



Date: July 23, 2025

Prepared For: Alder Laressa Taylor

CC: Common Council, Mayor Cavalier Johnson, Commissioner Crump

Subject: Cudahy Farms Meeting Follow Up

Alderwoman Taylor,

Thank you for your guidance and feedback. As the city continues to strive towards achieving success with our collective goals of maximizing quality-safe-affordable housing and community building, we are pleased to share additional points of clarity and direction for your review. Pursuant to recent questions by your office, please note the responses below:

1. How will Royal Capital market to Residents in the Woodlands?

Affiliate Management Services (a wholly owned Royal Capital subsidiary) will be the Property Management agent for Cudahy Farms. AMS will execute a deliberate marketing strategy to nearby residents, including the Woodlands, to engage and inform around the housing opportunities planned for the Cudahy Farms campus. The initial marketing efforts will commence during the pre-construction phase and continue through project completion and lease-up. The contemplated strategy for the pre-construction marketing phase will be a combination of flyer/info sheet distribution and in-person outreach to inform residents about the project (building & unit types, proposed rents & income restrictions, amenities, etc.), followed by Royal Capital maintaining a virtual interest list that will provide ongoing project updates to the interested individuals/families.

2. Provide details and the approach to programming and will Royal Capital commit to limiting programming at the site to residents and guest of the property (The exception being access to the early childhood center):

To fully deliver the “lifestyle campus” approach, on-site amenities and programming will be a mainstay within the Cudahy Farms development. Amenities and programming focused on the residents of Cudahy Farms project will be the following via Common Amenity Building (accessed by residents through assigned pass/fob):

- Early Childhood Education
- Gym & Fitness Center
- Business Center & Makerspace
- Resident Marketplace
- Golf Simulator
- Children’s Playground
- Pickleball Courts & Outdoor Putting Greens

The Lifestyle Coordinator position within property management will be responsible for planning curated programming through on-site resident engagement and delivering the programs through internal resources and in collaboration with 3rd party organizations.

In addition to the on-site amenities, Royal Capital intends to make the early childhood education center available to the general public for enrollment through an intentional marketing strategy to the nearby neighborhood. At a future date, leadership (i.e. Royal Capital, Alderwoman, MPD/MFD) will convene around the opportunity to discuss and identify intentional on-site programming made available to the broader community.

3. How will they save some of the trees that are not ash trees, such as the oaks and maple trees?

The revised development plans calls for more than 30-acres of land to be left undisturbed at the site. Furthermore, the Cudahy Farms Detailed Planned Development zoning exhibits includes the following:

"It is our goal to preserve a great amount of existing trees and vegetation to maintain the current aesthetic landscape/vegetation. In the areas of the site that will not be graded to accommodate the new buildings and amenities, the existing vegetation is expected to remain intact except for instances where the trees are diseased or have died and need to be removed... required vegetation shall be of a quality consistent with the standards of the American Association of Nurserymen (ANSI 260.1). All required vegetation shall be maintained on an ongoing basis, including seasonal tree and plant replacement. The existing site or interim condition must be maintained in an orderly fashion consistent with the zoning standards of the site prior to rezoning to DPD, including all existing turf and landscaping, until such time that the subject DPD is constructed. All landscaping and required site features shall be installed within a maximum of 30 days total of the City issuing a Certificate of Occupancy (excluding time between December 1 and March 1) for the subject DPD."

Upon approval of the DPD, the language above becomes enforceable zoning requirements.

4. How will they protect the neighbors from the increased noise pollution (will there be a berm)?

The development plan has the 212-units located in the south-west corner of the site which sits closest to Swan Road (i.e. 91st street). Currently the site topography includes a hill to the east of the existing building (formerly utilized by the YMCA). This area will remain undisturbed and serves as a natural buffer for the single-family homes and duplexes to the east of the site (i.e. 86th and 85th streets).

The easternmost proposed new building (i.e.B-4) is 956 feet away from the east property line. Assuming an 8-block mile, or average city block of 660 feet, the nearest building at Cudahy Farms will be 1.45 blocks away from the eastern property line. For context, the closest single-family residence located at 8711 W Greenbrook Drive is approximately 507 feet from Brown Deer road.

5. How will they work with Community Partners?

Royal Capital believes that collaboration is the new innovation. It is our teams desire to partner with mission-aligned organizations to provide programming at Cudahy Farms. We are committed to completing targeted engagement sessions with organizations like Mequon Nature Preserve to identify ways to work together and collaborate for the benefit of the community.

As a best practice, our team maintains regular communication with the local police department and its Neighborhood Resource Officer(s). This has often led to collaborative events that build community and further supports the intentional efforts of Police Officers engaging with civilians in meaningful ways. We look forward to working with the Milwaukee Police Department in a similar manner.

6. Please provide more information about the supplied market study.

Baker Tilly has prepared numerous WHEDA-approved market studies since the initial project proposal in 2022. Market studies for the previous (377-unit) and current (212-unit) programs are attached to this letter as an additional exhibit for review. The 377-unit market study was completed in March 2022, and the 212-unit study was completed in May 2025. Both market studies conclude that sufficient demand exists for the proposed product type, with the proposed unit mix/type/rents being consistent with the surveyed market area.

7. What was the factor in bringing about the change in density?

Through the community engagement process, Royal Capital received concerns from the Alder regarding the project density for the 1,125 units originally planned for the Detailed Planned Development (DPD). In response, our team decided to significantly reduce the DPD to 212-units, which represents an 80% reduction. The 212-units include 112-units for families and 100-units for individuals 55 and older.

The revised Detailed Planned Development for Cudahy Farms is a result of open dialogue and shared commitment. We deeply value the opportunity to work alongside you, and we look forward to continued collaboration.

If you have any questions, comments or concerns, please feel free to contact me at 414.202.9351 or K.Newell@RoyalCapital.net.

Sincerely,



Kevin L. Newell, MBA
Founder, CEO
ROYAL CAPITAL GROUP