

MEMORANDUM

To: City of Whitewater Plan and Architectural Review Commission

From: Scott Heacock, Sonja Kruesel, AICP, Consulting Village

Planner, Vandewalle & Associates

Date: October 9, 2023

Re: Review and possible approval – Conditional Use Permit application for a Fraternity House to be located at 1036 W. Main Street, Whitewater, WI 53190.

Summary of Request	
Requested Approvals:	Review and possible approval of a Conditional use permit for a Fraternity House to be located at 1036 W. Main Street, Whitewater, WI 53190.
Location:	Parcel # /WUP 00170
Current Land Use:	Residential-R3
Proposed Land Use:	Residential-R3 Fraternity House
Current Zoning	R3 with R3A overlay
Proposed Zoning:	R3 with R3A overlay
Future Land Use, Comprehensive Plan:	Higher Density Residential

Description of the Proposal

The applicant is applying for a Conditional Use Permit for a Fraternity House in an existing structure at 1036 W Main Street. The parcel is located in the R-3 Multi-Family Residence district and is also within the R-3a University Residential Density overlay zoning district. The R-3 district was established to provide high-density residential areas, and to allow mixing of certain compatible land uses. The R-3a district was established to allow increased density for new housing in a focused area near campus, and therefore reduce the impact of student housing on lower density neighborhoods.

“Fraternity House” is listed as a conditional use in the R-3. The R-3a zoning district retains the conditional uses of underlying districts

The future land use for the parcel is “Higher Density Residential”. This future land use is described as follows in the comprehensive plan:

“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. Small institutional uses—such as parks, schools, and churches—may also be built on lands within this

category. Areas are mapped Higher Density Residential on Map 5 mainly near the UW-W campus, in areas that are already characterized by significant percentages of student-oriented and multi-family housing (greater than in Central Area Neighborhood areas). Or, if the land is undeveloped, Higher Density Residential areas are logically positioned to accommodate future student-oriented and multi-family housing options. Along West Main Street, west of Franklin Street, those areas identified as Higher Density Residential on Map 5 may also accommodate small businesses such as business offices, consistent with the provisions of the City's R-3 zoning district. This may promote the preservation of larger existing brick homes along this corridor by allowing the continued conversion of these homes to smaller businesses and offices"

Additionally, the application contained a picture of a proposed sign with letters of the fraternity. The sign falls under the category of "wall sign" in the city's sign code. Wall signs are allowed in r-3 and r-3a with maximum size of 50sf.



Planner's Recommendations

We recommend approval of the Conditional Use Permit. Per section 19.66.050 of the city ordinances, the plan commission shall use the following standards when reviewing applications for conditional use. A separate sign permit for any proposed signage shall be obtained.

Standard	Evaluation	Comments
A. That the establishment, maintenance, or operation of the Conditional Use will not create a nuisance for neighboring uses or substantially reduce value of other property	Yes	The applicant noted in their application that fraternities at Whitewater have very strict rules regarding their behavior. Throughout the semester they are required to provide 20 hours of community service for each member, are held to high community standards, and have to report to their headquarters and council at the university. They have a great relationship with both of their neighbors who are also fraternity members of Phi Delta Theta
B. That utilities, access roads, parking, drainage, landscaping, and other necessary site improvements are being provided	Yes	Maintenance on the house is completed by the owner of the building.
C. That the conditional use conforms to all applicable regulations of the district in which it is located, unless otherwise specifically exempted by this ordinance	Yes	The zoning overlay district is intended to provide higher densities for students living near campus. A Fraternity House accomplishes that goal and is an allowable conditional use in the zoning district.
D. That the conditional use conforms to the purpose and intent of the city Master Plan	Yes	The future land use for the area is intended to accommodate students near campus
E. The conditional use and structures are consistent with sound planning and zoning principles	Yes	A fraternity house near a university campus promotes walkability of the campus and is consistent with other planning and zoning principles