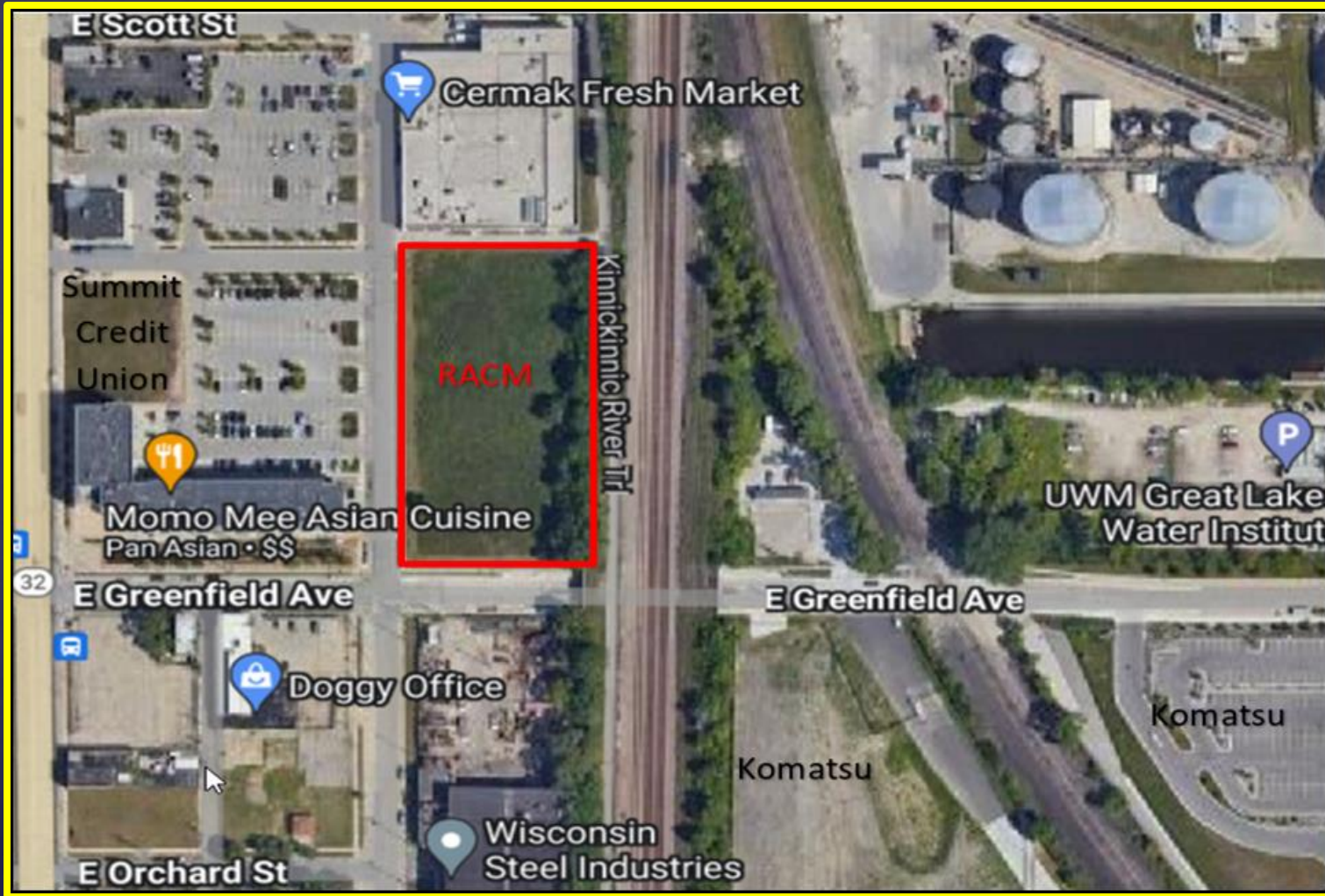


Kin at Freshwater-TID #120

Developers: Rule Enterprises and Emem Group



200 E. Greenfield Avenue



Developer Profiles and other Projects

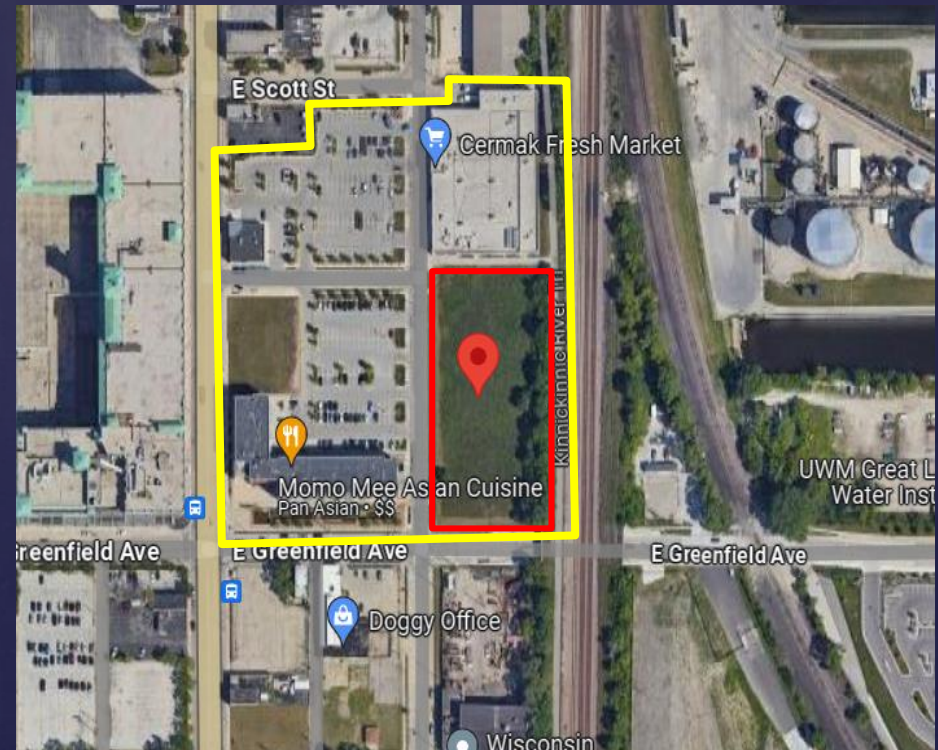
Brandon Rule's Milwaukee portfolio includes:

- Seven04Place and Thirteen31 Apartments in the Walkers Point neighborhood
- Eighteen87 on N. Water Street

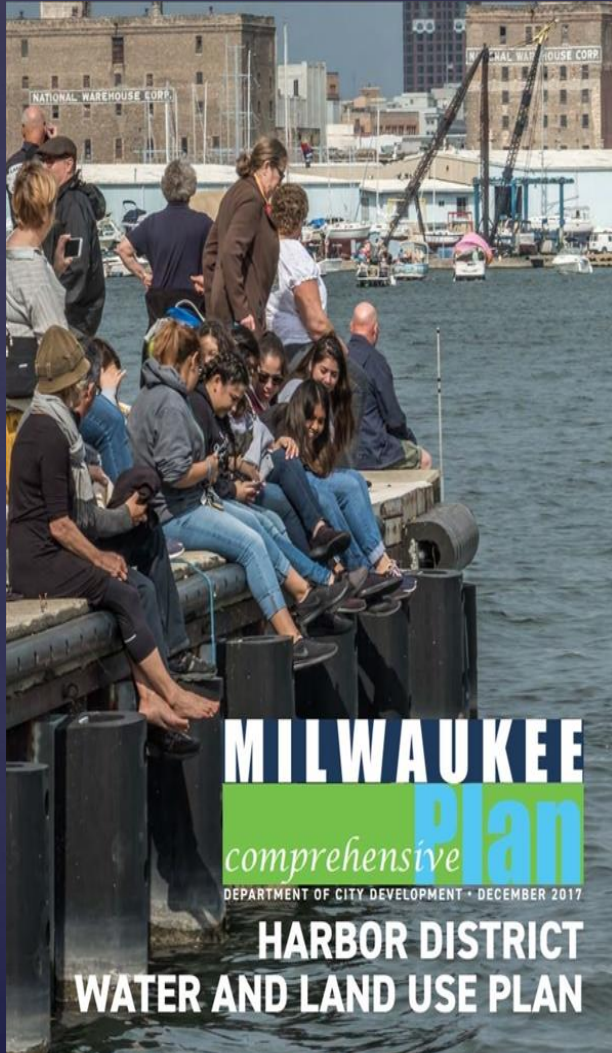
Michael Emem of the Emem Group:

- Currently developing the MLK Library that's under construction.
- Fee developer on several non-profit projects throughout Milwaukee

File No 240162. A substitute ordinance relating to the Fourth Amendment to the General Planned Development, GPD, known as Freshwater Plaza to update the development standards for Phase 3 development on Lot 4 of the GPD and **File No 230879.** A substitute ordinance relating to the Fourth Amendment to the Detailed Planned Development known as 1st and Greenfield to allow Phase 3 mixed-use residential development to occur on Lot 4 of Freshwater Plaza, located at 200 East Greenfield Avenue, on the north side of East Greenfield Avenue, east of South 1st Street, in the 12th Aldermanic District.



File No. 240162 and File No. 230879. Consistency with Comprehensive Plan.



Harbor District Water and Land Use Plan

- Adopted in 2018.
- The plan envisions S. 1st Street as a welcoming entrance to the Harbor District. It encourages 1st Street to continue to develop as a mixed-use urban neighborhood.
- The plan encourages a transition from an auto-oriented corridor to a more pedestrian friendly, walkable urban environment. Pedestrian activity and comfort should be the highest priority for future developments.
- The plan also encourages additional residential density along the 1st Street Corridor.
- **The proposed amendments to the GPD and DPD align with the recommendations of the Comprehensive Plan.**



THE KIN AT FRESHWATER

A Rule Enterprises Multifamily Development

THE KIN AT FRESHWATER

1. Project Overview
2. Development and Design team
3. Design Concepts
4. Next Steps

Project Overview

Building Data :

- 5-story mixed-use Residential Apartment building
- A Mixed market rate and affordable housing
- 140 units – of which 133 are affordable units and 27 are market rate.
 - 1 bed - 69 Units
 - 2 bed - 61 Units
 - 3 bed - 10 Units
- Total 94 parking stalls- 35 covered and 59 on surface.
- One Commercial Office tenant space – **Unite WI**, a local non-profit, will occupy the commercial space as the community serving facility.

Amenities:

- Fitness Rm., Community Rm., Business center, Indoor Residential Storage, Long-term Bike parking, and Dog Run.

Project Overview

Financing:

- (WHEDA)- 4% Federal and State LIHTC HOME Funds, Brownfield Funds.
- 70 units at 50% AMI, 43 units at 60% AMI and 27 Market Rate units.
- Rents will range approximately between \$574 to \$2345 per month.

Goals:

- Seeking LEED Silver
- Integrated storm water management system leading to a public landscaped Plaza
- Solar panels on roof assisting in some Exterior lighting.
- Integrated with urban streets of Greenfield Ave and vacated Barclay Street
- Respecting and connecting with the Bike trail on north

Project Team



Rule Enterprises, LLC
Lead Developer



**EMEM
GROUP**

Emem Group
Co-Developer



The Sigma Group
Environmental & Civil Engineer



Continuum Architects & Planners
Architect



Stevens Construction Corp.
Construction

Rule Enterprises

Rule enterprises specializes in strategic investing, and we use property development as our primary driver. Everything we do is rooted in equity, equality, and Dignity. We believe in solving problems that no one else may know exists all while creating high-caliber, distinctive development projects.



Emem Group

Emem Group specializes in development management and owner's representative services. We are passionate about mission based and community centered projects that strengthen neighborhoods, specifically in areas that have historically lacked investment. Our mission statement is simple – to build communities and revitalize neighborhoods.



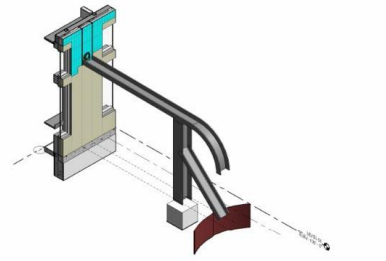
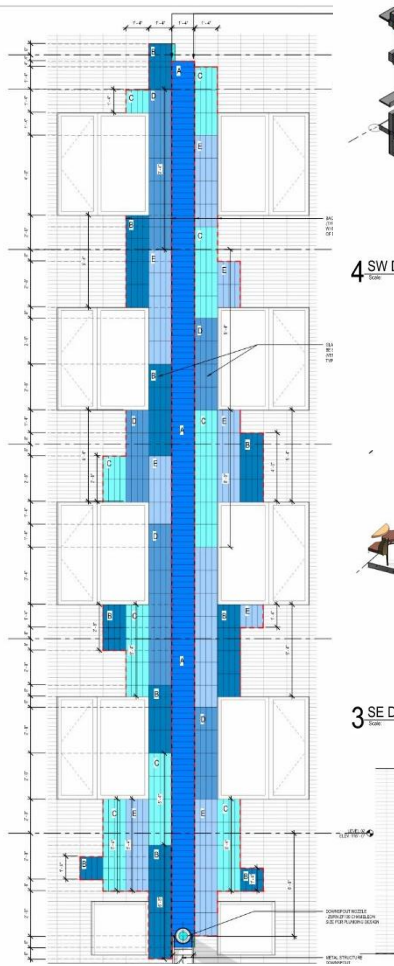
Site



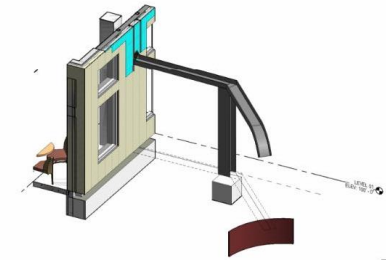


Greenfield Ave.

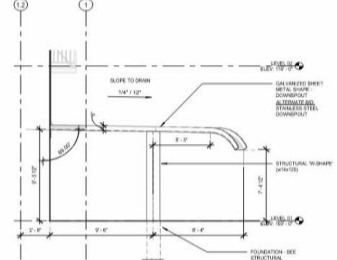
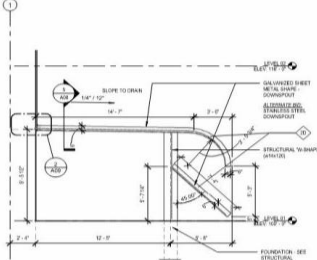




4 SW DOWNPOUT

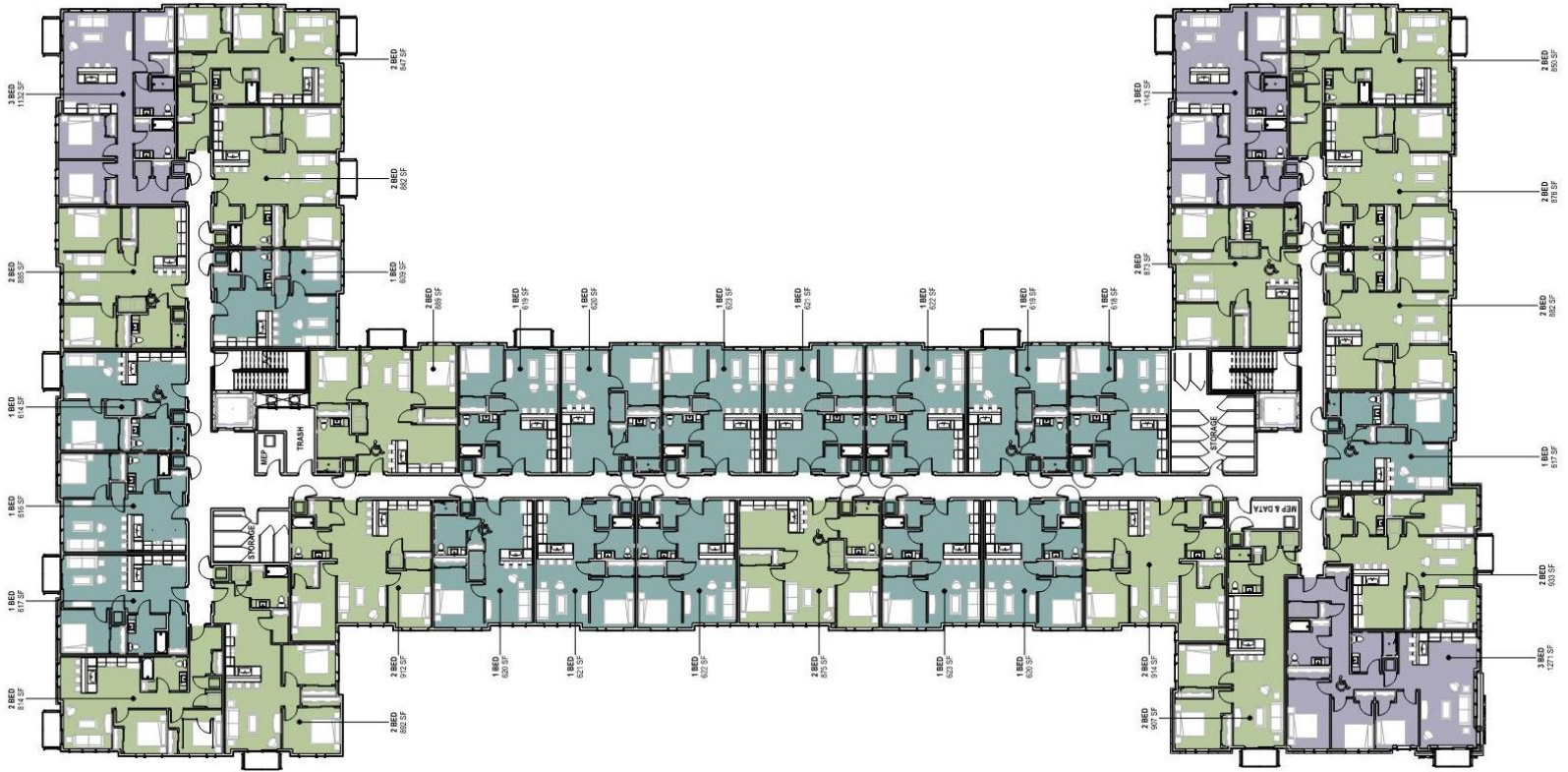


3 SE DOWNPOUT



2

Floor plans

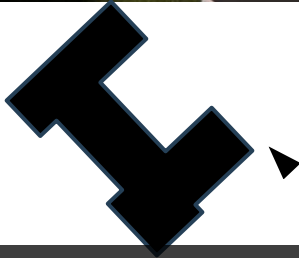


LEVELS 2 - 5





Barclay

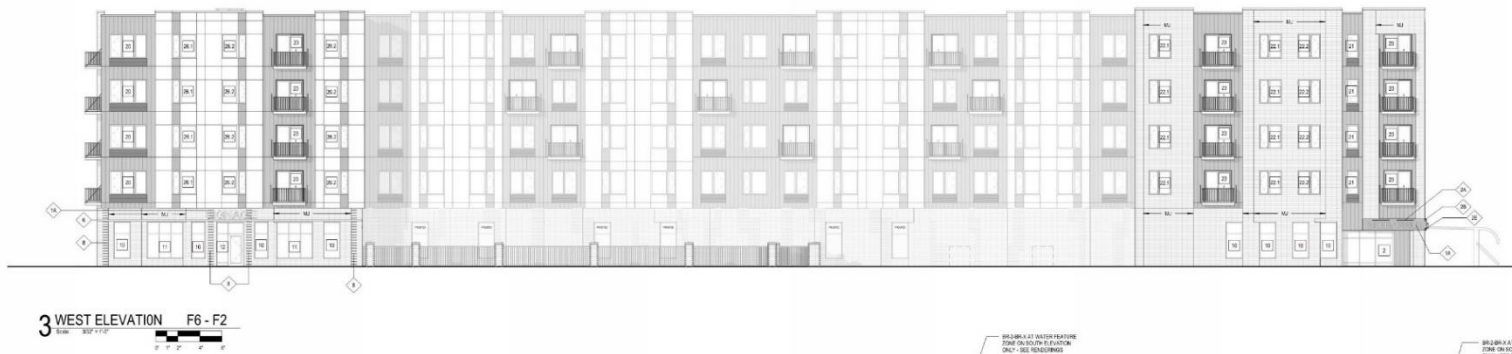
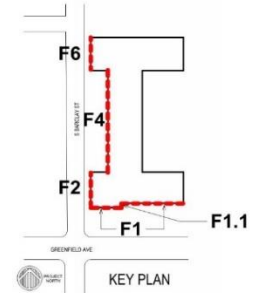
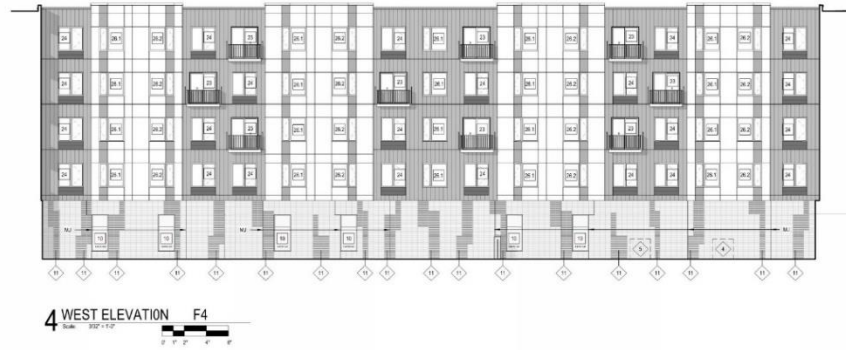




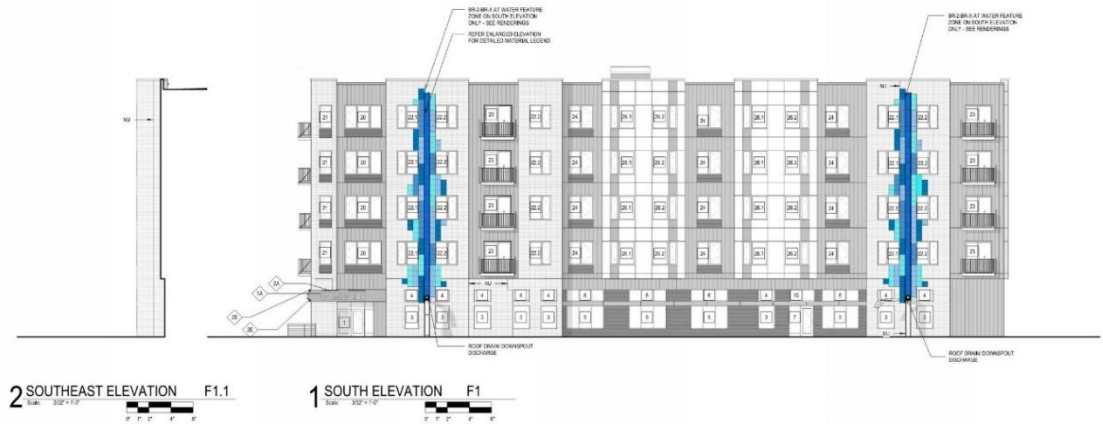
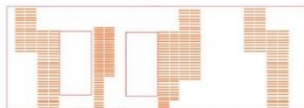




EXAMPLE OF BRICK ACCENT
(SEE EXTERIOR ELEVATIONS &
CORRESPONDING KEY NOTE 8)



EXAMPLE OF BRICK ACCENT PATTERN
(SEE EXTERIOR ELEVATIONS & CORRESPONDING KEY NOTE 11)





west side of building



HARDIE PANEL



Hardie Panel

Metal Panel



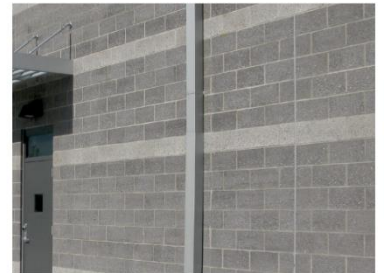
BR-1 ALLURE BRICK



Allure Brick



CMU



METAL PANEL



MP-1



MP-2



MP-3



FLUSH & REVEAL WALL PANEL



Play of 2 tone of Metal Panel



FC-1



FC-2





Kin at Freshwater

THE PROJECT:

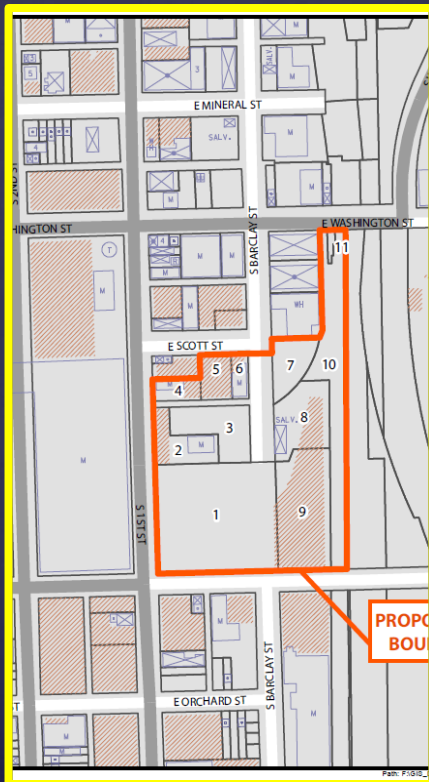
- New Construction of a mixed income housing and commercial development
- 140 total units
- 113 – 1, 2 and 3 BR units at 30, 50 & 60% of AMI
- Rents ranging from \$562-\$1,399
- 27 Market Rate Apartments
- Rents ranging from \$1,555 to \$2,345
- 1,300 sf commercial space
- Tenant: Unite WI
- Administrative office
- 60 surface & 45 covered parking spaces
- Dog Run
- Estimated completion Winter 2025



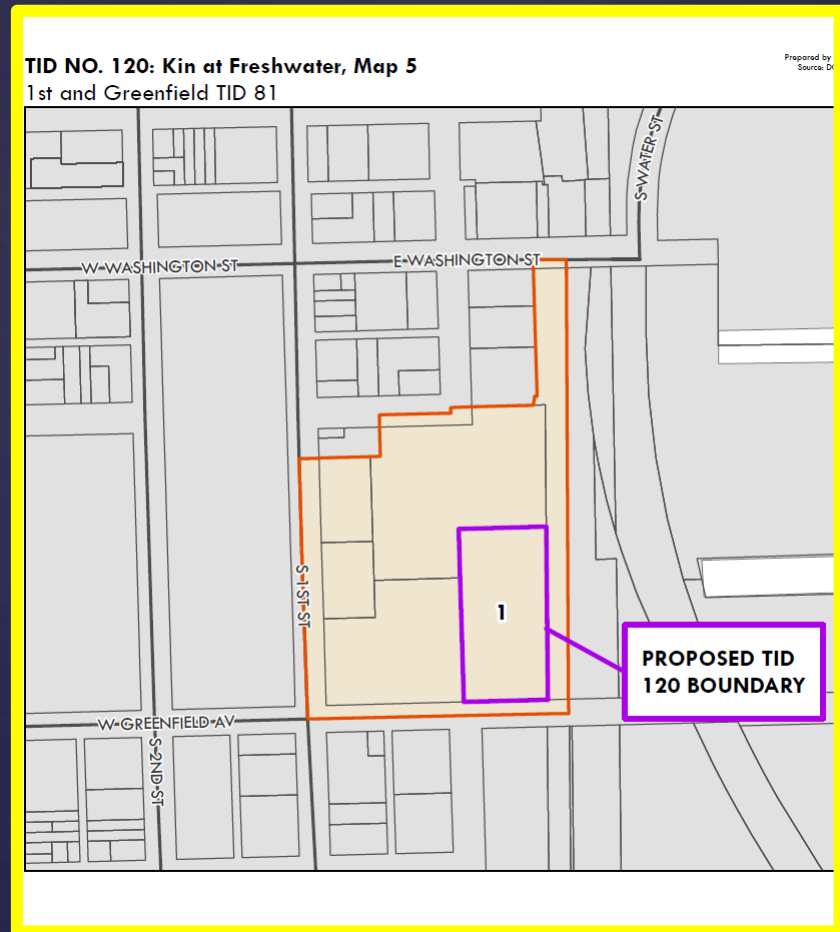
View looking from Northeast

Tax Incremental District #120 will overlay 1st & Greenfield TID #81

Original TID #81 Boundary
1st and Greenfield TID
Created in 2014



Proposed TID #120 Overlay Boundary



Kin at Freshwater-TID #120



View from Greenfield Avenue

THE FINANCING:

- \$44.4 M Investment
- \$2M Developer financed TIF
- 17 Years
- 6% Interest Rate
- Sources: LIHTC, 1st Mortgage, HOME Funds, RACM loan, Green Infr. Grant, Def. Developer Fee
- Displacement Preference Policy
- 20% of units reserved for residents living in 53204
- Human Resource Requirements:
 - 40% RPP
 - 25% SBE

QUESTIONS