



PARC Agenda Item

Meeting Date:	March 30, 2026
Agenda Item:	Concept Site Plan Review for Lifetime Manufacturing LLC
Staff Contact (name, email, phone):	Mason Becker, mbecker@whitewater-wi.gov

BACKGROUND

(Enter the who, what when, where, why)

City staff were recently approached in mid-January 2026 by Lifetime Manufacturing LLC (dba Summerset Marine Construction), a local company currently operating in multiple facilities throughout Wisconsin. They specialize in high-quality docks, piers, and lifts. They are currently headquartered just north of the city at the former Verlo complex in the Town of Cold Spring. Their current location is comprised of seven buildings. Please note that this is a separate company from *Summerset Marine Shoreline Restoration* (recently approved to purchase Lot 5B on Endeavor Dr in the Business Park), though the two were once part of the same entity.

The company is seeking to build a new nearly 200,000 square foot facility in order to consolidate and optimize their Whitewater-area operations including manufacturing, service, and sales. The business would bring approximately 90 current jobs with a projected 60 additional positions over the next five years. The company has signed a non-binding Letter of Intent with the city with consideration of developing on Lots 1T and 2T in the Technology Park.

Before further engaging in civil design work and other steps necessary to bring the project to fruition, city staff and the business wanted to bring their initial concept forward for a Concept Site Plan Review. This is an opportunity for PARC members to ask questions and offer general feedback on the concept.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

- N/A

FINANCIAL IMPACT

(If none, state N/A)

- The city has owned these parcels for many years, and they are currently tax-exempt. This development project will generate significant new increment within TID #10 and the Tech Park.
- Staff also believe that this project will be significant enough that it will increase the visibility of the Tech Park, Business Park, and the City of Whitewater as a whole as a viable location for manufacturing investment.

STAFF RECOMMENDATION

- No formal action is needed, but staff advise that the PARC direct staff to continue working with the business on the necessary real estate transactions, Conditional Use Permit application, and Development Agreement.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

- Concept Site Plan Review submittals and Planner's Report

