

Project Badger in Lawrence, WI

Community FAQs

Monday 11/15/21

Most Asked Questions:

How will this project benefit our community?

- We consider both the direct and indirect impact of a project of this scale. From a direct impact to the community, we commit to bringing up to 1,500 *new* full-time jobs to the community and investing up to \$200MM into the development of the project. This development will also invest heavily in the surrounding infrastructure around the site including roadway improvements to promote safe driving and walking conditions for the community.
- From an indirect perspective, in addition to the direct job creation, the project will also help increase growth in other areas of the local economy. Based on economic impact analyses, the project is expected to indirectly bring an additional 700 new jobs, creating an additional \$30 million annually in new payroll.
- Additionally, this user offers strong career advancement opportunities from entry level to other business lines at the company, tuition reimbursement programs for employees to pursue new career paths, and full benefits packages including medical coverage, 401k investment, time off options, and employee assistance that start on their first day.
- Lastly, the user routinely partners with local community organizations to give back. For example, providing PPE to front line emergency workers, schools, and hospitals. The user also partners with local schools to help provide resources for STEAM education.

Who is the proposed tenant? When can you share this information?

- Because we are very early in the development process, our team is unable to share publicly who the anticipated user is. Our goal is to be wholly transparent with the community on the design, operations, and investment so there are no questions around the positive impact this facility will bring to the Town of Lawrence. We anticipate sharing more information on who the tenant is once we get further along in the development process.

What is the visual impact of this building for the local community?

- Our design team has thoughtfully incorporated community feedback into the building design which includes prominent landscaping, organic berm structures, and roughly 45 acres undeveloped on the Northwest corner. As you are driving around the site, you will notice two substantial berms located on the Northwest and Southwest corners. Originally these berms were design at 15ft tall but after receiving additional feedback from the community, we have strategically updated those heights to 25ft in key locations to further offer additional visual and sound attenuation to adjacent properties. Additionally, the site design includes substantial setbacks and landscaping surrounding the exterior of the site. Furthermore, the topography of

this site also includes about 10ft drop moving from west to east further maximizing the impact of the berms and minimizing the presence of the facility. Please reference the perspective views in **Exhibit A**.

What are the hourly estimates for traffic volume during Commuter Peak Hours? Cars vs trucks?

- The trip generation calculations indicate the proposed warehouse will generate a total of 460 AM Peak Hour trips and 498 PM Peak Hour trips. This includes 437 passenger vehicle trips in AM Peak Hour and 473 trips in the PM Peak Hour. Based on data provided by the end-user of the facility, trucks will account for approximately 5% of the peak hour site generated trips, resulting in 23 AM Peak Hour truck trips and 25 PM Peak Hour truck trips. It is important to note that these trip numbers are to be distributed over the 4 proposed access drives that surround the site and reflect two-way trips into and out of the proposed site.

What are the hourly estimates for traffic volume outside of peak hours? Cars vs trucks?

- Hourly estimates for traffic outside of peak periods will be ~63 vehicles per hour on average. This generally includes ~35 passenger vehicles and 20-30 trucks entering and exiting the site. Traffic outside of peak hours will be about 15% of morning peak hour traffic on average.

What will the sound impact be to my home for a 24/7 operations?

- While the facility will operate 24/7, from an acoustical aspect, this does not mean constant high level noise across operating hours. A distribution facility will contribute steady noise from HVAC equipment 24/7; there will also be dynamic and intermittent sound produced by motor vehicles. Steady HVAC sound is much lower in sound level than intermittent sounds. With the enhanced berm, maximum emissions from the site will be 47 dB(A) at the nearest dwelling. For comparison, a refrigerator at 3 feet away is 50 dB(A). Further attenuation will be provided by the façade construction as well as windows. An open window provides approximately 10 dB of reduction; a closed window can provide 20 dB or more. Sound levels inside a bedroom would be in the 27-to-37 dB(A) range which are in an appropriate range to not disturb sleep. A World Health Organization study (Guidelines for Community Noise) concluded that intermittent sounds below 45 dB(A) are unlikely to disturb sleep. The site design and operation makes all practicable effort to reduce and minimize sound disturbance.

Project Overview:

How will the 150 acres be developed?

- TC Pursuit Services has proposed to develop a warehouse and distribution facility on the southern 105 acres of the full 150 acres. The Project Badger proposal maintains ~45 acres to the northwest undeveloped adding additional buffer to the adjacent properties north of our site.

How is this building designed?

- The proposed building is designed with a base footprint about 635,000 square feet with a height of ~90ft from base to parapet. The main volume of the building will be four levels with a mezzanine level at the ground floor. The total building square footage is approximately

2,921,292 square feet. In addition to the base building, the site plan includes 49 loading docks, 265 trailer parking stalls, roughly 1250 car parking stalls. These parking counts are designed far above and beyond the employee count per shift to support smooth shift transitions. From an access standpoint, the majority of traffic will drive on Mid Valley and Freedom road for ingress/egress avoiding conflicts with William's Grant Rd. The Guard Shack's location on Mid Valley Drive will control entry and exit of truck traffic, ensure strong security onsite, and allow for sufficient queuing on site away from the main roadway.

Business Operations:

What type of facility operations?

- This proposed project is a new warehouse and distribution facility. The ground and mezzanine level will contain material handling systems for incoming and outgoing product. The majority of building square footage is devoted to storage of product on the upper levels with conveyance systems connecting all floors of the facility. The building will also include office and office support areas located at the front of the facility.

When will these operations be active?

- The facility will operate 24/7.

How many shifts per day?

- Based on building operations, we anticipate two shifts per day (morning and evening). Within those shifts, there are staggered start and end times in order to alleviate traffic flow to and from the facility. Typically, the end user will work to align their shift start and end times to minimize any impact on local traffic commute times.

What is the environmental impact of this type of facility?

- The potential user prioritizes implementing sustainable policies to best protect our environment. Policies include a non-idling policy for trucks that reduces emissions and a commitment to sustainability with the goal of being carbon neutral by 2040.

What types of vehicles will be entering and exiting the site?

- This type of facility will only have passenger vehicles and trucks entering and exiting the site. There are no final mile delivery vans associated with this type of operations.

Traffic:

Has there been a Traffic Study conducted and submitted to the Town?

- Yes! This proposed development has submitted a comprehensive Traffic Impact Statement (TIS) to the three jurisdictional authorities (Town, County, and State) who control this site. This project has already received approval from Brown County and continues to work closely with the Town and WDOT on roadway improvements that prioritize the safety of the local

community. This traffic study also includes a detailed analysis on the I41 Interstate Improvement plan and detour routes during construction.

How will this development impact traffic conditions in the surrounding roadway network?

- With the implementation of the proposed mitigation measures outlined in the Traffic Impact Study (TIS), all intersections surrounding the proposed site are expected to continue to operate acceptably with Levels of Service (LOS) at level B or better which equates to an average delay of 15 to 20 seconds per vehicle. It should be noted that regulators typically consider acceptable operations as a LOS of D or better, and that with the implementation of the mitigations proposed in the TIS, all intersections surrounding the proposed site will exceed this threshold.

What is the anticipated Client Peak AM hour and PM hour for the operations?

- Client Peak AM hour is 6:30-7:30am which is planned to be roughly 1 hour prior to traditional morning commuter hours. Client Peak PM hour is 5:30-6:30pm which is planned for roughly 1 hour after to traditional evening commuter hours. Typically, the end user will work to align their shift start and end times to minimize any impact on local traffic commute times.

What are the overnight traffic volumes? Cars vs semi trucks?

- For overnight traffic volume (8pm – 5am), we would anticipate roughly 45 vehicles per hour on average. This includes 17 passenger vehicles and 10-20 trucks entering and exiting the site during these hours.

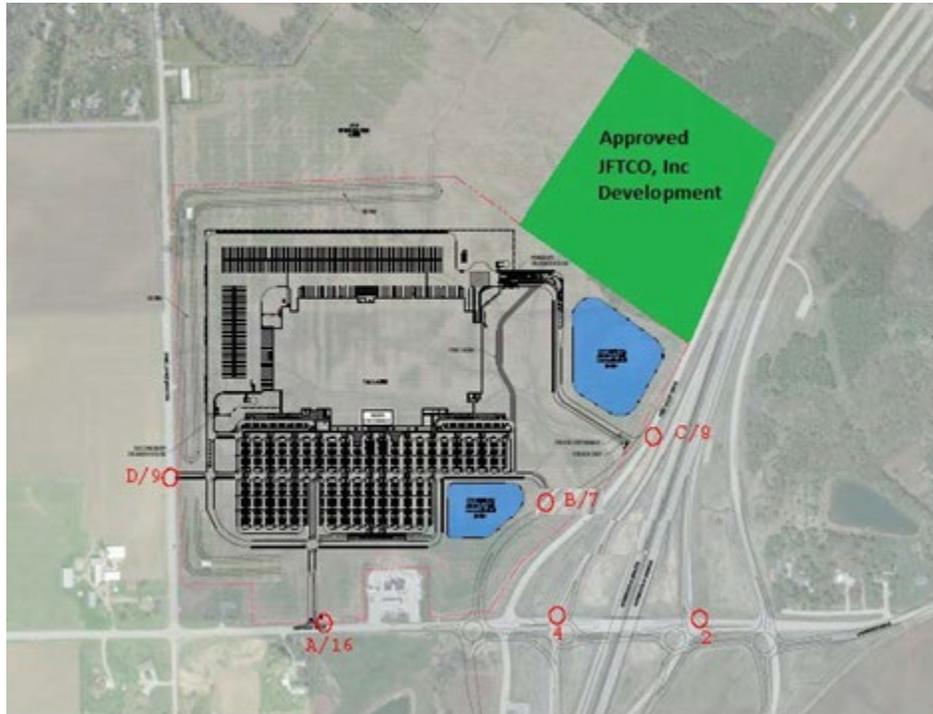
What will happen to traffic during the I41 Interstate Improvement plans?

- TC Pursuit Services is working closely with WisDOT, the Town, and County to strategize detour routes and construction plans that will minimize impact to traffic flow and operations before, during, and after the I41 Interstate Improvement Project. This is a top priority for our team and we are working proactively to ensure there is a strong plan set forth both in short term and long term design.
- Current plans from WisDOT call for intersection upgrades along interchanges including at the intersections along Freedom Road. As currently proposed, the interchange intersections and the other two intersections for frontage roads (Mid Valley Drive and French Road) along Freedom Road will be replaced with roundabouts allowing for efficient operation and processing of traffic volume on and off the interstate. WisDOT has indicated this project will begin construction around 2025-2026 and that the improvements to the intersections along Freedom Road will be installed over a 3 month period. WisDOT has not determined if construction will be done with a full or partial closure of the Freedom Road interchange. It is important to note that, if approved and constructed, the subject development would be part of the existing conditions at the time of WisDOT project construction, and therefore would be part of the conditions WisDOT would need to accommodate during construction.

What is the proposed site access for traffic?

- As highlighted in the image below, there are a total of four (4) proposed access points for the development. Site Driveways A, B, and D will act as employee accesses, while Site Driveway C will act as the primary truck access. The Guard Shack's location on Mid Valley Drive will control

entry and exit of truck traffic, ensure strong security onsite, and allow for sufficient queuing on site away from the main roadway. This arrangement of proposed access is intended to provide the most amount of access flexibility for site traffic, allowing site generated traffic volumes to enter or exit the development while minimizing impacts to surrounding intersections and reducing unnecessary circulation on the public street network along the site perimeter.



How much site traffic is expected to travel to and from the site via Williams Grant Drive?

- Although Williams Grant Drive is a County Trunk Highway (CTH F), site traffic traveling on Williams Grant Drive is projected to be passenger vehicles. Site Driveway D on Williams Grant Drive is estimated to process approximately 21 employee Trips (5% of total AM trips) during the AM Peak Hour and approximately 23 employee trips (5% of total PM trips) during the evening peak hour.
- All truck traffic is projected to arrive and depart the site to/from Mid Valley Drive and the Freedom Road interchange with I-41 to the southeast of the site. As a limited access facility, I-41 also provides the quickest and most direct route to the nearby Green Bay Austin Straubel International Airport. As such, no heavy vehicle truck traffic is projected to arrive or depart the site via Williams Grant Drive during typical operations.

How does this facility's traffic counts compare to retail or office developments?

- Based on a preliminary investigation into ITE Trip Generation data during peak hours for other uses with a similarly sized building footprint of 635,000 SF, this proposed warehousing project will generate approximately 16% of the daily weekday peak hour traffic of an office building and approximately 5% of the daily weekday peak hour traffic of a retail shopping center.

Sound Impact:

Has there been a noise study conducted for this project? What were the findings of this study?

- Yes! Ostergaard Acoustical Associates (OAA) conducted a thorough noise study to analyze site sound emissions. The noise study included researching applicable code limits, creating appropriate acoustical goals, developing an acoustical model, and evaluation of predicted future sound emissions to compare to goals. The acoustical model takes into account attenuation provided by distance, topography, and shielding/reflections from structures.
- The report shows that HVAC equipment will be sufficiently low and not be a nuisance at nearby residences. In addition, the inclusion of the earthen berms sufficiently controls sound from on-site motor vehicles at residences to minimize any potential impact.
- Furthermore, in response to community feedback, OAA investigated additional improvements to the earth berm. The team was able to increase the northwest corner of the berm from 15 feet to a height of 25 feet and move the northern segment of the berm closer to the truck court. These design changes provide even more attenuation of truck court sound than the previous design.

What are the design components that have been incorporated to reduce sound impact?

- This facility has been designed to be better than the noise emission codes as set by the County and Municipal noise codes. Project goals will result in full compliance with acoustical code and minimize impact of site sound emissions. We are achieving these goals through:
 - Berms located on Northwest and Southwest portions of the site. Originally these berms were designed at 15 feet tall but after additional feedback from the local neighbors, we have increased the height in specific sections to 25ft and moved these closer to the building to better protect sound and visual effects. This will block and attenuate a significant amount of noise from the site to residential receptors.
 - In addition, terminal tractors that permanently reside at the site will be equipped with broadband, ambient-sensing back up alarms to limit back up alarm sound at residences. Broadband back-up alarms make a "shush" noise as opposed to a "beep" noise of typical tonal back-up alarms.
 - Main truck entrances entering and exiting the site on Mid Valley Drive which provides substantial distance from any residential receptors.
 - Substantial set-backs from the major roadways as well as 10ft incline change from west to east based on the topography of the site.

Does this facility meet noise ordinances and code for the Town?

- The Town noise code discusses noise in a qualitative manner and calls for sound to not be loud or unnecessary. Based on these standards, the project noise goals were established to protect the health, safety, and welfare of the public. A distribution facility will contribute steady noise from HVAC equipment 24/7; there will also be dynamic and intermittent sound produced by motor vehicles. For HVAC equipment, an appropriate goal of 45 dB(A) is based on the proximity of the Interstate to the area, density of development, and professional experience from projects across the country. Intermittent sounds, such as from heavy truck activity, occur less frequently, and therefore, require a goal of 55 dB(A). These goals are consistent with noise code limits

found throughout the country and standards set by the Town and County. Consequently, project noise goals are met and comply with the Town code language.

Light Impact:

What will the light impact be to my home for a 24/7 operations?

- As a part of the PUD application project, we have submitted a detailed site lighting plan that compiles with the Town and County's light ordinances. The site lighting is designed for all lighting to stay within the property lines. Light poles are set within the parking areas and trailer yard, and only come out towards the property line at the access driveways into the property. Per the photometric design, lighting levels of one (1) foot candle or less will occur at the driveway entrances. There will be no light shining directly off the property or directed away from the parking lot, trailer yard, or driveways. Lighting is an important component to ensuring the facility is safe for all employees.
- Additionally, the combination of the berms, the 10ft downward slope of the site from west to east, and the site setbacks from the adjacent roads- these design elements offer additional protection for site lighting.

What are the design components that have been incorporated to reduce light impact?

- The light fixtures are designed with cut off shields to keep the lighting at the parking lots, trailer yards and driveways. The light fixtures do not project light upwards, just down towards the ground. Light fixtures mounted on the building face are mounted at the ground floor level only and are there to provide the required lighting for safe emergency egress of the facility per code.

New Jobs

Where are these jobs commuting from?

- Based on data provided by the Department of Workforce Development, nearly 80% of Brown County workers live in Brown County; however, Shawano and Oconto Counties together account for over 10,000 people commuting into Brown County for employment. Overall, Brown County has a net commuting surplus of over 27,000 people, which means that more people commute into the county than outside. Based on the location of this project, data shows a 50-mile radius, potentially drawing labor from 13 counties.

What types of jobs will this facility bring to the community?

- This user offers strong career advancement opportunities from entry level to other business lines at the company, tuition reimbursement programs for employees to pursue new career paths, and full benefits packages including medical coverage, 401k investment, time off options, and employee assistance that start on their first day.

Exhibit A:

Perspective View from just north of Noah St on Williams Grant Rd.



Perspective View on Freedom Road.

