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March 21, 2017

Fox Point Building Board
Village of Fox Point
7200 N. Santa Monica Blvd.
Fox Point, WI 53217

Dear Fox Point Building Board:

Mandel Group, Inc. (“Mandel”) is pleased to submit this application for Building Board review in conjunction with our petition for the redevelopment of the Dunwood School located at 217 West Dunwood Road, Fox Point, Wisconsin, into 105 luxury apartments.

Per the Fox Point Village Code, “The Plan Commission in making its recommendations and the Village Board in making its determination shall give consideration and satisfy themselves to the following... That the size, quality and architectural design of all buildings within the project will be compatible with the general character of the Village and specifically to the surrounding neighborhood. To arrive at such determination, the recommendation of the Building Board shall be obtained prior to the Plan Commission’s report to the Village Board” [745-21E(3)].

Currently, the neighborhood surrounding Dunwood School is comprised of institutional, commercial and single-family residential uses. Dunwood School is an obsolete, shuttered school building characterized by deferred maintenance. Attached hereto as Exhibit A is a photographic survey of the school. Due to the site’s history, there is minimal landscaping present. Most of the mature trees, according to the Village arborist, are degraded ash trees that have been infected by the ash borer. The past several years the school has been used for private and non-profit commercial enterprises. Another institutional use, St. Eugene’s School and Church, borders the site to the south. Commercial uses exist to the west including the Wisconsin Athletic Club and other professional office uses. A professional office building is adjacent to the southern/western boundary. Port Washington Road is the primary commercial corridor in the Village of Fox Point and is flanked by the Village’s existing apartment communities (including Porticos and Foxcroft) and the Village’s most intense retail development (Riverpoint Shopping Center).

Our final submitted redevelopment plan is the result of a considerable effort and a deliberate process to ensure our development scale and design are compatible with the surrounding community. We were assisted in the development of our plan and building design by Jim Shields of HGA. The development invokes a residential feel with attractive building massing and

architectural design while drawing on colors and materials found on single-family homes in the area.

The following summarizes how our development is compatible to the surrounding neighborhood:

Quality

Site Plan:

- By reducing the size of the development, we were able to establish a 100-foot landscaped setback buffer from the property line along Dunwood Road. This provides a setback as measured from the property line that is more than three times the zoning code-required setback off Dunwood Road.
- The reduction in development scale also allowed us to create a publicly accessible linear parkway with walking paths in the private yard setback condition noted above, and incorporate a small neighborhood park that extends even further into the private property providing a recreation area for the immediate neighborhood.
- The building improvements are oriented such that the short elevations of the buildings address the Dunwood Road frontage. We have specifically avoided constructing any long elevations along Dunwood Road, regardless of the enhanced setback condition noted above, so that the view into the property is more open and less distinguished by constructed improvements.

Green Space:

- Our development supports an aggressive investment in site development features, such as landscape treatments and stormwater management improvements, resulting in a more aesthetically pleasing visual result.
- Our development contemplates a large investment in landscaping, which translates into more plant and tree stock, larger caliper and ball sizes of stock, and an overall “finished look” to the site from day one. The contemplated landscaping offers native materials to ensure durability and compatibility with wildlife. Our landscaping supplements the gracious buffer with strategic berming and evergreen plantings.

Materials:

- High quality and large quantity of masonry finishes, positioned to provide maximum visual impact. Masonry color selected to complement predominant masonry colors in the immediate area. “Cottage Red” asphalt roofing shingle is borrowed from most common roofing color in the neighborhood.
- Use of other high-durability exterior materials that require lesser maintenance and therefore retain their original appearance longer than alternatives.
- High percentage of window systems on the exterior envelope, and large-scale windows to both enhance the exterior design as well as provide plentiful natural light.
- For-sale luxury residential housing finishes including custom-made cabinetry, premium model stainless steel appliances, quartz/granite countertops, hard surface flooring, customized bathroom and closet systems, high-end window treatments, tall

ceiling heights, and generously sized floor plans appeal to affluent renter demographic.

Underground Parking:

- All of the long-term parking needs of the residents are enclosed within underground parking facilities. As compared to other apartment communities in Fox Point, surface parking stalls are not used by residents for long-term parking and instead are provided solely for the use of guests.
- Underground parking allows us to free up more green space for public amenities and enhance stormwater management performance through the preservation of more pervious area on the site.

Community Room, Clubhouse & Resident Amenities:

- Our development offers a separate resident clubhouse structure that features a fitness facility, clubroom/lounge area and outdoor pool/sundeck area with an adjoining outdoor kitchen, a much-demanded amenity in the luxury housing market. The clubhouse and corresponding amenities enhance the overall quality of the development.
- The clubhouse also contains a community room facility for use by Fox Point civic and non-profit groups. The community room contributes to the integrated neighborhood experience.
- The clubhouse will allow Mandel to provide full time leasing and maintenance staff. Such staff is critical to the long-term maintenance and appearance of a luxury apartment community.

Architectural Design

Building Massing:

- The building forms feature highly articulated rooflines and massing that breaks down the scale without compromising the architectural integrity of the constructed improvements. Dormered gables, plane changes, and “embedded cottage” design elements create an exterior impression that is more characteristic of larger manor homes. The “embedded cottage” concept distinguishes sections of the façade to create the feel of connected cottage homes rather than a single larger building

Building Form:

- Reduce the building massing into four smaller scale buildings, rather than house all the units in fewer larger structures. Breaking down the building massing creates a more residential character and results in an enhanced view into the property from adjoining properties and right of ways.
- The buildings located closest to Dunwood were reduced to two-stories with pitched roofs to contribute to the residential character of the redevelopment.
- The 3-story buildings were strategically located next to adjacent institutional and commercial offices and away from single-family homes to the north.

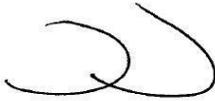
Size

Reduced Development Intensity:

- Original concept plan included a 30,000-square foot grocery store, 130 apartment units and a 120-unit senior living facility. To alleviate the development's intensity, we reduced the program to 105 luxury apartment units and an 80-resident senior living facility. All commercial uses were eliminated from the site.

We welcome the opportunity to answer any questions you have regarding our density bonus request and/or Dunwood Crossing. Our petition submittal to the Village Board includes additional detail regarding our development. I would like to thank you in advance for your consideration.

Sincerely,



Ian B. Martin
Vice President | Development

EXHIBIT A



