



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 April 9, 2024
6:00 PM.

*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.
2. Adoption of February 6, 2024, Meeting Minutes.
3. Old Business
4. New Business

Zoning Text Amendment

- a) Discussion and consideration of a proposed major or minor amendment to the Development Agreement at 4160 N. Port Washington Road by **Beerline Crossling LLC**, in a PD Planned Development District, Tax Key Numbers 242-1198-004 and 242-1198-003.

Zoning Map Amendment

- b) Discussion, consideration, and recommendation of a zoning map amendment by **Dontia Holding Co.**, which may do business as Silver Spring Dental Spa LLC, to a B-4 Office-Research-Service District for the **Silver Spring House** at 6655 N. Green Bay Avenue, in an R-7 Residential District, Tax Key Number 134-9979-001.
[Contingent upon Common Council referral on April 8, 2024]

Business Use Approvals:

- c) Discussion and consideration of a Business Use for **Dontia Holding Co.**, which may do business as Silver Spring Dental Spa LLC, at the **Silver Spring House** at 6655 N. Green Bay Avenue, in an R-7 Residential District, Tax Key Number 134-9979-001.

- d) Discussion and consideration of a Business Use for **Milwaukee Family Chiropractic**, at 1811 W. Silver Spring Drive, in a PD Planned Development District, Tax Key Number 195-9000-000.

Site Plan Review:

- e) Site plan review revising the landscaping plan for the **Torah Academy of Milwaukee Inc.**, at 6800 N. Green Bay Avenue in an S-1 Institutional District, Tax Key Number 126-8992-002.

Site Plan and Architectural Review

- f) Site Plan and Architectural Review regarding signage for the **North Shore Fire and Rescue** headquarters and Station 82, at 5901 N. Milwaukee River Parkway, in an S-1 Institutional District, Tax Key Number 168-9024-002.

5. Next Meeting Date and Adjournment:

- a. Next Planning and Architectural Review Commission (PARC) Meeting 6:00 p.m., Tuesday, May 7, 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.



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.

SUBJECT: Discussion and consideration of a proposed major or minor amendment to the Development Agreement at 4160 N. Port Washington Road by Beerline Crossing LLC, in a PD Planned Development District, Tax Key Numbers 242-1198-004 and 242-1198-003.

FROM: Ken Smith, Planner

MEETING: Planning and Architectural Review Commission

MEETING DATE: April 9, 2024

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

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

LAND DEVELOPMENT REFERENCE:

Land Use:	Commercial Office and Professional Services, Warehousing
Zoning:	PD Planned Development
Target Investment Area:	Near the Glendale Technology Center

BACKGROUND:

Beerline Crossing LLC, the owner of the properties at 4160 N. Port Washington Road, has an interested buyer whose purchase is contingent upon rezoning of the parcel for a compatible use beyond what has been approved in the current Development Agreement. The buyer desires uses consistent with the M-1 Warehouse, Light Manufacturing, Office and Service District. To facilitate the most expeditious rezoning, the applicant and buyer wish to amend the Development Agreement to enable all uses allowed in the M-1 District on the parcel (Section [13.1.39](#), Glendale Code).

The specific authorized uses in the current Development Agreement include:

10, 11, 12) Specific uses:

- **Current warehouse tenant:** First Stage Milw. Construction of stage sets. 8-12 employees M-F 7:00am-6:00pm
- **Current 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
- **Vacant building space:** Proposed Office use for Milwaukee Police Department's Command Headquarters for the RNC February '24-August '24. 200+ officers at any time to accommodate the rotation of 4,000 visiting officers. 24-7, 7 days/week
- **Vacant building space:** Proposed Climate controlled storage after July'24. 1-3 employees from 7:00am-7:00pm. 24hr access 365 days.

FURTHER 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 challenges. 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 seeking purchase of the property due to a breakdown in negotiations with the property owner. Meta House has [since acquired property](#) within the City of Milwaukee's Piggsville Neighborhood.¹

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 legal uses due to the lack of an approved Specific Development Plan and Development Agreement. To enable land uses, the landowner, Beerline Crossing LLC, sought to have the Commission and Common Council approve a revised General Development Plan, Specific Development Plan, and then enter into a Development Agreement to reenable uses on the property. The Commission [recommended approval](#) at its meeting on [October 3, 2023](#). The Common Council [approved](#) the Development Agreement at its meeting on [November 13, 2023](#).

ANALYSIS:

The proposed uses are consistent with what the parcel has served as historically and corresponds to the [Glendale 2040 Comprehensive Master Plan](#). The parcel is also near the Glendale Technology Center target investment area described on pages 36 to 38 in the 2040 Plan.

¹ Cara Spoto, "Nonprofit Meta House plans new \$30 million campus in secluded Piggsville neighborhood," *BizTimes* (Milwaukee), 7 February 2024.

Regarding major and minor Development Agreement amendments, Section 13.1.55(c), Glendale Code of General Ordinances, relates to recording and implementation of Development Agreement. That subsection specifies:

“Any subsequent change of use of any lot or parcel of land or addition or modification of the plans shall first be submitted for approval to the plan commission and if, in the opinion of the plan commission, such change or modification constitutes a substantial alteration of the original plans, the procedure provided in sections 13.1.53 and 13.1.54 above and, in this subsection, shall be required before the use is changed or the plans modified. If, in the opinion of the plan commission, such change or modification does not constitute a substantial alteration of the original plans and if such change or modification is recommended by the plan commission, the change or modification may be made with the approval of the common council.”

RECOMMENDATION:

The Commission must determine if amending the uses from those listed above to all uses permitted in the M-1 District is a major or minor change to the Development Agreement.

The ordinance does not define what makes a major or minor amendment. Should the Commission determine this change is a minor amendment, the matter will immediately be forwarded to the Common Council for consideration of approval. If considered a major amendment, the applicant must go through the entire rezoning process of a PD Planned Development District.

ACTION REQUESTED:

Motion to determine the amendment to the Development Agreement, striking all current uses and replacing the permitted uses as “any use allowed in the City’s M-1 Zoning District”, at 4160 N. Port Washington Road as a minor amendment and recommend the Common Council approve the proposed Development Agreement amendment.

OR

Motion to determine the amendment to the Development Agreement, striking all current uses and replacing the permitted uses as “any use allowed in the City’s M-1 Zoning District”, at 4160 N. Port Washington Road as a major amendment.

ATTACHMENT:

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

[Attachment – 4160 N. Port Washington Road – Current Development Agreement](#)

SUBJECT: Discussion, consideration, and recommendation of a zoning map amendment by Dontia Holding Co., which may do business as Silver Spring Dental Spa LLC, to a B-4 Office-Research-Service District for the Silver Spring House at 6655 N. Green Bay Avenue, in an R-7 Residential District, Tax Key Number 134-9979-001.

FROM: Ken Smith, Planner

MEETING: Planning and Architectural Review Commission

MEETING DATE: April 9, 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 , 13.1.37

LAND DEVELOPMENT REFERENCE:

Land Use:	Single-family Detached Residential
Zoning:	R-7
Target Investment Area:	Green Bay Avenue & Mill Road

BACKGROUND:

The new landowner, Dontia Holding Co., is petitioning the City of Glendale to rezone from R-7 Residential to a B-4 Office-Research-Service Business District as the current R-7 Residential Zoning District does not allow the proposed use.

The structure on this site is the Milwaukee County [Landmark](#) historically and colloquially known as the Silver Spring House. This Business Use would coincide with the rezoning and potential rehabilitation of this historic structure. Historically a bar and restaurant for more than a century, the restaurant first closed in February 2018, briefly reopened, then closed again 18 months later in October 2019. It was in bank receivership until Dontia Holding Co. purchased the property on October 24, 2023.¹

¹Jeff Ramage, "Silver Spring House leaves behind rich history in Glendale," *Milwaukee Journal Sentinel*, 20 February 2018; Jeff Ramage, "Silver Spring House will close (again)," *Milwaukee Journal Sentinel*, 4 October 2019.

Dontia Holding Co. intends to do business as Silver Spring Dental Spa, LLC for a “private dental office that offers general dentistry, cosmetic dentistry, and health amenities.” The applicant aspires to create a “state of the art digital dental office equipped with three operatories, sterilization suite, staff kitchen and break area. There will also be health amenities, such as a steam shower, jacuzzi and sauna, for patients.”

ANALYSIS:

The proposed use would conform to the B-4 Office-Research-Service Business District as “Medical and dental offices and centers” are permitted uses in that district. Further, the proposed use conforms with the “commercial” designation in the [2040 Comprehensive Master Plan](#) (p. 34), with the goal of developing a “downtown” around N. Green Bay Avenue and W. Mill Road.

R-7 Residential Uses (§ 13.1.30), Current Zoning

- (1) Single-family detached dwellings.
- (2) Public parks.
- (3) Municipally owned buildings.
- (4) Customary home occupations engaged in by the occupant of a dwelling not involving the conduct of a business on the premises, including also a professional office when situated in the same dwelling occupied by such person as his or her private dwelling.
- (5) Accessory buildings and uses customarily incident to any of the above uses, including private garages. No accessory building shall be erected unless the main building to which the accessory building is an incidental use has been erected or will be erected simultaneously with said accessory building.

B-4 Office-Research-Service Business (§ 13.1.37), Proposed Zoning

- (1) Professional services and administrative offices.
- (2) General corporate headquarters offices.
- (3) Medical and dental offices and centers.
- (4) Research establishments.
- (5) Sales offices.
- (6) Financial, insurance and real estate offices.
- (7) Business and office equipment, supplies and services.
- (8) Restaurants: seated dining, full waiting service (no drive-through service).
- (9) Studios for photography, painting, music, sculpture, dance or other recognized fine arts.

Proposed Rezoning Schedule

- April 8 – Common Council referral to Planning and Architectural Review Commission and call for a public hearing.
- April 9 – Planning and Architectural Review Commission issue a recommendation.
- May 13 – Public Hearing and Common Council Decision

RECOMMENDATION:

Staff recommends the Commission recommend the Common Council rezone the 6655 N. Green Bay Avenue parcel from R-7 Residential to the B-4 Office-Research-Service Business District.

ACTION REQUESTED:

Motion to approve recommendation to the Common Council rezone 6655 N. Green Bay Avenue from R-7 Residential to a B-4 Office-Research-Service Business District.

ATTACHMENT:

[Attachment – 6655 N. Green Bay Avenue – Zoning Map Amendment](#)

SUBJECT: Discussion and consideration of a Business Use for Dontia Holding Co., which may do business as Silver Spring Dental Spa LLC, at the Silver Spring House at 6655 N. Green Bay Avenue, in an R-7 Residential District, Tax Key Number 134-9979-001.

FROM: Ken Smith, Planner

MEETING: Planning and Architectural Review Commission

MEETING DATE: April 9, 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 , 13.1.37

LAND DEVELOPMENT REFERENCE:

Land Use:	Single-family Detached Residential
Zoning:	R-7
Target Investment Area:	Green Bay Avenue & Mill Road

BACKGROUND:

The structure on this site is the Milwaukee County [Landmark](#) historically and colloquially known as the Silver Spring House. This Business Use would coincide with the rezoning and potential rehabilitation of this historic structure. Historically a bar and restaurant for more than a century, the restaurant first closed in February 2018, briefly reopened, then closed again 18 months later in October 2019. It was in bank receivership until Dontia Holding Co. purchased the property on October 24, 2023.¹

Dontia Holding Co. intends to do business as Silver Spring Dental Spa, LLC for a “private dental office that offers general dentistry, cosmetic dentistry, and health amenities.” The applicant aspires to create a “state of the art digital dental office equipped with three operatories, sterilization suite, staff kitchen and break area. There will also be health amenities, such as a steam shower, jacuzzi and sauna, for patients.”

¹Jeff Ramage, “Silver Spring House leaves behind rich history in Glendale,” *Milwaukee Journal Sentinel*, 20 February 2018; Jeff Ramage, “Silver Spring House will close (again),” *Milwaukee Journal Sentinel*, 4 October 2019.

The business would occupy the full 6,820 square feet of the building's area after substantial rehabilitation of the structure. Customer areas would be on the first floor and offices on the second. Public business hours would operate from 8am to 8pm but would have staff onsite 24 hours per day for sterilization and maintenance. The applicant states, "Daily operations include administrative functions such as scheduling, patient registration and payment processing. As well as clinical operations, such as performing general dentistry, infection control and facility maintenance."

ANALYSIS:

The proposed land use does not conform to its current R-7 Residential Zoning District as only single-family detached residential is permitted in that district. However, the proposed use conforms with the "commercial" designation in the [2040 Comprehensive Master Plan](#) (p. 34), with the goal of developing a "downtown" around N. Green Bay Avenue and W. Mill Road. Rezoning is required and the applicant is pursuing rezoning to the B-4 Office-Research-Service Business District concurrently. "Medical and dental offices and centers" are permitted uses in the B-4 Business District.

RECOMMENDATION:

Staff recommends the Commission approve a Business Use for Dontia Holding Co. for a private dental office offering general and cosmetic dentistry and health amenities, at 6655 N. Green Bay Avenue, assuming approval of rezoning.

ACTION REQUESTED:

Motion to approve a Business Use for Dontia Holding Co. for a private dental office offering general and cosmetic dentistry and health amenities, at 6655 N. Green Bay Avenue, assuming approval of rezoning.

ATTACHMENT:

[Attachment – 6655 N. Green Bay Avenue – Dontia Holding Co.](#)

SUBJECT: Discussion and consideration of a Business Use for Milwaukee Family Chiropractic, at 1811 W. Silver Spring Drive, in a PD Planned Development District, Tax Key Number 195-9000-000.

FROM: Ken Smith, Planner

MEETING: Planning and Architectural Review Commission

MEETING DATE: April 9, 2024

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§§ 13.1.150-13.1.55

LAND DEVELOPMENT REFERENCE:

Land Use:	Commercial
Zoning:	PD Planned Development
Target Investment Area:	n/a

BACKGROUND:

The Commission [recommended](#) the Common Council approve the Development Agreement for 1811 W. Silver Spring Drive during its meeting on [February 6, 2024](#). The Common Council subsequently approved the Development Agreement at its meeting on [March 11, 2024](#).

Ms. Brittany Wolfmeyer is a Doctor of Chiropractor wishing to open a pain-relieving chiropractic business in the office building. Dr. Wolfmeyer states she has “advanced training in pediatric and perinatal care. . .focused on family wellness. . .offer[ing] quality, affordable care.”

ANALYSIS:

The proposed use conforms with what is allowed under the Development Agreement for this parcel under “medical and dental offices.” The full list of uses which are:

- Financial, insurance and real estate offices
- Medical and dental offices
- Cooperative and co-working space
- Sales offices

- e. Professional services and administrative offices
- f. Restaurants: seated dining with no drive-through service
- g. Studios for photography, painting, music, sculpture, dance or other recognized fine arts

At the time of writing this memorandum, the Development Agreement had not been signed by all parties, subsequently the zoning process has not yet been completed.

RECOMMENDATION:

Staff recommends the Commission approve a Business Use for Milwaukee Family Chiropractic, at 1811 W. Silver Spring Drive, pending Development Agreement signatures from the ownership parties of the parcel.

ACTION REQUESTED:

Motion to approve a Business Use for Milwaukee Family Chiropractic, at 1811 W. Silver Spring Drive, pending Development Agreement signatures from the ownership parties of the parcel.

ATTACHMENT:

[Attachment – 1811 W. Silver Spring Dr. – MKE Family Chiropractic](#)

SUBJECT: Site plan review revising the landscaping plan for the Torah Academy of Milwaukee Inc., at 6800 N. Green Bay Avenue in an S-1 Institutional District, Tax Key Number 126-8992-002.

FROM: Ken Smith, Planner

MEETING: Planning and Architectural Review Commission

MEETING DATE: April 9, 2024

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§ 13.1.38

LAND DEVELOPMENT REFERENCE:

Land Use:	Educational
Zoning:	S-1 Institutional
Target Investment Area:	N/A

BACKGROUND:

The Torah Academy of Milwaukee, Inc. wishes to revise its landscaping plan. The Plan Commission approved the current landscaping plan in August 2007.

The Academy indicates on its website that it began in 1991 with a goal of “establishing a [girls high] school that would provide. . .an excellent Judaic and secular education without having to leave Milwaukee.” The Academy has operated at 6800 N. Green Bay Avenue since 2008 after acquiring and rezoning the parcel and constructing its current facility in 2007.

The original plan included a gravel path along the western and northern edges of the building with stone steps “as needed.” Plantings included a variety of trees, shrubs, and perennial flowers.

ANALYSIS:

The proposed landscape plan, if implemented, would beautify the current space around the Torah Academy. The landscaper reports that the original approved design was never fully implemented: Only turf was installed on the north end of the property and the gravel path was unfinished and in practice has required greater maintenance than desired. No steps nor patios were installed. A comparison of aerial imagery from 2010 and 2022 appear to more or less confirm this. Much of the gravel path has become

overgrown with insufficient maintenance. The landscaper would remove the remnant of the gravel path and restore it to turf grass, install a patio of pavers with four picnic tables on the building's west end, and add and replace plantings. The landscaper reports to be working with the Academy to help ensure the viability of long-term maintenance of the school's landscaping.

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 – 6800 N. Green Bay Avenue – Torah Academy](#)

[Attachment – 6800 N. Green Bay Avenue – Torah Academy 2007 Landscape Plan](#)

SUBJECT: Site plan and architectural review regarding signage for the North Shore Fire and Rescue headquarters and Station 82, at 5901 N. Milwaukee River Parkway, in an S-1 Institutional District, Tax Key Number 168-9024-002.

FROM: Ken Smith, Planner

MEETING: Planning and Architectural Review Commission

MEETING DATE: April 9, 2024

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§§ 13.1.38 , 15.6.9(b)

LAND DEVELOPMENT REFERENCE:

Land Use:	Public: Emergency Response, Public Health
Zoning:	S-1 Institutional
Target Investment Area:	N/A

BACKGROUND:

At its meeting on [August 3, 2022](#), the Plan Commission [approved](#) the site plan and architecture for the proposed new headquarters and station for the North Shore Fire and Rescue Department. The building will also house the administration for the North Shore Health Department on the site of the former Glendale Fire Department station. Abatement and demolition began in early 2023 and continued into the summer. Work on the current structure began in July 2023.

This item before the Commission has the North Shore Fire Department seeking approval for its proposed signage inclusive of the following five signs:

- One double-sided, 6'9" tall internally illuminated monument sign indicating "North Shore Fire/Rescue Station No. 82 | North Shore Health Department." The monument sign will be surrounded by mulch with day lilies planted.
- Two sets of red reverse channel letters illuminated with white LED light stating "82", sized 3'9"x5'8"x3" to be placed on the top left corner of the structure by the garage bays as viewed from W. Civic Drive.

- Two sets of red reverse channel letters illuminated with white LED light stating “82”, sized 3’3.75”x5’x3” to be placed on a protruding “column” with the channel letters visible from both the north and the south on N. Milwaukee River Parkway.

ANALYSIS:

Section 15.6.9(b)(1) of the Glendale Code of General Ordinances for “Public uses, institutional uses, schools and churches” states, “The total permanent sign area allowed for public uses. . .shall be determined by the planning and architectural review commission.” Further, Section 15.6.9(b)(3) requires landscaping at a monument sign’s base for any public use in the S-1 Institutional District.

This proposal meets the requirements in the Glendale Code unless the Commission, at its discretion, determines the proposed sign area is too much.

RECOMMENDATION:

Staff recommends the Planning and Architectural Review Commission approve the signage proposal for North Shore Fire and Rescue at 5901 N. Milwaukee River Parkway pending application and receipt of proper sign and electrical permitting.

ACTION REQUESTED:

Motion to approve the signage proposal for North Shore Fire and Rescue at 5901 N. Milwaukee River Parkway pending application and receipt of proper sign and electrical permitting.

ATTACHMENT:

[Attachment – 5901 N. Milwaukee River Parkway – North Shore Fire & Rescue](#)