

# MEMORANDUM

To: City of Whitewater Plan and Architectural Review Commission

From: Allison Schwark, Zoning Administrator

Date: March 30, 2026

Re: Conceptual Review

| Summary of Request                              |                                                                                    |
|-------------------------------------------------|------------------------------------------------------------------------------------|
| <b>Requested Approvals:</b>                     | Conceptual Review                                                                  |
| <b>Location:</b>                                | Greenway Court, Howard Road, and Innovation Drive<br>(/A444200002 and /A444300002) |
| <b>Current Land Use:</b>                        | Vacant                                                                             |
| <b>Proposed Land Use:</b>                       | Summerset Marine Manufacturing, Sales, Assembly, and Office                        |
| <b>Current Zoning:</b>                          | Technology Park                                                                    |
| <b>Proposed Zoning:</b>                         | N/A                                                                                |
| <b>Future Land Use,<br/>Comprehensive Plan:</b> | 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 is requesting a Conceptual Review to obtain feedback for the potential combination of two vacant parcels within the Technology Park, to construct a 200,000 square foot building for Summerset Marine's operations including manufacturing, assembly, offices, sales, and general operations. The building design incorporates many drive-in bays, a crane bay, a 12,000 square foot office space, and product display area. 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 project concept 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 all outdoor storage with a solid 8-foot privacy fence throughout as well as incorporate decorative landscaping per their site plan submitted. The applicant is very excited to bring business to the City of Whitewater and is seeking feedback before submitting a final proposal to the Plan Commission.

Per Section 19.38.040 this type of use within the technology park including outdoor storage shall require **Conditional Use Approval**.

Per Section 19.63.040 this type of use and proposed new construction shall require a **Site Plan and Architectural Review**.

Per Section 18.04.046 this project shall require a **Certified Survey Map** to combine the two parcels into one.

**Per Section 19.38.070 the following setback requirements shall be imposed:**

Front yard—Twenty-five feet, except as indicated on the city's official map.

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.

Rear yard—Thirty feet.

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 a below. 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 site plan depicts setback lines, however the site plan is preliminary and does provide information about how the setback lines were justified, or what the actual building setback is on each side. Parking and pavement setbacks have also not been provided in this preliminary site plan, and the project may require an exemption on the parking lot and driveway requirements above.**

**Per Section 19.38.090 the following lot coverage requirements shall apply:**

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 following calculations have not been provided as a part of this site plan and will need to be included with the site plan review application. If the crushed aggregate surfaces allow infiltration it shall be exempt from the calculations.**

**Per Section 19.38.100 the following building height requirements shall apply:**

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 building height is unknown at this time.**

**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.
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 back,

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