



**CITY OF GLENDALE**  
**5909 North Milwaukee River Parkway**  
**Glendale, Wisconsin 53209**

**The Planning and Architectural Review Commission (PARC) Meeting Will be In-Person.**  
**Attendance via ZOOM virtual meeting is available as well.**

Join Zoom Meeting

<https://zoom.us/j/96324827479>

Meeting ID: 963 2482 7479

Dial by your location

1 312 626 6799 US (Chicago)

**AGENDA— PLANNING AND ARCHITECTURAL REVIEW COMMISSION**

Tuesday January 7<sup>th</sup>, 2025

6:00 PM.

*Members: Chairman and Mayor Bryan Kennedy, Alderman Phillip Bailey,  
Amanda Seligman, Shauntay Nelson, Fredrick Cohn, Shawn Storey,  
Traci Fernandez, and Raymond Carlson (Alternate)*

1. Roll Call and Pledge of Allegiance.
2. Adoption of December 3<sup>rd</sup>, 2024, Meeting Minutes.
3. New Business
  - a. Referral to the Common Council
    - i. Review and Possible Action: Zoning Code Text Amendment - To make "Beauty Shops" a Permitted Use in the B-1 (subarea) and B-3 Zoning Districts
  - b. Sign Exemption Approval
    - i. Review and Possible Action: Sign Exception - 505 W Silver Spring Drive, for "Stan's Fit For Your Feet" Tax Key Number 197-8940-001
4. Next Meeting Date and Adjournment:
  - a. Next Planning and Architectural Review Commission (PARC) Meeting 6:00 p.m., Tuesday, February 4<sup>th</sup>, 2025

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Upon reasonable notice, efforts will be made to accommodate the needs of persons with disabilities.

\*The Common Council of Glendale currently holds meetings in person at City Hall, or an alternative physical location as allowed by the City Ordinance. As a courtesy to citizens, Council meetings will also be made available live on the Zoom virtual platform for viewing and possible participation. However, the City cannot guarantee the technology supporting the virtual viewing option will operate perfectly and continuously. The only way to guarantee the ability to offer public comment, or view the meeting uninterrupted, is to appear in person. If the Zoom platform fails, the meeting will continue as scheduled.

5. Adjournment.

*The Regular Planning and Architectural Review Commission (PARC) Meeting is NOT a meeting of the Glendale Common Council. Although a majority of Council Members may be present, Council action will not take place.*

**CITY OF GLENDALE**

**5909 North Milwaukee River Parkway**

**Glendale, Wisconsin 53209**

**MINUTES — PLANNING AND ARCHITECTURAL REVIEW COMMISSION**

Tuesday December 3<sup>rd</sup>, 2024

6:00 PM.

*Members: Chairman and Mayor Bryan Kennedy, Alderman Phillip Bailey, Amanda Seligman, Shauntay Nelson, Fredrick Cohn, Shawn Storey, Traci Fernandez, and Raymond Carlson (Alternate)*

**Roll Call**

**Present:** Chairman Mayor Kennedy, Alderman Phillip Bailey, Commissioners Amanda Seligman, Fredrick Cohn, Shawn Storey, Traci Fernandez, and Shauntay Nelson

**Absent:** None

**Other Officials Present:** Karl Warwick, City Administrator; Benjamin Polony, Assistant to the City Administrator

**Adoption of November 12, 2024, Meeting Minutes:** Commissioner Seligman made a motion to approve the November 12<sup>nd</sup> minutes. Seconded by Storey. Motion carried unanimously.

**Architectural Approval:** There was a presentation and general discussion of an industrial buildings exterior renovations at 4160 N Port Washington Road.

**Motion:** Commissioner Storey made a motion to approve staff's recommendation. Seconded by Commissioner Nelson. Motion carried unanimously.

**Schedule Changes:** There was a presentation of a few date changes to the Planning and Architectural Review Commission schedule for 2025 to accommodate other events.

**Motion:** Commissioner Cohn motioned approval of staff's recommendation. Seconded by Commissioner Fernandez. Motion carried unanimously.

**Adjournment.** Commissioner Story made a motion to adjourn. Seconded by Commissioner Cohn. Motion carried unanimously. Chairman Mayor Kennedy adjourned the meeting at 6:15pm.

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

**SUBJECT:** Zoning Text Amendment to allow “Beauty Shops” as a Permitted Use in B-1 & B-3 Zoning Districts

**FROM:** Benjamin Polony, Assistant to the City Administrator

**MEETING DATE:** January 7<sup>th</sup>, 2025

**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

Wisconsin Statutes:	N/A
Municipal Code:	N/A

**BACKGROUND/ANALYSIS:**

Two “Beauty Salons” are currently seeking to open at locations in the B-1 zoning district. In reviewing the zoning code, staff noticed that Beauty Salons are not a permitted use in any zoning district. There are a number of these uses located in various “B” zoning districts. Staff is proposing a zoning text amendment to make them a permitted use as indicated in the enclosed ordinance.

If the PARC makes a positive recommendation, the Common Council would hold a public hearing on the zoning text amendment and consider approving it on the January 27<sup>th</sup> agenda.

*Permitted uses in the B-1 zoning district are divided into numerous sub sections and vary, but some common permitted uses are:*

1. Professional services and administrative offices.
2. General corporate headquarters offices.
3. Medical and dental offices and centers.
5. Sales offices.
6. Financial, insurance and real estate offices.
7. Business and office equipment, supplies and services.
8. Restaurants: seated dining, full waiting service (no drive-through service).
9. Studios for photography, painting, music, sculpture, dance or other recognized fine arts.
10. Any other uses found to be similar use by the plan commission or community development authority upon review of application.

Once/if the zoning text amendment is approved, the beauty salons would seek final business-use approval from the PARC.

**RECOMMENDATION:**

Make a recommendation to the Common Council on the zoning text amendment to make Beauty Salons in various “B” zoning districts in indicated in the enclosed ordinance.

**ATTACHMENTS:**

1. Ordinance Amending the Zoning Code

**SUBJECT:** Discussion and consideration: Sign Exception for 505 West Silver Spring Drive

**FROM:** Benjamin Polony, Assistant to the City Administrator

**MEETING:** Planning and Architectural Review Commission

**MEETING DATE:** January 07, 2025

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**FISCAL SUMMARY:**

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

**STATUTORY REFERENCE:**

Wisconsin Statutes:	N/A
Municipal Code:	<a href="#">§ 15.6.18.3.a</a>

**LAND DEVELOPMENT REFERENCE:**

Land Use:	Business and Commercial
Zoning:	B-1
Target Investment Area:	N/A

**BACKGROUND:**

Section 15.6.9 of the Zoning Code permits only one wall sign per building unless it's a corner property (for which it may have up to two). Stan's Fit for Your Feet, located at 505 W Silver Spring is requesting two wall signs. The Plan Commission (PARC) may grant exceptions *"where the commission makes a finding of fact based upon the standard hereinafter prescribed, that there are practical difficulties or unnecessary hardships in the way of carrying out the strict letter of the regulations of this article."* The business at 429 W Silver Spring is located on a public road to its north and a parking lot to its west. They wish to have one wall sign above their main entrance facing the parking lot and one facing the public street.

Exceptions may be considered based on the following standards:

(e) *Standards for exceptions.*

(1) The planning and architectural review commission shall not vary the regulations of this section as authorized in subsection (a) above unless it shall make findings based upon the evidence presented to it in each specific case that all the following conditions are present:

- a. The particular physical surroundings, shape or topographical conditions of the specific property involved would result in a particular hardship upon the owner as distinguished from a mere inconvenience, if the strict letter of the regulations were to be carried out.

- b. The alleged difficulty or hardship is caused by this article and has not been created by any person presently having an interest in the property.
- c. The granting of the exception will not be detrimental to the public welfare or injurious to other property or improvements in the neighborhood in which the property is located.
- d. The proposed exception will not impair an adequate supply of light and air to adjacent property, or substantially increase the congestion in the public streets, or increase the danger of fire, or endanger the public safety, or substantially diminish or impair property values within the neighborhood.

**ANALYSIS:** The business at 505 West Silver Spring is requesting an exemption to the requirement in subsection (g) for a second wall sign facing the public road from the original maximum of one wall sign for a retail establishment.

A retail establishment is permitted to have one wall sign, unless it meets the definition of a corner property for which then it may have two. 505 Silver Spring is located at the intersection of a parking lot inlet/outlet and a public road, thereby not meeting the definition of a corner property which is the intersection of two public roads. Because of this the PARC must approve an exemption, per the requirements listed above, if Stan's is permitted to have two signs.

The retail establishment to their west, Grand Appliance, recently received the same exception in August of 2024. Stan's currently has two wall signs, which they intent to replace.

It is staff's option that the one wall sign regulation was designed for businesses facing the street. Grand Appliance and Stan's do not face the street, and two wall signs are appropriate to (1) identify the business from the street and (2) for customers to confirm the business once they park their vehicles in the parking lot in front of the business.

Stan's meets the maximum wall sign area of 150 square feet with both wall sign locations.

**RECOMMENDATION:** Approval of a sign exception for 505 West Silver Spring Drive to construct a second wall sign on the public road frontage, not-to-exceed two wall signs and waive the public hearing process.

**ACTION REQUESTED:** Approval of a sign exception for 505 West Silver Spring Drive to construct a second wall sign on the public road frontage, not-to-exceed two wall signs and waive the public hearing process. Subject to final review by City staff.

**ATTACHMENT:**

- 1. Planning and Architectural Review Commission Application
- 2. Property Information