



**CITY OF WAUKESHA**

**Administration**

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<b>Committee:</b> Plan Commission	<b>Date:</b> 4/11/2018
<b>Common Council Item Number:</b> ID#18-0034	<b>Date:</b> 4/11/2018
<b>Submitted By:</b> Maria Pandazi, City Planner	<b>City Administrator Approval:</b> Kevin Lahner, City Administrator <a href="#">Click here to enter text.</a>
<b>Finance Department Review:</b> Rich Abbott, Finance Director RA	<b>City Attorney's Office Review:</b> Brian Running, City Attorney <a href="#">Click here to enter text.</a>
<b>Subject:</b> <b>Boucher, 1531 E. Moreland Blvd. – Final Site Plan &amp; Architectural Review</b>	

**Details:** The applicant is seeking approval of Final Site Plan and Architectural review for modifications to the parking, landscaping, and lighting plans for the Boucher dealership and vehicle storage facility at 1531 E. Moreland Blvd. The site was previously the location of a Pick N' Save grocery store and a Waukesha State Bank branch. The plans have not been modified since the use changed, and staff has been working with Boucher since December to ensure that the site is used in a way that is compliant with zoning and safety regulations. Boucher plans to expand its preowned dealership into the former Pick N' Save building at some point in the future, and will make more extensive renovations at that time. For now the applicant plans to update the parking lot lighting and are bring the parking and landscaping up to the minimum accaeptable standards.

The lighting plan will replace all of the existing parking lot lights with LED fixtures and white poles, to match the lights in the adjacent Boucher pre-owned dealership. The existing concrete bases will be unchanged.

The landscaping at the site has not been maintained to the previously approved levels. The landscape plan will restore it to a similar standard and will expand it to areas that previously did not include landscaping.

The parking plan will replace most of the existing parking spaces with storage aisles. The plan leaves some spaces for employee and customer parking in the rear of the building and near the entrances to both the current Boucher pre-owned dealership and the former Pick N' Save store. At staff's request, the applicant modified the plan to include access aisles between every other parking aisle. Parking at the site has been consistently non-compliant with the previously approved plans since at least December of 2017. Vehicles have been parked on landscape areas, on pedestrian walkways, in circulation areas, and across lines. Boucher staff has partially or temporarily fixed problems at the request of Community Development staff but has never brought it fully into compliance until now.

Staff has also worked with Boucher over the past several months to bring the signage at the Pre-owned dealership in the attached building into compliance with city code. The dealership has had two large banner signs on the wall



since December without either temporary or permanent sign permits. The banners exceed the maximum square footage for signs at the site. They have also recently placed a large, portable sign in the public right of way on Moreland Blvd. As part of this approval staff has requested that the applicant remove the structure of the former gas station sign facing Moreland Blvd and repaint or clean the façade of the former Pick N' Save building so the outline of the old sign there is no longer visible.

Vehicle storage is not a permitted principal use in the B-5 zoning district. Staff is comfortable with the use as a temporary transition between a grocery store and a dealership, but has requested that the applicant provide a timeline for when they will be able to expand the dealership to make the site compliant with the zoning. Finally, staff would like to make it clear that the applicant will be required to fully follow the parking plan as they have submitted it. Parking on landscape or pedestrian areas, and in circulation lanes or access aisles, will be prohibited. The Community Development Department will issue citations if violations continue at the site.

**Options & Alternatives:**

[Click here to enter text.](#)

**Financial Remarks:**

[Click here to enter text.](#)

**Staff Recommendation:**

Staff recommends approval of Final Site Plan and Architectural Review for Boucher at 1531 E. Moreland Blvd with the following conditions:

- The applicant will submit plans to transition the property to a use that is fully compliant with the B-5 zoning district by no later than the end of 2018.
- The applicant will repaint or clean the front façade of the former Pick N' Save building so the outline of the former sign is not visible and will remove the structure of the former gas station sign facing Moreland Blvd.
- The applicant will bring the signs at the adjacent property into compliance with the city sign code.
- The applicant will follow the parking plan as it has been submitted, and will not store vehicles in access or circulation lanes, or on pedestrian or landscape areas.
- All Engineering Department comments will be addressed.