



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

**Rocky Marcoux**  
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Deputy Commissioner  
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May 19, 2017

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

Dear Committee Members:

File No. 161709 relates to the Second Amendment to the Detailed Planned Development (DPD) known as Brewers Hill Commons, Phase VI to revise previously approved plans for a multi-family residential development at 1937 North Hubbard Street, located on the south side of West Brown Street between North Palmer Street and North Hubbard Street, in the 6th Aldermanic District.

This amendment was requested by Royal Capital Group LLC and will revise previously approved plans and building elevations for a proposed multi-family development, and reduce the number of residential units. In 2004, a Detailed Plan Development (DPD) was approved for the parcel located on the southwest corner of Hubbard/Brown (Phase VI-Block B), which was amended by Royal Capital Group in 2016 to permit construction of 2, 4-story buildings with a total of 84 units. Royal Capital Group is now proposing a second amendment to the Phase VI DPD to approve a new site plan and building elevations this site, which will include 30 residential units within 3 buildings and an accessory clubhouse.

The proposed development will feature three, two-story buildings with a total of 30 garage parking spaces located at-grade off the rear of the buildings, and approximately 16 surface parking spaces located behind the three residential buildings in the courtyard. Most units within the buildings will feature direct-entry on Palmer, Brown, or Hubbard Street, and entrances for some units will be from the rear of the building. Building materials for the three residential buildings and club house will include masonry veneer, fiber cement wood siding, and fiber cement board siding.

Two letters were received prior to the meeting, one of which was from the Historic Brewers Hill Association (HBHA). While the letters acknowledged that this amended proposal scales the development down to a level that is more contextual with the neighborhood, they expressed concern that the design of the amended buildings does not match the character of the neighborhood and does not incorporate the same level of high quality design elements. On May 15, 2017, a public hearing was held and at that time, a representative of the HBHA reiterated the association's concerns regarding the details of the proposal. The developer responded that changes have been made based on multiple meetings with the HBHA, including adding additional façade depth, deeper recesses at entries, and raising the parapet heights of the buildings. Since the proposed amendment is consistent with the previously approved DPD and GPD, the City Plan Commission, at its regular meeting on May 15, 2017, recommended approval of the subject file, conditioned on submitting a final narrative that clarifies site statistics and phasing of the development; final drawings that include clarification regarding the retaining wall along Palmer, the addition of landscape screening on the south end of the parking lot, section cuts to demonstrate building modulation, and additional design details; and providing material samples.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Coggs

