

MEMORANDUM

To: City of Whitewater Plan and Architectural Review Commission

From: Allison Schwark, Zoning Administrator

Date: June 1, 2026

Re: Site Plan Review and Certified Survey Map

Summary of Request	
Requested Approvals:	Site Plan Review and 1 Lot Certified Survey Map
Location:	Greenway Court, Howard Road, and Innovation Drive (/A444200002 and /A444300002)
Current Land Use:	Vacant
Proposed Land Use:	Summerset Marine Manufacturing, Sales, Assembly, and Office
Current Zoning:	Technology Park
Proposed Zoning:	N/A
Future Land Use, Comprehensive Plan:	Technology Park

Staff Review

The Technology Park 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 non-nuisance-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.

The applicant previously attended two Plan Commission meetings once to present a conceptual plan and the second for the Conditional Use Permit for outdoor storage, and is now requesting a Site Plan Review and Certified Survey Map (CSM) that would be associated with the combination of two vacant parcels within the Technology Park, to construct a 150,000 square foot building for Summerset Marine's operations including manufacturing, assembly, offices, sales, and general operations.

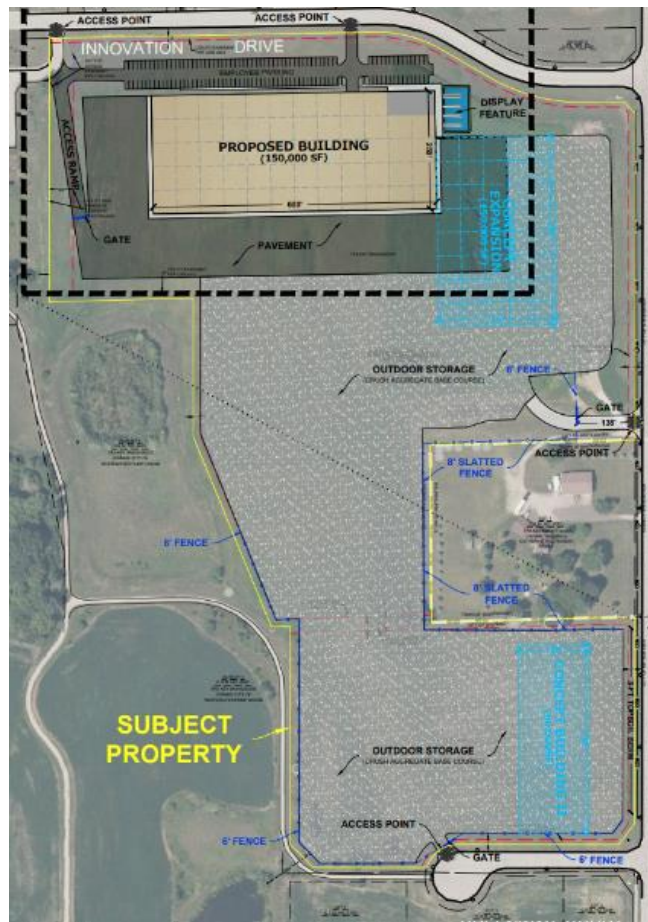
Existing Condition



The building design incorporates many drive-in bays, a crane bay, a 12,000 square foot office space, and product display area/pond. The facility includes a paved parking area, four ingress/egress points off Innovation Drive and Howard Road, and one gated ingress/egress point off Greenway Court. The property will be secured by control access gates located throughout. The project includes a proposal for a large 14-acre outdoor storage area where operations equipment would be stored on crushed aggregate. The applicant is proposing to screen outdoor storage with either solid 8-foot privacy fencing or 6-foot fencing, natural elevation changes, as well as incorporate decorative landscaping per their site plan submitted.

Per Section 19.38.040 outdoor storage areas within the technology park storage shall require **Conditional Use Approval which has been approved at a previous Plan Commission Meeting.**

Proposed Condition



The applicant is now seeking final site plan review approval, along with a one lot Certified Survey map to combine the two existing parcels, into one large parcel, removing the internal lot line.

Certified Survey Map Requirements.

- (1) The certified survey map shall be prepared by a registered land surveyor and shall comply with the provisions of Section 236.34, Wisconsin Statutes, and of this chapter.
- (2) The certified survey map shall comply with all design standards, required improvements, and general provisions of this chapter.
- (3) Where streets or other areas are dedicated to the public, the certified survey map shall contain an owner's and a mortgagee's certificate which are substantially the same form as required by Section 236.21(2)(a), Wisconsin Statutes.
- (4) The certificate of approval shall be placed on the face of the map.

(5) When a dedication of land is required, the city council resolution accepting the dedication and approving the map shall be placed on the face of the map.

(6) If the certified survey map contains private roads, the following note shall be added to the certified survey map:

NOTICE OF POSSIBLE LIMITATION OF PUBLIC SERVICES:

THIS CERTIFIED SURVEY MAP CONTAINS PRIVATE ROAD(S), AND, AS A RESULT, CERTAIN PUBLIC SERVICES MAY BE LIMITED. THE EXTENT OF THESE LIMITATIONS MAY BE SPELLED OUT IN A DOCUMENT CALLED A CITY/DEVELOPER AGREEMENT OR CONTRACT FOR IMPROVEMENTS; OR, IF THIS IS A CONDOMINIUM PLAT, IN A DOCUMENT CALLED A GENERAL DEVELOPMENT PLAN (GDP), WHICH DIRECTLY RELATES TO THIS CSM AND IS FILED AS A PUBLIC DOCUMENT IN THE OFFICES OF BOTH THE WHITEWATER CITY CLERK AND THE DIRECTOR OF PUBLIC WORKS FOR THE CITY OF WHITEWATER.

(7) Within the M-1 general manufacturing district, all minor subdivisions must be consistent with a detailed plan showing future street alignments and general lot arrangements for all lands under the control of the subdivider. Such a detailed plan may be a component of the city's comprehensive (master) plan, but in any case shall be subject to plan commission approval before action may be taken on the certified survey map.

The proposed Certified Survey Map meets all of the following requirements, and no private road dedication is included in this CSM.

Per Section 19.63.020 the following items are required for site plan review:

Applications for plan review shall be made to zoning administrator at least thirty days prior to the plan and architectural review committee meeting at which the plan is to be considered, and shall include the following information to be considered complete. The zoning administrator or plan and architectural review commission may reduce the information requirements where deemed appropriate. Twelve complete sets of all required plan materials shall be required unless the applicant receives prior written approval from city staff that fewer copies, and/or an electronic/digital submission of materials will be considered adequate for the purposes of meeting the submission deadlines.

- A. Names, phone numbers, and addresses of the applicant, owner of the site, architect, professional engineer, contractor and all other individuals responsible for preparation of plan materials;
- B. Identification of the subject site by lot, block and recorded subdivision, or by metes and bounds;

- C. Description of the existing and proposed use or operation of the structure or site, number of employees, building lot coverage, landscaped surface ratio, residential density and existing zoning;
- D. Building elevations and exterior architectural drawings, including enough detail to show the proposed building style, exterior materials, colors, mechanicals and lighting;
- E. Site plans drawn to a scale not less than fifty feet to the inch, showing:
 - a. The natural features of the site, including water bodies, wetlands, floodplains, environmental corridors, trees with trunks greater than four inches in diameter, existing drainage patterns, and topography at two-foot intervals;
 - b. The location and dimensions of proposed and existing structures in relation to street and property lines, including buildings, dumpsters, signs, mechanicals, walls and fences;3.The location, dimensions and arrangement of all open spaces, yards, and landscape plantings and buffer yards, including the species and size at time of planting for all landscaping;
 - c. The location, arrangement and capacity of all areas used for vehicle and pedestrian access, off-street parking, off-street loading and unloading, including materials, methods for screening or fencing, and additional actions to keep parking orderly if three or more unrelated individuals live on the property;
 - d. The capacity and arrangement of all buildings used or intended to be used for dwelling purposes;
 - e. The proposed location and other characteristics of all outdoor lighting fixtures, pursuant to Section 19.57.150C.;
 - f. The location and size of all existing and proposed utilities and all related easements;
 - g. The location of any proposed stormwater management facilities, including proposed drainage patterns and detention/retention facilities where required;
 - h. Other information deemed necessary by the zoning administrator or the plan and architectural review commission to fully assess the impacts of a proposed project.

The submitted plans have been reviewed, and the application has been deemed complete.

The proposed construction is located in the Technology Park Zoning District, and per Section 19.38 the following standards shall be met:

Minimum required yards for principal buildings 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.

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

1. Accessory buildings, outside storage areas, and dumpsters shall not be located in the front yard.
2. Side yard—Ten feet. On corner lots, twenty-five feet for side yard adjoining a street.
3. Rear yard—Ten feet.
4. Parking lots and associated circulation drive aisles may extend into normal side or rear yard setbacks, but not into front or street side yard setbacks, unless exempted by Subsection 4(a). Any paved area shall have a minimum setback of ten feet on all sides.
 - a. For lots that abut either Innovation Drive or Howard Road, a maximum of one driveway with passenger vehicle parking spaces on both sides of that driveway shall be permitted along the Innovation Drive or the Howard Road sides of the principal building.

The proposed plans comply with all setback requirements set forth in the zoning district, however, will require exemption to 4(a), as two driveways are proposed off Innovation Drive. Given the scale of the project two access points have been deemed appropriate.

The combination of all buildings, other roofed structures, all parking, driveways, loading areas and other paved area (except for approved pervious pavement applications, green building roofs, or similar features that allow infiltration) shall cover no more than seventy-five percent of the total lot area. At least twenty-five percent of the total lot area shall be landscaped green area or other approved infiltration area, such as a green roof or pervious pavement. 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.

The proposed plans comply with these requirements.

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

The proposed plans comply with these requirements.

Stormwater for the proposed project has been reviewed by Engineering and City Staff and the following comments are still outstanding:

The stormwater management report from March 2010 indicated that all storm water from this combined site be directed to the two existing detention basins located southwest of the proposed

building and west of Greenway Court. Currently the plans show the parking lot north of the proposed building draining to the north into the grassy area and then to the west where it is collected by an inlet and then tied into the existing storm sewer that heads west. Additionally, the paved area west of the building along with the driveway leading to the back area drains to this northwest corner inlet as well. This storm water, or the vast majority of it, will need to be directed to the existing detention basin southwest of the proposed building. It is also unclear how the roof of the building is orientated or drains, but all the roof water will also need to be directed to this detention basin.

The existing storm sewer that runs along the south side of Innovation Drive (that the current plans shows tying into) is sized to collect stormwater runoff from the properties to the north of Innovation Drive. This storm sewer empties into the detention pond west of the Innovation Center. This storm sewer system was not designed to handle storm water from the properties to the south of Innovation Drive.

Per Section 19.38.110 there are several design standards within the technology park that should be met or considered:

1. Building placement. The position of buildings and parking on all lots shall be in general accordance with Exhibit A (Whitewater University Technology Park, Lot Standards & Conceptual Site Configurations), except where an alternative arrangement will be more in keeping with the limitations and opportunities of the lot, with pre-existing development on adjacent lots, with the actual lot configurations that may be created or adjusted over time, or with any combination. **The building placement is appropriate for this site, and the lot combination is necessary.**
2. Building Design and Materials. All buildings shall be sited, designed, and constructed in such manner as to provide an aesthetically pleasing development, emphasizing building styles, designs, and materials that are modern or contemporary in nature; that reinforce a technology park theme, and that promote sustainability, energy efficiency, and environmental responsibility. Buildings shall be designed for compatibility with adjoining structures within the district, especially as it relates to rooflines and building materials. Permitted materials shall include masonry, concrete, stone, exterior insulation and finishing system (EIFS), dry-vit, glass, and decorative architectural grade metal as a design detail, except where other quality materials are also allowed during plan review. No building shall be designed with long, uninterrupted, horizontal blank walls facing any public right-of-way or public park. The primary entrance of the building shall face or be visible from the public right-of-way that provides principal access to the lot. **The building design is appropriate and attractive.**
3. Accessory Buildings. Accessory buildings and ancillary structures such as fences, walls, and dumpster enclosures shall be designed to be architecturally compatible with the principal building on the lot. **The building site does not incorporate current accessory buildings, but the property is large enough that a future building is shown on the proposed site plans, but**

is not included as a part of this approval. The fencing and dumpster enclosures are in appropriate locations and are compatible with the principal building on site.

4. 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. **The proposed parking area is proposed to be placed between the building and Innovation Drive. However, the landscaping plans show proposed landscaping between the parking lot and Innovation Drive.**

5. 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. Use of bioswales, rain gardens, prairie plantings in lieu of lawn, and native planting solutions are encouraged. Decorative berms with organic shapes are encouraged, rather than more rigid, angular, or straight berm designs. Wherever possible, ponds, wetlands, and/or storm water detention and/or retention basins should be intentionally designed to provide an aesthetic element to the site. **Landscape plans will be reviewed by Urban Forestry, and plans shall be contingent upon their approval.**

6. Lighting. Exterior lighting shall be designed to provide uniform illumination with low glare. All exterior lights shall be full cut-off, dark-sky compliant fixtures. Parking lot and driveway fixtures shall not exceed thirty feet in height. Pedestrian pathway lights shall not exceed fifteen feet in height. LED or equivalent low-energy lighting is preferred on all external lighting fixtures. Electrical reflectors, spotlights, floodlights, and other sources of illumination may be used to illuminate buildings, landscaping, signs, and parking and loading areas on any site, but only if they are equipped with lenses or other devices which concentrate the illumination upon such buildings, landscaping, street graphics, and parking and loading areas. All lighting shall be directed away from residences and public rights-of-way and other public lands. All lighting shall be in compliance with Section 19.57.150. **Lighting appears to be compliant.**

7. 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. No chain link or barbed wire fence shall be allowed. Fences are not permitted between the public street and the front building façade. On corner lots, fences are not permitted between the public street and any building façade. **Storage areas were addressed as part of the Conditional Use Approval.**

8. 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. **Signage plans have not yet been submitted, but shall require additional approval by the zoning department, and meet all standards above.**

9. 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. To reduce external noise associated with businesses within the Technology Park, a maximum external decibel reading of sixty-five db at the property line must be maintained. **The project shall comply with these requirements at all times.**

10. 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. **The proposed project complies with these requirements.**

11. 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. **The proposed project shall comply with these requirements.**

12. Loading Areas. Loading areas and docks shall be secondary elements of any principal building, focused in locations and provided with screening in a manner that minimizes their visibility from public rights-of-way and adjoining properties. Loading areas and docks shall not

be permitted in the street yard or along any façade facing a public street area, except that loading docks located at least one hundred fifty feet from the street right-of-way may be permitted and where such loading docks are extensively screened from the public right-of-way. All loading areas and docks shall be screened from view from any public right-of-way through the use of landscaping, berms and walls, or methods otherwise approved under plan review. **The proposed project complies with the following requirements.**

13. Mechanical Equipment. Mechanical equipment mounted on the roof shall be screened and/or positioned in a method that is architecturally compatible with the building and set back, providing screening from public view. All ground-mounted equipment shall be screened from public areas. **The proposed project complies with the following requirements.**

Planner's Recommendations

- 1) Staff recommends the plan commission **APPROVE** the Site Plan Review and One Lot Certified Survey Map with the following conditions:
 - Landscaping plans shall be reviewed and approved by Urban Forestry.
 - Compliance with Approved Plans. The use and site development shall substantially comply with all plans, site layouts, operational narratives, and materials submitted as part of the Conditional Use Permit application, except as modified by these conditions or approved by the municipality.
 - Lighting. Exterior lighting shall be directed downward and shielded to prevent glare onto adjoining properties or public rights-of-way. Lighting shall comply with applicable municipal ordinances.
 - Noise Control. Operations shall comply with all applicable municipal noise regulations. Repetitive or excessive noise from equipment, repairs, testing, or loading activities that creates a nuisance to surrounding properties shall not be permitted.
 - Dust and Debris Control. The property owner/operator shall maintain the site to prevent dust, loose debris, or materials from leaving the property. Outdoor storage areas shall be maintained in an orderly manner at all times.
 - Stormwater and Environmental Compliance. All outdoor storage activities shall comply with applicable stormwater management requirements and state and federal environmental regulations. No fluids, fuels, or contaminants shall be discharged onto the ground or into stormwater systems.
 - All Engineering comments on stormwater above shall be addressed prior to permit issuance.
 - Parking and Traffic Circulation. Adequate on-site parking and maneuvering areas shall be maintained for employees, customers, deliveries, and trailers. No parking or staging associated with the business shall occur within public streets or rights-of-way.

- Fire and Emergency Access. Fire lanes and emergency access routes shall be maintained at all times in accordance with Fire Department requirements, and a Knox box shall be installed on site, and all emergency service personnel shall have access to the property through any gated entryways.
- State and Federal Compliance. The applicant shall obtain and maintain all required local, county, state, and federal permits and approvals necessary for operation of the business.
- The project shall remain in compliance with all requirements of Section 19.38.110 pertaining to conditions of the Technology Park.
- The final Certified Survey Map shall be signed, and recorded with the Walworth County Register of Deeds.
- Any other conditions as stipulated by the PARC