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**From:** Zachary Kessler  
**Sent:** Tuesday, September 19, 2023 3:22 PM  
**To:** Zachary Kessler  
**Subject:** FW: [External] Mayfair apartment proposal

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**From:** a <[davidjp3@gmail.com](mailto:davidjp3@gmail.com)>  
**Sent:** Monday, September 18, 2023 10:45 PM  
**To:** Andrew Meindl; Dennis McBride  
**Subject:** [External] Mayfair apartment proposal

Hi, I live in district 1 and want to voice my support for the luxury apartment proposal. The city needs high end housing, especially in that area, in order to support the mall and surrounding restaurants and retail businesses. As I am sure you know, retail in general is struggling and malls are doing even worse. If Mayfair were to decline, which can happen VERY quickly, the city is left with a massive burden and acres of blight. This project needs to be considered before it is too late and before the area decays to the point of residents leaving to live further west where crime and taxes are low, and before the area becomes unappealing to developers—i.e. Northridge.

When people are paying over \$5500 a year in property taxes they expect the city to be safe, well maintained, and have upscale amenities. A high end area cemented in the center of the city is what Wauwatosa needs to keep the surrounding neighborhoods stable. The tax revenue from the apartments and added commerce will pay for necessities like roads as well as all of the unnecessary but nice to have things like inclusive parks. If people want a high quality of life in Wauwatosa then there needs to be revenue to pay for it, and raising taxes is not going to work or be tolerated.

Now is not the time to fight for affordable housing which will without a doubt bring more crime and decay to the city—it's a statistical fact that low income housing is bad for the surrounding area. Wauwatosa is surrounded by the crime and chaos of Milwaukee, which already spreads into this city, and it doesn't take much for home owners to leave and for land value to drop and then for decay to creep in. I don't want that to ever happen. No one is shunning or forgetting about people who may not be able to afford to live in the city, but Wauwatosa does not need to be a low income city when there are plenty of areas in Milwaukee county and the whole state that would be considered affordable. The reason people want to live in Wauwatosa and why it is a nice city is because the people who live here are hard working and responsible and follow the rules, and with those traits brings higher incomes. Of course this is not always true for the rich or vice versa for the poor, but in general it has proven to be the case.

My one issue with the apartments would be with the 1000 unit size. Admittedly, I don't have any information about the plan but if there are 1000 units then that could mean there could be up to 2000 cars that need to be parked assuming there are 2 people living in each unit. 500-750 seems better, but that is based on nothing but my own images in my head.

Thanks,

David Perlewitz  
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