



MEMO

PLANNING AND COMMUNITY DEVELOPMENT

To: Industrial Park Commission
From: Adrienne Nelson, Associate Planner
Date: October 12, 2026
Re: Site Plan Review – ROAM Storage (Parcel #322112300)

Straightline Refrigeration is a design, build, and installation company for custom industrial refrigeration systems. They currently own a building at 300 Kelso Road in the NEW Prosperity Center Industrial Park and they plan to purchase parcel 322112300 for the construction of a 28,975 square foot storage and maintenance facility.

Site Plan Review:

Site/Architectural: [17.32 \(10\) Supplementary District Regulations & Applicable Zoning](#)

Straightline Refrigeration has applied for a variance to the setback requirements for the [Industrial District \(IND\)](#) and have submitted an amendment request for the [NEW Prosperity Center Protective Covenants](#) to allow for a 20' front yard setback. These requests are being made because 55% of the lot is unbuildable due to the floodplain and stream setback on the west and south sides of the lot. The amendment request is set to go before the Common Council on October 20th, and the variance request is set to go before the Board of Appeals on October 28th. The proposed building height is 25' and they plan to have between ten to twelve off-street parking spaces.

Landscape: [17.52 Landscaping Requirements](#)

Straightline Refrigeration is planning to plant six trees. Staff are requesting an additional three trees to be planted for a total of nine trees. This will put the site in compliance with [Section 17.52\(5\)](#) of the Municipal Code.

Lighting:

No concerns with lighting at this time.

Stormwater: [22 Stormwater Management](#)

The Erosion Control and Stormwater Management permit must be submitted and reviewed by the Engineering Department.

Ingress/Egress:

No concerns with traffic at this time.

Public Safety:

No concerns from Fire/Police at this time.

Façade: [17.53 Façade Standards](#)

The proposed site elevations does not meet façade requirements. Per Section 8 of the NEW Prosperity Center Protective Covenants,

"Buildings, including sheds or out-buildings, shall be completed with each side of the building in decorative masonry, textured pre-fabricated concrete, smooth concrete finish, or other textured non-metallic surface as approved by the Commission. Exemptions may be made for decorative bands not exceeding four (4) feet in width, windows, door treatments, loading docks, and dock doors. An exemption may also be made for sides of buildings designated for future expansions provided such building sides are treated with spray-on textured finish to imitate a non-metallic surface. This exemption may apply to office areas as approved by the Commission if attached as part of an industrial building as to duplicate a flat textured surface. Paint is not a substitute.

Staff are requesting that masonry or the like be used all sides of the building not containing overhead doors.

Staff Recommendation:

Staff recommend approval of the development with the following conditions:

- Prior to issuance of building permits, the variance request for the 20' front yard setback must be approved by the Board of Appeals.
- Prior to issuance of building permits, the amendment request for the 20' front yard setback must be approved by the Common Council.
- Prior to issuance of building permits, an updated landscaping plan must be approved by the Planning and Community Development Department.
- Prior to issuance of building permits, Stormwater and Erosion Control permits must be approved by the Engineering Department.
- Prior to issuance of building permits, an updated façade plan must be approved by the Planning and Community Development Department.