy Goldberg, Fred Cohn, Gary Lippow, and Robert Pfauth. Absent: None.

Other Officials Present: Richard E. Maslowski, City Administrator, Todd M. Stuebe, Director of Community Development

In accordance with the Open Meeting Law, the Glendale Herald, the City's official newspaper, was advised on Thursday, July 30, 2015, of the date of this meeting, the agenda was posted on the official bulletin board in City Hall, copies of the agenda were made available to the general public in the Municipal Building and the Police Department, and those persons who have 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.

ADOPTION OF THE MINUTES.

Motion was made by Comm. Cohn, seconded by Comm. Goldberg, to approve the minutes of the meeting held on Monday, July 7, 2015. Roll Call: Ayes: Mayor Bryan Kennedy, Commissioners Cole, Goldberg, Cohn, Lippow, and Pfauth. Noes: None. Absent: None. Motion carried unanimously.

MATTERS FOR CONSIDERATION.

- I. Plan Commission Review, Greater Milwaukee Center for Health and Wellness, 4655 North Port Washington Road. Review and approve proposed medical clinic and office use and occupancy.

Mr. Stuebe stated that the Plan Commission Report was distributed to the Plan Commissioners and Applicant and is incorporated herein as follows:

Plan Commission Report:

Erika Sinclair, of Executive Director of Greater Milwaukee Center for Health and Wellness, seeks Plan Commission review and approval for Greater Milwaukee Center for Health and Wellness (GMCHW), a medical clinic and office, to use and occupy a tenant space located within the multi-tenant building located at 4655 North Port Washington Road. The proposed use is a

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permitted use in the PD-Planned Unit Development district with Plan Commission use and occupancy review and approval.

GMCHW proposes to initially occupy a 1,844 square-foot tenant space within the third level of the 30,000 square-foot building, and in the future seeks to grow into additional available space on the third and second levels. The medical clinic and office will initially have about 14 employees. The proposed medical clinic and the services that GMCHW will provide are more fully described in the submittal document. At the present time the only other tenant in the 4655 building is Wheaton Franciscan Obstetrics and Gynecology.

Business hours will be from 8:00 a.m. to 8:00 p.m. Monday through Saturday. Given the existing occupancy and based on periodic observations of parking lot usage, parking should not be a problem.

Community Development Director Stuebe stated that staff recommends that the Plan Commission grant use and occupancy approval for Greater Milwaukee Center for Health and Wellness, a medical clinic and office, to use and occupy 4655 North Port Washington Road, per the following requirements: 1) All signs to conform with the Glendale Sign Code; 2) All landscaping and lighting features being maintained and replaced and/or replenished whenever necessary, subject to approved landscape plans, and pursuant to tenant/owner lease responsibilities; 3) Dumpster enclosure(s) in compliance with 13.1.144 of the Zoning Code; 4) All City of Glendale building and fire codes being carried out to the satisfaction of the Building Inspector and the North Shore Fire Department; 5) Written certification by owner of compliance with State of Wisconsin requirements for physically disabled parking prior to issuance of Occupancy Permit.

Erika Sinclair introduced herself as the owner and executive director of Greater Milwaukee Center for Health and Wellness. Ms. Sinclair stated that they business will provide primary care medical, that they will not be doing any procedures or anesthesia, that they will have nurse practitioners and Dr. Moises Garcia will practice there, and that it is a perfect location.

Motion by Comm. Cole, seconded by Comm. Cohn, that the Plan Commission grant use and occupancy approval for Greater Milwaukee Center for Health and Wellness, a medical clinic and office, to use and occupy 4655 North Port Washington Road, per the five requirements. Roll Call: Ayes: Mayor Bryan Kennedy, Commissioners Cole, Goldberg, Cohn, Lippow, and Pfauth. Noes: None. Absent: None. Motion carried unanimously.

- II. Plan Commission Review, First Bank Financial Centre, 5555 North Port Washington Road (Anchor Bank previous tenant space). Review and approve proposed banking use and occupancy.

Mr. Stuebe stated that the Plan Commission Report was distributed to the Plan Commissioners and Applicant and is incorporated herein as follows:

Plan Commission Report:

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Applicant, Monica Schneider, of First Ban Financial Centre, seeks Plan Commission review and approval for First Bank Financial Centre, a banking services company, to use and occupy a tenant space located within the 5555 North Port Washington Road multi-tenant office building located at 5555 North Port Washington Road. The proposed use is a permitted use in the B-1, B Business and Commercial District with Plan Commission use and occupancy review and approval.

First Bank Financial Centre will provide personal and commercial banking and wealth management services. First Bank Financial Services will initially typically have about five employees at the 5555 North Port Washington Road facility, with more personnel possible with full use and occupancy of the first and lower level of the tenant space. The bank will provide in-bank services from 8:30 a.m. to 6:00 p.m. Monday through Friday, and from 8:00 a.m. to 12:00 o'clock noon on Saturday. Window service would be available from 8:00 a.m. to 6:30 p.m. Monday through Friday and 8:00 a.m. to 12:00 o'clock noon on Saturdays. The bank is closed on Sunday.

The bank use and occupancy will be similar to that of the Anchor Bank that is relocating within the City and, as such, parking lot usage should not create problems.

Community Development Director Stuebe stated that staff recommends that the Plan Commission grant use and occupancy approval for First Bank Financial Centre, a personal and commercial banking and wealth management financial services company, to use and occupy 5555 North Port Washington Road, per the following requirements: 1) All signs to conform with the Glendale Sign Code; 2) All landscaping and lighting features being maintained and replaced and/or replenished whenever necessary, subject to approved landscape plans, and pursuant to tenant/owner lease responsibilities; 3) Dumpster enclosure(s) in compliance with 13.1.144 of the Zoning Code; 4) All City of Glendale building and fire codes being carried out to the satisfaction of the Building Inspector and the North Shore Fire Department; 5) Written certification by owner of compliance with State of Wisconsin requirements for physically disabled parking prior to issuance of Occupancy Permit.

Mark W Mohr introduced himself as the President and Chief Executive Officer of First Bank Financial Centre, and also introduced Monica Schneider of Graphic House Sign Company. Mr. Mohr stated that the bank is the second oldest bank in the State and is based in Oconomowoc, and that they have about 270 employees.

Amy Langkamp introduced herself as Director of Real Estate with First Bank Financial Centre, and as a resident of Brown Deer.

Motion by Comm. Cohn, seconded by Comm. Cole, that the Plan Commission grant use and occupancy approval for First Bank Financial Centre, a personal and commercial banking and wealth management financial services company, to use and occupy 5555 North Port Washington Road, per the five requirements. Roll Call: Ayes: Mayor Bryan Kennedy, Commissioners Cole, Goldberg, Cohn, Lippow, and Pfauth. Noes: None. Absent: None. Motion carried unanimously.

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- III. Sign Appeal, First Bank Financial Centre, 5555 North Port Washington Road (Anchor Bank previous tenant space). Review variance request for proposed signage.

Mr. Stuebe stated that the Plan Commission Report was distributed to the Plan Commissioners and Applicant and is incorporated herein as follows:

Plan Commission Report:

First Bank Financial Centre is proposing to remove the existing Anchor Bank signage that is located on the north and south elevations of the 5555 North Port Washington Road building, and proposes three wall signs (refer to submittal documents) to be located on the north, south, and east elevations of the building.

The Glendale Sign Code limits multi-tenant office buildings to one (1) Master Identification Sign for the property. As such a Sign Permit may not be completed for the proposed signage without Plan Commission approval of a sign variance.

Historic precedent for the banks that have occupied the 5555 North Port Washington Road tenant space has been for the Plan Commission to grant a variance to permit two wall signs of about 150 square feet each that have been located on the north and south elevations. On October 2, 2001, the Plan Commission granted a sign variance that permitted the two existing Anchor Bank wall signs of 150 square feet each (total sign area 300 square feet).

Proposed Wall Signs: North and South Elevations

First Bank Financial Centre wall signs are proposed for both the north and south elevations. Each of the proposed signs is 129.15 square feet in area, giving a total of 258.2 square feet on the two elevations (129.15 SF/sign x 2 signs = 258.2 square feet).

Proposed Wall Sign: East Elevation (Port Washington Road)

A First Bank Financial Centre wall sign 49.84 square feet in area is proposed on the east elevation (North Port Washington Road).

Summary

Three wall signs are proposed that total 308.14 square feet. Each proposed sign is internally illuminated and raceway mounted. First Bank Financial Centre requests that the Plan Commission grant a variance to permit the three proposed wall signs at 5555 North Port Washington Road. The principal change from existing precedent is to approve an increase in the total number

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of signs permitted on the 5555 North Port Washington Road building from two to three.

Glendale Sign Code Requirements

The Plan Commission may grant a variance to the Sign Code. Per the Sign Code sign variances are intended to allow flexibility to the sign regulations while still fulfilling the purpose of the regulations, with the caveat that it is not intended to permit the erection or maintenance of signs that are prohibited. The Sign Code states that the Plan Commission shall make the final decision using the following criteria:

- a. The basic rule of thumb should be that there be no public harm and there be a public benefit.
- b. Variance considerations will include proposals for signs which would enhance the overall character of a neighborhood, or to mitigate unusual site conditions.
- c. The sign as proposed will not result in an undue concentration of signage which renders it difficult or confusing to read existing signs.
- d. The effect of a proposed sign may have on depreciating property values of a neighborhood.
- e. The Plan Commission in its deliberation of an adjustment may consider the location of the proposed sign, the height, the size, the appearance, number, and location of other signs in the vicinity of the proposed sign, and any other factor the Plan Commission deems appropriate.

Mark W Mohr and Amy Langkamp presented the proposed signage and suggested that the third sign was viewable to pedestrian population that they would like to capture.

Motion by Comm. Goldberg, seconded by Comm. Cohn, that the Plan Commission grant the signage variance request by First Bank Financial Centre for the three proposed wall signs located on the north, south, and east facades of the building located at 5555 North Port Washington Road. Roll Call: Ayes: Mayor Bryan Kennedy, Commissioners Cole, Goldberg, Cohn, Lippow, and Pfauth. Noes: None. Absent: None. Motion carried unanimously.

ADJOURNMENT.

Motion by Comm. Cohn, seconded by Comm. Cole, to adjourn the Plan Commission until 6:00 p.m. on Tuesday, September 1, 2015. Roll Call: Ayes: Mayor Bryan Kennedy, Commissioners Cole, Goldberg, Cohn, Lippow, and Pfauth. Noes: None. Absent: None. Motion carried unanimously.

Todd M. Stuebe, Director of Community Development

Recorded: August 7, 2015