



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

The Planning and Architectural Review Commission (PARC) Meeting Will be In-Person.
Attendance via ZOOM virtual meeting is available as well.

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AGENDA— PLANNING AND ARCHITECTURAL REVIEW COMMISSION

Tuesday November 7, 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 October 3, 2023.
3. Old Business
4. Public Hearing
 - a) Public Hearing regarding 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 242-1198-004 and 242-1198-003.
 - b) Discussion and consideration of a recommendation to Common Council for 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 242-1198-004 and 242-1198-003.
5. New Business

Business Use Approvals:

- a) Discussion and consideration of a business use for HoneyBee Games, LLC at 6801 N. Green Bay Avenue, in a B-2 Community Business District, Tax Key Number 126-8988-000.
- b) Discussion and consideration of a business use for AmericInn at 5110 N. Port Washington Road, in a B-1 A1 Business and Commercial District, Tax Key Number 203-8000-001.

- c) Discussion and consideration of a business use for WIPA-A Holdings, doing business as Postal Annex, at 6969 N. Port Washington Road, in a PD Planned Development District, Tax Key Number 128-8961-003.
- d) Discussion and consideration of a business use for Meadowbrook Counseling of Wisconsin at 7101 N. Green Bay Avenue Ste. 11, in a B-4 Office-Research-Service Business District, Tax Key Number 125-9975-001.

Architectural Review

- e) Site plan and architectural review for the addition to a single-family detached home at 860 W. Theresa Lane, in an R-7 Residential District, Tax Key Number 167-0046-000.
- f. Site plan and architectural review for the Brady Corporation's installation of windows at 2230 W. Florist Avenue, in an M-1, Warehouse, Light Manufacturing, Office and Service District, Tax Key Number 160-9004-003.

Site Plan and Architectural Review

- g. Site plan and architectural review for MFC Sports Complex LLC and MOFOCO at 4170 N Lydell Ave for a Sports Training Facility, located at 4170 N Lydell Ave, in the M-1 Warehouse, Light Manufacturing, Office and Service District, Industrial Land Use Classification, Tax Key Number 233-1190-002.

a. Next Meeting Date and Adjournment:

- a. Next Planning and Architectural Review Commission (PARC) meeting at 6:00 p.m., on Tuesday December 5, 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.



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

MINUTES — PLANNING AND ARCHITECTURAL REVIEW COMMISSION

Tuesday October 3, 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 Fernandez, and Ryan Attwood (Alternate)*

1. Roll Call and Pledge of Allegiance.

Chairman Mayor Kennedy called the meeting to order at 6:01pm. 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, Storey, Fernandez

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

2. Adoption of Minutes of September 5, 2023.

Motion: Commissioner Seligman moved approval of the previous meeting's minutes. Seconded by Cohn. Motion carried 6-0 with Storey abstaining.

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.

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

Present: Doug Forton, Architect, Design 2 Construct Development Corporation

- 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.

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

Present: Doug Gable, Owner, LUX Wisconsin LLC.

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.

Motion: Commissioner Cohn moved to schedule a public hearing for the general and specific development plans at the same hearing as soon as practicable. Seconded by Nelson. Motion carried unanimously.

Present (virtually): Brian Monroe, Partner, Beerline Crossing LLC

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.

Motion: Commissioner Cohn moved to approve a special exception to the Sign Code. Seconded by Fernandez. Motion carried unanimously.

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.

Motion: Alderman Bailey moved to adjourn until November 7, 2023 at 6:00pm. Seconded by Storey. Motion carried unanimously. Chairman Mayor Kennedy adjourned the meeting at 6:38pm.

Minutes recorded by Ken Smith, Planner.

SUBJECT: Public Hearing regarding 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.

Discussion and consideration of a recommendation to Common Council for 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: November 7, 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 of 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 Planning and Architectural Review Commission requested a public hearing to be scheduled for November 7, 2023.

The applicant is requesting 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. The applicant requested to modify this request after the October PARC meeting to be just offices.

1st Floor 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 Milwaukee 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 Milwaukee 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 are 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 . Revised to just offices.
- 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 and a corresponding development agreement with the above indicated uses would allow the indicated uses. Other uses not listed would need be required to return to the Planning and Architectural Review Board and possibly Common Councils for approval. 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 determine if they are comfortable recommend uses related to EV services center, and limited control storage that could occur in two or more years without more specific information. Typically, such Planned Development approval is subject to work beginning within 6 months of approvals, and completion of the project and occupancy of the use within a 18–24-month period depending upon construction complexity. The request for layers approvals of time is unusual.

ACTION REQUESTED:

Option One:

Motion to recommend City Council approve 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 with all future modification to the exterior of

the buildings or site to be reviewed and receive approvals from the PARC, with uses being permitted with associated timetables:

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

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. Current occupant.

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 building space: Proposed Climate controlled storage after July'24. 1-3 employees from 7:00am-7:00pm. 24hr access 365 days. Anticipated operational by early '25.

1st Floor Building space: Proposed EV (Electric Vehicle) Factory repair center after July'24. 5-15 employees M-F 7:00am-6:00pm. Anticipated operational by early '25.

Option Two

Motion to recommend City Council approve 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 with all future modification to the exterior of the buildings or site to be reviewed and receive approvals from the PARC, with uses being permitted with associated timetables:

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

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. Current occupant.

1st Floor building office space: Proposed Professional Office Use.

All other spaces require an amendment to the PD and Development agreement.

ATTACHMENTS:

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

SUBJECT: Discussion and consideration of a business use for HoneyBee Games, LLC at 6801 N. Green Bay Avenue, in a B-2 Community Business District, Tax Key Number 126-8988-000.

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

Meeting: Planning and Architectural Review Commission

MEETING DATE: November 7, 2023

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§§ 7.10.2 , 13.1.35

BACKGROUND:

Ashley Ferns of HoneyBee Games, LLC wishes to open HoneyBee Games in the Glendale Square strip mall at 6801 N. Green Bay Avenue in a B-2 Community Business District. The business is a startup which will “buy, sell, and trade collectible cards, board games, and miniatures” with the goal of “[providing] a safe, fun environment for people to come together and play various tabletop games” for “collectors and casual players alike” to have a space “to enjoy their hobbies.” Aside from collectibles, HoneyBee games will also offer patrons prepackaged snacks and non-alcoholic beverages. The business intends to expand into e-commerce within the next three years.

The business will occupy 1,420 square feet of space at Glendale Square and will operate 11am to 11pm, Wednesday through Sunday. There will be two employees at most at any given time. HoneyBee Games will tentatively open on November 17, 2023.

As the business will deal in part with secondhand goods, a Pawnbroker, Secondhand Article Dealer or Secondhand Jewelry Dealer License is required under Section 7.10.2 of the Code of General Ordinances. The Common Council granted HoneyBee Games, LLC such license at its meeting on October 23, 2023.

ANALYSIS:

A game store is a permitted use in the B-2 Community Business District as a retail business establishment. Such a store has the potential to become a neighborhood destination and center of community.

RECOMMENDATION:

Staff recommends the Commission grant a business use approval for HoneyBee Games, LLC, at 6801 N. Green Bay Avenue.

ACTION REQUESTED:

Motion to recommend business use approval for HoneyBee Games, LLC, at 6801 N. Green Bay Avenue.

ATTACHMENTS:

1. [Attachments – 6801 N. Green Bay Avenue – HoneyBee Games, LLC](#)

SUBJECT: Discussion and consideration of a business use for AmericInn at 5110 N. Port Washington Road, in a B-1 A1 Business and Commercial District, Tax Key Number 2038000001.

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

Meeting: Planning and Architectural Review Commission

MEETING DATE: November 7, 2023

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§ 13.1.34(c)(1)

BACKGROUND:

The ownership of the La Quinta at 5110 N. Port Washington Road in a B-1 A1 Business and Commercial District wish to rebrand as AmericInn. The rebranding will allow this hotel to distinguish itself from the other La Quinta in Glendale at 5423 N. Port Washington Road, allaying potential confusion from customers and emergency responders between the two sites. La Quinta and AmericInn are both brands under Wyndham Hotels & Resorts.

The [assessment](#) lists the building as constructed in 2000, but aerial imagery indicate it was constructed between 1980 and 1985. The hotel has 42,171 square feet of space as a full-service 24-hour hotel. The building is owned by “SK2 Real Estate Holding, LLC” presently doing business as La Quinta Inn. Wisconsin Department of Revenue data indicate SK2 Real Estate Holding LLC acquired the property on October 5, 2022 from Regency Hotels, Inc. The hotel has ten employees with a maximum of two at any time.

ANALYSIS:

A hotel is not a permitted use in the B-1 A1 District, but the rebranding continues a legal nonconforming use.

Staff has reviewed the site for compliance with the landscaping plan from 1981. The perimeter of the property appears to have maintained the original landscaping intent, with a few trees in decline. The foundation plantings around the base of the building, however, are not compliant with the originally approved landscaping plan approved by the Plan Commission.

RECOMMENDATION:

Staff recommends the Commission grant a business use approval for AmericInn at 5110 N. Port Washington Road, subject to compliance with the previously approved landscaping plan or submission of a revised plan within twelve months of this approval.

ACTION REQUESTED:

Motion to recommend business use approval for AmericInn at 5110 N. Port Washington Road, subject to compliance with the previously approved landscaping plan or submission of a revised plan within twelve months of this approval.

ATTACHMENTS:

1. [Attachments – 5110 N. Port Washington Road – AmericInn](#)

SUBJECT: Discussion and consideration of a business use for WIPA-A Holdings, doing business as Postal Annex, at 6969 N. Port Washington Road, in 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: November 7, 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:

Mike Kodner of WIPA-A Holdings wishes to open a Postal Annex franchise, similar to a UPS or FedEx store, at 6969 N. Port Washington Road, in a PD Planned Development District. The brand describes its objective is “to develop a global network of retail and commercially-located franchised establishments to provide complete shipping and business-services solutions for consumers and businesses alike,” offering the services of UPS, FedEx, and USPS.

The business will occupy 1,515 square feet of space. Postal Annex will operate seven days a week, 8am to 6pm on Monday through Friday, and 10am-3pm on weekends. The firm will have a minimum of two to a maximum of five employees on site at any time during business hours. The business intends to open in March 2024.

ANALYSIS:

The parcel is in a Planned Development District and has approved various business services in addition to restaurants, retailers, and a grocery store for this parcel.

RECOMMENDATION:

Staff recommends the Commission grant a business use approval for WIPA-A Holdings, doing business as Postal Annex, at 6969 N. Port Washington Road.

ACTION REQUESTED:

Motion to recommend business use approval for WIPA-A Holdings, doing business as Postal Annex, at 6969 N. Port Washington Road.

ATTACHMENTS:

1. [Attachments – 6969 N. Port Washington Road – WIPA-A Holdings, doing business as Postal Annex](#)

SUBJECT: Discussion and consideration of a business use for Meadowbrook Counseling of Wisconsin at 7101 N. Green Bay Avenue Ste. 11, in a B-4 Office-Research-Service Business District, Tax Key Number 125-9975-001.

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

Meeting: Planning and Architectural Review Commission

MEETING DATE: November 7, 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:

Meadowbrook Counseling of Wisconsin wishes to open a counseling clinic at 7101 N. Green Bay Avenue Ste. 11 in a B-4 Office-Research-Service Business District. Meadowbrook Counseling is headquartered in Utah and has clinics in Washington and Arizona, also offering telehealth services. The Glendale location would be the firm's first Wisconsin location. Meadowbrook offers therapy for individuals, couples, families, groups, adolescents, children, and parents and offers and treatments for a variety of mental health challenges and disorders.

The business will occupy 6,332 square feet of space in the 18,996 square foot building, a suite with a lobby and seven offices. Meadowbrook will operate Monday through Friday 8am to 8pm. The firm has 66 employees but there will be five employees on site at most at any given time.

ANALYSIS:

"Professional services and administrative offices" and "Medical and dental offices and centers" are permitted uses in the B-4 Business District.

RECOMMENDATION:

Staff recommends the Planning and Architectural Review Commission grant a business use approval for Meadowbrook Counseling of Wisconsin at 7101 N. Green Bay Avenue Ste. 11.

ACTION REQUESTED:

Motion to recommend business use approval for Meadowbrook Counseling of Wisconsin at 7101 N. Green Bay Avenue Ste. 11., subject to all applications fees being paid prior to issuance of any permits.

ATTACHMENTS:

1. [Attachments – 7101 N. Green Bay Avenue Ste. 11 – Meadowbrook Counseling of Wisconsin](#)

SUBJECT: Site plan and architectural review for the addition to a single-family detached home at 860 W. Theresa Lane, in an R-7 Residential District, Tax Key Number 167-0046-000.

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

Meeting: Planning and Architectural Review Commission

MEETING DATE: November 7, 2023

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§§ 2.4.4 , 13.1.30

BACKGROUND:

The Planning and Architectural Review Commission is seeing this item due to the abolition of the Architectural Review Board.

The owner of the parcel at 860 W. Theresa Lane, in an R-7 Residential District, wishes to add a “great room” consisting of approximately 521 square feet to her home based on available documents. The addition’s shingles would be colored gray, have white vinyl siding, and textured white aluminum trim coil.

ANALYSIS:

The contractor has not yet submitted a site plan survey with the precise structural and property lines, but the addition likely conforms with the Zoning Code but should be verified.

RECOMMENDATION:

Staff recommends the Planning and Architectural Review Commission approve the proposed single-family detached home addition at 860 W. Theresa Lane, pending submission of a full site plan and the building project conforms with its R-7 zoning designation.

ACTION REQUESTED:

Motion to approve the proposed home addition at 860 W. Theresa Lane, pending submission of a full site plan and the building project conforms with its R-7 zoning designation.

ATTACHMENTS:

1. [Attachments – 860 W. Theresa Lane – Home Addition](#)

SUBJECT: Site plan and architectural review for the Brady Corporation's installation of windows at 2230 W. Florist Avenue, in an M-1, Warehouse, Light Manufacturing, Office and Service District, Tax Key Number 160-9004-003.

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

Meeting: Planning and Architectural Review Commission

MEETING DATE: November 7, 2023

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§§ 2.4.4 , 13.1.39

BACKGROUND & ANALYSIS:

The Common Council has delegated in Section 2.4.4 architectural review to the Planning and Architectural Review Commission and the power to approve or deny, "All proposed commercial, industrial, and multifamily structures. . .where it shall hear and decide applications. . .to erect, move, reconstruct, extend, alter, or change the exterior of all structures referred to them."

The Brady Corporation is a multinational corporation headquartered in the City of Milwaukee with facilities located in the Americas, Europe, Africa, and Asia. It was founded in 1914 in Eau Claire as a sign painting company and has since grown and diversified to safety identification, regulatory compliance, brand protection, laboratory identification and specimen tracking, visitor access, voice and data communications, and precision die-cut components. Its "Brady Worldwide" and coating facility are located on the same parcel in the City of Glendale with approximately 300 employees.

The proposed alteration would add windows on the east face of the coating facility, accessible from W. Florist Avenue, above truck loading docks, transformers, and an electrical generator. Brady Corp would add five 3'x6' aluminum-framed windows anodized to a dark bronze color. The glass would have a tinted bedark bronze color to match existing windows.

The proposed exterior change does not face toward W. Florist Avenue, would not be significantly visible from the road, and faces toward another industrial neighbor. The addition of windows would allow more natural light into the facility, something which is generally understood to improve personal wellbeing and may mitigate the necessity for interior lighting in the facility.

RECOMMENDATION:

Staff recommends the Planning and Architectural Review Commission approve the proposed alteration to the Brady Corporation's manufacturing facility at 2230 W. Florist Avenue.

ACTION REQUESTED:

Motion to approve the proposed alteration to the Brady Corporation's manufacturing facility at 2230 W. Florist Avenue.

ATTACHMENTS:

1. [Attachments – 2230 W. Florist Avenue – Brady Corporation Windows](#)

SUBJECT: Site plan and architectural review for MFC Sports Complex LLC and MOFOCO at 4170 N Lydell Ave for a Sports Training Facility, located at 4170 N Lydell Ave, in the M-1 Warehouse, Light Manufacturing, Office and Service District, Industrial Land Use Classification, Tax Key Number 233-1190-002.

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

Meeting: Planning and Architectural Review Commission

MEETING DATE: November 7, 2023

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§§ 13.1.174

BACKGROUND & ANALYSIS:

Planning and Architectural Review Commission is authorized to review all site plans under 13.1.174”

The MOFOCO is a long-standing business in Glendale with a conditional use for auto repair at their facility at 4170 N Lydell Ave. They are partnering with MFC Sports Complex LLC to create a sports and training facility within a portion of the existing building.

The use is permitted within the M-1 Zoning district and does not require business use approval. Such permitted use are approved by the zoning administrator. As noted above, site plans are required to be approved by the PARC. MFC has submitted an application detailing the site improvements that will be associated with the property. These improvements include the creation of defined parking and drop of area within the courtyard of the property. The site plan indicates 35 new parking spaces with a defined drop of area, and one handicap parking space. The parking spaces along the north part of the building will have limited use to the Sports complex when in operation. These thirteen parking spaces will be used as access points to the service bays of MOFOCO during normal business hours.

RECOMMENDATION:

Staff recommends the Planning and Architectural Review Commission approve the proposed site plan subject to the following:

- a. All fencing modifications shall be approved by staff.
- b. All landscaping shall be trimmed where need and beds refreshed with mulch etc.

ACTION REQUESTED:

Motion to approve the proposed site plan subject to the following:

- a. All fencing modifications shall be approved by staff.
- b. All landscaping shall be trimmed where need and beds refreshed with mulch etc.

ATTACHMENTS:

1. [Attachments – 4170 N Lydell Ave](#)