

**CITY OF FRANKLIN  
SPECIAL COMMON COUNCIL MEETING\*  
FRANKLIN PUBLIC LIBRARY – FADROW ROOM  
9151 WEST LOOMIS ROAD, FRANKLIN, WISCONSIN  
AGENDA\*\*  
MONDAY, JANUARY 11, 2016  
AT 6:30 P.M.**

- A. Call to Order and Roll Call.
- B. Citizen Comment Period.
- C. Concept Review for a Proposed Sports Anchored Mixed-Use Development (to be located at and in the Vicinity of the Rock Sports Complex and Southwest of the Intersection of West Rawson Avenue and Old Loomis Road) (Zim-Mar Properties, LLC and the Rock Sports Complex, LLC, Applicants).
- D. Adjournment.

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

\*\*Supporting documentation and details of these agenda items are available at City Hall during normal business hours. [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;"><b>APPROVAL</b> <i>slw</i></p>	<p style="text-align: center;"><b>REQUEST FOR COUNCIL ACTION</b></p>	<p style="text-align: center;"><b>MEETING DATE</b> 1/11/16</p>
<p style="text-align: center;"><b>REPORTS &amp; RECOMMENDATIONS</b></p>	<p style="text-align: center;"><b>CONCEPT REVIEW FOR A PROPOSED SPORTS ANCHORED MIXED-USE DEVELOPMENT (TO BE LOCATED AT AND IN THE VICINITY OF THE ROCK SPORTS COMPLEX AND SOUTHWEST OF THE INTERSECTION OF W. RAWSON AVENUE AND OLD LOOMIS ROAD) (ZIM-MAR PROPERTIES, LLC AND THE ROCK SPORTS COMPLEX, LLC, APPLICANTS)</b></p>	<p style="text-align: center;"><b>ITEM NUMBER</b>  C.</p>

**INTRODUCTION:**

It can be noted that this matter had originally been scheduled for a Concept Review at a Committee of the Whole meeting to be held on October 27, 2015. However, that meeting was cancelled at the request of the applicants, so that the applicants could first present this information to, and receive some preliminary feedback from, adjacent neighbors.

It can be further noted that the following information, and the attached materials, are the same as was to be presented at the October 27<sup>th</sup> meeting.

The applicants, Zim-Mar Properties, LLC and The Rock Sports Complex, LLC, are proposing a sports anchored mixed-use development to be located partially at The Rock Sports complex, and partially on certain adjacent lands, including the Wisconsin Department of Transportation property along Crystal Ridge Drive (between S. 76<sup>th</sup> Street and W. Rawson Avenue), and the property southwest of the intersection of W. Rawson Avenue and Old Loomis Road. The attached materials provided by the applicants indicate that the major aspects of this project would consist of the following uses.

- At and adjacent to The Rock Sports Complex:
  - An approximately 4,000 seat stadium intended for an independent minor league professional baseball franchise, which would also serve as the home field for the University of Wisconsin-Milwaukee Panthers baseball program. The facility is proposed to be located in the central portion of The Rock Sports Complex south of the existing ski hill lodge.
  - An indoor sports facility designed to accommodate four youth-sized baseball fields, but which could also be used to host other sports such as soccer or lacrosse. This facility is proposed to be located in the western portion of The Rock Sports Complex immediately west of the proposed baseball stadium.
  - An associated mixed-use development referred to as “Ballpark Commons” which could include one or more restaurants and hotels, and other retail uses. This development is intended to be anchored by the proposed baseball stadium and indoor sports facility, and would be located along Crystal Ridge Drive.
- Southwest of the intersection of W. Rawson Avenue and Old Loomis Road:
  - Three multi-story mixed-use buildings (retail on the first floor, residential apartments on the upper floors) to be located immediately southwest of the intersection of W. Rawson Avenue and Old Loomis Road. This could include approximately 30,000 square feet of retail space and about 60 residential apartments.
  - Two three-story office buildings, each about 60,000 square feet in size, to be located along W. Rawson Avenue immediately west of the proposed mixed-use buildings.
  - Approximately 18 two-story apartment buildings (providing about 240 units), with an associated club house to be located south of the proposed mixed-use and office buildings.

The applicants also indicate that they intend that these developments be pedestrian friendly, with connections to the Oak Leaf Trail, the sidewalks on Rawson Avenue and 76<sup>th</sup> Street, and to The Rock Sports Complex.

The applicants indicate that very preliminary site improvement costs (including such items as construction of the proposed buildings, associated parking lots, associated sewer and water infrastructure, redesign and/or alterations to existing infrastructure such as to Crystal Ridge Road, etc.) are estimated to be between \$80 and \$120 million. The applicants further state that a very preliminary total project value is estimated to be between \$80 and \$130 million.

**BACKGROUND:**

For purposes of simplifying the following background discussion, staff has separated the proposal into those lands located north of Rawson Avenue and those lands south of Rawson Avenue.

The Rock Sports Complex and other adjacent lands north of Rawson Avenue.

The Rock Sports Complex is primarily located in the City of Franklin and is bounded by: the Root River Parkway (Village of Greendale) to the north; Loomis Road (STH 36), Crystal Ridge Drive, and W. Rawson Avenue to the south; single-family residential (Village of Greendale) and mixed commercial uses 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.

The Rock Sports Complex is owned by Milwaukee County and is managed by The Rock Sports Complex, LLC. Within the City of Franklin, it 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.

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 on the west.
- A four diamond baseball complex with associated concession stand and parking on the east.
- A two diamond softball/baseball complex with associated concession stand and parking on 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 on the southwest.
- A portion of the Root River Parkway and associated woodlands, floodlands, and wetlands on the north.

On March 31, 2014, the City of Franklin Common Council approved a Special Use to:

"...allow for construction and operation of an outdoor minor league professional baseball stadium at The Rock Sports Complex, which proposed use is intended to provide for a professional baseball stadium with armchair seating for approximately 3,000 attendees and grass berm seating for approximately 2,000, private suite development, stadium club, ancillary entertainment and amusements area potentially including, but not limited to a playground area, picnic areas, mechanical rides, petting zoo, pony ride, water walkers, dunk tanks, carnival games, hospitality tents, concessions and mobile food and beverage

stations, and attendant stadium events, such as music concerts, movies, theater in the park and live shows, youth gatherings and fireworks, such proposed stadium use to be located south of the ski hill...”.

However, a separate request by Mr. Zimmerman for financial assistance from the City of Franklin for the proposed stadium was not approved by the Common Council, and the stadium was not built. Pursuant to Resolution No. 2014-6976, the Special Use approval has since expired as the subject development was not constructed within one year.

In regard to the Wisconsin Department of Transportation (DOT) property associated with Crystal Ridge Drive (which the applicants have included in their proposal), it is staff’s understanding that a portion of this property has been for sale and that Mr. Zimmerman has been in contact with the DOT about acquiring that property. It should also be noted that a landfill gas pipeline (which extends from the Emerald Park Landfill in Muskego to the Milwaukee Metropolitan Sewerage District Jones Island facility in Milwaukee) extends through this property. Any development within this area would likely need approval from those agencies as well.

Lands located southwest of the intersection of W. Rawson Avenue and Old Loomis Road.

The applicants have included within their proposal the five existing parcels located immediately southwest of the intersection of Rawson Avenue and Old Loomis Road. Of these five parcels which together encompass about 34 acres, the western-most two parcels encompassing about 25 acres and are currently owned by Zim-Mar Properties LLC. These two parcels have been used as a horse farm and a single-family residential home, while each of the other three parcels contains a single-family home.

These lands are all currently zoned R-3E Suburban/Estate Single-Family Residence District, are planned for future single-family residential uses in the City’s Comprehensive Master Plan, and are immediately adjacent to the existing Stone Hedge subdivision. However, it can be noted that these lands had previously been identified as part of a potential commercial area in the Franklin First Report (Tichnor & Associates, 2000). This area, referred to as Site A-1, was identified as the most suitable site for large-scale retail commercial development in the central portion of the City and in the Franklin School District.

**CURRENT PLANNING EFFORTS:**

The Common Council is currently studying the possibility of creating a Tax Incremental Financing (TIF) District for this portion of the City, in part to spur additional retail and commercial development in this area. Attached is a map prepared by the City’s consultant on this matter, identifying a portion of the potential TIF area and future land uses within that area.

Review of this map indicates that the potential TIF does include the applicants’ lands located southwest of the intersection of W. Rawson Avenue and Old Loomis Road, as well as the DOT lands along Crystal Ridge Drive, but does not encompass The Rock Sports Complex itself. It can also be noted that while the future land uses do not match those as proposed by the applicants, many similarities do exist. However, the applicants’ proposal does not incorporate the proposal by GRAEF to remove the existing Loomis Road ramps south of Rawson Avenue.

Presently, the City is waiting for information from GRAEF regarding additional alternative development proposals for this potential TIF. The City is also waiting for a determination from the Wisconsin Department of Transportation on whether the existing Loomis Road ramps south of Rawson Avenue could be removed in order to provide better access opportunities for the vacant developable lands to the south.

**SUMMARY:**

Staff would note that a number of zoning alternatives may exist for the development as proposed by the applicants. Further information and details about the subject project would be necessary before a final recommendation could be provided by staff, but such alternatives, or combination of alternatives, could potentially include the following:

- Rezone all or a portion of the subject area to a mixed-use Planned Development District.
- Retain the existing PDD No. 37 zoning for The Rock Sports Complex, with whatever changes as may be necessary to accommodate the portion of the proposed project within the PDD. It can be noted that while the stadium itself would only require a Special Use approval by the Common Council, any substantial retail or commercial uses would require an amendment of the PDD.
- Expand PDD No. 37 to encompass the DOT property adjacent to Crystal Ridge Drive, with whatever changes to PDD No. 37 as may be necessary to accommodate that portion of the proposed project.
- Rezone the area proposed for mixed-use and office development along the south side of Rawson Avenue and/or along Crystal Ridge Drive to a commercial zoning district such as the B-3 Community Business District.
- Rezone the area proposed for multi-family residential development south of Rawson Avenue to R-8 Multiple-Family Residence District.
- Rezone all or a portion of the subject area to include a new overlay district (or an existing overlay district such as the OL-2 General Business Overlay District) to accommodate any unique land uses, setbacks, lot coverage, etc. requirements of the proposed project that could not be accommodated by an existing zoning district.

In addition, it would be necessary to amend the City's Comprehensive Master Plan to reflect the mixed-uses, office, and multi-family residential development proposed south of Rawson Avenue, and to obtain separate City approval of any site plans, special uses, etc. associated with this proposal.

Due to the nature and scope of the proposed development, and its potential relationships to existing development and the City's ongoing planning efforts for this area, staff would recommend that a Market Analysis (or updated analysis as may be appropriate) be conducted for the major components of the proposed project including at a minimum the stadium, the indoor sports facility, the hotels, and the apartments. It can be noted that the Unified Development Ordinance requires such an analysis as part of a Site Plan for all commercial developments in excess of 30,000 square feet.

For similar reasons, staff would recommend that consideration of this proposal occur simultaneously with, and be incorporated into, the Council's consideration of any potential TIF District in this area.

**COUNCIL ACTION REQUESTED**

Provide direction to the applicants regarding the proposed sports anchored mixed-use development (located at and in the vicinity of The Rock Sports Complex and southwest of the intersection of W. Rawson Avenue and Old Loomis Road) (Zim-Mar Properties, LLC and The Rock Sports Complex, LLC, Applicants).

October 21, 2015

Zimmerman Ventures

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510 W. Kilbourn Avenue  
Milwaukee, Wisconsin 53203

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

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

**Re: Application for a Multiple Use Development Concept Review**

Dear Council Members:

Please accept the following application for a concept review by multiple stakeholders including Greg Marso, Mike Zimmerman, Milwaukee County Parks, and others located around Rawson Ave and Old Loomis Road. The name of this development has been dubbed "Ballpark Commons", which is inspired as sports anchored development including housing, restaurant, retail, mixed-use, sports, and entertainment located in the heart of Franklin, Wisconsin.

#### Project Description

*Courtesy of Sean Ryan, Reporter - Milwaukee Business Journal*

**The Rock's Zimmerman pitches \$130M in development around a new Franklin baseball stadium, indoor sports complex**

Mike Zimmerman is pursuing plans for an indoor sports complex and baseball stadium at The Rock Sports Complex in Franklin that would help spur up to \$130 million in surrounding mixed-use development.

Zimmerman on Tuesday revealed detailed plans to use the sports facilities to anchor a surrounding, pedestrian-friendly neighborhood with hundreds of apartments, retail, hotels and two office buildings. The projects would be concentrated west of South 76th Street at West Rawson Avenue, where city officials are considering incentive programs to spur development of a downtown area for the community.

This proposal marks Zimmerman's latest attempt to build a baseball stadium for a minor league baseball team his company would own. The stadium would also be home for the University of Wisconsin-Milwaukee Panthers baseball program. After Franklin officials in 2014 rejected a request for financing for a stadium, he explored sites in Oak Creek for the baseball and mixed-use development before returning earlier this year to his original concept of building it at The Rock.

Under the latest proposal, the stadium, with capacity of about 4,000 people, would be built on The Rock property. It could potentially be owned by Milwaukee County, Zimmerman said. Milwaukee County owns The Rock property, which Zimmerman leases. It could own the stadium building under a similar arrangement, he said. In addition to running The Rock, Zimmerman owns the Milwaukee Wave and several health care businesses.

"The reason we're doing this is we've had a great relationship with Milwaukee County and we want to feed off of the success The Rock has already had," Zimmerman said.

Zimmerman said he has not determined whether city financing would be required for the stadium.

Zimmerman said he assembled a team of development professionals to consult on the project, including Milwaukee real estate attorney Michael Hatch and retired Mandel Group Inc. executive Richard Lincoln. He said he is in talks with area developers including Continental Properties, Mandel Group, Towne, and WiRED Properties to potentially lead portions of the surrounding projects.

"It would be collaborative," Zimmerman said. "We'd try to have everything move at the same time. We're trying to create that very pedestrian-friendly area."

Interviews with real estate vets showed they were concerned about the seasonal nature of The Rock, which attracts fewer visitors during the winter, Zimmerman said. That led to the concept of an indoor sports facility at The Rock that could host year-round events.

As proposed, the building would have four youth-size baseball fields, but could host other sports including soccer and lacrosse, Zimmerman said. That building would be constructed north of Rawson Avenue on The Rock property, and include retail space for athletic equipment stores, for example.

"We ran the numbers and said this could be the missing piece of it all," Zimmerman said. "It seemed to be the game-changer that changed everybody's thinking."

As Zimmerman describes it, the two sports facilities anchor a neighborhood with complementary uses dubbed "Ballpark Commons." That includes potentially new restaurants and hotels along Crystal Ridge Drive that Zimmerman plans to buy from the Wisconsin Department of Transportation.

Most of the development would be south of Rawson Avenue, across from The Rock, on land Zimmerman owns with Greg Marso, president and CEO of Marso Construction and Carstensen Homes, Franklin. He said they own about 26 of the roughly 32 acres south of Rawson that could be developed.

That segment of the project is similar to Drexel Town Square in Oak Creek, where Zimmerman and Marso would be master developers, selling off parcels of land for other companies to develop.

A series of apartment and retail buildings envisioned along Rawson Avenue emulate those that WiRED Properties and Phelan Development are building at Drexel Town Square, Zimmerman said. They would have about 30,000 square feet of retail space on the first floor and about 60 apartments on the upper levels, Zimmerman said.

Also fronting Rawson Avenue, Zimmerman is considering two office buildings, each three stories tall with 60,000 square feet. Those could potentially house the health care companies that Zimmerman has founded and runs, and an incubator space for growing companies, he said. He said it would be similar to the Technology Innovation Center in the Milwaukee County Research Park in Wauwatosa.

"We think we can get to 50 percent occupancy before we put a shovel in the ground," Zimmerman said.

Stretching south along Loomis Road would be several two-story buildings housing a high-end apartment community with up to 240 units, Zimmerman said.

There's a long series of approvals needed before the development can move ahead. Zimmerman plans to host neighborhood meetings this week, and to present plans to Milwaukee County and Franklin officials on Oct. 27.

The project could affect ongoing discussions among city of Franklin officials over creating a tax incremental financing district in the area around 76th Street and Rawson Avenue. That TIF district could pay for local public works projects, such as adding more street intersections to connect Loomis Road to the surrounding land. It would pay for the work using property taxes generated by new development.

The city has hired consultants to study that area to determine whether new development could generate enough taxes to pay for the infrastructure work. Zimmerman said he has not entered discussions over how the new taxes generated by his planned projects would create the opportunity for incentives or other public support.

"What the city has signaled to us is they would create a TIF to incentivize development in that corridor," Zimmerman said. "That is the undertone of how we're out there recruiting potential partners in all of this."

#### Description of New Building Construction and Site Work.

Ballpark Commons will be of high quality construction appealing to residence Franklin and beyond. This will be a pedestrian friendly construction allowing for connectivity the Oak Leaf Trail and 76th and Rawson corridor. The design is meant to provide multiple attractions allowing for visitors to spend multiple day segments within Ballpark Commons. Site work will include sanitary and water upgrades, electrical upgrades, alterations to the City infrastructure system, and improvements roads. Further site improvements will include a pedestrian mall and connectivity to business to the East of Ballpark Commons.

#### Interior/Exterior Building Modifications.

All construction envisioned at Ballpark Commons is new construction.

### Additions to the Property.

Parking lots  
Sanitary and water  
Alterations to City infrastructure system  
Redesign of Crystal Ridge Road and access roads to and from development.  
Baseball Stadium  
Indoor Sports Facility  
Housing  
Hotel  
Restaurants  
Retail (emphasis on localized)

### Site Improvement Costs.

Site improvements costs are estimated at this point due to the project being in concept phase. Estimates indicate site improvement costs could be between 80 and 120 million.

### Estimate of Project Value.

Ballpark Commons total project value is estimated to be between 80 to 130 million dollars. Establishment of a TIF district will be necessary for this development, qualified consultants have been retained to work with the city on creating the TIF.

### Natural Resources.

Qualified consultants will be retained to ensure compliance with all regulations, with onsite mitigation if needed and practical.

### Neighborhood Concerns.

The stakeholders have met with surrounding neighborhoods and heard any concerns and will address them accordingly during development. Ballpark Commons anticipates questions to be raised about field lighting, noise levels, traffic, esthetics, financing, and proximity of activities to homes or business. Further, as opposed to earlier efforts for Stadium construction, the indoor sport facility now provides a buffer for noise and light. We will continue to hear the concerns of neighbors as the development progresses.

## **Ballpark Commons Development Team.**

### **Michael Zimmerman**

Michael Zimmerman is Chief Executive Officer of Zimmerman Ventures and the newly formed MKE Sports and Entertainment. Zimmerman Ventures focuses on early stage or “ground up” investment and business-building opportunities in healthcare or sports oriented themes. Michael has built 7 successful healthcare companies. His healthcare businesses are working with over 80 percent of our nation’s hospitals. Zimmerman has been featured in articles from HFM Magazine, HealthLeaders, Modern Healthcare, AAHAM and The Wall Street Journal.

Michael’s newest venture MKE Sports & Entertainment was formed in the spring of 2014. MKE Sports and Entertainment is a sports management company and fund, which includes ownership The Rock Sports Complex, a professional indoor soccer team (Milwaukee Wave), three summer baseball franchises (Kokomo Jackrabbits, Jamestown Jammers and a new franchise in Lafayette).

Michael is a 2015 recipient of Milwaukee Business Journals 40 under 40 and 2013, BizTimes Media Bravo! Entrepreneur Award. Michael Zimmerman, his wife Bridget, along with their four children Paige, Drew, Jack, and Olivia reside in Franklin WI.

### **Marso Companies**

The Marso Companies has an extensive background in high-end residential homes and commercial construction providing general contracting, construction management and development services. Located in the City of Franklin, Marso has earned the reputation of a premier provider of high quality, personalized service, and practical solutions. Marso has established their businesses and developed many residential and commercial developments that have positively helped Franklin grow. Greg Marso, CEO of the Marso Companies will be providing project management and general contracting for portions of the project. Greg is a lifelong resident of Franklin.

### **Richard Lincoln**

Dick Lincoln retired in January 2015 as Senior Vice President of Mandel Group, Inc., though he remains active as a consultant on several current developments. Mr. Lincoln amassed over 40 years of public and private sector experience, having played the lead role in the construction or rehabilitation of more than 3,700 multi-family housing units and over 1.5 million square feet of office and retail space in Wisconsin, Minnesota and Illinois. During his tenure with the Mandel Group, the firm became a recognized national leader in creating public-private partnerships and in the redevelopment of brownfields and other aesthetically and environmentally sensitive urban locations into luxury residential and mixed use communities.

Mr. Lincoln is a graduate of the University of Wisconsin-Madison. He was a full member of the Urban Land Institute, where he served a three-year term as Chair of the Urban Development/Mixed Use Council (Purple Flight). He is the past Chair of the Housing Assistance Council, Inc. in Washington, DC, and was the 2012 President of NAIOP-Wisconsin, and he currently serves as Chairman of NAIOP’s Public Affairs Committee. Mr. Lincoln was recently

honored as the 2015 Political Leader of the Year by the Commercial Association of Realtors of Wisconsin (CARW). He recently joined the Board of Directors of Legacy Redevelopment Corp. The father of three grown children, Mr. Lincoln lives with his wife in Whitefish Bay, Wisconsin.

### **Michael Hatch, Foley & Lardner**

Michael W. Hatch is a real estate lawyer and partner in the firm's national Real Estate Practice, which he chaired from 1989 to 2006, and is also a member of the Senior Living and Health Care Industry Teams. He has been with the real estate group in the Milwaukee office since joining the firm in 1974, and he has practiced extensively in the areas of real estate development, finance, restructuring and workouts, brownfields and other urban redevelopment, public/private partnerships, syndication, historic rehabilitation, real estate investment trusts, and investment analysis. He has been lead counsel for several billion dollars of real estate transactions, including Milwaukee Center, East Point Commons, The North End, University Club Tower, Cathedral Place, The Kenilworth Project, Menomonee Valley Partners, Inc., a nonprofit, public private partnership working to redevelop the largest Brownfield in Wisconsin, and the purchase (and later the sale) of the Firstar Center (n/k/a U.S. Bank Center), the tallest building in Wisconsin.

#### **Education:**

A native of New Lebanon, New York, Mr. Hatch is a Phi Beta Kappa graduate in economics from St. Lawrence University, where he was the Eastern College Athletic Conference Scholar-Athlete of 1971, and an honors graduate of Yale Law School, where his law school thesis examined real estate investment trusts.

#### **Professional Memberships:**

Mr. Hatch is a member of the American College of Real Estate Lawyers, the American College of Mortgage Attorneys, the Urban Land Institute, the National Multi Housing Council, the Wisconsin Mortgage Bankers Association, the Building Owners and Managers Association, NAIOP, the Commercial Association of Realtors of Wisconsin, the American, New York, Wisconsin, and Milwaukee Bar Associations, and numerous other professional and civic organizations.

### **MKE Sports and Entertainment**

MKE Sports and Entertainment is a holding company for a multitude of sports and entertainment based businesses throughout the Midwest and beyond. It's burgeoning portfolio of businesses includes the Kokomo Jackrabbits, the Milwaukee Wave, The Hill Has Eyes, The Prospect Academy, and the Jamestown Jammers. MKE has become one of the leading operators in the United States for minor league and summer collegiate based sports teams as well as operating one of the most successful haunted attractions in the Midwest.

#### **Other Potential Development Partners:**

WIRed Properties  
Mandel Group  
Continental Properties  
Town Realty

# Ballpark Commons

Preliminary Development Concept

Franklin, Wisconsin

**DRAFT**



DRAFT

# Ballpark Commons

Preliminary Development Concept

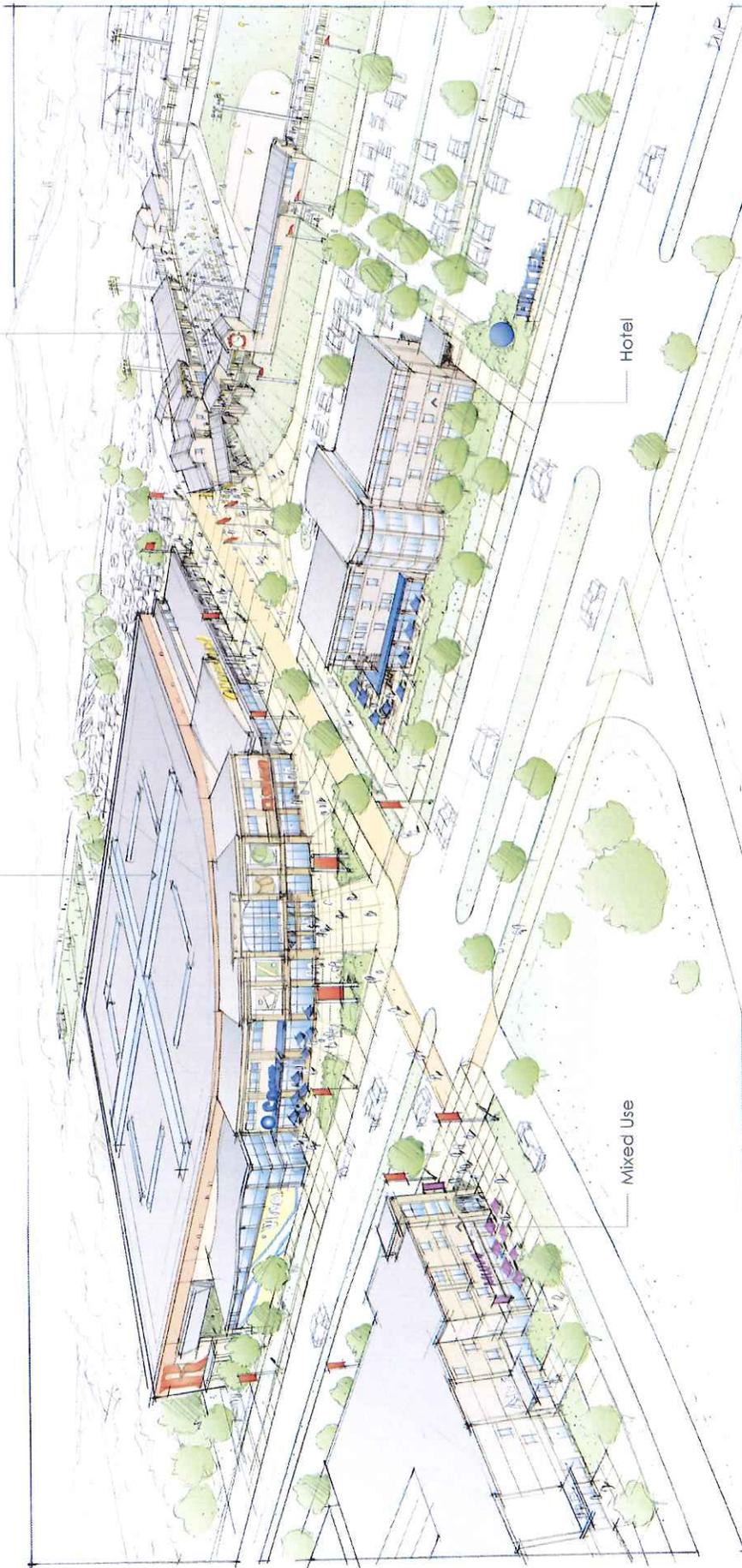
Franklin, Wisconsin

Indoor Tournament Sports Complex

Stadium

Mixed Use

Hotel



**DRAFT**

# Ballpark Commons

Preliminary Development Concept

Franklin, Wisconsin

## IFOUR SEASON SPORTS VILLAGE

Existing Lodge

Existing  
Umbrella Bar

Multi-purpose  
Fields

Bus Parking

Loading

Vegetative Buffer

Four Seasons  
Tournament  
Sports Complex

R2

Lobby

Rest

R1

Hotel

Restaurant

Hotel

Restaurant

Hotel

Restaurant

Hotel

Restaurant

Hotel

Restaurant

Existing  
Ball Fields

Oak Leaf Trail

Retail/  
Restaurant

Restaurant

Restaurant

Hotel

Restaurant

Hotel

Restaurant

Office

Mixed Use

Loomis Road/  
Hwy 36  
Off-Ramp

LOOMIS ROAD

RAWSON ROAD

### Project Tabulations (North of Rawson Road)

Indoor Tournament Sports Complex	265,000 sf
Hotels (2)	220 Rooms
Restaurants (4)	36,800 sf
Commercial	27,500 sf

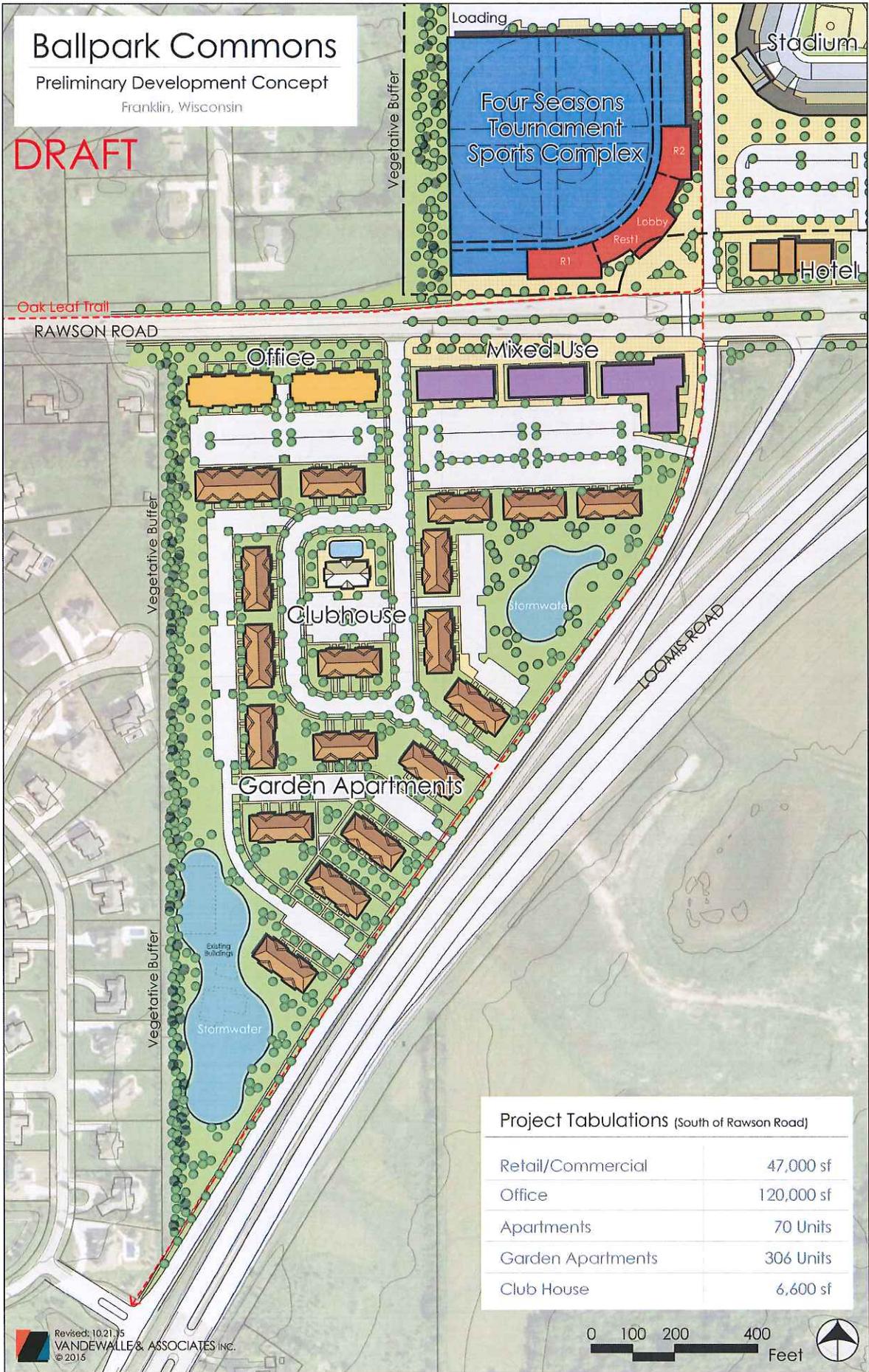


Revised: 10/21/15  
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# Ballpark Commons

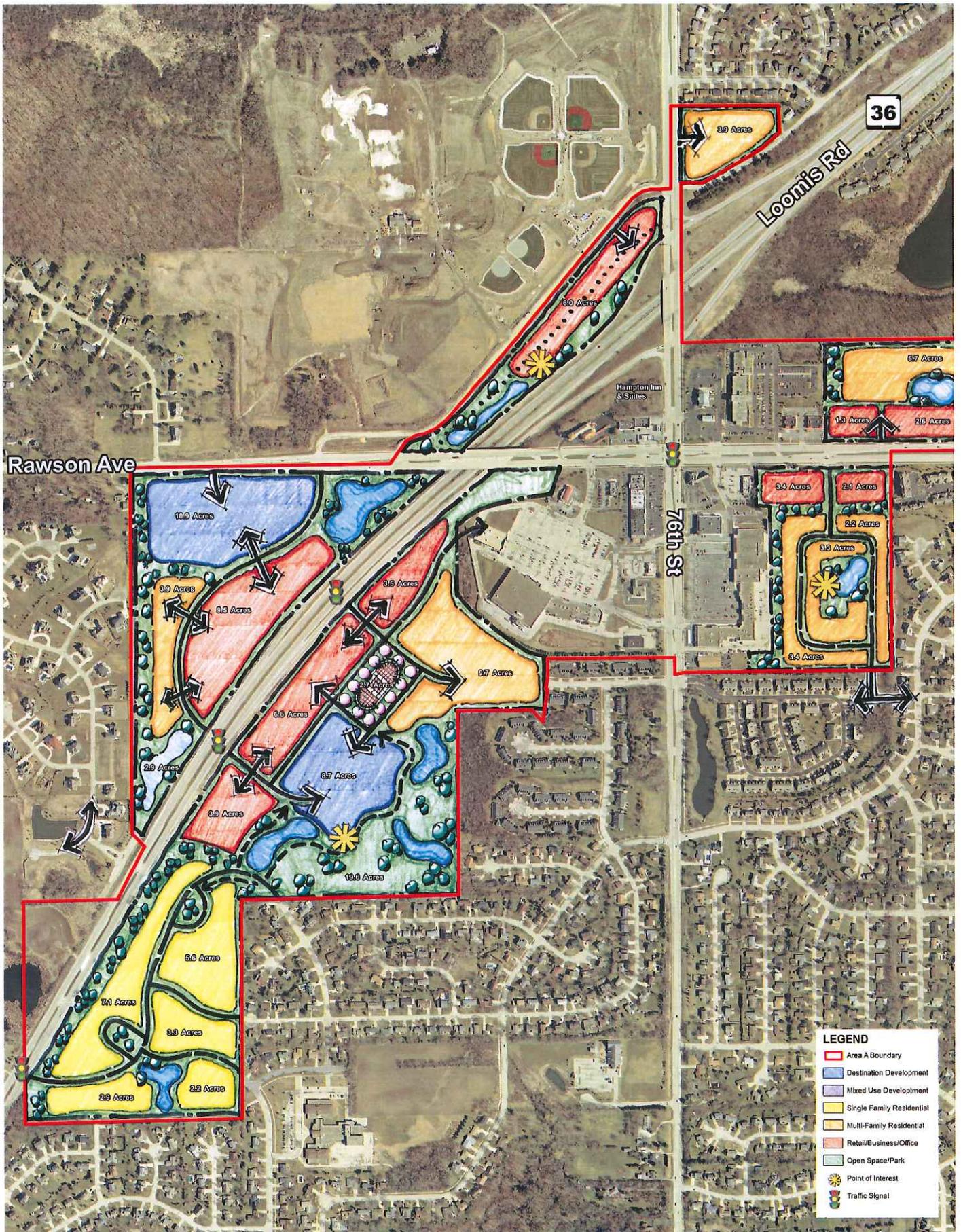
Preliminary Development Concept  
Franklin, Wisconsin

**DRAFT**



**Project Tabulations (South of Rawson Road)**

Retail/Commercial	47,000 sf
Office	120,000 sf
Apartments	70 Units
Garden Apartments	306 Units
Club House	6,600 sf



**AREA A - WEST**  
**SCHEMATIC MASTER PLAN - ALT. B**  
 CITY OF FRANKLIN  
 MILWAUKEE COUNTY, WISCONSIN

