



**CITY OF GLENDALE
City Hall
Glendale, Wisconsin 53209**

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AGENDA-PLANNING AND ARCHITECTURAL REVIEW COMMISSION MEETING

Tuesday, May 5, 2026
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. New Business**
 - a. Architectural Review: The Brick, 6343 North Green Bay Avenue, Tax Key #1619963001
 - b. Business Use Approval: Mission Health Services, 5650 North Green Bay Avenue, Tax Key #1689021000
 - c. Business Use Approval: Brush Box, 6801 North Green Bay Avenue, Tax Key #1268988000
 - d. Presentation: Zoning Rewrite Kickoff
- 3. Adjournment**

The Planning and Architectural Review Commission currently holds meetings in person at City Hall, or an alternative physical location as allowed by the City Ordinance. As a courtesy to residents, Council meetings will also be made available live on 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.

SUBJECT: Architectural Review: The Brick, 6343 North Green Bay Avenue, Tax Key #1619963001

FROM: Meredith Perks, City Planner

MEETING: May 5, 2026 Planning and Architectural Review Commission

MEETING DATE: May 5, 2026

FISCAL SUMMARY:

Budget Summary:

Budgeted Expenditure:

Budgeted Revenue:

STATUTORY REFERENCE:

Wisconsin Statutes:

Municipal Code: 13.1.37

BACKGROUND & ANALYSIS: The Brick restaurant currently operates in Glendale at 6343 North Green Bay Avenue (Tax Key Number 1619963001). The applicant is proposing an addition to the existing restaurant, removing the existing outdoor seating area and expanding the dining room area. The property is zoned B-4 Office-Research-Service Business District. The application does not require a rezoning. The attached application is submitted to the Planning and Architectural Review Commission for site plan and architectural approval.

The 706 square foot building addition will expand the dining area and will ultimately maintain the existing front setback, bringing the building frontage to a single face. The addition will include a number of large, attractive windows on the east side of the building facing North Green Bay Avenue. According to renderings, the exterior materials will match the color and character of the existing building façade. The addition also includes a rooftop HVAC unit. As required by the zoning code, the rooftop mechanicals will be screened from view. The zoning code requires the applicant to provide details on building materials, including screening materials.

Renderings provided in the attached application include plantings along the addition frontage.

However, a landscape plan prepared by a registered landscape architect, including species varietals, is required under zoning code section 13.1.37(d)g. The applicant will be required to submit a landscape plan for staff approval prior to construction permits being issued.

RECOMMENDATION: Staff recommends site plan and architectural approval for The Brick at 6343 North Green Bay Avenue, subject to the following conditions prior to receiving construction permits:

1. Approval of a landscape plan by City staff.
2. Approval of exterior building materials by City staff.

ACTION REQUESTED: Motion to approve the site and architectural plan for The Brick at 6343 North Green Bay Avenue, subject to the following conditions prior to receiving construction permits:

1. Approval of a landscape plan by City staff.
2. Approval of exterior building materials by City staff.

ATTACHMENTS:

THE BRICK_PLAN COMMISSION APPLICATION_DRAWING SET

THE BRICK

ADDITION & ALTERATIONS

PLAN COMMISSION - APRIL 17, 2026



2

SITE PLAN

NTS

N



3

SITE LOCATION

NTS

N



1

RENDERING - EAST DINING ROOM ADDITION

NTS

PROJECT OWNER

THE BRICK / TIM HREN
6343 N GREEN BAY AVENUE,
GLENDALE, WI 53209

ARCHITECTURE & PLANNING

TREDO GROUP
507 S. 2ND ST.
SUITE 140
MILWAUKEE, WI 53204

STRUCTURAL ENGINEERING

REYN ENGINEERING
507 S. 2ND ST.
SUITE 201
MILWAUKEE, WI 53204

HVAC

ACTION HEATING AND COOLING
4230 WEST DOUGLAS AVE.
MILWAUKEE, WI 53209

ELECTRICAL ENGINEERING

TBD
TBD TBD TBD

DRAWING INDEX

SURVEY/CIVIL

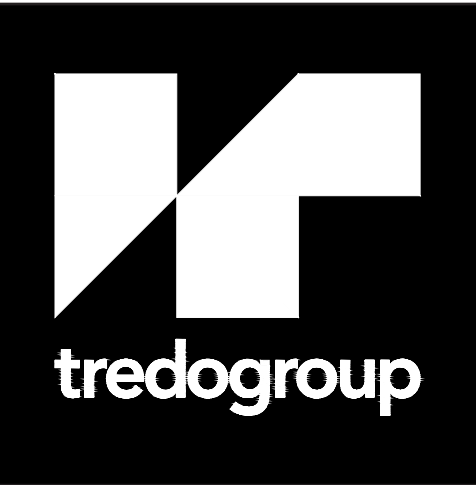
ARCHITECTURAL

G1-00 TITLE SHEET, ARCHITECTURAL SITE PLAN
A1-00 FLOOR PLAN
A1-01 ELEVATIONS

STRUCTURAL

HVAC

ELECTRICAL



507 S. 2ND ST.
SUITE 140
MILWAUKEE, WISCONSIN
53204

(414) 254 0498

TREDOGROUP.COM

PROJECT NAME/ADDRESS

THE BRICK PUB & GRILL
ADDITION

6343 N GREEN BAY AVE
GLENDALE, WI 53209

DRAWING ISSUE HISTORY

4/17/2026 - PLAN
COMMISSION REVIEW

SET TYPE

PLAN COMMISSION

PROJECT NUMBER

24016

DATE

4/17/2026

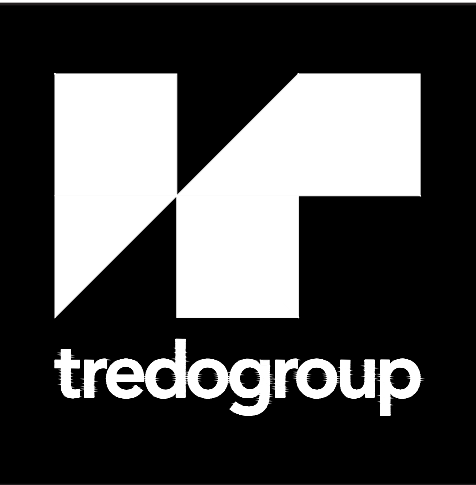
SHEET TITLE

TITLE SHEET

SHEET NUMBER

G1-00

NOT FOR CONSTRUCTION



507 S. 2ND ST.
SUITE 140
MILWAUKEE, WISCONSIN
53204
(414) 254 0498
TREDOGROUP.COM

PROJECT NAME/ADDRESS
THE BRICK PUB & GRILL
ADDITION
6343 N GREEN BAY AVE
GLENDALE, WI 53209

DRAWING ISSUE HISTORY
4/17/2026 - PLAN
COMMISSION REVIEW

SET TYPE
PLAN COMMISSION

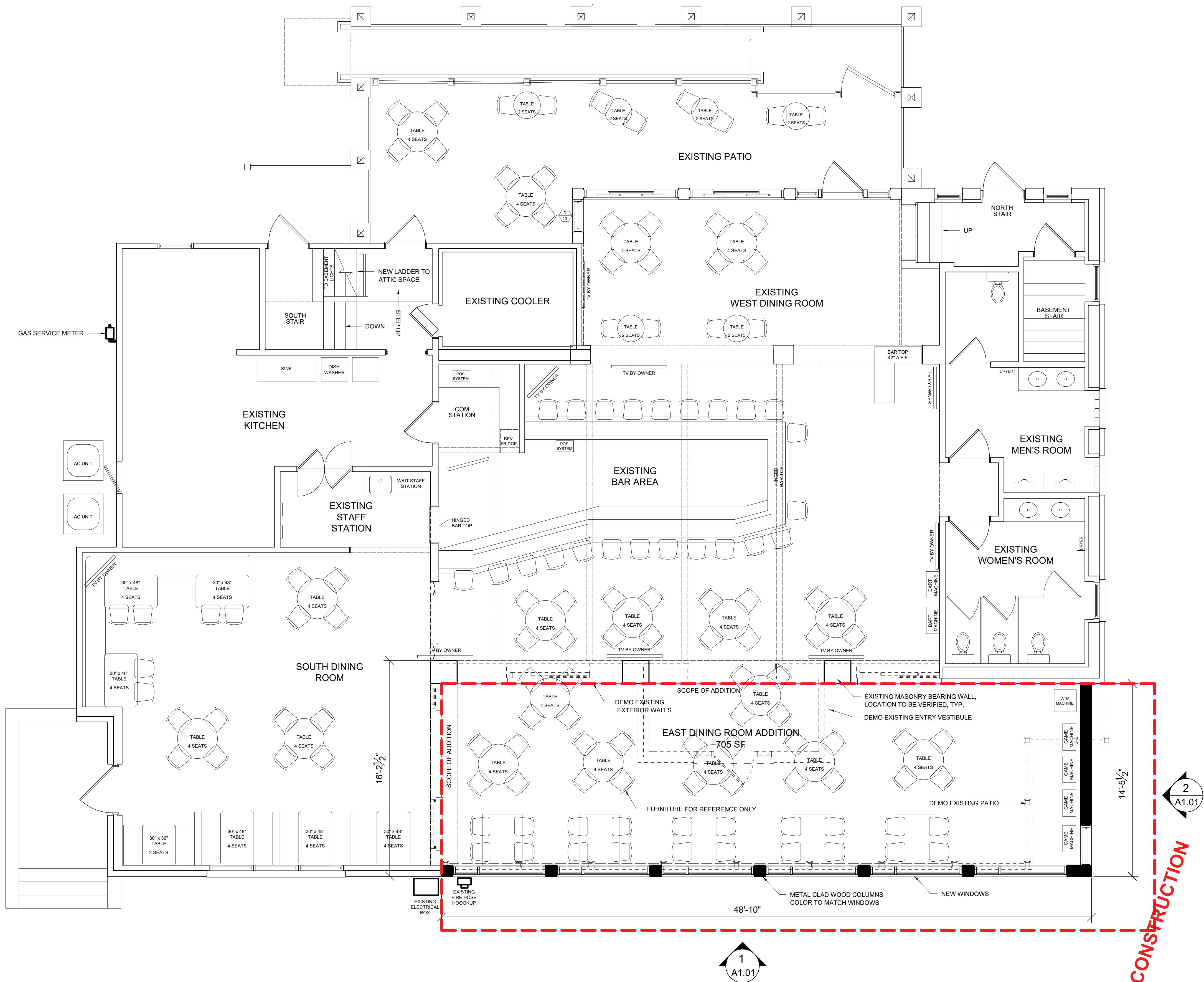
PROJECT NUMBER
26008

DATE
4/17/2024

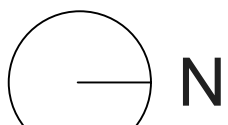
SHEET TITLE
FLOOR PLAN

SHEET NUMBER

A1-00



1 OVERALL FLOOR PLAN
1/4" = 1'





507 S. 2ND ST.
SUITE 140
MILWAUKEE, WISCONSIN
53204

(414) 254 0498
TREDOGROUP.COM

PROJECT NAME/ADDRESS

THE BRICK PUB & GRILL
ADDITION

6343 N GREEN BAY AVE
GLENDALE, WI 53209

DRAWING ISSUE HISTORY
4/17/2026 - PLAN
COMMISSION REVIEW

SET TYPE
PLAN COMMISSION

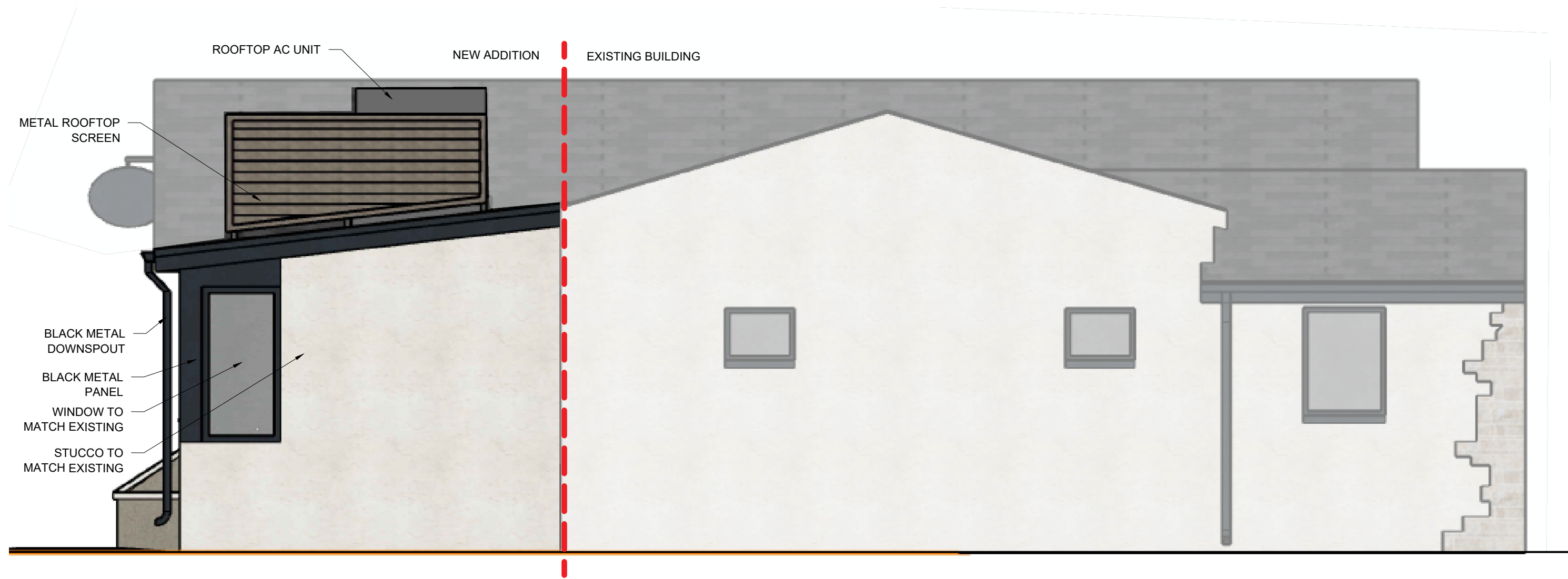
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DATE
4/17/2024

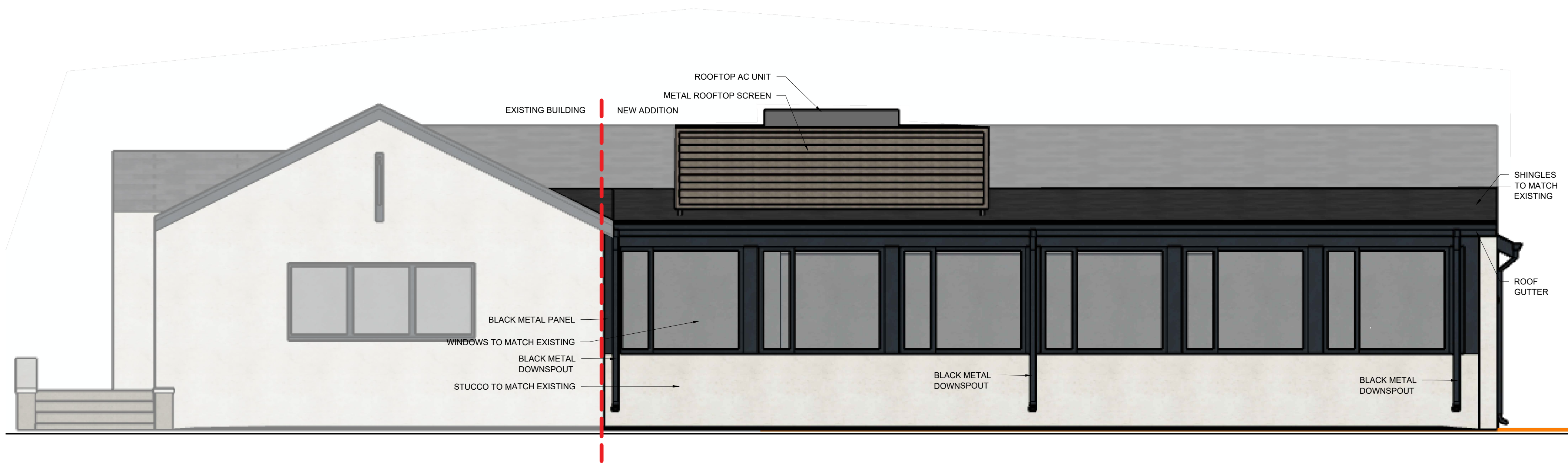
SHEET TITLE
ELEVATIONS

SHEET NUMBER

A1-01



2 NORTH ELEVATION
1/4" = 1'



1 EAST ELEVATION
1/4" = 1'

NOT FOR CONSTRUCTION

SUBJECT: Business Use Approval: Mission Health Services, 5650 North Green Bay Avenue, Tax Key #1689021000

FROM: Benjamin Polony, Assistant to the Administrator

MEETING: May 5, 2026 Planning and Architectural Review Commission

MEETING DATE: May 5, 2026

FISCAL SUMMARY:

Budget Summary: N/a

Budgeted Expenditure: N/a

Budgeted Revenue: N/a

STATUTORY REFERENCE:

Wisconsin Statutes: N/a

Municipal Code:

BACKGROUND & ANALYSIS: Mission Health Services is a healthcare company that is seeking to open a suite at the Glendale Medical Center at 5650 North Green Bay Road.

The Glendale Medical Center is in a planned development zoning district. The development agreement for this site is unavailable. However, the existing uses of medical businesses is in the same use category with the business that seeks to open. Staff have reviewed their use and determined it is permitted.

RECOMMENDATION: Grant business use approval to Mission Health Service at 5650 North Green Bay Avenue.

ACTION REQUESTED: Motion to grant business use approval to Mission Health Service at 5650 North Green Bay Avenue.

ATTACHMENTS:

None

SUBJECT: Business Use Approval: Brush Box, 6801 North Green Bay Avenue, Tax Key #1268988000

FROM: Benjamin Polony, Assistant to the Administrator

MEETING: May 5, 2026 Planning and Architectural Review Commission

MEETING DATE: May 5, 2026

FISCAL SUMMARY:

Budget Summary: N/a

Budgeted Expenditure: N/a

Budgeted Revenue: N/a

STATUTORY REFERENCE:

Wisconsin Statutes: N/a

Municipal Code:

BACKGROUND & ANALYSIS: Brush Box is an arts retail and activity space seeking to open a storefront location at 6801 North Green Bay Avenue in the B-2 community business district. Brush box hosts art-making group sessions with anticipated group sizes averaging 15 adults and children. Additionally, they also sell arts and craft retail items.

The B-2 community business district has retail business establishments, or businesses where business and personal services are rendered wholly within an approved structure, as a permitted use. Staff review has determined Brush Box meets the standards as a permitted use.

RECOMMENDATION: Grant business use approval for Brush Box at 6801 North Green Bay Avenue.

ACTION REQUESTED: Motion to grant business use approval for Brush Box at 6801 North Green Bay Avenue.

ATTACHMENTS:

None

City of Glendale Zoning Ordinance Evaluation

Key Issues and Recommendations

March 2026

Introduction

While zoning has long been a tool used in Glendale, the Zoning Ordinance has not been fully and holistically reviewed and modernized in many years. Instead, there have been a patchwork of amendments completed over time that has resulted in an ordinance that is outdated in many areas relative to modern development standards and has created a wide variety of inconsistencies between different Code sections.

This memo provides a preliminary diagnostic overview of the current Zoning Code and identifies as number of issues that could be addressed as part of a full code rewrite process. A full zoning code rewrite is recommended because modernizing the entire code will best prepare the City to face the development challenges of today as well as the future. The principal goals of the Zoning Ordinance rewrite project are to modernize the code, implement the Comprehensive Plan, and make the code more user-friendly, flexible, and predictable. With these goals in mind, Vandewalle & Associates has reviewed the Comprehensive Plan and the existing Zoning Ordinance to identify overarching issues and recommendations to be addressed within the new Zoning Ordinance.

Comprehensive Plan Summary

In a modern planning-zoning relationship, the Comprehensive Plan is designed to be implemented in part through zoning and land division control. The Land Use chapter of the Comprehensive Plan guides land use decision making in the City and contains the Future Land Use map. Per state statutes, the new Zoning Ordinance and Map will be developed to be consistent with the recommendations of the Comprehensive Plan.

The Comprehensive Plan recommended the City take the following actions to implement the City's Land Use goals:

- Plan for a sufficient supply of development areas for a variety of land uses.
- Promote high-quality building design and building sizes that relate to existing buildings in the area.
- Maintain and enhance the aesthetic quality of the City.
- Encourage practices that minimize conflicts between nearby land uses.
- Encourage collaboration between the City of Glendale, Milwaukee County, and neighboring jurisdictions regarding planning initiatives and development policies.

- Identify opportunities for mixed-residential development throughout the City, rather than creating large concentrations of one type of development in a just a few areas.
- Continue a compact land use pattern that promotes sustainable development and environmental stewardship.
- Identify opportunities for land acquisition to advance a walkable, neighborhood-scale, mixed-use district and gathering space at the heart of the City.

Further, the Comprehensive Plan discusses Zoning Ordinance Recommendations throughout the document that should be addressed within the Zoning Ordinance rewrite process. These include:

- Adopt high-quality standards for development projects
- Consider updating zoning standards to allow accessory dwelling units and other housing strategies to promote affordability and accommodate multi-generational households
- Encourage smaller residential lot sizes
- Promote strong design standards for developers of two-family residential units to ensure high-quality materials and construction
- Enact design standards for multiple family housing
- Pursue redevelopment and infill of underutilized lands
- Upgrade signage, landscaping, site design, and related development standards for commercial, office, and industrial development
- In Neighborhood Commercial areas, require the use of high-quality building materials and designs that are compatible with residential areas
- In areas mapped Neighborhood Commercial, zoning districts should include dense, walkable design and adequate bicycle and pedestrian infrastructure
- Adopt a Mixed-Use zoning district. 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
- Encourage neighborhood-oriented retail and service businesses and recreational uses in areas that will conveniently serve City neighborhoods
- Consider a Milwaukee River overlay
- Advance net-zero goals at City Hall and other community facilities
- Increase public art in the City and create opportunities for arts-related uses in vacant storefronts
- The City should promote and expand the use of bicycle infrastructure and street furniture to encourage active transportation choices and enhance the street experience
- Require developers to help fund safe and efficient pedestrian and bicycle access between residential neighborhoods and nearby parks and schools

Issues Summary

Vandewalle & Associates has reviewed the Comprehensive Plan and the existing Zoning Ordinance to identify overarching issues to be addressed during the rewrite. The following issues are covered in this memo:

- Create New Zoning Districts
- Update Bulk Dimensions to Reflect Regional and Modern Standards
- Accommodate Missing Middle Housing Formats
- Increase User-Friendliness and Improve Predictability of the Code
- Explore Areas to Allow In-Family Suites and Accessory Dwelling Units (ADUs)
- Reduce The Need for Planned Development Districts
- Update Accessory and Temporary Use Regulations
- Provide Defined Exterior Building Design and Landscaping Standards
- Allow a Mix of Uses
- Update and Standardize Performance Standards
- Make the Zoning Ordinance Compliant with State and Federal Law Changes
- Reduce the Need for Conditional Uses in Response to Wisconsin Act 67
- Update Definitions for Increased Clarity
- Advance Community Sustainability

Issue 1: Create New Zoning Districts and Update Zoning Map

The new Zoning Ordinance will require the creation of new zoning districts to accommodate the range of desired development patterns as well as redevelopment and infill throughout the City. Some new districts will be created to provide greater control over conditional uses (see Issue 12), reflect modern bulk dimensional standards (see Issue 2), accommodate missing middle housing formats (see Issue 3), and reduce the need for Planned Unit Developments (see Issue 6). Even in cases where the regulations are virtually unchanged, there is a need to rename all of the zoning districts to clearly signal when the old Zoning Ordinance is being referenced, versus the new standards.

Additionally, beyond rethinking the existing residential zoning districts (see Issue 2 and 3), the City has commercial/business zoning districts that are based on location rather than distinctions in use or form, for example B5 is only located on Mill Road, but allows uses that are duplicated in other business zoning districts. This method can lead to confusion, inefficiency, and undesirable urban design outcomes. It is recommended that these districts be reconfigured to consolidate similar districts together and to consider the use of design overlays that will address the unique concerns for specific corridors in the community. New commercial zoning districts will be based on desired uses, zone character, and common land use standards.

The Zoning Map will be updated to reflect the new Zoning Districts. Iterations of the new Zoning Map will initially update the Map to convert old districts to the newly created district that is most similar. Then the City will review the areas where zoning classifications may need to be updated to reflect Future Land Use goals from the Comprehensive Plan or other City goals.

Issue 2: Update Bulk Dimensions to Reflect Modern Standards

The R-1 and R-2 districts have large minimum lot areas (40,000 square feet and 20,000 square feet) and large principal setbacks (35ft and 30 ft). Lot sizes for other residential zoning districts (R-3 through R-8) are not standardized and change depending on location of the property (ranging from 7,500 square feet to 15,000 square feet). The exception to this is the R-7A district that has a minimum lot size of 4,800 square feet. To promote more diverse housing densities and provide overall flexibility to accommodate modern development formats, the City can establish new single-family zoning districts or reduce existing R-1 zoning district standards to allow smaller lots sizes (ex. 4,000 – 6,000 sf) and setbacks (15' or 8'), in addition to accommodating rear-loaded single-family development. Similarly, large 30 ft to 35 ft setback requirements in the R-1 and R-2 districts are restrictive and should be reduced. The development of new zoning districts should consider less restrictive bulk dimension requirements for single-family, two-family, and multifamily housing, infill development, and shared lot line development standards.

The City's commercial zoning districts also lack consistency and detail in bulk standards. Zoning districts B-3 through B-5 do not specify any standard for development or site planning, leaving the City with few tools to require higher quality development or require applicants to meet a certain standard of design. Better defining setbacks and building area standards are needed to transform the City's commercial areas from auto-oriented thoroughfare to community-oriented business districts.

Providing standardized bulk standards based off zoning district rather than location can increase clarity and predictability in the code. These adjustments will enable missing middle housing formats throughout the City, improve commercial development standards, and reduce the need for Planned Unit Development Districts.

The City's commercial zoning districts also lack consistency in bulk dimensions.

Issue 3: Accommodate Missing Middle Housing Formats

Housing densities that fall between single-family and large multi-unit structures, sometimes referred to as “missing middle” housing, are an important part of a well-functioning housing market. Missing middle units provide options for young families or those looking to downsize that may not be financially feasible on large lot single family developments. Although the City is built out and has limited growth areas, when considering infill or redevelopment housing options, including missing middle housing formats in more zoning districts will create more housing options for Glendale residents. It is recommended that the City allow greater housing diversity by reconfiguring the residential zoning districts into low density, medium density, and higher density districts with fewer conditional uses.

Most residential zoning districts in the City allow only single-family homes, with only two zoning districts allowing two-family homes (R-7A) and multifamily buildings (R-8). This lack of flexibility in the zoning code for different types of housing causes an overreliance on the PD process to

accommodate housing demands. New residential zoning code should allow for flexibility in the residential zoning districts and have an emphasis on encouraging infill and redevelopment opportunities.

Issue 4: Increase User-Friendliness and Improve Predictability of the Code

We recommend reorganizing the code into ten articles as detailed in the text box. This includes combining all administrative and procedural sections into a single Article. This will include all zoning-related processes and clarify the roles of all reviewing bodies.

We further recommend that the code clearly spell out the approval process for all zoning-related procedures such as site plan review, temporary use review and approval, planned development review and approval, variance review and approval, text and map amendments, sign permits, and appeals for zoning interpretations. Detailed descriptions of procedures can add substantial length to the ordinance, but can also result in more predictable procedures, more complete submittals, and more efficient project review – clearly worth the tradeoff. Where public notices are required, we recommend aligning with State Statute requirements for consistency.

Proposed Zoning Code Reorganization

- Article 1: Introduction and Definitions
- Article 2: Establishment of Zoning Districts
- Article 3: Land Use Regulations
- Article 4: Bulk Regulations
- Article 5: Nonconforming Situations
- Article 6: Performance Standards
- Article 7: Exterior Building Design Standards
- Article 8: Landscaping Requirements
- Article 9: Sign Ordinance
- Article 10: Administration and Procedures

Increasing user-friendliness of the code will reduce time administering the code and increase predictability of outcomes. A few ways to accomplish this include:

- Identify and remedy all inconsistent requirements.
- Summarize all procedures in a table that provides easy reference for the public, City staff, and City officials.
- Review opportunities for staff level approvals
- Combine and consolidate land use categories rather than individually listing similar land uses.
- Add modern land use types to accommodate uses such as small and large-scale solar and wind energy systems, electric vehicle charging stations, short-term residential rentals, accessory dwelling units, community gardens, etc.
- Create an overarching table in a single location that lists land uses by zoning district to indicate what's permitted by-right, by conditional use, or not permitted.
- Create a defined list of Accessory Land Uses for each zoning district that can be used in combination with principal land uses on permitted lots such as incidental uses, off-street parking, short-term residential rentals, etc. This same approach could be utilized for Temporary Land Uses.
- Move the Sign Ordinance from the Building Code to the Zoning Chapter.
- Publish how-to guides that cover common issues residents may encounter, such as fencing, sign, pool, and ADU regulations.

Below, in Figure 1, is a proposed approach to how the requirements can be collocated together within the new Zoning Ordinance, be reorganized to mirror the development process, and accompany text and illustrative versions of each requirement to improve user-friendliness.

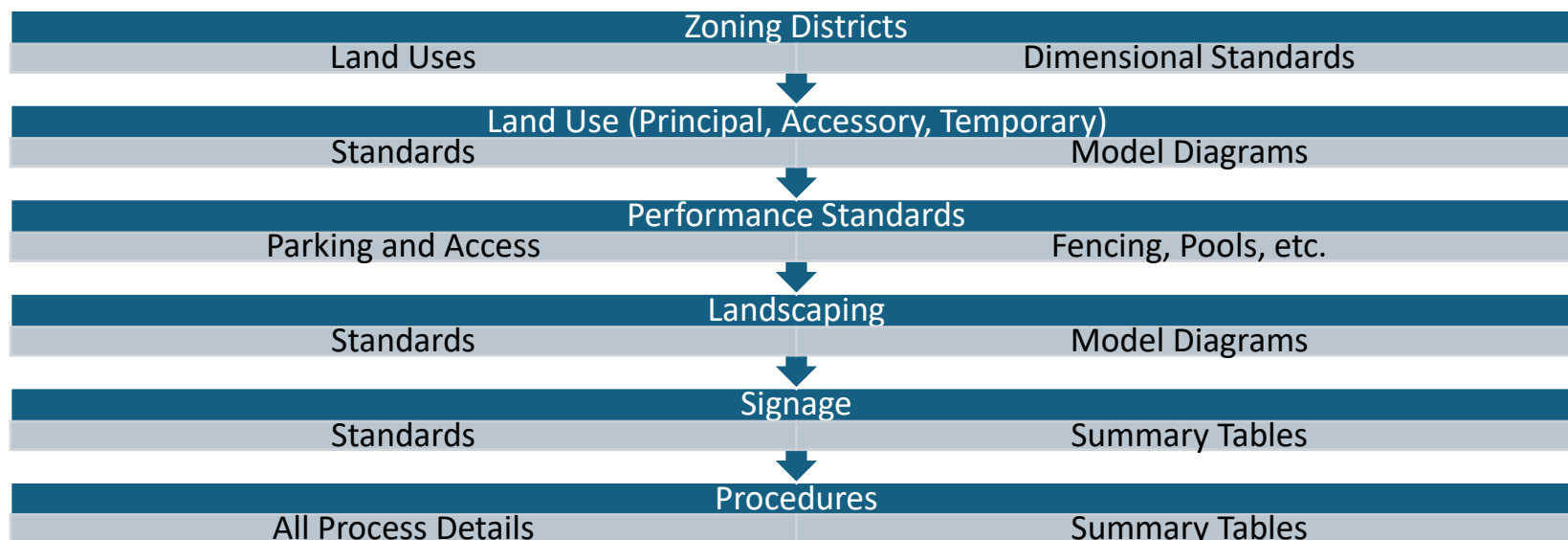


Figure 1: Project Review Components

Issue 5: Explore Areas to Allow In-Family Suites and Accessory Dwelling Units (ADUs)

In-family suites (otherwise known as Granny Flats) and accessory dwelling units (ADUs) are an important part of addressing the housing shortage. In-family suites are typically smaller-scale where a small kitchenette or living area is located within the existing structure, whereas ADUs are typically detached or attached structures that serve as another Building Code-compliant dwelling unit on the property. The City's zoning code only allows a form of ADUs in terms of "secondary dwelling units" only within Traditional Neighborhood Developments (PD). The City can explore allowing in-family suites and ADUs by-right in residential zoning districts, similar to what has recently been done in Madison, Middleton, and other areas of Wisconsin. This change will give residents more flexibility to make improvements to their property that will allow them to take care of aging family members and help the community address missing middle housing. Specified standards for both types of uses such as maximum floor areas, configuration, access, parking, etc. can accompany each new land use within the new Zoning Ordinance.

Issue 6: Reduce the Need for Planned Development Districts

Currently, the City uses the Planned Unit Development District (PD) to accommodate unique, large, or complex types of projects. However, it is frequently used now because the City's existing zoning district mix does not accommodate or facilitate the type, scale, and density of desired new development. Through the new code, more flexibility can be built in for a range of uses allowed per site, in addition to adjustments to bulk dimensional standards to reflect modern building practices. Together, these tools lessen the demand for the use of the PD districts, make review more consistent, help speed up the overall development process, and provide more opportunities to foster a mix of uses and diversity of densities in new developments, all of which are identified in the City's Comprehensive Plan. Although the need for the district may decrease, keeping a planned development district within the new ordinance will provide opportunities to accommodate special and unique circumstances. The new approach will be very similar to an overlay district, where baseline requirements stem from an existing zoning district and deviations from those standards are clearly reviewed and approved as part of the PD process. The updated PD ordinance should focus on permitting infill and redevelopment type projects, which the City is more likely to see than greenfield neighborhood development. Existing PDs must be retained on the new Zoning Map, unless a mutual agreement between the City and 100% of the property owners occurs at some point in time for rezoning to a standard zoning district.

Issue 7: Update Accessory and Temporary Use Regulations

Existing accessory and temporary use regulations can lead to confusion about what is permitted, particularly in residential neighborhoods. The new Zoning Ordinance will address specified requirements and permitted uses for common issues such as detached garages, carports, sheds and fences. The new zoning districts will include standardized setback and height requirements, locational standards, and use-specific requirements for unique accessory uses such as home-based businesses, accessory dwelling units, off-site parking, etc. and temporary uses such as storage of large containers and vehicles, outdoor sales, etc. The proposed approach will help alleviate existing interpretation and administration issues that are commonly faced within the City today and provide greater consistency in the application of the ordinance.

Issue 8: Provide Defined Exterior Building Design and Landscaping Standards

Glendale has limited building design and landscape design standards, which can lead to a reliance on the PD process to accommodate the lack of guidelines. Creating a basic set of design standards can help guide City staff in the review of architectural and landscaping plans, give developers clear guidelines to follow, and raise the standard of development in Glendale. Zoning design standards do not dictate architecture or promote monotony but define the level of quality expected in the City. Design standards may include permitted building materials, window/glazing standards, building articulation, etc.

It is recommended that the new Zoning Ordinance explore the inclusion of defined design standards by land use type (multi-family, commercial, industrial, etc.). This approach has been utilized successfully in many other communities of similar size to Glendale and can assist in achieving the Comprehensive Plan's recommendations for high-quality site and building design along community corridors. As an alternative, overlay design

districts could also be employed to set defined standards in key corridors or areas throughout the community. Overall, new standards should be based on defined metrics that are easy to calculate and apply (ex. requirement that 50% of the façade needs to be a brick), creating consistency in application and approvals.

Finally, the City's existing landscaping standards can be improved using a point-based system that establishes zoning district-based standards for different areas of the lot (street, building foundation, yards, etc.). The property owner can then meet those standards in a variety of ways using different plant types with associated point values to satisfy the requirements for each area of the lot. This approach is very common across Wisconsin and has been utilized to create consistency, enhance aesthetics and green spaces, and avoid being overly prescriptive to provide flexibility in meeting the baseline standards.

Throughout the development of the new Zoning Ordinance, these options will be further explored, and the Planning and Architecture Review Commission will have the opportunity to weigh in on the desired approach and which unique components of existing standards should be retained or modified.

Issue 9: Allow a Mix of Uses

The Zoning Ordinance can increase flexibility by permitting a mix of uses within the same building along commercial corridors. Mixed use buildings are a key component to a thriving community by creating attractive commercial spaces on the first floor and new housing units on the floor above. New residents in these areas increase foot traffic to local businesses and help make the community more vibrant. The majority of mixed-use buildings today are located at the Bayshore development. As this trend continues, the new Zoning Ordinance will accommodate these types of structures within all commercial zoning districts, instead of relying on the Planned Development process.

Additionally, permitting multiple principal land uses on the same lot creates more flexibility and predictability for common business types. Many communities want to enable multiple principal land uses on the same lot or principal and accessory uses on the same lot, but their code does not have clearly defined standards for each. The new Zoning Ordinance can enable each land use to occur with defined standards that must be met for different land uses working in conjunction with one another. While some of these provisions exist today within the existing Zoning Ordinance, new standards and the modernization of land uses will be included within the new Zoning Ordinance to alleviate existing issues that have come up over time.

Issue 10: Update and Standardize Performance Standards

Some provisions related to fencing, lighting, driveways, screening, noise, odor, and toxic substances are addressed in the City's Zoning Ordinance. It is recommended that defined standards be developed and applied via text and illustrative figures, in addition to adding new and more modern performance standards that further clarify how they apply to specific situations and are consolidated into one section. The section should be

organized in a clear and predictable manner and it is clear how standards are applied to each land use. This will improve user-friendliness, consistent application of the standards, and establish predictable outcomes throughout the community.

In particular, fencing regulations have been a persistent issue for City Staff when administering the code. Examples include open pattern standards for front yard fences, requirements for corner lots, and fencing material requirements, in all land use categories and zoning districts. Review and updates can primarily focus on fencing in commercial and industrial zoning districts as the City recently updated some residential fence standards.

Issue 11: Make the Zoning Ordinance Compliant with State and Federal Statutes

The existing Zoning Ordinance will need to be reviewed in detail to ensure it is in line with changes in state and federal law that occurred over the past decade. While some of these changes have been made, a more holistic approach will be taken within the rewrite process to ensure consistency throughout the new Zoning Ordinance and reflect compliance with law changes. This includes areas such as short-term rentals, conditional uses (see Issue 13), large and small-scale solar, accessory dwelling units, community living arrangements, nonconforming structures, telecommunication uses, and more. The new Zoning Ordinance will address all law changes and provide references to applicable state and federal provisions that apply.

Issue 12: Reduce the Need for Conditional Uses in Response to Wisconsin Act 67

Wisconsin Act 67 requires that municipalities approve conditional use permits if the applicant meets all the requirements specified in the ordinance. The only way a conditional use may be denied is through the finding of substantial evidence. The City can reduce the need for conditional uses by utilizing zoning districts and zoning map amendment processes instead of the conditional use process for defined land uses such as institutional, multi-family, outdoor storage and activity, etc. Additionally, all procedural steps can be updated to reflect statutory requirements and outline processes that are in line with state laws.

Issue 13: Update Definitions for Increased Clarity

We recommend relocating and expanding the existing definitions into a new Article. We suggest a thorough review of existing definitions to increase clarity, including easily applied metrics, and update to modern iterations. One example is updating the definition of “family” to accommodate common types of legally recognized family living arrangements not covered currently while also avoiding the creation of boarding-houses with an unlimited number of unrelated adults.

Issue 14: Advance Community Sustainability

There are several new standards that could be integrated into the Zoning Ordinance to address and advance sustainability. These include: requiring electric vehicle charging stations or infrastructure to support those stations within new development, allowing small-scale solar and wind energy systems throughout the City, updating bicycle parking minimums and requirements for pedestrian and bicycle connections, reducing impervious surfaces through bulk dimensional standards for each district, reducing minimum vehicle parking standards to promote walkability, developing

environmental protection provisions and green infrastructure standards, and allowing more mixed-use and higher density development in areas with access to bicycle and pedestrian infrastructure.

Preliminary Recommendations

In addition, the issues identified in this diagnostic memo, we have identified some preliminary recommendations that can be explored further during the Zoning Code rewrite process. This is not an exhaustive list, but a starting point for additional discussion and review.

	Preliminary Recommendations
1	Update the business district system to be based on the land uses and the physical form of the business/district
2	Consider creating a Mixed Use Zoning District
3	Incorporate development and design standards into all Zoning Districts, including setbacks, height limits, materials, etc. to allow for consistent project review
4	Include more modern, descriptive, and comprehensive land use definitions and incorporate a full land use table for easy interpretation
5	Update the PD regulations and process to align with redevelopment and infill
6	Edit Zoning Code for clarity, grammatical issues, continuity, formatting errors, contradictions
7	Include performance standards and metrics that can be easily measured and enforced
8	Include landscaping standards for residential and commercial zoning districts
9	Update and modernize bulk standards for principal and accessory land uses and format them in a table for clarity and ease of use
10	Clear up subjective language within Zoning Code
11	Align review and approval and public notice processes with State Statute requirements
12	Review items for Administrative Approval versus Planning and Architectural Review Commission, including single family residences, fences, accessory structures, and business use licenses
13	Relocate the Sign Code to the Zoning Code
14	Update City application materials to align with the updated Zoning Code
15	Create more detailed screening standards, including outdoor storage screening as well as rooftop equipment screening

	Preliminary Recommendations
16	Update the PD ordinance to include expiration provisions and contingencies if an historic Development Agreement cannot be located
17	Update the parkland dedication policy per the CORP
18	Create a standard for when a traffic impact analysis is required as part of a development application
19	Create a standard for when a population/student impact study is required as part of a development application
20	Clearly identify and outline review and approval processes, procedures, and submission requirements