



**Russo: Elgin**  
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**Russo: Frankfort**  
21660 S. La Grange Rd, Frankfort, IL 60423  
p: 779.333.7000 f: 779.324.5701

**Russo: Hainesville**  
39 E. Belvidere Rd, Hainesville, IL 60030  
p: 847.752.0420 f: 847.548.0765

**Russo: Naperville**  
1636 North Aurora Rd, Naperville, IL 60563  
p: 630.219.2440 f: 630.219.2095

**Russo: Schiller Park**  
9525 W. Irving Park Rd, Schiller Park, IL 60176  
p: 847.678.9525 f: 847.678.0705

*Powering Nature's Professionals Since 1970*

City of New Berlin  
Department of Community Development  
3805 S. Casper Drive  
New Berlin, WI 53151

RE: 16555 W. Lincoln Ave., New Berlin, WI

## PLAN OF OPERATION

- The proposed use of the land, building and/or structures
  - Russo proposes to utilize the building and property as an additional location to continue the sale and service of professional grade lawn equipment and related products. The building would serve as a retail showroom, service center, warehouse and office for the team. Russo would also like to utilize outdoor storage for larger crated equipment, trailers and palletized materials.
- Activities to occur both inside & outside all principal & accessory buildings
  - Inside activities
    - Sale and service of Commercial lawn equipment & related goods
      - Examples of related goods: Parts, Engines, Accessories, hand tools, trailers, safety supplies, seed and plant health care products, ice melts, snow removal products, arbor supplies, handheld power equipment, pruning and timbering equipment. Please visit <http://www.russopower.com> for a full list.
      - Service to include small engine repair of mowers, handheld equipment, tillers, tractors, snowblowers, truck plows, spreaders and trailer service
      - Office and Administration work
  - Outside Activities
    - Storage of larger crated equipment, trailers and palletized materials for resale.
    - additional storage for Equipment waiting on service
- The frequency & duration of all activities, including the season, days, & hours of operation
  - Facility Hours: Monday – Friday 7:00 am to 4:00 pm, Saturday 7:00am to Noon, Closed Sundays
  - Open year round
  - Estimated 30-40 visitors per day

- The total number of employees & number of employees in largest work shift
  - Estimated 15 employees with the largest shift utilizing the entire team
- The estimated number of occupants of a multifamily residential use;
  - Not Applicable
- The number, size & type of all vehicles associated with the use
  - 1 Russo pick-up truck used for deliveries
  - 3<sup>rd</sup> party delivery trucks
- Number of vehicle trips or Traffic Impact Analysis if required by §275-58C
  - Our business will not create an adverse impact on traffic in the area. Our 30-40 daily customers will be visiting between 7:00 a.m. and 4:00 p.m.
- The expected starting & completion dates of construction
  - December, 2021 – Spring, 2022
- The proposed phasing of the project, if appropriate
  - Not applicable
- Resolution or mitigation of any hazards or adverse impacts
- Parking concerns – With the proposed storage area, we will still have 61 parking spaces available outside the fence. Based on 10 years of experience at our 5 facilities, our customers are usually in our facilities for about 15 minutes and we normally have no more than 10 customers in at one time. We offer deliveries and will call pick up which reduces the number of vehicles in the parking lot for extending amounts of time. We will have 15 full time employees which still allows for 46 open parking spaces.
- Our primary objective is to build relationships and to take care of those who work and trade with us. At our core, we believe in teamwork and promoting mutual growth and prosperity. We aim to provide our customers with a wide selection of products and services at a great value. We are proud of our family owned roots, and as we continue to expand, we strive to provide leadership in both our industry and community.