

## **Representative Developments & Consulting**

### ***Mequon Town Center***

The City of Mequon has long prided itself on its low-density community. Mequon Town Center is the City's first, and perhaps only, urban-density development. Located on three acres adjacent to the civic campus, the development resulted from the assemblage of 5 parcels and required the decommissioning of an existing gas station. The community includes approximately 36,000 square of retail, 33,000 square feet of luxury apartments, and a new American Legion post. The community has opened at ~89% occupancy in the retail and will reach full stabilization in summer 2016. [www.mequontowncenter.com]

### ***Drexel Town Square***

The City of Oak Creek and WISPARK (WE Energies' real estate development firm) teamed together in this remarkable redevelopment of an 85-acre former manufacturing site. Oak Creek has built a new \$28+ million city hall and library as the anchor of a new town square development. WiRED Properties was selected to act as the lead development design consultant and at-risk developer of the new Main Street. WiRED's portion of the development includes two dynamic mixed-use buildings and up to six additional commercial buildings. The first of the two buildings will be delivered in August 2016 with the second to follow in September. The retail continues WiRED's focus on local brands and includes several of Milwaukee's top restaurant and retail stores. The retail is in excess of 70% leased. WiRED will start construction on its second phase in late 2016. [www.forgeandflareapartments.com and www.drexeltownsquare.com]

### ***Lilly Preserve***

Lilly Preserve is a 76-unit Class A apartment community located in Brookfield, WI at the intersection of Burleigh Road and Lilly Road. The City of Brookfield boasts a deeply challenging entitlement environment, and is resistant to developments of meaningful density. WiRED, with Phelan Development, received approvals to develop a multifamily community with ~15 dwelling units / acre. The apartments will be delivered between May and September 2016. [www.lillypreserveapartments.com]

### ***Stitchweld (with Milhaus Development)***

WiRED is the local joint-venture partner with Milhaus Development (Indianapolis, IN) in the redevelopment of a historically industrial site in the Bay View neighborhood in Milwaukee, Wisconsin. The original manufacturing site of the Harnischfeger Corporation, the 6-acre site was continuously industrial for over 100 years. Milhaus purchased the site in late 2015 and the WiRED / Milhaus team is now under construction on 291 units of apartments and has nearly completed the remediation of the site (the team received an approximate \$500,000 grant from WEDC). The ~\$45,000,000 development will be delivered in 2017.

### ***Ballpark Commons***

Ballpark Commons is a comprehensive master planned development in Franklin, Wisconsin. Our approved plans, construction of the first phases of which will start in 2017, include an ~39-acre parcel immediately south of The Rock that will include ~300 units of apartments, 25,000 square feet of commercial and a hotel. Across the street and generally on the same parcel as The Rock, we have proposed to build an earthen-berm minor league baseball stadium that will be home to the University of Wisconsin – Milwaukee baseball team as well as a minor league team to be owned by Mike Zimmerman. In addition, we will be developing three sports/entertainment buildings including an indoor baseball training facility, an indoor family entertainment center and a state-of-the-art golf facility. We have also planned for an additional 100,000 square feet of mixed commercial (retail and office) space and up to an additional 100 apartments flanking a new main street.

### ***The Cornerstone***

After the owner of a gas station on this key corner in Shorewood defaulted on his loan, WiRED negotiated the purchase of the note. WiRED decommissioned the gas station and developed the site and created a multiple award-winning mixed-use building featuring approximately 11,300 square feet of retail and 24 luxury apartments. The development received the Public Policy Forum's Best Public/Private Partnership award. The development required Tax Increment Financing and WiRED negotiated the detachment of a parcel from one municipality so the adjoining municipality could attach the parcel in order to incorporate it into an existing TID. [www.cornerstoneshorewood.com]

### ***Ravenna***

WiRED Properties won a competition by the Village of Shorewood to develop a site on Oakland Ave. Ravenna is a 4-story mixed-use building comprised of ~8,100 square feet of ground floor retail space and 20 units of luxury apartments

## **Blair W. Williams**

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above. The retail is 100% leased and the apartments have met remarkable success with empty-nester North Shore residents. [www.ravennashorewood.com]

### ***Milwaukee Institute of Art & Design***

MIAD hired WiRED to act as its consultant in assessing MIAD's current and future student housing needs. WiRED created and distributed a Request for Proposals and oversaw the RFP process. WiRED acted as MIAD's representative as the selected developer designs the new facility.

### ***928-32 E. Brady St.***

This building is located on a high-profile corner on Brady St. in Milwaukee. The building was neglected for decades and had become an eyesore. In partnership with the current owner, WIRED and WiRED Construction completed a demanding historic renovation and converted the building to one of Brady Street's gems. The building received a Mayor's Design Award in 2009.

### ***Village Crossing***

Pabst Farms Development hired WiRED to provide comprehensive multi-family development consulting services in the development of approximately 32 acres located in the heart of the ~1,500-acre master-planned Pabst Farms development. WiRED led the team in the creation of a 144-unit condominium development plan featuring sidewalks and elements of urban design.

### ***Bayshore Town Center***

Steiner + Associates is a national developer of new town centers. WiRED provided comprehensive consulting services in their development of luxury apartments located directly on the town square, above retail space and structured parking.

### ***Multifamily Best Practices***

Steiner + Associates hired WiRED to create a comprehensive best practices manual to assist them in the development of multifamily communities in their national town center development efforts.

### ***Gaslight Lofts (Mandel Group)***

Blair Williams was lead developer and project manager for the development of 138 luxury apartments located in Milwaukee's historic Third Ward. The development occupies the site of a former manufactured gas plant, and was constructed on a post-tensioned steel matt slab foundation. Blair was also responsible for the lease-up and management of the asset.

### ***Boston Lofts (Mandel Group)***

Blair Williams was lead developer and project manager for the development of 74 loft apartments located in downtown Milwaukee. The mixed-use building included a large department store on two floors, offices on three floors and apartments on the upper floors. The project was financed in part with Historic Tax Credits.

### ***Trostel Square (Mandel Group)***

Blair Williams was lead developer and project manager for the development of 99 luxury apartments located in downtown Milwaukee. The development occupies the site of a former tannery on the Milwaukee River. The buildings were constructed on friction driven piles and the development was financed in part with a Brownfield Grant from the State of Wisconsin. Blair was also responsible for the lease-up and management of the asset.

### ***Norhardt Crossing (Mandel Group)***

Blair Williams was lead developer and project manager for the development of 139 luxury apartments and townhomes located in Brookfield, Wisconsin. The development included a substantial wetland around which the development was planned and constructed. Blair was also responsible for the lease-up and management of the asset.