

**JOINT MEETING OF VILLAGE BOARD  
AND JOINT ARCHITECTURAL BOARD/PLAN COMMISSION AGENDA  
MONDAY, FEBRUARY 14, 2022  
5:30 PM  
BOARD ROOM, MUNICIPAL BUILDING, 210 COTTONWOOD**

Call to Order: (1) Village Board (2) Joint Architectural Board/Plan Commission  
Roll Call for each Governmental Body

Pledge of Allegiance – President Pfannerstill

Public Comments: Please be advised the Village Board will receive comments from the public related to any item(s) for a three-minute time period per person, with time extensions per the Village President's discretion.

1. Presentation and question/answer period: Concept for development of the pit/quarry property located at 700 W. Capitol Drive
2. Consideration of a motion to refer project to the Joint Architectural Board/Plan Commission.
3. Adjournment.

Ryan Bailey, Interim Village Administrator

Notice: Please note that upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Darlene Igl, Village Clerk, at 262-367-2714. The Municipal Building is handicap accessible.

To participate via Zoom in the Village of Hartland Board meeting, please dial 1 (312) 626-6799. The Meeting ID is 849 9007 1343.

Or participate online:

<https://us02web.zoom.us/j/84990071343?pwd=WmZpcjJkcVNianJTUnlNYXYxaSttZz09>



# Fiduciary

REAL ESTATE DEVELOPMENT, INC

789 N. Water Street, Suite 200, Milwaukee, Wisconsin 53202  
Phone 414.226.4535 • Fax 414.226.4523 • www.fred-inc.com

February 7, 2022

Mr. Ryan Bailey  
Village of Hartland  
Interim Village Administrator  
210 Cottonwood Avenue  
Hartland, WI 53029

**RE: Conceptual Plan Review – NEC of West Capitol Drive and Palmer Drive**

Dear Mr. Ryan Bailey:

We are respectfully requesting to be placed on the Village Board meeting agenda for Conceptual Plan Review for the following property located on the northeast corner of West Capitol Drive and Palmer Drive:

- Parcel # 0730981
- Parcel # 0730985
- Parcel # 0730986
- Parcel # 0730987

Enclosed with this letter, please find the following items relating to the above referenced submittal:

- Detailed Proposal Description
- Conceptual Architectural Design Package

This letter shall serve as our formal request to be placed on the February 14, 2022 Village Board meeting agenda for Conceptual Plan Review.

Should you have any comments or questions, I can be reached at (262) 366-4376. I appreciate your assistance and look forward to speaking with you soon.

Regards,

Fiduciary Real Estate Development, Inc.

Anthony DeRosa



## Seasons at Hartland



Hartland, WI

February 14, 2022

*Seasons*  
Redefine Suburban Living

789 N. Water Street, Suite 200, Milwaukee, Wisconsin 53202  
Phone 414.226.4535 • Fax 414.226.4523 • [www.fred-inc.com](http://www.fred-inc.com)

## Subject Property

The subject property is located on the northeast corner of West Capitol Drive and Palmer Drive. The proposed site is approximately 49.05 acres in size and is significantly underutilized relative to its potential highest and best use. Historically the property was used as a quarry operation. Currently the property is being utilized by BSIT, a trucking operation company.



- Parcels to the North – Garden Gate Nursery, multifamily buildings, and single family homes along Hill Street
- Parcels to the South – Wisconsin Cement Company, single family homes and apartments
- Parcels to the East – North Point Community Church, St. Charles Catholic Cemetery, and single family homes
- Parcels to the West – Country Aire Apartments



### **Subject Property Challenges**

Along with tremendous opportunity, the old quarry provides challenges for the development that drive additional costs. The challenges can be addressed but require extraordinary investment to prepare the site for development:

- There is no existing infrastructure on site to support development including water, storm, and sanitary sewer. The development will require significant investment to create infrastructure to support any type of development on site.
- The property has an inefficient configuration as it is longer and skinny and therefore will require all new road improvements to support the development and provide required fire access.
- The northeast side of the property is too low for gravity sanitary sewer service. The development will be required to fill the area between 10-15 feet to raise buildings to an elevation that can be served by gravity sewer service.
- The filling requirements and other grading improvements will require over 200,000 cubic yards of dirt to be moved on site to provide a developable pad.
- The existing side slopes of the former quarry will require analysis and special treatment on both the bottom and top of slope to ensure their long term stability.



## Highest and Best Use Analysis

Demand for new “Class A” office space has significantly declined over the past 10 years. This trend has been further accelerated with the onset of COVID and more people working remotely. This is a trend that will continue and change the way office space is looked at for years to come.



Demand for new retail space has declined over the past 10 years due to the “Amazon effect” that has significantly reduced the need for brick and mortar retail. This has been driven by the powerful disruption that e-commerce has made on the retail market. Retailers have become more selective in where they locate and will only target the most visible of sites with high traffic counts where a massing of retail can occur.



Demand for industrial warehouse and distribution space has grown significantly in recent years with the boom of E-Commerce. While this demand is strong, this type of use is not appropriate for the subject property due to its adjacencies and site configuration.

Demand for market rate, luxury apartments has been robust over the past few years throughout Waukesha County. Fiduciary has seen this firsthand with our current multifamily developments within the area. We have seen significant pent up demand for housing that meets the following criteria: well located in close proximity to jobs, retail conveniences, healthcare providers, interstate access; high quality modern construction/design, and the appropriate type of housing that meets the needs of the local submarket. The subject property meets all the above noted criteria. A “Class A” multifamily development will create a significant synergy between housing and downtown Hartland and its over 150+ businesses.



### **Market Demand**

There are a multitude of characteristics that help support the long-term success of a multifamily development including location, community amenities, quality of construction, and overall cost of living. The demand for additional rental housing along with the current overall strength of the local rental market provides Fiduciary an opportunity to bring this “Class A” development to the market.

Fiduciary’s market research indicates pent up demand for a unique type of new, luxury apartment rentals in the Village of Hartland. Specifically, there is a growing demand for alternatives to single family homes. Many of the multifamily housing options in the local submarket are older communities with dated finishes and amenities which cannot fulfill the current market demand.



In recent years, demand, especially from young professionals and empty nesters, has shifted away from home ownership towards multifamily housing. There is a demand for new, high-end market rate apartment homes in Hartland from those that are looking to downsize or no longer own a home, but want to stay within the community, as well as from those professionals that work for employers in the area. This demand is from a demographic group that will spend their money in the communities in which they live and is looking for an upscale development to call home.

Fiduciary is targeting a different demographic that is not looking to live in the typical 3 or 4 story building with common corridors, but rather a smaller scale building type with private, direct entries creating more of a condo or townhome type feel. This group wants the community they live in to feel more suburban with an abundance of green space, walkability within the development, abundant amenity package and conveniently located.

Given the site characteristics and the pent up demand for high quality multifamily housing in this area, Fiduciary has identified that the highest and best use for the subject property is a multifamily development.



**Proposed Development**

The Seasons at Hartland is an institutional grade, best-in-class market rate, amenity rich multifamily development designed with the end user in mind. This is a development like no other in the Lake Country area. The development has a true suburban feel with a significant amount of green space. The community will consist of two-story walkup buildings with 20 unit configurations along with a 5 unit townhome building. The buildings have been designed in a townhouse style which feature ground level, private direct entrances as well as attached garages for select units. The apartments, which include studio, one bedroom, two bedroom, and three bedroom floor plans, are strategically placed within the buildings.





Careful attention was taken to maximize floor plan efficiency, functionality and flexibility to provide residents with a great value. Each of the 445 market rate apartment homes will feature modern finishes including open concept floor plans, designer cabinetry, expansive windows, quartz countertops, upgraded appliances, oversized balconies/patios, large walk-in closets and 9-foot ceilings. Flooring will consist of high quality grade carpet in all bedrooms and designer plank flooring throughout the balance of the apartment. All units will include a split HVAC system (similar to what is in a single family home), individual hot water heaters, energy efficient windows and a full-size washer and dryer to maximize efficiency and comfort. The building layouts and floor plan designs of this development provide a variety of housing options and price points that will cater to a broad demographic group.

In addition to the individual apartment features, the 5,000 square foot clubhouse and 2,000 square foot satellite clubhouse building have been designed to create an unparalleled resident experience with its resort style pool, 24-hour fitness center with high end cardio equipment and club room with an entertaining style kitchen. Pedestrian walkways will also be featured throughout the site, including connections to an onsite dog park.

The plan also provides for a storage facility to be located on the west side of Palmer Drive on property that is part of the overall development. This building would be utilized in part or whole by our property management operations team for the storage of materials and equipment for this project and others in the surrounding area.



**Building and Unit Counts:** The multifamily development will include twenty-two (22) freestanding buildings with 20 apartment units per building and one (1) townhome building with 5 apartment units for a total of 445 apartments. The unit mix consists of 44 studios (10% of total), 176 one-bedrooms (40% of total), 179 two-bedrooms (40% of total), and 46 three-bedrooms (10% of total). The overall density is approximately 9.07 units/acre. Construction of the overall development will be sequenced in two phases. The first phase is anticipated to consist of 305 apartments and the second phase would have 140 apartments.



**Parking:** Parking will be provided through a mix of building-attached garages containing twelve garage spaces per building, detached garages with six or eight bays each, and surface parking. Overall parking ratio is 2.33 spaces per unit (993 parking stalls). The plan includes 316 enclosed garage spaces for an overall garage ratio of .71 garage spaces/unit. Village of Hartland code requires 957 parking stalls (2.15 parking ratio).



**Access and Circulation:** Two access points will be provided to the development as shown on the site plan. The main entrance will be on Palmer Drive with a secondary access point on West Capitol Drive.



**Landscape/Buffering and Pedestrian Ways:** The site plan reveals a greened-up site featuring courtyards and pedestrian walkways that flow throughout the development and provide great connectivity.

**Finishes:** Apartment finishes include: upgraded stainless steel appliance package, upgraded cabinetry with 42" upper cabinets, large windows, open concept floor plans, in-unit full size washer / dryer, walk in closets, and oversized balconies/patios.



### **Development Details**

- Property Size: 49.05 acres
- Current zoning:
  - Q-1 Quarry/Extractive
- The 2045 Land Use Plan earmarks this site as High Density Residential – 8 to 18 units per acre
- Proposed residential density: 9.07 units per acre



- Significant Increment in Property Assessed Value:
  - Current property assessed value: \$2,589,400
  - Projected property assessed value upon completion: \$94,000,000
  - Projected taxes upon completion: \$1,157,000
- Impact of Additional Consumer Spending (from residents) in local area:
  - \$4,000,000 annually and more than \$40,000,000 over a ten year period.



### **Design/Materials**

The exterior finish of the buildings includes brick, oversized windows and fiber cement siding. A mix of large balconies and private patios complement the exterior elevations and the gabled roof details contribute to the suburban feel of the community.

### **Storm Water Management**

- Utilizing the natural characteristics of the site, all storm water will be managed on-site as shown on the site plan.
- No additional runoff will be created from the development



### **About Fiduciary Real Estate Development, Inc.**

Fiduciary Real Estate Development, Inc. (FRED), based in Milwaukee, WI, is an experienced developer and investor in commercial real estate focusing on multifamily projects. Founded in 1984, FRED's proven track record of successful investment management has grown the business into one of Wisconsin's largest property management companies. The company owns and manages more than 8,000 market rate apartments, with an owned portfolio conservatively valued at over \$1.5 billion.

FRED's mission is to develop and manage exceptional residential communities that provide a distinctive living experience through enthusiastic service and dynamic teamwork. Visionary leadership, accountability with integrity and camaraderie and passion for people guide the vision of creating communities that are vibrant and enrich residents' lives.

**Below are a few of Fiduciary's most recent awards**



**INNOVATIVE MARKETING  
OF THE YEAR**  
2020 AOMA TOBY Awards



**SENIOR HOUSING  
PROPERTY OF THE YEAR**  
2020 AOMA TOBY Awards



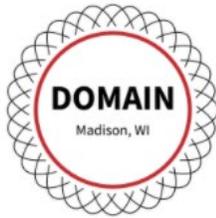
**GEN X  
PROPERTY OF THE YEAR**  
2020 AOMA TOBY Awards



**INNOVATIVE MARKETING  
OF THE YEAR**  
2019 AOMA TOBY Awards



**SENIOR HOUSING  
OF THE YEAR**  
2019 AOMA TOBY Awards



**MILLENNIAL  
PROPERTY OF THE YEAR**  
2019 AOMA TOBY Awards



**GEN X  
PROPERTY OF THE YEAR**  
2019 AOMA TOBY Awards



**PROPERTY OF THE YEAR  
(201-300 UNITS)**  
2019 AASCW



**TOP PROJECT OF THE YEAR**  
2018 Daily Reporter



**PROPERTY EXCELLENCE:  
GENERATION Y**  
2018 AOMA TOBY Award



**PROPERTY EXCELLENCE:  
GENERATION X**  
2018 AOMA TOBY Award



**PROPERTY EXCELLENCE:  
NEW CONSTRUCTION**  
2018 AOMA TOBY Award



**PROPERTY EXCELLENCE:  
150+ UNITS**  
2018 AOMA TOBY Award



**ASSISTANT MANAGER  
OF THE YEAR**  
2018 AOMA TOBY Award



**PROPERTY MANAGER  
OF THE YEAR**  
2018 AOMA TOBY Award



**MAINTENANCE TECH  
OF THE YEAR**  
2018 AASCW



MILWAUKEE'S

**BEST AND  
BRIGHTEST**

COMPANIES  
TO WORK FOR  
**WINNER 2021**

2020 2019 2018 2017

**LIVING THE  
DIFFERENCE**

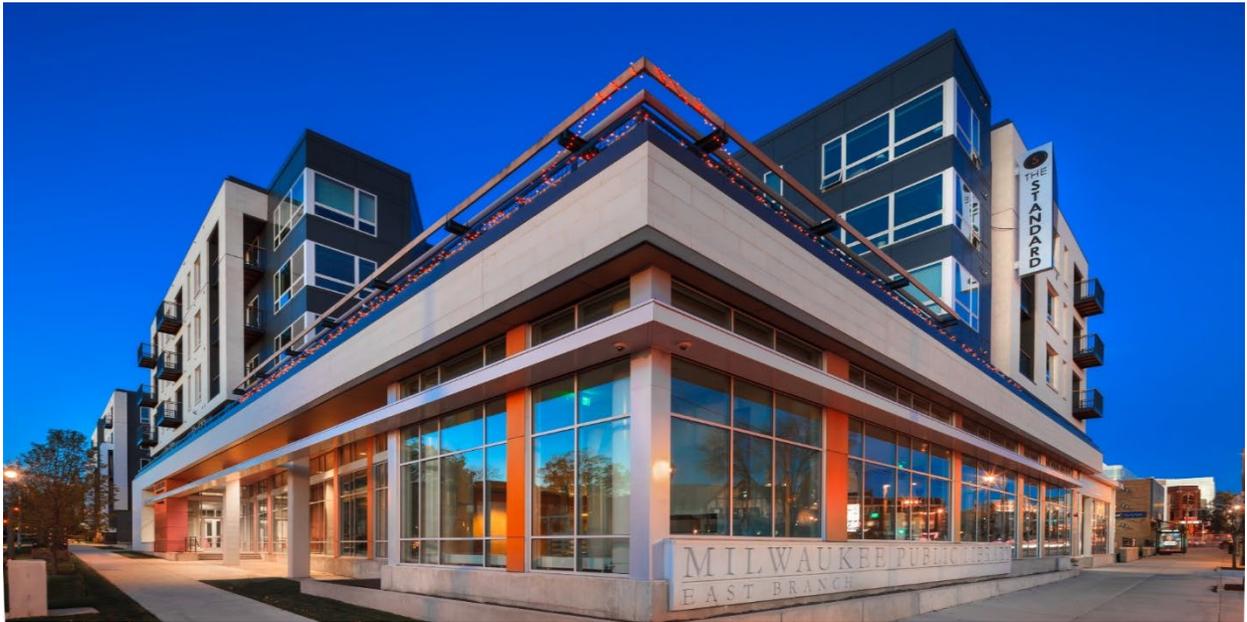
**Fiduciary Real Estate Development Multifamily Portfolio**



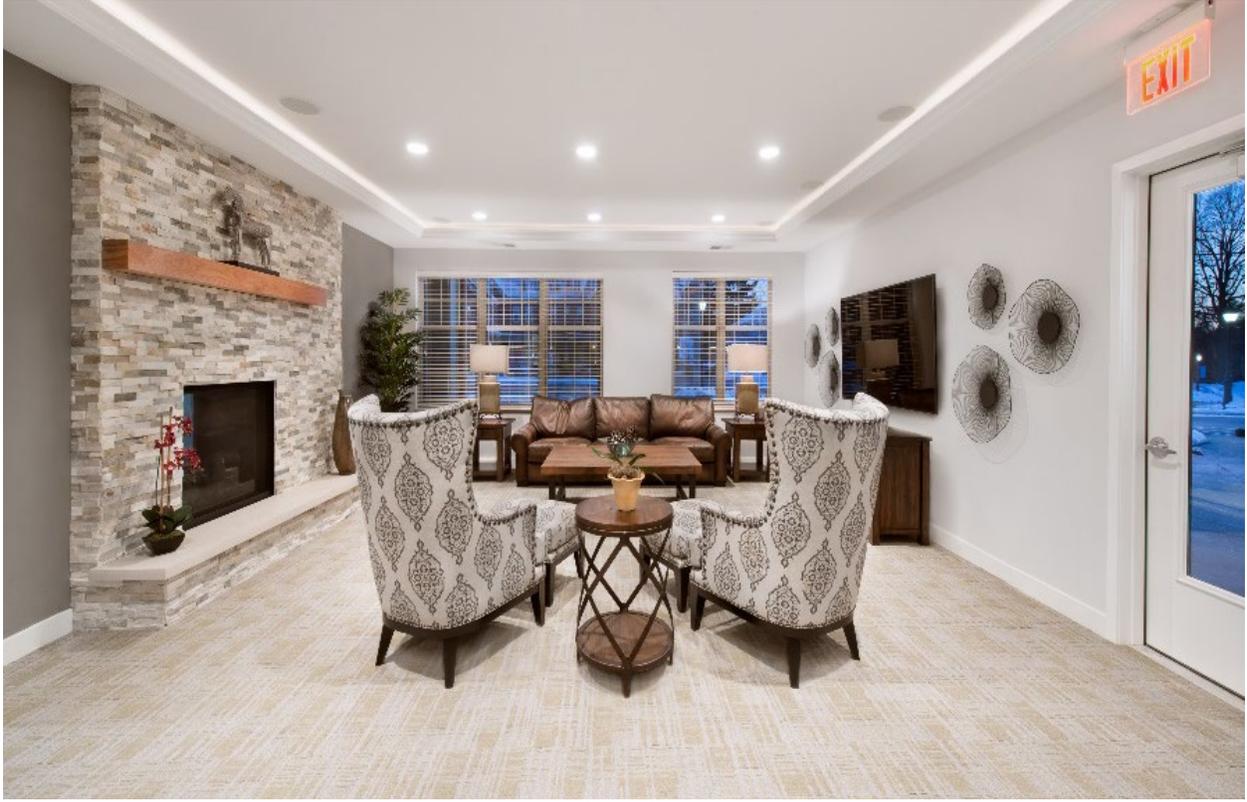




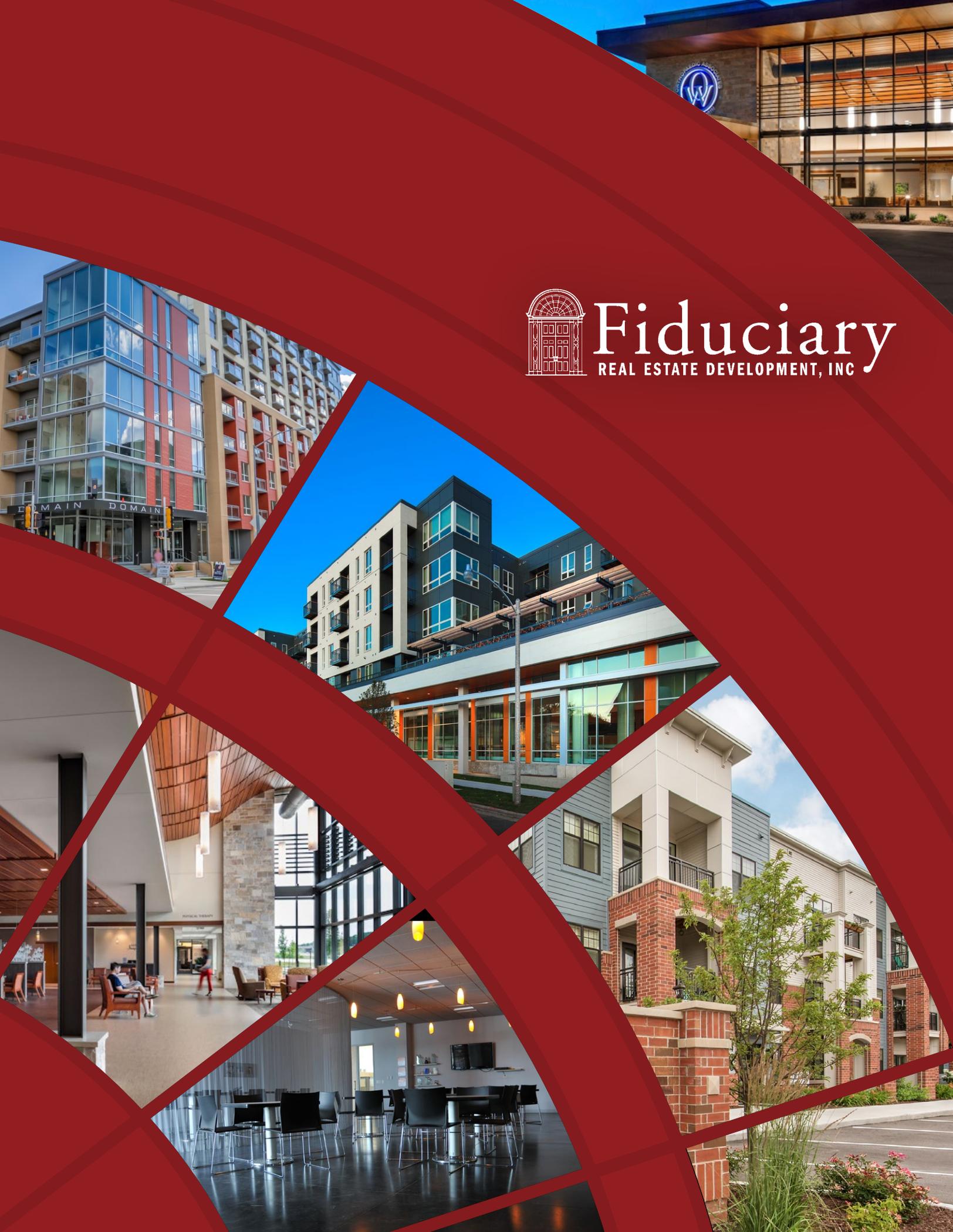










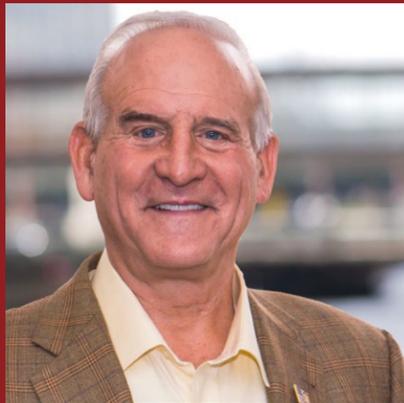


Fiduciary  
REAL ESTATE DEVELOPMENT, INC

# OUR FOUNDERS



**WILLIAM ARPE** William (Bill) R. Arpe is Chairman of Fiduciary Real Estate Development, Inc. (FRED). Prior to serving as FRED's Chairman, Bill served as President and CEO between 1984 and 2012. He, along with Ted Kellner, founded FRED in 1984. Since that time, FRED has grown from being an acquirer and property manager of stabilized multifamily apartments, into the fully integrated real estate development and investment management company that it is today.



**TED KELLNER** Ted Kellner, CFA is the Executive Chairman of Fiduciary Real Estate Development, Inc. (FRED) and one of the founding members of FRED. He is the retired founder and portfolio manager of Fiduciary Management, Inc., an investment management firm established in 1980.



# ABOUT US

**Fiduciary Real Estate Development, Inc. (FRED) is an experienced developer and investor in commercial real estate focusing on multifamily, mixed-use, medical office and industrial projects.**

Founded in 1984, FRED's proven track record of successful investment management has grown the business into Wisconsin's largest property management company.

The company owns and manages more than 8,000 market rate apartments throughout the states of Wisconsin, Minnesota and Illinois with an owned portfolio conservatively valued at over \$1 Billion.

In addition, FRED has over 25 years of real estate development and in-house construction experience. The company has developed over 5,500 market rate apartments, 1,000 single-family lots, 600 condominiums and has converted over 1,100 units to condominiums.

**OVER 8,000 MARKET RATE APARTMENTS OWNED & MANAGED**

**OWNED PORTFOLIO VALUED AT OVER \$1 BILLION**

**OVER 400,000 SQF OF COMMERCIAL REAL ESTATE VALUED AT \$100 MILLION**

**1,000 SINGLE-FAMILY LOTS & 600 CONDOMINIUMS**

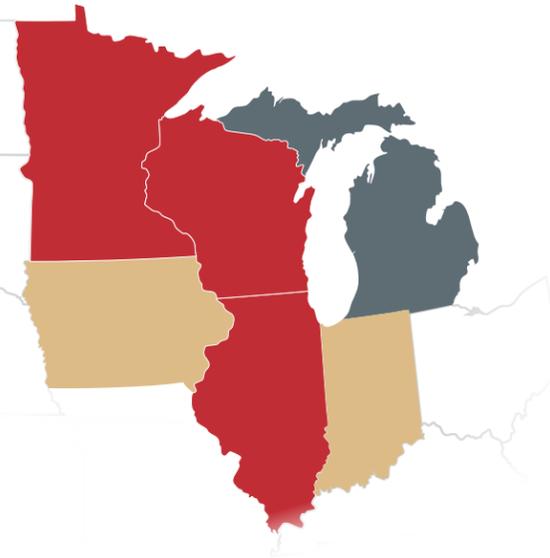
# WHAT WE DO

**FRED'S REPUTATION AND EXPERTISE CONSISTENTLY ENSURES SUCCESSFUL DEVELOPMENTS FOR SINGLE FAMILY COMMUNITIES, MULTIFAMILY COMMUNITIES AND COMMERCIAL DEVELOPMENT.**

**Multifamily Communities** FRED manages 30+ apartment communities consisting of over 8,000 apartment homes in Wisconsin, Minnesota and Illinois. We are proud of creating, building, and managing our own communities; controlling and designing quality from start to finish.

**Commercial Development** From a state of the art medical campus to a children's educational facility, we have developed and constructed build to suit industrial and office buildings for our clients. By listening to their needs, we have been able to provide award-winning facilities that accommodate their growing needs.

**Single Family Communities** Our years of experience help us to acquire key land parcels while skillfully steering the development through government approval processes. Our development team oversees all of the critical stages of development including land acquisition, design planning, approval process, infrastructure improvement, construction, and marketing and sales.



## EXECUTIVE TEAM



**BRETT MILLER** Brett is the President and CEO of FRED. He is responsible for the company's vision, mission and strategy as well as building a diversified portfolio of single family, multifamily and commercial real estate.



**STEVE BERSELL** Steve is the Chief Operating Officer of FRED. He is responsible for risk management, development operations and legal. He has extensive development, brokerage and legal background in Wisconsin and Illinois.



**AUSTIN MAUTZ** Austin is the Chief Financial Officer of FRED. He is responsible for all finance and accounting for the company, management of investor relations and equity procurement.



**KATHY NETTESHEIM** Kathy is the Chief Management Officer of FRED. She is responsible for overseeing the daily operations of over 8,000 multifamily units and ensuring that FRED provides a dynamic, high quality living experience to our residents.



**PETER TODD** Peter is the Vice President of Construction for FRED. Peter has been with the company since 2015 and is charged with leadership of the Construction Division. This includes creation of design/construction standards and processes, understanding market conditions, maintaining development quality standards and employee development/retention.

## DEVELOPMENT TEAM



**CRAIG RADDATZ** Craig is an Executive Vice President at FRED. In his 23 years with FRED, he had been responsible for identifying development opportunities for the company. He has successfully developed residential communities in over a dozen municipalities in the state of Wisconsin.



**RYAN SCHULTZ** Ryan is an Executive Vice President at FRED and the founder of HSI Properties, LLC. Ryan is responsible for prospecting new development opportunities and sourcing equity financing for the company. As President of HSI Properties, Ryan led nearly \$300MM of overall development in several different commercial property segments including multifamily, healthcare, industrial and retail. Ryan remains the managing member and controlling interest in the HSI limited partnerships.



**TONY DEROSA** Tony is a Vice President and project principal with FRED. Tony is responsible for leading the company's growing development team including all aspects of the firm's development activities, from sourcing opportunities to working closely with lenders, architects and contractors. Over the course of his career, Tony has been involved in more than \$500M of real estate development transactions.

DEVELOPMENT PROJECTS



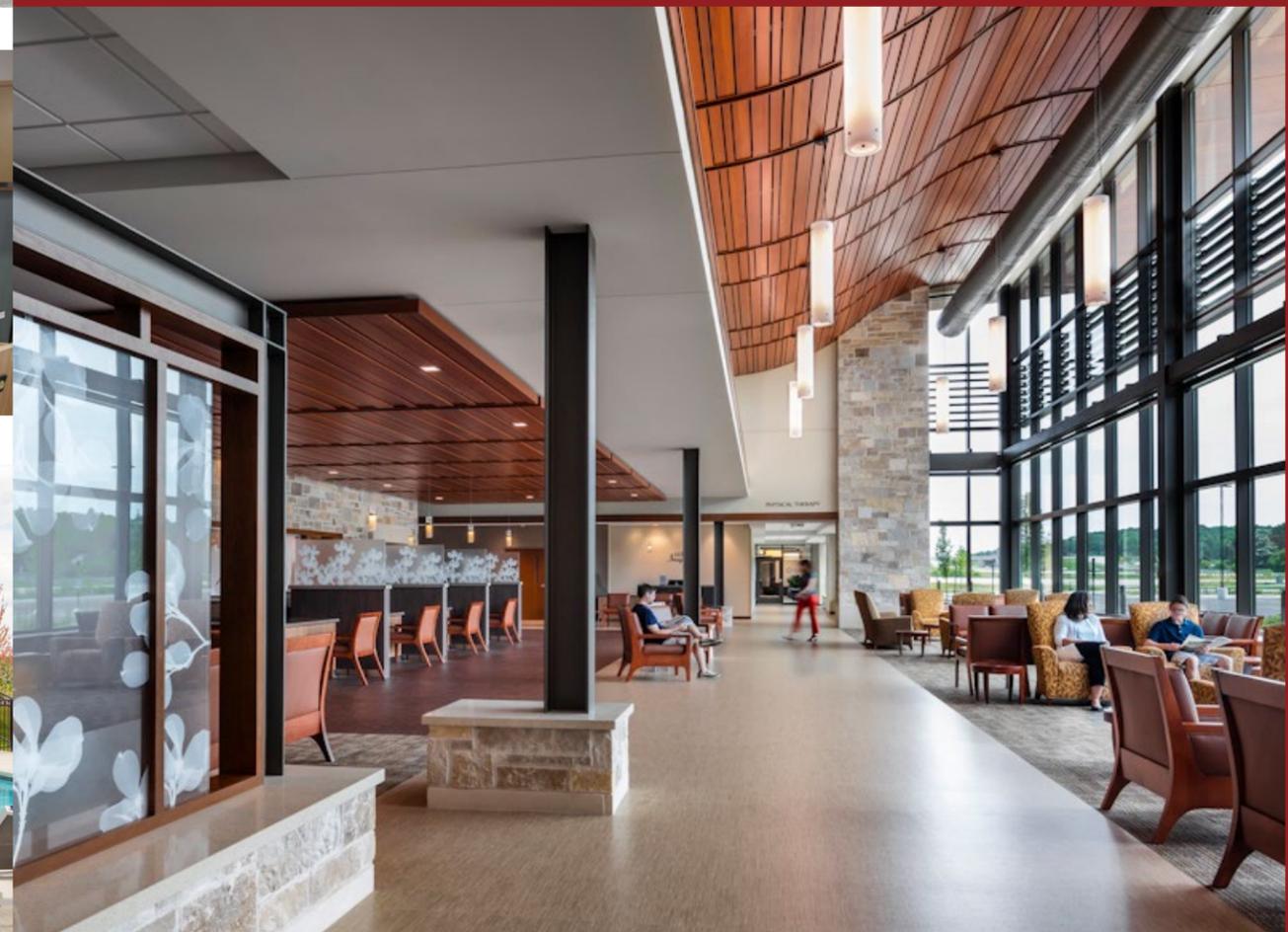
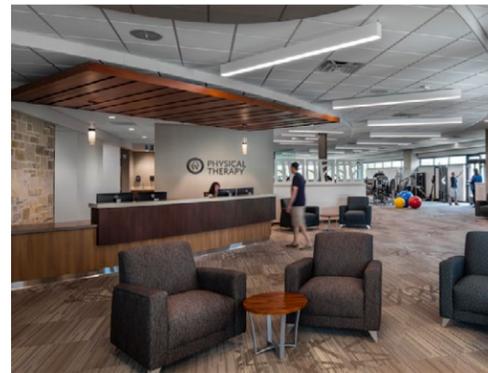
# SEASONS MULTIFAMILY COMMUNITIES

## SEASONS EMBODIES THE EVOLUTION OF LUXURY

**SUBURBAN LIVING** by providing an exceptional location blended with high end amenities and finishes tailored to suit our residents' lifestyle. Located in a park like setting, our Seasons locations provide a true suburban feel with the convenience of city life only minutes away. The unparalleled experience of the clubhouse, resort-style pool and 24-hour fitness center contribute to a higher standard of living for our residents.



# DEVELOPMENT PROJECTS



**FIDUCIARY REAL ESTATE DEVELOPMENT INC**

789 N Water St #200

Milwaukee, WI 53202

(414) 226-4535

[fred-inc.com](http://fred-inc.com)







### SITE STATISTICS

MULTIFAMIL  
 TWO STORY WALKUP BUILDINGS WITH 20 UNIT  
 CONFIGURATIONS  
 ALONG WITH A CLUBHOUSE AND POOL

20 UNIT BUILDING - 25,797 SF (1,072 SF/UNIT\*)  
 \*SF/UNIT DOES NOT INCLUDE GARAGE  
 TOTAL AREA: 567,534

#### UNIT MIX

STUDIO	44
ONE BEDROOM	176
TWO BEDROOM	176
THREE BEDROOM	44

5 UNIT TOWNHOMES - 5,215 SF TOWNHOMES	5
	445

#### PARKING

CLUBHOUSE STALLS	21 STALLS
SITE STALLS:	677 ( 1.52 STALLS/UNIT)
ENCLOSED	316 ( .71 STALLS/UNIT)
STALLS:	993 ( 2.23 STALLS/UNIT)

TYPICAL PARKING STALL DIMENSIONS: 9' X 18'  
 TYPICAL ROAD WIDTH: 24'

**FRED Hartland**  
 Multifamily Development  
 Wisconsin  
 Hartland



1414 UNDERWOOD AVE.  
 WAUWATOSA, WI 53213  
 414.431.3131 TEL  
 414.431.0531 FAX  
 WWW.AGARCH.COM  
 Architecture  
 Engineering  
 Planning  
 REVISIONS  
 NO. DATE DESCRIPTION

SCHEMATIC DESIGN  
 NOT FOR  
 CONSTRUCTION



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