

**Zoning, Neighborhoods and
Development Committee
July 15, 2014**



**Proposed Development at
North 124th Street and West Bradley Road**



Sam's Club Overview

- Sam's Club is the nation's 8th largest retailer but has only 12 stores in Wisconsin.
- Sam's is a membership club; members pay an annual fee (\$45) to shop at the club.
- Majority of club members are small businesses, but clubs are also popular with large families, school groups, churches, etc.
- Members tend to make fewer trips for larger purchases:
 - generate less traffic than similarly-sized retail stores
 - operate reduced hours: 7am to 10pm

SITE CONTEXT





**Proposed
Site**

Woodman's
Food Market

Dretzka
Park

Dretzka
Park

145

100

45

41

100

48

45

100

145

N 124th St

N 124th St

N 124th St

W Bradley Rd

Oak Leaf Trail

W Bradley Rd

Oak Leaf Trail

Harbor House Dr

Fond Du Lac Ave

Leon Rd

Leon Rd

Club Dr



Proposed Development

- 136,000 square foot wholesale club with members only fuel station on approximately 19 acres.
- This club would be an expansion and relocation of the existing Sam's at 7701 West Calumet Road.
- Sam's wants to better serve its members.
- The Calumet Sam's will remain operational until the new club opens.
- Then, Sam's will market the site for re-use – just as Walmart re-tenanted the nearby site with ETE Reiman, a Milwaukee-based remanufacturer of transmissions.

This site is currently zoned **Industrial-Office**.

Permitted uses in Industrial-Office District include:

- parking lots as principal and accessory uses;
- wholesale and distribution facilities;
- storage facilities;
- ambulance services;
- passenger transportation terminals;
- light manufacturing uses;
- contractors' shops and yards; and
- solar and wind farms.



Proposed Rezoning

Sam's seeks to rezone the site to **Detailed Planned Development**.

Rezoning is consistent with the City's plans and the neighborhood (particularly with the adjacent Woodman's).

DPD rezoning keeps site and architectural controls with City Common Council.

On June 9, 2014, Plan Commission unanimously voted to FAVORABLY RECOMMEND DPD rezoning and Sam's Club's plans.

Sam's continues to work with City staff to revise and upgrade plans.

On July 10, 2014, Alderman Puente hosted a neighborhood meeting at which 19 attendees opposed and 18 attendees supported Sam's proposal.

LEGEND

- PROPOSED PROPERTY LINE
- STANDARD DUTY ASPHALT
- HEAVY DUTY CONCRETE
- HEAVY DUTY ASPHALT
- ARCHITECTURAL APRON
- STORMWATER MANAGEMENT AREA

ACREAGE SUMMARY

SAM'S CLUB 19.17± AC.

SITE ANALYSIS TABLE

SAM'S CLUB	135,016 S.F.
PARKING (ASSOCIATE AND CUSTOMER)	523 SPACES
ACCESSIBLE***	17 SPACES
TOTAL PARKING**	540 SPACES
RATIO	4.00/1,000 S.F.
CART CORRALS*	10 CORRALS / 20 SPACES

*PARKING SPACES OBSTRUCTED BY CART CORRALS ARE NOT INCLUDED IN OVERALL PARKING RATIO.
 **THE CITY OF MILWAUKEE HAS A MAXIMUM PARKING RATIO OF 3.50/1,000 S.F. A VARIANCE WILL BE REQUIRED.

PROPOSED RETAINING WALL

PROPOSED LEFT TURN LANE

PROPOSED MONUMENT SIGN

PROPOSED FULL ACCESS AND TRAFFIC SIGNAL

PROPOSED RIGHT IN/RIGHT OUT

CITY OF MILWAUKEE/MENOMONEE FALLS MUNICIPAL BOUNDARY

PROPOSED MONUMENT SIGN

EXISTING SIGNAL

GLA - 135,016 SF
 RBL-136-TR
 LOT 1
 19.17± AC.

PROPOSED RETAINING WALL

SEVERE GRADE CHANGE

PROPOSED FULL ACCESS

PROPOSED MONUMENT SIGN

0 200
 SCALE FEET

ORIGINAL SITE
 PLAN (4/11/14)

SHEET NUMBER

CON4

DESIGN ENGINEER

W.P.E. LICENSE NUMBER

MILWAUKEE, WI
 STORE # 6324-08
 HWY 145 AND 124TH ST



DATE

04/11/2014

PROJECT NO.

116199XXX

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SCALE AS NOTED

DESIGNED BY: EMW

DRAWN BY: JDS

CHECKED BY: LCP



LEGEND	
	OVERSTORY TREES
	ORNAMENTAL TREES
	EVERGREEN TREES
	TURF
	SHRUB/PERENNIAL MASSINGS
	NATIVE GRASS SEED MIX
	NATIVE WETLAND SEED MIX



SITE PLAN
MILWAUKEE, WI
JUNE 2014



Kimley»Horn



LEGEND	
	OVERSTORY TREES
	ORNAMENTAL TREES
	EVERGREEN TREES
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	SHRUB/PERENNIAL MASSINGS
	NATIVE GRASS SEED MIX
	NATIVE WETLAND SEED MIX



SITE PLAN
MILWAUKEE, WI
JULY 2014



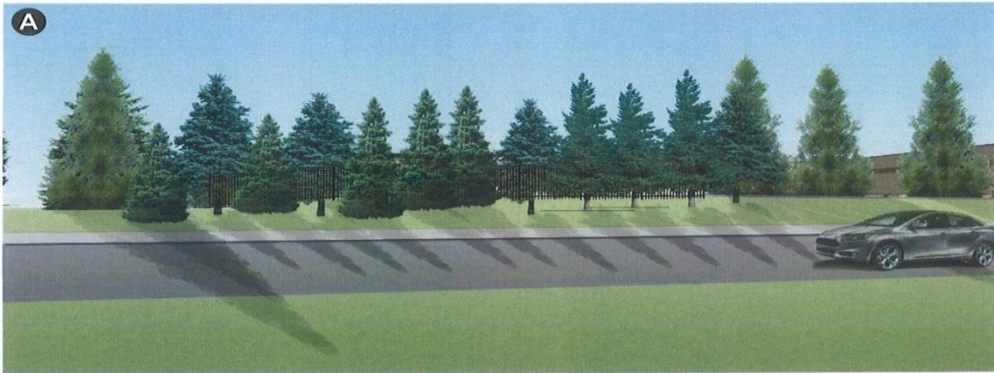
Kimley»Horn



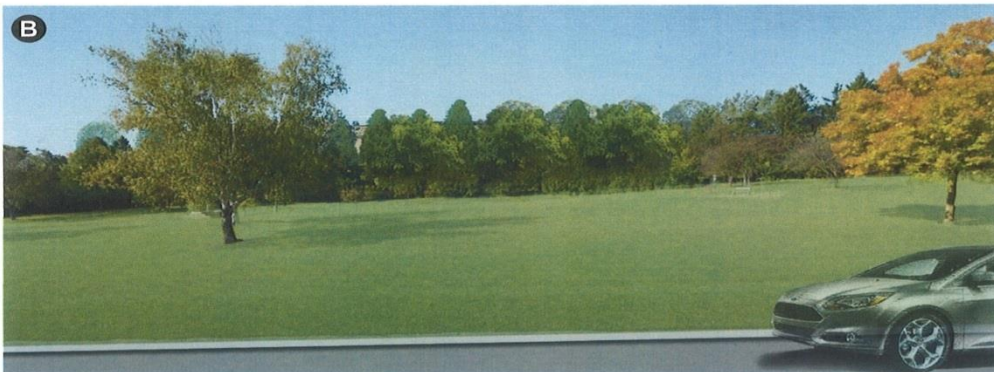
Upgrades to Site Plan

- Relocated fuel station and access drive.
- Added significant landscape buffers:
 - 50 ft. adjacent to 124th St.
 - 235 ft. adjacent to West Bradley Rd.
 - 130 ft. to the north.
- Maintained 40% green space.
- Added landscape berms at north and west to provide additional screening.
- Added screen wall along 124th St.
- Screened truck loading area with wing wall and decorative fencing adjacent to 124th St. and landscape berming to the north.
- Added additional screening, including vines and decorative fencing along east side.
- Utilized downward directed LED lights to avoid lot line light spillover.
- Added traffic controls to direct traffic exiting the site.
- Added pedestrian and bike elements.

PERSPECTIVE VIEWS



View from North 124th Street / Hwy 45 looking East



View from road within Dretzka Park looking West



PERSPECTIVE VIEWS
MILWAUKEE, WI
JULY 2014

Kimley»Horn



Parking

- Sam's needs 4 parking spaces per 1,000 building sq. ft. to meet customer demand.
- This parking is less than retail industry standard of 5 spaces per 1,000 sq. ft., but balances customer demand, maximizing green space and stormwater management.
- This parking exceeds the City's preferred ratio of 3.5 spaces per 1,000 sq. ft., but Sam's is designing additional facilities to handle and treat stormwater consistent with City Code Section 295-403-2-e.

Upgraded Stormwater Management



- A *treatment train* of vegetated infiltration swales, rain gardens and detention ponds was designed to exceed City and MMSD standards.
- *Bioswales* in the parking field will maximize treatment and infiltration while significantly reducing interconnected impervious area on the Site.
- A *detention pond* will regulate discharge rates.
- *Rain gardens* will provide stormwater treatment and attenuation for those impervious areas offline or down gradient of the primary treatment train.
- In addition, over 40% of pervious, natural and landscaped areas will be provided on the Site.

TRAFFIC



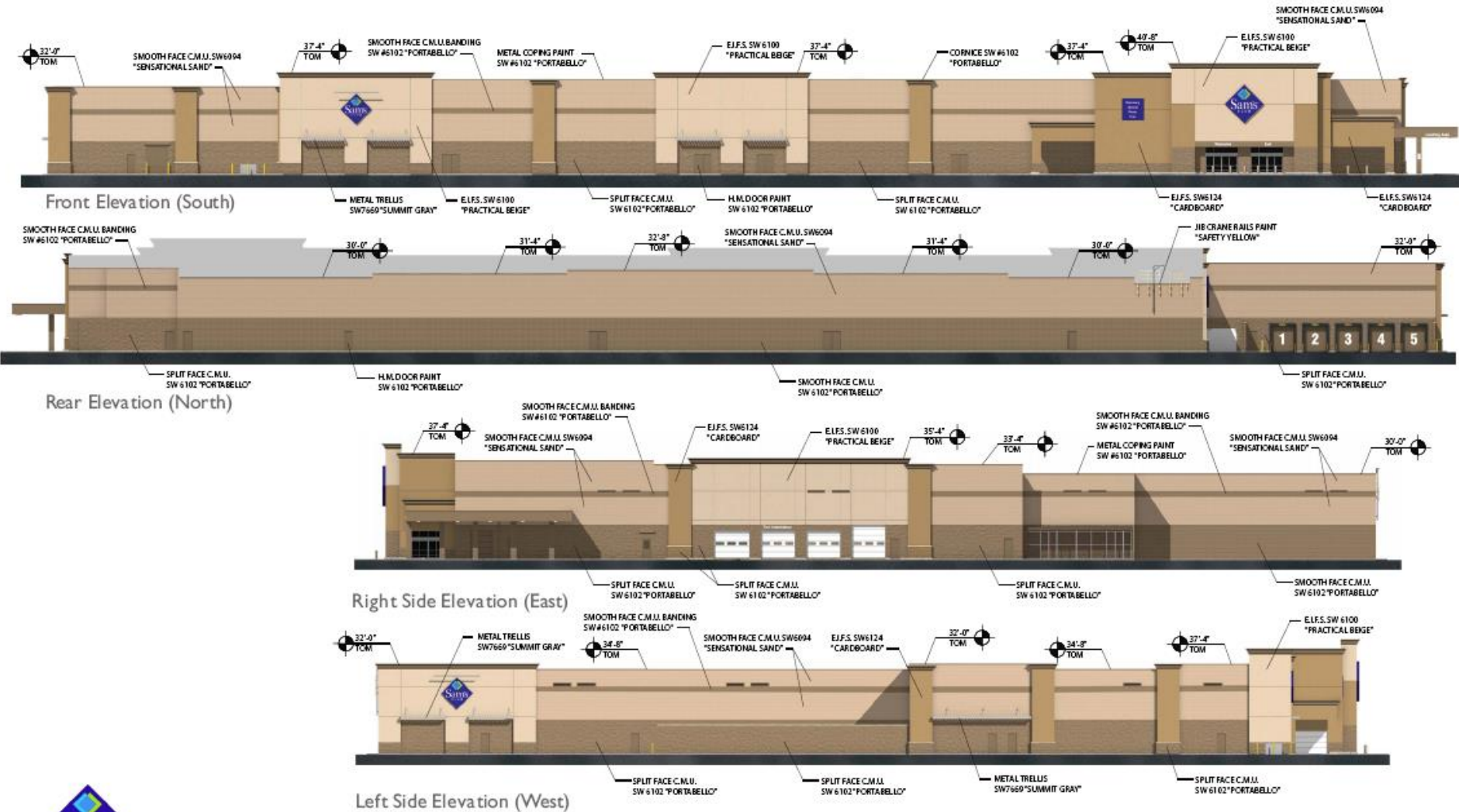
- Full-blown traffic study, directed by Wisconsin Department of Transportation, Milwaukee and Menomonee Falls, is underway.
- Majority of Sam's traffic would come from I-45 or Brown Deer; only 10% would travel along Bradley.
- Area road infrastructure was recently upgraded when Woodman's was developed.
- Preliminary results show that all intersections will operate acceptably.
- Additional upgrades triggered by Sam's development (a signal at 124th) would be paid for by Sam's.

Directional Trip Distribution



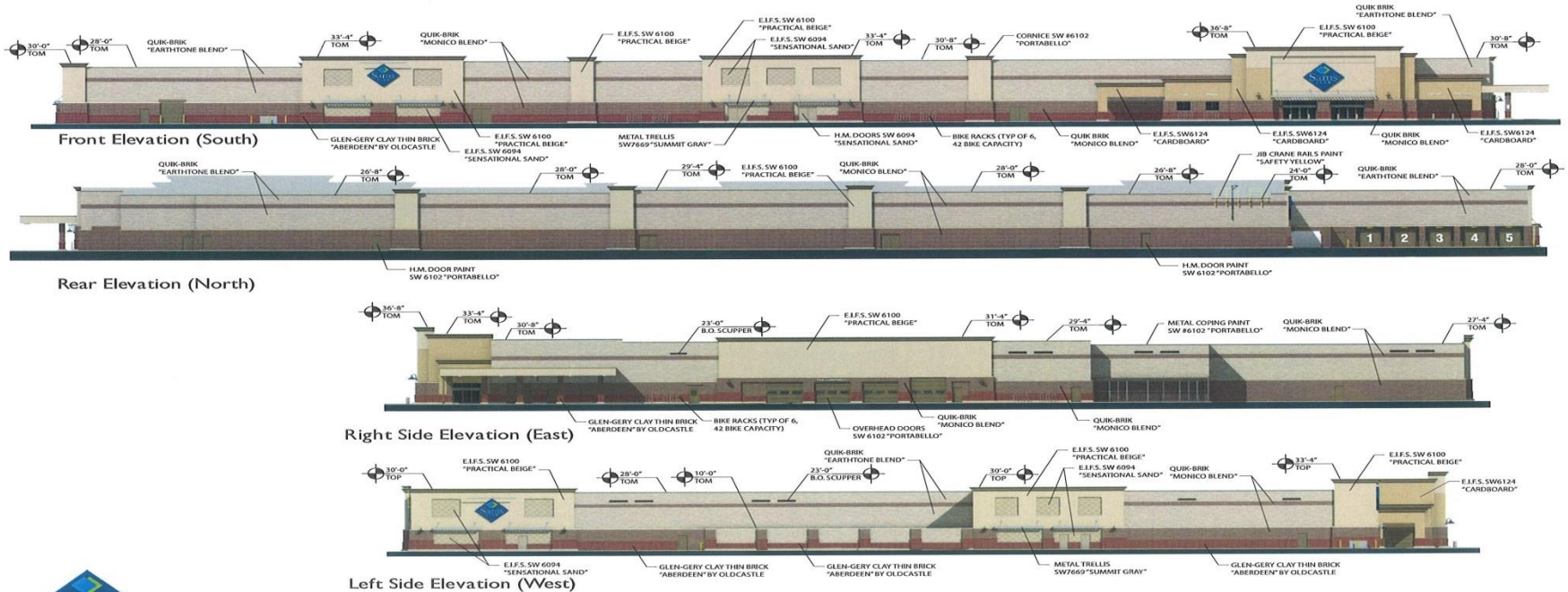


Original Elevations (4/14)





5/19/14 Elevations



May 19, 2014

Milwaukee, WI #6324

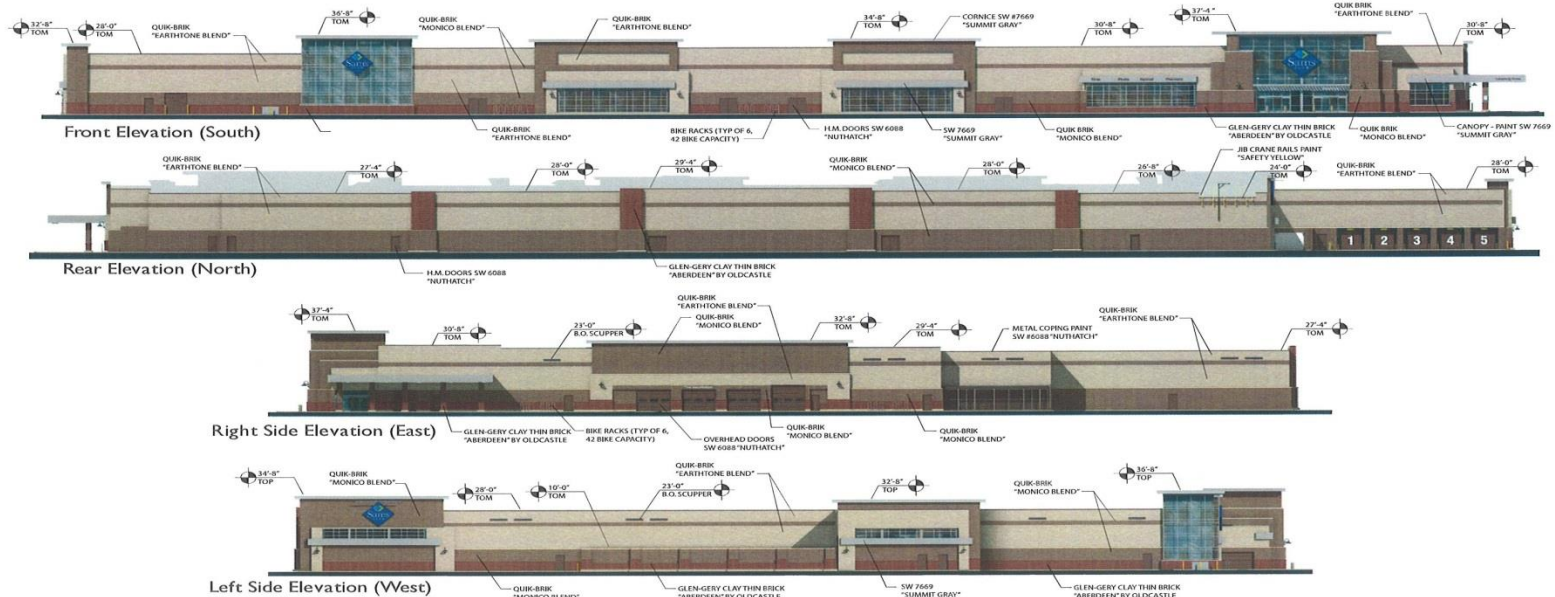
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Elevations

1



6/9/14 Elevations



June 6, 2014

Milwaukee, WI #6324

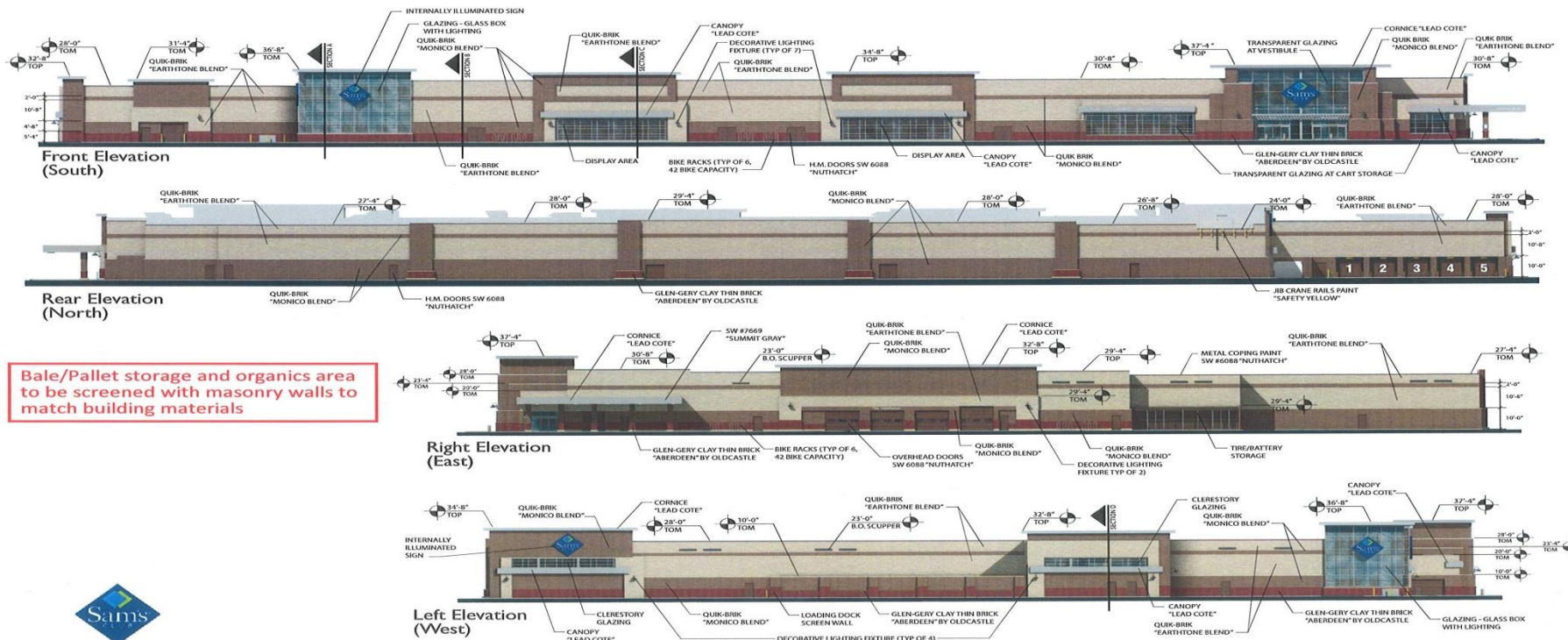
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Elevations

1



7/10/14 Elevations



July 2, 2014

Milwaukee, WI #6324

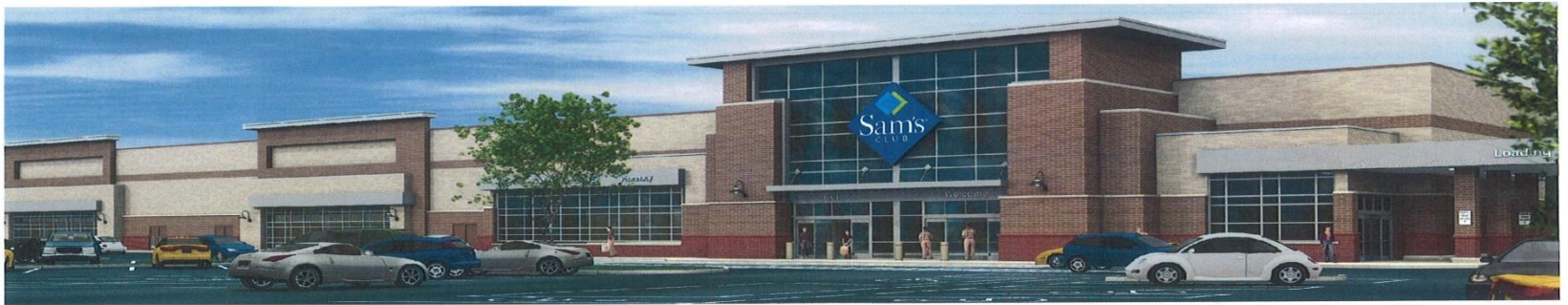
File number 140196

Elevations

1



7/10/14 Elevations





7/10/14 Elevations



Tanya
Hobcom
Architect

July 2, 2014

Milwaukee, WI #6324

File number 140196

Perspectives

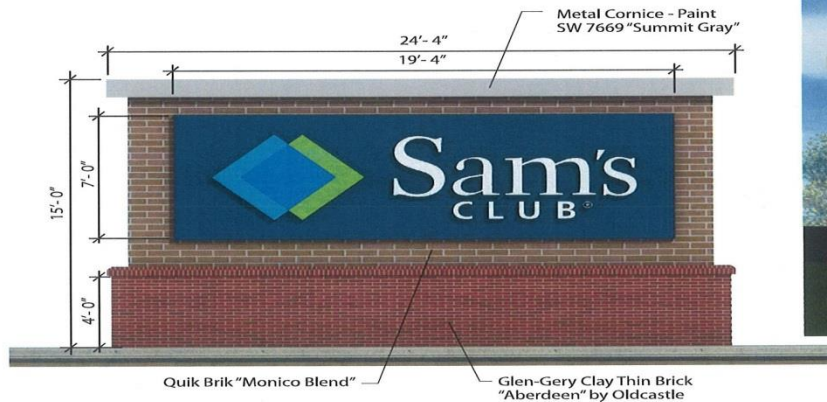
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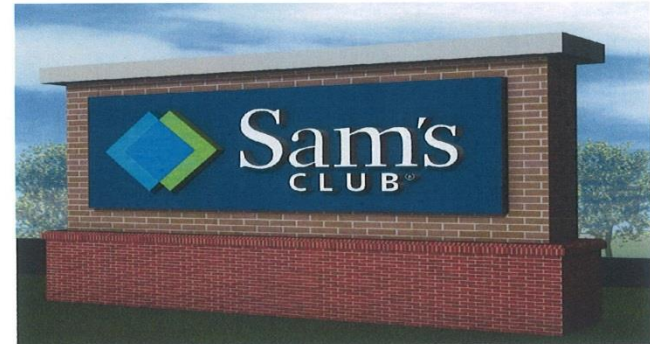
7/10/14 Elevations

PLEASE NOTE THAT ONLY INDIVIDUAL LETTERS AND SYMBOLS
MAY BE INTERNALLY ILLUMINATED

BACKGROUND CABINET TO BE OPAQUE WITH CUT OUT
LETTERS AND SYMBOLS



Sign	Qty.	Illumination	Area (S.F.)	Total S.F.
7' x 19'-4" Monument	2	Internal	135.33	270.66
Total Site Signage				270.66





Upgrades to Elevations

- Upgraded primary building materials to Quikbrik masonry and brick veneer.
- Added variation in materials, colors and texture.
- Added building articulation.
- Added significant glazing, including clear glass entry towers and enlivened window boxes.
- Varied roof lines.
- Enhanced pedestrian experience.
- Modified signage.

Liquor aisle will be fully enclosed.

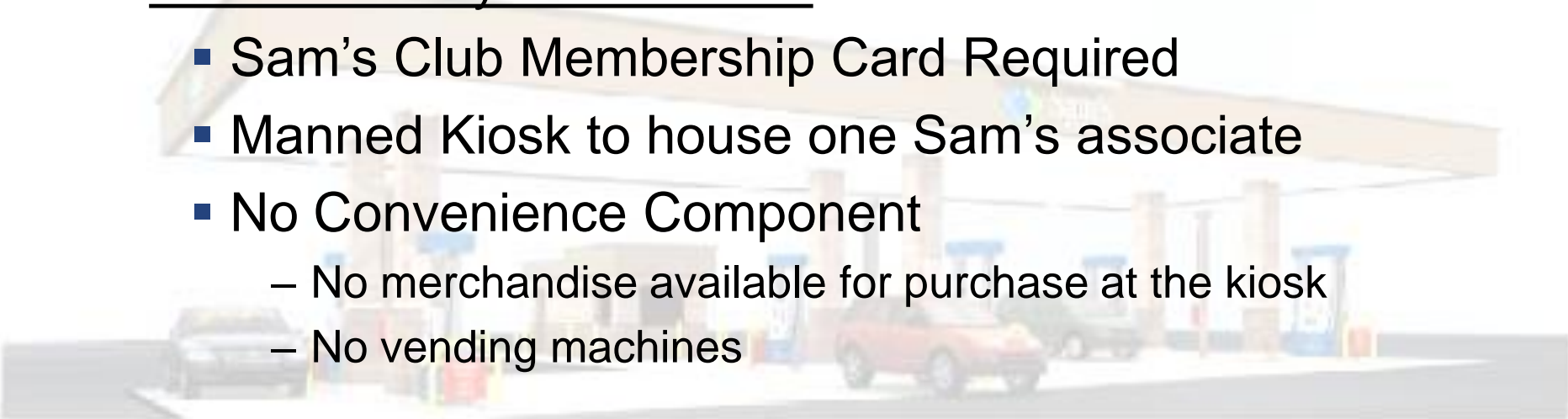


Sam's Fuel



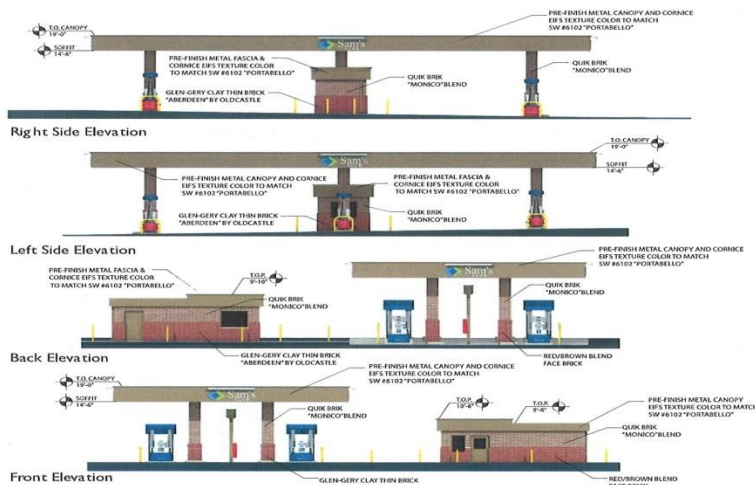
Members Only Fuel Service

- Sam's Club Membership Card Required
- Manned Kiosk to house one Sam's associate
- No Convenience Component
 - No merchandise available for purchase at the kiosk
 - No vending machines





Sam's Fuel Elevations





Sustainable Elements

- Daylight harvesting
- Night-dimming
- LED lighting
- Central Energy Management
- Water-conserving fixtures
- Energy efficient HVAC
- Ozone friendly refrigerants
- Recycled water heating
- Low-maintenance flooring
- Non-PVC roofs, TPO white membrane roof
- Recycled steel and various recycling methods
 - Sam's Club is equipped to recycle tires, auto batteries, cardboard, shipping pallets, single-use cameras, plastic waste (i.e., plastic shopping bags, garment bags, shrink wrap, bubble pack, etc.) and organic waste from bakery and food services.

Continuing Work...



- DPW, DOT and Menomonee Falls continue to direct and evaluate traffic impact analysis and improvements.
- Working with Milwaukee County Parks to extend and enhance pedestrian and bike connections.
- Working with Milwaukee County Transit to relocate and enhance the bus stop.
- Continue to work with DPW and DCD on all plans.



Job Retention and Creation

- All current jobs will be retained and new jobs will be created.
- All 168 associates at Sam's on Calumet will be offered jobs at the Sam's new club location.
- About 30 - 50 additional associate positions will be added.
- Average hourly wage for full-time associates in Wisconsin is \$12.74 per hour.



Added Tax Base

- Significant increase in tax base and property taxes will be generated:
 - 2013 assessed value of site: \$1,870,600.00
 - 2013 site property taxes: \$57,268.40
- Sam's development would increase assessed value and taxes 5+ time.
- Sam's does not seek any government subsidies for this development.



Tax Base Comparison

Location	2013 Total Assessed Value (land and improvements)	2013 Taxes
3900 Deerfield Dr., Janesville	\$12,828,300	\$321,138.35
1540 S 108 th St., West Allis	\$11,082,500	\$312,381.36
7701 W Calumet Rd., Milwaukee	\$9,990,000	\$308,390.89
4000 Rib Mountain Dr., Wausau	\$10,221,000	\$204,792.93
3300 Brumback Blvd., Kenosha	\$9,908,200	\$243,442.33
6705 S 27 th St., Franklin	\$9,088,000	\$207,305.73
600 N Springdale Rd., Waukesha	\$8,362,400	\$128,965.60

SAM'S CLUB SUCCESSFULLY RE-TENANTS STORES

- 
- The 8700 Servite Drive Walmart is now operated by ETE Reiman.
 - The Menomonee Falls Walmart is now a JC Penney.
 - The Waukesha Walmart was converted to a Walmart market.
 - The former Sam's on 60th Street was rehabbed by Van Buren Management for Johnson Controls.