

Exhibit A
File No. 200463
2nd Amendment to the Detailed Planned Development
known as 5XEN Marketplace (Previously Phongsavan)
6270, 6300, and 6318 N. 76th Street
August 21, 2020

Previous File History

The Detailed Planned Development (DPD) was previously approved as file number 090535 in 2009, and the 1st amendment was approved in 2014 under file number 140198.

Project Summary

Overview

5XEN, Inc. is the new owner of the existing facilities located at 6318, 6300 and 6270 N 76th Street. 6300 & 6318 N 76th Street was formerly known as “Phongsavan Asian Market” and 6270th was the home of Remy Battery. The parcel at 6270 is currently zoned IL1 and is to be rezoned to PD and combined with 6300 via CSM to facilitate this expansion.

The new 6300 N 76th Street, with over 4.5 acres, is set to become home to Wisconsin's next great destination and the focus of 5XEN, Inc. aka 5XEN Marketplace.

5XEN's vision is to develop and create a state-of-the-art multi-culture venue right here in the heart of Milwaukee. 5XEN's goal is to build and provide that unique and safe space for emerging minority entrepreneurs to showcase and grow their businesses in our community. These opportunities for business development within our diverse community is a benefit to everyone. Naturally as the businesses grow, they will positively impact the integration of multi-cultural entrepreneurs and promote substantial wealth builders in our community.

DPD file#140198 covers the previously amended DPD for this site.

Existing Conditions

The existing north parcel contains two buildings: an existing one-story grocery store of approximately 14,000 SF at 6318 and the primary 2-story building at 6300 of approximately 71,000 SF.

The existing south parcel contains two buildings: a 1-story masonry building of approximately 6,000 SF that is currently occupied by John's Auto Service and Sales, and a metal Quonset storage building of approximately 4,700 SF. The balance of the parcel is paved and used for outdoor storage.

Expansion Scope

To allow room for the building addition and expanded parking, three structures are to be removed as part of this project: the 14,000 SF grocery store at 6318, the 6,000 SF masonry building at 6270, and the 4,700 SF Quonset storage building at the rear of 6270. The existing 2-story building is unchanged in height, although the façade will be improved with new accent materials at all sides and new canopies to accent entrances on the north and west sides. The addition is 3-stories in height, approximately 49', with materials compatible with the appearance of the improved existing building such as natural stone, metal aluminum composite panels with colorful accents, glass curtain wall, and precast concrete wall panels.

5XEN Marketplace Owner's Written Narrative

The west entrance of the addition is a major entrance to the facility and the primary entrance for the new grocery store. The newly expanded facility will be approximately 115,000 SF and include first floor retail, food court and grocery store functions; second floor office-type tenants, rentable meeting rooms with a lounge; and a third floor semi-public lounge. Signage will bring more attention to the building and be adaptable as tenants change or provide flexible space for artwork.

The project involves converting most of the room around the building into expanded parking for employees and customers, especially at the north and south sides where limited off-street parking now exists. Though no current bicycle parking accommodations exist on the site, new parking areas are provided at walkways and near entrances, including 10 under covered areas for long-term parking. No interior bicycle parking structures are provided as part of this proposal.

Business Background

The previous owner of Phongsavan had planned to develop 6300 & 6318 N 76th Street into a significant community based, multifaceted marketplace; similar to 7 Mile Fair. Their goal was to maximize space and provide a venue for the Hmong Community to conduct business.

In 2020, 5XEN, Inc., rescued the owner of Phongsavan from going into bankruptcy. 5XEN's mission in acquiring this property is to expand the area into a more modern international and cultural marketplace. With the expansion design in mind, 5XEN, Inc. not only acquired 6300 and 6318, they also acquired 6270 N 76th Street.

Since 2010, the 5XEN corporate team; consisting of all business owners and successful entrepreneurs, have seen an increase in Asian businesses in the area and many untapped business opportunities in the community. They have expanded many of their clientele, network and businesses, contributing to the continual development and growth of minority businesses in Milwaukee.

5XEN is set to renovate the existing building 6300 N 76th Street to a more modern architectural design with an open concept facility that will attract the community and visitors alike to its unique products and services. These improvements and additional build outs will provide the community with more business space for diversity of goods and services. This project will bring in a significant amount of revenue for the city and state.

Currently, the facility provides jobs for over 190 employees; including entrepreneurs and small business owners. The completed project will provide an additional 75-100 positions for employees/business entrepreneurs, making it one of the largest Multi-cultural Marketplace to employ minorities in the country.

5XEN Market will offer access to restaurants serving authentic Hmong cuisines, exotic Asian goods, international markets and boutiques, office space for local and emerging businesses and/or entrepreneurs, conference and community meeting rooms, an elegant banquet hall and many other auspicious products and services. It will be a beautiful experience of contemporary architect and office space design fused with the sound, smell and taste of Asia. 5XEN Market will be the new destination in Milwaukee.

Business Structure

5XEN, Inc is a corporation own by shareholders.

Name	Position
Moualee Thao	CEO/Advisor
Kay Yang	Vice President
Chao Thao	Chief Financial Officer
Charles Lee	Director of Relations
John Yia Vang	Director of Services
Chao Yang	Quality Control/Assurance
Nang Thao	Director of Production
Mai L. Thao	Product Specialist

5XEN Market Inc. dba 5XEN Super Asian Market is own by 5XEN, Inc.

Management Team

Name	Position
Tony Yang	Director of Operations
Josie Vang	Director of Finance
Steve Van Lieshout	Director of Facilities

Business Operations

5XEN Marketplace is committed to helping and providing access to minority owned businesses/entrepreneurs to showcase their products and services; creating a multi-cultural hub and destination for Milwaukee.

This 35,000 sq. ft. expansion to the south of the original building is set to become a modern, and clean authentic Asian grocery store. The 115,000 sq. ft. building will be a beautiful retail shopping/market center, commercial office workspace, state-of-the-art conference center and banquet hall, giving Milwaukee an edge.

5XEN anticipates being fully operational by July of 2021 and is focusing on building a team of experts in finance, production, marketing and services. The team will work towards maintaining and expanding the marketplace, adding to the development and vibrancy of Milwaukee.

Moving forward, 5XEN will collaborate with local community leaders to engage the community in continuous patronage and exploration of new and/or improved goods and services. 5XEN has implemented several marketing advancement tools including a social media site and a website where customers can learn more about the marketplace. 5XEN will continue to monitor daily customer feedback and update their website contents and social media to increase exposure, provide information on special vendor events and promote tenant goods and services. 5XEN will also explore marketing/advertisement opportunities and collaborate with other organizations on events, shows and local community gatherings.

Overall, this expansion strives to create a safe and welcoming space where multi-cultural people and diverse businesses can come together to collaborate, share ideas and learn from each other.

5XEN Marketplace Owner's Written Narrative

Hours of Operations

Grocery store, merchandise/retail and meeting and banquet rooms will vary in the day and time that they will be operating. Longest standing hours would be between the hours of 7am and midnight, Sunday thru Saturday.

5XEN Market, Inc aka 5XEN Super Asian Market (grocery store)

Sunday	7:00am – 7:00pm
Monday	7:00am – 9:00pm
Tuesday	7:00am – 9:00pm
Wednesday	7:00am – 9:00pm
Thursday	7:00am – 9:00pm
Friday	7:00am – 9:00pm
Saturday	7:00am – 9:00pm

Food Court

Sunday	11:00am – 7:00pm
Monday	9:00am – 7:00pm
Tuesday	9:00am – 7:00pm
Wednesday	9:00am – 7:00pm
Thursday	9:00am – 7:00pm
Friday	9:00am – 9:00pm
Saturday	9:00am – 9:00pm

Marketplace

Sunday	12:00pm – 6:00pm
Monday	10:00am – 7:00pm
Tuesday	10:00am – 7:00pm
Wednesday	10:00am – 7:00pm
Thursday	10:00am – 7:00pm
Friday	10:00am – 7:00pm
Saturday	10:00am – 7:00pm

Corporate & Office

Sunday	Closed
Monday	9:00am – 6:00pm
Tuesday	9:00am – 6:00pm
Wednesday	9:00am – 6:00pm
Thursday	9:00am – 6:00pm
Friday	9:00am – 6:00pm
Saturday	Closed

5XEN Marketplace Owner’s Written Narrative

Meeting Rooms, Banquet Hall & Lounge

Sunday	7:00am – 11:00pm (During events)
Monday	8:00am – 7:00pm
Tuesday	8:00am – 7:00pm
Wednesday	8:00am – 7:00pm
Thursday	8:00am – 7:00pm
Friday	8:00am – 11:00pm (During events)
Saturday	7:00am – midnight (During events)

District Standards (s. 295-907):

Uses:	Existing approved uses: Retail Establishment, General (grocery store, second floor tenants) Medical Office or clinic (second floor tenants) Personal Service Establishment (second floor tenants) General Office (second floor tenants) Assembly Hall (second floor meeting rooms) Restaurant (first floor food court, second and third floor lounges) Any uses considered accessory to the uses noted above
Design standards:	Precast concrete panels, aluminum composite panels, stone. (Note: Stone product example can be found at https://www.buechelstone.com/product/chilton-custom-country-blend/ . Final material selection to be submitted to DCD staff for review and approval)
Density (sq. ft. of lot area/dwelling unit):	N/A
Space between structures:	120’
Setbacks (approximately):	North: 113’ South: 52’ East: 71’ West: 40’
Screening:	New plantings at west, north, and south sides per plan
Open space:	Per plan
Circulation, parking and loading:	Pedestrian access: Existing sidewalk (west side). There are two pedestrian entrances along the west façade. Automobile access and parking: West road access (reconfigured) Bicycle parking: All new (Note: Outdoor bicycle parking positioning to adhere to provisions of section 295-404-5) Loading: 1 off-street added (previously loaded from street) Garbage is presently collected three times a week (MWF). This is expected to be unchanged.
Landscaping:	Proposed Landscaping: Extensive plantings proposed per plan. Gardens are being proposed adjacent to the north and south sides of the building.

5XEN Marketplace Owner’s Written Narrative

	<p>All required vegetation 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.</p> <p>The existing site or interim condition must be maintained in an orderly fashion consistent with the zoning standards of the site prior to rezoning to DPD, including all existing turf and landscaping, until such time that the subject DPD is constructed. All landscaping and required site features shall be installed within a maximum of 30 days total of the City issuing a Certificate of Occupancy (excluding time between December 1 and March 1) for the subject DPD.</p>
<p>Lighting:</p>	<p>Existing minimal lighting, new building and parking lighting proposed. Lighting will follow s. 295-409 of the zoning code.</p>
<p>Utilities:</p>	<p>Most existing services to be maintained. Existing Electrical service upgraded and transformer relocated.</p>
<p>Signs (type, square footage, quantity and placement):</p>	<p>Freestanding signs: Two large existing removed. No new major freestanding signs are proposed. New 5’ high sculptural letters located near vehicular entrance to be illuminated from ground. Building wall signs: Varies, see sign plan for specific locations. Includes the following:</p> <p>Primary signs: SW corner of existing building, 8’ x 4’ illuminated logo sign with 10’ x 5’ EMC below, west and south faces. North side of existing building: 11’ x 5’ illuminated logo sign. West side of addition: 16’ x 7’ illuminated logo sign. (Note: Electronic message centers to follow provisions of s. 295-407-4)</p> <p>Secondary signs: 12” high dimensional letters at north entrance canopy. 20” high illuminated letters at west elevation of addition, near roof. Changeable illuminated tenant signage / art panels north and south side of existing building. South side: 39’ x 5’ and 21’ x 5’. North side: 45’ x 5’ and 27’ x 5.</p> <p>Temporary signs: Construction banner signage mounted to temporary fencing, approximately 4’ high continuous</p> <p>Other signs: Required directional and parking signage for automobiles. Final signage design and layout subject to minor changes and will be submitted for review and approval by DCD staff. Illumination: Internally / Backlit</p> <p>Note: To meet the needs of this marketplace, additional wayfinding ground signage may be added in the future without modification to the DPD, subject to DCD staff review and approval to satisfy both the letter and spirit and intent of the condition imposed by the CPC.</p>

5XEN Marketplace Owner’s Written Narrative

Site Statistics:

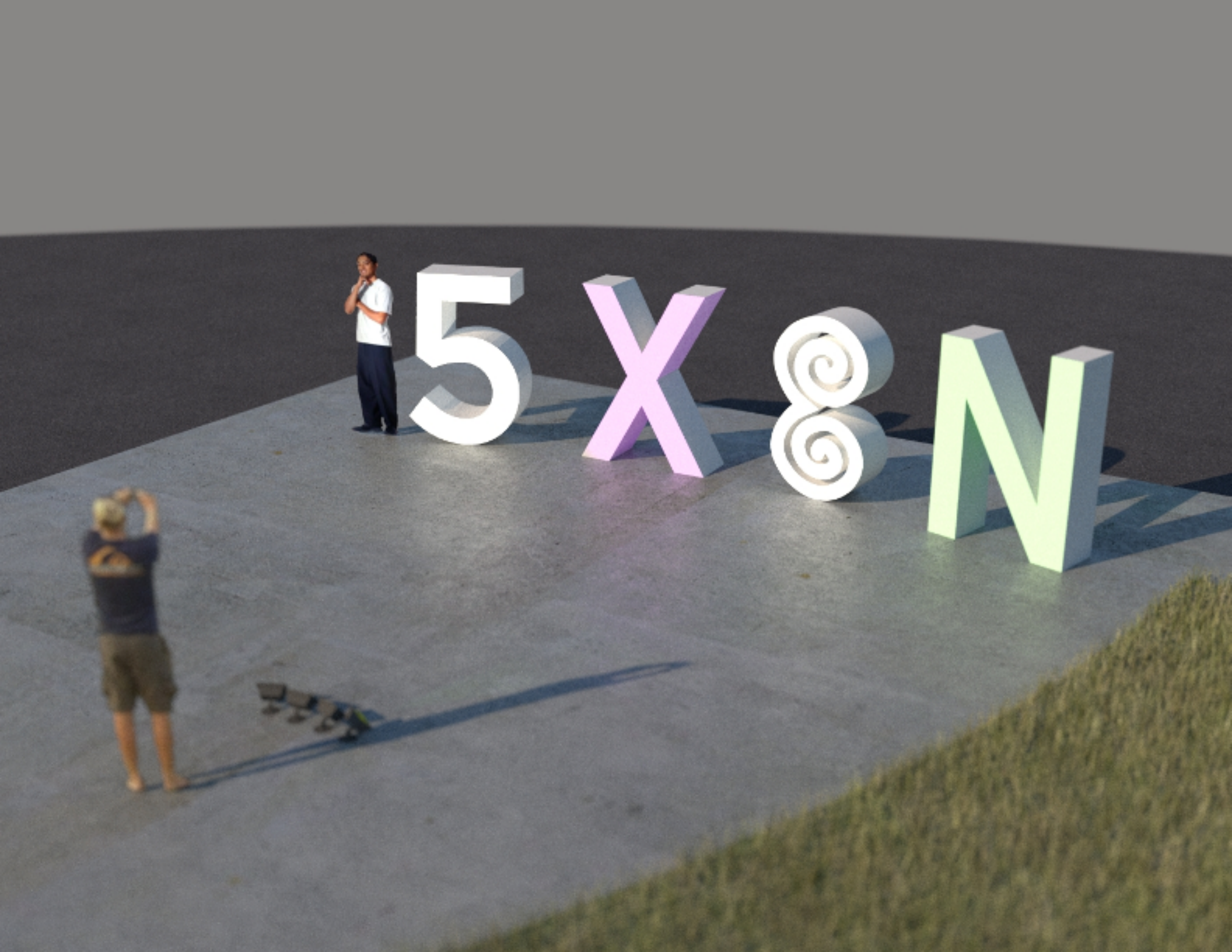
Gross land area:	196, 040 SF (4.5005 acres)
Maximum amount of land covered by principal buildings (approx.):	Sq. ft.: 58,425 SF (1.34 acres) % of site: 29.8%
Maximum amount of land devoted to parking, drives and parking structures (approx.):	Sq. ft.: 98,269 SF (2.26 acres) % of site: 50.1%
Minimum amount of land devoted to landscaped open space (approx.):	Sq. ft.: 18,730 SF (0.43 acres) % of site: 9.6%
Max proposed dwelling unit density (lot area per dwelling unit):	N/A
Proposed number of buildings:	One (1) principal building, (1) accessory storage building at SE corner of site
Max dwelling units:	None
Bedrooms per unit:	N/A
Parking spaces provided (approx):	Automobile spaces: 188 Ratio per residential unit: N/A Spaces per 1000 sq ft for non-residential uses: 1.6 Bicycle spaces: 40

Time Limit on Zoning:

Per s. 295-907-2-c-11, the DPD zoning designation shall be null and void within 5 years from the effective date of the ordinance amending the zoning map to create the DPD. The zoning of the property shall revert to the previous DPD Amendment (FN 140198) at that time unless the criteria identified in 295-907-c-11-a and –b are met. The time period specified pursuant to subd. 11 may be extended only by an ordinance amending the DPD, pursuant to s. 295-307.









STREET VIEW LOOKING SOUTHEAST (PRINCIPAL BUILDING AT CENTER)



SOUTH DRIVE ENTRANCE, MAIN (WEST) CUSTOMER ENTRANCE



STREET VIEW LOOKING NORTHEAST (PRINCIPAL BUILDING ON RIGHT)



MAIN (WEST) ENTRANCE



NORTH DRIVE (PRINCIPAL BUILDING ON RIGHT)



NORTH SIDE OF PRINCIPAL BUILDING



SOUTH DRIVE (PRINCIPAL BUILDING ON LEFT)



SOUTH DRIVE LOOKING WEST (PRINCIPAL BUILDING ON RIGHT)



SOUTH SIDE OF PRINCIPAL BUILDING



EAST (REAR) SIDE OF PRINCIPAL BUILDING



EXISTING DUMPSTER LOCATION



CONDITION AT SOUTH PARCEL PROPERTY LINE (SE CORNER)