

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

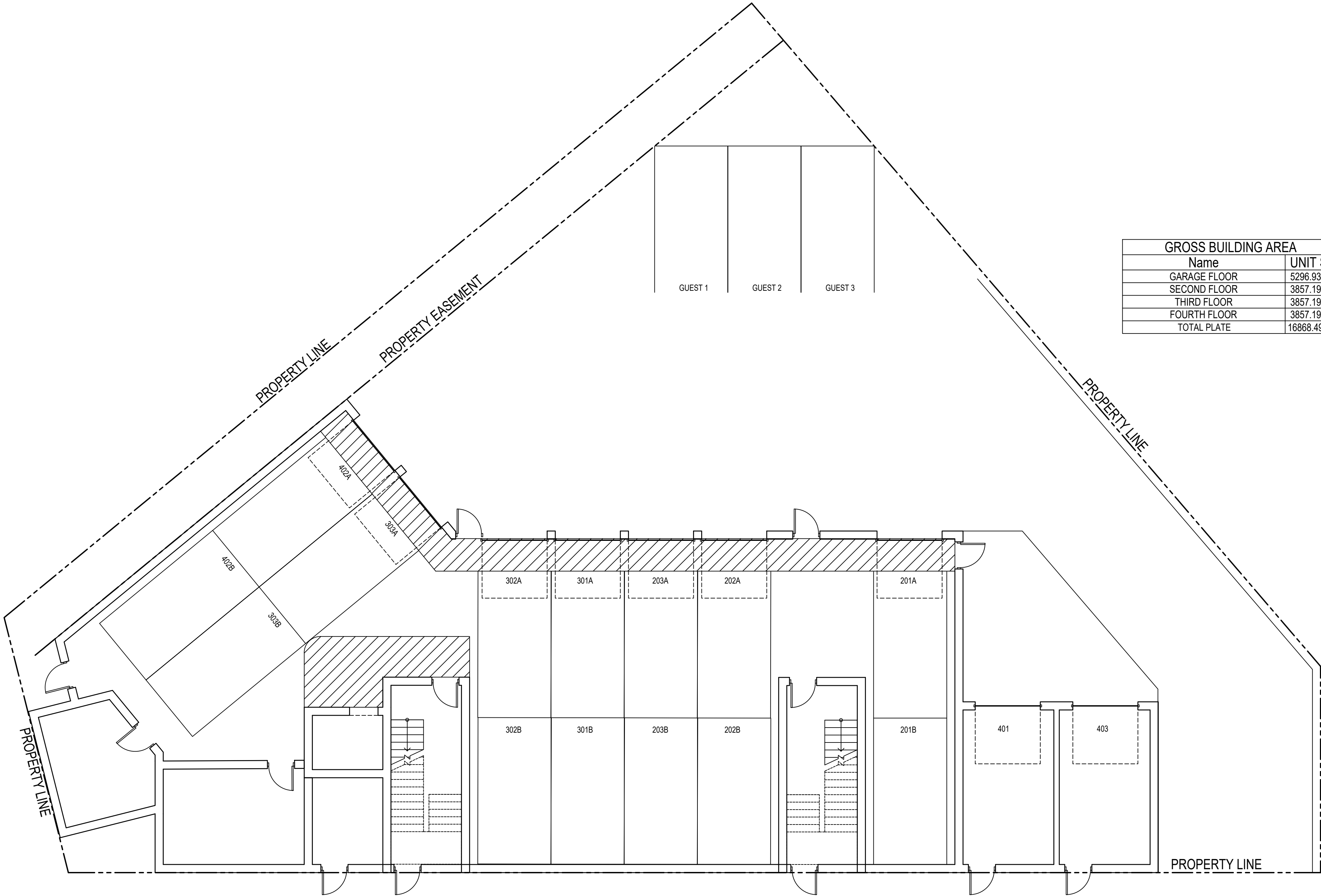
WAUWATOSA - HARMONEE AVENUE CONDOMINIUMS

CONCEPTUAL DESIGN

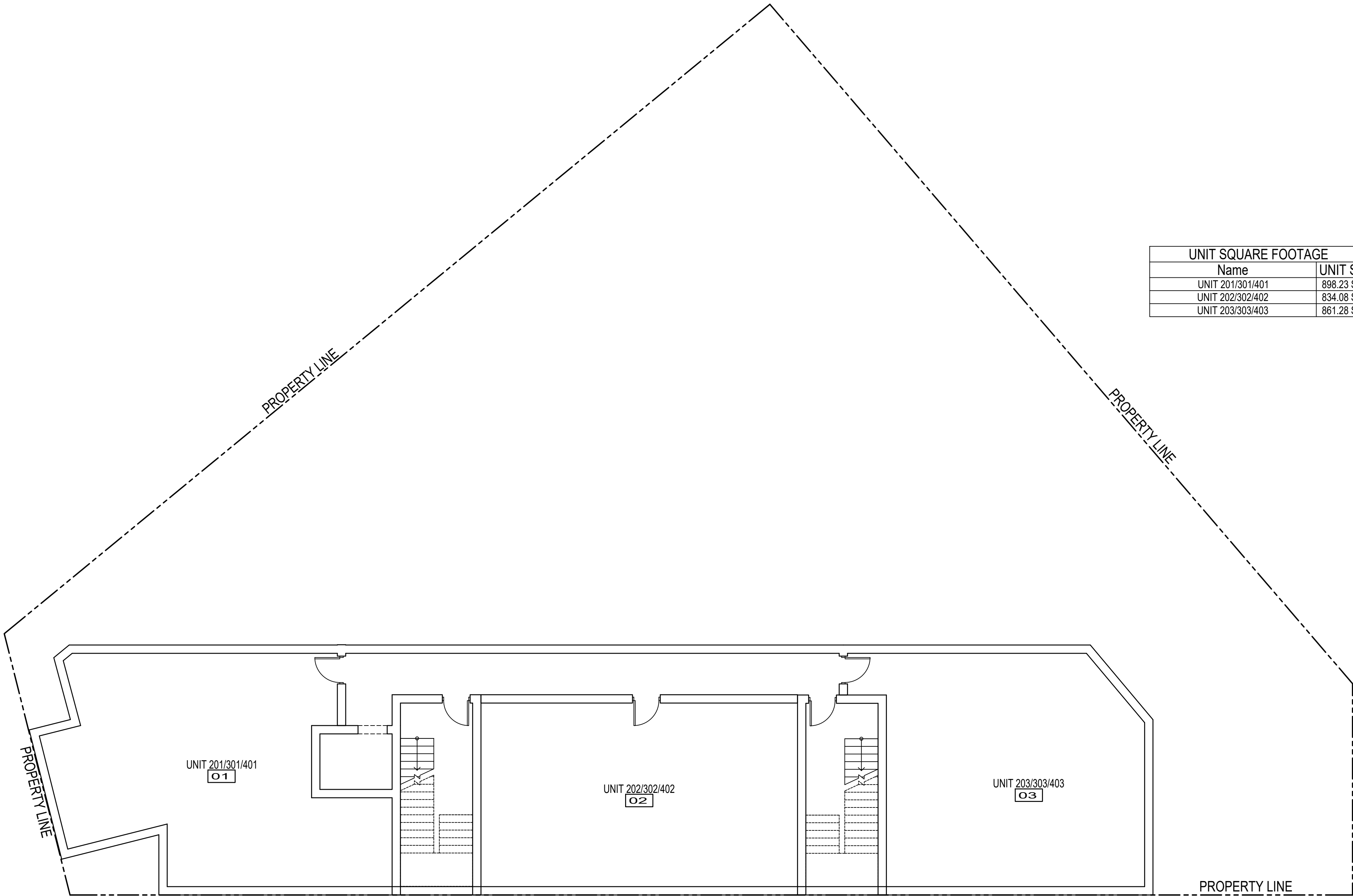
DESIGN IS CONCEPTUAL CONCEPT ONLY - AND IS SUBJECT TO CHANGE.

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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



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