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Telephone: (262) 249-6701

Office of Neighborhood Services  
312 W. Whitewater St.  
Whitewater, WI 53190

March 3, 2025

To: Whitewater PARC & Common Council

RE: Whitewater University Technology Park Zoning District

The City of Whitewater, the Whitewater Community Development Authority, and the University of Wisconsin-Whitewater collaborated in 2011 to build and maintain the Whitewater University Technology Park and Innovation Center. The City of Whitewater supports the building, while UW-Whitewater provides mentorship, resources, and programming.

The 130-acre Whitewater University Technology Park was designed with expansion, relocation and business needs in mind and the Whitewater Innovation Center offers a collaborative environment with unique access to university services for business start-ups and entrepreneurs. 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 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 Technology Park Zoning District is unique to the City of Whitewater, as it is similar to a business or industrial park zoning designation, however, has been specifically designed to help facilitate growth, participation, and partnership with the State of Wisconsin University, which occupies a large portion of the City of Whitewater. Within this zoning district the permitted uses 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. Restaurants, without drive-up or drive-through service.
  7. Colleges and universities (not including housing or residential uses).
  8. 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.

Many other uses are also a possibility within this zoning district as a conditional use or an accessory use per section 19.38 of our municipal ordinances. The lot sizes within the Technology Park were designed with a minimum lot size of one acre, so that substantial development could be achieved. Within this specific zoning designation careful consideration must be given to each project that is approved through the PARC. The Whitewater Municipal Ordinance has

established specific guidelines similar to covenants, in correlation with the University of Wisconsin-Whitewater, for all new development within the Technology Park. The purpose of these guidelines is to help achieve a consistent aesthetic throughout the park and various businesses and buildings within the park.

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

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.
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.

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.
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.
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.

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.
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.

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.
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.

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.

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.

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.

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





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back, providing screening from public view. All ground-mounted equipment shall be screened from public areas.

For any additional questions please contact Allison Schwark, Zoning Administrator, at 262-249-6701.

Sincerely,

A handwritten signature in cursive script, appearing to read "Allison Schwark".

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Allison Schwark  
Code Enforcement Officer  
Zoning Administrator  
City of Whitewater