

The Hills Luxury Commons
227 E. Reservoir Ave & 1937 N. Hubbard St
Milwaukee, WI 53202

General Plan Development Submittal: [Amendment to File 990181](#)



Table Of Contents

• Project Team	3
• Owner's Statement of Intent & General Plan Project Description	4
• Vicinity Map	5
• Site Images	6
• Site Surveys	8
• Site Plans	10
• General Sign Standards	12
• General Landscaping Standards	12

OWNER

ROYAL CAPITAL
Group LLC

ARCHITECT



CIVIL & LANDSCAPE



CONSTRUCTION MANAGER



Kevin Newell

CEO/President
710 N. Plankinton Ave, Suite 1200
Milwaukee, WI 53203
p: 414.847.6275
Email: kevin.newell@royal-cg.com

Jason Korb AIA LEED AP

President
648 N. Plankinton Ave, Suite 240
Milwaukee, WI 53203
p: 414.988.7430
Email: jkorb@kaa-arch.com

Ajay Singh

Vice President
3636 N. 124th St.
Milwaukee, WI 53222
p: 262.821.1171

Kevin Mantz AIA

President
710 N. Plankinton Ave, Suite 1100
Milwaukee, WI 53203
p: 414.274.2816
Email: kevin.mantz@zilber.com

Terrell Walter

Operations & Project Manager
710 N. Plankinton Ave, Suite 1200
Milwaukee, WI 53203
p: 414.847.6275
Email: terrell.walter@royal-cg.com

Owner's Statement of Intent & General Plan Project Description

Owner's Statement of Intent

Brewers Hill GPD

The Brewers Hill neighborhood is the benefactor of a strategic General Planned Development (GPD). Initiated in 1999, the GPD encompassed the revitalization and repurpose of former manufacturing sites in the near downtown area. The housing plan called for single family, town homes, and multifamily apartments/condos. The success of the GPD has created a vibrant neighborhood full of diversity, energy, and economic activity. In 2004 a Detailed Plan Development (DPD) was presented and approved by the appropriate municipal bodies which included plans for parcels at the SW corner of Hubbard/Reservoir (Phase VII-Block A) and the SW corner of Hubbard/Brown (Phase VI-Block B). The current development team is proposing an amendment to the GPD and DPD for the parcels mentioned to allow for the construction/completion of the neighborhood housing initiative.

Phase VII-Block A:

The development team is proposing a change to the Detailed Development Plan (DDP) for the parcel(s) located at the SW Corner of Hubbard and Reservoir. The amended DDP will include (97) residential units with 1 and 2 bedroom unit types. The development will include high end finishes including stainless steel appliances, luxury wood style plank floors, quartz/granite counter tops in addition to private balconies, roof top terraces, a sky lounge, billiard room, community garden, fitness center, dog run, unground heated parking, car washing station, bike rental program and on site property management. The development will also encompass a commercial space with a cafe/coffee shop as the targeted end use.

Phase VI-Block B:

The development team is proposing a change to the Detailed Development Plan (DDP) for the parcel(s) located at the SW Corner of Hubbard and Brown. The amended DDP will include (84) residential units with 1 and 2 bedroom unit types. The development will include high end finishes including stainless steel appliances, luxury wood style plank floors, quartz/granite counter tops in addition to private balconies, roof top terraces, a sky lounge, billiard room, community garden, fitness center, enclosed heated parking, car washing station, bike rental program and on site property management.

Planned Development Project Description

Uses:

Listed below are permitted uses for Phases VI and VII, as defined in the Milwaukee zoning code (chapter 295 of the City of Milwaukee City Charter and Code of Ordinances).

Phase VI (Block B):

Multi-family dwelling, parking lot accessory use, parking structure accessory use.

Phase VII (Block A):

Multi-family dwelling, personal instruction, library, cultural institution, public safety facility, general office, general retail establishment (provided limited use standards are followed), artist studio, medical office, health clinic, medical research laboratory, personal service, business service, building maintenance service, catering service, laundromat, dry cleaning establishment, animal grooming or training facility (provided limited use standards are followed), parking structure accessory use, tavern, sit down restaurant, health spa, theater, broadcasting or recording studio, seasonal market, temporary real estate sales office, or other neighborhood-serving use.

Planned Development Project Description

Project statistics:

Block A (Phase VII) Overview:

Total lot square footage: 49,175 SF (1.13 Acres)
Maximum amount of land covered by principal structure: 37,158 SF
Maximum amount of land devoted to parking structure and drives: 25,780 SF (Basement) + 488 SF (Drives)
Maximum amount of land devoted to landscaped open space: 11,529 SF
Proposed number of buildings: One
Number of dwelling units: 96
Bedrooms per unit: One and Two - Total bedroom count: 109
Parking spaces provided: Up to 100: Approx. one per dwelling unit
Block A density: 512 SF/ Dwelling unit

Block B (Phase VI) Overview:

Total lot square footage: 57,247 SF (1.31 Acres)
Maximum amount of land covered by Principal Structures: 26,998 SF
Maximum amount of land devoted to Parking structures: 16,340 SF
Maximum amount of land devoted to Parking lot and drives: 15,478 SF
Maximum amount of land devoted to Landscaped open Space: 14,951 SF
Proposed number of buildings: Two
Number of dwelling units: 84
Bedrooms per unit: One and Two - Total bedroom count: 84
Parking spaces provided: Up to 88: Approx. one per dwelling unit
Block B density: 682 SF/ Dwelling unit

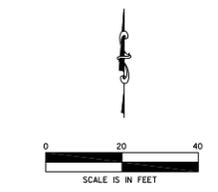
Total buildout: Block A and Block B

Total lot square footage: 106,422 (2.44 Acres)
Total number of dwelling units: 180
Overall density: 591 SF/ Dwelling unit









GENERAL NOTES:

1. ALL CURB RADII ARE TO THE FACE OF CURB, EDGE OF PAVEMENT, FACE OF BUILDING OR PROJECT WORK LIMIT; UNLESS STATED OTHERWISE.
3. CONTRACTOR TO ENSURE THAT ALL EXTERIOR CONCRETE SLABS ARE BROOM FINISHED.
4. REFER TO LANDSCAPE PLANS FOR RESTORATION IN LANDSCAPED AREAS.

SITE DATA:

TOTAL AREA OF LOTS = 57,247 S.F. = 1.31 ACRES
 TOTAL DISTURBED AREA (PROJECT LIMITS) = 60,328 S.F. = 1.39 ACRES
 IMPERVIOUS AREA BEFORE CONSTRUCTION = 0.00 S.F. = 0.00 ACRES
 IMPERVIOUS AFTER CONSTRUCTION = 51,622 S.F. = 1.19 ACRES

GREEN SPACE:

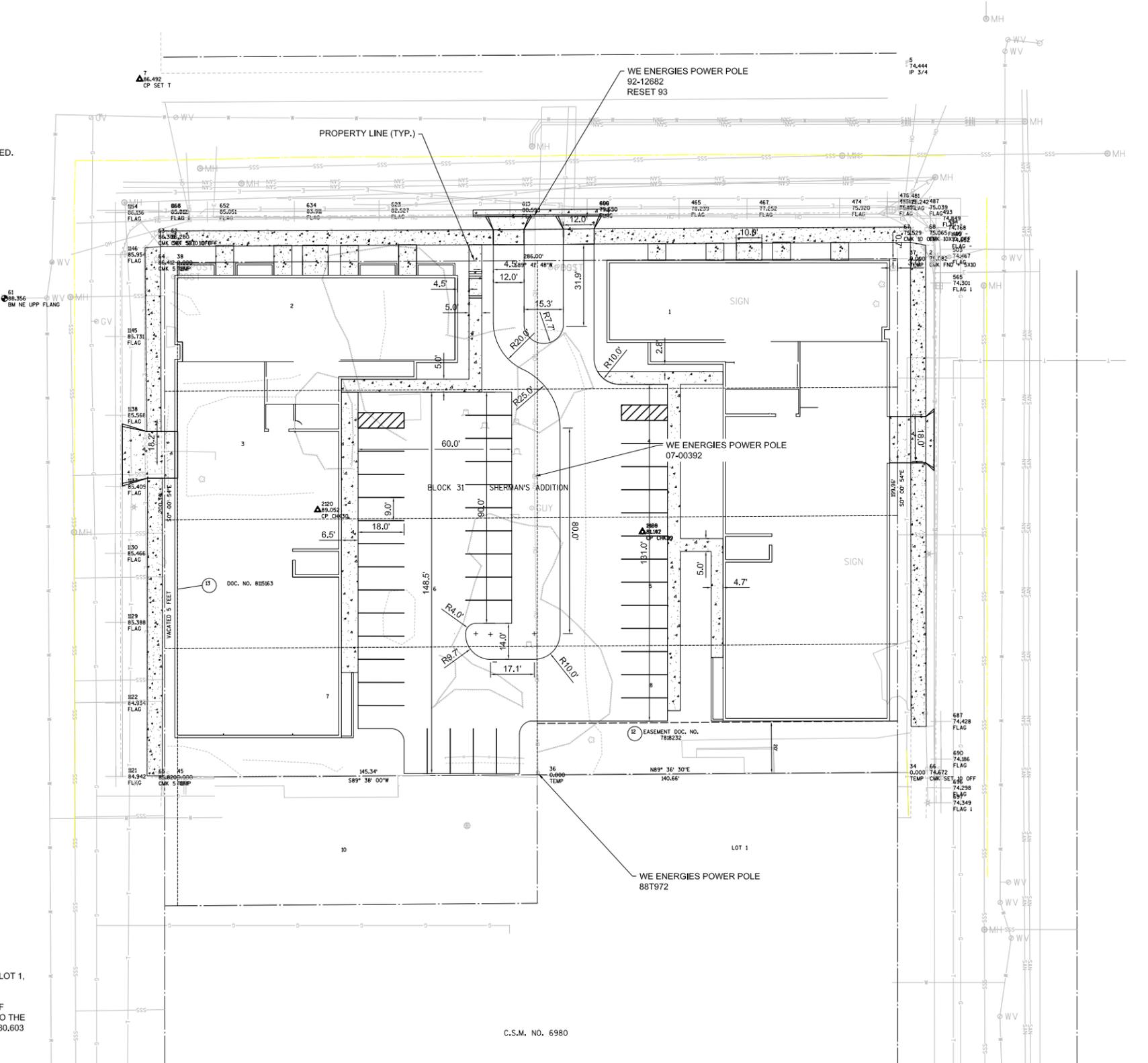
LOT:
 AREA = 57,247 S.F.
 GREEN SPACE = 5,625 S.F.
 9.8% GREEN SPACE

LEGEND

- CONCRETE
- HOT MIX ASPHALT (HMA) PAVEMENT

SURVEY NOTES:

1. HORIZONTAL DATUM: COORDINATE SYSTEM IS ASSUMED HOLDING THE NORTH LINE OF LOT 1, CSM NO. 6980 AS ASSUMED TO BEAR N89° 36' 30"E.
2. VERTICAL DATUM: ELEVATIONS SHOWN ON THE PLAN ARE REFERENCED TO THE CITY OF MILWAUKEE STANDARD BENCH MARKS. CITY OF MILWAUKEE DATA ARE REFERENCED TO THE LEVEL OF THE MILWAUKEE RIVER AS IT WAS IN THE MONTH OF MARCH, 1836 A.D. ADD 580.603 TO PLACE ELEVATIONS ON THE NATIONAL GEODETIC VERTICAL DATUM (NGVD) OF 1929.



TITLE: BLOCK B SITE PLAN

PROJECT TITLE: THE HILLS LUXURY COMMONS

CLIENT: ROYAL CAPITAL GROUP, LLC

PROJECT LOCATION: EAST BROWN ST. MILWAUKEE, WI

REVISIONS	DATE	DESCRIPTION

DRAWN BY JAF	DATE 05/02/2016
CHECKED BY APS	DATE 05/02/2016

SITE PLAN
BLOCK B
(NORTH BLOCK)

C200B



3636 North 124th Street
Wauwatosa, WI 53222
262-821-1171

CONSULTANT

CONSULTANT

CONSULTANT

TITLE:
PROJECT TITLE: THE HILLS LUXURY COMMONS
CLIENT: ROYAL CAPITAL GROUP, LLC
PROJECT LOCATION:

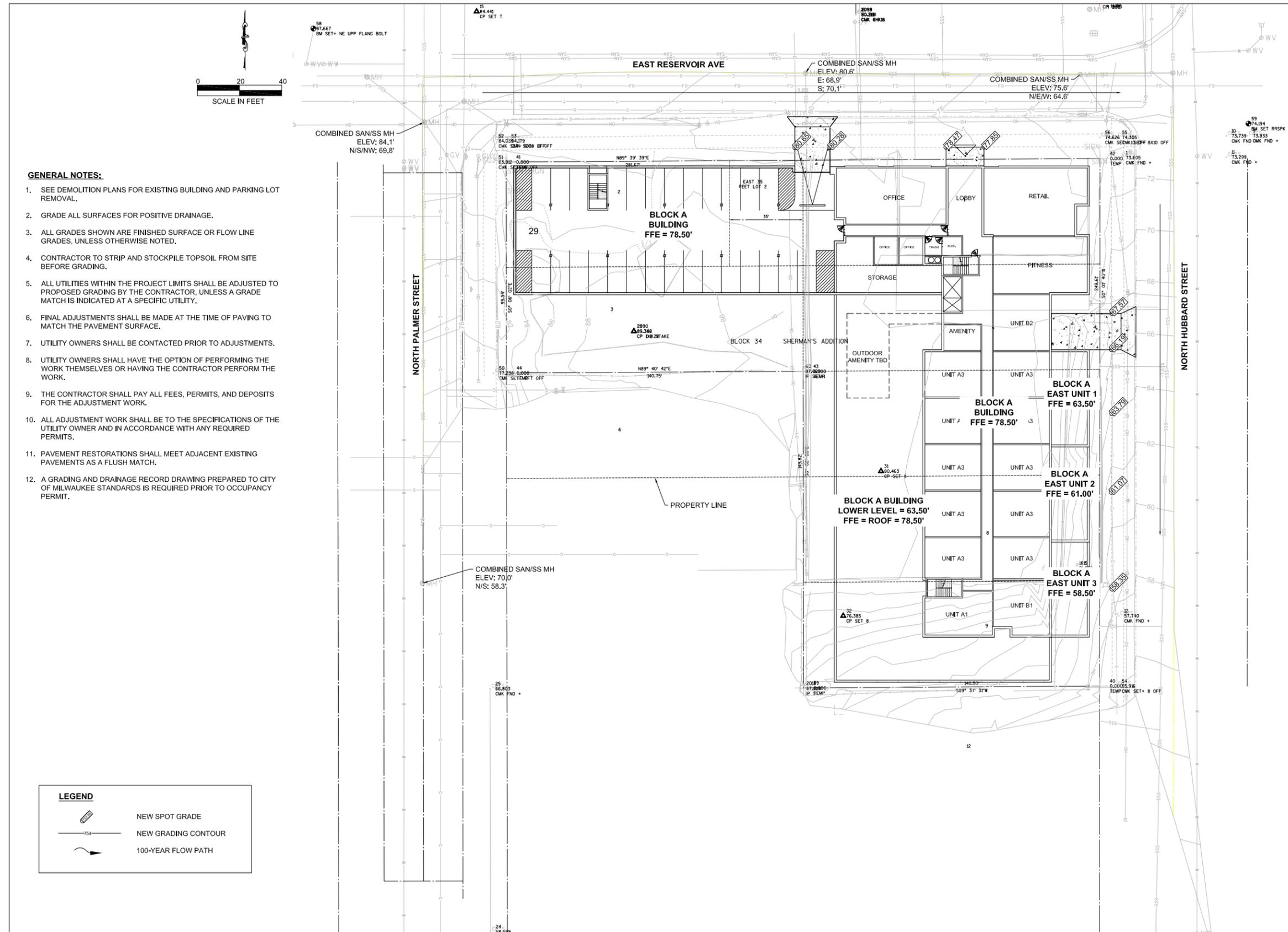
REVISIONS	DATE	DESCRIPTION

DRAWN BY JAF	DATE 05/02/2016
CHECKED BY APS	DATE 05/02/2016

GRADING PLAN
BLOCK A
(SOUTH BLOCK)

C300

SHEET XX of SHEET XX



GENERAL NOTES:

- SEE DEMOLITION PLANS FOR EXISTING BUILDING AND PARKING LOT REMOVAL.
- GRADE ALL SURFACES FOR POSITIVE DRAINAGE.
- ALL GRADES SHOWN ARE FINISHED SURFACE OR FLOW LINE GRADES, UNLESS OTHERWISE NOTED.
- CONTRACTOR TO STRIP AND STOCKPILE TOPSOIL FROM SITE BEFORE GRADING.
- ALL UTILITIES WITHIN THE PROJECT LIMITS SHALL BE ADJUSTED TO PROPOSED GRADING BY THE CONTRACTOR, UNLESS A GRADE MATCH IS INDICATED AT A SPECIFIC UTILITY.
- FINAL ADJUSTMENTS SHALL BE MADE AT THE TIME OF PAVING TO MATCH THE PAVEMENT SURFACE.
- UTILITY OWNERS SHALL BE CONTACTED PRIOR TO ADJUSTMENTS.
- UTILITY OWNERS SHALL HAVE THE OPTION OF PERFORMING THE WORK THEMSELVES OR HAVING THE CONTRACTOR PERFORM THE WORK.
- THE CONTRACTOR SHALL PAY ALL FEES, PERMITS, AND DEPOSITS FOR THE ADJUSTMENT WORK.
- ALL ADJUSTMENT WORK SHALL BE TO THE SPECIFICATIONS OF THE UTILITY OWNER AND IN ACCORDANCE WITH ANY REQUIRED PERMITS.
- PAVEMENT RESTORATIONS SHALL MEET ADJACENT EXISTING PAVEMENTS AS A FLUSH MATCH.
- A GRADING AND DRAINAGE RECORD DRAWING PREPARED TO CITY OF MILWAUKEE STANDARDS IS REQUIRED PRIOR TO OCCUPANCY PERMIT.

LEGEND

- NEW SPOT GRADE
- NEW GRADING CONTOUR
- 100-YEAR FLOW PATH

General Sign Standards

Building signage for Phase VI will include up to two wall mounted address signs located at the northeast and northwest corners of the site, as well as address signs located at the entrances to the eight walkup units, and an additional address sign at the shared lobby of each building. Address signs will be either surface mounted raised metal characters or frosted glass. Signs will be Type A (only letters and logos illuminated) and constructed with high quality building materials that match the building. Signs will not exceed approximately 6 feet in height and 60 square feet overall.

Building signage for Phase VII will include a wall mounted address sign located at the northeast corner of the site, and an additional address sign at the shared lobby of the building. The address sign will be either surface mounted raised metal characters or frosted glass. Additionally, wall mounted signs will be located on the garden walls at the northeast corner of the site. The retail suite at the northeast corner of the building will have a separate, wall mounted sign. Signs will be Type A (only letters and logos illuminated) and constructed with high quality building materials that match the building. Signs will not exceed approximately 6 feet in height and 60 square feet overall.

General Landscaping Standards

Parking lot landscaping at Phase VI will strive to follow Type B landscaping, per 295-405 of the Zoning Code. All required vegetation and plantings in the interior areas 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.