



Wauwatosa, WI

Community Affairs Committee

Meeting Agenda

7725 W. North Avenue
Wauwatosa, WI 53213

Tuesday, January 20, 2026

7:30 PM

Common Council Chambers and Zoom:
<https://servetosa.zoom.us/j/86222394038>,
Meeting ID: 862 2239 4038

Regular Meeting

HYBRID MEETING INFORMATION

Members of the public may observe and participate in the meeting in-person or via Zoom at the link above. To access the Zoom meeting via phone, call 1-312-626-6799 and enter the Meeting ID.

CALL TO ORDER

ROLL CALL

COMMUNITY AFFAIRS COMMITTEE ITEMS

1.	Visit Milwaukee Annual Report	<u>26-0098</u>
2.	Consideration of amendment to Section 24.11.060 of the Wauwatosa Municipal Code related to exemptions for commercial vehicles parked in residential districts	<u>26-0130</u>

ADJOURNMENT

NOTICE TO PERSONS WITH A DISABILITY

Persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (414) 479-8917 or send an email to tclerk@wauwatosa.net, with as much advance notice as possible.



WAUWATOSA

TOURISM IMPACT AND VISIT MILWAUKEE PARTNERSHIP



TOURISM'S IMPACT ON WAUWATOSA

The Tourism Economy





IN 2025, VISITORS CONTRIBUTED
11%
OF ALL SPENDING IN WAUWATOSA



**2025 SHARE OF TOTAL SPEND
FROM VISITORS BY CATEGORY**

71%
Accommodations

13%
Retail

12%
Restaurant

27%
Arts, Entertain.,
and Attractions

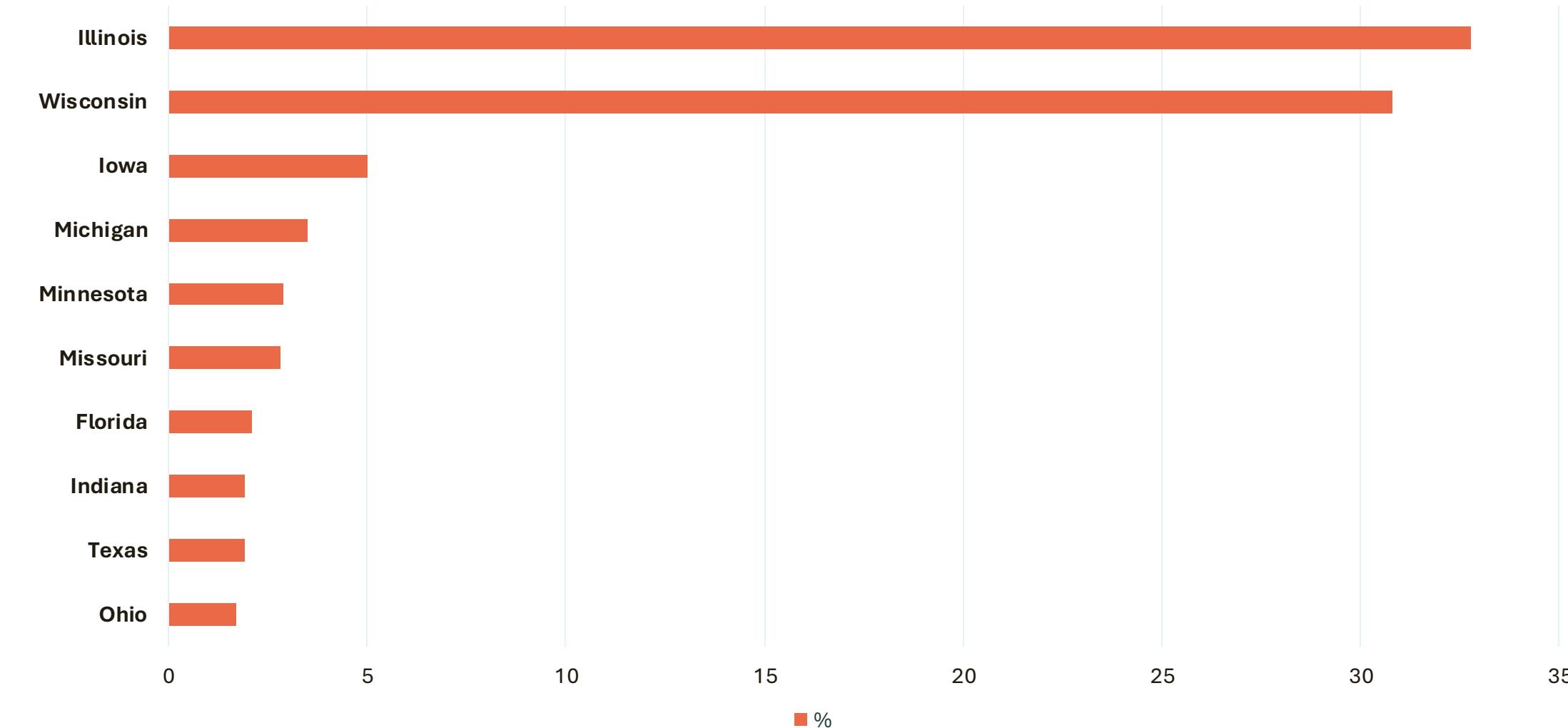


WHO VISITS WAUWATOSA?

According to 2025 data from Tourism Economics, 77.1% of Wauwatosa visitors stay overnight and 46.1% are repeat visitors. The most common place of origin for visitors is metropolitan Chicago (27.8%) and the top origin state for visitors is Illinois (32.8%). The demographic estimates show that the average Wauwatosa visitor identifies as white (72%), aged 65+ (18%) and with a median household income of \$79.1K annually.

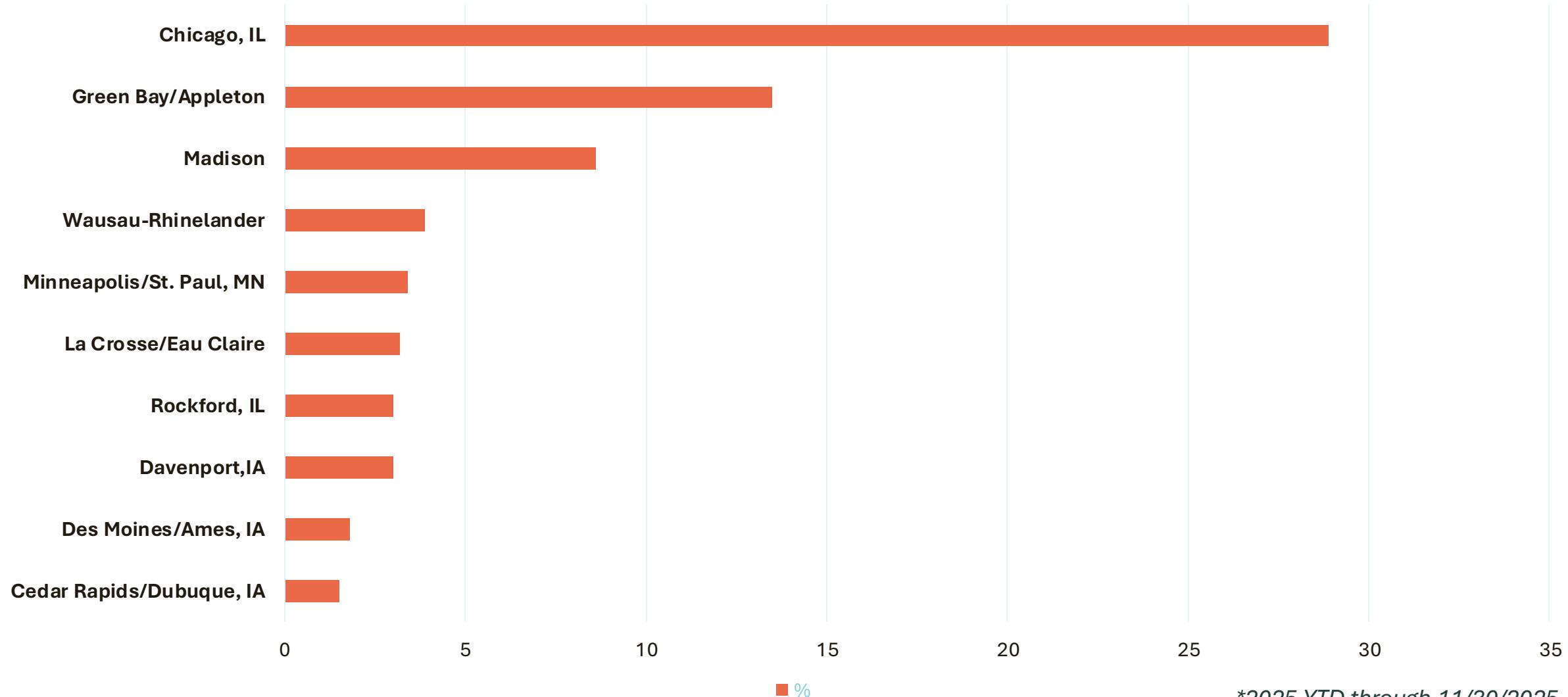


Top 10 Visitor Origin States





Top 10 Visitor Origin Markets



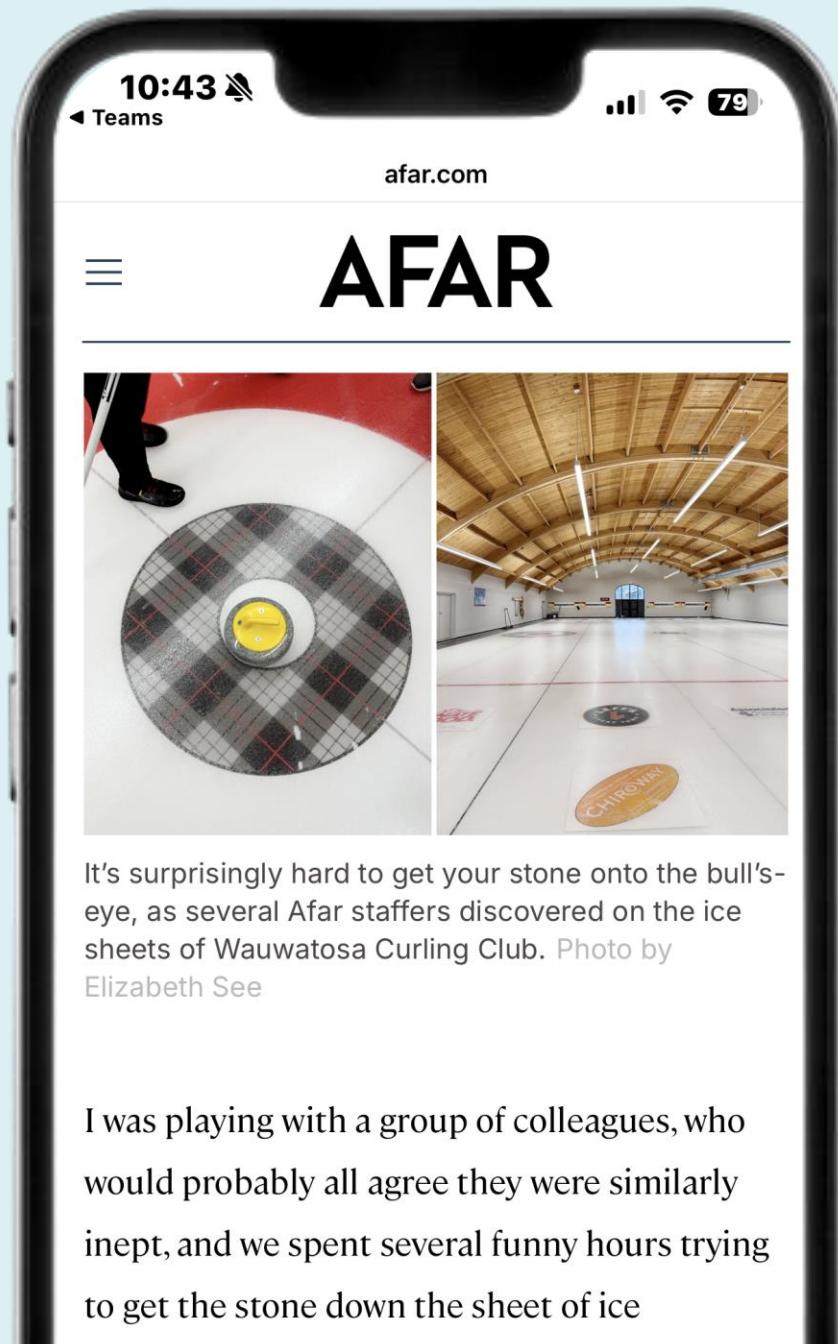


HOW DOES VISIT MILWAUKEE GROW TOURISM TO WAUWATOSA?





ELEVATING WAUWATOSA'S BRAND



Public Relations

January – December 2025

48 MEDIA PITCHES

AFAR, Conde Nast Traveler, IMM New York, IPW

132,957

**IMPRESSIONS FROM 11 LOCAL
BROADCAST MENTIONS**

**7 HOSTED WRITERS/
INFLUENCERS**

January 8 – Wicked Playdate
February 7 – Little Lovebug Bash
February 20 – Winter's End Family Event
March 13 – Tosa Restaurant Week
May 29 – Troll-Themed Daily Enrichment
June 6 – ART 64
July 17 – Wine Tasting Workshop
July 24 – 414 Freeze Night Market
October 22 – Hoyt Park Beer Garden
November 11 – Candle Workshop at The Makery
December 18 – Heat Haven Sauna Park

Tiana Attride (AFAR)
Erica Zazo (Forbes Travel)
Discover with Dallas (Influencer)
Brazil FAM (multiple international writers)



Joshing Around Milwaukee Discover Wauwatosa Episode

January – December 2025

Across Visit Milwaukee social channels the Wauwatosa Joshing Around Milwaukee episode garnered:

**116K TOTAL
IMPRESSIONS**

**6,381 SOCIAL POST
ENGAGEMENTS**

**5.5% AVERAGE
ENGAGEMENT RATE**



TURNING AWARENESS INTO ACTION



MARKETING WAUWATOSA TO MEETING PLANNERS

2025 Sales Lead Economic Impact

\$3.9 MILLION TOTAL ECONOMIC IMPACT

\$2.7M
Direct Spending

\$314.5K
State & Local Tax Rev.

13
Events Booked

13K
Attendees

**4.1K HOTEL
ROOM NIGHTS SOLD**





MARKETING WAUWATOSA TO LEISURE VISITORS



Content Marketing

January - December 2025

Across Visit Milwaukee social channels and newsletter campaigns general Wauwatosa promotion has garnered:

**2,667,101 TOTAL
IMPRESSIONS**

**126K SOCIAL POST
ENGAGEMENTS**

**12,459 LINK CLICKS
ACROSS PLATFORMS**



Discover Wauwatosa

Explore the vibrant spirit of our community - from cultural celebrations to family-friendly festivities, there's something for everyone. >

Wauwatosa

Located just 15 minutes west of downtown, Wauwatosa is an urban enclave with a timeless charm. Known affectionately by locals as "Tosa," the city is a walkable destination comprised of five dynamic districts. Experience public murals, stroll the European-style village center, or shop local boutiques. Enjoy the outdoor parks, paths, and



Web Performance

January – December 2025

Across Visit Milwaukee's website, Wauwatosa-focused landing pages garnered:

**30.1K
TOTAL SESSIONS**

**49.1K
PAGE VIEWS**

**63.8% AVERAGE
ENGAGEMENT RATE**



Mama Rosa Organic Promotions



January – December 2025

Across Visit Milwaukee social channels, newsletter campaigns and blog mentions, Mama Rosa promotions have garnered:

**788,855 TOTAL
IMPRESSIONS**

**49,530 SOCIAL POST
ENGAGEMENTS**

**4,423 LINK CLICKS
ACROSS PLATFORMS**



**SHOP SMALL.
DREAM BIG.**

**Wauwatosa's holiday
magic awaits.**



**DISCOVER
WAUWATOSA**

EXPLORE MORE

Expedia Winter Campaign 2024/25

November 1, 2024 – January 31, 2025

The campaign generated 963,606 impressions and 1,115 clicks to the Wauwatosa landing page, resulting in a 0.12% click-through rate

**\$24,681 IN
BOOKING REVENUE**

**188 CONFIRMED
ROOM NIGHTS**

**218 CONFIRMED
TRAVELERS**





Fall and Winter Campaign 2025

September – December 2025

So far, this ongoing campaign generated 1.92 million impressions and 22,695 clicks, resulting in a 3.1% average click-through rate.

**1.9 MILLION
IMPRESSIONS**

**72,843 SOCIAL POST
ENGAGEMENTS**

**21,969
MESSAGED VISITORS**



The Ultimate Wauwatosa Family Getaway

WANDERLUST DOESN'T HAVE AN AGE LIMIT, AND AN INSPIRED SENSE OF AWE DOESN'T HAVE AN EXPIRATION DATE. IN THE CITY OF WAUWATOSA, YOU CAN UNCOVER THE MAGIC OF THIS MILWAUKEE SUBURB AND CREATE FAMILY MEMORIES THAT WILL LAST A LIFETIME.

THINGS TO DO

Just minutes from downtown Wauwatosa, the Milwaukee County Zoo sprawls across 190 acres, housing 2,200 animals in thoughtfully designed habitats. Watch lions survey their domain and others perform their signature acrobatic ballet. Don't skip the charmingly retro Mold-A-Rama machines for unique souvenirs.

Five minutes east at **American Family Field**, the Brewers play more than just baseball. The pregame tailgate scene is legendary, while in-stadium attractions include the beloved Famous Racing Sausages, speed pitch stations and play areas for restless young fans.

The warmer months bring an array of free family events. The **Tosa Tonight Concert Series** transforms Hart Park into an impromptu open-air venue, where a variety of acts and food baskets dotted the grass. **HarFest** celebrates summer with BBQ, food trucks and live music. Come September, **TosaFest** takes over the Village, including **KidFest** which features bouncy houses, live entertainment and crafts.

For the culturally curious, **ART 644** turns the Village of Wauwatosa into an open-air gallery, where live music and art can take center stage. While winter approaches, the **Wauwatosa Christkindlmarkt** brings European charm. Heated beer tents with live music are nestled among unique European chalets and twinkling holiday lights.

Tosa Tonight

THERE'S SO MUCH MORE TO EXPLORE.

Discover Wauwatosa – Just 15 minutes from Milwaukee, our five districts are packed with treasures to uncover.

PLAN YOUR TRIP AT DISCOVERWAUWATOSA.COM



MORE RESTAURANTS: Stop in for casual cuisine to treat your taste buds at our award-winning restaurants.

MORE PARKS: Spend the day in our nine lush parks, exploring our scenic trails, and relax our beer gardens.

MORE ART: Throughout the city you can take 12 larger-than-life murals by local and globe.

MORE SHOPPING: Go big in Mayfair Mall or shop small in our local owned businesses.

MORE FOR EVERYONE: Wauwatosa welcome Not to boast, but we've got a great community no matter who you are or why you're here, we'd love you to come explore the city we call home.



SOMETHING FOR YOU

After orchestrating the perfect family getaway, cave out moments for personal indulgence. Wauwatosa's boutique shopping scene is not to be missed. The Village district houses gems like **The Flannel Fox**, where Northwoods-inspired merchandise meets urban sophistication. **Shop Twenty Two** and **Studio Ric Rack** offer uniquely crafted apparel and accessories that are sure to make you look good. For family souvenirs, **Ruckus & Ollie** transcends the typical toy store experience. This locally owned establishment stocks thoughtfully selected games, toys and puzzles that engage minds from toddlers to tweens. For a midstream refresher, **Mayfair Mall** and the **Mayfair Collection** are just a few blocks under one roof. During the summer months, the **Wauwatosa Farmers Market** transforms into a bustling showcase of local produce and artisan goods.

WHERE TO EAT

Wauwatosa masterfully balances family-friendly comfort with refined cuisine. At **Blue's Egg**, mornings begin with signature benedicts and eggs. For dinner, **Chi Vibe** charms. For lunch, **Loup** serves rotating soups alongside fresh-baked French

Joy Ice Cream Social

Wauwatosa's dessert scene has perfected the art of confectionery. At **Ultimate Confections**, master chocolatiers hand-dip their famous chocolate-coated truffles and caramel treats. **Tabal Chocolate** crafts small-batch, bean-to-bar chocolates.

SWEET INDULGENCES

Wauwatosa's dessert scene has perfected the art of confectionery. At **Ultimate Confections**, master chocolatiers hand-dip their famous chocolate-coated truffles and caramel treats. **Tabal Chocolate** crafts small-batch, bean-to-bar chocolates.



2025 Milwaukee Official Visitors Guide and Map

- Feature Editorial
- Full-Page Ad
- Dedicated Wauwatosa Map Region
- 12 sponsored Wauwatosa Map Points
- 110,000 guides and 125,000 maps distributed across the greater Midwest

Wauwatosa Content Creation



Bobby Portis
Hotel Month



2024 Wauwatosa
Christkindlmarkt



Mama Rosa
Editorial Photos



Mama Rosa
Ribbon Cutting



Outlaw Oyster



Crafty Cow



Discover w/ Dallas



Family Fall Shoot



Heat Haven Saunas



HOW WE STAY CONNECTED TO THE WAUWATOSA COMMUNITY



Wauwatosa Partnership Overview

**58 OFFICIAL PARTNERS
OF VISIT MILWAUKEE**

**6 NEW WAUWATOSA-
BASED PARTNERS**

**2 WAUWATOSA-BASED
PARTNERSHIP EVENTS**



THANK YOU





ALDERPERSON AGENDA ITEM MEMO

To: **Community Affairs Committee**

From: Robin Brannin, Alderperson District 3

Date: January 15, 2026

Subject: Review of Commercial and Residential Vehicle Parking Regulations in Residential Districts
(Zoning Code Sections 24.11.060B and 24.11.060C)

A. Background/Rationale

The City of Wauwatosa zoning code regulates off-street parking and the parking of commercial vehicles within residential zoning districts under Section 24.11.060. The intent of these regulations is to preserve neighborhood character while allowing reasonable use of residential properties.

As vehicle design, usage patterns, and enforcement practices have evolved, portions of the existing code—particularly those related to commercial vehicles—no longer clearly reflect current conditions in Wauwatosa or how the ordinance is enforced today. This has resulted in confusion for residents, inconsistent expectations and enforcement, and challenges in applying the code uniformly.

In reviewing proposed updates to **Section 24.11.060C (Parking of Commercial Vehicles in Residential Districts)**, it has become clear that corresponding language in **Section 24.11.060B (Residential Districts)** must also be reviewed to ensure consistency between parking allowances for commercial vehicles and residential vehicles.

This agenda item is intended to initiate a policy-level discussion of both sections of the code to ensure clarity, consistency, and enforceability while maintaining neighborhood standards.

B. Key Issues for Consideration

Based on a review of the zoning code and current enforcement practices, the following recommendations are proposed and reflected in the attached draft ordinance language for **Section 24.11.060C**:

1. Increase the Vehicle Weight Threshold

Update the gross vehicle weight threshold used to help define a commercial vehicle from the current level to 10,000 pounds, recognizing that many modern pickup trucks and work vehicles exceed lower thresholds while still functioning as personal-use vehicles.

2. Allow One Commercial Vehicle per Residential Property

Permit one commercial vehicle per residential lot, even if it meets the commercial vehicle characteristics outlined in the ordinance.

3. Restrict Only Heavy Commercial Vehicles



ALDERPERSON AGENDA ITEM MEMO

Clarify that semi-tractors, box trucks, and similar heavy commercial vehicles remain prohibited from being parked outside a garage in residential districts - allowing for standard passenger size commercial vehicles.

4. Require Parking on Paved Surfaces

Require any permitted commercial vehicle to be parked entirely within a garage, upon a paved parking slab, or upon a paved driveway leading directly from the street to the garage or paved parking slab.

To ensure consistency with the proposed updates to commercial vehicle parking regulations and to clarify allowable parking locations for all vehicles in residential districts, it is recommended that **Section 24.11.060B** be amended as follows:

1. **Strike Subsection 1**, which addresses the location of off-street parking spaces within residential setbacks.

Off-street parking spaces accessory to residential uses may be located in any setback except required front and street side setbacks. A two-unit residential building with attached garages is allowed to have 2 of the 4 required parking spaces located on paved areas in front and/or street side setbacks.

2. **Retain and reinforce the requirement** that all motor vehicles parked on property occupied by residential uses must be located within a garage, upon a paved parking slab, or upon a paved driveway leading directly from the street to the garage or paved parking slab.

No motor vehicles may be parked on property occupied by residential uses unless they are within a garage, upon a paved parking slab, or upon a paved driveway leading directly from the street to the garage or paved parking slab.

This approach maintains a clear and enforceable standard that prohibits vehicle parking in yards or on lawns, while simplifying the code and aligning residential vehicle parking requirements with the updated commercial vehicle parking language.

These recommendations are intended to simplify the ordinance, improve consistency in enforcement, and better align regulations with current conditions in Wauwatosa while continuing to protect residential neighborhood character.

5. Fiscal Impact

There is no direct fiscal impact associated with this review. Any future amendments would be evaluated for administrative or enforcement implications prior to Council consideration.

6. Requested Action

Community Affairs Committee review the proposed ordinance amendments to Zoning Code Section 24.11.060 and 24.11.060B provide direction on whether the recommended changes should advance through the formal zoning code change process.



ALDERPERSON AGENDA ITEM MEMO

7. Attachments

File: Draft Recommended Code Changes – Section 24.11.060 (Commercial Vehicle Parking in Residential Districts)

24.11.060 Location Of Off-Street Parking

B. Residential Districts. ~~The following regulations apply in all residential zoning districts:~~

- ~~1. Off-street parking spaces accessory to residential uses may be located in any setback except required front and street side setbacks. A two-unit residential building with attached garages is allowed to have 2 of the 4 required parking spaces located on paved areas in front and/or street side setbacks.~~
- ~~2. No motor vehicles may be parked on property occupied by residential uses unless they are within a garage, upon a paved parking slab, or upon a paved driveway leading directly from the street to the garage or paved parking slab.~~

C. Parking of Commercial Vehicles in Residential Districts.

1. It is the declared purpose of this section in exercising the general police powers of the city and pursuant to the authority of the city to regulate land use, to preserve and maintain the esthetic attractiveness of residential neighborhoods, and toward this end it is the considered determination of the governing body of the City of Wauwatosa that vehicles that have the appearance of being used for commercial purposes, as determined by the characteristics listed in subsection 2, if parked on residential properties outside of a garage ~~has a general effect of detracting may detract~~ from the residential character of the neighborhood. ~~It is recognized that the use of trucks and other vehicles that in the past have been traditionally used primarily for commercial purposes have in recent years gained popularity and widespread acceptance as both recreation and passenger vehicles. Therefore, the~~ The purpose of this section is not to restrict the use or parking of all trucks, but rather to ~~prohibit regulate the~~ parking of commercial trucks or vehicles outside of a garage within a residential zoning district.
2. To provide guidelines in determining whether a specific vehicle is a commercial vehicle for purposes of this section, the following characteristics must be considered, although No single characteristic shall be determinative, and the determination shall be made by the Zoning Administer or designee based upon the totality of the circumstances: no one of such characteristics will be considered conclusive in determining whether such vehicle constitutes a commercial vehicle.
 - a. If the vehicle carries a commercial or truck registration;
 - b. If the vehicle has a commercial sign affixed, attached or painted thereof, the commercial character of the sign will be given considerable weight;
 - c. If the vehicle is ordinarily used for commercial purposes and if such use is discernible from the exterior of the vehicle including but not limited to permanently installed equipment such as ladder racks, toolboxes, lifts, rack, or similar appurtenances;
 - d. If the gross weight of the vehicle exceeds 5,000~~10,000~~ pounds.
3. One commercial vehicle meeting any of the characteristics in subsection 2 may be parked outside of a garage within a residential zoning district provided that:
 - a. The vehicle is not a semi-tractor, box truck, or similar heavy commercial vehicle;
 - b. No more than one such commercial vehicle shall be permitted per residential lot; and

- c. The vehicle must be parked upon a paved parking slab, or upon a paved driveway leading directly from the street to the garage or paved parking slab.
- 4. No person, firm or corporation may park a commercial vehicle in any residential district.
- 5.4. This section is not intended to prohibit the temporary parking of commercial vehicles while they are being used to perform a service or make deliveries at the location where parked.
- 6.5. This section is not intended to prohibit the parking of vehicles entirely within a garage within a residential district.