



Village of Kimberly REQUEST FOR BOARD CONSIDERATION

ITEM DESCRIPTION: Site Review –Remodel Retail Store for Grocery Store,
Future Tenant Space, 800 E. Maes Ave.

REPORT PREPARED BY: Allyn Dannhoff

REPORT DATE: February 22, 2023

ADMINISTRATOR'S REVIEW / COMMENTS:

No additional comments to this report _____ **MEM** _____

See additional comments attached _____

EXPLANATION: Festival Foods, aka MKB Kimberly, LLC, seeks Site Review approval for the conversion of this vacant building into a 77,593 sf grocery/liquor store with café.

Enclosed with this staff report is the Plan Commission staff report, supporting materials, and plans.

RECOMMENDED ACTION: The Plan Commission recommends approval of the Plans as presented, including granting an exemption to the Noise Ordinance permitting the maximum permissible sound level of 70 decibels for the refrigeration condenser/fan banks be measured from the north right of way line of Terra Blue Ct. in lieu of the south right of way line, as provided ordinance 377-10 D. (7) Appeals.



**Village of Kimberly
Request for
Plan Commission Recommendation**

ITEM DESCRIPTION: Site Review –Remodel Retail Store for Grocery Store,
Future Tenant Space, 800 E. Maes Ave.

REPORT PREPARED BY: Allyn Dannhoff

REPORT DATE: February 15, 2023

EXPLANATION: Aaron Aspenson, MKB Kimberly, LLC / Festival Foods, and Grant Duchac, Excel Engineering, seek Site Review approval for the conversion of this vacant building into a 77,593 sf grocery/liquor store with café. Attached to this staff report include:

1. Site Review application, checklist, and responses to staff preliminary review.
2. Festival Foods Project Description.
3. Civil and Architectural Plans.

Scope of Remodel – Reference Project Description for additional insight.

1. Convert department store to grocery/liquor store with café, and future 20,700 sf tenant space.
2. Façade renovations.
3. Click and Go grocery pick up canopy.
4. Wall and ground mount signage.
5. Repave a majority of the parking lot.
6. Replace parking lot lighting.
7. Landscaping and landscape islands.
8. Electric vehicle charging station.
9. Public sidewalk on Wilson St. frontage (working with Village Staff on easement to make this a public sidewalk.)
10. Dumpster/Trash enclosure area on north side.
11. Screened mechanical area on west side.

The staff zoning review identified the proposed project complies with applicable ordinances except for:

1. **Refrigeration condenser/fan banks on the north side of the building.** Submitted information identifies these units may project sound of approximately 82 decibels when measured 10' away. However, this equipment is located approximately 23' from the north property. Mr. Duchac, Excel Engineering is seeking additional information to demonstrate the decibel limits when measured 23' away.

This equipment cannot be located on the roof due to structural limitations of the existing roof structure.

Also to be considered is the 60 foot street right of way adjacent to Festival's north property line. In absence of being able to demonstrate compliance with the 70 db limit at the north property line, the Village Board could give consideration to allowing this measurement to be made at the north right-of-way line of Terra Blue Ct., for this equipment only. (Reference section 377-10 D. (7))

2. **Signage.** The proposed wall signage and additional signage proposed to the existing ground mount sign exceeds the square footage amounts permitted by ordinance. While the wall signage is less than 3% of the building elevation square footage where 40% is permissible, the proposed signage exceeds the 200 square foot maximum. An additional 64 square feet of signage is proposed to be added to the existing 38 foot tall ground mount sign, also exceeding the allowable square footage of 100 square feet per side.

This is not the first time a development has proposed signage necessitating consideration outside of the sign ordinance limitations. In response, staff has prepared a Sign Ordinance Amendment granting the Plan Commission the ability to approve signage deviating from the ordinance when the Plan Commission determines such to be appropriate when considered as part of a comprehensive Site Plan Review (included in the zoning ordinance amendments to be considered later in this meeting.) Staff believes this to be a preferred method of considering deviations from the sign ordinance standards vs. attempting to draft ordinance amendments each time a development proposes signage not wholly compliant with the sign ordinance.

Staff believes the proposed wall and ground signage is appropriate and proportionate to the building elevations, site, and location, as well as being in-step with wall and ground mount signage at the east adjacent business.

Staff recommends approval of the signage as presented, conditioned upon the ordinance being amended or a variance being secured (as presently offered by ordinance.)

Maes Ave./Lincoln St. Intersection. In recognition of the increased traffic at this intersection, a Traffic Impact Analysis was provided by Festival Foods confirming re-signalizing this intersection is recommended. Staff is working with our consulting engineers to re-signalize the intersection prior to Festival Food's opening.

RECOMMENDED ACTION: Staff recommends approval of the submitted plans conditioned upon:

1. Wall and Ground Mount signage being included with this approval upon Village Board Approval of applicable sign ordinance amendments permitting approval of the signage or securing a variance through the Board of Appeals.
2. The proposed refrigeration condenser/fan banks not exceeding the sound pressure level of 70 decibels maximum as measured at the Terra Blue Ct. north right of way line.



VILLAGE OF KIMBERLY

Site Review Application

Submit to:

Planning & Zoning
515 W. Kimberly Ave.
Kimberly WI 54136
920-788-7500

Applicant Information

Petitioner: MKB Kimberly, LLC / Festival Foods Date: 02/10/23

Petitioner Address: 3800 Emerald Drive E City: Onalaska State: WI Zip: 54650

Telephone #: (608) 778-2708 Fax: () email: aaspenson@festfoods.com

Status of Petitioner (please check one): ☒ Owner ☐ Representative ☐ Tenant ☒ Prospective Buyer

Petitioner's Signature (required): 

Owner Information

Owner(s): MKB Kimberly, LLC Date: _____

Owner(s) Address: 3800 Emerald Drive E City: Onalaska State: WI Zip: 54650

Telephone #: (608) 778-2708 Fax: () email: aaspenson@festfoods.com

Ownership Status (please check one): ☐ Individual ☐ Trust ☐ Partnership ☒ Corporation

Property Owner Consent (required):

By signature hereon, I/We acknowledge that Village officials and/or employees may, in the performance of their functions and duties, enter upon the property to inspect or gather other information necessary to process this application. I also understand that all meeting dates are tentative and may be postponed by the Village for incomplete submissions or other administrative reasons.

Property Owner's Signature: _____ Date: _____

Site Information

Address/Location of Proposed Project: 800 E Maes Ave Zoning: B-1

Proposed Project or Use: Festival Foods grocery store and retail tenant

Current or last Use of Property: Shopko

Land Uses Surrounding this Address: North: Imerys Mining Company

South: Residential

East: Commercial

West: Residential

- It is recommended that the applicant meet with Village Department staff prior to submittal to review the project and submitted materials.
- Application Fees must be submitted with the application.

Submittal Requirements – Must accompany the application to be complete.

- A narrative of the proposed building or addition including:
 - Proposed use of the property
 - ☐ Existing use of the property
 - ☐ Effects on adjoining properties to include: noise, hours of operation, glare, odor, fumes, vibration, etc.
 - ☐ Compatibility of the proposed use with adjacent and other properties in the area.
 - ☐ Traffic generation
 - ☐ Any other information pertinent to adequate understanding of the intended use and its relation to nearby properties
- Complete site plans including:
 - ☐ Two (2) legible scaled and dimensioned drawings/prints of site plan and building elevations (when applicable.)
 - ☐ Two (2) 8 ½" x 11 (minimum) to 11" x 17" (maximum) reduction of the site plan and building elevations (when applicable.)
 - ☐ All existing and proposed buildings, structures, and paved areas, including building entrances, walks, drives, decks, patios, fences, walls.
 - ☐ Location of all outdoor storage and refuse disposal areas and the design and materials used for construction
 - ☐ Location and dimension of all on-site parking (and off-site parking provisions if they are to be employed
 - ☐ Location, height, design, illumination power and orientation of all exterior lighting on the property including a photometrics plan.
 - ☐ Location of all exterior mechanical equipment and utilities and elevations of proposed screening devices where applicable (i.e. visible from a public street or residential use or district). Mechanical equipment includes, but is not limited to; HVAC equipment, electrical transformers and boxes, exhaust flues, plumbing vents, gas regulators, generators.

Site Plan Review Checklist

Project: Festival Foods Development

		Project: Festival Foods Development		
Category	Item	Plan Element, Information	Location, Plan, Sheets(PS) or Map	Comments
Civil Plans	1	Name of project/development;		C0.1
	2	Location of project/development by street address, or CSM		C0.1
	3	Name and mailing address of developer/owner;		C0.1
	4	Name and mailing address of engineer/architect;		C0.1
	5	North point indicator;		C1.0 - C1.5
	6	Scale;		C1.0 - C1.5
	7	Boundary lines of property, with dimensions;		C1.0 - C1.3
	8	Location identification, and dimensions of existing and proposed:		
		a. Topographic contours at a minimum interval of two feet, and key spot elevations;		C1.2
		b. Adjacent streets and street right of ways, respective to the elevation of building first floor;		C1.2
		c. On site streets and street right of ways, and fire lanes;		C1.1
		d. Utilities and any easements.		C1.3
		e. All buildings and structures, existing & proposed to consider maximum development of the parcel if more than one structure could be located on the parcel;		C1.1
		f. Public Utilities: The location of sanitary and storm sewer lines and water mains;		C1.0, C1.3
		g. Description of proposed system for drainage and a storm water plan showing existing and final grades.		C1.2
		h. Water bodies and wetlands;		N/A
		i. All buildings and structures, existing & proposed to consider maximum development of the parcel if more than one structure could be located on the parcel;		-
		j. Parking facilities;		C1.1
		k. Sidewalks, walkways, and driveways;		C1.1

Civil Plans		l. Off street loading areas and docks;		C1.1
		m. Fences and retaining walls;		C1.1
		n. All signs;		C1.1 & C1.7
		o. Exterior refuse collection areas and the required enclosure(s);		C1.1
		p. Exterior lighting;		C1.3, C1.5, C3.1
		q. Traffic flow on and off site.		C1.1
		r. Location of open space/green space;		C1.1, C1.4
		s. Location and dimensions of proposed outdoor display areas;		C1.1
		t. Proposed circulation systems (pedestrian, bicycle, auto) by type, their connection to the existing network		C1.1
		u. The location of recreational and open space areas;		C1.1
		v. <u>Site statistics, including:</u>		
		i. Sq. Footage		C1.1
		ii. Percent site coverage;		C1.1
		iii. Percent open space; and green space		C1.1
Architectural Plans	9	Erosion control plans;		C1.2
	10	Landscaping plan		C1.4
	11	Architectural Plans of the proposed structures and buildings, including:		
		a. Elevation and Floor Plans;		A101a, A301.1
		b. All dimensions;		A101a
		c. Gross square footage of existing and proposed buildings and structures; and		A101a
		d. Description of all exterior finish materials.		Narrative

February 6, 2023

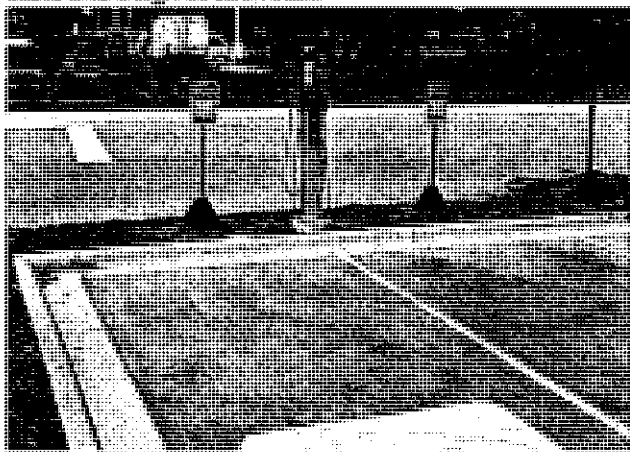
Village of Kimberly
Attn: Allyn Dannhoff
426 W. Kimberly Avenue
Kimberly, WI 54136

Re: Preliminary Plan Review

This letter is in response to the review comments dated February 3, 2023.

Plan Review Comments

1. Façade signs: Provide dimensions for each sign, and the building walls to be placed, to identify square footage of each sign and calculate % wall coverage. Include size of Click N Go sign.
Excel Response: A signage sheet is being provided with dimensions.
2. Pylon Sign: Verify existing sign structure can withstand loading from lower tenant space sign cabinet.
Excel Response: Will provide Min. structural requirements to be field verified.
3. Parking: Pre-existing retail to retail use. No zoning review performed as requirement to comply with present day ordinance would not be triggered. Obtain Excel review of Festival needs in comparison to existing parking.
Excel Response: The proposed parking is more than adequate to serve the facility and to meet code requirements. Stalls per 1,000 SF Bldg Ratio = 4.82:1 ; Festival Goal is 5:1.
4. EV Charging stations near west edge of parking lot, south of south Wilson drive access. Please provide photos of the station and support equipment. I seem to recall from the Oshkosh store, there is a large white cabinet in association with the charging stations. Not sure if my recollection is accurate. If it is, where is the cabinet placed in relation to the charging stations, green space, and sidewalk.
Excel Response: The charging station area will include a single post with simple charging equipment to cover 2 stalls and a sign at each stall.



5. Refrigeration Units – North side. Secure info in decibels.
Excel Response: Unit Sound data sheet included.

6. Parking Lot and Building Lighting – C3.1 new bases, poles, fixtures. Same locations. Staff Note: Fixtures VT4 under Click N Go canopy, must not create glare for residents on west side of Wilson. This is only pointed out due to unfamiliarity with the performance of these fixtures. All other fixtures are designed to prevent vision of the source of light from beyond the property.
Excel Response: The canopy underlighting will not create glare as it will be directed downward.
7. Ingress/Egress at Maes Ave: See enclosure with google street view showing direction signs placed at intersection lights. Identify manner and location for providing these signs in advance of the intersection, in addition to at the intersection. (Village is coordinating traffic light installation.) Include the tri-arrow lane marking in the west lane on the plan sheets.
Excel Response: signage has been added and lane marking has been revised. See keynotes 82 and 83 on C1.1. detail added to C2.0.
8. Sanitary Sewer lateral: The village is installing sanitary sewer in the road immediately adjacent and parallel to the rear access drive. The depth of the sewer is approximately 719. Knowing the age of the private sewer main in the rear access you might consider making a connection to the new sanitary sewer in the new road. We can forward the contact information for the contractor installing the utilities.
Excel Response: Connecting to the new proposed sewer would be fine if schedule allows.
9. Sidewalk: Thank you for incorporating this into your plans. Future maintenance: Does owner desire to make this a public sidewalk through granting an easement or transferring lands so the sidewalk is within the Right of Way? Benefit of either is, once it is a public sidewalk, after initial installation future maintenance is covered by the Village's Transportation Utility (TARF fee on the Water/Sewer Bills) vs. being assessed to the abutting property owner.
Excel Response: An easement for the public sidewalk would be best.
10. Water Main: Recognizing much of the parking lot will be repaved and the opportunity it provides to improve the Village's water main in the easement on this property, we are reviewing with our consulting engineer the feasibility of replacing existing ductile iron water main with PVC. Would it be possible to get feedback on a time frame in the project schedule where this water main work would better mesh with the project schedule?
Excel Response: Demolition will begin immediately with a Spring 2023 start and a Fall 2023 completion.

The submittal documents have been revised per the comments above. Please accept for review and approval. Please let me know if you have any comments, questions, or need additional information.

Sincerely,

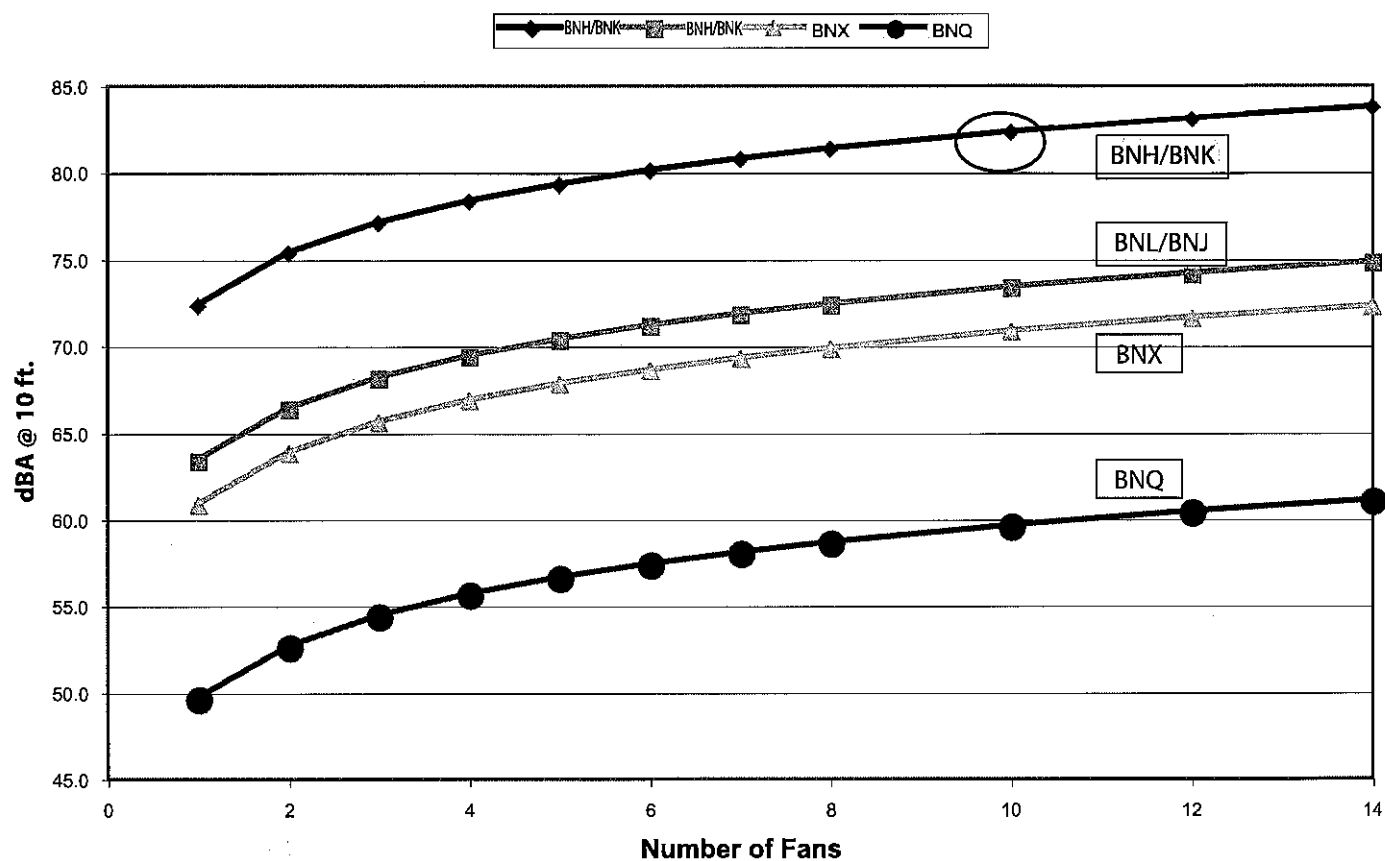
Excel Engineering, Inc.



Grant Duchac, P.E.
Project Manager

Sound Data for 3-Phase A/C , 1140 Series and Rail Mounted VSEC

Unit Sound Data (dBA @ 10 ft.)



Unit Sound Data (dBA @ 10 ft.)

Fans	BNH/BNK	BNL/BNJ	BNX	BNQ
1	72.3	63.4	60.8	49.6
2	75.3	66.4	63.8	52.6
3	77.1	68.1	65.6	54.4
4	78.3	69.4	66.8	55.6
5	79.3	70.3	67.8	56.6
6	80.1	71.1	68.6	57.4
7	80.8	71.8	69.3	58.1
8	81.3	72.4	69.8	58.6
10	82.3	73.4	70.8	59.6
12	83.1	74.1	71.6	60.4
14	83.8	74.8	72.3	61.1

Excel Engineering Project No.

2227240

Project Name Kimberly Festival

Pipe Data					Pipe Capacity DSPS				
Pipe ID	Diameter (FT)	Pipe Qty.	Slope (FT/FT)	Manning's n	Basin ID	Total Flow (cfs)	Total Flow (gpm)	Full Flow Capacity (cfs)	Full Flow Capacity (gpm)
A	0.67	1	0.012	0.012	a	0.26	118	1.46	654
B	0.5	1	0.037	0.012	b	0.05	23	1.17	526
C	0.33	1	0.010	0.012	c	0.10	45	0.20	90
D	0.33	1	0.010	0.012	d	0.00	1	0.20	90

Full Flow Capacity based off Manning's Equation

$$Q = \frac{1.49}{n} R^{2/3} S^{1/2} a$$

Where:

- Q = Full Flow Capacity of Pipe (cfs)
- n = Manning's roughness coefficient
- R = hydraulic radius (ft) (D/4)
- s = hydraulic gradient, slope (ft/ft)
- a = flow area (sq. ft.)

Typical Manning's n

HDPE	0.012
PVC	0.012
Concrete	0.013
CMP	0.024

*Total Flow calculated via TR-55 hydrologic calculations. Reference Storm Pipe Basin Map & TR-55 Calculations



FESTIVAL FOODS KIMBERLY PROJECT DESCRIPTION

Festival Foods is requesting Site Plan Review for the redevelopment of property at 800 E Maes Ave (Parcel 250089202) in the Village of Kimberly for a proposed Festival Foods grocery store and future tenant. The subject property is currently a vacant retail store (formerly Shopko) & associated parking lot. The property is currently zoned B-1 (Business General) and the proposed use is permitted.

Festival's site and building plans contain the following features (see Civil Plans and Exterior Elevations & Renderings for details):

- A grocery store of approximately 77,593 square feet with a full offering of high-quality products, including natural and organic foods, full service hot food bar; an extensive deli as well as a scratch bakery, days fresher produce, great meat and seafood selection, expansive Wine & Spirits department, and catering services.
- A separate entrance (in addition to common access through the store) for the wine and spirits department; this department will have a fully staffed check-out lane and one additional lane for overflow.
- New interior amenities will include a ready-to-eat & made to order food court and seating area, with fresh Asian stir-fry and Hissho sushi, along with a gourmet popcorn stand and Caribou Coffee. A designated covered pick-up area will be located on the west side of the building for "Click N Go" online order pick-up.
- Loading docks & trash compactor are proposed to the west of the store and the waste enclosure is proposed to the rear (north) of the store, consistent with existing loading and access on site. DSPS storm sewer calculations are included for the proposed storm connections.
- The existing parking lot will be repaved & striped with 374 total parking stalls, 16 of which will be ADA accessible. An area designated for associate parking will be located southeast of the Festival building. The proposed parking is more than adequate to serve the facility and to meet code requirements. Existing drainage patterns will be maintained to the maximum extent practicable while conforming to applicable stormwater management ordinances. The existing pavement will be pulverized and the sub base will remain, keeping the disturbed area minimal.
- A traffic analysis was conducted at the request of the Village. It is recommended to re-install the public intersection traffic signals of Maes Ave and Lincoln St. Directional signage and pavement markings are proposed on the site at the Maes Ave intersection to satisfy the Village requirements and coordinate with the Village traffic light installation.
- Implement landscape islands within the parking lot and along drive lanes to provide greenspace, symmetry, and channelization of vehicular traffic. New cart corrals will be provided in designated locations.
- Increase Landscape/Open Space with an overall decrease in impervious surface. The increased

open space will reduce stormwater runoff and provide attractive landscaping within and around the site.

- Provide new site lighting with modern full cut-off LED fixtures on proposed light poles. New LED lighting will be provided on the building exterior. The fixtures under the Click N Go canopy will not create glare for residents on the west side of N Wilson St.
- Existing access locations to E Maes Ave & N Wilson St to remain.
- New public pedestrian sidewalk along N Wilson St.
- Building signage as shown on the exterior elevations. New & improved site pylon signage is included to show proposed intent.
- The exterior will be visually modern and attractive in appearance with a mix of high-quality materials including stone, split-face CMU, horizontal wood-grain aluminum planking, and metal wall paneling. The aesthetic upgrades will bring a new look and energy to the community, while keeping in line with the Festival Foods branding.
 - South Façade:
 - The existing glass and metal framed canopies will be removed.
 - The existing painted exposed aggregate wall finish will be removed.
 - A new main entrance element will be added to enhance the architectural character of the existing building with variations in height, materials and color.
 - Secondary entrances for the wine & spirits department and Caribou Coffee café will also be highlighted with new wall materials, windows and canopies.
 - A new split-face CMU wainscot will be added and the existing CMU above will be refinished with a textured plaster finish. The new materials will be painted with Festival Foods' standard brand colors.
 - *(The east end of this façade will be updated as a separate project when a tenant is selected – future design will be determined by and suit tenant needs).*
 - West Façade:
 - The existing receiving canopy and partial height building component will be removed.
 - New doors will be added to the receiving area.
 - The metal panel highlighting the wine & spirits department will wrap the building corner.
 - A new employee use entrance and canopy will serve the "Click N Go" order pickup area.
 - The existing split-face CMU will be painted with Festival Foods' standard brand colors.
 - North Façade:
 - The existing receiving canopy will be removed.
 - Existing exit door locations will be reconfigured.
 - The existing split-face CMU will be painted with Festival Foods' standard brand colors.
 - East Façade:
 - The existing split-face CMU will be painted with Festival Foods' standard brand colors.
- Tenant space with improved entrance on the east end of the building. The existing brick veneer & aggregate finish in this area will remain and be painted to match the CMU material of the Festival exterior. Future exterior façade updates will be dependent on the future tenant.

The proposed redevelopment will fit in to this existing commercial developed site. The building and site will blend in with and enhance the character of the neighborhood and provide needed services and opportunities to members of the community. The vacant property will be transformed into a commercial development that is aesthetically pleasing with high-quality exterior materials on the building along with landscaping designed to ensure species resiliency and complimentary style. Site lighting will be provided in a fashion that provides appropriate foot candles for safety with cut-off fixtures for minimal light trespass and directed inward toward the development. The building and grounds will be well maintained. No environmental or operational hazards or nuisances to nearby neighbors are anticipated.

THE FESTIVAL FOODS STORY

Based in Onalaska, Wisconsin since 1946, Festival owns and operates 40 stores in Wisconsin. Currently, there are more than 8,000 full and part-time Festival associates across Wisconsin. Owned by the Skogen family since its inception, employee ownership was added in 2010.

THE FESTIVAL FOODS COMMITMENT TO LOCAL SCHOOLS AND THE COMMUNITY

While grocers have always been a critical part of the communities in which they operate, Festival prides itself on not just being in a community, but rather a part of it. This is evidenced by Festival's 7-person Community Involvement team overseeing a multi-million dollar-budget. To us, being involved means giving back and supporting the health of the communities where we do business. Many elements combine to make a truly healthy community, but nothing sets a better foundation than our school systems, including arts, athletics, and academics.

We are proud to partner with many schools across Wisconsin to provide essential academic tools such as Junior Achievement, Character Lives Program and The Einstein Project. Festival Foods has also invested in school funding from theatrical performances to facilities, including concession stands and athletic fields.

Festival also is well known for its statewide sponsorship of July 4th fireworks -- currently conducting 28 community fireworks displays -- as well as the traditional Thanksgiving "Turkey Trot". In addition, Festival's Community Involvement team coordinates involvement in and support for more than 800 community events across the state.

A Festival "Brat Barn" is located in the front of most of our stores and is made available at no charge on weekends to local and community groups for fundraising purposes. At most Festival locations, the Brat Barn is operated by local community groups every Saturday and Sunday from April through October. Discounted and complimentary product is made available to the groups operating the Brat Barn.

OPERATIONS AT THE KIMBERLY FESTIVAL FOODS

The grocery store is proposed to be open 6am to 11pm, 364 days of the year, closed only on Christmas Day. Specific departments within the store, such as the Wine & Spirits department, will have more limited hours, with all alcohol sales being from 8am to 9pm, and beer & wine sales only from 6am to 11pm. The Wine & Spirits department will be physically closed off with a gate from 9pm to 8am.

Festival anticipates hiring 250 associates (30% full-time and 70% part-time) for the Kimberly store. Hiring

of employees typically begins approximately six months prior to opening.

Waste handling will be via a local waste disposal company. Exterior maintenance will be via a professional landscape company and the site and building security will be via an integrated security and camera system.

Estimated vendor deliveries include 25-30 per day except Wednesdays & Saturdays. Wednesday and Saturday vendor deliveries include 15-20 per day. Of the vendor deliveries, 30%-40% are made via semi-trucks.

The grocery store will contain all of Festival's traditional departments and offerings, such as a scratch deli, which will offer freshly prepared salads and other items (both hot and cold), as well as a wide variety of "take home" meal options. Guests will have the ability to dine in-store at the café area or grab a coffee drink at the Caribou Coffee. The community conference room can be reserved and used by local groups and organizations free of charge.

The store also will include a Brat Barn like the one described above. Ample patio space and seating will be available adjacent to the Brat Barn.

Festival will also offer seasonal merchandise in the parking lot and along the front walks of the grocery store. In addition, Festival conducts two popular seasonal events, a Mother's Day Plant Blowout in May, and in early October, a Pumpkin Blowout. Both events have been held for several years across the state and are extremely popular with guests.

Festival's popular Click n' Go online ordering will also be available at the store, allowing guests to place an order online and pick up at the store. It is anticipated that delivery will be available as well.

To learn more about Festival's history, core values, employee benefits and seasonal events, please see the attachments to this project description.



VISION STATEMENT

Festival Foods will win at grocery for the benefit of our associates, our guests and our communities.

MISSION STATEMENT

To develop a team of associates dedicated to providing our guests with a clean store, friendly people, quality products, exceptional value and an enjoyable shopping experience.

OUR FIVE VALUES

We believe the following Five Values best describe what we're all about:

SERVANT LEADERSHIP

Our team practices servant leadership; leading is to serve the legitimate needs of others. We work toward common goals, remove obstacles and get work done through others with collaboration and positive influence.

EXECUTION

Our team remains focused on delivering results with excellence! We display passion, focus and a sense of urgency in our day-to-day work.

COMMUNITY INVOLVEMENT

We are committed to making a positive difference in the communities we serve and in the lives of the people of those communities. Building relationships with our guests, associates and business partners helps us to keep people at the heart of our organization.

ASSOCIATE DEVELOPMENT

We have a passion for developing our associates and are committed to helping each other grow both personally and professionally. We keep things fun, believe that good enough never is and value the pursuit of excellence in our daily lives.

SERVICE

Our team is committed to practicing our Boomerang Principle by treating every customer as a guest. Festival Foods associates are empowered to make decisions and take actions that will bring the guest back.

BOOMERANG BASICS

The Boomerang Principle is at the heart of everything we do at Festival Foods. Simply stated, we treat customers as guests, listen and respond to their needs so they want to come back. Think of our 27 Boomerang Basics as our instruction guide to executing our vision, mission and values. The Basics define how we relate to our guests, each other and our communities. They're who we are and what drive our extraordinary success.

1. TREAT EVERY CUSTOMER AS A GUEST.

Show customers the same hospitality you'd show a guest in your home. Make sure they walk into a clean store that's warm and inviting. Be courteous and helpful. Give them your personal attention and find ways to make their visit an experience they'll share with others.

2. LIVE THE BOOMERANG PRINCIPLE.

We are each empowered to make decisions that will bring the guest back to our stores. Create engaging, memorable experiences. If we take care of our guests first, success will follow.

3. HAVE A CONTINUOUS IMPROVEMENT MINDSET.

Regularly evaluate every aspect of your job to find ways to improve and simplify. Because we've always done it that way is not a valid reason to keep doing something. Don't be satisfied with the status quo. Help find a better way.

4. THINK AND ACT LIKE THE OWNER YOU ARE.

Make decisions by asking yourself, 'What should I do since this is our company? What should I do since this is our money? Will this help our company win?'

5. RECOGNIZE AND REACT TO GUEST NEEDS.

Look for opportunities to assist our guests. Offer help when they look lost or confused. Always escort them to products, rather than directing them. Help them reach items on higher shelves. Assist them with their bags. Remember that DYFET is a call to action and a chance to shine, not a survey question. Go the extra mile.

6. SHARE INFORMATION.

Impeccable communication begins with actively participating in conversations. Learn to ask yourself, 'Am I providing all the information others might need?' When in doubt, share more rather than less. The more the right people know, the better we can work together to serve our guests.

7. CELEBRATE SUCCESS.

Catching people doing things right is more effective than catching them doing things wrong. Regularly extend specific, meaningful appreciation and recognition—in all directions throughout our company.

8. DELIVER RESULTS.

While we appreciate effort, we recognize and celebrate results. Set high goals and hold yourself and others accountable for achieving results.

9. HONOR COMMITMENTS.

Do what you say you're going to do, when you say you're going to do it. If a commitment can't be fulfilled, notify others early and agree upon a new commitment to be honored. This includes being on time for all phone calls, appointments, meetings and work.

10. PRACTICE SAFETY FIRST.

Know and practice the safety procedures for your job. Be concerned for the health and safety of your teammates as well. Never take shortcuts that compromise safety. Think prevention and communicate when things are not working.

11. CHECK THE EGO AT THE DOOR.

Don't let your own ego or personal agenda get in the way of doing what's best for our guests and for our company. Worrying about who gets credit, who's to blame, or taking things personally is counterproductive.

12. EMBRACE CHANGE.

What got us here is not the same as what will get us to the next level. Be inspired by the challenges and opportunities that change brings, rather than holding on to old ways of doing things.

13. TEN TILE.

Acknowledge, engage and interact with every guest and fellow associate whenever you're within ten tiles (feet) of them. Use people's names whenever possible.

14. SPEAK STRAIGHT.

Speak honestly in a respectful, caring way that moves the action forward. Make clear and direct requests. Say what you mean, and be willing to share ideas or raise issues that may cause conflict when it's necessary for team success. Address issues directly with those who are involved or affected.

15. ENSURE THAT WE'RE IN STOCK ON ALL ITEMS.

Keeping every item in stock is everyone's responsibility and is critical to our success. Always be aware of stock levels and speak up when you see inventory is low. Our guests can't buy products we don't have and may shop elsewhere.

16. LISTEN GENEROUSLY.

Listening is more than simply not speaking. Give others your undivided attention. Quiet the noise in your head and let go of the need to agree or disagree. Listen intentionally and with care to fully understand what others are communicating. Respect different viewpoints and appreciate our differences.

17. SOLVE PROBLEMS COLLABORATIVELY.

Collaborate on solutions as a team. Identify and implement the best solution. Then identify lessons learned and use those lessons to improve the process.

18. HAVE EACH OTHERS' BACKS.

Be willing to step into another role or help a fellow associate when that's what's required for success. There's no such thing as one person or department succeeding and another falling short. We win and lose as a team.

19. MAKE THINGS HAPPEN.

'The answer is yes; now what's your question?' Respond to every situation by looking for how we can do it, rather than explaining why it can't be done. Take personal responsibility by owning the project or problem, following up, and seeing things through to their completion.

20. BE A BRAND AMBASSADOR.

We're all responsible for, and benefit from, the Festival Foods brand reputation. Your appearance and conduct should be a reflection of how we want others to view our company. Show your support by shopping where you work and by encouraging friends to shop here too.

21. BE THE EXPERT.

Our guests expect us to not only offer quality products, but to know more about our products than they do. Take the time to learn everything that you can about your area. Be the expert by asking questions, identifying trends, and staying in stock by ordering properly.

22. ALWAYS REMEMBER THAT WE'RE A FAMILY.

Build relationships with peers and guests that go deeper than simply being co-workers or conducting a transaction. Whether it's a kind word during a tough stretch, a friendly smile each morning, or a helping hand in stressful times, show your compassion. Treat everyone with kindness and respect our unique differences.

23. BRING YOUR 'A GAME' EVERY DAY.

Everyone is needed and everyone's important. Be here and be fully engaged. Prioritize tasks and solve problems with energy, focus, purpose and enthusiasm. Work with a sense of urgency to get things done.

24. BE FUSSY ABOUT DETAILS.

From how an item is displayed to how clean the floor is, from the color of a sign to whether your nametag is on straight — every detail matters. Being fussy and getting the details right differentiates us from our competitors.

25. MAKE A DIFFERENCE IN YOUR COMMUNITY.

Be an active community member by getting involved, building relationships and participating in community organizations and events. You can and do make a difference.

26. EXPRESS GENUINE GRATITUDE.

Let our guests know how much we appreciate their business. Whenever possible, use, 'My pleasure' or, 'Thank you' in your response. Make eye contact, smile and be sincere. True appreciation can't be faked.

27. KEEP THINGS FUN.

Remember that the world has bigger problems than a broken jar of pickles or a box of overripe bananas. Keep perspective. Laugh every day and don't take yourself too seriously.





1724 Lawrence Drive

De Pere, WI 54115

920-964-3400

History of Skogen's Festival Foods in Wisconsin

- 1946 Skogen's IGA was founded by Paul and Jane Skogen in Onalaska
- 1974 Dave Skogen, second generation, became President and CEO
- 1989 October 1 – opened store in Holmen
- 1990 June 28 – opened Festival Foods in Onalaska
- 1993 May 2 – opened Festival Foods in Marshfield
- 1995 May 15 – opened Festival Foods Green Bay West
- 1997 First fireworks show sponsored; 22 city celebrations sponsored as of 2019
- 1998 March 4 – opened Festival Foods Green Bay East
- 1998 November 13 – remodeled original 1946 store to be a Support Office
- 2001 August 9 – opened Festival Foods in De Pere
- 2002 February 7 – opened Festival Foods in Oshkosh
- 2003 October 1 – opened Festival Foods in Eau Claire
- 2006 March 21 – opened Festival Foods in La Crosse
- 2006 Mark Skogen, third generation, became President and CEO
- 2006 November 8 – opened Festival Foods Appleton Darboy
- 2007 June 8 – opened Festival Foods Appleton Northland
- 2007 October 5 – opened Festival Foods in Fond du Lac
- 2007 First Festival Foods Turkey Trot event; 10 events held across the state in 2019
- 2008 October 10 – opened Festival Foods in Manitowoc
- 2010 January 4 – opened new Green Bay Support Office
- 2010 October 8 – opened Festival Foods in Suamico
- 2011 September 16 – opened Festival Foods in Sheboygan
- 2011 November 11 – opened Festival Foods in La Crosse Village









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- 2012 November 9 – opened Festival Foods in Neenah
- 2013 December 6 – opened Festival Foods in Kenosha
- 2014 February 4—acquired store in Fort Atkinson; rebranded to Festival Foods on June 3, 2014
- 2014 December 4 – opened Festival Foods in Mount Pleasant
- 2015 October 30 – opened Festival Foods in Janesville
- 2016 April 8 – opened Festival Foods in Madison
- 2016 May 10 – acquired Lakeside Sentry in Paddock Lake; rebranded to Lakeside Foods
- 2016 June 10 – opened Festival Foods in Menasha
- 2016 July 22 – opened Festival Foods in Somers
- 2016 December 2 – opened Festival Foods in Green Bay North
- 2017 June 20 – acquired Pierce’s Marketplace in Portage & Baraboo; rebranded to Festival Foods
- 2017 December 8 – acquired two Gordy’s locations in Eau Claire – Festival Foods Clairemont & Birch Street
- 2018 November 2 – purchased Festival Foods in Mauston from another Festival Foods franchise owner; converted it to Skogen’s Festival Foods
- 2019 October 11 – opened new Festival Foods in Verona
- 2019 November 8 – opened new Festival Foods in Hales Corners
- 2020 Festival Foods employs more than 7,500 full and part-time associates in the state of Wisconsin
- 2021 May 21 - opened Festival in West Allis
- 2021 July 16- opened Festival in Greenfield
- 2022 August 12- opened Festival in Hartford
- 2023 Fall - will open Festival in Chippewa Falls
- 2023 Fall - will open Festival in Kimberly

FOR EVERYONE

LIVE HEALTHY INITIATIVES  Festival Foods has a wellness manager dedicated solely to associates. For us, wellness and the wellness programs are not just about losing weight. Sure, there are incentives for eating healthy or exercising. But our focus on associate wellness also includes things like financial wellness, mental wellness and more to really try and help our associates be their best selves.	EMPLOYEE STOCK OWNERSHIP PLAN**  Festival Foods is a family – and employee-owned company thanks to ESOP, the employee stock ownership program.	TUITION ASSISTANCE PROGRAM  Dollars for Students is in a (good) way forced savings. Associates are able to put away 50¢ for every hour worked, which can be used at any time for eligible tuition expenses. Festival Foods will match what's in your account dollar for dollar up to \$10,000.
EMPLOYEE ASSISTANCE PROGRAM  The Employee Assistance Program is a 24/7 call center, not related to Festival Foods, for personal counseling on any matter.	SERVICE AWARDS  Associates receive awards and incentives for the amount of years worked or for key milestones.	ASSOCIATE DISCOUNT CARD  Associates receive a percentage off all groceries from Festival Foods.

HEALICS – HEALTH ASSESSMENTS

STOP SMOKING BONUS

ASSOCIATE REFERRAL PROGRAM

FITNESS & WELLNESS

401K SAVINGS PLAN**

SUNDAY AND HOLIDAY PREMIUM PAY

REIMBURSEMENT PROGRAM

ADVANCEMENT OPPORTUNITIES

****Eligibility requirements**

FOR FULL TIME EMPLOYEES

HEALTH, DENTAL, VISION INSURANCE

VOLUNTARY LIFE INSURANCE

HEALTHCARE DISCOUNTS FOR NON-SMOKERS

HRA AND HSA PLANS

DISABILITY INSURANCE

UP TO 26 DAYS OF PTO PER YEAR

GROUP LIFE INSURANCE

FLEXIBLE SPENDING ACCOUNTS

FUNERAL PAY



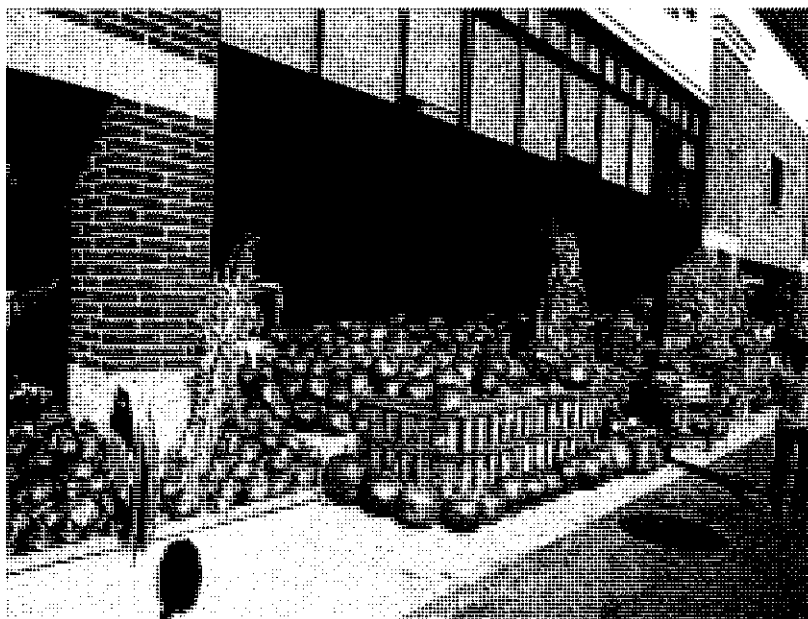
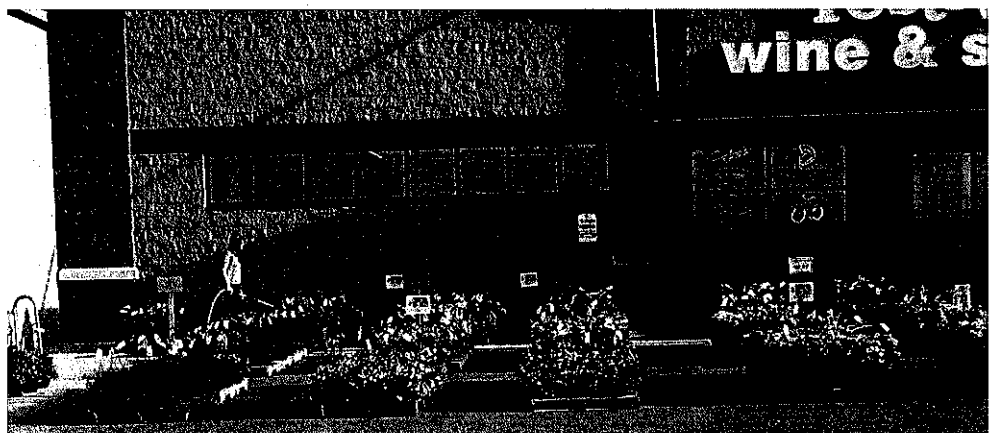
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Two signature events at Festival Foods are Plant Blowout and Pumpkin Blowout.

Plant Blowout is hosted annually on Mother's Day weekend, featuring a wide array of hanging baskets and potted plants. The large display is set up in the parking lot, as shown here, on Saturday before Mother's Day.



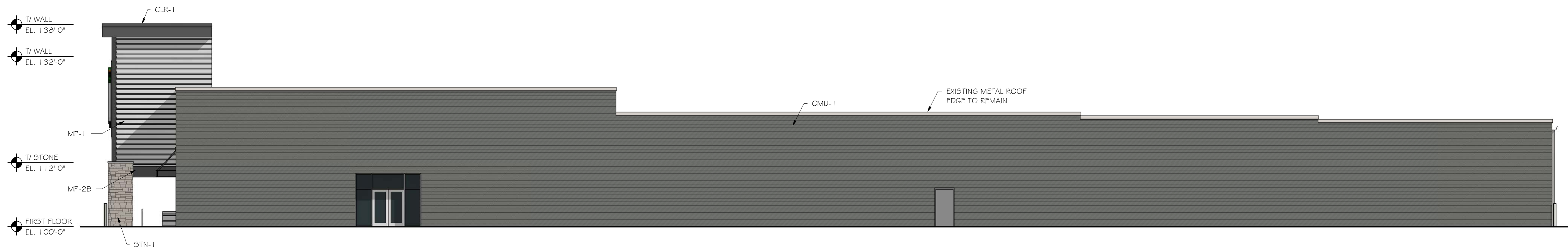
Pumpkin Blowout is hosted early October each year and features free, fun activities for guests of all ages. The one day event is held in the parking lot at each store and has become a draw for the community.



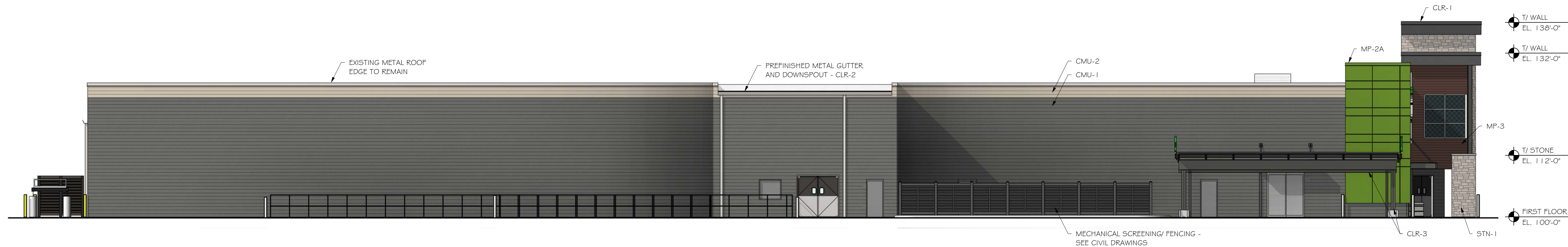
EXTERIOR MATERIAL LEGEND

NOTE:
THE MATERIALS LISTED BELOW ARE THE BASIS OF DESIGN.
SUBCONTRACTORS MAY SUBMIT ALTERNATE MATERIALS, HOWEVER,
IT IS THE ARCHITECT'S OPTION TO REJECT OR APPROVE ANY OF THE
ALTERNATES SUBMITTED.

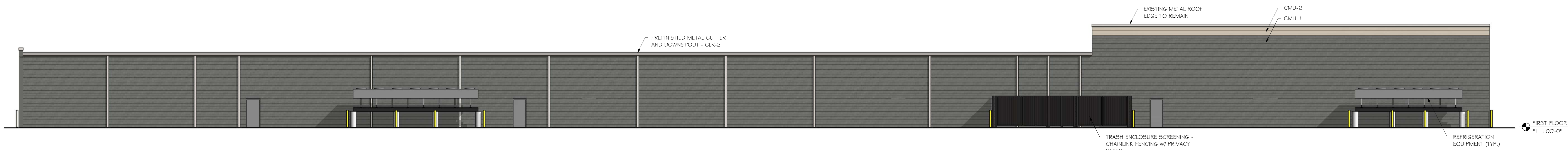
MARK	DESCRIPTION
	ALUMINUM STOREFRONT KAWNEER TRIPAD VERSAGLAZE 451T OR EQUAL 2" x 4 1/2" MINIMUM DIMENSION (PROVIDE CALCULATIONS FOR EACH OPENING) CLEAR ANODIZED ALUMINUM 1" THERMALLY BROKEN LOW E GLAZING
APW-1	ACRYLIC PLASTER WALL FINISH SYSTEM ACRYLIC PLASTER WALL FINISH SYSTEM OVER EXISTING CMU PAINT - SW7066 - GRIZZLE GRAY
CMU-1	SPLIT-FACE CMU (EXISTING AND NEW) 1 COAT OF BLOCK FILLER (PRIMER) 2 COATS OF ELASTOMERIC PAINT - SW7066 - GRIZZLE GRAY
CMU-2	SPLIT-FACE AND FLUTED CMU (EXISTING) 1 COAT OF BLOCK FILLER (PRIMER) 2 COATS OF ELASTOMERIC PAINT - SW7051 - ANALYTICAL GRAY
STN-1	STONE VENEER EDEN - VALDEK'S STONE EDEN MACHINE CUT VENEER
MP-1	METAL WALL PANEL RIB PROFILE ALUMINUM WALL PANEL - HORIZONTAL PAC CLAD "SILVER"
MP-2A	METAL WALL PANEL ALUMINUM WALL PANEL - 2" PROJECTION, 1" REVEAL CUSTOM COLOR TO MATCH - SWG720 - PARADISE
MP-2B	METAL WALL PANEL ALUMINUM WALL PANEL - 2" PROJECTION, 1" REVEAL UNACLAD "CHARCOAL" (MUST MATCH FINAL CLR-1 SELECTION)
MP-3	METAL WALL PANEL ALUMINUM WALL PANEL - 6" V-GROOVE FLANK WOOD GRAIN PATTERN - ITALIAN ROSEWOOD
CLR-1	PREFINISHED METAL FACTORY FINISH UNACLAD "CHARCOAL"
CLR-2	PREFINISHED METAL FACTORY FINISH UNACLAD "SANDSTONE"
CLR-3	PAINTED STEEL PAINT - SW7066 - GRIZZLE GRAY



EAST ELEVATION
SCALE: 3/32" = 1'-0"



WEST ELEVATION
SCALE: 3/32" = 1'-0"



NORTH ELEVATION
SCALE: 3/32" = 1'-0"

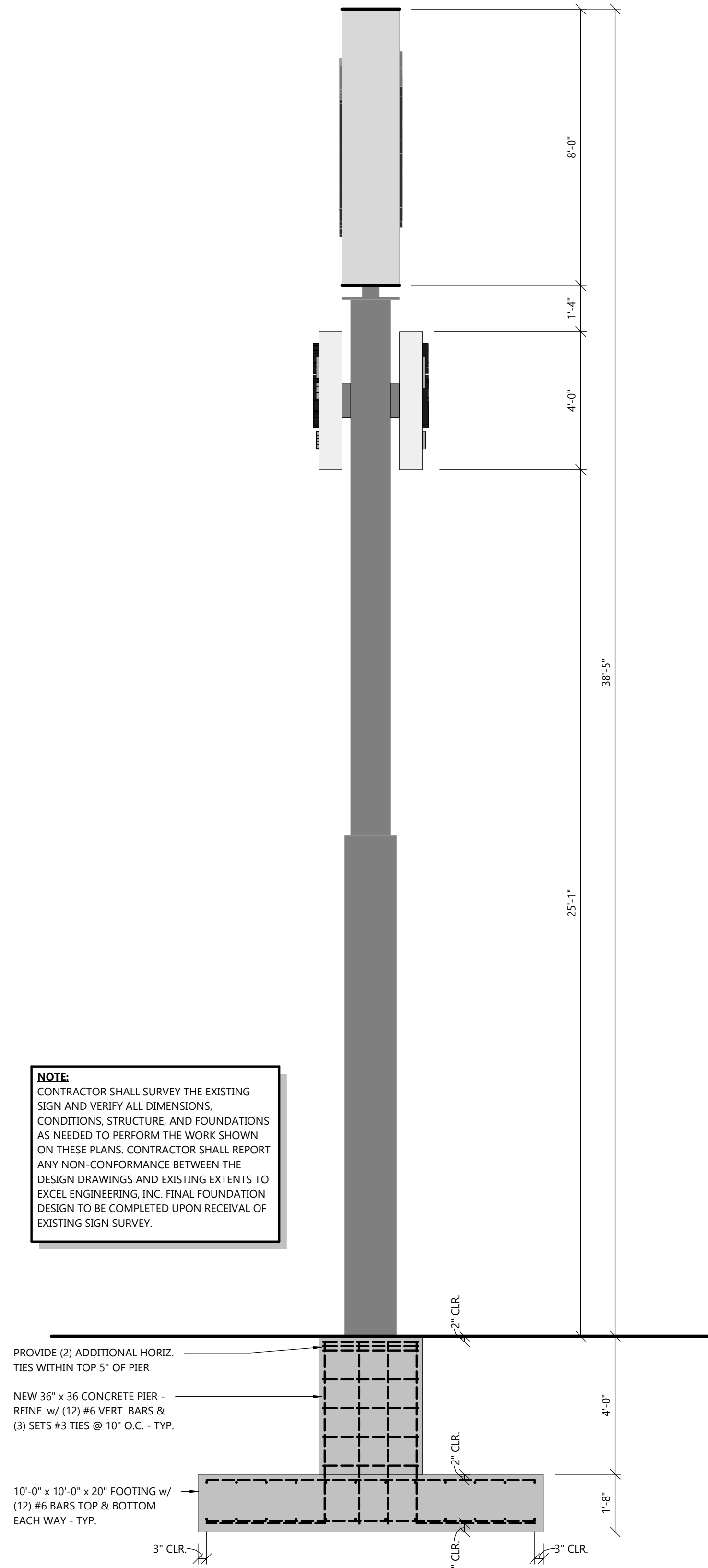


SOUTH ELEVATION
SCALE: 3/32" = 1'-0"

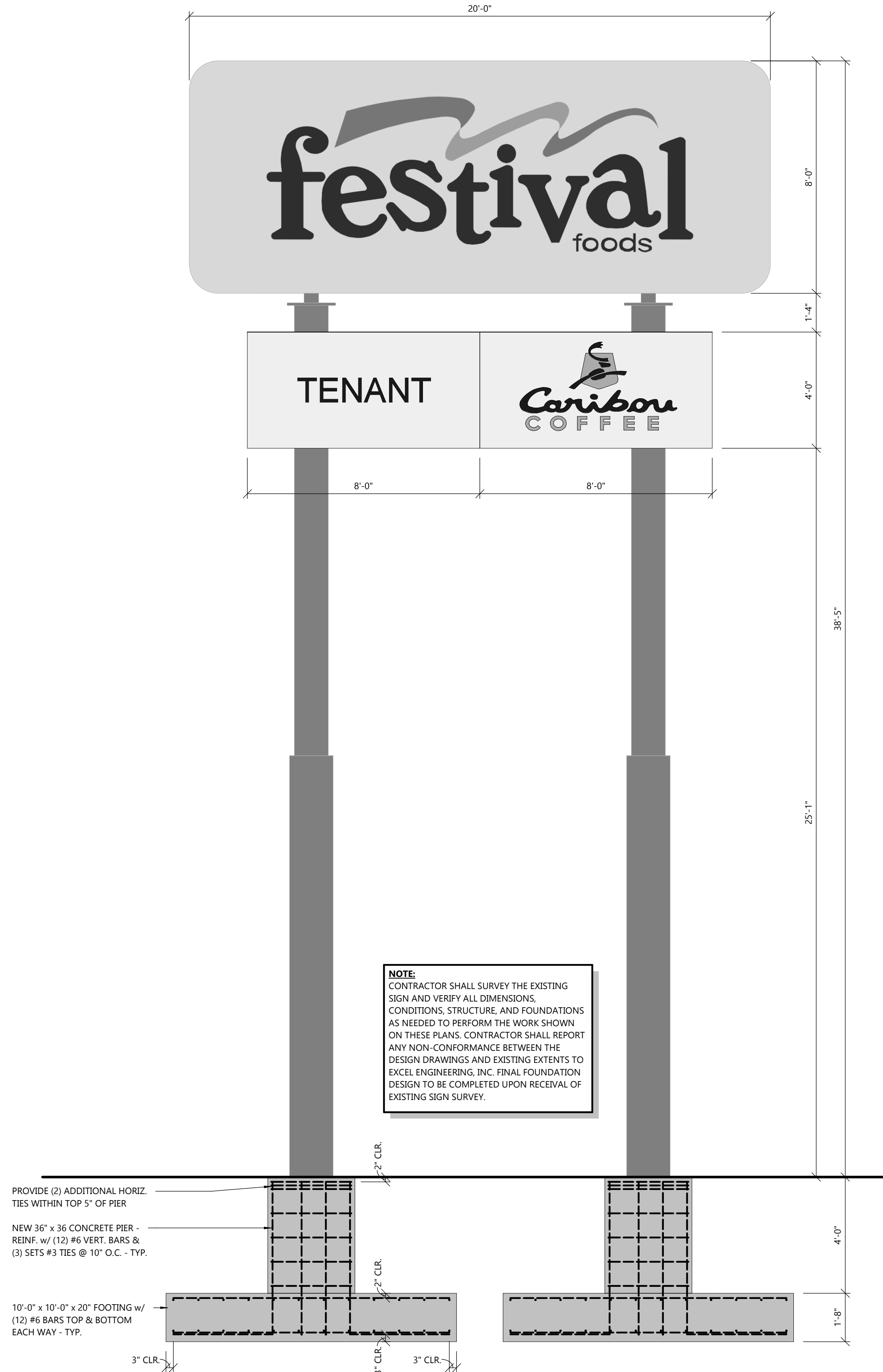
Revisions	Description	Date

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SIGN ELEVATION



SIGN ELEVATION