



CITY OF WAUWATOSA
COMMUNITY DEVELOPMENT COMMITTEE
MINUTES • JULY 29, 2014

Regular Meeting**Committee Room #1****7:00 PM**

7725 West North Avenue, Wauwatosa, WI 53213

PLEASE NOTE: Items formerly included on Traffic & Safety Committee agenda will be included on Community Development Committee agenda until further notice.

COMMUNITY DEVELOPMENT COMMITTEE ITEMS

Attendee Name	Title	Status	Arrived
Kathleen Causier	Aldерwoman	Present	
Craig Wilson	Alderman	Present	
Tim Hanson	Alderman	Present	
Bobby Pantuso	Alderman	Present	
Cheryl Berdan	Aldерwoman	Present	
Matthew Stippich	Alderman	Present	
Michael Walsh	Alderman	Present	
Allison Byrne	Aldерwoman	Present	
Alan Kesner	City Attorney	Present	
Paulette Enders	Development Director	Present	

1. Request by Maya Romboy, East Tosa Alliance, for a Street Festival Permit to hold their 5th Annual Chili'n on the Avenue event on September 13, 2014

The committee reviewed a request by the East Tosa Alliance for a street festival permit to hold the 5th Annual Chili'n on the Avenue event on Saturday, September 13, 2014 from 7:00 a.m. to 6:00 p.m. on North Avenue between 68th Street and Lefebber Avenue. The public parking lot will be closed at 69th and North Avenue. This annual event includes a charity run, a family area, music and a chili cook-off.

Maya Romboy, East Tosa Alliance, 2568 N. 71st Street, said this is their 5th annual event and they are looking forward to showcasing our great city.

Moved by Ald. Berdan, seconded by Ald. Stippich to recommend approval of the street festival permit for Chili'n on the Avenue sponsored by the East Tosa Alliance to be held on September 14, 2013 from 8:00 a.m. to 5:00 p.m. - 7

RESULT:	APPROVE [UNANIMOUS]
MOVER:	Cheryl Berdan, Aldерwoman
SECONDER:	Matthew Stippich, Alderman
AYES:	Causier, Wilson, Hanson, Pantuso, Berdan, Stippich, Walsh, Byrne

2. Memo from the Ad Hoc Marketing and Communication Committee presenting their year end report and recommendations

The committee reviewed a memo from the Ad Hoc Marketing and Communication Committee presenting their year-end report and recommendations.

The Ad-Hoc Committee on Marketing and Communications appointments were approved by Council in June

2013 based on the member composition outlined in the Resolution. The current twelve (12) members of the Ad-Hoc Committee on Marketing and Communications represent community partners from the east and west side of Wauwatosa, including the Wauwatosa School District, the Wauwatosa Chamber of Commerce, the Wauwatosa Village BID, East Tosa Alliance, and local marketing and public relations professionals from Firefly Real Estate, Dig Design, Bottom Line Marketing & PR and Creative Alliance, two Common Council Aldermen, the Mayor and a staff liaison.

As charged in the resolution, the Committee conducted a thorough review of the City's literature collected from each city department, examined the City's website, Facebook page, city newsletter and ongoing communications and marketing efforts. They learned about the City budget and financial challenges, the strategic plan and reviewed existing research from the Comprehensive Plan and National Citizen Survey. The Committee researched best communications and marketing practices from other local and national municipalities; including websites, Facebook pages, and community branding efforts. Two presentations were given by Mike O'Brien and Jim Plaisted on the Village of Shorewood's efforts to research and brand the community's image. Also, the Committee conducted primary research by creating and administering a survey of the Top 25 real estate agents selling homes in Wauwatosa to find out what the barriers are to selling a home in Wauwatosa.

These were the main marketing and communications challenges identified by the Committee:

1. *Ensure that information about City of Wauwatosa policies, programs, services and initiatives are clearly and accurately conveyed to our citizens and encourage civic engagement.* Our current communication methods have not kept pace with the way our citizens access information and we have discovered gaps, including our seniors who no longer receive a City newsletter at home, and millennials who only use social media.
2. *To strategically manage our City in a way that supports and drives economic growth in an increasingly competitive marketplace.* Our City has achieved some success; however we must not rest on our laurels, but rather fight to secure and maintain our competitive edge. It is vital that Wauwatosa defines the strengths that differentiate us from neighboring municipalities and establishes our position in the marketplace. To date, there are limited marketing efforts in place to proactively attract new or retain current residents and businesses.
3. The City of Wauwatosa faces increasing financial challenges. Now is the time to educate citizens about the budget process. Future conditions dictate that tough choices are in front of the City. These create a great opportunity to engage the citizenry by helping them understand not only the obstacles ahead, but the vision the City has moving forward. In addition, a strong brand identity and marketing campaign can be a key to adding revenue through the recruitment of new business development that will add value by increasing the property tax base.

Ald. Wilson present - 8

The Mayor thanked the Ad Hoc Marketing committee for all of their hard work and introduced Beth Fredrickson and Jill Morin who presented the committee findings.

Ms. Fredrickson and Ms. Morin reviewed with the committee a Powerpoint presentation explaining the Who, What, Why, and How of the consideration giving in the marketing discussion and recommendations.

Ms. Morin explained the importance for the City to tell its own story. Wauwatosa needs to be forward thinking to remain competitive and prosper. She said that the recently completed strategic plan is great but without the proper tools it is just words on paper. More businesses and people are needed to grow our tax base. Marketing of the city would help this.

Discussion points included:

- The need to be a forward thinking committee
- Better communication tools needed for residents
- Financial solutions are needed through growth
- A need for Wauwatosa to tell its own story encouraging businesses and families to select Wauwatosa over other areas
- Some promotional information being given out about the City is inaccurate

Ms. Morin said that if the city wants to grow and prosper, and continue to leverage out the great things happening currently in Wauwatosa, it is important to see Wauwatosa in the best possible light differentiating Wauwatosa from other communities.

In order to get out our message, there is a need to create a permanent committee of marketing and branding professionals to guide and support the effort in Phase 1. There is also a need for an organizational structure with dedicated staff and resources to execute a Request for Proposal (RFP) for a marketing and branding process with staff who would execute the plan after it comes out of the process.

The Ad Hoc committee proposes hiring an experienced marketing firm to conduct full marketing research. The research will form the foundation for creative marketing, branding, and a communications platform which will clearly define the story of Wauwatosa.

Ms. Fredrickson explained Phase 2 of the plan. The implementation of the plan is necessary with dedicated staff that represent a new way of marketing communications of our city. This is a forward looking way for the city's future for sustained marketing.

Ms. Fredrickson said the City needs to do a better job of communicating. There is not a consistent message or look to our marketing. The City Newsletter was briefly mentioned and questioned whether this should still be created and should it only be made available online. A clear consistent look and message should be a clear priority in Phase 2. There is a need to be prepared to engage the residents of the city around city services as the budget faces many challenges in the future.

Mr. Archambo provided a brief overview on how this would fit into the budget. Mr. Archambo said there is a one-time cost which is unknown until the RFP has been completed. He explained that it is estimated upwards of \$100,000. Upfront costs for funding include funds from the 2014 and 2015 budget:

- \$29,000 available balance in the Common Council Contractual Services account from 2014
- \$4,000 available balance in the Mayor Contractual Services account from 2014
- \$35,000 Common Council Contractual Services account for 2015
- \$10,000 Economic Development Contractual Services for 2015
- \$5,000 Mayor Contractual Services account from 2015
- With the closing of TIF #2, some funding would be available

2016 funding sources available for ongoing staff and the annual budget include:

- \$35,000 in Common Council Contractual Services
- \$5,000 in Mayor Contractual Services

Mr. Archambo said that these resources could fund the up-front RFP costs.

The committee discussed the available funding sources and had numerous questions and comments including:

- The projected budget gap over the next two years in the amount of \$200,000 - \$250,000 in the Department of Public Works, Police and Fire departments with the potential for staff cuts; how can spending this money now be justified
- Isn't seeing the return on investment with budget cuts looming over the next several years

- Department heads are being asked to reduce expenditures and struggling with this idea to find funding for this
- Supportive of the Ad Hoc committee being made permanent and to continue meeting and for them to keep offering recommendations
- Not comfortable with letting of the RFP and the budgeting for additional staff
- Budget & Finance should be reviewing the request for RFP
- Supportive of the request to let an RFP, it is very appropriate to fund this
- Financial issues to be addressed, but not an unreasonable amount of money, the City Administrator pointed out that this is doable
- Organized marketing program would be ideal to be competitive in the future
- Investment in the community needs to be done, don't do it half-way
- Suggestions on metrics for measurement and growth would be necessary
- Crime and safety is the #1 concern of residents, not a marketing committee
- Consult constituents before proceeding with the investment
- Why are there surplus funds in the budget not being used, we shouldn't be overtaxing our residents
- Losing staff is a great concern when customer service is so important

The Mayor discussed with the committee the potential for increased revenue from the hotel/motel tax which could be used for marketing of the city.

Linda Nikcevich, 2264 N. 67th St., was glad to see that the City is addressing this issue as there has been a need for this for quite a while. She felt it important that the city put a professional foot forward.

Judy Randall, 317 N. 89th St., responded to a question asked by Ald. Berdan, that she felt a lot was lost when the City quit mailing out the newsletter to residents. Important information is not being made available.

Mayor Ehley noted that the comments made were very thoughtful and had been discussed by the Ad Hoc committee. She didn't know how staff would be able to do this marketing without the expertise necessary. She said that the Police department is looking for support in public relations, focusing on how safe our community is. She felt that the decision to quit mailing out newsletters to the residents was a huge loss.

Moved by Ald. Wilson, seconded by Ald. Berdan to recommend introduction of an ordinance to accept recommendation #1 to create a marketing and communications committee and refer the financial aspects of recommendations #2 and #3 to the Budget & Finance Committee.

Vote on the motion - Ayes: 7 Noes: 1 (Byrne)

RESULT:	RECOMMENDED FOR INTRODUCTION [7 TO 1]	Next: 8/5/2014 6:30 PM
TO:	Common Council	
MOVER:	Craig Wilson, Alderman	
SECONDER:	Cheryl Berdan, Alderwoman	
AYES:	Causier, Wilson, Hanson, Pantuso, Berdan, Stippich, Walsh	
NAYS:	Byrne	

3. Memo from the Director of Public Works reporting on the extended 90-day trials of parking restrictions in the Ravenswood neighborhood

The Committee reviewed a memo from the Public Works Director regarding the parking restrictions in the Ravenswood neighborhood as currently configured.

There have been extensive opportunities for public comment and discussion regarding the changing parking

regulations in the Ravenswood neighborhood. The original 90-day trial has been extended for another 90 days. That extension has now expired. The Committee can now grant another 90-day extension, make the regulations in place permanent, or make further modifications.

Mr. Porter said he has not received any pros or cons with the parking restrictions and recommended making the existing restrictions permanent.

Dain Maddox, 105 N. 88th St., appreciated the improvements that have been made in the neighborhood. Mr. Maddox said the residents have been canvassed and although the parking situation is better, they questioned whether permit parking for residents would be an option available to them. The 2-hour parking has become a bit of a problem for some residents if they want to use their driveway for their children to play on. Mr. Maddox said the neighbors support continuing with the 2-hour parking until something better is suggested.

Mr. Maddox said that there is another location that needs to be signed 2-hour parking as the signs have moved the students to another location. He asked that 88th Street from Ravenswood Circle to Park Hill be added to the list of addresses signed with parking restrictions.

Diane Morgan, 110 N. 89th St., reiterated that the residents want to be able to use their driveways other than to park a car. The children want to be able to play on them. There is a concern for property values if the college doesn't do something about the parking situation they have created. Ms. Morgan hoped the city would approve permit parking from 8:00 a.m. - 5:00 p.m. Monday through Friday.

Judy Randall, 317 N. 89th St., said the changes made have been very helpful especially the No U Turns signs. She said visibility from eastbound traffic is much better.

Ginger Konkol, 8825 Ravenswood Circle, commented that parking during the summer is not a problem. She hoped that the restricted parking could be limited to the school year. Families with short driveways have found the restrictions more of a problem than they wanted in the summertime.

Representatives from Wisconsin Lutheran College requested that the 90-day trial on the No U Turns be studied for an additional 90 days. They felt the signs are having a negative impact on the college.

Moved by Ald. Hanson, seconded by Wilson that an ordinance be drafted for introduction to make the Ravenswood neighborhood regulations permanent with the following changes:
 2-hour parking signs changed for next season to stipulate 'during the months of September through May'; the addition of parking restrictions at the location of 88th Street from Ravenswood Circle to Park Hill, and an additional 90-day trial of the No U Turn signs in the median at Glencoe Circle and Blue Mound Road - Ayes: 8

RESULT:	RECOMMENDED FOR INTRODUCTION [UNANIMOUS] Next: 8/5/2014 6:30 PM
TO:	Common Council
MOVER:	Tim Hanson, Alderman
SECONDER:	Craig Wilson, Alderman
AYES:	Causier, Wilson, Hanson, Pantuso, Berdan, Stippich, Walsh, Byrne

4. Memo from the Director of Public Works requesting a 90-day trial of a 4-way stop sign at the intersection of 73rd Street and Meinecke Avenue

The committee reviewed a memo from the Public Works Director regarding a 90-day trial of a 4-way stop sign at the intersection of 73rd Street and Meinecke Avenue to make the intersection a 4-way stop.

Alderman Pantuso has referred a petition from the neighbors surrounding the above referenced intersection requesting that it become a 4-way stop. Currently it is a 2-way stop with traffic on 73rd Street allowed to proceed uncontrolled.

The Manual on Uniform Traffic Control Devices (MUTCD) criteria for installing a 4-way stop sign at two minor streets are:

- A minimum of 300 vehicles per hour over an 8 hour span in a given day
- Combined vehicular, pedestrian, and bicycle volumes of at least 200 per hour for an 8 hour span
- 85th percentile speeds in excess of 40 mph, or 5 crashes in a twelve month period related to lack of stop sign control.

At this location, it seems unlikely that any of these criteria could be met. There is optional guidance in MUTCD relating to the need to control vehicle/pedestrian conflicts near locations that generate high pedestrian volumes. Obviously a school would fall into that category, and since this intersection is one block from the school, and on the route cars take to the drop off location, Mr. Porter recommended that the 90-day trial for a four-way stop sign be approved.

Ben Smidt, 2365 N. 73rd St., said he is the advocate for this 4-way stop sign. He has secured in excess of 150 signatures in support of a 4-way stop in this location.

Moved by Ald. Wilson, seconded by Ald. Walsh to approve of a 90-day trial of a 4 way stop sign at 73rd Street and Meinecke Avenue - Ayes: 8

RESULT:	RECOMMENDED FOR APPROVAL [UNANIMOUS]
MOVER:	Michael Walsh, Alderman
SECONDER:	Kathleen Causier, Alderwoman
AYES:	Causier, Wilson, Hanson, Pantuso, Berdan, Stippich, Walsh, Byrne

5. Memo from the Director of Public Works requesting a 90-day trial of parking restrictions on 68th Street at North Avenue on the south side of the intersection

The committee reviewed a memo from the Public Works Director regarding a 90-day trial of parking restrictions on 68th Street at North Avenue on the south side of the intersection.

There have been recent complaints that the existing parking restrictions on the south leg of the above referenced intersection are causing traffic backups, especially during the morning and evening rush hours.

What is occurring with northbound traffic is that cars are parked in the current 2 hour parking zone along the Subway store frontage on the east side of 68th Street. This, combined with cars waiting to make a left turn to go west on North Avenue, block all through movements to the north on 68th Street. As a result few cars can get through to the north, especially during rush hours. Cars must often wait through several signal cycles to get through the intersection.

This is an increasingly busy intersection, especially with the recent opening of the Bel Air Cantina restaurant where parking is often at a premium.

The traffic signal at 68th Street and North Avenue will be replaced this fall as part of the North Avenue Improvement project. With the camera activated signal timing in place, there should be an improvement in traffic flow overall, however, if the parked cars block the northbound through lane, and turning cars are present, the problem will still occur.

The proposed parking restrictions are from 6:00 - 9:00 a.m. and 3:00 - 6:00 p.m. to eliminate parking during the peak travel times Monday - Friday.

Moved by Ald. Walsh, seconded by Ald. Causier to approve of a 90-day trial of parking restrictions on 68th Street and North Avenue on the south side of the intersection from 6:00 - 9:00 a.m. and 3:00 - 6:00 p.m. Monday through Friday - Ayes: 8

RESULT:	RECOMMENDED FOR APPROVAL [UNANIMOUS]
MOVER:	Michael Walsh, Alderman
SECONDER:	Kathleen Causier, Alderwoman
AYES:	Causier, Wilson, Hanson, Pantuso, Berdan, Stippich, Walsh, Byrne

6. Memo from the Director of Public Works requesting a 90-day trial of parking restrictions on N. 68th Street between Wisconsin Avenue and Wells Street

The committee reviewed a memo from the Public Works Director regarding a 90-day trial of parking restrictions on 68th Street between Wisconsin Avenue and Wells Street.

Mr. Porter said that last year the Traffic and Safety Committee eliminated parking in this location between the driveways of the homes that have access onto the 700 block of 68th Street. Complaints continue to be made regarding the parking and traffic issues at this increasingly busy location. The recent opening of the Colectivo Coffee house has increased traffic and parking demands.

The 68th Street corridor from Maple Terrace to Blue Mound Road is congested with cars trying to park to patronize local businesses, and through traffic trying to make left turns at Wells Street and Wisconsin Avenue or continue south to Blue Mound Road. While the turning traffic is waiting for an opening, cars block through-traffic on 68th Street because they cannot pass due to parked vehicles. At the same time convenient parking is important to the local businesses.

A review of Police Department accident statistics shows that going back to 2010, there have been a total of 11 accidents, all in the 800 block of 68th Street. One was a hit and run accident, and the rest involved property damage only. The timing of the accidents is evenly spaced, and does not show a jump after the coffee house opened.

Mr. Porter explained that even if there were plenty of right-of-way to install dedicated turn lanes, which there is not, the traffic signal hardware at Wisconsin Avenue and Wells Street is very old, and not capable of handling a change in configuration. The signal heads are still mounted on old wooden poles. Under an agreement with the City of Milwaukee and the Wisconsin Department of Transportation (WisDOT), the traffic signal and controller at Blue Mound Road and 68th Street will be replaced later this year as part of the Zoo interchange signal upgrades.

Staff recommends that an interim measure be implemented, but that the City look at a more comprehensive solution by conducting a thorough parking and traffic study in the 68th Street corridor.

Moved by Ald. Walsh, seconded by Ald. Wilson to approve of a 90-day trial of parking restrictions on N. 68th Street between Wisconsin Avenue and Wells Street - Ayes: 8

RESULT:	RECOMMENDED FOR APPROVAL [UNANIMOUS]
MOVER:	Michael Walsh, Alderman
SECONDER:	Craig Wilson, Alderman
AYES:	Causier, Wilson, Hanson, Pantuso, Berdan, Stippich, Walsh, Byrne

7. Memo from the Director of Public Works requesting adjustment of the speed limit on Milwaukee Avenue between Wauwatosa Avenue and 60th Street

The committee reviewed a memo from the Public Works Director requesting adjustment of the speed limit on Milwaukee Avenue between Wauwatosa Avenue and 60th Street.

Mr. Porter explained that last year the Traffic and Safety Committee reduced the speed limit on Ludington Avenue and Milwaukee Avenue to a consistent 25 mph. The speed limits in this area had been mixed with sections at 25 mph and 30 mph.

On Milwaukee Avenue immediately adjacent to Wauwatosa East High School, the speed limit is posted at 25 mph. The speed limit increases to 30 mph east of 74th Street. A resident has requested that the speed limit be reduced to make the allowable speed consistent at 25 mph along the entire Milwaukee Avenue corridor.

Staff requested that the Police Department look at the accident history along this section of Milwaukee Avenue. A total of 14 recorded accidents have occurred on this street section since January 1, 2011. Only three of these accidents involved personal injury with the rest being property damage only. Mr. Porter said that there is no way to determine if speed was a factor in these accidents, however four of the accidents occurred in winter when road conditions could have been a factor.

Ald. Moldenhauer felt the disparity in the speed limit in this district was a concern and urged support of this trial.

Matthew Hartz, 6592 Washington Circle, petitioner of the speed limit reduction, was in attendance earlier but had to leave.

Moved by Ald. Stippich, seconded by Ald. Hanson to approve of a 90-day trial of a speed reduction on Milwaukee Avenue east of 74th Street to 25 mph - Ayes: 8

RESULT:	RECOMMENDED FOR APPROVAL [UNANIMOUS]
MOVER:	Matthew Stippich, Alderman
SECONDER:	Tim Hanson, Alderman
AYES:	Causier, Wilson, Hanson, Pantuso, Berdan, Stippich, Walsh, Byrne

8. Memo from the Director of Public Works regarding discussion of neighborhood permit parking policy

The committee reviewed a memo from the Public Works Director regarding discussion of a neighborhood permit parking policy.

At this juncture Wauwatosa does not have such a program. Residential parking permit systems are usually put in place to modify parking behaviors so that neighborhood residents have preferred access to parking on their street as opposed to non-residents such as commuters, patrons or employees of local businesses, students of a nearby college etc.

In Milwaukee residential parking permits are sold by the City after a specified process to gauge neighborhood support and thorough public discussion. Usually residents purchase a decal or hanging permit that is affixed to their vehicle. Enforcement is performed by the parking authority or in Wauwatosa's case, the Police Department.

This request to consider a residential parking permit system arises from residents in the Ravenswood neighborhood immediately adjacent to Wisconsin Lutheran College. As some members of the Committee may recall, the Ravenswood residents, representatives of Wisconsin Lutheran College, and staff from the Police and Public Works Departments have been meeting on a regular basis for almost a year to discuss parking concerns. Several modifications to existing parking restrictions have been made, however, the neighbors are asking the City to take another step and consider neighborhood parking permits.

From a staff perspective, instituting such a program is doable once major policy decisions have been made, however, it would represent a major new City responsibility at a time when budgets are very tight, and the City is straining to find ways to meet current service demands.

Marion Sodnik, Administration Intern, prepared a presentation for the committee in the event the City should consider a program of this type. The parking permit policy presentation included information from the City of Milwaukee and the City of Dallas, Texas. He reviewed the different ideas used in these programs which included:

- Shuttle service
- Pilot programs
- College parking issues
- Limit number of vehicles per household to permit
- Enforcement via license plate number
- Commuter impact
- Service and guest vehicle and how they would be permitted
- Utilization of parking ramps
- Application fee charged with minimal permit fee
- Number of permits per household
- Two-thirds of residential vote in favor of permit parking

Operational issues were also discussed:

- Who would manage applications
- Who would sell and issue the permits
- Who would enforce the program and how would it be funded
- Should costs to the residents cover the program cost

Mr. Sodnik noted that the Wauwatosa Police Department does not have the staff and does not want to sell the permits. They also said they do not have the staff for enforcement.

The Ravenswood neighbors who have asked for this realize that there would be many steps to be taken before this program could be implemented. They acknowledged that it would be a timely process and thanked the city for the steps they have already taken to help rectify their parking problems. They suggested that the Ravenswood area would be a good experiment for a pilot program. The neighbors encouraged the City to make sure parking is addressed with the Lutheran College before the school is allowed to continue their growth. They felt there has been no serious attempt by the college to fix the problem they created.

Diane Morgan, 110 N. 89th St., said they have organized a group of coordinators who have surveyed the Ravenswood neighborhood residents and they would like permit parking during the week from the hours of 8:00 a.m. - 5:00 p.m. She said the neighborhood hopes that the City listens to their request as they are the ones paying property taxes. Ms. Morgan felt that a hanger permit would be much easier for enforcement reasons,

either you have a permit or you don't. The police wouldn't have to make numerous trips through the neighborhood marking tires and coming back to check. It was felt that enforcement officers would only have to make one trip per day.

Ald. Pantuso asked if the residents are willing to pay for the cost of the program, and was told no, they do not.

Judy Randall thought that maybe the neighborhood association would be able to collect a fee for this as part of their dues. She suggested that the residents could patrol the neighborhood and call the police when hanger tags are not present. She felt a hang tag was all you would need. She understood that the students would try and copy them, but felt that the neighbors know which cars belong in the neighborhood. The residents were against having permit parking in the evening or on week-ends.

Cpt. Sharpee said that enforcement is now done by patrol officers and due to the reduced staffing levels, parking enforcement would be a low priority. The patrol officers are only able to get through the city one time during the no parking times from 3:00 - 6:00 a.m. Cpt. Sharpee said patrolling is subject to the amount of activity on any particular night. He replied that the number of citations issued have decreased.

The committee discussed parking enforcement options briefly and the cost of hiring enforcement officers. The City only has one enforcement officer.

Cpt. Sharpee reiterated that parking enforcement is important, it is a way to check on suspicious vehicles and suggested that there is a need for more enforcement officers.

Ald. Stippich asked the Captain if neighborhood enforcement had ever been looked into and he said no. Cpt. Sharpee said that with increased enforcement the end goal is compliance. Ald. Stippich felt that volunteer enforcement is something that should be considered.

Ald. Wilson suggested that this is a unique parking problem in the Ravenswood neighborhood as an institution is causing the problem, unlike other areas in the city where it is not an entire commercial area.

Ald. Hanson appreciated the discussion and the presentation. He said it is the college that is causing the parking problems in this neighborhood. He felt that this would be a good location for a pilot program. Ald. Hanson also suggested that if the college were to build a structure they would charge their students to park in the structure as there is already a charge for the parking they have. He felt that students would still park on the street where they could park for free instead of paying to park in the structure.

The committee discussed the permit proposal and it was felt that this would have to be considered citywide. There are many areas in the city where parking around schools is problematic.

The Ravenswood neighborhood association was encouraged to work with the Director of Public Works to see if a pilot program could be put into place. In the meantime the residents were happy that this discussion will continue.

Moved by Ald. Causier, seconded by Ald. Stippich
to refer this item to the Traffic & Safety Committee
for a more compact focused discussion - Ayes: 8

RESULT:	FOWARDED [UNANIMOUS]
MOVER:	Kathleen Causier, Alderwoman
SECONDER:	Matthew Stippich, Alderman
AYES:	Causier, Wilson, Hanson, Pantuso, Berdan, Stippich, Walsh, Byrne

9. (8:30 p.m.) Request by Dan Kroetz, CCM – Pasadena Apartments, LLC., for final plan approval for a Planned Unit Development at 8402, 8416 and 8426 West North Avenue and 2315 North 84th Street for a multifamily development

The committee reviewed a memo from the City Planner regarding a request by Dan Kroetz, CCM - Pasadena Apartments, LLC., for final plan approval for a Planned Unit Development at 8402, 8416, and 8426 West North Avenue and 2315 North 84th Street for a multifamily development.

The applicant proposes to redevelop a multifamily apartment complex on what is currently three separate parcels with four apartment buildings with a total of 24 units. Two four-family apartment buildings (8402 W. North Avenue and 2315 N. 84th Street), located on the easternmost parcel, will be retained, while the two eight-family buildings, located on the middle and westernmost parcels (8416 and 8426 W. North Avenue), will be demolished and replaced with one four-story 24-unit market rate building, with enclosed parking on the first floor and apartments on the upper floors (similar to the Enclave buildings). Overall, a total of 32 units are proposed consisting of 24 new units and eight existing units. Forty-six parking spaces are provided - 24 enclosed parking spaces in the new building; a 19-space surface lot at the rear (in a similar location to the existing parking); and three existing spaces off of 84th Street. The existing drive approaches from North Avenue, 84th Street, and 85th Street are utilized to access the surface parking with a proposed new 85th Street entrance to access the enclosed parking. In March, the City approved preliminary plans for this development as well as the associated change of zoning. Final plans are review for compliance with conditions placed on the preliminary plan approval.

1. Plans showing adequate sewer capacity, storm water management, and traffic/access improvements subject to approval by the City Engineer
2. Plans for water supply to site subject to approval by the City Water Superintendent
3. Design Review Board approval
4. Combine parcels prior to obtaining building permits
5. Placement of an eight foot fence along the north property line
6. Design and landscaping accommodations mutually agreed upon with the adjacent neighbors to the north
7. Obtaining all necessary licenses and permits

Ald. Roznowski said he supports the project and has worked with the neighbors and constituents. This design fits the neighborhood with its elegant design, and materials. He felt it will be a great addition and gateway to the business district to the east. He commented that this is a \$4 million project of new development to the City and the developer has asked for no financial assistance. Ald. Roznowski asked the members to recommend approval and felt the second entrance would not exasperated the parking issues already in existent today.

Two neighbors, Ryan Hetzel, 2320 N. 85th St., and Mike Atels, 2321 N. 84th St., were present and they said their needs and concerns have been meet. They said they have signed contracts with their agreements with the developer and have no further concerns.

Moved by Ald. Wilson, seconded by Ald. Stippich to recommend approval contingent upon: plans for water supply to site subject to approval by the City Water Superintendent, design and landscaping accommodations mutually agreed upon with the adjacent neighbors to the north; and obtaining all necessary licenses and permits - Ayes: 8

RESULT:	RECOMMENDED FOR APPROVAL [UNANIMOUS]
MOVER:	Craig Wilson, Alderman
SECONDER:	Matthew Stippich, Alderman
AYES:	Causier, Wilson, Hanson, Pantuso, Berdan, Stippich, Walsh, Byrne

10. Proposed amendments to Chapter 24 of the Wauwatosa Municipal Code to clarify various sections within the Zoning Code (zoning code housekeeping update #2)

The committee reviewed a memo from the City Planner regarding miscellaneous zoning text amendments to Chapter 24 of the Wauwatosa Municipal Code.

The Plan Commission reviewed and recommended approval of these amendments on June 9, 2014 with one minor revision that is reflected in the attached memo. A public hearing was held before the Common Council on July 15th and there were no comments in favor or against the amendments.

Ms. Enders reviewed a few of the changes. The Conditional Use permits has expiration language added. Appeals of Administrative Decisions had incorrect terminology and was corrected. The Historic Preservation Commission members will be reduced from nine to seven members as it is increasingly difficult to find people to serve on all of the City Boards and Commission.

Moved by Ald. Walsh, seconded by Ald. Wilson to recommend introduction of an ordinance amending Chapter 24 of the Wauwatosa Municipal Code to - Ayes: 8

RESULT:	RECOMMENDED FOR INTRODUCTION [UNANIMOUS]
MOVER:	Michael Walsh, Alderman
SECONDER:	Craig Wilson, Alderman
AYES:	Causier, Wilson, Hanson, Pantuso, Berdan, Stippich, Walsh, Byrne

Future Community Development items for September

- Amendments to Chapter 15.14 Sign Code
- Update on the proposed beekeeping ordinance
- Update on the chicken ordinance
- Memo concerning the use of parklets
- Request for policy for installation of neighborhood ID signs
- 90-day trial of parking restrictions on Glenview Ave. south of Blue Mound
- 90-day trial of stop sign at Melvina & Woodward
- 90-day trial of parking restrictions on the 2400 block of 73rd St.
- 90-day trial of parking restrictions at 62nd St. near The Enclave
- 90-day trial of parking restrictions in the Ravenswood area
- 90-day trial (second one) of parking restrictions around Madison School
- Structure of Aldermanic appointments to the Community Development Authority and Plan Commission
- Financial Assistance Policy and Tax Increment Financing Program policy
- Liquor license policy for allocation of the remaining reserve liquor licenses

Carla A. Ledesma, CMC, City Clerk