



CITY OF GLENDALE
5909 North Milwaukee River Parkway
Glendale, Wisconsin 53209

MINUTES — PLANNING AND ARCHITECTURAL REVIEW COMMISSION

Tuesday July 11, 2023

6:00 PM.

YouTube Video [Link](#)

*Members: Chairman and Mayor Bryan Kennedy, Alderman Phillip Bailey,
Amanda Seligman, Shauntay Nelson, Fredrick Cohn, Shawn Storey,
Traci Jean Fernandez, and Ryan Attwood (Alternate)*

1. Roll Call and Pledge of Allegiance.

Chairman Mayor Kennedy called the meeting to order at 6:00pm. Everyone in the Common Council Chambers pledged allegiance to the flag of the United States of America.

Roll Call

Present: Chairman Mayor Bryan Kennedy, Alderman Philip Bailey, Commissioners Amanda Seligman, Fredrick Cohn, Shawn Storey, and Traci Jean Fernandez

Excused: Shauntay Nelson, Ryan Attwood

Other Officials Present: John Fellows, Community Development Director; Ken Smith, Planner

2. Adoption of Minutes:

a) Planning and Architectural Review Commission June 6, 2023.

Commissioner Seligman moved approval of the previous meeting's minutes. Seconded by Commissioner Cohn. Motion carried unanimously.

3. Public Hearings

4. New Business

Business Use Approvals

- a. Discussion, consideration, and action on a business use approval for a tenant operating a corporate office, property owner Phoenix JCR Glendale Industrial Investors LLC, at **5055 North Lydell Ave** Residence District and the Mixed-Use Development Land Use Classification, Tax Key Number 203-8995-004.

Present (virtually): John Peret, Phoenix Investors LLC

Motion: Commissioner Cohn moved to approve the business use approval with the four conditions as recommended by staff. Seconded by Alderman Bailey.

Discussion: Discussion regarding recommendation of item four

Motion: Commissioner Seligman moved to approve the business use approval with three conditions:

1. Site Plan and Architectural Review will be required prior to issuance of any building permits.

2. Approval of stormwater facilities by the City Engineer.
3. Granting of right of way permits for all work within the right of way.

Seconded by Commissioner Cohn. Motion carried unanimously.

Motion: Commissioner Cohn moved approval. Seconded by Alderman Bailey. Motion carried unanimously.

Conditional Use Permit

- b. Discussion and consideration of a conditional use for “Skyi’s Playground” childcare service at **6801 N. Green Bay Avenue** in a B-2 Community Business District, Tax Key Number 126-898-8000.

Present: Tatyanna Williams, Proprietor, Skyis Playground LLC

Motion: Commissioner Storey moved to schedule a public hearing as soon as practicable. Seconded by Fernandez. Motion carried unanimously.

Site Plan and Architectural Approval

- c. Discussion and consideration of site architectural review for a replacement sunroom at **5658 N. Dexter Avenue** in a Single-Family Land Use Classification and a R-7 Residence Zoning District, Tax Key Number 169-0206-000.

Motion: Commissioner Cohn moved approval. Seconded by Storey. Motion carried unanimously.

- d. Discussion and consideration of site architectural review for a residential building addition for Brandon Atwood at **6126 N. Park Road** in an R-7 Residential District, the single-family land use classification, Tax Key Number 163-1020-000.

Motion: Alderman Bailey moved approval. Seconded by Fernandez. Motion carried unanimously.

- e. Discussion and consideration of site architectural review for a new garage at **7017 N. Berwyn Avenue** in an R-7 Residential District, Tax Key Number 126-1000-000.

Present: Matthew Senn, Applicant and Resident of 7017 N. Berwyn Avenue

Motion: Commissioner Storey moved approval. Seconded by Fernandez. Motion carried unanimously.

- f. Discussion and consideration for a site plan and architectural approval for landscaping between the soccer field and Daphne Rd, Nicolet High School, **6701 N Jean Nicolet Road**, in the Special (Institutional) District /S-1 zoning classification and the Government and Institutional land use classification, Tax Key Number 128-8966-003.

Present: Ryan Barz, Project Manager, Rettler Corporation

Motion: Commissioner Cohn moved approval. Seconded by Fernandez. Motion carried unanimously.

Zoning Map Amendment

- g. Discussion, consideration, and recommendation of a zoning map amendment for **902 W. Eula Court**, in an R-7 Residential District, Tax Key Number 233-1047-000.

Motion: Commissioner Cohn moved to schedule a public hearing as soon as practicable. Seconded by Fernandez. Motion carried unanimously.

Signage Approvals

- h. Discussion, consideration, and determination of a Digital Billboard for Sprecher Property III, LLC / Heritage MKE LLC, **727 W Glendale Ave**, in the M-1 Industrial Zoning district and the Planned Mixed Use land use classification, Tax Key Number 233-1170-003.

Present: Mark Clauss, General Counsel, Sprecher Brewing Company
James Manfredi, Managing Member, Heritage Outdoor Media

Motion: Commissioner Cohn moved to postpone to a day certain (the August Commission meeting). Seconded by Fernandez. Motion carried unanimously.

- i. Discussion, consideration, and determination of a Digital Billboard for Direct Outdoor / Bryan Norton, **4425 N Port Washington Road**, in the M-1 Industrial Zoning District and the Planned Mixed Use land use classification, Tax Key Number 233-1173-002

Present: Mark Clauss, General Counsel, Sprecher Brewing Company
James Manfredi, Managing Member, Heritage Outdoor Media

Motion: Commissioner Cohn moved to postpone to a day certain (the August Commission meeting). Seconded by Fernandez. Motion carried unanimously.

- j. Discussion, consideration, and determination of a Digital Billboard for Heritage MKE LLC / Glendale Industrial LLC, **4545 N Port Washington Road** in the M-1 Industrial Zoning district and the Industrial land use classification, Tax Key Number 233-1172-001.

Present: Mark Clauss, General Counsel, Sprecher Brewing Company
James Manfredi, Managing Member, Heritage Outdoor Media

Motion: Commissioner Cohn moved to postpone to a day certain (the August Commission meeting). Seconded by Fernandez. Motion carried unanimously.

5. Other Business:

- a. Discussion and consideration of moving the August 1, 2023, PARC meeting to August 8, 2023, to allow members of the PARC and community to participate in National Night out on August 1, 2023.

Motion: Commissioner Cohn moved to reschedule the August meeting of the Commission from August 1 to August 8, 2023. Seconded by Fernandez. Motion carried unanimously.

6. Next Meeting Date and Adjournment:

- a. Next Planning and Architectural Review Commission (PARC) Meeting 6:00 p.m., Tuesday, August 8, 2023.

7. Adjournment.

Motion: Alderman Bailey moved to adjourn until August 8, 2023 at 6pm. Seconded by Commissioner Storey. Motion carried unanimously. Chairman Mayor Kennedy adjourned the meeting at 6:47pm.

Minutes recorded by Ken Smith, Planner.