



City of Waukesha
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Committee: Plan Commission	Date: 7/26/2023
Common Council Item Number: PC22-0349	Date: 7/26/2023
Submitted By: Doug Koehler, Principal Planner	City Administrator Approval: Click here to enter text.
Finance Department Review: Click here to enter text.	City Attorney's Office Review: Click here to enter text.
Subject: Conditional Use Permit – Freeland Cars, 1352 Ellis St. – A request for a conditional use permit to operate car sales along with an auto painting and dent repair business at 1352 Ellis Street (six-month update).	

Details: 1352 Ellis St. is zoned M-2, so car service and storage are Permitted Uses, but car sales are generally not allowed. The main business on the property is Picasso Automotive, which does auto body work and painting for local car dealerships. In 2020 a Conditional Use Permit was approved there for limited car sales, with the primary stated intention of giving Picasso employees work to do during the slow pandemic period. By the fall of 2022 the business had grown well beyond what was originally approved, so a new Conditional Use Permit was required.

The Plan Commission approved one at the meeting on January 25th, 2023. The permit included a number of conditions to maintain the primarily manufacturing character of the property and the surrounding district. The Plan Commission restricted for-sale vehicles to the rear of the lot, behind the building. Conditions also included a requirement that for-sale vehicles would not be parked on the street, and that no vehicles would be parked on the street terrace between the property boundary and the street. The parking lot was required to be striped to 150 feet back from the street, and at least five parking spaces were to be designated for customer parking. The deadline for striping to be completed was set for June 1st.

The Conditional Use Permit was approved for a period of one year only, to be reviewed for possible renewal in January of 2024. The Plan Commission also requested a six-month update on the status of the property.

As of mid-July, the applicant had removed vehicles from the street terrace in front of the 1352 Ellis St. property. Vehicles for sale were either in the rear parking area or in an orderly line along the drive to the rear. A number of Picasso Automotive vehicles, employee vehicles, and Freeland vehicles which are not for sale were stored at the adjacent property, 1350 Ellis St., some in the street terrace. And several employees' personal cars were parked on the street.

The applicants completed striping of the whole parking lot during the week of July 17-21. After discussion with staff all vehicles have been removed from the street terrace.

Options & Alternatives:

[Click here to enter text.](#)

Financial Remarks:

No financial impact to the City.

Staff Recommendation:

The Plan Commission should not take any action on the Conditional Use Permit for Freeland Cars at this time.