

# TruGreen Parking Expansion

**Land Use - Conditional Use Permit Application  
UDC Initial-Final Review Application**

**TruGreen Lawn Care  
4626 Dutch Mill Road, Madison, WI 53716**

Prepared for:

**Hawthorn & Stone  
7601 Ganser Way, Suite 200  
Madison, WI 53719**

Prepared by:

***JSD*** *Professional Services, Inc.*  
• *Engineers* • *Surveyors* • *Planners*

*161 Horizon Drive, Suite 101  
Verona, WI 53593*

May 29, 2019

**Re: Letter of Intent  
Land Use - Conditional Use Permit Application  
UDC Initial-Final Review Application  
JSD Project # 19-9005**

To Whom It May Concern,

The following is submitted together with plans and application for review and approval by the Urban Design Commission, Planning Commission and Staff.

Owner:	TruGreen Lawn Care 14360 South Ewing Ave. Burnsville, MN 55306	General Contractor: Hawthorn & Stone 7601 Ganser Way, Suite 200 Madison, WI 53719
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Survey, Engineer & Landscape Design:	JSD Professional Services 161 Horizon Drive, Suite 101 Verona, WI 53593
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**Project Background:**

On behalf of TruGreen Lawn Care and Hawthorn & Stone, JSD Professional Services, Inc. (JSD) is requesting Conditional Use and UDC initial-final approval of a parking lot and access drive expansion for TruGreen – Madison located at 4626 Dutch Mill Road. The parcel is currently zoned IL which permits its current use as General Office – Contractor Yard. The parcel lies within Madison’s Urban Design District No.1. The 3.24 acre site is situated between a mobile home park to the east, a storage facility to the north, a wooded lot to the west, and an office building to the south. The existing building area is 14,658 square feet. The existing building, parking and utility infrastructure were improved in 2016 following formal City approvals and a staff level review for parking counts exceeding the maximum allowable. Today, the existing off-street parking count (82 stalls) exceeds the maximum allowable (52 stalls) by 30 stalls.

**Project Description:**

In order to accommodate their growing business and to provide safer and quieter access into and out of their site, TruGreen requests consideration to expand their existing parking lot to accommodate 19 new parking stalls and an internal 360-degree truck route.

With a proposed total stall count of 101, TruGreen requests a Conditional Use Permit to meet their needs for employee parking. To justify this request this proposal provides the following items: documentation of TruGreen’s parking demand, a proposed internal truck route to alleviate concerns of trucks backing out of the site and onto Dutch Mill Road, additional parking areas designed as extensions of existing parking and extending existing stormwater management practices to treat proposed improvement areas.

**TruGreen Business Operations:**

TruGreen employs 12 office staff and 70 field staff (82 employees) between the hours of 6am-8pm on weekdays and 6am-5pm on weekends. 62 fleet trucks are currently parked overnight on the site, whereas a majority of staff will mobilize in their fleet trucks each morning to job sites throughout the Madison area. There are 10-15 semi-truck deliveries made to the office per week between the hours of 7am-6pm. The proposed 101 parking stalls will allow for current employees to park as well as provide opportunity for future company growth.

**Proposed Plans:**

It is TruGreen’s intent to alleviate parking concerns in conjunction with neighborhood concerns. Although proposed parking stall counts are above the maximum allowed by zoning, the business operations schedule, the nature of this business and future employee growth requires a significant amount of parking. To offset this need, TruGreen has proposed the following measures to maintain the original design intent of the site and enhance the aesthetics of the site: landscape plantings that exceed the minimum requirement by 75-percent, landscape plantings that enhance the street and building entrances, stormwater management areas to treat proposed improvements, additional site lighting and four bicycle racks (8 stalls) to encourage employees to bike to work or take public transportation.

**Site Design:**

<b>Land Use &amp; Building Summary</b>	
Site Area	3.25 acres (141,354 SF)
Existing Building Stories	1
Lot Coverage	91,373 SF
Open Space	49,761 SF
Impervious Surface Ratio	0.65
Existing Parking Stalls	82 stalls
Proposed Parking Stalls	101 stalls
Total Building Area	14,658 SF
Gross Floor Area	14,658 SF
Proposed Bicycle Parking	8 stalls

**Past Schedule of Events:**

- April 4, 2019 – Development Assistance Team Meeting
- April 11, 2019 – UDC Director Meeting with Janine Glaeser
- May 22, 2019 – Conference Call w/ Assistant Zoning Administrator - Jenny Kirchgatter
- May 22, 2019 – Notification to District 16 Alder - Micheal Tierney
- May 22, 2019 – Notification to Monona East Side Business Alliance Director - Kristie Schilling
- May 23, 2019 – Approval and waiver to submit applications by Alder Michael Tierney and Director Kristie Schilling

**Anticipated Schedule of Events:**

- May 29, 2019 - Land Use and UDC Initial-Final Submittal
- July 11, 2019 – UDC Initial-Final Meeting
- July 29, 2019 - Plan Commission Meeting
- August 1, 2019 - Site Plan Verification Submittal
- September 2, 2019 – Permit Issuance
- September 2019 - Groundbreaking

Thank you for your time and consideration with this submittal.

Sincerely,

Kevin Yeska  
Project Consultant  
JSD Professional Services, Inc.