



CITY OF WAUWATOSA

MEMORIAL CIVIC CENTER
7725 WEST NORTH AVENUE
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COMMUNITY DEVELOPMENT COMMITTEE

Meeting – Tuesday, November 8, 2011

Committee Room #1

PRESENT: Alds. Birschel, Jay, Meaux, Nikcevich, Organ, Pantuso, Roznowski, Wilke – 8

ALSO PRESENT: A. Kesner, City Atty.; P. Enders, Econ. Devel. Dir.; T. Szudy, Planner

Ald. Organ as Chair called the meeting to order at 8:12 p.m.

Conditional Use – bakery and café located at 6822 W. North Avenue

Ms. Enders said the applicant would like to operate a bakery and small café on North Avenue, including two tables for outdoor dining at the front of the building. There appears to be adequate space on the applicant's property to accommodate this so a right-of-way encroachment approval is not required. The owner elected to use the Trade District zoning hours of operation from 6:00 a.m. to 11:00 p.m. daily. Staff recommends approval contingent upon obtaining any additional permits and licenses. She added that the Plan Commission recommended approval 5-0.

Present in favor: Geoffrey Trenholme, 8103 Richmond Court

No one present in opposition.

Mr. Trenholme noted that he will not be open in the evenings at first, but might want to add occasional evening hours later.

Ald. Pantuso expressed support for the business saying that he was looking forward to this business coming in. It will be a great addition to North Avenue and to the Fifth District. He noted that the applicant is thinking of offering beer and wine; however, that decision will be made down the road.

Ald. Birschel commented that the menu for the bakery and café will compliment the menu at Cranky Al's establishment nearby.

Moved by Ald. Pantuso, seconded by Ald. Nikcevich to recommend approval of the Conditional Use contingent upon: 1) hours of operation from 6:00 a.m. to 11:00 p.m. daily, and 2) obtaining the necessary licenses and permits – 8

Conditional Use – indoor children's playground located at 10930 W. Potter Road

Ms. Enders said the applicant would like to open an indoor playground for children age infant to 10 years old in approximately 4,000 square feet of a multi-tenant building. The indoor playground would be operated as a paid admission per child and the majority of the time, adult or parental guidance is required as this is not intended to be a day care facility. However, there may be special events where drop off is allowed. The maximum proposed hours of operation are 6:00 a.m. to 9:00 p.m. daily. Staff recommends approval contingent upon establishing hours of operation and obtaining any additional permits and licenses. She added that the Plan Commission recommended approval 5-0.

Present in favor: Mary Pruitt Martinez, 2452 N. 82nd Street
David Chapman, The Woods Properties, 10930 W. Potter Road

No one present in opposition.

Ms. Pruitt Martinez explained that they needed to move to a new location because the first one didn't work out. She noted that there are no changes in her plan and things are going well.

Ald. Pantuso appreciated this business idea because his children many times need some place to play especially during inclement weather and he would rather spend money for this type of service in Wauwatosa.

Moved by Ald. Birschel, seconded by Ald. Jay to recommend approval of the Conditional Use contingent upon: 1) hours of operation from 6:00 a.m. to 9 p.m. daily, and 2) obtaining the necessary licenses and permits – 8

Conditional Use – massage therapy establishment located at 7018 W. North Avenue

Ms. Enders said the applicant would like to operate a massage therapy establishment in a multi-tenant office building on North Avenue. The proposed hours of operation are 9:00 a.m. to 8:00 p.m. daily. Staff recommends approval contingent upon obtaining any additional permits and licenses. She added that the Plan Commission recommended approval 5-0.

Present in favor: Ramona Beyer, 3536 S. 77th Street, Milwaukee
Dr. Sarah Zach, 7309 Blanchard Street

No one present in opposition.

Dr. Zach noted that Ms. Beyer is a professional and she does a great job. Ms. Beyer commented that she wants to bring a higher standard of holistic massage therapy to her establishment.

Ald. Pantuso noted that it is great to have so many new businesses coming into North Avenue as part of the North Avenue Plan. This adds to the diversity of the businesses in that area.

Moved by Ald. Pantuso, seconded by Ald. Nikceвич to recommend approval of the Conditional Use contingent upon: 1) hours of operation from 9:00 a.m. to 8:00 p.m. daily, and 2) obtaining the necessary licenses and permits – 8

Conditional Use – massage therapy establishment located at 1417 Wauwatosa Avenue

Ms. Enders said the applicant would like to offer massage therapy as one of the services offered in a spa. The spa is relocating to the Village Faire retail center from its current location at 63rd and North Avenue. The applicant has stated hours of operations to be 10:00 a.m. to 7:00 p.m. Tuesday through Saturday. Staff recommends approval contingent upon obtaining any additional permits and licenses. She added that the Plan Commission recommended approval 5-0.

Present in favor: Chandra Adams, 6166 W. Washington Circle
Kathy Ehley, Exec. Dir. Village BID, 7437 Kenwood Avenue

No one present in opposition.

As Executive Director of the Village Business Improvement District, Ms. Ehley welcomed this business to the area.

Moved by Ald. Meaux, seconded by Ald. Roznowski to recommend approval of the Conditional Use contingent upon: 1) hours of operation from 10:00 a.m. to 7:00 p.m. Tuesday through Saturday, and 2) obtaining the necessary licenses and permits – 8

Milwaukee County Pre-Disaster Mitigation Plan

Fire Chief Ugaste reported that Milwaukee County has updated the Pre-Disaster Mitigation Plan. It is a high altitude plan that looks at disasters and best practices for dealing with them. He stressed that the city needs to approve participation in the plan in order to take advantage of mitigation grants.

Moved by Ald. Roznowski, seconded by Ald. Nikceovich to recommend approval for Wauwatosa's participation in Milwaukee County's Pre-Disaster Mitigation Plan – 8

Public hearing date for an amendment to Chapter 24.54 of the Zoning Code, Design Review ordinance

Mr. Kesner noted that the impetus for proposing changes in the Design Review Board Structure was the how hard it is to get a quorum for many of the meetings. The proposal is for an eight-member residential board and a seven-member commercial board. If the volume of applications is high one month they can split the residential board to handle the overflow.

The committee continued a discussion on streamlining the Design Review process as opposed to keeping better track of attendance. Mr. Kesner stressed that the action required by the committee at this time is to set a public hearing date because that is what is required for zoning ordinance changes. It was determined that December 20, 2011 would give enough time for the proper notices to be filed.

Other aspects of the issue, besides the problem with attendance, are how valuable these volunteers are and the need to acknowledge that they are professionals taking time out of their lives to serve the community.

Moved by Ald. Birschel, seconded by Ald. Jay to recommend a public hearing date of December 20, 2011 for the amendment to Chapter 24.54 of the Zoning Code, Design Review ordinance – 8

The meeting adjourned at 8:55 p.m.

Carla A. Ledesma, City Clerk
Wauwatosa, Wisconsin

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