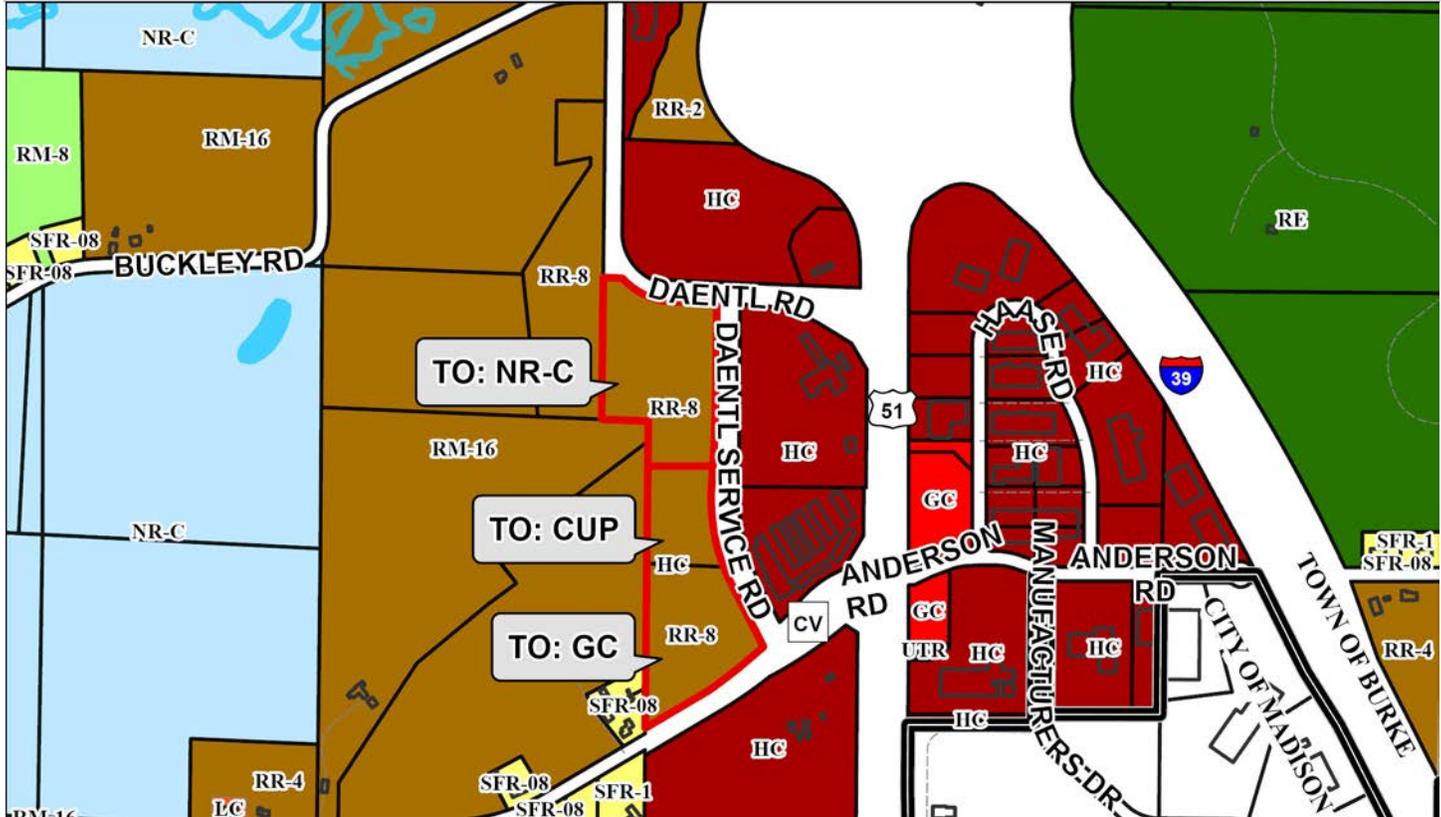


<b>Staff Report</b>  <b>Zoning &amp; Land Regulation Committee</b>	<i>Public Hearing:</i> <b>February 24, 2026</b>	<b>Conditional Use 02693</b>
	<i>Zoning Amendment Requested:</i> <b>TO CUP: Outdoor Storage - golf carts and utility vehicles</b>	<i>Town, Section:</i> <b>BURKE, Section 8</b>
	<i>Size:</i> <b>9.2 Acres</b>	<i>Survey Required:</i>
	<i>Reason for the request:</i> <b>Outdoor Storage - golf carts and utility vehicles</b>	<i>Applicant:</i> <b>PGUV LLC</b>
		<i>Address:</i> <b>WEST OF 5924 DAENTL SERVICE ROAD</b>



**DESCRIPTION:** Applicant requests a Conditional Use Permit (CUP) to enable outdoor storage of vehicles and equipment as part of a commercial development for Premier Golf & Utility Vehicles Inc. The company sells and services golf carts and utility vehicles, and is proposing to develop the site at the corner of County Highway CV and Daentl Service Road. GC General Commercial zoning is requested for the business site (see [rezone petition #12250](#)) to enable the indoor sales and service operation.

**OBSERVATIONS:** The property currently consists of vacant fields (currently un-cultivated) and woodlands. The north end of the property contains wetlands and FEMA floodplain (see Resource Protection comments below). Surrounding lands include vacant land to the north (zoned HC but entirely within the floodplain), the TA Travel Center Plaza and a mini-warehouse self-storage business to the east across Daentl Service Road (zoned HC), vacant land to the south owned by the applicant (zoned HC), and residential properties to the west (zoned RR-8, RM-16, and SFR-08). There are four residences within 500 feet of the subject property. A two-lot certified survey map (CSM) is proposed that would create a 9.2-acre commercial lot for the business, and a 9.7-acre lot to the north that would be zoned NR-C because it contains wetland and floodplain.

**RESOURCE PROTECTION:** The applicant’s preliminary CSM and site plans show the extent of Floodplain / Special Flood Hazard area and wetlands on site. A narrow strip of wetland runs through the western half of this lot. The plans reflect Dane County’s required 75-foot setback from wetlands for all structures, including paved surfaces. Zoning staff has determined the south end of the site contains an apparent drainage way that is not a navigable water way and thus not subject to shoreland zoning requirements.

**COMPREHENSIVE PLAN:** This petition is in the town’s Industrial/Business, Commercial & Retail Services, and Natural Area planning areas and related to Rezone Petition #12250. Since the Conditional Use is related to outdoor storage, screening should be considered, as should a lighting plan, which minimizes disruption to neighboring properties. Both a landscaping and lighting plan have been submitted as part of this application. Conditions limited hours of operation and employees to those stated in the application should also be considered.

For questions about the town plan, contact Senior Planner Ben Kollenbroich at (608) 266-9108 or [Kollenbroich.Benjamin@danecounty.gov](mailto:Kollenbroich.Benjamin@danecounty.gov).

**CONDITIONAL USE PERMIT DECISION MAKING:** “Conditional uses” are those land uses which, because of unusual nature and potential for impacts on neighboring lands, public facilities, the environment or general welfare, warrant special consideration and review. Prior to granting or denying a conditional use, the zoning committee shall make findings of fact based on evidence presented and determine whether the proposed conditional use, with any recommended conditions, meets all of the standards required to obtain a CUP. Below is the list of the applicable standards from Section 10.101(7)(d) of the Zoning Code, and a summary of the relevant facts including the applicant’s testimony with regards to meeting the standards.

The location of the outdoor storage area would be behind the building (on west side), as shown on the site plan and highlighted in yellow below. (The outdoor display area for vehicles would be located in front of the building, on a sidewalk that would wrap around the building, as outlined in red below.) See application for full details.



**1. That the establishment, maintenance or operation of the conditional use will not be detrimental to or endanger the public health, safety, comfort or general welfare.**

The CUP application describes the proposed operations plan. The applicant states that this standard will be met because all storage areas will be on a secured, paved surface designed to meet load-bearing requirements and to prevent erosion, dust generation, or unauthorized access. Screening will be provided to ensure visual mitigation and enhanced site security. No vehicles will be placed in public rights-of-way or pedestrian pathways, eliminating potential conflicts with traffic. No hazardous materials will be released as part of the storage operations; spill-prevention measures and secondary containment protocols will be used.

**2. That the uses, values and enjoyment of other property in the neighborhood for purposes already permitted shall be in no foreseeable manner substantially impaired or diminished by establishment, maintenance or operation of the conditional use.**

The applicant states that the golf carts and utility vehicles will be neatly arranged, regularly maintained, and screened through a combination of structural and vegetative methods. They note that this outdoor storage and light customer-facing operation does not generate noise, vibration, odor, glare, dust or other nuisances associated with heavier industrial or mechanical uses.

Staff notes that the proposed lighting plan includes overhead lights on poles at the perimeter of the paved area, and wal-pak lights on all four sides of the building. The lighting levels and locations appear acceptable; however light fixture cut sheets and light pole height information are needed to verify that lighting will meet ordinance requirements.

**3. *That the establishment of the conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district.***

This standard pertains to whether the proposed conditional use would affect *how the surrounding properties could be developed and improved, considering what they are currently zoned for*. The applicant states that the storage use is a low-impact commercial activity that does not require substantial new infrastructure, nor does it generate off-site externalities that could constrain adjacent development. Existing vegetative screening on the west property line in combination with the wetland setback requirements will create an appropriate buffer for the neighboring residential property. They state that the golf cart storage facility functions as a transitional use between the more intensive land uses to the east and the less intensive uses to the west, which complements the existing land use pattern and aligns with long-range plans.

As noted above, the surrounding properties to the east are already zoned and developed for commercial uses (truck stop and mini-warehouse self storage), and the property to the south of Highway is zoned HC to allow commercial development. The properties immediately adjacent to the west are in residential and agricultural use and are zoned a mix of RR-8 Rural Residential, RM-16 Rural Mixed Use, and SFR-08 Single-Family Residential. Visual screening from the residential properties has been considered in the preparation of the plans.

**4. *That adequate utilities, access roads, drainage and other necessary site improvements have been or are being made.***

The applicant states that the proposed use will only require the extension of municipal sanitary sewer (from the Village of DeForest) and all other required services (municipal water, electrical, and stormwater management) are already available or will become available during construction.

Staff has communicated with a DeForest representative to confirm the utility extension, and it is not clear at this time if sanitary sewer will in fact be pursued or if a holding tank will need to be utilized for sanitary waste. The applicants will need to confirm this; however, this is not likely to affect the nature or the extent of the proposed outdoor storage use.

**5. *That adequate measures have been or will be taken to provide ingress and egress so designed as to minimize traffic congestion in the public streets.***

The parking lot layout would meet parking requirements, including the necessary landscaping in/around parking areas. The applicant states that traffic associated with the conditional use is expected to be minimal, as the operation primarily involves equipment storage with limited daily customer trips.

**6. *That the conditional use shall conform to all applicable regulations of the district in which it is located.***

The proposed lot appears to meet zoning district requirements. The land use is considered “indoor retail sales”. General Commercial is an appropriate zoning district for the proposed land use. Land use is not considered as “outdoor display” due to the outdoor display area being less than 15% of the indoor showroom area (approximately). The landowner provided a letter acknowledging the 15% limitation and verifying that the parking lot edges will not be used for outdoor display purposes.

**7. *That the conditional use is consistent with the adopted town and county comprehensive plans.***

As noted above, the proposal appears consistent with the Town and County Comprehensive Plans.

**8. *If the conditional use is located in a Farmland Preservation Zoning district, the town board and zoning committee must also make the findings described in s. 10.220(1).***

Not applicable.

**POTENTIAL NUISANCES ASSOCIATED WITH THE CONDITIONAL USE:** The potential nuisances that pertain to outdoor storage operations most likely involve visual impacts, and sometimes dust and noise generation or glare from outdoor lighting. The applicant's CUP application addresses how these potential nuisances are handled, as noted above. However, we are requesting additional information on the site lighting to ensure it will meet ordinance standards.

Potential conditions of approval specific to this CUP can be developed after public input and deliberation by the Zoning and Land Regulation (ZLR) Committee. Under Dane County Zoning Ordinance section 10.103, there are no other special requirements for outdoor storage operations.

**TOWN ACTION:** The Town Board has recommended approval of the CUP with these conditions (see Town Resolution No. 01212026):

1. Property shall be developed in accordance to the site plan submitted.
2. Property must be screened with privacy fencing or live barrier along parcel lot line at the points of any and all residential zoning.
3. Property must contain exterior lighting in accordance to the lighting plan submitted.
4. Outdoor storage is limited to the west side of the building and must be screened.
5. Outdoor display of golf cards shall be limited to the area beside the building.
6. No elevated or stacking of vehicles/carts. Orderly storage of vehicles is required.
7. No outdoor storage allowed on grass or pervious surface or along the east and south side of the property.
8. This conditional use permit shall expire in the event the property is sold or transferred to another owner.

**STAFF RECOMMENDATION:** Staff believes that the applicant has provided significant evidence to address the CUP standards and mitigate the potential concerns. This includes the site plans with limitations on the outdoor storage to the designated areas, the distinction between outdoor storage and outdoor display areas, and considerations for visual screening. This is also reflected in the town's approval and conditions.

However, as noted above staff is requesting additional information on the site lighting, which is relevant to the conditional use request. In addition, there are other factors that are cause to recommend postponement on rezone petition 12250, which would need to be approved in order to approve this Conditional Use. For these reasons staff recommends postponement at this time, due to the need for more information. If the Committee requires additional information on which to base a decision, they could request specific information of the applicant or staff at the public hearing.

Please contact Rachel Holloway at (608) 266-9084 or [holloway.rachel@danecounty.gov](mailto:holloway.rachel@danecounty.gov) if you have questions about this petition or staff report.