

Chapter 19.38 WHITEWATER UNIVERSITY TECHNOLOGY PARK DISTRICT (WUTP DISTRICT)

19.38.010 Purpose.

The WUTP district is established to provide an aesthetically attractive working environment exclusively for and conducive to the development and protection of offices; research, testing, and development institutions; and certain specialized manufacturing establishments compatible with an office and research setting, all of a nonnuisance-type and public parks. The essential purpose of this district is to achieve development which is practical, feasible and economical and an asset to the owners, neighbors and the community and to promote and maintain desirable economic development activities in a park like setting with well designed sites and buildings.

(Ord. No. 1914A, 2-18-2016)

19.38.020 Creation of architectural review committee.

- Upon the mapping of any WUTP district, there shall be established an architectural review committee for the district.
- No building or improvements shall be erected, placed or altered on any building site in the technology park until the plans and use for such building or improvements, including site plans, landscaping plans, building plans, and specifications have been approved by the WUTP architectural review committee (ARC).
- Zoning permit applicants in the WUTP district are subject to all plan review requirements set forth in Chapter 19.63 of the Whitewater Municipal Code.
- The plan and architectural review commission's functions under Chapter 19.63 shall be delegated to the architectural review commission.
- The ARC shall consist of one city council member, a member of the plan and architectural review commission to be appointed annually by the plan commission, the city manager, the chancellor of the University of Wisconsin-Whitewater, two members appointed by the chancellor of the University of Wisconsin-Whitewater, two citizens of the city of Whitewater appointed by the city council, and one member of the community development authority of the city of Whitewater to be appointed by the CDA.
- The ARC shall organize and adopt rules for its own governance. Officers shall be elected from the membership for terms of one year.
- Meetings shall be open to the public unless closed for appropriate legal reasons, and shall be held at the call of the chairman.
- Minutes shall be kept showing actions taken and shall be a public record.
- Quorum shall be five members, and all actions shall require the concurring vote of at least five members.
- In cases where the ARC has not been formed or is unable to act on the matter, all actions normally assigned to the ARC shall be reassigned to the plan and architectural review commission. The plan and architectural review commission shall retain the exclusive authority to grant and review or deny conditional use permits in the WUTP district, where required.

(Ord. No. 1914A, 2-18-2016)

19.38.030 Permitted uses.

Permitted uses in the WUTP district include:

1. Production, or processing, cleaning, servicing, testing or repair of materials, goods or products, limited to the following uses, products, components, or circumstances:
 - a. Electronic and electrical products and instruments, such as transistors, semiconductors, small computers, scanners, monitors and compact communication devices.
 - b. High technology products related to the fields of physics, oceanography, astrophysics, metallurgy, chemistry, biology, or other scientific field offered for study at the University of Wisconsin-Whitewater.
 - c. Laser technology, radiology, X-ray and ultrasound products, manufacturing and assembly.
 - d. Medical and dental supplies.
 - e. Optical, fiber optical and photographic products and equipment.
 - f. Orthopedic and medical appliances, such as artificial limbs, brace supports and stretchers.
 - g. Products related to process design, process simulation, computer hardware and software development, and safety engineering.
 - h. Scientific and precision instruments and components, including robotics.
2. Research, development and testing laboratories, including testing facilities and equipment.
3. Business and professional offices.
4. Pilot plants or other facilities for the testing of manufacturing, processing or fabrication methods, or for the testing of products or materials.
5. Telecommunication centers (not including wireless telecommunication facilities as regulated in Section 19.55).
6. Accessory uses, (which shall be accessory uses to principal use on site), including the following:
 - a. Educational or training centers or institutions.
 - b. Nursery schools or day care centers for children of employees on the site.
 - c. Temporary buildings for construction purposes for a period not to exceed the duration of such construction.
 - d. Reproduction processes related to a primary function including printing, blueprinting, photostating, lithographing, engraving, stereotyping, publishing and bookbinding.
 - e. Wholesaling of goods and merchandise manufactured or produced on the premises.
 - f. The generation of power via a local energy system, with the primary purpose of supplying energy to the principal use being conducted on the lot.
 - g. The fabrication of products in conjunction with a research, development, or testing laboratory as the principal use.
 - h. Garages for storage of vehicles, equipment or materials in conjunction with operation of the principal use on the lot;
 - i. Off-street parking and loading areas, subject to landscaping and screening requirements where applicable;

-
- j. Trash dumpsters where located outside of the required yards in Section 19.38.070 of this chapter and enclosed by a decorative opaque fence, wall or landscaping designed to provide a total visual screen;
 - k. Outdoor seating for restaurants within designated areas;
 - l. Outdoor eating and recreation areas;
 - m. Essential services;
 - n. Health clubs, banks and other financial institutions, medical, dental and optical clinics, barbershops, beauty parlors, or similar retail establishments;
 - o. Conference centers.
- 7. Restaurants, without drive-up or drive-through service.
 - 8. Colleges and universities (not including housing or residential uses).
 - 9. Public parks and public recreation use facilities, including, but not limited to, Moraine View Park and the planned athletic facilities, trail and possible playground therein.

(Ord. No. 1914A, 2-18-2016)

19.38.040 Conditional uses.

Conditional uses in the WUTP district include:

- 1. Parking facilities, open and accessory, for the storage of private passenger automobiles only, when located elsewhere than on the same zoning lot as the principal use served.
- 2. Public utility and public service uses as follows:
 - a. Bus turnarounds (off-street), bus transfer points.
 - b. Electric substations.
 - c. Gas regulator stations, mixing stations and gate stations.
 - d. Radio, television, and telecommunication towers and wireless telecommunication facilities meeting the standards of Chapter 19.55.
 - e. Railroad passenger stations.
 - f. Railroad rights-of-way.
 - g. Sewerage system lift stations.
 - h. Telephone exchanges, microwave relay towers, telephone transmission equipment buildings and service yards.
 - i. Electric generator which serves a principal use located on the zoning lot and is capable of providing electricity for off-site use provided:
 - a) The electric output is less than three thousand kilowatts and said generator is operated no more than two hundred hours per year;
 - b) The location of every generator shall be not less than twenty feet from any zoning lot which permits residential uses; and
 - c) Said generator shall be located and screened so as to reduce the visual impact of the generator from neighboring property and to be compatible with neighboring structures

and the character of the community. This may include screening with materials similar in appearance to those used for the principal structure on the zoning lot, and landscaping or fencing as approved by the architectural review committee.

- j. Water pumping stations and reservoirs.
- 3. Any production, or processing, cleaning, servicing, testing or repair of materials, goods or products, limited to the following uses, products, components, or circumstances:
 - a. Cameras and other photographic equipment.
 - b. Ceramic products, such as pottery, figurines and small glazed tiles.
 - c. Cosmetics and toiletries, drugs, perfumes, and perfumed soaps.
 - d. Drugs and pharmaceutical products.
 - e. Electrical appliances, such as lighting fixtures, irons, fans and toasters.
 - f. Electrical equipment assembly, such as home radio and television receivers and home movie equipment, but not including electrical machinery.
 - g. Electrical supplies manufacturing and assembly, such as wire and cable assembly, switches, lamps, insulation and dry cell batteries.
 - h. Products from the following previously prepared materials: bone, canvas, cellophane, cloth, cork, feathers, felt, fiber, fur, glass, hair, horn, leather, paper, plastic, precious and semiprecious stones, rubber, shell, wood (but not including a planing mill) and yarn.
 - i. Products related to material research and development in such areas as prepared glass, ceramics, carbon fiber, metals, textiles, polymers, plastics, chemical foams and inorganic chemicals such as liquid crystals, and synthetic fuels.
 - j. Small-scale products (finished weight not exceeding fifty pounds) related to energy, environmental, telecommunications, or satellite applications.
 - k. Small-scale products (finished weight not exceeding fifty pounds) related to the resource industries of agriculture and food production, forestry, petrochemicals and mining.
 - l. Specific products not listed above but similar in intent and character and which may be defined as being produced or assembled manually or by a light industrial process by virtue of the use of only light machinery; being conducted entirely within enclosed substantially constructed buildings; in which the open area around such buildings is not used for storage of raw materials or manufactured products, or for any industrial purpose other than loading and unloading operations; which are not noxious or offensive by reason of emission of smoke, dust, fumes, odors, noise, or vibrations beyond the confines of the building.
- 4. Outside storage areas, subject to the development standards in Section 19.38.110.
- 5. Day care centers.
- 6. Other uses substantially consistent with or linked to the goals of the WUTP including retail sales and services and food and beverage sales and services.

(Ord. No. 1914A, 2-18-2016)

19.38.050 Lot area and lot width requirements.

In the WUTP district, there shall be provided a lot area of not less than one acre and a lot width of not less than one hundred feet.

(Ord. No. 1914A, 2-18-2016)

19.38.060 Floor area ratio.

In the WUTP district, the floor area ratio shall not exceed 3.0.

(Ord. No. 1914A, 2-18-2016)

19.38.070 Yard requirements.

Minimum required yards for principal buildings, outside storage areas, parking lots, and dumpsters in the WUTP district are:

1. Front yard—twenty-five feet, except as indicated on the city's official map.
2. Side yard—each side, fifteen feet. On corner lots, twenty-five feet for side yard adjoining an arterial highway and twenty-five feet for side yard adjoining other streets.
3. Rear yard—thirty feet.
4. Environmental corridor or wetland yard adjacent to any mapped environmental corridor, as defined by the Southeastern Wisconsin Regional Planning Commission, or a delineated wetland as approved by the agency with jurisdiction—thirty feet.
5. Parking lots and associated circulation drive aisles may extend into normal interior side or rear yard setbacks, but not into front or street side yard setbacks.

(Ord. No. 1914A, 2-18-2016)

19.38.090 Lot coverage.

There is no maximum percentage lot coverage for buildings with the exception of the provisions needed for landscape, circulation, and other site planning considerations. Building size, coverage, and locations must still conform to the other regulations including stormwater management. Landscape and environmental features shall follow principles of sustainability and environmental quality and shall locate landscape elements in highly visible locations, especially in the fronts of buildings, and should include canopy trees, understory and/or evergreen trees, and shrubs.

(Ord. No. 1914A, 2-18-2016)

19.38.100 Building height.

Maximum building height in the WUTP district is one hundred feet, except as may be otherwise approved by the architectural review committee upon the finding that such increased height will not be detrimental to the character of the park or adjoining buildings and uses.

(Ord. No. 1914A, 2-18-2016)

19.38.110 Development standards.

In the WUTP district, the following development standards shall apply, in addition to any standards that may be required by covenant:

1. Building Design and Materials. The exterior appearance of any building constructed in this district shall be compatible with that of adjoining structures within the district, especially as it relates to rooflines and building materials. Permitted materials shall include masonry, concrete, stone, exterior insulation and finish system (EIFS), Dry-vit, glass, and decorative architectural grade metal as a design detail, except where other quality materials are also allowed by the architectural review committee.
2. Accessory Off-Street Parking and Loading. Accessory off-street parking lots, loading berths, and access driveways shall be located, designed and improved so as to provide for safe and convenient access from adjoining streets, safe and convenient circulation within the site, and an aesthetically pleasing site design. Parking lots and access driveways shall be designed and located so that such facilities do not provide a direct unlandscaped view from the street to the parking lot or access driveway.
3. Landscaping and Site Development. To provide a park-like setting, all lots shall be landscaped, including the provision of canopy-type shade trees. When adjacent, connected, or within thirty feet of an environmental corridor or environmental corridor buffer, all existing mature, healthy trees shall be retained and protected, where possible, during construction as per city of Whitewater forestry guidelines. All land areas not covered by buildings, structures, storage areas, parking lots, loading areas and driveways shall be landscaped and maintained. Landscaping shall mean decorative plazas, mounds, environmental preserves, enhancements of wetlands, stormwater features designed as landscape enhancements, features incorporated into the landscape for the purpose of improving sustainability of the site, pools or the planting of grass, shrubs, trees and other plant materials or other comparable surface cover.
4. Storage Areas. All storage, except for licensed motor vehicles in operable condition, shall be within completely enclosed buildings or effectively screened from adjoining properties and public rights-of-way by an opaque screening wall or fence with such wall or fence not less than six feet nor more than eight feet in height, and no materials stored shall exceed the height of such screening wall or fence. All outside storage areas shall be located to the rear of buildings and shall be limited to not more than five percent of the total lot area. Landscaping shall be required on the outside of the opaque screen wall or fence.
5. Signs. All signs shall meet applicable standards in Chapter 19.54, and the specific requirements set forth for the M-1 district in the table contained in Section 19.54.052.
 - a. No ground sign shall exceed a maximum height of eight feet and a maximum gross area of forty-eight square feet. All ground signs shall be incorporated in the landscape plan, including the provision of plant materials at the base of such signs.
6. Prohibited Site Uses. No use shall be so conducted as to cause the harmful discharge of any waste materials into or upon the ground, into or within any sanitary or storm sewer system, into or within any water system or water, or into the atmosphere. All uses shall be conducted in such a manner so as to preclude any nuisance, hazard, or commonly recognized offensive conditions or characteristics, including creation or emission of dust, gas, smoke, noise, fumes, odors, vibrations, particulate matter, chemical compounds, electrical disturbance, humidity, heat, cold, glare, or night illumination.
7. Uses Required to be Enclosed. All business, servicing, or processing shall be conducted within completely enclosed buildings, except for the following:
 - a. Off-street parking and off-street loading;

-
- b. Drive-up service windows for banks and other financial institutions.
 - 8. Truck Parking. Parking of trucks as an accessory use, when used in the operation of a permitted business, shall be limited to vehicles of not over one and one-half tons of capacity when located within one hundred fifty feet of a residential district boundary line.

(Ord. No. 1914A, 2-18-2016)