



Plan & Architectural Review Meeting

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

*In Person and Virtual

Monday, October 13, 2025 - 6:00 PM

MINUTES

CALL TO ORDER

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

PRESENT

Chairman, Councilmember Neil Hicks
Board Member Marjorie Stoneman
Board Member Carol McCormick
Vice Chairman Lynn Binnie
Board Member Sherry Stanek

ABSENT

Board Member Bruce Parker
Board Member Tom Miller

STAFF

Mason Becker, Economic Development Director
Attorney Steven Chesebro
Llana Dostie, Neighborhood Services Administrative Assistant
Allison Schwark, Zoning Administrator

OATH OF OFFICE

City Clerk Boehm administrated the oath of office to Sherry Stanek as a new member of Plan Commission.

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.

Hicks made Motion to remove Items 6 and 7 from the agenda till the next meeting.

Binnie asked for a summary of changes that were made.

Zoning Administrator Schwark stated that she expanded her review of the comprehensive plan amendment and added more detail pertaining to the reason for the project meeting our comprehensive plan amendment requirements. No changes to the application or in what the applicant is requesting. The only change was in my memo adding in more detail to the bullet points in my memo.

Hicks asked if it was pages 96, 97 and 98.

Zoning Administrator Schwark stated the expansion was on pages 96 to 98.

Stanek asked how this would substantially change what we are discussing or is that just a technicality.

Hicks stated that multi-family is a hot topic in the community to begin with, I just want to make sure that the changes that were made on 96 through 98 would be out to the public.

Zoning Administrator Schwark stated that the initial packet that was distributed was published to the public, then on Saturday when I changed my memo, the agenda and packet were modified and distributed to the PARC and the public.

Binnie stated that the body can only make recommendations.

Economic Development Becker stated the requested information was at the bequest of City staff to provide further information. The recommendations did not change with the update to the memo.

Motion made by Chairman, Councilmember Hicks, Seconded by Board Member McCormick.

Voting Yea: Chairman, Councilmember Hicks

Voting Nay: Board Member Stoneman, Board Member McCormick, Vice Chairman Binnie, Board Member Stanek

Motion failed

Motion to Binnie to approve agenda with a 2nd from Stanek.

Voting Yea: Chairman, Councilmember Hicks, Board Member Stoneman, Board Member McCormick, Vice Chairman Binnie, Board Member Stanek

Voting Nay: None

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 Council 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 September 8, 2025 Minutes.

Motion made by Vice Chairman Binnie, Seconded by Chairman, Councilmember Hicks.
Voting Yea: Chairman, Councilmember Hicks, Board Member Stoneman, Vice Chairman Binnie, Board Member Stanek
Voting Abstaining: Board Member McCormick

PUBLIC HEARING FOR REVIEW AND POSSIBLE APPROVAL

2. Discussion and possible approval of a Conditional Use Permit for Drive-Thru, Drive-Thru Service Order Board, 2nd Building Wall Sign and Site Plan Review for Dunkin Donuts located at 1185 W Main Street, Whitewater, WI 53190. Parcel #: /L00011.

Zoning Administrator Schwark stated Dunkin is not asking to tear the building down. They need the conditional use for the drive-thru and overage on the signage. They will be refacing the pylon sign. There is already a drive thru lane. They are proposing to use the same area and layout. They are not making any building modification except for facade improvements to make it look like the standard Dunkin Donuts. The other renovation will be internal.

Stoneman asked if the pylon sign might be the free standing one outside.

Zoning Administrator Schwark confirmed that is the pylon sign.

Ryan Dirksen with the Koru Group stated the existing walk in box is going to be relocated by 10 feet and still enclosed.

McCormick asked if the if the spot next to the handicap spot was for curb side pick up.

Ryan Dirksen confirmed it is curb side pick up.

Binnie stated that his only concern that would be the same as the previous business, and that is the traffic backup related to the drive thru.

Economic Development Director Becker stated that we had a resident that was trying to speak, but we could not hear them.

Aubrey Thompson from 318 E North Street. I only have one comment about the north exit, it is very steep-would like it regraded to make it smoother.

Motion to approve with planner's recommendations.

Motion made by Board Member Stanek, Seconded by Vice Chairman Binnie.
Voting Yea: Chairman, Councilmember Hicks, Board Member Stoneman, Board Member McCormick, Vice Chairman Binnie, Board Member Stanek

3. Discussion and possible approval of a Conditional Use Permit for Coperion Solutions, LLC. Tax Parcel #HAS 00054.

Zoning Administrator Schwark stated that the applicant is requesting a conditional use permit for continued use of Light Industrial and Manufacturing Use. This property has been used for Light Industrial and Manufacturing. Because of the change in ownership they need to update their conditional use permit.

Binnie stated that the application has checked off yes for hazardous and flammable materials. Have the required documents been provided.

Zoning Administrator Schwark stated they may have been provided but they will certainly need to be provided prior to the issuance of the conditional use permit.

Hicks asked if this was essentially a name and owner change only. Can we make it a condition that they supply the MSDS sheets.

Zoning Administrator Schwark confirmed that that is what this is.

Motion to approve conditional use permit with a condition that the MSDS be supplied to the Zoning Administrator prior to issuance of conditional use permit along with planner's recommendation and conditional use goes with the applicant.

Stoneman asked about issues with odors and noise. Is that the same issue as the other company.

Zoning Administrator Schwark stated she knows as much as the commission, the information provided in the application was vague.

Chad Lorensen is the Director of Operation. It is all the same.

Motion made by Chairman, Councilmember Hicks, Seconded by Board Member Stanek. Voting Yea: Chairman, Councilmember Hicks, Board Member Stoneman, Board Member McCormick, Vice Chairman Binnie, Board Member Stanek

4. Discussion and possible approval of a Conditional Use Permit for First Floor Residential located at 319 W James Street, Whitewater, WI 53190. Parcel #: /TR 00025.

Zoning Administrator Schwark stated the applicant is requesting first floor residential in the B-2 Central Business District. The owner just purchased the property. The new owner would like an art gallery and small gallery space; those are a permitted use. The residential apartment is what requires the conditional use. We currently have open code violations on the property that we will work with the applicant about deadlines.

McCormick asked about a kitchen.

Zoning Administrator Schwark stated they would have to meet state code.

Stanek asked if this is approved what the next steps would be.

David Stone stated that he hopes that we give a new owner time to make repairs.

Motion to approve conditional use permit with planner's conditions.

5. Discussion and possible approval of a Conditional Use Permit for First Floor Residential Use for Habitat for Humanity of Walworth County for Tax Parcel #: /TRA 00003.

ITEM REMOVED FROM AGENDA AFTER NOTICES SENT OUT

6. Discussion and possible recommendation to Common Council for change to the Comprehensive Plan Future Land Use Map for Tax Parcel #A444200001 from General Manufacturing District (M-1) to Multi-Family Residence District (R-3).

Zoning Administrator Schwark stated you have two different items in front of you. The first is the future map land change from M-1 to higher density residential. And the second

is a rezone request. The applicant is requesting that the map change from manufacturing to higher density residential. This map is located within our comprehensive plan; it contains recommendations where we can see the city going in the future.

The zoning map amendment would be going from M-1 Manufacturing District to R-3 Multi-Family Residence District. When you consider a comprehensive plan amendment you want to look at items 1-8 within my memo. You will notice that item numbers 6 and 7 are not applicable to this request. The proposal is for new construction. This site has remained vacant for multiple years under the current zoning and future land use. Studies were completed for this site for a railroad spur. And due to small lot size and unique shape it would limit the potential of a manufacturer to use this lot for a rail spur.

Stanek stated that the comprehensive plan was done in 2010 and they are usually reassessed every 10 years.

Zoning Administrator Schwark stated that the City is approaching the time frame that this would need to be updated.

McCormick stated that we recently approved a company to update the comprehensive plan.

Jeffrey Knight 405 Panther Court stated that this is currently the only industrial site controlled by the city. Other parcels that were proposed are not owned by the city. Bigger concern is that parcel is adjacent manufacturing and is next to railroad. When this project came up in the CDA there was a lot of public opposition.

Andrea Svec W7679 Schraeder Road there is a lot of concern about the apartments that are being proposed and built in the City. Why are we rushing a project that was denied in February. Doesn't know who will want to live there.

Aubrey Thompson 318 E North Street safety concerns with railroad and what are the manufacturing chemicals being used in the area.

Joyce Hutchinson 414 S Douglas Ct commercial land is more valuable. Go find businesses.

Justin Z from Vierbacher stated this lot does provide the transition between the manufacturing to single family.

Larry Kachel 457 S Buckingham Blvd let's not give up on job creation. We need jobs in the community. Jobs bring people, people don't bring jobs.

Bob Murry with Pre-3 stated when businesses look to relocate the first question they ask is where their employees will live. People can't afford housing that costs \$3,000 a month. There is a lot of industrial land available in Whitewater. There may be land that is zoned for Multi-family, but it doesn't mean the owners are willing to sell.

McCormick thinks that this should be tabled until the new comp plan is updated.

Stoneman asked about the railroad and why it is not a viable site for manufacturing.

Zoning Administrator Schwark stated the site has been vacant forever. It is partially due to size and configuration of the lot. Railroad Guy LLC did the evaluation for a rail spur. The rail spur would have to go through the middle of the property. You would have

to find a company small enough to fit on site with the spur and big enough to need a spur.

Binnie asked if the Railroad Guy analysis we are looking at is lot 10B that is referenced in the report.

Economic Development Director Becker stated that the study that Railroad Guy did looked at three sites, including this site. A total of two trains come through Whitewater a day. We looked at expanding the site but the land to the north and east is DNR designated wetlands. There is an issue that people need to be aware of when we are talking industrial growth. Yes there is a lot of industrial growth in the surrounding area. We have a power capacity issue in the City of Whitewater today. WE Energies is going to have to significantly building out their infrastructure to support larger industrial applications.

Binnie asked for confirmation that lot 10 B on the report is the lot we are talking about.

Economic Development Director Becker confirmed that it was.

Binnie stated as for the suggestion by Ms. McCormick as to the comp plan. From what I'm seeing here from what we were provided for a prospective timeline of completion, we are a year away from anticipated approval of such plan.

Economic Development Director confirmed that yes it would start in the next month or so and wrap up in the fourth quarter of 2026.

Stanek stated that this would be a good buffer between neighborhoods and light industry.

Zoning Administrator Schwark stated that for residents concerned that the city may potentially be moving too quickly, this is the first step in many that will need to be taken before a developer can break ground on this site. In terms of the comprehensive map amendment we did publish a 30 day Class 1 Public Notice. We also increased our buffer to 1,000 square feet, so any residents within that buffer received notice by mail. In addition to that, this is one of many approvals. From here you make recommendations to Council. Council has the authority to approve the land use change as well as the rezone. And from there the developer needs to apply for a Conditional Use Permit to construct the actual buildings they want to construct.

MOTION TO RECOMMEND TO COUNCIL THE COMP AMENDMENT WITH PLANNER'S RECOMMENDATIONS.

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

Voting Yea: Board Member Stoneman, Vice Chairman Binnie, Board Member Stanek

Voting Nay: Chairman, Councilmember Hicks, Board Member McCormick

MOTION PASSED

7. Consideration to Approve and Recommend to Common Council a change in District Zoning Map to Rezone Parcel #A444200001 vacant land at end of E Main Street from M-1 (Manufacturing) to R-3 (Multi-Family Residence District).

Zoning Administrator Schwark stated that since there was a motion to recommend the change to the comprehensive plan use plan it would be in the commission's interest to recommend the rezone.

MOTION TO RECOMMEND TO COUNCIL THE REZONE WITH PLANNER'S RECOMMENDATIONS

Jeff Knight 405 Panther Court asked about why there was a change in the agenda.

Hicks stated that there were minor additions to the planner's report. There were no additions to the agenda and we were not required to actually post the 72 hour notice.

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

Voting Yea: Board Member Stoneman, Vice Chairman Binnie, Board Member Stanek

Voting Nay: Chairman, Councilmember Hicks, Board Member McCormick

MOTION PASSED

DISCUSSION/CONSIDERATION

8. Update regarding Amendment to Simultaneous Property Swap Agreement.

Economic Development Director Becker stated that staff wanted to provide an update on the Tanis Land Swap deal. The city gained control of the Wrap and Ship site and Tanis Properties gained control of a site in the tech park that they are building contractor shops on.

9. Update regarding Comprehensive Plan.

Economic Development Director Becker stated at the last common council meeting, the council did approve the recommendation of the selection of RDG Planning and Design. They are a firm with a 4 state presence in the Upper Midwest. We are working at finishing up the contract. Next month we should be able to move forward with initial planning for the very important comprehensive plan update.

Hicks asked if they would be coming to Plan Commission meeting to present.

Economic Development Director confirmed yes.

Stoneman hoping that we talk to the Spanish speaking residents. Include that we are a tree city and have wonderful birds.

FUTURE AGENDA ITEMS

None

NEXT MEETING DATE

November 10, 2025

ADJOURNMENT

Meeting adjourned at 7:33 p.m.

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

Voting Yea: Chairman, Councilmember Hicks, Board Member Stoneman, Board Member McCormick,
Vice Chairman Binnie, Board Member Stanek