



City of Waukesha
 201 Delafield St. Waukesha, WI 53188
 Tel: 262.542.3700
 waukesha-wi.gov

Committee: Plan Commission	Date: 3/26/2025
Common Council Item Number: PC25-0034	Date: 3/26/2025
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.
Conditional Use Permit – 2000 Davidson Road, Freeland Cars – A request from Freeland Cars to approve plans to operate an automotive sales dealership at 2000 Davidson Road as was previously discussed at the December 18, 2024 Plan Commission meeting (PC24-08638).	

Details: Freeland Cars would like to transfer their auto dealership operation from its current location at 1352 Ellis St., in the M-2 General Manufacturing District, to a new location where auto sales is allowed. The Plan Commission approved a Conditional Use Permit for the dealership at 2000 Davidson Road in December. The lot is small and irregularly shaped. The previous occupant, another car dealership, has parked many more vehicles than it can reasonably fit. To prevent this from happening again, the Plan Commission required the applicant to provide a parking lot plan showing a vehicle layout.

The applicant has submitted a copy of a site plan which was prepared by the previous property owner in 2009. It shows 36 inventory cars parked around the boundaries of the lot, along with five striped customer spaces in front of the building. The inventory vehicles are shown parked at angles to the property lines in narrower points, and parallel at wider points. At the widest point of the parking area the cars are stacked two deep.

Despite the sections of angled parking, access to the rear section of the lot will be impossible without moving some vehicles. The applicants have stated that they will put slow-selling cars in those spaces, and they will move vehicles around to get them out when necessary. Customer access directly to those spaces will not be available.

In addition to the five customer spaces identified at the front of the property, the applicant has stated that three spaces on the east property boundary will be designated for employee parking. They would also like to parallel park several cars along the south property boundary, adjacent to Davidson Road and across from the customer spaces, bringing the total inventory count to 40. The drive lane in front of the parking stalls does appear to have room for this addition, with a one-way drive aisle between. Larger vans and service trucks will be stored at the Ellis St. location and brought to Davidson Road to be sold only.

The applicant has stressed that this submittal is a parking plan only. Some of the other elements of the plan have not been completed, and the applicants do not necessarily plan to make the upgrades it proposes at this time. However, staff feels that the landscaping should match or exceed the quality of the landscaping shown in the plan, even if the species and locations do not exactly match what is shown.

The ADA ramp indicated on the plan has never been installed. The current owner of the car dealership has stated that he installed an ADA lift instead. ADA access, whether through a ramp, a lift, or some other means, will be required for final Occupancy. i

It will not be possible for the applicant to complete all conditions for permanent Occupancy by the Plan Commission's April 2nd, 2025 deadline to cease sales operations at the Ellis St. location. However, the Chief Building Inspector has stated that she can approve Temporary Occupancy in the meantime.

Options & Alternatives:

[Click here to enter text.](#)

Financial Remarks:

No financial impact to the City.

Staff Recommendation: Staff recommends approval of a Conditional Use Permit for Freeland Cars at 2000 Davidson Road with the following conditions:

- All conditions of the December Conditional Use Permit approval will still be in effect.
- Inventory vehicles on the lot must be arranged as shown and may not exceed 40 total vehicles.
- A sign will be added at the entrance to the parking lot indicating one way traffic.
- Customer and employee parking spaces must be striped and signed prior to approval of a final Occupancy Permit.
- Landscaping must be planted or restored to a quality that matches the landscaping shown in the submitted parking lot plan. Species and locations of plants do not need to be an exact match.
- All conditions for final Occupancy must be met before the expiration of the Temporary Occupancy Permit.