



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

AGENDA— PLANNING AND ARCHITECTURAL REVIEW COMMISSION

Tuesday March 5, 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 Raymond Carlson (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, Commissioners Amanda Seligman, Fredrick Cohn, Shawn Storey, and Traci Fernandez

Excused: Shauntay Nelson

Other Officials Present: Karl Warwick, City Administrator; John Fellows, Community Development Director; Ken Smith, Planner

2. Adoption of February 6, 2024, Meeting Minutes.

Motion: Commissioner Seligman moved to approve the previous meeting's minutes. Seconded by Fernandez. Motion carried unanimously.

3. Old Business

Public Hearings

- 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.

No one testified regarding the zoning action.

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

- b) Consideration of a recommendation to the Common Council for a Planned Development 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.

Motion: Commissioner Cohn moved to recommend the Common Council approve the zoning action. Seconded by Bailey. Motion carried unanimously.

- c) 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.

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

Present (Virtually): John Peret, Senior Project Manager & Director of Engineering/Design, Phoenix Investors; Ian Wolkowicz, Project Manager, Phoenix Investors

Present: BJ Westphal, owner of 131 W. Lancaster Ave., Whitefish Bay; Christie Wittwer, owner of 5112 N. Lydell Ave., Whitefish Bay

- d) Consideration of a recommendation to Common Council 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.

Motion: Commissioner Cohn moved to recommend the Common Council approve the zoning action. Seconded by Storey. Motion carried unanimously.

4. New Business

Business Use Approvals:

- a) Discussion and consideration of a business use for Bright Beginnings Chiropractic, at 7161 N. Port Washington Road, in a B-1 G2 Business and Commercial District, Tax Key Number 128-8952-000.

Motion: Commissioner Storey moved approval of the Business Use. Seconded by Fernandez. Motion carried unanimously.

Present: Beau Blakeley, Chiropractic Doctor & Principal, Bright Beginnings Chiropractic

Planned Sign Program:

- b) Discussion and consideration of a Planned Sign Program at 6025 N. Green Bay Avenue in a B-2 Business and Commercial District, Tax Key Number 161-8037-000.

Motion: Commissioner Cohn moved to approve the Planned Sign Program. Seconded by Fernandez. Motion carried unanimously.

Present: Dan Schaefer, SignWorks

5. Next Meeting Date and Adjournment:

- a. Next Planning and Architectural Review Commission (PARC) Meeting 6:00 p.m., Tuesday, April 9, 2024 (April 2, is the Spring General Election and Presidential Preference Primary).

6. Adjournment.

Motion: There being no further business, Commissioner Storey moved to adjourn until 6:00pm on Tuesday April 9, 2024. Seconded by Fernandez. Motion carried unanimously. Chairman Mayor Kennedy adjourned the meeting at 6:39pm.

Minutes recorded by Ken Smith, Planner.