



REPORT TO CITY PLAN COMMISSION

Plan Commission Meeting Date: August 26, 2013

Common Council Meeting Date: September 4, 2013

Item: Special Use Permit #11-13 for a new and used boat and RV sales and display lot

Case Manager: Jeff Towne

GENERAL INFORMATION

Owner/Applicant: Roger Hager/ applicant-property owner

Address/Parcel #: 2639 South Oneida Street/31-8-1513-00

Petitioner's Request: The applicant is requesting a Special Use Permit for a new and used boat and RV sales and display lot.

BACKGROUND

The building was constructed in 1985. The southern portion of the building is currently occupied with a restaurant and the northern portion of the building is currently vacant.

STAFF ANALYSIS

Existing Site Conditions: The property is developed with an existing multi-tenant structure and a paved and landscaped parking lot. Existing driveways provide adequate vehicular access and sufficient space for vehicle display and off-street parking exists on the site.

Display Lot Landscape Analysis: In order to establish a new and used boat and RV sales and display lot, a Special Use Permit must be applied for and approved per the Zoning Ordinance regulations. As part of the Special Use regulations for a new and used boat and RV sales and display lot, perimeter and interior landscaping are required per the Zoning Ordinance. The Zoning Ordinance requires a minimum of a five (5) foot wide buffer along front and side yard perimeters. This requirement is met along South Oneida Street; however, a five (5) foot landscaped buffer along the northern perimeter lot line is not shown on the development plan.

An adopted City policy relating to this landscaping buffer requirement states "landscaping requirements for used car (vehicle) sales reviewed through the Special Use Permit process be done to reflect the needs of the business as well as the needs of the City and the intent of the Zoning Code." The intent of the code is not to have a business buffer part of its operation from itself and installing a full landscape buffer along the northern property line will create impediments between the existing business property and the subject property. As the existing business is simply expanding to the subject property, waiving the full landscaping requirement will allow for access between the properties without having to enter the South Oneida Street right-of-way for business operations. A portion of the landscape buffer shall be installed adjacent to the driveway entrance to South Oneida Street so that vision clearances area maintained and vehicular traffic is routed in a safe manner. Therefore, Staff believes the intent of the Zoning Ordinance will be met.

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Parking/ display lot layout: The proposed new and used boat and RV sales and display area will be located generally within the designated display areas indicated on the development plan. Adequate customer parking shall be maintained at all times for the vehicle sales use and any future uses (retail, restaurant, etc.) located within the building.

Surrounding zoning and land uses:

North: C-2 General Commercial District – Ed’s Boat Sales
South: C-2 General Commercial District – Gas station/ convenience store
West: R-3 Multi-family Residential District- Residential
East: C-2 General Commercial District – Office uses

2010-2030 Comprehensive Plan: The Community Development staff has reviewed the City’s 2010-2030 Comprehensive Plan which indicates this area is appropriate for commercial uses. The proposed Special Use Permit for the subject site is consistent with the following goals and objectives of the 2010-2030 Comprehensive Plan:

Overall Community Goals

- **Goal 1 – Community Growth** (Chapter 10 – Land Use)

Appleton will continue to provide opportunities for residential, commercial and industrial growth, including appropriate redevelopment sites within the downtown and existing neighborhoods and greenfield development sites at the City's edge.

Chapter 17: South Oneida Street Corridor Plan

The 2010-2030 Comprehensive Plan addresses corridor development in Chapter 17: South Oneida Street Corridor Plan. This plan contains an analysis of conditions and recommendations concerning strategies to enhance that segment of the corridor between Midway Road and Olde Oneida Street. Redevelopment activities should be supported as they will result in improved economic vitality of individual businesses and the commercial district as a whole, lower vacancy rates, increase property values, increase new housing and businesses and provide a more attractive environment (page 266). The Special Use Permit will allow the existing business to remain in the corridor and expand operations to the adjacent commercial property.

Finding of Fact: This request was reviewed in accordance with the standards for granting a Special Use Permit under 23-66 (e) (1-6), which were found in the affirmative.

Technical Review Group Report (TRG): This item was discussed at the August 13, 2013 Technical Review Group meeting. No negative comments were received.

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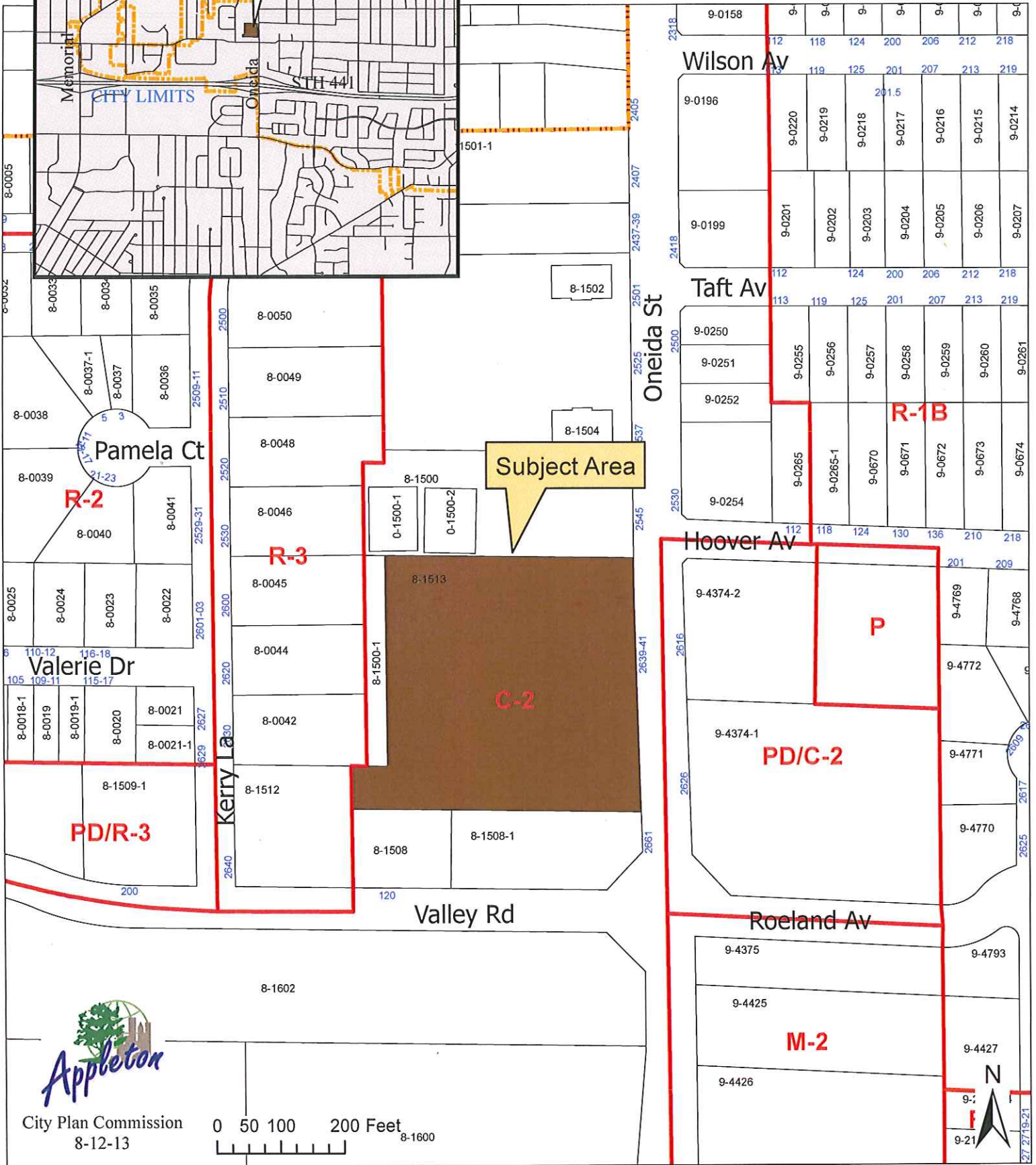
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RECOMMENDATION

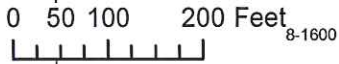
Staff recommends, based on the above, that Special Use Permit #11-13 for a new and used boat and RV sales and display lot, as shown on the attached maps and development plan and subject to the following conditions, **BE APPROVED**:

1. Vehicles for sale are limited to new and used boat and RV's only. No other motor vehicles may be sold at this site under this Special Use Permit.
2. Adequate parking shall be maintained at all times for all uses on the property. Parking spaces and drive aisles shall be maintained at a minimum of the standards stated in the Zoning Ordinance and vehicles on display for sale shall not obstruct the required spaces and access aisles.
3. The parking lot shall have arrows added in the drive aisles to direct vehicular traffic
4. All applicable Codes, Ordinances and regulations, including but not limited to Fire and Building Codes and the Noise Ordinance, shall be complied with.
5. A State of Wisconsin Motor Vehicle Dealer's License and/or any other applicable State Licenses will be required prior to the commencement of new or used boat and RV sales on the property.

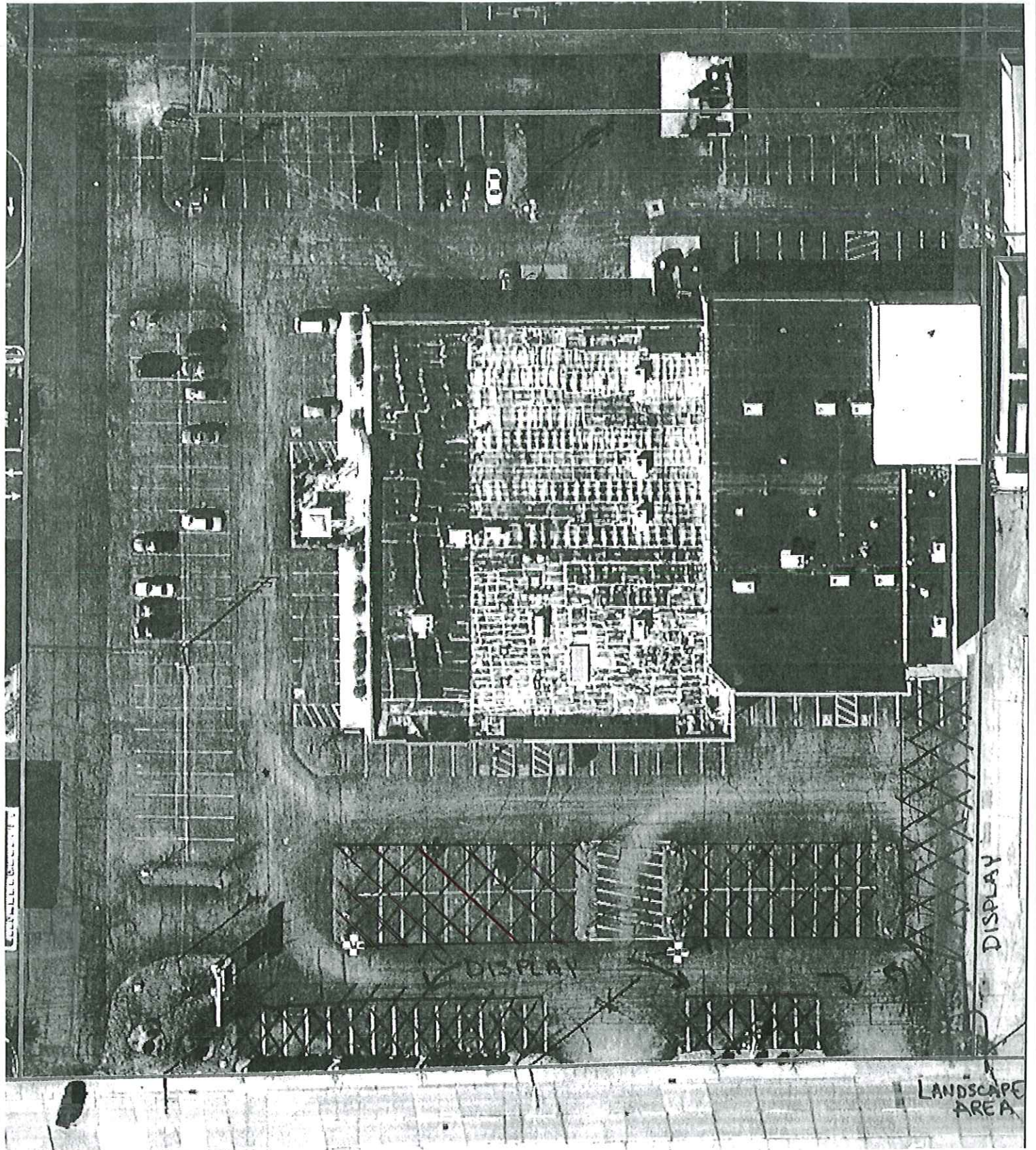
2639 South Oneida Street
Ed's Boat Sales
Special Use Permit
Zoning Map



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