



CITY OF WAUWATOSA

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COMMUNITY DEVELOPMENT COMMITTEE

Meeting – Tuesday, February 14, 2012

Committee Room #1

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

EXCUSED: Ald. Wilson

ALSO PRESENT: J. Archambo, City Admin.; A. Kesner, City Atty.; P. Enders, Econ. Dev. Dir.; C. Ledesma, City Clerk

Ald. Organ as Chair called the meeting to order at 8:04 p.m.

Street Festival permit for Tosafest 2012

The committee reviewed a request by Sherry Carlin, Chairperson, Wauwatosa Village Task Force, for a Street Festival permit for Tosafest 2012 to be held on Friday and Saturday, September 7th and 8th in the Village area,

Kathy Ehley, Executive Director, Village Business Improvement District, noted that this event has been very successful every year. She asked that the committee approve the Street Festival Permit for this for this year.

Moved by Ald. Birschel, seconded by Ald. Roznowski to recommend approval of the Street Festival Permit for Tosafest 2012 – 7

Relocation of Ward 1 voting location from Wauwatosa East High School to Fire Station #1

Ms. Ledesma reported that the Superintendent of Schools has spoken with her about the concerns the school district has for security in the schools. She noted that there haven't been any problems, but there is a perception that problems are likely when a school is open to the public like that. She added that the fire station has adequate room as well as ingress and egress. They will also put up temporary handicapped parking signs as well as asking the church across the street if voters could park there temporarily during election hours.

Ald. Jay asked if this will cause any problems. Ms. Ledesma responded that people will get used to the change. There will be signs about the change put up before the election and on election day.

Moved by Ald. Nikcevich, seconded by Ald. Pantuso to recommend approval of the change in voting location --

Clinton Gallagher, 10509 W. Wisconsin Avenue, expressed concerns about safety as well.

Ald. Wilke said that he and Ms. Ledesma have been discussing this issue with regard to Madison School. At present the school has parents patrolling the halls on election day for extra security.

Ms. Ledesma noted that some of the current locations are less problematic than others because the voting location is set apart from regular school traffic, but in some cases, there aren't many options. Another aspect that needs to be considered is space for the election machine officials to operate.

Vote on the motion was Ayes: 7

Changeable copy signs ordinance

Ms. Enders reported that staff had looked at the changeable copy signs ordinance. There are 11 signs that can change twice a day. It is a manageable number to monitor.

Jan Rebholz and Andy Rebholz, Blue Mound Automotive, 6600 W. Blue Mound Road, commented that as business owners, they have spent a lot of money on their sign and she would like to be able to use it to better advantage.

Clinton Gallagher, 10509 W. Wisconsin Avenue, commented on the digital sign industry as a whole along with free market and private property rights.

Ms. Enders noted that staff did not make a recommendation at this time pertaining to the frequency of changing messages, but once an hour was acceptable. She noted that there is an appeal process for those business owners who want to change the frequency of the message.

Ms. Rebholz stressed that they would like to be able to change their sign more frequently in order to be more competitive.

Moved by Ald. Pantuso, seconded by Ald. Wilke to recommend approval of a 90-day trial allowing changeable copy signs to be changed every hour --

A discussion continued with some committee members debating what would be a good interval in which to change the messages on the signs. Some member cited traffic safety if people are taking their eyes off the road to look at them. Others cited a concern for aesthetics in the city asking how many of these digital signs are too many.

Ald. Nikcevich asked that the time interval be more than one change per hour. Ald. Pantuso and Ald. Wilke agreed to add that to the motion.

Ald. Organ felt that a trial period would not reveal anything. The question is do we want changeable signs in the city.

Mr. Kesner explained that there is always a balance between aesthetics and the needs of businesses. He added that no free standing off-premises signs are allowed.

Ald. Wilke suggested that the trial period would give a chance for public feedback. Committee members discussed the types of information they could glean from any responses such as increases in sales or complaints from the public.

Ms. Rebholz stressed that they need the sign in order to tell people about the services they offer.

Moved by Ald. Pantuso, seconded by Ald. Wilke to recommend approval of a 90-day trial allowing changeable copy signs to be changed every 10 minutes with a moratorium on any new changeable copy signs. Vote on the motion was Ayes: 4, Noes: 3 (Birschel, Organ, Wilke)

Naming of a public road in Innovation Park

Ms. Enders commented that the name proposed by the UWM Real Estate Division is Technology Parkway.

Curt Stang, UWM Real Estate Foundation, 1440 E. North Avenue, Milwaukee, noted that the foundation thought this was the best name to characterize the area. Ms. Enders explained that the two names are intended to describe the intention of the facilities and their setting.

A discussion continued regarding whether there was any historical significance that could be indicated in the name. Some committee members wanted to come up with a different type of name, others wanted to reference the nature in the area. All expressed that they needed more time.

Moved by Ald. Nikcevich, seconded by Ald. Pantuso, to recommend holding this item in order to get as much information from the public as possible – 7

The meeting adjourned at 9:40 p.m.

Carla A. Ledesma, City Clerk
Wauwatosa, Wisconsin

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