

CITY OF WAUWATOSA
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COMMUNITY DEVELOPMENT COMMITTEE MEETING
Tuesday, June 25, 2002

PRESENT: Alds. Becker, Ecks, Heins, Herzog, Kopischke, Krol, Sullivan, Treis -7

EXCUSED: Ald. Sullivan

ALSO

PRESENT: T. Szudy, Assoc. Planner; A. Kesner, City Atty.

Ald. Heins in the Chair called the meeting to order at 8:15 p.m.

Conditional Use – 10616 W. Blue Mound Road

The committee reviewed a request by Patricia Guzman for a Conditional Use in the AA Business District at 10616 W. Blue Mound Road to operate a massage therapy establishment. The Plan Commission recommended approval by a 6-0 vote. Ms. Szudy, Associate Planner, said that the location is the former Bradley Bug Stop building. The primary business is a hair salon, which is a permitted use. Parking requirements would remain the same and have been met.

Ms. Guzman, 1417 Wauwatosa Avenue, confirmed that massage therapy is simply an added service she wishes to provide in her salon. Hours of operation would be 9:30 to 3 p.m. on Monday; 8 a.m. to 8 p.m. on Tuesday, Wednesday, Thursday, and Friday; and 8 a.m. to 4 p.m. on Saturday.

Moved by Ald. Ecks, seconded by Ald. Kopischke to recommend approval of the Conditional Use. Ayes: 7

Conditional Use – 11825 W. Center Street

The committee reviewed a request by Carl Leummer of WE Energies and Peter Stergiades for a Conditional Use in the Estate Residence District at 11825 W. Center Street for a gateway device on a precast slab at the base of an existing transmission tower and two antennas on the tower. The Plan Commission recommended approval by a 6-0 vote. Ms. Szudy, Associate Planner, presented pictures of the proposed site and equipment.

Carl Leummer of WE Energies, 231 W. Michigan Street, Milwaukee, said that this is one of 28 sites in Milwaukee County and surrounding counties where equipment is being installed to implement an automated meter reading project. A radio signal from individual meters to this device will be transmitted to Kansas City and then back here. The project won't eliminate all manual meter reading but will allow for automated reading of meters in heavily populated areas. Electric meters will probably be replaced next year and eventually gas meters will be similarly read. At this time, no additional sites in Wauwatosa have been identified.

In response to questions, Mr. Leummer explained that a 12-ft. whip antenna would be placed at the top of the existing transmission tower. The gateway device or master controller, a 4 ft. by 4 ft. green box, would be mounted on a slab at the base, within the legs of the tower. There will be one cable from the gateway device to the antenna. The second antenna is a Sprint Spectrum antenna that will transmit data to another site. The system will not be used for voice communication but is strictly for data transmission on a licensed wavelength.

Moved by Ald. Krol, seconded by Ald. Herzog to recommend approval
of the Conditional Use –

The Chair asked how “kid-proof” the installation will be. Mr. Leummer said that there are similar installations in at least seven other municipalities, including Kansas City, Seattle, and in Minnesota. He felt the equipment is fairly close to being kid-proof. It will be away from the street and not readily visible.

Noting that the site is very close to many schools, Ald. Ecks asked about making the surface of the box graffiti-proof. Mr. Leummer said that he is unaware of how that might be done but could make that recommendation.

Vote on the motion, Ayes: 7

Village Business Improvement District - Proposed Sign Ordinance Amendments

Carl Templer, Manager of the Village Business Improvement District (BID), and Mark Zimmerman and Joe Pepitone of Zimmerman Design Group discussed and illustrated proposed signage to better identify the Village area and direct visitors from one place to another. The Zimmerman Design Group began working with the BID at the end of 2000 to help develop an appropriate wayfinding and signage program and identified the following goals and objectives: create an identifiable “Village” logo or theme; provide appropriate wayfinding signage from the periphery of the Village into the Village center; create a hierarchy of signage types; unify signage with architectural elements, streetscape, and landscape; emphasize pedestrian importance over vehicular importance. Illustrations were shown of existing conditions and the various types of signage proposed at 60th and State, Watertown Plank Road at 92nd Street, Milwaukee and Harwood Avenues, State Street adjacent to Wauwatosa Savings, Harmonee and State, Harwood Avenue and the frontage Road, and at Hwy. 181 and Harwood Avenue.

Mr. Templer said that the BID is working with the City to create parking behind the Little Red Store site and to point out where parking is available and how to get to it. He noted that Ameritech would like to place a substation in the triangular area at Harwood and Milwaukee Avenues where the BID proposes installing a broad, low sign surrounded by a flower bed. He indicated that the Ameritech facility could be screened by the sign and flower bed.

Mr. Templer said that the District is prepared to pay for construction of the signs and maintain and change them as needed. Mr. Zimmerman spoke of the desire to recognize that the Village area is unique and has a different business culture. As such, some latitude is needed to keep and enhance the businesses and the area, he indicated.

City Attorney Kesner said that the proposed ordinance previously reviewed by the committee incorporates changes that would be needed to implement this proposal. In response to questions, he said that the process would include negotiations with the appropriate entities such as the Wisconsin Department of Transportation and the Milwaukee Regional Medical Center for signs at certain locations.

Ald. Ecks suggested some type of historical recognition of the Milwaukee and Harwood Avenues site as the location of the city's first library. Ald. Becker commented favorably on the presentation and noted the frustration people experience in trying to get to parking sites in the Village.

Moved by Ald. Becker, seconded by Ald. Krol to recommend introduction of the proposed ordinance –

Ald. Krol commented that there are two different meanings with the "Village" designation and the municipality's status as a city. He asked the City Attorney if an amendment to the sign ordinance is needed or if the existing ordinance could have exceptions or variances based on actions of the Common Council.

Mr. Kesner said that the ordinance has a general rule s for business zoning districts that are fairly structured and don't allow some of the proposed signs. It would not be possible to make exceptions to the current ordinance, he said. An amendment is needed within the Village Trade District section of the sign ordinance.

Ald. Treis said he would prefer making the amendments more general so that another group could move forward with a similar plan without requiring a separate ordinance change. Mr. Kesner indicated that if another area proposed a similar signage program with a similar internal structure, it would be possible to quickly amend the appropriate part of the code. Within this particular zoning area, there is a body that is overseeing consistency along with the City approvals that are needed. That structure would not be in place in some other zoning category.

Ald. Becker said that he would like to see plans like this elsewhere if those areas would get organized.

Vote on the motion, Ayes: 7

Street Festival Permit – Village Business Improvement District

The committee reviewed a request by the Village Business Improvement District (BID) for a Street Festival permit for an art fair between 10 a.m. and 8 p.m. on August 17, 2002, on Harwood Avenue between Wauwatosa Avenue and State Street. Mr. Templer, BID manager, said that, to date, 28 vendors will participate in the fair. No merchant would be affected by closing Harwood Avenue just past the driveway of the Baskin Robbins/Starbucks shopping center since all those on that portion of the street would be closed with the exception of Magpie, a business that will participate in the fair.

Moved by Ald. Kopischke, seconded by Ald. Herzog to recommend approval of a Street Festival permit. Ayes: 7

Rezoning – 11728 W. North Avenue

Ms. Szudy, Associate Planner, outlined a request by Richard and David Lardinois to rezone the northern 60 feet of property at 11728 W. North Avenue from AAA Single Family Residence District to AA Business District. The owners of North Avenue Appliance at this site would like to put the entire parcel into one zoning classification. The Plan Commission recommended approval by a vote of 6-0.

Richard Lardinois, 2540 S. 95th Street, West Allis, said that the intention is to bring the property into conformance with its use over the past 40-50 or more years.

Moved by Ald. Krol, seconded by Ald. Ecks to recommend adoption of a resolution setting a public hearing date and introduction of an ordinance to implement the zoning change. Ayes: 7

Business Planned Development at 1050 N. 115th Street

The committee reviewed a request by Toldt Development for final plan approval of a Business Planned Development at 1060 N. 115th Street to construct a 60-unit apartment building. The building will have 26 one-bedroom units, four one-bedroom-plus-den units, 18 two-bedroom units, and 12 two-bedroom-plus-den units. A total of 113 parking spaces would include 49 underground spaces, 12 garage spaces, and 52 surface spaces, exceeding the 105 parking spaces required by ordinance.

Helmut Toldt of Toldt Development, Inc., 4040 N. Calhoun Road, Brookfield, displayed a site plan and rendering of the building. He noted that the entrance and exit drive is designed only for access from and to the north to eliminate as much traffic as possible from the single family neighborhood to the south. He said that the site is relatively small at 1-2/3 acre, and it will be heavily landscaped. The surrounding area is fairly densely wooded with county-owned land to the north and railroad tracks and Underwood Creek to the south.

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

In response to questions from Ald. Herzog, it was established that the proposal meets all setback requirements. Mr. Toldt expected that surface parking to the east would serve both tenants and visitors. He said that there has been no discussion of no-left-turn signage at the exit. He felt that the layout and landscaping would make it almost impossible to make a southbound turn. He felt that garbage trucks would not have a problem and said he understands that the fire chief has viewed the plan and saw no accessibility problem.

Mr. Kesner said that there have been other locations where developers have been encouraged to establish no right turn or no left turn situations that are not implemented by ordinance. It would not be illegal for someone to turn in from the south or exit to the south, but the layout will discourage that movement.

Ald. Treis was concerned about drivers making U-turns or other such moves as they figure out how to get in. Mr. Toldt said that it would be fairly simple to let visitors know that they need to enter by way of Watertown Plank Road to the north. The Chair reported that the measure was agreed upon at meetings that Mr. Toldt had with neighbors. Neighborhood residents are aware there will be exceptions. It is a matter of trying to create habits and counting on residents of the building to abide with the intent, she said.

Ald. Ecks said he would like to hear from the police department on the proposed traffic movement. He felt that there are public safety issues that shouldn't be taken lightly.

Moved by Ald. Ecks to hold the matter pending input from the police department regarding traffic –
Motion fails for lack of a second.

Ald. Ecks said that as a planned development, it is appropriate to take up issues at this time. Noting that the wooded area along the northern border may, in the future, be designated as a conservancy district, he

was concerned that only the rear walls of garages would abut that land. He suggested putting a public area on the roof of the garage with some type of partial shelter and some amenities in order to enjoy this space.

Mr. Toldt said that the garages were placed there because it was otherwise difficult to fit the building into the site. None of the land to the north is accessible to the public, he noted. He felt that the area to the south is what would be used by the public since it now has such use, and that is primarily why the south elevation was made so prominent. He also indicated he is somewhat intrigued by the idea but is bothered by the responsibility to police the area. He suspected that older tenants would not use it but might be bothered by younger tenants that would. Ald. Ecks responded that a tenants' association could work that out.

Vote on the motion, Ayes: 6; Noes: 1 (Ecks)

Water Main Easement at 2275 N. Mayfair Road

City Attorney Kesner reported that the water department has requested permission to install a new water main across the corner of the property at 2275 N. Mayfair Road (Walgreens and DSW Shoes) to improve water service in the area. It will require some digging and the removal and replacement of the property's monument sign. The work will take 5-10 days and will be completed by the end of August. An easement agreement would be executed with MRED (Mayfair/North) Associates, the owners of the property.

In response to questions, Mr. Kesner indicated that the monument sign and some of the parking lot encroach into City right-of-way, which was a strong negotiating point for the City. The cost of removing and replacing the sign will be covered by the water utility as part of their costs.

Moved by Ald. Krol, seconded by Ald. Becker to recommend approval of an easement agreement as requested. Ayes: 7

The meeting adjourned at 8:11 p.m.

Carla A. Ledesma, City Clerk
Wauwatosa, Wisconsin

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