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AGENDA-PLANNING AND ARCHITECTURAL REVIEW COMMISSION MEETING

Tuesday, June 2, 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. Public Hearing

- a. Review & Possible Action: Recommendation for a Zoning Map Amendment - PD-Planned Unit Development for a General Development Plan for 6800 North Port Washington Road — Tax Key Number 128114300 — Coventry Commons

3. New Business

- a. Review & Possible Action: *Resolution* — Comprehensive Plan Amendment for 6800 North Port Washington Road — Tax Key Number 128114300 — Coventry Commons
- b. Review and Possible Action: *Signage Approval* - Digital Billboard for Direct Outdoor, 4189 North Port Washington Road in the M-1 Industrial zoning district, Tax Key Number 243-9002-000
- c. Review and Possible Action: *Signage Approval* - Digital Billboard for Direct Outdoor, 4629 North Port Washington Road in the Planned Development zoning district, Tax Key Number 196-9000-002

4. 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: General Development Plan for 6800 North Port Washington Road —
Tax Key Number 128114300 — Coventry Commons

FROM: Meredith Perks, Vandewalle & Associates, City Planner

MEETING: June 2, 2026 Planning and Architectural Review Commission

MEETING DATE: June 2, 2026

FISCAL SUMMARY:

STATUTORY REFERENCE:

Wisconsin Statutes: NA

Municipal Code: 13.1.50

BACKGROUND & ANALYSIS: See attached staff memo

RECOMMENDATION: Hold a public hearing on the rezoning amendment request and determine whether to recommend approval to the Common Council a General Development Plan at 6800 North Port Washington Road.

ACTION REQUESTED: Motion to recommend approval to the Common Council a rezoning request for a General Development Plan at 6800 North Port Washington Road, contingent upon the conditions for approval in the staff memorandum.

ATTACHMENTS:

6800 N Port Washington - Coventry GDP Staff Memo, 6800 N Port Washington - Coventry GDP Narrative, 6800 N Port Washington - Coventry GDP Review Application, 6800 N Port

Washington - Coventry GDP Zone Maps

SUBJECT: REVIEW & RECOMMENDATION OF GENERAL DEVELOPMENT PLAN FOR 6800 NORTH PORT WASHINGTON ROAD –TAX KEY NUMBER 128114300 – COVENTRY COMMONS

FROM: Meredith Perks, Vandewalle & Associates, City Planner

MEETING DATE: June 2, 2026

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	13.1.50

BACKGROUND:

The Applicant is proposing a Comprehensive Plan Amendment and PD - Planned Unit Development District rezoning for the redevelopment of 6800 North Port Washington Road, the former North Shore Library and BVK office building. The proposed redevelopment, known as Coventry Commons, will repurpose the currently vacant multi-story office building and construct new, infill development on the site in former parking areas. The proposed adaptive reuse of the former library building is fully enclosed, indoor self-storage. New infill development may include multi-family residential and commercial uses. The proposed development will include expanded pedestrian circulation on the site with extended sidewalks and pathways and open space will be incorporated into the design. The proposed development is broken into different zones based on intended uses and will be implemented over phases, with the adaptive reuse of the existing multi-story office building likely the first phase.

A PD – Planned Unit Development zoning currently exists on the site, however, the base zoning for the site from the original PD is office use. Therefore, the existing PD will be removed and a new PD zoning to reflect the proposed General Development Plan will be reviewed and potentially adopted. Because the proposed project includes multiple principals uses, as well as multiple principal structures, that require flexibility beyond the existing base zoning districts, a PD is necessary.

The Glendale Comprehensive Plan Future Land Use Map shows 6800 North Port Washington Road as Governmental and Institutional. A Comprehensive Plan amendment is required to change the future land use to Planned Mixed Use.

SITE DETAILS:

The proposed Coventry Commons site is a total of 4.33 acres and is located on North Port Washington Road between West Coventry Court to the south and West Green Tree Road, although its immediate boundary to the north is the entry drive to St. Augustine Preparatory School, which includes a traffic signal. Existing development on the site includes the former North Shore Library building, which is a four-story office building, and supporting parking lots and greenspace. There are two existing access points on the south side of the



Figure 1: Subject Property, 6800 N. Port Washington Road

property, connecting to West Coventry Court. The proposed redevelopment will keep these drives in place. Pedestrian circulation on the site is currently limited to a sidewalk on the western side, North Port Washington Road frontage. An existing landscape easement along North Port Washington Road provides substantial greenspace and some screening of the existing building.

PD PROCESS:

The PD – Planned Unit Development process enables the Planning and Architectural Review Commission (PARC) to advise, and the City Council to approve flexibilities from standard Zoning Ordinance requirements for proposals that attain planning, site design, and operational characteristics beyond those required by standard zoning. The result should clearly demonstrate benefits to both the developer and the community.

The PARC may advise and the City Council may negotiate with the applicant to include modifications to any part of the GDP proposal – typically resulting in a modified Final Approved GDP submittal by the Applicant that becomes the zoning district for the subject property. Approval of the GDP would vest the zoning of the subject property (and development flexibilities) to allow for the development as proposed on the GDP graphic, the land uses specified, and the operational characteristics described in the approved GDP.

If the City grants approval of the GDP, the Applicant or subsequent property owners then submit a series of Specific Implementation Plans (SIPs) for review and approval by the PARC and the Common Council of individual development projects. SIPs include greater detail on the project than the GDP, including building designs, materials, site plans, engineering, etc. SIPs must comply with the land uses, regulations, and operational characteristics of the approved GDP.

Planned Development Process:

Pre-Petition Conference	City Staff	Complete
General Development Plan (GDP)		
Public Hearing	PARC	June 2, 2026
Public Hearing	City Council	June 8, 2026
Development Agreement/Contract		TBD
Specific Implementation Plan (SIP) (per Zone/Development)	PARC	TBD

GDP Elements

The General Development Plan is a preliminary planning concept for the proposed PD that provides high level details on the proposed project in order to establish the zoning regulations on the subject property. Elements outlined in the GDP include, the proposed land uses, general layout and circulation of the site, intended density of development, development type and initial concepts. These elements serve as the foundation of more detailed plans (SIPs) that are submitted for PARC and Council approval as they come forward for development. The GDP submitted as part of this application meets the primary and relevant requirements for a GDP, but does not at this time detail project design, architecture, or materials. Recommendations contained in this memo will highlight specific regulations and contingencies that the Applicant will need to meet or address at the time of the Specific Implementation Plan.

CONSISTENCY WITH THE COMPREHENSIVE PLAN:

The City's 2020 Comprehensive Plan designates the site in the Governmental and Institutional Future Land Use category, anticipating a continuation of the North Shore Library use, which is "designed to facilitate large-scale public buildings, schools, religious institutions, power plants and substations, hospitals, and special care facilities." The proposed land uses in the Coventry Commons project, including commercial, residential, and open space would be more appropriate under the Planned Mixed Use land use category, which is defined as a "carefully designed blend of planned commercial, light industrial, mixed residential, parks and open space, and community facilities land uses." Further, the Comprehensive Plan indicates that Planned Mixed Use projects should create vibrant, active environments.

The Land Use Chapter describes policy recommendations regarding the Planned Mixed Use Land Use category, including:

- Use the Planned Development – Planned Unit Development process to address Planned Mixed Use developments.
- Carefully review all projects in Planned Mixed Use areas to ensure an appropriate mix of uses compatible with neighboring properties and the City's vision for the area.
- Grant development approvals only after submittal, public review, and approval of site, landscaping, building, signage, lighting, stormwater, erosion control, and utility plans.
- In Planned Mixed Use areas, require the use of high-quality building materials and design objectives.
- Areas mapped Planned Mixed Use should include dense, walkable design and adequate bicycle and pedestrian infrastructure.

Other relevant goals, objectives, and policies from the plan that align with the proposed development include the following:

- Provide a variety of housing types, densities, arrangements, and costs to accommodate the needs, desires, and life cycles of existing and future residents.
- Promote infill and redevelopment practices to help diversify the community's housing supply, including encourage high-quality, multi-family residential.
- Guide new housing to areas within the City within mixed-use areas with convenient access to commercial, retail, and office uses.
- Plan for multi-family development in parts of the City where streets and sidewalks can handle increased volumes of traffic; there are adequate parks, open space and shopping facilities.
- Require developers to help fund safe and efficient pedestrian and bicycle access between residential neighborhoods and nearby parks and schools.
- Enact high-quality design standards in multi-family housing development, including materials, site design, parking, and landscaping.
- Encourage infill and redevelopment opportunities in areas where existing utilities and infrastructure are available.

The proposed Coventry Commons development is compatible with the goals and objectives of the Glendale Comprehensive Plan, but will require a Comprehensive Plan Amendment to change the Future Land Use Map designation from Governmental and Institutional to Planned Mixed Use due to the relocation of the North Shore Library and the transition from institutional land use to a mix of commercial and residential uses.

RELATIONSHIP TO BASE ZONING:

The current zoning designation on the subject site is PD – Planned Unit Development and is under a Development Agreement with previous property owners dated April 1985. The Development Agreement covering this portion of the site (Lot 2) identifies the permitted land use of office. The proposed reuse and redevelopment plan for the

subject property will look to include land uses beyond office, including business/commercial, retail, and multi-family residential. Therefore, a new PD is being presented to align with the proposed redevelopment of the site.

No single zoning district aligns with the proposed redevelopment plan and uses, however, base zoning districts in the Zoning Ordinance can serve as a foundation for the different zones within the GDP. Flexibilities within these base districts will be requested as part of the GDP and will be discussed in this memo. Base zoning districts that will be used for reference in development of the PD, will include:

- **Zone 1: B-1, D-2 Business and Commercial District** The B-1 district provides zoning to a multitude of properties in Glendale with a focus on retail and commercial activity. The different sub-area categories further identify the permitted uses within the district. The B-1 designation will permit consideration of a drive-through restaurant in Zone 1 of the site.
- **Zone 2: R-8 Residence District** This district permits two-family and multi-family residential development at a density of about 12 units per acre.
- **Zone 3: B-5 Business-Office** Though typically found along Mill Road, the B-5 district provides a foundation for professional and business uses with indoor self-storage permitted as a conditional use.
- **Zone 4: P-1 Parking District** This district identifies on-site parking as a permitted use.

PROPOSED GENERAL DEVELOPMENT PLAN:

The details below describe the proposed GDP as well as initial comparison to the existing base zoning districts and proposed flexibilities. The proposed Coventry Commons plan is organized into four conceptual planning zones, based on permitted use. The boundaries, general configuration, and future development will be in alignment with the attached Zone Map.

Zone 1: Neighborhood Business Zone (approx. 0.81 acres)

Proposed Permitted Uses:

- Neighborhood-serving commercial and business uses including:
 - Uses permitted in the B1,D2 zoning district, primarily comprised of
 - Retail, both specialty and general retail
 - Personal services
 - Restaurants
 - One restaurant with a drive-through would be permitted for consideration, subject to SIP and site design. Any drive-through facility would comply with Zoning Ordinance Section 13.1.210

Zone Standards:

	Existing Standard (B1, D2)	Proposed Standard	Note
Building Height	N/A	35 feet	Excludes architectural features
Front Setback	N/A	25 feet	
Rear Setback	N/A	10 feet	
Sideyard Setback	N/A	10 feet	

- Parking will be provided within Zone 1 for customers at a ratio regulated per the use in Zoning Ordinance Section 13.1.92

- Loading areas will be on-site and will be identified in the SIP in accordance with Zoning Ordinance Section 13.1.91
- Screening of drive-through lanes, refuse areas, and mechanical equipment shall be screened from public view and adjacent properties through landscaping, walls or fencing, as reviewed in the SIP
- Exterior lighting shall be fully shielded, pedestrian-scaled, and directed downward to prevent glare or interference with adjacent properties.
- Signage shall be coordinated through a PD signage plan, and may include building-mounted signs and a shared monument sign.
- Access to the site will be provided via the west side commercial drive entrance. Commercial visitor access will be restricted to the west side entrance in accordance with this GDP and will be illustrated in subsequent SIP.
- Any area in Zone 1 that is not developed within 4 years shall be made into landscaped green space/open space. A SIP will be submitted at that time for approval by the PARC and Council.

Proposed Flexibilities:

- Inclusion of general retail services to the permitted uses under the B-2, D1 district

Zone 2: Multi-Family Residential Zone (approx. 1.9 acres)

Proposed Permitted Uses:

- Multi-family residential infill
 - Townhouse or garden-style stacked flat residential buildings

Zone Standards:

	Existing Standard (R-8)	Proposed Standard	Note
Building Height Max.	50 feet	40 feet	Not to exceed 3 stories
Unit Density Max.	~12 units per acre	16 units per acre	
Front Setback	25 feet	25 feet	
Rear Setback	15 feet	15 feet	
Sidyard Setback	10 feet	10 feet	
Parking	1.5-2 stalls per unit	2 stalls per unit	50% of stalls must be enclosed

- On-site guest parking will be provided at a rate .33 stalls per unit
- The development will be adequately screened with a minimum 10-foot bufferyard and additional screening where applicable. Landscape planning and screening will be illustrated in subsequent SIP.
- Construction of the first residential units will trigger construction of a pedestrian and bicycle path throughout the development, including around the full perimeter of the site.
- Residential-scaled exterior lighting shall be fully shielded, to provide safety but prevent glare or interference with adjacent properties.
- Signage shall be coordinated through a PD signage plan, and may include building identification signs, address signage, and a low-profile residential identification feature.
- Access to the site will be provided via the east side residential drive entrance. Residential access will be restricted to the east side entrance in accordance with this GDP and will be illustrated in subsequent SIP. Commercial traffic will be restricted from accessing the residential areas.
- Any area in Zone 2 that is not developed within 4 years shall be made into landscaped green space/open space. A SIP will be submitted at that time for approval by the PARC and Council.

Proposed Flexibilities:

- Maximum unit density is increased to 16 units per acre
- Maximum height is reduced to 40 feet, not to exceed 3 stories
- Parking at a rate of 2 stalls per unit with at least 50% of residential parking spaces enclosed

Zone 3: Indoor Self-Storage/Adaptive Reuse Zone (approx. 0.74)

Proposed Permitted Uses:

- Indoor self-storage, wholly contained within the existing multi-story office building
 - Use is limited to the rental of storage units and the pickup and deposit of goods in storage.
 - Outdoor storage, residential use, workshops, manufacturing, vehicle service and repair, and other industrial activities are prohibited
 - Retail sales beyond those incidental to self-storage operations and accessory truck or equipment rental are prohibited.
 - Self-storage operations will be reviewed for compliance with Zoning Ordinance Section 13.1.41.
- Uses permitted in the B-5 zoning district

Zone Standards:

- Redevelopment of the zone will include reuse of the existing building, therefore existing height and setbacks are permitted. No alterations to the height, size, exterior architecture, or setbacks are permitted in the GDP. Basic façade alterations to accommodate the change in use, including exterior doors and entries, are permitted subject to review of the SIP. Any proposed building expansion shall be reviewed as an amendment to the PD zoning.
- Setbacks relative to other development zones on the site will be 10 feet on all sides.
- A minimum of 8 parking stalls (internal and/or external) will be provided. Self-storage use will include internal loading capabilities.
- The development will be adequately screened with a minimum 10-foot bufferyard and additional screening where applicable. Landscape planning and screening will be illustrated in subsequent SIP.
- Exterior lighting for security and safety shall be fully shielded, directed downward, and designed to prevent glare or interference with adjacent properties. The height of exterior lighting fixtures shall not exceed lighting regulations in the Glendale Zoning Ordinance.
- Signage shall be coordinated through a PD signage plan, and may include building-mounted identification and a shared monument sign.
- Access to the site will be provided via the west side commercial drive entrance. Commercial visitor access will be restricted to the west side entrance in accordance with this GDP and will be illustrated in subsequent SIP.

Proposed Flexibilities:

- Indoor Self-Storage, in compliance with Zoning Ordinance Section 13.1.41

Zone 4: Open Space and Landscape Buffer/Future Development Zone (approx. 0.88 acres)

Proposed Permitted Uses:

- Continuation of existing on-site parking use
- Potential future open space or landscape buffer
- Potential long-term redevelopment zone

Site Standards:

- Zone will continue on-site parking use for up to four years. If redevelopment does not occur within four years, the zone will be converted to landscaped, activated greenspace/open space. At such time, the Applicant will bring forward an SIP that reflects the greenspace development plan, including location of landscaping, pathways, and other amenities.
- Zone may redevelop to another use in the future. It may or may not be a continuation of one of the existing uses or site standards on site, but must come before the PARC and City Council for review and approval of an SIP that indicates the proposed use, site layout, design, etc.
- During the interim parking/open space phase of the zone, minimal, low-level lighting may be provided along pedestrian paths.
- During the interim parking/open space phase of the zone, only informational or regulatory signage is permitted.

General Site Regulations:

- A minimum 20% of the PD site area shall be dedicated to open space, including landscaped buffer areas, functional green space, stormwater features, and pedestrian amenities.
- For Zones 1, 2, and 4, if development does not commence within four years, then parking lots shall be removed and landscaped until subsequently developed as permitted by the PD agreement.
- The site will only have direct access from West Coventry Court. There will be no direct access to North Port Washington Road.
- Private internal drives and cross access required for zones or parcels not fronting public Right-of-Way.
- Exterior lighting across the site shall be pedestrian-scale, fully shielded, and directed downward and inward to prevent spillover onto adjacent properties and development zones.
- Security lighting shall be wall mounted or low-profile pole mounted and fully shielded.
- Lighting levels and proposed fixtures shall comply with City standards.
- Signage shall be coordinated through a PD signage plan and shall be limited to building-mounted identification and a shared monument sign.

Proposed GDP Zoning Flexibilities:

The proposed project's flexibilities are needed because of the existing Zoning Ordinance's lack of a mixed-use zoning district or any base zoning district that can accommodate the proposed development. Therefore, a PD – Planned Unit Development rezoning is required. While the Zoning Ordinance is currently being rewritten to address these specific types of situations and foster new mixed-use and housing opportunities, today the ordinance is unable to facilitate the requested project land uses.

PROPOSED DEVELOPMENT SCHEDULE:

The Applicant's GDP indicates that construction will begin in the third quarter of 2026 for the first phase of development in Zone 3, the reuse of the existing office building. Additional phases of development are designed to function independently, with each zone incorporating specific standards for access, utilities, parking, and open space improvements serving that zone as well as fitting in with the overall site. The Applicant indicates that subsequent development will be subject to market conditions, based on the demand for commercial and residential development. Per the GDP outlined in this memo, if Zones 1, 2, and 4 do not redevelop within four years, their existing uses shall be converted to landscaped open space, subject to the submission and approval of a SIP.

GENERAL DEVELOPMENT PLAN ANALYSIS:

Conditions for Approval of GDP:

1. Submit legal description for the subject property.
2. Submit a descriptive narrative for the proposed multi-family residential and commercial new construction, describing the intended character of the development, including style, intended variation or diversity of design, basic materials, etc. The applicant must also further define the development types of “townhouse” or “garden-style units”, including their intended orientation, entrance and access structure (private vs. shared entrances, individual external entrances, shared corridors, etc.), inclusion of an elevator, expected shared walls or structural elements, anticipated residential amenities, common spaces or shared residential amenities, etc.

Conditions for Approval of SIP:

1. A Traffic Impact Study will be required at the time of each of the SIPs for Zones 1, 2, and 4.
2. A plan for subdivision of the site per development zones into parcels shall be submitted by CSM at the time of SIP.
3. A PD signage plan shall be submitted at the time of the first SIP to coordinate signage across the full PD site. Individual sign plans for each use or redevelopment shall be submitted at the time of the relevant SIP and be in accordance with PD signage plan.
4. Detailed landscape plans must be included in each SIP with the commitment to adequate screening, species diversity, and 20% of the overall PD site shall be dedicated to open space.
5. Access to the commercial and residential areas shall be separated and signage shall be provided to indicate the eastern entry drive is for resident use only along with any other directional signage needed to direct traffic on site.
6. All development on site must comply with parking regulations as described in the GDP as well as bicycle parking requirements as described per use in Zoning Ordinance Section 13.1.92.
7. Each SIP shall include details related to stormwater, utilities, and site preparation, and will be subject to review by the City Engineer for compliance with necessary regulations. The design team is encouraged to reach out early in the SIP process to confirm any additional requirements.
8. Each SIP shall be reviewed by City public safety officials for compliance with public safety access requirements. The design team is encouraged to reach out early in the SIP process to confirm any additional requirements.
9. The Applicant must comply with City ordinances related to the continued use of staff and consultant time to review planning and engineering elements of the GDP and subsequent SIP.
10. Prior to Development Agreement, the Applicant will need to guarantee a minimum value of \$1.5 million per Zoning Code Ordinance Section 13.1.50.

Zone 1:

1. The Zone 1 SIP must include commercial designs that meet the following standards:
 - a. Development must use quality materials, which include brick, brick veneer, stone, stone veneer, and glass, with split face or decorative block, and stucco. Architectural/decorative metal panels, residential aluminum siding, and siding made of wood, wood composite, vinyl, or fiber cement may serve as accent or trim material.
 - i. Imitation Brick and Exterior Insulation and Finish System (EIFS) are prohibited from use on first floor development

- b. Designs must be of high architectural quality. High levels of architectural design could include, horizontal and vertical articulation and no more than 40 feet of linear building frontage without articulation, variation in material or texture to create visual interest, roofline variation or articulation, quality glazing and use of windows, orientation and primary entrances facing the street, four-sided architecture that continues architectural interest and design on all sides of the building, and inclusion of outdoor access or seating through patios, plazas, decks etc.
2. In designing the potential commercial use, including a drive through facility, every effort should be made to shield queuing vehicles from view of the street and shall comply with Zoning Ordinance Section 13.1.210.

Zone 2:

1. The Zone 2 SIP must include multi-family residential designs that meet the following standards:
 - a. Development must use quality materials, which include brick, brick veneer, stone, stone veneer, and glass, stucco, architectural/decorative metal panels, and siding made of wood, wood composite, vinyl, or fiber cement.
 - i. Imitation Brick and Exterior Insulation and Finish System (EIFS) are prohibited from use on first floor development
 - b. Designs must be of high architectural quality. High levels of architectural design could include, horizontal and vertical articulation and no more than 40 feet of linear building frontage without articulation, variation in material or texture to create visual interest, quality glazing and use of windows, roofline variation or articulation, including pitched roofs, orientation and primary entrances facing the street, four-sided architecture that continues architectural interest and design on all sides of the building, and if applicable, inclusion of resident outdoor access through porches, decks, balconies, etc.
2. Development types
 - a. Multi-family residential shall be townhouses or garden-style stacked flats, with a maximum height of 40 feet and not more than 3 stories.
 - b. Prior to approval of the GDP, the Applicant shall provide a narrative descriptive of development type and intended character of all new construction on the site, including Zones 1 and 2.
3. Applicant must demonstrate compliance with parking requirements as described in the GDP, including 2 residential parking stalls per unit and parking enclosures for 50% of residential parking.

Zone 3:

1. The existing building's exterior architectural character shall be preserved with minimal alterations to the exterior façade. Exterior alterations related to the change in use to indoor self-storage will be considered at the time of the Zone 3 SIP. No alterations to the height, size, exterior architecture, or setbacks are permitted in the GDP. Any proposed building expansion shall be reviewed as an amendment to the PD zoning.
2. The Applicant will make every effort to maintain the business/office appearance of the exterior of the building, including signage, so as to appear largely unchanged from its previous use.
3. Details of the proposed self-storage use operations and business plan shall be submitted at the time of the Zone 3 SIP.
 - a. Hours of operation will be limited to 6am to 10pm.
 - b. Operations of the self-storage use must be contained wholly within the existing office building.

Zone 4:

1. Zone 4 will continue on-site parking use for up to four years. If redevelopment does not occur within four years, the zone will be converted to landscaped, activated greenspace/open space. At such time, the Applicant will bring forward an SIP that reflects the greenspace development plan, including location of landscaping, pathways, and other amenities.
2. Zone 4 may redevelop to another use in the future. Redevelopment plans must come before the PARC and City Council for review and approval of an SIP that indicates the proposed use, site layout, design, etc.

Criteria for Approval

The Glendale Zoning Ordinance includes provisions for the review and approval of proposed PD-Planned Unit Developments. The analysis below reviews the required considerations and criteria for approval:

Mixed Use PD Elements Zoning Ordinance Section 13.1.51 includes considerations for approval of a mixed use PD:

1. The proposed mixture of uses creates a unified composite which is compatible with the zoning district and which, as a total development entity, is compatible with the surrounding neighborhood.
 - City staff notes that the proposed PD creates a mix of uses that are compatible with the surrounding neighborhood, including commercial fronting North Port Washington Road, reuse of the existing office building, multi-family residential, and open space.
2. The various types of uses conform to the general requirements as herein before set forth, applicable to projects of such use and character.
 - City staff notes that the proposed development seeks flexibility in the use and standards of base zoning districts but overall conforms with the general requirements of the Glendale Zoning Ordinance regarding use and character.
3. The proposed development shall be adequately provided with and shall not impose any undue burden on public set races and facilities, such as fire and police protection, street maintenance, water, sanitary sewer and storm water drainage and maintenance of public areas.
 - City staff notes that the Applicant indicates that the site is adequately served with public utilities. All SIPs will require detailed engineering, utility, and public safety review and approval.

Zoning Ordinance 13.1.52 outlines criteria that shall be applied to PD applications with specific consideration as to whether or not it is consistent with the spirit and intent of this chapter, is consistent with the policies of the Comprehensive Plan, has been prepared with professional advice and guidance and produces significant benefits in terms of environmental design:

Character and intensity of land use. In a planned unit development district, the uses proposed and their intensity and arrangement on the site shall be of a visual and operational character which:

1. Are compatible to the physical nature of the site with particular concern for preservation of natural features, tree growth and open space.
 - City staff notes that the site is already developed and the GDP includes landscaping standards for each development zone which will include the preservation of existing trees where feasible and will convert uses to landscaped open space within four years if development does not occur in Zones 1, 2, and 4.

2. Would produce an attractive environment of sustained aesthetic and ecological desirability, economic stability and functional practicality compatible with the general development plans for the area as established by the community.
 - City staff notes that the proposed development will return a vacant building to a productive use and expand productive uses on the site, including the development of new multi-family residential options. These additional development zones will repurpose existing parking lots that are no longer required by the building reuse. High-quality development standards, including materials and urban design are included as conditions for the GDP and requirements for all SIPs. The expansion of mixed-use development, including multi-family residential, is in conformance with the Comprehensive Plan.
3. Would not adversely affect the anticipated provision for school or other municipal services.
 - Staff notes that no adverse impacts on Glendale schools or municipal services are anticipated.
4. Would not create a traffic or parking demand incompatible with the existing or proposed facilities to serve it.
 - Staff notes that a traffic impact study will be completed with additional development on the site, including for Zones 1, 2, and 4. Parking will be provided on site for each development proposal, which will be confirmed for compliance with GDP standards at the SIP stage.

Economic feasibility and impact. The proponents of a planned unit development district application shall provide evidence satisfactory to the plan commission and common council of its economic feasibility, of available adequate financing, and that it would not adversely affect the economic prosperity of the city or the values of surrounding properties.

- The Applicant has indicated that the continued office use on site is no longer market feasible, however, reuse of the site will be market driven. Specific development proposals, including economic feasibility and financing, for each development zone will be provided at the SIP stage. The City is not providing any financial assistance to the project.

Engineering design standards. The width of street rights-of-way, width of paving, width and location of street or other paving, outdoor lighting, location of sewer and water lines, provision for storm water drainage or other similar environmental engineering consideration shall be based on standards necessary to implement the specific function in the specific situation, provided, however, in no case shall standards be less than those necessary to insure the public safety and welfare as determined by the city designated engineer.

- Development SIPs for all future development on site will include engineering and utility review and approval by City Engineering staff. SIPs will include specific engineering designs and will be subject to City standards.

Preservation and maintenance of open space. In a planned unit development district, adequate provisions shall be made for the permanent preservation and maintenance of "open space" either by private reservation or dedication to the public.

1. In the case of private reservation, the open area to be reserved shall be protected against building development by conveying to the city as part of the conditions for project approval an open space easement over such open areas restricting the area against any future building or use except as consistent with that of providing landscaped open space for the aesthetic and recreational satisfaction of the surrounding residences. Buildings or uses for noncommercial, recreational or cultural purposes

compatible with the open space objective may be permitted only where specifically authorized as part of the development plan or, subsequently, with the express approval of the common council following approval of building, site and operational plans by the plan commission.

- The Applicant is committed, subject to the GDP, to preserve and provide 20% of the site as open space. The site includes a landscaping easement on the western edge of the development and potential landscaped open space incorporated into future development. City staff notes that the GDP includes landscaping standards for each development zone which will include the preservation of existing trees where feasible and will convert uses to landscaped open space within four years if development does not occur in Zones 1, 2, and 4.
- 2. The care and maintenance of such open space reservations shall be assured by establishment of appropriate management organization for the project. The manner of assuring maintenance and assessing such cost to individual properties shall be included in any contractual agreement with the city and shall be included in the title to each property.
 - Staff notes that the Applicant, per their provided materials, intends to maintain ownership and a Reciprocal Easement and Operations Agreement (REA) will govern open space and private infrastructure maintenance.
- 3. Ownership and tax liability of private open space reservations shall be established in a manner acceptable to the city and made a part of the conditions of the plan approval.
 - The site, including open space, will remain under private ownership, subject to standard taxation.

Implementation schedule. The proponents of a planned unit development district shall submit a reasonable schedule for the implementation of the development to the satisfaction of the common council, including suitable provisions for assurance that each phase could be brought to completion in a manner which would not result in an adverse effect upon the community as a result of termination at that point.

- The Applicant indicates that Phase 1 of the redevelopment, primarily the reuse of the existing office building in Zone 1, will commence in the third quarter of 2026. Subsequent development will be market driven, however, if Zones 1, 2, and 4 are not redeveloped within four years, the Applicant shall convert the areas to landscaped open space following submission of a SIP.

RECOMMENDATION:

Based upon the review of submitted materials, it is recommended that the Plan Commission and Architectural Review Commission recommend to the City Council that the request to rezone the Subject Property to PD – Planned Unit Development as described in the GDP described in this memo be **CONDITIONALLY APPROVED** subject to the following:

1. A Comprehensive Plan Amendment for future land use map change to Planned Mixed Use is adopted by the City.
2. Submittal of a legal description for the subject property.
3. Submittal and approval of a descriptive narrative for the proposed multi-family residential and commercial new construction, describing the intended general character of the development, including style, intended variation or diversity of design, basic materials, etc. The applicant must also further define the development types of “townhouse” or “garden-style units”, including their intended orientation, entrance and access structure (private vs. shared entrances, individual external entrances, shared corridors, etc.), inclusion of an elevator, expected shared walls or structural elements, anticipated residential amenities, common spaces or shared residential amenities, etc.

4. Submittal and approval of a Specific Implementation Plan, reflective of and satisfying staff comments and conditions outlined in this GDP staff report.

ACTION REQUESTED:

Motion to recommend to the City Council that the request to rezone the Subject Property to PD – Planned Unit Development as described in the GDP described in this memo be **CONDITIONALLY APPROVED** subject to the following:

1. A Comprehensive Plan Amendment for future land use map change to Planned Mixed Use is adopted by the City.
2. Submittal of a legal description for the subject property.
3. Submittal and approval of a descriptive narrative for the proposed multi-family residential and commercial new construction, describing the intended general character of the development, including style, intended variation or diversity of design, basic materials, etc. The applicant must also further define the development types of “townhouse” or “garden-style units”, including their intended orientation, entrance and access structure (private vs. shared entrances, individual external entrances, shared corridors, etc.), inclusion of an elevator, expected shared walls or structural elements, anticipated residential amenities, common spaces or shared residential amenities, etc.
4. Submittal and approval of a Specific Implementation Plan, reflective of and satisfying staff comments and conditions outlined in this GDP staff report.



400 North Broadway, Suite 100 • Milwaukee, WI 53202 • (414) 271-5000

Proposed “Coventry Commons” Mixed-Use Development

250 W. Coventry Court

Mixed-Use Planned Development District

March 24, 2026

Petition for Approval – Supporting Narrative

1. Introduction

This Petition for the Coventry Commons Planned Development District ("PD") is supported by an accompanying Information Statement and General Development Plan, which together provide the technical data, illustrative plans, and implementation framework for the proposed development.

The proposed Planned Development District is intended to establish a cohesive, mixed-use environment that integrates residential, commercial/business, service, and supporting open space elements into a unified, well-planned development. The project has been conceived as a comprehensive, long-term investment that advances the City of Glendale’s planning objectives while responding to the physical, contextual, and market-based characteristics of the site.

The subject property currently contains an existing multi-story office building that has become functionally and economically obsolete for contemporary office use. Despite its prominent location and extensive marketing efforts, the building has experienced prolonged vacancy, reflecting broader market conditions affecting suburban office properties of this type. The building previously accommodated the North Shore Library, which has since relocated to the nearby OneNorth development, further contributing to the building’s current vacancy. The proposed Planned Development District is intended to facilitate adaptive reuse of the existing structure and redevelopment of the site with a mix

of uses that are responsive to current market demand, compatible with surrounding development, and consistent with the City's long-term planning objectives.

The General Development Plan establishes the overall development framework for the Planned Development District. Final site layout, building design, engineering, lighting, parking, and signage details will be reviewed through subsequent site and building plan review for consistency with the approved Planned Development District and General Development Plan.

2. Consistency with City Plans and Ordinance Intent

The proposed development aligns with the intent and purpose of the Planned Development District by encouraging creative site planning, design flexibility, and coordinated development that would not be achievable under conventional zoning standards. The PD framework promotes efficient use of land and infrastructure, incorporates appropriate open space and buffering, and supports a visually attractive and economically viable development pattern.

The proposed mix of uses is consistent with the City's comprehensive planning objectives related to land use compatibility, housing diversity, and economic development along the North Port Washington Road corridor. The Planned Development framework also reflects consideration of uses that require special regulatory review under the zoning ordinance, including indoor self-storage facilities. The PD standards incorporate design, operational, and buffering controls intended to address the compatibility objectives set forth in §13.1.41 of the Zoning Code, while allowing such uses to be evaluated comprehensively as part of an integrated mixed-use development.

3. Character and Intensity of Land Use

The proposed development is planned as a unified composite development rather than a collection of isolated uses. The indoor self-storage component is wholly enclosed within an existing building and is limited in scope and intensity through Planned Development standards that prohibit outdoor storage, certain retail activity, and other incompatible uses, consistent with the City's conditional use considerations for self-storage facilities. Residential, commercial, service, and open space elements are arranged to function cohesively, with building placement, scale, and transitions designed to respect surrounding development.

The site planning approach is based on a property survey and a conceptual zoning framework that identify existing physical constraints, including utility, stormwater, and access easements. In response to these conditions, the property is organized into a series of logical planning zones that allow development to be configured efficiently while

maintaining compatibility with adjacent land uses. The intensity of development is appropriate for the site and is supported by existing and planned municipal infrastructure.

4. Transportation, Access, and Parking

The development provides a logical and efficient circulation system that separates local traffic from regional movement while maintaining pedestrian connectivity. Vehicular access points are limited and strategically located to minimize impacts on surrounding streets. Access is further facilitated with cross-access easements as applicable. Parking is distributed throughout the site to support shared use among the various components of the development and to reduce visual impacts.

Any drive-through facility proposed within the Planned Development District shall be designed and operated in compliance with Article Q (Drive-Through Facilities) of the City of Glendale Zoning Code, including standards related to location, stacking, circulation, hours of operation, buffering, and pedestrian safety, as reviewed through subsequent site and building plan review.

5. Infrastructure and Municipal Services

The project will be served by existing and planned municipal utilities, including water, sanitary sewer, and stormwater management systems. Existing utility, water main, storm sewer, and energy easements identified on the survey have been incorporated into the site planning framework.

The development is designed to avoid placing undue burden on public services such as fire, police, and schools, and will comply with all applicable engineering and safety standards.

6. Open Space Preservation and Amenities

Open space areas, comprising at least 20% of the total site area, will be intentionally integrated throughout the development to provide buffering, visual relief, and functional separation between uses. These areas will include landscaped perimeter buffers, internal green spaces, and functional landscape areas (if applicable), and are designed to enhance site compatibility and overall development quality consistent with Planned Development District objectives.

7. Architectural Quality and Site Design

Architectural concepts emphasize quality materials, cohesive visual character, and appropriate scale across building types. The design approach allows for variety while maintaining a consistent identity for the overall development. Landscaping, lighting,

building orientation, and architectural detailing further enhance the public realm and compatibility with surrounding development. Illustrative precedent imagery may be provided to demonstrate the intended architectural character, scale, and quality of development; such imagery is illustrative only and is not intended to represent final building design or constitute approval of specific architectural details.

Contemporary indoor self-storage facilities, particularly those developed through adaptive reuse or within mixed-use settings, are increasingly designed to reflect the scale, massing, and architectural character of professional office and commercial buildings rather than industrial facilities. Such developments typically employ multi-story forms, high-quality façade materials, and articulated architectural elements to maintain a commercial appearance compatible with surrounding development. Storage operations are fully enclosed, with loading, mechanical systems, and service functions screened or integrated into the building design to minimize visual and operational impacts. When incorporated into a mixed-use Planned Development District, indoor self-storage functions as a low-intensity use that can be integrated into the overall architectural framework of the site while maintaining compatibility with adjacent residential and commercial uses.

The existing building is intended to retain its general exterior massing and architectural character while being adaptively reused for permitted new uses.

8. Economic Feasibility and Community Benefit

The subject property contains an approximately 60,000-square-foot, three-and-one-half-story office building that is currently vacant. The building formerly accommodated institutional and office uses, including the North Shore Library, which has since relocated to a new facility. The remaining office floors have been entirely vacant for an extended period despite active and sustained marketing efforts.

Market conditions affecting suburban office properties of this type, combined with the building's age, configuration, and capital improvement requirements, have rendered reuse of the structure for traditional office purposes economically infeasible. Substantial reinvestment would be required to modernize the building to meet contemporary office user expectations, and no market demand has materialized to support such reinvestment. As a result, continued office use is not market-driven and does not represent a viable redevelopment path for the site.

Absent the proposed Planned Development District, the realistic alternative would be demolition of the existing structure and future redevelopment for unknown uses. Such redevelopment would likely require public subsidy, potentially through tax incremental

financing or similar mechanisms, to offset demolition costs and market risk. At this time, such an approach is neither feasible nor desirable.

The proposed mixed-use Planned Development District provides a viable and responsible alternative by enabling adaptive reuse of the existing building and reinvestment in the site through a combination of residential, commercial, and service-oriented uses that reflect market demand. The project represents a significant private investment exceeding the City's minimum valuation threshold and will contribute positively to the City's tax base, provide new housing and neighborhood-serving commercial opportunities, and support long-term economic stability without reliance on public financial assistance.

9. Phasing and Implementation

Development of the site may occur in phases that generally correspond to the conceptual planning zones illustrated on the General Development Plan. Each phase is designed to function independently and will include appropriate access, utilities, parking, and open space improvements, allowing development to proceed in an orderly manner while maintaining flexibility to respond to market conditions. To promptly address the existing vacancy prior to other development on the site, construction activities are anticipated to occur initially within Zone 3 to facilitate adaptive reuse of the building. Development of Zones 1 and 2 would follow based on market demand for commercial and residential uses. Zones 4 may be developed in the future as an expansion of Zone 3, consistent with the General Development Plan and subject to market demand.

10. Conclusion

The Coventry Commons Planned Development District meets the City of Glendale's criteria for approval. It reflects thoughtful planning, responsible design, and a commitment to creating a high-quality mixed-use development that benefits future users and the surrounding community. Approval of the PD zoning will allow the project to proceed in a manner consistent with the City's adopted plans and long-term vision.

Findings and Justifications – PD Approval

This Findings and Justifications section is provided to address the approval criteria set forth in Article D, Planned Unit Development District, of the City of Glendale Code of Ordinances.

I. Purpose and Intent of the PD District (§13.1.50)

Finding: The proposed development fulfills the stated purpose of the Planned Development District.

Justification: The project utilizes the flexibility of the PD District to achieve high-quality site planning, architectural cohesion, and meaningful integration of uses and open space while protecting public health, safety, and welfare.

II. Character and Intensity of Land Use (§13.1.52(a))

Finding: The character and intensity of land uses are appropriate for the site and compatible with surrounding development.

Justification: The arrangement of uses creates a unified composite development that provides appropriate transitions and compatibility with surrounding uses and avoids adverse impacts related to traffic, parking, or municipal services.

III. Economic Feasibility and Impact (§13.1.52(b))

Finding: The development is economically feasible and will positively contribute to the City of Glendale.

Justification: The project represents a substantial private investment and will enhance the City's tax base without adverse impacts on surrounding property values. The proposed Planned Development District enables adaptive reuse of an existing vacant office building that has been determined to be economically infeasible for continued office use due to market conditions and reinvestment requirements. In doing so, the development provides a market-supported and fiscally responsible alternative to demolition or subsidized redevelopment, while contributing to the City's long-term economic stability.

IV. Engineering Design Standards (§13.1.52(c))

Finding: The proposed engineering design standards are appropriate and sufficient to ensure public safety and welfare.

Justification: Existing infrastructure and easements have been incorporated into the site layout to ensure safe and efficient serviceability, with the Planned Development framework

and General Development Plan providing a coordinated approach to access, utilities, stormwater management, and phased implementation consistent with City engineering standards.

V. Preservation and Maintenance of Open Space (§13.1.52(d))

Finding: Adequate provisions are made for the preservation and maintenance of open space.

Justification: Open space areas comprising approximately 20% of the site will be integrated throughout the development and will be maintained through appropriate ownership or management structures.

VI. Implementation Schedule (§13.1.52(e) and §13.1.54)

Finding: The proposed implementation schedule is reasonable.

Justification: Phased development is designed to function independently while maintaining orderly implementation and reflect market demand.

VII. Mixed-Use Planned Development Considerations (§13.1.54)

Finding: The development satisfies mixed-use PD considerations.

Justification: Uses function cohesively through coordinated site planning, shared access and parking arrangements, and clearly defined transitions between residential, commercial, service, and open space components, including adaptive reuse of an existing building, consistent with mixed-use Planned Development objectives, and in compliance with applicable zoning ordinance provisions governing drive-through facilities where such facilities are proposed.

VIII. Public Health, Safety, and Welfare (§13.1.50 and §13.1.52)

Finding: The development protects public health, safety, and welfare.

Justification: The PD framework ensures coordinated design, access, and infrastructure planning.

IX. Indoor Self-Storage Use Compatibility (§13.1.41)

Finding: The proposed indoor self-storage use is compatible with surrounding development and satisfies the intent of the City of Glendale's conditional use standards for self-storage facilities.

Justification: The self-storage use is wholly contained within an enclosed building and is subject to Planned Development standards that limit permitted activities to the rental of

storage units and the pickup and deposit of goods in storage. Outdoor storage, certain retail sales, and other commercial or industrial activities are prohibited. The use is further regulated through limitations on access, lighting, signage, buffering, and site design to ensure compatibility with nearby residential and commercial uses. Collectively, these measures meet or exceed the intent of §13.1.41 of the Zoning Code and support the safe and orderly integration of the use within the Planned Development District.

Information Statement – Summary Data (For Reference)

The following Information Statement summary is provided for reference and reflects preliminary development assumptions for the Planned Development District. Detailed calculations, final determinations, and supporting documentation will be reviewed and approved as part of subsequent site and building plan review. This summary is intended to supplement, but not limit, the flexibility afforded by Planned Development zoning.

A. Site & Development Data

- Total acreage within PD boundary: Approximately 4.33 acres
- Open space acreage and percentage: Approximately 20% of total site area, including landscaped buffers and functional open space areas
- Residential density calculations: To be provided at site and building plan review
- Total dwelling units by type: Townhome or garden-style multi-family residential
- Population analysis: To be provided at site and building plan review
- Municipal service needs (water, sewer, fire, police, schools): Existing municipal services are available and adequate to serve the development

B. Financial & Economic Information

- Estimated value of buildings: In excess of \$10 million
- Estimated site improvement costs: To be determined at site and building plan review
- Minimum valuation: In excess of the City's minimum Planned Development valuation requirement

C. Ownership & Governance

- Ownership and management structure: Existing ownership entity and/or affiliated ownership structure
- Property owners or master association framework: Reciprocal Easement and Operations Agreement (REA)
- Maintenance responsibilities: Governed by the REA, including maintenance of open space and private infrastructure

D. Zoning Flexibility Requests

- The Planned Development District includes flexibility from base zoning and subdivision standards to achieve coordinated site planning, shared access, and integrated open space.
- Requested zoning flexibility is established through Exhibit A – Planned Development District Standards, which governs permitted uses and development parameters within the PD.

E. Development Timing

- Anticipated commencement of construction: Third Quarter 2026
- Conceptual phasing: Development may occur in phases consistent with the General Development Plan and subject to subsequent site and building plan review

F. Statistical & Market Information

- Land use ratios: To be finalized at site plan stage
- Multifamily unit mix by bedroom count: To be provided at site and building plan review
- Economic feasibility narrative: Refer to Petition Narrative, Section 8
- Market positioning rationale: Refer to Petition Narrative, Section 8

G. Architectural Character

- Conceptual architectural drawings or sketches: Refer to attached illustrative materials
- Illustrative elevations or massing studies: Refer to attached illustrative materials
- Architectural intent: With respect to the existing office building, the intent is to preserve the exterior architectural character while repurposing the interior for new uses. Architectural character for other commercial and residential components is illustrated in the attached materials and will be finalized through site and building plan review.

General Development Plan

The General Development Plan (attached) graphically illustrates the overall development framework for the Planned Development District, including land use organization, access and circulation, open space, infrastructure, and conceptual building placement. The Plan is intended to guide development while allowing flexibility in building configuration and site design, with final details to be addressed through subsequent site and building plan review.

A. Legal & Context Information

- Legal description of PD boundaries: [Insert]
- Relationship to adjacent properties and streets: North Port Washington Road (west), West Coventry Court (south), and private access drives to the north and east

B. Circulation & Access

- Public and private streets: Refer to site diagrams
- Driveways and access points: Refer to site diagrams
- Sidewalks and pedestrian routes: Refer to site diagrams
- Parking facilities (conceptual): Refer to site diagrams

C. Site Organization

- Building sites and development parcels: Refer to site diagrams; overall site will likely be divided via certified survey map (CSM) or other land division generally in accordance with zones as depicted but subject to final design and survey.
- Building groupings: Refer to site diagrams
- General building footprints: Refer to site diagrams

D. Land Use & Open Space

- Recreational and open space areas: Refer to site diagrams
- Public dedication areas: Refer to site diagrams
- Institutional or civic uses: Refer to site diagrams

E. Building Program

- Type, size, and general location of structures: To be determined at site and building plan review

- Maximum heights and general massing: To be determined at site and building plan review and as otherwise indicated herein

F. Landscape Framework

- General landscape concept: Retention of existing perimeter landscape buffers; addition of screens, buffers, internal green spaces, and functional landscape areas to provide visual relief and separation of uses.
- Buffers, edges, and screening areas: To be provided at site and building plan review

G. Utilities & Infrastructure

- Sanitary sewer, water supply, and stormwater facilities: Refer to provided survey; no changes proposed during the initial development phase
- Private utilities and easements: Refer to provided survey

H. Environmental & Physical Conditions

- Soils characteristics: Not applicable at the PD stage
- Existing topography: Provided via certified survey

I. Compatibility & Adjacencies

- Anticipated adjoining land uses: Existing
- Traffic and drainage relationships: Existing
- Compatibility narrative: Refer to Petition Narrative

J. Phasing

- Staging plan and sequencing: See Petition Narrative. Details to be determined at site and building plan review.

K. Future Subdivision

- Future subdivision potential: Conceptual only; subject to future review if applicable

Exhibit A – Planned Development District Standards

The Coventry Commons Planned Development District (“PD”) is organized into four (4) conceptual planning zones as illustrated on the approved General Development Plan and associated Zone Maps. The boundaries, general configuration, and future development intent of each zone, as depicted on the Zone Maps, shall control. The standards set forth below establish permitted uses and development parameters at the Planned Development level and allow for future development of certain zones as shown on the Zone Maps without amendment to the PD, subject to subsequent site and building plan review for consistency with the approved PD and General Development Plan.

Zone 1 – Neighborhood Business Zone

Permitted Uses: Neighborhood-serving commercial and business uses, including retail, personal services, and restaurants. One restaurant with a drive-through service component is permitted, subject to site design, circulation, and buffering as approved through subsequent site and building plan review. *Any drive-through facility shall be designed and operated in compliance with Article Q (Drive-Through Facilities) of the City of Glendale Zoning Code, in addition to the standards of this Planned Development District.*

Height of Structures: Low-rise commercial buildings, generally one to two stories in height, as depicted on the General Development Plan.

Parking: Off-street parking shall be provided on site for customers and employees at appropriate ratio. Drive-through stacking shall be accommodated on-site and shall not interfere with internal circulation.

Screening/Landscaping: Landscaped buffer areas shall be provided between commercial uses and adjacent residential uses or public streets. Drive-through lanes, refuse areas, and mechanical equipment shall be screened from view.

Setbacks: Building setbacks may be reduced from base zoning standards to allow buildings to be oriented toward internal drives or public streets, provided buffering and landscaping achieve compatibility with adjacent uses.

Open Space: Open space requirements shall be satisfied through integrated landscaping, perimeter buffers, and shared open space areas within the Planned Development District.

Access: Vehicular access shall be provided via internal private drives with cross-access between uses.

Lighting: Exterior lighting shall be fully shielded, pedestrian-scaled, and directed downward to prevent glare onto adjacent properties.

Signage: Signage shall be governed by a coordinated PD Signage Plan and may include building-mounted signs and shared monument signage. Pole or pylon signs are prohibited.

Other: Any areas not developed within (4) four years shall remain landscaped and maintained as open space (with parking lot removed) until thereafter developed in accordance with the PD

Zone 2 – Multi-Family Residential Zone

Permitted Uses: Townhome or garden-style (stacked-flat) multi-family residential buildings containing up to sixteen (16) dwelling units per acre, with customary accessory residential uses.

Height of Structures: Residential buildings generally two stories in height, consistent with the General Development Plan.

Parking: Resident and guest parking shall be provided through a combination of garages, driveways, and shared surface parking areas.

Screening/Landscaping: Landscaped buffers and foundation plantings shall be provided to separate residential uses from commercial or service uses.

Setbacks: Setbacks may be modified to allow clustering of residential buildings and creation of common open space, provided overall compatibility is maintained.

Open Space: Common open space areas shall be provided for residents within the Planned Development District. Pedestrian/bike path construction throughout the overall development shall be triggered by construction of residential units in Zone 2.

Access: Residential access shall be provided via internal private drives with pedestrian connectivity to open space areas.

Lighting: Residential-scale, fully shielded lighting shall be provided for safety while minimizing light spillover.

Signage: Signage shall be limited to building identification, address signage, and a low-profile residential identification feature.

Zone 3 – Indoor Self-Storage / Adaptive Reuse Zone

Permitted Uses: Indoor self-storage facility wholly contained within an existing building, including accessory office uses customarily incidental to storage operations. The use is limited to the rental of storage units and the pickup and deposit of goods in storage. Outdoor storage, residential use, workshops, manufacturing, vehicle service or repair, and other industrial or commercial activities are prohibited. Certain retail sales and accessory truck or equipment rental are not permitted.

Height of Structures: Existing building height is permitted. Any expansion shall be reviewed through subsequent site and building plan review and shall comply with applicable Planned Development standards.

Parking: A limited number of off-street parking spaces shall be provided for customers and employees, consistent with the low-intensity, short-duration nature of the use.

Screening/Landscaping: Landscaped buffering shall be provided between the self-storage use and adjacent residential uses. Loading and access areas shall be screened or oriented away from residential properties.

Setbacks: Existing building placement is permitted; any new construction shall comply with setbacks depicted on the General Development Plan.

Open Space: Open space requirements shall be satisfied through integrated landscaping, perimeter buffers, and shared open space areas within the Planned Development District.

Access: Access shall be provided via internal private drives. Tenant access shall be limited to hours established through site and building plan review to ensure compatibility with adjacent residential uses.

Lighting: Security and site lighting shall be fully shielded, directed downward, and designed to minimize off-site impacts. The height of exterior lighting fixtures shall not exceed the height of the principal structure.

Signage: Signage shall be limited to building-mounted identification and inclusion on shared monument signage, consistent with the coordinated PD Signage Plan.

Zone 4 – Open Space and Landscape Buffer/Future Development Zone

Permitted Uses: This zone is intended to function at the initial phase of development as landscaped open space, buffering, and site amenity areas. As illustrated on the Zone Maps, this zone may be developed in the future with uses

permitted in Zone 3 (Indoor Self-Storage / Adaptive Reuse), subject to subsequent site and building plan review. If and when developed for such future permitted uses, all development shall comply with the applicable standards of Zone 3, including but not limited to permitted uses, building height, parking, setbacks, access, lighting, and signage. Any areas not developed within (4) four years shall remain landscaped and maintained as open space (with parking lot removed) until thereafter developed in accordance with the PD. Site circulation, access, utilities, and emergency access serving the overall Planned Development District shall be provided and maintained as required through subsequent site and building plan review.

Height of Structures: During the interim open space phase, accessory structures, if any, shall be limited in height and scale consistent with open space use. If developed for future permitted uses, building height shall comply with the applicable standards of Zone 3, as applicable.

Parking: During the interim open space phase, parking areas serving the Planned Development District may be located within this zone as approved through subsequent site and building plan review. If developed for future permitted uses, parking shall be provided in accordance with the applicable standards of Zone 3.

Screening/Landscaping: This zone shall include landscaped buffering, perimeter landscaping, and site amenity areas consistent with the General Development Plan. Any parking or circulation areas approved within this zone shall include required landscaping and screening consistent with City standards.

Setbacks: During the interim open space phase, this zone functions as a setback and transition area between uses. If developed for future permitted uses, setbacks shall comply with the applicable standards of Zone 3.

Open Space: During the interim phase, this zone provides landscaped open space and buffering. Any portions not developed for permitted future uses shall remain landscaped and maintained as open space.

Access: During the interim open space phase, pedestrian access is permitted and vehicular access is limited to maintenance and emergency purposes. If developed for future permitted uses, access shall comply with the applicable standards of Zone 3.

Lighting: During the interim open space phase, minimal, low-level lighting may be provided along pedestrian paths. If developed for future permitted uses, lighting shall comply with the applicable standards of Zone 3.

Signage: During the interim open space phase, only informational or regulatory signage is permitted. If developed for future permitted uses, signage shall comply with the applicable standards of Zone 3.



PLANNING AND ARCHITECTURAL REVIEW COMMISSION APPLICATION

FEE SCHEDULE

Application Type	Fee	Application Type	Fee
Standard Application	\$ 300	CSM	\$ 175 + \$15 per lot
Architectural Review:	\$ 50	Plat Review Preliminary	\$ 100 + \$5 per dwelling unit
Zoning Text or Map Amendment	\$ 250	Plat Review Preliminary - Re Application Fee	\$ 50
Zoning Text or Map Amendment - Planned Unit Development	\$ 500	Plat Review Final	\$ 50 + \$5 per dwelling unit
Conditional Use Permit – Minor	\$ 125	Plat Review Final Plat - Reapplication Fee	\$ 25
Conditional Use Permit - Standard	\$ 300	Sign Appeal	\$ 300
Conditional Use Permit - Wetland Areas	\$ 300	Street Renaming	\$ 1,000

APPLICANT INFORMATION

Name of Applicant: Scott Yauck
 Legal Name of Business: Cobalt Partners, LLC
 Name of Business Owner (if different from Applicant): _____
 Applicant Address (City, State, and Zip Code): 400 N. Broadway, Suite 100, Milwaukee, WI 53202

Office Phone Number: 414-271-5000 Cell: 414-406-6558 Fax: _____
 Applicant E-Mail: syauck@cobaltmke.com
 Applicants Signature: Scott Yauck Date: 3/25/2026

PROPERTY INFORMATION

Property Address: 6800 N. Port Washington Road Tax Key Number: 128114300* Zoning District: _____
 Property Owner (if different from Applicant): L V Enterprises LLC
 Property Owner Address (City, State, and Zip Code): 8909 N. Port Washington Road, Suite 100 Bayside, WI 53217

Property Owner Phone: 414-867-8517 Cell: 262-227-6390 Fax: _____
 Property Owner E-Mail: kristi@lamacchiaholdings.com
 Property Owner Signature: Bill LaMacchia Date: 3/25/2026

PRIMARY CONTACT

Primary Contact Person for this Project: Scott Yauck (Cobalt Partners, LLC)
 Primary Contact Phone: 414-406-6558 Cell: 414-406-6558 Fax: _____
 Primary Contact E-Mail: syauck@cobaltmke.com

IMPORTANT NOTE: *The City of Glendale is not accepting paper document submittals. Plan Commission Review Submittals are required to be submitted via email to Director of Community Development John Fellows at J.Fellows@GlendaleWI.gov and Planner Ken Smith K.Smith@GlendaleWI.gov with PDF documents attached or as a web link to the PDF documents. Fee remittals may be delivered to Glendale City Hall, deposited in the drop box in front of City Hall, or mailed to:*

*City of Glendale, WI, 5909 North Milwaukee River Parkway, Glendale, WI 53209-3815,
 Attn: Community Development Department*

CITY OF GLENDALE USE ONLY

Application Fee: _____ Date of Application: _____ Time: _____ Received by with date: _____ Tentative Hearing Date: _____

SUPPLEMENTARY INFORMATION:

Type of review being requested: Comprehensive Land Use Plan Amendment & Rezoning (See attached narrative)

Name of Business and Type of Business/Use (Please be specific): _____

Rezoning for redevelopment

Total Building Area: _____ To Be Occupied Area: _____

Lot Size: Depth: _____ Width: _____ Area: _____

Previous Occupant in To Be Occupied Space: _____

Other Uses of This Site: _____

Total Number of Parking Spaces: _____ Parking Spaces Available to Tenancy: _____

Business Hours (Days and Hours of Operation): _____

Total Number of Employees: _____ Maximum Number of Employees at Site at One Time: _____

For applications regarding approval of a new business please refer to page three for information that should be included with a plan of operation or business plan.

Plan of Operation / Business Plan Submission Information

For applications regarding approval of a new business please provide the following information in a written plan of operation or business plan.

1. Name of Business, Address
2. Name of Owner, Address
3. Name of Applicant (if different from owner)
4. Legal Description of Property
5. Tax-Key
6. Zoning of Property
7. Lot Size (Depth, Width, Area)
8. Dimensions and all levels (floors) of buildings
9. Total Floor Area
10. Specific uses of the entire property and buildings
11. Minimum and maximum numbers of employees
12. Days of Operation
13. Hours of Operation
14. Signage (Type, Lighted?, Wall, Free-Standing, Monuments, Size, Location, etc)
15. What Conditions has the State or County imposed upon your use of the property?
16. Security Fencing
17. Do you feel there will be any problems such as Noise, Odors, Glare, Potential Fire Hazards, or Smoke resulting from the proposed use?
18. Are you proposing food services?
19. Did the State of Wisconsin approve your interior building plans?
20. What provisions are you making for fire protection and human safety?
21. What are your rules and regulations of the property?
22. List the Timetable for completion of building construction and anticipated opening date.
23. Proposed On-site Security Measures
24. Anticipated maximum number of facility users and viewers at one time (including special events)
25. Any other information you or the Plan Commission may determine is pertinent.
26. Business Plan
27. Entire Grant Application and County Issued Request for Proposal
28. Your Name, Signature, and Date on the Plan of Operation Document

OTHER INFORMATION REQUIRED

In addition to the information above, the following items are also required:

- Complete set of building plans (floor plans, elevation drawings, artistic images).
- Set of any site and landscaping plans.
- Set of any lighting and sign plans.
- Cover correspondence to include a narrative description of the proposed use and operations.

Proposed “Coventry Commons” Mixed-Use Development

**4.33 Acres – 6800 North Port Washington Road
Glendale, WI**

**Revised Petition for Approval
Mixed-Use Planned Development District**



N PORT WASHINGTON

COVENTRY COURT

EXISTING SITE

- Area: 188,488 SF (~4.33 acres)
- Building Footprint: 19,500 SF

COBALT
PARTNERS



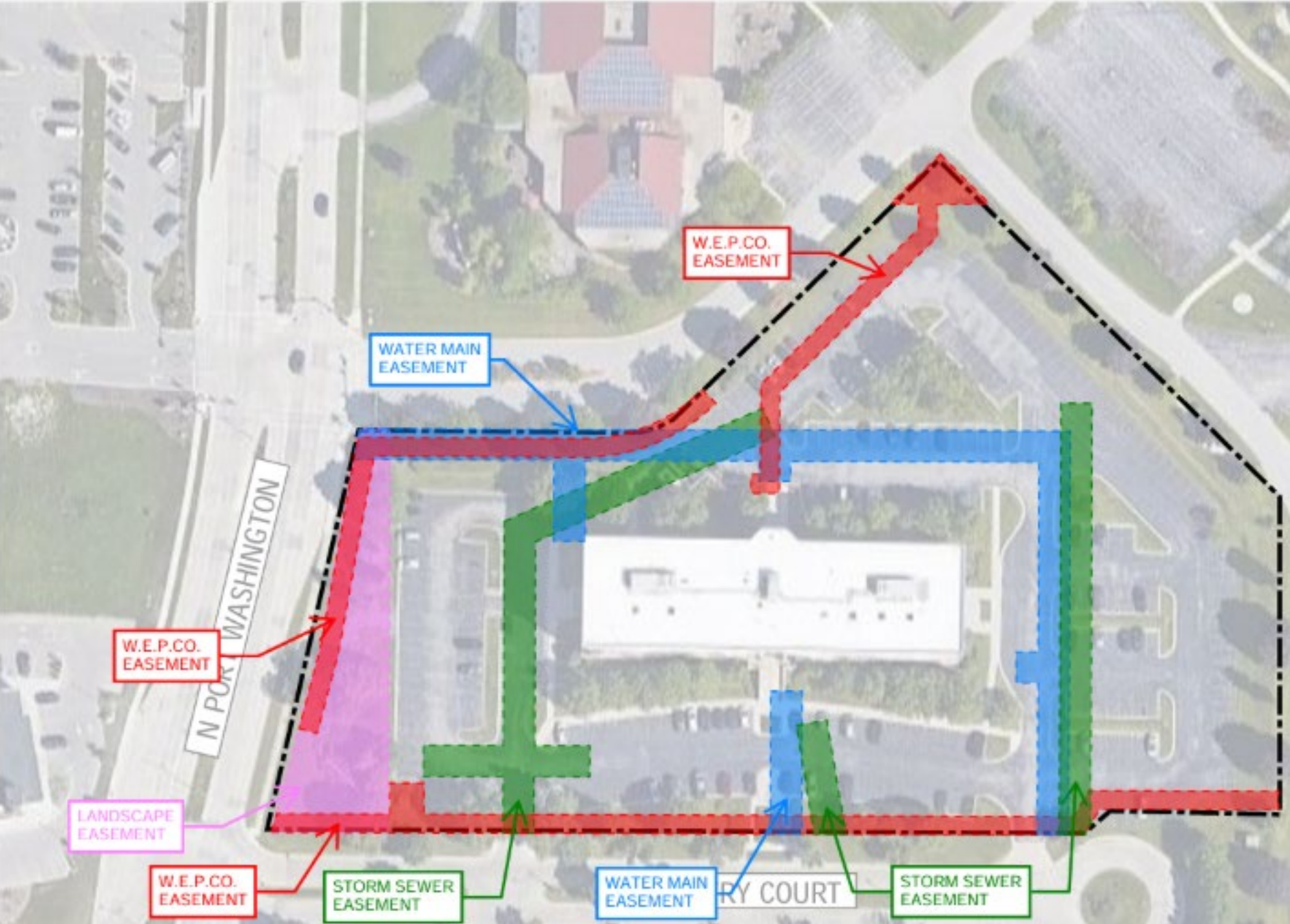
EXISTING STRUCTURE

- Approximately 60,000 SF Office Building
- 3-1/2 Floors
- Condominium Ownership
- Former North Shore Library (Lower Partial Floor)
- Former Office (Upper 3 Floors)
- 100% Vacant
- No Office Market Demand
- Requires Extensive Renovation for Office Use (Not Economically Feasible)

COBALT
PARTNERS

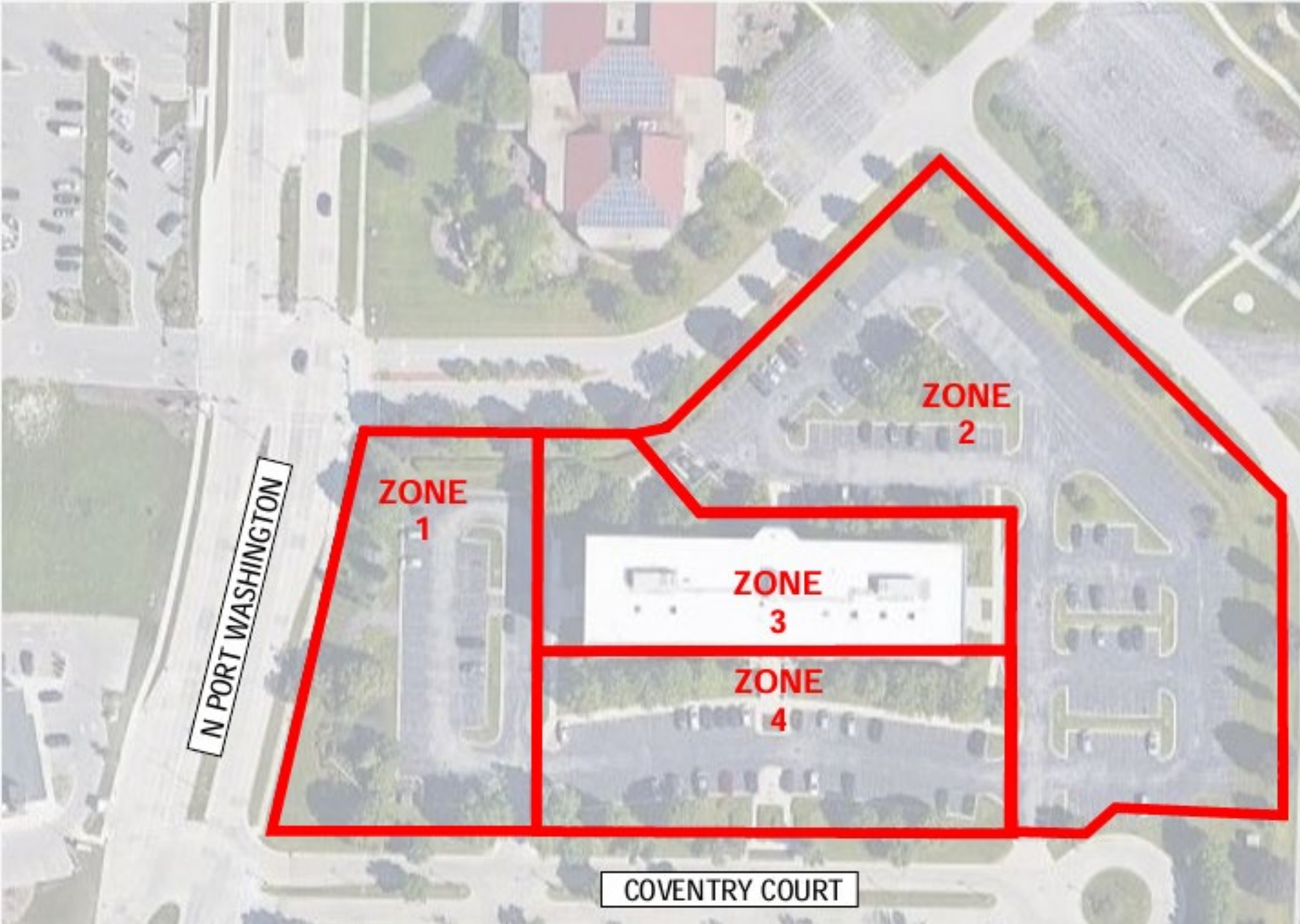
EXISTING UTILITIES

- Various Utility Easements Limit Redevelopment Potential/Approach



PROPOSED PD ZONES

- Four Proposed Use Zones
- Use Designations Based on:
 - Topography
 - Adjacent Uses
 - Existing Utilities/Easements
 - Existing Structures
 - Access Points
 - Market Demand
 - City Planning Policies
- Zone Areas
 - Zone 1: 35,137 SF (~0.81 Acres)
 - Zone 2: 82,843 SF (~1.90 Acres)
 - Zone 3: 32,251 SF (~0.74 Acres)
 - Zone 4: 38,257 SF (~0.88 Acres)



COBALT
PARTNERS



ZONE 1

Area: ~0.81 acres

Permitted Uses:

- Neighborhood business and commercial, including retail, personal services, restaurants (with one drive-through), and other uses permitted under B-1 district
- Drive-through to comply with Article Q (Drive-Through Facilities)
- Subject to specific site plan/use approval

Maximum Height of Structures:

- 35' excluding architectural features

Parking:

- On-site parking for customers and employees at appropriate ratio for use
- Loading activities shall occur on site within designated areas

Screening & Landscaping

- Drive-through lanes, refuse areas, and mechanical equipment shall be screened from public view and adjacent properties through a combination of landscaping, walls, or fencing

Building Setbacks

- Front: 25' from street ROW
- Side: 10'
- Rear: 10'

General Site Regulations

- See ~~Other Site Regulations~~ Slide





ZONE 2

Area: ~1.90 acres

Permitted Uses:

- Multi-family residential not to exceed 16 units per acre (townhouse or garden style)
- See precedent imagery

Maximum Height of Structures:

- 40' (not to exceed **three** stories)

Parking:

- On site at least 2 parking spaces of not less than 144 SF each per unit
- Guest parking .33 spaces per unit
- **At least 50% of the units will have enclosed parking**

Screening & Landscaping

- Minimum 10' buffer yard
- Screens (vegetation, fences, and/or berms as appropriate) where applicable
- **Construction of the residential units will trigger construction of pedestrian/bike paths throughout overall development**

Building Setbacks

- Front: 25' from street ROW
- Side: 10'
- Rear: 15'

General Site Regulations

- See Other Site Regulations Slide

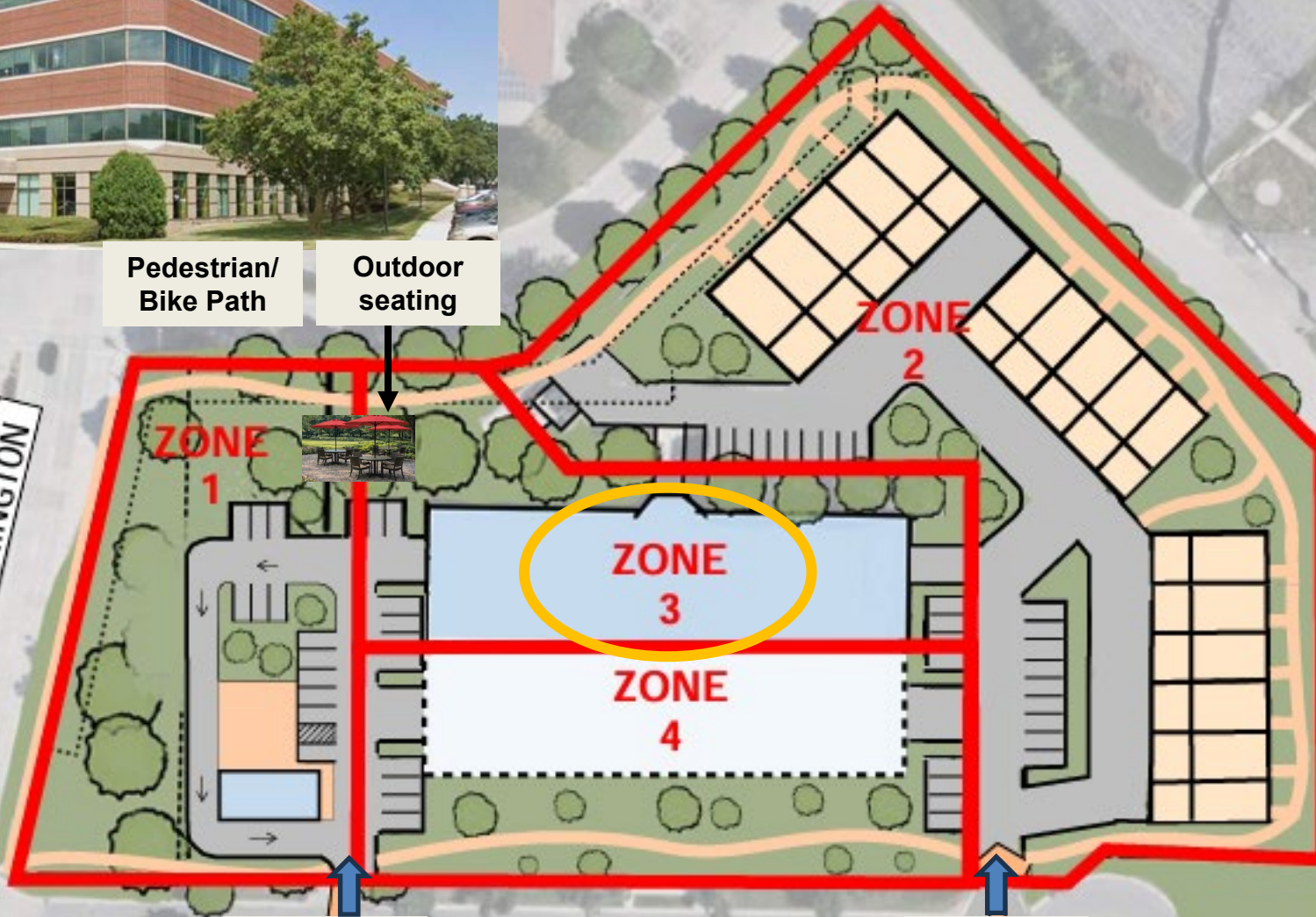




Pedestrian/
Bike Path

Outdoor
seating

N PORT WASHINGTON



Commercial
Access

COVENTRY COURT

Residential
Access

ZONE 3

Area: ~0.74 acres

Permitted Uses:

- Indoor self-storage wholly contained within existing building, including accessory office and incidental retail uses
- No outdoor storage
- **Truck/vehicle access limited to west side**

Maximum Height of Structures:

- Existing building height is permitted.
- Any building expansion/modification shall be consistent with General Development Plan and site/building plan review

Parking:

- Minimum of 8 stalls (internal and/or external) due to short-duration visits, internal loading, time-distributed, infrequent visits, and low employee count
- Primary parking west of building

Screening & Landscaping

- Minimum 10' buffer yard
- Screens (vegetation, fences, and/or berms as appropriate) where applicable

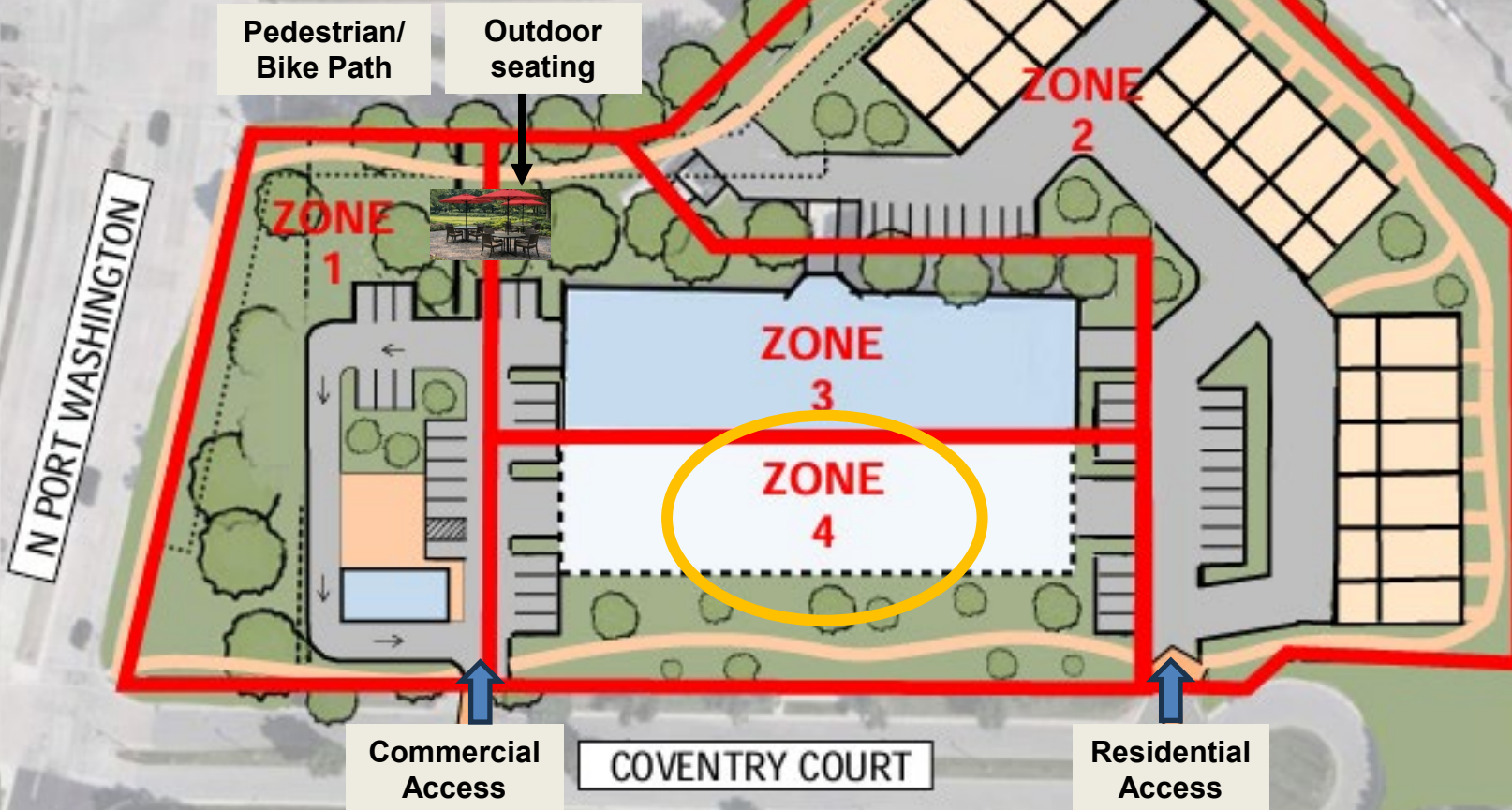
Building Setbacks

- 10' on all sides, subject to Zone 4 expansion (see Zone 4 slide)

General Site Regulations

- See Other Site Regulations Slide

COBALT
PARTNERS



ZONE 4

Area: ~0.88 acres

Permitted Uses:

- Future expansion of Zone 3 use
- Would be for new construction (expansion of existing building in Zone 3 or separate structure)
- Subject to further review based on occupancy levels (demand) and operating history (no earlier than stabilization of Zone 3) to ascertain performance and impact

Maximum Height of Structures:

- Expansion of Zone 3 use would limit height to that of existing building in Zone 3

Parking:

- Minimum of 8 stalls (internal and/or external) due to short-duration visits, internal loading, time-distributed, infrequent visits, and low employee count
- Primary parking west of building

Screening & Landscaping

- As required under Zone 3

Building Setbacks

- As required under Zone 3

General Site Regulations

- See [Other Site Regulations](#) Slide

COBALT
PARTNERS

Other Site Regulations

Open Space:

- Minimum 20% of the total PD site area (in the aggregate) shall be dedicated to open space, including landscaped buffer areas, functional green space, stormwater features, and pedestrian amenities.
- For Zones 1 and 4, if development does not commence within four (4) years, then parking lots shall be removed and landscaped with grasses until subsequently developed as permitted under the respective Zone.

Access:

- Direct access to West Coventry Court only; no direct access to North Port Washington Road.
- Private internal drives and cross access required for Zones (parcels) not fronting on public ROW.

Lighting:

- Exterior lighting shall be pedestrian-scaled, fully shielded, and directed downward and inward to prevent spillover onto adjacent properties.
- Security lighting shall be wall-mounted or low-profile pole-mounted and fully shielded.
- Lighting levels shall comply with City standards.

Signage:

- Signage shall be limited to building-mounted identification and inclusion on a shared monument sign on West Coventry Court and North Port Washington Road.

SUBJECT: *Comprehensive Plan Amendment for 6800 North Port Washington Road — Tax Key Number 128114300 — Coventry Commons*

FROM: Meredith Perks, Vandewalle & Associates, City Planner

MEETING: June 2, 2026 Planning and Architectural Review Commission

MEETING DATE: June 2, 2026

FISCAL SUMMARY:

STATUTORY REFERENCE:

Municipal Code: 13.1.50

BACKGROUND & ANALYSIS: See Attached Staff Memo.

RECOMMENDATION: Based upon the review of submitted materials, it is recommended that the Planning and Architectural Review Commission recommend to the City Council approval of the request to amend the Comprehensive Plan Future Land Use Map for 6800 North Port Washington Road from Governmental and Institutional to Planned Mixed Use, following a public hearing.

ACTION REQUESTED: Motion to recommend to the City Council approval of the request to amend the Comprehensive Plan Future Land Use Map for 6800 North Port Washington Road from Governmental and Institutional to Planned Mixed Use, following a public hearing.

ATTACHMENTS:

6800 N Port Washington - Coventry Comp Plan Amendment Staff Memo, Glendale Comp Plan - Map 5 - Future Land Use, 6800 N Port Washington - Coventry GDP Zones Maps, 6800 N Port Washington Rd - Coventry Court - Comp Plan Resolution

SUBJECT: REVIEW & RECOMMENDATION OF COMPREHENSIVE PLAN AMENDMENT FOR 6800 NORTH PORT WASHINGTON ROAD –TAX KEY NUMBER 128114300 – COVENTRY COMMONS

FROM: Meredith Perks, Vandewalle & Associates, City Planner

MEETING DATE: June 2, 2026

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	13.1.50

BACKGROUND:

The Applicant is proposing a Comprehensive Plan amendment and PD - Planned Unit Development District rezoning for the redevelopment of 6800 North Port Washington Road, the former North Shore Library and BVK office building. The proposed redevelopment, known as Coventry Commons, will repurpose the currently vacant multi-story office building and construct new, infill development on the site in former parking areas. The proposed adaptive reuse of the former library building is fully enclosed, indoor self-storage. New infill development may include multi-family residential and commercial uses. The proposed development will include expanded pedestrian circulation on the site with extended sidewalks and pathways and open space will be incorporated into the design. The proposed development is broken into different zones based on intended uses and will be implemented over phases, with the adaptive reuse of the existing multi-story office building likely the first phase.

A PD – Planned Unit Development zoning currently exists on the site, however, the base zoning for the site from the original PD is office use. Therefore, the existing PD will be removed and a new PD zoning to reflect the proposed General Development Plan will be reviewed and potentially adopted. Because the proposed project includes multiple principals uses, as well as multiple principal structures, that require flexibility beyond the existing base zoning districts, a PD is necessary.

The Glendale Comprehensive Plan Future Land Use Map shows 6800 North Port Washington Road as Governmental and Institutional. A Comprehensive Plan amendment is required to change the future land use to Planned Mixed Use.

SITE DETAILS:

The proposed Coventry Commons site is a total of 4.33 acres and is located on North Port Washington Road between West Coventry Court to the south and West Green Tree Road, although its immediate boundary to the north is the entry drive to St. Augustine Preparatory School, which includes a traffic signal. Existing development on the site includes the former North Shore Library building, which is a four-story office building, and supporting parking lots and greenspace. There are two existing access points on the south side of the



Figure 1: Subject Property, 6800 N. Port Washington Road

property, connecting to West Coventry Court. The proposed redevelopment will keep these drives in place. Pedestrian circulation on the site is currently limited to a sidewalk on the western side, North Port Washington Road frontage. An existing landscape easement along North Port Washington Road provides substantial greenspace and some screening of the existing building.

Proposed GDP Zoning Flexibilities:

The proposed project's rezoning and requested flexibilities are needed because of the existing Zoning Ordinance's lack of a mixed-use zoning district or any base zoning district that can accommodate the proposed development. Therefore, a PD – Planned Unit Development rezoning is required. While the Zoning Ordinance is currently being rewritten to address these specific types of situations and foster new mixed-use and housing opportunities, today the ordinance is unable to facilitate the requested project land uses. The Applicant has submitted a General Development Plan as required by the Zoning Ordinance's regulations for PD-Planned Unit Development zoning district.

CONSISTENCY WITH THE COMPREHENSIVE PLAN:

The City's 2020 Comprehensive Plan designates the site in the Governmental and Institutional Future Land Use category, anticipating a continuation of the North Shore Library use, which is "designed to facilitate large-scale public buildings, schools, religious institutions, power plants and substations, hospitals, and special care facilities." The proposed land uses in the Coventry Commons project, including commercial, residential, and open space would be more appropriate under the Planned Mixed Use land use category, which is defined as a "carefully designed blend of planned commercial, light industrial, mixed residential, parks and open space, and community facilities land uses." Further, the Comprehensive Plan indicates that Planned Mixed-Use projects should create vibrant, active environments.

The Land Use Chapter describes policy recommendations regarding the Planned Mixed-Use Land Use category, including:

- Use the Planned Development – Planned Unit Development process to address Planned Mixed-Use developments.
- Carefully review all projects in Planned Mixed Use areas to ensure an appropriate mix of uses compatible with neighboring properties and the City's vision for the area.
- Grant development approvals only after submittal, public review, and approval of site, landscaping, building, signage, lighting, stormwater, erosion control, and utility plans.
- In Planned Mixed-Use areas, require the use of high-quality building materials and design objectives.
- Areas mapped Planned Mixed Use should include dense, walkable design and adequate bicycle and pedestrian infrastructure.

Other relevant goals, objectives, and policies from the plan that align with the proposed development include the following:

- Provide a variety of housing types, densities, arrangements, and costs to accommodate the needs, desires, and life cycles of existing and future residents.
- Promote infill and redevelopment practices to help diversify the community's housing supply, including encourage high-quality, multi-family residential.
- Guide new housing to areas within the City within mixed-use areas with convenient access to commercial, retail, and office uses.
- Plan for multi-family development in parts of the City where streets and sidewalks can handle increased volumes of traffic; there are adequate parks, open space and shopping facilities.

- Require developers to help fund safe and efficient pedestrian and bicycle access between residential neighborhoods and nearby parks and schools.
- Enact high-quality design standards in multi-family housing development, including materials, site design, parking, and landscaping.
- Encourage infill and redevelopment opportunities in areas where existing utilities and infrastructure are available.

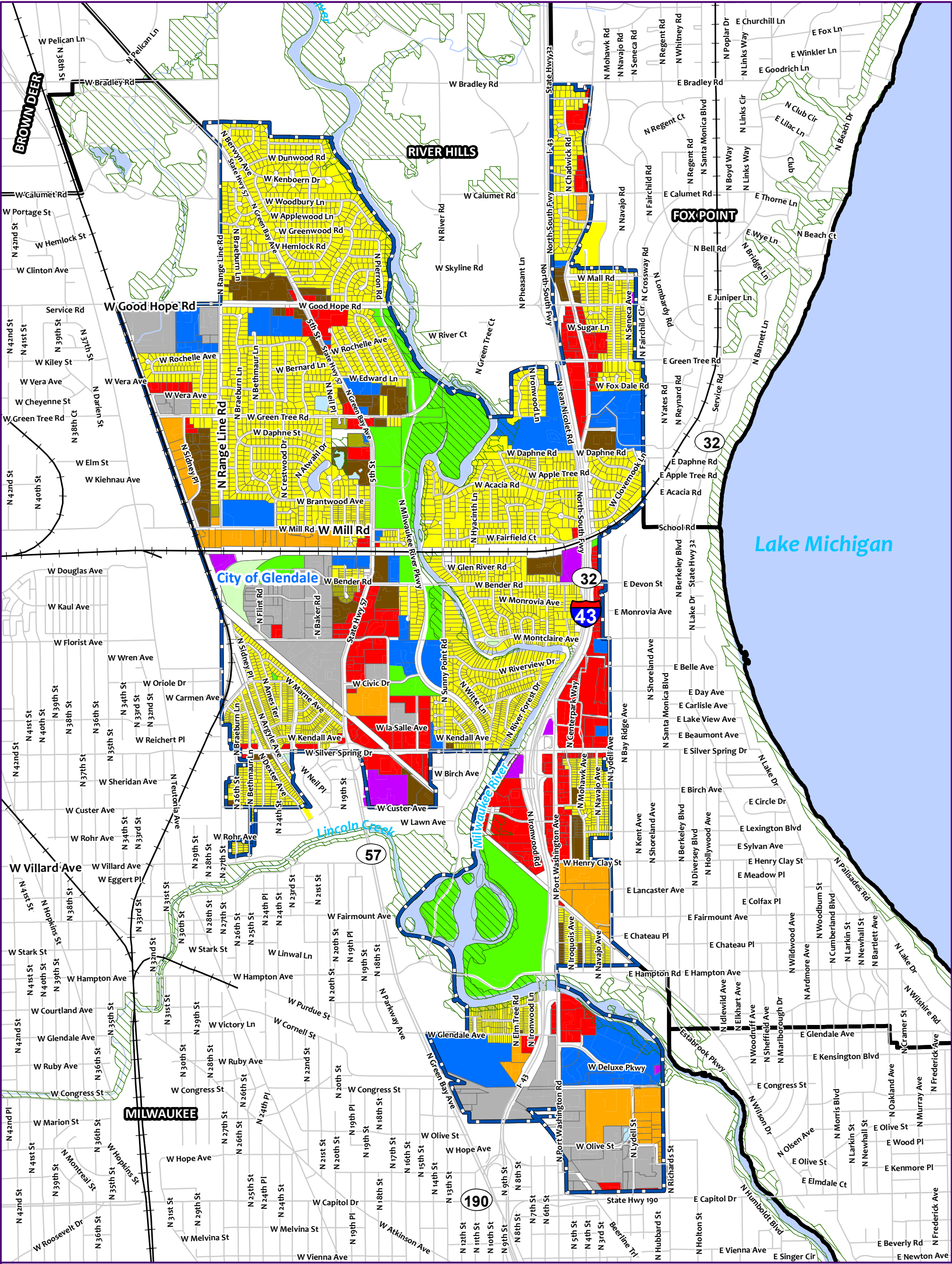
The proposed Coventry Commons development is compatible with the goals and objectives of the Glendale Comprehensive Plan but will require a Comprehensive Plan Amendment to change the Future Land Use Map designation from Governmental and Institutional to Planned Mixed-Use due to the relocation of the North Shore Library and the transition from institutional land use to a mix of commercial and residential uses.

RECOMMENDATION:

Based upon the review of submitted materials, it is recommended that the Planning and Architectural Review Commission recommend to the City Council approval of the request to amend the Comprehensive Plan Future Land Use Map for 6800 North Port Washington Road from Governmental and Institutional to Planned Mixed Use, following a public hearing.

ACTION REQUESTED:

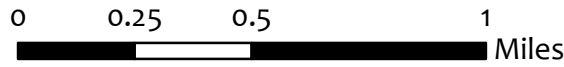
Motion to recommend to the City Council approval of the request to amend the Comprehensive Plan Future Land Use Map for 6800 North Port Washington Road from Governmental and Institutional to Planned Mixed Use, following a public hearing.



Map 5: Future Land Use

City of Glendale Comprehensive Plan

DRAFT



Date: 7/29/2020
Sources: Milwaukee Co., SEWRPC
US Census Bureau, Clark Dietz Inc.,
City of Glendale, WisDOT



- City of Glendale
- Other Municipalities
- SEWRPC Environmental Corridor
- Future Land Use

Agricultural and Open Lands
-
- Single-Family Residential

-
- Planned Commercial



VANDEWALLE & ASSOCIATES INC.
Shaping places. shaping change

Proposed “Coventry Commons” Mixed-Use Development

**4.33 Acres – 6800 North Port Washington Road
Glendale, WI**

**Revised Petition for Approval
Mixed-Use Planned Development District**



N PORT WASHINGTON

COVENTRY COURT

EXISTING SITE

- Area: 188,488 SF (~4.33 acres)
- Building Footprint: 19,500 SF

COBALT
PARTNERS



EXISTING STRUCTURE

- Approximately 60,000 SF Office Building
- 3-1/2 Floors
- Condominium Ownership
- Former North Shore Library (Lower Partial Floor)
- Former Office (Upper 3 Floors)
- 100% Vacant
- No Office Market Demand
- Requires Extensive Renovation for Office Use (Not Economically Feasible)

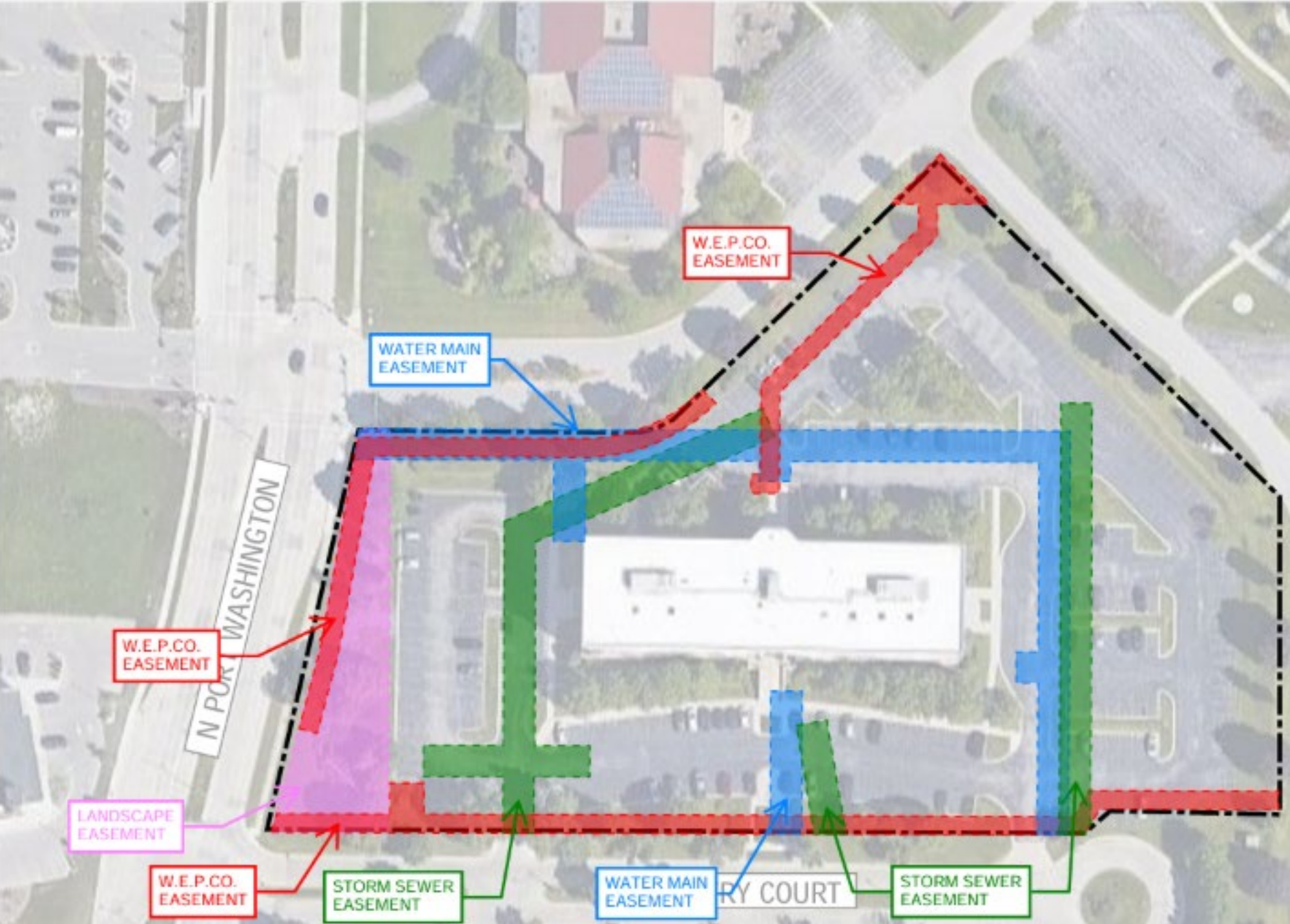
COBALT
PARTNERS

LA MACCHIA
HOLDINGS LLC

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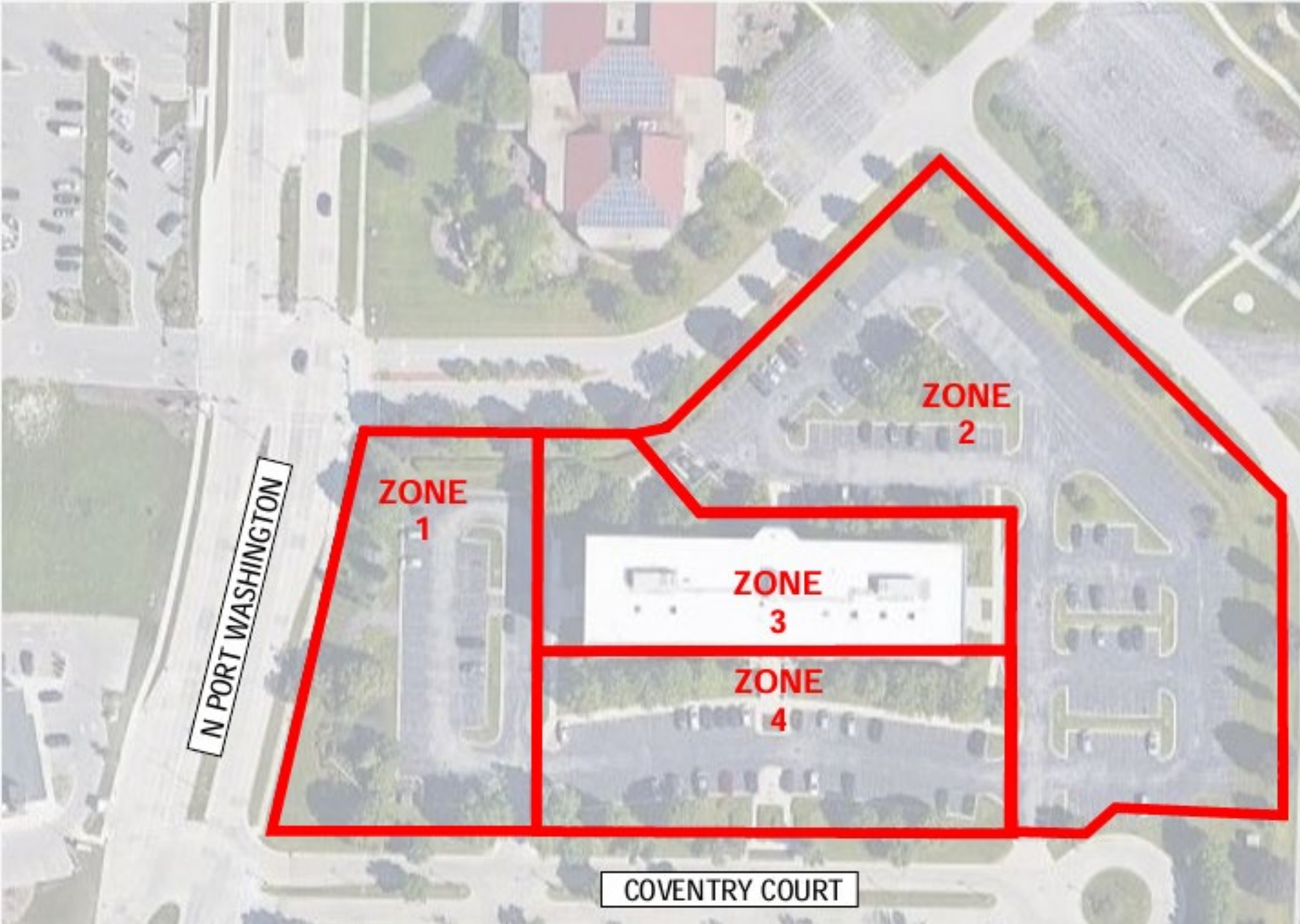
EXISTING UTILITIES

- Various Utility Easements Limit Redevelopment Potential/Approach

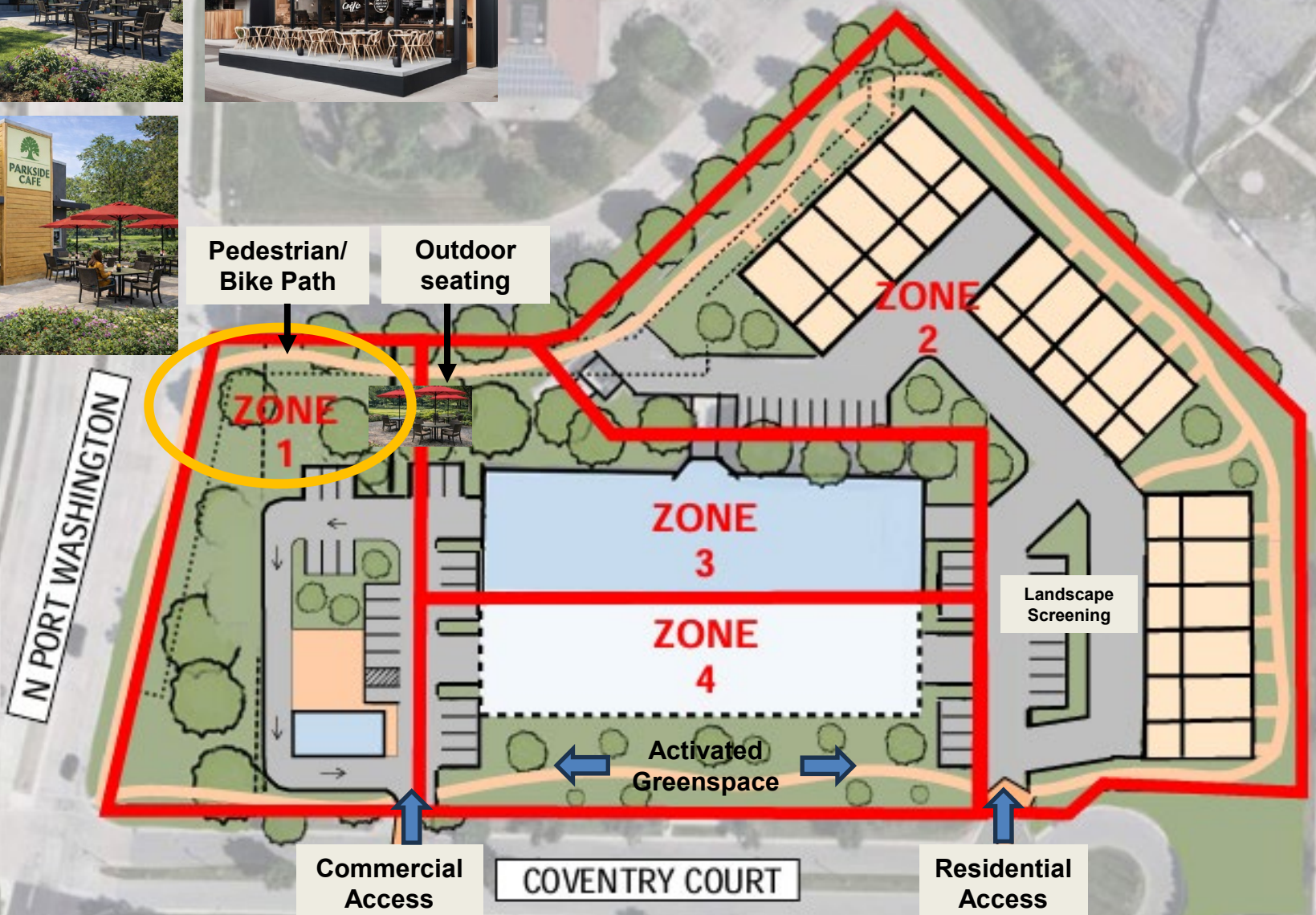


PROPOSED PD ZONES

- Four Proposed Use Zones
- Use Designations Based on:
 - Topography
 - Adjacent Uses
 - Existing Utilities/Easements
 - Existing Structures
 - Access Points
 - Market Demand
 - City Planning Policies
- Zone Areas
 - Zone 1: 35,137 SF (~0.81 Acres)
 - Zone 2: 82,843 SF (~1.90 Acres)
 - Zone 3: 32,251 SF (~0.74 Acres)
 - Zone 4: 38,257 SF (~0.88 Acres)



COBALT
PARTNERS



ZONE 1

Area: ~0.81 acres

Permitted Uses:

- Neighborhood business and commercial, including retail, personal services, restaurants (with one drive-through), and other uses permitted under B-1 district
- Drive-through to comply with Article Q (Drive-Through Facilities)
- Subject to specific site plan/use approval

Maximum Height of Structures:

- 35' excluding architectural features

Parking:

- On-site parking for customers and employees at appropriate ratio for use
- Loading activities shall occur on site within designated areas

Screening & Landscaping

- Drive-through lanes, refuse areas, and mechanical equipment shall be screened from public view and adjacent properties through a combination of landscaping, walls, or fencing

Building Setbacks

- Front: 25' from street ROW
- Side: 10'
- Rear: 10'

General Site Regulations

- See [Other Site Regulations Slide](#)





ZONE 2

Area: ~1.90 acres

Permitted Uses:

- Multi-family residential not to exceed 16 units per acre (townhouse or garden style)
- See precedent imagery

Maximum Height of Structures:

- 40' (not to exceed **three** stories)

Parking:

- On site at least 2 parking spaces of not less than 144 SF each per unit
- Guest parking .33 spaces per unit
- **At least 50% of the units will have enclosed parking**

Screening & Landscaping

- Minimum 10' buffer yard
- Screens (vegetation, fences, and/or berms as appropriate) where applicable
- **Construction of the residential units will trigger construction of pedestrian/bike paths throughout overall development**

Building Setbacks

- Front: 25' from street ROW
- Side: 10'
- Rear: 15'

General Site Regulations

- See Other Site Regulations Slide

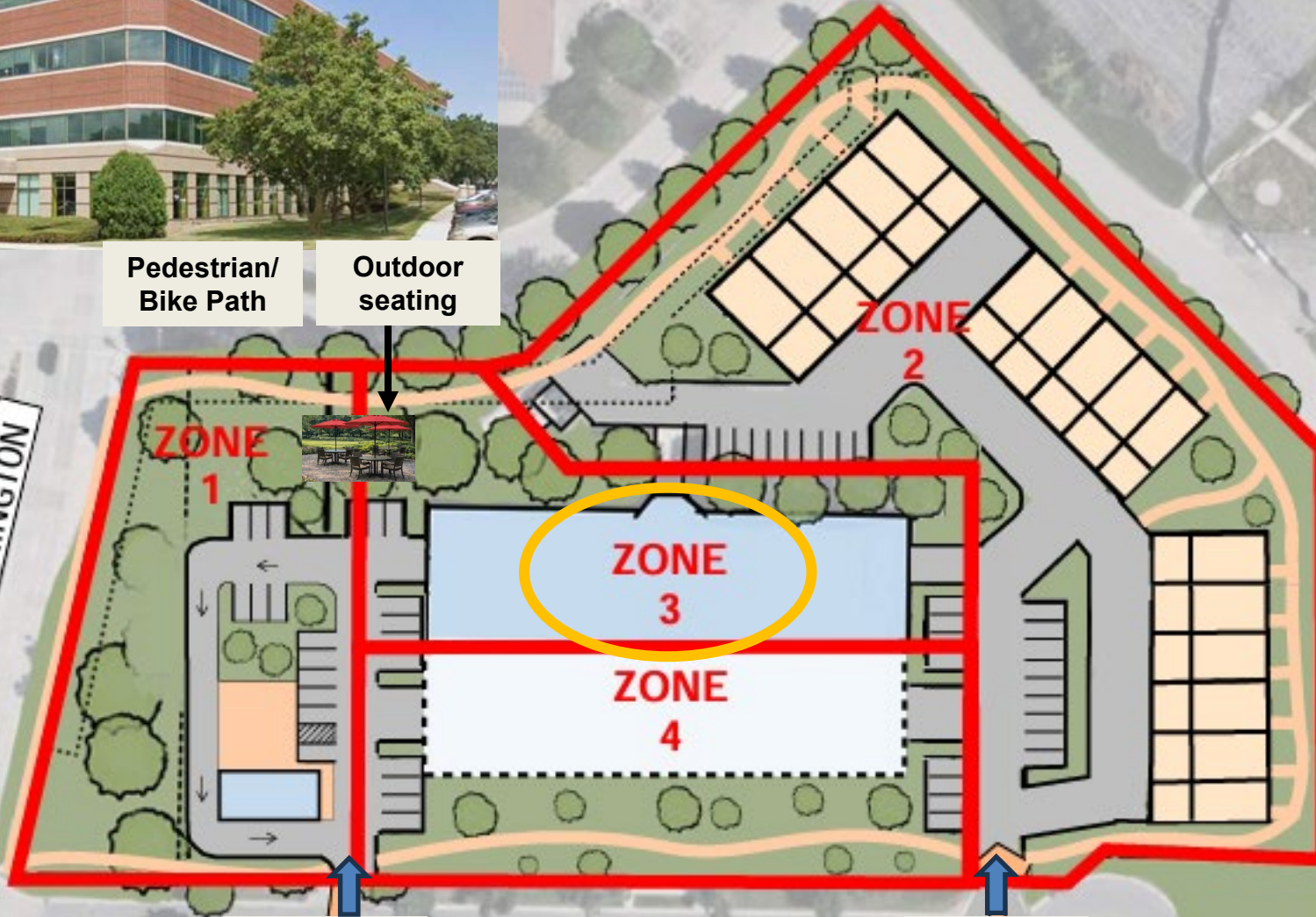
COBALT
PARTNERS



Pedestrian/
Bike Path

Outdoor
seating

N PORT WASHINGTON



Commercial
Access

COVENTRY COURT

Residential
Access

ZONE 3

Area: ~0.74 acres

Permitted Uses:

- Indoor self-storage wholly contained within existing building, including accessory office and incidental retail uses
- No outdoor storage
- **Truck/vehicle access limited to west side**

Maximum Height of Structures:

- Existing building height is permitted.
- Any building expansion/modification shall be consistent with General Development Plan and site/building plan review

Parking:

- Minimum of 8 stalls (internal and/or external) due to short-duration visits, internal loading, time-distributed, infrequent visits, and low employee count
- Primary parking west of building

Screening & Landscaping

- Minimum 10' buffer yard
- Screens (vegetation, fences, and/or berms as appropriate) where applicable

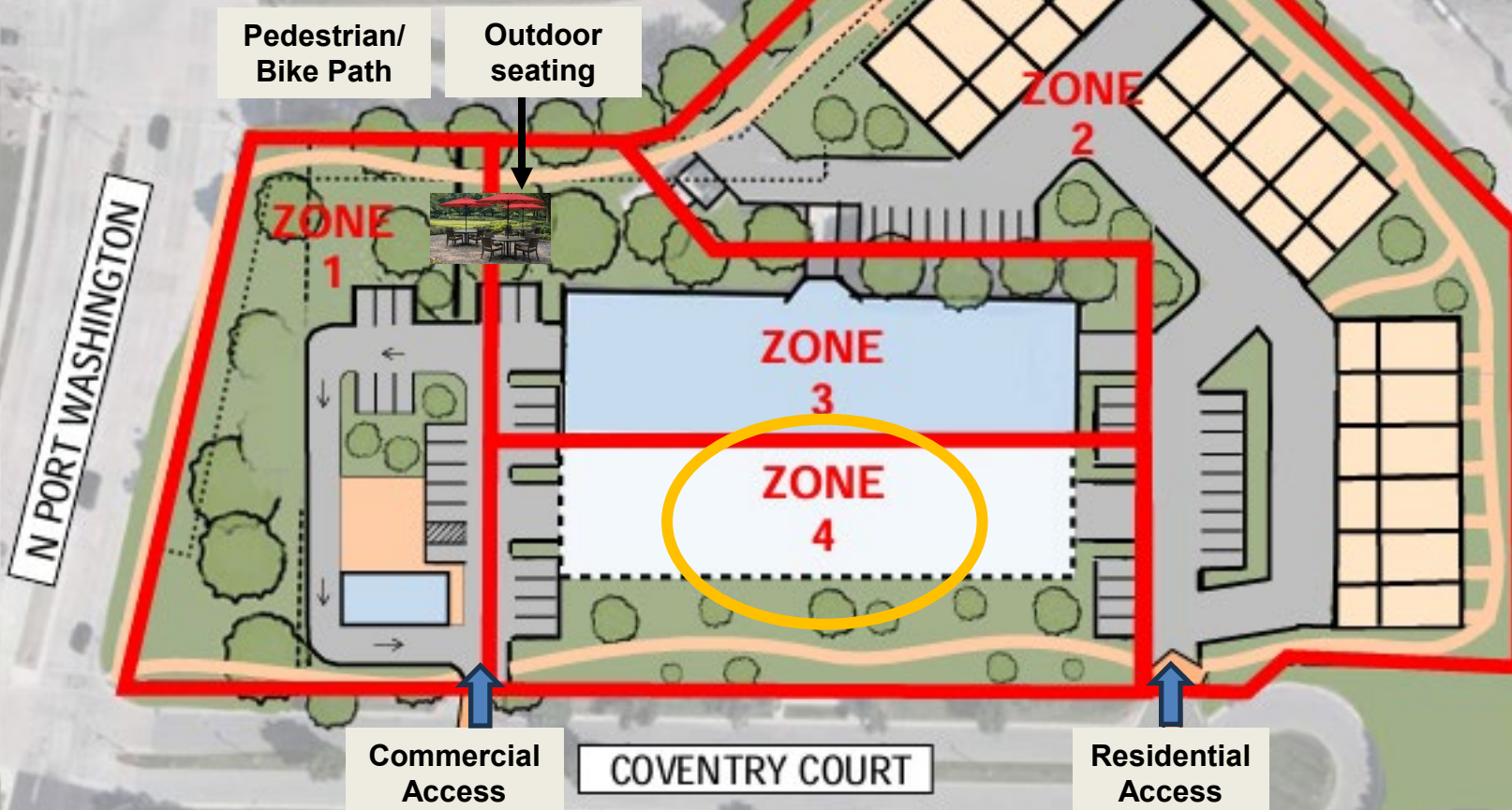
Building Setbacks

- 10' on all sides, subject to Zone 4 expansion (see Zone 4 slide)

General Site Regulations

- See Other Site Regulations Slide

COBALT
PARTNERS



ZONE 4

Area: ~0.88 acres

Permitted Uses:

- Future expansion of Zone 3 use
- Would be for new construction (expansion of existing building in Zone 3 or separate structure)
- Subject to further review based on occupancy levels (demand) and operating history (no earlier than stabilization of Zone 3) to ascertain performance and impact

Maximum Height of Structures:

- Expansion of Zone 3 use would limit height to that of existing building in Zone 3

Parking:

- Minimum of 8 stalls (internal and/or external) due to short-duration visits, internal loading, time-distributed, infrequent visits, and low employee count
- Primary parking west of building

Screening & Landscaping

- As required under Zone 3

Building Setbacks

- As required under Zone 3

General Site Regulations

- See Other Site Regulations Slide



Other Site Regulations

Open Space:

- Minimum 20% of the total PD site area (in the aggregate) shall be dedicated to open space, including landscaped buffer areas, functional green space, stormwater features, and pedestrian amenities.
- For Zones 1 and 4, if development does not commence within four (4) years, then parking lots shall be removed and landscaped with grasses until subsequently developed as permitted under the respective Zone.

Access:

- Direct access to West Coventry Court only; no direct access to North Port Washington Road.
- Private internal drives and cross access required for Zones (parcels) not fronting on public ROW.

Lighting:

- Exterior lighting shall be pedestrian-scaled, fully shielded, and directed downward and inward to prevent spillover onto adjacent properties.
- Security lighting shall be wall-mounted or low-profile pole-mounted and fully shielded.
- Lighting levels shall comply with City standards.

Signage:

- Signage shall be limited to building-mounted identification and inclusion on a shared monument sign on West Coventry Court and North Port Washington Road.

RESOLUTION

AMENDMENT TO THE CITY OF GLENDALE 2040 COMPREHENSIVE MASTER PLAN

WHEREAS, the City of Glendale on August 3, 2020, adopted the City of Glendale 2040 Comprehensive Master Plan, (hereinafter “Plan”) as the City’s comprehensive plan under Section 66.1001(4), Wisconsin Statutes; and

WHEREAS, Section 66.1001(4), Wisconsin Statutes, establishes the required procedure for a local government to amend a comprehensive plan once it has been initially adopted; and

WHEREAS, the City of Glendale Planning and Architectural Review Commission has the authority and responsibility to recommend amendments to the Plan to the City Council, under Section 66.1001(4)(b); and

WHEREAS, on June 2, 2026, the Planning and Architectural Review Commission reviewed a proposed amendment to the Comprehensive Plan’s Future Land Use Map which are described in the document provided by Vandewalle & Associates dated June 2, 2026, copies of which are attached hereto and incorporated by reference herein as Exhibit A; and,

NOW, THEREFORE, BE IT RESOLVED that the Planning and Architectural Review Commission of the City of Glendale hereby recommends that, following a public hearing, the City Council adopt an ordinance to constitute official City approval of the proposed amendments to the City of Glendale Comprehensive Plan that the Planning and Architectural Review Commission recommended for approval at its June 2, 2026, Planning and Architectural Review Commission Meeting.

PASSED AND ADOPTED by the Planning and Architectural Review Commission of the City of Glendale, this 2nd day of June 2026.

Bryan Kennedy, Mayor and Planning
and Architectural Review Commission
Chair

Marcy Granger, City Clerk

SUBJECT: Digital Billboard for Direct Outdoor, 4189 North Port Washington Road
in the M-1 Industrial zoning district, Tax Key Number 243-9002-000

FROM: Karl Warwick, City Administrator

MEETING: June 2, 2026 Planning and Architectural Review Commission

MEETING DATE: June 2, 2026

FISCAL SUMMARY:

STATUTORY REFERENCE:

BACKGROUND & ANALYSIS: BACKGROUND:

The property at 4189 N. Port Washington Road is located within an M-1 Warehouse, Light Manufacturing, Office and Service District with an industrial land use classification. The applicant, John Bielinski / Direct Outdoor, previously sought and received approval from the Plan Commission in June 2023 to install a digital billboard on the property.

REQUEST:

The applicant is requesting approval to install a digital billboard on the property at 4189 N. Port Washington Road. This is the applicant's second full application for this digital billboard. The original application was reviewed by staff and approved by the Plan Commission in June 2023 per permitting requirements established in the City Code of Ordinances. Per the Code, if construction of an approved billboard is not completed within 18 months of approval, the applicant is required to submit a new application and receive fresh approvals. Construction was not completed within the required 18-month window due to two significant delays outside the applicant's control: a delay in receiving the required State of Wisconsin permits, and a delay in the delivery of the structural steel necessary to complete construction. The applicant is now reapplying in order to move forward with the project.

The physical specifications and location of the proposed billboard remain unchanged from the

previously approved application.

STANDARDS / REQUIREMENTS:

The sign permit has been reviewed against the ordinance and the applicable standards and requirements.

Design Guidelines:

The City's ordinance establishes the following design standards for electronic billboard structures:

1. Electronic billboard structures shall be designed to have a unified structural design with architectural appeal.
2. Electronic billboard structures shall consider architectural elements that provide a strong base, middle, and top.
3. Electronic billboard structures shall be more than just an engineering solution but shall be designed to enhance the environmental design of the community.
4. No one architectural style is dictated by these standards. Design style shall be unique and timeless.
5. A shroud or other architectural element shall be used around the main structural support element as well as any horizontal or cantilevered elements.

ANALYSIS:

Staff has reviewed the application and finds that the general standards have been met. The applicant's delay in completing construction within the 18-month window was attributable to circumstances outside their control, specifically the delay in receiving required State permits and a delay in the delivery of structural steel. Staff does not view these delays as indicative of a lack of intent to complete the project and finds the renewed application to be consistent with the project as originally approved.

RECOMMENDATION: Staff recommends that the Planning and Architectural Review Commission approve the digital billboard.

ACTION REQUESTED: Motion to approve the digital billboard for 4189 North Port Washington Road.

ATTACHMENTS:

Sign - 4189 N Port Washington Rd, Billboard Pictures

SIGN PERMIT APPLICATION

Tenant: 4189 N. PORT WASHINGTON RD, GLENDALE, WI
 Sign Address: _____

DIRECT OUTDOOR, LLC 702-596-4000
 Name: _____ Phone: _____

JOHNBIELINSKI@GMAIL.COM 4505 S. 20TH ST. MILW, WI 53221
 E-mail: _____ Address: _____

Property Owner: DIRECT OUTDOOR, LLC
 Name: _____ Phone: _____

E-mail: _____ Address: _____

Sign Agent: DIRECT OUTDOOR, LLC
 Business Name: _____ Phone: _____

E-mail: _____ Address: _____

Sign Type:

☐ Wall ☐ Monument ☐ Directional ☐ Window

☐ Planned Sign Program ☐ Temporary ☒ Other BILLBOARD

Sign Dimensions: Height: 14 ft. 0 in. Width: 48 ft. 0 in. Area: 672 sq ft.

Overall Sign Height: 55 ft. 0 in. Width of Store Frontage: 520 ft. 0 in.

Estimated Sign Value: \$ 175,000

Sign Permit Fee:	<u>Permanent Sign (new/specify below):</u>	<u>Planned Sign Program (specify below):</u>
	☐ 4 to 25 sq ft \$50 + 40% Admin. Fee	☐ New \$150
	☐ 26 to 50 sq ft \$75 + 40% Admin. Fee	☐ Revisions \$100
	☐ 51 to 100 sq ft \$100 + 40% Admin Fee	
	☐ 101 to 150 sq ft \$150 + 40% Admin. Fee	<u>Other:</u>
	☐ 151 to 500 sq ft \$1000	☐ Temporary Sign \$50
	☒ 501+ sq ft 7% of sign cost	☐ Temporary Sign Renewal \$50

SIGN PERMIT APPLICATION

Electrical Permit Required: Section 15.6.8 of the Sign Code requires an electrical permit (separate from the 20-amp branch circuit permit) for the wiring of all permanent illuminated signs, regardless of voltage. All signs and sign components must be listed and inspected upon installation. Failure to obtain a permit prior to installation will result in penalties and potential fines.

Applications for signs require a color picture or drawing of the proposed sign and a site plan marking the location of the proposed sign on the property. Wall Sign proposals should include an elevation drawing depicting the location of the wall sign on the building. Monument sign proposals shall include a landscape plan.

Applicant certifies that all information provided above is accurate. Applicant agrees to comply with all Municipal Ordinances and with the conditions of this permit and further understands that failure to comply with such Ordinances or conditions of the permit may result in suspension or revocation of permit(s), denial of future permits, and/or other penalty. Neither the issuance of this permit, nor any inspections performed with respect to this permit, create any legal liability, express or implied, of the Department, Municipality, Agency or Inspector. Nothing about the issuance of this permit, nor the conduct of inspections, shall be construed as a service rendered to or on behalf of the applicant, or the owner or occupant of the premises, and such inspections and the issuance of this permit are for the sole use and benefit of the City of Glendale. No warranty of any nature, express or implied, shall be inferred from the issuance of this permit.


Property Owner Signature:

5/14/24
Date:


Tenant/Sign Agent Signature:

5/14/24
Date:

State Bar of Wisconsin Form 6-2003
SPECIAL WARRANTY DEED

Document Number

Document Name

DOC # 11396728

RECORDED

01/30/2024 10:20 AM

ISRAEL RAMON

REGISTER OF DEEDS

Milwaukee County, WI

AMOUNT: 30.00

TRANSFER FEE: 375.00

FEE EXEMPT #:

***This document has been
electronically recorded and
returned to the submitter.***

THIS DEED, made between Glendale Partners, LLC, a Wisconsin limited liability company

("Grantor," whether one or more), and Direct Outdoor LLC, a Wisconsin limited liability company

("Grantee," whether one or more).

Grantor for a valuable consideration, conveys to Grantee the following described real estate, together with the rents, profits, fixtures and other appurtenant interests, in Milwaukee County, State of Wisconsin ("Property") (if more space is needed, please attach addendum):

See attached Exhibit A

Recording Area

Name and Return Address

JOHN BIELINSKI
4565 S. 20TH ST.
MILWAUKEE WI 53221

243-9002-000, 243-9002-002

Parcel Identification Number (PIN)

This is not homestead property.
(is) (is not)

Grantor warrants that the title to the Property is good, indefeasible, in fee simple and free and clear of encumbrances arising by, through, or under Grantor, except:
municipal and zoning ordinances and agreements entered under them, recorded easements for the distribution of utility and municipal services, recorded building and use restrictions and covenants and general taxes levied in the year of closing and will warrant and defend the same.

Dated JANUARY 26, 2024

Glendale Partners, LLC

(SEAL)

(SEAL)

* Brian Monroe, Manager

(SEAL)

(SEAL)

AUTHENTICATION

Signature(s) _____

authenticated on _____

ACKNOWLEDGMENT

STATE OF WI

) ss.

MILWAUKEE

COUNTY)

Personally came before me on JAN 26 2024

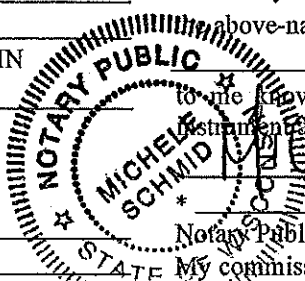
above-named BRIAN MONROE

TITLE: MEMBER STATE BAR OF WISCONSIN

(If not, _____
authorized by Wis. Stat. § 706.06)

THIS INSTRUMENT DRAFTED BY:
Knight Barry Title #2158050

Michele Schmid, scrivener



to me known to be the person(s) who executed the foregoing instrument and acknowledged the same.

Notary Public, State of WI

My commission (is permanent) (expires: 7-3-24)

(Signatures may be authenticated or acknowledged. Both are not necessary.)

NOTE: THIS IS A STANDARD FORM. ANY MODIFICATION TO THIS FORM SHOULD BE CLEARLY IDENTIFIED.
SPECIAL WARRANTY DEED ©2003 STATE BAR OF WISCONSIN

FORM NO. 6-2003

*Type name below signatures.

INFO-PRO™ Legal Forms • (800)655-2021 • info@proforms.com

CERTIFIED SURVEY MAP NO.

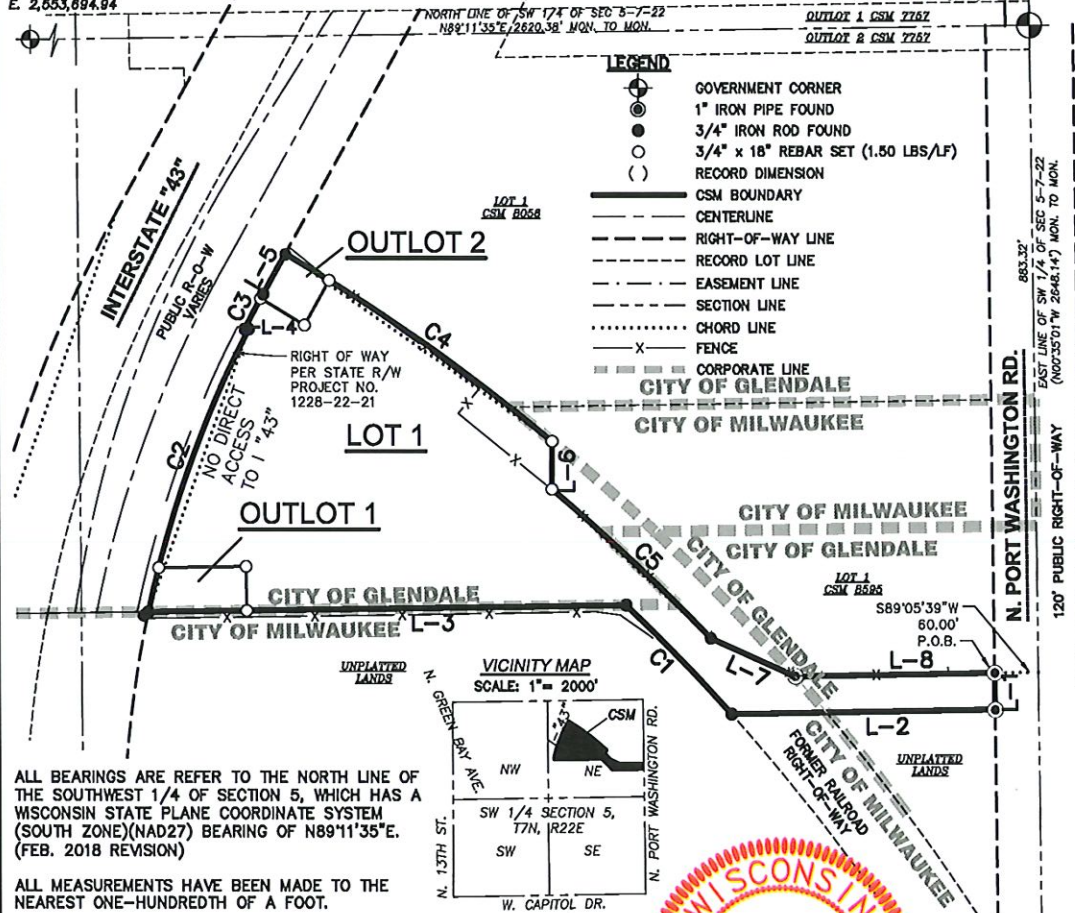
LOT 1 OF CERTIFIED SURVEY MAP NO. 9249 AND PART OF LOT 1 OF CERTIFIED SURVEY MAP NO. 8595, BEING PART OF THE NORTHEAST 1/4 OF THE SOUTHWEST 1/4 OF SECTION 5, TOWN 7 NORTH, RANGE 22 EAST, IN THE CITY OF GLENDALE AND THE CITY OF MILWAUKEE, MILWAUKEE COUNTY, WISCONSIN

NORTHWEST CORNER,
SOUTHWEST 1/4
SECTION 5, T7N, R22E
CONCRETE MONUMENT
W/BRASS CAP
N. 406,698.33
E. 2,653,694.84

GLENDALE
TAX KEY NO. 2438995003
ZONING: M-1

MILWAUKEE
TAX KEY NO. 2439992100
ZONING: IL2

NORTHEAST CORNER,
SOUTHWEST 1/4
SECTION 5, T7N, R22E
CONCRETE MONUMENT
W/BRASS CAP
N. 406,635.23
E. 2,556,315.04



ALL BEARINGS ARE REFER TO THE NORTH LINE OF THE SOUTHWEST 1/4 OF SECTION 5, WHICH HAS A WISCONSIN STATE PLANE COORDINATE SYSTEM (SOUTH ZONE)(NAD27) BEARING OF N89°11'35"E. (FEB. 2018 REVISION)

ALL MEASUREMENTS HAVE BEEN MADE TO THE NEAREST ONE-HUNDREDTH OF A FOOT.

ALL ANGULAR MEASUREMENTS HAVE BEEN MADE TO THE NEAREST ONE SECOND.

SEE SHEET 2 & 3 FOR LOT DETAILS.

SEE SHEET 4 FOR EASEMENT DETAILS.

SEE SHEET 5 FOR LINE AND CURVE TABLES.

THIS INSTRUMENT WAS DRAFTED BY CRAIG W. RILEY S-2264.

SURVEYED BY:

JSD Professional Services, Inc.
"Exploration • Engineering • Planning"
N2350 W1610 BUSSE ROAD
SUITE 100
WALKESSHA, WISCONSIN 53188
PHONE: (262)513-0868

SUBDIVIDER/OWNER:

GLENDALE PARTNERS, LLC.
10035 NORTH MILLER COURT
MEQUON, WI 53092

PROJECT NO:

18-83358

FILE NO:

B-*

FIELDBOOK/PG:

-

SHEET NO:

1 OF 7

SURVEYED BY:

N/A

DRAWN BY:

DHS

CHECKED BY:

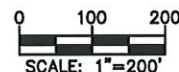
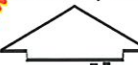
AWW

APPROVED BY:

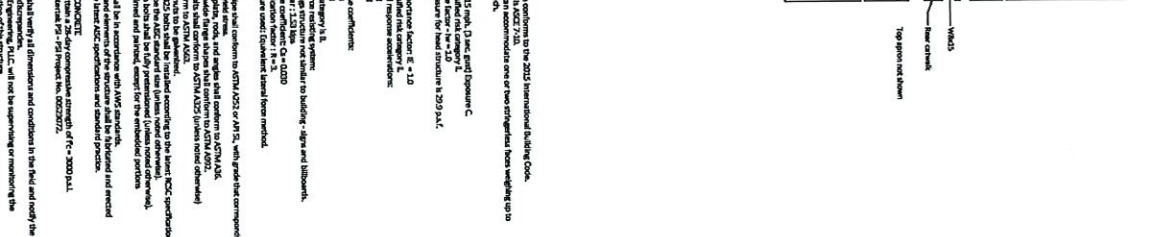
CWR



APRIL 20, 2021



File: R:\2018\18-83358\DWG\Survey\1883358.dwg Layout: CSM3 1 of 7 User: dpanajr Plotted: May 10, 2021 - 11:49am



ENGINEER	IN	CAD	DATE
00	2-28-24		for approval
1	3-13-24		revised
2	6-15-25		revised

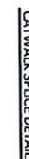
This drawing has been digitally signed and sealed by Frank Yoon on the date indicated in the seal.

Printed copies of this document are not considered signed and sealed, and the signature must be verified on any electronic copies.


 FRANK T. WOOD
 E-42192
 TRUST PAK
 PROFESSIONAL ENGINEER
 STATE OF TEXAS
 6/23/2025
 Approved: *[Signature]*
 Approved Date: 6/23/2025

SHEET	DRAWING NO.	JOB NO.	14'-0" x 48'-0" MONOPOLE SIGN STRUCTURE CENTER MOUNT BACK TO BACK 60'-0" OVERALL HEIGHT 4155 N. PORT WASHINGTON ROAD MILWAUKEE, WISCONSIN
51	24073	24-132-175	

ALL STEEL STRUCTURES



This drawing has been identified and sealed by French Vint as the true original to the seal.

Printed copies of this document are not considered a good and sealed, and the original must be sealed on any electronic copies.

14'-0" x 48'-0"
MONOPOLE SIGN STRUCTURE
CENTER MOUNT BACK TO BACK
60'-0" OVERALL HEIGHT
4155 N. PORT WASHINGTON ROAD
MILWAUKEE, WISCONSIN



CITY OF GLENDALE

5909 N. Milwaukee River Pkwy, Glendale, WI 53209

Inspection Department: (414)-228-1708

PSEB23-0002

Issued: 06/14/2023

Expires: 06/04/2026

ELECTRONIC BILLBOARDS

Other

This permit conveys no right to occupy any STREET, ALLEY, or SIDEWALK, or any part thereof either temporarily or permanently.

Type of Construction: _____ Occupancy Group: _____ CC: _____

LOCATION	OWNER	APPLICANT
4189 N Port Washington Rd Parcel: 2439002	Glendale Partners, LLC 4205 N Port Washington Rd Glendale WI 53217 Email: monroe.earthbound@gmail.com Phone: (414) 881 6901 Fax:	Direct Outdoor 4565 S 20th St. Milwaukee WI 53211 Email: john.directoutdoor@gmail.co Phone: (262) 676 9000 Fax:

Project Information	Total Sq Ft	Type	Stories	Construction Value
	0		0	\$175,000.00

Contractor	Direct Outdoor			
Lic -	4565 S 20th St.	Milwaukee WI 53211	(262) 676 9000	
Lic/Qual				

Work Description: Electronic Billboard. Note Permit expires per code within 120 days of issuance. Old expiration Date 6-14-2023 Not

Stipulations: Approved at PARC on June 6th 2023

1. Submission of stamped plans from an Engineer for the structure and sign.
2. Approval of the setback by the WisDOT.
3. The applicant shall work with staff to finalize architectural elements, materials, and final color selection.
4. Acknowledging that the applicant has stated they will work with the City, Welcome to Glendale, and the Northshore Chamber of Commerce to post public service announcements regarding community events.
5. The applicant shall work with City staff to develop a landscaping plan consisting of small ornamental trees and shrubs to enhance the greenspace along the west side of the property line from Glendale Avenue to the Sign structure.

Permit Item	Work Type	Fee Basis	Item Total
Permanent Sign New	Standard Item	175,000.00	\$12,250.00
Permanent Sign Renewal	Standard Item	1.00	\$6,125.00

The applicant agrees to comply with the Municipal Ordinances and with the conditions of this permit; understands that the issuance of the permit created no legal liability, express or implied, of the Department, Municipality, Agency or Inspector; and certifies that all the above information is accurate. Have Permit/Application number and address when requesting inspections. Call (262) 420-4732 or email Wlinspections@safebuilt.com Give at least 24 hours notice on all inspections. No refunds/credits after permit has been issued.

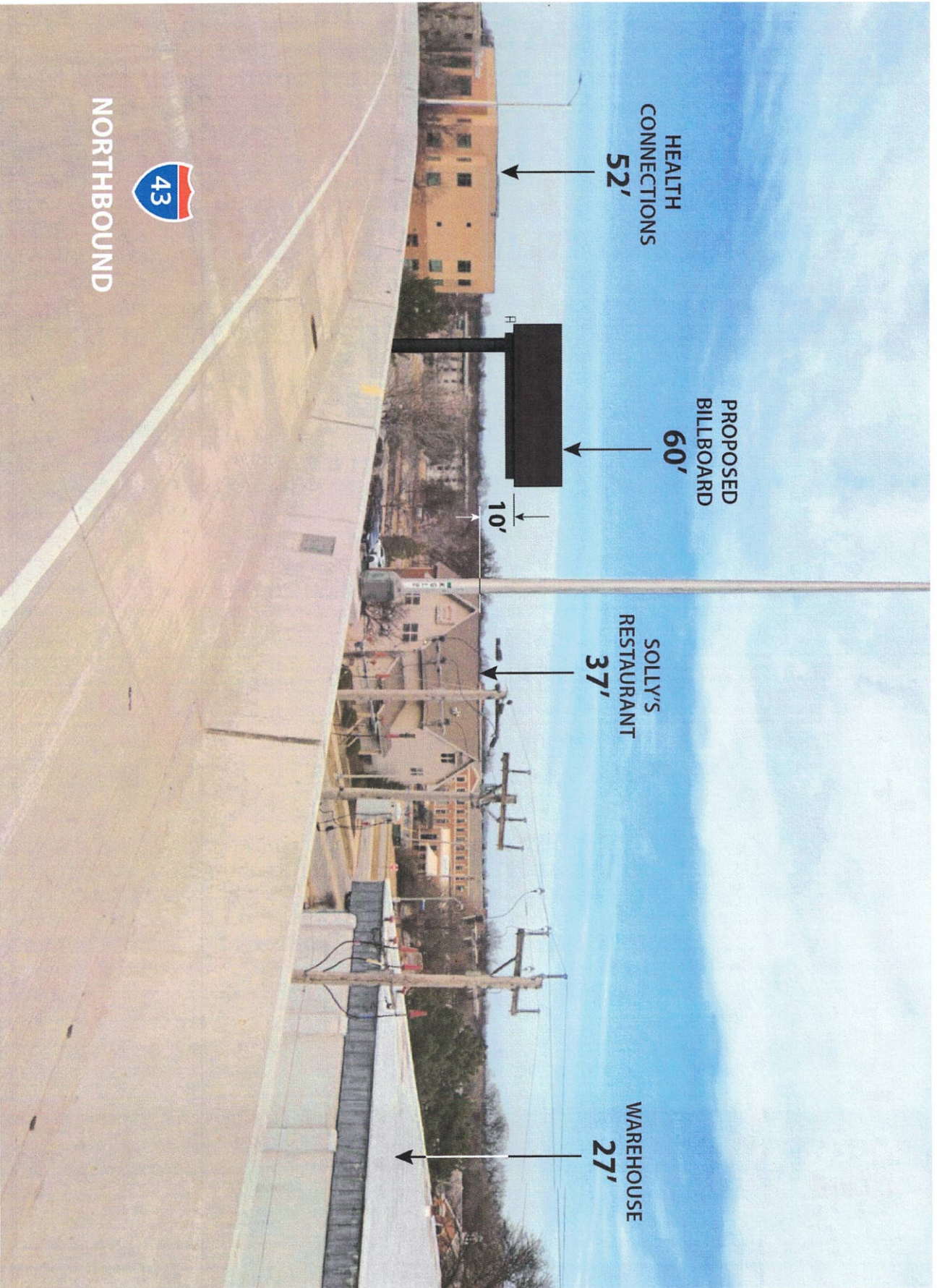
Fee Total: \$18375.00
Amount Paid: \$12250.00
Balance Due: \$6125.00

Inspections:

This permit is issued pursuant to the attached conditions. Failure to comply may result in suspension or revocation of this permit or other penalty. Owner/Builder solely responsible for compliance with all applicable State and Local Building and Zoning Codes.

expires 6/14/26
J. FELLOWS
Permit Issued by Municipal Agent
Certification No.







DIRECT
OUTDOOR

BILLBOARD DISTANCE REQUIREMENTS

CLOSEST BILLBOARD





DIRECT
OUTDOOR

BILLBOARD DISTANCE REQUIREMENTS

CLOSEST BILLBOARD



SUBJECT: Review and Possible Action: Signage Approval - Digital Billboard for Direct Outdoor, 4629 North Port Washington Road in the Planned Development zoning district, Tax Key Number 196-9000-002

FROM: Karl Warwick, City Administrator

MEETING: June 2, 2026 Planning and Architectural Review Commission

MEETING DATE: June 2, 2026

FISCAL SUMMARY:

STATUTORY REFERENCE:

BACKGROUND & ANALYSIS: BACKGROUND:

In the early 2000s, the City of Glendale Community Development Authority worked to redevelop the area of Port Washington Road. Through this redevelopment, 4629 N. Port Washington Road was approved for a mixed-use building which contains Solly's Grill, a business which began in 1936 and received a James Beard Award in 2022. The entire area was developed within the Planned Development District based upon approved plans from the Community Development Authority.

REQUEST:

The applicant is requesting approval to install a digital billboard in the northwest portion of the property. This approval process requires the amendment of the Development Agreement related to the Planned Development Approval.

This is the applicant's second full application for this digital billboard. The original application was reviewed by staff and approved by the Plan Commission in June 2023 per permitting requirements established in the City Code of Ordinances. Per the Code, if construction of an approved billboard is not completed within 18 months of approval, the applicant is required to submit a new application and receive fresh approvals. Construction was not completed within

the required 18-month window due to two significant delays outside the applicant's control: a delay in receiving the required State of Wisconsin permits, and a delay in the delivery of the structural steel necessary to complete construction. The applicant is now reapplying in order to move forward with the project.

The physical specifications and location of the proposed billboard remain unchanged from the previously approved application. The post for the structure is planned to be constructed 2 feet from the western property line and 132 feet from the centerline of Glendale Avenue. The sign will be cantilevered to the east. The billboard will be 14 feet tall by 48 feet wide. The overall total height from grade to the top of the digital billboard will be 55 feet. The sign will be located in an easement that will be 60.02 feet by 40.01 feet (2,401 SF).

STANDARDS / REQUIREMENTS:

The sign permit has been reviewed against the ordinance and the applicable standards and requirements.

Design Guidelines:

The City's ordinance establishes the following design standards for electronic billboard structures:

1. Electronic billboard structures shall be designed to have a unified structural design with architectural appeal.
2. Electronic billboard structures shall consider architectural elements that provide a strong base, middle, and top.
3. Electronic billboard structures shall be more than just an engineering solution but shall be designed to enhance the environmental design of the community.
4. No one architectural style is dictated by these standards. Design style shall be unique and timeless.
5. A shroud or other architectural element shall be used around the main structural support element as well as any horizontal or cantilevered elements.

The applicant has provided a schematic design showing architectural design elements located at the base of the pole, the lower area of the pole, and a clean digital billboard screen.

Architectural elements have been provided on the third (open) side of the structure to screen structural elements from the east along N. Port Washington Road. The architectural elements are geometric in style with an architectural metal mesh material.

ANALYSIS:

Staff has reviewed the application and finds that the general standards have been met. The applicant's delay in completing construction within the 18-month window was attributable to circumstances outside their control, specifically the delay in receiving required State permits and a delay in the delivery of structural steel. Staff does not view these delays as indicative of a lack of intent to complete the project and finds the renewed application to be consistent with the project as originally approved.

RECOMMENDATION: Staff recommends that the Planning and Architectural Review

Commission approve the digital billboard.

ACTION REQUESTED: Motion to approve the digital billboard at 4629 North Port Washington Road.

ATTACHMENTS:

Sign - 4629 N Port Washington Rd

SIGN PERMIT APPLICATION

Tenant: 4629 N. PORT WASHINGTON RD, GLENDALE, WI
 Sign Address: _____
DIRECT OUTDOOR, LLC 702-576-4000
 Name: _____ Phone: _____
JOHN BIELINSKI@GMAIL.COM 4565 S. 20TH ST., MILWAU, WI 53221
 E-mail: _____ Address: _____

Property Owner: SAME
 Name: _____ Phone: _____
 E-mail: _____ Address: _____

Sign Agent: SAME
 Business Name: _____ Phone: _____
 E-mail: _____ Address: _____

Sign Type: ☐ Wall ☐ Monument ☐ Directional ☐ Window
☐ Planned Sign Program ☐ Temporary ☒ Other BILLBOARD

Sign Dimensions: Height: 14' ft. 0 in. Width: 48' ft. 0 in. Area: 672 sq ft.
 Overall Sign Height: 60' ft. 0 in. Width of Store Frontage: 125 ft. 03 in.
 Estimated Sign Value: \$ 175,000

Sign Permit Fee:

Permanent Sign (new/specify below):

- ☐ 4 to 25 sq ft \$50 + 40% Admin. Fee
☐ 26 to 50 sq ft \$75 + 40% Admin. Fee
☐ 51 to 100 sq ft \$100 + 40% Admin Fee
☐ 101 to 150 sq ft \$150 + 40% Admin. Fee
☐ 151 to 500 sq ft \$1000
☒ 501+ sq ft 7% of sign cost

Planned Sign Program (specify below):

- ☐ New \$150
☐ Revisions \$100

Other:

- ☐ Temporary Sign \$50
☐ Temporary Sign Renewal \$50

SIGN PERMIT APPLICATION

Electrical Permit Required: Section 15.6.8 of the Sign Code requires an electrical permit (separate from the 20-amp branch circuit permit) for the wiring of all permanent illuminated signs, regardless of voltage. All signs and sign components must be listed and inspected upon installation. Failure to obtain a permit prior to installation will result in penalties and potential fines.

Applications for signs require a color picture or drawing of the proposed sign and a site plan marking the location of the proposed sign on the property. Wall Sign proposals should include an elevation drawing depicting the location of the wall sign on the building. Monument sign proposals shall include a landscape plan.

Applicant certifies that all information provided above is accurate. Applicant agrees to comply with all Municipal Ordinances and with the conditions of this permit and further understands that failure to comply with such Ordinances or conditions of the permit may result in suspension or revocation of permit(s), denial of future permits, and/or other penalty. Neither the issuance of this permit, nor any inspections performed with respect to this permit, create any legal liability, express or implied, of the Department, Municipality, Agency or Inspector. Nothing about the issuance of this permit, nor the conduct of inspections, shall be construed as a service rendered to or on behalf of the applicant, or the owner or occupant of the premises, and such inspections and the issuance of this permit are for the sole use and benefit of the City of Glendale. No warranty of any nature, express or implied, shall be inferred from the issuance of this permit.

Property Owner Signature:

SEE ATTACHED

Date:

5/14/26

Tenant/Sign Agent Signature:

Date:

5/14/26

EASEMENT OPTION AGREEMENT

Document Number

Document Title

DOC # 11396821

RECORDED

01/30/2024 01:53 PM

ISRAEL RAMON

REGISTER OF DEEDS

Milwaukee County, WI

AMOUNT: 30.00

TRANSFER FEE:

FEE EXEMPT #:

***This document has been
electronically recorded and
returned to the submitter.***

Recording Area

Name and Return Address

John Bielinski
4565 S. 20th Street
Milwaukee WI 53221

233-1000-004

Parcel Identification Number (PIN)

THIS PAGE IS PART OF THIS LEGAL DOCUMENT – DO NOT REMOVE.

This information must be completed by submitter: document title, name & return address, and PIN (if required). Other information such as the granting clause, legal description, etc., may be placed on this first page of the document or may be placed on additional pages of the document.

WRDA Rev. 12/22/2010

EASEMENT AGREEMENT

26 This Easement Agreement (this "Agreement") is made and entered into as of the JAN day of JAN, 2024 (the "Effective Date") by and between Solly's Coffee Shop, Inc., a Wisconsin corporation (together with its successors and assigns, "Grantor") and Direct Outdoor, LLC, a Wisconsin limited liability company (together with its successors and assigns, "Grantee"). Any capitalized terms not defined herein shall have the meaning set forth in the Easement Option Agreement.

WITNESSETH:

A. Grantor is the owner of certain real property located in the City of Glendale and State of Wisconsin, as further identified on Exhibit A, attached hereto (the "Premises"); and

B. Grantor desires to convey, and Grantee desires to accept, an easement to construct, operate, service and maintain a digital billboard upon that portion of the Premises described on Exhibit B attached hereto pursuant to the terms and conditions set forth herein.

NOW, THEREFORE, for good and valuable consideration, it is hereby agreed as follows:

1. Term. The term of this Agreement shall commence on the Effective Date and shall continue in perpetuity. All the easements, covenants and agreements set forth herein are intended to be and shall be construed as covenants running with the land, binding upon, inuring to the benefit of, and enforceable by Grantee.

2. Payment. At the Closing, Grantee shall pay Grantor the purchase price in the amount of Two Hundred Thousand and no/100 Dollars (\$200,000).

3. Grant. Grantor hereby grants to Grantee a perpetual easement on, upon and over the Premises, together with such air space over the Premises as is necessary, for the construction, operation, service and maintenance of a digital billboard (the "Billboard"), including, without limitation, ingress and egress to and from the Billboard and for providing electrical service to the Billboard as further described on the attached Exhibit B (the "Easement Area"). The Billboard shall be an illuminated, double-faced, monopole billboard to serve northbound and southbound traffic on 43. The face will not exceed 16.5 feet by 48 feet, with such extensions as may be generally accepted in the outdoor advertising industry. The support post for the Billboard shall be located as identified on the attached Exhibit C, which is hereby incorporated by reference. Electrical service to the Billboard shall be located on the Premises as determined by WeEnergies and its assigns as shown on Exhibit C. Grantor will execute any reasonable documents requested by WeEnergies or the City of Glendale to bring and maintain electrical power to the site or permits that are required for the construction and maintenance of the Billboard. However, electrical service shall be located so as not to interfere unreasonably with Grantor's use of the Premises. Grantee and its agents or representatives shall have access to the Premises for the purpose of constructing, maintaining, servicing and operating the Billboard and for any purpose incidental to and related to the business of

constructing, maintaining, servicing and operating the Billboard. Grantee shall be solely responsible for any and all costs and fees for supplying electrical service to the Billboard. At its own cost and expense, Grantee shall maintain the Billboard and the Easement in good condition and repair. Grantee agrees to repair any damage to Grantor's property caused by the construction, servicing, maintenance or existence of the sign, including the installation and existence of the electric line to the sign.

4. Advertising and Lighting. As additional consideration for granting the Easement, Grantee agrees to provide certain advertising and lighting at no cost to Grantor, as follows:

4.1. Grantee agrees to provide 1,685 free 8-second advertising segments per year to the owner of Grantor (the "Digital Advertising"). This Digital Advertising will commence on the date that the Billboard is constructed, energized and displaying advertising and shall continue for three years or until the owner of Grantor is no longer involved with the daily operation of the restaurant, whichever event occurs sooner. Thereafter, Grantee shall no longer have any obligation to provide free advertising to Grantor.

4.2. During the construction of the Billboard and continuing for twenty-five (25) years thereafter, Grantee shall furnish an LED light mounted on the Billboard to provide light for the Solly's Coffee Shop parking lot at the sole cost and expense of Grantee. After the twenty-five (25) year period has terminated, Grantor shall be responsible for all cost and expenses of the LED light, at its discretion.

5. Title. Grantor hereby represents and warrants to Grantee that Grantor owns the Premises free and clear of any and all liens, claims and encumbrances except for: (i) liens for general taxes and assessments for the year hereof and subsequent years; (ii) legal highways, recorded easements and minor defects in title, provided none of the foregoing would interfere with the Billboard nor create any right to foreclose the Billboard Easement; and (iii) municipal and zoning ordinances.

6. Closing. The closing of the conveyance provided for herein (the "Closing") shall occur at the offices of Knight Barry Title, 201 E. Pittsburgh Ave., #200, Milwaukee, Wisconsin 53204 on the date specified by Grantee not more than twenty (20) business days after the Effective Date, or at such other place and on such other date as Grantee and Grantor may mutually agree. At the Closing, Grantor shall convey the Billboard Easement to Grantee free and clear of any and all liens, claims and encumbrances except for: (i) liens for general taxes and assessments for the year of Closing and subsequent years (which will not be due and payable as of Closing); (ii) legal highways, recorded easements and minor defects in title, provided none of the foregoing interfere with the Billboard; and (iii) municipal and zoning ordinances.

7. Billboard Permits. Grantor hereby authorizes Grantee, at Grantee's expense, to apply for such federal, state or local zoning amendments, variances, permits or licenses as may be necessary, in the reasonable estimation of Grantee, to construct, maintain and operate the Billboard on the Easement Area, including, without limitation, extension of electrical service to the Billboard. At Grantee's request, and at Grantee's expense, Grantor shall take any and all such actions, including appearing at hearings,

providing testimony, signing applications or administrative requests, as Grantee may reasonably request in connection with any effort by Grantee to obtain appropriate zoning amendments, variances, permits or licenses as may be necessary, in the reasonable estimation of Grantee, to construct, maintain and operate the Billboard on the Easement Area. Grantor's failure to take any such action shall be considered a material default of this Agreement that shall entitle Grantee to exercise any remedy available at law or in equity, including, without limitation, specific performance and injunctive relief.

8. Exclusivity. Grantee's rights hereunder shall be exclusive. During the term hereof, Grantor shall neither build nor authorize, by lease, easement or otherwise, any third party to build any billboard upon the Premises, nor apply for or obtain, nor authorize any third party to apply for or obtain, any permit to build or maintain a billboard upon the Premises.

9. Visibility. Grantor shall not construct or maintain any improvement or structure on the Premises that obstructs the visibility of the Billboard for northbound and southbound traffic on 43. Grantee shall have the right to trim vegetation located on the Premises to the extent necessary to maintain proper visibility of the Billboard for northbound and southbound traffic on such highway, at its own expense.

10. Content Restriction. Grantee agrees not to advertise on the Billboard any false commercial information, sexually-oriented products, gentlemen's clubs, overtly lascivious advertising copy, adult entertainment uses, politically controversial issues or any issue related to abortion.

11. Taxes. Prior to the Closing Date, Grantor shall pay all real estate taxes on the Premises provided that, if the Billboard is taxed as an improvement of the Billboard Property, Grantee shall reimburse Grantor for that portion of the real estate taxes allocable to the Billboard. Grantee shall pay all personal property taxes levied against the Billboard.

12. Insurance. Grantee shall maintain general liability insurance in the minimum amount of Two Million Dollars (\$2,000,000.00) and name Grantor as an additional insured. Grantee shall provide Grantor an annual certificate of existence of the liability insurance to be paid by the Grantee. In addition, Grantee agrees to provide Grantor 30-day notice of cancellation of the insurance policy. In addition to the insurance policy, the Grantee agrees to defend and indemnify the Grantor from any and all liability arising from the existence, construction, servicing and maintenance of the Billboard.

13. Property of Grantee. *The Billboard and all related equipment or personal property of Grantee constructed, maintained or operated upon the Billboard Property pursuant to this Agreement shall remain the property of Grantee. Additionally, Grantee shall be responsible to repair any damage to Grantor's property caused by the construction, servicing, maintenance or existence of the Billboard, including the installation and existence of the electric line to the Billboard.*

14. Condemnation Action. In the event of a direct condemnation action or an inverse condemnation initiated by the City of Glendale, WisDOT or any other condemning authority, Grantor hereby agrees to allow Grantee to relocate the Billboard and grant a replacement easement on the closest portion of the Premises not directly affected by the



A large, stylized handwritten signature in black ink, located in the bottom right corner of the page.

condemnation action. Grantee will determine, in its sole discretion, the suitable relocation area on an adjacent portion on the Premises of the same size, dimension and visibility of the Easement, 90° perpendicular to the freeway where the existing Easement is located. All expenses associated with the relocation, including surveys, permits, electrical expenses, and reasonable attorneys' fees for both Grantor and Grantee are the responsibility of Grantee. Further, it shall be the Grantee's responsibility to seek reimbursement and compensation from the condemning authority. Therefore, Grantee is entitled to all damages and compensation from the condemning authority that is related to the condemnation of Grantee's Easement and relocation of the Billboard. Grantor agrees to cooperate with Grantee during this condemnation process, including, without limitation, testimony, production of documents and any and all written requests by the condemning authority or Grantee's legal counsel. Upon Grantee's receipt of payment of damages or compensation from a condemning authority, Grantee shall reimburse Grantor for all costs and expenses incurred by Grantor related to the relocation of the Billboard and granting a replacement easement, up to a maximum of Twenty-Five Thousand and no/100 Dollars (\$25,000).

15. Recording. This Agreement may be recorded by either party.

16. Benefit. All the terms, covenants and conditions of this Agreement shall inure to the benefit of and be binding upon the parties hereto and their respective successors and assigns.

17. Cost of Enforcement. Grantor shall indemnify Grantee for any and all reasonable costs or expenses, including, without limitation, investigation expenses, expert witness fees and other professional fees and expenses incurred by Grantee in connection with any enforcement of its rights hereunder.

18. Notices. Any notice required to be given hereunder shall be deemed to have been given when received by the party to whom it is directed by personal services, hand delivery, overnight delivery or certified U.S. mail at the following addresses:

To Grantor:
Solly's Coffee Shop, Inc,
Glenn W. Fieber
4629 N. Port Washington RD
Glendale, WI 53212-1084

To Grantee:
Direct Outdoor, LLC
Attn: John Bielinski
4565 S. 20th St.
Milwaukee, WI 53221

19. Waiver. Grantor hereby recognizes and acknowledges that no failure or delay by Grantee in exercising any right, power or privilege hereunder shall operate as a waiver thereof, nor shall any single or partial exercise thereof, preclude any further exercise thereof, or the exercise of any other right, power or privilege hereunder. No

waiver of any right, power or privilege hereunder by Grantee shall be enforceable against Grantee unless it is in a writing signed by Grantee making specific reference to this Section.

20. Entire Agreement. This Agreement represents the entire agreement between the Grantor and Grantee with respect to the subject matter hereof, and there are no promises, undertakings, warranties, representations or covenants with respect to the subject matter hereof except as set forth herein.

21. Further Assurances. The Parties agree to execute any further documents and to give further written assurances that are reasonably requested of any other party to this Agreement, to evidence and consummate the transactions described in this Agreement and to carry into effect the intent and purposes of this Agreement.

22. Governing Law. This Agreement shall be construed with, and governed by, the laws of the State of Wisconsin, and shall be deemed entered into, executed, and the place for performance shall be Milwaukee County, State of Wisconsin. Any action relating to this Agreement may be commenced and maintained only in a court having competent jurisdiction that is located in Milwaukee County, Wisconsin.

23. Execution in Counterparts. This Agreement may be executed in counterparts and each copy of this Agreement so executed shall be deemed a duplicate original of this Agreement.

24. Compliance With Law. Grantee shall at all times fully comply with all applicable laws and regulations in using the Billboard Property and Access Easement Area.

[Remainder of this page intentionally left blank.]

[Signatures on the following page.]



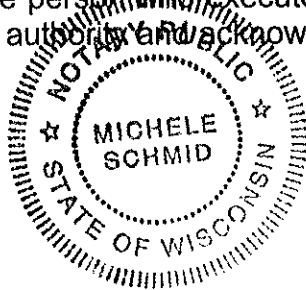
IN WITNESS WHEREOF, Grantor and Grantee have signed this Agreement as of the date here above written.

GRANTOR:
Solly's Coffee Shop, Inc.

By: [Signature]
Name: Glenn W. Fieber
Title: President

STATE OF WISCONSIN)
COUNTY OF MILWAUKEE)

Personally came before me this 26 day of JAN, 2024, the above named, who acknowledged himself to be the GLENN FIEBER of Grantor, and to me known to be the person who executed the foregoing instrument as such agent of such company by its authority and acknowledged the same.



[Signature]
Notary Public, State of Wisconsin
My Commission Expires On 1-3-24

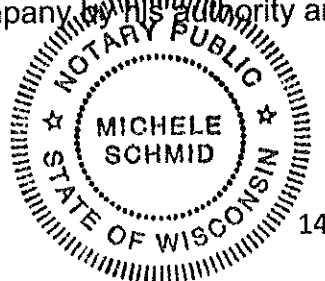
GRANTEE:

Direct Outdoor, LLC,
a Wisconsin limited liability company

By: [Signature]
John Bielinski, Managing Member

STATE OF WI)
COUNTY OF MILWAUKEE)

Personally came before me this 26 day of JAN, 2024, the above named, John Bielinski who acknowledged himself to be the Managing Member of Grantee, and to me known to be the person who executed the foregoing instrument as such agent of the company by his authority and acknowledged the same.



[Signature]
Notary Public, State of Wisconsin
My Commission Expires On [Signature]



EXHIBIT A

DESCRIPTION OF PREMISES

[Please see the attached pages.]



A handwritten signature in black ink, appearing to be "J. B. Smith" or similar, written in a cursive style.



Parcel Information

TAXKEY: 2331000004

ADDRESS: 4629 N PORT WASHINGTON RD

MUNICIPALITY: Glendale

OWNER(S): SOLLY'S COFFEE SHOP INC.

ACRES: 0

PARCEL TYPE: Single Taxkey

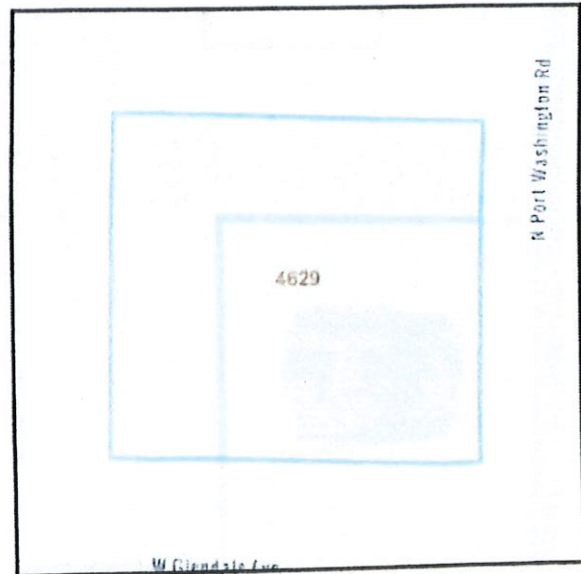
ZONING DESCRIPTION: [Planned Development](#)

SCHOOL DISTRICT: NICOLET UHS SCHOOL DISTRICT

ASSESSED VALUE: [863700](#)

LAND VALUE: 169300

IMPROVEMENT VALUE: 694400



LEGAL DESCRIPTION:

CERTIFIED SURVEY MAP #6831 NW1/4 SEC 5-7-22, PARCEL 2 & PTS OF VAC ALLEY ADJ ON W

This map is a user generated static output from an Internet mapping site and is for reference only.
Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.



EXHIBIT B

EASEMENT AREA

[Please see the attached pages.]



File: R:\2023\2313132\DWG\23-13132 Property-Ex.dwg Layout: Billboard Ease User: chehtz Plotted: Mar 03, 2023 - 1:13pm

NORTH 1/4 CORNER
SEC. 5, T7N, R22E

OWNER: BSF1 GLENDALE LLC

PARCEL 1
CSM 6831

NE CORNER
PARCEL 2
CSM 6831

N89°04'09"W 40.00'

N89°04'09"W 135.39'

75.37'

P.O.B.

60.02'
2,401 S.F.
0.055 ACRE

S89°04'09"E 60.02'

N00°21'33"W 40.01'

INTERSTATE '43'

S00°21'33"E 125.03'

VACATED PUBLIC ALLEY (15')

PARCEL 2
CSM 6831

OWNER:
SOLLY'S
COFFEE SHOP
INC.

N00°23'19"W 125.03'

N. PORT WASHINGTON ROAD (80')

N00°23'19"W 2726.51'

1325.99'

S89°04'09"E 135.45'

W. GLENDALE AVE. (66')



0 15' 30'
SCALE: 1" = 30'

CENTER
SEC. 5, T7N, R22E

JSD
MILWAUKEE REGIONAL OFFICE
W238 N1610 BUSSE ROAD, SUITE 100
WAUKESHA, WISCONSIN 53189
P. 262.513.0688

PROJECT:
**Direct Outdoor
Solly's Coffee Shop
Glendale, WI**
4629 N. Port Washington Road

SHEET TITLE:
**EXHIBIT 'A'
BILLBOARD
EASEMENT**

PROJECT NUMBER:
23-13132
DRAWN BY: CJH
CHECKED BY: CWR
DATE:
3/2/2023

SHEET NUMBER:
1



Direct Outdoor
4565 S. 20th Street
Milwaukee, Wisconsin

**Billboard Easement
Legal Description**

Being a part of Parcel 2 of Certified Survey Map 6831 as recorded in the Milwaukee County Register of Deeds as document number 000178736 and a part of the vacated alley to the west of Block 2 of Assessment Subdivision No. 74; Located in the Northwest Quarter Section 5, Township 7 North, Range 22 East, in the City of Milwaukee, Milwaukee County, Wisconsin. More particularly described as follows:

Commencing at the northeast corner of said Parcel 2, thence North 89 degrees 04 minutes 09 seconds West along the north line of said Parcel 2, 75.37 feet to the Point of Beginning(P.O.B.); thence continuing North 89 degrees 04 minutes 09 seconds West along the north line of said Parcel 2, 60.02 feet to the west line of said vacated public alley; thence South 00 degrees 21 minutes 33 seconds East along said west line, 40.01 feet; thence South 89 degrees 04 minutes 09 seconds parallel to and 40 feet offset from said north line, 60.02 feet; thence North 00 degrees 21 minutes 33 seconds parallel to and 60 feet offset from said west line, 40.01 feet to the Point of Beginning

Containing 2,401 square feet (0.055 acre), more or less.

A handwritten signature in black ink, appearing to be 'JSD' or similar, enclosed within a hand-drawn circle.

A handwritten signature in black ink, appearing to be 'JSD' or similar, written in a cursive style.



CITY OF GLENDALE

5909 N. Milwaukee River Pkwy, Glendale, WI 53209

Inspection Department: (414)-228-1708

PSEB23-0001

Issued: 06/14/2023

Expires: 12/14/2024

ELECTRONIC BILLBOARDS

This permit conveys no right to occupy any STREET, ALLEY, or SIDEWALK, or any part thereof either temporarily or permanently.

Renewal *Other 1/2 Fee*

Type of Construction: _____ Occupancy Group: _____ CC: _____

LOCATION	OWNER	APPLICANT
4629 N Port Washington Rd Parcel: 2331000002	Solly's Coffee Shop 4629 N Port Washington Rd Glendale WI 53212 Email: Phone: (414) 332 8808 Fax:	Direct Outdoor 4565 S 20th St. Milwaukee WI 53211 Email: john.directoutdoor@gmail.com Phone: (262) 676 9000 Fax:

Project Information	Total Sq Ft	Type	Stories	Construction Value
	0		0	\$175,000.00

Contractor	Direct Outdoor			
Lic -	4565 S 20th St.	Milwaukee WI 53211	(262) 676 9000	
Lic/Qual				

Work Description: Electronic Billboard. Note Permit expires per code within 120 days of issuance. 10-13-2024 Note ord. Changed 1-20

Stipulations: Approved at PARC on June 6th 2023

1. Submission of stamped plans from an Engineer for the structure and sign.
2. Approval of the setback by the WisDOT.
3. The applicant shall work with staff to finalize architectural elements, materials, and final color selection.
4. Acknowledging that the applicant has stated they will work with the City, Welcome to Glendale, and the Northshore Chamber of Commerce to post public service announcements regarding community events.
5. The applicant shall work with City staff to develop a landscaping plan consisting of small ornamental trees and shrubs to enhance the greenspace along the west side of the property line from Glendale Avenue to the Sign structure.

Permit Item	Work Type	Fee Basis	Item Total
Permanent Sign New	Standard Item	175,000.00	\$12,250.00

The applicant agrees to comply with the Municipal Ordinances and with the conditions of this permit; understands that the issuance of the permit created no legal liability, express or implied, of the Department, Municipality, Agency or Inspector; and certifies that all the above information is accurate. Have Permit/Application number and address when requesting inspections. Call (262) 420-4732 or email WIinspections@safebuilt.com Give at least 24 hours notice on all inspections. No refunds/credits after permit has been issued.

Fee Total: \$12250.00
Amount Paid: \$12250.00
Balance Due: \$0.00

Renewal - \$0,125.00

expiring 6/14/24

J. FELLOWS

Inspections:

This permit is issued pursuant to the attached conditions. Failure to comply may result in suspension or revocation of this permit or other penalty. Owner/Builder solely responsible for compliance with all applicable State and Local Building and Zoning Codes.

Permit Issued by Municipal Agent
Certification No.



CITY OF GLENDALE

5909 N MILWAUKEE PKWY
GLENDALE, WI 53209-3815

Receipt: 298377

12/04/24

Cashier: CASH
Received Of: Direct Outdoor

4565 S 20th St.
Milwaukee WI 53211

The sum of: 12,325.00

Code: Reference:

BDINV	00051000			75.00
BUILDING DEPT. INVOICE				
		101-000.00-44308	50.00	
		101-000.00-44308	25.00	
				6,125.00
BDINV	00051001			
BUILDING DEPT. INVOICE				
		101-000.00-44310	50.00	
		101-000.00-44310	6,075.00	
				6,125.00
BDINV	00051006			
BUILDING DEPT. INVOICE				
		101-000.00-44310	6,125.00	
			Total	12,325.00

TENDERED:

INVOICE CLOUD	b6214f14-bfbd-4432-bfb	12,325.00
Credit Card Fee	b6214f14-bfbd-4432-bfb	363.59

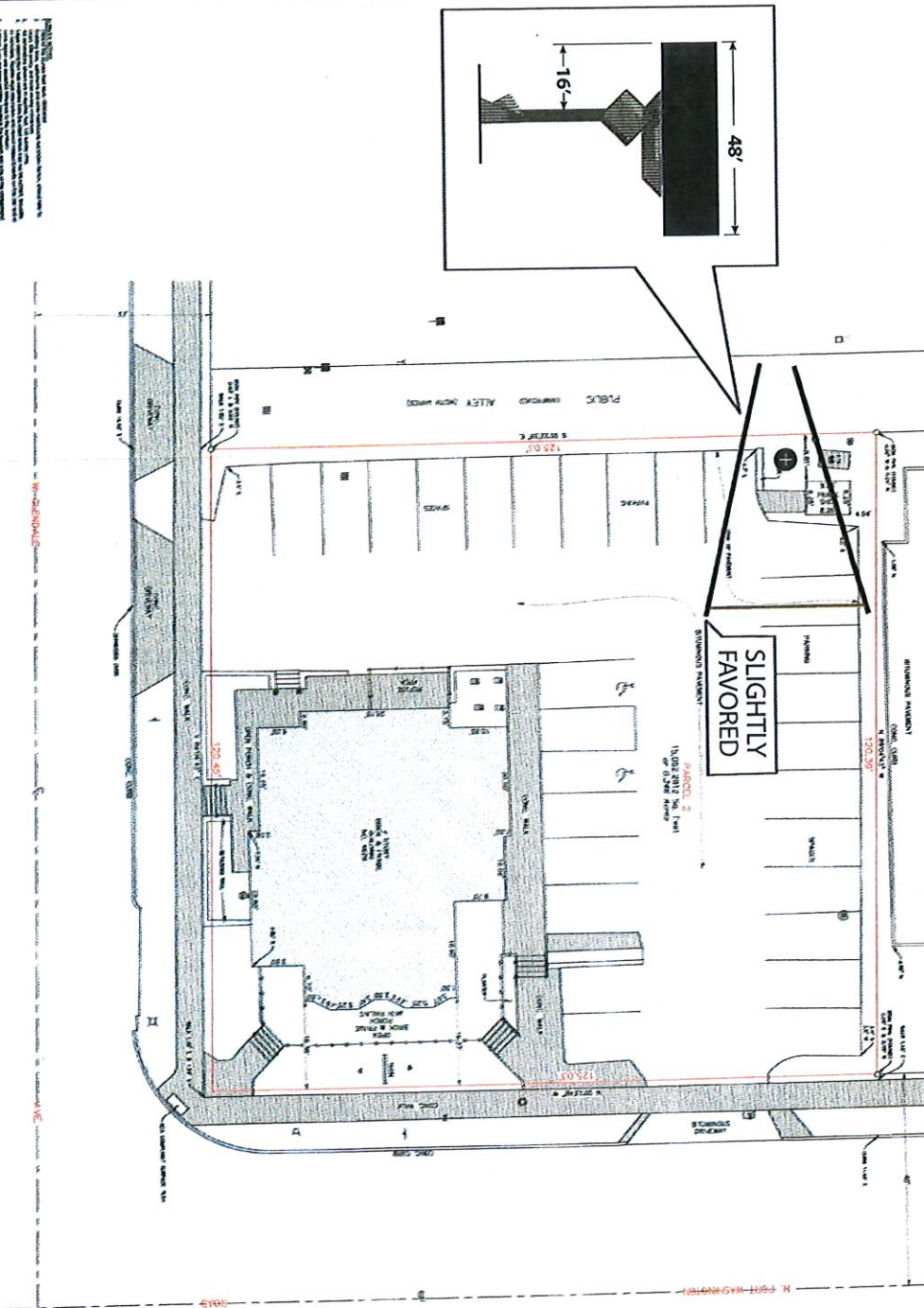


Signed: _____

14" X 48", PARTIAL FLAG,
16" FROM POINT. 30" VEE,
60" OVERALL, DOUBLE
DIGITAL.

PLAT OF SURVEY OF

PARCEL 2 OF CERTIFIED SURVEY MAP NO. 653, BEING A REDIVISION OF PART OF BLOCK 2 AS SHOWN ON THE PLAT OF ASSESSMENT SUBDIVISION NO. 74 AS RECORDED IN THE PUBLIC RECORDS OF MILWAUKEE COUNTY, LYING IN THE NORTHWEST 1/4 OF SECTION 5, TOWN 7 NORTH, RANGE 22 EAST, IN THE CITY OF GLENDALE, MILWAUKEE COUNTY, WISCONSIN.



THIS DOCUMENT IS THE PROPERTY OF JAMES
AND JAMES ASSOCIATES, LTD.
AND IS NOT TO BE LOANED, REPRODUCED,
OR USED IN ANY MANNER WITHOUT THE
WRITTEN PERMISSION OF JAMES AND
JAMES ASSOCIATES, LTD.



GRAPHIC SCALE
0 10
(IN FEET)

HOLIE: The numbers and size of fire and ground accidents and injuries associated with the use of pesticides have been reported in a number of ways. The numbers of deaths and injuries reported by accident investigators are not always the same as the numbers reported by the manufacturers. The manufacturers' figures are based on the number of accidents reported to them, not on the number of accidents that actually occurred. The manufacturers' figures are based on the number of accidents reported to them, not on the number of accidents that actually occurred. The manufacturers' figures are based on the number of accidents reported to them, not on the number of accidents that actually occurred.

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PROJECT

4629 N. PORT WASHINGTON ROAD
GLENDALE, WI 53212

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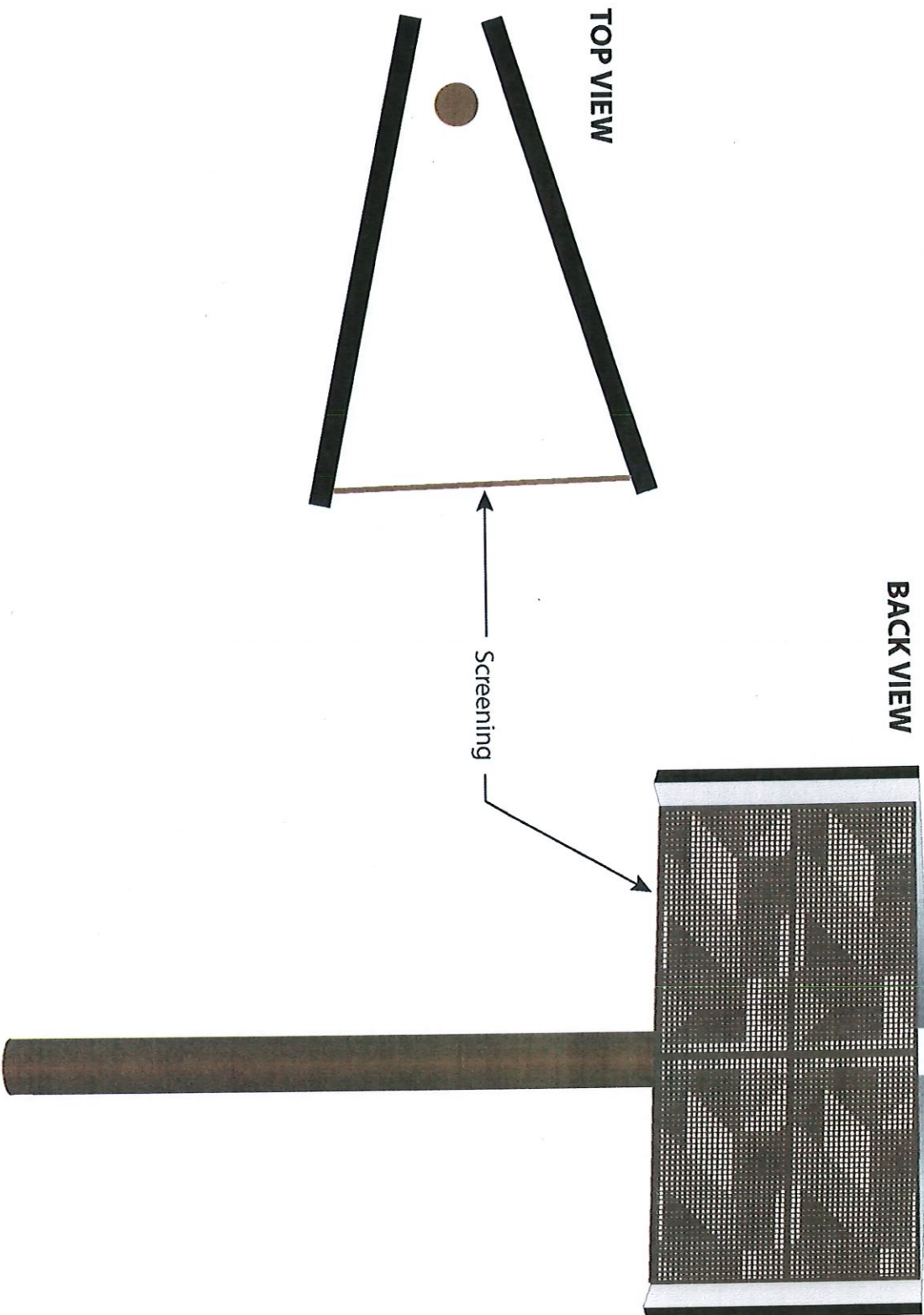
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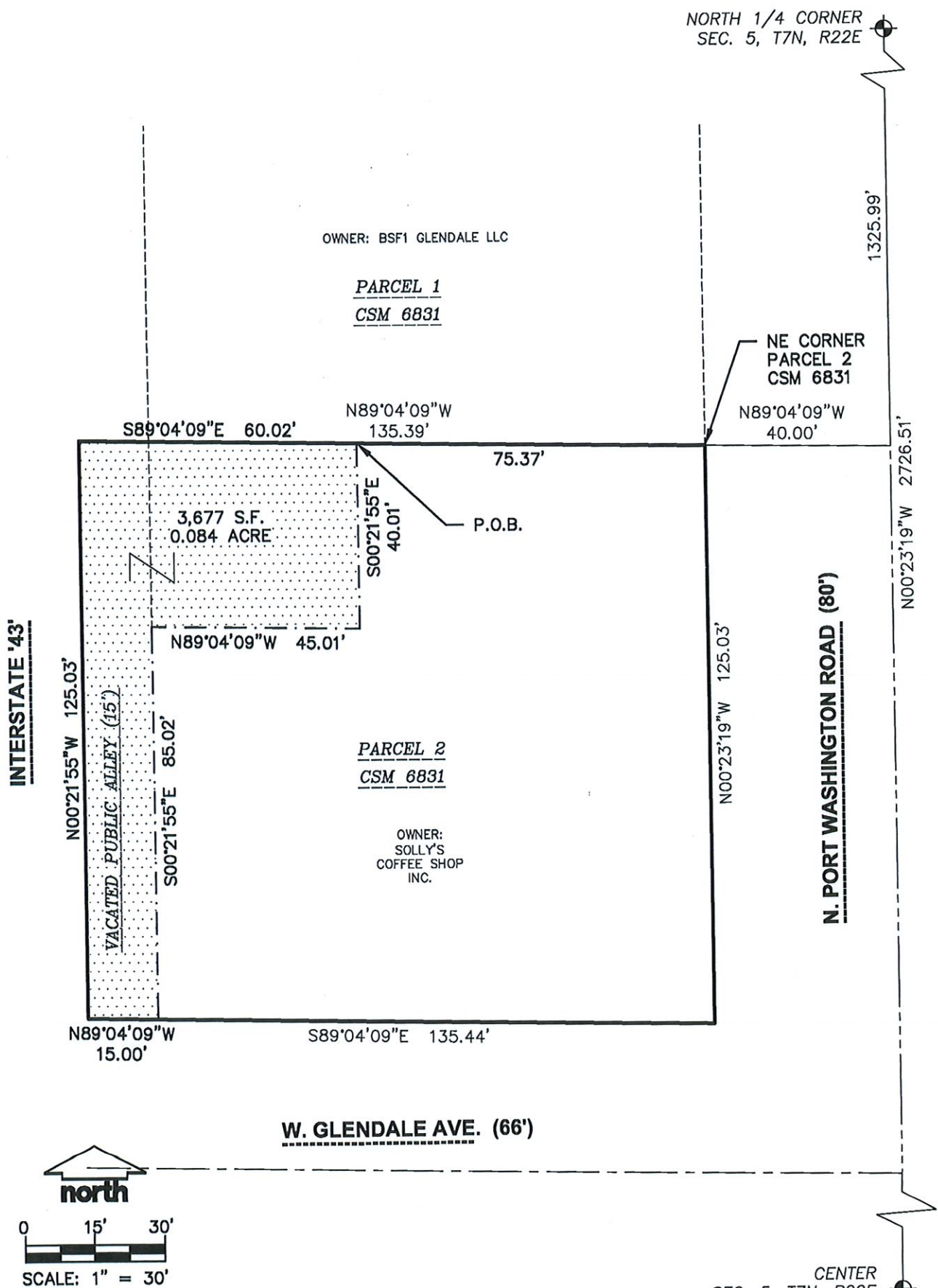
REVISIONS	DESCRIPTION
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JAHNKE & JAHNKE
ASSOCIATES, LLC
ENGINEERS • PLANNERS • SURVEYORS
CONNECT • EMPOWER • DESIGN
WWW.JA-JAHNKE.COM
10000 RICHMOND ROAD, TALLAHASSEE, FL 32310
850.577.1333, EMAIL: SURVEYING@JA-JAHNKE.COM

CONFIDENTIAL. INTELLECTUAL PROPERTY OF DIRECT OUTDOOR. 7.14.23.. SOLLY'S SITE PLAN



File: R:\2023\2313132\DWG\23-13132 Easement w-alley.dwg Layout: Billboard Ease User: cheintz Plotted: Apr 03, 2023 - 8:09am



JSD
MILWAUKEE REGIONAL OFFICE
W238 N1610 BUSSE ROAD, SUITE 100
WAUKESHA, WISCONSIN 53188
P. 262.513.0888

PROJECT:
**Direct Outdoor
Solly's Coffee Shop
Glendale, WI**
4629 N. Port Washington Road

SHEET TITLE:
**EXHIBIT 'A'
BILLBOARD
EASEMENT**

PROJECT NUMBER:
23-13132
DRAWN BY: CJH
CHECKED BY: CWR
DATE:
4/3/2023

SHEET NUMBER:
1



Direct Outdoor
4565 S. 20th Street
Milwaukee, Wisconsin

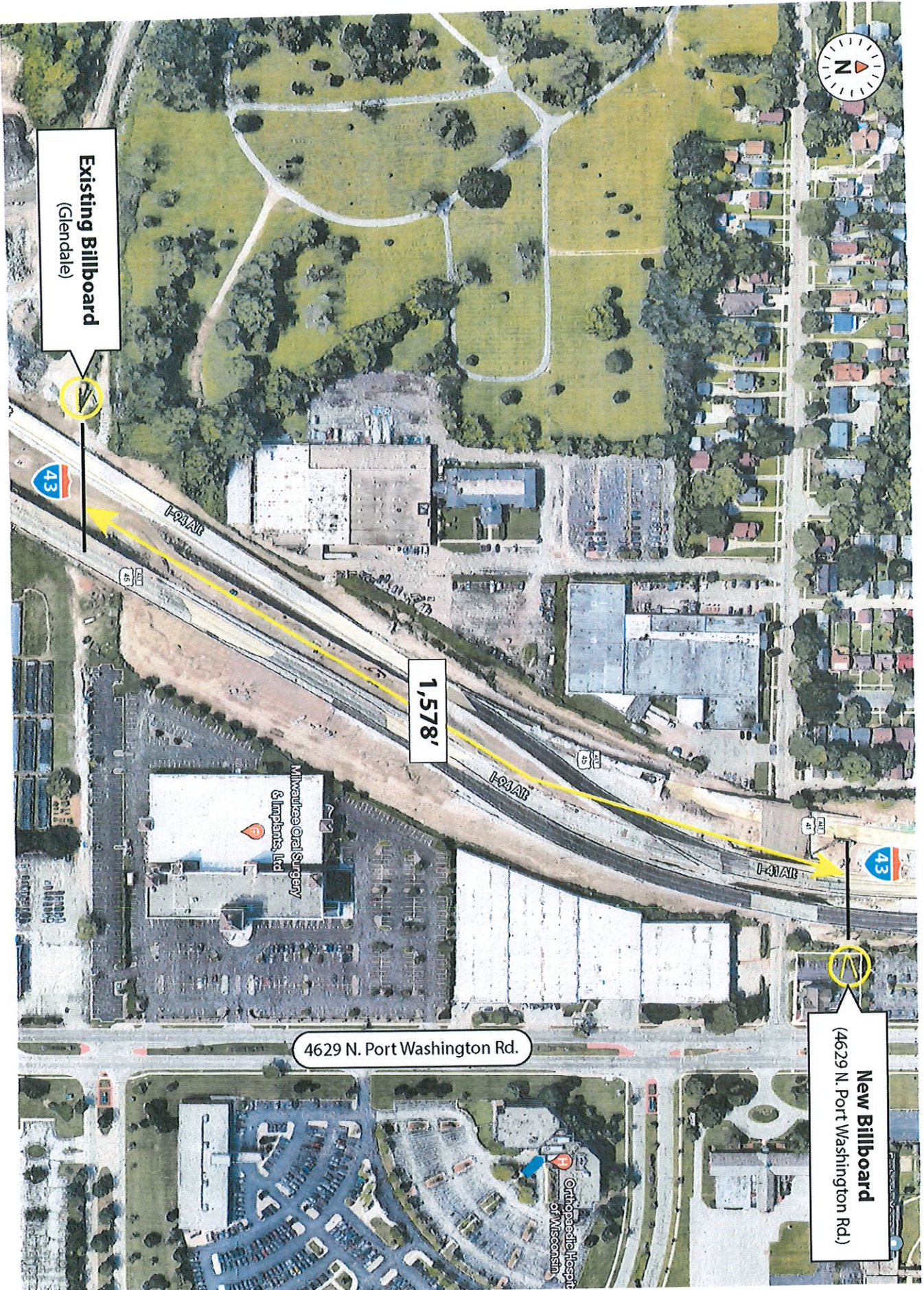
Rezoning Exhibit
Legal Description

Being a part of Parcel 2 of Certified Survey Map 6831 as recorded in the Milwaukee County Register of Deeds as document number 000178736 and a part of the vacated alley in Block 2 of Assessment Subdivision No. 74; Located in the Northwest Quarter Section 5, Township 7 North, Range 22 East, in the City of Milwaukee, Milwaukee County, Wisconsin. More particularly described as follows:

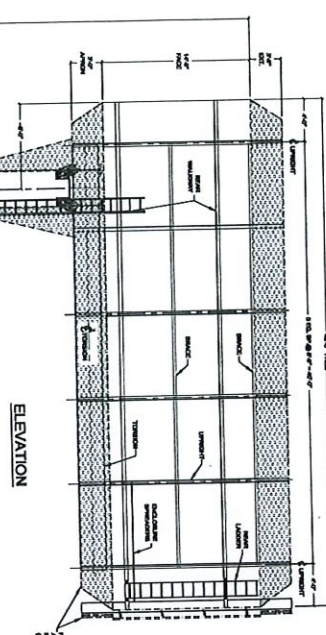
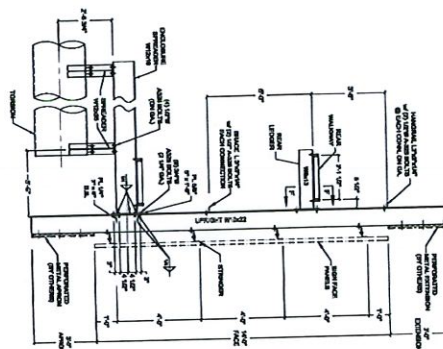
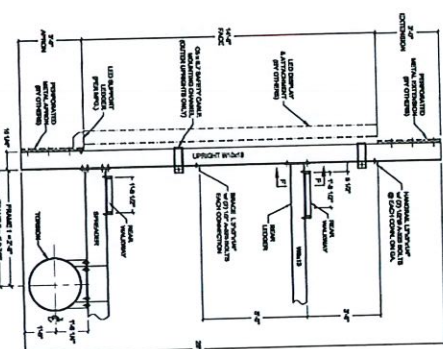
Commencing at the northeast corner of said Parcel 2, thence North 89 degrees 04 minutes 09 seconds West along the north line of said Parcel 2, 75.37 feet to the Point of Beginning(P.O.B.); thence South 00 degrees 21 minutes 55 seconds East parallel to and 60 feet offset from the west line of said vacated public alley, 40.01 feet; thence North 89 degrees 04 minutes 09 seconds West parallel to and 40 feet offset from aforesaid north line, 45.01 feet to the west line of aforesaid Parcel 2; thence South 00 degrees 21 minutes 55 seconds East along said west line, 85.02 feet to the north line of West Glendale Avenue; thence North 89 degrees 04 minutes 09 seconds West along said north line of West Glendale Avenue, 15.00 feet to the west line of said vacated alley; thence North 00 degrees 21 minutes 55 seconds West along said west line, 125.03 feet; thence South 89 degrees 04 minutes 09 seconds East along the north line of said Parcel 2, 60.02 feet to the Point of Beginning

Containing 3,677 square feet (0.084 acre), more or less.

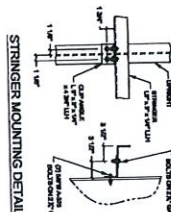
BILLBOARD DISTANCE REQUIREMENTS



PLAN VIEW



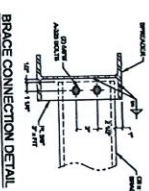
ELEVATION



STRINGER MOUNTING DETAIL

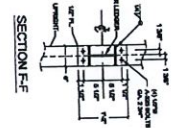


TYPICAL SECTION THRU LED V SIGN

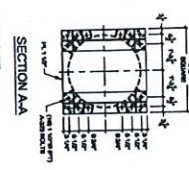


BRACE CONNECTION DETAIL

SECTION THRU ENCLOSURE FACE



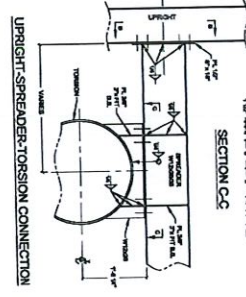
SECTION F-F



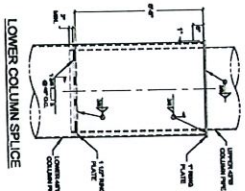
SECTION A-A



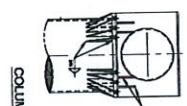
SECTION B-B



UPRIGHT-SPREADER-TORSION CONNECTION



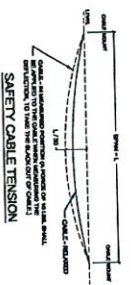
LOWER COLUMN SPLICE



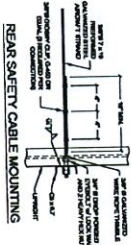
COLUMN-TORSION CONNECTION



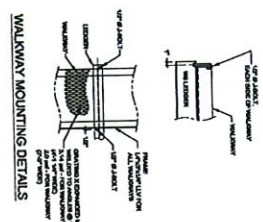
SECTION E-E



SAFETY CABLE TENSION



REAR SAFETY CABLE MOUNTING



WALKWAY MOUNTING DETAILS

14" x 48" SINGLE POLE PARTIAL FLAG
30' VERTICAL CLOSURE FACE
LED SIGN STRUCTURE

JOHN
HOUTLAND
L.L. HOUTLAND
INTERNATIONAL, INC.
10000 W. 10TH AVE.
DENVER, CO 80202
781-444-2222

QUANTITY	UNIT	QUANTITY	UNIT	QUANTITY
3100	002/0423	1000	001	35
1000	001	001	001	0
001	001	001	001	0

FJS
ENGINEERING

FJS Engineering
Coulter Avenue, ID
T: 320.490.2311
contact@fjsengineering.com
W: Firms 6221-11

ALL STEEL STRUCTURES:

4029 N. PORT WASHINGTON RD.
GLENDALE, WI

14' X 48' SINGLE POLE PARTIAL FLU
30' V-BUILD W/ CLOSURE FACE

2/16" = 1'-0"	DATE: 06/24/25	DESIGNER: DBM	CHECK: JS
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	FJS ENGINEERING (WI FIRM #6281-11) COEUR D'ALENE, ID 520-490-3311 CONTACT@FJSENGINEERING.COM	CALCULATIONS CREATED FOR: ALL STEEL STRUCTURES 16301 VINCENNES AVE. SOUTH HOLLAND, IL 60473	COVER SHEET
	PROJ. NO.: ALST-24-003 DATE: Jun-25		PAGE NO.: 1

SIGN INFORMATION

PO 1016

OWNER/APPLICANT: ALL STEEL STRUCTURES

FACE SIZE (FT): 14 x 48

 LOCATION: 4629 N. PORT WASHINGTON RD.
 GLENDALE, WI

OVERALL HEIGHT (FT): 68

H.A.G.L. (FT): 48

APRON HEIGHT (FT): 3

SIGN TYPE:

- ☐ CENTER MOUNT
☒ PARTIAL FLAG
☐ FULL FLAG
☐ COLUMN OFFSET
☒ V-BUILD
☐ BACK TO BACK
☐ SINGLE FACE
☐ MULTI-POST

FOOTING TYPE:

- ☒ ROUND
☐ CUBE
☐ SPREAD

SPECIAL CONDITIONS:

1. LED READY

DESIGN CRITERIA

CODE: 2015 IBC W/ WI AMENDMENTS

DESIGN LOADS:

DEAD:

STATIC FACE: N/A PSF

LED PANEL: 9000 LBS

PIGEON PAN: N/A PSF

OTHER MEMBERS AS NOTED IN CALCULATIONS

LIVE:

ON WALKWAYS: 40 PSF

300 LBS CONCENTRATED

WIND:

DESIGN WIND SPEED 115 MPH

RISK CATEGORY II

EXPOSURE CATEGORY C

SOIL:

IBC SOIL CLASS: 4

LAT. BEARING PRESS.: 300 PSF/FT

VERT. BEARING PRESS: 2000 PSF

MATERIAL SPECIFICATIONS

STEEL:

W-SHAPES AND WT-SHAPES: ASTM A992, $F_y = 50$ KSI
 ANGLES AND CHANNELS: ASTM A36, $F_y = 36$ KSI
 RECT. AND SQUARE HSS: ASTM A500 GRADE B, $F_y = 46$ KSI
 ROUND HSS: ASTM A500 GRADE B, $F_y = 42$ KSI
 PLATES: ASTM A36, $F_y = 36$ KSI
 PIPE: ASTM A53B, A252 OR API 5LX, F_y AS NOTED
 BOLTS: ASTM A307, A325N AND/OR A490N AS NOTED
 WELDING: SHALL CONFORM TO AWS D1.1, WELD FILLER METAL = E70XX
 CONCRETE: $f'_c = 2500$ psi AT 28 DAYS
 REINFORCING STEEL: ASTM A706, GRADE 60 ($F_y = 60$ ksi)

REVISIONS


Signed: 06/24/2025