

Milwaukee's Asian Markets

PHONGSAVAN

Owners Statement of Intent

Owner's intent:

As a single mother and immigrant to the USA from Laos thru the Thailand's refugee camps. I have always wanted to give back to my community and help others as others have help me get started in this great country. I believe the 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 peoples willing to put money into the community.
- Provide around 300 new entrepreneur opportunities to create new jobs and economic wealth into the community.
- A creations of 350 to 500 new jobs for people who are currently unemployed.
- Provide a 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 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, no where 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 were 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 informations:

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

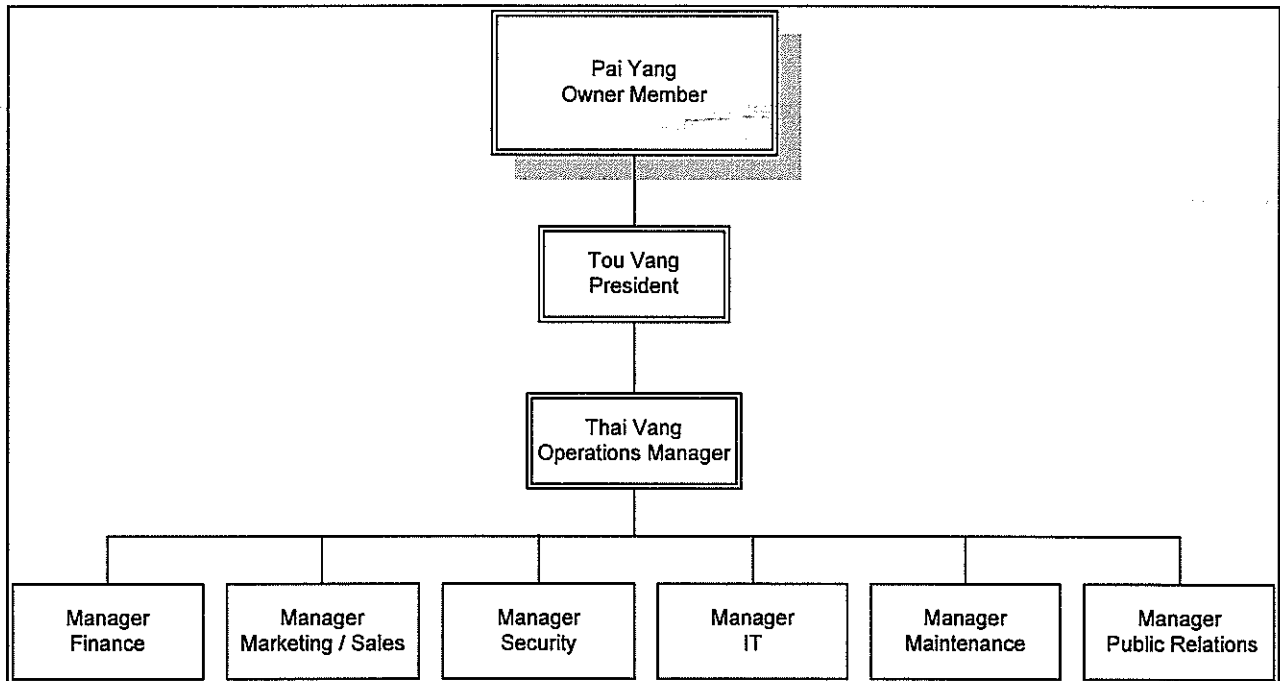
Hours of operations:

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

- January 1st (New Year Day)
- December 25th (Christmas)

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 markets mall. Stalls (10 x 10) will be divided up in the buildings and charge a monthly rental fee. Stalls in the old building will be rented at \$350.00 per month and \$400.00 in the new building. The old building will consist of roughly 65 stalls and new building roughly 375 stalls. The new building will also have a food court consisting of 4 coffee houses and 8 full restaurants. The rents for the coffee house are \$900.00 per month and restaurant are \$1200.00 per month. All utilities

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

Revenue projections:

- New building : square dimension is 104 x 392
 - * will house around 375 indoor vending stalls.
 - * each stall will roughly be 10x10.
 - * stall priced at \$400.00 per month.
- Existing building: square dimension is 68 x 190
 - * will house around 65 indoor vending stalls.
 - * most stalls will be around 10x10.
 - * stall will be priced at \$350.00 per month.
- Total revenue of operations: 375 indoor stalls @ \$400.00 + 65 indoor stalls @ \$350 (opens 7 days a week)
 - * $\$150,000.00 + \$22,750.00 = \$172,750.00$ per month
 - * $\$2,073,000.00$ annually

Comparisons of other similar business operations:

- 7 Miles Fair: outside Milwaukee, WI (opens only weekend)
 - * 750 indoor stalls of 8x10 @ around \$300.00 (just the indoor portions)
 - * monthly @ \$225,000
 - * annually @ \$2,700,000
- International Hmong Markets: St. Paul, MN (opens 7 days a week)
 - * 578 indoor stalls of 12x12 @ around \$750.00
 - * monthly @ \$433,500
 - * annually @ \$5,202,000

We want to emulate the International Hmong Market in St. Paul, Minnesota. 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 plus vendors who want to get in and start their own business.

Security:

Milwaukee's Asian Markets Phongsavan will employ a combination of security guards and surveillance equipments. Surveillance equipments will be deployed at key locations on both buildings and be on at all times. It will be recorded and stored for a duration of 2 weeks. The stored tapes will be kept in locked compartments inside the security manager office. Play back viewing can be done anytime with managerial

authorizations.

A security force of roughly 12 certify 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 on a 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 the various surveillance monitors and patrolling between the 2 buildings. After 1am, the remaining security guards will leave with just the surveillance equipments on.

At night, lighting fixtures fixed to both building will provide ample lighting for the outside of the buildings, sidewalks, and parking lots. There will also be lighting fixtures on poles for the north-east 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 1st floor vending stalls. It also has easy access to a 2 stop hydraulic elevator for vendors on the 2nd floor.

The loading zone will not contain any lift gates or loading docks. There is no need for some contractions. No semi trucks or heavy ton vehicles will use the loading zone. Our vendors are not in the volumes where they will need some equipments. Mostly small compact cars, vans, and small trucks will do most of the loading and unloading.

Landscaping:

The landscaping will be maintain by Milwaukee's Asian Markets Phongsavan's employees. The schedule will be managed by the maintenance manager and be kept updated weekly. There will be a crew of 2 maintenance employees that will maintain the landscaping. They will be schedule on Tuesday 8am to 12pm and Thursday 8am to 12pm. It will be one of the maintenance manager's primary duties that the landscaping be kept lively and in good looking conditions.

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 agreement, each vendor can only use the parking lot 3 times a week. Vendors are encourages to be drop off and save the various parking spaces for the customers.

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 integrate 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 Plan Project Description

The Milwaukee Asian Markets Phongsavan will be the first Asian marketplace in the city of Milwaukee. This unique marketplace will have a variety of venders 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 approximately 13,940 square feet concrete block building is located slightly less than 10 feet south the north property line and fronts on N 76th Street. The remainder of the land is vacant.

The existing building is 72' x 173' with a 33' x 47' appendage on the east (back) side. No interior upgrades are proposed at this time. The exterior will be upgraded on north, west, and 24' on western end of south façades with a painted fiber cement clapboard siding. The entire building will be fully renovated in the future.

The entire site around the existing building will be cleared and prepared as necessary to accommodate the new construction project. Removal of existing features include but is not limited to the existing pylon sign at the western front, wood light poles in the eastern half of site, and concrete paving in front of the existing building as noted in the site plan on sheet DPD-3.

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 a retail merchant stalls area on western half of building and a food court and multi-purpose area respectively on eastern half of building. The second floor includes a retail merchant stalls area on the west 2/3 of the floor and office spaces on the east 1/3 of the floor.

The 104'-0" x 392'-0" new building footprint will be centered between the south wall of the existing building and the south property line. The west façade will align with front of the existing building on N 76th Street. The eastern 71 feet of the site contains a 71 foot electrical easement running north to south. The east side of building will stop just short of the easement line. The new building will be slightly over 30 feet south of the existing building and slightly over 30 feet north of the South property line as shown on the site plan on sheet DPD-3.

The proposed exterior façade will be painted cement clapboard siding with accent panels above a concrete block veneer base. The majority of the roof will be a sloped standing seam metal roof system. A ballasted, minimally sloped roof system will be constructed at the middle of building for roof mounted mechanical units. 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. Awnings are provided over the windows along the west elevation of both the existing and new buildings and at the north entrance to new building. See sheet DPD-4 and DPD-5 for extent of exterior cladding materials.

The existing concrete drives in front of the existing building will be removed and replaced with concrete sidewalks providing access to the existing building through an open area landscaped with trees, grass and other plants. A new drive way 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 an underground 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 site.

A pedestrian concrete sidewalk is proposed to be installed along N 76th Street to connect to future sidewalks adjacent on adjacent properties for pedestrian access to the marketplace. Sidewalks will be provided along both sides of the new building which connect to the sidewalk along N 76th Street. A 12'-0" wide (average) concrete paved area for seats and tables and a bike rack as indicated on DPD-3 will be located at the front of the new building. The signature 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 site behind the existing building contains 59 parking spaces. The south driveway located between the south side of 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. 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 1000 square feet of total building area.

The loading zone located at 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. Delivery's 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.

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

Light cut-off style down light fixtures mounted on the building wall will be spaced equally along the north, east and south elevations of 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 new building.

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

A gate structure will extend over the driveway entrance between the existing and new building to announce the entrance to the market. The clearance under gate will be 21'-9". A Type A free standing project identification sign not to exceed 32 square feet will be attached to the gate structure. Integral lighting will be designed into the sign. See 9/DPD-5 for extent of detailed gate and sign elevation.

A Type A wall sign not to exceed 18 square foot will be mounted next to the north entrance into the new building. See 5/DPD-5 for extent of detailed sign elevation.

Statistical Sheet

1. Gross Land Area = 3.01 acres or 131,123 square feet
2. Maximum amount of land covered by principal buildings = 13,973 square feet (existing) + 40,768 square feet (new) = 54,741 square feet
3. Maximum amount of land devoted to parking and drives = 45,388 square feet
4. Amount of land devoted to hard surface (sidewalk, patio, etc) = 11,622 square feet
5. Minimum amount of land devoted to landscaped open space = 19,372 square feet
6. Proposed number of buildings = 1 existing + 1 new = 2
7. Parking spaces per thousand square feet of building area = 1 per 1000