



FOR IMMEDIATE RELEASE
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Walkability and sense of place in suburban housing

(Waukesha, WI) – The Waukesha County Center for Growth, in partnership with local municipalities, recently completed a study of new apartment/condominium developments in the county. The study revealed that there are 1,000 new market-rate, in-demand apartments under construction in Waukesha County today, and 2,500 have come online since 2014.

Those units are scattered throughout the county, from Brookfield to Oconomowoc, from Muskego to Menomonee Falls. These numbers only include apartment developments created with a “sense of place,” meaning mixed-use, walkability, a downtown location and/or great accessibility. Adding in other developments without these elements would drive the number even higher. The number of units under construction is comparable to that seen in downtown Milwaukee in recent years.

“Despite perceptions, there continues to be a tremendous amount of growth in the suburban housing markets,” said Bob Monnat, partner and chief operating officer for Mandel Group, a group that has developed and manages hundreds of new apartments in Waukesha County. “The downtown areas of large cities are active, but there is a similar level of activity in the suburbs.”

Companies like Mandel Group are investing heavily in walkable settings in mature communities and have been very successful attracting an older audience. There remains demand for apartments for millennials in the suburbs, at locations where there is a focus of activity or ease of access.

“The Corners of Brookfield is a great example of this,” said Monnat. “We have actually attracted an even mix of millennials and older residents. We attribute the strong millennial renter response to the convenience of the Corners’ walkable town center and the easy freeway access for commuting purposes.”

“As the suburbs have matured, key locations have grown up with retail, restaurant and entertainment offerings. This has created great new opportunities for development,” said Mark Wimmer, president of Wimmer Communities. Wimmer Communities has developed more than 30 leased communities in Wisconsin and is developing four new communities in Waukesha County currently. “We’ve found a wide range of residents attracted to our developments, from young professional couples to middle-age single households to mature individuals who are moving beyond home and yard maintenance. Folks don’t want to feel isolated; they want to feel more integrated into things, and the choice of residence is a big part of that.”

The housing study is part of a larger effort between the Center for Growth, the Waukesha County Business Alliance, Waukesha County Executive Paul Farrow and Waukesha-Ozaukee-Washington (WOW) Workforce Development to attract new talent to the area as part of the 2018 workforce development strategy. The organizations are working together to showcase the benefits of living, working and playing in Waukesha County.

“Attractive and affordable housing is a big factor when it comes to where people decide to live,” said Tim Casey, director of economic development for the Waukesha County Center for Growth. “We want to make sure people know that there’s a lot of modern, amenity-rich options available in suburban settings in southeast Wisconsin that are also providing what people are looking for.”

The 2018 workforce development strategy focuses on developing the future workforce through partnerships with educational institutions, attracting new talent to the area and retaining and skilling up the existing workforce. Learn more about the strategy [here](#).

Interview opportunities – Tim Casey, director of economic development for the Waukesha County Center for Growth

Bob Monnat, partner and chief operating officer for Mandel Group

Mark Wimmer, president of Wimmer Communities

See attached files for sample renderings and raw data

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About the Waukesha County Center for Growth, Inc.

The Waukesha County Center for Growth, Inc. is Waukesha County’s economic development organization. Created in 2016 by Waukesha County in partnership with the Waukesha County Business Alliance, the Wisconsin Small Business Development Center and local municipalities, the mission for the Center for Growth is to connect businesses with the resources they need to grow in Waukesha County. The Center for Growth works to ensure each organization doing business in Waukesha County will reach its fullest potential. For more information, please visit www.waukeshagrowth.org.