

7025 West Main Street

City of Milwaukee
Zoning, Neighborhoods &
Development Committee

June 7, 2011

Aerial View of Current Site Conditions



Photos of Current Site Conditions



Photos of Site Taken From the North Side of Main Street

Main & 70th St.



Main & 72nd St.



Main & 71st St.



Main & 72nd St.



Photos of Adjacent Properties Taken From the North Side of Main Street

East of Site at 70th Street



West of Site at 72nd Street



Site Plan

7025 WEST MAIN STREET

APRIL 2011

GATLIN DEVELOPMENT COMPANY





Walmart's Healthier Food Initiative

In January 2011, Walmart unveiled a comprehensive effort to provide its customers with healthier and more affordable food choices. The company was joined by First Lady Michelle Obama as it outlined 5 key elements of the program, including:



- **Reformulating thousands of everyday packaged food items by 2015** by reducing sodium 25% and added sugars 10%, and by removing all remaining industrially produced trans fats;
- **Making healthier choices more affordable**, saving customers approximately \$1 billion per year on fresh fruits and vegetables through a variety of sourcing, pricing, and transportation and logistics initiatives that will drive unnecessary costs out of the supply chain;
- **Developing strong criteria for a simple front-of-package seal** that will help consumers instantly identify truly healthier food options such as whole grain cereal, whole wheat pasta or unsweetened canned fruit;
- **Providing solutions to address food deserts by building stores** in underserved communities that are in need of fresh and affordable groceries; and
- **Increasing charitable support for nutrition programs** that help educate consumers about healthier food solutions and choices.

Property Taxes: Increase in Assessed Value of More Than 8 Times Current Site Valuation

2010 Assessed Value:	\$1,244,000
2010 Property Taxes:	\$33,100

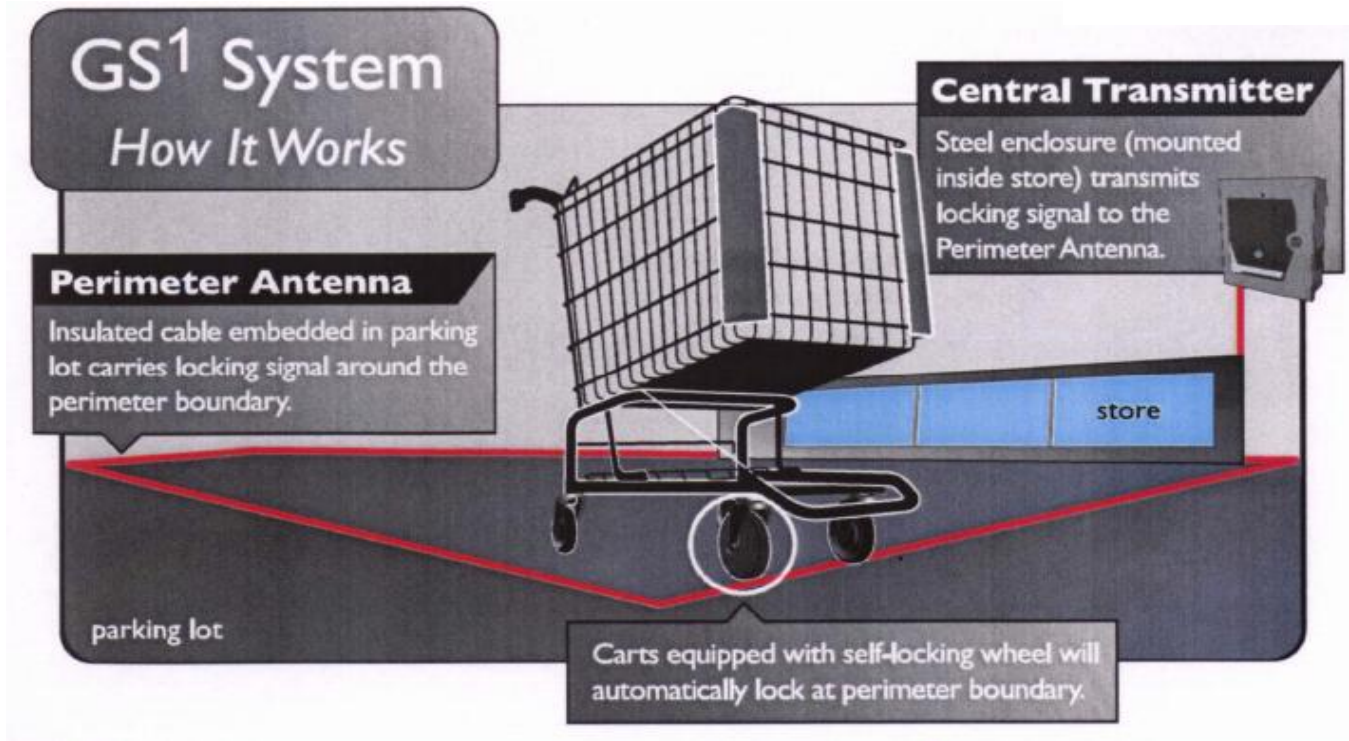
Estimated Assessed Value After Construction:	@ \$10,000,000
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Estimated Property Taxes After Construction:	@ \$265,000
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City Share of Estimated Property Taxes:	@ \$92,000
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<p style="text-align: center;">Option A Proposed DPD Plan (Detailed Planned Development)</p>	<p style="text-align: center;">Option B Preliminary CS Plan (Commercial Service)</p>
Limits the use to <i>only</i> general retail establishment	Many land uses are permitted
Limits area of commercial building- <i>expansions require Common Council approval</i> <ul style="list-style-type: none"> • Caps building size at 39,994 square feet 	No building area restrictions- <i>expansions permitted</i>
Limits hours of operation from 6 A.M. to 11 P.M.	Permits hours of operation from 5 A.M. to 12 A.M.
Places building further from Main Street <i>(setback 100 feet)</i> <ul style="list-style-type: none"> • See side-by-side sketch comparison on the reverse side of this paper 	Requires building to face Main Street and be built near or at lot line <i>(setback 0-5 feet)</i> <ul style="list-style-type: none"> • See side-by-side sketch comparison on the reverse side of this paper
Incorporates a higher quality design, including all masonry, additional windows, and sustainable building features	No regulation of building materials or sustainable features and limits glazing requirements
Installation of cart containment system	No cart containment system required
Shifts loading docks away from Main street to South end of building	No regulation of loading dock location, only screening of loading areas and equipment
Includes a wider landscape screening border and additional landscaping along Main Street	Requires 5 foot landscape border only at surface of parking areas
Includes higher caliper trees in surface parking areas <i>(4 inches at the time of planting)</i>	Requires <i>2 inch</i> calipers at the time of planting
Includes decorative light fixture in parking area	No regulation of types of fixtures
Includes connection to the Hank Aaron Trail	No requirements to connect to bike trail
<i>Approval process that requires public hearings</i>	<i>No input from neighbors required to obtain building and occupancy permits if all zoning requirements are met—already commercially zoned</i>
Includes reconstruction of the existing alley East of South 70 th Street— <i>at developer's expense</i>	n/a

Shopping Cart Containment System



Shopping cart wheels are designed to automatically lock at the perimeter of the store parking lot to prevent carts leaving the site.

Site connected to the Hank Aaron State Trail



Site Plan Comparison

February 28th Site Plan

Revised Site Plan



Front and Rear Elevations

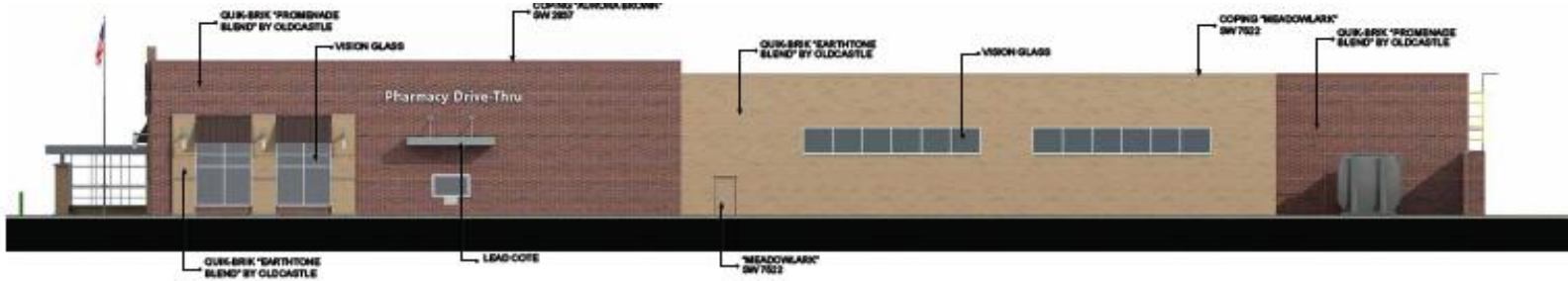


East Elevation

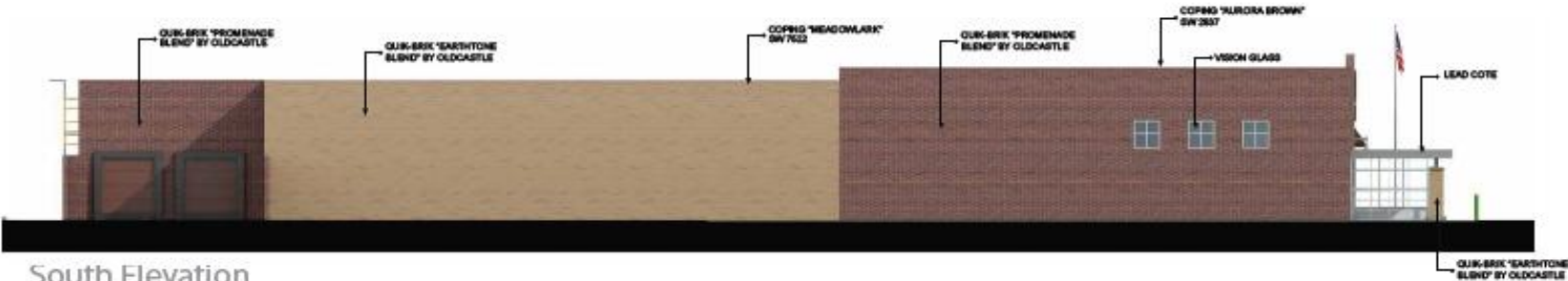


West Elevation

Side Elevations



North Elevation



South Elevation



Good for the Environment. Good For Business

We believe being a **profitable and efficient business** goes hand-in-hand with being a good **steward of the environment.**



70th & Main
MILWAUKEE, WI

Sustainable Practices



Sustainable Practices: Energy Conservation

- Walmart installs **occupancy sensors** in most non-sales areas as part of its standard prototype.
- Walmart illuminates exterior building signage and many refrigerated food cases with **light emitting diodes (LEDs)**.
- Walmart utilizes a centralized **Energy Management System (EMS)** to monitor and control the heating, air conditioning, refrigeration and lighting systems for all stores and Sam's Club locations in its U.S. operations, from Walmart's corporate headquarters in Arkansas.
- Walmart uses "**white**" **membrane roofs** on its newly constructed stores and Sam's Clubs. With a higher reflectivity, white roofs help reduce building energy consumption in most climate zones and have a lower heat island effect than a darker roof.
- The goal of the Construction and Demolition (C&D) program is to capture and recycle as much of the metals, woods, floor and ceiling tiles, concretes, asphalts and other materials generated as part of the demolition and construction process as possible.
- One of Walmart's company-wide sustainability goals is to send zero waste to landfills. To move towards this goal, we focus on the three "R's". **Reduce, Reuse and Recycle**. Between February 2008 and January 2009 we redirected more than **57 percent** of the waste generated by our stores and Sam's Club facilities.

70th & Main
MILWAUKEE, WI

Energy Conservation

Site Plan

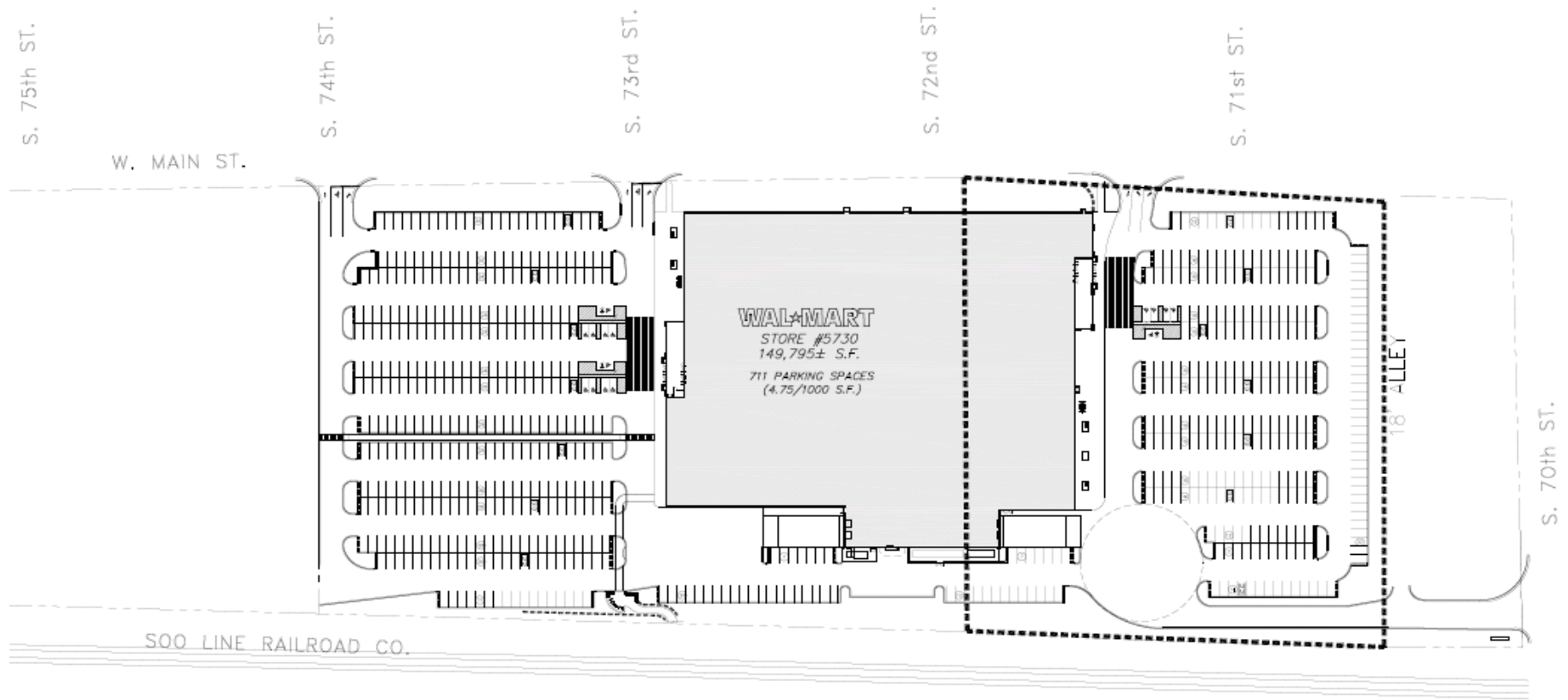
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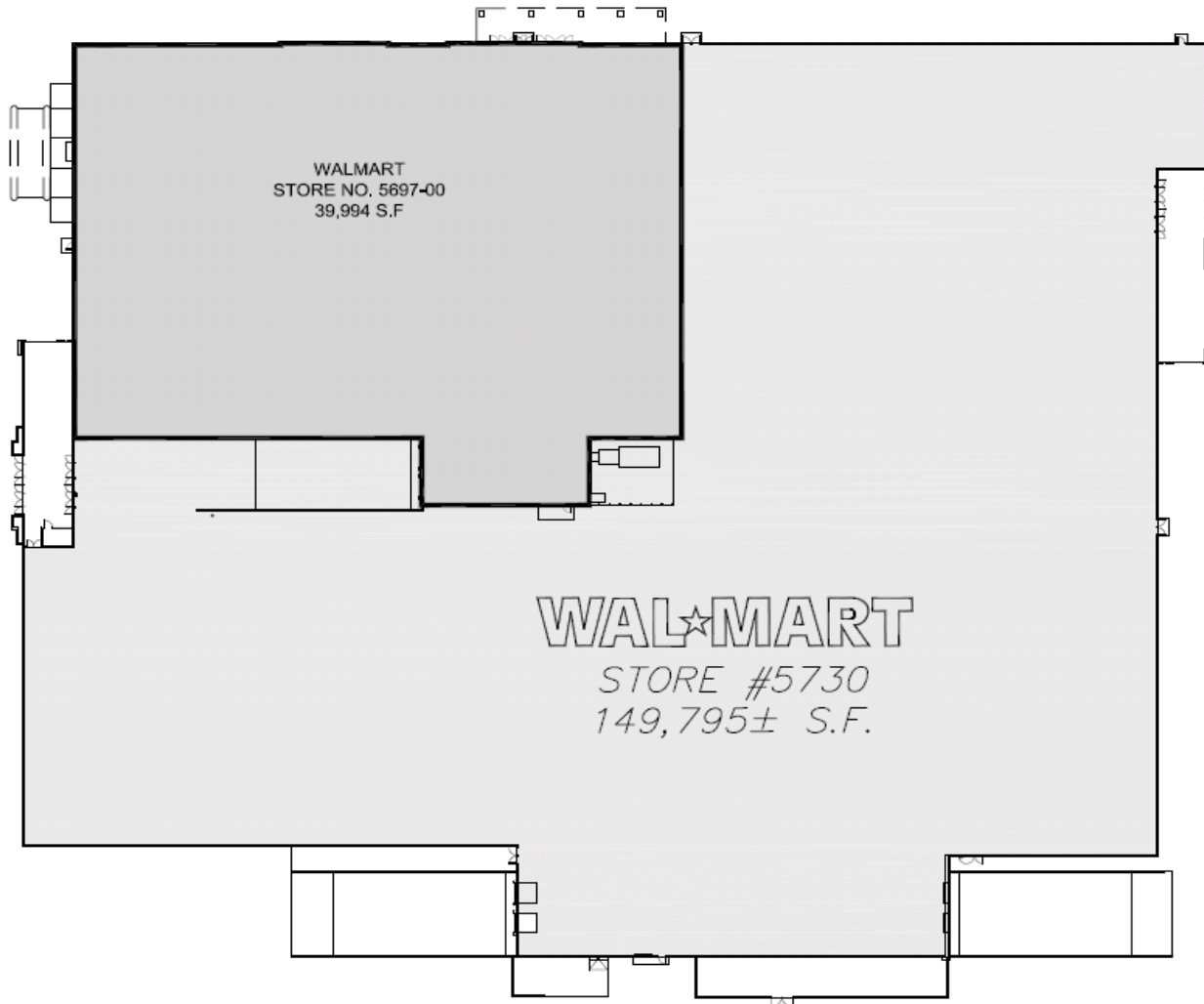
GATLIN DEVELOPMENT COMPANY



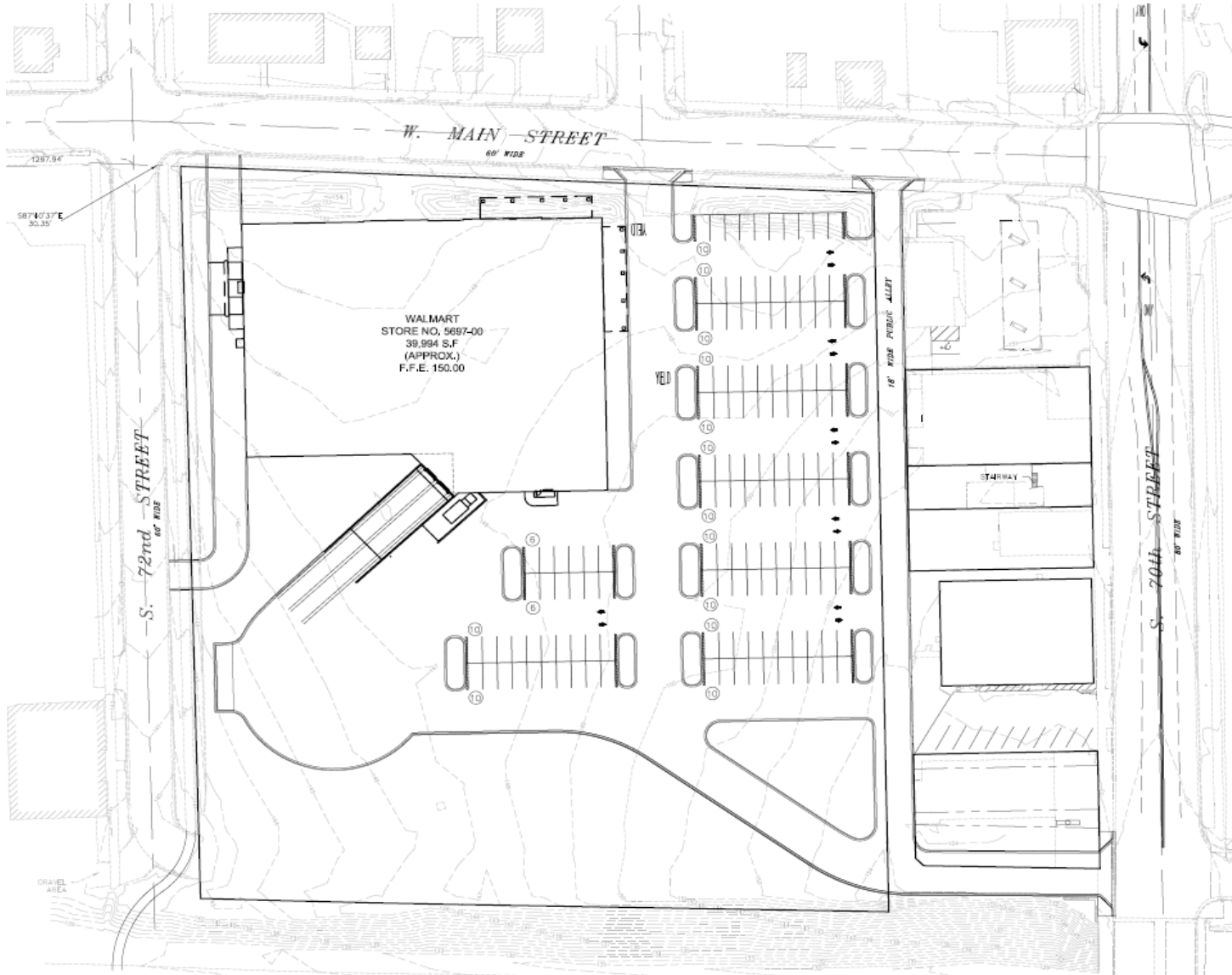
Dashed line shows scope of current proposal relative to previous Supercenter proposal



Size comparison of currently proposed 39,994 sf store relative to previously proposed 149,795 sf store



Conceptual Site Plan Allowed As of Right Under Current Zoning



Revised Conceptual Site Plan Allowed As of Right under Current Zoning

