

**VILLAGE OF WHITEFISH BAY  
PLAN COMMISSION MINUTES**

**June 20, 2017 – 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 6:00pm. Present: Commissioners Moore, Sauer, Serebin and Siegel. Commissioner Roth arrived at 6:02pm and Commissioner Huber arrived at 6:05pm. Also Present: Village Manager Paul Boening, Director of Building Services Joel Oestreich and Attorney Jaekels.

2. Approval of the Minutes of the Regular Meeting of April 18, 2017.

Commissioner Moore moved, seconded by Commissioner Sauer to approve the minutes of the regular meeting of April 18, 2017. Motion Carried, 4-0.

3. **PUBLIC HEARINGS**

- a. On Conditional Use Grant Application for *Jordipher Creative* (Creative Services and Arts Education) – 629 E. Silver Spring Dr. (Second Floor).

Business owners Chris and Jordan Feiereisen indicated that *Jordipher Creative* would offer dance, acting, voice and other specialty classes. The business would also offer graphic design, brand marketing and general creative services. There were no public comments. President Siegel closed the public hearing at 6:11pm.

The Commission then proceeded to Item 4a.

- b. On proposed Ordinance No. 1832 to amend portions of Chapter 16 (Zoning Code) related to the Silver Spring Drive Business District.

There were no public comments. President Siegel closed the public hearing at 6:14pm.

- c. On proposed Ordinance No. 1833 to amend portions of Chapter 7 related to sandwich board signs.

There were no public comments. President Siegel closed the public hearing at 6:14pm.

4. **NEW BUSINESS**

- a. Review and action on Conditional Use Grant Application for *Jordipher Creative*

(Creative Services and Arts Education) – 629 E. Silver Spring Dr. (Second Floor).

Village Manager Paul Boening summarized the business plan and applicable Village requirements. Commissioner Moore moved, seconded by Commissioner Huber to approve the Conditional Use Application subject to the conditions as outlined in the Staff Memo and with the maximum hours of operation as permitted by Code. Motion Carried, 6-0.

- b. Review and recommendation to Village Board on proposed Ordinance No. 1832 to amend portions of Chapter 16 (Zoning Code) related to the Silver Spring Drive Business District.

Village Manager Paul Boening summarized the memo from the Village’s planning consultant, Graef. He noted that the Plan Commission had discussed the proposed changes in detail at its meeting in April. Attorney Jaekels referenced that he will make some required language modifications in response to a Supreme Court ruling about sign restrictions. He will include the changes in the final version of the Ordinance. Discussion followed regarding size requirements for signage above the ground floor in District 11. Commissioner Serebin moved, seconded by Commissioner Huber to recommend that the Village Board adopt Ordinance No. 1832 subject to final review/modification by Attorney Jaekels and subject to revising 16.18(D)(8) to reflect: “...and one-half of one square foot per lineal foot for each business above the ground floor.” Motion Carried, 6-0.

- c. Review and recommendation to Village Board on proposed Ordinance No. 1833 to amend portions of Chapter 7 related to sandwich board signs.

The Commission discussed the proposed sandwich board sign requirements. Commissioner Serebin moved, seconded by Commissioner Moore to recommend that the Village Board adopt Ordinance No. 1833 subject to removing 7.14(F) and subject to deletion of the second sentence in 7.14(D). Motion Carried, 6-0.

## 5. Adjournment

Commissioner Serebin moved, seconded by Commissioner Roth to adjourn the meeting at 6:47pm. Motion Carried, 6-0.

Respectfully Submitted,  
Paul Boening –Village Manager