



CREAM CITY
REAL ESTATE INVESTMENTS

August 20, 2025

SUBMITTED VIA EMAIL

Mark Johnsrud
City Administrator
City of St. Francis
3400 East Howard Avenue
St. Francis, WI 53253

Re: Submission of PUD Application

Dear Administrator Johnsrud,

Please find attached the PUD application for submission for the proposed development site located on 4110 East Howard Avenue, St. Francis, WI and 3707 South Lake Drive, St. Francis, WI; Tax Key No: #543-9996; #543-9997; and #543-9998.

The development plans have been modified slightly from our initial proof of concept. After thoughtful consideration and active feedback from the community, we have decided to remove the library component from our development plans. While the initial vision included this feature, we heard the community's concerns and want to honor their feedback. Our commitment has always been to build in a way that strengthens community connection and meets the needs of residents. With that in mind, we believe a retail option will be better suited to serve the community, offering space that is accessible, engaging, and responsive to local interests. We remain dedicated to creating a development that reflects the values of the neighborhood and fosters a sense of place where people can gather, connect, and thrive.

Thank you for your consideration.

Best regards,

Ignacio Garcia
Chief Executive Officer

kkj/Enclosures

**APPLICATION FOR CHANGE OF ZONING
FEE - \$750**

Kirandeep K Cheema
NOTARY PUBLIC, STATE OF Wisconsin
My commission expires: August 26, 2026

(Name or Entity)

(Address – Street – City – State – Zip Code)

(Telephone)

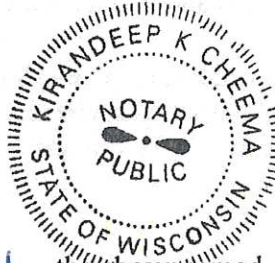
(Email)

(Signed)

(Print Name and Title)

(Date)

State of Wisconsin }
County of Milwaukee } ss.



Kirandeep K Cheema
NOTARY PUBLIC, STATE OF WISCONSIN
My commission expires: August 26, 2026

Please note that all owners or applicants need to complete and have a notary sign the above information. Make extra copies as needed for each owner and applicant. Attach all completed and notarized information to the application.

What is the proposed use of the property should it be rezoned or a special use provided by ordinance?

The proposed project is a ground-up mixed-use development anchored by innovative mass timber construction and a blend of residential, retail, and community-serving uses. Key components include:

- A 12-story, 170-unit mass timber apartment building with both underground and above-ground precast parking, and luxury amenities such as a clubroom, fitness center, and indoor pool.
- A 5-story, 130-unit apartment building featuring wood-frame residences atop a precast podium.
- A 7,500 SF mass timber retail building integrated into a vibrant public park.
- A 5,000 SF daycare center and 3,500 SF coffee shop serving residents and the broader community.
- 13,000 SF of additional retail space designed to activate the site with neighborhood-serving uses.
- A 4,000 SF dental facility providing healthcare access on site.
- 644 structured and surface parking spaces to support residential and commercial uses.

This development is designed to establish a dynamic, walkable environment that combines modern housing with neighborhood-serving retail, childcare, healthcare, and recreational amenities, creating a landmark destination in St. Francis.

Does the proposed use conform to the requested zoning district based on the following:

Permitted Use within the Land Use Table §455-60 _____ Yes _____

Special Use with Land Use Table §455-60 _____ Yes _____

Accessory Buildings and Structures §455-42 _____ Yes _____

Minimum Lot Width _____ Yes _____

Maximum Building Height _____ Yes _____

Minimum Front Setback _____ Yes _____

Required Side Yard Depth _____ Yes _____

Required Rear Yard Depth _____ Yes _____

Off-Street Parking §455-38 Yes, with municipal lot supplementing parking to meet required parking ratios.

Non Residential Use Regulations

Landscaping and Buffer yards §455-36 _____ Yes _____

Exterior Lighting §455-37 _____ Yes _____

Outdoor Storage §455-40 _____ Yes _____

Miscellaneous Use Regulations §455-46 _____ Yes _____

Describe effects of the proposed property use on all neighboring properties within 300 feet. This would include noise, odor, lighting and traffic. (A traffic study may be required for proposed uses that create high or peak traffic volumes.)

Proposed mixed-use development will generate incremental increases in traffic volumes on the arterial roads serving the property. There will be no increase in noise or odor production. Lighting systems will be designed in conformance with municipal codes and state-of-the-art industry practices.

Provide a survey showing all existing improvements OR a land use aerial photo (Milwaukee Land Information website - <https://county.milwaukee.gov/EN/Administrative-Services/Land-Information-Office> to support the proposed use.

Initial if attached IG

Provide an operational plan of the intended use including, but not limited to, hours of operation, number of employees, floor plan, signage, storage both indoor and outdoor.

Initial if attached

Construction of any new improvements including new buildings or additions which change an existing building exterior footprint will require completion and submittal of a site plan in accordance with §455-47.

Initial if attached IG

NOTE: City of St. Francis is aware of ongoing site plan refinement, resulting in some items required §455-47. All site grading, stormwater management, buildings, and general site improvements will be in compliance with all city, state, county, MMSD, zoning and codes requirements.

5.0 – MASS TIMBER / LUXURY & MARKET-RATE APARTMENTS





6.0 – MARKET-RATE APARTMENTS

8.0 – DAY CARE CENTER



9.0 – COFFEE SHOP W/DRIVE THRU



10.0 – RESTAURANT & RETAIL



11.0 – DENTAL



12.0 – MASSTIMBER RETAIL BUILDING



LAKE DRIVE DISTRICT STATISTICS SHEET

	SQ FT	ACRES	%	
Grass Land Area	579,227	13.29	100%	
Land covered by principal buildings				
Luxury Apartments	220,000	0.5	38.0%	
Market-Rate Apartments	142,000	0.7	24.5%	
Day-Care Center	5,000	0.11	0.9%	
Coffee Shop	3,500	0.08	0.6%	
Retail / Restaurant / Sports Bar	17,000	0.22	2.9%	
Medical Office / Dental Clinic	4,000	0.09	0.7%	
Land covered by accessory buildings	TBD	TBD	TBD	
Land devoted to parking, drives and parking structures	341,580	7.84	59.0%	
Land devoted to landscape open space	180,912	4.15	31%	
Proposed dwelling unit density, if residential, and/or total square footage devoted to nonresidential uses.	SQ FT	ACRES	%	UNITS
Residential	362,000	1.2	62.5%	300
Total Nonresidential	29,500	0.68	5.1%	
	# OF BLDGS			
Proposed number of buildings	7			
	UNITS			
Dwelling units per building				
Luxury Apartments	170			
Market-Rate Apartments	130			
Bedrooms per unit	Studio - 3			
Parking spaces provided, whether surface or in structures, and ratio per unit if residential or per thousand square feet of building area if non residential	SPACES	RATIO		
Residential	423	1.41 spaces per Unit		
Nonresidential	193	9 spaces per 1000 sq ft		

E. HOWARD AVE. [S.T.H. '32']

S. PACKARD AVENUE

SOUTH LAKE DRIVE

E. HOWARD AVE.
[S.T.H. '32']

SOUTH LAKE DRIVE
[S.T.H. '32']

CURVE DATA

1. $RL = 100.47$
 $TS = 100.47$
 $LC = 100.47$
 $ES = 100.47$

2. $RL = 99.47$
 $TS = 99.47$
 $LC = 99.47$
 $ES = 99.47$

Conventional Symbols

CHAINLINK FENCE	— x — x —	GUARD POST	⊕
PROPERTY LINE	— — — — —	TELEPHONE PEDESTAL	⊕
RIGHT-OF-WAY	— — — — —	CITY PEDESTAL	⊕
EASEMENT LIMITS	— — — — —	GAS VALVE	⊕
BLDG. OFFSET LINE	— — — — —	POWER POLE	⊕
C/L ROAD	— — — — —	ELECTRIC MANHOLE	⊕
		PIPE WYHOUST	⊕
UTILITIES		CATCH BASIN/INLET	⊕
BURIED GAS	— — — — —	EXISTING MANHOLE	⊕
BURIED ELEC.	— — — — —	WATER VALVE	⊕
OVERHEAD ELEC.	— — — — —	STREET LIGHT	⊕
OVERHEAD TELEPHONE	— — — — —	PROPERTY CORNER	⊕
SANITARY SEWER	— — — — —	SECTION CORNER	⊕
STORM SEWER	— — — — —	PARKER KALD. NAIL	⊕
WATER	— — — — —		

SURVEY CERTIFICATE

I have surveyed the above described property and the above map is a true representation thereof and shows the size and location of the property, its exterior boundaries, the location and dimensions of all visible structures thereon, boundary fences, apparent easements, roadways, and visible encroachments, if any.

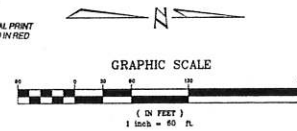
This survey is made for the exclusive use of the present owners of the property, and also those who purchase, mortgage, or guarantee the title thereto within one (1) year from date hereof.

2-14-2005
Date

James G. Schneider
Surveyor - S-2127



THIS IS AN ORIGINAL PRINT
ONLY IF STAMPED IN RED



GENERAL NOTES:

1. ALL BEARINGS ARE REFERENCED TO THE WEST LINE OF THE SE. 1/4 OF SECTION 14-8-22 ASSUMED TO BEAR N12°12'W
2. TEMPORARY GRANT OF SUBSTATION, TRANSMISSION LINE AND ACCESS EASEMENTS AS REC. IN REC. #488, PAGES 2307-2312 AS DOCUMENT NO. 803177 (TEMPORARY SUBSTATION EASEMENT) ENCOMPASSES THE ENTIRE SUBJECT PROPERTY
3. THE EASEMENT CONTAINED IN DOCUMENT NO. 1258352 IS BLANKET IN NATURE.

COMMITMENT NO. 1190571/COM. LEGAL DESCRIPTION:

All that part of the Southeast Fractional 1/4 of Section 14, Town 6 North, Range 22 East, in the City of St. Francis, County of Milwaukee, State of Wisconsin, bounded and described as follows:

Commencing at the Southwest corner of the Southeast Fractional 1/4 of Section 14, running thence North along the West line of said Southeast Fractional 1/4 to a point in the center of South Lake Drive formerly Lake Road; thence Southeast along the center line of said South Lake Drive to a point on the South line of said Southeast Fractional 1/4; thence West along said South line of said Southeast Fractional 1/4 to the place of commencement.

EXCEPTING THE Northerly 1.20 acres thereof.

COMMITMENT NO. 1190569/COM. LEGAL DESCRIPTION:

The Northerly 0.20 acres of that part of the Southeast Fractional 1/4 of Section 14, Town 6 North, Range 22 East, in the City of St. Francis, County of Milwaukee, State of Wisconsin, bounded and described as follows:

Commencing at the Southwest corner of the Southeast Fractional 1/4 of Section 14, running thence North along the West line of said Southeast Fractional 1/4 to a point in the center of South Lake Drive formerly Lake Road; thence Southeast along the center line of said South Lake Drive to a point on the South line of said Southeast Fractional 1/4; thence West along said South line of said Southeast Fractional 1/4 to the place of commencement.

COMMITMENT NO. 1193503/COM. LEGAL DESCRIPTION:

The Southerly 1.00 acres of the Northerly 1.20 acres of that part of the Southeast Fractional 1/4 of Section 14, Town 6 North, Range 22 East, in the City of St. Francis, County of Milwaukee, State of Wisconsin, bounded and described as follows:

Commencing at the Southwest corner of the Southeast Fractional 1/4 of Section 14, running thence North along the West line of said Southeast Fractional 1/4 to a point in the center of South Lake Drive formerly Lake Road; thence Southeast along the center line of said South Lake Drive to a point on the South line of said Southeast Fractional 1/4; thence West along said South line of said Southeast Fractional 1/4 to the place of commencement.

1 26-2005		ADDED WALK ON R. END & EXISTING MONUMENTATION		J.G.S.	J.W.H.
DATE	REVISION	BY	APPROVED		
"BOUNDARY SURVEY"					
FOR WE ENERGIES					
S. HOWARD AVE., S. PACKARD AVE. & S. LAKE DRIVE St. Francis, WI.					
CITY/STATE	DATE	FIELD NO.	DATE	FILE NO.	
	FEBRUARY 14, 2005	1190571			
DRAWN BY:	J.G.S.				
CHECKED BY:	J.W.H.				

NSE

NORTH SHORE ENGINEERING, INC.
 Consulting Engineers & Land Surveyors
 11433 N. Port Washington Rd., Mequon, Wisconsin 53092
 (262) 241-9400 • FAX: (262) 241-8337

100 ft



STORMWATER

MEMORIAL PLAZA

MASSTIMBER RETAIL BUILDING
~7500 SF

RETAIL PARKING
48 Spaces

COMMUNITY PARK

106 PARKING SPACES

MEDICAL / DENTAL
~4,000 sq ft

13- STORY APARTMENT BUILDING
▪ 3 Levels of Parking
▪ 10 Levels of Apartments
◦ 170 Units

MUNICIPAL PARKING LOT
100 PARKING SPACES

167 PARKING SPACES

FIVE STORY APARTMENT BUILDING
▪ 1 Level of Parking
▪ 4 Levels of Apartments
◦ 130 Units

93 PARKING SPACES

RETAIL
~4,500 sq ft

DAYCARE CENTER
~5,000 sq ft

SPORTS BAR W/PATIO
~4,000 sq ft

COFFEE SHOP W/DRIVE THRU
~3,500 sq ft

PROJECT DATA

Apartments: 300 Units
Parking Required: 400 spaces
Retail: 21,000 sq ft
Parking Required: 105 spaces
Masstimmer Retail: 7,500 sq ft
Parking required: 40 spaces
Total Parking Required: 545

PARKING PROVIDED

Interior: 150 spaces
Exterior: 414 spaces
Total Parking Provided: 564 spaces



Lake Drive District – Initial Overview Construction Schedule

Date: 8/18/25

Development & Entitlements:

September/

October, 2025:

- Initial PUD Submittal to City
- Council and Plan Commission Reviews
- Design team (Architects & Engineers) working thru Advanced Designs, Engaged with Approval Authorities on Proper Designs/Permitting
- Economic and Legal Teams working with City on preliminary Development Agreement (DA)/TIF Packages

November, 2025-

February 2026:

- City Teams Reviewing Detailed DA/TIF Packages
- Final Submittals for PUD and related Municipal Approvals
- Final Plan Commission and Council Approvals of Above
- Approval Submittals to MMSD and related Authorities (Utilities)
- Permit submittals for State of Wisconsin Building Permits

March-May, 2026:

- Development Agreement/TIF Package Executed
- Permit submittals for City Building Permits
- Site Conveyance Completed
- Financing Closed
- State and Local Permits Released



Lake Drive District – Initial Overview Construction Schedule (cont)

Construction Activities:

- | | |
|-------------------|---|
| June 1, 2026: | <ul style="list-style-type: none">-Commence Foundation Construction:<ul style="list-style-type: none">-Market Rate Apartment Building-Luxury Apartment Building-Commence construction underground utilities:<ul style="list-style-type: none">-Municipal water system-Private sanitary sewer-Municipal and private storm sewer |
| August 1, 2026: | <ul style="list-style-type: none">-Commence Above Grade Construction:<ul style="list-style-type: none">-Market Rate Apartment Building-Luxury Apartment Building |
| Oct 1, 2026: | <ul style="list-style-type: none">-Commence Wall Framing – Market Rate Building-Complete Off-Site Storm Water Construction |
| December 1, 2026: | <ul style="list-style-type: none">-Underground Utility Construction Complete-Luxury Apartment Building:<ul style="list-style-type: none">-Podium Construction Complete-Commence Erection of Mass Timber Tower |
| April 1, 2027: | <ul style="list-style-type: none">-Market Rate Apartment Building:<ul style="list-style-type: none">-Wall and Roof Framing Complete-Luxury Apartment Building:<ul style="list-style-type: none">-Mass Timber Tower Erection Complete-Retail Buildings:<ul style="list-style-type: none">-Construction Commences on Leased Buildings |



Lake Drive District – Initial Overview Construction Schedule (cont)

Construction Activities (cont):

- April 1, 2027 (cont):
- Site Construction:
 - Site Grading Commences
 - WeEnergies and ATT/Spectrum Installation Commences
- July 1, 2027:
- Market Rate Apartment Building:
 - Interior Finishes Nearing Completion
 - Luxury Apartment Building:
 - Mass Timber Tower Enclosure Complete
 - Interior Finishes Construction Underway
 - Retail Buildings:
 - Building Shell Complete
 - Interior Finishes Construction Underway
 - Site Construction:
 - Curbing, Sidewalks, Fountain Construction Commences
- September 1, 2027:
- Market Rate Apartment Building:
 - Construction Completed
 - Luxury Apartment Building:
 - Interior Finish Construction Continues
 - Retail Buildings:
 - Construction Complete on Leased Buildings
 - Site Construction:
 - Hard surface Construction Complete
 - Landscape Installation Commences
- December 31, 2027:
- Luxury Apartment Building:
 - Construction Complete