



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.

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AGENDA— PLANNING AND ARCHITECTURAL REVIEW COMMISSION

Tuesday March 4th, 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 **01-07-2025** Meeting Minutes.
3. Public Hearing:
 - a. *Zoning Text Amendment - An Ordinance Amending Section 13.1.142, “Fences and Hedges” of Title 13, “Zoning,” of the Code of General Ordinances of the City of Glendale*

4. New Business
 - a. Business Use Approval:
 - i. Lash Lounge at 5524 N Port Washington Road, in the B-1 “B” Business and Commercial Zoning District, Tax Key Number 1978000001
 - ii. MB Smoke on Glendale at 5322 N Port Washington Road, in the B-1 “B” Business and Commercial Zoning District, Tax Key Number 1978017000.
 - iii. Next Gen Performance at 4650 N Port Washington Rd, in a Planned Development Zoning District, Tax Key Number 2348012000.
 - iv. Prado Hospice Care at 6165 N Green Bay Ave, in the B-4 Office-Research-Service Business Zoning District, Tax Key Number 1610045000.
 - b. Temporary Use Approval:
 - i. Road Worthy, LLC at 5055 North Lydell Avenue in a Planned United Development Zoning District for a Filming Production, Tax Key Number 2038995006.
5. Next Meeting Date and Adjournment:
 - a. Next Planning and Architectural Review Commission (PARC) Meeting 6:00 p.m., Tuesday, April 8th, 2025
6. 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 January 7th, 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)

Roll Call

Present: Chairman Mayor Kennedy, Alderman Phillip Bailey, Commissioners Amanda Seligman (Virtual), Shawn Storey, Traci Fernandez, Shauntay Nelson, and Raymond Carlson (Alternate)

Absent: Fredrick Cohn

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

Adoption of December 3, 2024, Meeting Minutes: Commissioner Seligman made a motion to approve the December 3rd minutes. Seconded by Alderman Bailey. Motion carried unanimously.

Zoning Text Amendment Recommendation: There was a presentation of a proposed text amendment to the City Zoning Code to allow Beauty Shops in B-1 and B-3 zoning districts.

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

Sign Variance: There was a presentation of a request by Stan's Shoes for a variance to allow two wall signs on their non-corner property.

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

Adjournment. Commissioner Seligman made a motion to adjourn. Seconded by Commissioner Nelson. Motion carried unanimously. Chairman Mayor Kennedy adjourned the meeting at 6:08pm.

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

SUBJECT: Ordinance Amending Title 13, Section 13.1.142, “Fences and Hedges” of Title 13, “Zoning,” of the Code of General Ordinances of the City of Glendale

FROM: Meredith Perks, Glendale City Planner

MEETING DATE: March 4, 2025

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	13.1.142 , 8.1.9(d)(13)

BACKGROUND/ANALYSIS: Section [13.1.142](#) includes various regulations regarding the permitting, design, and construction of fences and hedges in residential, commercial, and industrial zoned areas. In reviewing the fence and hedge standards, staff has reviewed the regulations and have included the following modifications based on feedback from the Council:

1. Update the definition of “fence” to include permanent and temporary structures that are erected for security, privacy, and decoration.
2. Update the fence regulation to require a permit for all fences 3 feet or less in height and in excess of 20 linear feet. This differs from the existing regulation that only requires a permit for fences in excess of 3 feet in height.
3. Update regulation to require that all front yard fences in a residential zoned area must extend the length of the property frontage and enclose the full area of the front yard while allowing for required breaks such as driveways and easements.
 - a. Enclosed fences, defined as fences on at least 3 sides of an open area, may not enclose an area less than the full front yard, including fencing areas such as gardens, play areas, and pet areas.
4. Update regulation to allow fence structures that identify a corner with a center fence post with up to two sides of fence segments no greater than 20 linear feet.

The Common Council held a public hearing on January 27, 2025, to review the proposed text amendment and hear public comments. The following changes were requested by the Common Council and have been integrated into the proposed text amendment:

1. Re-organized fence requirement by zoning designation (residential/non-residential) rather than type of fence or area where the fence is located.
2. Establish a fence setback of a maximum of 5 feet from the property line.
3. Updated the fence design and material standards, particularly for front yard fences in residential districts.

4. Removed “windbreaks” from 13.1.142(d)(2): “All fences and walls shall have structural components, including posts and stringers, facing the inside of the lot for and on which the same are located.”

RECOMMENDATION:

Staff recommends that following a public hearing, the Planning and Architectural Review Commission recommend the proposed Text Amendment regarding fence regulations to the Common Council for approval.

ACTION REQUESTED: Recommend the proposed Text Amendment regarding fence regulations to the Common Council for approval.

ATTACHMENTS:

1. [Draft Ordinance Repealing and Replacing Section 13.1.142 “Fence and Hedges”](#)

SUBJECT: Discussion and consideration of a business use for the Lash Lounge at 5524 N Port Washington Road, in the B-1 “B” Business and Commercial Zoning District, Tax Key Number 1978000001.

FROM: Benjamin Polony, Assistant to the Administrator

Meeting: Planning and Architectural Review Commission

MEETING DATE: March 4, 2025

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	13.1.34

BACKGROUND:

The Lash Lounge is a beauty salon. The store’s ownership wishes to expand into Glendale at 5524 N. Port Washington Rd in a B-1 Business and Commercial District.

The business occupies 3,504 of 12,004 square feet in the commercial strip mall shared with two other businesses. The building is owned by “G8 Properties, LLC.” The Lash Lounge will have up to a total of 15 employees on site at any given time, and would operate Monday through Saturday from 9 A.M. to 7 P.M.

ANALYSIS:

The Lash Lounge qualifies as a permitted use in a B-1 “B” Business and Commercial District under § 13.1.34(c)(3) as a Beauty Shop.

RECOMMENDATION:

Staff recommend the Plan Commission grant a business use approval for the Lash Lounge at 5524 N Port Washington Rd.

ACTION REQUESTED:

Motion to recommend approval for business use for the Lash Lounge at 5524 N Port Washington Rd.

ATTACHMENTS:

- [Application – 5524 N Port Washington – Lash Lounge](#)

SUBJECT: Discussion and consideration of a business use for MB Smoke on Glendale at 5322 N Port Washington Road, in the B-1 “B” Business and Commercial Zoning District, Tax Key Number 1978017000.

FROM: Benjamin Polony, Assistant to the Administrator

Meeting: Planning and Architectural Review Commission

MEETING DATE: March 4, 2025

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	13.1.34

BACKGROUND:

MB Smoke On is a Tabacco and Vape product retail store. The store’s ownership wishes to expand into Glendale at 5322 N. Port Washington Rd in a B-1 Business and Commercial District.

The business occupies 1,250 square feet in the commercial strip mall shared with four other tenants. The building is owned by “Legacy Bayshore Plaza, LLC.” MB Smoke On will have a total of 2 employees on site at any given time, would operate all 7 days a week from 9 A.M. to 11 P.M.

ANALYSIS:

MB Smoke On qualifies as a permitted use in a B-1 “B” Business and Commercial District under § 13.1.34(c)(3) as a Specialty Retail Shop and Store.

RECOMMENDATION:

Staff recommends the Plan Commission grant a business use approval for MB Smoke On at 5322 N Port Washington Rd.

ACTION REQUESTED:

Motion to recommend approval for a business use for MB Smoke On at 5322 N Port Washington Rd.

ATTACHMENTS:

- [Application – 5322 N Port Washington – MB Smoke On](#)

SUBJECT: Discussion and consideration of business use for Next Gen Performance at 4650 N Port Washington Rd, in a Planned Development Zoning District, Tax Key Number 2348012000.

FROM: Benjamin Polony, Assistant to the Administrator

Meeting: Planning and Architectural Review Commission

MEETING DATE: March 4, 2025

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	13.1.51

BACKGROUND:

Next Gen Performance is a sports training facility. The business ownership wishes to expand into Glendale at 4650 N Port Washington Rd in a Planned Unit Development District.

The business will occupy 9,314 square feet in the Barnabas Center building shared with other businesses. The building is owned by “CRH – BARNABAS LLC.” Next Gen will have no employees other than the owner, and would operate Monday through Friday from 8 A.M. to 8 P.M and Saturday through Sunday 8 A.M. to 9 P.M.

ANALYSIS:

The Development Agreement for the Barnabas Business Center cannot currently be located to confirm approved uses. However, the prior uses of the gym space that Next Gen Performance seeks to occupy include a gymnastics gym from 2016-2024, and a baseball training facility prior to that with exact dates unknown. Next Gen Performance will continue with a similar use of a sports training facility for soccer.

RECOMMENDATION:

Staff recommend the Plan Commission grant business use approval for Next Gen Performance at 4650 N Port Washington Rd.

ACTION REQUESTED:

Motion to recommend business use for Next Gen Performance at 4650 N Port Washington Rd.

ATTACHMENTS:

1. [Application – 4650 N Port Washington Rd – NextGen](#)
2. [Operation Plan](#)
3. [Barnabas Center Listing](#)

SUBJECT: Discussion and consideration of business use for Prado Hospice Care at 6165 N Green Bay Ave, in the B-4 Office-Research-Service Business Zoning District, Tax Key Number 1610045000.

FROM: Benjamin Polony, Assistant to the Administrator

Meeting: Planning and Architectural Review Commission

MEETING DATE: March 4, 2025

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	13.1.37

BACKGROUND:

Prado Hospice Care is an administration and training facility for hospice care. The business ownership wishes to expand into Glendale at 6165 N Green Bay Ave in a B-4 Office-Research-Service Business District.

The business will occupy the entire 2,766 square feet in the building shared with no other businesses. The building is owned by “Browns Living, LLC.” Prado Hospice Care will have up to a total of 5 employees on site at any given time, and would operate Monday through Saturday from 7 A.M. to 5 P.M.

ANALYSIS:

Prado Hospice Care qualifies as a permitted use in a B-4 Office-Research-Service Business District under § 13.1.37(b)(1) as Professional Services and Administrative Offices.

RECOMMENDATION:

Staff recommend the Plan Commission grant business use approval for Prado Hospice Care at 6165 N Green Bay Ave.

ACTION REQUESTED:

Motion to recommend business use for Prado Hospice Care at 6165 N Green Bay Ave.

ATTACHMENTS:

- [1. Application – 6165 N Green Bay Ave – Prado](#)
- [2. Operation Plan](#)

SUBJECT: Discussion and consideration of a temporary business use for Road Worthy, LLC at 5055 North Lydell Avenue in a Planned United Development Zoning District, Tax Key Number 2038995006.

FROM: Benjamin Polony, Assistant to the Administrator

Meeting: Planning and Architectural Review Commission

MEETING DATE: March 4, 2025

FISCAL SUMMARY:

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

STATUTORY REFERENCE:

Wisconsin Statutes:	N/A
Municipal Code:	13.1.190

BACKGROUND:

Road Worthy, LLC is a NY based limited liability company. The company is producing an independent film for which they seek to conduct part of their filming in Glendale.

The business would temporarily occupy upwards of 35,000 square feet of space at the N Lydell building shared with other businesses. The building is owned by “Phoenix Investors.” The film production does not yet have a specified number of employees that will be onsite, but they note it will be small due to the production being for an independent film and the site has plenty of parking space available. The film production would be Monday through Friday from 6 A.M. to 8 P.M. If they will be using the City’s Street, that will require a staff issued permit.

ANALYSIS:

Road Worthy LLC’s film production qualifies as a temporary use which the Planning and Architectural Commission may grant per § 13.1.190.

RECOMMENDATION:

Staff recommend the Plan Commission grant temporary business use approval for Road Worthy, LLC at 5055 North Lydell Ave.

ACTION REQUESTED:

Motion to recommend approval for temporary business use approval for Road Worthy, LLC at 5055 North Lydell Ave

ATTACHMENTS:

- [Application – 5055 N Lydell Ave – Road Worthy, LLC](#)