

MEMORANDUM

To: City of Whitewater Plan and Architectural Review Commission

From: Allison Schwark, Zoning Administrator

Date: October 13, 2025

RE: Comprehensive Plan Amendment and Rezone Request

Summary of Request	
Requested Approvals:	Comprehensive Plan Amendment- Land Use Map Change from M-1 to R-3 Zoning Map Amendment from M-1 to R-3
Location:	Vacant Lot off E Main Street (/A444200001)
Current Land Use:	Vacant
Proposed Land Use:	Future Multi-Family Residential Development
Current Zoning:	M-1 General Manufacturing
Proposed Zoning:	R-3 Multi-Family Residence District
Future Land Use, Comprehensive Plan:	Business/Industrial
Proposed Future Land Use:	Higher Density Residential

Staff Review

The applicant is requesting a Future Land Use Map Change from M-1 to Higher Density Residential, and a Zoning Map Amendment from M-1 to R-3.

This future land use designation is intended to accommodate a variety of residential units at higher densities—including rental apartment complexes, condominiums, townhouses, and the continuation of pre-existing single- and two-family residences where desired—all served by sanitary sewer.

Policies and Programs: The following policies and programs are recommended for this future land use designation:

- a. When considering future rezoning requests, the existing City zoning district most

appropriate to implement this future land use designation is either the R-3 or R-3A Multi-Family Residence District or the PD Planned Development district.

b. In addition to the citywide neighborhood preservation approaches described in Housing and Neighborhood Development chapter, the City will pursue the following additional neighborhood preservation approaches for Higher Density Residential neighborhoods, following additional research where necessary:

1. Work with developers and landlords to identify ways the City can help facilitate housing conversions, housing upgrades, and the development of new housing to meet expected demands for student- and renter-occupied housing.

b. To protect and elevate the character, quality, appearance, and function of Higher Density Residential neighborhoods, utilize the following criteria to consider whether and how to grant requested approvals that will result in increases in the number of housing units within any building or lot:

1. The extent to which the project provides a positive and lasting contribution to the character of the neighborhood.

The proposed project provides a positive contribution to the neighborhood.

2. A determination that such project is supported by adopted City plans covering the area, including the City's desire to preserve certain areas outside of the district for single-family housing that is not student-oriented.

The proposed project is supported by adopted city plans.

3. The extent to which the project improves the appearance and condition of the building and lot, and increases or at least maintains the value of the subject property and surrounding properties for current and possible future uses in accordance with City plans.

The proposed project improves the appearance and condition of the lot, and increased the value of the subject property and those around it.

4. A design and determination that off-street parking for the requested number of units can be provided in a manner that will meet ordinance requirements, result in a parking arrangement and associated landscaping that is aesthetically pleasing, and include stormwater management so as to not negatively affect nearby properties or the City's stormwater management system. The City may require that the petitioner demonstrate parking could be accommodated in a manner that meets the expected demand associated with having the proposed number of unrelated persons living in each housing unit or maintains full compliance with parking space quantity and location requirements in the zoning ordinance.

The proposed project will meet all off-street parking requirements and stormwater requirements.

5. Consideration of the character of nearby residential land uses, including the predominant number of units per building, whether surrounding buildings are predominantly renter or owner-occupied, and whether the scale of the proposed project is compatible with the surrounding neighborhood.

The proposed project would contribute to an ideal neighborhood mix between commercial use, single family, and multi-family on this side of the City.

6. Where applicable, a design that shows that a house that is proposed for conversion/expansion is suitable for that intent without significant compromises

to the building architecture, floor plan, and/or historic character.

This will be a new construction development.

7. In the case of proposed expansions to existing buildings, consideration of whether the lot (possibly in combination with other adjacent) would instead be better suited for building demolition and new construction.

This will be a new construction development.

8. The extent to which stormwater management enhancements contribute to efforts to reduce stormwater runoff citywide.

The proposed project will enhance and assist efforts to reduce stormwater runoff, and the proposed development will have adequate stormwater detention facilities.

The proposed project site has been undeveloped and has remained vacant for several years under the current zoning and future land designation classification. As the City of Whitewater continues to grow, change, and expand, it is common that future land use and zoning designations may need to be amended and changed to better fit the needs of a growing community. It has been shown through multiple evaluations that the site would not be a good fit for a manufacturing company due to its' size. Additionally, a study completed by Railroad Guy, LLC showed that a railroad spur would be difficult to utilize on this site while also constructing a building, due to the small lot size, and unique shape. This site would limit any potential manufacturing company and has marginal rail service value.



The proposed project area is surrounded by a variety of uses and zoning designations, with manufacturing to north, and west, residential to the west and south, and vacant technology park land to the east. Multi-family housing would provide a good transition between commercial usage, future technology park development and the adjacent single family developments.

The proposed rezone request would allow for a developer to in the future apply for both a conditional use permit and site plan review to construct multi-family housing across the site. During future approvals detailed site plans, stormwater plans, and landscaping plans will be evaluated. The request before the planning commission this evening is simply to rezone the parcel to allow for this type of development. The current parcel meets all requirements of the R-3 zoning district including lot size, width, and depth per section 19.21 of the Municipal Ordinance.

Planner's Recommendations

- 1) Staff recommends that Plan Commission recommend **APPROVAL** to the City of Whitewater Common Council for the Comprehensive Plan Amendment to change the Future Land Use Map from Business/Industrial to Higher Density Residential as it aligns with the goals, objectives, and policies set forth in the City of Whitewater Comprehensive Plan.
- 2) Staff recommends that Plan Commission recommend **APPROVAL** to the City of Whitewater Common Council for the rezoning of parcel /A444200001 from M-1, General Manufacturing to R-3, Multi-Family Residential.