



Village of Bayside
Plan Commission Meeting
July 27, 2021
Schlitz Audubon Nature Center Main Auditorium, 6:00 pm
1111 E Brown Deer Road

**PLAN COMMISSION
AGENDA**

PLEASE TAKE NOTICE that a meeting of the Village of Bayside Plan Commission will be held at the Schlitz Audubon Nature Center Main Auditorium, 1111 E Brown Deer Rd, Bayside, Wisconsin at the above noted time and date, at which the following items of business will be discussed and possibly acted upon:

- I. CALL TO ORDER**
- II. ROLL CALL**
- III. APPROVAL OF MINUTES**
 - A. Plan Commission meeting minutes, June 2, 2021.
- IV. BUSINESS**
 - A. Prepetition Conference Regarding Proposed Planned Unit Development District
 1. Overview of process
 2. Presentation by Cobalt Partners LLC and La Macchia Holdings LLC for proposed planned unit development generally bounded by N. Port Washington Road, W. Brown Deer Road, W. White Oak Lane, and U.S. Highway Interstate 43 North.
 3. Questions/Comments from Commissioners, Staff, and Public.
- V. ANY OTHER BUSINESS AS MAY PROPERLY COME BEFORE THE COMMISSION**
- VI. ADJOURNMENT**

Lynn Galyardt
Administrative Services Director

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. Contact Village Hall at 414-206-3915. It is possible that members of and possibly a quorum of members of other Boards, Commissions, or Committees of the Village including in particular the Board of Trustees may be in attendance in the above-stated meeting to gather information; no action will be taken by any other Boards, Commissions, or Committees of the Village except by the Board, Commission, or Committee noticed above. Agendas and minutes are available on the Village website (www.bayside-wi.gov)



I. CALL TO ORDER AND ROLL CALL

Acting Chairperson Barth called the meeting to order at 5:30pm via remote teleconferencing.

ROLL CALL

Chairperson: Eido Walny
Commissioners: Mike Barth
Ari Friedman
Edward Harris
Jeff Jubelirer-excused
John Krampf
ARC Chairperson Marisa Roberts

Also present: Village Manager Andy Pederson
Assistant to the Village Manager Leah Hofer
Trustee Margaret Zitzer
Administrative Services Director Lynn Galyardt
Village Attorney Chris Jaekels
There were two people in the audience.

II. PUBLIC HEARING

- A. The purpose of this hearing is to consider the request for a Conditional Use Permit for Chicago Hearing, LLC at 333 W Brown Deer Road Suite #7, for retail hearing aid sales and services.

Acting Chairperson Barth read the above notice and called for public discussion at 6:00pm.

1. Public Discussion

There was no one in attendance to represent Chicago Hearing, LLC.

2. Commission Discussion

Acting Chairperson Barth stated this permit application is for a hearing aid facility. Manager Pederson noted the business would be open from 9:00am to 5:00pm, Monday through Friday. Commissioner Harris stated it was one hearing aid store replacing the previous hearing aid store.

Commissioner Friedman was concerned that the business owner was not in attendance. Attorney Jaekels noted the business owner was requested to be in attendance however code did not require they be in attendance to receive approval.

- B. The purpose of this hearing is to consider the request for a Conditional Use Permit for PowerUp USA, dba Myocyte at 333 W Brown Deer Road, Suite N, for a personal training business.

1. Public Discussion

Johanna Rolf, co-owner of Myocyte, stated the request is to open a personal training business using Electrical Muscle Stimulation (EMS) to assist clients with weight loss with a maximum of four clients in an hour at the location.

2. Commission Discussion

Commissioner Harris questioned if the Electrical Muscle Stimulation (EMS) process is similar to transcutaneous electrical nerve stimulation, what special licenses, certification or training Johanna or Jonas Rolf held for using this process and does the State of Wisconsin require any type of licenses for EMS. Mr. Rolf stated both processes work to stimulate nerves however, EMS is used to promote whole body muscle growth and a healthy active lifestyle versus a purpose to reduce pain and noted he held a bachelor's degree in fitness economics and they both have four different license certifications in EMS training. Ms. Rolf stated there was no license requirement for the State of Wisconsin however it was noted there was FDA approval on the process.

Commissioner Friedman questioned if this business was part of a franchise. Ms. Rolf stated it was not a franchise.

Acting Chairperson Barth closed the public hearing at 5:38pm.

III. APPROVAL OF MINUTES

A. Plan Commission meeting minutes, May 4, 2021.

Motion by Commissioner Harris, seconded by Marisa Roberts, to approve the Plan Commission meeting minutes, May 4, 2021. Motion carried unanimously.

IV. BUSINESS

A. Discussion/Recommendation on the request for a Conditional Use Permit for Chicago Hearing, LLC at 333 W Brown Deer Road Suite #7 for retail hearing aid sales and services.

Motion by Chairperson Walny, seconded by Commissioner Harris, to recommend to the Village Board the request for a Conditional Use Permit for Chicago Hearing, LLC at 333 W Brown Deer Road Suite #7 for retail hearing aid sales and services. Motion carried unanimously.

B. Discussion/Recommendation on the request for a Conditional Use Permit for PowerUp USA, dba Myocyte, 333 W Brown Deer Road, Suite N, for a personal training business.

Motion by Commissioner Krampf, seconded by Commissioner Friedman, to recommend to the Village Board the request for a Conditional Use Permit for PowerUp USA, dba Myocyte, 333 W Brown Deer Road, Suite N, for a personal training business. Motion carried unanimously.

V. ANY OTHER BUSINESS AS MAY PROPERLY COME BEFORE THE COMMISSION

None

VI. ADJOURNMENT

Motion by Commissioner Harris, seconded by Marisa Roberts, to adjourn the meeting at 5:44pm. Motion carried unanimously.

Respectfully submitted,

Lynn Galyardt
Administrative Services Director



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

July 12, 2021

Via Email apederson@baysidewi.gov

Mr. Andy Pederson
Village Manager
Village of Bayside
9075 North Regent Road
Bayside, WI 53217

***Pre-Petition Submittal for PUD Zoning
NWC of Brown Deer and Port Washington Roads***

Dear Mr. Pederson:

On behalf of a joint venture between Cobalt Partners, LLC and La Macchia Holdings, LLC, this letter constitutes our pre-petition submittal and request for a pre-petition conference for planned unit development ("PUD") zoning at the subject site.

In support of this request, we have included with this letter a conceptual master plan and proposed zoning map for the proposed district.


Our vision is to create a vibrant mixed-use community that offers the richness of village living with the comfort of an intimate neighborhood. We propose to achieve that vision through a mix of neighborhood uses, including a new North Shore Library, office and small scale retail/restaurant uses, and a diversity of residential building types that are adaptable to a variety of lifestyles. As shown, the conceptual master plan represents an overall development value in excess of \$100 million.

We would request that this matter be reviewed by staff as appropriate and placed on an upcoming agenda pursuant to the applicable process. We look forward to working cooperatively with the Village and its representatives through this processes.

Should you require additional information, please advise accordingly.

Respectfully,


Scott J. Yanch
President/CEO
Cobalt Partners LLC


William E. La Macchia
La Macchia Holdings LLC
Member



BAYSIDE MIXED-USE DEVELOPMENT

ZONING & CONCEPTUAL SITE PLAN

JULY 12, 2021
RINKA+

CSBALT
PARTNERS

LA MACCHIA
HOLDINGS LLC

DESIGN DRIVERS

PROJECT VISION & PROGRAM

VISION STATEMENT:

Create a vibrant mixed use community that offers the richness of village living with the comfort of an intimate neighborhood.

1

OPTIMAL SITE PLANNING AND PROGRAM

.....

MIX OF USES TO PROMOTE NEIGHBORHOOD VIBRANCY (INCLUDING RETAIL, LIBRARY, OFFICE, VARIETY OF RESIDENTIAL BUILDING TYPES)

OPTIMIZATION OF DEVELOPABLE LAND

THOUGHTFUL INTEGRATION OF EXISTING BUILDINGS

2

EMPHASIS ON GREEN SPACE & OUTDOOR AMENITIES

.....

INTERWOVEN NETWORK OF GREEN SPACES THAT OFFER A VARIETY OF EXPERIENCES FOR RESIDENTS AND VISITORS

ACTIVATED TOWN SQUARE

CENTRALIZED OUTDOOR AMENITY SPACE

3

LIVABILITY

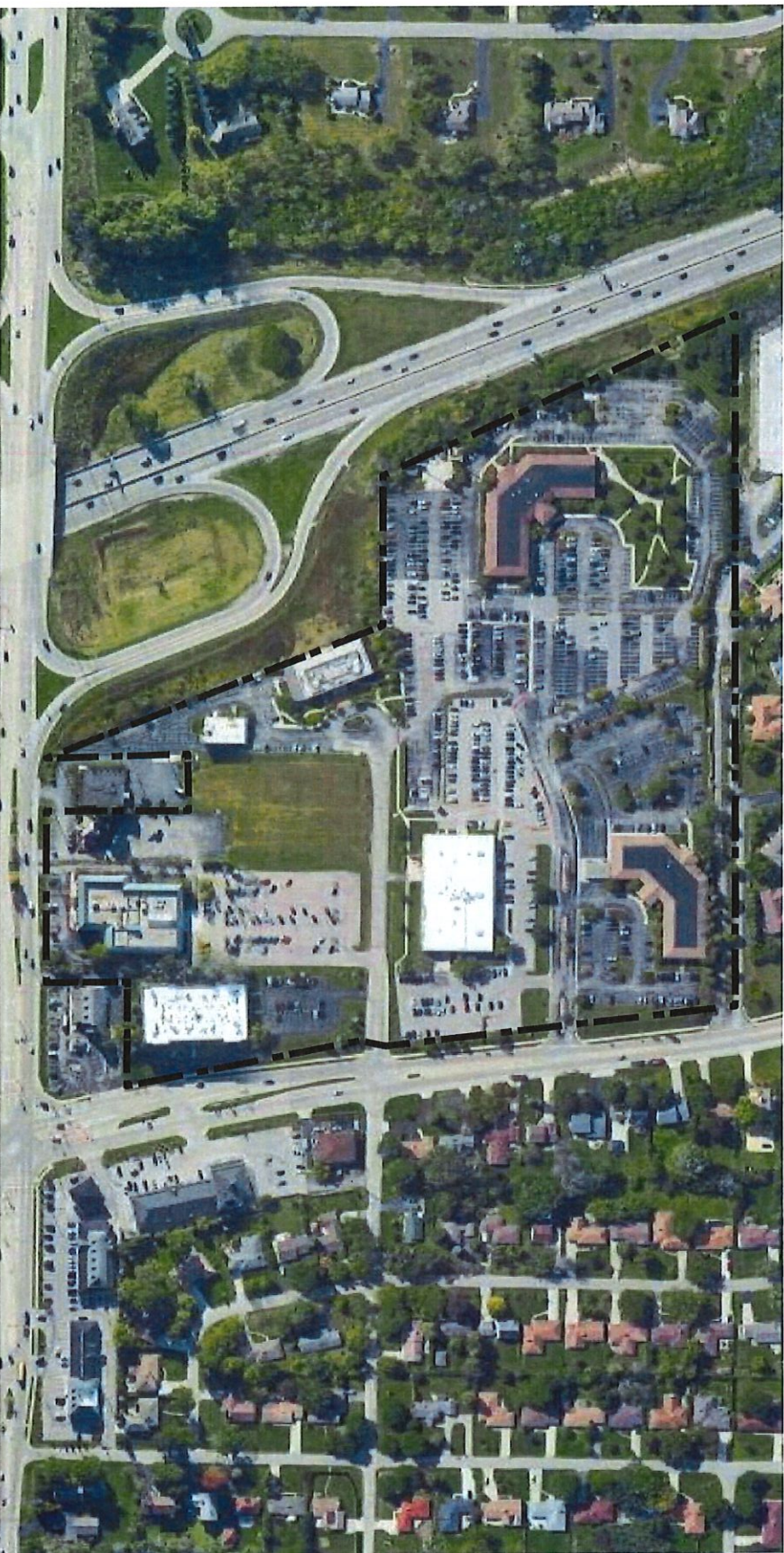
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ADAPTABILITY TO DIFFERENT LIFESTYLES

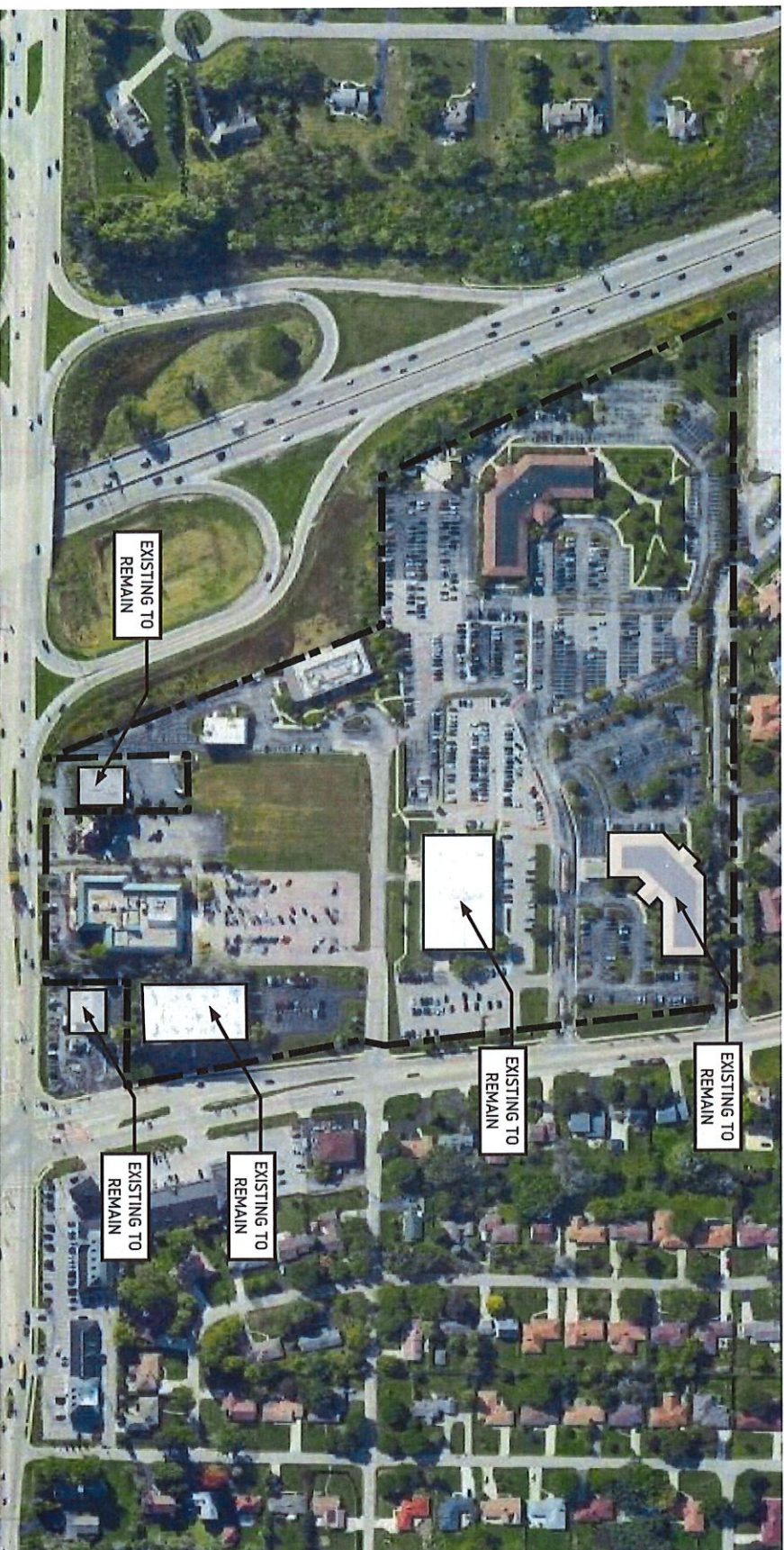
SUSTAINABLE DESIGN

WALKABILITY AND EASE OF ACCESS

PROMOTES NEIGHBORHOOD INTERACTION



EXISTING CONTEXT



EXISTING BUILDINGS



CONCEPTUAL SITE PLAN

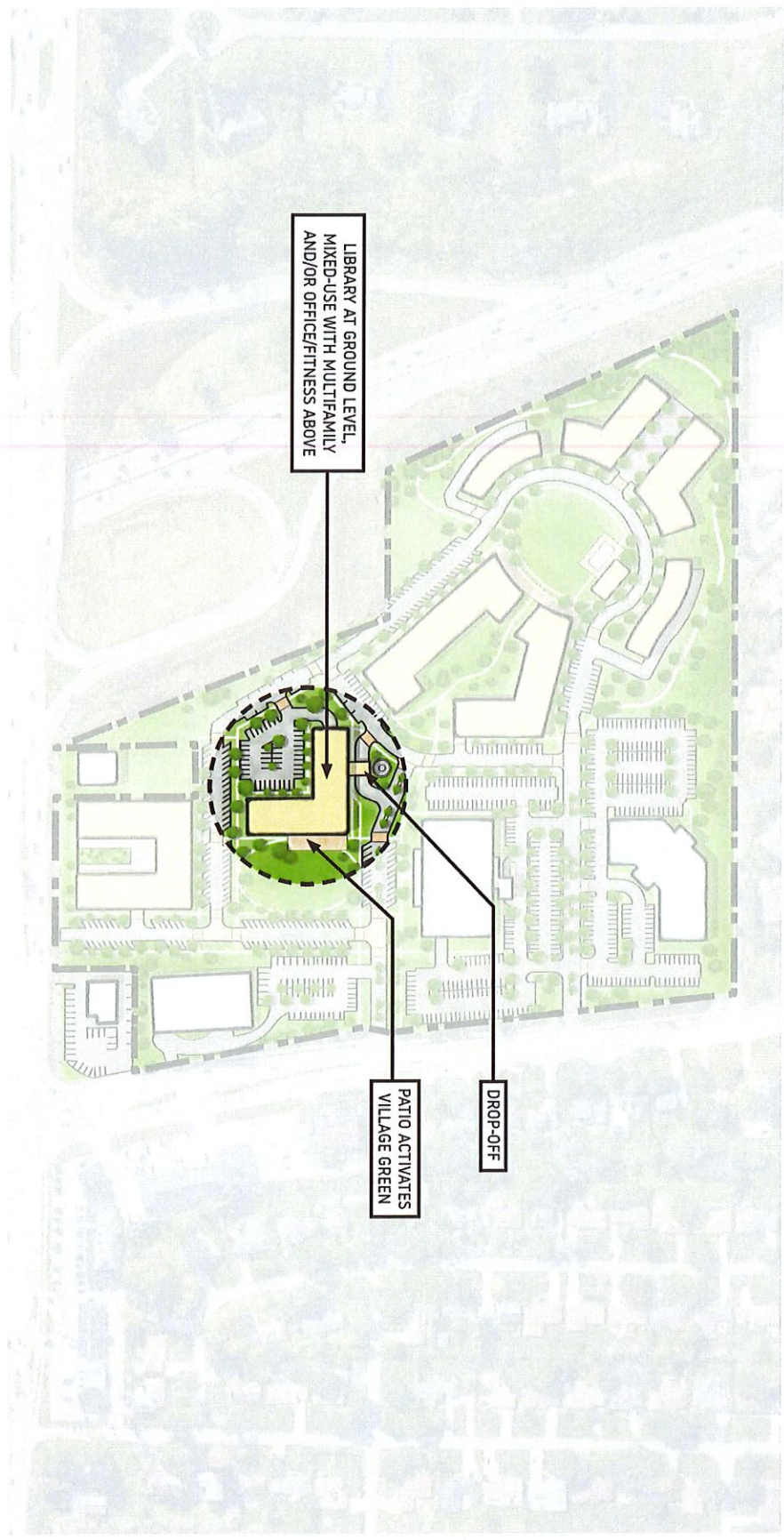
INKA+

CBALT
PARTNERS

LA MACCHIA
HOLDINGS LLC

BAYSIDE MIXED-USE DEVELOPMENT
JULY 12, 2021 1P.5/9

CENTRALIZED/ACTIVATED LIBRARY LOCATION







PROJECT BOUNDARY / ZONING PLAN

Land Use / Zoning Plan

1) **Parameters.** The following table sets forth the material parameters that serve as the basis for creation of the proposed zoning overlay district. References herein are to the attached zoning map that establishes the project boundary. Based on final design and location of rights-of-way, final area and configuration of the project boundary may vary slightly and the parties intend that the zoning district will allow for such variations without need for further zoning amendments or approvals.

2) **Maximums.** Note that the parameters specified below represent maximum sizes/units, floor areas, and heights for each category of use. As a practical matter, due to parcel size constraints, parking requirements, and height limitations, the ultimate development within the district would not accommodate the maximum limits of all uses, but would represent a balanced combination of several of such uses based on prudent planning and market demands.

3) **Mixed-Use.** Because the proposed zoning district is intended to encourage and function as a mixed-use development, any of the following uses may be combined provided that the maximum number of floors for such combined uses shall not exceed the number of floors permitted for the use that allows the greatest number of floors. For example, a mixed-use building comprising first-floor civic or retail uses could include up to five floors of multi-family residential above the first floor, with the maximum combined number of floors not to exceed six.¹

4) **Master Signage.** TBD

USE	Max/Zone	Max/Floor	Max Floors ¹
Office/Medical	300,000 SF	50,000 SF	5
Civic	60,000 SF	30,000 SF	3
Retail/Fitness	120,000 SF	40,000 SF	2
Restaurant	30,000 SF	10,000 SF	2
Residential (Multi-Family) ²	550 units	N/A	6
Residential (Townhome) ²	100 units	N/A	3
Hospitality	100 rooms	N/A	4
Structured Parking	Per parking ratios		

Notes:

1. Any use within 300 feet of the centerline of North Port Washington Road shall be limited in height to 4 stories above grade.

2. Residential uses shall be primarily market-rate housing, but may include ancillary independent senior living, assisted living, memory care, nursing homes, or similar types of uses.