



**CITY OF WAUWATOSA**  
**COMMUNITY DEVELOPMENT COMMITTEE**  
**MINUTES • JANUARY 13, 2015**

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

7725 West North Avenue, Wauwatosa, WI 53213

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**COMMUNITY DEVELOPMENT COMMITTEE ITEMS**

Attendee Name	Title	Status	Arrived
Kathleen Causier	Alderwoman	Present	
Craig Wilson	Alderman	Present	
Tim Hanson	Alderman	Excused	
Bobby Pantuso	Alderman	Present	
Cheryl Berdan	Alderwoman	Present	
Matthew Stippich	Alderman	Present	
Michael Walsh	Alderman	Present	
Allison Byrne	Alderwoman	Present	

**1. Memo from the Director of Public Works regarding review of Wisconsin Department of Transportation modifications to the Locust Street Parking Lot**

The committee reviewed a memo from the Director of Public Works reviewing the revised concept drawings for the Locust Street Parking Lot as proposed by the Wisconsin Department of Transportation (WisDOT).

Mr. Porter reviewed the project with the committee. On December 9, 2014, the Committee reviewed preliminary drawings from WisDOT regarding the schematic design of the Locust Street Parking lot.

He said that major modifications per Committee direction include reducing the parking to one row of cars from two rows. The thought behind this change is that the lot is meant to serve primarily as a drop-off, pick-up center and not a parking lot. Removal of one row of parking allows for more green space and additional trees. Fencing was added to the east and west sides of the property, and there will be lighting on both sides of the lot between the sidewalk and the fence on the property line. Additional sidewalk is planned around the entire perimeter of the lot to facilitate drop off at any point and safe movement of pedestrians and/or cyclists to/from the pathway.

The Public Works Director said that WisDOT is requesting approval so that they can meet their timelines in order that this lot can be built starting late this summer and be completed by November of 2015. This will ensure that the lot is in service prior to the Center Street Bridge being demolished in February of 2016.

The City is waiting for State approval of the relocation plan for the owner of the property in order to move ahead with acquisition. The City, through the use of Tax Incremental Financing (TIF) funds will acquire the property. WisDOT will bear the cost of constructing the lot and other site improvements, and the City and the School District will work out a long term operation and maintenance plan for the property.

This project has a domino effect on other projects such as the Center Street Bridge work and the new pedestrian bridge across US 45 between schools. As such approvals to keep these projects on track are important. Staff recommends approval of one of the two alternates presented.

Ald. Wilson said he likes the revised plan which matches the use. He liked how the sidewalk wraps around both sides of the horseshoe. He asked about the parallel parking spots and if they are the standard length or should those be elongated. The representative from WisDOT responded that they are standard 22 feet for parallel parking. She said they would look to see if one lane could be removed.

Mr. Porter responded to concerns of parking enforcement and general use. He said that the parking lot will have to be signed appropriately. Once the lot opens parking concerns can be addressed by staff, school district, and the police department making modifications as necessary.

Moved by Ald. Walsh, seconded by Ald. Berdan to recommend approval of the Alternative #2 along with making the parallel parking wider if WiDOT is able to do that - Ayes: 7

Ald. Berdan liked Alternative #2 because the parking back-out is on the side that is just traffic, rather than on the side where there is traffic along with cars pulling out. She felt it seemed to be a little safer.

<b>RESULT:</b>	<b>RECOMMENDED FOR APPROVAL [UNANIMOUS]</b>	<b>Next: 1/20/2015 7:30 PM</b>
<b>TO:</b>	Common Council	
<b>MOVER:</b>	Michael Walsh, Alderman	
<b>SECONDER:</b>	Cheryl Berdan, Alderwoman	
<b>AYES:</b>	Causier, Wilson, Pantuso, Berdan, Stippich, Walsh, Byrne	
<b>EXCUSED:</b>	Hanson	

- Request by Ryan Schultz, HSI Properties, LLC., and 7400-30 W. State LLC, for a preliminary plan approval for a Planned Unit Development at 7400 West State Street for a mixed use development

The committee reviewed a memo from the City Planner regarding revised plans for a development at 7400 W. State Street.

Ms. Enders reviewed the HSI Properties proposal to construct a four-story mixed-use development consisting of ground level retail with 150 apartments above on 2 acres of land bounded by State Street, 74<sup>th</sup> Street, and Blanchard Street. The development, named State Street Station, will have approximately 20,000 s.f. of retail, including Chase Bank, George Webb restaurant, and up to four additional retail uses. Apartment amenities include balconies and/or roof garden access, a community room, a fitness center, on-site management, and two levels of heated, underground parking consisting of 256 spaces accessed from 74<sup>th</sup> Street. For the commercial component, 93 ground level parking spaces and bank drive through will have access on 74<sup>th</sup> Street and Blanchard Street. At the very north end of the site, the applicants also propose a public pocket park for additional site green space.

The Committee reviewed the original three to five-story proposal on December 9th and recommended approval 5-2 with the following conditions:

- Plans showing adequate sewer capacity, storm water management, and traffic/access improvements subject to approval by the City Engineer;
- Plans for water supply to site subject to approval by the Water Superintendent;
- Design Review Board approval
- Relocation of the City storm sewer subject to approval by the City Engineer;
- Development of a Traffic Impact Analysis, expanded to include the streets down to 72<sup>nd</sup> Street, and implementation of recommendations subject to approval by the City Engineer;
- Discussion with City staff regarding pocket park ownership and approvals;
- Separate approval and permitting of a bike share station;
- Combining parcels prior to obtaining building permits;
- Coordinate building construction with the City's reconstruction of State Street and Wauwatosa Avenue;
- Attempt to receive Leed-1 Certification;
- Attempt to address height issues on 74th Street side;

12. Provide more detail for landscaping on all public spaces and streetscape areas;
13. Obtaining additional licenses and permits;
14. Incorporate the 21 issues included in DeRosa letter dated December 4, 2014.

Tony DeRosa, HSI Properties, said prior to this meeting, they were asked to hold a third neighborhood meeting showing the revised plan. He said they have been working diligently modifying their plans to address the height concerns of the neighborhood, while still providing an abundance of both private and public parking.

Mr. DeRosa reviewed the major plan changes:

- Building height has been reduced from 60 feet to 49 feet
- Number of apartments has been reduced from 167 to 15

Other plan changes included:

- Additional landscaping areas along 74<sup>th</sup> Street to further improve aesthetics along the street
- The openings other than the parking entrance along the northernmost public parking area on 74<sup>th</sup> Street have been filled in with brick to improve the visual impact for neighbors across 74<sup>th</sup> Street
- The design of the Chase Bank drive-thru lanes has been made more non-descript by eliminating the Chase blue from this area

Eric Harmon, AGI Architects, explained that they have done a lot of work architecturally to bring the building down in scale, but haven't architecturally changed the theme of the building. He presented a Powerpoint showing the new proposal and changes made.

Mr. DeRosa reviewed all of the benefits this project would have. It will create construction jobs, and bring people in to live in and dine in the area. This will dovetail with other work being done in the City. The tax base will increase in order for the City to continue providing a high level of service the citizens have come to expect. They have committed to a bike share and will have a public plaza and gathering space. He said that by providing ample resident and public parking will keep more cars from parking on the streets. He noted that HSI Properties is a local firm and that this project maintains a good balance in the Village.

Ald. Pantuso read names of those who registered in favor of the project. They included:

- Christine Maciejewski, Village BID member
- C. Ross, 7810 Harwood Avenue
- Jim Plaisted, 7436 Kenwood Avenue
- Charles Mitchell, 7525 Oakhill Avenue

Their comments included:

- Great for Wauwatosa growth and style for the future
- Village BID members are unanimous in support of the project
- The project meets several goals of the Village Strategic Development Plan
- Very important that this be compatible and felt that the four story could be done and have it fit in the village area

Those registered in opposition included:

- Antonio Lopera, 7024 W. State Street
- Nancy Welch, 8213 Rockway Place
- Bill Andersen, 2029 Underwood
- James Rasmann, 2016 Underwood Avenue
- Debbie Raasch, 6826 Blanchard Street

- Carolyn Kartz, 12333 W. Watertown Plank Road
- Jim Maurer, 1839-1841 Ludington Avenue
- Tom Heller, 2024 Underwood Avenue
- Maria Lopera, 7024 W. State Street

Their comments included:

- Not in compliance with the Village Plan or the City's Comprehensive Plan
- Project is too large
- Too many units for the area
- Wauwatosa is a City of homes not a City of apartments
- Non-conformance with planning documents

Those who spoke in opposition included:

- Mary Lewis Howard, 7018 W. State Street
- Janice Babcock, 6839 Blanchard Street
- Cheryl Rasmann, 2016 Underwood Avenue
- Jill Morin, 2005 Underwood Avenue
- Russell Drover, 7530 W. State Street
- Richard Hedderman, 7339 St. James Street
- Douglas Bowring, 1627 N. 69<sup>th</sup> Street
- Anna Jarecki, 7017 Milwaukee Avenue
- Joanne Jarecki, 12231 W. Underwood Parkway
- John Horky, 2551 N. 84<sup>th</sup> Street
- Rudy Cure, 7019 Milwaukee Avenue
- Kent Morin, 2005 Underwood Avenue
- Lawrence Kopperud, 8129 Woodland Avenue
- Cathy Praatz, 1160 Glenview Avenue
- Barb Schoenherr, 1324 N. 74<sup>th</sup> Street
- Bernie Grimm, 7325 Blanchard
- Maureen Leski, 2546 N. 70<sup>th</sup> Street

Their comments included:

- Too much additional traffic
- Appreciated the fact that the developer decreased the building size by one floor
- Too much glass in the development, not consistent with surround architectural designs
- Why modernize the Village, keep the quaint atmosphere
- Asked if the City did their own non-biased traffic study
- This is a desirable area and the City shouldn't take the first project a developer throws our way
- The project needs to fit the space
- Is the developer flexible enough to take the project down to a 3-story project
- Committee was asked to explain the process going forward if this gets approved at this committee
- Will TIF funds be requested
- Why weren't more of the surrounding streets analyzed in the traffic study
- Numerous questions asked about TIF #8
- Village Plan states there is enough parking, why is the City asking for more
- Aldermen are hired by their constituents and they need to listen and vote in their favor
- Neighbors aren't against developing this parcel, against the sheer size of it
- Profit motive for a small group of people that do not live in Wauwatosa
- Concern for property values
- Catastrophic and irreversible

- Can make the building smaller but you can't make the streets larger
- Questioned what traffic calming measures are being considered
- Exterior of the building needs some brick not all glass and glare

Many of those speaking against the project asked numerous questions of the City staff and the developer referencing pages in both the City Comprehensive Plan and the Village BID plan. The written questions were given to committee members and asked to have them included in the record.

Lawrence Kopperud had a handout regarding the State Street Station Traffic Impact Analysis that he gave to committee members and asked to have it included in the record.

Ald. Pantuso referred the questions to the Developer, the City Engineer, and the Development Director for answers to the questions asked.

Eric Harmon, AGI Architects, said that 4 feet is the standard parapet height. He expected that during the Design Review process the height questions would be articulated. He noted that the rooftop condensing units would be no taller than three feet which would be hidden by the parapet.

The City Engineer addressed the repaving plans for the City in the next ten years. He said that the five-year Capital Improvements Plan (CIP) includes reconstruction of State Street in 2016 and Wauwatosa Avenue from Harwood to State Street in 2016. He said that resurfacing of State Street from Wauwatosa Avenue to Menomonee River Pkwy and along the parkway to Church Street would happen the same year. The reconstruction of Milwaukee Avenue has already been awarded as part of the project that was done last year west of Wauwatosa Avenue. There are no plans to reconstruct Milwaukee Avenue east of Wauwatosa Avenue in the current CIP.

Mr. Wehrley said that the CIP is available on the City website with all of the budget numbers included. There is a link to this under the Engineering Departments page.

The Development Director explained that to respond to the question regarding development limitations she will be referencing the zoning code and not necessarily the Village Plan. In the zoning code, the C1 Commercial District allows for a building 40 feet in height with zero setback, explaining that someone could build up to the sidewalks. Ms. Enders said that this development is going through a Planned Unit Development in order to increase the height and density of the building. Ms. Enders explained that there are a variety of uses that are either permitted by right or through a Conditional Use process.

Ms. Enders said that there were a lot of good questions asked noting that some of these have been answered in the past. She noted that some of the comments made this evening in referring to the City's Comprehensive Plan or the Village Plan may have been taken out of context.

Ms. Enders addressed several of the questions together regarding how the State Street Station project aligns with the current character and image of the Village, how it extends the character of the downtown or complements the Village amenities and the surrounding neighborhood charm, and how the proposal achieves these objectives. Ms. Enders referenced the City Plan and her responses included:

- Attract additional businesses to the Village - this development would do that
- Preserve Historic Structures - this is not an historic structure, the closest historic structure is the Robertson's Ace Hardware on Underwood. She explained that there are

a couple of definitions for historic. One is an actual designation at the State and local level and the other is that it is historic being an older structure.

- Manage Traffic and Maintain a Pedestrian Friendly Environment - the City Engineer has talked about this in the past, there was a traffic impact analysis and the developer has addressed those impacts whether you agree with it or not
- Promote a variety of compatible land uses - the land uses are housing, retail and some office, all of which are compatible to the zoning code
- Consider State Street an important extension of the Village - this development does that

Ms. Enders explained that the Village Plan shows the scale and the mass of the development that is called out in the Village Plan. In the Village Plan it doesn't specifically call out for redevelopment of the building at the location being discussed. This would be existing development. At the time the owner hadn't contemplated selling and moving so the Plan kept that development as part of the future plan.

Ms. Enders explained the parameters delineating the Village, State Street and The Reef. The Village Plan identifies the redevelopment areas. The area from 76<sup>th</sup> Street east is considered State Street. Further to the east on State Street is considered The Reef.

Ms. Enders answered a question if the State Street Station development will be the densest residential development in the City, and if so, why do we want that for the Village. She said that at the present time this probably is if not the most, it would be one of the higher density developments. There is another project being presented that has the potential to be denser than this one. Ms. Enders said historically we have had some drops in population and in order for a City to grow and be vibrant and to increase the population, the multi-family developments we have seen of late have been showing upticks in the City population. All of those things if managed well are good for a community. She said that people living in commercial districts are beneficial to the economy.

Ald. Pantuso asked the developer to address the question whether a temporary relocation for Chase Bank is an option other than working the development around them.

Mr. Schultz said that was the first hurdle in the project before any public knowledge was made. It took Chase a significant amount of time and effort to vet through the proposal considering whether they would approve of this kind of move. Secondly this bank is part of a Charter requiring them to have a presence at this location to serve their customers. Furthermore there are certain security requirements that the bank has to maintain within the branch. For these reasons a temporary location was rejected.

Ald. Wilson asked Mr. Schultz to address the comment that two levels of parking is directly related to Chase remaining open. Mr. Schultz explained that the two levels of parking is not related to Chase Bank; it is related to adequately parking the apartment units above the retail. He explained that 'at grade' is for public parking, the two floors below is to serve the apartments which will be private parking.

Mr. Schultz further explained that if the question was could parking be below the Chase Bank, he said it can't, short of trying to building a parking structure beneath an existing operating business, which is infeasible from a construction standpoint.

Mr. Wehrley answered the question on what traffic calming devices have been considered on State Street to address traffic and safety concerns. He said the plan calls for traffic signals at 72<sup>nd</sup> and State Street, no other new traffic signals will be going in. As part of the work

contemplated for State Street they are planning on reconstructing the traffic signals at Wauwatosa Avenue and State Street as part of the State Street and Wauwatosa Avenue reconstruction. He said regarding the design of State Street, they will be working with a consultant over 2015 for work to be done in 2016 which will be a very public process. He explained that there have been suggestions to widen this to four lanes, suggestions to add bike lanes, addition of sidewalks on the south side of the street. All of these design elements will be flushed out at public meetings and public information over the course of 2015.

There was a question asked if a traffic study of the single-family areas to the north has been done or will a study be done and what is the City's plan for meeting the goal articulated in the Village Plan to direct traffic south along State Street rather than north. Ms. Enders noted that this recommendation in the Village Plan is for the area identified to the east on State Street known as The Reef.

Ald. Causier asked and referred to Village Plan's traffic study done in 2009 referring to the volume of average daily traffic in the Village area. She asked if the volume assumptions were the same on the traffic study done by the developer. Mr. Wehrley responded that the traffic study done for this development was done in a much higher degree of detail and thoroughness than what was done in the Village Plan. The Village Plan study was a very high level document but talked in generalities. The Traffic Impact Assessment (TIA) for this project counted cars, projected cars, estimated which direction the cars would be going and estimated at what time of the day they would be doing those movements.

Ald. Causier noted that the Village Plan study done in 2009 showed that the volume of cars moving through the Village was that there is the capacity to manage that flow of traffic. The plan said that the problem was more with the intersections and the geometrics of the design of the streets. She asked Mr. Wehrley if that held true today.

Mr. Wehrley suggested that the traffic is abnormal due to all of the construction. Blue Mound Road Bridge is closed, many more cars are taking Wisconsin Avenue, they are finding alternative routes, there are east and west lane closures on I94. The DOT projected that many of these cars would spill out onto local parallel roadways, so he wouldn't call the traffic we have now and through 2019 to be representative of how it is. The Traffic Impact Assessment (TIA) that went out in 2014 counted cars and graded the operation of the signalized intersections and the non-signalized intersections in the TIA fashion of grades A-F, with an A being excellent, and an F being failure. He said with the development and without the development, there was no change in the operational grade at any of the movements shown here. He said there will be more cars on the road but it's not enough to go from a B to a C grade, or a C to a D grade, or a D to an F grade.

Mr. Wehrley was asked to address a question as to why the neighboring streets in the neighborhood were not included in the scope of the traffic study, per the handout given by Lawrence Kopperud. Mr. Kopperud felt the study was limited and should have included the following roadways:

- Wauwatosa Avenue from State Street to North Avenue
- Milwaukee Avenue from Wauwatosa Avenue to 60<sup>th</sup> Street
- Harmonee Avenue from Wauwatosa Avenue to Glenview Avenue
- Harwood Avenue from Wauwatosa Avenue to State Street
- Blanchard Street from Wauwatosa Avenue to St. Charles to Milwaukee Avenue
- 74<sup>th</sup> and 72<sup>nd</sup> Streets through St. Charles
- 71<sup>st</sup> and 70<sup>th</sup> Streets from State Street connection to 70<sup>th</sup> Street at Milwaukee Avenue

- 68<sup>th</sup> Street from Wauwatosa Avenue to Milwaukee Avenue

Mr. Wehrley replied that this area is a very large overreaching area and wouldn't typically request that of the developer. If that is something the City wants to do, you could contract a study to be done. He explained that when you are several blocks away from a development, it is not in the Department of Transportation TIA standards to look that far away.

Mr. Wehrley was asked to explain the traffic counts and why sometimes the information really isn't that useful. Mr. Wehrley explained that the Traffic Engineers makes an estimate on how many trips are going to happen based upon national standards. For example, a grocery store puts out this many trips at a certain times of day, and a retail establishment does X amount of trip generations. From this information the Traffic Engineer then makes an educated assumption which way the traffic is going to go. He said that the further away you get away from the development the further those assumptions could be off. You really don't know where the traffic is coming from and what route they are going to take. Mr. Wehrley opined that the further away from the development, the more imprecise the studies get.

Ms. Enders was asked to respond to a question asked about Tax Incremental District #8. Ms. Enders explained that the location of TIF #8 is roughly from 60<sup>th</sup> Street through slightly west of 68<sup>th</sup> Street. She said it does not include the area of the Chase Bank location. She said if the developer were to request a TIF for this project it would be done independently with another TIF. She replied to a question that the half mile overlay talked about in a TIF plan relates to infrastructure only.

Ms. Enders answered a question why the developer is being asked to provide additional parking since the Village Plan states "with all districts taken together, the Village has an adequate parking supply. However, significant local issues exist, particularly in the Village Core and the State Street transition subarea". Ms. Enders said she is not aware of any additional studies done that show additional parking is needed. She felt that there is a perception that there is a parking problem and as they work with developers they do try to work in some component of public parking. She noted that this was also asked of the developer for the Lefeber Point project. She noted that the request is an attempt to keep the parking out of the residential neighborhoods, although public spaces, as much as possible.

Ryan Schulz, addressed the question on the total number of parking spaces the developer intends to provide. The neighbors felt that the number of 90 spaces is too much and that the development is going to be over-parked. Mr. Schulz said the number doesn't have to be 90. The intent was to price it out and find out what the parking stalls would cost. He said maybe the number is only 50 or 70. Currently the plan calls for up to 75 spaces. He suggested that it would provide Council with an opportunity for some flexibility in the number of parking spaces. Mr. Schulz said as the plans progress the number could decrease.

Ms. Enders was asked to respond to a question that as part of the Comprehensive Plan, objective #6 states "Improve the safety and accessibility of the Village, extending the character of this important City asset along State Street", how does the proposed development address this objective? She said she personally felt that this development does do this, noting that there will be improvement in the public roadway, and pedestrian connections through the development, and public parking. She said it takes what is missing between Chase Bank and the structure to the east, making a better pedestrian connection and making it feel safer. Staff has felt that it has met that objective.

Mr. Schulz answered the question whether the developer intends to come forward with revised plans if the current project is not approved by the committee or Common Council. Mr. Ryan

noted that the four story proposal brought here tonight is not at the request of the Council, but to make a concession to the neighborhood. He explained that they are making a concession with the four story plan that they feel has no financial implication to the City which is what the due process is all about. He felt strongly that this project fits and adheres to both the Comprehensive Plan and the Village Plan. He suggested that a storage facility, or a bowling alley or a movie theater would be grossly in contrast to the Comprehensive Plan but not what he is proposing. He felt their proposal fits within the guidelines. He said that progressive cities like the City of Wauwatosa specifically have Planned Unit Development code to allow for deviations from zoning and from master plans to accommodate a development like this to meet market demand. He said he definitely felt what is proposed tonight fits within the intended purpose of that document.

He said if the question is could this plan come back as a three story plan and he said yes, it could potentially come back as a three story plan. However, the project will not return to the committee any smaller, any shorter or different than what is currently being proposed, short of a significant investment on behalf of the City. Developing a smaller project will require an investment larger than anything contemplated today or that has been proposed or pending in the City. They felt that this proposal was an effort to bridge the gap by reducing the scale of the building without any adverse effect to the City.

Ms. Enders was asked to discuss the process going forward if this development is approved by committee this evening. Ms. Enders said that one of the conditions made by both the Plan Commission and staff was that that approval be made by the Design Review Board before any final approvals are made. It typically could take two or three meetings to get through the process. She said there is also review by the Engineering Department and the Fire Department. No permits cannot be pulled until conditions are met to the satisfaction of the City and the Council.

She explained that if TIF assistance is requested an application gets filled out and eventually goes to the Budget & Finance Committee. Typically that would be two or three meetings and would eventually go to Common Council for approval through a term sheet. She explained that at that point after approval from the Council a TIF District is created. Approximately five other meetings are held as part of the TID creation.

The committee recessed at 8:57 p.m. and reconvened at 9:03 p.m

A lengthy discussion ensued by the Committee: Their comments included:

- Commended the developer for the excellent work they've done and appreciative of how responsive they have been to the neighbors
- Village is an eclectic place, not every building is historic and it doesn't need to be
- This type of development speaks to future attractiveness of the area
- Will increase the desirability and the value of homes in the area
- Traffic has increased on State Street because of construction surrounding the City
- The aldermen are working for their constituents, they are trying to increase the tax base in Wauwatosa
- The neighbors have formed a well-organized advocate group that has helped bring changes from the developer
- All across the country there are quaint downtowns that are dying with boarded up windows
- Economics are a factor
- The Village would not thrive without sufficient public parking
- The developer has set a good example with the successful Enclave project

- TIF Districts are a bad deal for taxpayers
- Concern that the City has under-valued that parcel of land
- City should assist with the public parking when asking the developer to include it in their plans
- Felt that the five story project would have worked in that space
- Time to move the project on its path and get other questions answered in the process
- Felt the property values in the surrounding area would increase with the new vibrant area with additional retail space
- Concern with traffic issue although it was recognized that additional traffic is due to construction around the City
- Didn't like the changes made to the exterior
- Additional public parking is necessary
- Strategic Plan calls to increase population in the Village
- Questioned whether the Planned Unit Development is compatible to the Village and the residential area
- Didn't feel it was appropriate to discuss the TIF at this meeting
- The plans are living documents, everything in life changes
- This probably isn't the last iteration of the project plan and may not be the one submitted for final approval
- It would be in the best interest of the developer to get the financing issue figured out

Moved by Ald. Wilson, seconded by Ald. Berdan to recommend approval of the Planned Unit Development preliminary plan approval for a mixed use development at 7400-30 W. State LLC, contingent upon: plans showing adequate sewer capacity, storm water management, and traffic/access improvements subject to approval by the City Engineer; plans for water supply to site subject to approval by the Water Superintendent; Design Review Board approval; relocation of the City storm sewer subject to approval by the City Engineer; development of a Traffic Impact Analysis, expanded to include the streets down to 72<sup>nd</sup> Street, and implementation of recommendations subject to approval by the City Engineer; discussion with City staff regarding pocket park ownership and approvals; separate approval and permitting of a bike share station; combining parcels prior to obtaining building permits; coordinate building construction with the City's reconstruction of State Street and Wauwatosa Avenue; attempt to receive Leed-1 Certification; attempt to address height issues on 74<sup>th</sup> Street side; provide more detail for landscaping on all public spaces and streetscape areas; and obtaining additional licenses and permits. Also included in the motion are staff concerns and issues including relocation of an existing City storm sewer that crosses the site; development of a traffic impact analysis as the building's vehicular access is via 74<sup>th</sup> Street including a succession of driveways, which could warrant additional traffic improvements or site access redesign; additional approvals separate from zoning for the proposed bike share location. If a public bike share system is created in the City and ultimately includes a station at this location the developer will permit the installation of said public bike share station that is consistent with the capacity and other characteristics recommended or anticipated in the overall system design; and proposed City ownership of the pocket park. The eventual development should also incorporate the 21 issues that were discussed by Mr. DeRosa at the December 9, 2014 meeting, and to establish a parking agreement between City staff and the developer regarding the amount of public parking to be provided and how it will be managed.

Roll call vote taken: Ayes: 5 Noes: 2 (Causier, Walsh)

<b>RESULT:</b>	<b>RECOMMENDED FOR APPROVAL [5 TO 2]</b>	<b>Next: 1/20/2015 7:30 PM</b>
<b>TO:</b>	Common Council	
<b>MOVER:</b>	Craig Wilson, Alderman	
<b>SECONDER:</b>	Cheryl Berdan, Alderwoman	
<b>AYES:</b>	Wilson, Pantuso, Berdan, Stippich, Byrne	
<b>NAYS:</b>	Causier, Walsh	
<b>EXCUSED:</b>	Hanson	

3. Report from the Director of Public Works on a 90-day trial of parking restrictions at N. 68th Street and W. North Avenue

The committee reviewed a report from the Public Works Directors regarding parking restrictions on N. 68<sup>th</sup> Street and W. North Avenue on the south side of the intersection.

Mr. Porter explained that the parking restrictions have been in place for 90 days, and staff has received no complaints, or comments. The restrictions prohibited parking so close to the south leg of the intersection. He said that the parking in this area was causing sight distance and congestion problems at this intersection.

Mr. Porter said that he has received no complaints and recommended making this permanent.

Moved by Ald. Byrne, seconded by Ald. Berdan that an ordinance be drafted for introduction that will enact the parking restrictions on N. 68<sup>th</sup> Street and West North Avenue on the south side of the intersection - Ayes: 7

<b>RESULT:</b>	<b>RECOMMENDED FOR INTRODUCTION [UNANIMOUS]</b>	<b>Next: 1/20/2015 7:30 PM</b>
<b>TO:</b>	Common Council	
<b>MOVER:</b>	Allison Byrne, Alderwoman	
<b>SECONDER:</b>	Cheryl Berdan, Alderwoman	
<b>AYES:</b>	Causier, Wilson, Pantuso, Berdan, Stippich, Walsh, Byrne	
<b>EXCUSED:</b>	Hanson	

4. Report from the Director of Public Works Director regarding a 90-day trial of speed limits on Milwaukee Avenue east of N. 74th Street to N. 60th Street

The committee reviewed a report from the Public Works Directors regarding a 90-day trial to reduce the speed limit on Milwaukee Avenue east of 74<sup>th</sup> Street to 60<sup>th</sup> Street.

Mr. Porter advised that in the summer of 2014 a 90-day trial was approved to reduce the speed limit on the above referenced section of Milwaukee Avenue to 25 mph from the previously posted 30 mph. He said that this action was consistent with the prior action of the Council to lower the speed limit on Milwaukee Avenue/Ludington Avenue to 25 mph in 2013.

Mr. Porter recommended approval noting that staff has received no comments as a result of the change.

Ald. Stippich commented that in talking with some of his constituents regarding this change, they felt that the signs have made an impact. Regarding the signage he asked whether there are any locations in the City that have battery powered, pole mounted, flashing solar signs that show the speed a driver is traveling. Mr. Porter said the only flashing signs the City has are in school zones.

Mr. Porter said no additional crash data was requested after the 90-day trial.

Ald. Causier excused at 9:50 - 6

Moved by Ald. Stippich, seconded by Ald. Wilson that an ordinance be drafted for introduction that will enact the 25 mph speed limits on Milwaukee Avenue east of N. 68<sup>th</sup> Street and West North Avenue - Ayes: 6

Ald. Causier present at 9:52 - 7

<b>RESULT:</b>	<b>RECOMMENDED FOR INTRODUCTION [6 TO 0]</b>	<b>Next: 1/20/2015 7:30 PM</b>
<b>TO:</b>	Common Council	
<b>MOVER:</b>	Matthew Stippich, Alderman	
<b>SECONDER:</b>	Craig Wilson, Alderman	
<b>AYES:</b>	Wilson, Pantuso, Berdan, Stippich, Walsh, Byrne	
<b>EXCUSED:</b>	Hanson	
<b>AWAY:</b>	Causier	

5. Report from the Director of Public Works on a 90-day trial of a stop sign at the intersection of N. 73<sup>rd</sup> Street and W. Meinecke Avenue

The committee reviewed a report from the Public Works Directors regarding a 90-day trial of a stop sign at the intersection of N. 73<sup>rd</sup> Street and W. Meinecke Avenue.

Mr. Porter explained that at the request of the Roosevelt PTA and area aldermen a stop sign was installed. Mr. Porter said he has received positive feedback on the changes made in the area by putting in a stop sign, putting in parking restrictions and the addition of a crosswalk.

Ald. Pantuso commented that the cross walk and stop sign have been well received. He said that the PTA is very appreciative.

Moved by Ald. Byrne, seconded by Ald. Walsh to recommend approval to amend the official stop sign map with the addition of N. 73<sup>rd</sup> Street and W. Meinecke Avenue - Ayes: 7

<b>RESULT:</b>	<b>RECOMMENDED FOR APPROVAL [UNANIMOUS]</b>	<b>Next: 1/20/2015 7:30 PM</b>
<b>TO:</b>	Common Council	
<b>MOVER:</b>	Allison Byrne, Alderwoman	
<b>SECONDER:</b>	Michael Walsh, Alderman	
<b>AYES:</b>	Causier, Wilson, Pantuso, Berdan, Stippich, Walsh, Byrne	
<b>EXCUSED:</b>	Hanson	

6. Memo from the Director of Public Works regarding additional information on the request made by Mayfair Liquors, 3122 Mayfair Road, to eliminate the No Parking Zone on Mayfair Road (STH 100) in front of the business

The committee reviewed a report from the Public Works Directors regarding additional information on a request made by Mayfair Liquors, 3122 Mayfair Road, to eliminate the No Parking Zone on Mayfair Road in front of the business.

The business owner at the above reference address has requested that the current parking restrictions on Mayfair Road be removed and that non rush hour parking be allowed along his frontage.

Mr. Porter said that Staff contacted the Wisconsin Department of Transportation (WisDOT) regarding the restrictions and was told that the State Highway Department would not approve lifting these restrictions.

Staff was directed to re-contact WisDOT in an effort to see if there was any alternate which would allow these restrictions to be relaxed. Mr. Porter said he contacted Mr. Tom Heydel, SE Region Traffic Operations and Design Engineer. Their reasons relate to the distance from the Burleigh Street / Mayfair Road intersection to where parking is allowed. The applicable standards in this case require a clear zone of 670 feet to allow cars to merge beyond the intersection with Burleigh Street. Currently the restrictions start 440 feet which is already below the minimum. They DOT did not request a change in this zone to meet the 670 feet standard. As a result WisDOT will not further reduce the distance to allow parking.

Mr. Porter replied to a question that the business does have a parking lot for their customers to use.

**7. Report from the Director of Public Works on a 90-day trial of parking restrictions at 68th Street between Wisconsin Avenue and Wells Street**

The committee reviewed a report from the Public Works Directors regarding a 90-day trial of parking restrictions at 68<sup>th</sup> Street between Wisconsin Avenue and Wells Street.

Mr. Porter explained that the restrictions prohibited rush hour parking so close to the north leg of the intersection. He said that parking in this area was causing sight distance and congestion problems at this intersection.

The parking restrictions have been in place for 90 days, and staff only received one email from a resident that the parking restrictions have helped.

Mr. Porter noted that a study of traffic, parking, and pedestrian flow in this area is underway.

Moved by Ald. Walsh, seconded by Ald. Berdan that an ordinance be drafted for introduction that will enact the parking restrictions at 68<sup>th</sup> Street between Wisconsin Avenue and Wells Street between the hours of 6:00 a.m. - 9:00 a.m. and 3:00 p.m. - 6:00 p.m. except for Saturdays, Sundays and holidays - Ayes: 7

<b>RESULT:</b>	<b>RECOMMENDED FOR INTRODUCTION [UNANIMOUS] Next: 1/20/2015 7:30 PM</b>
<b>TO:</b>	Common Council
<b>MOVER:</b>	Michael Walsh, Alderman
<b>SECONDER:</b>	Cheryl Berdan, Alderwoman
<b>AYES:</b>	Causier, Wilson, Pantuso, Berdan, Stippich, Walsh, Byrne
<b>EXCUSED:</b>	Hanson

**8. Request by Michael Campbell, Campbell Capital Group, LLC., and Andrew Hall, Automotive Holding Corp., for a Change of Zoning from M1 District to M1 District/Planned Unit Development Overlay at 11011 West North Avenue**

The committee reviewed a report from the City Planner regarding a request by Michael Campbell, Campbell Capital Group, LLC., and Andrew Hall, Automotive Holding Corp., for a Change of Zoning from M1 District to M1 District/Planned Unit Development Overlay at 11011 West North Avenue.

Ms. Enders explained that the applicants are requesting a Change of Zoning from M1 District to M1 District/Planned Unit Development (PUD) Overlay for a multifamily development. The City’s 2008 Comprehensive Plan identifies this site as Planned Commercial. She said that staff feels the request is compatible with the future land use recommendation as the C2 General Commercial District, which aligns best with the Planned Commercial future land use recommendation, allows multifamily housing as a permitted use. She said a Planned Unit Development (PUD), as opposed to C2 District zoning, is being requested because the proposed development does not meet the 1,000 square feet minimum lot area per unit as required in the C2 District. The proposed density is one unit per 923 square feet of lot area. Otherwise, a zoning change to C2 could be requested and the development would be a permitted use.

Ms. Enders noted that the Plan Commission reviewed this request on November 10th and recommended approval 6-0. The required public hearing was held before the Council on December 16, 2014 where two people spoke in favor of the rezoning.

The committee discussed both agenda items at one time making separate motions.

Ald. Pantuso suggested that this development will spur future development in the way of restaurants and bars along the North Avenue corridor.

Moved by Ald. Berdan, seconded by Ald. Stippich  
to recommend introduction of an ordinance amendment  
for a Change of Zoning from M1 District to M1 District/PUD/Planned Unit  
Development Overlay at 11011 West North Avenue - Ayes: 7

<b>RESULT:</b>	<b>RECOMMENDED FOR INTRODUCTION [UNANIMOUS]</b>
<b>MOVER:</b>	Cheryl Berdan, Alderwoman
<b>SECONDER:</b>	Matthew Stippich, Alderman
<b>AYES:</b>	Causier, Wilson, Pantuso, Berdan, Stippich, Walsh, Byrne
<b>EXCUSED:</b>	Hanson

9. Request by Michael Campbell, Campbell Capital Group, LLC., and Andrew Hall, Automotive Holding Corp., for a preliminary plan approval for a Planned Unit Development at 11011 West North Avenue for a multifamily housing development

The committee reviewed a report from the City Planner regarding a request by Michael Campbell, Campbell Capital Group, LLC., and Andrew Hall, Automotive Holding Corp., for preliminary plan approval for a Planned Unit Development (PUD) at 11011 West North Avenue for a multifamily housing development.

Ms. Enders explained that the applicants propose to construct a multifamily development on the five acre Hall Automotive site. The development would consist of a four-story, 236 unit luxury apartment building wrapped around parking structure providing residents with direct access from the parking structure to their residential floor.

The Development Director said that the applicant has been working with the Department of Transportation (DOT) regarding site access improvements and is developing a Traffic Impact Analysis (TIA) that will be reviewed by the DOT and the City. She explained that currently, what is shown on the plans as “111<sup>th</sup> Street” is a private driveway. She noted that if this is planned as public right-of-way, additional City approvals are required.

The Plan Commission reviewed this request on November 10th and recommended approval 5-1 with the

following conditions:

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 Water Superintendent;
3. Design Review Board approval;
4. development of a Traffic Impact Analysis and implementation of recommendations subject to approval by the City Engineer and Wisconsin DOT;
5. inclusion of bike parking for residents and guests as well as a possible bike share location;
6. obtaining additional licenses and permits.

Attorney Brian Randall, Friebert, Finerty & St. John, 330 East Kilbourn Avenue, said the applicant is under contract to purchase the property at 11011 West North Avenue, just south of Mayfair Mall.

He presented a Powerpoint presentation reviewing the site location. He explained that an access driveway would be configured to create a new intersection at 111<sup>th</sup> Street with traffic signals. He noted that the Bike Pedestrian Plan talks about the bicycle lane along North Avenue, presumably the enhancements would accommodate bike and pedestrian needs. Attorney Randall explained that they have been working with the DOT on both the intersections signals and the bike plan.

Other site configurations include buffering of the railroad, street presence, offset buildings from adjacent uses, and a wrapped around parking garage. The wrapped around parking garage will act as a buffer from the railroad line. The four-story garage would have direct access to the units. There will be 302 spaces for parking.

The luxury apartments will offer upgraded interior unit features, controlled access entry gates, a two-story clubhouse/leasing center, resort style pool, state of the art fitness room and private courtyards. He said that these apartments are intended for lifestyle user more than the transitional user.

Attorney Randall noted that the DOT has the need for a thirty foot access easement for the length of the property which has forced them to move the building to the west. He explained that once the DOT is finished with easement, timeline unknown, it could be used for greenspace. He explained that this is a challenge that could present an opportunity, in that this easement could be dedicated as bike lane or bike path by coordinating something with the City for a bike share location.

Mike Campbell, Campbell Capital Group, said the attraction for this development in this location is the high paying jobs along Watertown Plank Road. There are 20,000+ workers going to Froedtert Hospital every day. They know that there are a lot of renters there not living in Wauwatosa and that is who they expect their cliental to be. He explained that these are the types of residents that look for the kind of amenities this complex will have. They are trying to build a lifestyle community. These are people that could afford to buy but choose to rent.

This development will consist of a four-story building with 236 luxury apartment. He said they couldn't go any higher for cost reasons or they'd have to ask higher rents and they would have to ask for more TIF money. He felt the market dictates that the 236 number of units is right for them.

Mr. Campbell explained that as this market is adding more competition, you have to be careful to not build too many apartment units at one time. However, they are going after a very high end resident that will be paying a lot of money for rent. There is a smaller pool of people that would be able to pay the high rents in this luxury apartment community. Mr. Campbell said these kind of communities have been very successful all around the United States.

Ald. Berdan said that this is the perfect development for the location. The size and density fit, there are no issues with neighbors. She felt the wrap around parking garage was a novel idea and urged support from the committee members.

Ald. Stippich commented that he likes the design of the building. The size and density fit the area. He questioned where the City is at as far as the demand for rentals. Mr. Campbell said he felt that the development in Wauwatosa will be absorbed as there hasn't been these types of units available in Wauwatosa and they go elsewhere. He suggested that Wauwatosa will attract younger more affluent people that will spend money in the City.

Mr. Campbell was asked about their financing and he said that they will be seeking a TIF. He suggested that in general apartment buildings in Wauwatosa require TIF's as costs are high here, taxes are high, and rents aren't high enough. Mr. Campbell noted that the current taxes are \$89,000 and when developed the taxes on this property should be approximately \$700,000 - \$750,000.

Ald. Wilson commented that it is a nice looking building. He had concerns about the garage level and that the garage would rise over the tracks, but the developer has already responded to that. Ald. Wilson said it presents very well to North Avenue but it is very inward and cloistered but works very perfectly on this site. He suggested additional streetscaping to the extent it is necessary.

Moved by Ald. Berdan, seconded by Ald. Causier to recommend approval of the Planned Unit Development contingent upon: plans showing adequate sewer capacity, storm water management, and traffic/access improvements subject to approval by the City Engineer; plans for water supply to site subject to approval by the Water Superintendent; Design Review Board approval; development of a Traffic Impact Analysis and implementation of recommendations subject to approval by the City Engineer and Wisconsin DOT; 5. inclusion of bike parking for residents and guests as well as a possible bike share location; obtaining additional licenses and permits - Ayes: 6 Noes: 1 (Walsh)

<b>RESULT:</b>	<b>RECOMMENDED FOR APPROVAL [6 TO 1]</b>
<b>MOVER:</b>	Cheryl Berdan, Alderwoman
<b>AYES:</b>	Causier, Wilson, Pantuso, Berdan, Stippich, Byrne
<b>NAYS:</b>	Walsh
<b>EXCUSED:</b>	Hanson

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Carla A. Ledesma, CMC, City Clerk