

CITY OF FRANKLIN
SPECIAL COMMON COUNCIL MEETING**
FRANKLIN CITY HALL COUNCIL CHAMBERS
9229 W. LOOMIS ROAD, FRANKLIN, WISCONSIN
AGENDA*
THURSDAY, JANUARY 30, 2014, AT 4:00 P.M.

- I. Call to Order and Roll Call
- II. Citizen Comment Period
- III. Business
 - A. Concept review for a proposed professional baseball stadium at The Rock Sports Complex (Planned Development District No. 37) (located at approximately 7900 W. Crystal Ridge Drive) (The Rock Sports Complex, LLC, applicant).
- IV. Adjournment

*Supporting documentation and details of these agenda items are available at City hall during normal business hours.

**Notice is given that a majority of the Plan Commission and Forward Franklin Economic Development Commission may attend this meeting to gather information about an agenda item over which the Plan Commission and Forward Franklin Economic Development Commission has decision-making responsibility. This may constitute a meeting of the Plan Commission and Forward Franklin Economic Development Commission per *State ex rel. Badke v. Greendale Village Board*, even though the Plan Commission and Forward Franklin Economic Development Commission will not take formal action at this meeting.

[Note: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information, contact the City Clerk's office at (414) 425-7500.]

| | | |
|--|--|---|
| <p style="text-align: center;">APPROVAL <i>Slw</i></p> | <p style="text-align: center;">REQUEST FOR COMMON COUNCIL ACTION</p> | <p style="text-align: center;">MEETING DATE 1/30/14</p> |
| <p style="text-align: center;">REPORTS & RECOMMENDATIONS</p> | <p style="text-align: center;">CONCEPT REVIEW FOR A PROPOSED PROFESSIONAL BASEBALL STADIUM AT THE ROCK SPORTS COMPLEX (PLANNED DEVELOPMENT DISTRICT NO. 37) (LOCATED AT APPROXIMATELY 7900 W. CRYSTAL RIDGE DRIVE) (THE ROCK SPORTS COMPLEX, LLC, APPLICANT)</p> | <p style="text-align: center;">ITEM NUMBER <i>III. A.</i></p> |



Note: This image was obtained from the Concept Review application, and is one possible example of a baseball stadium as discussed below.

Project Description

Mr. Michael Zimmerman, of The Rock Sports Complex LLC and Zimmerman Ventures, is proposing to develop a professional baseball stadium on an approximately 20 to 30 acre portion of The Rock Sports Complex. The attached materials indicate this project would consist of:

- A 2,500 to 3,000 seat (plus additional box seats, grass berm seating, etc.) stadium intended for an independent minor league professional baseball franchise.
- Associated picnic areas, a beer garden, concourses, concession stands, playground area, hospitality tents, etc.
- Additional parking (shared parking opportunities will also be investigated).
- Special events such as concerts, fireworks, etc. might also be considered at the

proposed stadium.

- Additional infrastructure improvements to Crystal Ridge Drive, the adjacent public sewer and water systems, etc.

It is indicated that this project may cost about \$7 million to \$11 million to develop, and will likely take one year to construct. Mr. Zimmerman hopes to complete the stadium in the spring of 2015 in time for the 2015 baseball season, and is hoping to obtain support and a possible partnership with the City of Franklin on this project.

It is noted that this project will provide many benefits to the City of Franklin and the surrounding communities, including:

- A high-quality baseball facility.
- An affordable, family-friendly entertainment venue.
- A source of civic pride and civic involvement.
- Enhancement of the area's quality of life and of its ability to promote itself as a quality destination.
- A beneficial economic impact from the operations of the facility, the presence of the team's staff and players, and the local spending of the many anticipated visitors.

Background

On January 28, 2014, Mr. Zimmerman filed a Concept Review application with the Department of City Development for a proposed professional baseball stadium to be located at The Rock Sports Complex.

The Rock Sports Complex (Planned Development District No. 37) is owned by Milwaukee County and is managed by The Rock Sports Complex, LLC. Within the City of Franklin, The Rock Sports Complex encompasses 10 parcels, is about 128 acres in size, and is zoned Planned Development District No. 37 and FW Floodway District. A portion of The Rock Sports Complex (primarily encompassing a majority of the Crystal Ridge Ski Hill), is located within the Village of Greendale.

The Rock Sports Complex is bounded by: the Root River Parkway (Village of Greendale) to the north; Loomis Road (STH 36) and Crystal Ridge Drive to the south; single-family residential (Village of Greendale) to the east; and single-family residential to the west. The subject property is identified as "Mixed Use" and "Areas of Natural Resource Features" in the City of Franklin 2025 Comprehensive Master Plan.

Planned Development District No. 37 (The Rock Sports Complex) was approved by the City of Franklin on August 21, 2012, and the first phase and a portion of the second phase of the complex was constructed during 2012 - 2013. The Rock Sports Complex currently consists of:

- The Crystal Ridge Ski Hill and gravity biking to the west.
- A four diamond baseball complex with associated concession stand and parking to the east.
- A two diamond softball/baseball complex with associated concession stand and parking to the southeast.
- An umbrella bar and associated parking, and the ski chalet and associated parking, within the central portion of the site.
- **A BMX course,** a small woodland, and lands envisioned for future recreational

development to the southwest.

- A portion of the Root River Parkway and associated woodlands, floodlands, and wetlands to the north.

Access to The Rock Sports Complex is currently provided by two driveway connections to Crystal Ridge Drive at the south-central portion of the site. An additional driveway access to Crystal Ridge Drive, further southwest, is also envisioned at some point in the future.

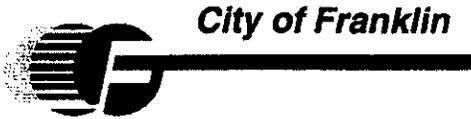
The proposed baseball stadium would be located immediately south of the Crystal Ridge Ski Hill where four baseball diamonds are currently proposed in a future phase of the development of The Rock Sports Complex.

Conclusion

Staff would note that the proposed baseball stadium will require a Special Use approval by the City of Franklin. Furthermore, other permits or approvals may be necessary depending upon the receipt of further details of this project.

COUNCIL ACTION REQUESTED

Provide direction to the applicant regarding the proposed baseball stadium development (approximately 7900 W. Crystal Ridge Drive) (The Rock Sports Complex, LLC, Applicant).



CONCEPT REVIEW APPLICATION

(Complete, accurate and specific information must be entered, including full legal names. Please Print.)

Date: 1/27/14

Property Owner(s)/Legal Entity: MILWAUKEE COUNTY PARKS Applicant (Legal Business Owner Name): The Rock Sports Complex, LLC

Address: 9480 WATERTOWN PLANK Rd Address: 7900 W. Crystal Ridge Dr.

City: Wauwatosa State: WI Zip: 53226 City: FRANKLIN State: WI Zip: 53132

Phone: 414-257-7275 Fax: _____ Phone: 414-529-7676 Fax: _____

Email Address: _____ Email Address: MIKEZ@ZIMMVENTURES.COM

Project/Development Name: Zimmerman Ventures; The Rock Sports Complex

Project Description: See Attachment (Minor League Professional Baseball Stadium)

Project Property Address: 7900 W. Crystal Ridge Dr. Franklin Project Tax Key No(s): _____

Existing Zoning: _____ Proposed Zoning (if applicable): _____ Existing Use: _____

Proposed Use (if applicable): _____ 2025 CMP Land Use Identification*: _____

* The 2025 CMP Future Land Use Map is available at:
http://www.franklinwi.gov/DefaultFile/Planning/2025CMP/2025_CMP_Ch5_2025Future_Land_Use_Map5.7.pdf

All Concept Review submittals must include and be accompanied by the following:

- This Application form accurately completed with original signatures (facsimiles and copies will not be accepted).
- Application Filing Fee: \$250, payable to the City of Franklin.
- Three copies of a Project Narrative (i.e., a detailed description of the project).
- Ten 8.5 x 11 inch or 11 x 17 inch copies of a Preliminary Site/Development Plan of the subject property(ies) and immediate surroundings (i.e., a scaled map identifying the subject property and immediate environs, including existing and proposed parcels, existing and proposed structures, existing and proposed land uses, existing and proposed zoning, existing and proposed infrastructure and utilities (approximate locations only), and existing and proposed site conditions/site constraints (i.e. approximate locations of public road access, easements, rights-of-way, natural resources/green space and drainage issues/concerns, etc.).
- Ten 8.5 x 11 inch or 11 x 17 inch copies of the building elevations.

- A meeting must be scheduled with the Planning Department prior to Application submittal.
- Upon receipt of a complete submittal, staff review will be conducted within five business days.
- Concept Review requests are reviewed by the Committee of the Whole. The Committee of the Whole meets the first Monday of every month.

The applicant and property owner(s) hereby certify that: (1) all statements and other information submitted as part of this application are true and correct to the best of applicant's and property owner(s)' knowledge; (2) the applicant and property owner(s) has/have read and understand all information in this application; and (3) the applicant and property owner(s) agree that any approvals based on representations made by them in this Application and its submittal, and any subsequently issued building permits or other type of permits, may be revoked without notice if there is a breach of such representation(s) or any condition(s) of approval. By execution of this application, the property owner(s) authorize the City of Franklin and/or its agents to enter upon the subject property(ies) between the hours of 7:00 a.m. and 7:00 p.m. daily for the purpose of inspection while the application is under review. The property owner(s) grant this authorization even if the property has been posted against trespassing pursuant to Wis. Stat. §943.13.

(The applicant's signature must be from a Managing Member if the business is an LLC, or from the President or Vice President if the business is a corporation. A signed applicant's authorization letter may be provided in lieu of the applicant's signature below, and a signed property owner's authorization letter may be provided in lieu of the property owner's signature(s) below. If more than one, all of the owners of the property must sign this Application).

Signature of Property Owner: _____ Signature of Applicant: Michael Zimmerman

Name and Title: _____ Name and Title: MIKE ZIMMERMAN, CEO

Date: _____ Date: 1/27/14

Signature of Property Owner: _____

Name and Title: _____

Date: _____

Project Contact Name: _____

Company: _____

Phone: _____

Email: _____

January 27, 2014

Zimmerman Ventures

Headquarters:
4600 Loomis Road, Suite 310
Milwaukee, Wisconsin 53220

toll free: 800-525-0133
www.zimmventures.com

City of Franklin
Department of Planning
9929 W. Loomis Road
Franklin, WI 53132

Re: Concept Review Application

Please accept the following application for an evolved concept review by Zimmerman Ventures - the developer – for the City of Franklin’s review of The Rock Sports Complex located at 7900 West Crystal Ridge Drive. The Rock Sports Complex is currently zoned and developed to be a state of the art, multi-use, sports and entertainment complex located in the heart of Franklin Wisconsin.

Project Description

Zimmerman Ventures is proposing to bring an independent minor league professional baseball franchise and develop a minor league professional baseball stadium to The Rock Sports Complex (aka “The Rock”) located at the current Crystal Ridge property, a 147 acre property owned by Milwaukee County Parks and Recreation. The Rock currently holds a long-term lease for the entire property.

Aside from The Milwaukee Brewers and MLB affiliate teams, this new franchise will be the only other professional independent minor league baseball team in Wisconsin, providing significant economic development to the city of Franklin and Milwaukee County.

This proposed development is being designed as community driven model, meaning, it is centered on giving back to the communities it serves. Strategic relationships with Milwaukee County and the City of Franklin are core to The Rocks values and mission.

We are proposing to start construction in Spring of 2014 so we can be operational come spring of 2015 for opening day. Time is of the essence and we are working diligently to achieve the county and city planning and approval requirements in order to begin construction this coming Spring. Unfortunately, any delays preventing operations in 2015 puts this project “at risk”.

Michael Zimmerman, a local Franklin resident and business owner has personally invested over \$10.5M into The Rock Sports Complex and he is hopeful that the City of Franklin will participate in helping finance this new development to further make this project a unique destination point and "jewel" for the City of Franklin. As part of the concept review, Michael will present other financing options used across the country to help finance a stadium as a baseline for discussions and research.

Special Use Amendment

The Rock Sports Complex currently holds a number of uses for all of its current activities within the current "Planned Development District" but we will require a minor amendment for a Stadium.

Site Requirements

1. 7.5 to 9 acres for the facility itself.
2. 2-3 acres for hospitality tents.
3. 10-20 acres for parking. Shared parking can reduce requirements.
4. Availability of utilities.
5. Compliance to natural resource requirements on landfill.

Stadium Characteristics

1. Built to standards as established by the Frontier League.
2. 2,500 to 3,000 armchair stadium seats.
3. Concourse boxes seating for 300.
4. Grass berm seating for 2,000
5. Outfield picnic decks that can accommodate 300.
6. Picnic areas and beer garden that can accommodate 350.
7. Wide concourses to allow for concession kiosks.
8. Six to ten private suites. Open and/or closed that can accommodate 120-200.
9. Bricks/Mortar probable cost: \$7.0 - \$11.0 million.
10. Playground area.
11. Stadium club.

Operational Requirements

1. Infrastructure improvements: Crystal Ridge Drive, traffic lights, parking access, etc.
2. Direction signage on nearby roadways.
3. Minimum noise restrictions for possible concerts and fireworks.
4. 10-12 months lead-time from project approval to opening day.

Costs and Funding Considerations

We estimate that a \$7M to \$11M investment will need to be made to develop the stadium.

Ideally, the City of Franklin can become a “strategic partner” in this venture, which will assure the positive economic impact to the surrounding areas.

Architectural Goals

We are constructing all buildings to have architectural elements that resemble the nostalgic 1920's baseball stadiums, making for a distinct and classic look. Given the DNR issues, we are proposing to use material and construct our buildings that take settlement and movement into consideration (e.g. wood framing).

Lighting

We plan on constructing light poles sufficient to light the stadium, used only when activities are scheduled. Furthermore, new our lighting plan will be less than what was originally planned and approved for the softball quad.

Landscaping

Our landscape plan is to use plants and trees only approved by the DNR, given the landfill requirements.

Site Signage

We are proposing stadium specific signage for each entry way off of Crystal Ridge Road (Rawson and 76th), the main entrance.

Off Site Improvements

Yet to be determined, more info to follow.

Natural Resources

The Rock plans on working with the DNR to insure compliance with city ordinance.

Neighborhood Concerns

At this point there have been no neighborhood concerns raised. Having said that, we anticipate questions to be raised about field lighting and noise levels, both of which should not be significant given that the advanced technology we will be

using for field lighting, the proximity of our activities to homes or business, and the hours of operation we will be holding. We will hold an open house for nearby residents in an attempt to educate these potentially concerned neighbors. We estimate that there are approximately 15 homeowners directly impacted by this development.

What We Will Bring to the Community – Our Mission Statement

1. Our major goal is to provide clean, wholesome, affordable family entertainment, not only to the residents where the ballpark is located, but to the neighboring communities as well.
2. We will create a clean and safe atmosphere at the ballpark by providing quality management of the baseball facility including, high levels of service in the areas of food service, hospitality, stadium maintenance, and overall customer relations.
3. Our operations will complement the baseball stadium to provide the community with a source of pride, not only through our baseball games, but also through other community events held at the stadium.
4. The entire organization, (executives, staff and players), will endeavor to become an integral part of the community, by getting involved with local groups, school and park district programs. We will also make ourselves available for public appearances, events and endorsements of causes for the public good.
5. Our business practices and dealings with our employees, customers, community officials, and all other business relationships will be done at the highest ethical standards.

COMMUNITY IMPACT

The following information represents the projected economic impact and community benefit of having a professional Independent Minor League baseball team.

Economic Impact

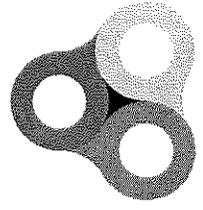
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|---|-------------------|
| Team payroll (predicated on the League salary cap) | \$140,000 |
| Visiting teams, scouts and umpires (per diem, hotels, etc.) | 75,000 |
| Salaries of front office personnel | 435,000 |
| Employment for game day operations | 150,000 |
| Additional operating budget (administrative, team, marketing, other game day expenses, etc.) | <u>1,700,000</u> |
| TOTAL | \$2,500,00 |
| Economic multiplier of 2.5 | \$6,250,000 |
| Economic multiplier of 4.0 | \$10,000,000 |
| Economic multiplier of 7.0 | \$17,500,000 |

These numbers do *not* include any additional dollars created from visitors, (fans), coming to the local area for the game, ie; meals, shopping, gas, etc. Studies suggest that in Minor League Baseball this averages about \$34.00 per attendee. Therefore, using our projected attendance figures, an additional \$5,100,000 will be spent in the area.

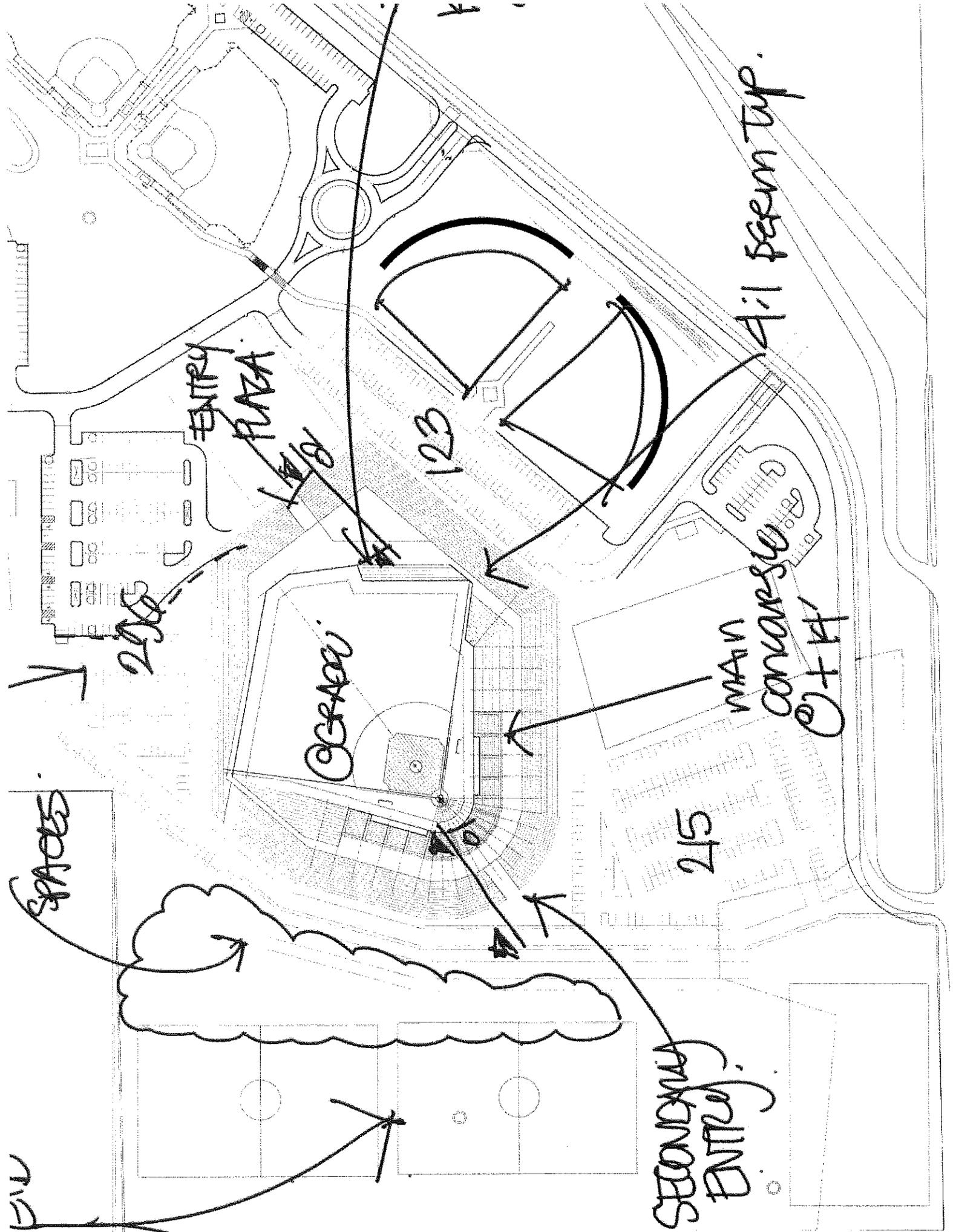
COMMUNITY BENEFITS

Although some will debate the exact amount of economic benefits that a new Minor League professional baseball team, playing in a newly constructed stadium, will bring to the community, few will dispute that this form of family entertainment creates other important community benefits. Some of these "quality of life" benefits that the residents will enjoy are:

- Additional, inexpensive family entertainment.
- Enhancement of civic pride and the quality of life.
- Enhancement of the recruiting tools to lure businesses and individuals to the area.
- Regional and national exposure from game reports, highlights, and articles.
- The opportunity to see future, and past, major league stars.
- A new venue for other community events.
- Coaches and players "close enough to touch" become an integral part of the community and make themselves available to participate in community functions.
- Games provide another source of charitable contributions and sponsor of fund raising activities.



PENDULUM



SPACES

SW

205

ENTRY PLAZA

LAB

GRASSY

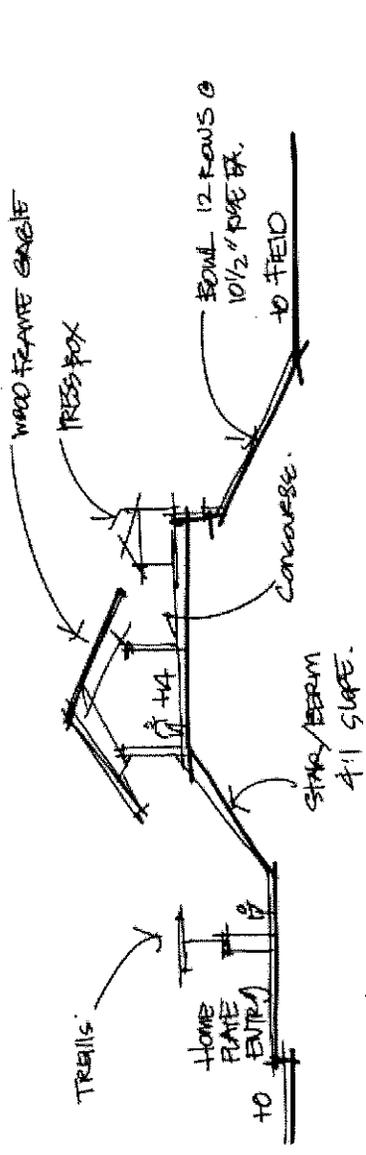
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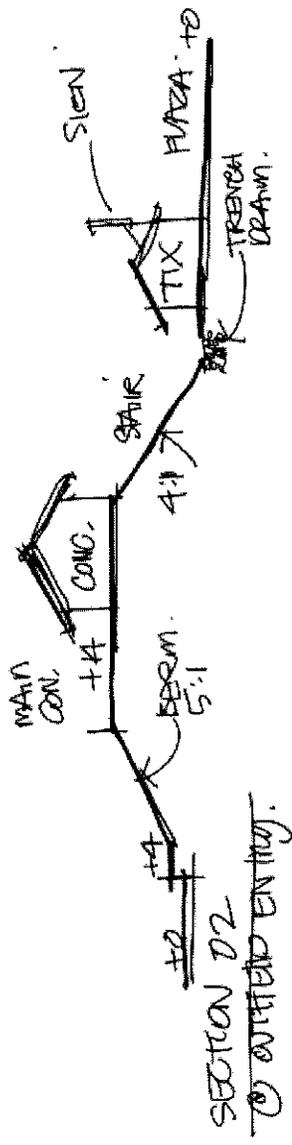
MAIN CONCOURSE @ +14

Air Seem Typ.

SECONDARY ENTRY



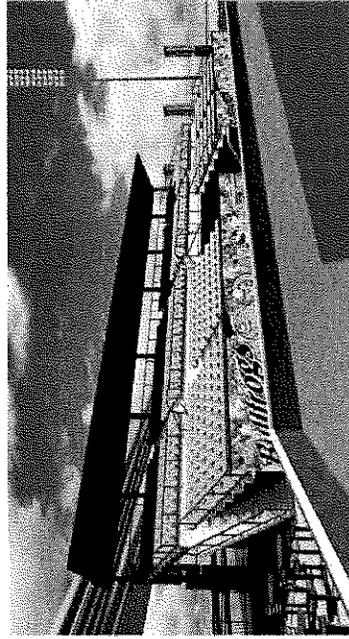
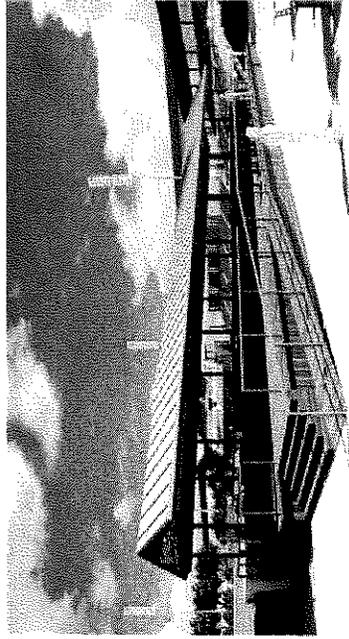
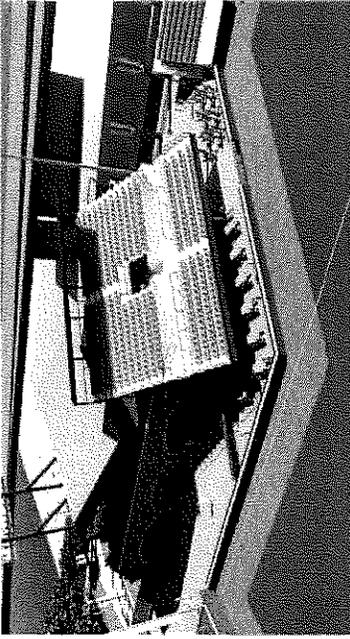
SECTION 01.
 @ HOME PLATE



SECTION 02
 @ OUTFIELD ENTRY.

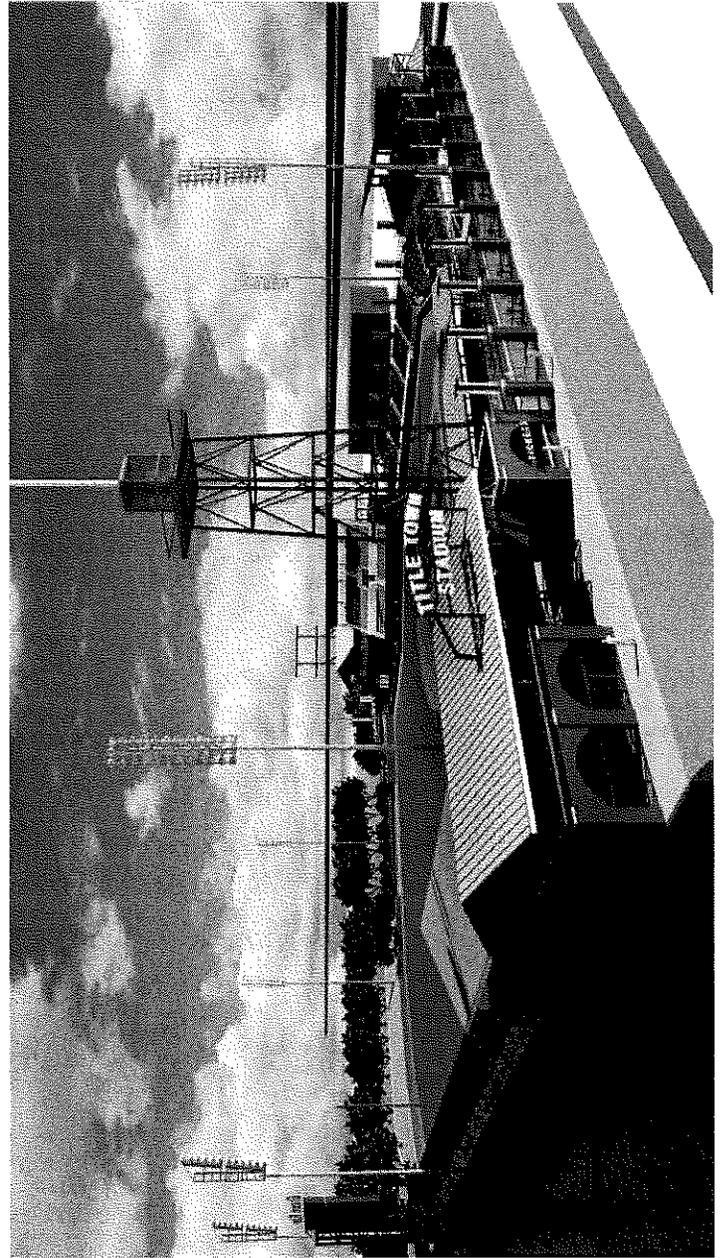


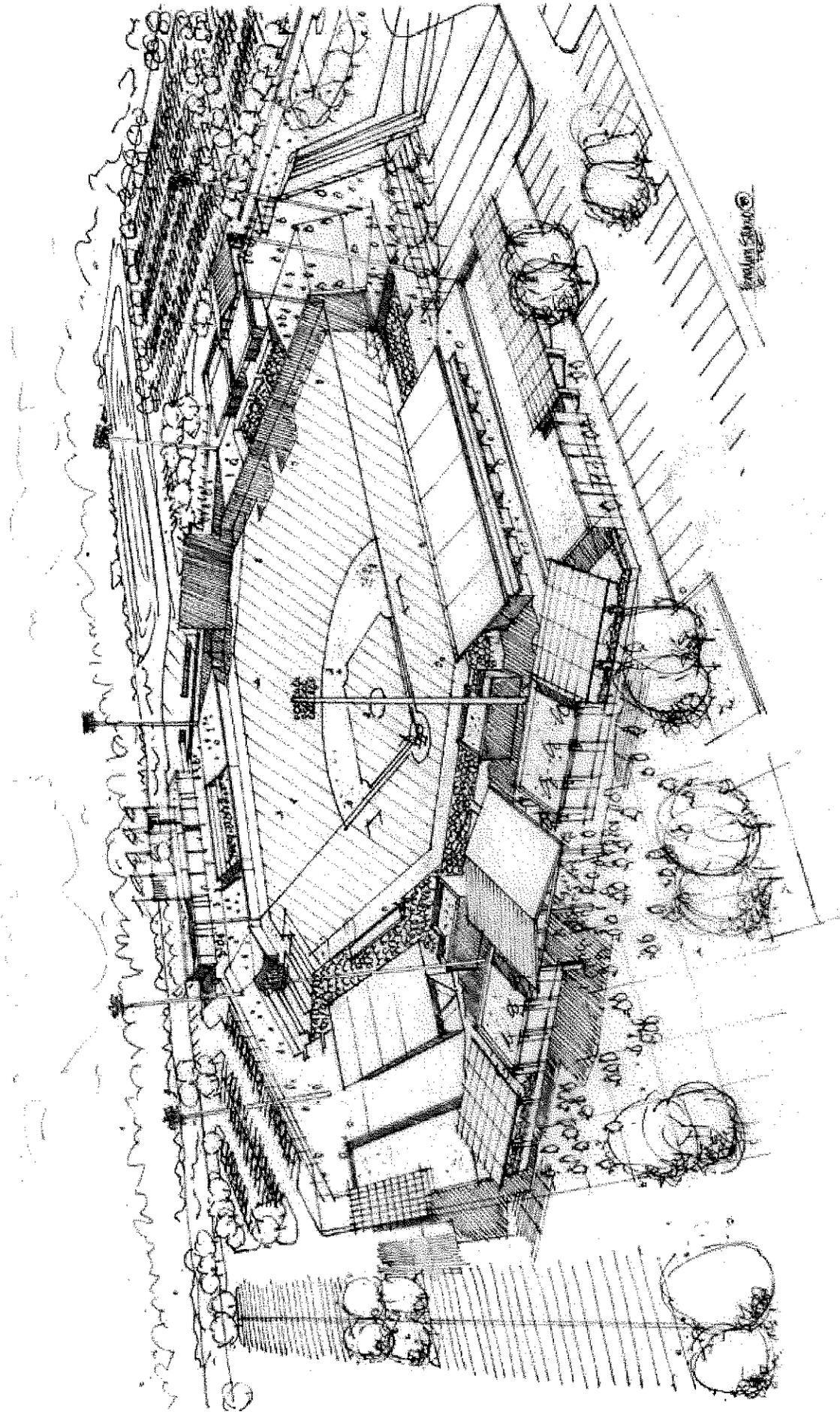
COMPACT URBAN BALLPARK



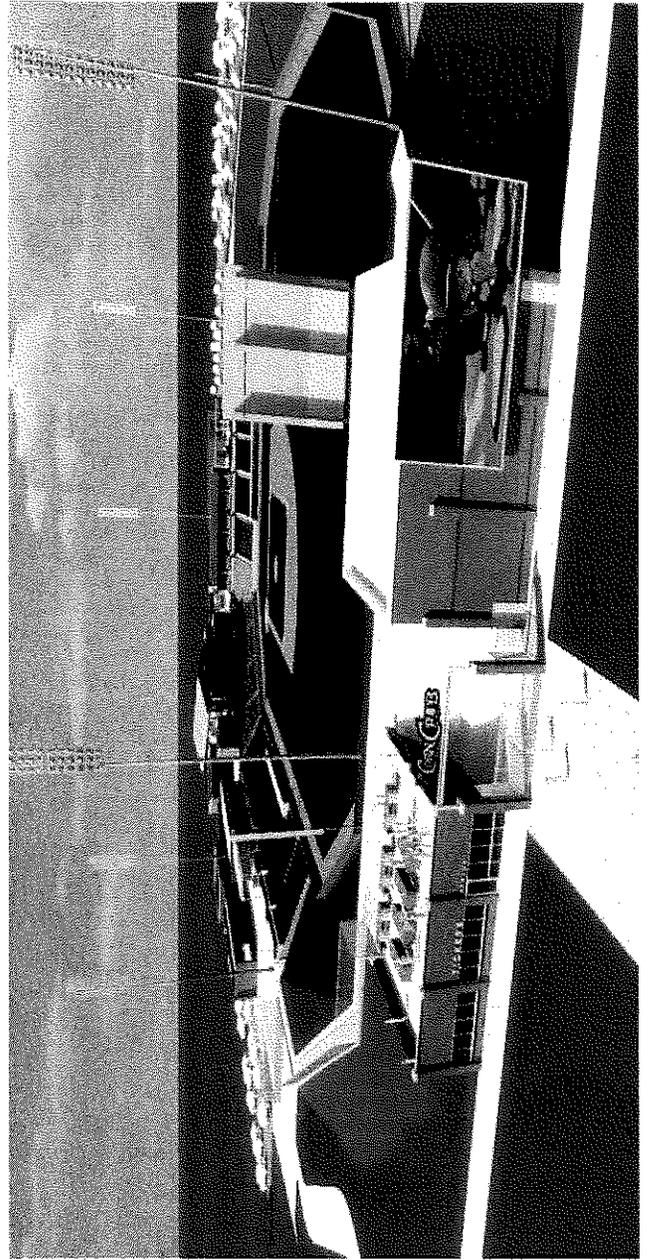
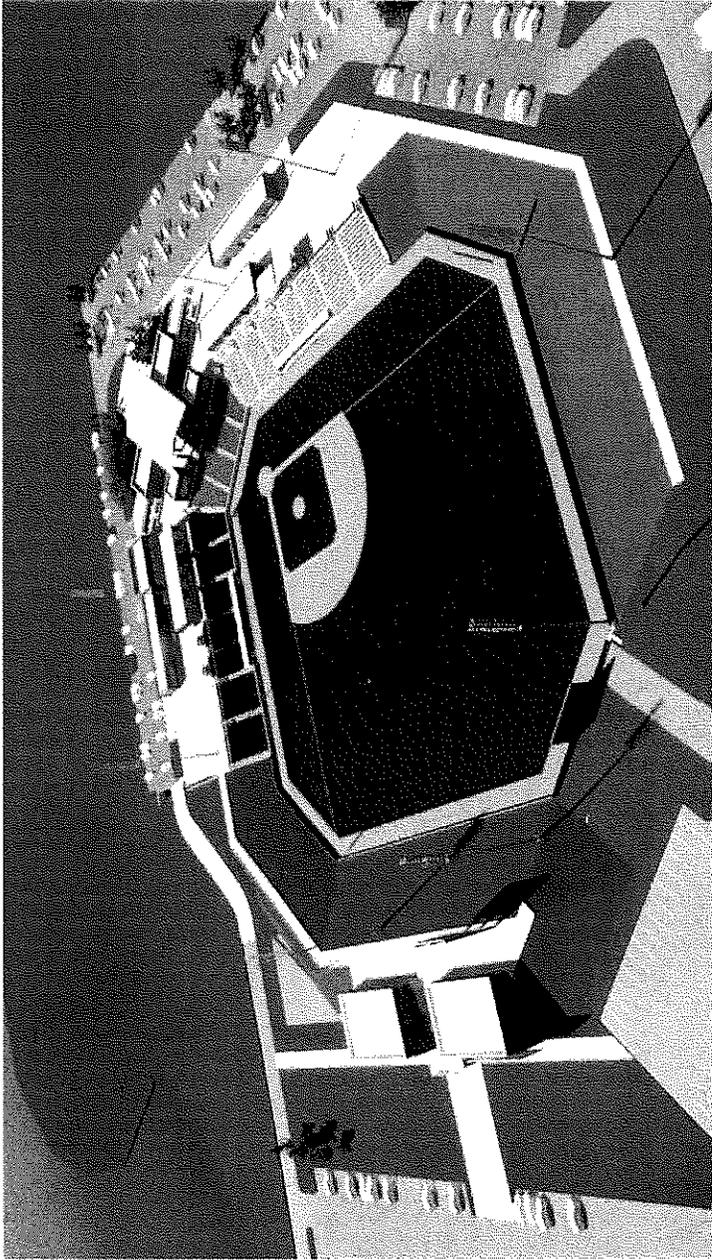
OBJECTIVE:

- Transform site constraints into design opportunities that add character to the ballpark.
- Incorporate interesting seating options that create unique branding opportunities.





COMPACT SUBURBAN BALLPARK

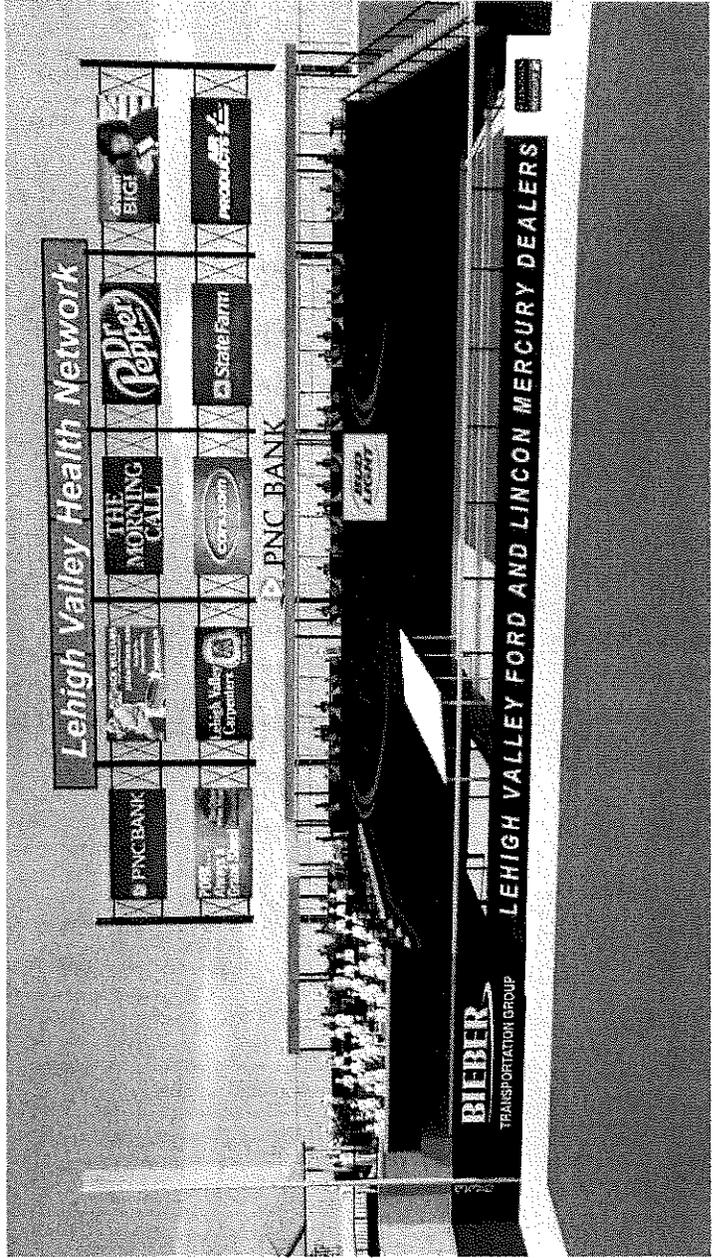
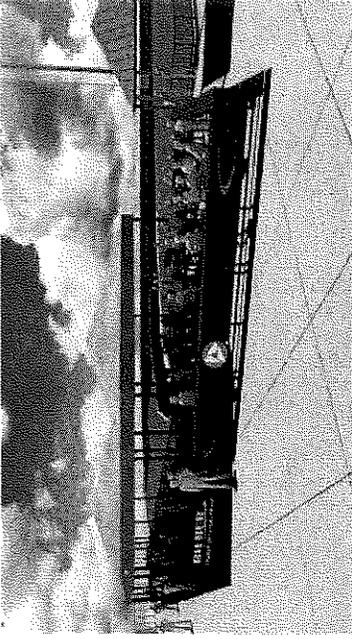
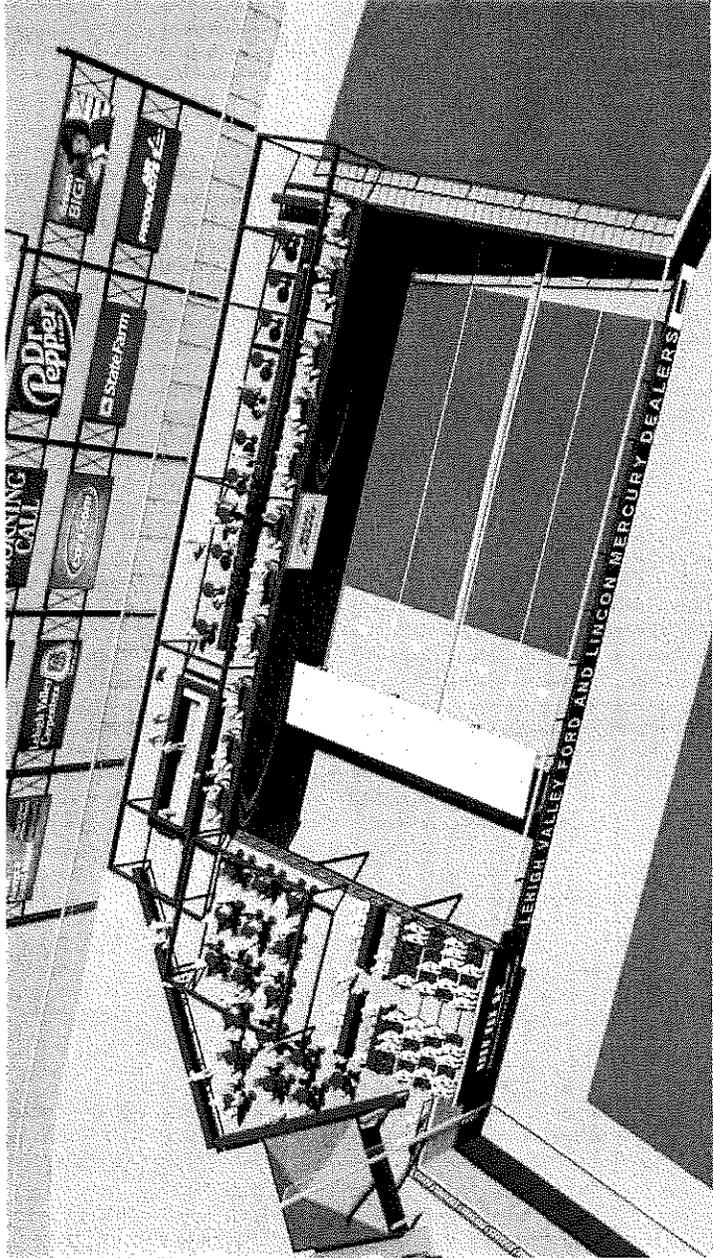


OBJECTIVE:

- Use existing site grading to enhance ballpark amenities.
- Create unique group areas and vantage points at the main concourse pedestrian level.
- Create opportunities for dual-use site features, i.e. parking/drive-in movie screen.



PREMIUM AMENITIES

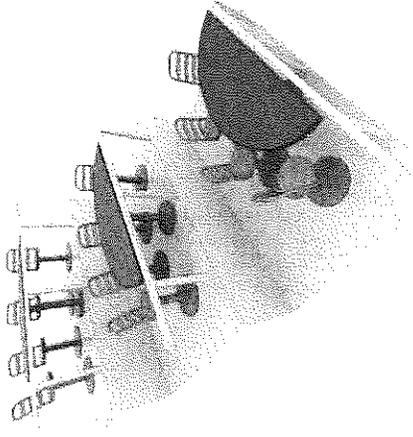
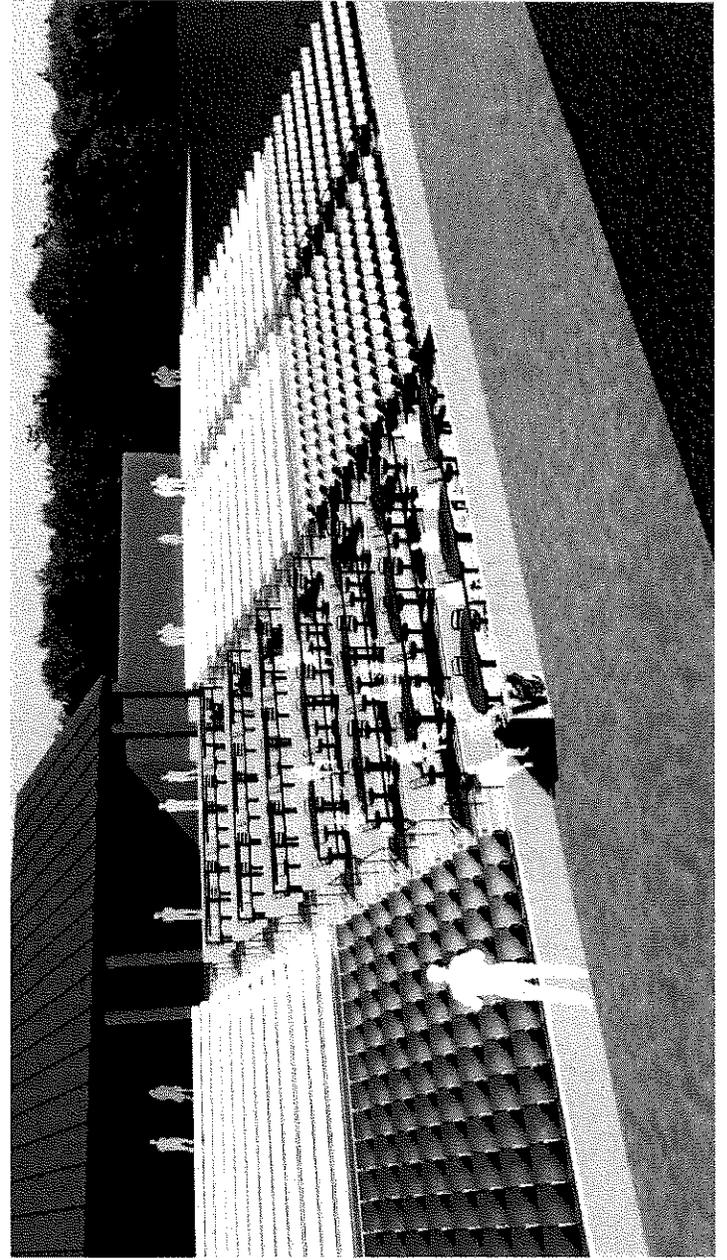
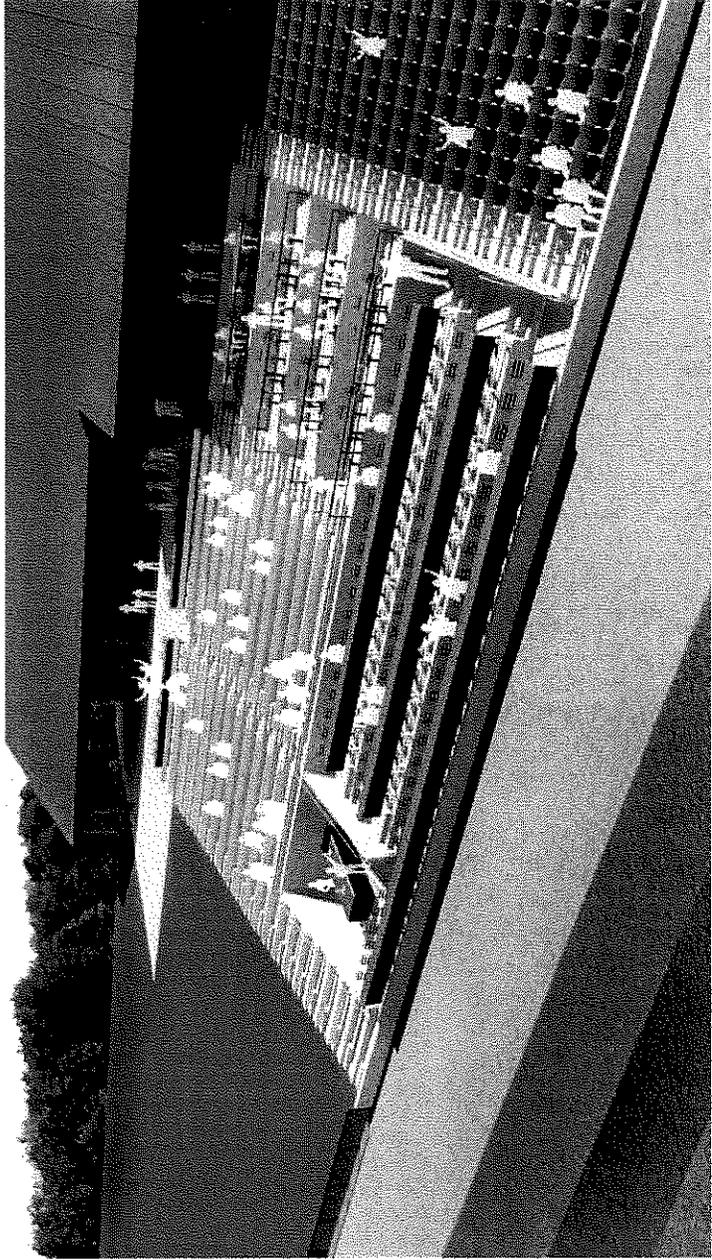


OBJECTIVE:

- Transform traditionally utilitarian spaces (bullpens) into fan destinations.
- Incorporate sponsorship and branding to increase visibility and revenue potential.

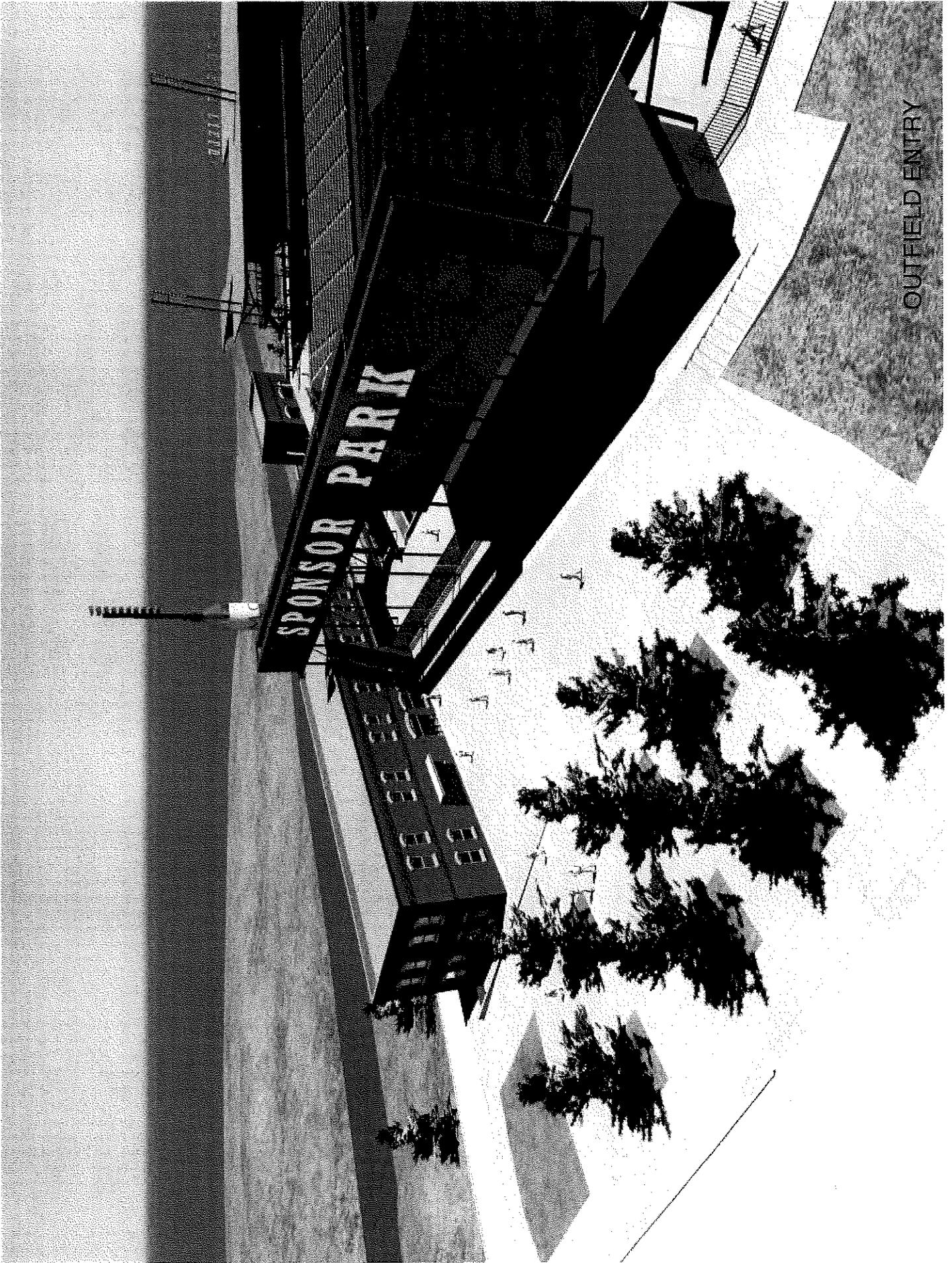


GROUP SEATING



OBJECTIVE:

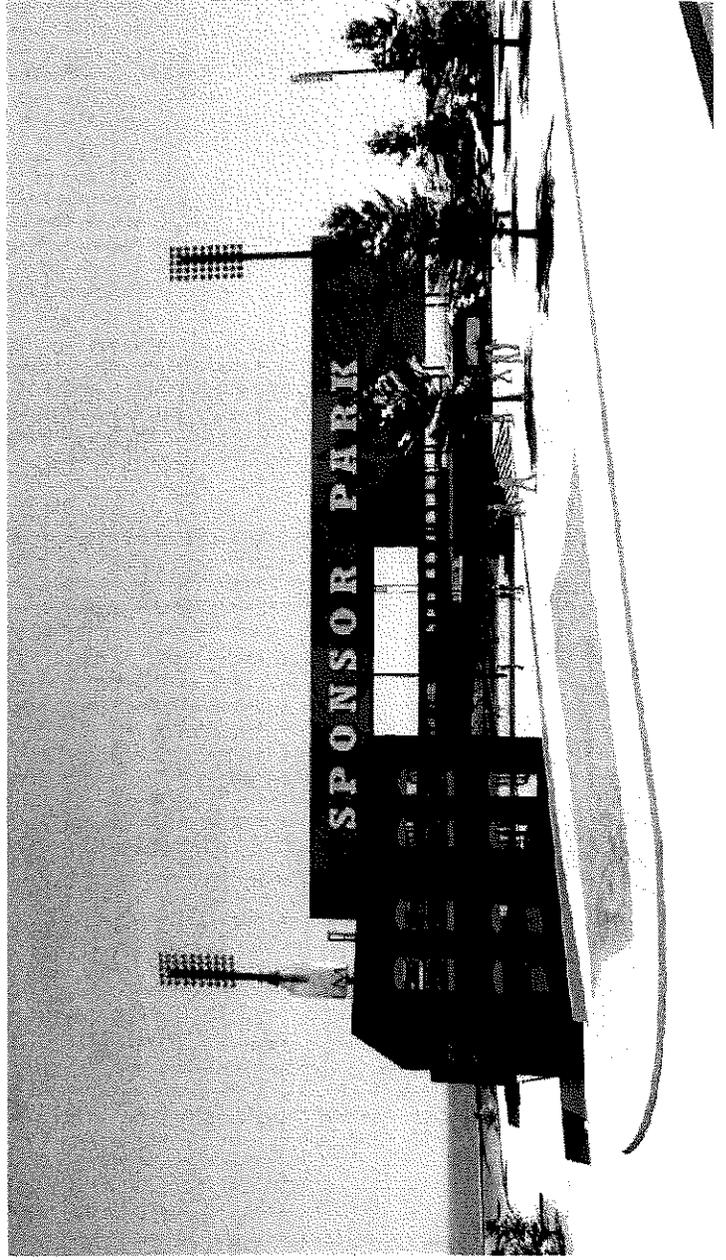
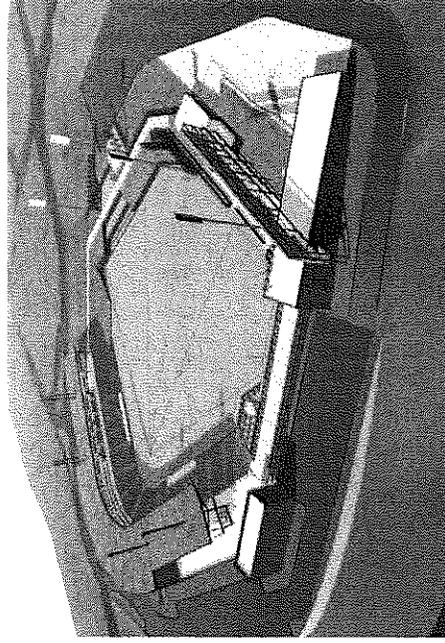
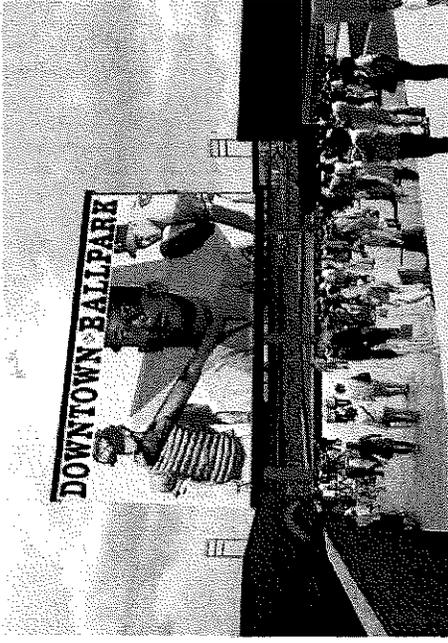
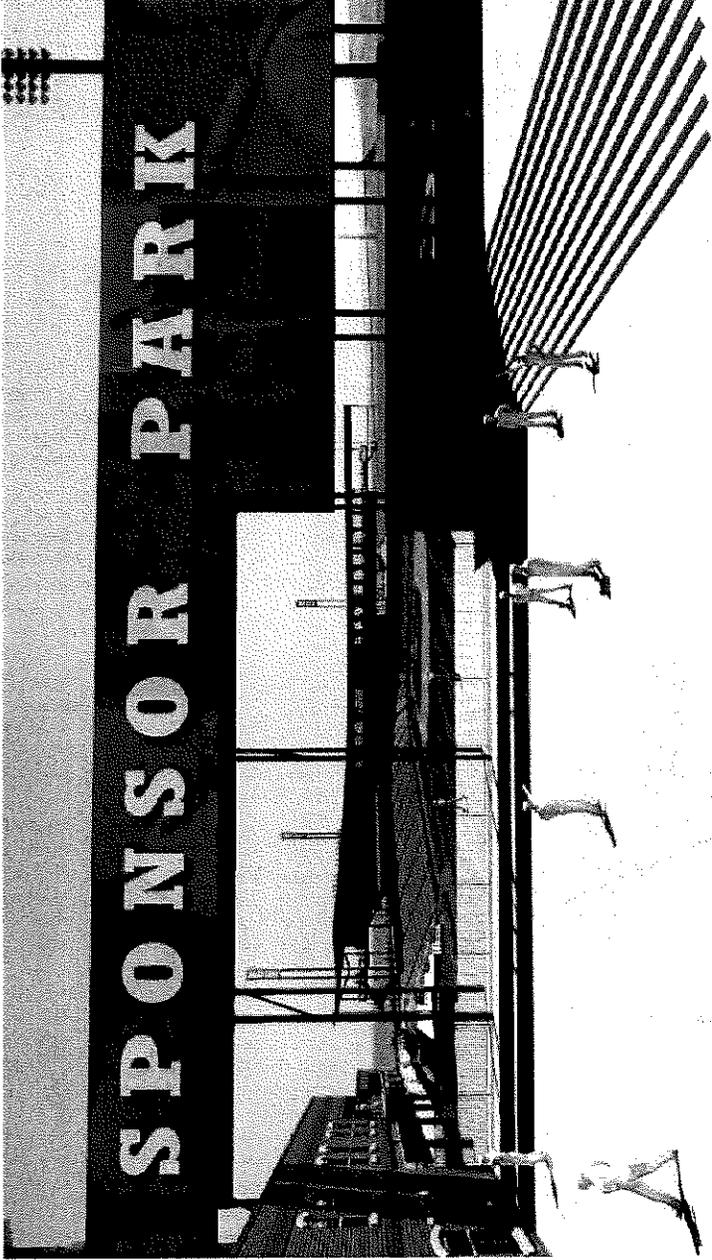
- Diversify the seating bowl by incorporating alternatives to standard seating.
- Maximize the fan experience by offering semi-premium seating and food service options.



SPONSOR PARK
FIELD

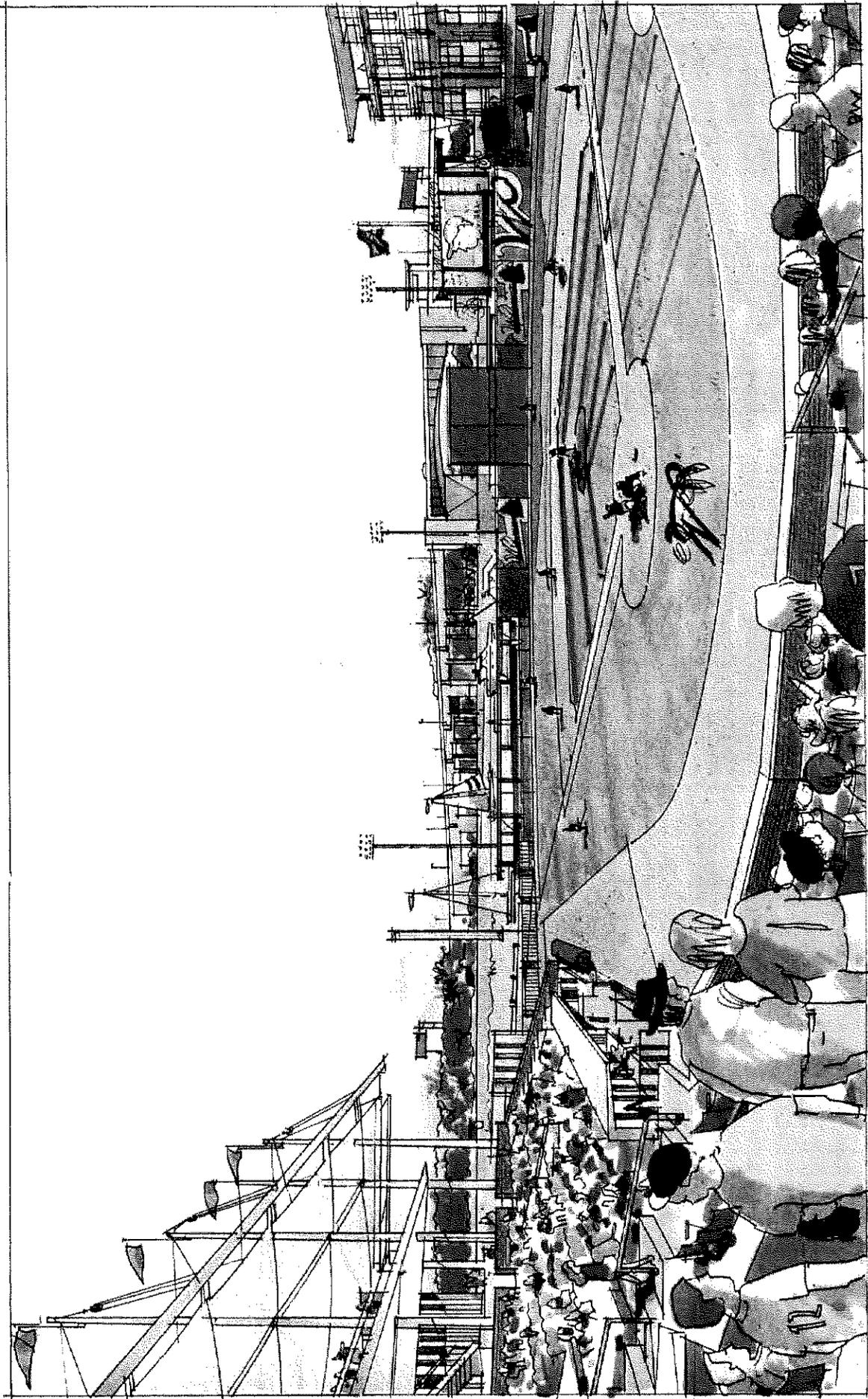
FIELD

OUTFIELD ENTRY

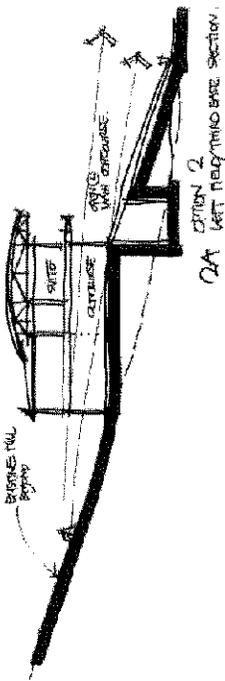


OBJECTIVE:

- Create sponsor opportunities at unique ballpark entry portals.
- Maximize the fan experience by creating exciting pre and post game plazas.

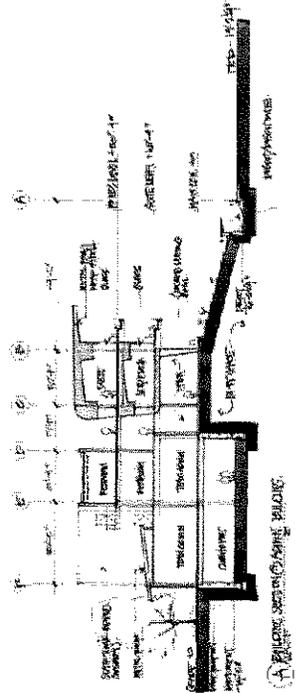
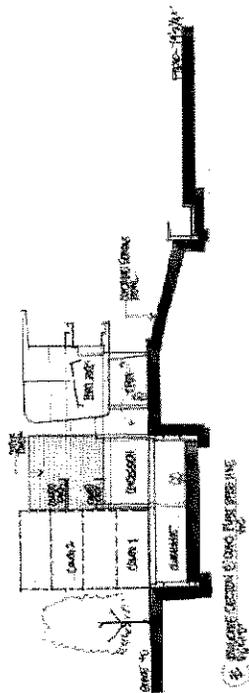
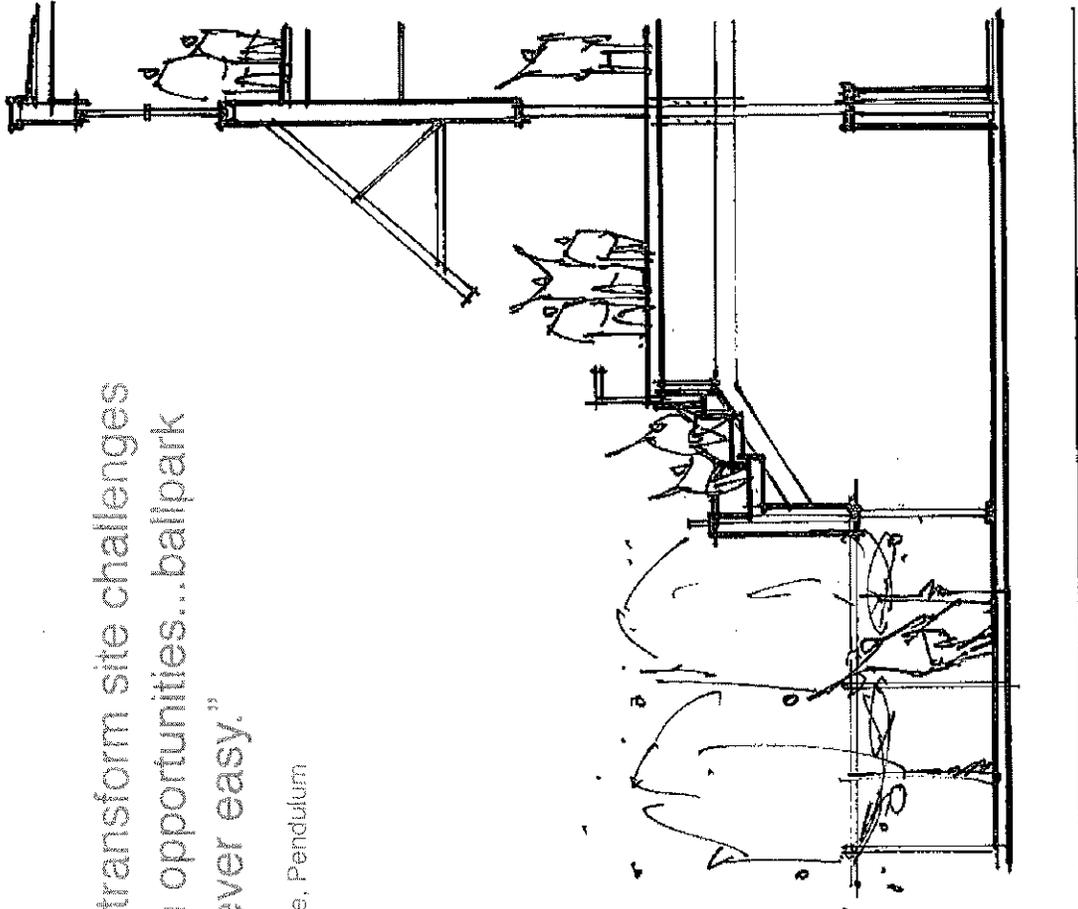
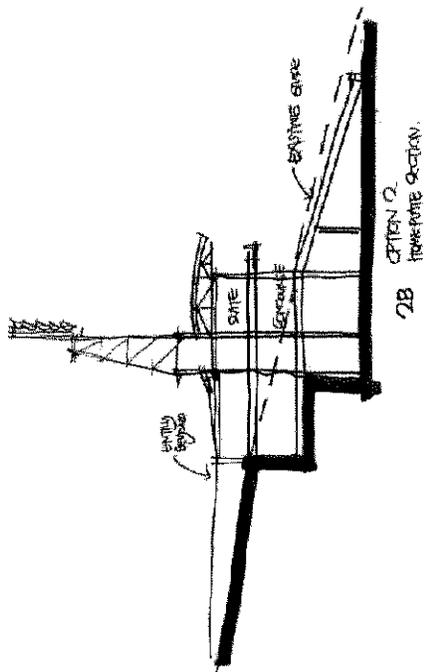


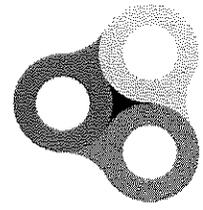
RANDOM SKETCHES



"We like to transform site challenges in to design opportunities...balpark sites are never easy."

Jonathan O'Neil Cole, Pendulum





PENDULUM