



CITY OF WAUWATOSA
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COMMITTEE ON COMMUNITY DEVELOPMENT

Tuesday, July 12, 2011 – 8:00 p.m.

PRESENT: Alds. Birschel, Jay (8:05 p.m.), Meaux, Nikcevich, Pantuso, Roznowski, Wilke -7

EXCUSED: Ald. Organ

ALSO Mr. Kesner, City Attorney

PRESENT: Ms. Welch, Community Development Director

Ald. Wilke in the Chair

Land Division Application, 8624 W. Watertown Plank Road. The Chair reviewed an application by Matthew Mehring, Premier Development Group, and Craig Dillmann, Milwaukee County, for a Land Division by Certified Survey Map.

Ms. Welch explained that a parcel housing a day care center that serves the Milwaukee Regional Medical Center is being divided.

Mr. Mehring stated that the current land lease is with Milwaukee Regional Medical Center for land owned by Milwaukee County; the Land Division will permit the land lease directly with the County.

Responding to a question, Mr. Mehring stated that the Land Division will not compromise parking arrangements for the center. There are no present plans to expand the day care operation.

(Ald. Jay present 8:05 p.m.) -7

It was moved by Ald. Birschel, seconded by Ald. Pantuso to recommend approval of the Land Division to Council. -7

Conditional Use Application to Operate a Child Care Center at 8624 W. Watertown Plank Road. The Chair reviewed an application by Dainey Thomas, Bright Horizons Children's Centers, and William Hatcher, Milwaukee Regional Medical Center, for a Conditional Use at the above-mentioned location.

Ms. Welch explained that this application relates to the Land Division. A private firm will assume operation of the day care center and this Conditional Use application reflects the change in operation. Proposed hours of operation (6 a.m. – 6 p.m.) remain the same.

It was moved by Ald. Nikcevich, seconded by Ald. Pantuso to recommend approval of the foregoing application to Council. -7

Presentation of Draft Village Plan by RDG Planning and Design. Ms. Welch introduced Marty Shukert of RDG Planning and Design, the firm retained by the city to develop strategic development plans for the east North Avenue and Village areas. A draft Village Plan has been prepared and excerpts of it will be presented this evening. It represents a culmination of months of work by the consultant with assistance by the Village BID and BID Board members.

At the conclusion of the presentation, the Committee will be asked to recommend setting a September 6, 2011 public hearing date before the Common Council to consider an ordinance that would add the Plan as an amendment to the city's Comprehensive Plan.

Mr. Shukert stated that his firm evaluated current conditions, noted the history of the area, and performed a market analysis of the Village. It is a major destination in the immediate region and its market is wider than North Avenue's. A community survey was completed by 468 persons; presentations and open houses were also held to obtain input about the area. The Village area is vibrant and the intent of the Plan is to build upon the success and vitality already present.

The draft plan identified several goals for the Village area:

- Help customers find their way to and around the Village
- Improvement convenience of and access to parking
- Create an attractive streetscape along State Street
- Improve the comfort of bicyclists and pedestrians in the Village
- Connect Hart Park to the Village's business community
- Improve traffic circulation and access to areas separated from the Village's core
- Improve public space in the Village
- Identify and program redevelopment opportunities
- Increase the residential population in and around the Village

Mr. Shukert stated that the Plan identified six strategic sub-areas within the Village and developed strategies specific to each area.

Recommended improvements can be divided into short-term (1-3 years), medium-term (3-5 years), and long-term (5-10 years). Some are easily achievable, while others are largely based on market and opportunity. In some cases, recommendations (i.e., certain street modifications) dovetail well with already-planned improvements.

Short-term projects include way-finding signs, Harwood and State Street streetscaping and State Street improvement, creating a crossing over the railroad tracks at N. 74th Street, and improvements to parking area adjacent to the Little Red Store.

Mid-range projects include improvements to the Root Common area, two-way Harwood Avenue traffic, Village Faire parking improvements, and alley work to improve accessibility for service vehicles.

Long-term projects include improvements to the Harwood/Harmonie intersection, redesign of Underwood Avenue intersection, Village South streetscaping, and site redevelopment.

Carol Esswein, 1829 N. 69th Street, stated she served on the committee that worked with the consultant. This is an opportunity to enhance and preserve the Village. There are projects of many sizes and scales and much work remains to be done.

Bill Brown, 1949 Forest Street, a member of the BID Executive and Planning Committees, expressed great excitement at seeing the Village come alive. It is good for the city and surrounding property owners.

Sean Phelan, owner of 7667 – 7677 W. State Street, applauded the mix of short- and long-term projects. The pending road work on State Street is an opportunity to accomplish much.

Kathy Ehley, 7437 Kenwood Avenue, characterized the plan as collaborative and personalized, developed with the input of people living, shopping, and working in the Village.

It was moved by Ald. Ald. Birschel, seconded by Ald. Meaux to recommend setting a public hearing date of September 6, 2011. –

Ald. Meaux characterized the recommendations as both grand and realistic, with a pragmatic approach. There appear to be many easily-achievable goals that can be reached.

Ald. Nikcevich observed that this Plan is a good complement to the North Avenue Plan; she was appreciative of the collaborative approach taken.

Ald. Roznowski, a member of the Village BID Board, appreciated the level of public, private, and staff effort put towards creation of the Plan. This is due in no small part to a strong BID.

Ald. Jay suggested that any design for a south entrance to the Village may wish to echo the design of a skywalk planned for Watertown Plank Road near the Ronald McDonald House. A unified theme will indicate to visitors that they are approaching the Village when driving under the skywalk. She applauded the recommendations made for improved traffic flow.

Ald. Wilke concurred with Ald. Jay's 'gateway' message, as well as recommendations being made for traffic, cyclist and pedestrian improvements. He opined that it may be advisable to create a comprehensive bike/pedestrian plan that will tie North Avenue and the Village together.

In response to a query, Ms. Welch stated that future ordinance revisions can address issues of landscaping or signage, for example, for specific areas of the city.

Vote on motion, Ayes 7.

Donation of Land at 1245 N. 62nd Street. Mr. Kesner explained that Derse Associates LLP is offering to donate the aforementioned land; HSI is implementing the donation on behalf of Derse. The proposed donation contains a significant portion of Schoonmaker Reef which has been designated as a National Historic Landmark by the US Secretary of the Interior. It is listed in the National Register of Historic Places. The parcel is about 2.44 acres in size and contains a small

concrete block building with approximately 2,500 square feet. Approximately 20% of the parcel is paved at the bottom of the bluff, though the pavement is in poor condition.

In accordance with instructions by the Committee, staff performed an analysis of the proposed donation to identify risks, if any, to the city by accepting the donation. No significant risks have been identified and staff recommends that the donation be accepted. There are no plans beyond acceptance of the donation at this point, aside from reef preservation.

Mr. Kesner noted that much of the eastern end of the Reef has not been quarried, unlike the western portion, where limestone quarry operations were once conducted. Part of the Reef is also located on the David Israel property immediately west of the subject property.

The risk analysis included on-site visits by staff, a survey, and review of court records. It is noted that at the top of the Reef bluff, several landscaping features (i.e., fences, etc.) encroach onto the property. However, they are not creating a problem at present and adjacent property owners were made aware of these encroachments when new survey stakes were driven into place. The city does not intend to cede its claim to the correct property line location.

The Parks Superintendent surveyed existing vegetation on the hill and determined that much of it is invasive and non-native. However, the recommendation is that the vegetation remain undisturbed as it prevents erosion. Some subsidence that occurred several years ago during very wet weather is actually on adjacent property, not the subject property.

The city's Brownfield contractor, Symbiont, performed a Phase I analysis and found a permit for one fuel tank that was to be installed on the property. However, there is no record of that installation, or removal. An 8' x 12' area of disturbed land has been identified, but the source is undetermined. The disturbed area is within the paved parking. Additionally, there is a well on the property; there is no evidence of petroleum products detected therein.

The property owner to the west has committed to preserving that portion of the Reef on his property when it is redeveloped and funds from Tax Incremental District #3 have been allocated to assist in this effort.

Kathy Ehley, Village BID Executive Director, and member of the Historic Preservation Commission, stated that the Commission supports these preservation efforts and recommends acceptance of the donation.

In response to a question about the existing building, Mr. Kesner stated that it is of concrete construction with steel doors. Windows may pose some possible access, but overall it appears quite secure. It is damp inside; there are currently no utility connections.

It was moved by Ald. Nikcevich, seconded by Ald. Roznowski
to recommend acceptance of the donation to Council. -7

Developer's Agreement, Wal-Mart Neighborhood Market, 3850 N. 124th Street. Mr. Kesner reviewed a proposed developer's agreement with Gatlin Development Company for the captioned property. The former Jewell-Osco site will be redeveloped with a 38,500-square foot Wal-Mart neighborhood market; the remaining 25,000 square feet will be redeveloped with other retail uses.

The agreement specifies that there will be no expansion by Wal-Mart beyond 38,500-square feet. Neither will overnight camping be allowed in the parking lot as is allowed at some other Wal-Mart outlets nationwide. Furthermore, Exhibit D of the agreement specifically identifies prohibited uses for the 25,000-square foot part of the building.

Debbie Tomczyk, Reinhart Boerner Van Deuren, 1000 N. Water Street, Milwaukee, was present on behalf of Gatlin Development Company.

Ald. Birschel advised he would vote 'Present' on the item because of his daughter's employment with Reinhart.

It was moved by Ald. Roznowski, seconded by Ald. Pantuso to recommend approval of the developer's agreement to Council. 6-0-1 (Birschel)

The meeting adjourned at 9:45 p.m.

Carla A. Ledesma, City Clerk

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