

CHALLENGE: The Milwaukee Protestant Home, a senior housing development planned for the city of Mequon, fit with the type of high-quality development often sought by residents and officials. However, nearby property owners filed a protest petition, a legal maneuver to force a supermajority (80 percent) vote on the Common Council for approval of the development. The property owners were concerned about traffic, noise, loss of green space and distance from a freeway corridor.

Milwaukee Protestant Home

EXECUTION: The Lynne Broydrick Group launched a carefully conceived plan of community outreach and education that focused on listening to the concerns of nearby residents. Many changes were made in the project design to reflect their input. Those adjustments we're then reported back to residents to prove that the Milwaukee Protestant Home was acting in good faith and genuinely cared about being a respectful neighbor.

RESULT: Even good will and humanitarian projects can face opposition when a lack of understanding and information prevails. Seeing that their concerns were now heard and addressed, many signatories to the protest petition changed their mind and the petition was overturned. With this hurdle cleared, the Common Council approved the housing development.