



**Department of City Development**  
City Plan Commission  
Redevelopment Authority of the City of Milwaukee  
Neighborhood Improvement Development Corporation

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To the Honorable Members of the  
Zoning, Neighborhoods and Development Committee  
City of Milwaukee  
City Hall, Room 205

Dear Committee Members:

File Nos. 160113, 160114 and 160115 relate to the Second Amendment to the General Planned Development (GPD) known as Brewers Hill Commons (BHC), the First Amendment to the Detailed Planned Development (DPD) known as BHC – Phase 6 and the First Amendment to the DPD known as BHC – Phase 7, generally bounded by East Brown Street, North Killian Place, East Reservoir Avenue, and North Palmer Street, in the 6<sup>th</sup> Aldermanic District.

In 2000 a GPD zoning master plan was established for seven phases of development in the Brewers Hill neighborhood, including the number of permitted dwelling units, parking spaces, and building heights for each phase. Subsequently, specific development plans for each of the 7 phases were approved as DPDs between 2000 -2005. Phases 1 – 4 have since been constructed, and consist of a mix of single-family, townhouse, and multi-family residential developments with the other approved phases remaining unbuild. Amendments to the GPD and DPDs are necessary, as the current development group proposes to change the number of allowable units (a total of 37 additional residential units, an increase from 143 to 160 total units, on land within Phases VI and VII), and site plans and building designs, among other aspects of the previously approved DPD's for Phases VI and VII.

Royal Capital Group is proposing to develop Phases VI and VII (The Hills Luxury Commons) of the Brewers Hill Commons PD. Phase VI, located on the south side of East Brown Street between North Palmer Street and North Hubbard Street, was approved for a total of 70 residential units within 2 buildings, one of which was 5 stories and one was to be 4 stories. Royal Capital Group is proposing to develop 84 residential units in two buildings, which will range from 4 to 3 stories. Up to 50 total indoor parking spaces will be provided for the two buildings with an additional 43 surface parking spaces located between the buildings. Phase VII, located on the south side of East Reservoir Avenue between North Palmer Street and North Hubbard Street, had been approved for a total of 74 residential units in 6 townhouse units and one 4-5-story building (as the grade of the site slopes down). Royal Capital Group is proposing to construct up to 96 units in a 4-story building. The building contains two enclosed, heated parking garages and provides up to 100 parking spaces. There is a small commercial space proposed for the northeast corner of the building. Building materials on both phases will include brick masonry, metal spandrel panel, cement board panel, burnished block base and wood panel. Balconies will have a painted metal system.

The development team has met with the Brewers Hill Neighborhood Association board and members several times through the development of the proposed plans. As the result of feedback, the development team has made changes to the plans that include, but are not limited to: changing access points to buildings to better address slopes and grades of the streets and lowering the height of the building across from townhomes so as to not block views, though not a zoning issue and building materials. Planning received several letters from neighbors regarding the proposals. Concerns include the design of the buildings and how they will fit into the neighborhood, the scale and size of the proposed developments, and the unit mix (concern being that the majority of the units will be 1-bedroom versus the previous proposal which had mostly



2-bedroom units). Other issues have been raised that do not relate to zoning, including but not limited to: ownership type (rental versus owner), income level of prospective tenants, unit size, how the buildings will block views of adjacent residences, and how they prefer that the sites are retained as green spaces rather than developed.

On June 13, 2016, a public hearing was held, and several people attended in support and in opposition to the proposal. Those in support of the proposal stated that these developments will bring quality development to the neighborhood and will be an added benefit. Those in opposition to the development cited reasons similar to the letters that were received (noted above). The Historic Brewers Hill Association submitted a letter, and stated at the meeting that they are supportive of the project provided the quality of the development shown in the renderings is consistent with what is constructed, and that the developers (and future property management company) stay in close contact with the neighborhood association to ensure good relationships and stewardship of the neighborhood. Since the proposed developments are consistent with the previously approved DPDs in terms of general character, land use and height, the City Plan Commission recommended at its regular meeting on June 13, 2016 recommended approval of the subject file conditioned on the applicant revising the GPD and DPD narratives to include sufficient information on the proposals, including number of parking spaces, signage types, uses (for Phase VII), setbacks, and other project-related details, and revising the DPD drawings to include sufficient detail regarding the building elevations, site plans that have setbacks, use, building height and other elements required per ordinance, and incorporate design comments that have been provided to the applicant's architect.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Coggs