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COMMUNITY DEVELOPMENT COMMITTEE MEETING
Tuesday, April 24, 2007

PRESENT: Alds. Birschel, Didier, Donegan, Herzog, Meaux, Minear -6

EXCUSED: Alds. Krill, Treis

ALSO N. Welch, Community Development Dir.; A. Kesner, City Atty.;
PRESENT Chief D. Redman, Fire Dept.

Ald. Herzog as Chair called the meeting to order at 8:00 p.m.

Conditional Use for Restaurant with Outdoor Dining at 2500 N. Mayfair Road

The committee reviewed a request by Doug Schmick for a Conditional Use for a McCormick and Schmick's Seafood restaurant with outdoor dining in the AA Business District at Mayfair Mall, 2500 N. Mayfair Road. The Plan Commission unanimously recommended approval.

Referring to drawings and site elevations, Ms. Welch pointed out the restaurant site, which is in the area of Mayfair's north office tower. Staff has determined that there is sufficient parking to accommodate this use. There has been some concern about pedestrian connections between the mall and the restaurant, which will be improved by marked crosswalks. An earlier concern about multiple parcels has been clarified with confirmation that this location is completely within one parcel. At this point, staff believes that there will be no issues with sewer capacity to serve this use.

Atty. Brian Randall of Friebert, Finnerty & St. John, 330 E. Kilbourn Avenue, Milwaukee, a resident at 2602 N. 88th Street, said that this would be McCormick and Schmick's first Wisconsin location. They have two facilities in Chicago, with more planned to open, and one in Minneapolis. He introduced Kevin Finegold, the regional manager responsible for this location as well as Chicago and Minneapolis.

Mr. Randall said that they have submitted detailed information setting forth the conditions for compliance with the conditional use. He acknowledged a perception of parking shortages at Mayfair but said that there is sufficient parking available, particularly on the north side of Macy's. He noted that this location is different from the area near Mayfair Road and North Avenue where the Cheesecake Factory is located and intersection changes are planned. Here, tenants of the adjacent bank tower will not be using parking spaces during the peak restaurant times. With a four-way crosswalk and four-way stop, pedestrian connections are expected to be sufficient and safe. The visibility of the patio on the south side of the building will help make this a safe pedestrian connection, and Mayfair will be mindful of this use when making any future changes to the traffic plan and circulation.

Mr. Randall said that this restaurant will compliment existing restaurants, particularly the out-lot developments. He described a variety of options and said that diners can enjoy a more casual meal in the lounge or on the patio. The restaurant will seat 257 in the main and private dining areas with 40 more seats in the service bar and seasonal patio. The Design Review Board has approved the submitted plans, which

include custom artwork for the exterior. The contemporary design has a distinct look that will harmonize with existing structures at Mayfair. Proposed hours of operation are Monday through Thursday 11 a.m. to 11 p.m., Friday and Saturday 11 a.m. to 12:30 a.m., and Sunday 10 a.m. to 11 p.m. They will employ over 100 people and have already hired an executive chef and general manager. Steve Smith, the general manager of Mayfair, has submitted a letter in support of this establishment.

Moved by Ald. Donegan, seconded by Ald. Birschel to recommend to Council approval of the Conditional Use –

Ald. Birschel reported that he attended the Plan Commission meeting on this request and found the plans to be very tasteful. His questions about parking were answered at that time. Ald. Donegan supported the request and said the restaurant will be a nice addition.

Ald. Didier expressed concerns about parking congestion and asked about possibly squeezing in more spaces. Also, is there an agreement with the office building's tenants for use of their spaces? Steve Smith, Mayfair Mall manager, explained that, due to reconfiguring and restriping, only ten parking stalls will be lost. He displayed a photo of the area taken at 4:14 p.m. today showing excess capacity in the parking field. Since the mall controls the parking lot, an agreement with other tenants is not needed. Valet parking for the restaurant will be some distance away where holiday valet and employee parking is accommodated. In the evening when the restaurant is very active, the office building is virtually shut down, freeing extra slots. He noted that the Cheesecake Factory is at the mall's #1 entrance with five entrance/exit lanes across and a stop light, making it much more challenging to cross. Here, although the intersection has bus activity, it is not nearly as active and will not be as challenging.

Vote on the motion, Ayes: 6

Historic Preservation Commission Membership

The committee reviewed a proposed ordinance amending Chapter 24.55.030 of the Code to reduce the membership of the Wauwatosa Historic Preservation Commission from eleven members to nine. The Historic Preservation Commission has requested this change, which will take them back to the original number of members. It will help to assure having a quorum for meetings and also addresses the difficulty of finding qualified and interested members.

Moved by Ald. Birschel, seconded by Ald. Donegan to recommend to Council adoption of the ordinance. Ayes: 6

The meeting adjourned at 8:29 p.m..

Carla A. Ledesma, City Clerk
Wauwatosa, Wisconsin

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