



STAFF REPORT
WEST ALLIS PLAN COMMISSION
Wednesday, January 28, 2026
6:00 PM

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- 4A. Conditional Use Permit for Cars R Us 2, a proposed Light Motor Vehicle Sales use, at 10920 W. Lincoln Ave.**
- 4B. Site, Landscaping, and Architectural Design Review for Cars R Us 2, a proposed Light Motor Vehicle Sales use, at 10920 W. Lincoln Ave. (Tax Key No. 481-9991-010).**

Overview and Zoning

Cars R Us 2 is a proposed wholesale automotive dealer business to be located at 10920 W. Lincoln Ave. Unlike a traditional retail car dealership, Cars R Us 2 will not sell vehicles to the general public and will not maintain an outdoor vehicle lot. The applicant has clarified that the business will function primarily as an office-based wholesale operation, purchasing vehicles from auctions or public markets for resale exclusively to other licensed dealers or businesses. More specifically, the office space will be used for administrative work, paperwork related to wholesale transactions, and occasional meetings with other licensed dealers. As Plan Commissioners may recall a similar business proposal was reviewed and approved by Plan Commission in October 2025.

Two parking stalls will be assigned to the business as part of their lease agreement, but these are intended only for occasional administrative use and state licensing compliance. These two parking stalls are located on the property directly west of the parcel at 10920 W. Lincoln Ave. The applicant does not plan to park or store vehicles on-site, as all vehicles move directly between dealers or auctions and any mechanical work is completed off-site.

No interior or exterior changes are proposed. The office function of the business is to be conducted in the interior of the existing building.

Hours of Operation:

Monday to Saturday: 3 p.m. – 9 p.m.

10920 W. Lincoln Ave is zoned I-1. Light Motor Vehicle Service is a Conditional Use in the I-1 zoning district.



Site & Landscaping Plan

No site or landscaping changes are proposed as part of this request. The property has a previously approved site and landscaping plan associated with the multi-tenant building.

Architectural Plan

No exterior building alterations are proposed. The tenant will occupy an existing suite within a portion of the building.

Floor Plan

The applicant is leasing space within the 2nd floor of the existing building. A floor plan was provided by the applicant showing the proposed tenant space.

Design Guidelines

Project is not considered a new development or significant redevelopment due to minimal proposed site changes. Design guidelines are not mandatory but serve as a framework for review.



Recommendation: Approve the Site, Landscaping, and Architectural Design Review for Cars R Us 2, a proposed Light Motor Vehicle Sales use, at 10920 W. Lincoln Ave. (Tax Key No. 481-9991-010) subject to the following:

1. Common Council approval of the Conditional Use Permit (Scheduled for February 10, 2026).
2. The business shall be limited to the use of a maximum of two (2) parking stalls for business-related purposes with no mechanical work on-site.
3. Regular property maintenance of existing landscaping areas and refuse screening is an expectation and staff will note any areas needing improvement.