



CITY OF WAUWATOSA
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COMMUNITY DEVELOPMENT COMMITTEE MEETING

Tuesday, December 10, 2013

Committee Room #2

PRESENT: Alds. Roznowski, Walz-Chojnacki, McBride, Wilke,
Causier, Berdan, Pantuso – 7

EXCUSED: Ald. Moldenhauer

ALSO PRESENT: A. Kesner, City Attorney; P. Enders, Development Director

Ald. Roznowski as Chair called the meeting to order at 8:26 p.m.

Change of Zoning from C2 District to C2 District/Planned Unit Development overlay at 2050 N. Mayfair Road

This item was tabled.

Conditional Use in the C2 District at 151 N. Mayfair Road

The Committee reviewed a memo from the City Planner regarding a request for a Conditional Use to add a patio at Starbucks Coffee Co., 151 N. Mayfair Road.

The applicants want to add a patio for outdoor seating at the Starbucks location on Mayfair Road south of Blue Mound Road. The proposed patio will be located on the west side of the building (rear) and seat approximately 40 persons. The site access and parking lot were recently reconfigured due to Mayfair Road improvements, allowing space for a patio.

The Plan Commission reviewed this item on December 9th and recommended approval contingent upon obtaining any additional licenses or permits.

Moved by Ald. Causier, seconded by Ald. Pantuso
to recommend approval of the Conditional Use at
151 N. Mayfair Road contingent upon obtaining any
additional licenses or permits – Ayes: 7

Conditional Use in the C2 District at 12132 West Capitol Drive

The Committee reviewed a memo from the City Planner regarding a request for a Conditional Use in the C2 District for a Wingstop restaurant at 12132 W. Capitol Drive.

The applicant wants to open a Wingstop restaurant in the Stratford Plaza retail center, near Home Depot. Wingstop sells wings, and other made to order food items. Wingstop will occupy two vacant tenant spaces, bringing the building to full occupancy. The proposed hours of operation are 10:00 a.m. – midnight daily.

The Plan Commission reviewed this item on December 9th and recommended approval contingent upon hours of operation and any additional permits or licenses.

Kurt Hodermann, PO Box 668, Brookfield, felt that this is a great location for this type of restaurant which is in a heavy traffic corridor. He noted that this is not a fast food restaurant but made to order. This location will be the fourth location for Wingstop in the Milwaukee area.

Moved by Ald. Pantuso, seconded by Ald. Causier to recommend approval of the Conditional Use at 12132 W. Capitol Drive contingent upon obtaining any additional licenses or permits and hours of operation from 10:00 a.m. – midnight daily – Ayes: 7

Conditional Use in the M1 District at 2880 North 112th Street

The Committee reviewed a memo from the City Planner regarding a request for a Conditional Use in the M1 District at 2880 North 112th Street for outdoor storage.

Hansen Storage was recently awarded a contract from the US Marshals Service for outdoor vehicle storage. The proposed 50’ x 100’ storage area is located at the southwest corner of the site, which is fairly concealed from neighboring properties and the street by vegetation and a portion of the Hansen Storage building. The area will be secured by fencing, including razor wire as required by the US Marshals Service. Razor wire is normally prohibited in Wauwatosa but can be approved as part of the Conditional Use request. The razor wire must be removed at the end of the contract if the committee is inclined to approve the request.

The Plan Commission reviewed this item on December 9th and recommended approval with the razor wire being removed when the US Marshals Service contract expires.

Steve Schwid, 1556 Martha Washington Drive, said that the contract with the US Marshals Service is for one year. He responded to a question that the value of the vehicles to be stored there would be under \$10,000 and that cars will come from all over the state. The cars will either be returned to the owner when their court case is cleared or they will be auctioned off.

Moved by Ald. McBride seconded by Ald. Walz-Chojnacki to recommend approval of the Conditional Use at 2880 N. 112th Street contingent upon obtaining any additional licenses or permits – Ayes: 7

Planned Development amendment at UWM Innovation Park for campus wide and accelerator building signage

The committee reviewed a memo from the City Planner regarding a Planned Development Amendment at UWM Innovation Park for campus wide and accelerator building signage.

Mr. Klema, Michael’s Signs, Inc., and Curt Stang, Innovation Park, LLC requested a Planned Development Amendment at UWM Innovation Park for campus wide and accelerator building signage.

As UWM Innovation Campus is a planned development, no base sign code applies. Per the code, 15.14.190 Planned Development, signage in a planned development shall be controlled by the provisions in the plan as adopted by the Common Council. However, no signage was included in the initial Innovation Campus approval as the campus development was at a very preliminary stage. It was understood that as the campus evolved, additional approvals would be necessary.

Ms. Enders noted that all of the signage being proposed was approved by the Design Review Board on November 21st.

Ms. Enders explained that the proposed signs are consistent with the UWM branding but also incorporate design elements unique to UWM Innovation Campus. The campus wide signage consists of:

- a non-illuminated entry sign and UWM logo located on the gabion wall
- two LED monument signs-one at each end of Discovery Parkway
- a non-illuminated multi-tenant sign located near the accelerator building
- five non-illuminated wayfinding signs located at street and driveway intersections

The Accelerator building proposed signage is as follows:

- north side of building – non illuminated UWM logo and building name on base of building/screen wall
- south side of building-vinyl letters in windows
- east side of building-vinyl letters in windows, illuminated UWM logo on second story, and Concordia University information on retaining wall
- no signage proposed on west side of building

John Klema, Michael's Signs Inc., 3914 South Memorial Drive, Racine, reviewed the signage with the committee. He reiterated that the signs are fashioned after UWM throughout the park.

Ald. McBride noted that there will not be a lot of light pollution with this signage. He opined that Concordia University is a good addition to the campus, which is exactly what the development needs to be successful as originally planned.

Curt Stang, Innovation Park, explained to the committee the nod to going green on the campus, by incorporating the color green in some signage.

Moved by Ald. McBride, seconded by Ald. Pantuso
to recommend approval for campus wide and accelerator
building signage contingent upon obtaining any additional
licenses or permits – Ayes: 7

Creation of ordinance section 2.29 of the Wauwatosa Municipal Code to create Energy and Recycling Advisory Committee

The committee reviewed a memo from the Assistant City Attorney regarding the creation of a new committee entitled Energy and Recycling Advisory Committee to provide expertise and support to the city on energy issues.

Historically, the city has both a Citizen Advisory Solid Waste Recycling Committee and an ad hoc Energy Committee. The purpose of the proposed ordinance and new committee is to dispense with these two separate committees and combine their objectives and expertise into one committee. The two committees have been advised of this proposal and support it.

The City Attorney noted that a change was necessary to the draft ordinance eliminating paragraph B of section 2.29.010 which states that one member of the common council, appointed biannually by the mayor, subject to confirmation of the majority vote of the common council, who shall be a liaison and voting member of the committee. Attorney Kesner said that none of the liaison appointments made by the mayor are approved by the common council.

Jay Kasmerchak, 2023 Two Tree Lane, chair of the Energy Committee, said that he has been on the Energy Committee for the past two years. The main thrust will be working with the city on infrastructure and looking at buildings, helping Mr. Porter to find ways and new technology for efficiencies. He said the committee is anxious to move forward. Their first project will be studying the Muellner Building, looking for efficiencies and ways to save the city money.

In looking at the ordinance language, Ald. McBride suggested the language be cleaned up in paragraph A regarding the number of committee members.

Ald. Roznowski added that the recycling aspect has been added to this as this committee has been dormant for some time. There is still a lot more that citizens can do regarding recycling and hopefully the committee can reinvigorate people.

Moved by Ald. Roznowski, seconded by Ald. Walz-Chojnacki
to recommend introduction of an ordinance creating Section 2.29
of the Wauwatosa Municipal Code to create the Energy and Recycling
Advisory Committee - Ayes: 7

The meeting adjourned at 9:03 p.m.

Carla A. Ledesma, City Clerk
City of Wauwatosa

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