



## VILLAGE OF WHITEFISH BAY PLAN COMMISSION AGENDA

**October 20, 2020 – 5:00pm**

**Meeting will be held at: <https://www.gotomeet.me/wfbvillage/plan-commission>**

**Access Code: 840-873-853**

**Phone Number Log In: +1 (224) 501-3412**

1. Call to Order.
- Approved 2. Approval of the Minutes of the Regular Meeting of August 24, 2020.
3. PUBLIC HEARING:
  - [a] On Conditional Use Grant Application for Platinum Salon at 523 E Silver Spring Drive
4. NEW BUSINESS:
  - Approved [a] Review and action on Conditional Use Grant Application for Platinum Salon at 523 E Silver Spring Drive
5. Adjournment

Due to the COVID-19 pandemic, this meeting is being held via remote conference only. Members of the media and public may attend by logging onto <https://www.gotomeet.me/wfbvillage/plan-commission>. The access code is 840-873-853. The phone number to log in is +1 (224) 501-3412. All public participants will be muted during the meeting. **Please see specific agenda item descriptions for information on public participation.**

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. Contact Village Hall at (414) 962-6690. It is possible that members of and possibly a quorum of members of other Boards, Commissions, or Committees of the Village including in particular the Village Board may be in attendance in the above stated meeting to gather information; no action will be taken by any other Boards, Commissions, or Committees of the Village except by the Board, Commission, or Committee noticed above. Agendas and minutes are available on the Village website ([www.wfbvillage.org](http://www.wfbvillage.org))

Dated: October 13, 2020 – Tim Blakeslee – Assistant Village Manager

# **VILLAGE OF WHITEFISH BAY PLAN COMMISSION MINUTES**

**August 24, 2020 – 6:00pm  
Whitefish Bay GoToMeeting**

## **1. Call to Order.**

President Siegel called the meeting to order at 6:00 pm.

Present: President Siegel, Trustee Fuda, Commissioners Moore, Roth, Huber, and Koltun.

Also Present: Village Manager Paul Boening, Assistant Village Manager Tim Blakeslee, Public Works Director John Edlebeck, Village Attorney Chris Jaekels, Stephanie Hacker with Greaf, and Ben Block with Greaf

## **2. Approval of the Minutes of the Regular Meeting of June 22, 2020.**

Commissioner Moore moved, seconded by Trustee Huber to approve the minutes of the regular meeting of June 22, 2020. Motion Carried, 6-0.

President Siegel summarized the order of events for the meeting.

## **3. PUBLIC HEARINGS**

[a] **On Ordinance 1871 – to amend Section 16-19 of the Municipal Code pertaining to minimum area requirements for Planned Development Districts.** There were no public comments. Village Manager Boening provided a summary of the request. President Siegel Closed the Public Hearing portion of the meeting at 6:02 pm.

## **4. NEW BUSINESS**

[a] **Review and recommendation to Village Board on proposed Ordinance 1871 to amend Section 16-19 of the Municipal Code pertaining to minimum area requirements for Planned Development Districts.** Commissioner Moore moved, seconded by Trustee Fuda to recommend to Village Board on proposed Ordinance 1871 to amend Section 16-19 of the Municipal Code pertaining to minimum area requirements for Planned Development Districts. Motion Carried, 6-0.

[b] **Review and recommendation to Village Board on Planned Development District (PDD) Petition to develop seven single-family homes at 721 Silver Spring Drive (Parcel 198-0037-001) (Petitioner – WiRED Properties).** Attorney Jaekels provided a summary of the PDD process to the Plan Commission. Commissioner Huber asked if the design guidelines apply to this item. Attorney Jaekels said they do not and provided an explanation. Commissioner Moore asked about the number of homes in the original proposal. Blair Williams provided a summary presentation of the development for the Plan Commission. Commissioner Moore asked about LEED certification and renderings from Silver Spring and Marlborough. There was a discussion on these issues. Ben Block with Greaf provided a summary of the Greaf planning report. Commissioner Koltun asked about the value generated from these homes. Village Manager Boening noted that the Village Board as the fiscal stewards would handle review these numbers. Public Works Director John Edlebeck provided a summary of his engineering review

and recommendations. Commissioner Huber asked about steps in the right of way. Attorney Jaekels summarized how that is handled via a privilege agreement. Trustee Fuda moved, seconded by Commissioner Koltun to recommend that the Village Board approve the PDD Petition from WiRED Properties with consideration given to the recommendations listed in the Planning Report from Graef and the Engineering Report from DPW Director John Edlebeck. Discussion followed. Motion Carried, 6-0.

## **5. Adjournment**

Trustee Fuda moved, seconded by Commissioner Moore to adjourn the meeting at 7:21 pm. Motion Carried, 6-0.

Respectfully Submitted,  
Tim Blakeslee – Assistant Village Manager



Village of Whitefish Bay  
5300 N. Marlborough Drive  
Whitefish Bay, Wisconsin 53217  
Phone: 414-962-6690  
Fax: 414-962-5651

## Memorandum

To: Whitefish Bay Plan Commission  
cc: Paul Boening, Village Manager  
From: Tim Blakeslee, Assistant Village Manager  
Date: October 15, 2020  
Re: Platinum Salon – Conditional Use Application

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### Executive Summary

Applicant Tia Stazhowiak has applied for Conditional Use approval to operate Platinum Salon at 523 E Silver Spring Drive (formerly New Options Salon). The applicant indicated that the business is a hair salon with a minor retail element. Typical business hours will be from 9:00 am to 9:00 pm from Monday to Sunday.

The business will be subject to the applicable laws as dictated by the Zoning Code. The following section will detail some of the requirements needed of the applicant for this business to be compliant with Village laws.

### Requirements

Under the Village Code of Ordinances, the applicant must meet the subsequent legal requirements to operate the proposed business within the Village.

- The applicant must also be compliant with the zoning district laws that fall under Section § 16-16. This includes all subsequent laws including the uses of retail and services in the Silver Spring District, as well as all matters of the Plan Commission's review of the business at the hearing. Based on the business operations described in the application, the business model would be compliant with both the retail and service-based businesses permitted in the Silver Spring Business District.
- Signage for the proposed business must meet the standards of Section § 16-43H and will require a sign permit. Once signs are submitted for the business, they will have to be reviewed and approved by the Building Services Director before being able to be placed on location.

- The applicant indicated that they would like to receive approval for business hours from 9:00 am to 9:00 pm from Monday to Sunday. Staff recommends approval for the full range of hours as permitted by Code (6:00 am to 10:00 pm Monday through Sunday) in the event the applicant wishes to adjust hours in the future.
- The applicant plans to complete minor renovations of the interior of the space to make it suitable for their operations. An interior layout is included with their application. Occupancy of the tenant space is subject to proper receipt of all necessary permits, approval from the Village Building Inspector, and approval from all applicable outside agencies (i.e. State of Wisconsin, North Shore Fire Dept., North Shore Health Department). **A pre-development meeting with the Building Services Director is required within 10 business days of Plan Commission approval.**
- While not planned at this time, should any changes to the façade of the building be made the business owner must obtain prior approval from the Community Development Authority (CDA) and Architectural Review Commission (ARC).
- Section § 16-21F(1)(a) dictates that “off-street on-site” parking is required in District 11. Based on the requirements in Section § 6-24C of the Municipal Code, approximately sixteen (12) parking stalls are required for a salon based on the code requirement of 2 spaces per stylist. The attached site plan provides 14 on-site parking spaces. As Commissioners are aware, there are a total of 132 public parking spaces in the two garages behind the Fox Bay Building, as well as street spots available within walking distance of the proposed business. It is under the discretion of the Plan Commission to bypass the parking requirements based on the availability in the area.

### **Recommendation**

Staff recommends approval of the Conditional Use Permit Amendment for Platinum Salon at 523 E. Silver Spring Drive with approval of the Plan Commission on all aforementioned conditions, including the waiver of the parking space requirements, provisions of Section § 16-16 of the Municipal Code, and subject to the following additional condition:

- Given the close proximity to residential development, deliveries to the south side of the building shall be prohibited between the hours of 10:00 pm and 6:00 am.



Village of Whitefish Bay  
5300 N. Marlborough Dr. ♦ Whitefish Bay, WI 53217  
Phone: (414) 962-6690 ♦ Fax: (414) 962-5651

## CONDITIONAL USE APPLICATION

VILLAGE ORDINANCE SECTION 16  
[www.wfbvillage.org](http://www.wfbvillage.org)

APPLICATION FEE: \$100

*Application fee should be made payable to Village of Whitefish Bay upon submittal of completed application.*

Please complete the application by typing or printing in ink. Use additional paper if necessary.

### 1. Property Owner Information:

Company name: SSMEC, LLC  
Last name: POWERS / MECHANIC First name: SUSAN / SAL  
Address: 523 E. SILVERSPRING City/State/Zip: \_\_\_\_\_  
Phone number: \_\_\_\_\_ Email address: \_\_\_\_\_

### 2. Applicant Information: (if different from above)

Company name: PLATINUM SALON LLC  
Last name: STACHOWIAK First name: TIA  
Address: 123 N 78th ST. City/State/Zip: MILWAUKEE WI 53212  
Phone number: 414.232.0146 Email address: PLATINUMTOSATICK

### 3. Address(es) of Property Involved: (if different from above)

523 E. SILVERSPRING

### 4. Zoning Designation: DISTRICT 11

### 5. Statement of Intent: Briefly describe what will be done on or with the property requiring the conditional use approval.

SALON USE



6. General Information:

- Name of Proposed Business: PLATINUM SALON
- Type of Business: SALON
- What other licenses, permits, etc. are required for operation, and how are they obtained?
- Anticipated Number of Employees: 11
- Total Square Feet of Sales Area: 4,600
- Proposed Parking Area for Customers: STREET
- Proposed Parking Area for Employees: STREET
- Control of Property (Signed Lease, Owner Occupied, etc.): SIGNED LEASE
- Frequency and Location of Deliveries: 1X A WEEK

7. Additional Required Information:

- a. Legal Description and PIN: Provide the Parcel Identification Number(s) and the complete legal description(s) of the property involved. 1980227000
- b. Plan of Operation: Including hours of operation, products to be sold and any other pertinent information regarding the proposed business. 7 DAYS A WEEK / RETAIL EG: SHAMPOO CONDITIONER
- c. Exterior/Interior Changes: A description of any proposed changes to the exterior and/or interior of the subject property. If the application involves an entire building or if any exterior changes are planned, a plat of survey prepared by a registered land surveyor showing all of the information required for a building permit, including landscaping shall be included.
- d. General Layout: A plan indicating the location of buildings, rooms, parking areas, traffic access, driveways, walkways, open spaces, landscaping and lighting. Drawings must be to scale and have the dimensions of all rooms/workspaces. A NEW SIGN / PAINT INTERIOR - NEW FLOORING

8. Signature(s): By signing below, you attest that the information above and attached is true and correct to the best of your knowledge.

Property Owner: [Signature] STMEC LLC  
(MEMBER)

Date: 10/5/2020

Applicant: [Signature]

Date: 10-2-2020

Fee Paid: \$100

Date: \_\_\_\_\_

Receipt # \_\_\_\_\_

Applications for conditional use approval must be received at least 21 days prior to the meeting date; applications received after this date cannot be heard at the Planning Commission meeting of the following month.

Conditional Use \_\_\_\_\_

Interior  
Changes

Paint Interior  
New Flooring

Stumped  
Bunks

X

X

X

X

MAIN CLOSET

DRINK ROOM

DRINK ROOM

X

X

X

X

X

X

STYLING

RETAIL

FRONT  
DOOR

FRONT WINDOW

STREET PARKING



## **VILLAGE OF WHITEFISH BAY PLAN COMMISSION PUBLIC HEARING NOTICE**

PLEASE TAKE NOTICE that the Plan Commission of the Village of Whitefish Bay has scheduled a Public Hearing for **Tuesday, October 20, 2020 at 5:00 P.M.**, to be held via GoToMeeting: <https://www.gotomeet.me/wfbvillage/plan-commission>. You can also dial in using your phone: United States: +1 (224) 501-3412 - Access Code: 840-873-853.

1. Public Hearing on the following Conditional Use application:

A) *Platinum Salon – 523 E Silver Spring Drive*

ALL INTERESTED PERSONS will be given an opportunity to be heard. If you have any questions, please contact Tim Blakeslee, Assistant Village Manager, 414-962-6690.

A majority of the members of other governmental bodies, including, but not limited to the Village Board may be present to gather information about a subject over which they may have decision making responsibility. The above meeting is therefore hereby also noticed as a meeting of those governmental bodies, although they will not take any formal action at this meeting.

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.

VILLAGE OF WHITEFISH BAY

Tim Blakeslee  
Assistant Village Manager