



CITY OF WAUWATOSA

7725 WEST NORTH AVENUE
WAUWATOSA, WI 53213
Telephone: (414) 479-8917
Fax: (414) 479-8989
www.wauwatosa.net

COMMUNITY DEVELOPMENT AUTHORITY Thursday, October 11, 2012 – 12:00 PM Committee Room #1

PRESENT: Mr. Bush, Ms. Eick, Ms. Maria, Ald. Tilleson, Ms. Wakefield, Ald. Wilson - 6

EXCUSED: Mr. Kohout

ALSO PRESENT: Mayor K. Ehley; Ald. Pete Donegan; P. Enders, Development Director; J. Ruggini, Finance Director; W. Rice, Deputy Fire Chief; T. Szudy, Principal Planner; J. Ferguson, Assistant Planner; J. Plaisted, Village BID. (Also present – see attached sign in sheet.)

Ald. Wilson called the meeting to order at 12:02 p.m.

Moved by Ms. Eick, seconded by Ms. Wakefield to approve the minutes of the September 17, 2012 meeting
- 5

“Remnant Fire Station Parcel” presentations by Metropolitan Development, Wangard Partners, and Phelan/WiRED

Mr. Rich Conley of Metropolitan Development presented his proposal along with AG Architecture.

Mr. Conley stated a goal of his proposal was to generate as much tax revenue as possible. He stated the project would generate between \$220,000 and \$240,000 annually.

He mentioned he was requesting a municipal contribution for public parking.

Mr. Bush arrived at the meeting.

AG Architecture discussed the history of the Lefebber Point project in the Village, their contemporary approach to addressing a variety of architectural styles in the Village, as well as a variety of materials. Additionally, they discussed the underground parking for residents, public parking component, and at grade parking.

Mr. Conley stated the Authority had three fundamental questions to answer:

1. What is the tax base generated by the project?
2. Is there immediate revenue?
3. Does the project provide public parking?

Ald. Tilleson asked whether or not Mr. Conley was willing to work with Cody & Co.

Mr. Conley stated he was more than happy to work with the salon and has provided adequate space in his plans.

Ms. Eick asked Mr. Conley to provide a clarification on the number of units. She also asked whether or not a market study was performed.

Mr. Conley stated the number of units in the proposal is 79. He also mentioned developers are not undertaking feasibility studies. His history and success should be considered, as well as the fact that the Overlook development is 100% occupied. In addition, the apartment market is strong.

Lastly, Mr. Conley mentioned this project was being designed to convert to condominiums if the market changes.

Mr. Stewart Wangard of Wangard Partners introduced his team and discussed the importance of this project. He mentioned he was building for the future of Wauwatosa.

Mr. A. DeRosa gave an overview of the Wangard team, history, track record, achievements, construction management experience, and management experience.

Eppstein Uhen Architects discussed the project vision, design, project overview, and sensitivity to residences abutting the property. EUA also mentioned the design could change as they refine the project.

Mr. DeRosa provided a summary of the project economics and stated they were taking an open book approach.

Ald. Wilson asked the team to further explain the proposed parking ratio.

Mr. DeRosa stated the team felt it was realistic, given the fact not everyone has a car, more people are utilizing public transportation, bicycles, etc.

Ald. Tilleson stated he had a concern with the parking and the fact that the parking entrance appeared to be too close to the intersection.

Mr. DeRosa stated they were willing to work with engineering.

Ms. Linda Craite asked what was being planned for her salon space.

Mr. DeRosa stated 4,700 square feet of retail space was available with a lot of flexibility.

Mr. S. Phelan and Mr. B. Williams of Phelan/WiRED provided a summary of their proposal.

Mr. Phelan stated his team collaborated with Ms. L. Craite of Cody & Co. He also covered his design approach and philosophy, as well as experience.

Mr. Williams discussed the project components, the value of the project is not simply financial, the # of units is based on his Shorewood project, as well as the parking ratio of 1:2.

Engberg Anderson discussed the project design of the fact that it takes into consideration future/planned improvements to Harmonie and Underwood.

Mr. Williams presented a breakdown of the financial assistance required by the City.

EA discussed the scale, mass, and height of the project, as well as the drops at the corners of the building and the creation of the outdoor space.

Mr. Williams covered the access to parking on the north end of the project.

Ms. Eick stated the design appears to be very modern and asked if it was in conflict with the Village.

Mr. Williams mentioned that what was initially taken to Shorewood was not built. They worked in collaboration with the Village and produced a design that made everyone comfortable. He also stated there was room for evolution with this proposed design.

Mr. Bush asked if Phelan/WiRED could increase the number of units.

Mr. Williams stated they could, however the value would only go up if the footprint was increased.

Mr. J. Ruggini asked was the price per unit was for the project.

Mr. Williams stated it was approximately \$200,000.

The Authority set the next meeting date and time at 4:00 p.m. on October 22, 2012, with a continuation of the discussion with possible action on November 1, 2012 at 12:00 p.m.

Moved by Ms. Wakefield, seconded by Ms. Maria to adjourn the meeting – 6

The meeting adjourned at 1:44 p.m.

Paulette Enders
Executive Director