



CITY OF WAUWATOSA
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COMMITTEE OF THE WHOLE

Tuesday, June 19, 2007 – 6:30 p.m.

PRESENT: Alds. Purins, Stepaniak (6:50 p.m.), Treis, Becker, Birschel, Didier, Donegan, Grimm, Hanson (7:05 p.m.), Herzog, Krol, Maher (6:45 p.m.), Meaux (6:42 p.m.)

EXCUSED: Ald. Ewerdt

ABSENT: Alds. Krill and Minear

Ald. Becker in the Chair

Comprehensive Plan Development Process. Greg Flisram and Megan MacGlashan, Vandewalle & Associates, 611 N. Broadway, Milwaukee, made the presentation concerning the Comprehensive Plan development process. The Plan must be completed by 2010 and will create a context and consistent vision against which decisions can be made. It will guide the type, location, and appearance of growth and development over the next 20-25 years, assist in programming capital improvements, preserve natural resources, and manage change.

Wauwatosa is an ‘inner ring’ suburb and is facing a variety of issues: An increasingly diverse population, aging building stock, increased traffic, pressures for increases in land use densities, changes in land use, changing demographic trends, on-going housing needs, the need to preserve and stabilize existing neighborhoods, and preserve historic areas.

Wauwatosa presents many opportunities that will be addressed by the Plan, including on-going expansion of the Milwaukee Regional Medical Center and the Research Park, continuing development pressures along Mayfair Road, reconstruction of the Zoo Interchange, and the Medical College of Wisconsin. Because of the health care industry opportunities, Wauwatosa has the potential to be a player in that economy. Except for downtown Milwaukee, Wauwatosa has the highest concentration of office space. The Hwy. 45/Hwy. 100 corridor is attractive to commerce. Harley Davidson and Briggs & Stratton are fixtures in the community. The city is well-situated, with good housing and proximity to urban amenities. These assets will continue to drive change and redevelopment.

The proposed development timeline calls for adoption of the Comprehensive Plan in September 2008. The process is divided into phases. June – September 2007 is the preparation phase; this will consist of fact-finding, data-collection, and analysis thereof to identify issues. Mid-to-late fall 2007 will be devoted to establishing a vision for the city; key future directions will be identified. January 2008 will see the initial preparation and review of the draft Plan. The adoption process will begin in June 2008. Public participation will be invited throughout the process via public vision workshops, focus groups, interviews with key individuals, and open houses.

To facilitate the public process, the community will be broken down into areas (likely either 3 or 4 total) characterized by similar elements/interests/issues. Meetings with individual aldermanic districts are not needed; they would absorb much of the budget for this project and complicate meeting notice procedures. Council members are also requested to complete and return a short questionnaire included in the evening's handout.

Eight work sessions of the Joint Committee on the Comprehensive Plan (composed of the Plan Commission, and five Council members appointed in 2006 by the Common Council President) will be scheduled. Ideally, the Plan will be crafted at these meetings, and not a situation where the Committee is simply reacting to data presented.

Alternately (and less desirable) is an arrangement where these eight discussion periods are attached to Plan Commission meetings; staff would report milestones. However, productivity often suffers in this format due to the lengths of the meetings. Thus, a preliminary decision will be a meeting schedule.

As a member of Joint Committee on the Comprehensive Plan, Ald. Maher opined that the group will need 'visionary' assistance, as it tends to be more reactionary. He also offered to assist in survey development if needed.

Ms. Welch stated that preliminary information about the committee's make-up and the Comprehensive Plan development process has been posted under the Community Development portion of the city's website. Data will be added regularly to disseminate information.

Ald. Stepaniak observed that public input is critical, as a much different Plan will result without that component. Development proposals tend to generate considerable interest and help shape the character of a community.

Ald. Donegan urged that thought and definition be given to the role of the Joint Committee.

The meeting adjourned at 7:17 p.m.

Carla A. Ledesma, City Clerk

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