

7 June 2016

Ms. Patricia Najera, Chair  
City of Milwaukee Plan Commission  
809 N. Broadway St.  
Milwaukee, WI 53202

Dear Ms. Najera & Commission Members:

I am writing in reference to the plans submitted by Royal Capital Group for proposed apartment buildings known as Phase VI and Phase VII of the Brewer's Hill Commons Planned Development Area. I live in Unit 601 of the Cobbler's Loft Condominiums, 234 E. Reservoir Ave, across the street from the Phase VII site. Though I rent this unit, I am speaking on behalf of the owner, Casey Lang, who has sent her proxy for this purpose (copy attached).

I have many, many concerns about this project, but will summarize them as briefly as possible.

- I can find no evidence that Royal Capital has ever built a building on its own. The records I've found show it co-developed a couple of apartments in Madison, then started one by itself using WHEDA tax credits, but the project was abandoned. As such, it leads to questions as to how it is able to obtain bank financing for a project this size. If there are other developers who are backing Royal, we don't know who they are and are troubled by the fact they have not been made public.
- The neighborhood has had very little time to evaluate this proposal. While "inspirational" renderings were presented by Royal at a couple of community meetings this spring, we only saw the final drawings on May 24, two weeks ago. Given that the Memorial Day weekend followed, it was difficult to bring people together for discussion.
- This building has 25% more units than the one approved by the Plan Commission and Common Council in late 2004 and early 2005. This approval (68 units) only came after much negotiation between the City, the neighborhood and the developer at the time, and was scaled down from their original plans. In addition, these are apartments, not condominiums, almost all of which are one-bedroom. In this regard the proposal seems to be inconsistent with the Planned Development originally laid out for Brewer's Hill. It will bring much more traffic to nearby streets which were never designed for such traffic flow.
- The most recent information I've received from WHEDA (an email dated 5/31/16) indicates Royal is still very much in the early stages of its application and still supplying

financial information to its underwriters. There is no date set for it being heard by the Loan Committee.

Based the above I feel strongly that it would be premature for the Plan Commission to pass judgment on Royal Capital's plans at its June 13 and urge that the matter be laid over until there has been sufficient time for the neighborhood to study the proposal and provide its recommendation.

Sincerely,

Mark Goff  
234 E. Reservoir Ave. #601  
Milwaukee, WI 53202  
414-277-0606

Attachment