



## Plan & Architectural Review Meeting

Whitewater Municipal Building Community Room,  
312 West Whitewater St., Whitewater, WI 53190  
\*In Person and Virtual

**Monday, August 12, 2024 - 6:00 PM**

Citizens are welcome (and encouraged) to join our webinar via computer, smart phone, or telephone. Citizen participation is welcome during topic discussion periods.

**Plan and Architectural Review Commission**  
Aug 12, 2024, 6:00 – 9:00 PM (America/Chicago)

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Please note that although every effort will be made to provide for virtual participation, unforeseen technical difficulties may prevent this, in which case the meeting may still proceed as long as there is a quorum. Should you wish to make a comment in this situation, you are welcome to call this number: (262) 473-0108.

### MINUTES

#### CALL TO ORDER

Meeting called to order at 6:02 p.m.

#### ROLL CALL

##### PRESENT

Chairman, Councilmember Neil Hicks

Vice Chairperson Tom Miller

Board Member Michael Smith

Board Member Marjorie Stoneman

Board Member Brian Schanen

Board Member Carol McCormick

Board Member Lynn Binnie

##### ABSENT

Board Member Bruce Parker  
Board Member Jeffery Weigel

STAFF

Taylor Zeinert, Economic Director  
Attorney Jonathan McDonell  
Allison Schwark, Planner  
Llana Dostie, Neighborhood Services Administrative Assistant  
Brad Marquardt Department of Public Works Director

**APPROVAL OF AGENDA**

*A commission 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 commission to be implemented. the agenda shall be approved at reach meeting even if no changes are being made at that meeting.*

Motion made by Hicks to remove item 4.

Motion made by Chairman, Councilmember Hicks, Seconded by Board Member Schanen.  
Voting Yea: Chairman, Councilmember Hicks, Vice Chairperson Miller, Board Member Smith, Board Member Stoneman, Board Member Schanen, Board Member McCormick, Board Member Binnie

**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 Plan Commission discusses that particular item.*

None

**CONSENT AGENDA**

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

- 1. Approval of Minutes from July 8, 2024

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

Voting Yea: Chairman, Councilmember Hicks, Vice Chairperson Miller, Board Member Smith, Board Member Stoneman, Board Member Schanen, Board Member McCormick  
Voting Abstaining: Board Member Binnie

**PUBLIC HEARING FOR REVIEW AND POSSIBLE APPROVAL**

2. Discussion and possible approval of a Conditional Use Permit and Site Plan Review for a multifamily development located on vacant land at the corner of Moraine View Parkway and Jakes Way Tax Parcel # /WPB 00044.

Planner presented the project which is 8 multi-family 16 unit buildings. The parcel is zoned R-3. McCormick stated that that Urban Forestry had concerns about one species and they are in talks with the developer for more diversity. Hearing opened at 6:16 p.m. for public comments. Nancy Boyer 1270 E Jakesway is against this project that this creates too much traffic. Brian Zellner 1270 E Jakesway #14. is against the project due to traffic issues. No one was able to tell him about related persons limits. We need single family homes or condos in this community. Wants the board to look at 2022 housing study. Jeff Knight 405 Panther Ct. He stated that he serves on the CDA. Feels that the project is bigger than it needs to be. The neighborhood is far less intense than this project is proposing. He feels that the city incentivized it too much. Patrick Singer 263 Amber Drive is the representative for District 1. He stated that it is still a significant amount of traffic for an area that isn't so busy at this time. He wanted a condition, stating that there would be no federal subsidized housing. Would like better screening or move the less dense closer and the traffic plan. Representative Scott John how we as a City justified a \$40,000 per unit subsidy for upscale apartments and that the state legislature would find this very interesting. He wasn't aware that Whitewater had so many young professionals in this area. Median income is around \$70,000 for Walworth County. He finds it an unique approach and whether it is a viable option. Pete Brauch, 564 Ehlert Court who owns Pete's Tire near the property. His concern is the foot traffic that would be possibly cutting through his property to Kwik Trip and the future security of his property. Larry Kachel, 457 S Buckingham Road. He doesn't think the board understood the repercussions of this 5.1 million. He feels that this will have to be paid by the other taxpayers of Whitewater. Closed public comment at 6:39 p.m. Kory Kreiser stated that they are building high end workforce housing. All units have a private garage and entry. There are 289 parking for the complex. The rents are within the market which is 30%. Schanen stated his first home was Bluff Apartments which is the same size he never remembered an issue with traffic. He stated he spoke to them and they are currently at 99% occupancy. McCormick asked whether they would be willing to reduce the size of project. Planner Schwark stated that she doesn't feel that asking them to reducing their size is appropriate since they could be asking for a larger development. McCormick asked if they development would have been done without the TIF. Smith stated that these units will have a tremendous impact on this neighborhood. Zeinert stated that those question need to go to CDA or City Manager. Stoneman stated we really need affordable housing in the community. These have been approved by CDA and Common Council. We need to approve this. Binnie asked that if they would be willing to have a condition that this would remain a market rate apartment complex.

Attorney McDonell stated he feels that this would be an legal option.

Binnie stated that would there be a reevaluation prior to Phase 2. Kory confirmed that they would reevaluate.

Hicks stated that he feels that a lot of traffic going north on one road. He is not comfortable with the traffic plan. He would like a locked gate for the emergency entrance at Bluff Ridge Drive.

Motion by Schanen to approve the conditional use permit with planners recommendations and add letter L to exclude section 8 and section 42 housing.

Brad Marquardt. Bluff Road is collector currently has 1300 cars a day. Moraine View parkway is able to handle that traffic.

Motion made by Board Member Schanen, Seconded by Board Member Stoneman.

Voting Yea: Vice Chairperson Miller, Board Member Stoneman, Board Member Schanen, Board Member Binnie

Voting Nay: Chairman, Councilmember Hicks, Board Member Smith, Board Member McCormick

3. Discussion and possible approval of a Conditional Use Permit for a New Wireless Telecommunication Facility and 195 foot Free Standing Tower to be located at 1002 S Janesville Street Tax Parcel # /WUP 00341 for LCC Telecom Services.

Planner introduced the project. There was wetland and shoreland wetland on this project. The structure is outside of the shoreland wetland area. They will be trenching in the shoreland wetland area which requires a conditional use also.

Hicks page 245 still represents the one by Kwik Trip. Wrong location. Variance for letter f is no longer needed.

McCormick asked about bilingual warning signs. Specifically, Spanish.

Schanen asked if the 2nd and 3rd spots would be open for other users.

John Burchfield confirmed that those spots would be open and there is usually 10 to 15 ft between antennas.

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

Voting Yea: Chairman, Councilmember Hicks, Vice Chairperson Miller, Board Member Smith, Board Member Stoneman, Board Member Schanen, Board Member McCormick, Board Member Binnie

4. Consideration to Approve and Recommend to Common Council a change to the City of Whitewater Municipal Code Chapter 19, Specifically Repeal Section 19.51.180 Truck, Trailer, Mobile Home and Equipment Parking Restrictions.

Item removed from agenda by motion.

5. Consideration to Approve and Recommend to Common Council a change to the City of Whitewater Municipal Code Chapter 19, Specifically Section 19.48.020 Institutional District Permitted Uses, adding Libraries, Municipal Buildings, Public and Semi Public Uses.

Planner explained that we are trying to expand our very minimal institutional zoning, permitted uses.

Smith asked what 15,000 square feet was. Planner confirmed it is 1/3 of an acre.

Binnie has stated that he would like faith based instead of religious. He stated that a hospital would not been needed. He questioned public transportation terminals.

Smith thought about the hospitals but something like urgent care.

Motion to approve with change of verbage based on Binnie to change religious to faith based and Smith to change hospitals to medical facilities.

Motion made by Board Member Schanen, Seconded by Board Member Binnie.

Voting Yea: Chairman, Councilmember Hicks, Vice Chairperson Miller, Board Member Smith, Board Member Stoneman, Board Member Schanen, Board Member McCormick, Board Member Binnie

## DISCUSSION

6. Discussion regarding a change to ordinance 19.69.050 Hearing-Notice to Property Owners to change the 300 foot property buffer zone for public hearings.

McCormick stated this was her item. She stated that there was a 300 foot notice that was done for the cell tower on across from Kwik Trip, but no one came. The 300 foot buffer didn't encompass many residential units, mostly the commercial properties. Thinks this should be enlarged for certain projects. Planner Schwark stated that we use the Walworth GIS map using the Buffer and feet. We could increase it the buffer size. We can change the verbiage in ordinance.

Binnie stated that he spoke with the UW Extension Land Planning office up in Stevens Point. She confirmed that we have no statutory requirement to have these kinds of notices. As long we put out class 2 notice that is published in the paper that almost no one reads and the notices on the boards here. We are in compliance with the state statues. His suggestion is that we consider for commercial conditional use permits that we consider putting up a sign on the property also.

Planner Schwark stated that this is still common with those communities that are under the jurisdiction of Walworth County Land Department. That the applicant picks it up from the office and puts it out. If we were interested in that she would recommend the same if we went this route.

Planner Schwark stated that she can work with Attorney McDonell to change the ordinance language.

Binnie stated that some times municipalities have an email list that residents can sign up to get notification when any conditional use is applied for.

Smith asked if this would go to Common Council. Planner Schwark confirmed it would. This matter would have to come back to Plan Commission as a red line version and public notice prior to that.

Attorney McDonell stated that adding the word minimum of 300 ft. Smith wanted language regarding TIF. Planner stated that would be a change for the Community Development Authority (CDA) and Common Council. This would not be a zoning change.

Stoneman asked about where the sign would be located. Planner Schwark stated she has seen them very small and than about a yard sale signs. Stoneman asked specifically like St. Patricks. Planner stated that she didn't hear the commission wanted the signs. It would be one sign on the parcel that is coming before the commission.

**FUTURE AGENDA ITEMS**

None

**NEXT MEETING DATE SEPTEMBER 9, 2024.**

**ADJOURNMENT**

Meeting was adjourned at 7:42 p.m.

**Anyone requiring special arrangements is asked to call the Office of the City Manager / City Clerk (262-473-0102) at least 72 hours prior to the meeting. Those wishing to weigh in on any of the above-mentioned agenda items but unable to attend the meeting are asked to send their comments to:**

c/o Neighborhood Services  
312 W. Whitewater Street  
Whitewater, WI 53190  
or Idostie@whitewater-wi.gov

*A quorum of the Common Council might be present. This notice is given to inform the public that no formal action will be taken at this meeting by the Common Council.*