

City of West Allis
Project Description

A. Name, address, and type of business:

Kriete Group Corporate Headquarters
614 N. Broadway Ave.
Milwaukee, WI 53202

Kriete Group Dealership – Milwaukee
4444 W. Bluemound Road
Milwaukee, WI 53208

Commercial truck distribution – includes Sales, leasing, financing, service, and parts fulfillment

B. History of the company why they want to move to West Allis:

Kriete Group is a 3rd-generation family-owned business, established in 1951 and headquartered in downtown Milwaukee, WI. The enterprise has eight (8) dealer locations throughout Wisconsin, including Milwaukee, Racine, Madison, Green Bay, Sheboygan, Fond du Lac, Mauston, and La Crosse.

Kriete Group represents two “heavy-duty” franchises – Mack and Volvo, along with a “medium-duty” franchise – Hino. In addition, Kriete is the sole representative of Cross Country Manufacturing and Putzmeister America in WI; makers of commercial trailers, bodies, and concrete pumps worldwide.

Kriete Group is the 4th largest Mack dealer in the World and was recognized in 2018 as the North American Dealer of the Year. Kriete Group is also the 10th largest Volvo dealer in North America and the 6th largest Hino dealer in the United States. Hino has recognized Kriete Group as the Best Dealership in the U.S., along with five other peers, six (6) years in a row.

West Allis is centrally located in the Greater Milwaukee market, with excellent transportation traffic and accessibility. Customers – both local and transient – desire easy access in a safe and presentable location. West Allis would allow Kriete Group to satisfy its customer’s experience needs, while also providing a professional and comfortable atmosphere for its employees. A site in West Allis is ideal for Kriete Group employees and their families.

Kriete Group’s employees and visitors would benefit greatly from the City of West Allis, with access to food, services, and recreation that the City offers. Over 90% of Kriete Group’s Milwaukee-based employees live within 15 minutes of the West Allis location.



City of West Allis
Project Description (continued)

C. Description of Operations / all services provided
a. Approximate square footage of each use

Kriete Group Corporate Headquarters at 333 S 108th Street, West Allis, would offer the following operations and services:

- Corporate Business Office
 - o Executive Offices and staff
 - Approximately 1,600 s/f
 - o Sales Directors and support staff
 - Approximately 1,800 s/f
 - o Service & Parts Directors and support staff
 - Approximately 1,200 s/f
 - o Accounting Department and staff
 - Approximately 2,300 s/f
 - o Business Intelligence Work Center
 - Approximately 1,500 s/f
 - o Shared Corporate Meeting & Service areas
 - Approximately 8,400 s/f
- Milwaukee dealership Office
 - o New & Used Sales and Leasing, Customer Showroom and Lounge
 - Approximately 32,046 s/f
 - o Parts Department and Warehouse
 - Approximately 48,166 s/f
 - o Service Department and Customer Experience area
 - Approximately 44,582 s/f
 - o New Truck Delivery
 - Approximately 11,287 s/f

D. Number of Employees and expected number of new jobs

The current Kriete Group staff, including almost every workspace area is severely limited by space constraints. The goal and expectation is to grow employee headcount – both at the dealership as well as within corporate headquarters – once a new site is developed. The buildings at 333 S. 108th St in West Allis are ideal for growing operations and employee count.

Currently ---

Kriete Group's corporate team consists of ~30 full-time professionals. The goal is to grow headcount by 33%
Kriete Group's dealership team consists of ~50 full-time professionals. The goal is to grow headcount by 50%



City of West Allis
Project Description (continued)

E. Days and hours of operation

- Office hours: 7:00am to 5:00pm Monday thru Friday
- Service hours: 24 Hours Monday thru Friday; Close at 3pm on Saturday

F. Expected number of clients per day

Typical customer flow includes 20 to 30 visits per day. Customers may stay for two (2) hours or leave their vehicle over night for extended repair needs. Additionally, 15 to 20 customers are expected to visit for general sales and/or parts department inquiries and fulfillment. Total, we expect ~50 visits per day from customers.

G. Expected amount of truck traffic

Dedicated truck load deliveries only occur 1-3 times per day, on a dedicated schedule. Additionally, lease and rental business would account for another 5-15 unplanned visits per day. Total, we expect ~18 trucks to deliver or pass thru Kriete Group locations per day

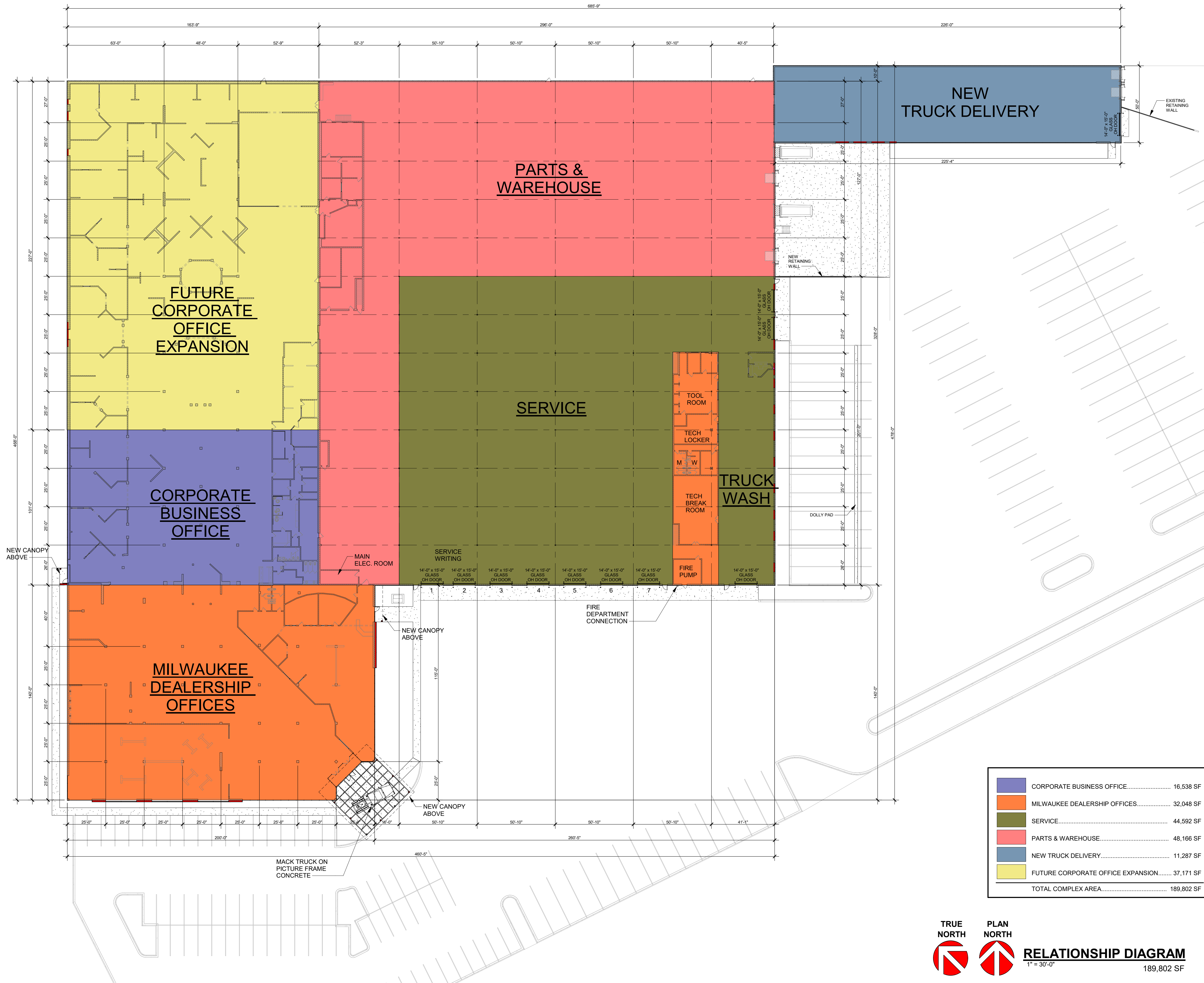
H. Not required, but it would be nice to show some sort of community connection; be it along the Hank Aaron Trail or a Mack truck on the roof

The Kriete Group has heavily invested in each of the communities in which it operates, Milwaukee receiving the greatest benefits from Kriete Group's community involvement throughout the years. Kriete Group has every intention to continue to integrate with the city in which it operates --- a beautiful, decorate and artistic Mural or Community Feature would be a tremendous idea and is definitely something to consider.

Sincerely,

A. David Kriete
President & CEO
Kriete Group





| | | |
|---|--|------------|
| ■ | CORPORATE BUSINESS OFFICE..... | 16,538 SF |
| ■ | MILWAUKEE DEALERSHIP OFFICES..... | 32,048 SF |
| ■ | SERVICE..... | 44,592 SF |
| ■ | PARTS & WAREHOUSE..... | 48,166 SF |
| ■ | NEW TRUCK DELIVERY..... | 11,287 SF |
| ■ | FUTURE CORPORATE OFFICE EXPANSION..... | 37,171 SF |
| TOTAL COMPLEX AREA..... | | 189,802 SF |

TRUE NORTH PLAN NORTH

RELATIONSHIP DIAGRAM
 1" = 30'-0"
 189,802 SF

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 FAX (608) 318-2337

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PROPOSED FOR:
KRIETE TRUCK CENTERS
CORPORATE HEADQUARTERS
 MILWAUKEE,
 WISCONSIN

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PRELIMINARY - NOT FOR CONSTRUCTION

| REVISIONS | DATE | BY |
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PROJECT MANAGER: D. SUTTER
 DESIGNER: S. KLESSIG
 DRAWN BY: ACM
 EXPEDITOR: -----
 SUPERVISOR: -----
 PRELIMINARY NO: P20190
 CONTRACT NO: -----
 DATE: 09.25.2020
 SHEET: **A1.0**



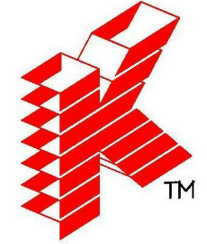
KRIETE TRUCK CENTERS
CORPORATE HEADQUARTERS
MILWAUKEE, WISCONSIN





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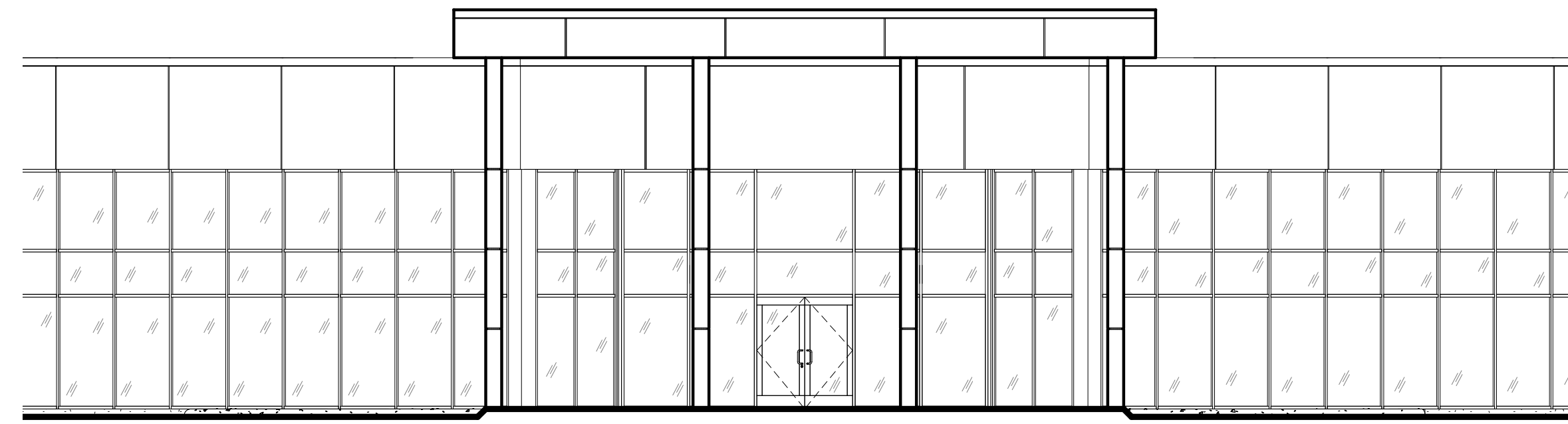
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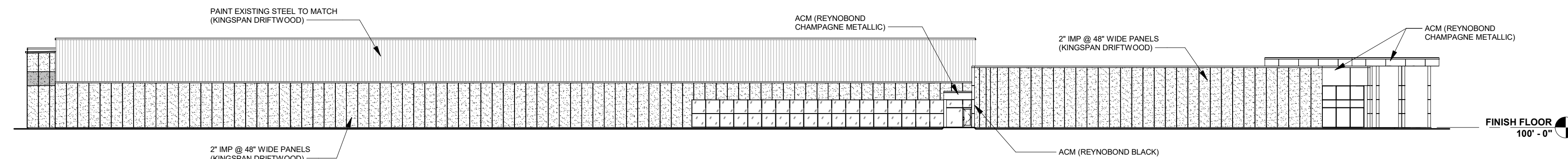
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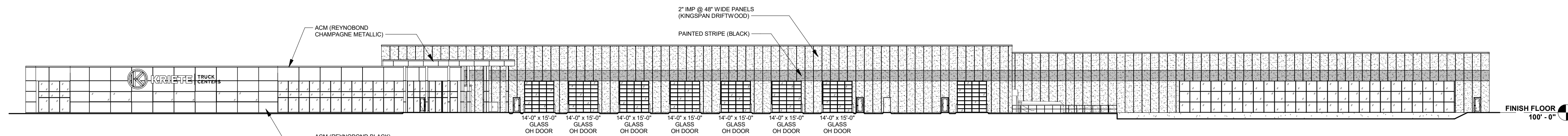
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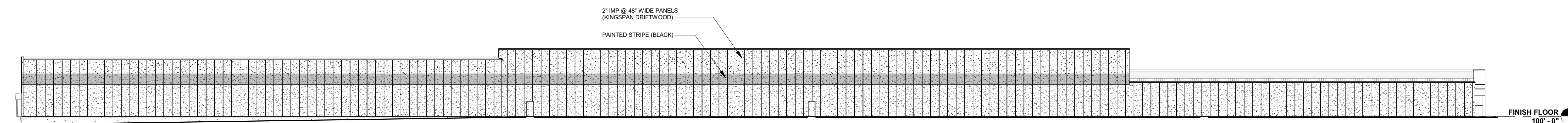
SOUTHEAST ELEVATION - PROPOSED
1/8" = 1'-0"



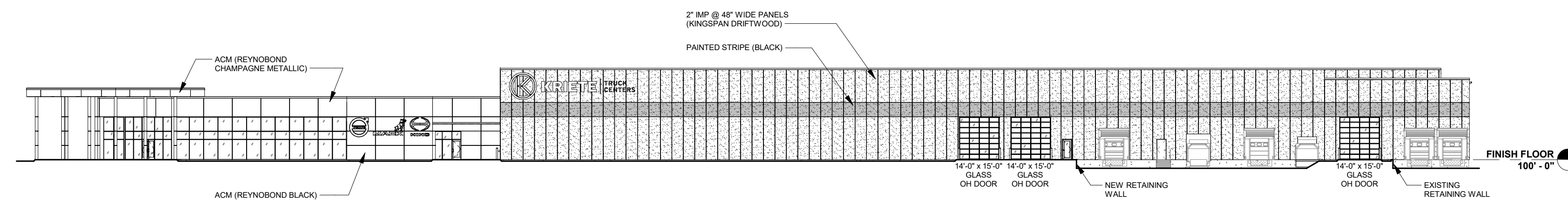
WEST ELEVATION - PROPOSED
1" = 30'-0"



SOUTH ELEVATION - PROPOSED
1" = 30'-0"



NORTH ELEVATION - PROPOSED
1" = 30'-0"



EAST ELEVATION - PROPOSED
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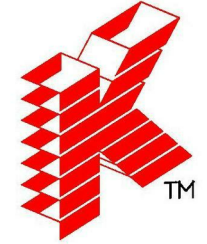
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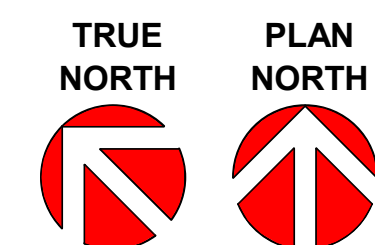
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| WALL KEY | |
|----------|------------------------------|
| | NEW WALL/FURRING |
| | NEW MASONRY/ VENEER WALL |
| | NEW COOLER/ FREEZER WALLS |
| | NEW FOUNDATION WALL |
| | TYPICAL EXISTING WALL |
| | DEMO WALLS |
| | FIRE WALL OR FIRE BARRIER |



OVERALL FLOOR PLAN - EXISTING
1" = 30'-0"

189,802 SF

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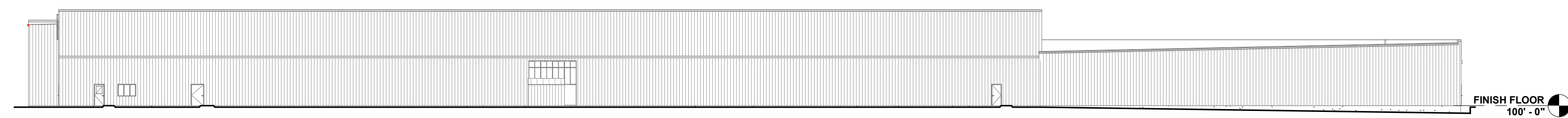
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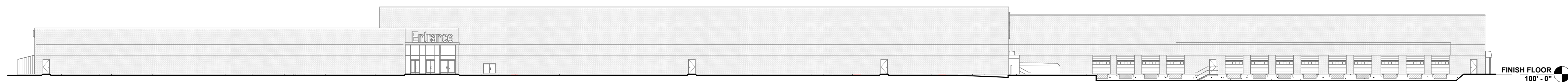
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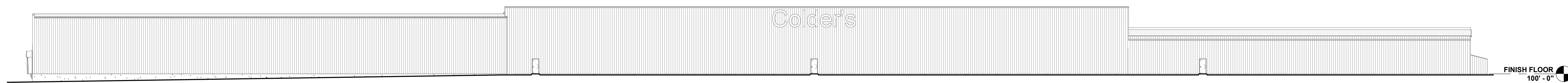
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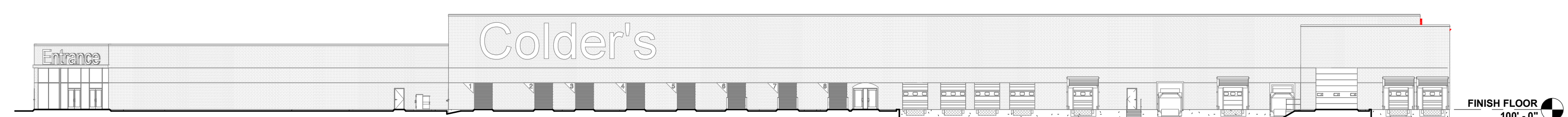
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