



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 November 12th, 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 October 1st, 2024, Meeting Minutes.
3. New Business
 - a. Site Plan and Architectural Approval
 - i. Review and Possible Action: Detached Garage for 914 W Eula Court, Tax Key Number 233-1044-000
 - ii. Review and Possible Action: Residential Addition for 7120 North Longview Avenue, Tax Key Number 126-1105-000
 - iii. Review and Possible Action: Self Storage Facility for 2345 & 2401 West Mill Road, Tax Key Numbers 160-9015-000 and 160-9001-001
 - iv. Review and Possible Action: Front Yard Fence for 4180 N Lydell Avenue, Tax Key Number 233-1183-0000
 - b. Zoning Text Amendment

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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.

- i. Review and Possible Action: Recommendation to the Common Council - Zoning Text Amendment Repealing and Replacing Section 13.1.92 "Parking Regulations"
4. Next Meeting Date and Adjournment:
 - a. Next Planning and Architectural Review Commission (PARC) Meeting 6:00 p.m., Tuesday, December 3, 2024
5. 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.

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AGENDA— PLANNING AND ARCHITECTURAL REVIEW COMMISSION

Tuesday October 1st, 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)*

Roll Call

Present: Chairman Mayor Kennedy, Commissioners Amanda Seligman, Fredrick Cohn, Alderman Phillip Bailey, Commissioner Shawn Storey, and Traci Fernandez.

Other Officials Present: Benjamin Polony, Assistant to the City Administrator and Meredith Perks, City Planner

Adoption of August 13, 2024, Meeting Minutes: Commissioner XXX made a motion to approve the August 13th minutes. Seconded by XXX. Motion to approve minutes with correction on who seconded the meeting adjournment. Motion carried unanimously.

Site Plan, Signage Plan, Landscaping and Architectural Approval: There was a presentation and general discussion of unfinished business for 6100 N Green Bay Road for Van Horn Auto's Site, Signage, Landscape and Architecture Plan. The applicant returned with an expanded landscape plan as requested at the prior meeting.

Motion: Commissioner Story made a motion to approve staff's recommendation. Seconded by Commissioner Seligman. Motion carried unanimously.

Zoning Text Amendment: Review and Possible Action: There was a general discussion regarding the requested approval of a zoning text amendment to make indoor self-storage facilities a conditional use in the B-5 zoning district.

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Motion: Commissioner Story moved approval of the site plan, contingent upon occupancy adherence to the City's parking standards for the development and the addition of a conditional use criteria to require fencing and gated access for security. Seconded by Commissioner Fernandez. Motion carried unanimously.

Zoning Text Amendment: Review and Possible Action: A general discussion occurred regarding the requested approval of a zoning text amendment to make daycare centers a conditional use in the B-4 zoning district.

Motion: Commissioner Cohn made a motion that the developer return to the PARC with a new parking lot landscape plan for consideration. Seconded by Alderman Bailey. Motion carried unanimously.

Adjournment. Commissioner Story made a motion to adjourn. Seconded by Commissioner Cohn. Motion carried unanimously. Chairman Mayor Kennedy adjourned the meeting at 7:00pm.

Minutes recorded by Benjamin Polony, Assistant to the City Administrator.

SUBJECT: Site Plan and Architectural Review of 914 W Eula Court, Tax Key Number 233-1044-000

FROM: Benjamin Polony, Assistant to the City Administration

MEETING DATE: November 12, 2024

MEETING: Plan and Architectural Review Commission (PARC)

FISCAL SUMMARY:

STATUTORY REFERENCE:

FISCAL SUMMARY:	STATUTORY REFERENCE:
Budget Summary:	NA
Budgeted Expenditure:	NA
Budgeted Revenue:	NA
Wisconsin Statutes:	NA
Municipal Code:	13.1; 13.1.30; 13.1.174

LAND USE	
Zoning District	R-7 Residence District
Proposed Zoning Change	NA
Existing Land Use	Residential
Future Land Use	Residential

The Planning and Architectural Review Commission (PARC) is being asked to review and approve the site plan and architectural design for the construction of a residential detached garage to an existing single-family home within the R-7 residential zoning district (13.1.30). As this is a permitted use, no rezoning is required, and the PARC is being asked to review zoning requirements for the R-7 zoning district to ensure compliance and make a determination of site plan and architectural approval based on this review.

BACKGROUND/ANALYSIS:

The applicant is seeking to construct an approximately 1,210 square foot detached garage on an existing single-family home plot to provide covered parking. The project will include space for four vehicles and limited storage space. This is a permitted use in the R-7 district, provided setbacks and other zoning requirements are met.

ANALYSIS:

The application materials include a Plat of Survey demonstrating the dimensions of the proposed addition. The new structure is approximately 25 feet south of the principal building, coming in at 55 feet in length. The R-7 district requires a minimum side yard of 15 feet, a front yard setback of at least 25 feet, and a rear yard depth of at least 3 feet. The proposed garage meets these standards. The proposed garage does not alter the height of the home. With the additional building area, the residence remains in compliance with the R-7 building area standard of no more than 35% of the lot area.

The architectural renderings provided in the application materials indicate that the garage will be in keeping with the style and materials of the existing residence and will be consistent with the neighborhood.

PROJECT TIMELINE:

The Applicant has indicated the project timeline is as follows:

- Will ask applicant

CRITERIA FOR APPROVAL:

Section [13.1.174](#) of the Zoning Code provides the criteria for site plan approval for “any construction, reconstruction, expansion or conversion.” In reviewing the application using the following criteria, staff finds:

1. *The appropriateness of the site plan and buildings in relation to the physical character of the site and the usage of adjoining land areas.*

The site plan and building design are appropriate for the site and the neighborhood. The addition to the residence is in compliance with the R-7 district site setback standards, including the side yard standard of 3 feet. The use of the site remains single-family residential which remains appropriate for the adjoining usage.

2. *The layout of the site with regard to entrances and exits to public streets; the arrangement and improvement of interior roadways; the location, adequacy and improvement of areas for parking and for loading and unloading and shall, in this connection, satisfy itself that the traffic pattern generated by the proposed construction or use shall be developed in a manner consistent with the safety of residents and the community, and the applicant shall so design the construction or use as to minimize any traffic hazard created thereby.*

The project does not propose any alterations to the public right-of-way and will have no impact on traffic or safety in the surrounding area.

3. *The adequacy of the proposed water supply, drainage facilities and sanitary and waste disposal.*

As an existing single-family residential structure, there is no change in impact on the water supply, drainage, or sanitary and waste disposal.

4. *The landscaping and appearance of the completed site. The plan commission may require that those portions of all front, rear and side yards not used for off-street parking shall be attractively planted with trees, shrubs, plants or grass lawns and that the site be effectively screened so as not to impair the value of adjacent properties nor impair the intent or purposes of this section.*

The proposed project will have no impacts on the landscaped area of the site. No additional landscaping is required.

RECOMMENDATION:

Staff recommends the Planning and Architectural Review Commission approve the site plan and architectural plan application for 914 West Eula Court as outlined in the application, subject to final review and permitting by City Inspections.

ACTION REQUESTED:

To: Grant approval of the site plan and architectural plan application for 914 West Eula Court, Tax Key Number 233-1044-000, based on the information provided in the application and subject to final review and permitting by City Inspections.

ATTACHMENTS:

1. [Plan Application](#)
2. [Survey Map](#)
3. [GIS Map](#)
4. [Proposed Garage Rendering](#)
5. [Front and Rear Pictures](#)
6. [Sample Photos of Materials](#)

SUBJECT: Site Plan and Architectural Review of 7120 North Longview Avenue, Tax Key Number 126-1105-000

FROM: Benjamin Polony, Assistant to the City Manager

MEETING DATE: November 12, 2024

MEETING: Plan and Architectural Review Commission (PARC)

FISCAL SUMMARY:

STATUTORY REFERENCE:

FISCAL SUMMARY:	STATUTORY REFERENCE:
Budget Summary:	NA
Budgeted Expenditure:	NA
Budgeted Revenue:	NA
Wisconsin Statutes:	NA
Municipal Code:	13.1 ; 13.1.30; 13.1.174

LAND USE	
Zoning District	R-7 Residence District
Proposed Zoning Change	NA
Existing Land Use	Residential
Future Land Use	Residential

The Planning and Architectural Review Commission (PARC) is being asked to review and approve the site plan and architectural design for the construction of a residential addition to an existing single-family home within the R-7 residential zoning district (13.1.30). As this is a permitted use, no rezoning is required and the PARC is being asked to review zoning requirements for the R-7 zoning district to ensure compliance and make a determination of site plan and architectural approval based on this review.

BACKGROUND/ANALYSIS:

The Applicant is seeking to remodel an approximately 624 square foot addition on an existing single-family home to increase the quality of their living space. The project will include a complete tear down and construction of the roof and four walls on an existing slab. This is a permitted use in the R-7 district, provided setbacks and other zoning requirements are met.

ANALYSIS:

The application materials include a Plat of Survey demonstrating the existing house footprint. There is no change to the home's footprint as they are reconstructing an existing home addition.

The architectural renderings provided in the application materials indicate that the addition will be in keeping with the style and materials of the existing residence and will be consistent with the neighborhood.

PROJECT TIMELINE:

The Applicant has indicated the project timeline is as follows:

- November 2024 – New Construction Begins
- December 2024 – New Construction Complete (Weather Permitting)

CRITERIA FOR APPROVAL:

Section [13.1.174](#) of the Zoning Code provides the criteria for site plan approval for “any construction, reconstruction, expansion or conversion.” In reviewing the application using the following criteria, staff finds:

1. *The appropriateness of the site plan and buildings in relation to the physical character of the site and the usage of adjoining land areas.*

The site plan and building design are appropriate for the site. The addition to the residence is in compliance with the R-7 district site setback standards, including the side yard standard of 10 feet. The use of the site remains single-family residential which remains appropriate for the adjoining usage.

2. *The layout of the site with regard to entrances and exits to public streets; the arrangement and improvement of interior roadways; the location, adequacy and improvement of areas for parking and for loading and unloading and shall, in this connection, satisfy itself that the traffic pattern generated by the proposed construction or use shall be developed in a manner consistent with the safety of residents and the community, and the applicant shall so design the construction or use as to minimize any traffic hazard created thereby.*

The project does not propose any alterations to the public right-of-way and will have no impact on traffic or safety in the surrounding area.

3. *The adequacy of the proposed water supply, drainage facilities and sanitary and waste disposal.*
As an existing single-family residential structure, there is no change in impact on the water supply, drainage, or sanitary and waste disposal.

4. *The landscaping and appearance of the completed site. The plan commission may require that those portions of all front, rear and side yards not used for off-street parking shall be attractively planted with trees, shrubs, plants or grass lawns and that the site be effectively screened so as not to impair the value of adjacent properties nor impair the intent or purposes of this section.*

The proposed project will have no impacts on the landscaped area of the site. No additional landscaping is required.

RECOMMENDATION:

Staff recommends the Plan Commission approve the site plan and architectural plan application for 7120 North Longview Avenue as outlined in the application, subject to final review and permitting by City Inspections.

ACTION REQUESTED:

To: Grant approval of the site plan and architectural plan application for 7120 North Longview Avenue, Tax Key Number 126-1105-000, based on the information provided in the application and the findings contained in the staff report, subject to final review and permitting by City Inspections.

ATTACHMENTS:

1. [Plan Commission Application](#)
2. [Survey Map](#)
3. [Remodel Plan](#)

SUBJECT: Conditional Use, Site Plan, Sign, and Architectural Review of 2345 & 2401 West Mill Road, Tax Key Numbers 160-9015-000 and 160-9001-001

FROM: Meredith Perks, City Planner, Vandewalle & Associates, City of Glendale

MEETING DATE: November 12, 2024

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	13.1.37.5

BACKGROUND:

The Applicant is proposing to upgrade an existing self-storage facility at 2345 West Mill Road to establish a new StorSafe self-storage business. The proposed business is in the B-5 Business-Office Zoning District. The B-5 District was recently amended to allow self-storage as a conditional use.

The new StorSafe facility uses virtual management systems to operate under a hub and spoke model, meaning that there will be no physical employees on-site but will monitor and operate the site virtually from a central off-site location. To accomplish this management plan, the site will include monitoring technology including security gates with keypad entry and exit, and CCTV. Customers can directly communicate with StorSafe staff through the StorEase Virtual Counter, connecting them to real people at the central communications center. Customer booking, payment, and account management are also done virtually.

StorSafe is proposing to upgrade the existing buildings on site for use as storage facilities while also demolishing an existing two-story office building. In its place, StorSafe will construct a new climate controlled storage facility. The description of the proposed development plan for on-site structures is described in the attached Development Matrix. The updates to the existing power-washing business (Building #1), include updates to the building materials, new colored façade, and entryway doors. The newly constructed storage building to replace the demolished office building will measure 9,000 sf (Building #10). The proposed site will also include modular “MASS” units, which are moveable storage units at the back for the site.

ANALYSIS:

Conditional Use Permit:

Self-Storage is a permitted conditional use in the B-5 Zoning District. In order to be a permitted use in the District, the following conditions must be met:

- I. *The only activities permitted in individual storage units shall be the rental of the unit and the pickup and deposit of goods and/or property in dead storage. Storage units shall not be used for activities such as: residences, offices, workshops, studios, hobby or rehearsal areas or for manufacturing, fabrication, or processing of goods, service or repair of vehicles, engines, appliances or other electrical equipment, or any other industrial activity.*
- II. *Conducting retail sales of any kind, including garage or estate sales or auctions or to conduct any other commercial activity is forbidden.*
- III. *Storage of flammable, perishable or hazardous materials or the keeping of animals is not allowed.*
- IV. *Accessory uses such as the rental of trucks, trailers or moving equipment are prohibited unless approved as part of the Conditional Use approval and said areas are in the rear of the subject development and screened appropriately.*
- V. *Self-service storage facilities adjacent to residential zones shall not operate or allow tenant access between the hours of 10:00 p.m. and 6:00 a.m.*
- VI. *Outdoor Storage is prohibited. All goods and property stored in a self-service storage facility shall be stored in an enclosed building. Outdoor storage of boats, RVs, vehicles, etc., or storage in outdoor storage pods or shipping containers is not permitted.*
- VII. *No electrical outlets are permitted inside or outside for individual storage units. Lighting fixtures and switches shall be of a secure design that will not allow tapping the fixtures for other purposes.*
- VIII. *Landscape buffers (trees, hedges, plantings, or a combination thereof) shall be installed adjacent to and across from all properties as approved by the Planning and Architectural Review Commission.*
- IX. *All areas intended for driving, parking and loading shall be paved with asphalt or concrete.*
- X. *The overall height of light fixtures installed to illuminate parking lots and exterior grounds shall not exceed 15 feet or the height of the principal structure.*
- XI. *Fencing around the perimeter along with a gated entrance and security cameras.*

The provisions of the conditional use are met in the proposed business plan. A conditional use permit requires a public hearing, noticed with a Class 2 Notice. The Plan Commission can approve the site plan, architectural review, and sign plan conditional on the conditional use approval at a public hearing to be set for December 3, 2024.

Site Plan and Architectural Review:

As an existing, developed site on which the Applicant does not intend to build beyond the existing footprint, staff feels that the site plan meets setback standards. The architectural drawings and building materials identified are in keeping with the existing site and surrounding area with aesthetic improvements. As there will be limited staff on the site and tenants are able to access their units by car, the parking identified on site is adequate. A security fence at the entry of the property is identified.

The photometric plan provided in the application materials exceeds the 3 candle-foot at the lot line limit as described in the City Zoning Code. All lights will be building mounted.

In reviewing the application materials, the following determination is provided for the Site Plan Criteria for Approval:

1. *The appropriateness of the site plan and buildings in relation to the physical character of the site and the usage of adjoining land areas.*

The proposed site plan is appropriate for the physical character of the site and the surrounding area.

2. *The layout of the site with regard to entrances and exits to public streets; the arrangement and improvement of interior roadways; the location, adequacy and improvement of areas for parking and for loading and unloading and shall, in this connection, satisfy itself that the traffic pattern generated by the proposed construction or use shall be developed in a manner consistent with the safety of residents and the community, and the applicant shall so design the construction or use as to minimize any traffic hazard created thereby.*

The layout of the site's entrances, exits, interior circulation, parking area, as described in the plan, are consistent with the safety of residents and the community.

3. *The adequacy of the proposed water supply, drainage facilities and sanitary and waste disposal. As an existing developed site, the proposed utility usage, drainage facilities, and waste and sanitation are adequate. The site plan will be reviewed by Glendale City Services prior to issuance of construction permits. Approval of the site plan will be compliance with future City Service comments.*
4. *The landscaping and appearance of the completed site. The plan commission may require that those portions of all front, rear and side yards not used for off-street parking shall be attractively planted with trees, shrubs, plants or grass lawns and that the site be effectively screened so as not to impair the value of adjacent properties nor impair the intent or purposes of this section.*

The proposed landscaping plan along the Mill Road frontage is attractive and will enhance the site's appearance. The plan meets landscaping standards.

Sign Plan:

This use is regulated under the Planned Sign Program. The Planned Sign Program allows for a master identification sign of 150 square feet and no more than 10 feet tall. The proposed monument sign meets this standard at 6 feet tall and 8 feet wide. The proposed plan also includes a wall sign on the frontage of Building #1. According to the Planned Sign Program, the wall sign cannot exceed 150 square feet. At 25.5 feet by 4 feet, the proposed wall sign meets this standard. The monument sign will be located in a landscaped area, however, the sign code requires a monument sign be located 10 feet from the front property line. The PARC may require that the applicant relocate the sign to 10 feet from the front property line.

RECOMMENDATION:

Staff recommends the PARC approve the Site Plan, Sign Plan, and Architectural Review for 2345 West Mill Road as outlined in the application, with the following items being addressed:

1. The approval of the Conditional Use following a Public Hearing.
2. An updated photometric plan demonstrating compliance with Glendale Zoning Code lighting standards.
3. Confirmation of monument sign placement 10 feet from the property line.
4. Future Engineering and Public Safety comments prior to construction permits.

ACTION REQUESTED:

To: Grant approval of the Site Plan, Sign Plan, and Architectural Review for 2345 West Mill Road as outlined in the application, with the following items being addressed:

1. The approval of the Conditional Use following a Public Hearing.
2. An updated photometric plan demonstrating compliance with Glendale Zoning Code lighting standards.
3. Confirmation of monument sign placement 10 feet from the property line.
4. Future Engineering and Public Safety comments prior to construction permits.

ATTACHMENTS:

1. Plan Narratives
 - a. [Plan Development](#)
 - b. [Plan Applications](#)
2. [Drawings](#)
3. [Signage](#)

SUBJECT: Site Plan Approval: Front Yard Fence for 4180 N Lydell

FROM: Benjamin Polony, Assistant to the City Administrator

MEETING: Planning and Architectural Review Commission

MEETING DATE: November 12, 2024

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	§ 13.1.142

LAND DEVELOPMENT REFERENCE:

Land Use:	Industrial
Zoning:	M-1
Target Investment Area:	N/A

BACKGROUND:

Section 13.1.142(e) of the Zoning Code, for commercial and industrial zoned properties, states: “No Fence of wall shall be located within the front yard without site plan approval by the Plan Commission.” The nonprofit, Just One More Ministry, at 4180 North Lydell Avenue, is requesting to construct a 6-foot-tall wooden fence along the front of their property. According to their application, their next door neighbor has seen both an attempted and successful break in, and they wish to construct this fence to act as a deterrence for themselves.

ANALYSIS: Businesses located in industrial areas are permitted to have a front yard fence if approved by the Planning and Architectural Review Commission.

The plans to construct a 6-foot-tall fence do not conflict with any requirements in the code for industrial site fences. The applicant seeks to construct the fence using steel posts and wood fencing which would compliment the area.

RECOMMENDATION: Consider approval of the site plan for a front yard fence at 4180 N Lydell Avenue.

ACTION REQUESTED: Consider approval of the site plan for a front yard fence at 4180 N Lydell Avenue.

ATTACHMENT:

1. [Planning and Architectural Review Commission Application](#)

SUBJECT: Ordinance Repealing and Replacing Section 13.1.92 "Parking Regulations"
FROM: Karl Warwick, City Administrator
MEETING DATE: November 12, 2024
MEETING: Planning and Architectural Review Commission (PARC)

BACKGROUND/ANALYSIS: Section 13.1.92 "Parking Regulations" includes various regulations for off street parking, including parking space size, lighting requirements, landscaping, surfacing, location versus the principal building, and signage. The current code also includes minimum parking standards based on use. In reviewing the Parking Regulation requirements versus recently adopted local standards and the list of permitted uses, staff is recommending amending "Parking Regulations" to:

1. Establish parking standards specific to motor vehicle sales.
2. Match parking standards "uses" to the City's current list of "permitted uses"
3. Generalize the parking "uses" to be more adoptable.
4. Amend the minimum parking standards for "uses".
5. Establish maximum parking standards to limit the amount of parking permitted.
6. Establish lighting standards to requirement minimum lighting throughout the parking areas and maximum levels at the property line.
7. Allows for a reduction of parking standards for mixed use or shared "uses"

Staff worked with the City's contractual Planning Firm, Vandewalle and Associates, to review recent trends in parking standards and our permitted use table to development this proposed amendment to the Zoning Code.

RECOMMENDATION: Make a recommendation to the Common Council regarding the zoning text amendment whether to repeal and replace Section 13.1.92 "Parking Regulations"

ACTION REQUESTED: Make a recommendation to the Common Council regarding the zoning text amendment whether to repeal and replace Section 13.1.92 "Parking Regulations"

ATTACHMENTS:

1. [Ordinance Repealing and Replacing Section 13.1.92 "Parking Regulations"](#)