



CITY OF WAUWATOSA

MEMORIAL CIVIC CENTER
7725 WEST NORTH AVENUE
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COMMUNITY DEVELOPMENT COMMITTEE

Meeting – Tuesday, October 11, 2011

Committee Room #1

PRESENT: Aids. Birschel, Jay, Meaux, Organ, Pantuso, Roznowski, Wilke – 7

EXCUSED: Ald. Nikceвич

ALSO PRESENT: N. Welch, Community Development Director

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

Conditional Use – massage therapy establishment located at 10520 W. Blue Mound Road

Ms. Welch commented that the applicant would like to operate a massage therapy establishment in a multi-tenant building. The proposed hours of operation are 9:00 a.m. to 7:00 p.m. daily.

Present in favor: Alice Van Slett, 1236 S. 10th Street, West Allis

No one present in opposition.

Ms. Van Slett noted that this is a small business.

Moved by Ald. Roznowski, seconded by Ald. Birschel to recommend approval of the Conditional Use contingent upon: 1) hours of operation from 9:00 a.m. to 7:00 p.m. daily, and 2) obtaining the necessary licenses and permits – 7

Amendment to the Business Planned Development located at 6745 W. Wells Street

Ms. Welch commented that the proposal is for a 3,200 square foot Alterra Coffee Shop with hours of operation from Monday through Friday 6:30 a.m. to 10:00 p.m. and Saturday and Sunday 7:00 a.m. to 10:00 p.m. She noted that the Plan Commission recommended approval 5-0. She recommended adding conditions for traffic/parking plan and fence approval.

Present in favor: Sean Phelan, 1170 Jefferson Street, Milwaukee
John Balzer and Jacki King, 7808 Geralayne Circle
Maureen Goetz, 610 Honey Creek Parkway
Dawn Marie Metz, 6913 Cedar Street
Kathy Ehley, Exec. Dir., Business Improvement District
Jenny Delgadillo, 7804 W. Wisconsin Avenue, via email
Caroline and Matt Gittins, 664 N. 72nd Street, via email
Phillip and Monique Krainz, Rose's Flower Shop, via email

No one present in opposition.

Mr. Phelan gave a PowerPoint presentation illustrating the current building that occupies the site and the plans for the new building construction. He pointed out the indoor/outdoor space that will be a feature in the new coffee shop with a panel of windows that can be raised or lowered according to the weather in

order to create a flow from the inside to the outside. The exterior materials will be masonry and brick with wood elements facing the residential area. They will also be adding a fireplace to give a cozy atmosphere to the shop.

Mr. Phelan noted that they have taken pains to bring people and bike parking closer to the street. He then showed some pictures of Alterra's other locations including one of the first locations that has just been remodeled with the added feature of the indoor/outdoor option.

The people appearing in favor were looking forward to this business coming into the area. The new Alterra Coffee Shop will spotlight that corner and create a gateway to the rest of the city. It was also noted that in this economy it is a compliment to Wauwatosa that Alterra wants to build another location here.

Ald. Pantuso thought this was a great location and he was looking forward to going there. He added that this will fit in perfectly with the other businesses.

Ald. Roznowski asked about the outdoor seating during the winter. Mr. Phelan replied that the seating will be stored.

Ald. Wilke asked about the storm water issue. Mr. Phelan replied that they will be dealing with that as part of the overall construction.

Moved by Ald. Wilke, seconded by Ald. Roznowski to recommend preliminary approval of the amendment to the Business Planned Development at 6745 W. Wells Street contingent upon: 1) traffic And parking plan approval by the City Engineer; 2) approval for the fence on the neighbor's south side; 3) storm water plan approval; and 4) hours of operation Monday through Friday 6:30 a.m. to 10:00 p.m. and Saturday and Sunday 7:00 a.m. to 10:00 p.m. – 7

The meeting adjourned at 8:24 p.m.

Carla A. Ledesma, City Clerk
Wauwatosa, Wisconsin

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