

720 N. MAYFAIR ROAD
PROJECT DESCRIPTION – CONDITIONAL USE PERMIT

Background

An affiliate of Irgens Development Partners previously received approval from the Common Council in November 2023 for a Conditional Use Permit for a 201-unit apartment community at the northeast corner of Wisconsin Ave. and Mayfair Road. Since that approval, the Irgen’s affiliate decided to sell the property. An affiliate of Mandel Group, Inc. placed the property under contract and is submitting this revised design and program for your consideration.

Program Statement

720 N. Mayfair Road (the “Development”) is an infill residential development that aligns with the Village strategic plan and brings approximately 196 high-end residential units to the Milwaukee County Research Park. By developing a portion of an underutilized parking lot with a high-density development, it invites people to live in Wauwatosa, activates the Research Park, and provides a terminus for Wisconsin Avenue, a main through street stretching from downtown Milwaukee to this location.

The residential program is made up of a mix of studio, one-bedroom, two-bedroom, and three-bedroom units to cater to a diverse demographic and lifestyle. Units are distributed on five levels over one level of private parking. The design of the building reduces the scale of the building along Wisconsin Avenue through the creation of three shorter facades. The site plan creates an entrance aligned with 106th Street. The entrance allows residents and guests to enter the property, but it will limit access to the Research Park through the installation of a gate. i.e. Only residents will be able to drive onto the adjacent property in the Research Park, avoiding creating additional traffic at this intersection.

The façade of the building utilizes a modern form with a simple palette of natural-looking materials and dark metal panels. The fiber cement materials were chosen for durability and used to create warmth on the façade. Manufacturer recommendations, best practices and installation methods will be followed rigorously to create a building that stands the test of time.

Amenities such as underground parking, courtyard with pool and dog run, club room and kitchen, fitness center, pet spa, and electric vehicle chargers are included in the project. Being in the heart of the village center, these amenities will provide a rich variety of social and lifestyle opportunities for its residents.

A high-level summary of the program is shown below. Please note the numbers are approximate.

Apartments	Approximately 196
Underground Parking	227
Surface Parking	48
Total Parking	275

The Development will be operated with on-site personnel including a community manager, leasing professional, and maintenance technicians. The residents will have 24-hour on-call maintenance service as well.

720 N. MAYFAIR ROAD
PROJECT DESCRIPTION – CONDITIONAL USE PERMIT

Neighborhood Meeting

We hired Lanser Public Affairs (“LPA”) to visit neighbors in the area to discuss the development and invite neighbors to a meeting about the Development. LPA collected comments from the neighbors and shared them with us. We held a neighborhood meeting on November 4, 2024, at which nine residents were in attendance. The neighbors' primary concerns were traffic and privacy as they largely lived in the homes across Wisconsin Avenue.

The traffic concerns related primarily to the speed of travel of vehicles on Wisconsin Avenue and the number of vehicles the Development will generate. We indicated to the neighbors that we are proposing traffic-calming measures in front of the development, including the creation of a parking lane on the north and south sides of Wisconsin Avenue. We also indicated that multifamily developments are not high-traffic generators and that the intersections in the area will operate with the same levels of service per the traffic study.

With respect to privacy, we are going to produce views from the development to the homes along Wisconsin Avenue and from the homes to the development. We agreed to add landscaping to the south side of the Development’s turnabout near Wisconsin Avenue for additional shielding. More landscaping might be added, depending on the rendered views we are developing.