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Despite challenges, teams deliver the goods for Fleet Farm

By: [Tiffany Nesbitt](#) // May 15, 2019 // 2 Minute Read

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Fleet Farm was looking to make an impression when it opened a new store anchoring the retail section of Pabst Farms, a mixed-use development along Interstate 94 in Oconomowoc.

The result is an with the retailer's trademark orange silo. It draws attention, even from motorists speeding past on I-94.

The general store's assortment of products includes sporting goods, pet-care and home-improvement products and toys, as well as apparel and accessories. It also has a gas station and convenience store.

Construction on the more-than-200,000-square-foot project was to be completed within 12 months, a demanding schedule that didn't make things easy for builders.

Although Oconomowoc officials were eager to see the \$32.5 million project completed on time, they had even bigger goals. Above all, they wanted Pabst Farms to be an attractive entrance to their city.

The engineering firm raSmith, which provided land-development services, helped lead Fleet Farm through the entitlement phase with the city. It also lent a hand in the difficult jobs of landscape screening and designing the new Fleet Farm store to ensure it would fit in with Pabst Farms' retail complex, called Town Centre.



Miron Construction served as the general contractor on the project and Stephen Perry Smith as the architect.

The Fleet Farm store was "one of the most challenging yet successful developments I have worked on in the last 20 years," said Paul Klister, owner of Commercial Horizons, the developer.

Now, Klister said, "the balance of architectural requirements, site planning and supported use for the community is finding its planned success."

Since Fleet Farm opened last summer, Pabst Farms has seen restaurants and other retail stores come along.

"This project represents what can happen when all parties involved are focused on building a successful project," Tom Carrico, vice president of real estate and construction for Fleet Farm, said.

"It represents a great partnership between the developer, land owner and community to get a great-looking project completed."

Project Essentials

Pabst Farms Fleet Farm

Location: Oconomowoc, Wisconsin

Project size: 217,000 square feet

Project cost: \$32.5 Million

Start Date: August 2017

Completion date: August 2018

Nominator: raSmith

General Contractor: Miron Construction

Architect(s): Stephen Perry Smith Architects

Engineer(s): raSmith

Owner(s): Commercial Horizons

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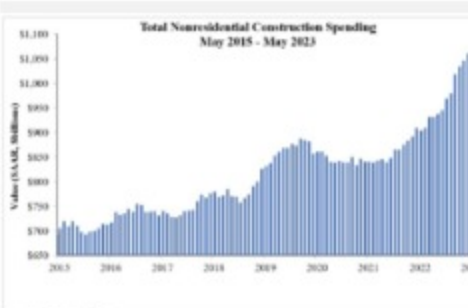
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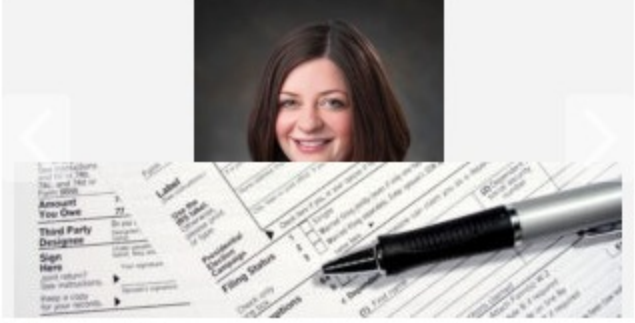
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