



Report on Door to Door Outreach for Irgens

NE Corner of Mayfair Road and Wisconsin Avenue, Wauwatosa

October 16, 2023

Drafted by Mary Claire Lanser

Lanser Public Affairs is a grassroots public affairs and community outreach organization retained by developers for over nineteen years. The community outreach for the Irgens proposal followed my usual process, which demonstrates respect for everyone and to all opinions.

Process: Working from a database of closest addresses, I visited 13 residences on Wisconsin Avenue and Michigan Avenue, as well as 4 businesses on the west side of Mayfair Road. The database included property owners that will eventually receive public hearing notices. I spoke with people at 7 homes and 4 businesses. I introduced myself, clearly stated that I am hired to provide information, answer questions, write down comments, and urge people to attend the October 18 Neighborhood Meeting. Using a binder that contains site plan, architecture, landscaping, traffic study, the Life Sciences District Master Plan and the City of Wauwatosa Housing Study & Needs Assessment, the aerial map, and other details, I went through as much information as desired. I noted comments on large index cards (one per address). I distributed an invitation to the October 18 Neighborhood Meeting, emphasizing that, while it is open house, there will be a presentation starting at 6 PM (and to be there by then if they want to hear it presented "top to bottom"). I left the invitation in a plastic door hanger bag when there was no answer. I re-visited neighbors on Wisconsin Avenue a second time if I hadn't found them home during my first attempts. Visit times ranged approximately two minutes to more than one hour. I urged people to share my contact information with anyone interested and to call me anytime if they thought of additional questions. I also encouraged them to circulate the invitation to other Wauwatosa residents. People seemed to appreciate the personal outreach.

Dates of visits: October 2, 3, 7

Comments Summarized: **(Bolded items represent multiple similar responses.)**

- Like that there will be no permanent access onto Wisconsin Avenue.
- Want as much berming and as many existing large trees as possible to remain.
- Concerned about change to the climate of the single family community.
- Aware that the Life Sciences District is master planned and respect if this multi-family further serves that plan.
- Living close to top notch healthcare is a source of pride and a challenge.
- Lane configuration and traffic lane “narrowing” on Wisconsin Avenue is confusing. Traffic is heavy already and too fast. (Despite access for proposed development exclusively to the north, via Research Drive, people question whether this will increase traffic on Wisconsin Avenue.)
- Interested/concerned about traffic and access, for this site and for their streets. Will want to know more about traffic at the neighborhood meeting and/or once the studies are done.
- Wondering if apartment tenants will be able to see into homes/yards (privacy concern).
- Like that medical professionals will probably live here.
- Information shown is better than what they previously thought was being proposed.
- Interested in current information about the “other two” sites; **Mayfair Medical Commons and Mayfair Road Retail.**
- Despite market rate rents, tenants don’t care about the community as much as owners do and might be “riff raff”.
- As single family homes are put on the market, it is likely they are purchased by medical people.
- Retired Froedtert physician, proud of their legacy.
- Thinks a medical building at this corner would be less disruptive.
- Will want details on temporary construction access onto Wisconsin Avenue.
- Opposed to change but denies specific issues. Concerned about “everything that is going on” but didn’t elaborate.
- Dislikes the Research Park. Here 30 years but would rather this area be “wide open spaces” vs. developed. Any development is bad for the community.
- “Four stories is not terribly tall” and won’t block the sun.
- Figures the application meets the City’s criteria.
- Doesn’t care but thinks the building will sit empty.
- **More density here is good for local businesses.**

Public Open House Meeting

Irgens and Lanser Public Affairs hosted a public open house meeting on Wednesday, October 18, 2023 from 5:30 – 7:00 p.m. for interested parties to learn about the proposed multi-family development. Five (5) neighbors were in attendance, all of whom own single-family homes directly south of the project on W. Wisconsin Avenue.

At 6:00 p.m., an informative presentation was given by the Irgens; it provoked constructive discussions among the group regarding their concerns related to traffic and parking, long-term property management, landscaping and screening along Wisconsin Avenue, impact on privacy and property value, and the project's amenity offerings, among others.

Overall, the project plans were received positively by the group, and comments were made that Irgens seems to "be doing a lot right." They were pleased with the project's landscaping plans and requested as much screening as possible along Wisconsin Avenue to provide a buffer between their homes and the development. Irgens agreed to follow up with the neighbors and provide project updates, as necessary, and keep them informed of design changes, and/or future sitework set to begin.