



Wauwatosa, WI

Community Development Authority

Meeting Agenda - Final

7725 W. North Avenue
Wauwatosa, WI 53213

Thursday, July 10, 2025

3:00 PM

Zoom Only:
<https://servetosa.zoom.us/j/85717415522>,
Meeting ID: 857 1741 5522

VIRTUAL MEETING INFORMATION

Members of the public may observe the meeting 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

APPROVAL OF MINUTES

1. Approval of Minutes - May 15, 2025 [25-1100](#)

NEW BUSINESS

1. Update on the Harlow & Hem redevelopment [25-1101](#)
2. Review of Financial Report [25-1102](#)
3. Review of Annual Presentation to Financial Affairs [25-1103](#)
4. Presentation by Jeff Scrima of a preliminary concept for a potential residential redevelopment at 7746 Menomonee River Parkway [25-1104](#)

The body may convene into closed session pursuant to Sec. 19.85(1)(e), Wis Stats., for the purpose of deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require closed session, and may reconvene into open session.

NEXT MEETING DATE AND TIME

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, WI

7725 W. North Avenue
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Staff Report

File #: 25-1100

Agenda Date: 7/10/2025

Agenda #: 1.

Approval of Minutes - May 15, 2025



Staff Report

File #: 25-1101

Agenda Date: 7/10/2025

Agenda #: 1.

Update on the Harlow & Hem redevelopment

Submitted by:

A Representative from Mandel Group

A Representative from Mandel Group will be present to provide a status update. Highlights are as follows:

- In the final bidding phase for the construction drawings and expect to select a general contractor by July 15th. Construction drawings were submitted to the State for review at the end of May, and the City of Wauwatosa will begin its review following State approval.
- On the financing side, very close to selecting a lender, now actively raising equity for the project.
- Finalizing key project documents, all of which are nearly in final form. These include:
 - Development Agreement
 - Public Parking Agreement - covering both the surface lot and structured public stalls
 - Public Access Easement - for the stair and pedestrian path connecting the surface lot to Wauwatosa Avenue
- Several key entitlements were completed:
 - The CSM extension was approved
 - A landscape exemption for the public surface parking lot as well as Various encroachments-including transformers, bike racks, benches, and landscaping were approved by the Board of Public Works/Council
 - Secured the necessary construction and tie-back easements from Draft & Vessel, Neimann Candies, and Overlook Apartments, and are working through final details with the remaining homeowner on Blanchard Street.
 - Continue to coordinate with We Energies to finalize their relocation design, which currently includes six transformers to serve both public and private needs on the project site.
- As previously indicated, closing anticipated in late August, or no later than the end of September.



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Staff Report

File #: 25-1102

Agenda Date: 7/10/2025

Agenda #: 2.

Review of Financial Report

Finance staff will review the CDA's financial report.



Wauwatosa, WI

7725 W. North Avenue
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Staff Report

File #: 25-1103

Agenda Date: 7/10/2025

Agenda #: 3.

Review of Annual Presentation to Financial Affairs

Submitted by:

Jennifer Ferguson

Department:

Econ Development

Each year the CDA Chair presents an annual report to the Financial Affairs Committee. The draft report is attached for your review and comments/changes.

An aerial, top-down view of a city street grid, rendered in a light teal or mint green color. The image shows a complex network of streets, buildings, and parks, with a semi-transparent dark grey band across the middle containing white text.

Community Development Authority 2024/25 Update - Draft

Background & Functions

- CDA membership includes five (5) citizen members with development backgrounds in finance, real estate, law, commercial lending, and two (2) aldermanic representatives.
 - Ald. Gustafson
 - Terry Klippel
 - Linda Mikkalson
 - Ald. Joe Phillips
 - Joel Tilleson - Chair
 - Al Wick
 - Christopher Zirbes
- The CDA serves as the Redevelopment Authority and Housing Authority to:
 - Transact business and exercise any of the powers granted to it where there exists within the city a need for blight elimination, slum clearance, and urban renewal programs and projects.
 - Act as a development agent on behalf of the city for matters related to redevelopment and housing.

Background & Functions

- Additionally, the CDA:
 - Conducts required public hearings and takes action on the creation and operation of TIDs.
 - Exercises the responsibilities of the City's Community Development Block Grant (CDBG) Business Loan Funds.
 - Implements small business development assistance (sign, façade, code compliance & fixed equipment forgivable loans).
 - Manages the Redevelopment Reserve Fund to facilitate new development projects and the Housing Fund (75% affordable) to construct new housing developments in the City.

Accomplishments

Over the past year, the CDA:

- In cooperation with WRLFC, continued to promote financial incentives through a joint marketing efforts.
- Expanded the small business forgivable loan program (with ARPA funds) to include an additional category for fixed equipment, creation of outdoor spaces and limited professional services.
- Approved three (3) sign, one (1) façade improvement, three (3) code compliance, and four (4) building/site improvement forgivable loans.



Accomplishments

- Participated in the successful redevelopment of 6630 W North Avenue for a new small business - Idyll Coffee Roasters.
- Approved a policy to guide the use of the CDA's affordable housing fund.
- Continued to monitor the Harlow & Hem redevelopment of the Blanchard Street lot.
- Continued to solicit redevelopment proposals for 7746 Menomonee River Parkway.



Accomplishments



- As the Housing Authority, the CDA oversees the City-run Housing Rehabilitation Program. To date, \$600,000 has been expended to finance forty (40) housing rehabilitation projects.
- Approved \$300,000 in CDBG housing funds that assisted 56 affordable senior and workforce housing units at the Mayfair Collection.

Goals – Future Plans



- Facilitate redevelopment of the former Boston Store at Mayfair Mall & 7746 Menomonee River Pkwy.
- Consider acquisitions of blighted properties and/or catalytic sites utilizing redevelopment reserve funds.
- Identify redevelopment for CDA-owned sites that meet City Strategic Plan goals.



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Staff Report

File #: 25-1104

Agenda Date: 7/10/2025

Agenda #: 4.

Presentation by Jeff Scrima of a preliminary concept for a potential residential redevelopment at 7746 Menomonee River Parkway

Submitted by:

Jennifer Ferguson

Department:

Econ Development

Background information

Jeff Scrima has submitted the attached residential condominium redevelopment concept for 7746 Menomonee River Pkwy and will present a brief overview of the information at the meeting. The CDA can convene in closed session to discuss negotiation details and additional requests for confidential information.

The body may convene into closed session pursuant to Sec. 19.85(1)(e), Wis Stats., for the purpose of deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require closed session, and may reconvene into open session.

June 24, 2025

Proposed Condominium Development for Harmonee Avenue – Seeking Your Feedback

Dear Wauwatosa Community Development Authority,

Thank you for your dedication to fostering a vibrant Wauwatosa community. At Tenderland Real Estate LLC, we are excited to propose a boutique condominium development on your underutilized parcel on Harmonee Avenue, at the edge of downtown. Designed to enhance the city's tax base, retain existing residents, and complement Wauwatosa's historic character, this project aims to set a precedent for innovative development. We seek your feedback to ensure alignment with the city's goals.

Our Expertise

Tenderland specializes in crafting high-quality condominiums on unique sites near walkable downtowns. Our recent Oconomowoc projects demonstrate our commitment to excellence:

- **Fowler Lake Village:** 46 upscale condo units and 8 retail spaces, successfully completed with TIF funding support. Offering studio to 3-bedroom floor plans, this vibrant community has become a sought-after place to live, delivering substantial property tax revenue for the city. (See attached photos.)
- **Lavinia by the Lakes:** A Victorian-inspired mansion under construction, offering 5 exclusive residences in Oconomowoc's historic isthmus. Visit www.laviniabythelakes.com for more details. (Photos attached.) We invite you to tour these projects. Please contact us to arrange a visit.

Our Team

We are partnered with two trusted firms:

- **Johnson Design** (www.johnsondesigninc.com), renowned for designing much of downtown Delafield, brings expertise in historic architecture.
- **Ware Design Build** (<https://vcginc.com>), part of Venture Construction Group, ensures reliable, high-quality construction across the Milwaukee area. Together, we are well-equipped to deliver a project that honors Wauwatosa's character.

Project Concept

Our draft proposal envisions 9 owner-occupied condominiums in a building styled as a historic factory, with symmetrical windows, industrial materials, and a tower element that complements downtown's aesthetic. (See attached rendering, floor layouts, and context photos.) Key features include:

- **First Floor:** Resident parking (7 units with tandem 2-car garages, 2 with single garages), three exterior guest spots, sidewalk-facing entryways, and a tourism kiosk at the tower's base to promote events like Art 64 or the Tosa Holiday Market.
- **Floors 2–4:** Three units per floor (800–1,000 sq. ft., 2 bedrooms, 1–2 bathrooms) with 10-foot ceilings for a modern, spacious feel, requiring a 48-foot building height (exceeding the zoning limit). The tower and elevator shaft, enhancing aesthetics and accessibility, would require standard height exemptions.
- **Financial Impact:** Priced at approximately \$450,000 per unit, these homes will add \$4 million to Wauwatosa's tax base, enabling young professionals and empty nesters to remain in the community they love.

Why Condos?

Condo development faces significant hurdles—stringent bank financing, litigation risks, and high post-COVID construction costs and rates—but our experience and tailored approach overcome these challenges. The proposed design, with high ceilings and historic inspiration, ensures marketability, as proven in our Oconomowoc projects.

Partnership Proposal

Given the financial constraints of small-scale condo development, the project's viability hinges on a partnership with the city. We respectfully request:

- **Land Donation:** The CDA would donate the land upon permit approval and legal agreements.
- **Upfront TIF Assistance:** Tax Increment Financing at the necessary level to support construction, as a pay-go structure is unfeasible due to immediate condo sales upon completion. The TIF request will be finalized with the city's financial director once architectural plans and costs are complete. These requests, common in similar Wisconsin developments, will be vetted by the city's financial consultant and attorney. To protect taxpayers, we guarantee a \$4 million tax base increase,

secured through a development agreement with performance bonds. We also request a height exemption to accommodate the 48-foot design, supported by precedents in nearby communities where exemptions enabled high-value projects.

While we deeply value the city's leadership and collaborative process, we respectfully note that the project's feasibility depends on both the land donation and upfront TIF assistance at the necessary level. Without these critical components, the financial challenges of condo development would render the project unviable, despite our commitment to delivering a high-quality outcome for Wauwatosa.

Community Benefits

This project maximizes the 0.25-acre site's potential, delivering \$4 million in taxable value and modern, owner-occupied housing near a vibrant downtown. By blending historic design with energy-efficient materials, it offers a unique opportunity for residents to remain invested in Wauwatosa's future.

Next Steps

We view this concept as a starting point and welcome your feedback by July 15, 2025. With your support, we aim to finalize architectural plans and construction costs and submit a formal application by September 2025. Please contact Jeff Scrima at 262-424-8182 to provide feedback, arrange a tour, or discuss further.

Thank you for considering this proposal. We are eager to collaborate and contribute to Wauwatosa's renewal.

Sincerely,
Jeff Scrima
Tenderland Real Estate LLC
262-424-8182

cc: Mayor Dennis McBride
Director Mark Hammond

Attachments:

- Fowler Lake Village photos (high-end condos and retail)
- Lavinia by the Lakes photos (Victorian-inspired residences)
- Harmonee Avenue conceptual rendering, floor layouts, and context photos



Fowler Lake Village



Lavinia by the Lakes



Context Photos



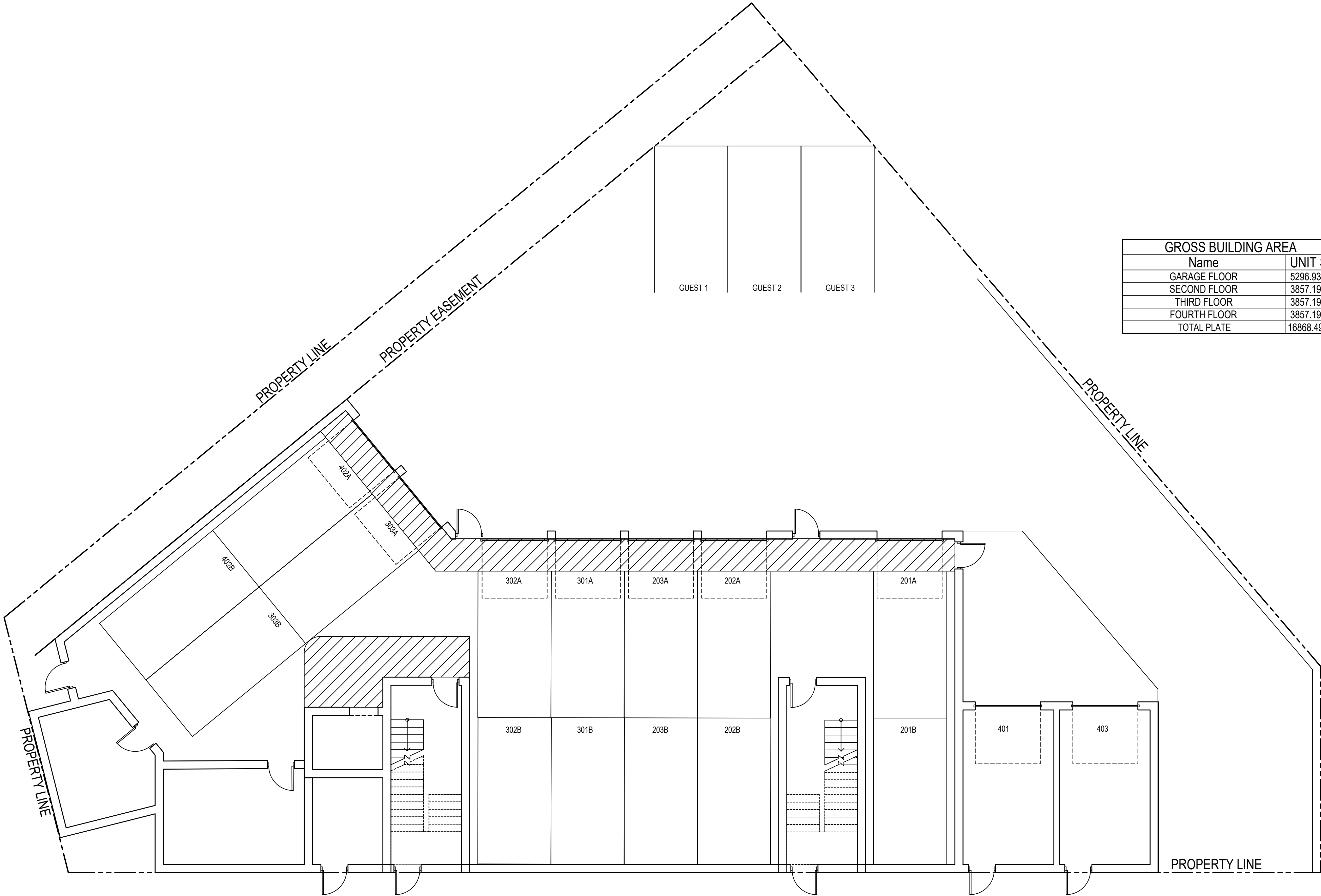
CONCEPTUAL RENDERING
SCALE: NOT TO SCALE

JUNE 18, 2005

WAUWATOSA - HARMONEE AVENUE CONDOMINIUMS
CONCEPTUAL DESIGN

DESIGN IS CONCEPTUAL CONCEPT ONLY - AND IS SUBJECT TO CHANGE.
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JDI
ARCHITECTS



GROSS BUILDING AREA	
Name	UNIT SF
GARAGE FLOOR	5296.93 SF
SECOND FLOOR	3857.19 SF
THIRD FLOOR	3857.19 SF
FOURTH FLOOR	3857.19 SF
TOTAL PLATE	16868.49 SF

FIRST FLOOR PARKING GARAGE - LEVEL 1

SCALE 1/8" = 1'-0"

JUNE 18, 2005

WAUWATOSA - HARMONEE AVENUE CONDOMINIUMS

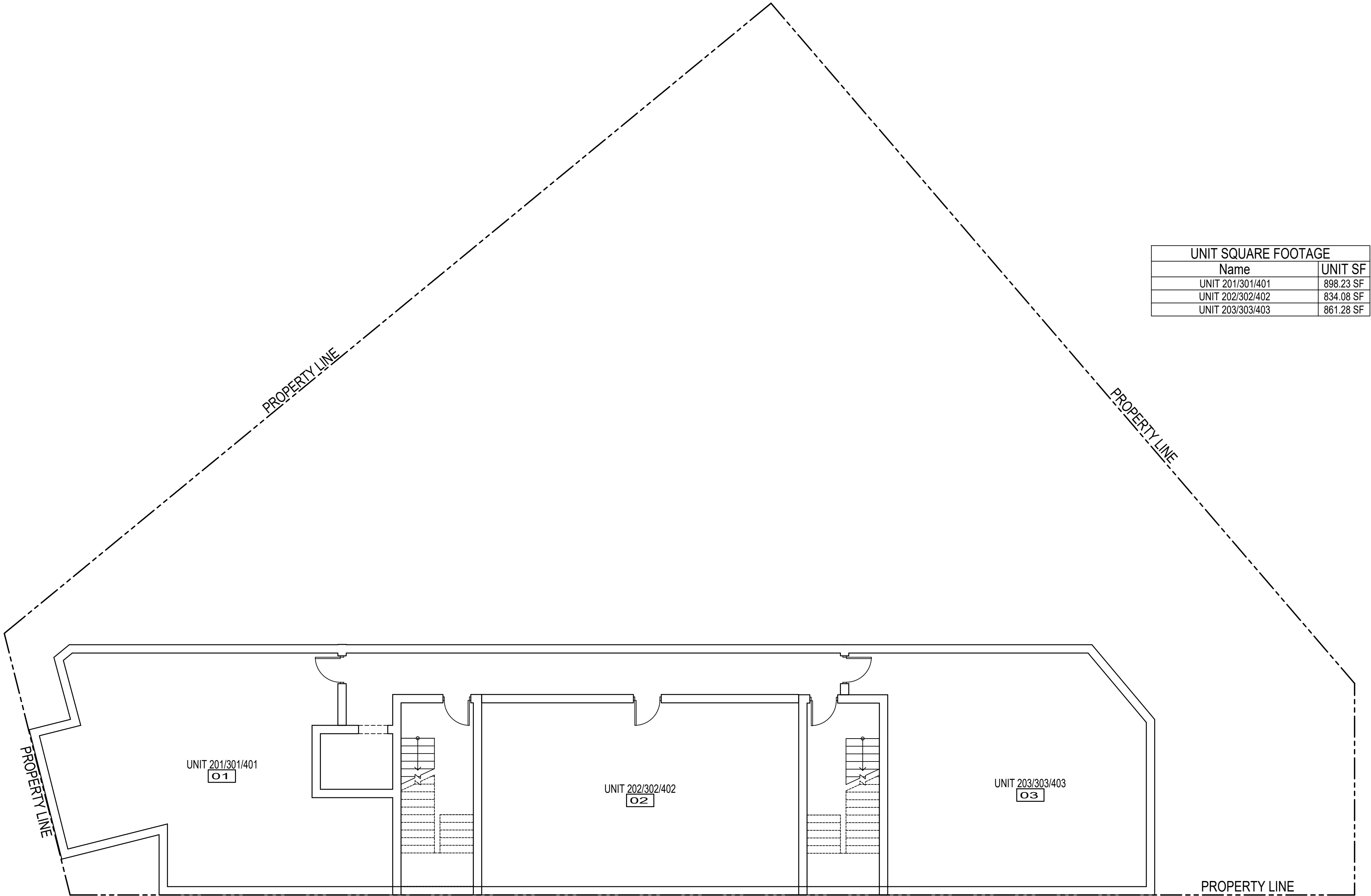
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JDI

ARCHITECTS



UNIT SQUARE FOOTAGE	
Name	UNIT SF
UNIT 201/301/401	898.23 SF
UNIT 202/302/402	834.08 SF
UNIT 203/303/403	861.28 SF