

July 1, 2019

Supervisor Marcella Nicholson  
Milwaukee County Board of Supervisors  
901 N. 9<sup>th</sup> St.  
Milwaukee, Wi. 53233

Dear Supervisor Nicholson:

Thank you for your letter dated June 24, 2019 regarding the Ballpark Commons project and a request for additional information regarding items in the developers' agreement. It's meaningful that you asked the City for information rather than other sources as is so typical with this project.

As you know, this is a large and complex multi-use project that includes not only the stadium (Home of the professional Milkmen baseball team and the University of Wisconsin Milwaukee baseball team) but a sophisticated golf facility with two restaurants and beer garden; a multipurpose indoor sports training facility that will be home to a soccer team; a performance enhancement and physical rehabilitation center by Exos, a national performance company who will be entering the Wisconsin market here, making Ballpark Commons their Midwest headquarters. Midwest Orthopedic Surgical Hospital is also part of the sports performance village. There is also retail with Wheel and Sprocket moving their headquarters and main retail operation here, next to a new concept coffee house.

The committee should take note that what used to be a landfill providing no tax base will be home to about \$170,000,000 in development that is exciting for the south suburbs and the area itself.

Throughout the planning and permitting of the project both the developer and the city have taken great care to listen to the concerns of the entire area and respond responsibly and effectively. Attached to this letter is an e-mail to the County outlining some of what has been done to answer the concerns of the neighbors.

It's important to remember that this is now a private development on private land that is zoned appropriately and legally. The developer's relationship with Milwaukee County and the City of Franklin is codified in ordinance, development agreements and contracts. Scrutiny of performance is wise and proper and the city has been performing oversight throughout the construction on our agreements and responsibilities.

On Monday, June 24 the first game was played at Routine Field with the Milkmen. Approximately 3,600 people attended the ceremonies and game. The next three games of the home stand saw strong attendance even in bad weather. Since that first game, the developer, contractors and city have met on a number of occasions to discuss operational and construction issues with many of those issues now resolved. As you would expect on a project of this size, there is and will be need for adjustment to systems to assure proper performance against

specifications. Such is the case with the stadium sound system.

You have specifically asked for “what changes have been made or variances approved since February 19, 2018, the date the development agreement and lease were signed.” You specifically mention “sound and light study.”

In other areas in your letter you referenced a sound and lighting study.

Below is a list of changes that relate to the CITY contracts, ordinances and agreements relative to sound and light on the property:

The Common Council at its June 19, 2018 meeting approved Ordinance No. 2018-2333, an ordinance to amend Planned Development District No. 37 (The Rock Sports Complex/Ballpark Commons) in part to “revise the comprehensive sound and light study requirements in conditions numbers 2 and 3 in Planned Development District No. 37 Ordinance No. 2018-2324”.

Specifically, the Common Council removed from both conditions the requirement for a “comprehensive outdoor sound [and light] study of The Rock Sports Complex”, and in its place inserted:

- “...the applicants have agreed to implement the sound [and lighting] enhancements as set forth in the BPC County Lands LLC agreement with Milwaukee County set forth in Exhibit C/Addendum of that agreement”;
- “The applicants have also agreed to comply with the City of Franklin’s noise ordinances as they relate to the standard of 79 dBA at the property boundary. The applicants shall also prepare a report to the Plan Commission after one year from the date of Occupancy Permit of the new stadium to review the results of the noise monitoring.”; and
- “The applicants have also agreed to comply with the City of Franklin’s lighting standards as set forth in PDD No. 37. The applicant shall also prepare a comprehensive photometric plan for City review and approval meeting the City’s lighting standards at the PDD No. 37 exterior boundary”.

In regard to the Comprehensive Lighting Plan (which is still under preparation by the applicant), it can be noted that the Plan Commission, by Resolution No. 2018-016, condition number 14, requested a similar comprehensive lighting plan for the baseball stadium. That stadium lighting plan was submitted as part of a subsequent Site Plan Amendment for the stadium, which Site Plan Amendment was approved by the Plan Commission at its April 18, 2019 meeting.

You should be aware that I routinely monitor the sound coming from the development during concerts and now professional baseball games. I did so on 6/25 and 6/26. On 6/26 I could hear the PA while parked on 76<sup>th</sup> St. and a much reduced sound a couple of blocks into the “H” section in Greendale. There was noise at the Beer Garden in Whitnall Park but I could hear not ballpark noise on the parkway in Greendale. My experience has been that traffic noise on 76<sup>th</sup> Street blocks any other noise from events. I note that on 6/25 the volume was reduced and the sound leaving the property improved. Again on the 26<sup>th</sup>, levels were reduced even farther. I am aware that the sound contractor will be on site during the week of 7/1 to make additional adjustments to the system.

I am unable to attend your committee meeting. I trust that your questions (subject of your letter) are answered above. The development complies with Franklin ordinances for both sound and lighting.

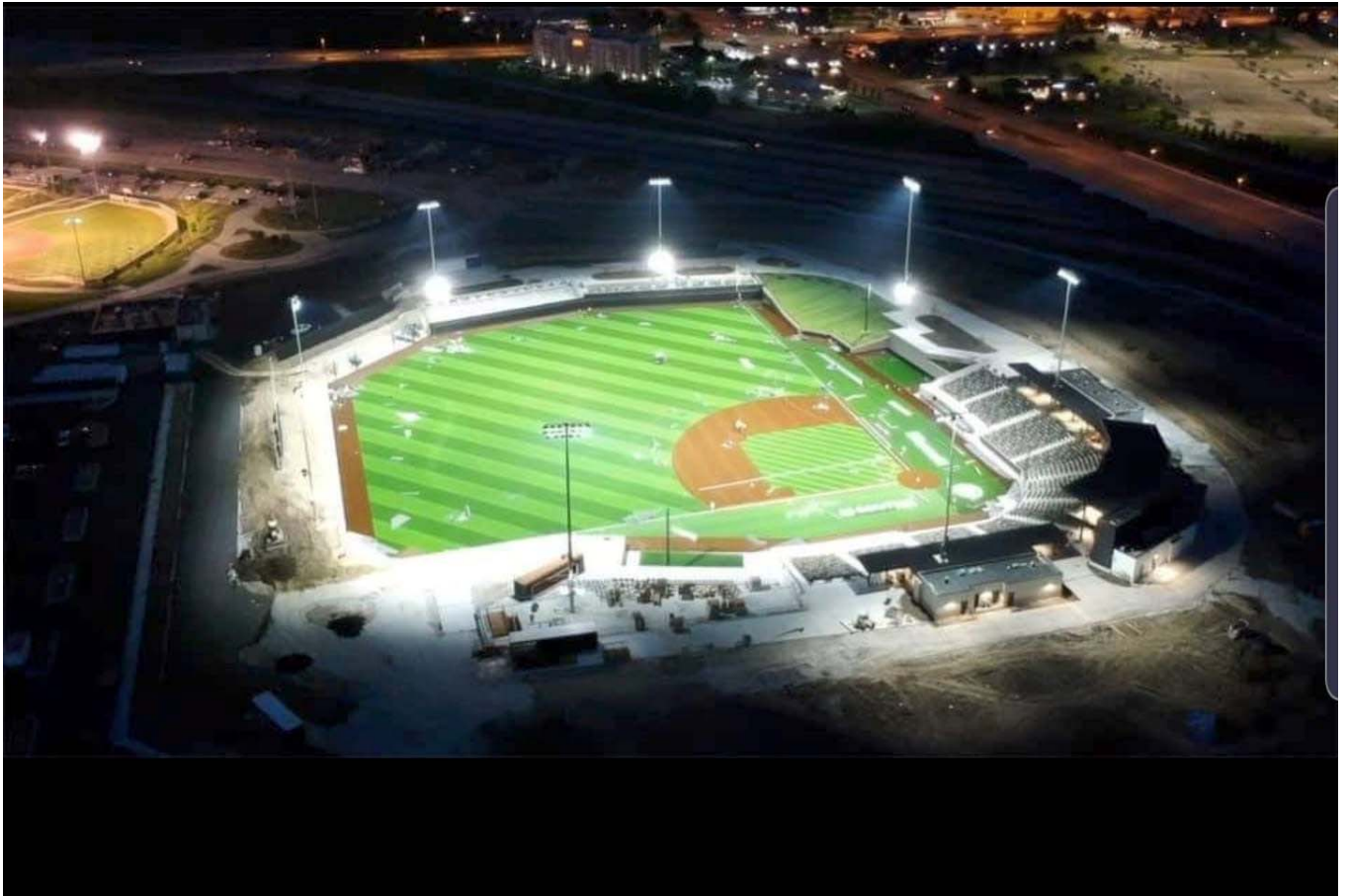
We are only responsible for our jurisdiction. Throughout this process the developer has been cooperative, actively seeks to go beyond the requirements (see the stadium lighting picture below) and make operational changes to assure compliance with all agreements.

Should you or the committee need any additional information relating to our impact on any agreements that the County has with the developer please ask.

Sincerely,

A handwritten signature in black ink that reads "Stephen R. Olson". The signature is written in a cursive, flowing style.

Stephen R. Olson  
Mayor



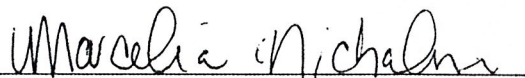
 **MARCELIA NICHOLSON**  
MILWAUKEE COUNTY SUPERVISOR • 5TH DISTRICT

Mayor Olson and Alderman,

On behalf of Milwaukee County's Economic and Community Development Committee, I respectfully request that a representative of the City of Franklin appear before the committee's next meeting on July 15<sup>th</sup>, 9:00 AM in Room 201B of the County Courthouse. The committee seeks information regarding what changes or approved variances the City has made to the sound and light standards applicable to the Ball Park Commons development (the Development). By Development, the committee means both the land sold by Milwaukee County to BPC County Land LLC and the ski hill leased from Milwaukee County to The Rock Sports Complex. Specifically, the committee would like to know what changes have been made or variances approved since February 19, 2018, the date the Development Agreement and Lease were signed.

We look forward to your response.

Thank you,



Supervisor Marcelia Nicholson  
Milwaukee County Supervisor, District 5  
June 24th, 2019

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**Milwaukee County Courthouse**

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marcelia.nicholson@milwaukeecountywi.gov · county.milwaukee.gov/nicholson

## Steve Olson

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**From:** Steve Olson <steve-olson@wi.rr.com>  
**Sent:** Tuesday, June 18, 2019 2:51 PM  
**To:** jbirtingham@greendale.org; Todd Michaels (tmichaels@greendale.org); 'Staskunas, Anthony'; Hertzberg, Aaron (Aaron.Hertzberg@milwaukeecountywi.gov)  
**Cc:** Mike Zimmerman (mikez@rocventures.org); cberg@franklinwi.gov; alderman@franklinwi.gov  
**Subject:** Ballpark Commons Routine Field progress

All:

As you all know, work progresses at Ballpark Commons.

The developer and the city of Franklin have consistently listened to the issues of the neighbors and have made design elements to mitigate any real or perceived issues.

Let me list a few:

- The entire methane recovery system has been replaced by a redundant system
- There was no money for Milwaukee County to replace the out of date methane system much less install a new one that's redundant
- There is a trust fund set up and funded to pay for replacement of that system in a couple of decades. Certainly an unknown were the system under control of a governmental unit.
- Lighting at the existing fields was shielded and re-aimed reducing light spill and greatly reducing glare for the neighbors
- Sound monitoring devices have been installed (one of them is quite visible on 76<sup>th</sup> St.) in locations recommended by a qualified contractor. These devices are enhanced over the proposed systems.
- The stadium is almost complete and will host it's first game Monday evening.
- Stadium lights have been installed, adjusted and tested. The performance of these fixtures is superior. Take a look at this link and see that light isn't hitting anywhere it's not supposed to and there's practically no glare.

Lots have been made about fireworks, loud bands and other issues. The city of Franklin is tightly controlling these activities. Only next week will there be fireworks on weeknights. School is out so there's no studying going on. The fireworks will be over before most municipal 4<sup>th</sup> of July fireworks are finished.

I thought you would like an update.

Here's the link to the video of the stadium light test.

Steve

<https://www.facebook.com/MKEMilkmen/videos/446919779194145/>

Steve Olson  
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City of Franklin  
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