AGENDA

Wednesday, April 8, 2020
6:00 p.m.

1. Call to Order / Roll Call.

2. Adoption of Minutes of the Community Development Authority Meeting Held on September 23, 2019.

3. Review and Approval of Plans submitted by Cypress Equities for Bayshore—5800 North Bayshore Drive.

4. Adjournment.

NOTICE: Although this is NOT a meeting of the Glendale Common Council, a majority of Council members may be in attendance. No action or deliberation by the Council will take place.

—Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.—
The Community Development Authority held in the David Hobbs Honda for the People Community Room, located at Richard E. Maslowski Park, 2200 West Bender Road, Glendale, Wisconsin.

The meeting was called to order by Mayor Kennedy at 5:41 p.m.


Other Officials Present: Rachel Safstrom, Executive Director; John Fuchs, City Attorney; Miranda Etzel, City Clerk.

Open Meeting Notice.

The Executive Director advised that in accordance with the Open Meeting Law the City's official newspaper was advised on Thursday, September 19, 2019, of the date of this meeting, that the Agenda was posted on the official bulletin board of City Hall, the general public in the Municipal Building and the Police Department, and those persons who requested were sent copies of the agenda.

Approval of the minutes of meeting held on August 19, 2019.

Motion was made by Mr. Shorts, seconded by Mr. Brennan, to approve the minutes of meeting held on August 19, 2019. Ayes: Mayor Kennedy, Ald. Vukovic, Ald. Daugherty, Mr. Brennan, Mr. Shorts, Mr. Wadzinski, and Mr. Voith. Absent: None. Motion carried.

Review and Approval of Plans submitted by Cypress Equities for Bayshore—5800 North Bayshore Drive.

In August 2019, the CDA and Council approved the Development Agreement with Bayshore. This agreement indicates that the CDA will review submitted plans for the development to ensure the plans adhere to the design guidelines.

Areas to note include:
- The City has not received a Stormwater Management Plan for the development.
- The Fire Department indicated concerns with access to the buildings during construction.
- Signage for Total Wine will be submitted separately.
• The “Entertainment” sign is a placeholder and actual signage will be submitted separately.

Kirk Williams, Managing Director of Cypress Equities, gave a brief overview of the changes to be made at Bayshore, some of which include demolishing the existing interior mall, a new roadway going east and west, easier access to the East Parking Garage, a new building, reimaging Town Center, improving pedestrian connections, more lighting and signage, as well as improvements along North Bayshore Drive.

Scott Steinkamp, Senior Associate of RSP Architects, stated that the developers are trying to bring art into the project, specifically, art murals, and statues. The building formerly used by Sports Authority, will be refreshed, adding in an art mural to the building.

Mayor Kennedy inquired about the partial second level of the building, and whether it will stay. Mr. Williams stated that they will be staying, and will be used as offices.

Mr. Steinkamp went on to explain that part of the old mall will be demolished, to make way for a new road. Mr. Steinkamp further explained that an entertainment block, including a theater, will be put in the upper level of the mall, and lighting will be integrated. Landscape will be created in the space which includes the East Parking Garage to east of the Rotunda. The Rotunda will be refreshed by increasing the landscaping outside of the Rotunda. The gathering space will be raised up (no longer a depressed area), and green space will be provided for visitors with flexible seating. Mr. Voith inquired about the ice rink. Mr. Williams explained that the ice rink is not permanent; it will be operable December and January.

Ald. Daugherty inquired as to where the new road will be going through, to which Mayor Kennedy explained that the area that is currently used for the children’s play area will be demolished, and a road will be in its place.

Executive Director Safstrom explained that the City has spoken with the North Shore Fire Department, to make sure emergency vehicles can get though the roundabout as well as have access to the streets during construction.

Mr. Steinkamp stated that the storm water plans that are currently in place will be kept, however, some enhancements will be done, for environmental reasons; final documents will go to the City Engineer this week.

Mr. Voith expressed concern with the possibility of 6-8 parcels not being updated by the developer. Mr. Williams stated that the parcels will either self-develop, or will be sold off.

Motion by Mr. Brennan, seconded by Ald. Vukovic to approve the plans with the following conditions was made:
• Obtain a stormwater management permit prior to building permit issuance.
• Comply with all building and fire codes to the satisfaction of the Building Inspector, North Shore Fire Department and North Shore Health Consortium.
• Work with Police and Fire on an emergency vehicle access plan during construction.

Ayes: Mayor Kennedy, Ald. Vukovic, Ald. Daugherty, Mr. Brennan, Mr. Shorts, Mr. Wadzinski, and Mr. Voith. Absent: None.

ADJOURNMENT

There being no further business, motion was made by Mr. Shorts, seconded by Mr. Wadzinski, to adjourn the meeting. Ayes: Mayor Kennedy, Ald. Vukovic, Ald. Daugherty, Mr. Brennan, Mr. Shorts, Mr. Wadzinski, and Mr. Voith. Absent: None. Motion carried unanimously, and adjournment of the Community Development Authority was ordered at 6:03 p.m.

Miranda Etzel  
City Clerk

Recorded: September 24, 2019.
SUBJECT: Review and Approval of Plans submitted by Cypress Equities for Bayshore—5800 North Bayshore Drive.

FROM: Rachel Safstrom, Executive Director of the CDA

MEETING DATE: April 8, 2020

<table>
<thead>
<tr>
<th>FISCAL SUMMARY:</th>
<th>STATUTORY REFERENCE:</th>
</tr>
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<tbody>
<tr>
<td>Budget Summary: N/A</td>
<td>Wisconsin Statutes: N/A</td>
</tr>
<tr>
<td>Budgeted Expenditure: N/A</td>
<td>Municipal Code: N/A</td>
</tr>
<tr>
<td>Budgeted Revenue: N/A</td>
<td></td>
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</tbody>
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BACKGROUND/ANALYSIS:
In August 2019, the CDA and Council approved the Development Agreement with Bayshore. This agreement indicates that the CDA will review submitted plans for the development to ensure the plans adhere to the design guidelines.

Attached is the next set of plans received for the redevelopment. The plans are for the former Boston Store facility. This building was originally slated to be demolished. The current plan set shows the building will remain. Changes to the façade are shown.

RECOMMENDATION:
The plan for the building elevations is conforming to the design guidelines. However, please note the color differences are to indicate that one of the three colors presented will be chosen when the tenant is announced. The building signage is anticipated to have the tenants logo and name only on the sign.

Also presented is a monument sign. The monument sign will only have the single tenant name and logo on the sign. It is not a digital sign. The sign does meet the requirements of the development agreement.

ACTION REQUESTED:
Motion to approve the plans with the following conditions:
- Comply with all building and fire codes to the satisfaction of the Building Inspector, North Shore Fire Department and North Shore Health Consortium.
- Work with Police and Fire on an emergency vehicle access plan during construction.

ATTACHMENTS:
1. Bayshore plans.
March 31, 2020

Deborah C. Tomczyk
Direct Dial: 414-298-8331
dtomczyk@reinhartlaw.com

SENT BY E-MAIL and US MAIL TO:

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Rachel Safstrom, City Administrator
City of Glendale
5909 North Milwaukee River Parkway
Glendale, WI 53209
R.Safstrom@glendalewi.gov

Dear John and Rachel:

Re: Bayshore Shopping Center

As you know, Bayshore Shopping Center Property Owner LLC is proposing to re-tenant the currently vacant Boston Store space. We submitted sign plans on March 20 and elevations on March 30. Additional copies of those plans are also attached.

You asked us to provide additional detail as to what is proposed. A brief summary is as follows:

1. USE. The space will be used as a retail store with ancillary retail/restaurant uses, similar to Boston Store's past use. No prohibited uses listed on Exhibit E of the Development Agreement among Bayshore, the City and CDA are proposed.

2. SITE PLAN. The store footprint will remain the same.

3. DESIGN. Exterior elevations of the Boston Store building will be refreshed and enhanced to add what are identified as "Class I" materials on Exhibit F of the parties' Development Agreement. Specifically, EIFS will be replaced with metal panels, premium composite panels with a wood-look and transparent glass.
storefront. All new materials will be earth tones, except that wall sign bands will include the new tenant's corporate colors and logo.

4. SIGNAGE. Wall sign panels to be added to the east and south facing exterior building walls are classified as "Inward Facing Signs" on Exhibit F of the parties' Development Agreement. A single "Outward Facing Sign" is proposed to be added as a free-standing sign fronting on Port Washington Road including a "Welcome to Bayshore" caption and an approximately 174 square foot tenant sign panel with the tenant's name, logo and corporate colors. Additional wayfinding signage also may be added to direct customers to the former Boston Store space. All proposed signage is consistent with the dimensional and design parameters established in Exhibit F of the Development Agreement.

Please let us know if you need anything more and when the CDA meeting is scheduled.

Yours very truly,

Deborah C. Tomczyk

43338443

cc Mr. Kirk Williams (by e-mail)
**PLAN**

N.T.S.

**ELEVATION**

N.T.S.

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**SIGN PLAN AND ELEVATION**

- **Pylon Sign Location**

- **Welcome to BAYSHORE**
  - **Project Sign** - 18 S.F. per side (36 S.F. total) internally illuminated individual letters
  - **Premium Fiber Reinforced Cementitious Panel**
  - **Dashed Line Indicates Tenant Signage Area**
  - **Tenant Sign** - 87 S.F. per side (174 S.F. total) internally illuminated individual letters/logo
  - **Metal Panel - Color TBD by Tenant**

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**Materials and Sizes Meet Requirements of Exhibit F of the Bayshore Development Agreement Dated 1 August 2019**
YUKON SIGN LOCATION

ELEVATION

N.T.S.

PLAN

N.T.S.

MATERIALS AND SIZES MEET REQUIREMENTS OF EXHIBIT F OF THE BAYSHORE DEVELOPMENT AGREEMENT DATED 1 AUGUST 2019

PROJECT SIGN - 18 S.F. PER SIDE (36 S.F. TOTAL) INTERNALLY ILLUMINATED INDIVIDUAL LETTERS

PREMIUM FIBER REINFORCED CEMENTITIOUS PANEL

DASHED LINE INDICATES TENANT SIGNAGE AREA

TENANT SIGN - 87 S.F. PER SIDE (174 S.F. TOTAL) INTERNALLY ILLUMINATED INDIVIDUAL LETTERS/LOGO

METAL PANEL - COLOR TBD BY TENANT

SIGN PLAN AND ELEVATION

BAYSHORE
GLENDALE, WI 53217
04.03.20
SIGN PLAN AND ELEVATION

PLAN
N.T.S.

ELEVATION
N.T.S.

PROJECT SIGN - 18 S.F. PER SIDE (36 S.F. TOTAL)
INTERNALLY ILLUMINATED INDIVIDUAL LETTERS

PREMIUM FIBER REINFORCED
CEMENTITIOUS PANEL

DASHED LINE INDICATES
TENANT SIGNAGE AREA

TENANT SIGN - 87 S.F. PER SIDE (174 S.F. TOTAL)
INTERNALLY ILLUMINATED INDIVIDUAL LETTERS/LOGO

METAL PANEL - COLOR TBD BY TENANT

MATERIALS AND SIZES MEET REQUIREMENTS OF
EXHIBIT F OF THE BAYSHORE DEVELOPMENT
AGREEMENT DATED 1 AUGUST 2019
EAST ELEVATION

METAL PANELS, COLOR TBD

PREMIUM COMPOSITE PANEL, WOOD LOOK

EXISTING EIFS TO REMAIN, PAINT

GLASS STOREFRONT
SOUTH ELEVATION

EXISTING EIFS TO REMAIN, PAINT

PREMIUM COMPOSITE PANEL, WOOD LOOK

METAL PANELS, COLOR TBD
SIGN PERSPECTIVE
METAL PANELS, COLOR TBD

PREMIUM COMPOSITE PANEL, WOOD LOOK

EXISTING EIFS TO REMAIN, PAINT

GLASS STOREFRONT

EAST ELEVATION
SOUTH ELEVATION

PREMIUM COMPOSITE PANEL, WOOD LOOK

EXISTING EIFS TO REMAIN, PAINT

METAL PANELS, COLOR TBD
EXISTING EIFS TO REMAIN, PAINT

PREMIUM COMPOSITE PANEL, WOOD LOOK

METAL PANELS, COLOR TBD

GLASS STOREFRONT

P R E M I U M  C O M P O S I T E  P A N E L,
W O O D  L O O K

E X I S T I N G  E I F S  T O  R E M A I N,
P A I N T

G L A S S  S T O R E F R O N T

E A S T  E L E V A T I O N
SOUTH ELEVATION

PREMIUM COMPOSITE PANEL, WOOD LOOK

EXISTING EIFS TO REMAIN, PAINT

METAL PANELS, COLOR TBD