



**Direct Supply Overlay Application**  
*Proposed Expansion of Milwaukee  
Global Headquarters*

April 2016



# Overview of Direct Supply



BUILD



EQUIP



RUN

# Overview of Direct Supply

## Leading supplier and solution provider to the U.S. Senior Living Industry

Our mission is to *improve the lives* of the million of seniors in our country

We offer over **1,000,000 products** to thousands of customers all over the U.S. and now in Canada and China

## Headquartered on Northwest Side of Milwaukee

Providing **1200+ high-paying jobs** for our employee owners

Founded by Bob Hillis over **30 years ago**

# It All Started In 1985

## Five People In An 8,000 Sq. Ft. Warehouse

- *Next To an Anodizing Shop and Across From Two Junk Yards and the DPW garbage and recycling center*



# Direct Supply Always Had a Dream To Transform The Milwaukee Neighborhood



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And expand we did with support and assistance from the City!



*3-story Building 1.5 on Direct Supply's global headquarters in Milwaukee, Wisconsin*



And expand we did with support and assistance from the City!



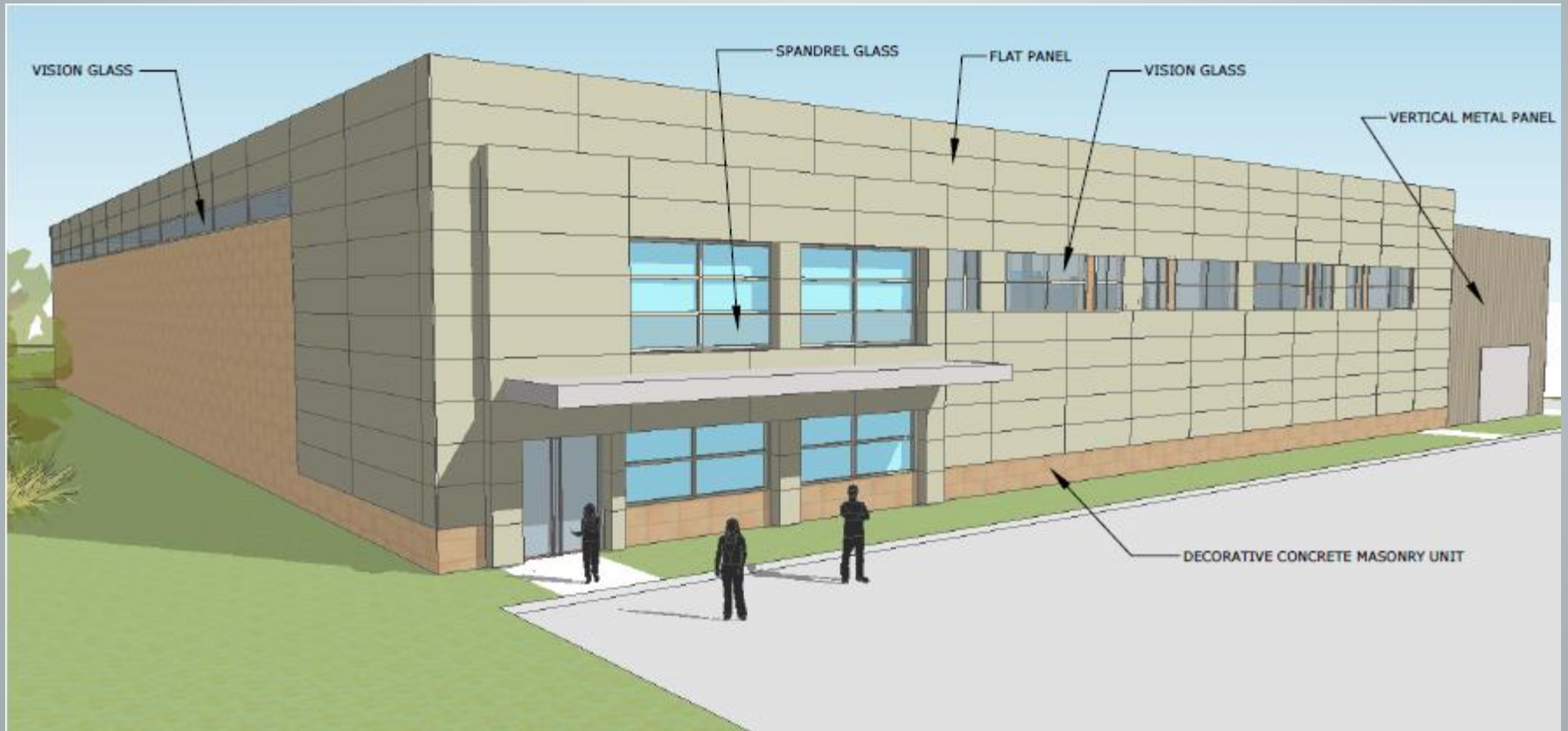
*Greenspace and employee parking takes the place of the old salvage yard*

And expand we did with support and assistance from the City!



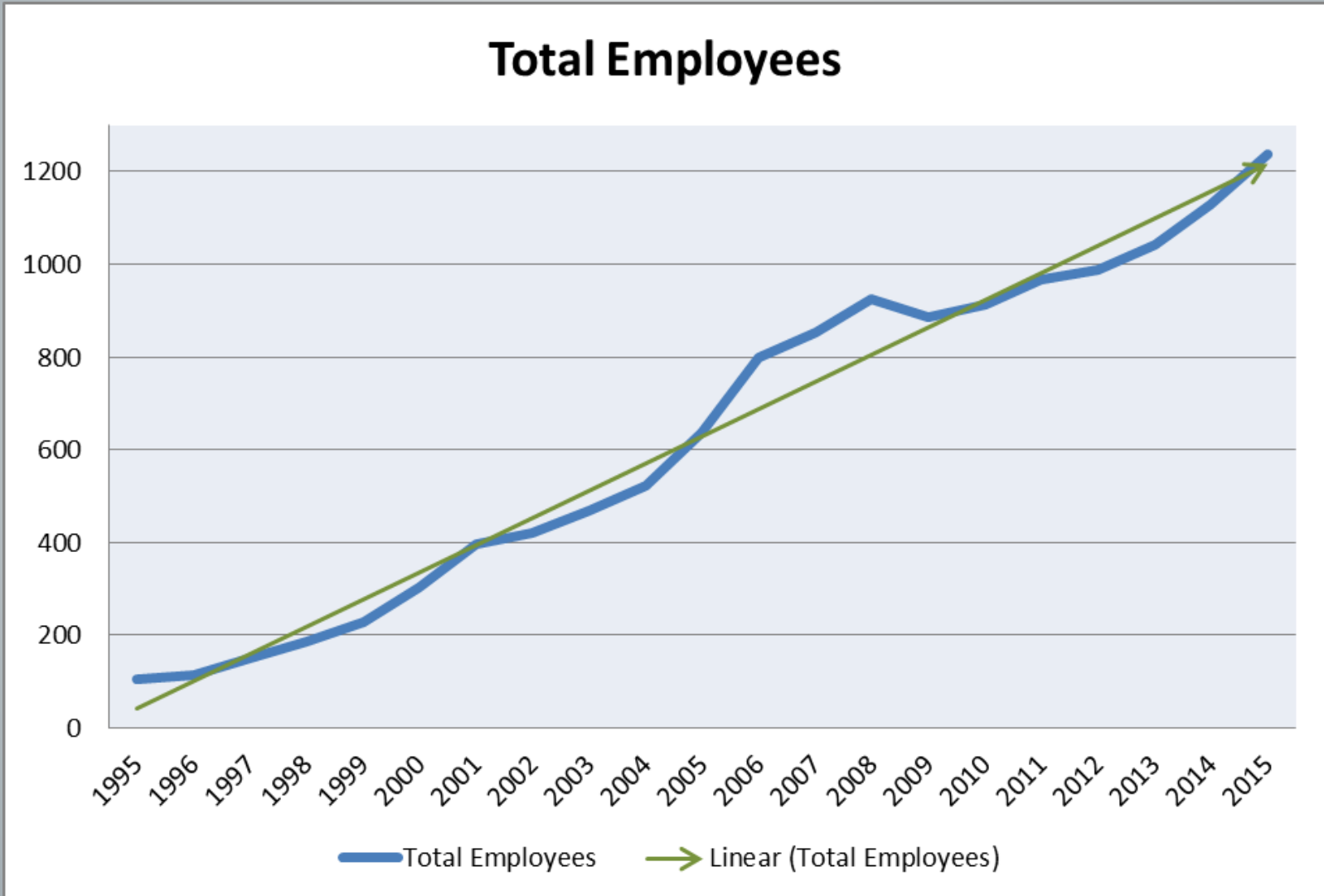
*State-of-the-art, energy efficient conference rooms and ponds take the place of the old junk yard*

# And...59 Expansions and 30 Years Later We Continue....



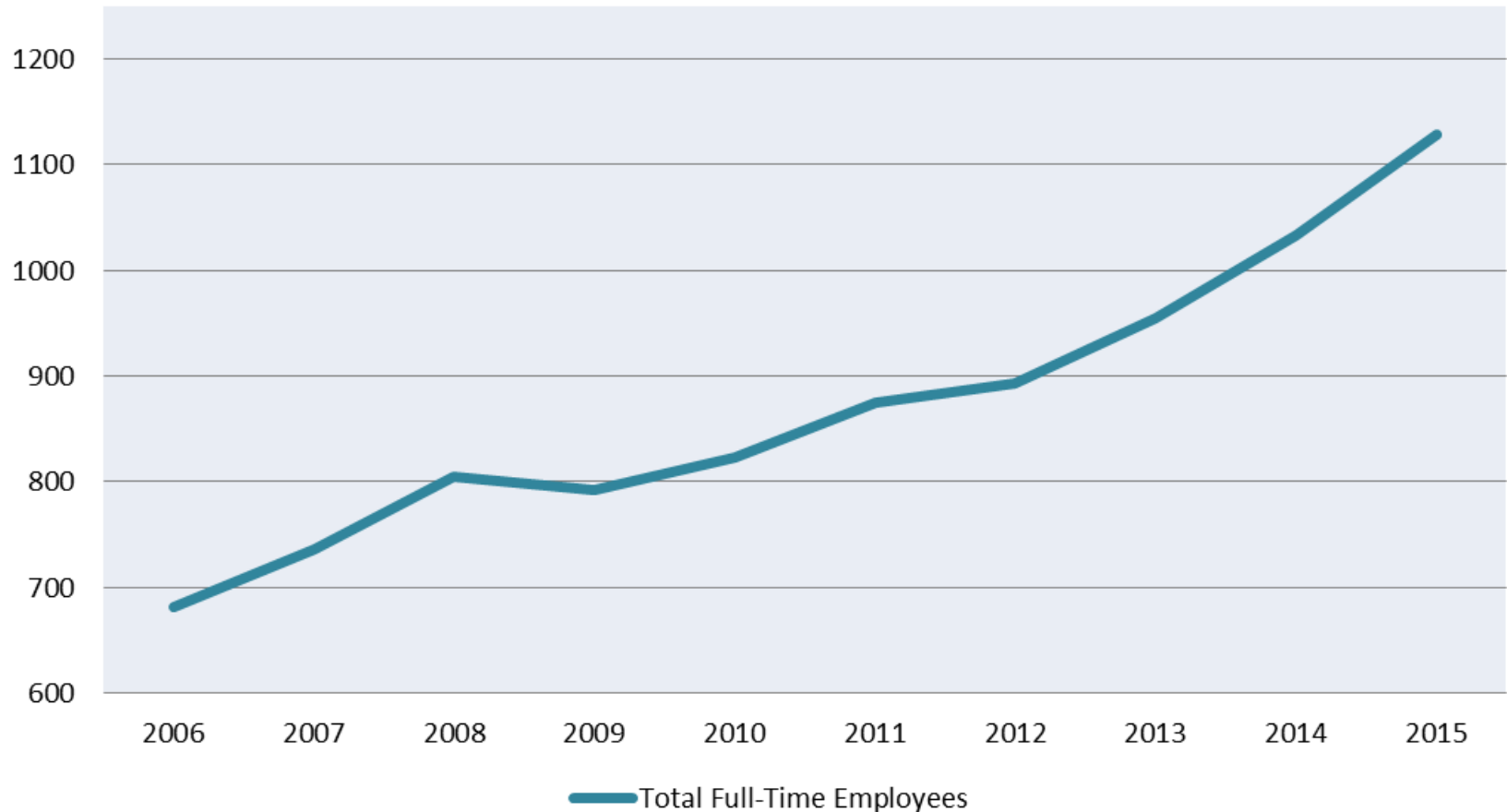
*Rendering of New Facilities Operation Center on Direct Supply Campus currently under construction*

We see a continuing  
hiring growth trend...



...with great, high paying jobs for our  
employee owners...

### Almost All Full-Time Employees



# We support local community and charitable organizations...



...with not only money but our time and talents



In 2015, Direct Supply employees:

- Volunteered at over **160 events**, and
- Committed over **7,000 hours** of their time to the community

# Proposed Direct Supply DIZ/Overlay

## Direct Supply's growth continues

- 100+ incremental jobs created last year
- 100+ job openings currently
- Latest building under construction

## We are confined, however, at our current headquarters

- Our Northwest Milwaukee campus is where it all began and the place we've always considered our home

## DIZ/Overlay is critical to our planning

- Within the current zoning limitations, we are limited in how much more we can grow at our Milwaukee headquarters





# Purposes of a DIZ Overlay Zone

Provide opportunities to create new development projects which are more compatible with existing development on adjacent sites.

- Direct Supply is currently the ***driving force*** in the new development taking place in the area
- The DIZ will allow us to continue our development, ***growth, hiring, and neighborhood improvement*** in a manner consistent with what we have done to date.

# Purposes of a DIZ Overlay Zone

Create a pedestrian-friendly environment in both design and scale.

- Our long term intent is to continue to ***improve the pedestrian environment*** as we have done in the past by improving blighted properties and installing new walks and landscaping.

# Purposes of a DIZ Overlay Zone

Encourage creativity, variety and excellence in project design and layout.

- Our long term goals are to continue developing class A office space and ancillary services that will ***enhance Direct Supply, the neighborhood, and City of Milwaukee.***

# Purposes of a DIZ Overlay Zone

Utilize a development review and approval process that meets these purposes without causing undue delays.

- The DIZ allows all parties a clear understanding of zoning requirements for our corporate growth in an industrial zone so that design, review, and approval processes can proceed ***without causing undue delays or misunderstandings.***

# Purposes of a DIZ Overlay Zone

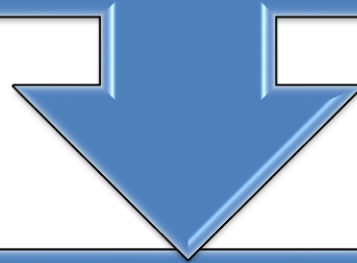
The DIZ overlay allows the base (IL1) zoning to remain, and important to allow our master planning to proceed with the **flexibility necessary to accommodate our growth.**

We have worked closely with the board of zoning office to assure that appropriate standards meet our needs as well **protect the interests of the neighborhood and City.**

The changes to the permitted uses we are requesting are intended to be **ancillary or accessory uses** for attracting and retaining new employees.

# Purposes of a DIZ Overlay Zone

We are in the process of finalizing long-term plans that will be vital for our continued growth and success.



Assurances regarding future zoning requirements to follow are needed before additional investment can be made into the current campus to bring these plans to fruition.

# Economic Impact To Milwaukee, Wisconsin if Our Expansion Project is Realized

Accommodate **700+ new high-paying jobs** at Milwaukee headquarters location

Create Milwaukee's **leading high tech campus** and help Direct Supply compete globally

With our developer/landlord, invest **tens of million of dollars** in our current Milwaukee, Wisconsin campus

Bring to Milwaukee **thousands of customers, suppliers, and other visitors** from across the country and around the world

Continue to act as an **anchor to Milwaukee's** northwest community



# Direct Supply - We Help Build, Equip and Run Amazing Senior Living Communities right here in Milwaukee and throughout the country



**BUILD**  
Building Design  
& Development

**EQUIP**  
Supply Sourcing &  
Capital Planning

**RUN**  
Building Operations  
Management

