



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

The Planning and Architectural Review Commission (PARC) Meeting Will be In-Person.
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AGENDA— PLANNING AND ARCHITECTURAL REVIEW COMMISSION

Tuesday October 3, 2023
6:00 PM.

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

1. Roll Call and Pledge of Allegiance.
2. Adoption of Minutes of September 5, 2023.
3. New Business

Business Use Approvals:

- a) Discussion and consideration of a business use for Tooth Town at 6025 N. Green Bay Avenue, in the Planned Commercial Land Use Classification, B-4 Office-Research-Service-Business Zoning District, Tax Key Number 161-8037-000.
- b) Discussion and consideration of a business use for LUX Wisconsin, LLC, doing business as Scenthound Glendale at 6969 N. Port Washington Road, in a Planned Commercial Land Use Classification, a PD Planned Development District, Tax Key Number 128-8961-003.

Planned Development District

- c) Discussion and consideration for approval of a specific development plan for a Planned Development District for 4160 N. Port Washington Road, in a PD Planned Development District, Planned Mixed Use land use classification, Tax Key Numbers 2421198004 and 2421198003.

Sign - Special Exception

- d) Discussion and consideration of a special exception to the Sign Code under Glendale Ordinances for a temporary sign at 4205 N. Port Washington Road, in an M-1 Warehouse, Light Manufacturing, Office and Service District, Tax Key Number 243-9002-000.

- a. Next Meeting Date and Adjournment:
 - a. Next Planning and Architectural Review Commission (PARC) meeting at 6:00 p.m., on Tuesday November 7, 2023.

- b. Adjournment.

The Regular Planning and Architectural Review Commission (PARC) Meeting is NOT a meeting of the Glendale Common Council. Although a majority of Council Members may be present, Council action will not take place.

Upon reasonable notice, efforts will be made to accommodate the needs of persons with disabilities.



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Glendale, Wisconsin 53209

AGENDA— PLANNING AND ARCHITECTURAL REVIEW COMMISSION

Tuesday September 5, 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 Kennedy, Alderman Bailey, Commissioners Seligman, Nelson, Cohn, Fernandez

Excused: Storey

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

2. Adoption of Minutes:

- a) Planning and Architectural Review Commission August 8, 2023

Motion: Commissioner Seligman moved approval of the previous meeting's minutes. Seconded by Nelson. Motion carried 5-0 with Cohn abstaining.

3. New Business

Site Plan and Architectural Approval

- a) Discussion and consideration of site architectural review for the replacement of a two-car detached garage, 714 W. Montclair Ave., in a Single-Family Land Use Classification and a R-7 Residence Zoning District, Tax Key Number 162-0249-000.

Motion: Commissioner Cohn moved approval of the site plan. Seconded by Nelson. Motion carried unanimously.

Business Use Approvals

- b) Discussion and consideration of a business use for EYM Pizza of Wisconsin, doing business as Pizza Hut, at 5322 N. Port Washington Rd., in a B-3 Silver Spring Drive Commercial District, Tax Key Number 194-2063-001.

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

Planned Sign Program

- c) Discussion and consideration of a Planned Sign Program amendment for the commercial building, the Barnabas Business Center, at 4650 N. Port Washington Road, in a PD Planned Development District, Tax Key Number 234-8012-000.

Motion: Fernandez moved approval. Seconded by Nelson. Motion carried unanimously.

Present (Virtually): Kelly Johnson, Vice President of Management Services, Cardinal Capital Management Inc.

5. Other Business:

6. Next Meeting Date and Adjournment:

- a. Next Planning and Architectural Review Commission (PARC) Meeting 6:00 p.m., Tuesday, October 3, 2023

7. Adjournment.

Motion: Commissioner Cohn moved to adjourn until October 3, 2023 at 6pm. Seconded by Alderman Bailey. Motion carried unanimously. Chairman Mayor Kennedy adjourned the meeting at approximately 6:30pm.

Minutes recorded by Ken Smith, Planner.

SUBJECT: Discussion and consideration of a business use for Tooth Town at 6025 N. Green Bay Avenue, in the Planned Commercial Land Use Classification, B-4 Office-Research-Service-Business Zoning District, Tax Key Number 1618037000.

FROM: John Fellows, AICP; Director of Community Development
Ken Smith, MPA, M.S.; Planner

Meeting: Planning and Architectural Review Commission

MEETING DATE: October 3, 2023

FISCAL SUMMARY:

Budget Summary:	N/A
Budgeted Expenditure:	N/A
Budgeted Revenue:	N/A

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§ 13.1.37

BACKGROUND:

Tooth Town is a firm based in Brown Deer specializing in pediatric dentistry. The firm's leadership wishes to expand into Glendale at 6025 N. Green Bay Avenue in a B-4 Office-Research-Service-Business District.

The business occupies 2,643 of 8,654 square feet in the office building shared with two other tenants. The building is owned by "Racine Tooth Town Landlords, LLC." Tooth Town will have a minimum of four and a maximum of 14 employees on site at any given time, would operate Monday through Thursday from 7am to 4pm, and 7am to 12pm on Fridays. Renovation construction plans indicate Tooth Town has four hygiene patient rooms, and two operatory patient rooms.

ANALYSIS:

Tooth Town qualifies as a permitted use in a B-4 Office-Research-Service-Business District under § 13.1.37(b)(3) as a dental office.

RECOMMENDATION:

Staff recommends the Plan Commission grant a business use approval for Tooth Town at 6025 N. Green Bay Avenue.

ACTION REQUESTED:

Motion to recommend approval for a business use for True Dental at 6025 N. Green Bay Avenue.

ATTACHMENTS:

1. [Attachments – 6025 N. Green Bay Avenue – Tooth Town](#)

SUBJECT: Discussion and consideration of a business use Scenthound Glendale at 6969 N. Port Washington Rd., in a Planned Commercial Land Use Classification, a PD Planned Development District, Tax Key Number 1288961003.

FROM: John Fellows, AICP; Director of Community Development
Ken Smith, MPA, M.S.; Planner

Meeting: Planning and Architectural Review Commission

MEETING DATE: October 3, 2023

FISCAL SUMMARY:

Budget Summary:	N/A
Budgeted Expenditure:	N/A
Budgeted Revenue:	N/A

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§ 13.1.50

BACKGROUND:

LUX Wisconsin, LLC, doing business as Scenthound Glendale, wishes to operate a storefront in the City at 6969 N. Port Washington Road (Tax Key Number 128-896-1003) in a PD Planned Development District. Scenthound is a dog grooming franchise which provides cleaning and maintenance services for dog skin, coats, ears, nails, and teeth. Plans indicate Scenthound will sell some dog grooming supplies as well. It would have 1,640 square feet in a space formerly occupied by 9 Round Kickboxing Fitness. The firm would operate Monday through Saturday 8am to 6pm and would have 10 employees, with six on site at most during peak hours.

ANALYSIS:

The parcel is in a Planned Development District and has approved similar human and pet-related services in addition to restaurants, retailers, and a grocery store. Scenthound Glendale may have synergy with the UrgentVet on the same property, which the Commission approved a Business Use for in August.

RECOMMENDATION:

Staff recommends the Planning and Architectural Review Commission grant a business use approval for LUX Wisconsin, LLC, doing business as Scenthound Glendale at 6969 N. Port Washington Road.

ACTION REQUESTED:

Staff recommends the Planning and Architectural Review Commission grant a business use approval for LUX Wisconsin, LLC, doing business as Scenthound Glendale at 6969 N. Port Washington Road.

ATTACHMENTS:

1. [Attachments – 6969 N. Port Washington Road – Scenthound](#)

SUBJECT: Discussion and consideration for approval of a specific development plan for a Planned Development District for 4160 N. Port Washington Road, in a PD Planned Development District, Planned Mixed Use land use classification, Tax Key Numbers 2421198004 and 2421198003.

FROM: John Fellows, AICP; Director of Community Development
Ken Smith, MPA, M.S.; Planner

Meeting: Planning and Architectural Review Commission

MEETING DATE: October 3, 2023

FISCAL SUMMARY:

Budget Summary:	N/A
Budgeted Expenditure:	N/A
Budgeted Revenue:	N/A

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§§ 5.4.2 , 13.1.39 ; Title 13, Article D – PD Planned Unit Development District

BACKGROUND

The Common Council at its [meeting on April 10, 2023](#) approved a general development agreement and rezoning of this parcel to a PD Planned Development District for prospective property buyer, Meta House, a 501(c)(3) nonprofit dedicated to treating women with substance abuse. The Planning and Architectural Review Commission at its [meeting on May 2, 2023](#) recommended the Common Council approve Meta House's Development Agreement with the City. The Common Council, at its [May 22, 2023 meeting](#), postponed consideration for the Development Agreement pending a payment in lieu of taxes (PILOT) agreement with Meta House. Meta House later requested a delay of Common Council consideration of the Development Agreement until July 24, 2023. Finally, on July 19, 2023, a Meta House representative informed the City it was no longer pursuing purchase of the subject property due to a breakdown in negotiations with the property owner.

Due to the way Article D – PD Planned Development District is written within Title 13 - Zoning, the property has a PD zoning classification without any uses allowed due to the lack of an approved Specific Development Plan and a Development Agreement. To enable land uses, the property owner, Beerline Crossing LLC, seeks to have the Plan Commission and Common Council approve a revised General Development Plan, Specific Development Plan and then enter into a Development Agreement to reenale uses on the property.

For General and Specific Development Plans, the applicant desires to leave the building, site, and landscaping unchanged. Note the applicant has indicated that some exterior remodeling will occur in the future based upon the future projected uses. Specifics to these changes are not being presented at this time. The applicant is aware that no exterior changes are being granted at this time. The applicant is aware

that an amendment to the PD and Development agreement will need to occur in the future of any site changes, new buildings, exterior renovations and similar.

The applicant is requests the following uses:

Warehouse tenant: First Stage Milw. Construction of stage sets. 8-12 employees M-F 7:00am-6:00pm

2nd Floor tenant: Health & Performance Collaborative, LLC. Exercise and physical therapy. 10-20 therapists and clients it varies on days and times 7 days a week 6:00am-7:00pm

1st Floor building space: Proposed Office use for Milwaukee Police Department's Command Headquarters for the RNC October '23-July '24. 200+ officers at any time to accommodate the rotation of 4,000 visiting officers. 24-7, 7 days/week

1st Floor t building space: Proposed Climate controlled storage after July'24. 1-3 employees from 7:00am-7:00pm. 24hr access 365 days.

1st Floor Building space: Proposed EV (Electric Vehicle) Factory repair center after July'24. 5-15 employees M-F 7:00am-6:00pm

The proposed uses will not generate any noise, odors, glare, potential fire hazards, or smoke. The current fire sprinkler is set up for office use in the vacant space. Other proposed uses will require a sprinkler system designed for their different use(s).

No proposed food services.

Maximum Facility use: The Milw Police Command Headquarters may exceed 200+ based on specific need. Other users and uses will not exceed current, or proposed employee or clients.

The applicant requests the following signage. Current Multi-tenant monument. Additional signage requests would follow City of Glendale sign application and codes.

The application is requesting the following temporary fencing: The Milw Police Department will require temporary fencing and it will be removed by July'24.

The applicant is proposing the following on site security. Each tenant and business is required to have their own monitored security systems.

The applicant is proposing the following timetable for space modification for use of vacant space and Lot 2:

- Milwaukee Police Department will require 1-2 months to reconfigure space for their temporary command headquarters. Ready for occupation 1 January '24

- Climate Controlled Storage would require selective demo and compartmentalization based on approved plans. 6-9 months anticipated operational by early '25.
- EV Factory service center would require selective demo and remodeling based on approved plans. 6-9 months anticipated operational by early '25.
- Lot 2 new construction 9-12 months based on approved plans late '25 or early '26.
- Vacant Lot 2: To remain vacant. The applicant will return to amend the general and specific development plan and development agreement if they decide to move forward with such a project.

ANALYSIS:

Adoption of the General and Specific Development Plans with the above indicated uses would allow the indicated uses. Note plans and specifications for the temporary fence will need to be provided prior to the recommendation of the specific development plan by the Planning and Architectural Review Commission.

RECOMMENDATION:

Staff recommends the Planning and Architectural Review Commission direct staff to schedule a public hearing for the general development plan and direct staff to schedule a recommendation to council for the general and specific development plans for the same meeting.

ACTION REQUESTED:

Motion to recommend direct staff to schedule a public hearing for the general development plan and direct staff to schedule a recommendation to council for the general and specific development plans for the same meeting.

ATTACHMENTS:

[Attachment – 4160-4190 N. Port Washington Road.](#)

SUBJECT: Discussion and consideration of a special exception to the Sign Code under Glendale Ordinances for a temporary sign at 4205 N. Port Washington Road, in an M-1 Warehouse, Light Manufacturing, Office and Service District, Tax Key Number 2439002000.

FROM: John Fellows, AICP; Director of Community Development
Ken Smith, MPA, M.S.; Planner

Meeting: Planning and Architectural Review Commission

MEETING DATE: October 3, 2023

FISCAL SUMMARY:

Budget Summary:	N/A
Budgeted Expenditure:	N/A
Budgeted Revenue:	N/A

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§§ 15.6.1 , 15.6.11(d) , 15.6.18

BACKGROUND

The Planning and Architectural Review Commission is seeing this item due to the Common Council's addition of Section 15.6.18 to the Code of General Ordinances regarding exceptions to the Sign Code. Section 15.6.18 provides criteria for the Commission to follow to determine if an exception to the Code is warranted.

Colliers Wisconsin, the real estate brokerage on behalf of the owner of the 4.81-acre parcel at 4205 N. Port Washington Road, Glendale Partners LLC, wishes to exceed the 16 square foot size limit of a sale, lease, or rent sign specified in Section 15.6.11(d) of the Code. The proposed sign would be a 32 square foot V-shaped sign to increase visibility on Interstate 43. It would be placed adjacent to northbound highway traffic.

The parcel is cross-jurisdictional as two separate parcels within the City of Glendale, connected by a piece of land within the City of Milwaukee. A slim remnant parcel of land, most of which is driveway, abuts N. Port Washington Road between properties owned by Machi Produce and The Home Depot, across from Boelter Foodservice Design. At its meeting on [April 24, 2023](#), the Common Council approved the current certified survey map (CSM) of the property. Historic aerial photography indicates that for much of the 20th Century the parcel was part of an active rail right-of-way under and railyard under Milwaukee Road ownership before its current status as vacant land.

ANALYSIS:

Section 15.6.1 states:

“It is the findings of the city plan commission and common council, after a comprehensive study and in conjunction with the Glendale Police Department and the building board, that reducing distractions and obstructions from signs will have a positive effect on traffic safety, and also will reduce hazards caused by signs projecting over or encroaching upon public right-of-ways [sic]. In addition, it has been found that the proper regulation of signs will serve to preserve and enhance the natural beauty and unique physical characteristics of the city as a community in which to live and work.”

The Sign Code clearly limits the size of sale, lease, or rent signs to 16 square feet. In this case, a size limit of 16 square feet adjacent to the highway would be too small, and the sliver of land on North Port Washington Road further makes a sale sign impractical to market the property from a public right-of-way.

Just as the Board of Appeals must carefully measure when a variance ought to be granted, due to applicable State law and the risk of establishing a precedent which could incur a legal liability, due to the unique physical characteristics of the site, staff agree with the brokerage that an exception to the Sign Code should be granted. This may facilitate the successful marketing and eventual development of the property to increase the City’s property tax base. Staff further believe the extenuating circumstances limit the number of instances in which this decision could serve as a precedent.

RECOMMENDATION:

Staff recommends the Planning and Architectural Review Commission approve the exception.

ACTION REQUESTED:

Motion to approve the proposed exception to the Sign Code at 4205 N. Port Washington Road.

ATTACHMENTS:

[Attachment – 4205 N. Port Washington Road.](#)