

M E M O R A N D U M

To: City of Whitewater Plan and Architectural Review Commission

From: Chris Bennett, Director of Neighborhood Services

Date: June 12, 2023

Re: Item 5: Site plan review and possible approval for a proposed commercial building located at the northeast corner of North Prospect and Endeavor Drive, parcel number 292-0515-3434-003, for Larry Chapman, owner.

Summary of Request	
Requested Approvals:	Site plan review and possible approval for a proposed commercial building located at the northeast corner of North Prospect and Endeavor Drive.
Location:	Parcel # 292-0515-3434-003
Current Land Use:	Vacant – zoned M-1
Proposed Land Use:	Office and production packaging
Current Zoning:	M-1 – General Manufacturing District
Proposed Zoning:	M-1 – General Manufacturing District
Future Land Use, Comprehensive Plan:	Manufacturing/Industrial

Synopsis

In front of the PARC is site plan review for a proposed building at the northeast corner of North Prospect and Drive and Endeavor Drive. The parcel is currently vacant. Applicant Larry Chapman and his associates are going to erect a building for A-1 Creative Packaging, and the building will be used for manufacturing, packaging and office work. The site is currently vacant. Per the city’s M-1 zoning district, plan review is required for any development.

Site Plan Review

As stated, the parcel is zoned M-1 – General Manufacturing District. Per Chapter 19.36 of the City of Whitewater’s municipal code, the M-1 – General Manufacturing District is established to accommodate a wide range of industrial uses, and to preserve and protect lands for future industrial use.

When reviewed against the city’s M-1 ordinance, the submitted plans show the following:

Lot area

- Per M-1: 20,000 square feet.
- Parcel: 14.59 acres, or 635,540 square feet.

Lot width

- Per M-1: 150 feet.
- Parcel: 378.28 at the front and 363.83 at the rear.

Yard requirements

- Per M-1
 - Front: 30 feet.
 - Side: 30 feet on a corner lot.
 - Rear: 30 feet.
- Parcel
 - Front: At least 115 feet.
 - Side: 30 feet on No. Prospect Drive side; 50 feet on opposite side per Wisconsin DNR to accommodate wetland area.
 - Rear: At least 38 feet.

Lot coverage

- Per M-1: No provision for maximum.

Building height

- Per M-1: Maximum 100 feet.
- Parcel: 26 feet.

Parking

- Per 19.51.130, there must be one stall for each 2 employees working per shift for manufacturing and processing plans, laboratories and warehouses. Chapman said about 50 employees are working at the plan at any one time.
- 99 spots, plus four ADA spots, are shown.
- The building either needs to move roughly two feet or the developer needs to be put some sort of natural buffer in between the parking lot and property line, per 19.51. City staff will work with the developer on this matter.

Lighting

- Not provided – internal staff approval is recommended. Developer and construction company are aware.

Landscaping & screening

- There is no minimum requirement for landscaping in M-1. No landscaping plan is provided – review by Urban Forestry Committee is recommended once a plan is provided. Developer and construction company are aware.

Architecture

- The building is tilt-up, concrete construction, meaning the pieces will be built on-site using local materials. As shown on A901 the building will feature color in its design and will be aesthetically pleasing.

Planner's Recommendations

The city recommends site plan approval, subject to the following conditions –

- Developer must provide a lighting plan, and the plan must be reviewed and approved by staff.
- Developer must provide a landscaping plan, and the plan must be reviewed and approved by staff

and the Urban Forestry Commission.

- City staff and the developer will work on the matter of screening between the building and parking lot.
- Any conditions stipulated by the PARC.

Site Plan Review for: 1280 W Main Street

Plan Review Standards per Section 1919.63.100:

STANDARD	EVALUATION	COMMENTS
1. The proposed structure, addition, alteration or use will meet the minimum standards of this title for the district in which it is located	Yes	The proposed use is surrounded by M-1 uses.
2. The proposed development will be consistent with the adopted city comprehensive plan	Yes	Comp plan shows area marked for industrial.
3. The proposed development will be compatible with and preserve the important natural features of the site	Yes	Site contains little in the way of natural features.
4. The proposed use will not create a nuisance for neighboring uses, or unduly reduce the values of an adjoining property	Yes	The proposed use is consistent with the Comprehensive Plan.
5. The proposed development will not create traffic circulation or parking problems	Yes	The project is consistent with the use requirements of the M-1 District.

<p>6. The mass, volume, architectural features, materials and/or setback of proposed structures, additions or alterations will appear to be compatible with existing buildings in the immediate area</p>	<p>Yes</p>	<p>The building will fit and augment its surrounding area.</p>
<p>7. Landmark structures on the National Register of Historic Places will be recognized as products of their own time. Alterations which have no historical basis will not be permitted</p>	<p>N/A</p>	<p>N/A</p>
<p>8. The proposed structure, addition or alteration will not substantially reduce the availability of sunlight or solar access on adjoining properties</p>	<p>Yes</p>	<p>The structure will not affect the sun and light.</p>