



**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.**

Join Zoom Meeting

<https://zoom.us/j/96324827479>

Meeting ID: 963 2482 7479

Dial by your location

1 312 626 6799 US (Chicago)

**AGENDA— PLANNING AND ARCHITECTURAL REVIEW COMMISSION**

Tuesday May 7<sup>th</sup>, 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 April 9, 2024, Meeting Minutes.
3. Old Business
4. New Business

**Sign Approval**

- a. Discussion and consideration of a sign permit for American Inn for a commercial building located at 5110 North Port Washinton Road, in a B-1, A-1 Zoning District, Tax Key Number 203-8000-001

**Site Plan and Architectural Review**

- a. Discussion and consideration of site plan and architecture review for the Pick N' Save Store located at 1735 West Silver Spring Drive, Tax Key Number 195-9001-000
- b. Discussion and consideration of site plan and architecture review for Nicolet Union High School located at 6701 Jean Nicolet Road, Tax Key Number 128-8966-003

**Certified Survey Map**

- a. Discussion and consideration of a recommendation to Common Council regarding a certified survey map (CSM) for the Phoenix Glendale Industries Investors, LLC building, located at 5055 Lydell Avenue 203-8995-004

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Upon reasonable notice, efforts will be made to accommodate the needs of persons with disabilities.

\*The Common Council of Glendale currently holds meetings in person at City Hall, or an alternative physical location as allowed by the City Ordinance. As a courtesy to citizens, Council meetings will also be made available live on the Zoom virtual platform for viewing and possible participation. However, the City cannot guarantee the technology supporting the virtual viewing option will operate perfectly and continuously. The only way to guarantee the ability to offer public comment, or view the meeting uninterrupted, is to appear in person. If the Zoom platform fails, the meeting will continue as scheduled.

- b. Discussion and consideration of a recommendation to Common Council regarding a certified survey map (CSM) for Bayshore Shopping Center Property Owner LLC located at 5800 Bayshore Drive, Tax Key Number 166-8012-000
- 5. Next Meeting Date and Adjournment:
  - a. Next Planning and Architectural Review Commission (PARC) Meeting 6:00 p.m., Tuesday, June 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.*



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**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.**

**AGENDA— PLANNING AND ARCHITECTURAL REVIEW COMMISSION**

Tuesday April 9, 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 6:02pm. Everyone in the Common Council Chambers pledged allegiance to the flag of the United States of America.

**Roll Call**

**Present:** Chairman Mayor Kennedy, Commissioners Amanda Seligman, Fredrick Cohn, Shawn Storey, and Traci Fernandez

**Excused:** Alderman Bailey, Shauntay Nelson

**Other Officials Present:** Karl Warwick, City Administrator; Ken Smith, Planner

2. **Adoption of March 5, 2024 Meeting Minutes.**

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

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.

**Motion:** Commissioner Cohn moved to consider the amendment as a minor amendment. Seconded by Fernandez. Motion carried unanimously.

**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]***

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

**Present:** Otis Collins, Capitol Dental

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.

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

- 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.

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

**Present:** Brittany Wolfmeyer, Principal, Milwaukee Family Chiropractic

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.

**Motion:** Commissioner Seligman moved to approve the site plan. Seconded by Storey. Motion carried unanimously.

**Present:** Jim Holler, Torah Academy; Bart Wagner, American Landscape

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.

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

**Present:** Robert Whitaker, Chief, Northshore Fire and Rescue; Dan Tyk, Assistant Chief, North Shore Fire and Rescue

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.

**Motion:** There being no further business, Commissioner Cohn moved to adjourn until May 7, 2024 at 6pm. Seconded by Fernandez. Motion carried unanimously. Chairman Mayor Kennedy adjourned the meeting at 6:53pm.

**Minutes recorded by Ken Smith, Planner.**

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**SUBJECT:** Discussion and consideration of a sign permit for American Inn for a commercial building located at 5110 North Port Washinton Road, in a B-1, A-1 Zoning District, Tax Key Number 203-8000-001

**FROM:** Karl Warwick, City Administrator

**MEETING:** Plan Commission

**MEETING DATE:** May 7<sup>th</sup>, 2024

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**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:**

American Inn is proposing installation of a new monument and two directional signs at 5110 North Port Washinton Road. Due to the layout of the American Inn, the street frontage is approximately 115 linear feet. A monument sign can be a maximum of .6 square feet for every linier foot of street frontage. Based on their street frontage, the maximum sign area can be approximately 69 square feet. The size of the proposed monument sign is 10 feet by 10 feet or 100 square feet.

The frontage of the building faces private property to the south (Jilly's Car Wash and the property owned by Phoenix). The particular physical surroundings, shape or topographical conditions of the property results in a particular hardship, where as a result the "Planning and Architectural Review Commission may determine and vary the regulations of this article in harmony with their general purpose and intent, only in the specific instances hereinafter set forth, where the commission makes a finding of fact based upon the standard hereinafter prescribed, that there are practical difficulties or unnecessary hardships in the way of carrying out the strict letter of the regulations of this article".

**RECOMMENDATION:**

1. Approve the presented sign plan contingent upon landscaping around the sign is installed per the requirements of the sign code, and inclusion of architectural elements on the base of the sign.

2. Waive a Public Hearing for the required sign exemption for the size of the proposed ground sign.
3. Vary the regulations of this section as authorized in subsection for the required sign exemption for the size of the proposed ground sign.

**ACTION REQUESTED:**

Act on the items listed above.

**ATTACHMENT:**

[American Inn Sign Plan](#)

[Site Layout](#)

[Application](#)

## Sign Code (Partial)

- 1) *Identification.* A monument sign may identify the individual business, building, or building complex only by name, or by name and principal service offered, where the name does not identify the principal service offered. For all uses, the sign may identify up to two businesses that occupy the same building.
- 2) *Total area.*
  - a. The area of each monument sign face shall be computed as .6 square foot times the lineal front foot of the property, to a maximum of 150 square feet.
  - b. A monument sign may have multiple faces.
    1. When the angle between sign faces measures 45 degrees or less, the total sign area shall be computed by measuring the square footage of a single face.
    2. When the angle between sign faces measures greater than 45 degrees, the total sign area shall be computed by adding the square footage of each face.
    3. In the case of corner properties, when a monument sign is proposed in conjunction with a wall sign, the area of a monument sign shall be computed as .4 square foot times the lineal front foot of the property. Monument signs on corner properties cannot exceed 100 square feet in area.
- 3) *Placement and construction requirements.*
  - a. A monument sign shall be permanent in construction and subject to the requirements of the Building Code of the City of Glendale.
  - b. Height of a monument sign shall be no more than ten feet.
  - c. The sign shall be located in a landscaped area of open space, of at least 100 square feet.
  - d. Monument signs must be at least 60 feet from free-standing signs and other monument signs.
  - e. A monument sign must be set back ten feet from the front property line.
- (g) **Traffic Directional Signs.** Traffic directional signs are permitted and located solely for the purpose of relieving traffic congestion and promoting the safe flow of traffic:
- (h) One single or double-faced free-standing sign shall be permitted for each driveway. Traffic directional signs may be located up to the property line and shall be no higher than five feet above the established grade.
- (i) The area of each side of a traffic directional sign shall not exceed six square feet.
- (j) Twenty-five percent of the area of each side of a traffic directional sign may be used for the business name or logo.

### 15.6.18 - Exceptions.

- a. *Authority.* The planning and architectural review commission may determine and vary the regulations of this article in harmony with their general purpose and intent, only in the



specific instances hereinafter set forth, where the commission makes a finding of fact based upon the standard hereinafter prescribed, that there are practical difficulties or unnecessary hardships in the way of carrying out the strict letter of the regulations of this article.

- b. All requests for sign exceptions shall be made on forms furnished by the department of community development and shall include the application fee as established in the Municipal Code.
- c. The department of community development shall transmit the application materials to the planning and architectural review commission.
- d. Hearings. A public hearing shall be held by the planning and architectural review commission unless the commission determines, with no dissenting vote, that such a hearing is not necessary to protect the public interest. If held, the planning and architectural review commission shall fix a reasonable time and place for the hearing of an exception and give notice thereof by publication of a class 2 notice, pursuant to Wis. Stats. Ch. 985. Notice of the public hearing shall be mailed to the petitioner, the clerk of any municipality whose boundaries are within 1,000 feet of any land included in the petition and the owners of all lands lying within 300 feet of and lands included in the petition. The failure to give any notice to any property owner shall not invalidate the action taken by the planning and architectural review commission.
- e. Standards for exceptions.
  - 1. The planning and architectural review commission shall not vary the regulations of this section as authorized in subsection (a) above unless it shall make findings based upon the evidence presented to it in each specific case that all the following conditions are present:
    - i. The particular physical surroundings, shape or topographical conditions of the specific property involved would result in a particular hardship upon the owner as distinguished from a mere inconvenience, if the strict letter of the regulations were to be carried out.
    - ii. The conditions upon which the application for an exception is based would not be applicable generally to other property within the same zoning classification.
    - iii. The purpose of the exception is not based exclusively upon a desire for economic or other material gain by the applicant or owner.
    - iv. The alleged difficulty or hardship is caused by this article and has not been created by any person presently having an interest in the property.
    - v. The granting of the exception will not be detrimental to the public welfare or injurious to other property or improvements in the neighborhood in which the property is located.
    - vi. The proposed exception will not impair an adequate supply of light and air to adjacent property, or substantially increase the congestion in the public streets, or increase the danger of fire, or endanger the public safety, or substantially diminish or impair property values within the neighborhood.

**SUBJECT:** Discussion and consideration of site plan and architecture review for the Pick N' Save Store located at 1735 West Silver Spring Drive, Tax Key Number 195-9001-000

**FROM:** Karl Warwick, City Administrator

**MEETING:** Planning and Architectural Review Commission

**MEETING DATE:** May 7, 2024

**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

|                     |                           |
|---------------------|---------------------------|
| Wisconsin Statutes: | N/A                       |
| Municipal Code:     | § <a href="#">13.1.38</a> |

**LAND DEVELOPMENT REFERENCE:**

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

**BACKGROUND:**

Section 2.4.4 (2) Planning and Architectural Review Commission, subsection (2) requires that the PARC determine, "the location and architectural design of any public building". The Pick N Save store on Silver Spring is proposing to make a minor exterior modification to the building to move the door several feet to the south to accommodate interior improvements to the cashier area.

**ANALYSIS:**

The proposed improvements include a minor modification to the building with similar materials being installed to maintain the cohesive look of the building.

**RECOMMENDATION:**

Staff recommends the Planning and Architectural Review Commission approve the revised site plan, contingent upon issuance of a building permit.

**ACTION REQUESTED:**

Motion to approve the revised site plan.

**ATTACHMENT:**

[Pick N Save Site Drawings](#)  
[Building Permit](#)

**SUBJECT:** Discussion and consideration of site plan and architecture review for Nicolet Union High School located at 6701 Jean Nicolet Road, Tax Key Number 128-8966-003

**FROM:** Karl Warwick, City Administrator

**MEETING:** Planning and Architectural Review Commission

**MEETING DATE:** May 7, 2024

**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

|                     |                           |
|---------------------|---------------------------|
| Wisconsin Statutes: | N/A                       |
| Municipal Code:     | § <a href="#">13.1.38</a> |

**LAND DEVELOPMENT REFERENCE:**

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

**BACKGROUND:**

Section 2.4.4 (2) Planning and Architectural Review Commission, subsection (2) requires that the PARC determine, “the location and architectural design of any public building”. Nicolet is proposing to alter the design of the building to install solar panels on the roof of the school. A portion of the panels are shown on the ground in front of Nicolet. Those panels will be installed on the addition so all panels will be on the roof.

**ANALYSIS:**

The solar panels do not modify the design of the building with the majority of the panels facing south.

**RECOMMENDATION:**

Staff recommends the Planning and Architectural Review Commission approve the revised site plan, contingent upon issuance of a building permit.

**ACTION REQUESTED:**

Motion to approve the revised site plan.

**ATTACHMENT:**

1. [Permit Application](#)
2. [Array Details](#)
3. [Site Plan](#)
4. [Construction Package](#)
5. [Calculations](#)

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**SUBJECT:** Discussion and consideration of a recommendation to Common Council regarding a certified survey map (CSM) for the Phoenix Glendale Industries Investors, LLC building, located at 5055 Lydell Avenue

**FROM:** Karl Warwick, City Administrator

**Meeting:** Plan Commission

**MEETING DATE:** May 7, 2024

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**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

|                     |          |
|---------------------|----------|
| Wisconsin Statutes: | N/A      |
| Municipal Code:     | Title 14 |

**BACKGROUND:**

The City of Glendale previously approved a development agreement for this property with the owners, Phoenix Investment Group. The Development Agreement specifies that the northern and southern buildings will be located on two different parcels once the buildings are physically separated. The proposed CSM would create two parcels for these properties per the development agreement. 5055 Lydell would remain with an address to be determined for the southern building.

**ORDINANCE ANALYSIS**

CSM requires a recommendation from the Planning Commission to the Common Council, which at such time the Common Council is required to provide formal approval.

**STAFF REVIEW**

Staff and the City's consulting engineers, Clarke Dietz have reviewed the CSM and recommend approval.

**RECOMMENDATION:**

Staff recommends the Plan Commission recommend approval of the Certified Survey Map to the Common Council.

**ACTION REQUESTED:**

Motion - To recommend approval of the Certified Survey Map to the Common Council.

**ATTACHMENTS:**

1. [Application](#)
2. [Attachments – CSM](#)

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**SUBJECT:** Discussion and consideration of a recommendation to Common Council regarding a certified survey map (CSM) for Bayshore Shopping Center Property Owner LLC located at 5800 Bayshore Drive, Tax Key Number 166-8012-000

**FROM:** Karl Warwick, City Administrator

**Meeting:** Plan Commission

**MEETING DATE:** May 7, 2024

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**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

|                     |          |
|---------------------|----------|
| Wisconsin Statutes: | N/A      |
| Municipal Code:     | Title 14 |

**BACKGROUND**

Bayshore Mall is requesting approval of a CSM to create a separate parcel for the property located on the southeast corner of Silver Spring and Bayshore Drive. The property is currently occupied by Crumbl Cookie and First Citizens Bank.

**ORDINANCE ANALYSIS**

CSM requires a recommendation from the Planning Commission to the Common Council, which at such time the Common Council is required to provide formal approval.

**STAFF REVIEW**

Staff and the City's consulting engineers, Clarke Dietz have reviewed the CSM and recommend approval.

**RECOMMENDATION:**

Staff recommends the Plan Commission recommend approval of the Certified Survey Map to the Common Council

**ACTION REQUESTED:**

Motion - To recommend approval of the Certified Survey Map to the Common Council.

**ATTACHMENTS:**

1. [CSM Conditional Approval](#)
2. [Attachments – CSM](#)