



## CITY OF WAUWATOSA

7725 WEST NORTH AVENUE  
WAUWATOSA, WI 53213  
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www.wauwatosa.net

### MINUTES COMMUNITY DEVELOPMENT AUTHORITY Monday, March 7, 2016 – 5:00 PM Wauwatosa Fire Station

PRESENT: Ms. Eick, Ms. Rettko, Ald. Byrne, Mr. Wick, Ald. Tilleson, Mr. Schulz, Ms. Wakefield

STAFF PRESENT: P. Enders, Development Director; K. Ehley, Mayor; J. Archambo, City Administrator; J. Ruggini, Finance Director; T. Szudy, Principal Planner

OTHERS PRESENT: See attached

1. Meeting called to order at: 5:05 P.M.

2. Approval of minutes – February 25, 2016

Mr. Wick mentioned a missing "d" in "state" in the second paragraph, fourth line, of item number three. Motion by Ald. Byrne, second by Ms. Rettko to approve the February 25, 2016 minutes as amended. Motion approved unanimously.

3. "Remnant Fire Station Parcel" presentations by HSI, Brayton/Arc-int, and Horizon

Presentations were given by HSI, Brayton/Arc-int., and Horizon. Copies of the three presentations are attached.

4. Next meeting date and time

March 14, 2016 at Wauwatosa Fire Station, 1601 Underwood Avenue, Wauwatosa, WI

5. Adjourn

Meeting adjourned at 6:40 p.m.

Paulette Enders  
Development Director



# THE RESIDENCES @ UNDERWOOD AVENUE



A PROPOSAL FOR THE "REMNANT FIRE STATION PARCEL"  
WAUWATOSA, WISCONSIN

**HSI** PROPERTIES  
PROFESSIONAL REAL ESTATE SERVICES  
DEVELOPMENT • INVESTMENT • BROKERAGE • MANAGEMENT

**a** Architecture  
A Sense of  
Community

# THE RESIDENCES @ UNDERWOOD AVENUE

## MULTI-FAMILY EXPERIENCE



HSI Properties is an award-winning developer of industrial, medical-office and multi-family properties. Based in Milwaukee, Wisconsin, HSI continues to expand throughout the United States completing transactions in Las Vegas, Atlanta, Pittsburgh and Minneapolis. As a full service real estate company, HSI offers a wide array of development, consulting, investment, management and brokerage services.

Ryan Schultz founded HSI Properties around an industrial build-to-suit opportunity in his hometown. HSI now boasts more than 25 years of development and investment experience and has built a reputation for executing complex real estate transactions. Conservative, sophisticated underwriting with strong fundamentals bolster the company's long-term approach to building value for their investor clients. HSI continues to expand throughout the United States adding to its diverse portfolio of holdings in Southeastern Wisconsin.



To complement the company's at-risk work, HSI Properties serves corporations and non-profit organizations with brokerage, development, and construction consulting services. As a full-service real estate company, HSI provides turnkey solutions and creates value for its clients by mitigating risk, not taking it. Sharing in an owner's perspective, the company demonstrates the leadership and expertise to meet an owner's budget and schedule. Clients choose HSI because of their partnership philosophy and innovative approach to providing real estate solutions.



## THE ENCLAVE

## COMMERCIAL DEVELOPMENT EXPERIENCE



Since the company's inception, HSI Properties has maintained its entrepreneurial vision and commitment to delivering exceptional results for its clients and investors. Having witnessed the cyclical nature of the industry, HSI has the experience and foresight to navigate a dynamic, challenging real estate environment. Coupled with its forward thinking, the company strives to be at the forefront of the industry incorporating green design and sustainability in its projects.



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**Architecture**  
A Sense of Community

## ABOUT THE DEVELOPER

# THE RESIDENCES @ UNDERWOOD AVENUE



## Information

- APPROXIMATELY 20,150 SF
- ZONED AS C1
- SHARED ACCESS RAMP WITH FIRE STATION
- UTILITIES AT LOT LINE
- TO BE OWNED 100% BY HSI PROPERTIES

## Challenges

- GRADE CHANGE
- ACCESS FOR RETAIL AND PUBLIC PARKING
- RESIDENTIAL LIVING NEXT TO FIRE STATION
- NOT A STRONG RETAIL LOCATION

## Objectives

- TIE INTO AND COMPLEMENT NEIGHBORHOOD
- CREATE VALUE THROUGH PRIVATE INVESTMENT
- PROVIDE A UNIQUE TYPE OF HOUSING
- LESS DEMAND ON UTILITY INFRASTRUCTURE
- PROVIDE SAFE INGRESS AND EGRESS
- MINIMIZE TRAFFIC IMPACT WITH SMALLER SCALE RESIDENTIAL PROJECT WITH NO RETAIL COMPONENT
- DEVELOP SUBSTANTIALLY WITHIN EXISTING C1 ZONING CODE
- CREATION OF 50 CONSTRUCTION JOBS
- WORK WITH KEY STAKEHOLDERS IN THE NEIGHBORHOOD

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THE SITE

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RENDERING

# THE RESIDENCES @ UNDERWOOD AVENUE

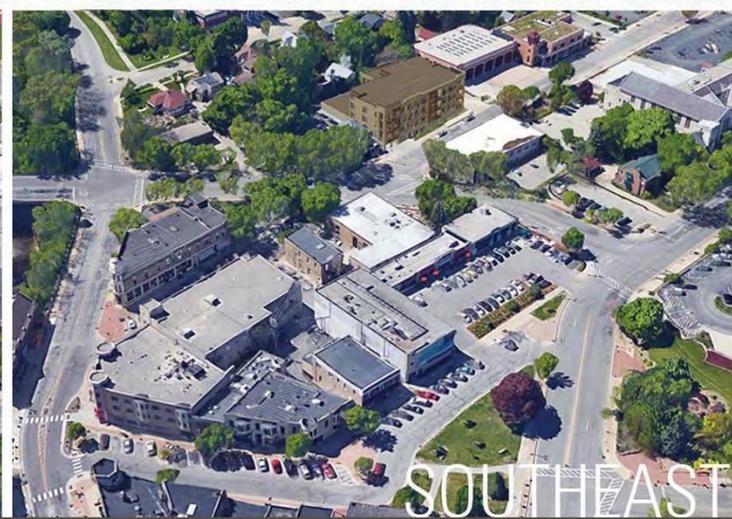
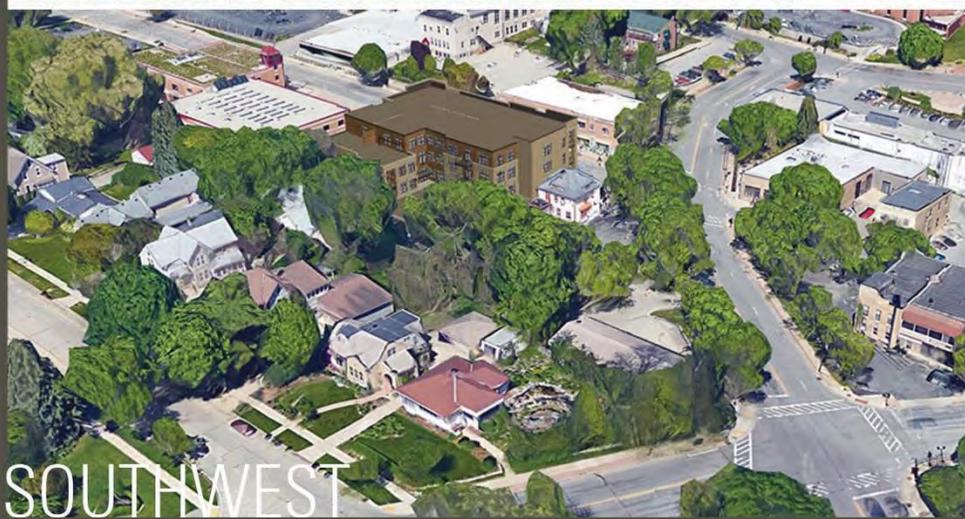
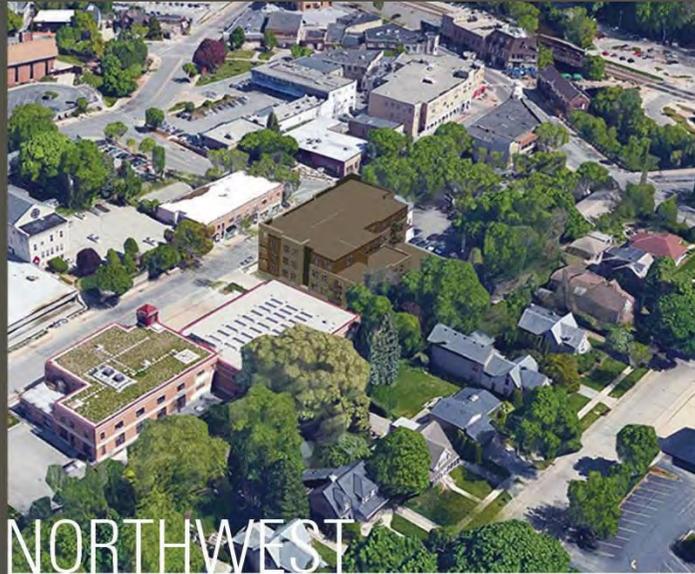


- ### BUILDING INFORMATION
- 47,677 SF
  - 40 PRIVATE UNDERGROUND PARKING STALLS
  - 20 LUXURY UNITS
  - PRIVATE LANDSCAPED COURTYARD

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# THE RESIDENCES @ UNDERWOOD AVENUE



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AERIAL VIEW

# THE RESIDENCES @ UNDERWOOD AVENUE



## INSPIRATION

THE VILLAGE OF WAUWATOSA HAS SEVERAL DIFFERENT BUILDING TYPES AND STYLES, FROM RESIDENTIAL, MIXED USE TO COMMERCIAL AND ENTERTAINMENT. THE ECLECTIC DESIGNS WITHIN THE VILLAGE DRAW FROM MANY ARCHITECTURAL STYLES, RANGING FROM TRADITIONAL TO MODERN DESIGN. AS A GROUP OF BUILDINGS, THERE ARE A NUMBER OF PATTERNS THAT ARE PERCEIVED.

NOTABLE ELEMENTS IN VILLAGE CONTEXT:

- STRONG BRICK AND STONEMWORK
- STRONG CORNER PRESENCE
- HORIZONTAL BANDING & STREET LEVEL INTEREST
- STRONG RHYTHM OF MATERIALS
- PUNCHED OPENINGS WITH STONE DETAILING
- COLUMNS AND PILASTERS
- BAY WINDOW DESIGNS WITHIN MASONRY FIELD

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## NEIGHBORHOOD CONTEXT

# THE RESIDENCES @ UNDERWOOD AVENUE



## MATERIALS

WOOD ACCENTS

BRONZE ACCENTS

MODULAR BRICK

CAST STONE

STONE BASE

## AMENITIES

THE RESIDENCES @ UNDERWOOD AVENUE WILL HAVE A PRIVATE RESIDENTIAL ENTRY AND FULLY ENCLOSED PRIVATE PARKING FOR ALL RESIDENTS. RESIDENTS WILL HAVE A SMALL GATHERING SPACE AND A SPACIOUS LANDSCAPED COURTYARD.

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## AMENITIES

# THE RESIDENCES @ UNDERWOOD AVENUE



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WITH TYPICAL UNIT PLANS IN EXCESS OF 1,400 SQUARE FEET, THE LIVING SPACE WILL BE LIKE NOTHING ELSE IN THE MARKET. THE DESIGN INTENT SHOWN IN THE EXAMPLE IMAGES ABOVE WOULD CAPTURE PROSPECTIVE TENANTS' ATTENTION WITH LARGE CHEF STYLE KITCHENS, SPA LIKE BATHROOMS AND LARGE BUILT IN CABINETRY. WITH AMPLE SPACE IN THE PLAN, DINING AND LIVING IN THE GREAT ROOM ARE ACCENTUATED WITH DESIGNER GAS FIREPLACES. ALL RESIDENTS WILL BE EXPERIENCING THEIR BEAUTIFUL SURROUNDINGS FROM LARGE WINDOWS

## LUXURY UNIT PLAN

# THE RESIDENCES @ UNDERWOOD AVENUE



## WHY HSI?

- Boutique, well capitalized developer focused on quality construction, lifestyle amenities and place making
- Locally owned firm with local investment partners who share our reinvestment philosophy
- Solid track record of working with surrounding neighborhoods to reach a mutually beneficial outcome
- Great working relationship with the City of Wauwatosa staff and elected officials
- Established reputation for developing high-end, market rate apartment communities including the Enclave, Annex and State Street Station

## WHY THE RESIDENCES @ UNDERWOOD AVENUE?

- Unique, first class development that is unrivaled in the local market
- Responsible use of Tax Incremental Financing
- Substantially conforms to existing C-1 zoning
- Development has minimal traffic impact on the neighborhood
- Context sensitive design to fit within the existing neighborhood
- Represents the most appropriate use of the site
- A development that incorporates the City's development and economic investment objectives
- Provides the City with a certainty of execution
- A boutique style of housing designed to cater towards those seeking the most sophisticated level of living in a most convenient location

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## WHY HSI?



# THE UNDERWOOD BUILDING DEVELOPMENT PROPOSAL

WAUWATOSA CDA PRESENTATION  
MONDAY, MARCH 7, 2016

DEVELOPMENT PARTNERS  
BRAYTON MANAGEMENT / ARC-INT ARCHITECTURE / GREYWOLF PARTNERS

# DEVELOPMENT TEAM

**BILL BODE**  
**BRAYTON MANAGEMENT COMPANY**  
LEAD DEVELOPER

Mr. Bode is responsible for overseeing the financial structure of the deal. He will take the lead in negotiating requested investment for the City of Wauwatosa, obtaining private lender financing and admitting additional investor equity. Brayton Management will administer the project through the pre-development stage, during construction, and through initial project absorption.

**EDWARD HAYDIN / RYAN THACKER**  
**ARC-INT ARCHITECTURE**  
ARCHITECTURE AND  
DEVELOPMENT PARTNERS

Mr. Haydin and Mr. Thacker will each personally be responsible for overseeing the architectural design and engineering of the project. They will take the lead in obtaining necessary permits and approvals and soliciting competitive bids from qualified contractors.

**STEVE PAPE / DEREK YENTZ**  
**GREYWOLF PARTNERS**  
DEVELOPMENT PARTNERS

The participation of Steve Pape and Derek Yentz from Greywolf Partners will enhance the strength of our development team and will solidify the team's competencies to insure a seamless completion of this project.

# PROPOSAL SUMMARY

## SITE CHARACTERISTICS

EXISTING SITE AREA:	.43 ACRES
SITE DIMENSIONS (APPROX):	130 FEET X 140 FEET
EXISTING ZONING:	C-1 COMMERCIAL DISTRICT
PROPOSED SITE DENSITY:	53 UNITS PER ACRE

## GENERAL BUILDING CHARACTERISTICS

PROPOSED FOOTPRINT AREA	14,961 SF
TOTAL PROPOSED BUILDING AREA	56,101 SF
PROPOSED BUILDING HEIGHT	40-FEET
PROPOSED NUMBER OF RESIDENTIAL UNITS	23 UNITS

# PROPOSAL SUMMARY

## BUILDING PROGRAM AREAS

UNDERGROUND PRIVATE PARKING:

49 STALLS

COVERED PUBLIC PARKING:

13 STALLS

COMMERCIAL SPACE (MIXED-USE)

(1) 2,500 SF

## RESIDENTIAL UNITS

ONE BEDROOM

(8) UNITS (745 SF - 875 SF)

ONE BEDROOM + DEN

(8) UNITS (896 SF - 1,012 SF)

GARDEN (ONE BEDROOM + DEN)

(3) UNITS (1,048 SF)

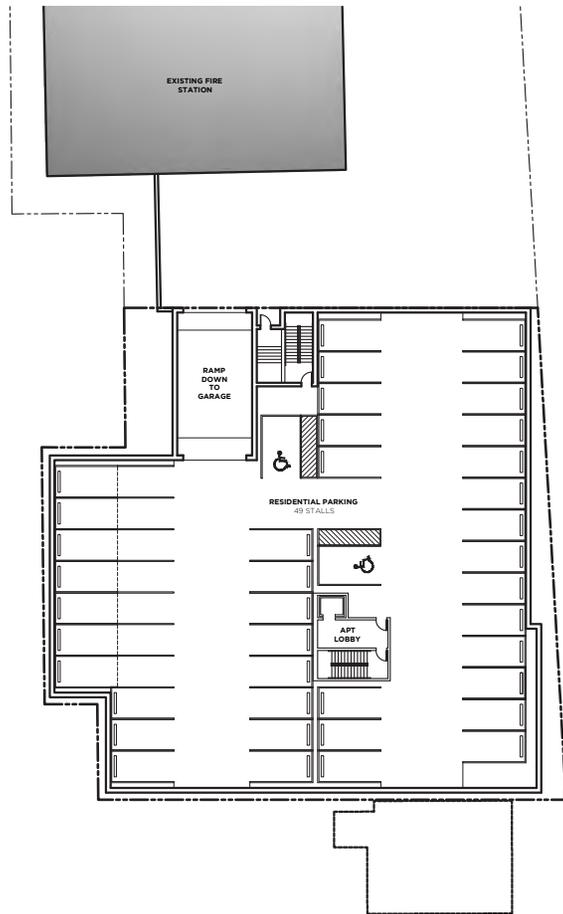
TWO BEDROOM

(4) UNITS (1,157 SF - 1,162 SF)

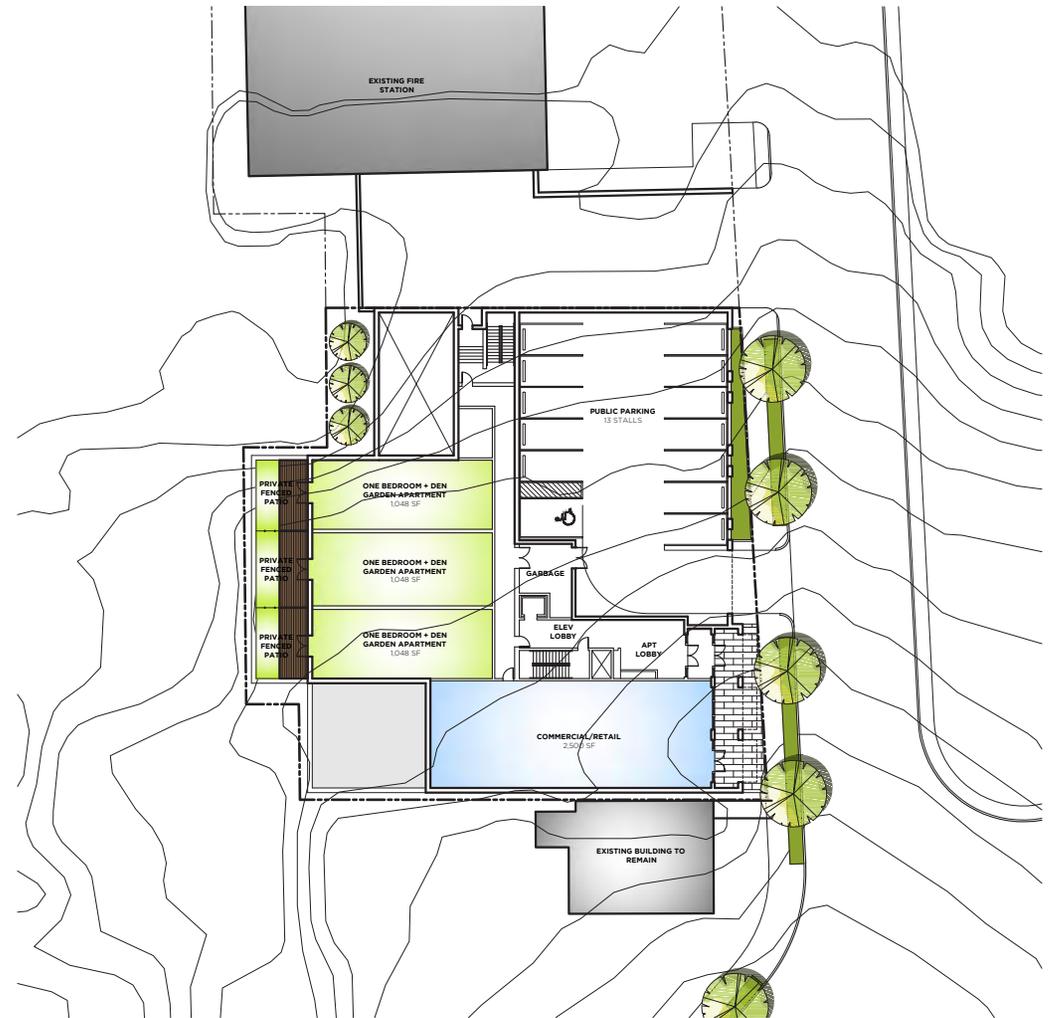
# CONCEPTUAL RENDERING



# CONCEPTUAL FLOOR PLANS



**BASEMENT LEVEL**



**FIRST FLOOR PLAN**

# CONCEPTUAL FLOOR PLANS



**SECOND FLOOR**



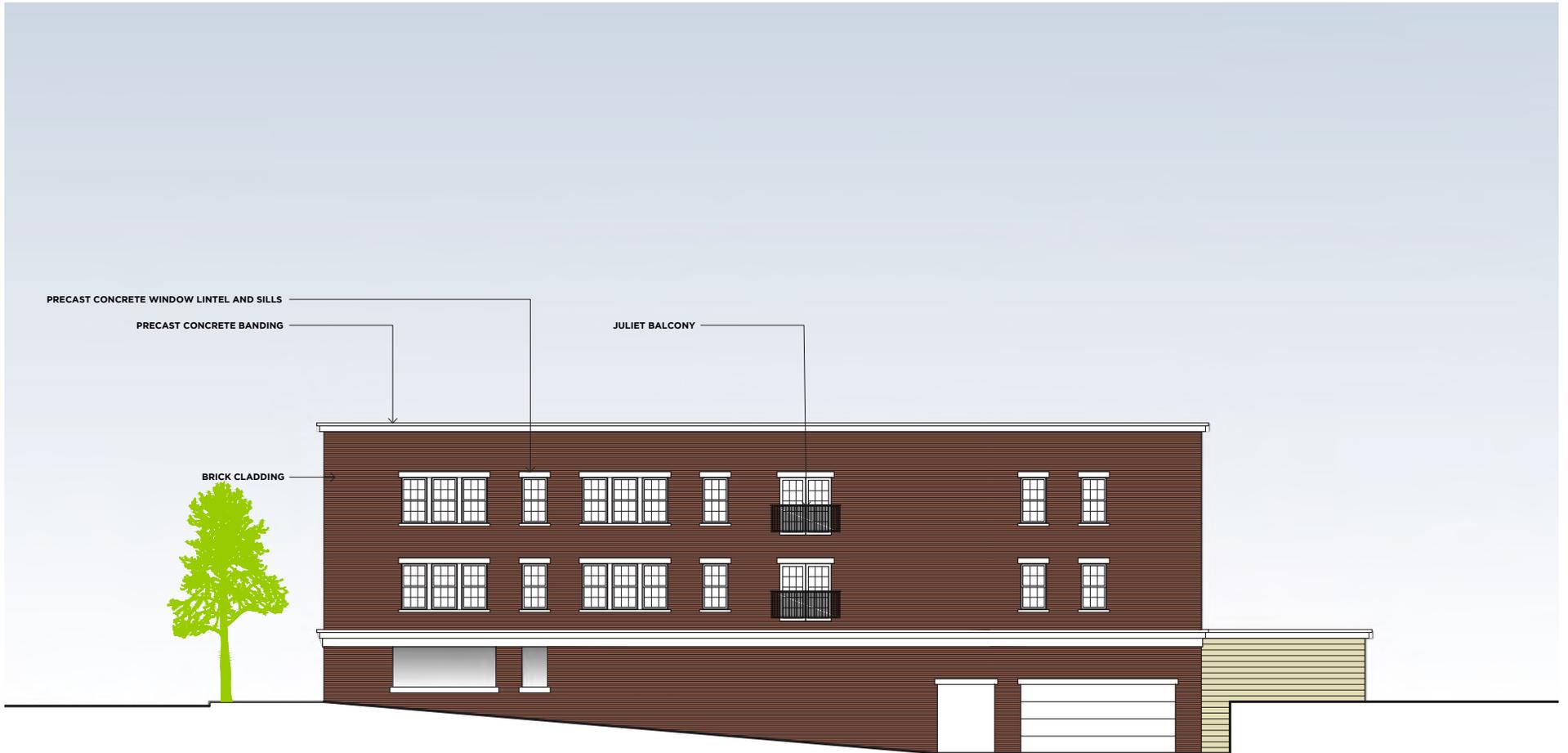
**THIRD FLOOR**

# CONCEPTUAL EXTERIOR ELEVATIONS



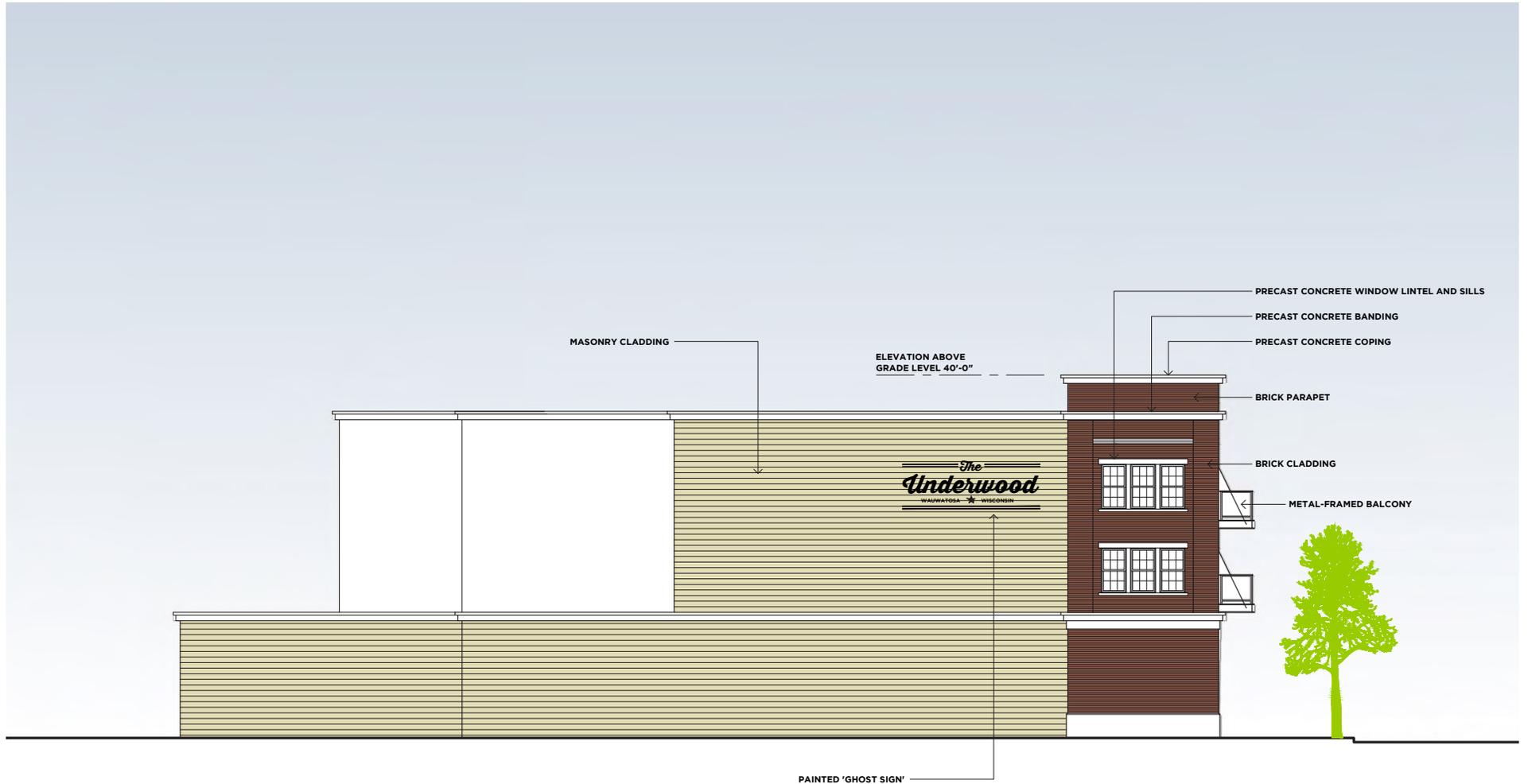
## EAST ELEVATION

# CONCEPTUAL EXTERIOR ELEVATIONS



## NORTH ELEVATION

# CONCEPTUAL EXTERIOR ELEVATIONS



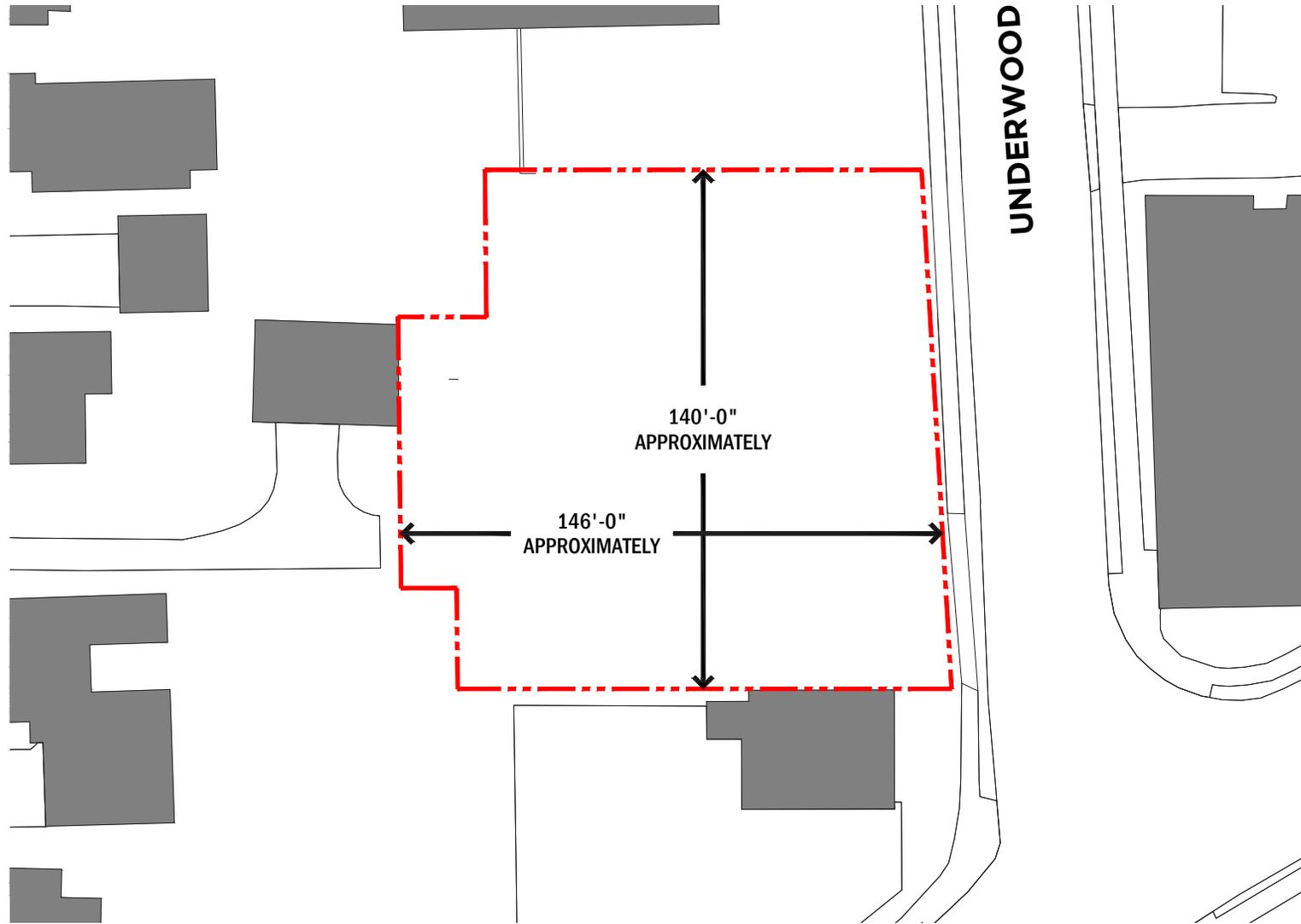
## SOUTH ELEVATION

# CONCEPTUAL EXTERIOR ELEVATIONS



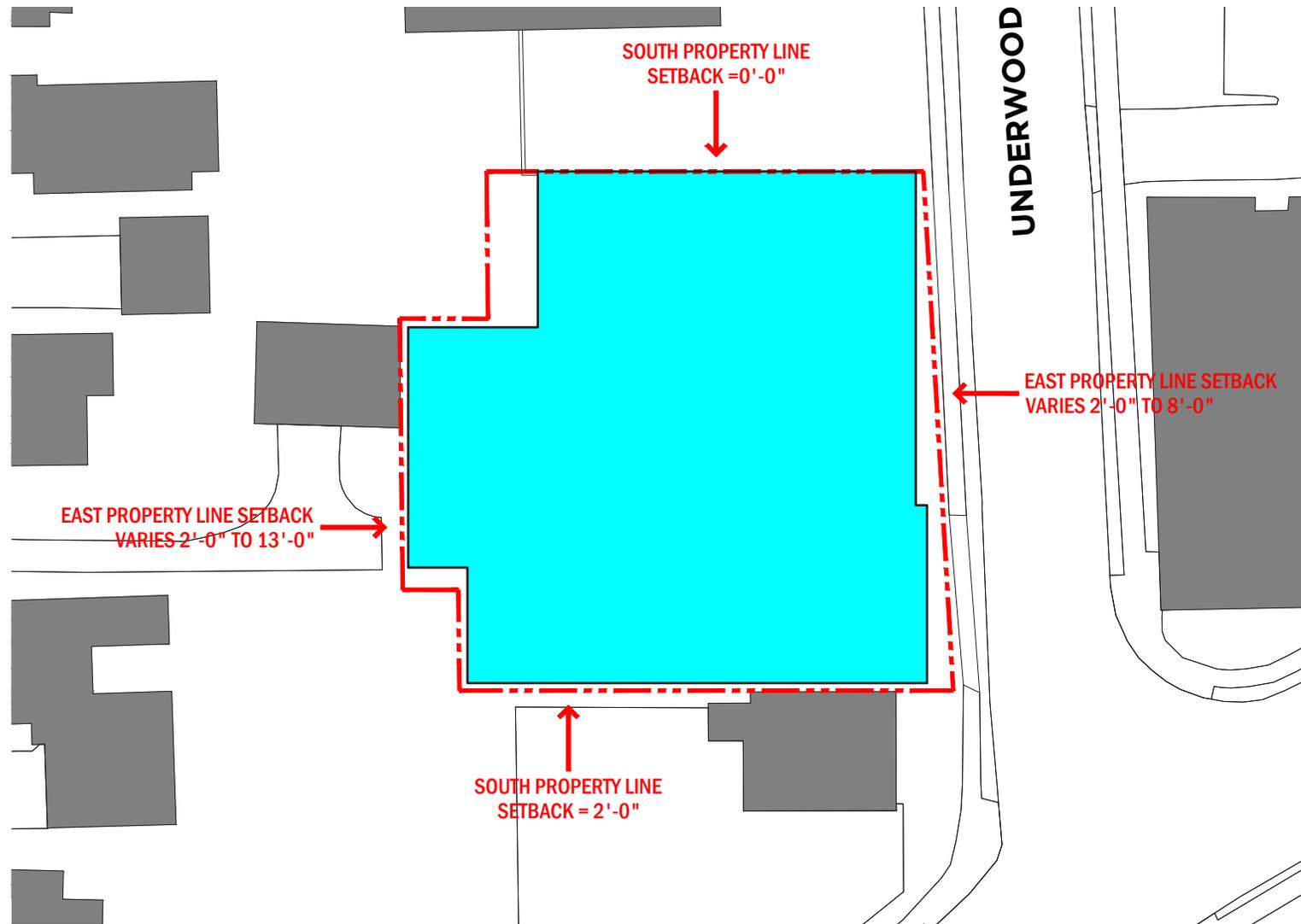
## WEST ELEVATION

# BUILDING SETBACKS



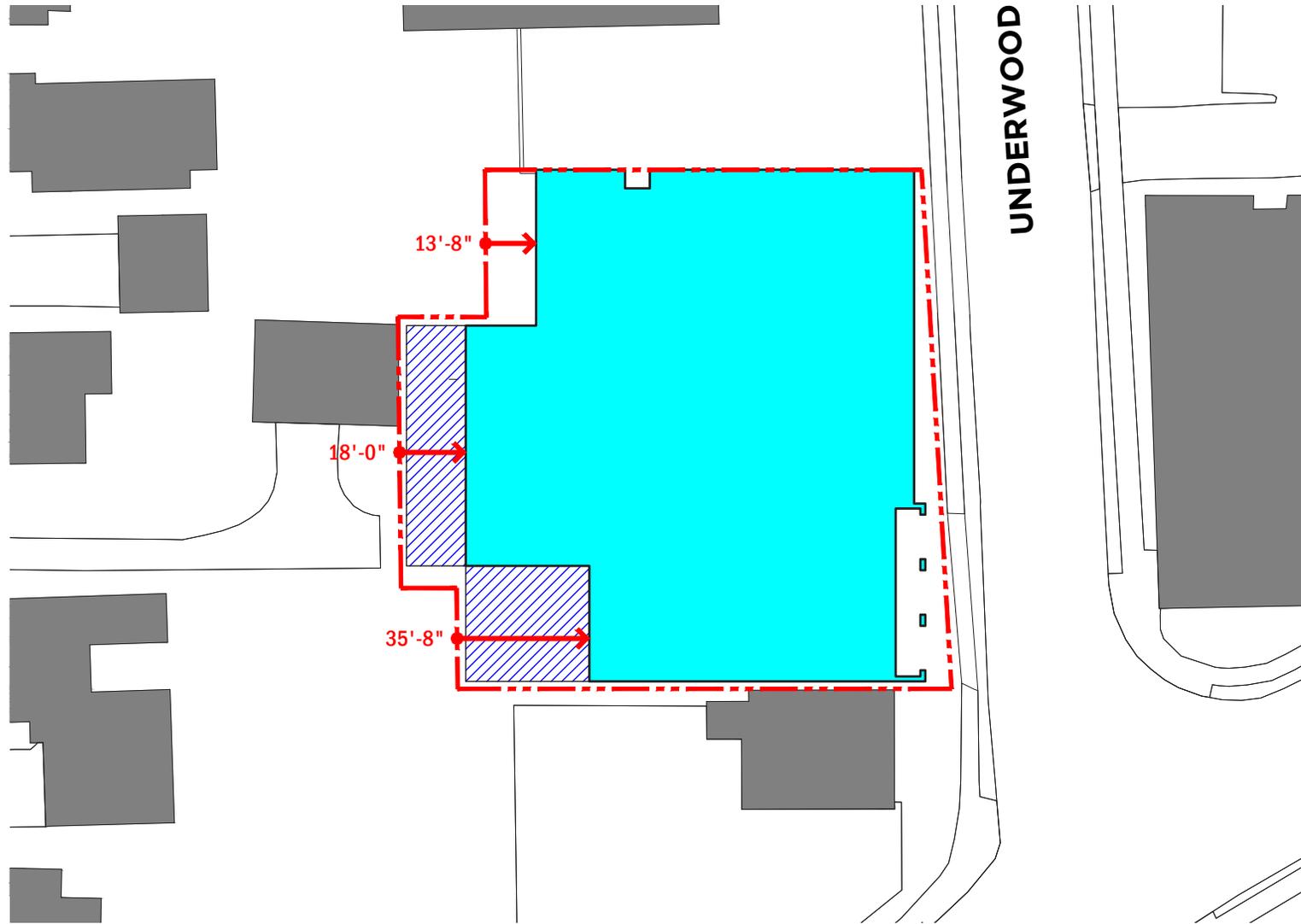
## APPROXIMATE SITE BOUNDARIES

# BUILDING SETBACKS



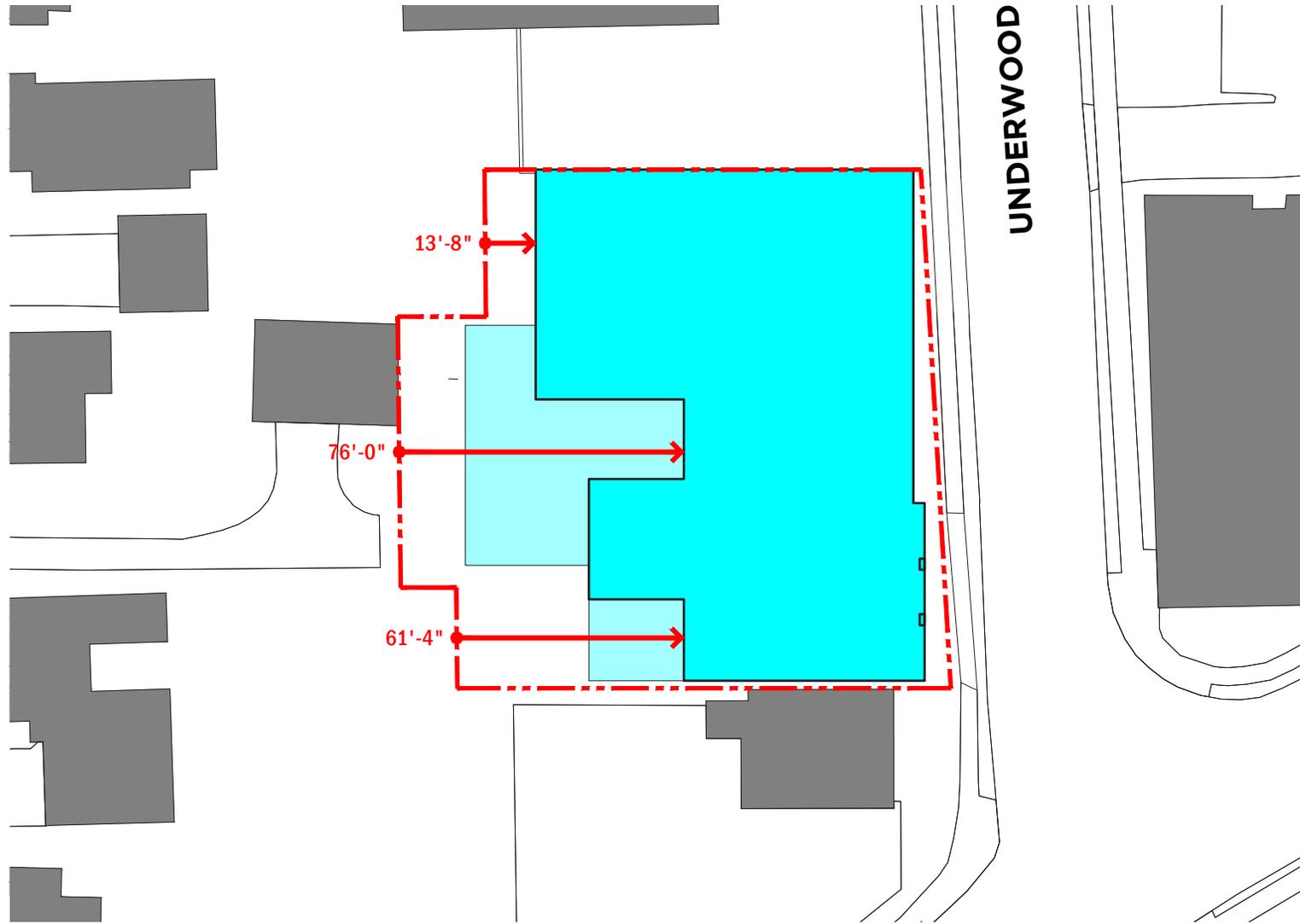
BASEMENT LEVEL - ENTIRELY BELOW GRADE

# BUILDING SETBACKS



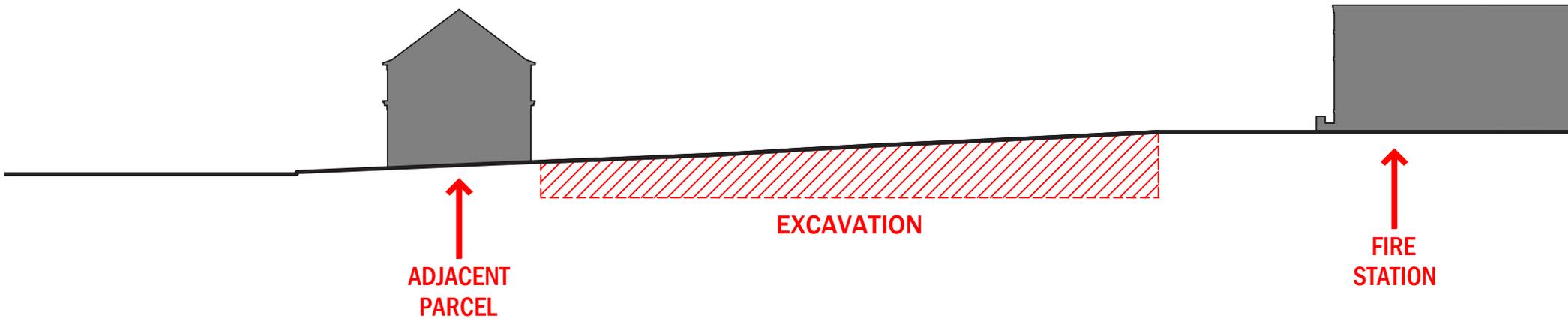
## FIRST FLOOR

# BUILDING SETBACKS



## SECOND AND THIRD FLOORS

# BUILDING HEIGHT



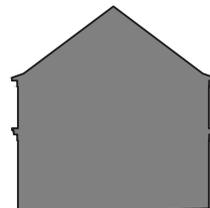
## SOUTH ELEVATION

# BUILDING HEIGHT

TOP OF PARAPET

40'-0"

BUILDING BASE

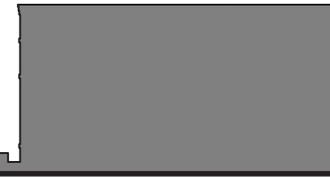


↑  
ADJACENT  
PARCEL



ROOF

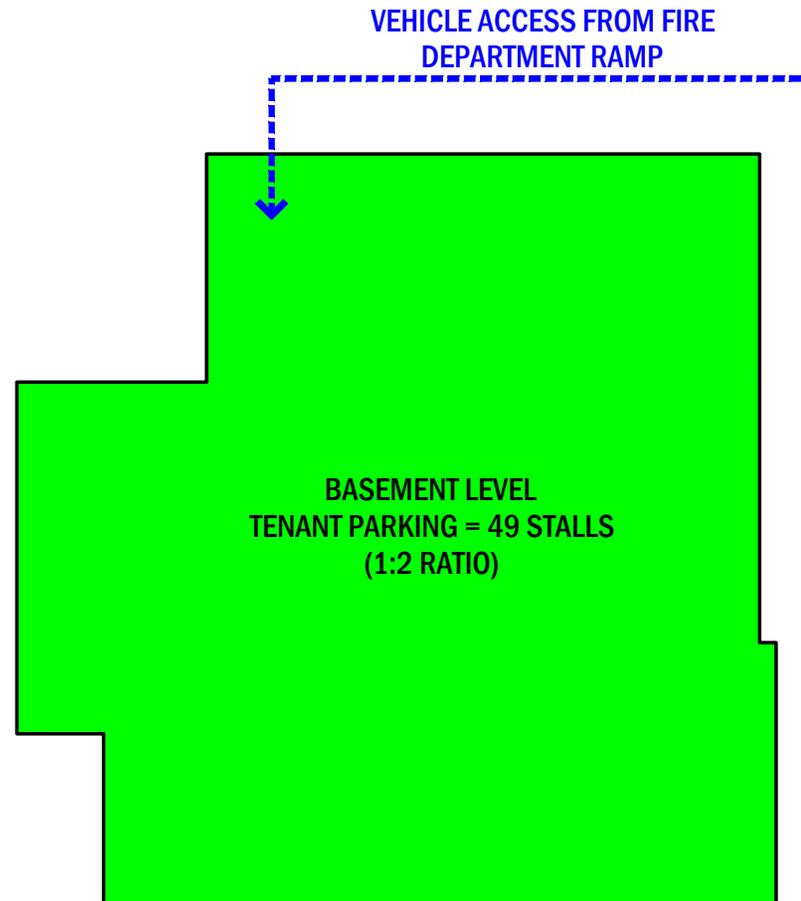
31'-0"



↑  
FIRE  
STATION

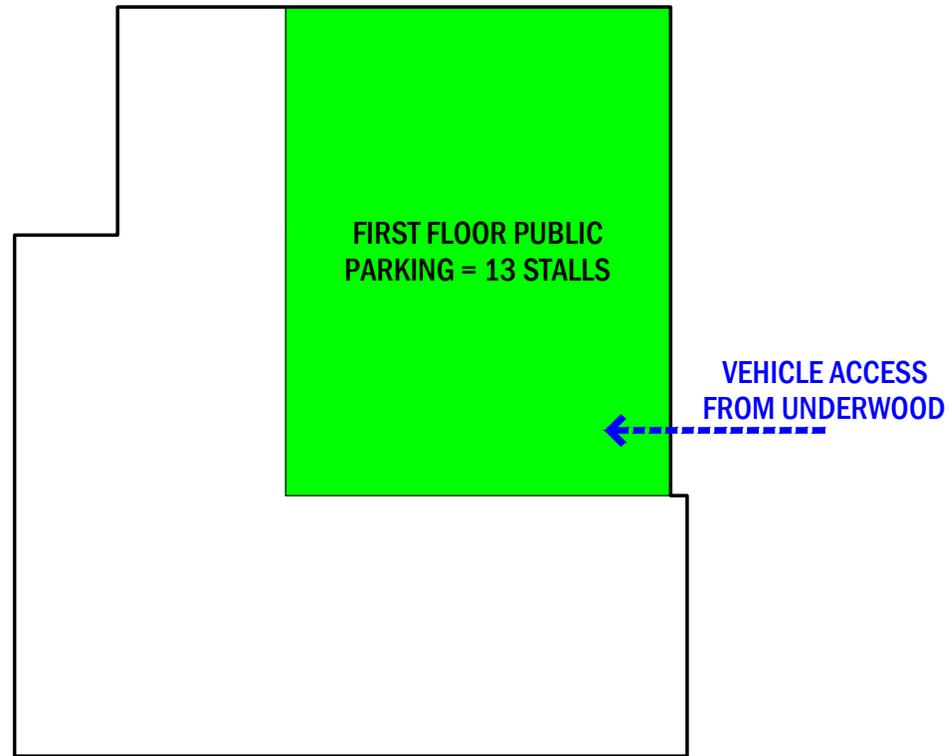
## SOUTH ELEVATION

# PARKING



# BASEMENT LEVEL

# PARKING



# FIRST FLOOR

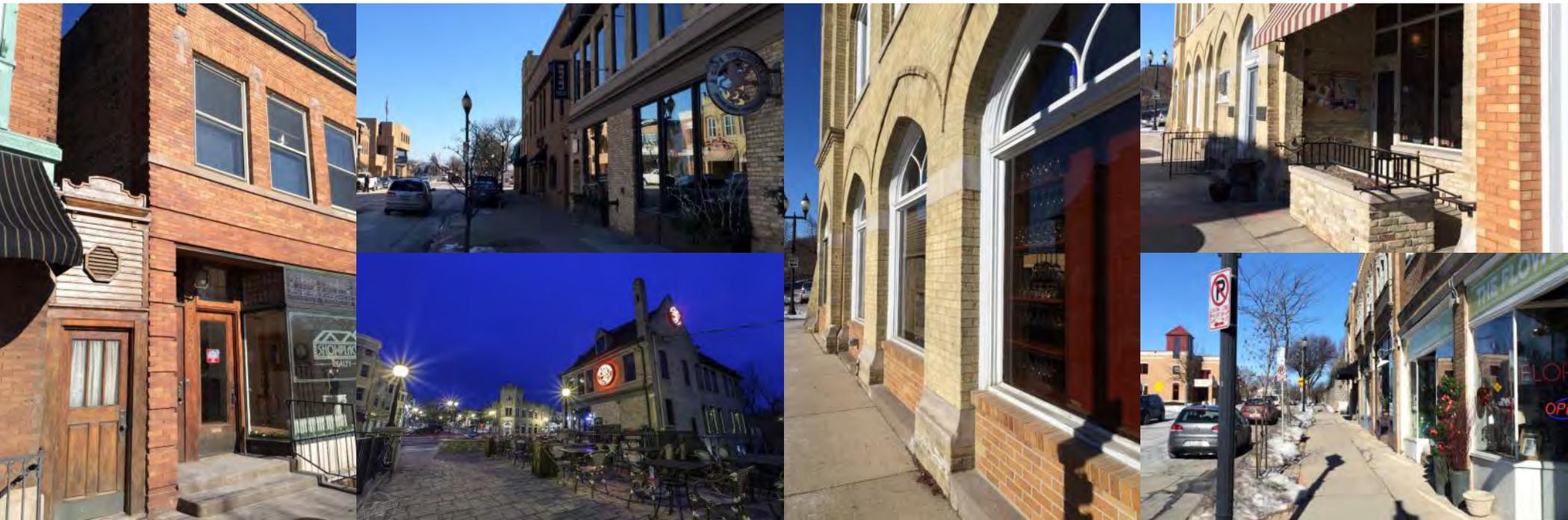
# PROPOSED BUILDING MATERIALS

The Underwood Building will feature a rich and high-quality material palette that borrows from the design language of historic buildings within the Village. Brick, stone, and metal balcony detail for the majority of the material selections on the south, east and North facades. The west face will be constructed of brick masonry and fiber-cement siding of varying patterns.





**“THE VILLAGE IS THE AMENITY”**



# IMPACT ON THE URBAN FABRIC



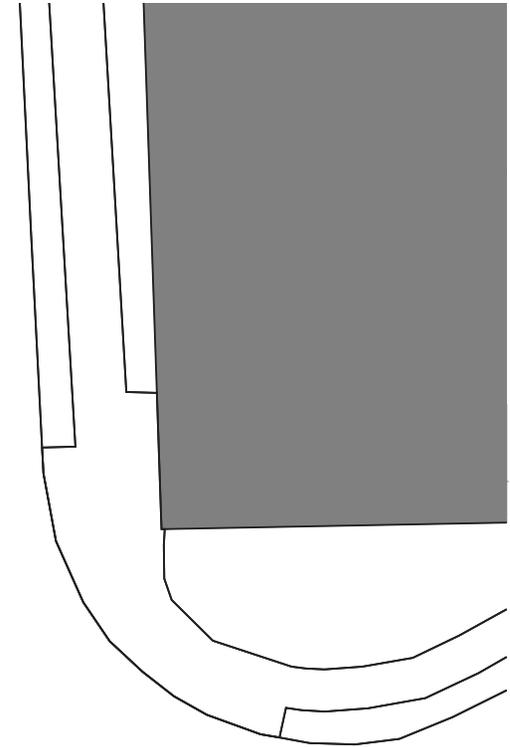
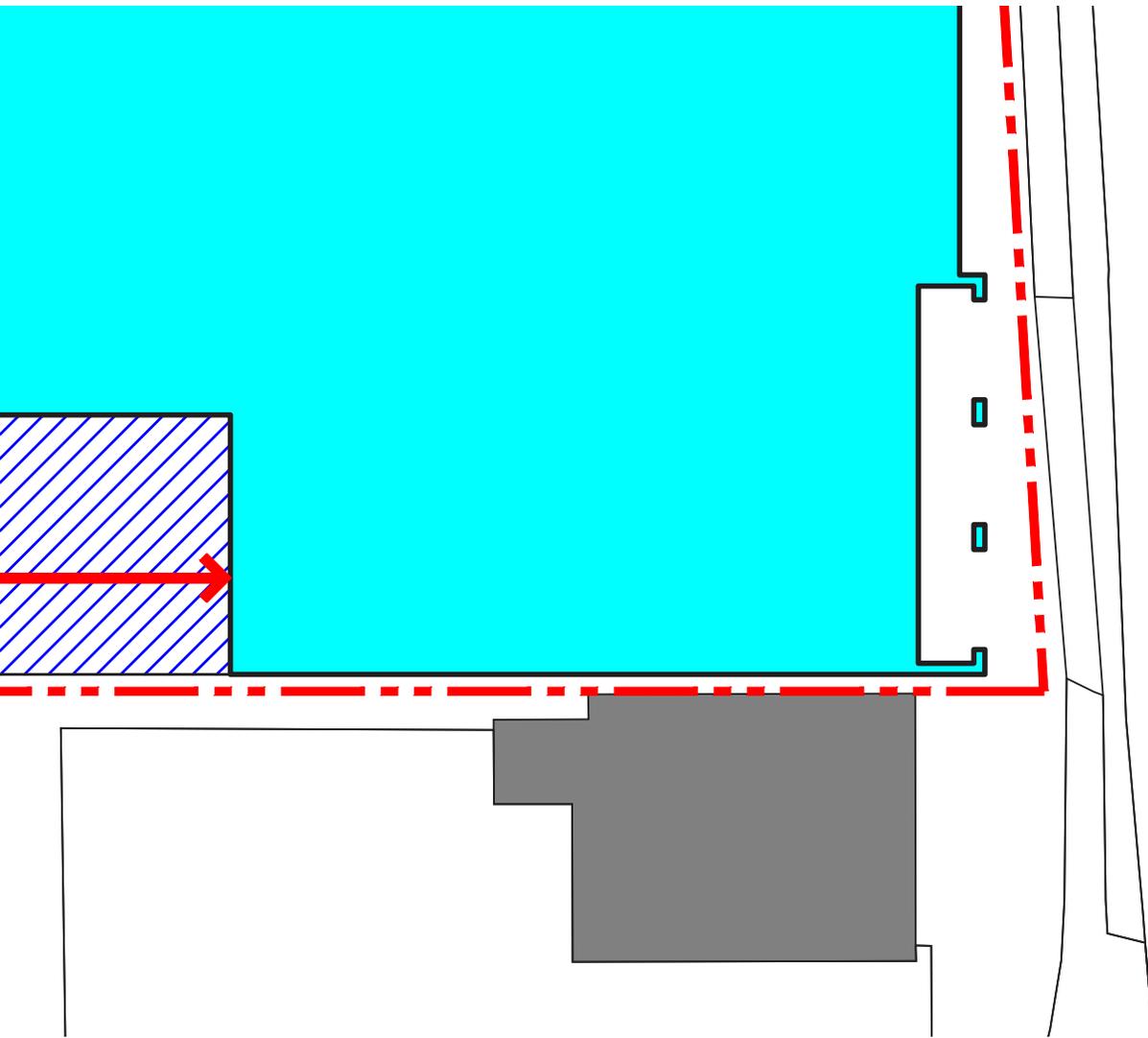
**UNIFIED CORNICE LINE**

# IMPACT ON THE URBAN FABRIC



**ALIGNMENT OF FACADE ELEMENTS**

# IMPACT ON THE URBAN FABRIC



FIRST FLOOR

# IMPACT ON THE URBAN FABRIC

**ARCHITECTURAL INTERFACE**

THANK YOU.

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*The*  
*Underwood*

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WAUWATOSA



WISCONSIN

QUESTIONS?

DEVELOPMENT PARTNERS  
BRAYTON MANAGEMENT / ARC-INT ARCHITECTURE / GREYWOLF PARTNERS



# Harmonee Square

Community Development Authority  
Remnant Fire Station Parcel

WAUWATOSA, WISCONSIN | MARCH 7, 2016





## Horizon Development

**John Thode, Director of Development**

- Developed 82 housing projects
- 4,971 units
- Mixed-use experience



## Luther Group

**Jason Luther, President**

- Commercial development and leasing experience
- Wauwatosa resident



## Sazama Design Build

**Don Sazama, Owner**

- Residential ,commercial development and leasing experience
- Wauwatosa property owner



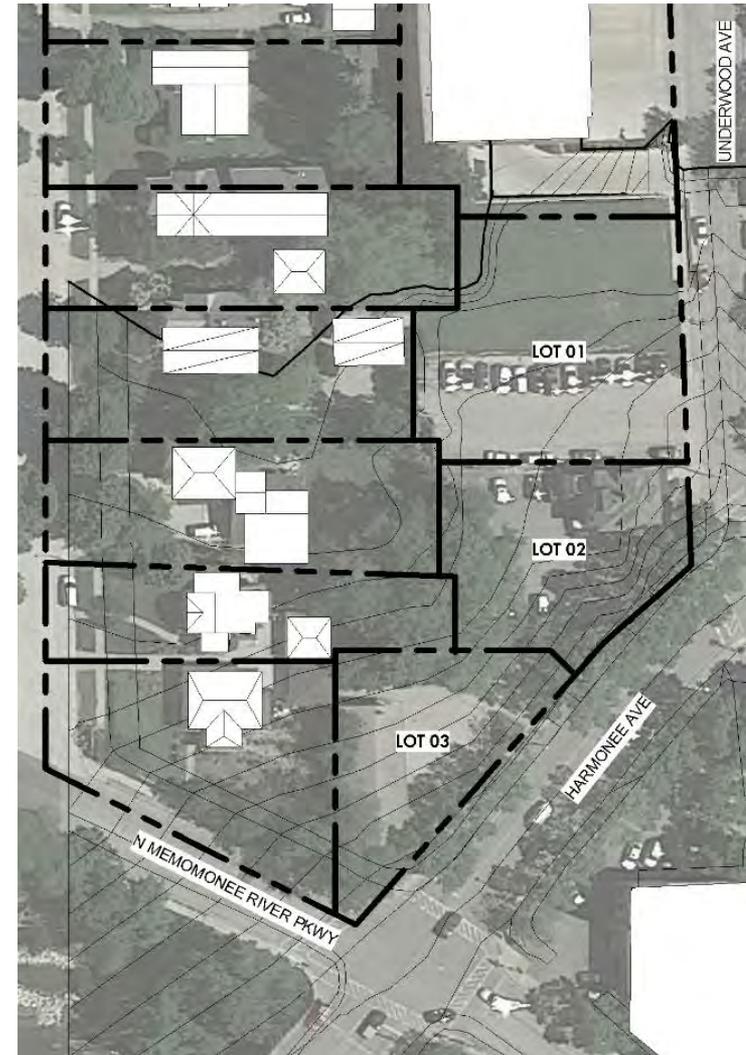
## Engberg Anderson Architects

**Eric Ponto, Partner**

- Over one dozen similar mixed-use housing and commercial developments

# A Generational Opportunity

- History
- Strategic partnerships
- Maximizing the value of all three lots
- Highest and best use
- Supports the needs of the community – residents and businesses



## Meetings with Stakeholders

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- Land Owners
  - Linda Craite, Don Sazama and CDA
- Met with Mayor, City Administrator, Development Director, City Engineer, Finance Director, City Attorney, Alderpersons of District 1 and District 2
- Hosted Neighborhood Meeting
  - Church Street residents and local business owners attended

## What did we learn?

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- Must replace 20 public parking stalls currently on site
- Don't submit anything that is not within the limitations of C1 zoning
- Must stay within the MRO financial parameters for assistance request
- Must take the Church Street neighbor concerns into consideration, including the codicil from the Phelan-Wired development agreement
- Must take historic context of Village into consideration

# Harmonee Square



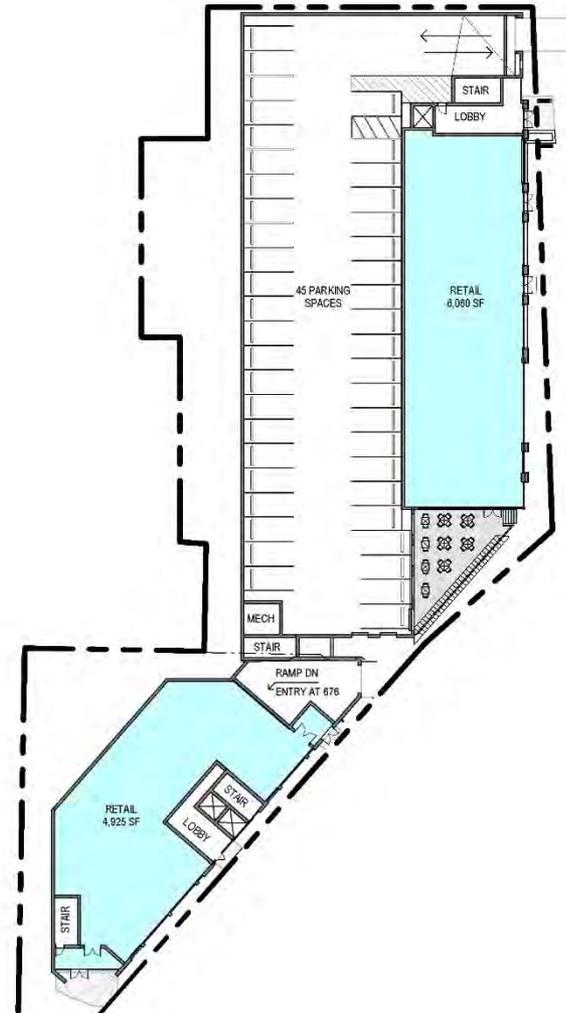
## 40 Residential Units

- 32 Luxury Apartments on two northern lots
  - 16 One Bedroom Units
  - 16 Two Bedroom Units
- 8 Custom luxury Built-out Condominiums



## Retail 10,985 sf

- 6,060 sf boutique commercial/retail facing Underwood Avenue
- 4,925 sf commercial/retail facing Harmonee Avenue

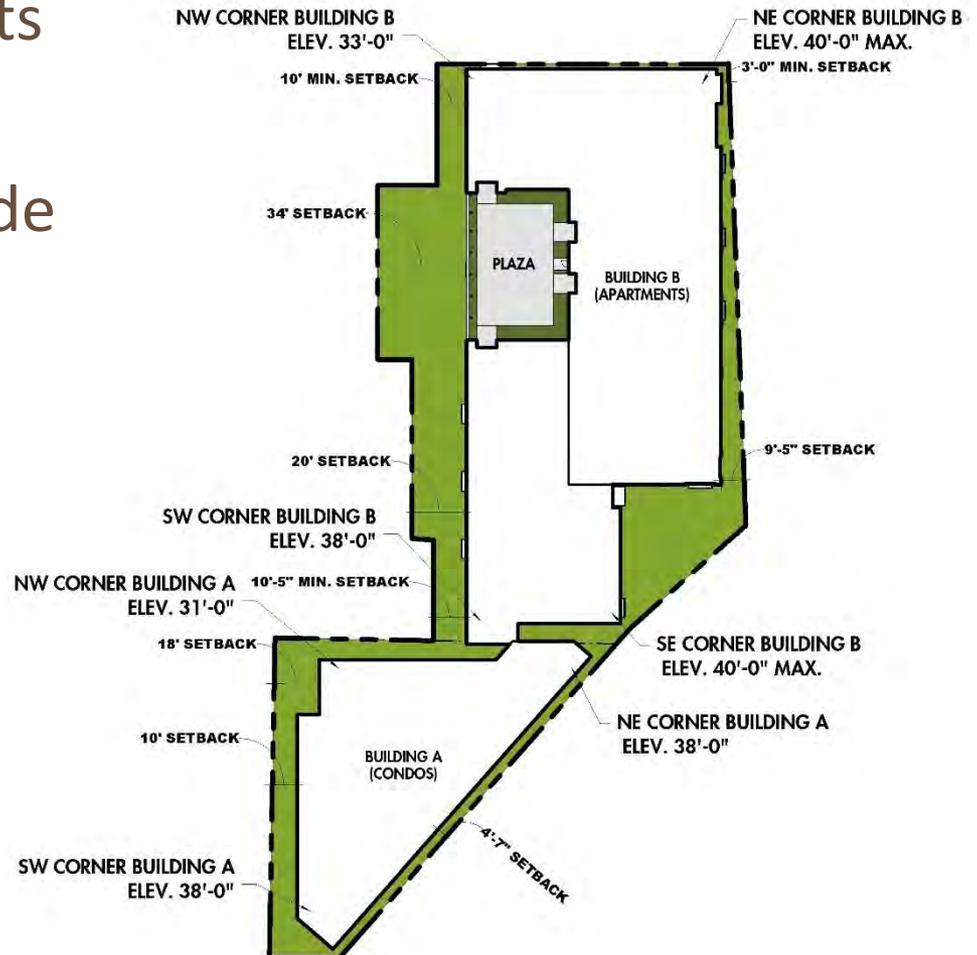


## 107 Parking Spaces

- 47 secured, heated, underground parking stalls for apartments
- 16 secured, heated, underground parking stalls for condominiums
- 24 commercial stalls (to support commercial – 22 required)
- 20 public parking stalls (to replace existing public parking)



- Meets C1 zoning heights
- Set-backs allow for landscaping on west side
- Green buffer zone
- Allows for street realignment





- Active ground floor uses
- No exposed parking
- Outdoor retail zone





- Public / Private space
- Expanded Pedestrian Zone
- Accommodates New Streetscaping





# Diverse Architecture

- Varied Architectural Styles in Village
- Variety of Uses
- Diversity of Materials





- Each unit has private balcony
- Club room with shared green roof
- Solid surface countertops
- Custom wood cabinetry
- Wood flooring



# Harmonee Square



## Fulfilling the Requirements

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### From RFP, Evaluation Criteria

- Experienced Developer
- Professional and technical competence of the developer
- Financial Strength of the developer
- Most appropriate use for the site
- Work within the limits of the C1 zoning
- Best design for site including architectural, circulation, parking, landscaping, signage, and density
- Experience of the developer to achieve productive relationships with property owners
- Estimated tax revenue
- Ability to provide public parking
- Meet objectives from the “Village of Wauwatosa-A strategic plan”
- Number of jobs created
- Project completion schedule



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## Fulfilling the Requirements

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### **From “the Village of Wauwatosa – A Strategic Development Plan”**

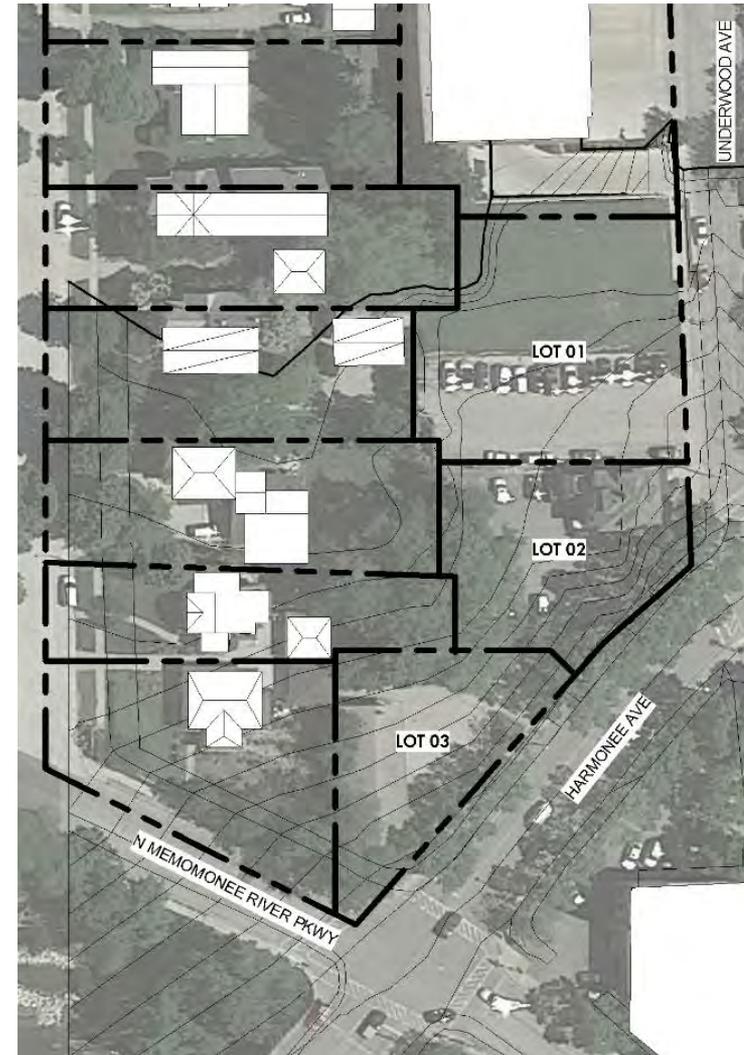
- Mixed uses
- Concealed parking
- An Expanded site
- Dedication of land for minor street widening and intersection alignment streets)

### **From our neighborhood meeting (Jason and John held. Alders (4) hosted the meeting)**

- Sensitivity to Historic District
- Height
- Fit in with streetscape
- Parking
- Light pollution
- Place building close to Underwood vs. close to rear lot line
- Construction in the future. Better if it is all built out at one time. (this project and city)
- Consideration of Phelan-Wired codicil

# A Generational Opportunity

- History
- Strategic partnerships
- Maximizing the value of all three lots
- Highest and best use
- Supports the needs of the community – residents and businesses





# Harmonee Square

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Remnant Fire Station Parcel

WAUWATOSA, WISCONSIN | MARCH 7, 2016

