



COMMUNITY DEVELOPMENT

201 DELAFIELD STREET
WAUKESHA, WISCONSIN 53188-3633
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Jennifer Andrews, Director

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December 23, 2024

Dwight D. Rusch
Freeland LLC and Freeland Holdings LLC
1352 Ellis St.
Waukesha, WI 53186

Re: Approval of your Conditional Use Permit applications for Car Sales at 1352 Ellis Street and at 2000 Davidson Road

Dear Property Owner(s):

This is to inform you that the Plan Commission approved your application at its December 18th, 2024 meeting for a Conditional Use Permit for auto sales at 2000 Davidson Road, as well as your application for temporary auto sales at 1352 Ellis Street. The approval at Davidson Road is a permanent Conditional Use Permit, with the following conditions:

- The parking lot must be striped by no later than May 1st, 2025. A parking lot plan must be approved by the Plan Commission before work begins. All spaces must have access to drive aisles and must comply with zoning code dimensional requirements unless the Plan Commission grants an exception.
- Vehicles must be parked in designated spaces only, not in drive aisles or on landscape areas.
- Damaged or removed landscaping must be re-planted.
- For sale vehicles and other inventory vehicles may not be parked on the street.
- At least four customer parking spaces and three employee spaces must be designated, signed, and kept free for the designated uses.
- If trash or recyclables will be stored outside, a new masonry dumpster enclosure will be required.
- An Occupancy Permit must be approved before Freeland begins operating at the property.
- Any signs on the property must receive applicable sign permits prior to installation.
- The Conditional Use Permit applies to Freeland Auto only. A future car dealership in this location will need a new approval.

In addition to those approval conditions, your operation must be as described in your application and supporting materials. If your hours, employee counts, or other procedures change substantially you may need approval of a new Conditional Use Permit.

The Plan Commission also approved your application for a temporary Conditional Use Permit to continue selling cars at 1352 Ellis St. through April 2nd, 2025. Your operations during that time must comply with the conditions of your January 24, 2023 approval:

- Vehicles for sale must be parked in the rear lot, behind or to the side of the building. All advertisement must happen online or through methods which do not impact the neighborhood.
- No vehicles, whether for sale or not, may be parked in the street terrace. This includes driveway aprons.
- No vehicles for sale may be parked on Ellis St.

- Adequate off-street parking must be available for all customers and employees. If employee parking will be at an adjacent property, written permission must be obtained from the property owner.

As of April 3rd, 2025 all sales must cease at 1352 Ellis St. and your sales operations should be transferred to the Davidson Road location. In addition to these conditions, no use of the building at 1350 Ellis St. is allowed. The Fire Department has ordered the building to be vacated due to unsafe conditions, and the City is currently involved in a complex forfeitures case at the Waukesha County Circuit Court to bring the property into compliance. The Building Department will not grant you an Occupancy Permit to use that building.

To reiterate, before you can occupy the dealership at 2000 Davidson Road, you will need to come back to the Plan Commission for approval of the site layout. The site plan will need to be accurate and to-scale. Most likely you will need to hire a professional architect, engineer, or surveyor to prepare it for you. It should also show improvements to the landscaping in the buffer areas around the property. You will also need to apply for and receive an Occupancy Permit from the Building Department.

Let me know if you have any questions about this process.

Sincerely,



Charlie Griffith
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Copy to John Kleinfeldt, Wisconsin DOT Field Investigation Unit Supervisor