



**City of Franklin - Planning Department**  
**Strauss Brands LLC - Project Summary**  
 April 10, 2020  
 (Updated July 28, 2020)

**FACILITY SUMMARY:**

- The project consists of the construction of a new beef processing facility designed to process 250 to 500 head of cattle per day. The facility includes cattle pens, harvest floor, carcass coolers, fabrication areas, packaging areas, warehouse areas, shipping docks, operations offices, employee welfare spaces and associated mechanical support facilities and spaces.
- The facility will be staffed and operate as follows:

Employee Area	Employee Count	Shift (Work Hours)
Dirty Harvest	20	1 <sup>st</sup> - 6:00 AM - 2:30 PM
Clean Harvest	52	1 <sup>st</sup> - 7:00 AM - 3:30 PM
Fabrication & Grinding	150	1 <sup>st</sup> - 8:00 AM - 4:30 PM
Maintenance (1 <sup>st</sup> Shift)	12	1 <sup>st</sup> - 6:00 AM - 2:30 PM
Maintenance (2 <sup>nd</sup> Shift)	12	2 <sup>nd</sup> - 3:30 AM - 12:00 AM
Sanitation	15	2 <sup>nd</sup> - 3:30 AM - 12:00 AM
Administration	11	1 <sup>st</sup> - 8:00 AM - 5:00 PM
<b>TOTAL</b>	<b>272</b>	

- Construction is anticipated to begin in Fall of 2020 with final completion by June of 2022.
- The overall estimated project cost is as follows:

Area of Work	Estimated Cost
Sitework	\$ 4,715,000.00
Utilities	\$ 2,625,000.00
Building	\$ 57,860,000.00
<b>TOTAL</b>	<b>\$ 65,200,000.00</b>

**SITE SUMMARY**

- The site is located at the southwest corner of the intersection of West Loomis Road and the new Monarch Drive, covering approximately 30.2 acres.
- The building will be orientated in the north/south direction and roughly centered on the site. Employee parking will be located on the east side of the building. An access drive will be located along the south, west and north side of the building for truck traffic.
- All access to the site will come via Monarch Drive. Two (2) access drives will be provided; one for employee auto parking and one for truck receiving and shipping.
- The site is designed to detain all stormwater on-site in three (3) detention ponds. The ponds are designed with a capacity to accommodate the future phases of work as indicated on the site drawings.

**BUILDING SUMMARY**

- The building will be a steel framed and concrete slab-on-grade structure. The structure is a single-story building with a partial basement located below the harvest floor. Overall square footage of the building including all levels is as follows:

<b>BASEMENT FLOOR</b>		
BASEMENT		15,444 SF
<b>FIRST FLOOR</b>		
CATTLE BARN		17,656 SF
WASTE WATER TREATMENT		5,644 SF
HARVEST AREA		38,047 SF
CARCASS COOLERS		12,274 SF
FABRICATION / GRINDING AREA		33,770 SF
WAREHOUSE		13,853 SF
HARVEST SUPPORT AREA		4,370 SF
MAIN OFFICE / WELFARE		16,945 SF
FABRICATION SUPPORT AREA		9,185 SF
PRE-MANUFACTURED GUARDHOUSE		128 SF
TOTAL BUILDING (FOOTPRINT)		152,035 SF
<b>MEZZANINE FLOOR</b>		
MECHANICAL MEZZANINE		1,661 SF
BOX-MAKE-UP MEZZANINE		8,297 SF
PARTS MEZZANINE		837 SF
		10,795 SF
<b>TOTAL BUILDING SQUARE FOOTAGE</b>		<b>178,274 SF</b>

- The processing area of the building will be 36' in height and the office/support areas of the building will be 18' in height.
- The exterior of the building will be enclosed with high R-Value insulated metal wall panels. The exterior of the office/ employee welfare will be a combination of masonry and architectural metal wall panels.

Date: April 10, 2020 (Updated July 28, 2020)  
Project: Strauss Brands LLC - Meat Processing Plant  
Subject: City of Franklin - Project Summary  
Page: 3 of 3

## **FINANCIAL PLAN FOR PROJECT IMPLEMENTATION**

- Strauss Brands, LC is building a 178,274 square foot building on a 30.2 acres parcel. Construction is expected to start in the 4th quarter of 2020 with a completion date of June 2022. Total cost of construction is estimated to be \$65.2 million. The greenfield project will generate a minimum tax assessed value of \$12,00,000 in years 2021 to 2028 and \$15,000,000 in years 2029 to 2041. This will generate property taxes of \$266,400 (2021 to 2028) and \$333,000 (2029 to 2041).

## **MARKET ANALYSIS**

- With a strong trade presence nationwide, the City of Franklin provides a central location within in the Midwest to service the continental Unites States. With the Milwaukee Metro MSA exceeding 1.57 Million, Strauss will have the ability to source quality candidates for the 100 plus new hires requires in production, warehousing, administration, and management. If we aren't able to source viable candidates from the current MSA, Franklin is a very attractive city to relocate employees to.

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