

The **BOUCHER** Group

July 14, 2021

Via Email and Regular Mail

City of Waukesha Plan Commission cgriffith@waukesha-wi.gov
c/o Charlie Griffith, Associate Planner
201 Delafield Street
Waukesha, WI 53188-3633

Re: 1531 E. Moreland Boulevard - Site and Parking Plans

Dear Plan Commission:

Following our Wednesday, June 30, 2021, meeting with Charlie Griffith and Doug Koehler (Planning), Kristin Stone (Building), Brian Charlesworth and Chris Coon (Fire Marshal's office) and Miles Eastman (Legal), we have taken immediate and tangible steps to address the concerns raised by the City in regards to the 1531 E. Moreland Blvd. building remodel and parking situation.

As you know, we have: (a) removed all of the vehicles as directed, including removing the vehicles that were blocking the fire lane in the rear of the building, (b) submitted a revised final site plan and architectural review to address what we understand to be the City's concerns including the overhead doors, fire lane and access to sprinkler hookups behind the building (as raised by the Fire Marshal on July 13th) as well as traffic flow along the west side of the building, (c) completed paving on the west side of the building, (d) made arrangements to seal the lot, (e) placed parking stalls, added stenciling and have/will put up signage where appropriate, and (f) entered into formal license agreements with adjacent Boucher entities to provide for employee parking on the site as specifically shown on the exhibit to the parking license agreements. We have done all of this and also paid the citations in advance of the July 28th Plan Commission meeting.

In anticipation of the meeting, we ask the City planning personnel, including the Plan Commission itself, to support all of our businesses along Moreland Blvd. And in regards to the subject 1531 E. Moreland Blvd. property, we respectfully ask for the City's relief as further detailed below in this letter.

Please see two formal license agreements (leases) by and between Boucher Holdings, LLC, the owner of the 1531 E. Moreland Blvd. lot, and two separate dealerships, Boucher Chevrolet, Inc. and Boucher Nissan of Waukesha, Inc., respectively. You will note that each lease incorporates the overall parking plan for the entire property, including designated parking spots (as shown by the highlighting and color code) for each entity. The designated parking under the licenses is in compliance with Zoning Regulation Section 22.53 governing parking requirements. In addition, the parking plan also shows the specific areas where the new body shop and service business employees and customers will be parking and, as explained in greater detail below, where the Boucher marketing department and sales office employees will be parking. All of the parking is specifically detailed by highlighting and color codes on the map included with this letter.

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Gordie Boucher Ford



THIENSVILLE
Gordie Boucher
Village Ford



RACINE
Frank Boucher Chevrolet
Cadillac



Frank Boucher Mazda
Volkswagen Kia



WAUKESHA

Boucher Nissan



Volkswagen

Boucher Chevrolet



Boucher Buick GMC

Boucher Cadillac



Boucher Hyundai



WEST ALLIS
Gordie Boucher Lincoln

Jeep

WEST BEND
Gordie Boucher Ford Lincoln

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In addition to these efforts, following some of the ideas/concepts that were discussed at our June 30th meeting, we also have devised a two-fold approach to resolve finally and formally the B-5 zoning prohibition against vehicle storage on the lot moving forward. First, we propose to reconfigure and expand, via a formal and recorded Certified Survey Map, the lot associated with the *You Drive It Now (a/k/a Smart Buy)* business located at 1503 E. Moreland Blvd. This expanded lot will support a new business to be housed in the 1503 E. Moreland Blvd. building on behalf of Nissan, namely, sales of Nissan certified pre-owned (CPO) vehicles. This is shown in concept only as "future lot line" marked in red on the plan submitted, but to be certain, we will move deliberately to submit the requisite plans and operational documents to the planning department for approval and occupancy permit associated with this lot change and new business. The key here is the new business and lot make vehicle display and storage a *permitted principal use* in the B-5 zoning district.

Second, we propose constructing and staffing both marketing and sales offices in the front of the 1531 E. Moreland Blvd. building as shown on the revised plan for architectural review (see enclosed). The inclusion of a fully operational sales office and having a sales team in the building should provide a legally valid means for the Plan Commission to approve of vehicle inventory display and storage on the site as, again, this is a *permitted principal use* under the B-5 zoning regulations. After the lot is legally separated/reconfigured as described herein and shown on the included overall parking plan, we will submit a formal final site plan showing the exact layout of the remaining 1531 E. Moreland Blvd. lot, compliance with the applicable codes concerning the lot/business itself, and a plan of operation in order to obtain a final occupancy permit for both the 1531 E. Moreland Blvd. building itself and the new lot associated with this business.

In light of the tangible effort shown, the submission of the parking licenses provided with this letter, the revised site plan and architectural review submitted, the proposed overall parking plan as well as the commitment by Boucher with respect to the formal CSM to obtain newly configured lots and opening of sales offices as described, we respectfully request that the Plan Commission approve of temporary occupancy of the 1531 E. Moreland Blvd. lot to include both employee and inventory parking in accordance with the included parking plan/layout as we proceed through construction completion and legal lot separations.

Thank you for your consideration and for your overall support of all of our Boucher-owned businesses along E. Moreland Blvd.

We look forward to a favorable response.

Very truly yours,



Daniel G. Nienhuis
General Counsel

DGN/baa Enclosures

Cc: Alderman Don Paul Browne district1waukesha@gmail.com
Frank Boucher
Brian Harrig
Chad Kemnitz