



Innovation Center Advisory Panel

Conference Room 115, Innovation Center, 1221
Innovation Drive, Whitewater, WI 53190 *In Person
and Virtual

Tuesday, April 14, 2026 - 8:30 AM

**Citizens are welcome (and encouraged) to join our webinar via computer, smart phone, or telephone.
Citizen participation is welcome during topic discussion periods.**

Please click the link below to join the webinar:

<https://teams.microsoft.com/meet/223974812562312?p=RMjuPeV6z9qpoz3d9D>

Meeting ID: 223 974 812 562 312

Passcode: 4TA95by3

Dial in by phone

+1 929-229-5663,,428501574# United States, New York City

Find a local number

Phone conference ID: 428 501 574#

Please note that although every effort will be made to provide for virtual participation, unforeseen technical difficulties may prevent this, in which case the meeting may still proceed as long as there is a quorum. Should you wish to make a comment in this situation, you are welcome to call this number: (262) 473-0108.

AGENDA

Amended as of April 13, 2026 at 9:15am to delete: 1) Executive session from Agenda

Request for authorization to waive the 72-hour notice required by the City of Whitewater Transparency Ordinance to amend Agenda to:

1) Delete Executive session from Agenda

CALL TO ORDER

ROLL CALL

APPROVAL OF AGENDA

A committee member can choose to remove an item from the agenda or rearrange its order; however, introducing new items to the agenda is not allowed. Any proposed changes require a motion, a second,

and approval from the Committee to be implemented. The agenda shall be approved at each meeting even if no changes are being made at that meeting.

CONSENT AGENDA

Items on the Consent Agenda will be approved together unless any committee member requests that an item be removed for individual consideration.

- [1.](#) January meeting minutes

CONSIDERATIONS / DISCUSSIONS / REPORTS

- [2.](#) University Update: Elizabeth Thelen
- [3.](#) City of Whitewater Update: Mason Becker
4. CDA Update: Thayer Coburn
- [5.](#) Advisory Panel Role Discussion and Possible Action
- [6.](#) CESA 2 Request: Discussion and possible action
- [7.](#) Summerset Marine Update

NEXT MEETING DATE: July 14, 2026

ADJOURNMENT



Innovation Center Advisory Panel

Innovation Center, 1221 Innovation Drive,
Conference Room 115, Whitewater, WI 53190 *In
Person and Virtual

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https://teams.microsoft.com/l/meetup-join/19%3ameeting_YzdiM2NkZTYtNGNjYy00NDA3LTljMzQtOTk5ZmYyMTBlYmY4%40thread.v2/0?context=%7b%22Tid%22%3a%22d015a1a7-4cf9-4719-99d9-1d1ae1176df0%22%2c%22Oid%22%3a%22f5acfe74-3d75-4308-82ab-7f3bcc83e42a%22%7d

Dial in by phone:

+1 929-229-5663,,742150304# United States, New York City

Find a local number

Phone conference ID: 742 150 304#

Please note that although every effort will be made to provide for virtual participation, unforeseen technical difficulties may prevent this, in which case the meeting may still proceed as long as there is a quorum. Should you wish to make a comment in this situation, you are welcome to call this number: (262) 473-0108.

AGENDA

CALL TO ORDER

Meeting was called to order at 8:30am.

ROLL CALL

PRESENT

Board Member Thayer Coburn

Board Member Mason Becker

Board Member Elizabeth Thelen

CITY STAFF

Ashwini Rao, Economic Development Coordinator

OTHER:

Kristina (Koslosky) Czarnecki, Kreative Solutions

APPROVAL OF AGENDA

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Motion made by Board Member Coburn, Seconded by Board Member Becker.

Voting Yea: Board Member Coburn, Board Member Becker, Board Member Thelen

MEMBER INTRODUCTIONS

All present took a few minutes to introduce themselves

CONSENT AGENDA

Items on the Consent Agenda will be approved together unless any committee member requests that an item be removed for individual consideration.

HEARING OF CITIZEN COMMENTS

No formal Committee action will be taken during this meeting although issues raised may become a part of a future agenda. Participants are allotted a three minute speaking period. Specific items listed on the agenda may not be discussed at this time; however, citizens are invited to speak to those specific issues at the time the Committee discusses that particular item.

To make a comment during this period, or during any agenda item: On a computer or handheld device, locate the controls on your computer to raise your hand. You may need to move your mouse to see these controls. On a traditional telephone, dial *6 to unmute your phone and dial *9 to raise your hand.

CONSIDERATIONS / DISCUSSIONS / REPORTS

1. UW Whitewater Update (Thelen)
Board Member Elizabeth Thelen provided an update
2. City of Whitewater Update (Becker)
Board Member Mason Becker provided an update
3. Community Development Authority Update (Coburn)
CDA Board member Thayer Coburn provided an update
4. 2025 Marketing Report (Kristina Czarnecki)
Kristina Czarnecki of Kreative Solutions provided an update

FUTURE AGENDA ITEMS**NEXT MEETING DATE:**

April 14, 2026

ADJOURNMENT

Motion made by Board Member Coburn, Seconded by Board Member Thelen.

Voting Yea: Board Member Coburn, Board Member Becker, Board Member Thelen

Innovation Advisory Panel – UWW Report: April 13, 2026

Item 2.

Elizabeth Thelen
Executive Director, Innovation Services
Community Engagement Center
Network Navigator

Powered by the spirit of innovation!



Innovation Advisory Panel

UWW – Innovation & Business Services

Agenda items:

- Student connections
- Resources
- Events / Meetings / Programs
- Marketing Report
- Funding
- Community Impact
- What else?
- Next meeting – Q2



Innovation Advisory Panel

- Student connections
 - Handshake tool/Direct assist
 - Events to sponsor
- Resources
 - SBDC: Full-time Director official soon
 - Assistance any time of day: email thelene@uww.edu
 - Referrals 24x7: email, text, call
 - Executive in Residence – Strategy, AI and Design Thinking
- Programs / Events / Meetings
 - April 15: WTC: Entrepreneurship panel
 - Impact: representing
 - Quarterly Meet-ups at WUIC (3rd month, week, & day)
 - Q1 = AI with Chamber
 - Q2 = Book: Missionary or Mercenary
 - Q3 = Design Thinking
 - Q4 = Lightcast Report
 - Memberships:
 - Wisconsin Tech Council - shared
 - InnoLead
 - BioForward, Water Council, WI Manufacturers
 - Chambers



- Events continued:
 - January: Gov's Business Conference (WEDA)
 - February: Women in Business 2/18 @ 3:30pm
 - Monthly: Wisconsin Tech Council meetings
 - Other UWW activities on campus: Digital Board
 - **April 15 here at WUIC**
 - April 22: Forward Janesville
 - April 23: MKE Tech Hub
 - April 30 Oshkosh Corp
 - May 5: WI Fusion Coalition
 - May 13: American Economic Interest Summit
 - June 2: WI Manufacturing Summit
- Marketing Report (Kristina)
 - Social Media
 - Digital Board
 - Coordination with UWW!
 - Innovation Exchange podcast
- Funding:
 - WEDC: UWW part of WI Fusion Coalition
- Community Impact
- What else?



UWW – the spirit of innovation is alive!



Innovation Center Advisory Panel

April 14, 2026

Innovation Center Lease Update

- 84.9% occupancy, 15.1% vacancy (approx.)
- Vacant suites:
 - 115, 122, 124, 216, 223
- Currently working to negotiate two lease renewals (iButtonLink and JEDI)
- Nysten & Partners recently renewed
- Riemer Systems ending lease in June
- No other recent rent inquiries received
- Have asked Kreative Solution to start promoting vacant suites more, along with continued promotion of workspace leases and facility rentals

Innovation Center Rental Update

- Rental inquiries increased in Q1 2026. Group meetings, trainings, etc
- Generally charging \$25.00/hr for rentals of single spaces, \$75.00 for use of Conference Room 105 and Atrium

Innovation Center Miscellaneous Work

- Recently hosted a City of Whitewater Comprehensive Plan Update “pop up” feedback event in the Atrium
- Warkhawk Business Plan Competition – April 8th
- Tech Council Luncheon – April 15th
- Working with Economic Development Coordinator on potential new ideas to bring in start-ups or other users
- Future use considerations:
 - Childcare project is no longer being considered at the Innovation Center
 - Workgroup is continuing to look at other possible locations in the community
- New signage for Business Park being explored, possibly digital



Innovation Center Advisory Panel

Meeting Date:	April 14, 2026
Agenda Item:	Memo re Advisory Panel Role
Staff Contact (name, email, phone):	Mason Becker, mbecker@whitewater-wi.gov , 262.443.4458

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

Expanding the panel allows inclusion of diverse skill sets—entrepreneurship, venture capital, higher education, industry, workforce development, and government. This diversity leads to more informed decision-making and stronger strategic guidance.

A larger, more representative panel ensures that the Innovation Center remains responsive to evolving industry needs, particularly in high-growth sectors such as technology, advanced manufacturing, and startups.

Including members from regional partners (universities, businesses, economic development organizations) strengthens collaboration and positions Whitewater more competitively within the broader innovation ecosystem.

A well-rounded advisory panel with recognized leaders enhances the Innovation Center’s reputation, helping attract tenants, partners, and potential funding opportunities.

The current MoU between the City of Whitewater and the UWW will need to be amended if the advisory panel expands.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS
(Dates, committees, action taken)

- N/A

FINANCIAL IMPACT
(If none, state N/A)

-

STAFF RECOMMENDATION

- Discussion and possible action

ATTACHMENT(S) INCLUDED
(If none, state N/A)



ICAP Agenda Item

Meeting Date:	April 14, 2026
Agenda Item:	Request by CESA 2 to allow fiber service connection by AT&T
Staff Contact (name, email, phone):	Mason Becker, mbecker@whitewater-wi.gov

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

On April 9, 2026, Nicole Barlass of CESA 2 forwarded a request to city staff to approve allowing connection of AT&T for fiber service to the Innovation Center. This was the first that city staff were made aware that CESA 2 was exploring this.

Conceptually, city staff do not object to this work being done. However, per the city attorney, the Innovation Center Advisory Panel should be consulted on this, and the ICAP should decide if they would like to recommend approval of this request to the Common Council, as the Innovation Center is City of Whitewater property.

The city’s Chief Information Officer reviewed the AT&T design packet, and stated he does not have concerns about the project moving forward.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS
(Dates, committees, action taken)

- N/A

FINANCIAL IMPACT
(If none, state N/A)

- The city will not be incurring costs on this project. Cost of any work done will be covered by CESA 2.

STAFF RECOMMENDATION

- Staff recommend approval of this request to allow connection of AT&T fiber service to the Common Council.

ATTACHMENT(S) INCLUDED
(If none, state N/A)

- N/A



ICAP Agenda Item

Meeting Date:	April 14, 2026
Agenda Item:	Updated on proposed Tech Park project 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.

The company recently submitted an official Offer to Purchase through Anderson Commercial Group, which will be reviewed by the PARC on April 13, 2026 for possible recommendation to the Common Council.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS
(Dates, committees, action taken)

- The project was presented at a Concept Site Plan Review to the Plan & Architectural Review Commission on March 30, 2026. The PARC gave favorable feedback to city staff to continue moving the project forward.

FINANCIAL IMPACT
(If none, state N/A)

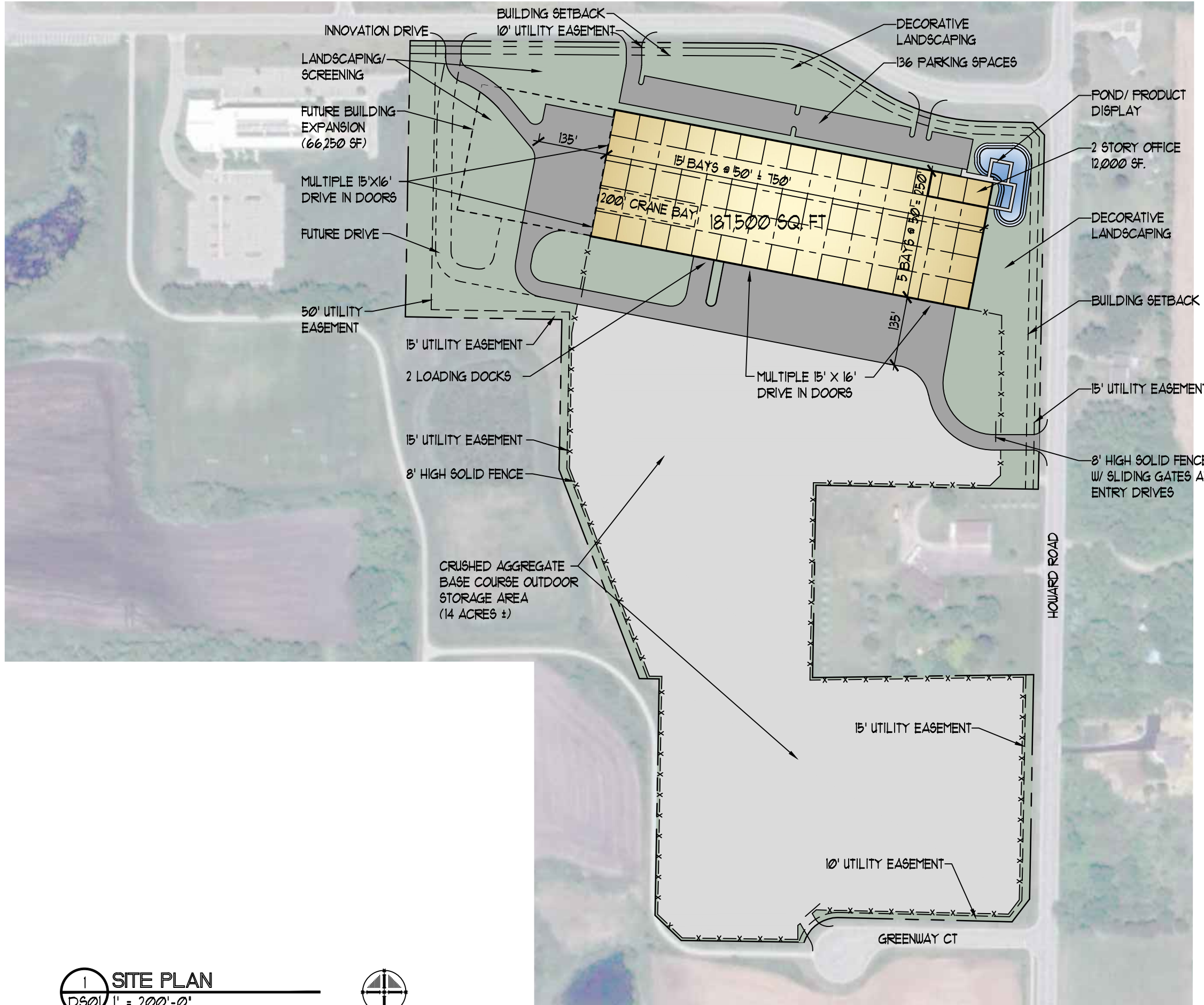
- The city has owned these parcels for many years, and they are currently tax-exempt. This development project will generate significant new increment within TID #10 and the Tech Park.
- Staff also believe that this project will be significant enough that it will increase the visibility of the Tech Park,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

STAFF RECOMMENDATION

- This item is being presented as an informational update for the Innovation Center Advisory Panel, given the proposed project’s proximity to the Innovation Center. No formal action is required.

ATTACHMENT(S) INCLUDED
(If none, state N/A)

-
- Concept Site Plan Review submittals and Planner's Report
-



SUMMERSET MARINE
 Whitewater Technology Park, Whitewater WI
 SITE PLAN

2610 Lake Cook Road
 Suite 280
 Riverwoods, IL 60015
 Ph.: (847) 940-0300
 www.pdaarchitects.com

Partners in Design
 ARCHITECTS



PROJECT NO.:
 103126.025
 DRAWN BY: JRC CHECKED BY: WHB
 DATE:
 03.20.26
 SHEET NO.:

DS01

1 SITE PLAN
 DS01 1" = 200'-0"





www.whitewater-wi.gov
 Community Dev. Director: 262-473-0148
 Economic Dev. Coordinator: 262-473-0145
 Zoning Specialist: 262-473-0144

Community Development Department
 312 W. Whitewater St.
 Whitewater, WI 53190

SITE PLAN APPLICATION CHECKLIST

Applicant

1. Fill out Planning Request Form and Plan of Operation Form. A digital copy of all submittal material:
 - a. Application Forms
 - b. Landscape plan indicating location, type and size of materials (Please review Landscaping Guidelines)
 - c. Stormwater and Erosion Control Applications (separate applications)
 - d. Lighting (Photometric) Plan
 - e. And any other materials
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 Urban Forestry Commission
5. When application is complete and approved by all Staff it will then be forwarded to Plan Commission

Process

1. Plan Commission considers applicant's request and staff review is 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.



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

Llana Dostie, Zoning Specialist
262-473-0144
ldostie@whitewater-wi.gov

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



PLANNING REQUEST

1. General Project Information:

Project Tax Key #: A444300002 and A444200002 Project Address South of Innovation Dr / West of Howard Road

Project Title (if any): Lots 1T and 2T in the Whitewater University Technology Park

2. Applicant, Agent & Property Owner Information:

Applicant's Name: Larry Chapman Company: Lifetime Manufacturing LLC

Street Address: W3128 State Road 59 City/State: Whitewater, WI Zip: 53190

Telephone: () 262-949-5828 Email: larry@summersetmarine.com

Agent: N/A Company: _____

Street Address: _____ City/State: _____ Zip: _____

Telephone: () _____ Email: _____

Owner, if different from applicant: N/A

Street Address: _____ City/State: _____ Zip: _____

Telephone: () _____ Email: _____

3. Planning Request (Check all that apply)

- Site Plan and Architectural Review \$150.00 plus \$0.05 per sq. ft (Floor Area)
- Conditional Use Permit \$275.00
- Rezone/Land Use Amendment \$400.00
- Comprehensive Plan Amendment \$400.00
- Planned Unit Development \$500.00
- Preliminary Plat \$175.00
- Final Plat \$225.00





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- Certified Survey Map \$200.00 plus \$10.00 per lot
- Project Concept Review \$150.00
- Joint Conditional Use Permit & 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 Area) \$350.00 plus \$0.05 per sq. ft. (Floor Area)
- Board of Zoning Appeals/Adjustment \$300.00

4. TRANSLATION SERVICES

Will Translation services be needed during the Meeting

- Yes
- No

If Yes, please specify the language required N/A

5. Specific Project Information:

Current Zoning District(s): 1T and 2T Proposed Zoning District(s): 1T and 2T
 Current Land Use: Vacant Proposed Land Use: Manufacturing
 Gross Site Area: 33.2 acres
 Current Number of Lots: 2 Proposed Number of Lots: 2



Plan of Operations

New Business Use/Operation Information

Description of Business Use or Operations Construction of a 200,000 square foot building for manufacturing, assembly, offices, sales, and general operations as a private use business.				
Previous Use of Space N/A		Hours of Operations (Weekdays) 6am-6pm		Hours of Operations (Weekends)
Total Area Space (SQF) 200,000	# Toilet Fixtures 6 - 3 men and 3 women bathrooms	# Full Time Employees 90 initial, plus 60 as the business grows	# Part Time Employees	<10
Customer Seating <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Seating Capacity <20 seats in show room / retail area	Total Employee Hours Per Year (include yourself if self-employed) 200,000		
Sprinkler System <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		Hazardous/Flammable Chemicals used/stored <input type="checkbox"/> Yes (Must attach MSDS sheets) <input checked="" type="checkbox"/> No		

Specified Use of Property and Building(s)

Building A Manufacturing, assembly, offices, sales, general operations
Building B N/A
Building C N/A
Will there be any problems resulting from this operation such as: (Check all that apply)
<input type="checkbox"/> Odors
<input type="checkbox"/> Smoke
<input type="checkbox"/> Noise
<input type="checkbox"/> Light
<input type="checkbox"/> Vibrations
<input checked="" type="checkbox"/> None

Parking

Dimension of parking lot	Number of Spaces available 160
Parking lot construction <input checked="" type="checkbox"/> Asphalt	Type of Screening Combo of fence and berm <input checked="" type="checkbox"/> Fencing



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<input type="checkbox"/> Concrete	<input checked="" type="checkbox"/> Plantings
Is employee parking included in "number of spaces available"?	
<input checked="" type="checkbox"/> Yes	
<input type="checkbox"/> No	

Signage (Separate Sign Permit Application Needed)

Type(Check all that Apply) <input checked="" type="checkbox"/> Free standing <input type="checkbox"/> Monument <input type="checkbox"/> Projecting <input type="checkbox"/> Awning/Canopy <input type="checkbox"/> Electronic Message <input type="checkbox"/> Pylon <input type="checkbox"/> Arm/Post <input type="checkbox"/> Window <input type="checkbox"/> Mobile/Portable or <input type="checkbox"/> Banner <input type="checkbox"/> None <input type="checkbox"/> Other _____		Location of Signs <u>At each of three entrances</u> _____ _____ _____ _____ _____ _____
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Entertainment

Is there any type of music in this proposal?

Yes (Separate License from Clerk's Office Required)

No

<input type="checkbox"/> Live	When will this be offered to customers <u>N/A</u>
<input type="checkbox"/> Monday	
<input type="checkbox"/> Tuesday	
<input type="checkbox"/> Wednesday	
<input type="checkbox"/> Thursday	
<input type="checkbox"/> Friday	
<input type="checkbox"/> Saturday	
<input type="checkbox"/> Sunday	



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What time (s) will this be offered _____

Outdoor Lighting

Type N/A
Location

Utilities

Will you be connected to City (Check all that apply) <input checked="" type="checkbox"/> Water <input checked="" type="checkbox"/> Sewer	Is there a private well on-site? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Types of Refuse Disposal <input checked="" type="checkbox"/> Municipal <input type="checkbox"/> Private
Approval Date by the Department of Natural Resources of the well for 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		
Surface water drainage facilities (describe or include in site plan)		

Licenses/Permits

Is a highway access permit needed from the State, County or local Municipality? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Is a cigarette license required?(Separate license from Clerk's Office) <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Is a liquor license required? (Separate license from Clerk's Office) <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Did Wisconsin Department of Safety and Professional Services Division of Industry Services approve building plans <input type="checkbox"/> Yes <input type="checkbox"/> No
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Permitted Property Uses

Please check Uses you are applying for

<input type="checkbox"/> Single Family Dwelling	<input type="checkbox"/> Banks and other financial institutions without drive-thru facilities
<input type="checkbox"/> Two Family Dwelling	<input type="checkbox"/> Camera and photographic supply stores
<input type="checkbox"/> Modular Home	<input type="checkbox"/> Caterers
<input type="checkbox"/> Manufactured Home	<input type="checkbox"/> Clothing, shoe stores and repair shops
<input type="checkbox"/> Second or greater wireless telecommunication facility	<input type="checkbox"/> Clinics medical and dental
<input type="checkbox"/> Home occupations/professional home office for nonretail goods and services no customer access	<input type="checkbox"/> Department stores
<input type="checkbox"/> Multi-Family Dwellings	<input type="checkbox"/> Drug stores
<input type="checkbox"/> Art, Music and School supply stores and galleries	<input type="checkbox"/> Florist shops
<input type="checkbox"/> Antique, collectible and hobby craft shops	<input type="checkbox"/> Food and convenience stores without gasoline pumps
<input type="checkbox"/> Automotive and related parts stores, without servicing	<input type="checkbox"/> Furniture stores
<input type="checkbox"/> Hotel and motels	<input type="checkbox"/> Hardware stores
<input type="checkbox"/> Small appliance repair stores, computer or software sales and service	<input type="checkbox"/> Insurance agencies
<input type="checkbox"/> Barbershops/Beauty Parlors	<input type="checkbox"/> Jewelry stores
<input type="checkbox"/> Liquor stores without drive-thru facilities	<input type="checkbox"/> Meat markets
<input type="checkbox"/> Resale shops	<input type="checkbox"/> Paint, wallpaper, interior decorating and floor covering stores
<input type="checkbox"/> Professional and Business offices	<input type="checkbox"/> Restaurants without drive-thru facilities
<input type="checkbox"/> Self-service laundries and dry-cleaning establishments	<input type="checkbox"/> Sporting goods stores
<input type="checkbox"/> Stationery stores, retail office supply stores	<input type="checkbox"/> Variety stores
<input type="checkbox"/> Movie theaters	<input type="checkbox"/> Charitable or nonprofit institution and facilities
<input type="checkbox"/> Tourist homes and bed and breakfasts	<input type="checkbox"/> Light assembly uses including electronics, pottery, printing, contractor shops (heating, electrical plumbing, general contracting) provided that there are no significant environmental emissions (odor or waste)
<input type="checkbox"/> Bakeries or candy stores with products for sale on premise only	<input type="checkbox"/> Catalog and e-commerce sales outlets
<input type="checkbox"/> Appliance repair stores, including computer sales and service	<input type="checkbox"/> Day spas



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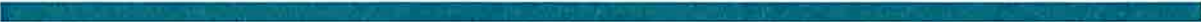
<input type="checkbox"/> Coffee Shops	<input type="checkbox"/> Gift Shops
<input type="checkbox"/> Cultural arts centers and museums	<input type="checkbox"/> Public parking lots
<input type="checkbox"/> Post Offices	<input type="checkbox"/> Tourist information and hospitality centers
<input type="checkbox"/> Ice cream shops and cafes	<input type="checkbox"/> Dance Studio
<input type="checkbox"/> Toy stores	<input type="checkbox"/> College and Universities
<input type="checkbox"/> Agricultural services	<input type="checkbox"/> Private recreation facilities
<input type="checkbox"/> Lumberyards, building supply stores and green houses	<input type="checkbox"/> Freight terminals, trucking servicing and parking, warehousing and inside storage
<input checked="" type="checkbox"/> Manufacturing, fabrication, packing, packaging and assembly of products from furs, glass, leather, metals, paper, plaster, plastic, textiles, clay, woods and similar material	<input type="checkbox"/> More than one principal structure on a lot when the additional building is a material and direct part of the primary business
<input type="checkbox"/> Research facilities, development and testing laboratories, including testing facilities and equipment	<input type="checkbox"/> Pilot plants and other facilities for testing manufacturing, processing or fabrication methods or for the testing of products or materials
<input type="checkbox"/> Retail sales and services linked to manufacturing or warehousing	<input type="checkbox"/> Telecommunication centers (not including wireless telecommunications facilities)
<input type="checkbox"/> Production, or processing, cleaning, servicing, testing or remailer of materials, goods or products limited to the following uses, products, components, or circumstances: -Electronic and electrical products instruments, such as transistors, semiconductors, small computers, scanners, monitors and compact communication devices - 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 -Laser technology, radiology, x-ray and ultrasound products, manufacturing and assembly -Medical and dental supplies -Optical, fiber optical and photographic products and equipment -Orthopedic and medical appliances such as artificial limbs, brace supports and stretchers -Products related to process design, process stimulation, computer hardware and software development, safety engineering -Scientific and precision instruments and components, including robotics	

 <p>City of WHITEWATER Community Development</p>	<p>www.whitewater-wi.gov Community Dev. Director: 262-473-0148 Economic Dev. Coordinator: 262-473-0145 Zoning Specialist: 262-473-0144</p>	<p>Community Development Department 312 W. Whitewater St. Whitewater, WI 53190</p>
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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 allow 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 3/24/26
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Cost Recover 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 by 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 Lots 1T and 2T in the Whitewater University Technology Park

PROJECT ADDRESS A444300002 and A444200002

APPLICANT INFORMATION

NAME Larry Chapman

MAILING (BILLING) ADDRESS W3158 Hwy59 Whitewater WI

PHONE 262-949-5828

EMAIL larry@summersetmarine.com

ATTORNEY INFORMATION

NAME _____

PHONE _____

EMAIL _____

SIGNATURE OF APPLICANT

Dated this 20 day of March, 2026

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.



City Administration

Hourly Rate Shall Not Exceed

Community Development Director:	Mason Becker	\$59.53
Director of Public Works:	Brad Marquardt	\$79.73
Director of Finance:	Rachelle Blitch	\$72.71
Clerk:	Heather Boehm	\$43.91
Deputy Clerk:	Tiffany Albright	\$29.64
Zoning Specialist	Llana Dostie	\$41.70

City Attorney

Attorney Steven Cheseboro	\$89.41
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City Engineer

Strand and Associates	\$247.63
Primary Contact: Mark Fischer	

City Planners and Zoning Administrator

Primary Contact: Allison Schwark	\$50.00
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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	
Requested Approvals:	Conceptual Review
Location:	Greenway Court, Howard Road, and Innovation Drive (/A444200002 and /A444300002)
Current Land Use:	Vacant
Proposed Land Use:	Summerset Marine Manufacturing, Sales, Assembly, and Office
Current Zoning:	Technology Park
Proposed Zoning:	N/A
Future Land Use, Comprehensive Plan:	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.