



Plan & Architectural Review Meeting

Whitewater Municipal Building Community Room,
312 West Whitewater St., Whitewater, WI 53190

*In Person and Virtual

Monday, July 14, 2025 - 6:00 PM

MINUTES

CALL TO ORDER

Meeting was called to order at 6:01 p.m.

ROLL CALL

PRESENT

Board Member Bruce Parker
Board Member Tom Miller
Board Member Marjorie Stoneman
Board Member Carol McCormick
Vice Chairman Lynn Binnie
Board Member Lisa Dawsey Smith

ABSENT

Chairman, Councilmember Neil Hicks

STAFF

Allison Schwark, Zoning Administrator
Llana Dostie, Neighborhood Services Administrative Assistant
Attorney Timothy Brovold

APPROVAL OF AGENDA

A committee member can choose to remove an item from the agenda or rearrange its order; however, introducing new items to the agenda is not allowed. Any proposed changes require a motion, a second, and approval from the Committee to be implemented. The agenda shall be approved at each meeting even if no changes are being made at that meeting.

Motion made by Board Member Dawsey Smith, Seconded by Board Member McCormick.

Voting Yea: Board Member Parker, Board Member Miller, Board Member Stoneman, Board Member McCormick, Vice Chairman Binnie, Board Member Dawsey Smith

HEARING OF CITIZEN COMMENTS

No formal Plan Commission action will be taken during this meeting although issues raised may become a part of a future agenda. Specific items listed on the agenda may not be discussed at this time; however, citizens are invited to speak to those specific issues at the time the Committee discusses that particular item.

None

CONSENT AGENDA

Items on the Consent Agenda will be approved together unless any commission member requests that an item be removed for individual consideration.

1. Approval of June 9, 2025 Minutes.

Binnie noted on the Conditional Use Permits for arcade change the motion passed with 4 ayes

Motion made by Vice Chairman Binnie, Seconded by Board Member Parker.

Voting Yea: Board Member Parker, Board Member Miller, Board Member Stoneman, Board Member McCormick, Vice Chairman Binnie, Board Member Dawsey Smith

PUBLIC HEARING FOR REVIEW AND POSSIBLE APPROVAL

2. Discussion and possible approval of a Conditional Use Permit for more than 1 wall sign for Bleus Barber Shop located at 136 W Main Street, Whitewater, WI 53190. Parcel # /OT 00003.

Zoning Administrator Schwark stated this is a Conditional Use Permit for the 2nd or 3rd wall sign. This a new business at 136 W Main Street. This was previously a vacant building and was vacant for a long time. We count all window signs. Staff is recommending approval with conditions.

Parker asked if they are operating both window spaces.

Zoning Administrator Schwark stated that they are only operating on one side of the building.

Parker asked about signage for other tenants.

Dawsey-Smith stated that the door is for the suites in the back.

Parker asked if the other tenants would have space to put signage up.

Zoning Administrator Schwark stated at this point we don't know if anything else will be going in the building.

Binnie asked if a condition can be placed if there are other business needs signage they may need to make a change.

Parker stated that down the road questioned if the owner had a plan for other signage.

Motion to approve 2nd wall signs with Planner's conditions.

Motion made by Board Member Parker, Seconded by Board Member Miller.

Voting Yea: Board Member Parker, Board Member Miller, Board Member Stoneman, Board Member McCormick, Vice Chairman Binnie, Board Member Dawsey Smith

CONSIDERATIONS / DISCUSSIONS / REPORTS

3. Review and possible approval of a Certified Survey Map for Parcel #/A444200003.

Zoning Administrator Schwark stated this is a 4 lot certified survey map on Greenway Court. This is a vacant parcel where we previously approved a conditional use permit for contractor shops for business or storage purposes. The applicant is now proposing a CSM so that each shop can be sold individually as opposed to being rented. The proposed CSM appears to comply with all of the standards and minimum lot requirements of the technology park district. Again this would split it out into four separate parcels with some unplatted land in the back. Staff recommendation is to approve this Certified Survey Map with conditions.

McCormick has one question on the survey. There are four lots upfront and lot 3 and 4 in the back. Are those going to be shared. Why do they have duplicate lot numbers.

Zoning Administrator Schwark stated that lot three in the back is part of another certified survey map. That is going to be the area where the existing parcel is to remain. The new lots being created are lots 1, 2, 3 and 4 up front.

Motion to approve with planner's recommendations.

Motion made by Board Member Dawsey Smith, Seconded by Board Member Stoneman.
Voting Yea: Board Member Parker, Board Member Miller, Board Member Stoneman,
Board Member McCormick, Vice Chairman Binnie, Board Member Dawsey Smith

FUTURE AGENDA ITEMS

4. -Childcare Zoning Changes-August
- Rezone for all Whitewater Schools
- Update on Royal Hounds-Q3

Schwark stated that the state statute on child care just changed. We wanted to make sure they match.

We received rezones for the Whitewater Schools.

Parker stated we should talk about the business covenants and the Tech Park Ordinance.

Need to get on Tech Park agenda for changes.

NEXT MEETING DATE AUGUST 11, 2025.

ADJOURNMENT

Meeting was adjourned at 6:20

Motion made by Board Member Parker, Seconded by Board Member McCormick.

Voting Yea: Board Member Parker, Board Member Miller, Board Member Stoneman, Board Member McCormick, Vice Chairman Binnie, Board Member Dawsey Smith