

Historic Brewers Hill Association (HBHA)
Minutes of the Special Meeting
March 1, 2016

I. Call to Order

Mr. Jenkins, President, called the meeting to order at 6:11PM. He announced that due to scheduling conflicts, the meeting venue was changed from Beerline B Community Room to the lobby of Schlitz Park. He apologized for the late notice and thanked everyone for their patience.

II. Royal Capital Group

Mr. Jenkins introduced the presenters, Mr. Terrell Walter and Kevin Newell developers/owners of Royal Capital Group LLC. He stated members of the Board of Directors have met with Mr. Walter and Mr. Newell on two occasions to discuss their proposed development plan. Based on the scale of the proposed development, Mr. Jenkins continued that both the Board and the developers thought it was best for HBHA to convene a special meeting to allow residents the opportunity to learn about the proposed development and ask questions directly to the developers.

Mr. Newell, CEO/President of Royal Capital Group LLC, began his presentation by providing a history of their development firm which formed in 2010. He described the firm's investment portfolio ranging from developments with 80 up to 255 units in several municipalities across Wisconsin. He continued that both himself and Mr. Walter were born and raised in Milwaukee and are very familiar with the Historic Brewers Hill neighborhood.

Mr. Newell continued that he will detail each phase of the proposed development, identified on the plans as Block A, Block B, and Block C. He stated the first phase of the development, Block A, is proposed on 1.13 acres at the southwest corner of Reservoir Avenue and Hubbard Street, or more specifically south of Reservoir Avenue between Palmer Street and Hubbard Street. He recapped a brief development history of the subject site, stating the previous development plan approved in 2001, Brewers Hill Commons proposed by Siegel-Gallagher, received approval from the City of Milwaukee for 74 units of multifamily "mid-rise" on Block A, 70 units on Block B, and 10 units on Block C, but they never proceeded forward with development of the site. He stated Royal Capital Group LLC obtained control of the subject site last summer as they have a good relationship with Siegel-Gallagher.

For Block A, Mr. Newell stated they are proposing 97 units composed of 82 – 1 bedrooms and the 15 – 2 & 3 bedrooms, with the units being a mixture of 80% market rate and 20% below market rate. He stated an L-shaped building is proposed, with three walk-up units along Hubbard Street that front the parking structure located on the lower level. The interior parking will provide a total of 71 spaces. He continued that four stories are proposed on top of the lower level. He stated residential units are proposed on floors one through three with the fourth floor being a roof top deck. He moved onto describing how the proposed building will wrap around to Reservoir Avenue and feature a small commercial space directly at the corner (of Reservoir Avenue and Hubbard Street). He stated they originally envisioned a small

coffee shop but with a breakfast/coffee shop possibly being proposed one block south, they are not certain another coffee shop could be attracted for their proposed building. He stated the commercial spaces may be something simpler, such as office space. He described one walk-up unit is proposed along Reservoir Avenue and the remainder of the first level frontage will be a 29-stall parking structure. He continued that residential units are proposed on floors two through four. He also explained the topography of the subject site.

Mr. Jenkins suggested questions be asked of Block A before continuing on with presentation of Blocks B & C.

The audience asked the developers a variety of questions, summarized as follows: could 4th story on proposed building be removed to align with height of adjacent townhomes (on north side of Reservoir Avenue), preservation of adjacent buildings' view shed, safety of entering/exiting proposed building and parking lot, parking availability of proposed building and whether parking demands will spread out into the neighborhood, exterior building materials, steps in the City approval process, ratio of market rate and affordable units, consideration of owner-occupied units, and benchmarks of a high end development.

To address the questions, Mr. Newell responded that parking will be one for one (i.e. one space per unit) for a total of 100 spaces and two separate access points to the respective parking areas will be off Hubbard Street and Palmer Street. He stated the topography of the site is very sloped but they can examine possible traffic calming methods or revising access points to the parking areas. He addressed the required approval process stating that their proposed changes (from the existing approved plan) will require City approval but plans have not yet been submitted for City review. He verified that the proposed apartment units will be 20% below market rate and 80% market rate with below market rate being defined at 50% of the market rate. He stated they considered ownership of the proposed units but market studies and lenders are indicating lending for condominium developments is not yet feasible. He stated that the proposed development will install high end appliances/finishes and provide onsite amenities in the event the units can change over to ownership in the future.

Mr. Newell stated the proposed development will be a long term hold for Royal Capital Group LLC and they intend to not resell (the proposed development) once completed. He stated that in meetings with the Board, the idea to remove the Reservoir Avenue parking area was discussed to allow for additional walk-up units all along the Reservoir Avenue first floor façade. He stated they will examine the ability to redesign the walk-ups along Reservoir Avenue as opposed to having a parking lot but ultimately the design is dependent on the site's engineering. Regarding high end finishes, he stated those decisions are left with the architects and design team but typically high end refers to countertops (consisting of granite/stone/quartz), common space (media room, entertainment space, community space), flooring (hard wood, luxury vinyl tile), and quality lighting & plumbing fixtures.

Mr. Jenkins asked how will the neighborhood know these high standards will be held after the project is approved? Mr. Newell responded their track record as they are in it for the long

haul with the proposed development. He also added they do not have authority once construction begins to make any modifications to the development without first obtaining proper City approvals. He verified that any such modifications will also be brought to the attention of the HBHA Board of Directors.

Questions were also asked of the percentage of the proposed building materials and if blending of the proposed building's design and architecture was considered, being its location amongst a historic district. Mr. Newell responded they will be using a combination of brick and cementitious siding, and at least 50% of the building would be brick, but the exact percentage of brick/natural material is not yet known. He stated they will not use any vinyl siding and intend to have the building resemble The North End buildings in terms of building materials. Mr. Newell clarified the site is not subject to the historic standards and the plans must appear before the Plan Commission, Zoning & Development then Common Council with residents within 250 feet being notified of the required public hearings.

Mr. Newell continued with presenting Block B and Block C. He stated Block B is located on 1.29 acres at the southwest corner of Brown Street and Hubbard Street, or more specifically south of Brown Street from Palmer Street to Hubbard Street. He stated they are proposing a total of 84 units amongst two buildings. He continued that both buildings will be designed with first floor parking with four walk-up units proposed on each building off Brown Street. He stated three stories of residential will be proposed on floors two through four of each building, with the units being primarily 1 bedroom ranging from 780 to 1,100 SF. The proposed parking will provide for 85 parking spaces, allowing one space per one unit. The previous approved plan had a similar design, with four stories of residential on top of one story of first floor parking. He stated a challenging factor of the proposed site is the overhead utility line running through the middle of the site. He concluded that Block C will be developed last as they would like to wait until the market can support ownership units as 10 townhomes are proposed on 0.38 acres located south of Brown Street between Hubbard Street and Killian Place.

He addressed questions from the audience, stating that Block A will be developed first followed by Block B. He stated the construction staging has yet to be determined but it will be determined by a general contractor with experience in dealing with staging in residential areas. Mr. Newell estimated Block A will take 11-12 months to complete and Block B will take 12-15 months. He stated the buildings will be built within the allowed building setback distance from the property lines but the exact distance from property lines, and adjacent building's balconies, must still be determined. He verified the majority of unit will have balconies and the exterior renderings have not yet been finalized. As requested by the audience, he stated they will make the street names larger on the site plans and will provide an aerial view of the proposed plans. In terms of the approval timeline, he stated they intend to submit plans for a City meeting agenda in April.

Additional comments and concerns from the audience included impacts to view sheds and sunlight into the adjacent multifamily residential buildings (Cobblers Lofts), parking impacts

Approved

to the neighborhood with the added density, appreciation of income diversity with the proposed below market rate units, and the feasibility of a high end parking structure within Block B (to support the parking demands of the increase in units) and the surrounding neighborhood needs.

Mr. Jenkins stated the meeting will wrap up by 7:30 PM and asked for final questions. He stated this will not be the only meeting opportunity for neighbors as another opportunity to review any plan revisions and discuss the development proposal can occur at the March 29th regularly scheduled neighborhood meeting.

Ms. Mambu Rasch, Vice President, thanked everyone for coming, including Mr. Newell and Mr. Walter, and Alderwoman Coggs. She reminded everyone meetings like this are possible through a strong membership base and she encouraged everyone to sign up for their 2016 Historic Brewers Hill Association membership through the website, www.historicbrewershill.com. She concluded by reminding everyone of the March 19th Easter Egg Hunt and the March 29th membership meeting.

III. Adjournment

The meeting adjourned at 7:34 PM.