

MINOCQUA PLAN COMMISSION MINUTES

April 28, 2026

A meeting of the Minocqua Plan Commission was called to order by Plan Commission Chairman Mark Hartzheim at 8:30 a.m. in the Board Room of the Minocqua Center.

Present were: Chairman Mark Hartzheim; Members Billy Fried, Joe Hegge, Mark Pertile, Mary Taylor and Michael Tautges; Lynn Wildes, Town Secretary; and Carla Blankenship and Scott Ridderbusch, Oneida County Planning and Zoning. Jay Christgau was absent with notice.

Motion by Tautges, seconded by Hegge to approve the agenda as presented. Voice Vote: Motion Carried.

Motion by Pertile, seconded by Taylor to approve the minutes from the meeting on April 14, 2026 as presented. Voice Vote: Motion Carried (Fried abstained as he was absent).

NEW BUSINESS

SIGN PERMIT #11-26: Sign application by Graphic House Inc., applicant, and Minocqua Capital Inv. LLC, owner, to place a 99 s.f. free-standing sign at 8116 USH 51, PIN #MI-2329-7, Town of Minocqua.

Carla Blankenship stated it is a legally existing sign and they are only replacing 99 s.f. of it. She noted last year they added a LED sign and these two signs together do not exceed 50% of the valuation that was placed on the sign, so all is in compliance.

Motion by Pertile, seconded by Tautges, to approve Sign #11-26 as presented. Voice vote: Motion carried 6-0.

ADMINISTRATIVE REVIEW PERMIT #14-26: Administrative Review Permit application by Daniel Baumbach, applicant and registered agent of Minocqua Legacy LLC, owner, to rent the dwelling as tourist rooming house within the #02 Single Family zoning district where rentals shall be limited to no more than one (1) rental per seven (7) day period on the following described property: part of Government Lot 6, Section, T39N, R6E, 8530 Huber Lane, PIN #MI-2179-3, Town of Minocqua.

Blankenship said this is zoned single family and is on the sanitary district, so the occupancy is determined by the Health Department. She noted 4 parking spaces are required and 4 are provided, and all is in compliance.

Motion by Pertile, seconded by Hegge, to approve ARP #14-26 as presented. Voice vote: Motion carried 5-0 (Fried voted nay due to single family zoning).

ADMINISTRATIVE REVIEW PERMIT #15-26: Administrative Review Permit application by Kelly Seeliger, applicant, Bella Trova LLC, Owner, to operate a retail business, a floral shop, in an existing commercial building on the following described property: Part of Government Lot 6, Section 11, T39N, R6E, 8532 USH 51, PIN #MI-2179-38, Town of Minocqua.

Blankenship said this is a multi-tenant property and this will be a flower shop in unit 4. She noted there will be 1 employee and 4 parking spaces are required, and that there are 42 parking spaces on site and that it will still be in compliance with this addition.

Motion by Pertile, seconded by Taylor, to approve ARP #15-26 as presented. Voice vote: Motion carried 6-0

ADMINISTRATIVE REVIEW PERMIT #16-26: Administrative Review Permit application by JD CF Investments LLC, applicant, EJR5 LLC, owner, to display portable buildings where the existing business is operating with a conditional use permit on the following described property: Lot 15, Ranchwood Acres, Section 8, T39N, R6E, PIN #MI-5781, Town of Minocqua.

Blankenship said this location already has a CUP, but this is a new additional use of the property. She noted there are no employees within the display area so no additional parking spaces are required for this use but 5 are shown, and all is in compliance.

Motion by Hegge, seconded by Taylor, to approve ARP #16-26 as presented.

Fried asked applicant James Carey of JDCF Investments if he would be selling any portable storage units (shipping containers), and Carey replied no.

Voice vote: Motion carried 6-0

CERTIFIED SURVEY MAP #17-26: Preliminary two (2) lot Certified Survey Map of Lands owned by Mitchell Simmons, submitted by Wilderness Surveying Inc., Jim Rein, surveyor, for the following property further described as: Part of the SW ¼ of the SW ¼, Section 26, T39N, R6E, PIN #MI-2382-3, 7601 Highway 51, Town of Minocqua.

Scott Ridderbusch stated this is a 2-lot land division and that there is an existing commercial building on lot 1 and lot 2 is vacant. He said it is zoned business and he talked to the WI DOT and they had no concerns, but they did say the existing driveway on STH 51 was not permitted when it was built so if there is any redevelopment of lot 1 the STH 51 access will be removed and the driveway will have to be placed on Blue Lake Rd.

Motion by Fried, seconded by Hegge, to recommend approval of CSM #17-26 to the Town Board as presented. Voice vote: Motion carried 5-0.

CERTIFIED SURVEY MAP #18-26: Preliminary two (2) lot Certified Survey Map of lands owned by Brock Jansen & Beth Nehme, submitted by Maines & Associates, Greg Maines, surveyor, for the following property further described as: Lot 8, Jansen's Squirrel Lake Lodge, nka Lot 8, CSM 5788, being part of Government Lot 5, Section 19, T39N, R5E, PIN #MI-7668, 7917 & 7923 North Jansen Road, Town of Minocqua.

Ridderbusch stated in 2024 there was a Plat process for Jansen's Squirrel Lake Lodge with Town road maintenance passing through. He said that plat was recorded in July 2025, and in October 2025 Maines filed CSM 5788 with a reconfiguration of lots 8 and 9 only changing the lot line (which was exempt from review). He said this CSM is only a further division of lot 8, and both of the lots conform with the size requirements. He also noted there is a condition of no further division of these lots within 5 years.

Motion by Pertile, seconded by Hegge, to recommend approval of CSM #18-26 to the Town Board as presented. Voice vote: Motion carried 6-0.

CONDITIONAL USE PERMIT #19-26: Conditional Use Permit application by R&R Rentals LLC, applicant, Alder Partners LLC, owner, to operate a boat rental and retail sales business with outdoor boat staging and display on the following described property: Lots 11, 12, and 13, Block 7, Village of Minocqua, Section 14, T39N, R6E, PIN #MI-3319, 212 W. Chicago Ave., Town of Minocqua.

Blankenship said this is a CUP to store 12 boats on site for rental and sales along with an indoor showroom, garage, and employee areas. She said there will be 6 employees on site and 12 parking spaces are required. She noted there are 16 parking spaces and 12 spaces for boats shown on the application, so it does meet all if the parking and County requirements.

Motion by Pertile, seconded by Taylor, to recommend approval of CUP #19-26 to the Town Board as presented. Voice vote: Motion carried 6-0.

CONDITIONAL USE PERMIT #13-26: Conditional Use Permit application by Nick Trapp, applicant and owner of NBT Properties LLC, to display and sell cars at the existing developed commercial multi-tenant property further described as: Part of the NE-NE, SE-NE, Section 12, T39N, R6E, PIN #MI-2182-2, 8714 and 8724 STH 47, Town of Minocqua.

Ridderbusch noted the current uses of the buildings: Building A is the shop for HP Sand and Gravel, building B is the loading dock, building C is an antique store, and buildings E, F, and G are used for commercial storage. He said they currently have both indoor and outdoor storage for boats, campers, vehicles, etc., and 29 parking spaces are required and 30 are provided.

Ridderbusch noted an additional exposure was added to the application for dog grooming and retail sale of dog grooming supplies, and owner Bree Trapp stated they will be putting in a non-domestic wastewater tank for that use. Ridderbusch said there will be 2 employees for this use and 1200 s.f. of retail space, and they are providing 9 additional parking spaces in front of the building for this. Hartzheim asked if the pet grooming alone requires a CUP, and Ridderbusch replied that on its own the grooming would require an ARP, but this was a last-minute addition in a multi-tenant CUP and it is acceptable to do it this way. Hartzheim said it is unusual but did not see any reason why it couldn't be done this way.

Hartzheim asked Ridderbusch if he had any concerns, and Ridderbusch replied no – the main reason for the CUP is the sale of vehicles. Owner Nick Trapp stated there will be no parking of vehicles in the DOT right-of-way (ROW) and that there is only room for 3-4 vehicles.

Motion by Pertile, seconded by Fried, to recommend approval of CUP #13-26 to the Town Board as presented, contingent on the CUP application being updated to include the dog grooming business.

Hegge asked if the motion needs to include a limit of 4 vehicles for sale at one time and Hartzheim suggested making the display area a specific space as the sketch was not specific, such as designating the area between building A and the highway ROW as the display area, with no reference to number of items. Ridderbusch stated this would simplify it from the County's standpoint.

Amended motion by Pertile, seconded by Fried, to recommend approval of CUP #13-26 to the Town Board as presented, including limiting the area for vehicle sales from the line of building A to the ROW and contingent on the CUP application being updated to include the dog grooming business.

Voice vote: Motion carried 6-0.

DISCUSSION RE: Update of Comprehensive Plan: Overview of process; review of existing plan(s); discussion of planning issues and zoning modifications; review of draft chapters.

Hartzheim stated the Town needs to update their comprehensive plan every 10 years. Sam Wessel from the North Central WI Regional Planning Commission was present to help with the process. The Plan Commission went through the next three chapters of the existing comprehensive plan making some initial notations for updates.

Motion by Taylor, seconded by Pertile to adjourn meeting. Voice Vote: Motion Carried. Meeting adjourned at 10:47 a.m.

Lynn Wildes
Town Secretary