

CITY OF RICHLAND CENTER

AGENDA ITEM DATA SHEET

Agenda Item: Consider the Conditional Use Permit Application of Gary Williams DBA Gary's Lawn Care LLC for Open Storage and Sales at 789 Sextonville Rd (Tax Parcel 276-2100-7581)

Meeting Dates: Plan Commission on 5/27/2026 and Common Council on 6/2/2026

Background: Gary Williams, DBA Gary's Lawn Care LLC, requests a Conditional Use Permit for open storage of commercial landscaping equipment and an open sales lot for plants, flower baskets, Amish-made goods, and related home goods at 789 Sextonville Road (Parcel No. 276-2100-7581) in the Commercial General district, on property owned by Guru Ramdas Shaa LLC. The business would store landscaping equipment, trailers, and associated vehicles within the paved driveway area, and conduct seasonal outdoor sales of flower baskets, plants, and related home goods within a designated area on the site, with no structural modifications proposed and no hazardous materials stored outdoors. In addition, the applicant intends to temporarily place fundraising and auction items on the parcel (such as the hunting blind currently on site) at various times throughout the year. Staff found the request consistent with the City's Comprehensive Plan goals for economic development and locally-oriented retail amenities, environmentally suitable, and adequately served by existing public facilities and utilities. The Plan Commission reviewed the application under WI §62.23(5), found all applicable criteria met, and recommends approval subject to the conditions below.

Conditions of Approval

1. All landscaping equipment, trailers, and vehicles associated with the business must be stored within the paved driveway area of the property. No equipment or vehicles shall be stored on unpaved surfaces, in the public right-of-way, or on adjacent parcels.
2. The outdoor storage area shall be clearly delineated on a site plan submitted to and approved by the Zoning Administrator. The storage area shall not encroach upon required parking, fire lanes, or public sidewalks.
3. Outdoor sales of flower baskets, plants, and related home goods are permitted within the approved outdoor sales area. The sales area shall be clearly delineated on the approved site plan and shall not encroach upon required parking, fire lanes, or public sidewalks.
4. All fuel, fertilizers, pesticides, herbicides, and other hazardous or flammable materials associated with the landscaping business must be stored inside the building in appropriate, leak-proof containers in compliance with applicable Wisconsin DNR, EPA, and fire code regulations. No hazardous materials shall be stored outdoors.
5. All waste materials, including empty chemical containers, shall be disposed of in accordance with all applicable federal, state, and local regulations. The site shall not serve as a collection or drop-off point for outside materials.
6. No major mechanical repair of equipment shall be performed outdoors. Routine field maintenance (e.g., blade sharpening, belt replacement) is permitted within the approved storage area provided it does not create a nuisance to neighboring properties.
7. The outdoor sales area shall be kept neat and orderly at all times. Unsold inventory shall not be left in a deteriorated or unsightly condition.
8. The temporary placement of fundraising or auction items (such as hunting blinds as is presently onsite or similar items) is permitted within the approved outdoor sales/display area only. Such items shall not encroach upon required parking, fire lanes, drive aisles, public sidewalks, or the public right-of-way, and shall not be placed on unpaved surfaces or adjacent parcels.
9. Fundraising and auction items shall be placed on the parcel on a temporary basis only and shall be removed promptly once the associated fundraising/auction event concludes.
10. All fundraising and auction items shall be maintained in a neat, orderly, and structurally safe condition while on the parcel and shall not be left in a deteriorated or unsightly condition.
11. Should operations cease for twelve (12) or more consecutive months, the permit shall be deemed null and void.

Commission Recommendation: *“Motion by Jarvis, second by Welte, to recommend to the Common Council the approval of the Conditional Use Permit for Gary Williams DBA Gary's Lawn Care LLC at 789 Sextonville Road for open storage of landscaping business equipment and outdoor sales of plants and home goods (Tax Parcel 276-2100-7581), subject to the specific Conditions of Approval as presented.*

Suggested Action: Motion to approve the Conditional Use Permit for Gary Williams DBA Gary's Lawn Care LLC at 789 Sextonville Road for open storage of landscaping business equipment, outdoor sales of plants and home goods, and the temporary placement of fundraising and auction items (Tax Parcel 276-2100-7581), subject to the specific Conditions of Approval as presented.

Attachments: CUP application materials