



City of Waukesha
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Committee: Plan Commission	Date: 9/27/2023
Common Council Item Number: PC23-0434	Date: 9/27/2023
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.
Conditional Use Permit – 1733 Manhattan Dr., 1530, 1538, 1560, and 1570 E. Moreland Blvd. – A request from Lithia to operate a Subaru Auto Sales and Service dealership along the north side of Moreland Blvd. east of Manhattan Dr.	

Details: Lithia has recently purchased Waukesha's Wilde dealerships, including the existing Subaru Dealership on Les Paul Parkway. They would like to expand the Subaru dealership and relocate it to the north side of Moreland Blvd. The proposed location is currently occupied by Gyros West restaurant and several multi-tenant commercial and office buildings. Those buildings will be demolished and replaced with a car dealership plus vehicle storage.

The applicants understand that this proposal will require Preliminary and Final Site Plan Review, along with a Certified Survey Map to combine the properties. Before they submit those applications, they want to bring the application for a Conditional Use Permit to the Plan Commission to make sure the use is approved and that they understand the Plan Commission's conditions.

The proposed building will be located near the northeast corner of the newly created property, with a landscape buffer and also a driveway between it and the north property line. It will include a showroom and service shop. The applicants also plan to add a small standalone carwash building to the west of the main dealership. The plans show parking spaces for 40 employees and 56 customers on-site. They also show 40 service storage spaces and 113 inventory vehicle storage spaces on-site, and note that 437 inventory storage spaces are available off-site, presumably shared between the Subaru dealership and Lithia's other Waukesha car dealerships. Recent site plan approvals for other car dealerships have included the condition that all spaces must be signed, and employee and customer spaces may not be used for inventory or service vehicle storage. Staff would like to add this condition to the Conditional Use Permit approval.

The applicants are proposing typical dealership hours, from 7:00 AM to 8:00 PM Monday through Friday and 7:00 AM to 5:00 PM Saturday (between sales and service). Since the proposed location is adjacent to residential, staff is recommending some additional conditions to ensure that it doesn't become a nuisance. Specifically, dealership or service staff should not be using vehicle panic buttons to find cars in the storage areas. Use of outdoor P.A. systems also should not be allowed, or at least only allowed during regular business hours.

The applicants did not submit detailed lighting or landscape plans with this application, since those will need to be included with the Site Plan Review, but it will be important for the buffer between the dealership and the residences to include robust screening. Currently the landscaping there is mature but overgrown, and a fence which runs along the north property line is in need of repairs. The Plan Commission's typical standard for parking lot lighting is to allow light pole heights of up to twenty

feet, with a four-foot base. The Plan Commission has required shorter poles in the past though for auto dealerships which are adjacent to residential. In this case, staff feels that fifteen-foot light poles would be appropriate.

Lastly, the applicants have requested a permanent Conditional Use Permit, and plan to make a significant investment into the property. It would be unreasonable to approve the permit on a temporary basis, but it may be advisable to bring it back for a review one year after the date of Occupancy, to determine whether additional conditions are necessary.

Options & Alternatives:

[Click here to enter text.](#)

Financial Remarks:

No financial impact to the City.

Staff Recommendation:

Staff recommends approval of the Conditional Use Permit for Lithia Subaru at the northeast corner of Manhattan Dr. and E. Moreland Blvd with the following conditions:

- Parking space designations (customer parking, employee parking, service storage, and inventory storage) will be signed. Customer and employee parking spaces will not be used for inventory or service storage.
- Vehicle panic buttons/emergency alarms may not be used except in an actual emergency. Dealership staff may not use the alarms to find vehicles in the parking areas.
- No outdoor P. A. system will be permitted for the property. If the Plan Commission allows a P. A. system its use should be restricted to regular business hours.
- The buffer area between the dealership and the residences to the north must include a very robust landscape screen, and possibly a new fence.
- Light pole height in the parking area may not exceed fifteen feet.
- Engineering Department and Water Utility comments will be addressed.