

Milwaukee's Asian Markets
PHONGSAVAN
1st Amendment to DPD File #140198

OWNERS STATEMENT OF INTENT

The zoning for the site, 6300 N. 76th Street was changed to DPD 2009 as Common Council File #090535. We are now proposing to amend the DPD to add additional uses that will be permitted on the site as well as change the previously approved building elevations.

Background:

As a single mother and immigrant to the USA from Laos through Thailand's refugee camps, I have always wanted to give back to my community and help others as others have helped me get started in this great country. I believe the Milwaukee's Asian Markets Phongsavan project will be a great asset to the City of Milwaukee. It will help stimulate and be a catalyst for new businesses in the community. Some of the effects I feel this project will generate are:

- Bring in thousands of positive people willing to put money into the community.
- Provide around 160 new entrepreneur opportunities to create new jobs and economic wealth into the community.
- Creation of 350 to 500 new jobs for people who are currently unemployed.
- Provide an outlet for vendors to sell unique and traditional Asian goods and services.
- Showcase some of Asia's rich cultures to the open public.

We hope to eventually become a tourist attraction as an Asian town for the City of Milwaukee. Our markets will specialize in Asian goods, but carry everyday items as well. It will be open to everyone. It will be a bazaar of exotic goods, some that will only be sold here, and nowhere else in Wisconsin.

There is a great need for our market in the community. It is being pushed by the local Asian communities. The Asian communities are growing rapidly in Milwaukee and Wisconsin. Asian data from the 2000 Census in Wisconsin was around 100,000 with the majority in Milwaukee. We also have the endorsements of the local non-profit Asian community organizations. This project will be a shining beacon in our community. It will bring many opportunities and pride into our community.

Business Information:

- Business Name: Milwaukee's Asian Markets Phongsavan
- Business Address: 6300 North 76th Street, Milwaukee, WI 53218
- Business Phones:
 - (414) 760-3771
 - (414) 531-9259
 - (414) 491-9972
 - (414) 491-9973

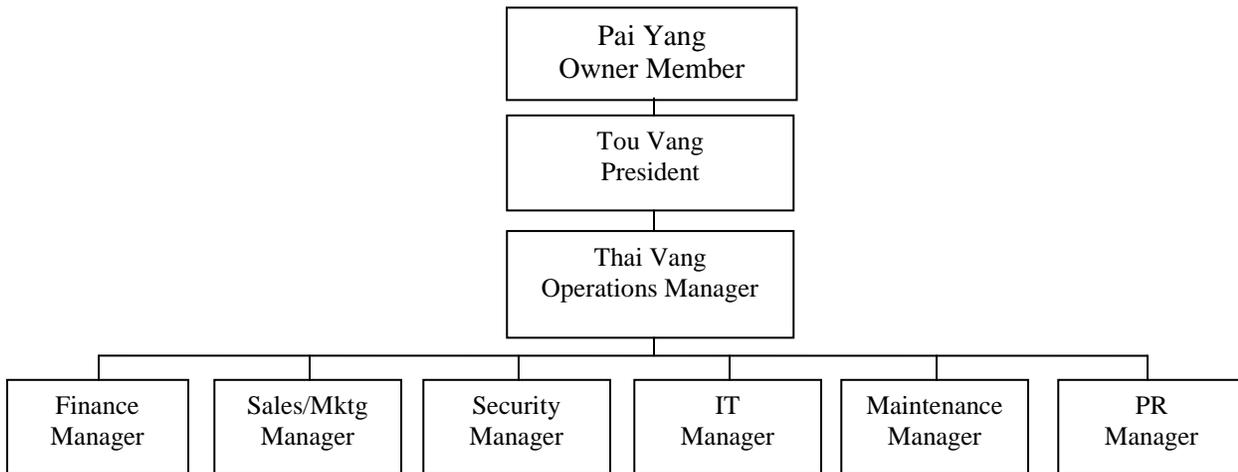
Hours of Operation:

Milwaukee’s Asian Markets Phongsavan will be open 7 days a week, Monday through Sunday. Doors will open at 7am and close at 9pm. We will be closed on the following holidays:

- New Years Day, January 1
- Christmas Day, December 25

Business Structure:

Milwaukee’s Asian Markets Phongsavan will operate as a Limited Liability Company (LLC). Pai Yang will be the only owner member with managers running the operations. The managerial structure is:



Business Operations:

The business will operate similar to a mini market mall. Stalls (10 x 10) will be divided up in the buildings and will be charged a monthly rental fee. Stalls in the new building will be rented at \$500 per month and will have roughly 143 stalls. The new building will also have a food court consisting of 2 coffee shops and 9 full restaurants, and will be utilized as defined under zoning code 295-201-501; Restaurant, Sit-down. The rent for the coffee shops will be \$1,500 per month and the restaurants will be owner operated.

The existing building will be used for grocery and related items. The grocery store will have a meat department and liquor store, and will be utilized as defined in zoning code 295-201-505; Retail Establishment, General. Plans for a pharmacy and jewelry store will also be utilized as defined in zoning code 295-201-505; Retail Establishment, General. There are also plans for a dental office, medical office with exam rooms and an optometrist. These will all be utilized as defined in zoning code 295-201-371; Medical Office. Plans for a hair salon will be utilized as defined in zoning code 295-201-451; Personal Service Establishment. Plans for private offices will be utilized as defined in zoning code 295-201-239; General Office. Plans for a multi-purpose room will be utilized as defined in zoning code 295-201-45; Assembly Hall. The room will also be used for birthday parties, graduations, celebrations and minor athletic events such as badminton, volleyball or basketball and will be utilized as defined in zoning code 295-201-479; Recreation Facility, Indoor. All applicable licenses will be obtained.

All utilities are included in the monthly rental fee. Vendors will be signed to 1 year leases with security deposits equal to their first month rental.

Revenue Projections:

- New Building; $104 \times 392 = 40,768$ square feet for the first floor and 29,120 square feet for the second floor):
 - Will house around 143 indoor vending stalls
 - Each stall will roughly be 10×10
 - Stalls priced at \$500/month
 - Rental income from offices
- Existing Building; ($72 \times 173 = 12,456$ square feet) + ($33 \times 47 = 1,551$ square feet) for a total of 14,007 square feet:
 - Will house grocery and related items
- Total revenue of operations:
 - 143 indoor stalls @ \$500 each = \$71,500/month
 - 2 coffee shops @ \$1,500 each = \$3,000/month
 - \$894,000/year
 - Plus regular sales from restaurants, grocery, offices and multi-purpose room

Comparison Of Other Similar Business Operations:

- 7 Mile Fair:
 - Outside of Milwaukee (open only on weekends)
 - 750 indoor stalls (8×10) @ approx. \$300/month
 - \$225,000/month
 - \$2,700,000/year
- International Hmong Markets:
 - St. Paul, MN (open 7 days/week)
 - 578 indoor stalls (12×12) @ approx. \$750/month
 - \$433,500/month
 - \$5,202,000/year

We want to emulate the International Hmong Market in St. Paul, MN. They currently have around 370 dedicated entrepreneurs employing more than 500 employees. What is amazing about this market is that they also have a waiting list of roughly another 250+ vendors who want in to start their own business.

Security:

Milwaukee's Asian Markets Phongsavan will utilize security guards and surveillance equipment. Surveillance equipment will be deployed at key locations on both buildings and be on at all times. It will record and store for a period of 2 weeks. The stored tapes will be kept in locked compartments inside the security manager's office. Playback viewing can be done anytime with managerial authorization.

A security force of roughly 12 certified security guards with a security manager will also be employed. During business hours, a minimal of 4 security guards will always be on duty. One will patrol the various parking lots by bicycle. A second will patrol the old building. The last two will patrol inside the new building, levels 1 and 2. During off hours, there will be 2 security guards monitoring various surveillance monitors and patrolling between the 2 buildings. After 1am, the remaining security guards will leave and just the surveillance equipment will be on.

At night, lighting fixtures fixed to both buildings will provide ample lighting for the outside of the buildings, sidewalks and parking lots. There will also be lighting fixtures on poles for the northeast parking lot.

Loading Zone:

There is a loading zone on the south side of the building with double aluminum doors for vendors to bring in their inventories. The loading zone is conveniently located near the middle of the new building with big aisle walkways to both the food court and first floor vending stalls. It also has easy access to a 2-stop hydraulic elevator for offices on the second floor.

The loading zone will not contain any lift gates or loading docks. There is no need for that equipment. No semi trucks or heavy ton vehicles will use the loading zone. Our vendors will not have the volume of inventory for need of that equipment, mostly small cars, vans, and small trucks will do most of the loading and unloading.

Landscaping:

The landscaping will be maintained by Milwaukee's Asian Market Phongsavan employees. The schedule will be managed by the maintenance manager and will be updated weekly. There will be a crew of 2 maintenance employees that will maintain the landscaping. They will be scheduled on Tuesdays and Thursdays, 8am to 12pm. It will be one of the maintenance manager's primary duties that the landscaping be kept lively and in good condition.

Vendor Parking:

Milwaukee's Asian Markets Phongsavan will not provide any special parking privileges for vendors due to the number of limited parking spaces. Also, as per Vendor lease agreements, vendors may not park in the lot, the rental lot or in the street in front of the complex. Vendors are encouraged to be dropped off and save the various parking spaces for the customers.

Additionally, we have leased the lot to our south (see copy of Lease-Site License attached). The parking on this site will be available 7 days per week, 24 hours per day and will provide an additional 54 spaces. We also have verbal approval to park in the CVS lot if needed, even without the CVS lot we should have an abundance of spaces.

Conclusion:

Milwaukee's Asian Markets Phongsavan will strive to be a key asset to the City of Milwaukee. We plan to grow and be an integral partner with the community. Milwaukee is a great place to live and raise a family. We want to do our best to make it even a better place for us and our children.

DETAILED PROJECT PLAN DESCRIPTION

The Milwaukee's Asian Markets Phongsavan will be the first Asian marketplace in the City of Milwaukee. This unique marketplace will have a variety of vendors from merchants to fresh produce growers. See Owner's Statement of Intent for extent of overall development concept and business plan.

The property at 6300 North 76th Street, in the Havenwood District, is just south of Mill Road. The site is 3.01 acres. An existing concrete block building, approximately 14,007 square feet, is located slightly less than 10 feet south of the north property line and fronts on North 76th Street. The remainder of the land is vacant.

Building Design:

The existing building is 72'x173' with a 33'x47' appendage on the east (back) side. We are looking to upgrade the interior to accommodate a full grocery store, with amenities such as a meat room and liquor sales (see zoning code on page 2 under Business Operations). The exterior will be upgraded on the west side and 48' on the western end of the south and north facades to match the new building. This façade will be framed to resemble the new façade and the vestibule structure will match that of the new building. The exterior material will be EIFS. The aluminum windows will be clear anodized to match that of the new building.

We would like to add a covering over and replace the existing concrete on the exterior of the building for placement of walk-in coolers. We would like this covering to be as close to the north lot line as possible. We will use the existing fence to continue to shield the coolers from our neighbor from the north. We want to add glass to the north and south elevations of the existing building to blend with the new structure (see elevations on A-4).

The entire site around the existing building will be cleared and prepared as necessary to accommodate the new construction project. Removal of existing features includes, but is not limited to, the existing pylon sign at the western front, wood light poles in the eastern half of the site and concrete paving in front of the existing building.

The proposed new building will have 40,768 square feet on the first floor and 29,120 square feet on the second floor. The first floor includes retail merchant stalls on the western half of the building and a food court and multi-purpose area respectively on the eastern half of the building (see zoning codes on page 2 under Business Operations). The second floor includes rental offices on the western 2/3 of the floor and medical suites on the eastern 1/3 of the floor.

The new building footprint, 104'x392', will be centered between the south wall of the existing building and the south property line. The west façade will align with the front of the existing building on North 76th Street. The eastern 71' of the site contains a 71' electrical easement running north to south. The east side of the building will stop just short of the easement line. The new building will be slightly over 30' south of the existing building and slightly over 30' north of the south property line as shown on the site plan on sheet SV1.0.

The proposed exterior façade will be precast concrete panels. The majority of the roof will be a flat rubber roof system. The wall openings will be an aluminum storefront system with clear

Low E glazing. An entrance canopy will protect the front west entrance from weather. The canopy will be enclosed with automatic sliding doors.

The cladding will be smooth limestone, quartz or marble panels with limestone coping. The aluminum windows will be anodized. The precast will be natural gray. We have added striations to the precast to give vertical emphasis as well as adding glass, arched windows and accent windows on top of the main windows. See sheet A-4 for extent of exterior cladding materials.

Parking, Access & Circulation:

The existing concrete drives in front of the existing building will be removed and replaced with concrete sidewalks providing access to existing building through an open area landscaped with trees, grass and other plants. A new driveway will separate the buildings and provide access to parking at the back of the site. The landscaped open space will continue in front of the proposed new building. The new building access sidewalks will extend through a landscaped area of shrubbery and wild prairie style grass. This landscaped area will cover a water retention system which will manage water runoff for this project as required by applicable ordinances. A second access drive is provided south of the building. Another small open area with grass and trees is located in the southwest corner of the site.

A pedestrian concrete sidewalk is proposed to be installed along North 76th Street to connect to future sidewalks on adjacent properties for pedestrian access to the marketplace. A 12' wide (average) concrete paved area for seats and tables and a bike rack as indicated on sheet C0.0 will be located at the front of the new building. The main market entrance is located in the center of the front façade of the new building.

The two asphalt driveways provide vehicular and emergency access to the site. The north asphalt drive located between the existing and new building provides 2-way vehicular access to the main parking lot. The main lot located in the northeast quadrant of the site behind the existing building contains 59 parking spaces. The south driveway located between the south side of the new building and the south property line will have 16 parallel parking spaces and a merchant loading zone. The driveway extends around the east side of the new building and connects to the main parking lot.

Nine (9) angle parking spaces are located behind the new building along this drive. A total of 84 parking spaces are provided. The parking ratio is 1 space per 608 square feet of the total building area. We have leased the space to the south for 5 years to add another 54 spaces, creating the total on site parking to 138 available stalls, not counting the verbal permission from CVS or off-street parking.

The loading zone located at the middle of the south access driveway is sized for small trucks and vans. No large truck deliveries are anticipated for the vendors and merchants in this facility. Deliveries will be moved into the building by hand or with hand trucks through double aluminum doors at the delivery zone. A 2-stop hydraulic elevator will provide both pedestrian and freight service to the second floor and will be sized for accessibility requirements and merchant delivery use.

Screening:

A building refuse collection area is located in the southeast corner of the site at the end of the south driveway. A screen wall with gates for access will be provided.

Lighting:

Light cut-off style down light fixtures mounted on the building wall will be spaced equally along the north, east and south elevations of the building to light the driveways. Pole mounted light cut-off style down light fixtures will light the parking lot. Down lights will be provided at each entrance to the new building and at the existing building front entrance. Equally spaced pole lights will light the front open area at the new building.

Utilities:

All utilities will be connected underground. A transformer will be located at the east (back) side of the building subject to the utility requirements.

Signage:

Signage is not finalized, but may be installed on the face of the canopies (of old and new buildings). There may be a main monument sign for the entire project in the future. The sign will not exceed 30 feet in height and 100sf per side in total square footage. Final design will be presented for approval by DCD staff. There may be additional signage added in the future, and may be a combination of awning/canopy signs and building signs. The building signs will be Type A and will consist of individual letters. Final signage will be reviewed and approved by DCD staff.

Statistical Sheet:

1. Gross Land Area = 3.01 acres or 131,123 square feet
2. Maximum amount of land covered by principal buildings = 14,007 square feet (existing) + 40,768 square feet (new) = 54,775 square feet (42% of entire site)
3. Maximum amount of land devoted to parking and drives = 49,308 square feet (37% of entire site)
4. Amount of land devoted to hard surface (sidewalk, patio, etc) = 7,702 square feet (5% of entire site)
5. Minimum amount of land devoted to landscaped open space = 19,372 square feet (16% of entire site)
6. Proposed number of buildings, 1 existing and 1 new = 2
7. Parking spaces per thousand square feet of building area = 1 per 608. This amount is in accordance with the zoning defined in code 295-403-2a; Retail Establishment, General. Parking notes for the zoning requested from table 295-403-2a:
 - 295-201-45; Assembly Hall = 1/1000
 - 295-201-239; General Office = 1 for each 500 sf of 1st 2,000 sf, 1/1,000 sf in excess
 - 295-201-371; Medical Office = Same as General Office
 - 295-201-451; Personal Service Establishment = Same as General Office
 - 295-201-479; Recreation Facility = Same as Retail Establishment, General
 - 295-201-501; Restaurant, Sit-Down = Same as Retail Establishment,

General

- 295-201-505; Retail Establishment General = 1/1,000 sf of gross floor.
8. Parking spaces required, general office for 1st 2,000 sf, and remainder of building @ 1/1,000 sf or 4 spaces for 1st 2,000 sf. Remaining 81,895 sf @ 1/1,000 = 82 spaces for a total of 86 spaces. We have provided 138 spaces.