CITY OF GLENDALE -- PLAN COMMISSION

Tuesday, September 01, 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, Robert Pfauth, and Victoria Ross. 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, August 27, 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. Cole, to approve the minutes of the meeting held on Tuesday, August 4, 2015. Comm. Ross stated that she was not present at the Plan Commission meeting of Tuesday, August 4, 2015. Roll Call: Ayes: Mayor Bryan Kennedy, Commissioners Cole, Goldberg, Cohn, Lippow, Pfauth, and Ross. Noes: None. Motion carried unanimously.

MATTERS FOR CONSIDERATION.

I. Plan Commission Review, Lakeshore Veterinary Specialists, 2100 West Silver Spring Drive. Review and approve proposed architectural, site, landscaping, lighting, and signage plans for veterinary clinic and offices, as well as 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:

Lakeshore Veterinary Specialists proposes to construct an addition to the existing facility located at 2100 West Silver Spring Drive. The property is zoned B-3 Silver Spring Drive Commercial District, and the proposed building and site improvements require Plan Commission review and approval.

The proposed project includes a 5,262 square-foot two-story addition to the west side of the existing building. Also, a magnetic resonance imaging (MRI) device will be positioned along the north side of the building between the building and the alley. Finally, the parking on the east side of the building will be supplemented and rearranged such that the Lakeshore Veterinary Specialists facility will have 77 parking spaces available for clients and employees (there are 44 existing parking spaces).

The proposed architectural design is complementary to and consistent with the styling of the existing facility, incorporating similar architectural themes and the same materials as the existing building. The height of the proposed addition is stated to be 26 feet.

The facility requires a state-of-the-art MRI device and the constantly evolving technology and logistics of periodically installing the high cost medical equipment necessitates a mobile MRI solution to provide the device in a cost effective way to the facility.

For clients access to the Lakeshore Veterinary Specialists facility will essentially remain unchanged, with modest changes to the site parking along the west side of the building addition. Parking for employees will be increased from 17 to 40 parking spaces. This has been made possible by a lease agreement with the City and the modified design to provide sufficient parking to serve the facility.

Business hours are 24 hours per day, seven days per week. Lakeshore Veterinary Specialists currently employs 32 people.

Community Development Director Stuebe stated that staff recommends that the Plan Commission grant approval of the proposed architectural, site, landscaping, lighting, and signage plans, as well as use and occupancy approval, for Lakeshore Veterinary Specialists, a specialty and emergency veterinary clinic and associated offices, located at 2100 West Silver Spring Drive, per the following requirements: 1) Landscaping and lighting features being maintained and replaced and/or replenished whenever necessary, per the approved landscape plans, and pursuant to tenant/owner lease responsibilities; 2) Dumpster enclosure(s) are required to conform with the requirements of Zoning Code 13.1.144; 3) The storm sewer inlet on sheet C1.4. is required to have a two-foot depth sump; 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.

Dr. Jacob Odders introduced himself as owner representative of Lakeshore Veterinary Specialists. Dr. Odders stated that Lakeshore acquired the Animal Emergency Center from Dr. Rebecca Kirby and that due to the increased growth in specialty veterinary medicine the facility has become more than an emergency and triage facility, and that more examining rooms are required for clients to meet with veterinary specialists. Dr. Odders continued stating that in order to provide the exceptional veterinary care and services the facility will also require more space for specialized diagnostic and treatment machines such as a linear accelerator that is currently only available at three other places in the country, and added that in comparison with conventional radiation therapy the machine will allow for more convenient patient treatment in terms of a significantly reduced number of required visits and without the tissue damage. Dr. Odders stated that the facility will also provide magnetic resonance imaging under the supervision of a veterinary neurologist. In order to provide the magnetic resonance imaging service safely and economically a mobile unit will need to be utilized. Dr. Odders stated that Lakeshore also requires more administrative office space to make the facility the regional hub. Dr. Odders introduced project senior architect Steve Schoofs and project civil engineer Jason Daye of Excel Engineering to present the architectural and civil design plans.

Mr. Schoofs presented the project architectural design including the architectural changes and design features, and the various materials and colors. Mr. Schoofs stated that the materials and colors will be the same as and closely match the colors of the existing facility.

Mayor Kennedy inquired about the driveway that loops around in front of the driveway being removed.

Mr. Daye confirmed that tight circle would be removed to make way for enlarged facility.

Mr. Daye presented the site civil plans. Mr. Daye stated that the parking on the west side would be modified to make way for the building addition and that with the removal of the emergency lane there would be parking spaces along the west side of the building and that more parking spaces would be provided on the east side of the facility with the agreement with the City to lease a small portion of the North Stanton Drive right-of-way located adjacent to the east side of the Lakeshore facility. Mr. Daye stated that there would be a total of 77 parking spaces.

Comm. Pfauth inquired if they were over-parking the site at the expense of landscaping.

Mr. Daye stated that the reason that Lakeshore requires 77 parking spaces is to provide parking spaces for its 32 current employees and the clients who visit the facility, as well as allowing for business growth as they hire more veterinary specialists to provide more of the specialized veterinary services.

Comm. Ross inquired about the magnetic resonance imaging mobile unit at the back of the facility.

Mr. Daye stated that although the magnetic resonance imaging machine is located within a mobile unit it will be set in place and stay there and will not be coming and going. Mr. Daye also stated that there will be a screening fence between the alley and the magnetic resonance imaging facility and that there will be a protected enclosure that will cover the passage to the facility and that there will be steps and a lift at the entrance to the facility.

Mayor Kennedy inquired about any concerns with the magnetic resonance imaging machine such as radio frequency shielding, or does the trailer itself include the shield.

Dr. Odders stated that the protective shielding is built into the mobile unit.

Comm. Pfauth stated that in his experience magnetic resonance imaging is noisy and that there is a low buzz, and asked if any concerns with noise are contained within the trailer.

Dr. Odders stated that the only sound would be contained inside the trailer and that they do not perform magnetic resonance imaging after hours, that the machine is not utilized so much that night use is necessary, and that most of what can be heard is inside the unit and the patient is asleep.

Comm. Pfauth inquired about the volume of the two-story addition and whether that is within the height limit, whether a shadow would be created by the two-story, and whether there was a photometric study, and noted that there is residential to the east.

Director of Community Development Stuebe stated that the building height is within the height limits.

Mr. Daye stated that they are utilizing the same lights as exist now, and that there will be minimal light spillover onto the sidewalk immediately to the east.

Comm. Pfauth inquired about stormwater mitigation.

Mr. Daye stated that they site remains under the limits of disturbance for any further requirements, and that they will be maintaining the existing drainage area and patterns, so they will be utilizing the existing stormwater drainage structures.

Motion by Comm. Cohn, seconded by Comm. Cole, that the Plan Commission grant approval of the proposed architectural, site, landscaping, lighting, and signage plans, as well as use and occupancy approval, for Lakeshore Veterinary Specialists, a specialty and emergency veterinary clinic and associated offices, located at 2100 West Silver Spring Drive, per the four requirements. Roll Call: Ayes: Mayor Bryan Kennedy, Commissioners Cole, Goldberg, Cohn, Lippow, and Ross. Noes: Commissioner Pfauth. Motion carried 5-1.

II. <u>Plan Commission Review, Johnson Controls, Incorporated (JCI), 5757 North Green Bay Avenue</u>. Review and approve proposed site plan change to provide Milwaukee County Oak Leaf Trail connection to Johnson Controls property.

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:

Johnson Controls, Incorporated, seeks Plan Commission review and approval to modify the site plan to provide a connection from the Milwaukee County Oak Leaf Trail to the Johnson Controls property. The proposed changes to the site plan and the use of the premises is permitted with Plan Commission review and approval.

Community Development Director Stuebe stated that staff recommends that the Plan Commission grant approval of the proposed plans to modify the site plan, as well as the use of the premises, for a connection of the Milwaukee County Oak Leaf Bike Trail to Johnson Controls, Incorporated, located at 5757 North Green Bay Avenue.

Chad Omon introduced himself as Johnson Controls project representative and introduced Jacqueline Herington as Graef consultant working on the project.

Ms. Herington presented the project to the Plan Commission noting that it is a long ramp with retaining walls that is designed to comply with Americans with Disabilities Act (ADA) requirements for slope of not more than five percent. Ms. Herington commented that the design was recently modified due to a requirement to maintain a 20-foot separation from the American Transmission Company (ATC) high voltage electric transmission line support tower, and that to do that they flipped the path in the other direction which resulted in the ramp becoming longer. Ms. Herington stated there would be security and lighting with an eight-foot height bollard that would be connected with Johnson Controls security.

Mayor Kennedy commented that Milwaukee County will build bike path ramp connections to sidewalks at Heiser Ford and the Crestwood subdivision, and asked if the Johnson Controls ramp would be similarly designed.

Ms. Herington stated that they requirements are a 2 percent cross-slope, 5 percent slope, with 3-foot shoulders.

Mayor Kennedy asked if there would be an entrance to the private property.

Mr. Omon stated that there would be a sign at the path exit.

Comm. Pfauth commented that if they are providing access to the property is there a potential for somebody to use that for unsavory purposes.

Mr. Omon stated that there would be four light bollards along the path as it descends and that there would be motion sensors and that the lighting level goes up and, also, at the card reader they will have a speaker and a camera.

Mayor Kennedy asked if there would be a security portal at the parking lot.

Mr. Omon stated that they will include that in the security protocol, which will be complete by the end of December.

Comm. Ross reiterated that there would be public access.

Motion by Comm. Goldberg, seconded by Comm. Cohn, that the Plan Commission grant approval of the proposed plans to modify the site plan, as well as the use of the premises, for a connection of the Milwaukee County Oak Leaf Bike Trail to Johnson Controls, Incorporated, located at 5757 North Green Bay Avenue. Roll Call: Ayes: Mayor Bryan Kennedy, Commissioners Cole, Goldberg, Cohn, Lippow, Pfauth, and Ross. Noes: None. Motion carried unanimously.

III. Plan Commission Review, Bavarian Bierhaus Brew Pub and Beer Garden, 700 West Lexington Boulevard (formerly Bavarian Inn). Review and approve proposed specialty brew pub restaurant and beer garden architecture, site, landscaping, lighting and signage, as well as 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:

Brauhaus Milwaukee, LLC, proposes to renovate and modify the grounds of the former Bavarian Inn and Old Heidelberg Park Oktoberfest festival grounds (Lots 2 and 3 of CSM 8584) located at 700 West Lexington Boulevard to become a brew pub restaurant and beer garden. The property is zoned B-1, C1 Business and Commercial District, and the proposed improvements and use are permitted with Plan Commission review and approval.

The brew pub restaurant will be named the Bavarian Bierhaus, and it will feature freshly brewed German style beer and authentic German and American food favorites, along with daily live music. The Bavarian Bierhaus will be open to the general public but will also seek to serve corporate and special events clients. The Oktoberfest festival will continue to be held on the property. The facility seeks to remain closely associated with the Bavarian Soccer Club, and the soccer club will continue to have an office, storage, and operating presence within the building.

The existing building will be renovated, however, with fewer changes to the interior arrangement than previously proposed, to provide for the proposed brew pub restaurant and related facilities, and an outside patio dining and social space will be provided on the southwest corner of the building.

The Bavarian Bierhaus will be open from 11:00 a.m. to 2:00 a.m. seven days per week. Applicant states that the Bavarian Bierhaus property will have 345 parking spaces. The Bavarian Bierhaus enterprise will employ 120 to 210 people.

Community Development Director Stuebe stated that staff recommends that the Plan Commission grant approval for Brauhaus Milwaukee, LLC, to make the proposed improvements to the 700 West Lexington Avenue property, as well as approve the use and occupancy for the Bavarian Bierhaus brew pub and beer gardens, per the following requirements: 1) City approval of required liquor, food, and dance hall licenses; 2) All parking related to the facility to be accommodated within Bavarian Bierhaus property or, in the case of special events, in nearby parking lots under agreements with nearby property owners; 3) Notify the City of Glendale Police Department of special events that will require parking on neighboring properties; 4) Signs require a Sign Permit per the City of Glendale Sign Code; 5) Dumpster enclosure(s) are required to conform with the requirements of Zoning Code 13.1.144; 6) Landscaping and lighting features being maintained and replaced and/or replenished whenever necessary, per the approved landscape plans, and pursuant to tenant/owner lease responsibilities; 7) All building and fire codes being carried out to the satisfaction of the Building Inspector and the North Shore Fire Department.

Mike Weiss introduced himself as investor in the restaurant and the property ownership group. Mr. Weiss stated that there was little change externally, and that the existing ballroom will become the brewery, main dining hall, and beer hall. Mr. Weiss stated that they plan to brew eight to nine different beers and will serve other craft beers purchased from the distributor, and concluded stating that all of the beer that they brew will be used there, and that they do not have any intention to ship beer offsite.

Dan Beyer introduced himself as the project architect, and stated that facility has been dormant, and the main hall would be the big space that they want to bring to life with a contemporary beer hall and beer garden.

Mayor Kennedy asked if they would reroute the road around the back of the facility.

Mr. Beyer stated that they would have to reroute for the beer garden patio.

Mr. Weiss stated that there really would not be a roadway there, that there would be a pedestrian path. Mr. Weiss stated that they will continue to have Oktoberfest, Maibock, and other festivals, and that they really have designed things to ensure the future of the Bavarian Soccer Club and make the future more certain, and that the soccer club will continue to utilize the Rathskellar for their offices.

Mayor Kennedy asked when they plan to open.

Mr. Weiss stated that it is not a small project, and that the brewery equipment is a big cost item, and that they open in April.

Comm. Lippow asked how many employees they will have.

Mr. Weiss said 200, although not all of them will be there at the same time. In the future they will rearrange if possible to provide more parking, and will also work with the AB Data site.

City Administrator Maslowski asked about the tower.

Mr. Weiss stated that they still plan to come back with the tower and signage and that they are looking at alternatives as the construction costs came in higher than expected, although it may not change, there will be a tower.

Comm. Goldberg asked about business hours of 11:00 a.m. until 2:00 a.m.

Mr. Weiss stated that they do not think that they will be open those hours all of the time, that Sundays they will be open until 9:00 or 10:00 p.m., and weeknights will typically be 12:00 midnight.

Comm. Pfauth asked whether there would be a guardrail for the patio.

Mr. Beyer stated that they will have a railing per the Building Code and will utilize split-face block.

Mr. Weiss stated that they do not want to obscure views of the beer garden from the soccer field, as it is important to draw customers to the facility.

Comm. Ross inquired whether the bathrooms will be completely renovated.

Mr. Beyer stated yes.

Comm. Goldberg asked about the indoor stage area, would it be the same stage.

Mr. Weiss stated that the main hall will be completely redone, so the stage that is currently to the east side will become seating, and that bands will play for families during the day and for younger adults at night.

Mayor Kennedy asked how they will attract from beyond Milwaukee.

Mr. Weiss said that people from all over the State know about Oktoberfest, and that the food, service, and entertainment will be critical to success, and that everybody knows somebody who has been married at the Bavarian Inn, so they need to market, but not on a grand scale.

Motion by Comm. Cole, seconded by Comm. Goldberg, that the Plan Commission grant approval for Brauhaus Milwaukee, LLC, to make the proposed improvements to the 700 West Lexington Avenue property, as well as approve the use and occupancy for the Bavarian Bierhaus brew pub and beer gardens, per the seven requirements, with tower and signage remaining to be reviewed by the Plan Commission . Roll Call: Ayes: Mayor Bryan Kennedy, Commissioners Cole, Goldberg, Cohn, Lippow, Pfauth, and Ross. Noes: None. Motion carried unanimously.

IV. Plan Commission Review, Citgo, 6204 North Port Washington Road. Review and approve proposed architectural, site, landscaping, lighting, and signage, as well as 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:

Fahim Beg (Jay Enterprises Petroleum, Incorporated) proposes to construct a 493 square-foot addition to the south side of the existing 608 square-foot Citgo building located at 6204 North Port Washington Road. The exterior and interior will be renovated to be more aesthetically attractive and will better serve customers. The property is zoned B-1, F1 Business and Commercial District, and the architectural, site, landscaping, lighting, and signage plans must be reviewed and approved by the Plan Commission.

The existing Citgo parcel is about 0.40 acres in size and includes the cashier for the gasoline station and a small convenience store. The existing gasoline station has three pump islands that can serve six vehicles. The proposed addition, 20 feet wide and the same depth as the existing building (24 feet), will provide additional cooler space and some additional retail space. Three parking spaces located along the south side of the building will be lost, making ease of access to the parking on the north side of the building more important.

The gasoline station operates 24 hours per day, seven days per week. Typically one employee is present.

Community Development Director Stuebe stated that staff recommends that the Plan Commission grant approval for Jay Enterprises Petroleum, Incorporated, to construct the proposed building addition per the approved plans, as well as use and occupancy approval to operate the Citgo gasoline station and convenience stores, per the following requirements: 1) All landscaping features being maintained and replaced and/or replenished whenever necessary; 2) All City of Glendale building and fire codes being carried out to the satisfaction of the Building Inspector and the North Shore Fire Department.

Fahim Beg introduced himself as agent and contractor and presented the project to the Plan Commission, stating that the project will be ADA compliant, provide more space, and improve the façade.

Mayor Kennedy inquired whether there would be any changes to the pumps.

Mr. Beg stated that there would not be any changes to the canopy and islands and said that they had recently installed replacement dispensers.

Comm. Ross asked about the north side dumpster enclosure and shed.

Mr. Beg said that he thinks that they may move the shed, however, the dumpster needs to stay.

Motion by Comm. Cole, seconded by Comm. Cohn, that the Plan Commission grant approval for Jay Enterprises Petroleum, Incorporated, to construct the proposed building addition per the approved plans, as well as use and occupancy approval to operate the Citgo gasoline station and convenience store, per the two requirements. Roll Call: Ayes: Mayor Bryan Kennedy, Commissioners Cole, Goldberg, Cohn, Lippow, Pfauth, and Ross. Noes: None. Motion carried unanimously.

V. Plan Commission Review, Michael T. Pelant, 6055 North Flint Road. Review and approve proposed architectural, site, landscaping, lighting, and signage for multi-tenant multi-use facility.

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:

Michael T. Pelant (Michael Thomas Development, Incorporated) proposes to construct a 13,200 square foot (55’x120’=13,200 SF) multi-tenant multi-use building at 6055 North Flint Road. The property is zoned M-1 Warehouse, Light Manufacturing, Office and Service District, and the architectural, site, landscaping, lighting, and signage plans must be reviewed and approved by the Plan Commission. Future tenant uses and occupancies are required to obtain Plan Commission review and approval.

The existing vacant parcel is about 0.77 acres in size. Properties to the north (6101) and south (6041) are similar in that they are multi-tenant multi-use facilities. Building lot coverage is about 39 percent (13,200 SF/34,119 SF = 0.39, requirement less than or equal to 80 percent). The proposed building is about 27 feet in height (requirement is less than or equal to 60 feet), conforms to the height, front, side, and rear setback requirements of the Zoning Code.

The project includes eight tenant spaces of about 1,650 square feet each. Each unit is provided a steel overhead door, front and rear pedestrian entry door, as well as vertically oriented operable casement windows. The submittal narrative states that there will be 24 parking spaces, giving three parking spaces per tenant space. As occupancy of the units by tenants moves forward the amount of available parking will be a factor in the types of uses and occupancies that the facility can serve.

Architecturally, the proposed building is rectangular with 16-foot walls to the soffit height, and a 12:5 sloped roof 27 feet in height. Exterior materials include a split-face cmu veneer on the east (street view) and south (main entrances) elevations, with fiber cement siding above. Fiber cement siding would be used exclusively on the north and east elevations. The remaining exterior building materials are indicated on the project drawings.

The landscaping plan along the front façade includes two clumps of birch trees with interweaving spirea. The remainder of the site is grass turf.

Community Development Director Stuebe stated that staff recommends that the Plan Commission grant approval of the architectural, site, and landscaping plans for Michael T. Pelant to complete the improvements at 6055 North Flint Road, per the following requirements:, per the following requirements: 1) All proposed modifications and/or connections to Glendale utilities require submittal for review and permits through the City of Glendale Public Works Department; 2) Individual tenants are required to obtain Plan Commission review and approval prior to issuance of an Occupancy Permit; 3) Obtain a stormwater management permit per Code of Ordinances 6.5 and Milwaukee Metropolitan Sewerage District approval, if required; 4) Signs require a Sign Permit per the Glendale Sign Code; 5) Dumpster enclosures are required to conform to Zoning Code 13-1-144; 6) All landscaping and exterior lighting features being maintained and replaced and/or replenished whenever necessary pursuant to tenant/owner lease responsibilities; 7) All building and fire codes being carried out to the satisfaction of the Building Inspector and Fire Marshall, respectively.

Michael Pelant introduced himself as the property owner and developer of the project, and presented the project to the Plan Commission.

Motion by Comm. Cohn, seconded by Comm. Goldberg, that the Plan Commission grant approval of the architectural, site, and landscaping plans for Michael T. Pelant to complete the improvements at 6055 North Flint Road, per the seven requirements. Roll Call: Ayes: Mayor Bryan Kennedy, Commissioners Cole, Goldberg, Cohn, Lippow, Pfauth, and Ross. Noes: None. Motion carried unanimously.

VI. Plan Commission Review, Parking Ramp for Prospective National Healthcare Companies Tenant(s), 575 West River Woods Parkway. Review and approve proposed architectural, site, landscaping, lighting, and signage for parking ramp.

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:

575 Riverwoods Partners, LLC, the owner of the office building located at 575 West River Woods Parkway, is proposing to construct a two level parking ramp to serve the existing office building located at 575 West River Woods Parkway. The property is zoned PD-Planned Unit Development and the proposed use is permitted with the review and approval of the Estabrook Corporate Park Association and the review and approval of the Plan Commission.

The existing office building, previously utilized by the Orthopaedic Hospital of Wisconsin, has surgical units and related facilities that the owner believes there is presently not any market interest. The owner has stated that in order to attain a lease with a prospective national office tenant will requires more parking spaces. Submittal documents state that there are presently 234 surface parking spaces available, of which 34 are by easement. The proposed parking ramp will allow the property owner to supply a total of 363 parking spaces (181 lower level parking spaces, 34 by easement, and 148 upper level).

That City has forwarded the plans for the proposed parking ramp to the Estabrook Corporate Park Owner's Association which has a plan review authority within the Estabrook Corporate Park. Estabrook Corporate Park Association members have been asked to provide any objections and concerns that they may have by Friday, September 11, 2015. The Orthopaedic Hospital of Wisconsin has indicated objection to the proposed project (refer to correspondence dated August 21, 2015).

A stormwater management plan is required to be submitted based on the amount of land disturbed by the proposed project.

Community Development Director Stuebe stated that based on the Estabrook Corporate Park Association Covenants the proposed project is presently under review by the Estabrook Corporate Park Association, with a decision required by Friday, September 11, 2015, and that the project will be presented to the Plan Commission for review this evening.

Patrick Diderer introduced himself as project representative for 575 Riverwoods Partners, and presented the property owners perspective on the effort to lease the existing building the previous two years, and that they have not found demand for medical and believe that general office and health insurance is more in demand, however, the property was being eliminated from being a prospect based on office building proforma requirements that require five to six parking spaces per 1,000 square feet and as presently configured the property only provides four parking spaces per 1,000 square feet.

Jeff Stowe and Steve Roloff presented the project architectural and civil/structural design concepts. Mr. Roloff suggested that the dilemma was that to increase parking demand they need to increase the amount of parking stalls that will be available and that, although there is not an immediate need for all of the parking spaces, prospective tenants require a plan to provide the necessary parking. Mr. Roloff presented the parking ramp as a two-plate design without any interconnectivity between the two, explaining that they would make use of the grade to make parking, and said that they wanted to maintain the existing daycare.

Jeff Stowe talked about the aesthetics of the proposed architectural design, that there would be precast wall panels with brick inlaid.

City Administrator Maslowski stated that the most that could be done this evening is a conceptual approval of a plan subject to the Estabrook Corporate Park Owner's Association

Comm. Cohn observed that there are the other buildings on the site, and asked what they would see from the Orthopaedic Hospital, and asked if the landscaping would cover the parking stalls, commenting that the parking structure seems harsh, and added that it should be something innovative and that they need to design something that makes it look like something other than parking structures.

Comm. Cole stated that as proposed it seems only geared toward getting more parking spaces utilizing cheap prefabricated materials.

Comm. Ross commented that she thinks it looks bad from Port Washington Road, and is even offensive.

Comm. Goldberg stated that he would not want to look at this, and that he would like to see landscaping, and asked if we can hear from Mr. Cramer, and concluded his remarks stating that there is allot of work to do to make this nice.

Comm. Ross asked about the existing occupancy within the building.

Mr. Diderer stated that 22,000 square feet was occupied, and that 44,000 square feet remained unoccupied, and that has been the case for more than about eight to ten months now.

The Plan Commission asked that Brian Cramer, Chief Executive Officer of the Orthopaedic Hospital of Wisconsin, a voting Member of the Estabrook Corporate Park Association representing Columbia St. Mary's and Orthopaedic Hospital of Wisconsin physicians, to present their view of the project.

Mr. Cramer stated that they have the 475,000 square-foot Orthopaedic Hospital of Wisconsin Hospital and the 40,000 square-foot Orthopaedic Hospital of Wisconsin Office Building. Mr. Cramer commented that he took a drive around the community and that the only parking ramps that he was able to find were at Bayshore Town Center and Johnson Controls, and that it seems that parking ramps were not really the intent for the City, and that most of the City is offices surrounded by surface parking, which provides curb appeal. Mr. Cramer stated that they have office staff and 12,000 office visits each year, and questioned how the parking ramp would impact the Nurturing Nook day care, and was concerned that if the ramp is approved there would be increased traffic near the Nurturing Nook. Mr. Cramer asked if there is a landscaping plan in this, and noted that they have trees to look at now, and that some trees and bushes will not block the view, concluding with his statement that currently they have an aesthetically pleasing view from their offices and that the proposed parking ramp will not harmonize with the three existing buildings.

Comm. Pfauth asked for what reason the Orthopaedic Hospital vacated.

Mr. Cramer stated that the size was not adequate and that the building was an office building converted to medical. Mr. Cramer also stated that they had 35,000 square feet of office space and now they have 95,000 square feet of office space.

Comm. Goldberg asked Mr. Cramer if it is a no if he says no.

Mr. Cramer stated no, their vote alone would not stop the proposed structure.

Motion by Comm. Goldberg, seconded by Comm. Cole, that the Plan Commission lay the matter over until submittal of an architectural design, landscaping plans, building materials, Stormwater Management Plan reviewed and approved by MMSD, and the approval of the Estabrook Corporate Park Association. Roll Call: Ayes: Mayor Bryan Kennedy, Commissioners Cole, Goldberg, Cohn, Lippow, Pfauth, and Ross. Noes: None. Motion carried unanimously.

VII. Plan Commission Review, Discount Halloween, 200 West Silver Spring Drive. Review and approve proposed temporary Halloween costume specialty shop 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:

Applicant, Jim Petersen, seeks Plan Commission review and approval for Discount Halloween (Previously Halloween Extreme and Halloween Express), a seasonal costume specialty shop use, to temporarily occupy the former Betty Johnson Interiors space located at the east side of the site. Over the past several years the same individual operated Halloween Extreme in the same space. The proposed use is a permitted use in the B-1, Sub Area E zoning district with Plan Commission review and approval.

Discount Halloween will occupy about 7,000 square feet. Based on the previous occupancy of the 200 West Silver Spring Drive tenant space by Halloween Extreme and Halloween Express, it is anticipated that the site will accommodate the proposed temporary use by Discount Halloween. As the date of Halloween approaches access to the site during peak hours may present some challenges.

Proposed hours of operation are 10:00 a.m. to 9:00 p.m. Sunday through Saturday. The Applicant anticipates that there will be a total of twenty (20) employees and a maximum of six (6) employees working at the site at one time

Community Development Director Stuebe stated that staff recommends that the Plan Commission grant use and occupancy approval for Jim Petersen to operate Discount Halloween, a seasonal costume specialty shop, in the former Betty Johnson Interiors tenant space, located at 200 West Silver Spring Drive, per the following conditions: 1) Time period for temporary occupancy through Saturday, November 14, 2015; 2) No outside displays, activities, or distractions of any kind; 3) Property to be regularly policed to maintain a litter-free condition; 4) Signs require a Sign Permit per the Glendale Sign Code; 5) All landscaping and lighting features being maintained and replaced and/or replenished whenever necessary pursuant to tenant/owner lease responsibilities; 6) All City of Glendale building and fire codes being carried out to the satisfaction of the Building Inspector and Fire Marshall, respectively; 7) Written certification by owner of compliance with State of Wisconsin requirements for physically disabled parking prior to issuance of Occupancy Permit.

Jim Petersen introduced himself as the owner and project representative for Discount Halloween, and stated that this was about their ninth year as a six to eight week location, although the name has changed several times.

Motion by Comm. Goldberg, seconded by Comm. Cohn, that the Plan Commission grant use and occupancy approval for Jim Petersen to operate Discount Halloween, a seasonal costume specialty shop, in the former Betty Johnson Interiors tenant space, located at 200 West Silver Spring Drive, per the seven requirements. Roll Call: Ayes: Mayor Bryan Kennedy, Commissioners Cole, Goldberg, Cohn, Lippow, Pfauth, and Ross. Noes: None. Motion carried unanimously.

VIII. <u>Sign Appeal, The Brick (fka Pub Restaurant), 6343 North Green Bay Avenue</u>. 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:

The Brick is the name that has been selected for the earlier approved pub style restaurant located at 6343 North Port Washington Road, and a projecting sign is proposed in lieu of the earlier indicated wall sign.

The Glendale Sign Code generally prohibits projecting signs. A projecting sign is defined in the Sign Code as "Any sign other than a wall sign affixed to any building or wall, whose leading edge extends beyond such building or wall. Wall sign is defined as "Any sign painted on or attached to and erected parallel to the face of or erected or confined within the limits of the outside wall of any building and supported by such wall or building and which displays only one advertising surface (This definition includes signs composed of individual letters or symbols)." The Sign Code elaborates elsewhere that the face of a wall sign may not project more than twelve (12) inches from the wall.

Historic precedent for the proposed sign style includes the Crossfit 100 projecting sign at the Barnabas Business Center that was approved as part of the Planned Sign Program for the property, and the “blade” style signs that are required by the Planned Sign Program at the Bayshore Town Center.

Proposed Projecting Sign

The proposed projecting sign is rectangular in shape (approximately 3’x5’=15 SF), and has an oval shape design that includes the words “The Brick.” The proposed sign is not internally illuminated and the only lighting would be light directed onto the sign. The sign is supported by two horizontal tubes projects approximately four feet from the façade of building, and the sign does not project beyond the property line.

Also, at the proposed location of the proposed projecting sign the face of the building is less than ten feet from the North Green Bay Avenue right-of-way line (about five to six feet). The projecting sign will be, in its entirety, less than ten feet from the public street right-of-way. As such, a variance will be necessary to permit the proposed projecting sign to be installed less than ten feet from the public street right-of-way, however, restricted so as not to encroach within the North Green Bay Avenue street right-of-way.

Summary

A projecting sign is proposed for The Brick in lieu of a wall sign. The proposed projecting sign is about 15 square feet in area with an oval design space that includes the name of the pub concept restaurant, “The Brick.” The principle issue with projecting signs includes having two message surfaces and the possibility that the sign will extend beyond the limits of the property, along with the potential for accumulated snow and/or ice to fall on passers-by below. The proposed projecting sign does not project beyond the limits of the property and has a relatively thin profile, minimizing the likelihood of creating any kind of hazard.

In addition to the variance required to permit a projecting sign, a variance is required to permit the projecting sign to be located within the required ten-foot setback, however, not to permit the projecting sign to encroach within the North Green Bay Avenue public street right-of-way.

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.

Tim Hren introduced himself as the manager for The Brick Pub and presented the proposed projecting sign in lieu of a wall sign, although they may simply go with the oval rather than the rectangle design, and that they would have lighting on the sign from the eves and without neon.

Comm. Pfauth stated that he applauds the idea of going just oval and thinks it makes sense, properly braced.

Motion by Comm. Cole, seconded by Comm. Cohn, that the Plan Commission grant the signage variance request by Tim Hren on behalf of The Brick for the proposed projecting sign located on the east facades of the building located at 6343 North Green Bay Avenue, with the requirement that the sign may not intrude within the North Green Bay Avenue right-of-way which is under the jurisdiction of the Wisconsin Department of Transportation. Roll Call: Ayes: Mayor Bryan Kennedy, Commissioners Cole, Goldberg, Cohn, Lippow, and Pfauth. Noes: None. Motion carried unanimously.

<u>ADJOURNMENT</u>.

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

Todd M. Stuebe, Director of Community Development

Recorded: September 29, 2015