



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

MINUTES— PLANNING AND ARCHITECTURAL REVIEW COMMISSION

Tuesday August 8, 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, Commissioners Seligman, Nelson, and Storey

Excused: Alderman Phillip Bailey, Commissioners Cohn, Fernandez, and Attwood

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

2. Adoption of Minutes:

a) Planning and Architectural Review Commission July 11, 2023.

Motion: Commissioner Storey moved approval of the previous meeting's minutes. Seconded by Nelson. Motion carried unanimously.

3. Old Business

Site Plan and Architectural Approval

a) Discussion, consideration, and determination of a major or minor modification to a Planned Development district for Chick-fil-A at **5201 N. Port Washington Road**, in the Planned Development District (PD) zoning district, the Planned Commercial Service District, the Port Washington Design District, Tax Key Number 196-9000-002.

Motion: Commissioner Storey moved to approve the Planned Development Agreement as a minor amendment. Seconded by Nelson. Motion carried unanimously.

Signage Approvals

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

Present (virtually): James Manfredi, Managing Member, Heritage Outdoor Media

Motion: Commissioner Storey moved approval subject to the following conditions:

1. Submission of stamped plans from an engineer for the structure and sign.
2. Approval of the setback by the WisDOT.
3. The applicant shall work with staff to finalize architectural elements, materials, and final color selection.
4. Acknowledging that the applicant has stated they will work with the City, School District, Welcome to Glendale, and the Northshore Chamber of Commerce to post public service announcements regarding community events.
5. Acknowledging that the applicant will provide programs for the advertising of small business, art, and similar outreach.
6. The applicant shall work with City staff to develop a landscaping plan where the scale and proportion of plantings relates to the sign.

Seconded by Nelson. Motion carried unanimously.

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

Present (virtually): Mark Clauss, General Counsel, Sprecher Brewing Company

Motion: Commissioner Storey moved approval subject to the following conditions:

1. Submission of stamped plans from an engineer for the structure and sign prior to construction.
2. Approval of the setback by the WisDOT.
3. Approval of permit(s) from the WisDOT.
4. The applicant shall work with staff to finalize architectural elements, materials, and final color selection.
5. Acknowledging that the applicant has stated they will work with the City, School District, Welcome to Glendale, and the Northshore Chamber of Commerce to post public service announcements regarding community events.
6. Acknowledging that the applicant will provide programs for the advertising of small business, art, and similar outreach.
7. The applicant shall work with City staff to develop a landscaping plan where the scale and proportion of plantings relates to the sign.

Seconded by Nelson. Motion carried unanimously.

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

Present: John Fuchs, Partner, Fuchs and Boyle SC

Motion: Commissioner Nelson moved to postpone the item indefinitely. Seconded by Storey. Motion carried unanimously.

4. Public Hearings

Zoning Map Amendment

- a) Public Hearing regarding a zoning map amendment from B-1 "A-1" Local Business

District to PD Planned Development District and General Development plan for Phoenix JCR Glendale Industrial Investors LLC, at **5055 North Lydell Ave** Residence District and the Mixed-Use Development Land Use Classification and a current B-1 A-1 zoning classification, Tax Key Number 203-8995-004.

Present (virtually): John Peret, Director of Property Management, Phoenix Investors

Motion: Commissioner Storey moved to close the public hearing. Seconded by Nelson. Motion carried unanimously.

- b) Discussion, consideration, and recommendation to Common Council regarding a zoning map amendment from B-1 "A-1" Local Business District to PD Planned Development District, and a general development plan approval for Phoenix JCR Glendale Industrial Investors LLC, at **5055 North Lydell Ave** Residence District and the Mixed-Use Development Land Use Classification and a current B-1 A-1 zoning classification, Tax Key Number 203-8995-004.

Motion: Commissioner Nelson moved to approve subject to staff comments. Seconded by Storey. Motion carried unanimously.

- c) Discussion, consideration, and public hearing for a zoning map amendment from R-7 Residence District to R-7A Residence District at **902 W Eula Court** in the R-7 Residence District and Residential Land Use Classification, Tax Key Number 233-1047-000.

Present: Craig Kurtz, 1012 W. Eula Ct., owner of 902 W. Eula Ct.
Rick Pendergast, 824 W. Eula Ct.
Kyle Bareither, 812 W. Eula Ct.

Motion: Commissioner Seligman moved to close the public hearing. Seconded by Nelson. Motion carried unanimously.

- d) Discussion, consideration, and recommendation to Common Council regarding a zoning map amendment from R-7 Residence District to R-7A Residence District at **902 W Eula Court** in the R-7 Residence District and Residential Land Use Classification, Tax Key Number 233-1047-000.

Motion: Commissioner Seligman moved to recommend approval to the Common Council. Seconded by Nelson. Motion carried unanimously.

Conditional Use

- a) Public Hearing regarding 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, Skyi's Playground LLC

Motion: Commissioner Seligman moved to close the public hearing. Seconded by Commissioner Storey. Motion carried unanimously.

- 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.

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

5. New Business

Site Plan and Architectural Approval

- a) Architectural review of a proposed exterior renovation at **7405 N. Berwyn Avenue**, in an R-3 Residential District, Tax Key Number 1000007000.

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

Business Use Approvals

- b) Discussion and consideration of a business use for Alayande, Inc. at **2450 W. Silver Spring Drive**, in a B-3 Silver Spring Drive Commercial District, Tax Key Number 1690170001.

Motion: Commissioner Seligman moved approval. Seconded by Nelson. Motion carried unanimously.

- c) Discussion and consideration of a business use for Dr. Reem Mahjoub, DMD, and owner of True Dental, at **2501 W. Silver Spring Drive**, in a B-3 Silver Spring Drive Commercial District, Tax Key Number 1942063001.

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

- d) Discussion and consideration of a business use for D&K Foods, LLC, doing business as Jersey Mikes Subs at **5530B N. Port Washington Road**, in a B-1 B Business and Commercial District, Tax Key Number 1978944001.

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

- e) Discussion and consideration of a business use for AVG Intermediate Holdings, LLC, doing business as UrgentVet at **6969 N. Port Washington Rd. Ste. C110**, in a PD Planned Development District, Tax Key Number 1288961003.

Present (virtually): Dr. Jim Dobies, President and Founder of UrgentVet

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

Specific Development Plan within a Planned Development

- f) Discussion, consideration, and recommendation to Common Council on a Specific Development Plan within a Planned Development for AH+S Realty, LLC/Olivia Inc.

(doing business as Casa de **Corazón**) for a proposed daycare and preschool at 4600 N. Port Washington Rd., in a Planned Mixed Use land use classification, Planned Unit Development (PD) zoning classification, Tax Key Number 234-8003-000.

Motion: Commissioner Nelson moved to approve subject to staff comments. Seconded by Storey. Motion carried unanimously.

5. Other Business:

There was no other business.

6. Next Meeting Date and Adjournment:

- a. Next Planning and Architectural Review Commission (PARC) Meeting 6:00 p.m., Tuesday, September 5, 2023.

7. Adjournment.

Motion: Commissioner Storey moved to adjourn until Tuesday September 5, 2023 at 6pm. Seconded by Nelson. Motion carried unanimously. Chairman Mayor Kennedy adjourned the meeting at 7:14pm.

Minutes recorded by Ken Smith, Planner.