



O'NEIL CANNON
HOLLMAN DEJONG & LAING, PC

Wisconsin's Premier Lawyers & Litigators

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June 5, 2018

VIA US MAIL & E-MAIL

Alderwoman Chantia Lewis
Milwaukee City Hall, Room 205
200 E. Wells Street
Milwaukee, WI 53202
chantia.lewis@milwaukee.gov

Commissioner Rocky Marcoux
City of Milwaukee Department of City Development
809 North Broadway
Milwaukee, WI 53202
rocky.marcoux@milwaukee.gov

Deputy Commissioner Martha Brown
City of Milwaukee Department of City Development
809 North Broadway
Milwaukee, WI 53202
martha.brown@milwaukee.gov

Mr. Dan Casanova, Senior Economic Development Specialist
City of Milwaukee Redevelopment Authority
809 North Broadway
Milwaukee, WI 53202
dan.casanova@milwaukee.gov

Ms. Mary Hoehne, Executive Director
Granville Business Improvement District
7817 West Brown Deer Road
Milwaukee, WI 53223
mary@granvillebusiness.org

Re: Repurposing of Target Store at 8501 West Brown Deer Road, Milwaukee

Dear Ladies and Gentleman:

Our firm represents Alliance Development Corporation and its related entity, Midwest Refrigerated Services, Inc., which are both Wisconsin corporations. Midwest currently operates a fulfillment warehouse and distribution center at 11225 West County Line Road, Milwaukee, on property leased from an affiliate to Midwest for its business operations. Midwest is in the business of storing, distributing and transporting refrigerated and frozen food products. Please see: <http://midwestrefrigerated.com/> for more information.

Recently, Alliance entered into an option to purchase with Target Corporation for the potential acquisition of the former Target retail store located at 8501 West Brown Deer Road. Alliance

intends to convert the existing Target building and site and lease it to Midwest, which would use the property to support and augment (not replace) its operations on County Line Road.

The Target property includes a single story, 118,461 square foot brick and block building located on 10.47 acres of land. An aerial photo of the Target property is enclosed with this letter. The property has not been used for any commercial purpose since January 2016, when Target closed its retail store at this site.

As you are well aware, this entire area has seen significant disinvestment since Northridge mall closed in 2003. But you also know very well that, more recently, there have been a number of successful conversions of former big box retail spaces and other buildings into modern industrial and other non-retail uses, bringing many additional jobs and substantial reinvestment to the area. We believe that our client's proposed use of the Target site would be most complementary to the evolving Granville area and very consistent with the City's Granville Strategic Action Plan & Land Use study.

However, the current zoning of the Target property is Regional Business Commercial (RB1), under Section 295.603 of the City's Zoning Ordinance. While small food processing, warehousing and distribution facilities are permitted as limited uses in RB1 districts, the size of this proposed operation would require a variance or rezoning of the property. While plans are still being developed, at this time Alliance/Midwest projects that the Target building will be converted to:

Refrigerated Warehouse

- Purpose: "Less than truckload" (LTL) refrigerated consolidation location for 100+ primarily Wisconsin based food producers. Products consolidated at this location will ship to 48 states on a weekly basis.
- Size: ~ 80,000 sq. ft.
- Hours of operation: Monday - Sunday (2-3 shifts)
- Employees: 30-40 full time
- Activity: ~ 250 truckloads per week

Fulfillment / Repacking

- Purpose: Repacking, fulfillment, quality assurance services, display and multipack case building of food related items.
- Size: ~ 18,000 sq. ft.
- Hours of operation: Monday - Friday (1 shift)
- Employees: 10-40 temporary
- Activity: Varies based upon workload (minimal truckload increase)

Transportation Offices

- Purpose: Office area to support existing and future transport operations including management, administration, load planning, routing, dispatch and back office support.
- Size: ~ 20,000 sq. ft.
- Hours of operation: Monday - Friday (1 shift)
- Employees: 40-50 full time

We believe that this proposed use of the Target property fits squarely within all of the stated objectives of the City's Northwest Side Area Plan and the Granville Strategic Action Plan & Land Use Study, which seeks to promote, among other things, the following goals:

- Redevelop and reinvent commercial corridors by implementing the zoning changes necessary to support retail at key nodes and outlots, while allowing the conversion of obsolete retail sites to modern industrial and other non-retail uses.
- Enhance the marketability of commercial district to promote economic stability and growth.
- Promote the expansion or stabilization of the current economic base and the creation of a range of employment opportunities.

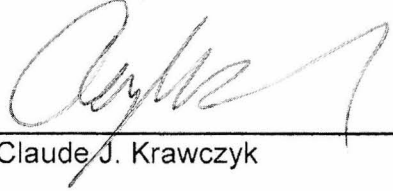
My clients and I would like to begin the City approval process as soon as possible. Accordingly, we would like to start by inviting you and other appropriate members of your respective staffs to visit the existing facility on County Line Road and then take the short drive to see the Target property. During this visit, the leadership of Alliance/Midwest would have an opportunity to share its vision a bit more completely with all of you and seek your input and advice on the next steps needed to move this project forward.

We would be happy to meet with you next week Monday June 11, 2018 at any time, Tuesday 6-12 before 11:00 a.m. or after 2:00 p.m., any time Wednesday 6-13 before 2:00 p.m., Thursday 6-14 any time after 10:30 a.m. or any time Friday 6-15. Please call or e-mail me as soon as possible to schedule a visit. Thank you in advance for your consideration.

Sincerely,

O'NEIL, CANNON, HOLLMAN DEJONG & LAING S.C.

BY:



Claude J. Krawczyk

cc: Mike Pokel (via e-mail only: mike.pokel@midwestrefrigerated.com)
Margaret Knize (via e-mail only: mmk@mlgcommercial.com)
John Gehring (via e-mail only: john.gehringer@wilaw.com)



HIGHLAND PLAZA

SALE PRICE BOOKS
K&G FASHION
PLASMA CENTER

85TH STREET

5,100 VPD

DOLLAR GENERAL

BURGER KING

boost

Andy's

McDonald's

ALDI

W. BROWN DEER ROAD

Firestone

29,700 VPD

Olive Garden

Wendy's

cricket wireless

enterprise

U.S. Cellular

IHOP

SITE

GREATER MILWAUKEE
AUTO AUCTION

NORTHWEST FASHION
CENTER

O'Reilly AUTO PARTS
GameStop

NORTHTRIDGE PLAZA

DOLLAR TREE

SERVITE DRIVE