



July 18th, 2022

City of Madison
Planning Division
215 Martin Luther King, Jr. Blvd, Suite 017
Madison, WI 53701

Subject **Letter of Intent – 4730 Femrite Dr. Parking Lot Addition**
 Conditional Use Application
 JSD Project No. 17-7999-FEM

This letter, together with the attached plans and supplemental materials, constitutes our Land Use Application for a Conditional Use specific to the proposed parking lot addition located at 4730 Femrite Drive, 4802 Femrite Dr. and 2730 Daniels St.

Project Team:

Property Owner: Certco Inc.
Surveyor/Civil Engineer/Landscape Architect: JSD Professional Services, Inc.

Project Description & Background:

The proposed parking lot addition includes constructing a new parking lot area at 4730 Femrite Dr, which includes 36 surface parking stalls. Other site improvements associated with the proposed parking lot addition include construction of an expanded stormwater management facility, site lighting and landscaping.

The reason for the proposed parking lot addition is to alleviate the employee parking demand issues on the parking lot facilities which serve Certco Inc’s cooler and freezer warehouse located at 4802 Femrite Dr. The employee parking demand issue arises during the overlapping shift change between 3rd shift and 1st shift at the 4802 Femrite Dr. building. Refer to the provided construction plans for details on the parking lot layout.

Existing Site Layout:

Certco Inc. property is located on two adjacent parcels which are accessed from the south off Femrite Dr. or to the northwest on Daniels St. On these parcels, Certco operates two large warehousing facilities; 4802 Femrite Dr. which is a 320,000 SF cooler and freezer warehouse and 2730 Daniels St which is a 340,000 SF dry goods warehouse. Both of these uses operate independently of each other on this large 33 acres parcel (Lot 1 of CSM 12807) and as such have separate parking facilities which provide the parking for the employees. The other parcel of approximately 6 acres, located along Femrite Dr. has two access drives and an existing employee parking lot which serves the 4802 Femrite Dr. warehouse.

4802 Femrite Dr. Facility Operations:

The 4802 Femrite use has a total of 81 parking stalls; all located on the south end of the building. The employee entrance to the building is located in the southeast corner of the building which is adjacent to 76 of the 81 parking spaces. The employee numbers and hours of operation for the Femrite facility are as follows;

- 3rd Shift: Warehouse Inbound Receiving; 26 Employees; 10:00PM to 6:30AM
- 1st Shift: Warehouse Outbound Shipping; 74 Employees; 7:00AM to 3:30PM
- 2nd Shift: Warehouse Staging/Loading; 10 Employees; 4:00PM to 12:30PM

During the shift change of the two largest shifts (3rd and 1st), a total of 100 employees are on-site at a time. Therefore, the 81 stalls available for parking do not provide adequate parking spaces for all employees.

Although there is a 30 minute separation between the 3rd and 1st shifts, 3rd shift employees frequently are working overtime beyond the standard hours to complete unloading/staging of inbound received products during 3rd shift for preparation of 1st operations of outbound shipping. As with many warehousing and shipping/receiving focused operations, COVID 19 introduced many challenges with delivery logistics and supply chains. These challenges have resulted in Certco requiring overtime hours for all shift's employees to ensure Certco's products are being received/delivered to/from their customers on a daily basis. With the additional required overtime hours and the shift change between the 3rd and 1st shift, the existing parking availability that serves the 4802 Femrite Dr. is taxed and does not provide enough available parking spaces.

Refer to the provided Certco Property Overview Map for further details of locations of buildings and parking facilities.

2730 Daniels St. Facility Operations:

The 2730 Daniels Street building has a total of 111 parking stalls which serve the facility and are all located near the south and southwest sides of this building. The employee entrance to the building is located approximately 150 feet east of the southwest corner of the building which lies near the middle of the large employee parking area where most employees park. At the Daniels St. facility there is only a single 1st shift with a total employee number of 86.

It should be noted that the large parking area which serves the Daniels St. facility existed in its current size and configuration prior to Certco purchasing the property and building. Certco took ownership of the former Rubbermaid facility and the rest of the property which included the property extending all the way to Femrite Drive, in August of 2006. The purchase of this property then allowed Certco to construct their first facility at 4802 Femrite Dr. in 2009, just south of this existing parking lot. This build out was the initial 170,000+ SF of the now 320,000+ SF freezer and cooler warehousing facility. The last expansion of the 4802 Femrite Dr. facility was completed in 2016.

Refer to the provided Certco Property Overview Map for further details of locations of buildings and parking facilities.

Conditional Use Request:

Certco Inc is requesting Conditional Use approval for their proposed parking expansion as the addition of these parking stalls exceed the maximum ordinance permitted amount of parking stalls per MGO 28.141(4) Table 28I-3 Off-Street Parking Requirements. The total number of parking stalls, including the 36 stall proposed addition, is 228 stalls inclusive of ADA accessible stalls. Per Table 28I-3, the maximum permitted number of parking stalls is 160 stalls; which is derived from adding the employees from the largest shift at each building ($86 + 74 = 160$).

The Conditional Use request is rooted in the City’s ordinances as outlined in MGO 28.141(6)b which states, “An increase of more than twenty (20) parking spaces that is also more than ten percent (10%) of the maximum parking requirement may be approved by conditional use.”

Considerations for Conditional Use Request:

As previously mentioned, the two existing buildings and their associate parking areas on the property shall effectively be considered separate uses/properties when evaluating the maximum parking numbers. We do understand the ordinance looks at both properties as a zoning lot of 39+ acres as a whole with regarding to parking requirements, regardless of the number of buildings and/or separate uses/parking areas, however we feel this is the appropriate frame of mind when evaluating and considering this conditional use request.

To support the conditional use request beyond the mindset of evaluating the two separate building uses and adjacent parking areas, we feel some additional supporting factors for consideration are as follows:

- Parking Lot Adjacency to Buildings Employee Entrance
- Pedestrian Facilities & Connectivity
- Site Safety and Traffic Circulation

We have explored the above mentioned supporting factors in more detail as follows:

Parking Lot Adjacency to Building Employee Entrance:

With the large size of the entire property and significant separation between building entries, the existing parking facilities are conveniently and practically located to support each of their adjacent buildings. The close adjacency from parking lots to employee entrances improves site safety by having dedicated pedestrian pathways from the nearer parking stalls to the employee entries and reduces conflicts with the inbound and outbound truck traffic.

For an example, if employees working at 4802 Femrite decided to park in the lot north of the Femrite facility, they would have to walk along the east side of the building which is over 750 ft from the nearest corner of the parking lot to the Femrite employee entry.

Pedestrian Facilities & Connectivity:

To expand on the example mentioned above, there is not a dedicated pedestrian pathway to safely connect the parking lot north of 4802 Femrite drive to its employee entrance. points along this side of the building. The east side of the Femrite building is a primary traffic route for inbound trucks accessing the Daniels St. loading docks or the truck staging stalls further north of the Daniels St. building. It is also a main access drive for employees who work at the Daniels St to and is the dedicated fire lane.

Due to the high traffic nature of the route, adding a dedicated pedestrian walkway/sidewalk in this area would not be safe. Other than the high traffic volumes here, it also conflicts with multiple large overhead maintenance access doors, generator and secondary power equipment, and large fire suppression holding tank.

Site Safety & Traffic Circulation:

For each of the existing parking lot facilities, there are dedicated pedestrian pathway for safe pedestrian access into the buildings. The Certco parcels development was not intended to share parking facilities between the two buildings due to the long distances between employee entrances, conflicts with truck/traffic volumes and other conflicts with operations and exterior equipment.

Adding the parking lot in the proposed location also improves the traffic circulation on-site, as it reduces the traffic distances from entry drives to parking areas and reduces the volume of cars which can conflict with the truck traffic.

For the reasons described in the previous paragraphs, we feel the conditional use request is adequately supported and shall be considered for approval.

Anticipated Schedule

The anticipated construction schedule is to begin in late Sept./ Early Oct. of 2022 and have the parking lot complete prior to close of 2022 construction season.

Sincerely,

Matt Haase, PE (JSD)
Project Consultant
JSD Professional Services, Inc.

Amy Niemetscheck, CEO/ President
Certco, Inc.

Attachments

1. *Certco Inc Parking Lot Addition Construction Plans*
2. *Certco Property Overview Map*
3. *Fire Lane Access Plan*
4. *Conditional Use Application*