



**VILLAGE OF WHITEFISH BAY
PLAN COMMISSION AGENDA**

November 6, 2019 – 6:00pm

**Meeting Location: Whitefish Bay Village Hall – Board Room
5300 N. Marlborough Dr., Whitefish Bay, WI 53217**

1. Call to Order.

Approved 2. Approval of the Minutes of the Regular Meeting of October 22, 2019.

3. NEW BUSINESS

Approved a. Review and action on Pre-Petition submittal for a proposed single-family redevelopment of the First Church of Christ Scientist property at 721 E. Silver Spring Drive.
(Applicant – WIRED Properties)

4. Adjournment

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)

Dated: November 1, 2019 – Paul Boening – Village Manager

**VILLAGE OF WHITEFISH BAY
PLAN COMMISSION MINUTES**

**October 22, 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, Commissioners Roth, Sauer, Moore, Huber, Serebin and Kolton. Also Present: Village Manager Paul Boening.

2. Approval of the Minutes of the Regular Meeting of September 17, 2019.

Commissioner Sauer moved, seconded by Commissioner Roth to approve the minutes of the regular meeting of September 17, 2019. Motion Carried, 7-0.

3. PUBLIC HEARING

- a. On Conditional Use Grant Application for Hayat Whitefish Bay Pharmacy – 424 E. Silver Spring Drive.

Mr. Tamir Kaloti (President/CFO) was present on behalf of Hayat Pharmacy. Mr. Kaloti spoke about the Hayat's presence as a local pharmacy with 16 locations in southeastern Wisconsin. He noted that Hayat was focuses on more than just filling prescriptions. He specifically referenced Hayat's community outreach efforts. Mr. Kaloti noted that Hayat was saddened to learn of Fitzgerald's closing, but he was optimistic that Hayat could tailor the location to the needs of the community.

There were no public comments. President Siegel closed the Public Hearing at 6:05 pm

4. NEW BUSINESS

- a. Review and action On Conditional Use Grant Application for Hayat Whitefish Bay Pharmacy – 424 E. Silver Spring Drive.

Village Manager Paul Boening summarized the key components of the staff review memo. Discussion followed regarding Hayat's services, lease details and hours of operation.

Commissioner Moore moved, seconded by Commissioner Serebin to approve the Conditional Use Application subject to:

- All conditions as outlined in the staff report dated October 16, 2019.
- Staff review and approval of bench specifications (and installation details).
- Deliveries to the north side of the building shall be prohibited between the hours of

10:00pm and 6:00am.

- Business may utilize the maximum hours of operation as permitted by Village Code (daily, 6:00am – 10:00pm).

Motion Carried, 7-0.

5. Adjournment

Commissioner Serebin moved, seconded by Commissioner Huber to adjourn the meeting at 6:13pm. Motion Carried, 7-0.

Respectfully Submitted,
Paul Boening – Village Manager

DRAFT



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MEMORANDUM

TO: Village of Whitefish Bay Plan Commission

Copies to: Paul Boening, Village Manager
Tim Blakeslee, Assistant Village Manager

FROM: GRAEF

DATE: November 1, 2019

SUBJECT: Review of the following in preparation for the Pre-petition conference with the Plan Commission:

- 1) WiRED Properties (Blair W. Williams, President) is proposing a concept for redevelopment of 721 E. Silver Spring Drive as single family residential. See Figures 1 and 4.



Figure 1. View of 721 E. Silver Spring Drive looking west. Subject property shown dashed. Source: Pictometry.

I. BACKGROUND

Blair Williams of WiRED Properties requested a Pre-petition conference to review a concept to redevelop 721 E. Silver Spring Drive (tax key # 1980037001) from its current use as a place of worship to single family homes. The current zoning does not allow single family residential; the developer is proposing this concept under an anticipated Planned Development District (PDD).

A Planned Development District is a means to facilitate desirable development while affording flexibility with land use and development standards. The purpose, as stated in the Village Zoning Ordinance, is as follows:

"The purpose of the Planned Development District is to encourage and provide a means for effectuating desirable development, redevelopment, rehabilitation and conservation in the Village of Whitefish Bay by allowing for greater flexibility, better utilization of topographical and natural site characteristics, more economical and stable development and variations in siting, land use and types of dwellings and commercial buildings, thereby promoting the public health, safety, welfare and morals." (16-18 A.)

The PDD zoning district permits all uses which are permitted in Chapter 16 (Zoning) of the Village Code. Further, the standards for development—such as land coverage, density, setbacks, building heights—are established by the Plan Commission and Village Board when the proposed development is found to be in concert with desired development.

The existing site is 0.8948 acres, per the submitted Plat of Survey with Topography. According to the submitted site plan, the intended use is single-family residential and illustrates seven single-family homes.

II. EXISTING ZONING AND LAND USE

Current use: Place of worship. Site contains a principal structure (church) and a parking lot. At present, the Village maintains a lease agreement with the church for 41 of the 51 parking spaces for 10 hour parking to occur by permit, except on Sundays.

Current zoning: Two separate portions of the parcel are zoned "4 - Churches, Public Buildings & Grounds" and a portion is zoned "7 - Automobile Parking." See Figure 2.

Current assessed value: \$0

Current uses and zoning of adjacent properties:

- Immediately to the west adjacent to the subject site: zoned “11 – Silver Spring Dr. Business District;” commercial land use
- Across E. Silver Spring Drive to the north: zoned “11 – Silver Spring Dr. Business District” and “2 – Single Family Residence;” mix of multi-family residential, commercial, and single family residential land uses
- Across N. Danbury Road to the east: “4 – Churches, Public Buildings & Grounds” and “2 – Single Family Residence;” religious and single family land uses
- Across E. Glen Avenue to the south: “4 – Churches, Public Buildings & Grounds” and “2 – Single Family Residence;” single family land use
- Across N. Marlborough Drive to the west: “11 – Silver Spring Dr. Business District” and “7 – Automobile Parking;” commercial and automobile parking land uses

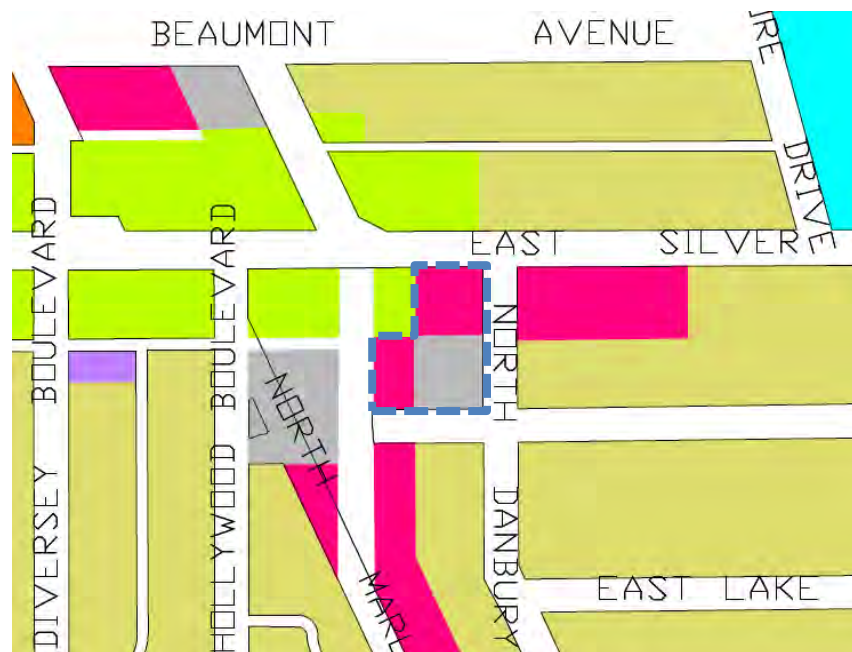


Figure 2: Existing Zoning Map. Subject property shown dashed. Source: Village Zoning Map as of 2/7/2018.

III. PROPOSED CONCEPT ZONING AND LAND USE

Proposed use: Single family residential

Proposed zoning: Planned Development District (PDD)

Proposed estimated value: \$7,000,000-8,400,000

IV. PROPOSED CONCEPT SITE CONSIDERATIONS

Density: The proposed concept plan illustrates 7 units on 0.8948 acres, or 7.8 units per acre. The 4 homes along E. Glen Avenue are sited on 191 feet of street frontage and 0.5 acres. As a comparison, along E. Glen Avenue just east of N. Danbury Road, 4 houses comprise similar street frontage (200 feet) and area (.5 acres). *Note: calculations and dimensions are approximate. Source: Milwaukee County GIS.*

Site Access: Site access is proposed at three locations: along E. Silver Spring Drive (new), a midblock along E. Glen Avenue (new), and midblock along N. Danbury Road (relocated). The access along E. Silver Spring Drive is not aligned with the driveway access of the 5600 N. Lake Drive building (across the street to the north) and it would not be feasible to align the driveways. Review by the Village Engineer would be warranted to determine the feasibility of this new access point. Three existing access points along E. Glen Avenue have been eliminated. Alley access is proposed, and is indicated on the submitted site plan as private (i.e. not a public right-of-way).

Green Space: Existing green space on the site is limited to a planting edge encircling the parking lot and an area of picturesque lawn and trees within the setback area along E. Silver Spring Drive and N. Danbury Road. Outside of the perimeter planting, the parking lot itself is devoid of trees or planting. See Figure 3. Green space calculations were not submitted for the proposed concept, but the submitted site plan indicates detached homes with front and side yards of lawn, trees, and shrubs. Without doing a calculation, it would be difficult to determine if the green space on site is increasing, staying the same, or decreasing. Note that there is not a specific green space calculation for PDD zoning.

Water, Sewer, Stormwater: The existing survey submitted indicates water, sanitary and storm within E. Silver Spring Drive and E. Glen Avenue, and water and sewer in N. Danbury Road. No on-site stormwater management is visible on the site at present. The submitted site plan does not address stormwater management, although such information shall be included as part of a subsequent full PDD submittal.



Figure 3: View of 721 E. Silver Spring Drive looking northeast from E. Glen Avenue. Source: GRAEF.

V. PROPOSED CONCEPT ALIGNMENT WITH PLANNING DOCUMENTS

Silver Spring Drive Master Plan Update: The subject property is at the far eastern edge of the 2016 Silver Spring Drive Master Plan Update study area. The vision of the plan is stated as “A Silver Spring Drive that is a vibrant, business-friendly, family-oriented and walkable village.” In addition, the document’s major opportunities center on increasing density in the district, including residential uses. This proposal is an opportunity to partner with the developers to make improvements that are mutually beneficial in the district and raises the appeal and desirability of the entire district (Silver Spring Drive Master Plan Update, Recommendations & Implementation 5.6.3).

Comprehensive Plan: The 2009 Comprehensive Plan stresses supporting and maintaining the character and walkability of the Whitefish Bay neighborhoods, including maintaining the street edge and complementing the architecture. The proposed concept is residential with limited setbacks, homes facing the street, and holding the street edge with similar setbacks to neighboring commercial areas. The proposed concept also includes front entrances and stoops along the street edge, which allows for social interaction in the neighborhood and supports the walkable character of the community.

VI. CONCLUSION

Based on a review of the current surrounding context and the current adopted planning documents, the proposed concept is in concert with the vision for the downtown district. The development is similar in nature to the uses, character, and density of development within the immediate area and the broader Silver Spring Drive district. While of a higher density than most single-family residential neighborhoods within the village, it is a lower density than most multi-family developments. The proposal provides an opportunity for middle-density housing, which complements the character of the village and brings to the market an expansion of housing choice. The layout of the site as envisioned is in keeping with the setbacks and walkable character found in the commercial district and transitions to nearby lower-density residential areas.

Building heights as indicated on the Preliminary Floor Plans are each three stories. At three stories, the houses will be similar in height to the commercial and mixed-use properties along the E. Silver Spring Drive corridor, although likely taller than the traditional single-family homes on E. Glen Avenue and N. Danbury Road. As such, the project could serve as a transition from the density and height of the commercial corridor to smaller-scale homes in the neighborhood.

VII. COMPLIANCE WITH VILLAGE OF WHITEFISH BAY PDD REQUIREMENTS

The Village does not require a specific set of documents for applicants to request a Pre-petition conference. The intent of the Pre-petition conference is for the Plan Commission to affirm whether the proposed use of the property is aligned with the Village's visions, goals, and objectives for the site as expressed in Village documents and ordinances. Upon securing Pre-petition approval from the Plan Commission, the applicant may move forward by submitting a request to the Village Board to change the zoning.

A Planned Development District is a means to facilitate desirable development while affording flexibility with land use and development standards. The purpose, as stated in the Village Zoning Ordinance, is as follows:

"The purpose of the Planned Development District is to encourage and provide a means for effectuating desirable development, redevelopment, rehabilitation and conservation in the Village of Whitefish Bay by allowing for greater flexibility, better utilization of topographical and natural site characteristics, more economical and stable development and variations in siting, land use and types of dwellings and commercial buildings, thereby promoting the public health, safety, welfare and morals." (16-18 A.)

The site development standards for a PDD district are flexible so long as they are in concert with the desired development in the district. The proposed concept documents submitted for this review are

limited but meant to illustrate the desired direction of the project for discussion with the Plan Commission. At the time of the PDD submittal, additional information will be supplied by the applicant to facilitate discussions with the Plan Commission and Village Board about the standards that need to be met by the development.

The following items are required as part of the PDD submittal; items provided by the applicant for this Pre-petition conference are selected for reference.

- a. Compliance with the Comprehensive Plan and applicable planning documents
 - i. ☐ Density calculations—*not received*
 - ii. ☒ Summary of the value of structures—*not received as part of the submittal but contained within an email from the Village Manager.*
 - iii. ☐ Departures from the standards for development in the zoning ordinance—*not received*
 - iv. ☐ Date of commencement of physical development—*not received*
- b. Submission requirements:
 - i. ☒ Plat of survey by registered surveyor—*RECEIVED "As Built Survey"*
 - ii. ☐ Plot plan, showing all existing structures or features, and if to remain or be demolished—*"As Built Survey" indicates location of existing and in review of the submitted site plan, it appears that improvements on-site to be demolished.*
 - iii. ☐ Plan showing existing land uses and development within 300 feet—*general description delivered within written statement of planned development, but no plan drawing submitted.*
 - iv. ☒ Plan showing sanitary water and storm; location of roads; location of public use open space areas—*RECEIVED "As Built Survey"*
 - v. ☒ Topographic map (2-foot intervals)—*RECEIVED "As Built Survey"*
 - vi. ☐ Architectural plans, elevations and perspective drawings and sketches—*Plans received ("Preliminary Floor Plans"); street front elevations are shown in an elevation and represented in the perspective rendering "Massing options;" side elevations are shown in perspective rendering; alley elevations are not represented. Massing is shown in a 3D massing model image.*
 - vii. ☒ Landscape plan (includes fences, signs, lighting, plantings, screening for off-street parking)—*RECEIVED "Site plan Danbury 3 + Glen 4"*

- viii. ☐ Statement of phases, *if applicable*—*Statement not received; "Site Plan Danbury 3 + Glen 4" indicates proposed development on Parcel I, and future development on Parcel II*
- ix. ☐ Statement of proposed changes to locations or levels of streets or alleys, *if applicable*—*not received*
- x. ☒ Location and type of drives, parking, and loading areas, and screening—*RECEIVED "Site plan Danbury 3 + Glen 4"*



Figure 4: View of 721 E. Silver Spring Drive looking north. Subject property shown dashed. Source: Pictometry.



FIRST CHURCH CHRIST SCIENTIST

DEVELOPMENT NARRATIVE

In 1950, a congregation of Christ Scientists commissioned the construction of a church located at 721 E. Silver Spring Drive in Whitefish Bay, with their first services held in December 1951. The church property, originally constructed for a congregation of 400, included a substantive parking lot occupying approximately ½ of the village block bounded by Silver Spring, Glen, Danbury, and Marlborough.

Over the course of the past 20 years, the church's membership has declined substantively. Today, the property remains off the village tax rolls, the building is profoundly under-utilized and ill-equipped for adaptive re-use, and the parking lot is in deteriorating condition and used mainly by third parties. As a result of its declining membership, the church has resolved to sell the property.

Our entity has entered into a contract to purchase the property with the intention to re-develop it into a development that will:

- *Contribute substantively to Whitefish Bay's unique sense of community*
- *Create a dynamic sense of place through innovative architectural design and site planning*
- *Establish an anchor for the east end of the Silver Spring commercial district and create the opportunity for place making on Marlborough*
- *Rely on best practices for urban residential design while remaining consistent with neighborhood scale and patterns of development*
- *Generate meaningful tax increment for the village by bringing this important parcel back onto the tax rolls*

We are not the first developer to have considered this site. As we understand it, a previous developer contemplated a multi-family / mixed-use development for the site. While WIRED Properties has established a measure of expertise in mixed use development (see Shorewood, Mequon, Oak Creek, the Deer District), we do not believe that such an intensive use is appropriate for this site.

While the corner of Silver Spring and Marlborough remains commercial, we find it notable that with very limited exception there are neither multi-family nor commercial buildings located east of Marlborough throughout the village. And, with the exception of the Methodist Church to the east, the surrounding neighborhood is exclusively single family.

Historically, the development of a full block face with distinctly similar single-family homes was typical. Indeed, newly-platted subdivisions established a canvas upon which planners and developers created new communities out of whole cloth. We find it throughout metro-

Milwaukee with blocks of Milwaukee bungalows, Mikkelson Colonials, and other architectural forms.

It is our intent to respect that historical pattern of development, but with a direct nod to urban planning that directly respects this site's proximity to the heart of Whitefish Bay's commercial district. Indeed, while walkability is a hallmark of the village, it is fundamental to the attractiveness of this site. We have designed a site plan that relies on an alley for vehicular access – ensuring that the pedestrian is honored on the Danbury block face. We are using materials of the highest quality and durability. And, we have designed homes that contemplate the way that residents live in their homes today.

By adding seven new single-family homes in a landlocked village, we are helping to expand the village's residential base. By developing homes with dynamic value, our plan offers the village tax revenue consistent with that of a far larger mixed-use development. Perhaps most importantly, we believe that this development plan is consistent with the character of both Whitefish Bay generally and of this neighborhood specifically.

We are deeply committed to this development. Both my partner, Mike Kelly, and I were raised in Whitefish Bay (WFB HS '74 and '88). This development offers us the opportunity to return to Whitefish Bay – not just as developers, but also as residents. I will live in one of these houses with my wife and two children, and Mike will live in another. Our attention to detail will be exacting, and our commitment unwavering.

I look forward to discussing this exciting development with the Planning Commission, Architectural Review Commission, and the Village Board.

Regards,

Blair W. Williams
President



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EXISTING SITE STATISTICS:
SITE SIZE = 38,979 SQ. FT. IMPERVIOUS AREA = 31,479 SQ.FT.
IMPERVIOUS COVERAGE = 81% GREEN SPACE = 19%
ZONING DISTRICTS: 4 CHURCHES & PUBLIC BUILDINGS, 7 AUTOMOBILE PKG

PROPOSED SITE STATISTICS:
SITE SIZE = 38,979 SQ. FT. IMPERVIOUS AREA = 26,567 SQ.FT.
IMPERVIOUS COVERAGE = 68% GREEN SPACE = 32%
ZONING: PROPOSED DISTRICT 9 PUD
ADJACENT ZONING : 2 SINGLE FAMILY RESIDENTIAL

PROPOSED 9 PUD ZONING:
MINIMUM LOT SIZE 4,865 SQ. FT.
MINIMUM STREET FRONTAGE = 40.5'
DWELLING TO LOT RATIO = 42%
DWELLING VOLUME >44,000 C.F.
CORNER LOT DEPTH = 120 FT
BUILDING HEIGHT = 39 FT
PUD MINIMUM AREA > 25,000 SQ.FT. WHEN ADJACENT TO 4 CHURCHES & PUBLIC BUILDING & GROUNDS PER 16.19(B)(2)(c)

2 SINGLE FAMILY RESIDENCE DISTRICT:
MINIMUM LOT SIZE = 4,800 SQ. FT.
MINIMUM STREET FRONTAGE = 40'
DWELLING TO LOT RATIO = 40%
DWELLING MIN VOLUME >17,500 C.F.
CORNER LOT MIN DEPTH = 120 FT
BUILDING HEIGHT < 35 FT

FRONT YARD SETBACK = 3'-9" TO MAIN FACADE
PRIVATE ALLEY SETBACK = 3'-8" MINIMUM
FENCES: ARCHITECTURAL DESIGNED OPAQUE, 1/2" SPACED HORIZONTAL IPE AND STRUCTURAL STEEL POSTS, 42" TALL FRONT YARD, 72" TALL SIDE AND REAR YARD.



Project:
WIRED WHITEFISH BAY DEVELOPMENT

Location:
WHITEFISH BAY WI 53217

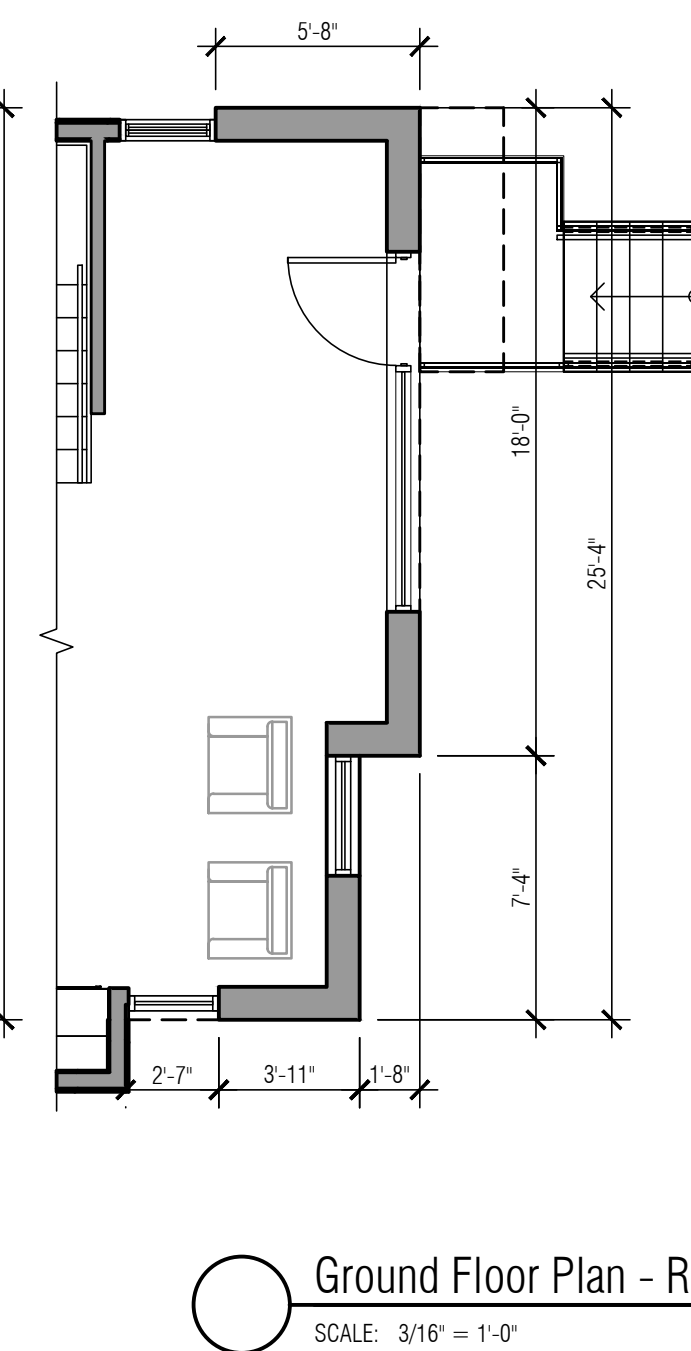
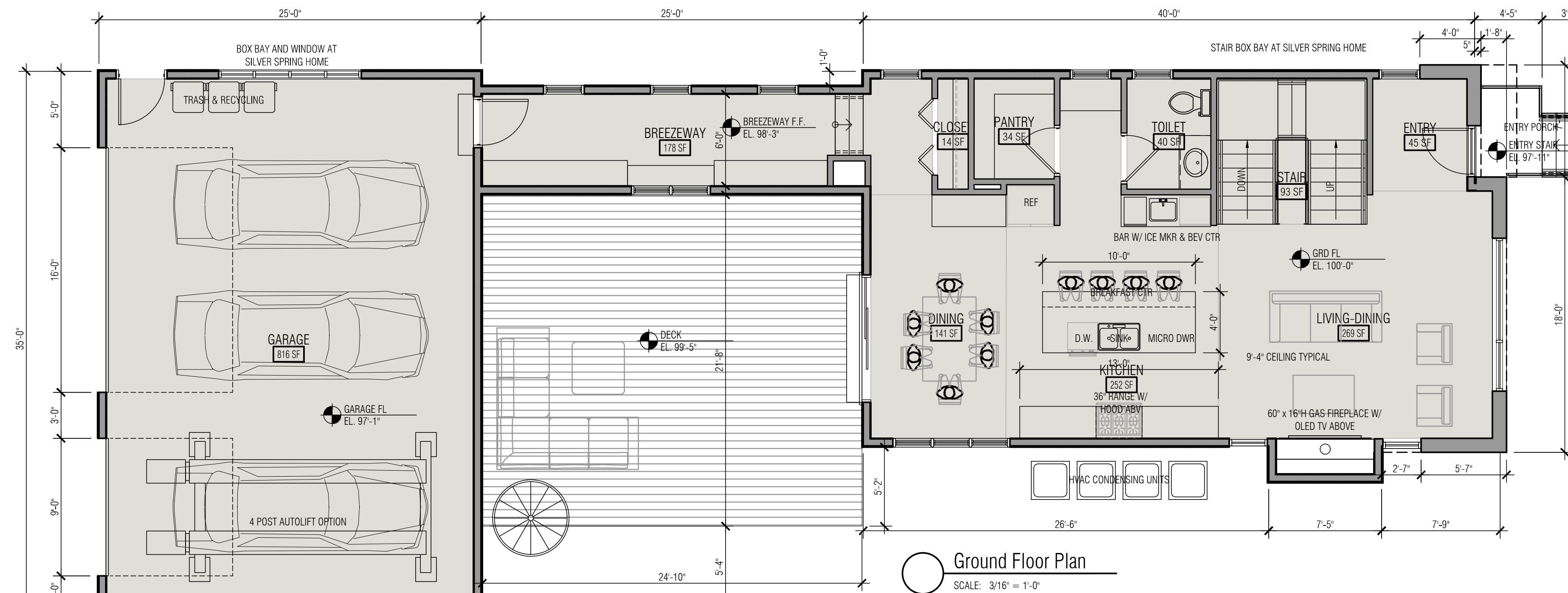
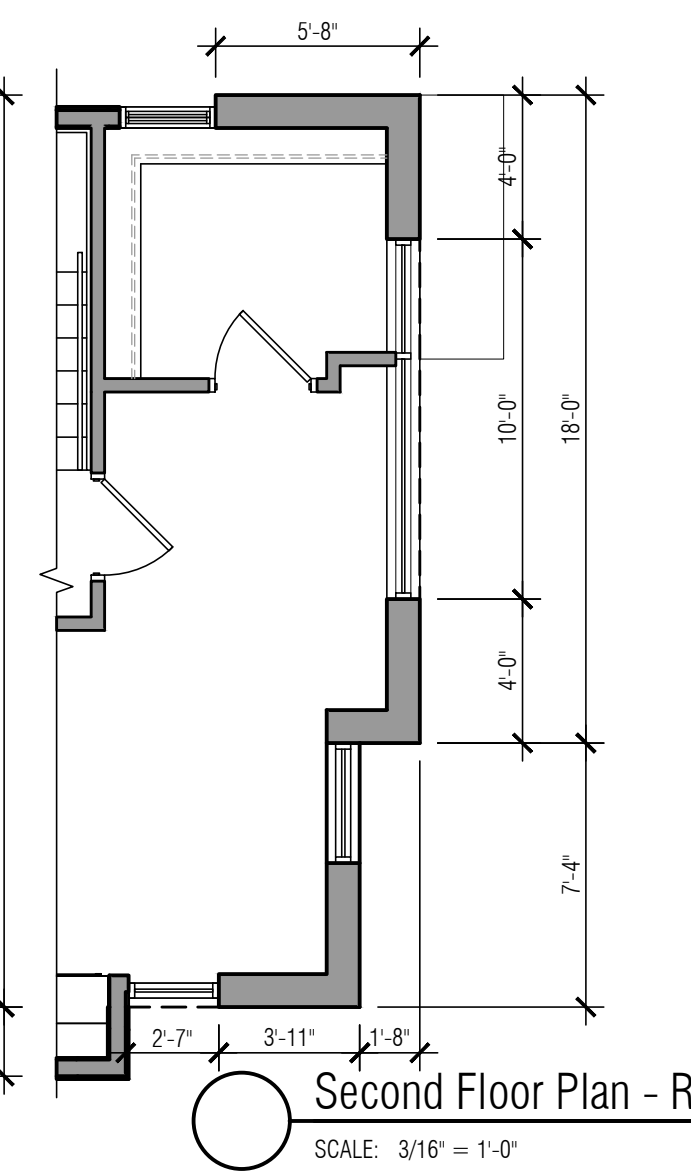
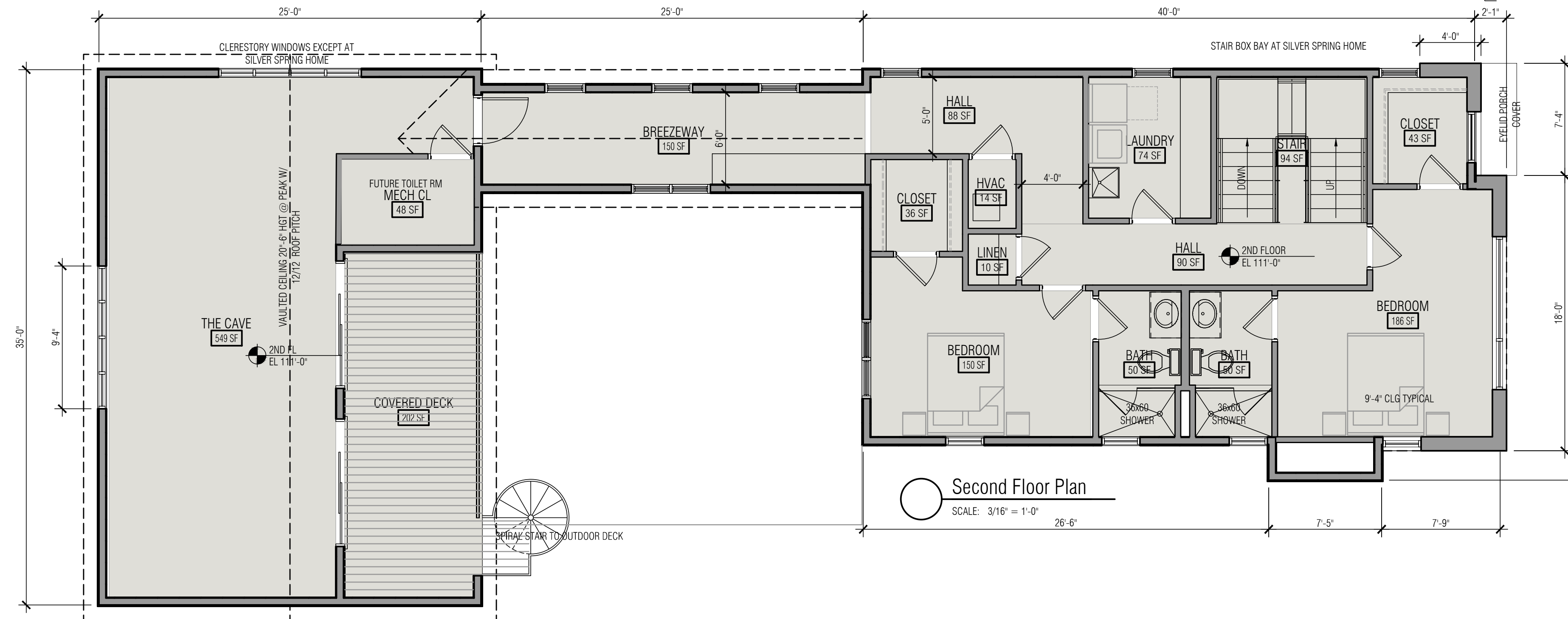
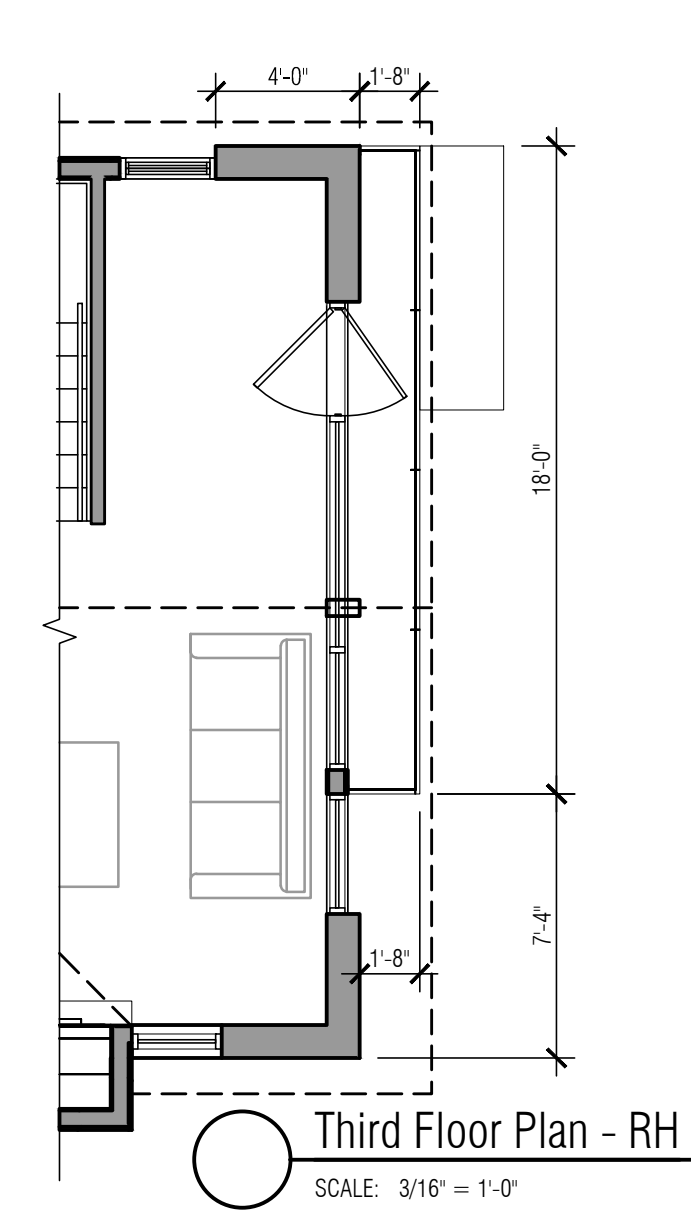
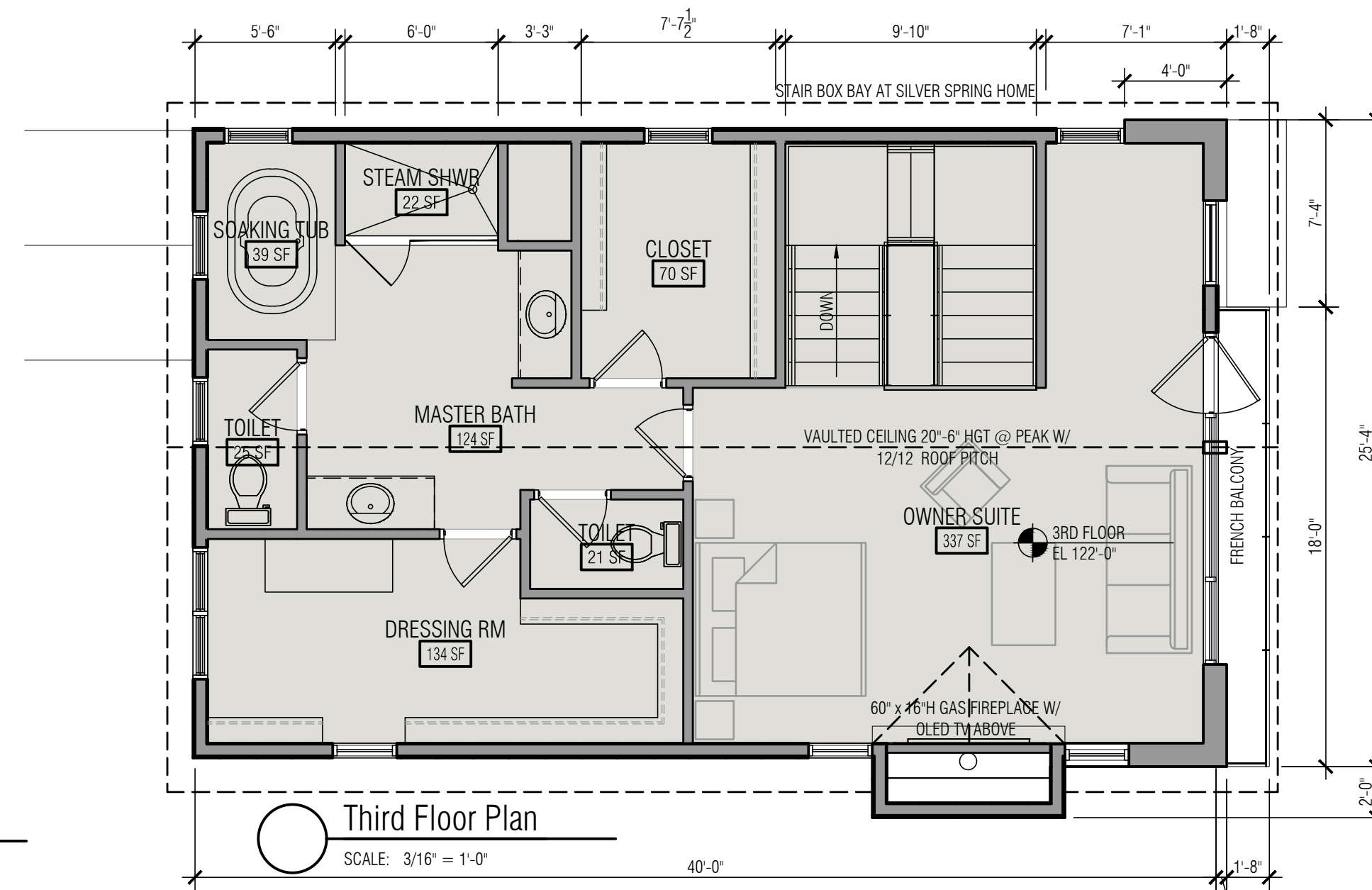
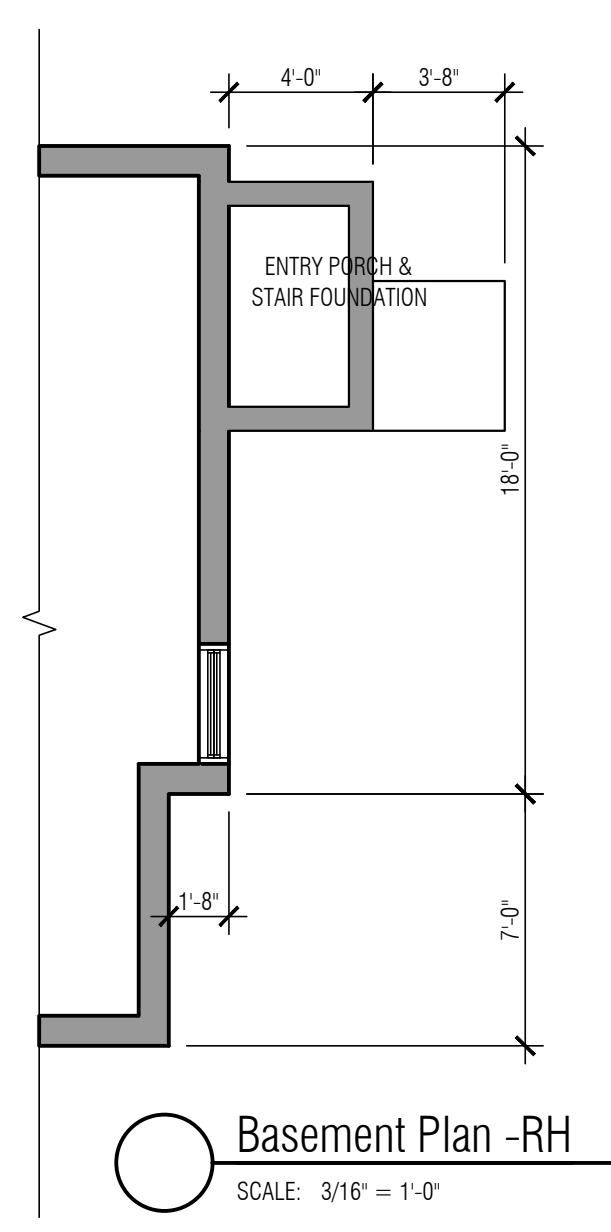
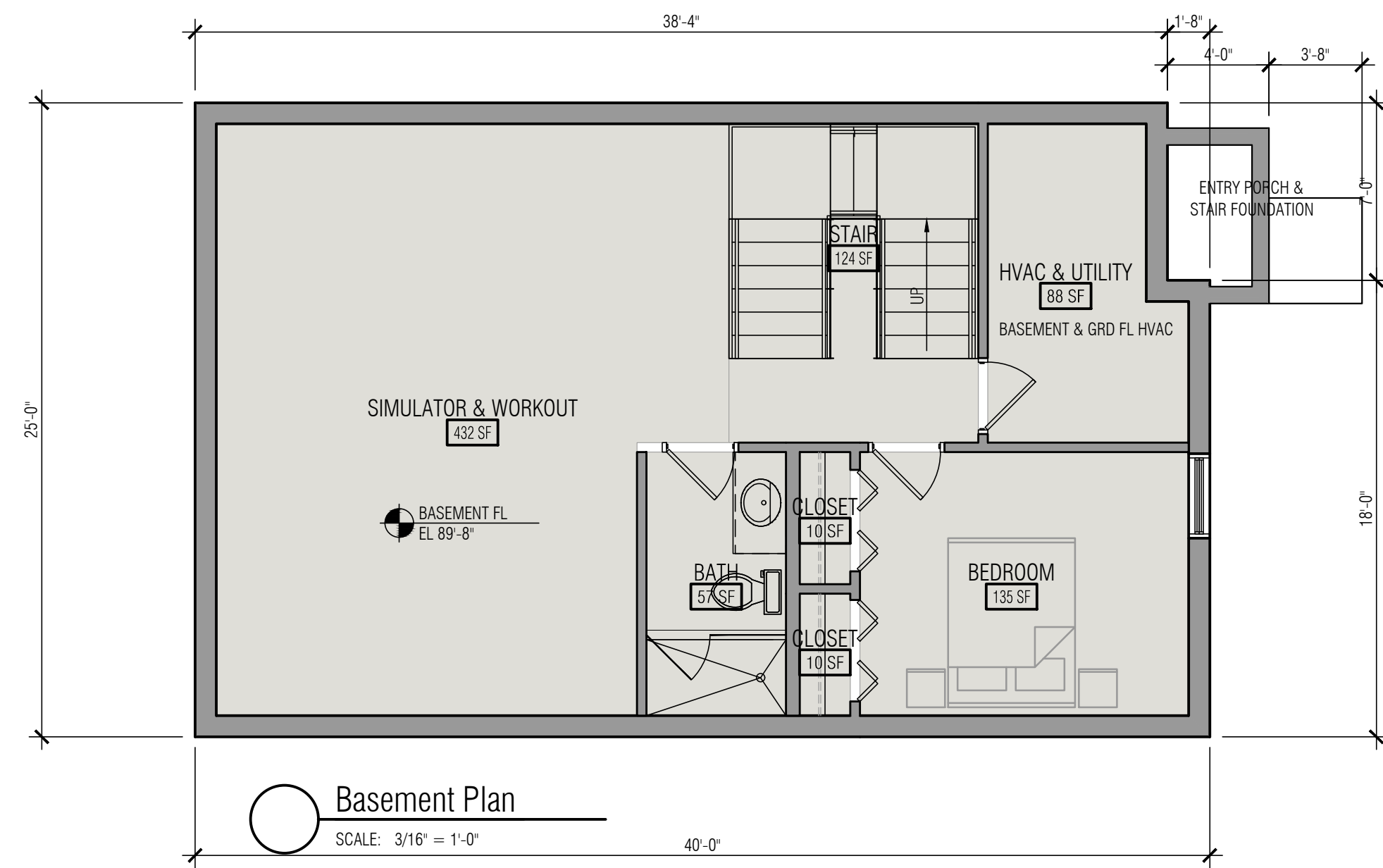


Sheet:
DANBURY 3 + GLEN 4

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| Project No.: | 0019-37 |
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Danbury @ Lake Drive looking S.W.
SCALE: Digital Massing Image



Danbury & Glen Site Massing Aerial
SCALE: Digital Massing Image



Danbury - LEFT HAND OPTION
SCALE: Digital Massing Image



Danbury - RIGHT HAND OPTION
SCALE: Digital Massing Image



Project:
WIRED WHITEFISH BAY
DEVELOPMENT

DANBURY 3 + GLEN 4

Location:
WHITEFISH BAY WI 53217

WIRED
PROPERTIES

Sheet:
MASSING OPTION
DANBURY 3 - GLEN 4

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