



CITY OF WAUWATOSA

MEMORIAL CIVIC CENTER
7725 WEST NORTH AVENUE
Telephone: (414) 479-8917
Fax: (414) 479-8989

COMMUNITY DEVELOPMENT COMMITTEE

Meeting – Tuesday, April 26, 2011

Committee Room #1

PRESENT: Alds. Birschel, Jay, Meaux, Nikcevich, Organ (8:41 p.m.), Pantuso, Roznowski, Wilke – 8

ALSO PRESENT: A. Kesner, City Atty.; P. Enders, Econ. Devel. Dir.; N. Welch, Comm. Devel. Dir.;

Ald. Wilke as Chair called the meeting to order at 8:05 p.m.

Conditional Use request in the AA Light Manufacturing District for a landscaping business with outdoor storage at 3029 N. 112th Street

Ms. Welch commented that the applicant wants to open a landscaping business. They have been advised to contact the fire department regarding the storage of flammable materials. They should also make sure the area is adequately screened on the north side.

Present in favor: Tony Reyes, 21880 Fox Haven Run, Brookfield

Mr. Reyes asked about the level of screening. Ms. Welch responded that thought should be given to the type of screening that would be appropriate in the case of future development.

Ald. Roznowski noted that this is a strong business. He asked about hours of operation. Mr. Reyes responded that they would like to be open 6:30 a.m. to 7:00 p.m. daily.

Moved by Ald. Roznowski, seconded by Ald. Pantuso to recommend approval of the Conditional Use contingent upon: 1) hours of operation from 6:30 a.m. to 7:00 p.m. daily, and 2) obtaining the necessary licenses and permits – 7

Setting the public hearing date for the proposed East Tosa North Avenue Plan by Ordinance as an amendment to the city's Comprehensive Plan

Ms. Welch introduced Mr. Marty Shukert, RDG Design, 9000 Farm Street, Omaha, Nebraska. Mr. Shukert's company was instrumental in helping to shape and formulate the East Tosa North Avenue Plan.

Present in favor: Meg Miller, 2466 N. 72nd Street
Ed Hayden, 2568 N. 71st Street

Mr. Shukert gave a PowerPoint presentation. The major points he noted were that the retail environment has improved in this area despite the perception. He noted that transportation is a high priority. There is a need for bike lane improvements and there have been problems with parking. He noted that the segment from N. 64th Street to N. 68th Street needs to be strengthened. North Avenue will focus on neighborhood and small footprint businesses. He commented that there are many opportunities for full-service restaurants, specialty clothing and food shops, home arts, auto parts and services. Buildings with retail below and residential above seem to be a future model.

Mr. Shukert stressed that the plan guides, but does not determine outcomes. The initial plan may differ from the ultimate result.

He discussed the framework:

- Simplified 2-lane traffic patterns
- Traffic and turn controls
- Four thematic sub-districts
- Established gateways
- Sub-district centers
- Redevelopment sites

Mr. Shukert spoke about the proposed changes in the traffic flow along North Avenue and creating four thematic sub-districts. The themes could follow the architecture of the surrounding neighborhood.

Ald. Meaux left the meeting at 8:37 p.m. and returned at 8:42 p.m.

Mr. Shukert determined that it would take about 15 to 20 years to implement the changes. The build out is conceptual and would probably involve the Capital Improvements Program.

Ald. Organ appeared at 8:41 p.m. (-8)

Moved by Ald. Pantuso, seconded by Ald. Nikcevich to recommend setting a public hearing date of June 21st for review of the proposed ordinance amendment adding the East Tosa North Avenue Plan to the Comprehensive Plan --

Ald. Jay asked about the cost. Mr. Shukert responded that it would cost about \$5.2 million. The estimate is high.

Ald. Meaux left the meeting at 8:45 p.m. (-7)

Ald. Roznowski applauded the process saying that this is a vision and a road map for the future.

Ms. Miller commented on how closely she had worked with the project for the last three years. She strongly supported the plan and wrote grants as part of her participation.

Mr. Hayden felt that this plan taps into the immediate resources in town and keeps the revenue local.

Vote on the motion was: 7

Ald. Wilke relinquished the chair to Ald. Organ at 9:04 p.m.

Street Festival permit request by Sts. Constantine and Helen Greek Orthodox Church, 2160 Wauwatosa Avenue for their Grecian Festival 2011 to be held on June 10-12

Ms. Welch commented that this has been an annual event for many years.

Present in favor: Peter Pagonis, 2340 Kevenaur Drive, Brookfield

Mr. Pagonis noted that the festival will run from 4:00 to 10:00 p.m. on Friday and 12:00 to 10:00 p.m. on Saturday and Sunday. They have all their permits and they're ready to go.

Moved by Ald. Nikcevich, seconded by Ald. Pantuso to recommend approval of the Street Festival permit – 7

Ald. Meaux returned at 9:12 p.m. (- 8)

Preliminary Business Planned Development located 11500 W. Burleigh Street

Ms. Welch noted that the applicants had given two long presentations two weeks ago, one to the Plan Commission and one to this committee. The presentations addressed the comments and suggestions voiced by members of the Plan Commission and this committee. She added that any aesthetic considerations will be covered by the Design Review Board process.

Present in favor: Brian Randall, Friebert, Finerty & St. John, S.C., 330 E. Kilbourn Ave., Milwaukee
Ken Blum, HSA, 233 S. Wacker Drive, Chicago, IL
Chris Thomas, TOA Architects, 1120 Grant Str. Evanston, IL
Tom Gilgenbach, JSD Professional Services, N22W22931 Nancys Ct., Waukesha

Present: Tom Wittke, 3205 N. Menomonee River Parkway

Mr. Blum began by saying that the Master Plan has primary principles that allow for the development to be done in phases. He mentioned their proposal for creating a TIF District, but stressed that that issue will be addressed under a separate application.

Mr. Thomas went through a slightly revised plan with illustrations that outlined the phases they have planned for development of the project. He characterized the plans as flexible and talked about criteria and aspects of building this type of project:

- Critical mass within a walkable framework
- Places that anchor the community over time
- Emphasis on scale and limited dimensions
- Building elements to create a secure friendly public realm
- Rethinking streetscape and landscape

Mr. Randall noted that they reviewed the points of concern to the city and feel that they are well on their way to meeting all the contingencies. They can build around the one property that is still not in their ownership until the people want to move. He added that intersections will be improved and they will continue to work with the other owners. There will be no buildings left standing empty and the site will be maintained.

Mr. Wittke was concerned about the parking and the increase in traffic. Mr. Blum responded that traffic is one of their considerations. They will be expanding Burleigh by three lanes each way with multiple turn lanes. Ald. Birschel believed that the Zoo Interchange project will cause an increase in traffic, but he didn't think this project would do the same.

Mr. Blum believed that over 50% of the traffic is coming from the larger merchant area, but not coming from Highway 45. Ald. Organ observed that the former use of this property drew a lot of traffic from large trucks. This project will bring traffic from much smaller cars.

Mr. Blum stressed that they have to get the ingress and egress right and the parking right. He thought that aspect of the project was well researched.

Ald. Pantuso pointed out that this is a preliminary plan and they would like to get this going. He asked about the possibility of locating a future fire station on 1.5 acres that HSA would set aside. Mr. Blum responded that they have been discussing that idea and are willing to consider the proposal.

The committee recessed at 9:50 p.m. and reconvened at 10:02 p.m.

Moved by Ald. Wilke, seconded by Ald. Jay to recommend approval of the Preliminary Plan Development with the following contingencies: 1) final plans showing adequate sewer capacity, environmental remediation, and stormwater management subject to approval by the City Engineer; 2) final parking lot and traffic circulation plans subject to approval by the City Engineer; 3) final plans for water supply for the site subject to approval by the City Water Superintendent; 4) final building plans designating design and materials recommended by the City Design Review Board; 5) final approval of emergency vehicle access plan by City police and fire departments; 6) legal division of the parcel as necessary to comply with local ordinances; 7) final landscaping plan showing a detailed list of plantings and details for planting areas; 8) phasing plan outlining anticipated uses on the site and marketing plan for attracting the desired mix of uses; 9) maintenance plan detailing how any undeveloped portions of the property will be maintained; 10) approved plan showing pedestrian and bicycle access to the site; 11) inclusion of adjacent business and/or property owner in discussions regarding redevelopment and access; 12) retail development must be in compliance with Chapter 24.25 of the Municipal Code; 13) final developer's agreement approved by the Common Council; and 14) obtaining all other applicable licenses and permits – 8

The meeting adjourned at 10:12 p.m.

Carla A. Ledesma, City Clerk
Wauwatosa, Wisconsin

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