

Berg Management Company
235 W. Broadway, Ste. 10
Waukesha, WI 53186



March 14, 2019

City of Waukesha, Community Development Department
Attn: Jeff Fortin, AICP
201 Delafield Street, Room 200
Waukesha, WI 53188

RE: City of Waukesha Delafield Street Redevelopment Proposals

Dear Jeff:

Berg Management Company is pleased to submit the following proposal for the subject project.

I have worked with Struc-Rite Design, Inc. to come up with two preliminary options for all three sites on Delafield: one with only townhouses and one with townhouses and apartments (see enclosed renderings). A commercial building could easily replace one of the townhouses, if desired. Both proposals are pocket neighborhoods.

As you are aware, Berg Management has successfully completed several re-development projects in Waukesha, including the corner of Grand Ave. and College Ave., the old Bank Building, and, most recently, the Waukesha County Historical Society and Museum, to name a few. Riverwood Enterprises has helped with the on-site project management for these projects and Berg would be looking to hire them for this project as well. I have also enclosed my resume as well as Rosie Strauss's who would be the contract administrator and Admin for this job, were it to be awarded to Berg Management.

The first proposal is for 66 townhouses. Each townhouse is expected to have a finished value of about \$160,000 and would be either for sale or rent. This would put the total development value at \$10,560,000. Construction costs are expected to be \$130/sq.ft., for a 1,100 sq. ft. townhouse, bringing the construction cost to \$9,438,000. This would leave \$1,122,000 to cover land purchase and infrastructure upgrades including paving, utilities, retaining walls, grading, and other development costs. We would be looking for a combination of reduction in land purchase price and TIF money to cover the difference between the actual development costs and the \$1,122,000 available.

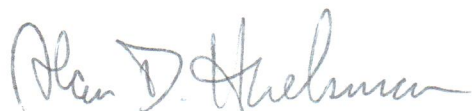
COMMERCIAL & RESIDENTIAL

The second proposal includes two apartment buildings located behind the townhouses, against the hillside. This proposal has increased density to increase the final value, 44 townhouses with an estimated value of \$7,040,000 (44 x \$160,000), plus 56 apartments, with a value of \$6,160,000 (56 x \$110,000) for a total development value of \$13,200,000. The construction cost for this option would be (44 x \$130 x \$1,100) \$6,292,000 plus (56 x 85,000) \$4,760,000 for a total construction cost of \$11,052,000. This option leaves \$2,148,000 available to cover land purchase, infrastructure improvements, and other development costs.

I envision two-story townhouses with ground-level garages and 2nd floor living space. If the plan with an apartment building is selected, parking would be behind the first row of townhouses and not visible from the street. I would be looking at building mid-range owner/renter occupied units with monthly rents in the \$1,250 to \$3,749 range.

Please feel free to contact me with any questions or concerns. I look forward to working with you.

Sincerely,



Alan D. Huelsman
General Manager

Enclosures

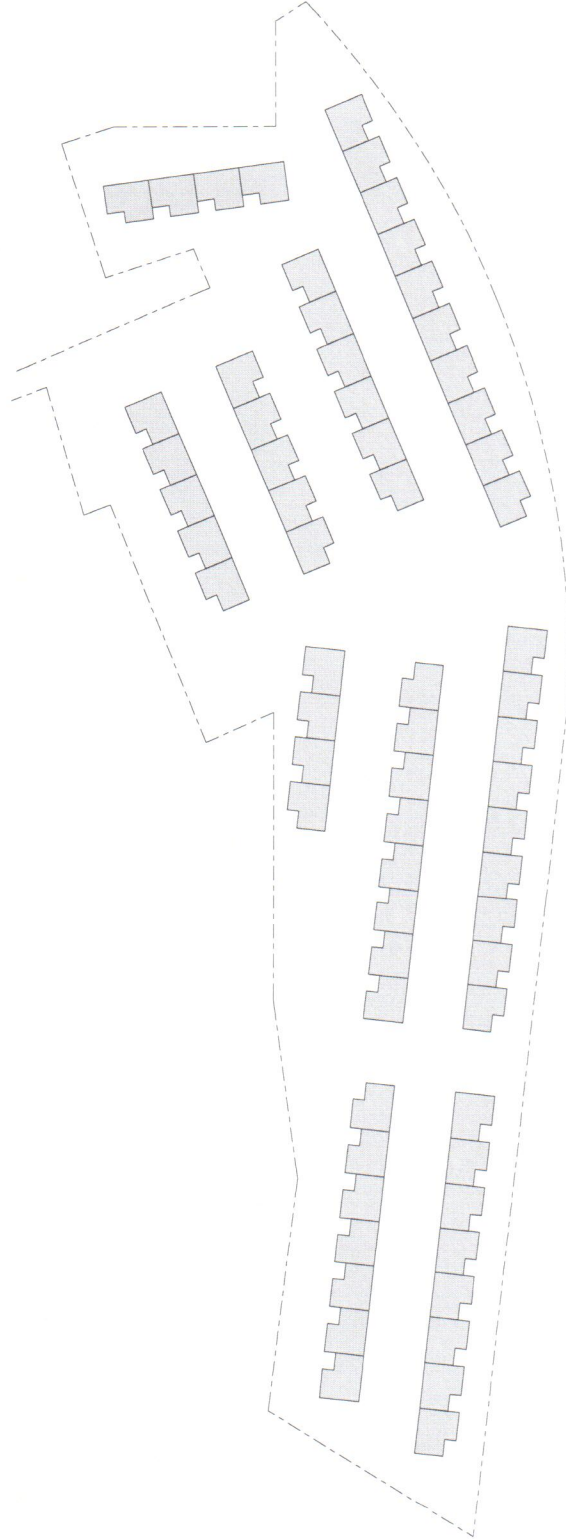
**Berg Management
 Delafield Street Redevelopment
 City of Waukecha**

SHEET TITLE
 66 - TOWNHOUSES

Request For Proposal

JOB NUMBER 19037
DATE 03.15.2019
DRAWN BY BEC
SHEET NUMBER BEC

C1.0



① Site Plan & Units
 1" = 40'-0"



② Site - Townhouse
 1" = 40'-0"

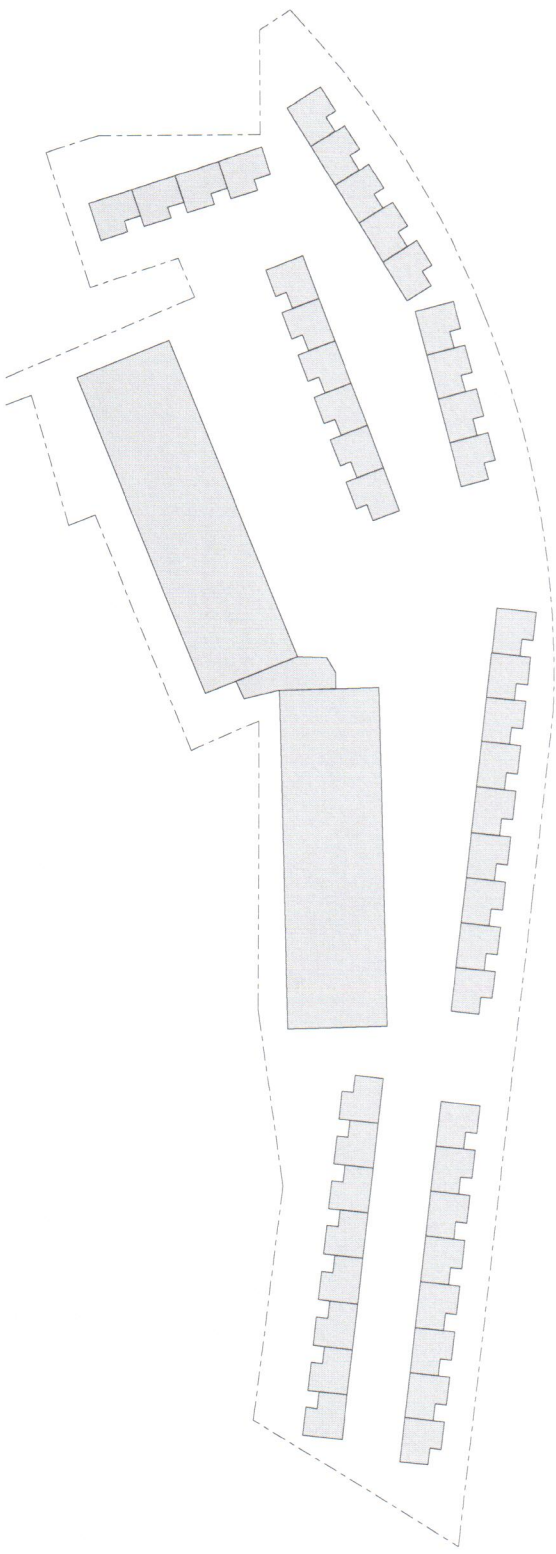
**Berg Management
City of Waukesha
Delafield Street Redevelopment**

SHEET TITLE
Townhouses w/ Apartment

Request For Proposal

JOB NUMBER 19037
DATE 03.15.2019
DRAWN BY
SHEET NUMBER BEC

C1.1



② Site Prop TH + Apart Site
1" = 40'-0"



① Site Prop TH + Apart
1" = 40'-0"

56 UNIT APARTMENTS & 44 TOWNHOUSES

RESUME

Alan D. Huelsman

Alan Huelsman, Ph.D., graduated with a Bachelor of Science degree in Chemistry from the University of Wisconsin at Madison in 1983 and received a Ph.D. in Materials Science and Engineering from the Massachusetts Institute of Technology in 1988.

In 1988, he joined the process development group at Vitesse Semiconductor Corporation located in Los Angeles California. Vitesse was a manufacturer of custom integrated circuits for the communications, test equipment, and computer industries. Mr. Huelsman was part of the management team at Vitesse for twelve years, managing groups in process engineering, process development, and yield improvement. From 2001 to 2003 he was the lead in the start up and management of a new product family in indium-phosphide. This effort included product development, process development, design, and marketing functions.

In 2004, Mr. Huelsman relocated his wife and two children from Los Angeles California to Waukesha, WI to focus on real estate development and property management. He is currently the General Manager of Berg Management Company, LLC.

Mr. Huelsman has served on the Waukesha City Landmarks Commission and has volunteered his time serving on the Waukesha Education Foundation Board. He is also on the Board at Aries Industries.

RESUME

Rosemarie A. Strauss

Rosie graduated with a Bachelor of Business Administration degree from UW-Whitewater in 1984.

She started her career as a secretary for Dow Chemical in 1987, moving to Technical Support Analyst and End User Support at Degussa in 1993, and then to Network Administrator/Manager for Rousselot in 2002. She started her own consulting company in 2008 and worked HelpDesk for CompuCom in 2009/2010. Also in 2009, Rosie came to work for Berg Management and took over managing the Spring City Trolley in early 2010.

Rosie continues to work with Berg Management in various positions, including managing the Spring City Trolley, until Berg sold the trolley business in 2018, IT/Operations, and handling both commercial & residential showings, leases, tenant retention, and build-outs.

Rosie has coordinated many leasehold improvement projects, set up budgets and MS Project plans, and acted as contract administrator for several construction and leasehold improvement projects, including the Tru Hotel in Brookfield and the Waukesha County Historical Society and Museum project. She has worked on these projects from inception to completion obtaining drawings and permits and soliciting bids. She attends the weekly construction meetings and deals with many vendors on a daily basis.

Ms. Strauss currently has the following accreditations: CPS – Certified Professional Secretary 1989; MCP – Microsoft Certified Professional 2000; A+ Certification 2009; and has taken Project Management classes at WCTC.

She represents Berg Management as a member of the City of Waukesha Chamber of Commerce and is the Treasurer for the Waukesha Downtown Business Association.