



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 December 5, 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 November 7, 2023.
3. Old Business
4. New Business

Zoning Text Amendment

- a) Discussion and consideration of a recommendation to Common Council regarding an Ordinance Amending Title 13, Chapter 1 “Zoning Code,” Section 13.1.34 “B-1 Business and Commercial District.”

Business Use Approvals:

- b) Discussion and consideration of a business use for Wings in Wisconsin LLC, doing business as Wing Zone at 138 E. Capital Drive, in a B-1 M Business and Commercial District, Tax Key Number 233-1215-000.

Conditional Use Approvals:

- c) Discussion and consideration of a conditional use for Wings in Wisconsin LLC, doing business as Wing Zone at 138 E. Capital Drive, in a B-1 M Business and Commercial District, Tax Key Number 233-1215-000.

Site Plan and Architectural Review

- d) Discussion and recommendation for the construction of a new sign naming the press box and a new sign naming the stadium for Nicolet Union High School, in the S- 1 Special (Institutional) Zoning District, Government and Institutional Land Use Classification, 6701 N Jean Nicolet Rd, and Tax Key Number 128-8966-003.

5. Future Meeting Dates 2024:

- a) Discussion and possible action regarding the setting of a meeting date for January 2024.
 - i.) Discussion and possible action to set a date for the January 2023 meeting.
 - ii.) Discussion and possible action to adopt the 2024 meeting date schedule for the Planning and Architectural Review Commission.

6. Next Meeting Date and Adjournment:

- a. Next Planning and Architectural Review Commission (PARC) meeting will be as approved in item 6a. above.

7. 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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AGENDA— PLANNING AND ARCHITECTURAL REVIEW COMMISSION

Tuesday November 7, 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 6:00pm. 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, Storey, and Fernandez

Excused: None

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

2. Adoption of Minutes of October 3, 2023.

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

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.

Motion: Commissioner Cohn moved to close the public hearing after no members of the public came forward in person or virtually. Seconded by Storey. Motion carried unanimously.

Present: Brian Monroe, Earthbound Development LLC

- 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.

Motion: Commissioner Fernandez moved to recommend approval of the Specific Development Plan to the Common Council. Seconded by Cohn. Motion carried unanimously.

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.

Motion: Commissioner Nelson moved to approve the business use subject to the applicant closing at 10pm pursuant to [Section 7.15.4\(a\)\(1\)](#) Glendale Code of General Ordinances. Seconded by Storey. Motion carried unanimously.

Present: Ashley Ferns, Proprietor, HoneyBee Games LLC

- 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.

Motion: Commissioner Fernandez moved to approve the business use subject to AmericInn maintaining compliance with the landscaping plan for the hotel site. Seconded by Storey. Motion carried unanimously.

- 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.

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

Present: Mike Kodner, Proprietor, WIPA-A Holdings

- 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.

Motion: Commissioner Cohn moved to approve subject to Meadowbrook Counseling of Wisconsin complying with full payment of all requisite fees. Seconded by Alderman Bailey. Motion carried unanimously.

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.

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

A letter from Ms. Terry Kosharek, neighbor at 850 W. Theresa Lane, regarding concerns about the proposed addition, was distributed to the Plan Commissioners.

- 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.

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

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.

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

Present: Roy Henning, Proprietor, MoFoCo Enterprises Inc.

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.

Motion: Alderman Bailey moved to adjourn the Planning and Architectural Review Commission until Tuesday December 5, 2023 at 6pm. Seconded by Storey. Motion carried unanimously.

b. Adjournment.

Chairman Mayor Kennedy adjourned the meeting at 6:43pm.

Minutes recorded by Ken Smith, Planner.

SUBJECT: An Ordinance amending Title 13, Chapter 1 “Zoning Code,” Section 13.1.34 “B-1 Business and Commercial District.”

FROM: John Fellows, Community Development Director
Ken Smith, Planner

MEETING DATE: December 5, 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)(20)

BACKGROUND:

The B-1 Zoning District dates to at least as early as 1951. It dates to 2002 in its current form when the Community Development Department drafted its various subdistricts. The Plan Commission approved creation of the 23 subdistricts named “A” through “P” in August 2002 and revised that December. The impetus for the change occurred shortly after the 2000 Decennial Census and the then-community visioning project, “Glendale 2021 – Our Vision.” The City at the time wanted to terminate its image as merely a place for fast food. Staff and policymakers scrutinized Glendale’s business districts and wanted to overhaul the commercial zoning codes. It appears as if the B-1 District has not changed in that time.

The various B-1 subdistricts each reflect individual commercial districts within the City. The B-1 M subdistrict, described in Section 13.1.34(c)(20) of the Glendale Code of General Ordinances, consists of three parcels along the southern boundary of Glendale with the City of Milwaukee, just north of the Capitol Drive right-of-way. Those parcels have structures which cross the municipal boundary and reside in both municipalities. As can be seen on Glendale’s [Zoning Map](#), within Glendale the B-1 M area is surrounded by parcels zoned M-1.

Much of Capitol Drive to the east and west of Glendale’s portion within the City of Milwaukee allow for restaurants, as do portions of the E. Capitol Drive business district in the Village of Shorewood. A tenant at 100 E. Capitol Drive is interested in opening a sit-down restaurant concept which as previously stated is currently not allowed in the B-1 M subdistrict.

ANALYSIS:

Glendale’s B-1 M subdistrict does not permit any restaurants, putting those commercial parcels at a competitive disadvantage with neighboring City of Milwaukee parcels in the broader Capitol Drive business district.

For the structure containing Outpost Foods at 100 E. Capitol Drive, the southern-most 15 feet of the structure reside in Milwaukee, and the remainder in Glendale. This has created confusion



whereby tenants believe certain uses are acceptable based on the City of Milwaukee's zoning but they may not be in the City of Glendale. The parcels at 208 and 230 E. Capitol Drive have their structures and majority-tax increment in the City of Milwaukee with their rear parking lots in Glendale.

RECOMMENDATION:

Staff recommend policymakers allow sit-down restaurants in the B-1 M subdistrict through a Zoning Text Amendment, adding the same use language for sit-down restaurants as in the B-1 B subdistrict which is along N. Port Washington Road from W. Silver Spring Drive to W. Henry Clay Street ([Section 13.1.34\(c\)\(3\)](#)). This additional use would be more consistent with uses in the broader business district along Capitol Drive in the City of Milwaukee and Village of Shorewood.

As there already is a tenant with a signed lease, staff recommend policymakers amend the zoning text as quickly as possible under Wisconsin Statutes and the Glendale Code of General Ordinances.

~~November 13 — Common Council — Initial Review and Referral~~

December 5 – Planning and Architectural Review Commission – Recommendation to Common Council

January 8 – Common Council Public Hearing and Legislative Determination

ACTION REQUESTED:

Motion to recommend the Common Council adopt the zoning text amendment of the B-1 M subdistrict.

ATTACHMENTS:

1. [Ordinance – Zoning Text Amendment](#)
2. [Attachment – B-1 M Zoning Subdistrict](#)

SUBJECT: Discussion and consideration of a business use for Wings in Wisconsin LLC, doing business as Wing Zone at 138 E. Capital Drive, in a B-1 M Business and Commercial District, Tax Key Number 233-1215-000.

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

Meeting: Planning and Architectural Review Commission

MEETING DATE: December 5, 2023

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§§ 7.15.4(1)(b)(2) , 13.1.34(c)(20)

BACKGROUND:

Wings in Wisconsin LLC wishes to open a Wing Zone restaurant at 138 E. Capital Drive in a B-1 M Business and Commercial District. Wing Zone is a “quick food” restaurant [franchise](#) specializing in serving chicken wings, sandwiches, fries, and soda fountain drinks. Presently, the nearest locations to Glendale are in Dayton, Ohio and Louisville, Kentucky. The owner states he operates five Little Caesar’s restaurants in Metropolitan Milwaukee outside of Milwaukee County. The owner also states a desire to have three more Wing Zone franchises in the metropolitan area.

The business would occupy approximately 1,400 square feet of a 21,217 square foot building, a storefront previously occupied by T-Mobile. Wing Zone desires to operate seven days a week, 11am to 10pm on weekdays, and 11am to midnight on weekends. Wings in Wisconsin LLC will have to obtain a conditional use permit from this Commission to operate beyond 10pm no later than midnight on any day of the week, pursuant to Section 7.15.4(1)(b)(2). The firm would have 10 employees with three to four on site at any one time.

Most of the restaurant is within the City of Glendale, however the parking lot and front 15 feet of the restaurant are in the City of Milwaukee. Wings in Wisconsin LLC has secured all necessary permits from Milwaukee and is working toward securing necessary Glendale permissions. However, “Restaurants: seated dining, full waiting service (no drive-through service)” is not a permitted use in the B-1 M Business and Commercial District.

ANALYSIS:

A chicken wing franchise would conform with the existing character of the Capital Drive Business District in Glendale and the City of Milwaukee. Restaurants are common along Capital Drive well into the Village of Shorewood. Staff supports a Zoning Text Amendment allowing for

sit-down restaurants which the Common Council could decide upon as early as January 8. Staff is working toward scheduling a public hearing for January 8 per the request of the Council. A Commission public hearing is not required under Wisconsin law or Glendale Ordinances.

RECOMMENDATION:

Staff recommends the Planning and Architectural Review Commission grant a business use approval for Wings in Wisconsin LLC, doing business as Wing Zone, at 138 E. Capital Drive, contingent upon Common Council adoption of a zoning text amendment of the B-1 M subdistrict, allowing for sit-down restaurants.

ACTION REQUESTED:

Motion to recommend business use approval for Wing Zone at 138 E. Capital Drive, subject to Common Council adoption of a zoning text amendment of the B-1 M subdistrict, allowing for sit-down restaurants.

ATTACHMENTS:

1. [Attachments – 138 E. Capital Drive – Wing Zone](#)

SUBJECT: Discussion and consideration of a conditional use for Wings in Wisconsin LLC, doing business as Wing Zone at 138 E. Capital Drive, in a B-1 M Business and Commercial District, Tax Key Number 233-1215-000.

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

Meeting: Planning and Architectural Review Commission

MEETING DATE: December 5, 2023

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§§ 7.15.4(1)(b)(2) , 13.1.64

BACKGROUND:

Wings in Wisconsin LLC wishes to open a Wing Zone restaurant at 138 E. Capital Drive in a B-1 M Business and Commercial District. Wing Zone is a “quick food” restaurant [franchise](#) specializing in serving chicken wings, sandwiches, fries, and soda fountain drinks.

The business would occupy approximately 1,400 square feet of a 21,217 square foot building, a storefront previously occupied by T-Mobile. Wing Zone desires to operate seven days a week, 11am to 10pm on weekdays, and 11am to midnight on weekends. Pursuant to Section 7.15.4(1)(b)(2) Glendale Code of General Ordinances, a Conditional Use permit is required from the Plan Commission to operate after 10pm to no later than midnight.

ANALYSIS:

A chicken wing franchise would conform with the existing character of the Capital Drive Business District in Glendale and the City of Milwaukee. Restaurants are common along Capital Drive well into the Village of Shorewood. As there is only one Glendale resident in the vicinity, approximately 800 feet to the northeast at 258 E. Fiebrantz Avenue, and the nearest residential subdivision is approximately 1,000 feet away to the southwest in the City of Milwaukee, Staff does not anticipate any nuisances from a Wing Zone restaurant.

Pending Commission action, Staff anticipates holding a public hearing in early January around the same time as when the Common Council may take action on a pending Zoning Text Amendment allowing for restaurants in the B-1 M subdistrict.

RECOMMENDATION:

Staff recommends the Planning and Architectural Review Commission first schedule a public hearing pursuant to Glendale Ordinances and at such time have the Commission grant approval of a conditional use to operate until midnight for Wings in Wisconsin LLC, doing business as Wing Zone, at 138 E. Capital Drive.

ACTION REQUESTED:

Motion to direct staff to schedule a public hearing as soon as practicable for a conditional use for Wings in Wisconsin LLC, doing business as Wing Zone at 138 E. Capital Drive, to operate until midnight on weekends.

ATTACHMENTS:

1. [Attachments – 138 E. Capital Drive – CU Wing Zone](#)

SUBJECT: Discussion and recommendation for the construction of a new sign naming the press box and a new sign naming the stadium for Nicolet Union High School, in the S- 1 Special (Institutional) Zoning District, Government and Institutional Land Use Classification, 6701 N. Jean Nicolet Rd., and Tax Key Number 128-8966-003.

FROM: John S. Fellows, Community Development Director
Ken A. Smith, Planner

MEETING: Plan Commission

MEETING DATE: December 5, 2023

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§ 15.6.9(b)

BACKGROUND/ANALYSIS:

The applicant is proposing two additional signs for the Athletic complex. These signs are summarized below:

Stadium:

Size: Width 41'0" / Height 7'6" tall / total square feet 307.5 SF.
Location: The east side of press box facing Jean Nicolet Rd.
Illumination: None
Design: Applied Letters
Colors: MP79692, Navy Blue (Satin Finish) match PMS 2766c
MP76912, Soft Blue (Satin Finish) Match PMS 545c
Mathes Paint, Standard White (Satin Finish)

Press Box Sign:

Size: Width 27'8" / Height 1'7" tall / total square feet 43.81 SF.
Location: The west side of press box facing the field
Illumination: None
Design: Applied Letters
Colors: MP79692, Navy Blue (Satin Finish) match PMS 2766c

Ordinance:

Section 15.6.9 Permitted Signs by Use requires all signs within related to institutional uses and schools to be approved by the Planning and Architectural Review Commission.

(b) Public Uses, Institutional Uses, Schools and Churches.

- (1) The total permanent sign area allowed for public uses, institutional uses, schools, and churches, shall be determined by the Plan Commission.
- (2) Traffic directional signs are allowed.
- (3) Landscaping is required at the base of all freestanding/monument signs.

RECOMMENDATION:

- Staff recommend approval of a new sign for the stadium as well as the press box per plans submitted.

ACTION REQUESTED:

Motion – To recommend approval of new signage for the Nicolet Stadium and the Stadium press box as submitted.

ATTACHMENT:

[Attachment: Nicolet HS Sign](#)

SUBJECT: Discussion and possible action to adopt the 2024 meeting dates schedule for the Planning and Architectural Review Commission.

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

Meeting: Planning and Architectural Review Commission

MEETING DATE: December 5, 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

BACKGROUND / ANALYSIS:

The Planning and Architectural Review Commission typically meets the 1st Tuesday of each month. In 2024, there will be a number of conflicts with the standard meeting date.

Staff proposes the following schedule for 2024:

Tuesday, January 2nd or January 9th
Tuesday, February 6
Tuesday, March 5th
Tuesday, April 9th (note April 2nd is an election day)
Tuesday, May 7th
Tuesday, June 4th
Tuesday, July 2nd
Tuesday, August 6th
Tuesday, September 3rd
Tuesday, October 1st
Tuesday, November 12th (note Nov. 5th is an election day)
Tuesday, December 3rd

RECOMMENDATION:

Staff recommends the PARC approve the meeting date schedule as presented.

ACTION REQUESTED:

Motion to approve the Planning and Architectural Review commission as presented.

ATTACHMENTS:

1. None