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## **COMMUNITY DEVELOPMENT COMMITTEE MEETING**

Tuesday, July 9, 2013

Committee Room #1

**PRESENT:** Alds. Roznowski, Pantuso, Moldenhauer, Walz-Chojnacki, McBride, Berdan, Wilke, Causier - 8

**ALSO PRESENT:** A. Kesner, City Attorney; P. Enders, Economic Dev. Director

Ald. Roznowski as Chair called the meeting to order at 8:23 p.m.

### **Relocation of certain voting locations**

The committee reviewed a memo from the City Clerk recommending the relocation of certain voting locations. Wauwatosa area schools have served as voting locations for the city's residents for many years. Currently, 18 of the 24 wards use these facilities as polling places on Election Day. The School Superintendent has previously expressed the hope that voting locations within Wauwatosa schools be moved out of the schools where possible. Dr. Ertl has acknowledged that this may not be possible in every instance since suitable alternative locations are simply unavailable in certain parts of the city. His resolve regarding relocation has strengthened as a result of recent tragedies nationwide.

Remodeling of the lower civic center during the Spring 2013 elections necessitated the temporary relocation of Wards 4 and 5 to the Library's Firefly Room. This provided an opportunity to hold two elections at a potential new voting location. Adjustments were made after the February Primary to correct certain situations that arose with voters using an unfamiliar location. The April election ran smoothly using the firefly Room. After these successful experiences, the Library Board agreed to permit Ward 13 to permanently use the Firefly Room for voting beginning in 2014.

After tours of the Wauwatosa Women's Club facility and several discussions, the Club's Board of Directors agreed to permit voting to occur in their building, also beginning in 2014. The Woman's Club will be the new voting location for Wards 2 and 3.

Ms. Ledesma explained the permanent relocation of the three wards in the city. Dr. Ertl has expressed his concerns of keeping the school buildings secure on election days. Ms. Ledesma felt these changes are a good alternative. Both locations are ADA accessible and parking is available.

Ald. Wilke supported this move and noted concerns of teachers at Madison School. Ms. Ledesma said that once school starts in the fall, she and Officer Leist would be visiting the various school polling locations to see what can be done to make them safer.

Ms. Ledesma replied to a question that this will have a small financial impact. As a matter of courtesy, postcards will be sent to voters advising them of the location change.

Moved by Ald. Moldenhauer, seconded by Ald. Pantuso to recommend introduction of an ordinance to reassign Wards 2, 3, and 13 to different voting locations on a permanent basis - Ayes: 8

**Land Division by Certified Survey Map at 2500 N. Mayfair Road**

The committee reviewed a memo by the City Planner regarding a Land Division request made by Stephen Smith, Mayfair Mall, LLC., and Brian Randall, Friebert, Finerty & St. John S.C., for a Land Division by Certified Survey Map at 2500 N. Mayfair Road.

The applicants would like to create a new parcel at Mayfair Mall to accommodate the Nordstrom development. The proposed parcel will be located on the east side of the mall, north of Boston Store.

Atty. Brian Randall, Friebert, Finerty & St. John S.C., 2602 N. 88<sup>th</sup> Street, Wauwatosa, said the applicant is seeking a Certified Survey Map to accommodate the Nordstrom development. Atty. Randall noted that this will require a variance from the Board of Zoning Appeals as the parcel does not have any required street frontage.

Moved by Ald. Pantuso, seconded by Ald. Causier to recommend approval of a Land Division by Certified Survey Map at 2500 N. Mayfair Road – Ayes: 8

**Conditional Use for a retail store at 3720 N. 124<sup>th</sup> Street**

The committee reviewed a memo from the City Planner for a Conditional Use in the C2 District at 3720 N. 124<sup>th</sup> Street for a retail store selling new and refurbished merchandise.

IndependenceFirst wants to operate a retail store that sells new and refurbished durable mobility and medical equipment in the multi-tenant retail center located at the corner of 124<sup>th</sup> and Feerick Streets. They were previously located nearby on Feerick Street. The proposed hours of operations are: Monday 9:30 a.m. – 5:30 p.m.; Tuesday 9:30 a.m. - 5:00 p.m.; Wednesday and Thursday 9:30 a.m.- 4:00 p.m.; the third Saturday of each month 10:00 a.m. – 2:00 p.m.; and closed Friday and Sunday.

Scott Lubber, 3720 N. 124<sup>th</sup> Street explained his request for a Conditional Use. Donations of durable mobile and medical equipment are received which they send out for cleaning and refurbishing. These are then sold at a reduced price for individuals who cannot afford new equipment. Mr. Lubber noted that last year they saved 72 tons of material from going to the landfill through this program.

Moved by Ald. McBride, seconded by Ald. Walz-Chojnacki to recommend approval of the Conditional Use at 3720 N. 124<sup>th</sup> Street; to run a retail store selling new and refurbished merchandise – Ayes: 8

**Conditional Use for a bar/restaurant with outdoor seating at 7700 Harwood Avenue**

The committee reviewed a memo from the City Planner for a Conditional Use in the C1 District at 7700 Harwood Avenue for a bar/restaurant with outdoor seating.

The applicants want to open a bar/restaurant in the Rowbottom building. The Harmonee Tavern will be operated by the Lowlands Group and will occupy the entire building, as well as have outdoor dining at the front of the building along Menomonee River Parkway/State Street and the east side of the building by the pedestrian bridge. Staff is concerned that combined with the already approved Café Hollander tables, the area nearest the fountain could become too congested, making it unfriendly for pedestrians and cyclists. Staff also wondered about deliveries and if they could be coordinated with Café Hollander.

Ms. Enders advised that a modified site plan has been received due to concerns raised at the Plan Commission Meeting on July 8, 2013. The proposed operating hours are Monday – Friday from 11:00 a.m. – 2:00 a.m.; Saturday and Sundays from 9:00 a.m. – 2:00 a.m. There is no off-street parking associated with this parcel. The restaurant will serve craft cocktails and beers.

Sean Phelan, 117 N. Jefferson Street, Suite 207, Milwaukee, discussed the concerns brought up at the Plan Commission meeting related to outdoor seating. Mr. Phelan reminded the committee how five-years ago they came to committee with a similar plan with an older building that is now Café Hollander and what a vibrant spot that is now in the village. There were concerns with the outdoor seating at Café Hollander as well. The village area has now become a destination and is one of the most active vibrant districts in our region. The area of concern was tables and chairs near the bridge that the walkway would become un-passable with the tables and chairs already out there at Café Hollander.

Mr. Phelan addressed the concerns of parking, encroachment and the trash enclosures. They have decreased the number of seats outdoor to 56. He said that free convenient parking will be identified, similar to the way Café Hollander has done. Wayfinding signage would help identify parking areas for customers. There is parking for 215 vehicles on the other side of the river.

Planters will be placed with a chain delineating outdoor seating from the fountain area, keeping the walkway clear. A ten-foot walkway will be kept free of tables and chairs. A mock-up photo was shown with the tables and chairs outside the restaurant. The areas of concern were reviewed. The umbrellas will be placed in the middle line of seating to help prevent encroachment of the walkway.

Mr. Phelan explained that with a unique building come unique challenges. The garbage and recycling will be kept in an enclosure on the west end of the building, keeping six feet of sidewalk area clear. A planter box and green area is planned to provide a buffer. This is the only viable option for the trash as there is not a basement in this building. This will be as nice an enclosure as possible.

Russ Drover, 7530 W. State Street, questioned why the restaurant wouldn't be required to supply parking. He wondered why it would be fair if one establishment has intensive use of the parking lot. He said this parking lot is for the use of everyone in the village area. All businesses new and old should be treated fairly.

Attorney Kesner said the Code does allow for off-site parking to be counted in the C1 district.

Nathan Fronk, 1448 Church Street, was concerned the restaurant would be open longer hours than Café Hollander during the week. It was said that the hours would be the same.

Gordon Goggin, The Lowlands Group, explained the operating hours of Café Hollander. The new restaurant will have the same hours. He noted that the hours change in winter.

The City Attorney explained that the permitted hours don't necessarily mean what hours the business will be open. Per state statute there are uniform closing hours with a liquor permit. The City cannot require them to close earlier by ordinance. He said the business may close earlier at their choosing.

Rich Conley, 186 Corporate Drive, Brookfield, had concerns about the trash containers on the west end of the building. He owns the apartment building at 1414 Underwood and questioned what the residents on the second floor would have to look at. He remarked that this is the gateway to the village from the west end of the City and couldn't something else be done. He felt that a good job has been done on the street level to contain the dumpsters, but something additional needs to be done to cover the enclosure.

Mr. Phelan noted the situation of Café Hollander on Downer and said that the garbage containers at that establishment, are located right next to a neighborhood and church. They are kept clean with regular pick-ups and it hasn't been an issue. He said that the Harmonnee Tavern will have incentives to maintain this area and he anticipates four – six pickups per week until they get the volume down.

Dawn Marie Metz, owner of Samson and Delilah, Wauwatosa, didn't think the garbage and recycling carts would be an issue. She suggested the enclosure could be used by schools for an art project, something fun. She wondered why a top couldn't be added to make the dumpster enclosure more aesthetically pleasing. She felt this would be a great addition to the village. She felt there is plenty of parking in the village and that people are used to walking a block or two.

Eric Wagner, Lowlands Group, 2205 N. Lake Drive, Milwaukee, said that the enclosure would be six – eight feet tall and that the dumpsters are about four feet tall. He said they were reluctant to put on a roof for ventilation reasons. He said they wouldn't be opposed to providing some type of aesthetic screening.

Jim Plaisted, 7436 Kenwood, noted how quickly The Lowlands Group and Sean Phelan immediately addressed the concerns satisfactorily. He was satisfied that this should move forward.

Bob Simi, Wauwatosa, speaking as a resident said it's all about creating demand for the community. He said this area has and will add life and vibrancy to village. He noted how nicely Sendik's on North Avenue was made over bringing life to that corner of the city. You can see the animation in the store and the flower shop. He felt the Rowbottom Building would create an awesome development and will create demand.

Sean Phelan responded to a resident's question that the restaurant will have no impact whatsoever on the river. Ms. Enders noted that with the work being done, it will take the building out of the flood plain and the mechanicals will be removed from the basement.

Ald. Pantuso felt the Harmonnee Tavern would continue the continuity of the area with tables going west. He suggested that the parking lot is underutilized. People will find a place to park to shop and dine at the great businesses in the village. He asked that more bike racks be located in this area so bikes don't have to be chained to the bridge.

The committee didn't feel that parking was going to be a problem at all. This is going to be an exciting area and people will walk a block or two if they have to.

Ald. McBride noted that the Rowbottom Building will become an eyesore for the city if it is not taken care of. He felt the location is appropriate for a high level tavern and would be beneficial to property values in the area.

Moved by Ald. McBride, seconded by Ald. Wilke  
to recommend approval contingent upon a covered garbage  
enclosure that is attractive and functional that will meet  
approval with the Design Review Board -

Ald. Roznowski commented on the willingness of the Lowlands Group and Sean Phelan to be flexible in their plans as an amazing amount of activity was done in one week to make adjustments to concerns.

Vote on the motion – Ayes: 8

### **Remnant fire station parcel**

The committee reviewed a memo from the Development Director regarding communication from the CDA concerning the remnant fire station parcel

In July of 2012, the Community Development Authority issued a Request for Proposal for the purchase and redevelopment of the remnant fire station parcel located at 1463 Underwood Avenue with a due date of August 27, 2012.

Three proposals were received. The developers included Wangard Partners, Metropolitan Development, and Phelan/Wired. All incorporated the remnant parcel along with other adjoining properties.

The CDA ultimately selected Phelan/Wired as the preferred developer for the following reasons:

1. Developer had control of the property immediately south of the fire station site.
2. The proposal was the least dense.
3. The proposal was the only proposal that included an option to develop the remnant fire station parcel as a stand-alone project.
4. Developer offered to work with the Authority/City on the architecture of the development.

After several months of negotiations between the CDA and Phelan/Wired, CDA meetings with input from residents, businesses, the Business Improvement District, Alderpersons, etc.; and a Committee of the Whole meeting outlining the project and financing options, Phelan/Wired suspended their proposal due to the fact that the economics of the project were not possible without a level of assistance that would have necessitated tax incremental financing.

The Authority must now consider the following three scenarios to move forward:

1. Provide up to \$1.8M in tax incremental financing assistance to Phelan/Wired to allow for the development of a three-story, mixed use development.
2. Provide up to \$1.4M in tax incremental financing assistance to Phelan/Wired to allow for the development of a four-story, mixed use development.
3. Reject all proposals received, including the currently suspended proposal by Phelan/Wired.

Ald. Roznowski said the CDA is looking for the committee's feedback and direction.

Ald. Wilson, Vice-chair of the Community Development Authority, introduced the other CDA members present, Ald. Tilleson, Susan Eick, and Julie Rettko.

Ald. Wilson noted that the memo included in the packet came from Ms. Enders although it contains discussions the CDA has recently had.

Ms. Enders explained the three proposals received and summarized them:

- Wangard Partners proposal had project costs of roughly \$10,101,000.00 with assistance requested in the amount of \$1,600,000. This was for a proposed four story structure, with 65 units. This proposal had 4,691 square feet in mixed use retail space.

- Metropolitan Development proposal had project costs of roughly \$11,640,000.00 with assistance requested for public parking, in the approximate amount of \$700,000. This structure had some five and some four story elements. This proposal has 81 units with 8,500 square feet of retail space.
- Phelan/Wired proposal was a four-story structure with project costs of \$8,197,000.00 with assistance requested in the amount of \$1,400,000. This project had 36 units and 17,200 square feet of retail space. Ms. Enders felt the square foot is greater with this proposal as there was control over the Craite property at 1457 Underwood Avenue, and included Cody & Company moving into that development making the greater square footage.

Ald. Wilson reviewed the Request for Proposal (RFP) process and explained the rationale in selecting the Phelan/Wired group for the redevelopment of the remnant fire station parcel. He said it was felt the preferred proposal seemed to best represent the fit of the village. Since that time there have been many robust discussions. The original design by the Phelan/Wired group was for a four-story building which was deemed too tall from the feedback received. Some also felt a two-story building at this location would be too tall to blend into the neighborhood. Ald. Wilson explained the budget gap and how the gap increased with each story of the building being eliminated.

Ald. Wilson explained that there was further discussion and meetings with CDA, CDA meetings with input from residents and businesses, the Business Improvement District and at a Committee of the Whole meeting where the project and financing options were discussed. After this, Phelan/Wired suspended their proposal, he felt, due to the fact that the economics of the project were not possible without a level of assistance that would have necessitated tax incremental financing.

Ald. Wilson said the CDA is meeting again on Thursday, July 11<sup>th</sup> and the CDA would like some direction.

Ald. Tilleson suggested the suspension from Phelan/Wired was perceived by the CDA as a signal that the City should work with the CDA regarding financial possibilities. The CDA has no money and without money of their own, there is no choice but to come to the council and ask for some guidance as to what the council would be willing to support. All three proposals asked for city assistance. Two of the proposals recommended TIF financing. One proposal requested TIF in the amount of \$1.8 million for the four-story and the other TIF request was for \$1.4 million for the three-story proposal.

Sue Eick, 2417 N 96<sup>th</sup> St., found it interesting that the bids came back with a much larger proposal than would fit on one parcel of land and would require the purchase of the Craite property adding to the request for city funding.

Julie Rettko, 2477 Pasadena Blvd., was concerned with the number of stories required to keep city financing to a minimum and asked that the architecture of the village be kept in mind during the planning process.

Ald. Roznowski agreed that the area to be developed has expanded. He suggested taking a broader look at the options already received and how they would affect the neighbors and surrounding businesses. He didn't feel that the CDA should start over in their process.

Russ Drover, 7530 W. State Street, talked about the neighborhood and was concerned with the liberal zoning laws that allow building so close to a church. He didn't feel there was any sensitivity to the neighboring property values. He felt the City should not be funding the moving and replacement of the hair salon and that is increasing the costs. He felt there should be more green space between these parcels and this would be a massive intrusion to Church Street.

Betty Ragalie, 1621 Church Street, said she is enjoying the renewed vibrancy in the village and wanted to see it continued. She expressed concerns that the proposed building would be too tall, parking would be problematic and felt there would be traffic flow concerns. She suggested that a traffic study be done and that a new RFP be created that is more sensitive to the area. She had concerns as a business owner as well.

Rich Conley, Metropolitan Development, commented that this has been a very interesting learning process for all parties involved. When he put his presentation together it was under the impression or the understanding that the City was seeking tax dollars and one of his goals was to generate some tax revenues. They attempted to do that with a three parcel development which includes the remnant fire station parcel, the Craite parcel and the Lochrie parcel. They tried to generate as much public parking as possible with underground parking. By not requesting a TIF, he felt the city would realize those tax dollars in year one. He felt the city's intent was to give the developers a blank template to work with.

Mr. Conley noted that all the bids came back quite large in nature and maybe they should come back as a single parcel redevelopment. He felt that if this was sent back out you would receive more proposals. This project does not need a TIF. It's in a great part of the village and you could provide some funds for municipal parking.

Liz Ehlert, 1622 Church Street, said Church Street residents are not against development in any way. However, as a resident she has put a lot of energy into her backyard and gardens. She hoped as this development moves forward that you look at the bigger future of how it will affect all. She loves the architectural style of the City and felt the new development should have these characteristics.

Ald. Donegan said as first district alderman he could not support the Phelan/Wired plan in front of you now. He said he would need convincing that the hardship perceived by the Church Streets residents is not real and will need convincing that TIF funds are required to develop this area. Ald. Donegan questioned whether the CDA should ever have been tasked with this project. He felt it was a bigger undertaking than they could do. Ald. Donegan said there would have to be a more competitive developer process before he could agree to a TIF request. His feedback to the CDA was to go back to work and re-open the RFP process. He felt it needs a more thorough, professional, planning process.

Jim Plaisted, Executive Director of Business Improvement District, noted that only one developer, Phelan/Wired, had a developers agreement with the Craite property.

Ald. Wilson added that the developers came up with ideas and teamed up with partners to come up with their plans as presented. Much like that, the CDA has some land that needs development, and is looking to work with a developer. He took issue with the concept that no one could have seen this as a multi-parcel project. Everyone saw this as a multi-parcel project. It was a blank slate to see what we could get to spur better development. Ald. Wilson suggested that the many concerns expressed, while not discounting any of them, all of these issues with the exception of traffic flow are things that are looked at routinely. It was a matter of timing. They would have happened had they been able to move forward. From his perspective without any viable options they are not able to move forward and are asking for committee feedback on how to do proceed.

Ald. Wilson reviewed what the CDA was charged with regarding this parcel. He said last summer the CDC kicked off the CDA with this remnant parcel they had. The CDA didn't have much to do at that time and still don't have that much to do. He noted that there will be more discussion later tonight regarding the CDA under a separate agenda item.

Ald. Wilson commented said the CDA was charged with a remnant parcel of land to spur better development, to see what you can do with this parcel to influence some change for that site in the village. Not an indictment, but he felt the CDC stopped very short with no guidance given as to how to handle displaced or re-integrated parcels or if there was a tolerance for this. He felt those things would have been borne out thru the building process. Ald. Wilson informed the committee that there was an alternative bid received for a single parcel approach. He said it wasn't the greatest idea, and didn't allow for additional parking and at the end of the day it would just be a box on a parcel of land. It stood out to him of the three developers, when you look at the execution for a way to work out the extra middle section, it was Phelan/Wired who made the attempt at addressing this.

Mr. Plaisted said that we as a community, as a city, and as a CDA, put out an RFP and asked for exactly what you got, in all three proposals. We called for high density, the plan calls for more residential housing, mixed uses, concealed parking, it encourages an expanded site, dedication of land for street widening to straighten out the intersection, which Phelan/Wired offered, and scaled to the buildings in the village. It was not stated that the City would not help finance if you couldn't finance all of this, and it wasn't stated that you would either. The City of Milwaukee will put this information right in their RFP to not even ask about TIF, if it isn't an option. He said it's very frustrating that the exact proposals received were what was requested, and the numbers were scrubbed by Mr. Ruggini and the developers and we are now wringing our hands that we can't do this. Similar problems are addressed in other municipalities dealing with gap shortages, moving and relocation businesses.

This is a concern to him as his job is to create interest in the village. To run into this scenario when you were given what you asked for is concerning. As soon as the Church Street concerns were brought up and shortage of funds you're ready to run for the hills. He expressed concern that the City of Wauwatosa does not have a TIF policy. He said not to be critical but a lot of municipalities have a written policy so not to have the scenario we are presented with. A simple exercise to set up criteria would be so helpful. For a policy to be set moving forward will make RFP exercise much smoother going forward as to when funding help can be asked for.

Ald. Birschel felt that the architectural component of the village area was missed in the plans submitted. Mr. Conley agreed. He felt all three proposals missed this architecture component and should be a fundamental requirement. The new development should tie in with the existing architecture in the village.

Ald. Moldenhauer thanked everyone for their comments. He mentioned countless times in previous discussions that roughly 30% of our historic preserved referenced areas are in this district or very close by. He felt the RFP was not specific enough as to what would be acceptable noting all the feedback received. It was not specific as to what would be an acceptable height and what the whole area should be. The churches in this area are well attended and with schools close by there is a demand in this location for parking. His disappointment is that we rushed into this and we got what we put out and it is not good enough, and we can do better. He was not comfortable with the proposals received. He felt there is overpayment being made to the Craite parcel as proposed. He felt a more open process with the CDA needs to be done and the process should be started again. He felt that the CDA, just a new entity, were asked to hit a home run and maybe this parcel wasn't right for them to undertake. Ald. Moldenhauer expressed concern with what we are asking our CDA to undertake right out of the chute.

Ald. Walz-Chojnacki was appreciative of what the CDA has done and agreed we did get what we asked for. He suggested the City needs to figure out what they want the City to look like twenty years down the road. He felt inclined to go back to the drawing board and start over.

Ald. McBride expressed appreciation for all the comments received, though some were a bit off point. He noted that Church Street was the first residential street established in the village and this parcel is going to be

a gateway to the village. He felt it extremely important to have a building there that the city will be proud of in 30 or 40 years from now. It was not acceptable to him to not have the Craite property as part of the discussion. The remnant fire station parcel will be obscured by the salon parcel. The city needs to have a substantial building there. He suggested that the criteria was established for the RFP. There is a village plan and a zoning code that was followed, and these are not inconsequential documents. This land should not remain vacant. The taxpayers deserve to have something there as a gateway to the village that would provide tax revenue.

Ald. McBride said there is a whole lot of negotiations that have to happen and hoped that the city wouldn't have to overpay for the Craite parcel. He said that you cannot have Church Street hold up development of the village.

Ald. McBride also noted that all three of the proposals received requested some type of financial assistance. He felt that three bids were good enough samples for him to know that the development of this land is going to require some city help.

The City Administrator responded to a question regarding what would be more beneficial to the city, a subsidy versus a TIF. He said first all you have to know what you will be paying for in order to have the discussion. A TIF is simply not a deficiency for which to pay for things.

Mr. Archambo explained in one proposal where a TIF was requested the property end value at \$8 million, with a \$1.8 million TIF, would generate about \$180,000 of tax revenue annually. This investment would pay for itself in ten years.

As a city funded incentive such as buying parking for example, you would only capture about 30% of the \$180,000. The remaining 70% would go to the taxing districts. This amounts to approximately \$54,000 annually. It would still take about ten years to pay for the incentive plan.

Ald. McBride concluded that the most efficient use of tax dollars would be through a TIF. He hoped the CDA would bring back a fully formed proposal with an amount of TIF funding needed. He said the CDA went through too tough of an assignment and it was unfair for the committee to have thrown this at you. Ald. McBride reiterated that a TIF policy needs to be established so in the future there will be criteria to work with.

Ald. Pantuso noted that this parcel is one of the last remaining parcels in the village to be built out. He is not in favor of going back to the drawing board. He said to take what was received and figure out a way to make it work. Regarding the architecture he felt it was OK for things to look different. He felt the argument is over at feet of building height and advised the CDA to move forward with the proposals on hand.

Regarding the TIF policy, Ald. Pantuso emphasized that the City has a Comptroller who advises the committee on whether the numbers work on a project and his judgment must be trusted. While there is always a risk with a TIF, and it is minimized, you have to go with your gut and staff recommendation.

Ald. Berdan said she is not afraid of investing in the future of the City through TIF's. She agreed that Mr. Ruggini gives sage advice. She asked that the CDA be sensitive to the unique village character and involve the properties who will be affected in discussion. She didn't think they should scrap what they have and go back to the drawing board. She said there is a wide variation of character in the village without affecting the quality of life in the neighborhood.

Ald. Wilke suggested that we keep having this same discussion over and over. He felt like we should keep going forward, especially since the proposal came from the village plan and was approved by Council. The

number of stories in the building wasn't specified and he suggested that three stories would be a good compromise, although he wasn't opposed to four stories. He felt the CDA should move forward with one of the options as there has been a lot of time spent in discussions already. He felt the decision to be made is whether or not TIF funding will be requested.

Ald. Causier came to the same conclusion. The comprehensive plan was used when setting up the RFP. She questioned how the street character or architecture could be legislated. It will be up to the developer and architect to figure out keeping the neighborhood sensitivity in mind. She suggested that the CDA be sensitive and meet with the people in the neighborhood. She felt the parameters are in place. She felt that the CDA should go with what you have, flush it out, work with the people on Church Street. She expressed concern of the cumulative amount of TIF funding we already have and is the City extending itself too much.

Ald. McBride agreed with Ald. Causier, the criteria is pretty clear, but the flaw if there was one is that the neighbors weren't included in the planning, it was probably thought they were following what was going on. The neighbors have made their feelings clear. If this is to work, everyone has got to give a little something and seems like the city is going to have to give a little more. A subsidy is going to cost taxpayers money. He felt that the building is going to have to be three stories tall and doesn't have to have a negative impact on the neighbors' yards. Clever architecture can make this development work. There has to be a way to make that happen. To make this work means everyone has to compromise a little bit knowing that something will be built there, something good for the city, something good for finances and good for the gateway to the village. Sit down and negotiate. There has been enough guidance presented here.

Ald. Roznowski thanked the CDA for what they do and noted it was a tough on-the-job training project. He had all the confidence that the CDA could reach a solution. He found it interesting as well with the Harmonee Tavern discussed tonight, that adjustments and tweaking were made for this parcel, much the same way that this fire station parcel can be tweaked. He asked that they work with the neighbors and collaborate.

Ald. Roznowski suggested as deliberations continue, to check what things other CDA's have done in their communities, what other great ideas are being used. He didn't feel that the CDA needs to go back to square one. He also said that this has not been rushed into as some have said. Almost a year has been spent on this. He asked members on the CDA if they received the information they were looking for.

Ald. Wilson thanked the committee for the feedback and felt it was a very valuable discussion. Ald. Tilleson expressed his appreciation as well and was confident that the meeting CDA has on Thursday would be definitive. The other CDA members thanked the committee for their time as well.

Ald. Roznowski expressed appreciation for all the work the CDA has done and thanked the neighbors for joining in this discussion.

Ald. Tilleson responded to a question ensuring the CDA knew what the feedback is. Ald. Tilleson said there is a strong value placed on the salon property, a single site was insufficient and that TIF funding can be asked of. They have resolved that three floors is a good compromise and it is within the zoning code. The CDA was reminded to not overpay for the Craite parcel and Ald. Tilleson said compared to the price paid for the Rowbottom Building and that the Craite parcel includes parking he didn't think the price was unfair and didn't think the owner was being unreasonable. Discussions should be had with the neighbors as the project progresses.

### **Implementation of a coordinated approach to economic development in Wauwatosa**

The committee reviewed a memo from the Community Development Director regarding communication from the Economic Development Advisory Committee recommending implementation of a coordinated approach to economic development in Wauwatosa.

Moved by Ald. McBride, seconded by Ald. Pantuso  
to hold this item due to the late hour and re-schedule  
for the July 30<sup>th</sup> meeting – Ayes: 8

The meeting adjourned at 11:05 p.m.

Carla A. Ledesma, City Clerk  
City of Wauwatosa

mks