



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 February 6, 2024
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 January 2, 2024, Meeting Minutes.
3. Old Business
 - a) Consideration of scheduling a public hearing regarding a Planned Development District for a general and specific development plan for Phoenix JCR Glendale Industrial Investors LLC, at 5055 N. Lydell Avenue in a PD Planned Development District, mixed-use development land use classification, Tax Key Number 203-8995-004.
4. New Business

Business Use Approvals:

 - a) Discussion and consideration of a business use for LoveLi Inc., doing business as Ward 3 Media, at 7929 N. Port Washington Road, in a B-1 I2 Business and Commercial District, Tax Key Number 091-8962-000.

Planned Development District:

- b) Consideration of scheduling a public hearing regarding a Planned Development District for general and specific development plans for the business interests of Ms. Charese Gardner, at 1811 W. Silver Spring Drive in a PD Planned Development District, Tax Key Number 195-9000-000.

Site Plan and Architectural Review:

- c) Discussion and consideration of a site plan and architectural review for a sunroom addition at 6251 N. Sunny Point Road in an R-7 Residential District, Tax Key Number 161-8015-000.
- d) Discussion and consideration of a site plan and architectural review for renovation and addition of the single-family detached home at 2345 W. Marne Avenue, in an R-7 Residential District, Tax Key Number 169-0533-000.
- e) Site plan review for revising the approved prairie landscape on property owned by the Orthopaedic Hospital of Wisconsin LLC, at 575 W. River Woods Parkway in a PD Planned Development District, Tax Key Number 234-8022-000.

5. Next Meeting Date and Adjournment:

- a. Next Planning and Architectural Review Commission (PARC) Meeting 6:00 p.m., Tuesday, March 5, 2024.

6. 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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5909 North Milwaukee River Parkway
Glendale, Wisconsin 53209

AGENDA— PLANNING AND ARCHITECTURAL REVIEW COMMISSION

Tuesday January 2, 2024

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 Phillip Bailey, Commissioner Amanda Seligman, Shauntay Nelson, Shawn Storey, Traci Fernandez.

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

2. Adoption of Minutes of December 5, 2023.

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

3. Old Business

- a) Public Hearing regarding 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.

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

- b) 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.

Motion: Alderman Bailey moved to approve the conditional use for extended operating hours until 11pm Sunday through Thursday and midnight on Fridays and Saturdays. Seconded by Cohn. Motion carried unanimously.

4. New Business

Business Use Approvals:

- a) Discussion and consideration of a business use for Kardo Group, doing business as Buffalo Wild Wings, at 6969 N. Port Washington Rd. Ste. B115, in a PD Planned Development District, Tax Key Number 128-8961-0003.

Motion: Commissioner Storey moved to approve the business use. Seconded by Fernandez. Motion carried unanimously.

Conditional Use Approvals:

- b) Discussion and consideration of a conditional use for extended hours for Kardo Group, doing business as Buffalo Wild Wings, at 6969 N. Port Washington Rd. Ste. B115, in a PD Planned Development District, Tax Key Number 128-8961-0003.

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

Site Plan and Architectural Review

- c) Discussion and consideration of a site plan and architecture review for Johnson Controls Engineering Center, for Weas Development, for solar panel and HVAC system modifications at 2022 W. Florist Ave, in an M-1 Warehouse, Light Manufacturing, Office and Service District, Tax Key Numbers 160-9017-000, 160-9022-001, and 160-9024-000.

Motion: Commissioner Cohn moved to approve the site plan and architectural review. Seconded by Nelson. Motion carried unanimously.

Present: Tom Stacey, Senior Project Manager & Principal, Eppstein Uhen Architects (EUA)

a. Next Meeting Date and Adjournment:

- a. Next Planning and Architectural Review Commission **(PARC)** Meeting 6:00 p.m., Tuesday, February 6, 2024.

b. Adjournment.

Motion: Commissioner Storey moved to adjourn the meeting until 6pm on Tuesday, February 6, 2024. Seconded by Bailey. Motion carried unanimously. Chairman Mayor Kennedy adjourned the meeting at 6:16pm.

Minutes recorded by Ken Smith, Planner.

SUBJECT: Consideration of scheduling a public hearing regarding a Planned Development District for a general and specific 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 Planned Development zoning classification, Tax Key Number 203-8995-004.

FROM: John S. Fellows, Community Development Director
Ken Smith, MPA, M.S.

MEETING: Planning and Architectural Review Commission

MEETING DATE: February 6, 2024

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	Title 13 Article C 13.1.34 , and Article N

LAND DEVELOPMENT REFERENCE:

Land Use:	Mixed Use Development
Zoning:	B-1 "A-1" Local Business District
Target Investment Area:	Lydell Corporate Center

Summary:

- 5055 North Lydell will be developed into two distinct development areas, a northern and southern sections.
- The northern section includes a total square footage of 51,000 square feet regional center.
- The southern section includes corporate offices, minor back warehouse areas, and vacancies.
- On January 22, the Common Council referred this item to the Commission to schedule a public hearing and issue a recommendation.

Background Prior Submission:

In July of 2023 Phoenix JCR Glendale Industrial Investors, LLC sought to rezone 5055 North Lydell Avenue from B-1 "A-1" to PD – Planned Development with a plan of operation for corporate offices. The applicant originally sought to rezone from B-1 "A-1" to PD – Planned Development with a plan of operation for corporate offices. Corporate offices are generally defined as primarily office uses. The applicant went through the general development plan process and received approval from the Common Council following a public hearing from the PARC with a positive recommendation of approval and a Common Council Public Hearing and approval. The next step for the applicant was to apply for approval of a Specific Development Plan and follow up with a development agreement. The applicant has now modified their plan, and the process for this re-zoning request must start over again.

Request:

Northern Portion of Property:

The applicant is now requesting a modification to the original plan for a regional center, which includes a display area, waiting room and associated offices, services bays, car wash and detailing facility, parts storage, and public spaces for customers. A Regional Center here will differ from a Corporate Center because a Corporate is primarily simply offices.

The minimum and maximum number of employees for the new business will be 30-50. Operating times will be Monday through Saturday from 7am -7pm (to be defined). Phoenix will apply for a shared monument sign to be placed on N Port Washington, but additional signage will be said tenants' responsibility. The current timetable for completing building construction and anticipated opening date would be in late 2024. More information is detailed in the attached plan of operation.

Southern Portion of Property:

For uses in the existing southern portion of the property will remain, corporate offices, minor back warehouse areas, and vacancies. The applicant anticipates future users and tenants would appear before the Planning and Architectural Review Commission for approval for a business use approval and any exterior architectural or site changes.

Modification between General Development Plan and Specific Development Plan:

The applicant has modified the application from being a corporate headquarters to a regional center on the northern portion of the property and, corporate offices, minor back warehouse areas, and vacancies. As such a new general development plan and specific development plan are required to be approved by the Common Council. In addition, a development agreement will be required as a final action by Council.

Comprehensive Plan Review:

Classification: Planned Mixed Use

Description:

This future land use blends a mix of commercial, light industrial, mixed residential, parks and open space, and community facilities land uses on public sewer, public water, and other urban services and infrastructure. Planned Mixed Use areas are intended as vibrant urban places that should function as community gathering spots.

Recommended Zoning

The City's current PD Planned Development district will accommodate a general mix of future land uses consistent with the development desires of the owner and consistent with the City's Comprehensive Plan.

Policies and Programs of Planned Development Districts as Required in the City Code of Ordinances

- a. Carefully review all projects in Planned Mixed Use areas to ensure an appropriate mix of uses compatible with neighboring properties and the City's vision for the area. The precise mix of uses and zoning districts should be at the City's discretion, rather than that of the property owner.
- b. Grant development approvals only after submittal, public review, and approval of site, landscaping, building, signage, lighting, stormwater, erosion control, and utility plans.
- c. Planned mixed-use areas require the use of high-quality building materials and design objectives.
- d. Adopt a Mixed-Use zoning district to implement this future land use category. This district should allow the desired mix of uses and provide flexibility in layout in exchange for superior design. The zoning is tied to City approval of a specific plan for the project.
- e. Areas mapped Neighborhood Commercial zoning districts should include dense, walkable design and adequate bicycle and pedestrian infrastructure.

Existing Zoning Review:

The existing zoning of PD district includes the following: [PD Zoning Text](#)

Purpose.

The purpose of the PD Planned Unit Development District and the regulations applicable to the same are to encourage and provide means for effecting desirable and quality development by permitting greater flexibility and design freedom than that permitted under the basic district regulations and to accomplish a well-balanced, aesthetically satisfying city and economically desirable development of building sites within a PD planned unit development district.

These regulations are established to permit latitude in the development of the building site if such development is found to be in accordance with the purpose, spirit and intent of this chapter and is found not to be hazardous, harmful, offensive, or otherwise adverse to the environment, property values or the character of the neighborhood or the health, safety and welfare of the community. It is intended to permit and encourage diversification, variation and imagination in the relationship of uses, structures, open spaces and heights of structures for developments conceived and implemented as comprehensive and cohesive unified projects. It is further intended to encourage more rational and economic development with relationship to public service and to encourage and facilitate preservation of open lands.

Relationship between land use and zoning:

The land use plan provides for the classifications of Mixed-Use Development, while the existing Zoning provides for a Planned Development.

Process / Schedule:

The modification of the Planned Development is outlined in Section [Title 13, Article D](#) of the municipal code. In general, if a map amendment to PD is approved, a General Development and Specific Development Plan must be approved in the same process as highlighted below.

Staff anticipates the following schedule:

General Development Plan Approval:

Common Council	Initial Review	January 22 nd 2024
Common Council	Schedule a public hearing for January 22 nd	January 22 nd , 2024

PARC	Receipt of Item	February 6 th , 2024
PARC	Public Hearing and Recommendation	February 6 th
PARC	Recommendation to Common Council	February 6 th
City Council	Review of PARC Recommendation	February 12 th
City Council	Public Hearing and Action	February 12 th

Specific Development Plan Approval

Planning Commission	February 6 th
City Council Action	February 12 th

Development Agreement:

City Council Action	February 12 th or 26 th
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Note: Above dates assume timely submission of applications and documents for review, comment, and submission to appropriate boards and commission. Dates can change for many reasons.

RECOMMENDATION:

Staff recommends the Planning and Architectural Review Commission schedule a public hearing for March 5.

ACTION REQUESTED:

Motion to direct staff to schedule a public hearing for the Commission's meeting on March 5.

ATTACHMENT:

[Attachments – 5055 N Lydell Ave](#)

[Attachments – 5055 N Lydell Ave – Plans](#)

[Attachments – 5055 N Lydell Ave – Department Comments](#)

SUBJECT: Discussion and consideration of a business use for LoveLi Inc., doing business as Ward 3 Media, at 7929 N. Port Washington Road, in a B-1 I2 Business and Commercial District, Tax Key Number 091-8962-000.

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

MEETING: Planning and Architectural Review Commission

MEETING DATE: February 6, 2024

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)(16)

LAND DEVELOPMENT REFERENCE:

Land Use:	Commercial: Professional services and administrative offices, general corporate headquarters offices, medical and dental offices, sales offices, financial-insurance-real estate offices
Zoning:	B-1 I2 Business and Commercial District
Target Investment Area:	N/A

BACKGROUND:

Mr. Ben Cook, principal of LoveLi Inc., doing business as [Ward 3 Media](#), wishes to open his wedding photography and videography business in a 1,500 square foot suite located at 7929 N. Port Washington Road in a B-1 I2 Business and Commercial District. Other uses in the office structure include offices for real estate, legal services, and a hair salon. LoveLi intends to conduct business in the space formerly occupied by True North Counseling and Wellness.

LoveLi would have three employees with a maximum of three employees on site at any time. Work would occur from 8am to 5pm seven days a week.

ANALYSIS:

Photography and videography are professional services permitted in the B-1 I2 subdistrict.

RECOMMENDATION:

Staff recommends the Commission approve a business use for LoveLi Inc., doing business as Ward 3 Media, at 7929 N. Port Washington Road.

ACTION REQUESTED:

Motion to approve a business use for for LoveLi Inc., doing business as Ward 3 Media, at 7929 N. Port Washington Road.

ATTACHMENT:

[Attachment – 7929 N. Port Washington Road – LoveLi Inc./Ward 3 Media](#)

SUBJECT: Consideration of scheduling a public hearing regarding a Planned Development District for general and specific development plans for the business interests of Ms. Charese Gardner, at 1811 W. Silver Spring Drive in a PD Planned Development District, Tax Key Number 195-9000-000.

FROM: John S. Fellows, Community Development Director
Ken Smith, MPA, M.S.

MEETING: Planning and Architectural Review Commission

MEETING DATE: February 6, 2024

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§§ 13.1.50-13.1.55

LAND DEVELOPMENT REFERENCE:

Land Use:	None
2040 Comprehensive Plan Use:	Planned Commercial
Zoning:	PD Planned Development
Target Investment Area:	N/A

SUMMARY:

- Around 1995, previous City Staff and policymakers did not properly follow the Glendale Code of General Ordinances and rezoned this parcel to PD without finishing the process. There are technically no legal land uses associated with this property as a result. This rezoning would complete that process allowing for various office uses on the parcel.
- The action request for this item is to schedule a public hearing at the earliest convenience.

BACKGROUND & ANALYSIS:

Staff have noticed several instances where parcels were rezoned to PD Planned Development without completing the process prescribed in the Glendale Code of General Ordinances for PD Districts. Without completion of the process, any parcel rezoned to PD effectively has no legal land uses. Staff have been unable to locate any Development Agreement associated with the parcel. A February 16, 2012 email suggests longtime former City of Glendale officials rezoned that entire salient of Glendale territory south of W. Silver Spring Drive and west of the Union Pacific rail right-of-way around 1995 when W. Silver Spring Drive was last redeveloped, and the parcel has technically been without a legal land use since then under Glendale Ordinances.

Specific to the parcel, [assessment data](#) suggests the current structure dates to 1975. But aerial photography suggests at least part of the current structure was built between 1937 and 1951 with additions and renovations made over time. For a time the property fell into disrepair but the property manager and applicant has invested in the property and worked to correct any defects. Completing the rezoning process, allowing for legal uses, may make it easier to attract tenants to the property allowing for more cash flow to facilitate further investment in the property.

GENERAL AND SPECIFIC DEVELOPMENT PLANS

There are no major changes planned to the structure or the property at this time. Any renovations would be subject to the normal permitting and permission processes.

PROPOSED USES:

- Financial, insurance and real estate offices
- Medical and dental offices
- Cooperative and co-working space
- Sales offices
- Professional services and administrative offices
- Restaurants: seated dining with no drive-through service
- Studios for photography, painting, music, sculpture, dance or other recognized fine arts

REVIEW PROCESS:

The modification of the Planned Development is outlined in Section [Title 13, Article D](#) of the Municipal Code. In general, if a map amendment to PD is approved, a General Development and Specific Development Plan must be approved in the same process as highlighted below.

Staff anticipates the following schedule:

General & Specific Development Plan Approval:

PARC	Receipt of Item	February 6, 2024
PARC	Public Hearing and Recommendation	March 5
PARC	Recommendation to Common Council	March 5
Common Council	Review of PARC Recommendation	March 11
Common Council	Public Hearing and Action	March 11

Development Agreement:

City Council Action	March 11 or 25
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Note: Above dates assume timely submission of applications and documents for review, comment, and submission to appropriate boards and commission. Dates can change for many reasons.

RECOMMENDATION:

Staff recommends the Planning and Architectural Review Commission direct staff to schedule a public hearing for the Commission's March 5 meeting or at the earliest opportunity.

ACTION REQUESTED:

Motion to direct staff to schedule a public hearing for the Commission's meeting on March 5 or at the earliest opportunity.

ATTACHMENT:

[Attachments – 1811 W. Silver Spring Drive PD](#)

SUBJECT: Discussion and consideration of a site plan and architectural review for a sunroom home addition at 6251 N. Sunny Point Road in an R-7 Residential District, Tax Key Number 161-8015-000.

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

Meeting: Planning and Architectural Review Commission

MEETING DATE: February 6, 2024

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§ 13.1.30

LAND DEVELOPMENT REFERENCE:

Land Use:	Single-family detached residential
Zoning:	R-7 Residential
Target Investment Area:	N/A

BACKGROUND:

Ms. Deloris Sims, owner of 6251 N. Sunny Point Road in an R-7 Residential District, wishes to add a four-season sunroom to her single-family detached home. The approximately 2,390 square foot two-story home was constructed in 1978 and despite its proximity to the Milwaukee River's floodway, the home resides on an "island" of land which is at or above the flood protection elevation ([Floodplain Overview Page](#), WDNR).

PROPOSED MODIFICATIONS:

The applicant desires to add a 15' by 40', 600 square foot four-season sunroom to the rear of the existing home. The addition would remain at or above the flood protection level and would not be subject to floodplain regulations. The addition would match the existing shingles and siding, have 5" gutters, and would have an egress door to the backyard.

RECOMMENDATION:

Staff recommends the Planning Architectural Review Commission grant approval for site and architectural plan of the sunroom addition for the single-family detached home at 6251 N. Sunny Point Road.

ACTION REQUESTED:

Motion to grant approval for site plan and architectural review for the site and architectural plan of the sunroom addition for the single-family detached home at 6251 N. Sunny Point Road.

ATTACHMENT:

1. [Attachment – 6251 N. Sunny Point Rd. – Sunroom](#)

SUBJECT: Discussion and consideration of a site plan and architectural review for renovation and addition of the single-family detached home at 2345 W. Marne Avenue, in an R-7 Residential District, Tax Key Number 169-0533-000.

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

Meeting: Planning and Architectural Review Commission

MEETING DATE: February 6, 2024

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§ 13.1.30

LAND DEVELOPMENT REFERENCE:

Land Use:	Single-family detached residential
Zoning:	R-7 Residential
Target Investment Area:	N/A

SUMMARY:

- Owners wish to around 700 square feet for a new master bedroom with a bathroom and walk-in closet while moving the kitchen further back and creating an open concept combined with new living space.
- Some other windows would be modified
- The owners would match the current siding and not alter any of the existing masonry

BACKGROUND:

Ms. Renee Kortendick and Mr. Austin Voelker, owners of the single-family detached ranch home at 2345 W. Marne Avenue in an R-7 Residential District wish to make a series of modifications and add to the home. The structure dates to 1957 and is assessed for 1,201 square feet.

PROPOSED MODIFICATIONS:

The applicants would add approximately 700 square feet of living space to the existing home by removing an existing southern wall and moving the existing closed kitchen southward (true southwest), creating a dual open concept kitchen and living area while also adding a master bedroom with an attached master bathroom and walk-in closet.

Within the Commission's scope of review, the applicants intend to match the existing siding on the addition and will not modify any masonry. At the house's front (north), the renovation also includes replacing the front bay window with a three-paned window. The current front breezeway's window would be enlarged to a double-paned 5'x4' window. A new garage door would be one foot narrower.

On the south side of the home, the addition would have multiple new windows facing toward the rear of the property. Beginning from the home's northwestern rear corner, the proposal calls for two windows sized 5'x3'3" which would be at about eye level for the breezeway. A rear sliding glass door six feet wide would be installed. Further to the southeast, the new master bedroom would have two eye-level windows, one three feet wide, and another 5'6", similar to windows on the eastern side of the home (true southeast).

The east face would see the home addition continue the existing wall and add two 5'x2'6" windows in the master bedroom part of the addition.

The home's west face, after the home addition, would have larger windows. The smaller would increase in size from two feet across to 2.5 feet with a height of five feet. A new sliding door to the backyard will be in the new kitchen sized seven feet across to eight feet with a height of 6'8".

RECOMMENDATION:

Staff recommends the Planning Architectural Review Commission grant approval of the site and architectural plan for the single-family detached home at 2345 W. Marne Avenue.

ACTION REQUESTED:

Motion to grant approval for the site and architectural plan for the site and architectural plan for the single-family detached home at 2345 W. Marne Avenue.

ATTACHMENTS:

1. [Attachment – 2345 W. Marne Avenue – Addn.](#)

SUBJECT: Site plan review for revising the approved prairie landscape on property owned by the Orthopaedic Hospital of Wisconsin LLC, at 575 W. River Woods Parkway in a PD Planned Development District, Tax Key Number 234-8022-000.

FROM: John S. Fellows, Community Development Director
Ken Smith, MPA, M.S.

MEETING: Planning and Architectural Review Commission

MEETING DATE: February 6, 2024

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§§ 13.1.50-13.1.55

LAND DEVELOPMENT REFERENCE:

Land Use:	General office, outpatient medical clinic, day care center
Zoning:	PD Planned Development
Target Investment Area:	N/A

SUMMARY:

- The Orthopaedic Hospital of Wisconsin wishes to modify its site plan for the prairie landscape on the parcel. It removes any play area and instead includes a stormwater retention pond with native prairie grass and trails surrounding it.
- Staff recommends the Planning and Architectural Review Commission approve the revised site plan.

SITE HISTORY:

Up to around 1990, the land opposite Estabrook Park on the west bank of the Milwaukee River east of N. Port Washington Road was industrial. According to a *Milwaukee Journal Sentinel* article from 1990:

“Estabrook Corporate Park and surrounding properties, including the grain elevator, were once the property of Edwin C. Uilein and later his companies Elines Inc. and the Joseph Schlitz Brewing Co. Buildings constructed in the 1920s, when Prohibition put the brewer into the chocolate

business, including a coal-powered steam house that heated a factory, dormitories and a clubhouse.”¹

According to the same article, the US War Department acquired and used the land from 1942 to 1945 for war production and the factory was razed in 1975. Historic aerial photography confirms the reporting.

The City of Glendale acquired what had become 56 acres of derelict industrial property in 1990 to clear the land for redevelopment. Among the municipal actions taken at this time was the creation of the W. Estabrook Parkway on a former rail right-of-way and widening of N. Port Washington Road. What was then-Columbia St. Mary’s purchased 12.6 acres from the City for development of medical facilities. Deluxe Data Systems acquired 25 acres, some land was reserved for the W. Riverwoods Parkway right-of-way (formally West Estabrook Parkway / Deluxe Parkway and a third parcel was acquired by the Milwaukee Metropolitan Sewerage District as part of the deep tunnel sewer project.²

BACKGROUND:

The Orthopaedic Hospital of Wisconsin (OHW) later acquired the parcels at 475 and 575 W. River Woods Parkway. In 2022 OHW sought to demolish the office building on the 575 parcel and replace it with a prairie landscape. At its meeting on [April 12, 2022](#), the Plan Commission [approved](#) the site plan for a prairie landscape on the parcel. The OHW returns to the Commission to revise its site plan for the prairie.

ANALYSIS:

The original plan had a section in the center which would have un-mowed grass with a mowed play field to its south. The grass would have been surrounded by a native prairie with a trail meandering through it. The revised plan would remove the playfield and grassy area and would have a stormwater retention pond toward the corner of N. Port Washington Road and W. River Woods Parkway. Creation of a berm and installation of storm sewer pipes and rocky swales would be required for the basin. The basin would be surrounded by a trail and the remainder of the original grassy area would have native prairie grasses.

RECOMMENDATION:

Staff recommends the Planning and Architectural Review Commission approve the revised site plan.

ACTION REQUESTED:

Motion to approve the revised site plan.

ATTACHMENT:

[Attachment – 575 W. River Woods Parkway – Stormwater Pond & Prairie](#)

¹ Peter Eisenhauer, “Progress is made at Estabrook Corporate Park Despite delays caused by weather and former buildings, project moves along,” *Milwaukee Journal Sentinel*, 12 October 1990.

² Peter Eisenhauer, “Glendale Approves Loans to Buy Land for Office Park,” *Milwaukee Journal Sentinel*, 13 April 1990.