



**CITY OF WAUWATOSA**  
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## **COMMUNITY DEVELOPMENT COMMITTEE MEETING**

Tuesday, July 30, 2013

Committee Room #1

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

**ALSO PRESENT:** P. Enders, Economic Dev. Director; E. Miller-Carter, Asst. City Attorney

Ald. Roznowski as Chair called the meeting to order at 8:10 p.m.

### **Implementation of an economic development structure and process in Wauwatosa**

The committee reviewed a memo by the Economic Development Advisory Committee (EDAC) recommending implementation of an economic development structure and process in Wauwatosa.

In 2009, the City of Wauwatosa began implementing various recommendations in the Horton/URS "City of Wauwatosa Economic Development Vision, Structure, and Implementation Plan." A list of recommendations was implemented and additional measures were taken to advance economic development in Wauwatosa.

In 2012, the City of Wauwatosa implemented additional recommendation to further streamline the development process.

A lot has been accomplished, but there are several next steps that would be beneficial to improving economic development and/or the development process in Wauwatosa, both from an efficiency standpoint and improved customer service. The next step in the process includes:

1. Community Development Authority (CDA) would assume the roles and responsibilities of the Wauwatosa Economic Development Committee (WEDC) and Wauwatosa Revolving Loan Fund Corporation (WRLFC) and all of its assets and liabilities.
2. If necessary, the WEDC would remain in existence as a shell to accept contributions, etc. to further economic development activities in Wauwatosa.
3. A loan/grant review committee would be created to assist the CDA in distribution of available grant and loan funds. Members would be appointed by the Mayor and could be members presently on the WEDC or WRLFC in an attempt to continue to utilize their expertise in the field of financial assistance, etc.
4. Eliminate the requirement that Plan Commission items go before the Community Development Committee for additional review and approval. This is a common practice and model used throughout most Wisconsin communities. In most cases, applicants are presenting the same information to multiple committees - adding time to the approval process, as well as additional costs to the applicants if consultants are being utilized, etc. As done in the past, if an issue is brought forward to the Common Council and the Council feels more discussion is warranted, the item could

be referred back to the Committee on Community Development. Videotaping of Plan Commission meetings is also recommended for the benefit of Alderpersons, as well as residents.

5. Transfer surplus funds from Tax Incremental Finance District Number 4, as well as portions of surplus funds from future closed districts, to the Community Development Authority as seed money for redevelopment projects.

Ald. Roznowski noted that this item was held from the meeting on July 9, 2013. This is an opportunity to get into some policy level discussions. What should be done with the Community Development Authority in terms of continuing its evolution and authority? Discussion should include consideration of the Community Development Committee and what is the mission of this committee today, and what is the potential of this committee. Ald. Roznowski encouraged the committee to be creative and keeping an open mind. He felt this will be an ongoing policy discussion for many committee cycles to come.

Bob Simi, 2545 N. 81<sup>st</sup> Street, noted that EDAC has been very consistent with their recommendations in the past couple of years. Their goal is to advise the Common Council with a very high level on ways to improve economic development. It is very important to create a demand for the City of Wauwatosa. If the supply remains the same and demand increases, prices will go up which is important to remember, as the City will then have leverage when it comes to community development and funding issues.

Mr. Simi encouraged a best practice policy be put into place to avoid hardship on developers wanting to work in the city. He suggested that there should be a goal that continues to strengthen and enhance to a level of authority of the CDA.

Mr. Simi mentioned the CDA best practices policy in West Allis, Shorewood and Glendale and what good entities they are. A strong CDA based on best practices will encourage future development in the city.

Mr. Simi suggested that Community Development Committee needs to establish a purpose statement. Review all of these committees and see if they all are necessary. Customer focus cannot be overemphasized, must run as efficiently as possible. He questioned whether the Plan Commission is a duplication of efforts in approvals. He noted that the Plan Commission make final calls in some municipalities.

Ald. Wilson commented as the mayoral appointee to the CDA that now is the time to move forward. Wauwatosa is a good spot for development where people want to come. The city is well run with great resources and best practice policy will make it even better and will assist the CDA in their authority.

Ald. McBride summarized the five key points outlined previously in the memo.

Ald. McBride suggested that of the five recommendations, #1, #2, and #5 are the easier recommendations and felt they would be relatively easy to resolve.

As a member of the WEDC, Ald. McBride noted that their role is to dole out CDBG funds. There is not a lot of money involved and there are a talented group of people that sit on this committee. In some ways the CDA has a lot of things to do and in some ways they don't have enough to do. Ald. McBride said that there are a lot of talented people in the city volunteering their time and some are not being utilized very well. He suggested that when the CDA is less busy they could take over the responsibilities of the WEDC and those members could be used better elsewhere in the City. He felt the CDA is a natural fit to dole out the CDBG funds.

Ald. McBride suggested the City Attorney be consulted on the second item to see if WEDC should remain in existence as a shell or not.

Regarding item #5, Ald. McBride said with the closing of TIF #4 the city has \$142,000 in funds remaining. These funds should be transferred over to the CDA. When the CDA was created, there were no funds to give them and in order to be effective they need some funds. If the CDA is going to be effective they need to have funds.

Items #3 and #4 will take more discussions. Ald. McBride felt that the Plan Commission meetings should be videotaped, noting that transparency is key.

The committee discussed this at length. Concern was expressed at the duplication of some items being heard at the Plan Commission and then at Community Development. In some instances the recommendations are different which causes confusion to the applicant.

It was noted that the City is not statutorily required to have a Plan Commission. The Community Development Committee has had issues with things done by the Plan Commission. Concern was expressed that the majority of the Plan Commission members are not comprised of elected officials. Some felt it was not in the city's best interest to remove decision making from the elected body. It was noted that the Plan Commission is made up of dedicated individuals who work very hard.

Ald. Berdan said she has had issues with what the Plan Commission has done. They are the curator or custodian of the plan and she said that someone watching the plan is a good thing to have. When it comes to the Plan Commission being a majority of non-elected officials, giving them the authority to send an applicant back to spend more money on design or whatever and removing the decision making from an elected body was a problem. She felt the authority should rest with the elected body. Ald. Berdan emphasized that the people on the plan commission are caring people but the City needs to consider all possible options.

Ald. Wilke was not in favor of eliminating the Plan Commission items from being heard at Community Development, concurring with Ald. Berdan. He felt there needs to be more elected officials on the Plan Commission. Community Development can be doing a lot more of the big picture planning and policy setting. Ald. Wilke also felt that the CDA needs money to help with development when necessary.

Ald. Moldenhauer agreed that oftentimes the Community Development makes changes or alters the recommendation coming from the Plan Commission. Their constituents expect some accountability from their elected officials and the current structure of the Plan Commission is concerning. A business plan is necessary for the CDA. There needs to be a stronger understanding of what the CDA is going to do and what their deliverables will be.

Ald. Pantuso suggested when the CDA was established that the discussion on how to proceed in regards to the Plan Commission and Community Development was going to be necessary. He wasn't in favor of eliminating a committee and recreating another, it didn't make sense to him. He felt accountability will be key in decision making. The process in Wauwatosa is convoluted causing confusion to residents and developers alike. He discussed the redundancy issue in both committees hearing the same items. Residents aren't sure of which meeting they should attend to be heard. A lot of people's time is wasted in having to attend both meetings. The process needs to be streamlined and in the near future.

Ald. Causier agreed it didn't make sense to collapse one committee and recreate another. She felt they will need to look at things that are not doing well and review for redundancy. She felt it important to look at other community models that have successful CDA's for guidance on ideas that work well.

Ald. Walz-Chojnacki agreed that the public demands accountability. The public needs to be kept informed and meetings need to be as transparent as possible. The public needs to understand the committee process on how things are handled.

Ald. Roznowski said the Council approved and launched the CDA and felt they need to be given the tools to work effectively. The CDA should be provided with everything they needs to function properly and to continue to fold in appropriate bodies like the WEDC. He felt the committee structures need to be looked at ensuring an efficient process. He questioned how many elected officials should sit on Plan Commission, is there the appropriate training for this commission. He noted that notices are sent out for the Plan Commission items but not for Community Development. He felt this all needs to be reviewed as there is a lot of duplication of processes and Wauwatosa is not as easy of a community to deal with as they should be. He also concurred that the Plan Commission needs to be videotaped.

The committee discussed where to go from here. The committee is willing to look at all options and come up with what is best for the city.

It seemed to be in agreement that without a good CDA it makes it harder for developers to work with Wauwatosa. The city needs to have a best practice policy.

There is some confusion and resentment in the community about the CDA. The CDA needs to make its case to itself, the Council and the public. Restructuring is needed in its governmental bodies, the process needs to be streamlined.

Bob Simi thanked the committee for the discussion saying he felt enlightened and motivated from the conversation.

Ald. Roznowski suggested the committee do some homework during the August recess. He asked the committee to review Ald. Wilson's email, so in September you can bring back your ideas to the committee.

Mr. Simi and Ms. Enders were asked for more details on implementation of their recommendations for items #1, 2, and 5.

**Ordinance amending Chapter 1.04.110 of the Wauwatosa Municipal code to move two polling places (for adoption)**

The committee reviewed the request to move two polling locations out of Longfellow Middle School, Ward 13, and out of Washington Elementary School, Wards 2 and 3. Ward 13's new location will be the Wauwatosa Public Library, Firefly Room, 7635 W. North Avenue, and Ward 2 and 3's new location will be at the Wauwatosa Woman's Club, 1626 N. Wauwatosa Avenue.

Moved by Ald. Moldenhauer, seconded by Ald. Berdan  
to recommend adoption of an ordinance amending  
Chapter 1.04.110 related to poll location changes. Ayes: 8

Ald. Moldenhauer thanked the City Clerk for being so informative to the public with these changes.

**Wisconsin Bike Federation, progress on the Bicycle and Pedestrian Facilities Plan**

Kevin Hardman, 1920 Underwood Avenue, was present representing Tool Design Group and WI Bike Federation. Mr. Hardman said that having traveled around the state Wauwatosa is one of the best places to bike and walk.

He briefly discussed the draft plan that will be presented by Wednesday, August 7<sup>th</sup>. The draft plan will include background information about bicycling and walking in Wauwatosa, existing bicycling and walking conditions, recommended facilities, policies and programs related to bicycling and walking. There will be an open house on Wednesday, August 14<sup>th</sup> to present the draft plan to the public. Then based on comments received from the plan Steering Committee, staff, and the public, the draft plan will be revised and a final plan will be provided to the City by September 9<sup>th</sup>.

Mr. Hardman suggested that this plan will meet the public demand and will make Wauwatosa a more pleasant place.

Ald. Berdan was pleased with the excellent job done including community input. She cautioned that as a City we stay need and demand-based. To make sure we are meeting a demand and not trying to create a demand. Mr. Hardman said all modes of transportation will work cooperatively with each other.

Ald. Walz-Chojnacki said it is not unreasonable to think people will bike places due to all the traffic congestion and felt this is a great idea.

Mr. Hardman suggested that the plan is providing more options for social engineering.

### **Conditional Use in the M1 District at 6228 West State Street for a dog day care**

The committee reviewed a memo from the City Planner for a Conditional Use in the M1 District at 6228 West State Street for a dog day care.

A request was made by Kerry Krienitz, Central Bark, and Tom Schuler, JMT Group LLC, for a Conditional Use in the M1 District at 6228 West State Street for a dog day care.

Ms. Krienitz would like to relocate her existing dog day care business, located at 6442 River Parkway, to this location. The main entrance will be accessed from the main parking lot along the west side of the building. The applicant will install a fence (preferably and eight-foot high wood fence) and landscape the existing parking lot along 62<sup>nd</sup> Street for the outdoor play area, as well as make improvements to the building. The proposed hours of operation are Monday through Friday 7:00 a.m. to 6:30 p.m.; Saturday 8:00 a.m. to 5:00 p.m.; and Sunday from 10:00 a.m. to 4:00 p.m. The applicant indicated that there is an average enrollment of 85 dogs.

Dennis Brenzel, 2751 N. 84<sup>th</sup> Street, owner of Milwaukee Collision at 6242 W. State Street, which is directly west of 6228 W. State Street, said there is an issue with the entrance to this parcel. The entrance to 6228 W. State Street comes through his property via a mutual easement was drawn up in 1999 allowing access for truck traffic and maintenance. He said there are currently eight businesses operating there using his property for ingress and egress. He said there is no room for additional vehicles to be parked there. He questioned why these businesses are not being required to provide the same amount of parking spaces per square footage like he had to and why they aren't required to have ADA parking provided. He doesn't feel there is enough room for this business and is feeling imposed upon. Mr. Brenzel felt this is going to be a definite hardship on his business.

Ms. Krienitz has spoken with Mr. Brenzel and is aware of his concerns. She felt the doggy day care traffic would be minimal and there would be no extended parking. People drop their dogs off and leave.

Ald. Causier expressed concern that this shared easement was not brought up at the Plan Commission meeting. Mr. Brenzel said his easement has been ignored for the past six or seven years. There is even a dumpster sitting there currently which is in the way.

It was mentioned whether the entrance could be moved to the east side of the building and Ms. Krienitz said that was not a possibility. Ms. Krienitz said the parking situation will not be able to remain the same when she moves in. Her business would not be able to exist with the way it is now.

Ald. Causier felt the Plan Commission may have looked at this differently had they had this information.

Mr. Brenzel presented pictures of the parking lot as well as a copy of the easement agreement.

The current owner of the building, Tom Schuler, 1761 Church Street, agreed that Mr. Brenzel has brought up some valid points. He said he needs to do a better job of policing his tenants and getting the dumpster moved to the east side of the parking lot. He concurred with Ms. Krienitz's point that she will need to reconfigure the whole parking lot when she opens her doggy day care.

Moved by Ald. McBride, seconded by Ald. Moldenhauer  
to refer this back to the Plan Commission at their August  
12<sup>th</sup> meeting. Ayes: 8

### **Landscaping for the UWM Innovation Accelerator building at approximately 9700 Watertown Plank Road**

The committee reviewed a memo from the City Planner regarding a request by Cliff Goodhart, Eppstein Uhen Architects, and Curt Stang, UWM Real Estate Foundation, for approval of landscaping for the two UWM Innovation Accelerator buildings at approximately 9700 Watertown Plank Road.

In March 2012, the Common Council approved construction of the UWM Accelerator with the requirement that the landscaping and signage return for further review and approval. At this time, the applicant is only looking for approval of the landscaping. The building signage is being incorporated into the overall campus signage that the Committee will review in the near future.

Kevin Byrne, 7711 North Port Washington Road, showed the revised building plans and explained the landscaping which will be a natural native habitat, the industrial feel has been removed and the architecture will blend in with the area. A seed mix has been determined and there is a plan to match this mix in with rest of the parkway.

Ald. Causier commented on an e-mail received from Barb Agnew, The Friends of Monarch Trail. Ms. Agnew approved of the new landscaping plans saying it will now provide a great example of sustainable native landscaping in a way that blends the structure necessary for confined spaces with the ability to help support the surrounding environment. Ms. Agnew commended Mr. Byrne and his colleagues for blending these new age concepts in such a creative way.

Moved by Ald. Wilke, seconded by Ald. Causier  
to recommend approval of the landscaping plans. Ayes: 8

The meeting adjourned at 10:30 p.m.

Carla A. Ledesma, City Clerk  
City of Wauwatosa

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