



City of Waukesha
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Committee: Plan Commission	Date: 2/26/2025
Common Council Item Number: PC25-0013	Date: 2/26/2025
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 – 1531 E. Moreland Blvd., Boucher, You Drive It Now – A request for a conditional use permit to operate a You Drive It Now auto sales business at 1531 E. Moreland Blvd. in the B-5 Community Business District	

Details: The applicants are seeking a Conditional Use Permit to operate a You Drive it Now used car dealership at 1531 E. Moreland Blvd. You Drive It Now has been operating at 1610 Manhattan Drive, across the street, for the past several years. Boucher is currently building an expansion to its Nissan dealership, which will transition into the building at 1610 Manhattan Dr. when construction is complete.

1531 E. Moreland Blvd. currently houses Boucher's body shop, along with their marketing and digital sales offices. Those operations will remain in the building. You Drive it Now will occupy a small space which is currently a conference room. Hours of operation will be from 9:00 AM to 8:00 PM in the summer and 9:00 AM to 7:00 PM in the winter, plus 9:00 AM to noon on Saturdays. It will have three employees.

Since the business is relocating to a new space, a Conditional Use Permit is required. As with other auto dealerships, a Conditional Use Permit provides the opportunity to ensure that the parking area for this property is maintained in an orderly manner. The property at 1531 E. Moreland Blvd. has been subject to code enforcement efforts in the past, related to use of the property for vehicle storage without any sales use, and related to the condition of the parking lot. Many of the issues have been addressed, but an inspection of the property shortly after this application was submitted revealed some additional issues. Designated customer parking was not being maintained and was instead full of inventory vehicles. Inventory cars were also parked on pedestrian areas and in drive lanes.

The applicants have agreed to rectify these issues prior to the Plan Commission's meeting and maintain compliance going forward. They have stated that the vehicles parked on the pedestrian areas are in front of windows to prevent theft from inside the building. They have agreed to remove those vehicles during business hours. All conditions noted below are previous violations observed either at 1531 E. Moreland Blvd. or at other dealership locations. Conditions will apply to the whole 1531 E. Moreland Blvd. property.

A demolition permit was issued for 1610 Manhattan Dr. on November 25th, 2024. The construction of the Nissan dealership has already started there and the building has been vacated. Before applying for this Conditional Use Permit, the applicants had relocated the You Drive it Now office to 1531 E. Moreland. They have stated that they did not realize a Conditional Use Permit was required. Boucher did apply for a Conditional Use Permit at staff direction for a very similar relocation of Boucher Nissan. They have submitted an application for a Temporary Occupancy Permit for the office, which will be in effect until a

permanent Occupancy Permit can be approved. The Temporary Occupancy Permit requires a separate fee and inspections prior to approval.

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 Boucher You Drive It Now at 1531 E. Moreland Blvd. with the following conditions:

- All parking spaces must be signed and used as indicated in the approved site plans. Customer and employee spaces may not be used for inventory or service storage.
- Drive lanes within the parking area may not be used for vehicle storage and must be kept free of parked vehicles.
- Vehicles may not be parked on pedestrian walkways during business hours. Vehicles may be parked in front of entrances for security purposes during off hours only.
- 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 parking areas.
- All Permanent and Temporary Signs must comply with City sign code regulations, and must receive appropriate permits prior to installation. Temporary Sign permits are required prior to installation of feather signs, large banners, and similar displays.
- A permanent Occupancy Permit must be approved before the Temporary Occupancy Permit expires.