

Print

Site Plan Application - Submission #1239

Date Submitted: 2/7/2025

City of Whitewater

312 W Whitewater Street
PO Box 178
Whitewater, WI 53190
262-473-0540
www.whitewater-wi.gov

Neighborhood Services

Site Plan Application

Site Plan Application Checklist (Please read)**Applicant**

1. Fill out Planning Request Form and Plan of Operation Form. Digital copies of all submittal materials:

- a. Application Forms
- b. Landscaping plan indication location, type and size of materials (Please review Landscaping Guidelines)
- c. Stormwater and Erosion Control Applications (Separate Forms)
- d. Lighting Plan (Photometric) Plan
- e. And any other materials you feel are pertinent

2. Application shall include the following Plan requirements:

- a. All plans shall be drawn to scale and show all sides of the proposed building
- b. All plans will exhibit property exterior building materials and colors to be used
- c. All plans will exhibit proposed /existing off-street parking stalls and driveway/loading docks
- d. Building elevations must include the lot on which the structure is to be built and the street(s) adjacent to the lot

3. Submit fee to the City of Whitewater

City Building Inspector/Zoning Administrator

1. Review application for accuracy and all required information
2. Staff will review information for conformance to Ordinances
3. Engineer will review Stormwater and Erosion Control Plans
4. Landscape Plan will be reviewed by Urban Forestry Commission
5. When application is complete and approved by Staff it will then be forwarded to Plan Commission

Process

1. Plan Commission considers applicant's request and staff review presented by Zoning Administrator, at the first initial

appearance. If Plan Commission recommends changes and/or revisions, then the applicant must revise site plan, otherwise the matter is forwarded as is for the second appearance for approval/denial of the final site plan.

NOTE: Plan Commission normally meets the second Monday of each month at 6:00 p.m. If a public hearing is required, it will be scheduled at the beginning of the Plan Commission meeting.

Urban Forestry Commission normally meets the fourth Monday of each month at 5:30 p.m.

Taylor Zeinert, Economic Director
262-473-0148
tzeinert@whitewater-wi.gov

Llana Dostie, Neighborhood Services Administrative Assistant
262-473-0144
ldostie@whitewater-wi.gov

Allison Schwark, Municipal Code Enforcement
262-249-6701
mcodeenforcement@gmail.com

Site Plan

2303-01-25 Eng.pdf

Landscaping Plan

2303-01-25 Eng - Landscape.pdf

Lighting Plan

Interior - Exterior Photometrics.pdf

Other Information

25-002 Martin Brower Whitewater.pdf

Planning Request

General Project Information

Project Tax Id #

/A199100002

Project Address*

411 N. Newcomb Street

Project Title (if any):

Martin Brower - Whitewater

Applicant, Agent & Property Owner Information

Applicant's Name*

Joel Ehrfurth

Applicant's Company*

Mach IV Engineering & Surveying, LLC

Address*

2260 Salscheider Court

City*

Green Bay

State*

WI

Zip Code*

54313

Phone Number*

920-569-5765

Email Address*

jehrfurth@mach-iv.com

Agent's Name

Gil Magnelli

Agent's Company

Reyes Holdings, L.L.C.

Address

6250 N River Rd, Suite 9000

City

Rosemont

State

IL

Zip Code

60018

Phone Number

847-430-9880

Fax Number

Email Address

gmagnelli@reyesholdings.com

Owner's First Name (if Different from applicant)

Ed

Owner's Last Name

Natan

Address

1057 Glenhaven Drive

City

Pacific Palisades

State

CA

Zip Code

90272

Phone Number

Fax Number

Email Address

ed@omegaindustrialreality.com

Planning Request (check all that apply)*

- Site Plan and Architectural Review \$150.00 plus \$0.05 per s. ft (Floor Area)
- Conditional Use Permit \$275.00
- Rezone/Land Use Amendment \$400.00
- Planned Unit Development \$500.00
- Preliminary Plat \$175.00
- Final Plat \$225.00
- Certified Survey Map \$200.00 plus \$10.00 per lot
- Project Concept Review \$150.00
- Joint Conditional Use & Certified Survey Map \$500.00 plus \$10.00 per lot
- Joint Rezoning & Certified Survey Map \$500.00 plus \$10.00 per lot
- Joint Site Plan & Conditional Use \$300.00 plus \$0.05 per sq. ft. (Floor Area)
- Board of Zoning Appeals/Adjustment \$300.00

Will translation services be needed during the Plan Board meeting?*

- Yes
- No

If Yes, please specify the language required.

Plan of Operations

Property Information

Tenant Information

Property Tax Key #

/A199100002

Previous Business Name*

The Martin-Brower Company, L.L.C.

Property Address

411 N. Newcomb St

Years in Operation*

26+

Property Owner Name*

Omega Industrial Realty

New Business Name*

The Martin-Brower Company, L.L.C

Owner's Mailing Address*

1057 Glenhaven Drive

Name of Operator*

The Martin-Brower Company, L.L.C.

City, State and Zip Code*

Pacific Palisades, CA 90272

Operator's Mailing Address*

6250 N River Rd, Suite 9000

Owner's Phone Number*

818-307-3022

Operator's City, State and Zip Code*

Rosemont, IL 60018

Owner's Email*

ed@omegaindustrialrealty.com

Operator's Phone and Email*

gmagnelli@reyesholdings.com

New Business Use/Operation Information

Description of Business Use or Operations*

Dry Goods Warehouse/Storage (S-1 Occupancy) with office space (B, occupancy)

Previous Use of Space*

warehouse & office

Hours of Operation (Weekdays)*

4am - 2pm

Hours of Operations (Weekends)*

4am - 2pm

Total Area Space (SQF)*

30000

Toilet Fixtures*

8

of Full Time Employees*

12

of Part Time Employees*

0

Customer Seating*

- Yes
- No

Seating Capacity*

0

Total Employee Hours Per Year (including yourself if self-employed)*

480

Sprinkler System*

- Yes
- No

Hazardous/Flammable Chemicals Used/Stored*

- Yes (Must attach MSDS Sheets)
- No

Specified Use of Property and Building(s)

Building A*

ambient temperature dry storage warehouse for quick service restaurants

Building B

Building C

Will there be any problems resulted form this operation such as: (Check all that apply)*

- Odors
- Smoke
- Noise
- Light
- Vibrations
- None

Parking

Dimension of parking lot*

279' x 40'

Number of Spaces available*

29

Parking lot construction*

- Asphalt
- Concrete

Type of Screening*

- Fencing
- Plantings

Is employee parking included in (number of spaces available"?"*

- Yes
- No

Signage (Separate Sign Permit Application Needed)

Type (Check all that apply)*

- Free standing
- Monument
- Projecting
- Awning/Canopy
- Electronic Message
- Pylon
- Arm/Post
- Window
- Mobile/Portable or Banner
- None
- Other

If other describe

Existing to remain but not will be used

Location of Signs*

Existing monument sign along Newcomb Street to remain but will not be used

Entertainment

Is there any type of music in this proposal? *

- Yes (Separate License from Clerk's office Required)
- No

Live*

- Yes
- No

When will this be offered to customers*

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday
- None

What time(s) will this be offered

Outdoor Lighting

Type*

Existing building wall lighting to remain

Location*

Existing building wall lighting to remain

Utilities

**Will you be connected to City
(Check all that apply)***

- Water
- Sewer

Is there a private well on-site*

- Yes
- No

Types of Refuse Disposal*

- Municipal
- Private

Approval Date by the Department of Natural Resources for the well proposed use

Approval Date by the County Health Department for existing septic system

What types of sanitary facilities are to be installed for the proposed operation*

N/A

Surface Water drainage facilities (describe or include in site plan)*

N/A

Licenses/Permits

Is a highway access permit needed from the State, County or local Municipality?*

- Yes
- No

Is a cigarette license required? (Separate license from Clerk's Office Required)*

- Yes
- No

Is a liquor license required? (Separate license from Clerk's Office required)*

- Yes
- No

Did Wisconsin Department of Safety and Professional Services Division of Industry Services approve building plans?*

- Yes
- No

Permitted Property Uses (Check all that apply)*

- Single Family Dwelling
- Two Family Dwelling
- Modular Home
- Manufactured Home
- Second or greater wireless telecommunication facility
- Multi-Family Dwellings
- Art, Music, and School supply stores and galleries
- Antique, collectible and hobby craft stores
- Automotive and related parts stores, without servicing
- Hotel and Motels
- Small appliance repair stores, computer or software sales and service
- Banks and other financial institutions without drive thru facilities
- Camera and photographic supply stores
- Caterers
- Clothing, shoe stores and repair shops
- Clinics medical and dental
- Department Stores
- Drug Stores
- Florist Shops
- Food and convenience stores without gasoline pumps
- Furniture stores
- Hardware stores
- Insurance agencies
- Barbershops/Beauty Parlors
- Liquor stores without drive-thru facilities
- Resale shops
- Professional and Business offices
- Self-service laundries and dry-cleaning establishments
- Stationary stores, retail office supply stores
- Movie theaters
- Tourist Homes and bed and breakfast
- Bakeries or candy stores with products for sale on premise only
- Appliance repair stores, including computer sales and service
- Coffee Shops
- Cultural arts centers and museums
- Post Offices
- Ice cream shops and cafes
- Toy stores
- Agricultural services
- Lumberyards, building supply stores and green houses
- Manufacturing, fabrication, packing, packaging and assembly of products from furs, glass, leather, metals, paper, plaster, plastic, textiles, clay, woods and similar material
- Research facilities, development and testing laboratories, including testing facilities and equipment

- Retail sales and services linked to manufacturing or warehousing
- Production, or processing, cleaning, servicing, testing or remailer or materials, goods, or products limited to the follow uses, products, components, or circumstances:
 - a. Electronic and electrical products 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 by University of Whitewater
 - c. Laser technology, radiology, x-ray and ultrasound products, manufacturing and assembly
 - d. Medial 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 stimulation, computer hardware and software development, safety engineering
 - h. Scientific and precision instruments and components, including robotics
- Jewelry stores
- Meat markets
- Paint, wallpaper, interior decorating and floor covering stores
- Restaurants without drive-thru facilities
- Sporting goods store
- Variety stores
- Charitable or nonprofit institution and facilities
- Light assembly uses including electronics, pottery, printing, contractor shops (heating, electrical, plumbing and general contracting) provided that there are no significant environmental emissions (odor or waste)
- Catalog and e-commerce sales outlets
- Day spas
- Gift Shops
- Public Parking lots
- Tourist information and hospitality centers
- Dance studio
- College and Universities
- Private recreation facilities
- Freight terminals, trucking servicing and parking, warehousing and inside storage
- More than one pricipal structure on a lot when the additional building is a material and direct part of the primary business
- Pilot plants and other facilities for testing manufacturing, processing or fabrication methods or for the testing of products or materials
- Telecommunication centers (not including wireless telecommunications facilities)

Permitted Conditional Uses (Check all that apply)*

- Planned Residential Development
- First Wireless telecommunications facility located on alternative structure only
- Attached townhouse dwellings up to four units per building
- Public and semi public uses
- Multifamily dwellings and attached dwellings, over four units (new construction only)
- Any building over forty feet
- Conversion of existing structures resulting in more dwelling units
- Dwelling units with occupancy of six or more unrelated persons
- Home Occupations/Professional Home offices requiring customer access
- Bead Breakfast establishments
- Conversion of existing single-family dwellings to two-family attached dwellings
- Profession business offices in a building where principal use is residential
- Fraternity or sorority houses and group lodging facilities
- Planned Development
- Conversion of existing units with less than five bedrooms to five or more bedrooms
- Entertainment establishments, including clubs but excluding adult entertainment
- All uses with drive-in and drive-thru facilities
- Automobile repair and service
- Taverns and other places selling alcoholic beverages by the drink
- daycare adult, child and doggie
- Large Retail and Commercial Service Developments
- Motor Freight Transportation
- Light Manufacturing and retail uses
- Automobile and small engine vehicles sales and rental facilities
- Car washes
- Gasoline service station, including incidental repair and service
- Funeral homes and crematory services
- Liquor or tobacco stores
- Wholesale trade of durable and non durable goods
- Salvage yards

Signatures

By signing below, I certify that the above information is true and accurate account of the information requested for my business site and its operation and use. Should an inspection be required, I agree to all the Inspector(s) reasonable access to the space to verify compliance with the Municipality's Ordinance. In addition, I fully understand that completion of this or its approval does not preclude me from complying with all applicable State Statutes or Municipal Ordinances regarding my business and its lawful operations.

Applicant's Signature*

Date*

Inspector's Signature

Date

Joel Ehrfurth

2-7-2025

Cost Recovery Certificate and Agreement

Pursuant to Ordinance 19.74.010 and 16.04.270 of the City of Whitewater Municipal Code

The undersigned applicant hereby acknowledges and agrees to be bound by Ordinances 19.74.010 and 16.04.270 of the City of Whitewater Municipal Code, providing for city recovery of all city costs and disbursements incurred directly or indirectly related to the Applicant's request. All costs incurred by the city in the consideration of any requests by the Applicant related to the Applicant's request shall be recoverable, including but not limited to, all professional and technical consultant services and fees retained by the city and rendered in review of any application, including the engineer, planner, attorney, or any other professional or expert hired by the village for purposes of review of the application or pre-submission request. The Applicant agrees to reimburse the City for all costs recoverable pursuant to the terms of the above numbered ordinance within the time period set forth by the City of Whitewater Municipal Code. At no time shall any cost recoverable fees be waived, except through the process of a written request by the Applicant and the Common Council, review and evaluation by the Common Council, and official action taken by the Common Council.

PROJECT INFORMATION

PROJECT NAME*

Martin Brower- Whitewater

PROJECT LOCATION*

411 N. Newcomb Street

APPLICANT INFORMATION

NAME*

Joel Ehrfurth

MAILING (BILLING) ADDRESS*

2260 Salscheider Court

PHONE*

920-569-5765

EMAIL ADDRESS*

jehrfurth@mach-iv.com

ATTORNEY INFORMATION

NAME

PHONE

EMAIL ADDRESS

Note to Applicant: The City Engineer, Attorney and other City professionals and staff, if requested by the City to review your request, will be billed for their time at an hourly rate which is adjusted from time to time by agreement with the City. Please inquire as to the current hourly rate you can expect from this work. In addition to these rates, you will be asked to reimburse the City for those additional costs set forth in 19.74.10 and 16.04.270 of the Municipal Code

RATES

City Administration Hourly Rate Shall Not Exceed

Director of Economic Development: Taylor Zeinert \$56.55

Director of Public Works: Brad Marquardt \$72.33

Director of Finance: Rachelle Blich \$65.94

Clerk: Heather Boehm \$43.33

Deputy Clerk: Tiffany Albright \$29.20

NS Administrative Assistant Llana Dostie \$36.63

Building Inspection Services

Building Inspector Commercial: Joe Mesler \$80.00

Building Inspector Residential: Jon Mesler \$80.00

City Attorney

Harrison, Williams & McDonell, LLP

Attorney Jonathan McDonell \$255.00

City Engineer

Strand and Associates \$247.63

Primary Contact: Mark Fischer

City Planners and Zoning Administrator

Primary Contact: Allison Schwark \$49.00

City Use only Below

Building Inspector Date Received

Review By

Zoning Administrator Date Received

Review By

Occupancy Classification

Occupancy Classification Surrounding Units

Zoning of Property

Use Permitted

- By Right
- By CUP
- PC Approval Required

Approval

- Approved
- Denied

Date

Approval

- Approved
- Denied

Date

Public Works Approval

- Approved
- Denied

Date

City Engineer Approval

- Approved
- Denied

Date

Police Department Approval

- Approved
- Denied

Date

Fire Department Approval

- Approved
- Denied

Date