



DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT

CITY OF MIDDLETON
7426 HUBBARD AVENUE
MIDDLETON, WI 53562-3118

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February 25, 2026

Katie Lichtie
NextHome Metro
4800 Ivywood Trail #103
McFarland, WI 53558

Re: 3415 Parmenter St – Zoning, Non-Conforming Use, Future Land Use & TIF Inquiry
Property Name: Goben Cars
Property Address: 3415 Parmenter St
Parcel Numbers: 0708-021-9430-7

I am authorized and empowered to prepare a zoning verification letter on behalf of the City of Middleton, WI. The property specified above, in the City of Middleton, is zoned Mixed Use-Avenue (MU-A). According to the zoning ordinances and regulations of this district, the use of the subject property for vehicle sales and vehicle service & repair is a legal nonconforming use. A legal nonconforming use must be brought into conformity with the current zoning if the use is discontinued for a period of one year, and it is up to the property owner to prove that the nonconforming use is being maintained. A new owner can maintain the nonconforming use, but they will not be able to expand the building or change the use unless it is brought into conformity, or they apply for a Conditional Use Permit to allow for vehicle sales and service.

The Future Land Use Map identifies this location as Urban Mixed Use, which translates to both the MU-A and MU-U zoning districts. Due to its proximity to single-family homes, the MU-A district was chosen to reflect the building heights the City is looking to have at this location. If a residential component is being considered at this location, it is required to be a mixed-use building with a commercial component comprising of at least 33% of the ground level because it is at the corner of two streets.

The property is located in Tax Increment Financing District #5 and could possibly be eligible for TIF if the project follows the [City's TIF Policy](#). The policy also outlines what project costs could be TIF eligible. The developer should begin discussions with City Staff as soon as they have a concept plan and preliminary pro forma if they are interested in submitting a TIF application.

Please contact me at dxu@cityofmiddleton.us or (608) 821-8377 if you have questions or need additional information.

Sincerely,

DAPHNE XU, AICP
City Planner & Zoning Administrator
City of Middleton, WI