

# CASE STUDY: THE COMMON PLACE

*Petros PACE Finance Funds Development in Ashwaubenon, WI*

## Project Highlights



**The Common Place**  
**Ashwaubenon, WI**

88 Multi-Family Units | 11,548 SF Indoor Climbing Facility  
3,422 SF Retail Space

### THE CLIENT

**Merge Urban Development** was founded in 2018 in response to the Investment in Opportunity Act. In the first 12 months of operation, the Merge team established exclusive rights to plan, engage, and negotiate on sites in 12 mid-sized communities in the Midwest. They executed development agreements and/or began construction on four QOZ properties in Iowa and Wisconsin. Merge focuses on mixed-use developments that are supported by multifamily operations but include commercial components, similar to the subject.

### THE CHALLENGE

The PACE transaction partially financed The Common Place property in Ashwaubenon, WI. The property received \$1.75MM in TIF proceeds from the Village of Ashwaubenon and has been approved for a \$250,000 Community Development Investment Grant from the Wisconsin Economic Development Corporation. Both incentives were funded at the certificate of occupancy. The project is also located in a federally designated Qualified Opportunity Zone.

### THE NEEDS

- HVAC
- Plumbing
- Lighting

### THE SOLUTION

C-PACE enabled efficiency measures of \$5MM towards financing the mixed-use, new construction project. The total project cost is approximately \$21.0MM. The Bank provided two loans; a \$13,250,650 construction draw note and a \$1,400,000 TIF loan.

### THE RESULTS

- Private capital incentivized forward thinking, sustainable building designs.
- Efficient building design minimized future utility expenses, boosting NOI and property values for the owner.
- The energy efficient measures make it more attractive to investors and guests, while minimizing the carbon footprint of the development.
- Developer secured lower-cost, non-recourse capital to finance the project.
- Developer secured a more efficient capital stack and long-term interest rate hedge, ensuring long-term stability.

### THE PARTNERS

*Diverge, LLC*  
*Greenfire Management Services, LLC*  
*Bernhard TME*  
*CCDI, Inc.*





## BENEFITS OF PETROS C-PACE FINANCING



100% financing of hard and soft costs with no out-of-pocket



Promotes economic development and urban revitalization



Fixed-rate financing with up to 30-year terms



Ability to recover as an operating expense



Facilitates sustainable building design



Displaces higher cost mezzanine and equity capital

## WHO WE WORK WITH

*Multi-Family, Mixed-Use, Office, Hospitality, Industrial, Retail, Non-Profit, Healthcare, Manufacturing, Education*

## WHAT IS ELIGIBLE?

*Energy efficiency and water efficiency, renewable energy, and broad resiliency coverage for seismic, indoor air quality, wind/fire resistance, heat/climate change*

## WHY PETROS PACE FINANCE?

### **Expertise**

Our leadership team's 100+ years of combined experience in C-PACE, monetizing tax credits, and commercial lending means certainty of close for our clients.

### **Execution**

We've earned the trust of our clients because we break barriers and execute efficiently. We're defining the future of C-PACE every day.

### **Scalability**

We're growing quickly and we're taking our clients with us. With billions in committed capital, we can provide C-PACE financing ranging from \$500,000 to \$200 million or more.

### **Sustainability**

We use private funds from committed institutional investors to promote environmental sustainability and economic development.

For more information on our projects, visit our website at [www.petros-pace.com](http://www.petros-pace.com)

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