

**VILLAGE OF WHITEFISH BAY
PLAN COMMISSION MINUTES**

**November 19, 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, Trustee Serebin (arrived 6:01), Commissioners Sauer, Moore, and Koltun.

Also Present: Village Manager Paul Boening, Assistant Village Manager Tim Blakeslee, Village Attorney Chris Jaekels

2. Approval of the Minutes of the Regular Meeting of November 6, 2019.

Commissioner Sauer noted a spelling error. Commissioner Sauer also noted that the motion was not included in the minutes for the Pre-Petition submittal at 721 E. Silver Spring Drive. Staff said these will be corrected before the minutes are placed online.

Commissioner Sauer moved, seconded by Commissioner Koltun to approve the minutes as amended by Commissioner Sauer of the regular meeting of November 6, 2019. Motion Carried, 5-0.

3. PUBLIC HEARINGS

a. On proposed Ord. No. 1858 to create Section 16-35A(3) of the Zoning Code regarding side yard setbacks on corner lots.

No public comment. Hearing closed at 6:02 pm.

b. On Conditional Use Grant Application for The Look Consignment Boutique – 5167 N Elkhart Ave, Whitefish Bay, WI, 53217.

Stan Shulfer and Donna Pasternak (5148 N. Elkhart Avenue) distributed a letter to the commission. Mr. Shulfer summarized the points in his letter. He was also concerned about outdoor use and trash. He asked the commission to consider the conditions of the area. Village Manager Paul Boening provided responses to a number of the topics/questions raised by Mr. Shulfer.

Lucy Storch (805 E Henry Clay St #205) would like to see nice window displays and not signs plastered on the windows. She does not want to see display racks.

Hearing closed at 6:15 pm

4. NEW BUSINESS

a. Review and recommendation to Village Board on proposed Ord. No. 1858 to create Section 16-35A(3) of the Zoning Code regarding side yard setbacks on corner lots.

Commissioner Sauer asked some clarification about the purpose of the ordinance. Village Manager Paul Boening provided a brief summary and highlighted that this ordinance is housekeeping and codifies what has been happening in practice.

Commissioner Moore moved, seconded by Serebin to recommend that the Village Board approve proposed Ordinance No. 1858 to create Section 16-35A(3) of the Zoning Code regarding side yard setbacks on corner lots. Motion Carried, 5-0.

b. Review and action On Conditional Use Grant Application for The Look Consignment Boutique – 5167 N Elkhart Ave, Whitefish Bay, WI, 53217.

Applicants Keshia Tally and Danielle Bates introduced themselves and their proposal. They summarized that they are online-only right now but want to have a store location. They described their business plan and renovation plans for the space.

Commissioner Sauer asked if the applicants had been in touch with Donut Monster. The applicants stated they has been in touch to discuss parking. Trustee Serebin asked about deliveries. Ms. Tally stated that it is by appointment only. There was a discussion about window displays, outdoor signage, outdoor sales, and current use of the space. Commissioner Sauer noted there will be minimal overage with Donut Monster's peak hours.

Donna Pasternak (5148 N. Elkhart Avenue) noted that there will be businesses open from 7:00 am to 6:00 pm in the neighborhood. Stan Shulfer noted the garbage issue and parking issues.

There was a discussion about signage, lighting, and parking. President Siegel spoke about monitoring the parking situation and evaluating after a period of time.

Commissioner Sauer moved, seconded by Commissioner Moore to approve the conditional use grant application for The Look Consignment Boutique at 5167 N Elkhart Ave subject to all conditions in the staff memo and the additional condition of no lighted sign. Motion Carried, 5-0.

5. Adjournment

Commissioner Moore moved, seconded by Commissioner Koltun to adjourn the meeting at 6:38 pm. Motion Carried, 5-0.

Respectfully Submitted,
Tim Blakeslee – Assistant Village Manager