

# WESTERN

BUILDING PRODUCTS

## CITY OF MILWAUKEE Z.N.D. COMMITTEE MEETING

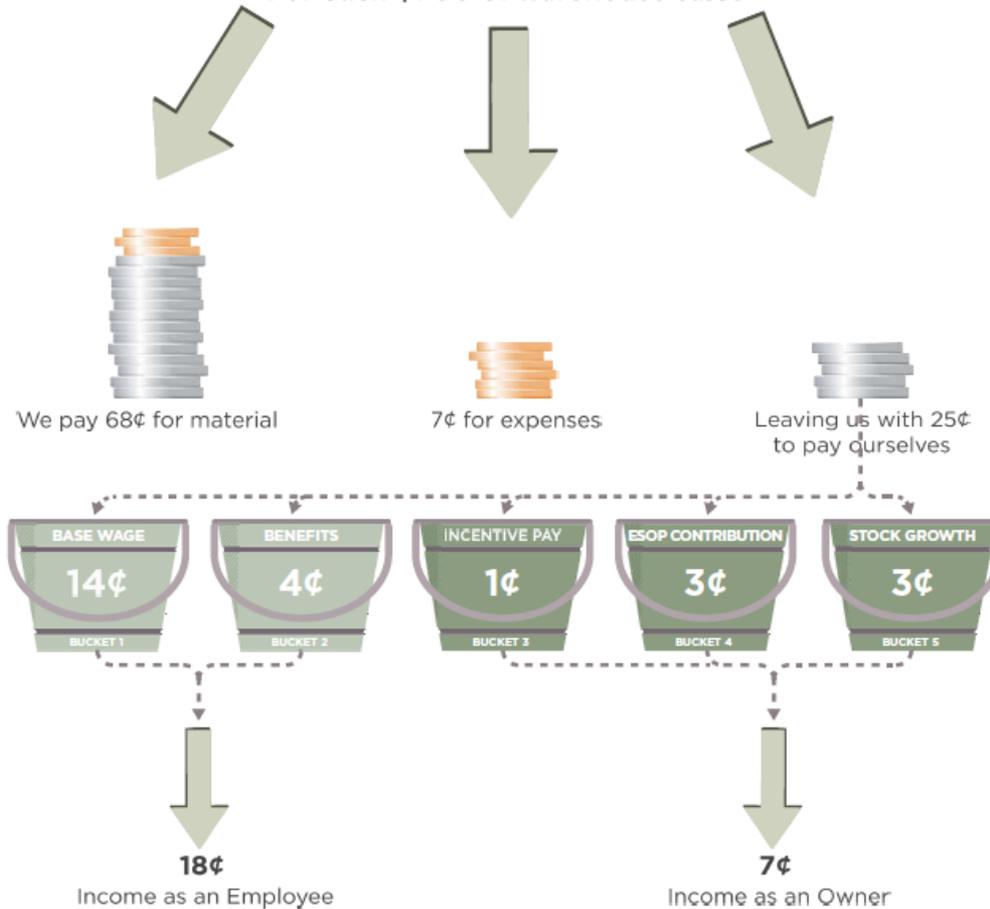
July 2, 2019



# HOW OWNERS GET PAID AT WESTERN



For each \$1.00 of warehouse sales



100% OF PROFITS ARE DISTRIBUTED. IT PAYS TO BE AN OWNER!

# DOES OWNERSHIP MATTER???

	AVG	National	
	2017 WESTERN	Median	Ownership
<u>AGE</u>	<u>ESOP BALANCE</u>	<u>Acct. Balance</u>	<u>Advantage</u>
Under 25	\$21,544	\$1,325	16.3 X
Age 25-34	\$27,620	\$8,192	3.4 X
Age 35-44	\$83,862	\$23,491	3.6 X
Age 45-54 (net of divers)	\$195,009	\$43,467	4.5 X
Age 55-64 (net of divers)	\$258,483	\$66,643	4 X
Age 65 and Over	\$44,555	\$60,724	Retired!!
<b>Everybody</b>	<b>\$152,646</b>	<b>\$24,713</b>	<b>6.2 X !!!</b>
<b>IT'S NOT EVEN CLOSE!!!</b>			

## BECOMING EMPLOYEE OWNED

In 1982, the two owners of Western, Bill Nicholson and George Lorenz recognized that something was fundamentally amiss with the way rewards were distributed in business, something they saw reflected in the country as a whole. Coming out of the recession in the early 80's, they resolved to change that.

After months of extensive study of ESOPs and reading titles such as "The Human Side of Enterprise," Bill laid out the following values:

- Provide a civil workplace in an uncivil world
- Provide community in an individualistic society
- Provide opportunities for people to grow and contribute
- Challenge employees to reject entitlement
- Provide job security when the norm is insecurity
- Provide good paying jobs despite the widening gulf between high and low income families

In 1983, Bill and George established an Employee Stock Ownership Plan (ESOP) at Western affording employees the opportunity to have an interest in the company.



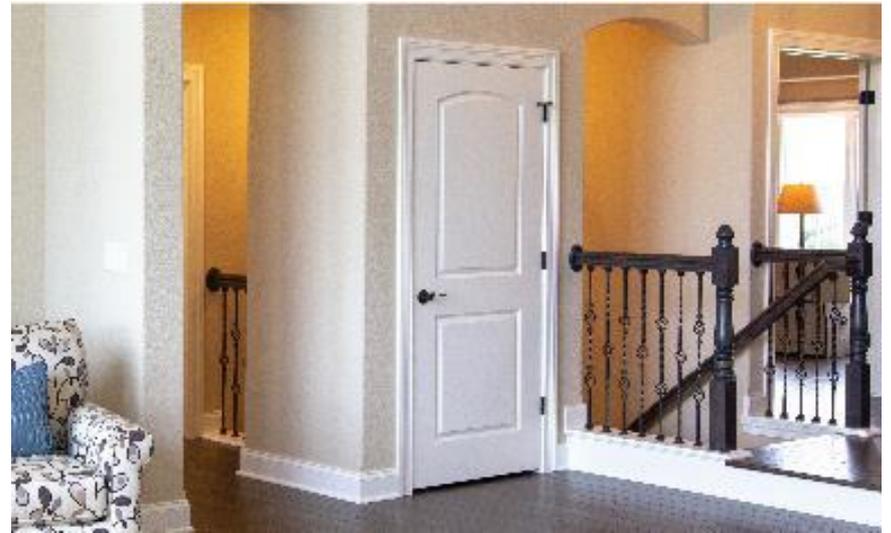
George Lorenz (left), Bill Nicholson (right) at Western's 2018 ESOP Celebration.

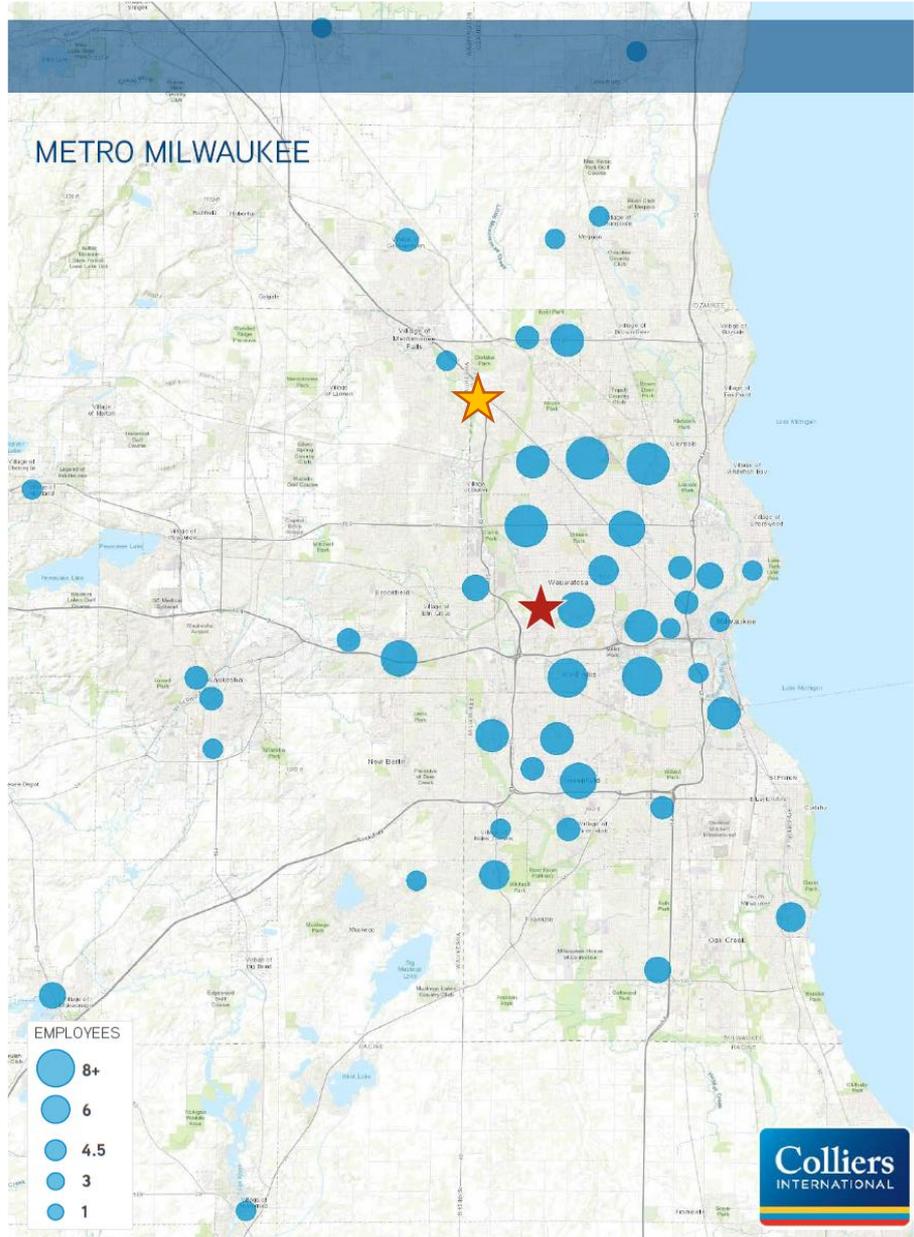
# Reasons to celebrate since 1983

- SALES - \$2,500,000,000 served..yes billion!
- ESOP CONTRIBUTIONS – \$50 million and counting.
- ESOP DISTRIBUTIONS – \$45 million and counting.
- INCENTIVES EARNED - \$16.5 million and counting.
- WBP AVG STOCK GROWTH – 9.1% per year.
- PROFITABLE YEARS – 30 out of 35. Only a historic housing collapse stopped us.
- YEARS OF 25% CONTRIBUTION – 27 out of 35 and soon to be 4 years in a row.
- ALL SHARED WITH ALL OF THE WORKING PEOPLE WHO EARNED IT!

# WESTERN

BUILDING PRODUCTS











**Perimeter Landscaping**

Street Frontage  
Type A - Light Motor Vehicle Use  
One (1) shade tree for every 25' of frontage.  
2 staggered rows of shrubs, planted # on center.

Length of Street Frontage: 736 LF  
Required Number of Trees: 29 Trees  
Existing Trees to Remain: 7 Trees  
Number of Proposed Trees: 22 Trees  
Total Number of Trees Shown: 29 Trees

**Interior Parking Lot Landscaping\***

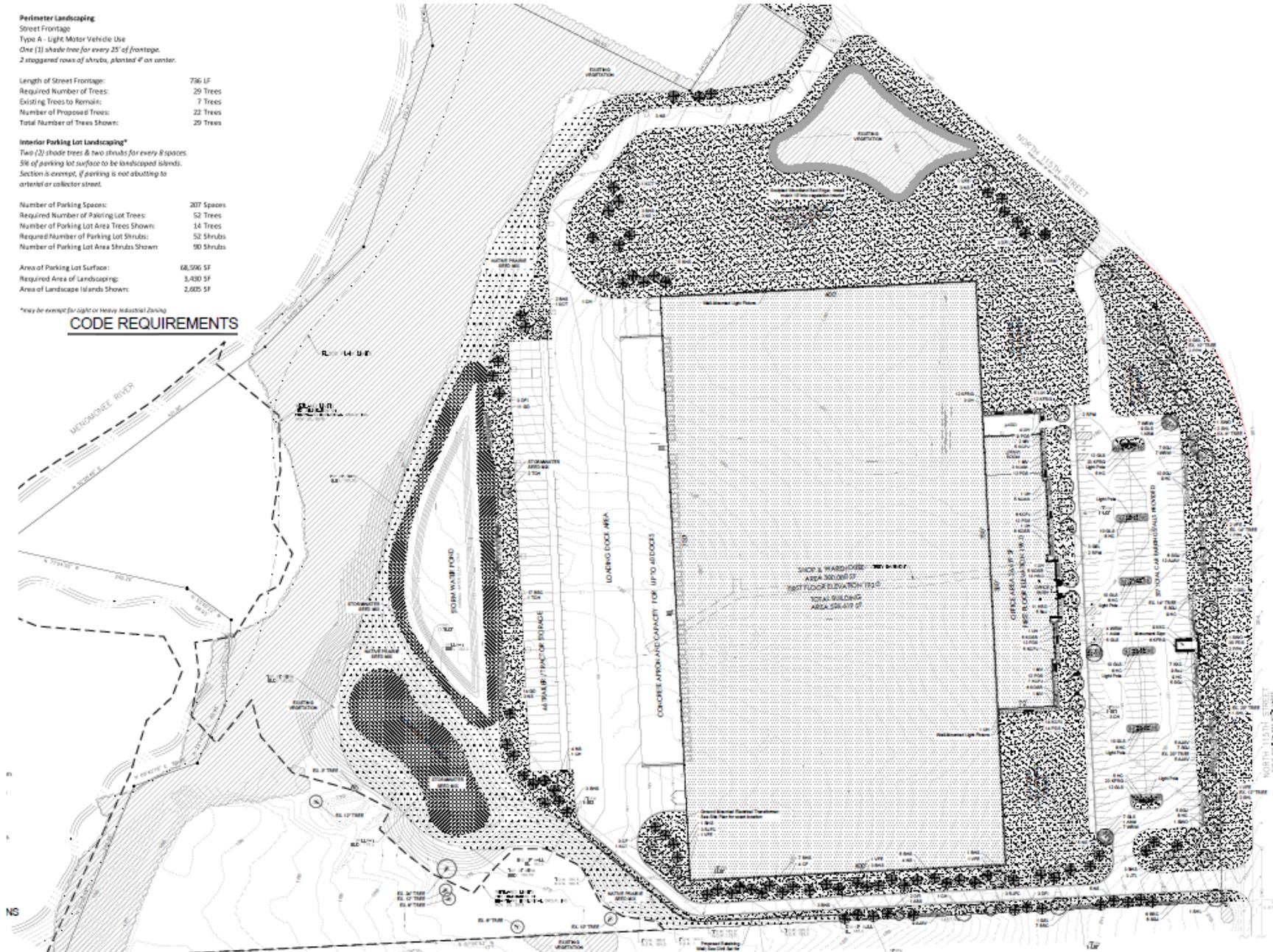
Two (2) shade trees & two shrubs for every 8 spaces.  
5% of parking lot surface to be landscaped islands.  
Section is exempt, if parking is not abutting to arterial or collector street.

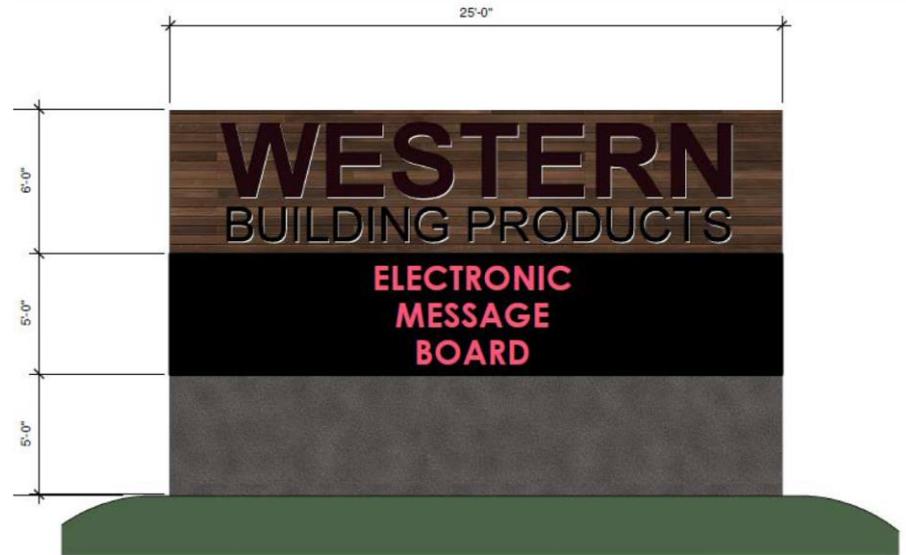
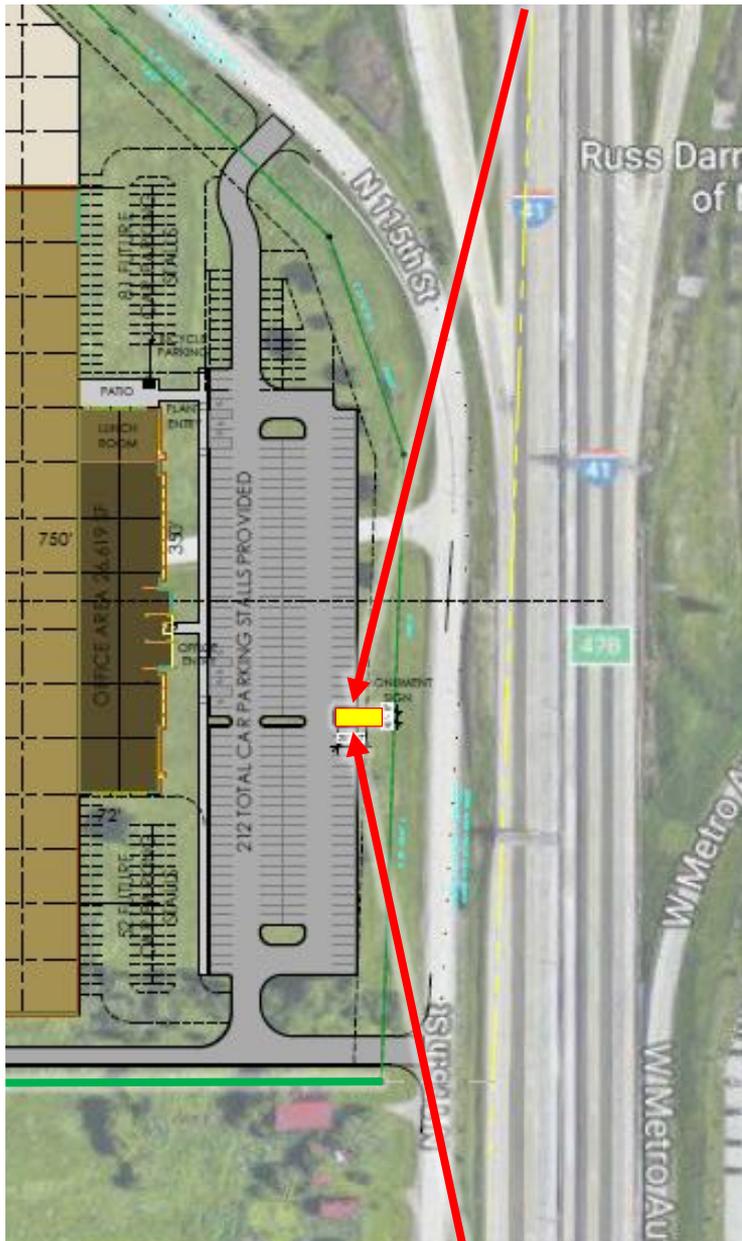
Number of Parking Spaces: 207 Spaces  
Required Number of Parking Lot Trees: 52 Trees  
Number of Parking Lot Area Trees Shown: 16 Trees  
Required Number of Parking Lot Shrubs: 52 Shrubs  
Number of Parking Lot Area Shrubs Shown: 90 Shrubs

Area of Parking Lot Surface: 68,596 SF  
Required Area of Landscaping: 3,430 SF  
Area of Landscape Islands Shown: 2,605 SF

\*May be exempt for light or heavy industrial zoning

**CODE REQUIREMENTS**







3D View 3 Copy 1

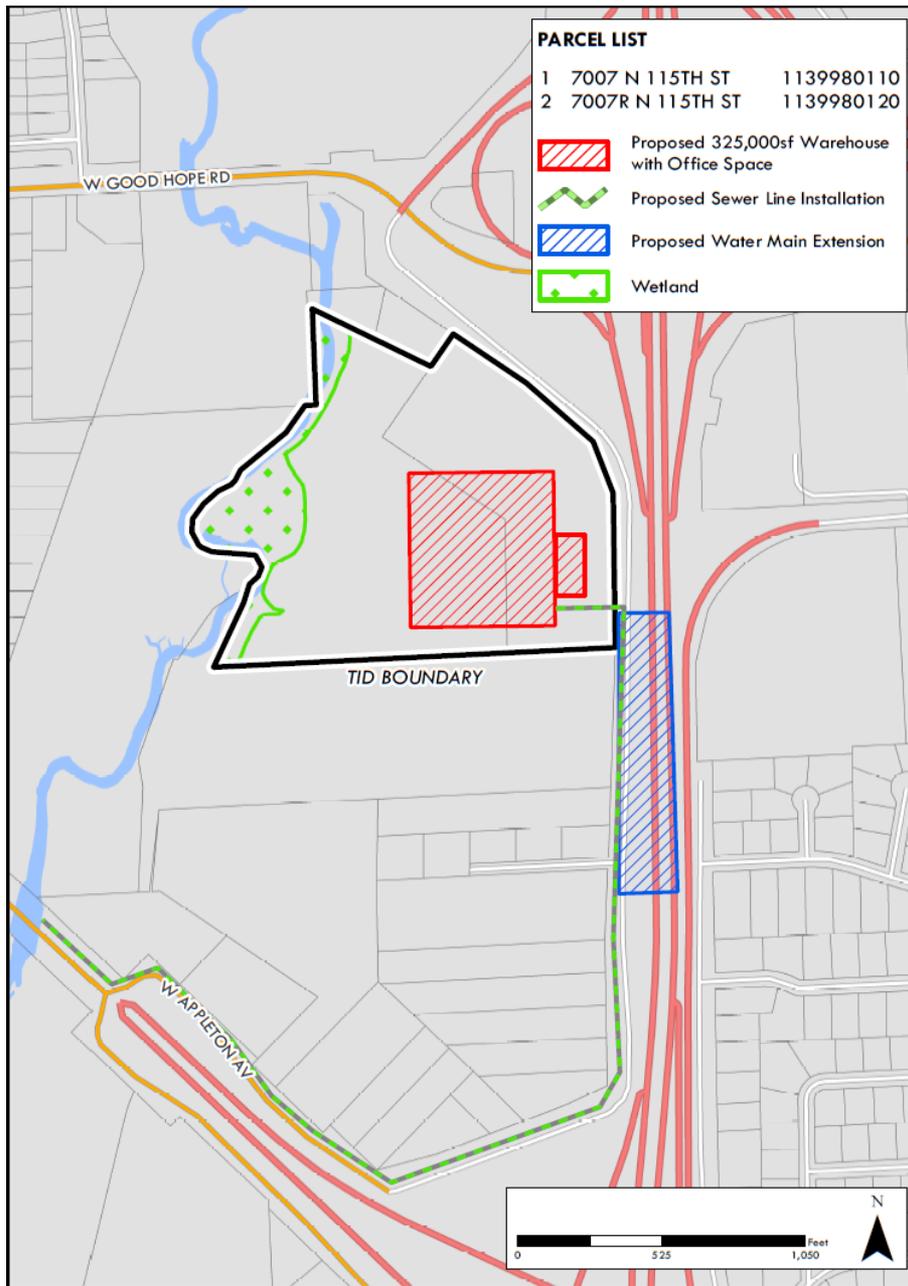


3D View 3 Copy 1 Copy 1



**WESTERN**  
BUILDING PRODUCTS









**Good Hope Road**

**Good Hope Road**

**Appleton Avenue**

**No traffic on 115th Street**

**I-41**

**I-41**

**I-41**

**Outbound Truck Routing**

**WESTERN BUILDING PRODUCTS**

**BRIOHN BUILDING CORPORATION**



**Good Hope Road**

**Good Hope Road**

**Appleton Avenue**

**No traffic on 115th Street**

**Inbound Truck Routing**

**WESTERN**  
BUILDING PRODUCTS

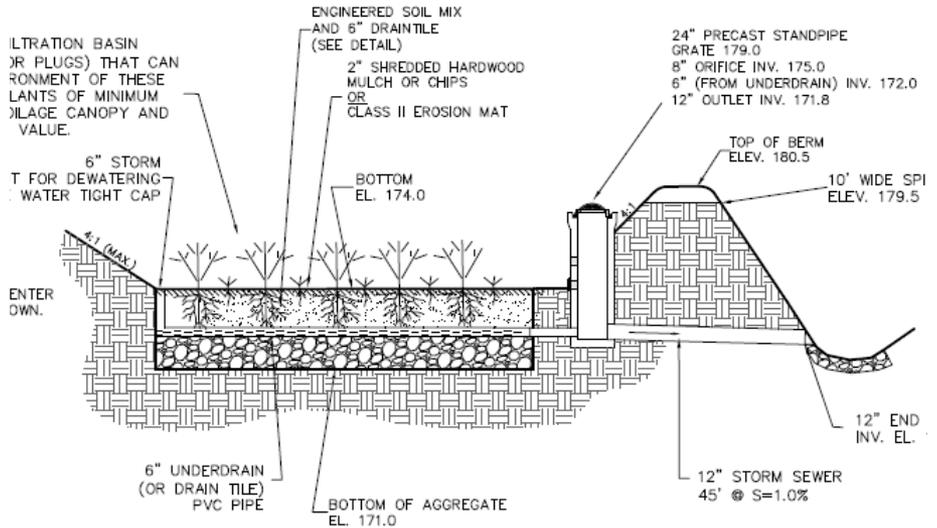
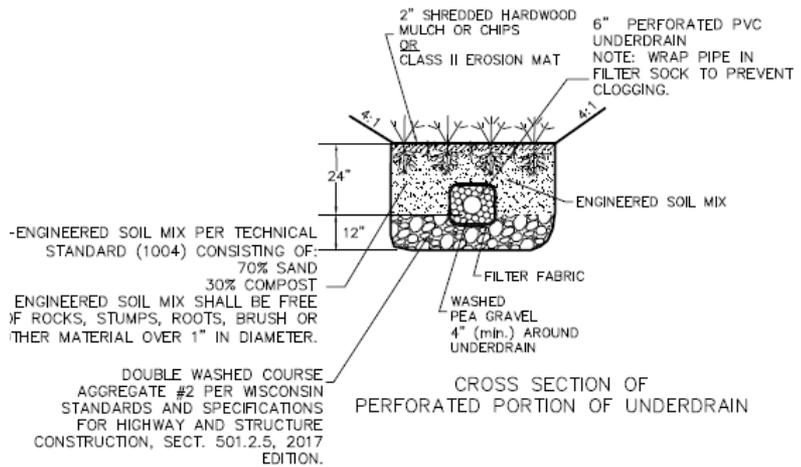
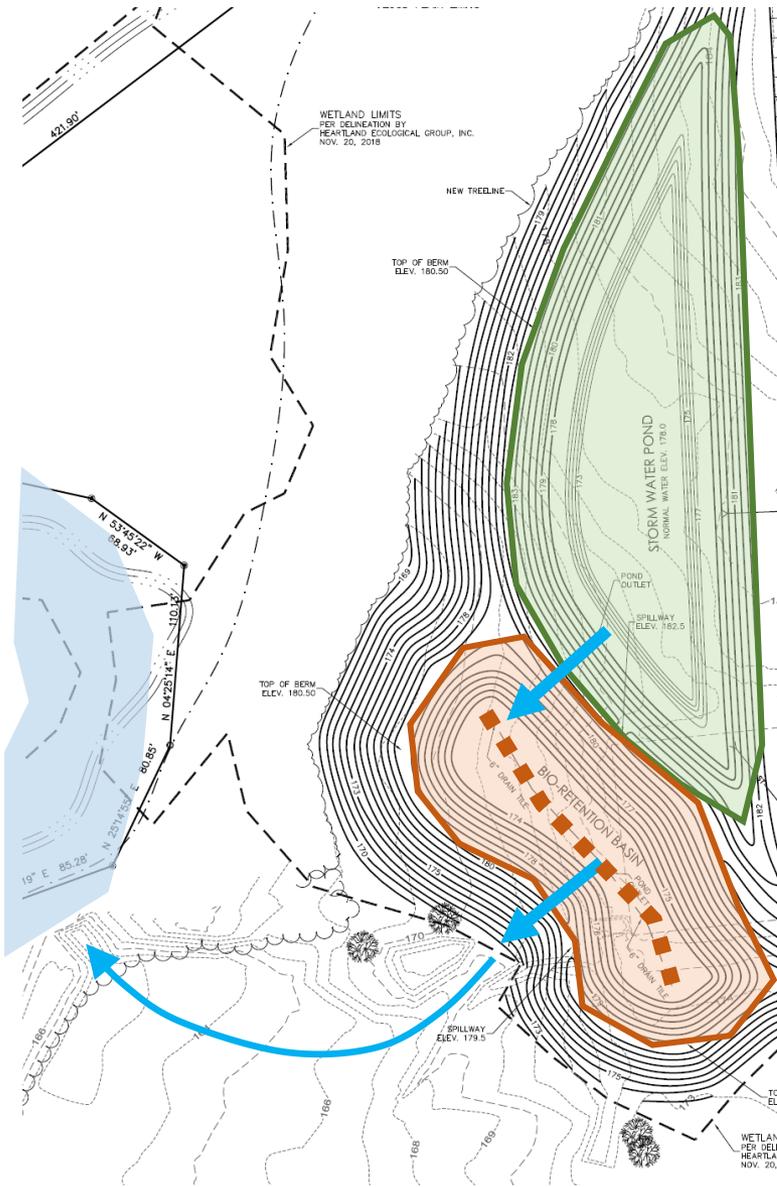
**BRIOHN**  
BUILDING CORPORATION



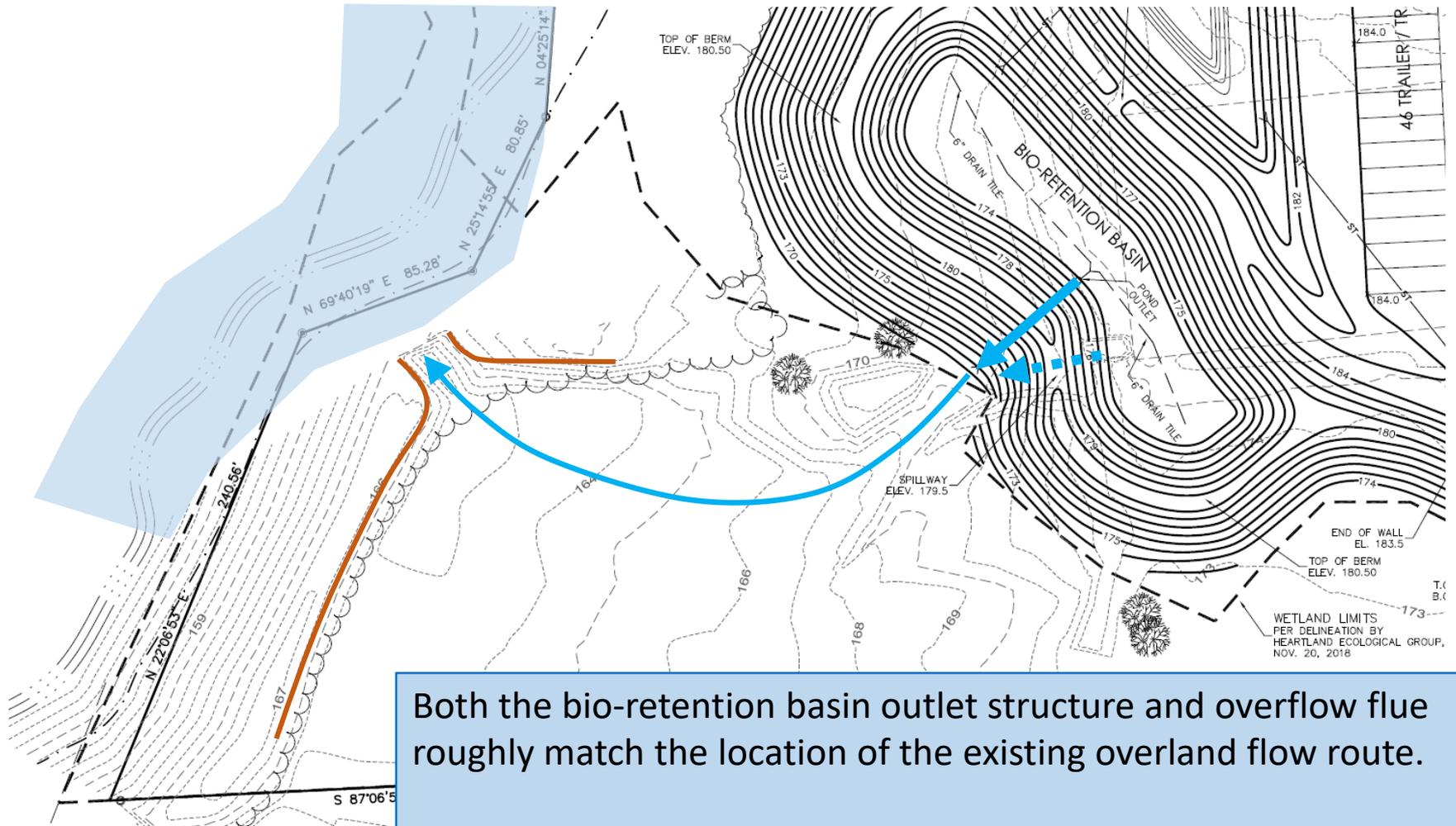


# Follow-up to items discussed in Plan Commission and RACM public hearings

- Public water service / fire protection
- Bird-friendly glass or window film (Milw. County)
- Porous pavement / green infrastructure
- Overland stormwater route to Menomonee River
- Additional parking lot islands
- South property landscape buffer



**BIORETENTION BASIN DETAIL**  
NOT TO SCALE



Both the bio-retention basin outlet structure and overflow flue roughly match the location of the existing overland flow route.

Water exiting the basin will follow existing contours and join the river at an existing flume, all within the Joy Farms property.





Proposed parking and dock lighting levels are consistent with this table (0.75-3fc).

Typical automotive sales lot lighting levels are 13x to 15x those proposed at Western.

Building Area & Task	Average Maintained Footcandles (Horizontal) (FC)	Range of Maintained Footcandles (Horizontal) (FC)	Average Maintained Footcandles (Vertical) (FC)	Range of Maintained Footcandles (Vertical) (FC)	Comments
<b>EXTERIOR</b>					
Parking (Covered)	5				1FC min, 10:1 Max to Min Uniformity
<b>Parking (Open) (Medium Activity)</b>					
Lighting Zone 3 (Urban)	1.5	.75 - 3	.8	.4 - 1.6	
Lighting Zone 2 (suburban)	1	0.5 - 2	.6	.3 - 1.2	
Gas Station Canopy	12.5	10 - 15			
Safety (Building Exterior)	1	0.5 - 2			If security is an issue—raise average level to 3
<b>AUTOMOTIVE</b>					
Showroom	50	25 - 100	10	5 - 20	
Service Area	50	25 - 100	30	15 - 30	
<b>Sales Lot (Exterior)</b>					
Lighting Zone 3 (Urban)	20	10 - 40	20	10 - 40	
Lighting Zone 2 (Suburban)	15	7.5 - 30	15	7.5 - 30	



Rev.07/2013

