

Brooks Tractor Completes Renovation of Milwaukee Location

By Jessica Hoover



Dave Manganaro, Architect at dm architecture; Lewis Brooks, Director of Sales; Lew Brooks, President of Brooks Tractor; and Dave Peterson, Project Manager at Gerald Nell



The newly remodeled Brooks Tractor branch location at 12101 West Silver Spring Drive in Milwaukee, Wisconsin.



Rob McLaughlin, Milwaukee Service Manager; Scott Berlowski, Milwaukee Sales Manager; Chuck Moldenhauer, Milwaukee Parts Manager; Lew Brooks; Lewis Brooks



A 12-ton crane was added to the repair facility addition, along with an overhead lube system, new drive-thru bays, a wash bay, and a cylinder bench that doubles Brooks Tractor's hydraulic repair capabilities.



The project team remodeled the entire exterior of the building.



The renovation also added a showroom for displaying skid steers, CTLs, and mini excavators.

Brooks Tractor, which is celebrating 75 years as a construction equipment dealer, recently underwent a complete 12,664-square-foot renovation and added 7,200 square feet to its Milwaukee, Wisconsin, location. Brooks Tractor is a John Deere, Hitachi, and Dynapac construction equipment dealer – as well as a John Deere and Hitachi compact construction equipment dealer.

Besides the Milwaukee location, the company also has facilities in the major metro areas of Wisconsin – Madison, Green Bay, La Crosse, Stevens Point, Racine – and a new location soon to be added in Sparta. In addition, the Brooks Positioning Systems division provides a portfolio of Topcon, Leica, and Sokkia products for rent or purchase along with a team of specialists to support the products and provide model building for every project.

Keeping a Normal Day-to-Day Operation

For its Milwaukee project, Gerald Nell Inc. was the contractor and dm architecture, llc was the architect. Both companies have previously worked with Brooks Tractor. When renovat-

ing the Milwaukee location, Brooks Tractor decided to operate out of the building at the same time as the project. The renovation and addition lasted about a year and a half.

"This is a very busy location," said Lew Brooks, President of Brooks Tractor. "We're on West Silver Spring Drive, which is basically machinery row. We get a lot of walk-in traffic here, too. So we put up the new heavy equipment repair facility first and continued to operate out of the old facility as that went up. Then once that was done and we had an occupancy permit, then we moved our equipment into it and that was our base for service. Then we started renovating the existing structure."

"We wanted to make sure that they could have their business open and function as normal, or as close to it, as possible," said David Peterson, Senior Project Manager at Gerald Nell Inc.

Stormwater Surprise

Along with battling some bad weather, the project team also had some other unexpected challenges arise over the year and a half that the project took place.

"We completed a stormwater management analysis, and we thought we were good," Brooks said. "Then we realized we had to bore under West Silver Spring to bring more water in for the sprinkler system. Then once we did that, they wanted a different system installed for stormwater."

"Then we had to install a below-ground water detention area to limit the rate at which the water would go into the municipal storm sewer," Peterson said. "So there's quite a large underground holding facility on site."

Major Repair Facility Upgrades

During the renovation, the project team ended up tripling the size of the parts warehouse by reorganizing the interior space. They also added a 12-ton crane to the repair facility addition, along with an overhead lube system, new drive-thru bays, a wash bay, and a cylinder bench that doubles Brooks Tractor's hydraulic repair capabilities.

The addition included a new technician training room that is set up as a virtual classroom for onsite training with John Deere

trainers, a clean room for rebuilding components, a large conference room for customer training, and a showroom for displaying skid steers, CTLs, and mini excavators.

"We added on the new repair facility and basically gutted the entire interior," said Dave Manganaro, Architect at dm architecture. "We moved all of the different departments around and also remodeled the entire exterior of the building."

For the exterior, the project team added concrete around the building and expanded the display pad in the front to better showcase equipment. They also widened the gate to 40 feet wide for easy access in and out and to service larger production class equipment.

"When you walk through the facility, it's like we have a brand-new building," Brooks said. "You wouldn't even know the old one was here. Everything is more spacious. It's just a better environment for the staff. I smile when I walk through it. It's just really nice ... and the renovation needed to be done. We were looking toward the future. This facility will be good for the next 40 years."