

**From:** [Amber Smith](#)  
**To:** [Coggs, Milele](#); [planadmin](#)  
**Subject:** RE: Monday, June 13th 2:15pm Meeting: Brewers Hill Commons - File Nos. 160113, 160114, and 160115  
**Date:** Monday, June 13, 2016 12:20:52 PM  
**Importance:** High

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Good afternoon, Ms. Milele Coggs, of the Common Council, and Members of the City Plan Commission (CPC),

I am writing you as a home owner in Brewers Hill and a member of the Historic Brewers Hill Association (HBHA) who is concerned about the proposed development plans known as the Brewers Hill Commons (BHC). I understand that the Common Council and the CPC are meeting today at 2:15pm to discuss these plans. Unfortunately, I am not able to attend this meeting; hence this letter.

My husband and I are both born and raised in Milwaukee County. I have lived in the City of Milwaukee for the past twelve years, and he has lived here for the past seventeen years. We are both proud graduates of the University of Wisconsin – Milwaukee – me with a Bachelor’s Degree in Journalism and Mass Communication, and him with a Bachelor’s Degree in Nursing. In 2011, we were married at Roots (now known as Wolf Peach) in Brewers Hill. In 2015, we purchased our first home in the Shoeworks Lofts in Brewers Hill, and also joined the HBHA. I tell you these things because we are deeply invested in our community and local economy. For the past decade and longer, we have proudly supported local businesses, farmers markets, and charities; as our support increases the opportunity for diversity and improvement across our fine City and within the historic neighborhood of Brewers Hill.

People move to and stay in Brewers Hill because of its unique beauty, including its core Greek Revival and Italianate architecture, as well as its ability to make residents feel that they are in a somewhat suburban neighborhood while being directly in the great city of Milwaukee. I understand that the sites for proposed Phases 6 and 7 are not declared historic by the Common Council; however, it is important to the residents of our neighborhood that the particular architecture and landscaping of Brewers Hill is thoughtfully represented in new developments. Royal Capital Group (RCG) has elected to not represent the neighborhood’s architecture in their proposed plans. The proposed plans instead are an extension of the more common architecture along Commerce Street – lacking diversity in the physical look and feel of the actual buildings, as well as lacking green space and instead focusing on urban concrete landscaping. The addition of two to three developments that are of considerable size within eyesight of one another will negatively impact the visual appeal of the Brewers Hill neighborhood; thereby negatively impacting investment and improvement in our neighborhood.

Additionally, I understand that creating more rental units in the neighborhood aims to increase diversity in the already diverse Brewers Hill neighborhood. However, there are currently 5,000 units being developed in the City at the price point proposed for BHC. This leads to me to question the credibility of these units actually supporting diversity not just in Brewers Hill, but in the City as a whole. Who is actually moving into these units? Is there an actual need for these units? Is it actually improving diversity while improving the investments of home owners?

As for those who are invested in the neighborhood – the people who own homes, the people who invest in their homes by making home and landscaping improvements while respecting what makes Brewers Hill unique – what does it say to them that large rental units can take away our natural light and scenic views of the city we love? What does it say to home owners that rental units can disregard the visual appeal of the historic neighborhood we all love and respect? As a home owner in Brewers Hill, I know what it says to me. It says that my investment in this City that started over a decade ago, and that my investment in Brewers Hill that started last year (and I hope to continue for the next several decades) doesn't matter to the City.

I ask that our alderwoman, Milele Coggs, and the CPC look even more closely at these proposed plans. It is important that respect is given to the historic nature of our neighborhood in both the look and feel of the buildings and the landscaping. It is important that the word diversity actually has meaning in our City and isn't just a buzzword to obtain financing for developments that aren't vital to the local economy. It is also important that a strong message of support and respect is given to those invested in the community – the home owners. We need to know that the City appreciates our investment and aims to protect it.

I look forward to your response.

Regards,

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