

CITY OF GLENDALE -- PLAN COMMISSION

Tuesday, January 9, 2018

The City Plan Commission convened in the Common Council Chambers of City Hall, 5909 North Milwaukee River Parkway for its regular monthly meeting, rescheduled at the December 5, 2017, meeting to January 9, 2018, due to the New Year's holiday schedule.

Mayor Kennedy called the meeting to order at 6:00 p.m.

Roll Call: Present: Mayor Bryan Kennedy, Commissioners Bruce Cole, Gary Lippow, Josh Wadzinski, and JoAnn Shaw. Absent: Tomika Vukovic and Karn Cronwell.

Other Officials Present: Rachel Reiss, City Administrator, Todd M. Stuebe, Director of Community Development, and North Shore Fire Department Battalion Chief John Maydak.

In accordance with the Open Meeting Law, the North Shore NOW, the City's official newspaper, was advised on Thursday, January 4, 2018, of the date of this meeting, the agenda was posted on the official bulletin board in City Hall, copies of the agenda were made available to the general public in the Municipal Building and the Police Department, and those persons who have requested were sent copies of the agenda.

PLEDGE OF ALLEGIANCE.

The Members of the Plan Commission, City staff and all those present pledged allegiance to the flag of the United States of America.

ADOPTION OF THE MINUTES.

Motion was made by Comm. Lippow, seconded by Comm. Shaw, to approve the minutes of the meeting held Tuesday, December 05, 2017. Roll Call: Ayes: Mayor Kennedy, Commissioners Cole, Lippow, Wadzinski, and Shaw. Noes: None. Abstain: None. Motion carried unanimously.

MATTERS FOR CONSIDERATION.

- I. Planned Sign Program Amendment/Change to Exterior Architecture, Pizza Studio, 6969 North Port Washington Road (Glendale Market).

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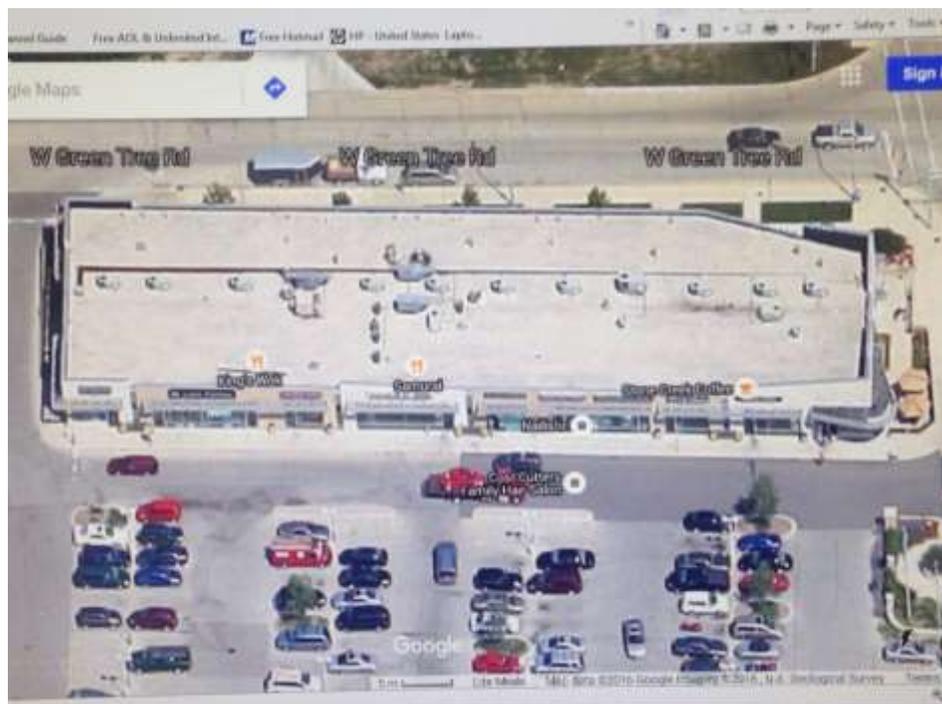
Review and approve proposed change to Planned Sign Program/exterior architecture to screen refrigerator/freezer.

Mr. Stuebe stated that the Plan Commission Report was distributed to the Plan Commissioners and Applicant and is incorporated herein as follows:

Property owner General Capital Group and Plan Commission approved tenant Pizza Studio request amendment to the existing Planned Sign Program (PSP) to accommodate the need to screen the view of refrigerator/freezer units that will be installed for Pizza Studio in the northwest corner of the building.

The existing Planned Sign Program allows each tenant in the north building two wall signs (one to the north and one to the south) and a limited amount of well-designed window signage. The proposed change is to allow the windows to be completely covered over with a film that includes Pizza studio imagery (Refer to Proposed Window Screen Design Image). Pizza Studio will also have the allowed two wall signs (Refer to Proposed Pizza Studio Wall Signage).

Google Aerial Image of Glendale Market (View from South).



Photograph of Future Pizza Studio from West Green Tree Road. Refrigerator/Freezer will be located inside proximate to corner windows.



Proposed Pizza Studio Window Screen Design Images (View From West Green Tree Road).



Proposed Pizza Studio Wall Signage.



View from South Parking Lot



View from West Green Tree Road

The proposed window screens completely cover the windows, are opaque, are not lit (neither backlit or internally illuminated), and include graphic imagery and commercial signage messages. As such there are both architectural aesthetic and Planned Sign Program implications to be considered and resolved. Staff has encouraged the most aesthetically attractive design possible in view of the attractive building architecture and being mindful of the City of Glendale's goals and objectives for both architecture and signage. What is proposed is what Pizza Studio designers have created and has the support of both the tenant (Pizza studio franchisee Aaron Hurvitz) and the property owner (General Capital Group). Under the Planned Sign Program some window signage is allowed (a single sign up to 12 square feet per tenancy). The practical consideration is screening the view through the windows of the refrigerator/freezer in an aesthetically pleasing and lasting way. This is a relatively unique scenario. The Plan Commission may approve the proposed change to the existing Planned Sign Program to allow for the proposed window screens and signage and, if it does decide to do so, should also make this a requirement for occupancy to assure that window screening will be in place.

Community Development Director Stuebe stated that it is up to the Plan Commission to consider and determine whether or not to approve the proposed amendment to the Planned Sign Program.

Jeff Brown introduced himself as representing General Capital Group, owner of The Glendale Market, and the tenant Pizza Studio.

Dale Schmidt introduced himself as representing Aaron Hurvitz of Pizza Studio, and strongly advocated the proposed refrigerator/freezer screening.

Motion by Comm. Cole, seconded by Comm. Shaw, that the Plan Commission grant approval of the proposed amendment to the Planned Sign Program for the property and the proposed Pizza Studio window screening, and further that the proposed window screening be a requirement prior to occupancy of the premises by Pizza Studio. Roll Call: Ayes: Mayor Kennedy, Commissioners Cole, Lippow, Wadzinski, and Shaw. Noes: None. Abstain: None. Motion carried unanimously.

- II. Plan Commission Review, The Bronzing Lounge Airbrush Tanning Salon and boutique, 325 West Silver Spring Drive-Suite 200 West. Review and approve airbrush tanning salon and retail boutique sale of swimwear, jewelry, and other accessories, use and occupancy.

Mr. Stuebe stated that the Plan Commission Report was distributed to the Plan Commissioners and Applicant and is incorporated herein as follows:

The Bronzing Lounge, an airbrush tanning salon that also includes a retail boutique that sells swimwear, jewelry, and other accessories, seeks Plan Commission use and occupancy approval to occupy a 1,100 square-foot second level tenant space located at 325 West Silver Spring Drive (previously Grassroots Northshore). The property is zoned B-1, D1 Business and Commercial District, and the proposed use and occupancy requires Plan Commission use and occupancy review and approval.

The Bronzing Lounge operates an existing store located at 7217 West North Avenue. Bronzing Lounge is not proposing any changes to the exterior or interior of the tenant space other than a non-illuminated sign. Airbrush tanning, as described in the submittal materials, is also known as spray tanning, is not ultra-violet (uV) tanning, it is a method whereby the client is sprayed with a chemical using a high volume low pressure (HVLP) sprayer. Bronzing Lounge states that the method is not regulated by the State of Wisconsin and, as such, does not require any State license, and represents that the chemical product in the spray solution is approved by the Food and Drug Administration (FDA), and as a water-based product does not create a fire hazard. The Bronzing Lounge

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Frequently Asked Questions indicates that the tanning spray solution contains the chemical dihydroxyacetone, or DHA, which interacts with the dead surface cells in the epidermis to darken the skin color and simulate a tan. The spray equipment is said to be like a quiet vacuum cleaner.

Photograph of 325 West Silver Spring Drive, Suite 200 West Environs.

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Business hours are Tuesday through Friday from 11:00 a.m. to 8:00 p.m., and Saturday 11:00 a.m. to 2:00 p.m. The Bronzing Lounge employs five, two of whom will typically be working at the 325 West Silver Spring Drive. There are 15 parking spaces available that are shared by Kawa Japanese Restaurant, City Animal Hospital, Lumos Wellness, and Bronzing Lounge.

Proposed signage is similar material-wise as that utilized by Lumos Wellness.

Community Development Director Stuebe stated that staff recommends that the Plan Commission grant use and occupancy approval for The

Bronzing Lounge to use and occupy the tenant space located at 325 West Silver Spring Drive, Suite 200 West, with the following requirements: 1) Signs are required to conform with the Glendale Sign Code; 2) All landscaping and lighting features being maintained and replaced and/or replenished whenever necessary pursuant to tenant/owner lease responsibilities; 3) Dumpster enclosure(s) in compliance with 13.1.144 of the Zoning Code; 4) All City of Glendale zoning, building, and fire codes being carried out to the satisfaction of the Building Inspector and the North Shore Fire Department; 5) Written certification by owner of compliance with State of Wisconsin requirements for physically disabled parking prior to issuance of Occupancy Permit.

Sarah Sinclair introduced herself as owner operator of The Bronzing Lounge, and shared that this is the second Bronzing Lounge, with the first located in Wauwatosa.

Motion by Comm. Cole, seconded by Comm. Wadzinski, that the Plan Commission grant use and occupancy approval for The Bronzing Lounge to use and occupy the tenant space located at 325 West Silver Spring Drive, Suite 200 West, per the five requirements. Roll Call: Ayes: Mayor Kennedy, Commissioners Cole, Lippow, Wadzinski, and Shaw. Noes: None. Abstain: None. Motion carried unanimously.

III. 6:00 PM Plan Commission Public Hearing: Conditional Use Permit Review, Pet-U, 727 West Glendale Avenue. Review and approve Conditional Use Permit for doggy daycare, as well as training and boarding of canines.

Mr. Stuebe stated that the Plan Commission Report was distributed to the Plan Commissioners and Applicant and is incorporated herein as follows:

Pet-U (Pet University 3, LLC) seeks Plan Commission Conditional Use Permit review approval for its use and occupancy within a tenant space of about 5,100 square-feet located at 727 West Glendale Avenue (from 2006 to 2016 the occupant was a similar use named Dog Tired Daycare that had two successive owners). Pet-U represents itself as a dog training oriented dog daycare, dog training, dog boarding, dog nutrition, dog grooming enterprise, as well as limited accessory/ancillary retail sales of related pet supplies and products. The premises is located within the B-1, Sub-Area P, Zoning District and, under Section 13.1.34, Plan Commission approval is required.

Sprecher Brewing Company and SBC Glendale Ave, LLC (AKA Sprecher), now owns all three properties located within the B-1, P District, which includes 701, 725, and 727 West Glendale Avenue.

Photograph of 701 West Glendale Avenue.



General Site Organization

The Aerial Photograph below shows the location of Pet-U in the southwest corner of the 727 West Glendale Avenue facility, as well as the location of the now vacant former Brady Company office (most recently Emjay Corporation), Sprecher Brewing, and single-family residential along West Glendale Avenue, as well as the Evergreen Cemetery to the west. Pet-U is located about 900 feet south of Glendale Avenue and there is about 700 feet of separation from the residential properties to the Pet-U entrance. There is outside play enclosure adjacent to the Pet-U tenant space.

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Aerial Photograph of 701,725, and 727 West Glendale Avenue.

Pet-U is located at the bottom left corner of the most southerly building.



Photograph of 701, 725, and 727 West Glendale Avenue Environs.



Photograph of former Brady Company Headquarters located at 725 West Glendale Avenue Environs.



Pet-U Operations

Pet-U represents itself as a specialized provider of dog training, dog day care, dog boarding, dog grooming, and dog nutrition with limited (accessory retail) sales of related items. Day care is stated to comprise about 65 Percent of revenue and the goal is to host as many as 70 dogs. The remaining 35 percent of revenue is from boarding, training, minor grooming (baths), and accessory sales of pet related items such as food, treats, and training collars. Boarding is provided for as many as 30 dogs.

Business Hours, Number of Employees, and Parking Places

Regular business hours are Monday through Friday from 6:30 a.m. to 7:00 p.m., Saturday and Sunday from 8:00 a.m. to 9:00 a.m. and 5:00 p.m. to 6:00 p.m. Pet-U will have one and as many as eight employees present.

Parking availability is ample and most of the parking usage is for the several employees, client drop-offs and pick-ups, and

any vendor/supplier deliveries. Pet-U indicates that it has use of about 100 parking spaces.

Photograph of Pet-U Entrance at 727 West Glendale Avenue.



Photograph of Pet-U Entrance at 727 West Glendale Avenue.



Community Development Director Stuebe stated that staff recommends that the Plan Commission grant Conditional Use Permit review approval for Pet-U (Pet University 3, LLC), a canine dog training oriented dog day care, dog training, dog boarding, dog grooming, and dog nutrition enterprise with accessory retail sales of related pet related products, in the tenant space located at 727 West Glendale Avenue, with the following requirements: 1) Retail sales are restricted to the sale of ancillary products within the reception area that comprises an area of about 220 square feet (20 feet by 11 feet) as indicated in the floor plan; 2) Signs are required to conform with the Glendale Sign Code; 3) All landscaping

and lighting features being maintained and replaced and/or replenished whenever necessary pursuant to tenant/owner lease responsibilities; 4) Dumpster enclosure(s) in compliance with 13.1.144 of the Zoning Code; 5) All City of Glendale zoning, building, and fire codes being carried out to the satisfaction of the Building Inspector and the North Shore Fire Department; 6) Written certification by owner of compliance with State of Wisconsin requirements for physically disabled parking prior to issuance of Occupancy Permit.

Dennis Trzcinski introduced himself as representing Pet-U, and briefly described what services that Pet-U provides for pet owners.

The Mayor opened the Public Hearing to public comment. Mayor Kennedy asked twice if there were any persons present who wished to be heard and there were not any responses, so the Public Hearing was closed with a motion by Comm. Shaw, seconded by Comm. Wadzinski, that was unanimously approved.

There were several questions from the Plan Commission to which Mr. Trzcinski had responses.

Motion by Comm. Lippow, seconded by Comm. Wadzinski, that the Plan Commission grant Conditional Use Permit review approval for Pet-U (Pet University 3, LLC), a canine dog training oriented dog day care, dog training, dog boarding, dog grooming, and dog nutrition enterprise with accessory retail sales of related pet related products, in the tenant space located at 727 West Glendale Avenue, per the six requirements. Roll Call: Ayes: Mayor Kennedy, Commissioners Cole, Lippow, Wadzinski, and Shaw. Noes: None. Abstain: None. Motion carried unanimously.

ADJOURNMENT.

Motion by Comm. Shaw, seconded by Comm. Cole, to adjourn the Plan Commission until the date of its next regular meeting to be held at 6:00 p.m., Tuesday, February 6, 2018. Roll Call: Ayes: Mayor Bryan Kennedy, Commissioners Cole, Lippow, Wadzinski, and Shaw. Noes: None. Motion carried unanimously.

Todd M. Stuebe, Director of Community Development

Respectfully Submitted: Wednesday, January 10, 2018