

PROPERTY INFORMATION

Applicant:	Neil Jarman DBA New Tech Golf Carts LLC	Date:	May 27, 2026
Property Owner:	Lowther Brothers LLC	Parcel No:	276-2724-1000
Site Address:	195 Richland Square, Suite 145	District:	Commercial General

REQUEST TYPE

Neil Jarman DBA New Tech Golf Carts LLC requests a **Conditional Use Permit** to operate a Low-Speed Vehicle (LSV) dealership at 145 Richland Square (Suite 145).

PROJECT DESCRIPTION

The business owner/operator proposes to display and sell new and pre-owned electric LSVs (golf carts), offer short- and long-term rentals, and perform occasional light service and maintenance on units. No fluid-related mechanical work, tire sales, or tire installation will be conducted. The business will be operated by two employees within an existing leased unit in the Richland Square strip mall, with no structural modifications proposed.

STAFF REVIEW AND FINDINGS

Comprehensive Plan Alignment: YES NO

The request supports key Comprehensive Plan goals related to:

- **Economic Development:** The proposal supports the Plan's goal to build a resilient economy by supporting local businesses and fostering entrepreneurship, activating an existing underutilized commercial space along the Highway 14 corridor without requiring new infrastructure.
- **Outdoor Recreation:** The Plan identifies outdoor recreation as the city's emerging brand and calls for expanded amenities and services targeting outdoor recreation enthusiasts. Electric LSVs are a recreation-oriented vehicle that directly serves the visitor and resident market the Plan seeks to grow through its outdoor recreation strategy.

Public Works / Utilities / Zoning Input: ADEQUATE INADEQUATE

Environmental / Site Conditions: SUITABLE UNSUITABLE

Recommended Conditions:

1. All display, storage, and sale of LSV inventory must occur either within the enclosed leased unit or within a designated outdoor display area approved by the Zoning Administrator.
2. The outdoor display area shall not encroach upon fire lanes, accessible parking spaces, required parking stalls, drive aisles, or neighboring tenant frontage.
3. All rental units not actively in use by a renter must be stored inside the leased unit or within the approved outdoor display area.
4. At the close of each business day, all units displayed outdoors must either remain within the approved display area or be moved inside. No units shall be left unsecured in the general parking lot overnight.

5. Light service and maintenance (battery charging, minor adjustments, cosmetic repair) is permitted within the leased unit only. No service or repair work shall be performed outdoors.
6. All waste materials, including battery components awaiting disposal, must be handled through a licensed electronics recycler in compliance with Wisconsin DNR regulations. No hazardous materials may be stored outside the building.
7. All inventory deliveries must occur during normal business hours and shall not obstruct drive aisles, fire lanes, or shared access points within the mall parking lot.
8. Should operations cease for twelve (12) or more consecutive months, the permit shall be deemed null and void.

Staff Recommendation

- Approve the application for a Conditional Use Permit as presented.
- Approve the application for a Conditional Use Permit with conditions as presented.
- Deny the application for Conditional Use Permit.

Applicant: Neil Jarman **Parcel Number:** 276-2724-1000 **Meeting Date:** May 27, 2026

Plan Commission Review WI §62.23(5)

Review Criteria	Standard Met	
	YES	NO
Is the proposal consistent with the City of Richland Center Comprehensive Plan (2022–2032) and the Future Land Use Map?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Can adequate public facilities and utilities be made available to serve the proposed transfer area?	<input type="checkbox"/>	<input type="checkbox"/>
Is the property environmentally suitable for the proposed use, with no significant floodplain, wetland, or slope constraints?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Will the proposed use be detrimental to or endanger the public health, safety, comfort, or general welfare of the City? <i>The business involves electric vehicle batteries; however, imposed conditions requiring all storage and charging to comply with applicable fire and electrical codes, and prohibiting outdoor storage of any materials, sufficiently mitigate safety risks.</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Will the uses, values, and enjoyment of neighboring properties for purposes already permitted be substantially impaired or diminished by this specific use? <i>The proposed use is a specialty retail LSV dealership with low-to-moderate customer traffic, compatible in character with surrounding strip mall tenants. Potential impacts on neighboring tenants related to outdoor display of inventory are mitigated by conditions requiring a City-approved outdoor display area that prohibits encroachment upon fire lanes, accessible parking spaces, drive aisles, and neighboring tenant frontage. All service and maintenance activities are limited to the interior of the leased unit.</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Will the establishment of this conditional use impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district? <i>The proposal represents infill activation of an existing commercial suite. It maintains the General Commercial character of the Richland Square corridor without requiring new infrastructure.</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Are adequate measures taken to provide ingress and egress designed to minimize traffic congestion and ensure safety on public streets? <i>The business utilizes the existing Richland Square shared parking lot and established ingress/egress points on US Highway 14. No modifications to parking or traffic circulation are proposed. Low-to-moderate customer traffic volumes are anticipated.</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Has the applicant provided substantial evidence that all requirements and conditions established by the City are or shall be satisfied?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Plan Commission Acknowledgement and Action

Based on the substantial evidence provided in the application and the testimony at the public hearing, the Commission finds that all criteria have been met, subject to the following conditions:

1. All display, storage, and sale of LSV inventory must occur either within the enclosed leased unit or within a designated outdoor display area. The outdoor display area shall be clearly delineated on a site plan submitted to and approved by the Zoning Administrator.
2. The outdoor display area shall not encroach upon fire lanes, accessible parking spaces, required parking stalls, drive aisles, or neighboring tenant frontage.
3. All rental units not actively in use by a renter must be stored inside the leased unit or within the approved outdoor display area.
4. At the close of each business day, all units displayed outdoors must either remain within the approved display area or be moved inside. No units shall be left unsecured in the general parking lot overnight.
5. Light service and maintenance (battery charging, minor adjustments, cosmetic repair) is permitted within the leased unit only. No service or repair work shall be performed outdoors.
6. All waste materials, including battery components awaiting disposal, must be handled through a licensed electronics recycler in compliance with Wisconsin DNR regulations. No hazardous materials may be stored outside the building.
7. All inventory deliveries must occur during normal business hours and shall not obstruct drive aisles, fire lanes, or shared access points within the mall parking lot.
8. Should operations cease for twelve (12) or more consecutive months, the permit shall be deemed null and void.

The Plan Commission has completed its review based on the findings of fact, conclusions of law, and the record, as required by WI §62.23. The Plan Commission recommends **APPROVAL** of the Conditional Use Permit for Neil Jarman DBA New Tech Golf Carts for the Operation of an LSV Dealership at 195 Richland Square, Suite 145, subject to the conditions stated.

Suggested Motion: *To recommend to the Common Council the approval of Conditional Use Permit Application of Neil Jarman DBA New Tech Golf Carts for the Operation of an LSV Dealership at 195 Richland Square, Suite 145 (Tax Parcel 276-2714-1000), subject to the specific Conditions of Approval as presented.*

Chair's signature

Date: _____