



# HISTORIC BREWERS HILL

## NEIGHBORHOOD ASSOCIATION

To: City of Milwaukee Plan Commission  
Fr: Historic Brewers Hill Association Board of Directors  
Date: May 11, 2017  
Re: The Hills Luxury Commons

### Introduction

In June 2016, the Historic Brewers Hill Association (HBHA) provided support to Royal Capital's "The Hills Luxury Commons" project, conditioned on a few factors. One of those factors was that "The Hills Luxury Commons are developed according to the renderings provided to the Historic Brewers Hill Association on May 27, 2016 for Phase A (23 pages) and Phase B (25 pages)."

As the renderings before City Plan have significantly changed, and contain elements that are of concern to us, the Historic Brewers Hill Association cannot lend the same level of support to this project that we did one year ago. However, we are hopeful that the developer can make changes, outlined below, to earn our complete support.

### Background

Beginning in late March 2017, Royal Capital Group contacted HBHA Board of Directors regarding their proposed changes (from the 2016 approved DPD) to Block B and Block C of The Hills Luxury Commons. Since the initial contact, several meetings have occurred, with a neighborhood meeting on April 4<sup>th</sup> and two meetings with representatives of the Board of Directors.

The HBHA is very pleased with many of the revisions to Block B by Royal Capital Group. The key positive takeaways from the prior development/design for Block B to the new proposed development/design include reduced density / total unit count (from 84 to 30), reduced building height (from 4 to 2 stories), increased count of 2-and 3-bedroom into the unit-mix, improved first floor activation throughout entire block, increased green space /community room / playground / courtyard setting, and direct pedestrian connections throughout development to adjacent sidewalks.

### Needed Improvements

However, as communicated to Royal Capital Group at each meeting, the HBHA has key concerns relating to the proposed exterior design changes of Block B. Specifically, the HBHA would like to see improved on the exterior design are:

- The fiber cement board siding appears more prominent with the current design vs the prior approved design. To play better with the natural/gray brick veneer and faux wood siding, **a softer color is preferred (more grayish) for the fiber cement siding. We also encourage using more of the faux wood siding accents.** Prior renderings may not have been accurate from the previous design, but the stark white did not seem as prominent. The historic surroundings have cream city brick, brown bricks or brightly colored woods and white is very rarely a feature color in the neighborhood.

- Prior design appeared to have a greater amount of window glazing, taller window features, making the fiber cement board siding less of a prominent feature of the buildings. **We encourage larger windows on the corner units and in non-brick veneer areas.**
- Prior design incorporated varying roof lines, breaking up the roof along Brown Street. Current design only varies due to site elevations, **we encourage some roof line adjustments.**
  - Prior design had slight roof overhangs on Palmer and Hubbard, which provided closure to the building design. The current design seems to feel unfinished and puts the focus/emphasis on the fiber cement board siding.
- Prior design had Brick Masonry on signature corner elements, we encourage the Developer to **incorporate more masonry veneer/natural stone materials**, especially on signature corner elements.

### **Conclusion**

In sum, the HBHA would like to see the above revisions and believes that Royal Capital can incorporate these revisions into the design.