

CITY OF WAUWATOSA  
7725 WEST NORTH AVENUE  
WAUWATOSA, WI 53213  
Telephone: (414) 479-8917  
Fax: (414) 479-8989

**COMMUNITY DEVELOPMENT COMMITTEE MEETING**  
**Tuesday, July 9, 2002**

PRESENT: Alds. Becker, Ecks, Kopischke, Krol, Sullivan, Treis -6

EXCUSED: Alds. Heins, Herzog

ALSO N. Welch, Community Dev. Dir.; A. Kesner, City Atty.; T. Wontorek, City Admin.;  
PRESENT: Ald. Matthews

Ald. Ecks in the Chair called the meeting to order at 8:00 p.m.

**Village Business Improvement District (BID) - Proposed Sign Ordinance Amendments**

City Attorney Kesner reported that the Chief Inspector has suggested forwarding the proposed sign ordinance amendments to the Sign Review Board for their comments prior to this committee's final recommendation to the Common Council.

Russ Drover, owner of commercial property at 7530 W. State Street, questioned ordinance language relating to banners and flags. Mr. Kesner said that certain types of banners displaying corporate logos would be allowed subject to encroachment agreements, if necessary, and also subject to review by the BID's sign review board and the City's Board of Public Works. The ordinance would allow flags, including those with corporate logos, in certain circumstances and in limited numbers without specifically limiting size. As drafted, banners attached to a building could be up to 20 square feet in size, but that may be increased.

Asked about education of constituents about the proposed changes, Mr. Templer, Village BID Manager, said information has appeared at least twice in the BID newsletter and he has personally made an effort to solicit feedback. He indicated that referral to the Sign Review Board should not present an unacceptable delay since they meet next week and could report back in time for the next meeting of this committee.

Commenting on the question of flags placed along a sidewalk on national holidays, Kesner said that the limitation of no more than two flags per street frontage might actually be changed to allow unlimited flags of governments but only two non-governmental flags.

Moved by Ald. Kopischke, seconded by Ald. Sullivan to refer the matter to the Sign Review Board for report back to this committee. Ayes: 6

### **Proposed Rezoning of 11728 W. North Avenue**

The committee reviewed a proposed ordinance rezoning the northern 60 feet of property at 11728 W. North Avenue from AAA Single Family Residence District to AA Business District. Ms. Welch, Community Development Director, displayed an aerial view of the area. She said that the proposed rezoning will bring the entire North Avenue Appliance site into the appropriate AA Business District zoning.

Moved by Ald. Krol, seconded by Ald. Becker to recommend adoption. Ayes: 6

### **Proposed Rezoning of 1060 N. 115th Street**

The committee reviewed a proposed ordinance rezoning land at 1060 N. 115th Street from AA Light Manufacturing District to Business Planned Development District. Ms. Welch reported that several police representatives reviewed the building and site plan for the 60 unit apartment building proposed at this site and concluded that they appear consistent with CPTED (crime prevention through environmental design) principles. The police officers felt that proposed landscaping is appropriate to the building, and the placement of the building and location of proposed amenities were deemed acceptable. When exterior lighting plans are developed, the officers would like to ensure that proven CPTED principles are applied. Ms. Welch indicated that the latter concern would be addressed with the developer.

Moved by Ald. Treis, seconded by Ald. Krol to recommend adoption. Ayes: 6

### **Proposed Amendment to AA Light Manufacturing and AA Industrial Districts**

Ms. Welch outlined a request by William Rudolph of Briggs and Stratton for an amendment to the AA Light Manufacturing District and AA Industrial District to allow medical clinics as a Special Use when accessory to a Permitted Use in the district. In response to rising health care costs, Briggs and Stratton would like to create an on-site clinic for employees and their families. They currently provide only emergency first aid treatment on site. Allowing this accessory use would have no detrimental effect on existing businesses or traffic, Ms. Welch said, noting that staff would not support allowing independent clinics in industrial or light manufacturing areas.

Bill Rudolph, 7429 N. Davies Drive, Lannon, Corporate Plant Engineering Manager, confirmed the need to take this step to control rising health care costs. Similar clinics have been very successful with companies like QuadGraphics, he said. In fact, Briggs and Stratton will build the infrastructure and QuadMed will provide the clinic's doctors. Mr. Rudolph said that the company is on a very tight schedule in order to open the clinic by November when there is an open enrollment period to select health insurance programs for the coming year. They would like to allow employees who might choose this program to see the clinic before signing up.

Asked by Ald. Becker about possible non-profit status, Ms. Welch said that the land would remain taxable.

Ald. Sullivan asked if the term "accessory" means that the company cannot choose to out-source this function. He felt this might be an opportunity for large health care providers to position themselves to take over out-sourced clinics, providing dozens of clinics in industrial areas overall. Mr. Kesner said that accessory use is any use that is associated with the permitted use; it must be associated with the main

business that is permitted on the property. A medical clinic as an accessory use could not be located next to the permitted building and be open to anyone; it is limited to company employees and their families.

Ald. Krol said that the clinic is a compatible use and the property will continue to be maintained as taxable because of its accessory status.

Moved by Ald. Krol, seconded by Ald. Kopischke to recommend introduction of an ordinance implementing the zoning change and adoption of a resolution setting a public hearing date –

Ald. Kopischke expressed strong support for the proposal and asked about the time frame. Ms. Welch reviewed the schedule for Council and Board of Zoning Appeals action, noting that a Special Use could be granted by the Board of Zoning Appeals at their August meeting contingent upon Council adoption of the ordinance change in September.

Ald. Matthews said it is important to encourage companies like this to stay in Wauwatosa. She noted that the proposed clinic is a means of addressing rising health care costs and it would be counter to that goal to hire a large health care organization to run it. She expressed confidence that the ordinance change would meet the needs of Briggs and Stratton and other companies in the future as well as the concerns of the City.

Ald. Treis concurred with the previous statements of support and urged proceeding with an accelerated process to meet the company's November deadline.

Vote on the motion, Ayes: 6

### **Proposed Amendments to Title 15, Building Code**

The Chair ordered this matter held in file pending a report from the Plan Commission.

The meeting adjourned at 8:27 p.m.

Carla A. Ledesma, City Clerk  
Wauwatosa, Wisconsin

es