



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

City of Waukesha Cover Sheet

Committee: Plan Commission	Meeting Date: July 23, 2025
ID Number: PC25-0125	Ordinance/Resolution Number (if applicable):
Name of Submitter: Jeff Fortin	Board/Council Meeting Date: April 17, 2025
Agenda Item Title: Minor Site Plan & Architectural Review – Review a request to approve site and architectural plans to rebuild the 1,456 sq. ft. auto dealership building, which had been damaged by fire, in the same location at 408 W Sunset Drive.	

Issue Before the Board/Council: Review and act on site and architectural plans for a rebuild of a fire damaged automobile dealer building at 408 S. Sunset Drive.
Options & Alternatives: <ul style="list-style-type: none">• Approve the plans to rebuild the structure as proposed.• Condition approval on additional site or building changes/improvements.
Additional Details: <p>In December of 2024 the B.A.M. Motors building at 408 W. Sunset Drive was severely damaged by fire and was damaged beyond repair. The applicant is proposing to rebuild the same building in the same location using the existing foundation.</p> <p>The proposed building will be constructed of the same materials as the previous one. The primary material is beige utility brick, with split face block and prefinished metal siding as accent materials. The building will also have a hip roof with asphalt shingles. There are also a series of dormers around the visible sides of the roof (south, east, and west elevations). The street-facing façade (south) will</p>



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have two overhead doors with two rows of windows. These doors will be dark brown, which will complement the lighter brown/beige tones on the roof and building. There are also large storefront windows on each side of the customer entrance.

Like the building, the site layout will also be the same. It should be noted that in 2003 the Board of Zoning Appeals granted variances allowing for a 5-foot side and 5-foot rear setbacks instead of the minimum 10-foot side and 25-foot rear setbacks required by the B-3, General Business District. The variance was granted due to the limitations posed by the small size/depth of the parcel and presence of an access easement along the east side of the property. The variance was conditioned on there being no parking in the easement and that there be designated employee parking spaces. It appears these conditions may have been followed for a while but over time cars have been parked and/or displayed for sale in the easement and within drive aisles.

There is limited greenspace on the property, but the owner is proposing to landscape the greenspace area between the parking lot and sidewalk along W. Sunset Drive and along the western edge of the parking lot with a mix of deciduous trees, evergreen and deciduous shrubs, and some perennials.

With the reconstruction, staff would like to address the way vehicles are stored and displayed on this property to make it more organized, provide adequate drive lanes, and improve the appearance of the property along this corridor. As a condition of approval staff would like to see:

1. A revised site plan identifying employee and visitor parking and areas where vehicles will be displayed for sale.
2. Signs installed on site identifying employees and visitor parking.
3. No vehicles shall be parked, stored, or displayed for sale on any areas not identified on the approved site plan.

What is the Strategic Plan Priority this item relates to:

People-Centered Development

What impact will this item have on the Strategic Plan Priority?

This would help stimulate economic vibrancy by reconstructing a commercial building along the Sunset Drive corridor.



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Financial Remarks:

Replacing the damaged building will increase the improvement value on the property.

Suggested Motion:

I move to approve the site, landscaping, and architectural plans for the property at 408 W. Sunset Drive, subject to:

1. Applicant submittal of a revised site plan identifying employee and visitor parking and areas where vehicles will be displayed for sale.
2. Signs or a combination of signs and pavement markings being installed on site identifying employee and visitor parking.
3. No vehicles shall be parked, stored, or displayed for sale on any areas not identified on the approved site plan.
4. Water Utility comments.
5. Engineering comments.

Reviewed By:

Finance Director	Date Reviewed
City Attorney	Date Reviewed
City Administrator	Date Reviewed