



HISTORIC BREWERS HILL

NEIGHBORHOOD ASSOCIATION

To: City of Milwaukee Historic Preservation Committee

Fr: Historic Brewers Hills Association Board of Directors

Date: September 10, 2021

Re: 1737 – 1751 N Palmer Street, 50-unit Apartment Building / Three Leaf Development

Milwaukee's Historic Brewers Hill is a socially, economically, and culturally diverse neighborhood just north of downtown Milwaukee. The Brewers Hill neighborhood is bounded by Holton to the east, Pleasant to the South, Dr. Martin Luther King Drive to the West, and North Avenue to the north. Our neighborhood is one of two residential areas from the City of Milwaukee's original settlement period in the mid-1800s. Today, Brewers Hill is an urban, residential neighborhood comprised of over 900 household units. Our residents are equally proud of our rich history and diversity. We also pride ourselves as being incredibly involved in our neighborhood and City affairs.

After learning of the proposed development scheduled for the September 13th HPC agenda, the Board of Directors facilitated two meetings with Three Leaf Development - a virtual Board of Directors meeting on August 26th and a special in person neighborhood meeting on August 31st. Based on neighbor comments of the proposed plans (the plans submitted to HPC on August 18th), the following concerns have consistently been stated:

- Scale, mass and height of proposed building are inappropriate for the site and not in harmony with the adjacent 2-3 story single family and two-family houses
- The proposed design does not embrace the local feel and architecture of the neighborhood, nor does it contain any building elements one typically sees with the Brewers Hill Historic District (Cream City brick, use of wood)
 - Please note, the revised elevations received on September 10th did not allow time for the Board of Directors to solicit neighborhood feedback.
- Lack of setback / proximity of proposed building to the Palmer and Vine Street sidewalks
- Lack of green space
 - During review of the Fortress redevelopment in 2016, the Fortress had provided additional greenspace on the 1751 N Palmer lot in response to neighbor concerns on the amount of pavement originally proposed. This green space is currently eliminated in the current Three Leaf development proposal.
- Lack of street activation of the 1st & 2nd floors on three building sides
- Lack of alley usage for vehicular ingress/egress

The Historic Brewers Hill Association Board of Directors reviewed the Three Leaf development plan for 1737 – 1751 N Palmer Street and voted to not support as the proposed development does not meet the guidelines for New Construction as outlined in the Historic Designation Study Report for the Brewers Hill Historic District (<http://historicbrewershill.com/wp-content/uploads/2014/09/Info.pdf>), primarily with respect to siting, scale, and form. We understand the attractiveness of the site for new construction and do welcome investment – however, we look forward to revisions that can be made to the proposed development to better reflect the new construction guidelines and address neighbor concerns.

Respectfully Submitted,

Molly Booth
HBHA President