

The East Tosa Walkup

A Redevelopment Proposal
for a zoning compliant,
reasonably affordable housing option
with commercial spaces
in East Tosa.

Edward Haydin; AIA

Wauwatosa Community:

- East Tosa resident of 22 years.
- 2007 Co-founding Member of the East Tosa Alliance; Masterplan Steering Committee Member and Street Planning Committee. Events such as the upcoming Chili'n on the Avenue and the East Tosa Gran Prix
- 2010 Village Masterplan Steering Committee Member.
- 2017 Mid-Town Tosa Masterplan Steering Committee Member.
- 20 year continuing tenure on Commercial Design Review Board.
- Co-founding Member of Friends of Center Street Park and the Center Street Park Hoser Outdoor Hockey Club which builds and maintains the ice rinks at the Park.

Edward Haydin; AIA

State of Wisconsin Architect:

- 26 years of Professional experience.
- Managing Principal of Arc-Int Architecture, a Milwaukee based architectural firm focused on understanding and creating value for our clients and communities.
- Large and small scale projects primarily in Housing, Commercial, Education and Cultural.
- Notable Wauwatosa Projects:
 - Hart Park Playground and Pavilion, Electrical Union Local 494 Training Center, Pasadena Apartments, Rocket Baby, Red Dot, Anodyne Coffee, Village Cheese Shop, Jose's Blue Sombrero, Wy'east Pizza, Simma's & Ray's. Currently finalizing design work for the revitalization of Drew's Dime Store.

Edward Haydin; AIA

Developer:

- This re-development is the natural intersection of my experiences in Wauwatosa planning, development, government & community engagement with my profession.
 - Develop and hold philosophy, with potential of developing other sites with this concept.
- Additional Development Resources:
 - Development consultant, William Bode, with experience in Wauwatosa, including redevelopment of the Historic Arcade Building on North Avenue (aka: Tosa Bowl and Bun), multi-family housing and commercial buildings.
 - I've shared the pro-forma with multiple lenders, to determine financial feasibility of traditional Commercial Real Estate Lending , and have also been approached regarding private financing.

The 6330 site



Existing project site includes a vacant building constructed in 1963, on a parcel of approximate dimension of 120-feet deep by 90-feet wide.

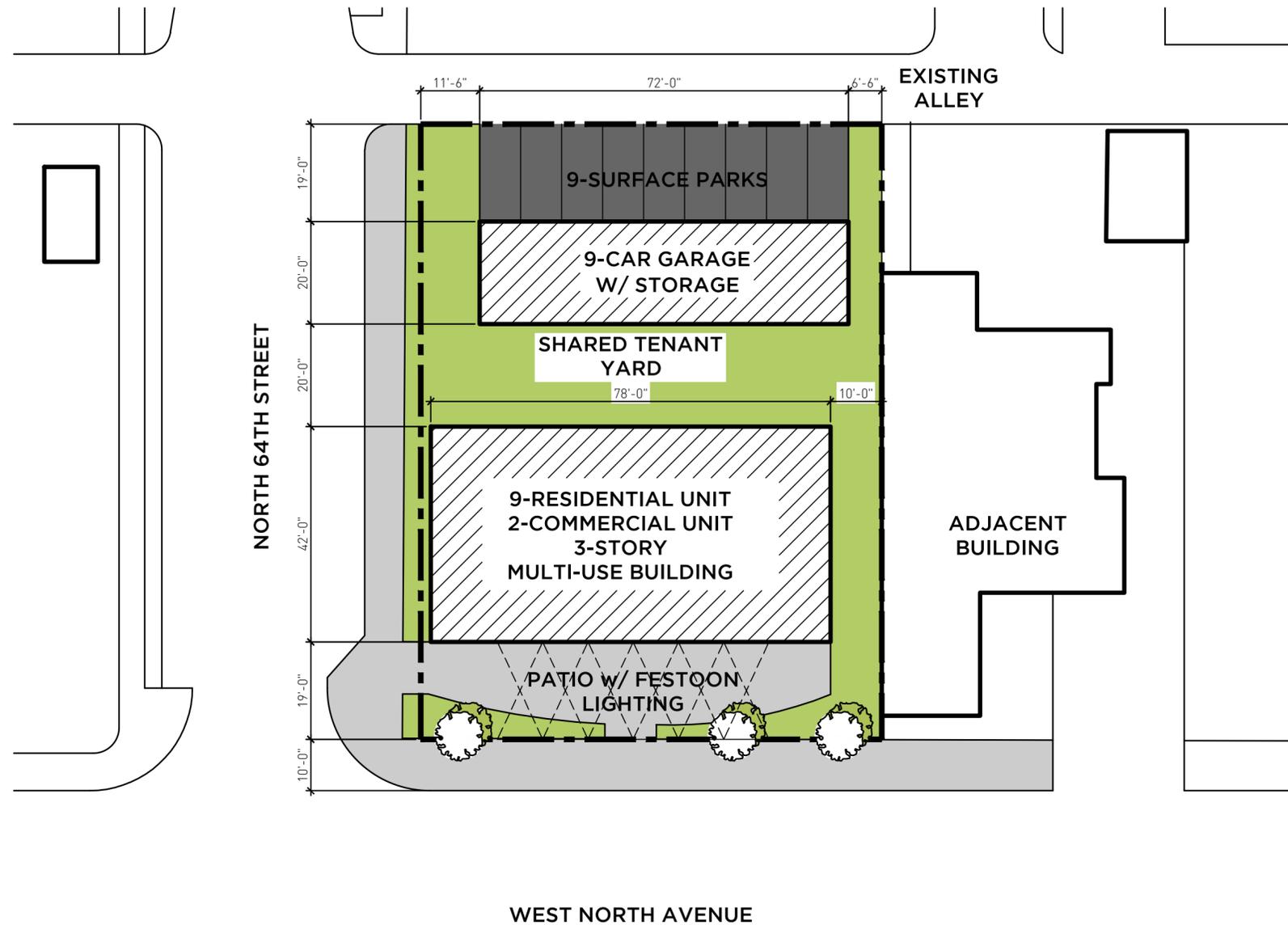
C1 Zoning allows for zero setback, 40-foot building height and 10 units of housing density. North Avenue Overlay reinforces the urban idea of street volumes.

This proposal razes the building to remediate the site for re-development.

The Development Concept

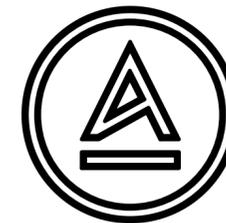
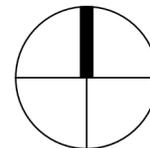
- An traditional urbanist pattern of three story mixed-use building with housing over commercial units built with ordinary residential construction trades in our local market.
- Wisconsin Building Code allows a **three-story wood frame structure with fire sprinklers with a single exit stair**, as long as the upper floors do not have more than four units each and travel distance does not exceed 125-feet.
- Requirement for mixed use buildings containing four or more units, and **built without an elevator** is that all of the ground floor units must be Accessible/Adaptable.

Proposed Site Development

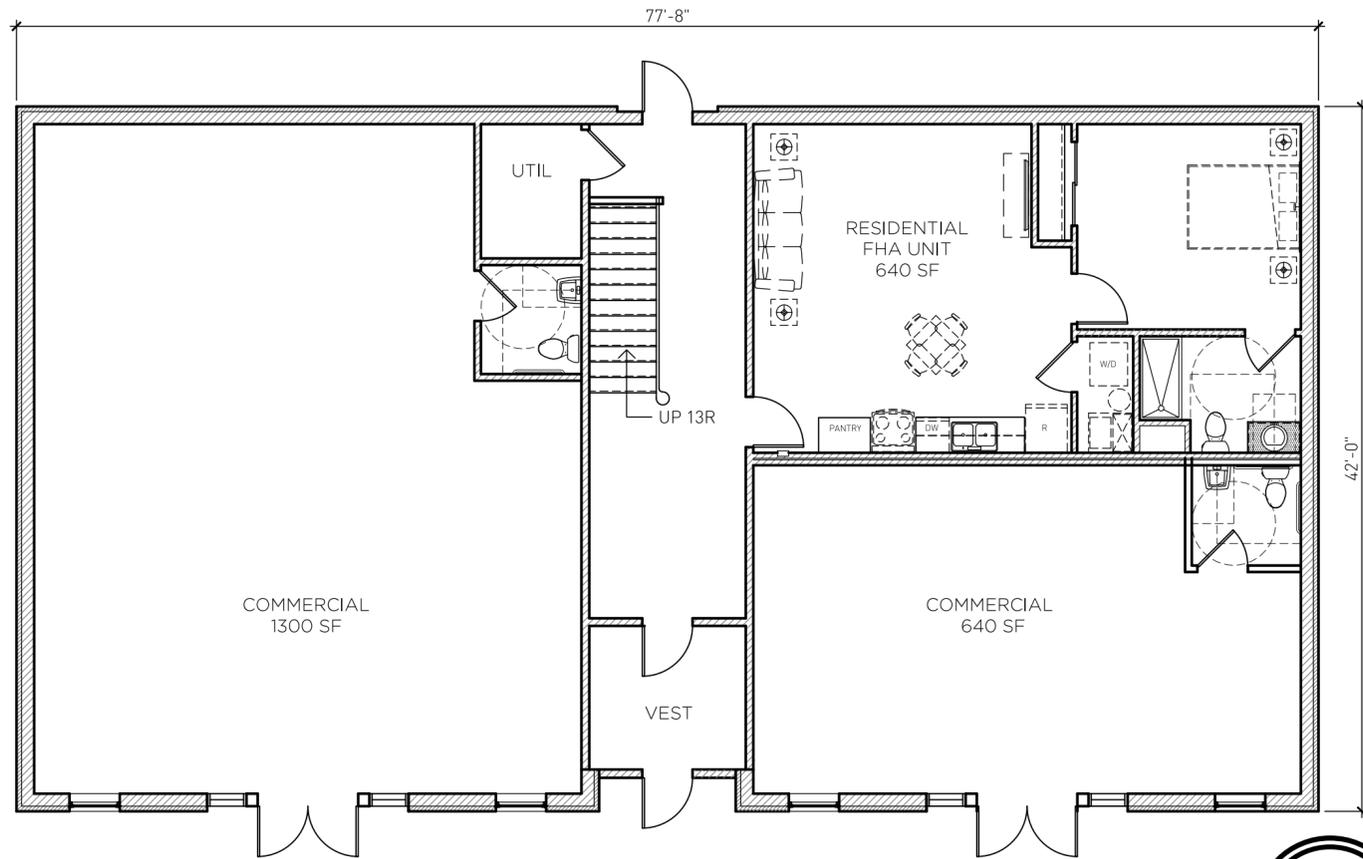


EAST TOSA WALKUP
SITE DIAGRAM

SCALE - 1" = 30'-0"

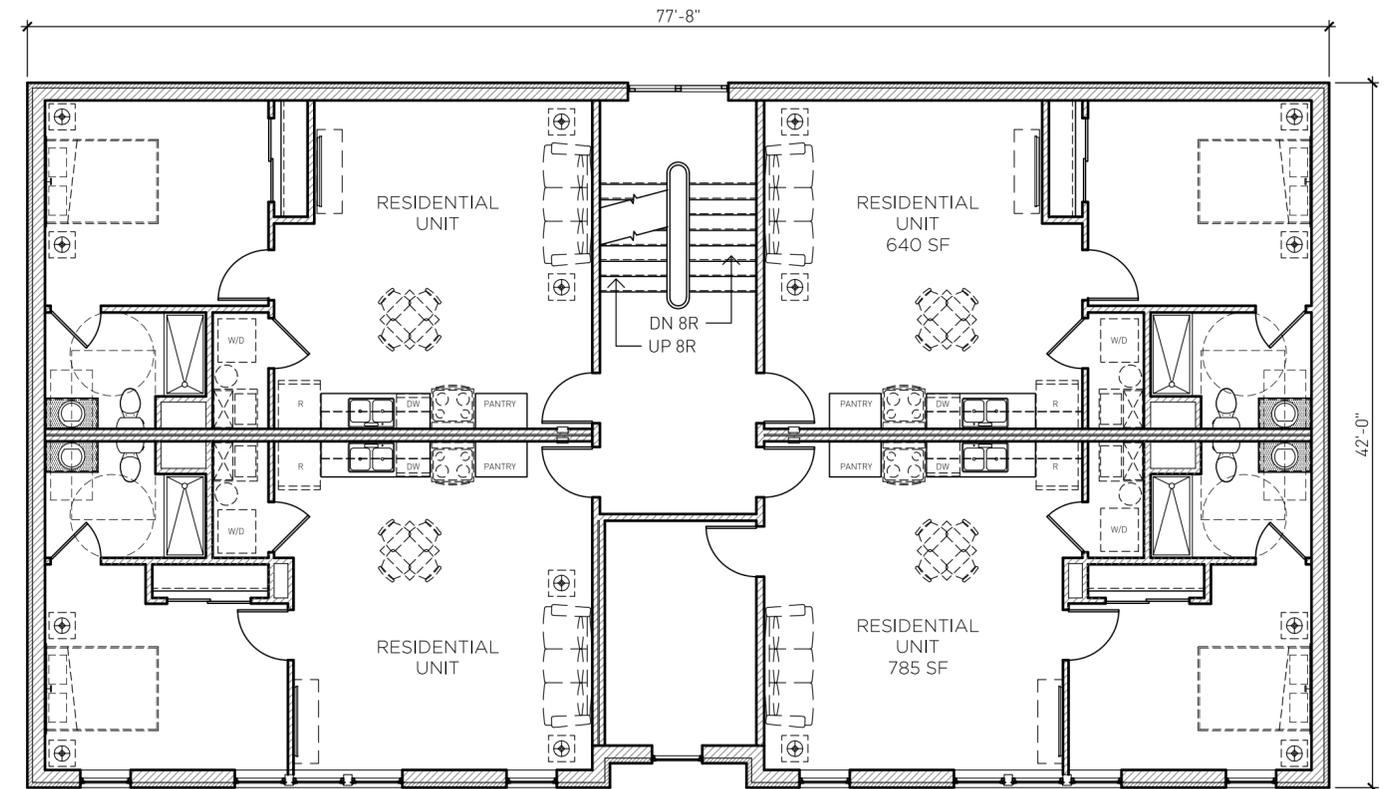


Proposed Floor Plans



EAST TOSA WALKUP
GROUND LEVEL PLAN

SCALE - 1/8" = 1'-0"



EAST TOSA WALKUP
RESIDENTIAL LEVEL TWO & THREE

SCALE - 1/8" = 1'-0"



Proposed North Avenue Elevation



EAST TOSA WALKUP
NORTH AVE ELEVATION CONCEPT

SCALE - 1/16" = 1'-0"



Targeted Demographic

Development Rule of Thumb Number One:

If you can't get the rent, you shouldn't develop the building.

- Residential Rents are targeted at a household income of \$40- 60,000 per year.
 - Local Average Median Income
 - Milwaukee median income: \$61,600. Affordable Housing Expense Ratio (0.28): \$1,437.
 - Wauwatosa median income \$71,500. Affordable Housing Expense Ratio (0.28): \$1,668.
 - Wauwatosa family median income: \$84,000. Affordable Housing Expense Ratio (0.28): \$1,960.
- Targeted tenant is a professional service employee along the demographic of a Nurse, mid-level professional, Medical College Student, City Employee and empty nest type resident.
 - A majority of Wauwatosa employers are service based, with health services making up the largest single group.

**Proposed rents & vacancy, balanced by efficient design and budget
suggest this development is feasible.**

Responses to previous questions.

>> Does this Proposal specifically address the needs of the Housing Study?

- Residential Rents are targeted at a household income below the median of the area and are considered reasonable without a tax-credit subsidy.
- Housing Policy Summary, Policy Priority D: Ensure a Mix of Housing Types is Available in Wauwatosa
 - Different types of households prefer and can afford different types of housing units. Anticipated population growth and demographic shifts over the coming years are expected to drive demand for a different mix of housing types than currently exists in Wauwatosa, including additional rental multifamily.
 - Furthermore, a diversity of housing options is important to ensure the local workforce is attractive to current and potential businesses.
 - To ensure that Wauwatosa's housing stock includes options for households of all types, City policies and programs will be focused on ensuring a variety of housing types in Wauwatosa.

Responses to previous questions.

>> Does this Proposal specifically address the goal of the East Tosa North Avenue Plan?

- Promotes the creation of viable business district that enhances quality of life for surrounding neighborhoods.
- The Era Strategy Study (1990) Implements new residential development, preferably in the context of mixed use development. (ref: Page 11).
- Wauwatosa Comprehensive Plan (2008) Redevelopment of key sites. City, Economic development corporation and redevelopment authority roles in implementation efforts.
- The East Tosa North Avenue Plan (2011)
 - (ref: Page 22) Strengthen the 64th to 68th Segment.
 - (ref : Page 39) North Avenue development should support residential neighborhoods. Probable residential uses is likely to take the form of upper level apartments above street-level commercial and office uses in mixed use projects.

Responses to previous questions.

>> Assess the long-term viability of the project for the uses identified.

>> Address marketability and leasability.

- Based on the 2018 3Q Marcus & Milchap Multifamily Research Market Report for the Milwaukee Metro Area, Current sub-market demand vacancy rate is 3.8% with effective rents at \$1,100.
 - We project a conservative year to year vacancy rate of 5%. The average tenant stay is anticipated to be two years.
- The project consists of a total of 9- housing units. Lease-up of new and professionally managed apartments and a conservative vacancy rate is not considered a challenge at this scale.
- Pro-forma rents for the commercial space is focused on affordability for smaller professional offices, pop-up and localized retail and will be competitive in the East Tosa Space.



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