

Ian B. Martin  
Vice President | Development  
Mandel Group, Inc.  
301 E. Erie St.  
Milwaukee, WI 53202

March 10, 2017

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

Dear Trustees of the Fox Point Village Board:

Mandel Group, Inc. ("Mandel") is pleased to present our zoning application for the redevelopment of the Dunwood School located at 217 West Dunwood Road, Fox Point, Wisconsin. The Dunwood School property is currently zoned F-Institutional, pursuant to Section 745 of the Village Code. As detailed in the corresponding submittal package, Mandel proposes to place a PDO Planned Development Overlay District on a portion of the property allowing the development of 105 luxury apartments, clubhouse and associated amenities, including a public park and community room.

We welcome the opportunity to answer any questions you have regarding our zoning application and/or Dunwood Crossing. I would like to thank you in advance for your consideration.

Sincerely,



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Fox Point Plan Commission  
Village of Fox Point  
7200 N. Santa Monica Blvd.  
Fox Point, WI 53217

Dear Planning Commissioners:

Mandel Group, Inc. ("Mandel") is pleased to submit this request for a density bonus as permitted in the Village Code Section 745-21E(e) 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, "An increase in the computed allowable maximum density not to exceed 20% may be permitted as an incentive reward where in the opinion of the Plan Commission the character and quality of the development and of the amenities provided justify the additional density allowance" [745-21E(e)].

Our final submitted redevelopment plan is the result of a considerable effort and thoughtful process to enhance the character, quality and amenity base of the development, drawing heavily from input of the adjoining neighborhood and city staff and incorporating the latest design standards and qualities of luxury housing. The additional density permitted under the Code allows us to enhance even further the quality and characteristics of the development, well beyond those criteria that would be possible in the absence of such added economic value. The additional units permitted by the density bonus and corresponding economic benefit allow for the following design and programmatic features and benefits:

Character

Building Form:

- Reduce the building massing into four smaller scale buildings at additional cost, 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 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 structure. These design enhancements are expensive but are possible given the economics of increased density.

#### Site Plan:

- 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-required setback off Dunwood Road. The allocation of this much land area/cost to a substantial increase in a neighborhood buffer element is possible due to the economic benefit of the bonus density.
- Create a publicly accessible linear parkway with publicly accessible 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 passive recreation area for the immediate neighborhood.
- Orient building improvements so that the short elevation of buildings addresses 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.

#### 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. The additional cost to accommodate all of the residents' parking needs in expensive underground parking facilities can only be accomplished with sufficient development scale.
- 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.

### Quality

#### Materials:

- High quality and large quantity of masonry finishes, positioned to provide maximum visual impact.
- 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 at additional cost, 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.

## Amenities

### Green Space:

- The density bonus is accomplished without increasing the footprint of the constructed improvements. Additional density supports a more aggressive investment in site development features, such as landscape treatments and stormwater management improvements, resulting in a more aesthetically pleasing visual result.
- The economics of additional density permits a higher level of 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.

### Property Operations, Community Room & Clubhouse, Resident Amenities:

- The additional density enhances the size of dedicated property management staff that are supported by and providing service to the property. A minimum of 100 units allows for full-time, seven-day a week office staffing and full-time maintenance response including 24/7/365 emergency response for resident needs.
- Additional units create the value required to support the expense of a separate resident clubhouse structure that features a more extensive fitness facility, clubroom/lounge area and outdoor pool/sundeck area with an adjoining outdoor kitchen, a much-demanded amenity in the luxury housing market.
- Additional units create the marginal value necessary to provide a community room facility for use by Fox Point civic and non-profit groups.

Per Village Code Section 745-21E(d), “the allowable density for a given development shall be computed by dividing the gross area of the proposed development exclusive of existing public right-of-way by the appropriate density factor”. Based on our development unit mix, the appropriate density factor calculated and shown in the following data table is 4,481 square feet of site area for each residential unit. The gross area of the proposed development site exclusive of existing public right-of-way is surveyed at 393,888 square feet, or slightly more than 9.042 acres. The math used to calculate the allowable density inclusive of the 20% density bonus is as follows:

$393,888 \text{ SF} / 4,481 \text{ SF} \times 1.20 = 105.4822 \text{ units}$ , which we round down to 105 units.

Density Factor Calculation – Required by Unit Count/Type				
	% of Total	Units	Density Factor	Total Req, Sq. Ft.
<b>1 bds</b>	30%	31	4,000	124,000
<b>2 bds</b>	24%	25	4,500	112,500
<b>2 bds + den</b>	21%	22	4,500	99,000
<b>3 bds</b>	26%	27	5,000	135,000
	<b>100%</b>	<b>105</b>	<b>4,481</b>	<b>470,500</b>

Inclusive of the enhanced density factor, Dunwood Crossing will be developed at a lower density than either of the two existing apartment communities in Fox Point – Foxcroft and Porticos. Both of these properties were developed at densities that would not be permitted under today’s zoning ordinance. The building scale and character of each of these competitive properties produces more scale and monolithic visual impact, as compared to the highly-refined massing and scale of Dunwood Crossing. Finally, neither of the two competitive properties incorporate any community-benefit attributes that are key aspects of the Dunwood Crossing plan.

We believe, based on the above recitation of facts, that the standard established by the Village Code - Section 745-21E(e) is well-met, thereby validating the request for the density bonus factor discussed herein.

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,

A handwritten signature in black ink, appearing to be 'Ian B. Martin', written in a cursive style.

Ian B. Martin  
Vice President | Development