

**VILLAGE OF WHITEFISH BAY
PLAN COMMISSION MINUTES**

**July 16, 2019 – 6:00pm
Whitefish Bay Village Hall
5300 N. Marlborough Dr., Whitefish Bay, WI 53217**

1. Call to Order.

President Siegel called the meeting to order at 6:00 pm.

Present: President Siegel, Commissioners Roth, Sauer, Moore, and Helfer. Also Present: Village Manager Paul Boening, Assistant Manager Tim Blakeslee and Attorney Chris Jaekels. Commissioner Huber arrived at 6:08pm.

2. Approval of the Minutes of the Regular Meeting of May 21, 2019.

Commissioner Sauer moved, seconded by Commissioner Moore to approve the minutes of the regular meeting of June 18, 2019. Motion Carried, 5-0.

3. PUBLIC HEARING

Prior to the public hearings, Attorney Jaekels provided background information regarding zoning district requirements, permitted/conditional uses and Plan Commission authority as limited by Wisconsin State Law.

- a. On Conditional Use Grant Application for Citrine and Sage Beauty Workshop – 316 E. Silver Spring Drive (Suites 236, 237, and 238).

Business owner Tracy Sternig introduced herself and noted that she was currently co-owner of Enliven in Whitefish Bay. Assistant Manager Tim Blakeslee summarized the request. Ms. Sternig explained that underground parking was available at the location. Commissioner Sauer asked if the business was a franchise. Ms. Sternig replied that Citrine and Sage was an independent LLC.

There were no public comments. President Siegel closed the Public Hearing at 6:11pm.

4. NEW BUSINESS

- a. Review and action on Conditional Use Grant Application for Citrine and Sage Beauty Workshop – 316 E. Silver Spring Drive (Suites 236, 237, and 238)

Commissioner Moore moved, seconded by Commissioner Helfer to approve the Conditional Use Application subject to the conditions/requirements as outlined in the staff memo. Motion Carried, 6-0.

3. PUBLIC HEARING

- b. On Conditional Use Grant Application for Donut Monster, LLC – 5169 N. Elkhart Ave.

Business owners Sara and Jackie Woods introduced themselves and noted that they had started

the business in June of 2018 and had been selling at pop-up locations and markets. They came across the space on Elkhart during their search for a permanent storefront. The neighborhood setting was appealing to them. The Woods stated that they didn't foresee much parking on Elkhart because they believed that customers would primarily park on Henry Clay. With regard to operational aspects, there would be no frying on site and deliveries would take place at their off-site bakery. Only breakfast sandwiches and coffee would be prepared at the location.

Assistant Manager Tim Blakeslee summarized the request and presented staff review details to the Plan Commission. The business was proposing to be open from Wednesday through Sunday. Discussion followed regarding parking layout and floor plan details.

Judith Bates – (805 E. Henry Clay #103) – Expressed concerns regarding potential parking issues, traffic impact and safety of neighborhood children. Ms. Bates also noted that the proposed business would be quite a change from the existing businesses in the area that generate limited activity.

Stanley Shulfer and Donna Pasternik – (5148 N. Elkhart Ave.) – Distributed a letter of opposition. Mr. Shulfer expressed concerns about parking demand, blocked driveways, noise, outside seating, litter and lighting.

Margaret Dahlquist – (5140 N. Elkhart Ave.) – Stated that she had purchased her home a year ago. Ms. Dahlquist referenced that she was drawn to close-knit quiet area. Ms. Dahlquist indicated that she has a young son and stated that she does not feel the business would be a good fit for the neighborhood. She commented on street parking being nearly full during daytime hours, and she expressed concern about weekend hours, seating and customer generation.

Nancy Kritz – (805 E. Henry Clay #203) – Noted that she was a 20-year resident and explained that her bedroom overlooked the proposed business location. Ms. Kritz stated that she was concerned about traffic and also referenced a dog that resides in the building that barks at passersby.

Jason Davis – (5159 N. Elkhart Ave.) – Questioned whether “No Parking” signs could be placed as needed and also asked about adding 15-minute parking restrictions near the building. Mr. Davis also inquired about the collection schedule for garbage at the location.

Craig Papajohn – (5145 N. Elkhart Ave.) – Expressed concern over potential parking issues and noted that the frame shop already generated parking demand in the area. Stated that he was concerned about potential odor from sandwich preparation and concluded his comments by noting that he would like the neighborhood to stay residential.

Michael Zussman – (5156 N. Elkhart Ave.) – Reiterated parking concerns that we expressed by previous speakers.

Judith Bates – (805 E. Henry Clay #103) – Commented on the volume of students who utilize Henry Clay in the morning hours and stated that she was concerned about their safety being compromised as a result of increased traffic.

Andrew Klister – (5100 N. Elkhart Ave.) – Stated that he did not have any specific concerns about the proposed business, but he would like the Village to review the potential for the intersection of Elkhart and Lancaster to be a 4-way controlled intersection.

President Siegel closed the Public Hearing at 6:39pm.

Discussion followed regarding food preparation and zoning requirements. Attorney Jaekels explained that the property was located in the “Apartment District,” but because it was an existing mixed-use area, businesses were allowed if approved as a conditional use. Commissioner Helfer asked for clarification regarding the need for a dumpster enclosure. Village Manager Paul Boening responded that the Commission could apply reasonable conditions as part of an approval motion. Commissioner Moore asked if the Village could limit parking to 15-minutes at the location. Attorney Jaekels replied that the Village would not be able to apply restrictions to the parking spots on the business property, but the Village could explore the potential to limit public parking on the street. Discussion followed regarding parking demand and enforcement. Commissioner Roth noted that in a densely populated Village such as Whitefish Bay, parking concerns were not unusual, and he specifically referenced the on-street parking demand related to the High School. Commissioner Sauer asked for clarification regarding the proposed number of outdoor seats. Business owner Sara Woods stated that they were proposing a total of eight seats. Regarding amplified noise, Ms. Woods confirmed that they were not seeking approval for outdoor music. Discussion followed.

Commissioner Helfer moved, seconded by Commissioner Sauer to approve the Conditional Use Application as submitted subject to the conditions/requirements outlined in the staff report and subject to the following additional conditions:

- No amplified speaker noise/music
- Staff review/approval of a dumpster enclosure/screening plan
- Sign(s) not to be illuminated after dark

Motion Carried, 6-0.

4. Adjournment

Commissioner Roth moved, seconded by Commissioner Sauer to adjourn the meeting at 7:05pm. Motion Carried, 6-0.

Respectfully Submitted,
Paul Boening – Village Manager